



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2018/40

24-Apr-18

To: **All Member Publications**  
**All Accredited / Associate Advertising Agencies**

Dear Sirs,

## I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Trust for Democratic Education and Accountability, Building No.1, Street 5, (Off Jasmine Road), G 7/2, Islamabad. Ph: 051-8466232 Fax: 8432141	M/s. Brainchild Communications Pakisatan
2	M/s. The Snack Bites Company, Plot 22, Sector 23, Korangi Industrial Area, Karachi. Ph:38704021-5	M/s. Brainchild Communications Pakisatan
3	M/s. Happy Palace Grammar School, C-266, 267, 268, Block-10, F.B.Area, Karachi.	M/s. Concept One Advertising
4	M/s. Shadman Enclave Housing Scheme, 21-B, Block M, Gulberg III, Lahore. UAN: 111-125-135	M/s. Manhill Advertising ( for Shadman Enclave Housing Scheme, Lahore. through M/s. Star Marketing )
5	M/s. Alpha School, 30 Industrial Area, Gurumangat Road, Gulberg III, Lahore. Ph: 042-35773011	M/s. Red Communication
6	M/s. Global Brands Marketing (Pvt.) Ltd., 204, E.I. Lines, Dr. Daud Pota Road, Karachi. Ph: 35654645 Fax: 35654644	M/s. Synergy Advertising
7	M/s. Adamjee Insurance Co. Ltd., 9th Floor, Adamjee House, I.I. Chundrigar Road, Karachi. UAN: 111-242-111 Fax: 32419162	M/s. Synergy Advertising
8	M/s. Bestway Cement Ltd., Bestway Building, 19-A, College Road, F-7 Markaz, Islamabad. Ph: 2654856 Fax: 2654865	M/s. Synergy Advertising
9	M/s. Four Star Builders, Plot No.F31, Block-B, North Nazimbad, Karachi.	M/s. The Brand Partnership

As per our list, no other accredited agency appear to be handling account of the clients in question.

## II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Pakistan Remittance Initiative, State Bank of Pakistan, 4th Floor, Main Building, I.I. Chundrigar Road, Karachi. Ph: 99213289 Fax: 99212483	M/s. Maxim Advertising Co.	M/s. Manhattan International
2	M/s. Pakistan Mineral Development Corp., 13-H/9, Islamabad. Ph: 9265123-4 Fax: 9265127-8	M/s. Oktopus 360 Media	M/s. M Communications
3	M/s. Pakistan Public Works Department Nawabshah Central Civil Division, Pak: P.W.D. Nawabshah (SBA) Ph: 0244-381108	M/s. Oktopus 360 Media	M/s. X Nine Communications

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|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------|
| 4 | M/s. Pakistan Public Works Department<br>Sukkur,<br>Bungalow No.42, Block-A,<br>Friends Cooperative Housing Society,<br>Near: Yousif Masjid, (Tableghi Markaz) Sukkur.<br>Ph. & Fax: 071-5807336 | M/s. Oktopus 360 Media     | M/s. X Nine Communications                 |
| 5 | M/s. Daehan Dewan Motor Co. (Pvt.) Ltd.,<br>7th Floor, Block-A, FTC Building,<br>Shahrah-e-Faisal, Karachi.<br>UAN: 111-364-111 Fax: 35630830                                                    | M/s. Mediapulse (Pvt) Ltd. | M/s. M&C Saatchi World<br>Services         |
| 6 | M/s. Cambridge Garment Industries (P)<br>Ltd.,<br>Karachi.                                                                                                                                       | No new agency appointed    | M/s. Adcom (Pvt.) Ltd.<br>M/s. Adcom Media |

### III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>MBH(s)</u>
1	M/s. The Citizens Foundation (TCF), Plot No.20, Sec.# 14, Near: Brookes Chowrangi, Korangi Industrial Area, Karachi. UAN: 111-823-823 Fax: 35113460	M/s. Group M Pakistan (Pvt.) Ltd.

### IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>Product/Area/ Agency</u>
1	M/s. House Building Finance Co. Ltd., 3rd Floor, Finance Trade Centre, Shahrah-e-Faisal, Karachi. Ph: 35641711-15 Fax: 35630954	<p><u>M/s. Creative Junction:</u> for Corporate Portfolio including marketing campaigns to promote corporate brand / identity of HBFCL and market awareness and dissemination of HBFCL Values and other corporate events.</p> <p><u>M/s. Connect Marketing:</u> for Consumer Portfolio including marketing campaign to promote HBFCL product and services.</p> <p><u>M/s. Oktopus360 Media:</u> for Recovery / Tender Notices / Quotations, Classified and appointment Ads etc. including Marketing and advertising campaigns for recovery aspect of HBFCL business.</p> <p><i>( M/s. Interflow / Maxim / Spectrum cleared )</i></p>
2	M/s. Pakistan Nuclear Regulatory Authority, Information Services Directorate, PNRA Headquarters Building, Islamabad. Ph: 9263013 Fax: 9263007	<p><u>M/s. TNI Communications:</u> for Tender Notices and Civil Works.</p> <p><u>M/s. M Communications:</u> for Public Awareness, Pre-qualification</p> <p><u>M/s. Graymatters Communications:</u> for Recruitment and Auction</p> <p><i>( Provisional NOC received from M/s. Channel 7 Communications )</i></p>
3	M/s. Universal Service Fund, 5th Floor, Habib Bank Tower, Jinnah Avenue, Islamabad. Ph: 9212308-9 Fax: 9214261	<p><u>M/s. Channel 7 Communications:</u> for Display Ads (Corporate and Rural Telecom Program) and Classified Ads (Engagement of Consultants, Services, Technical Auditors, Inviting Bids for Rural Telecom Projects and Procurement of Equipment) and Annual Report.</p> <p><u>M/s. The Circle Agency:</u> for Display Ads (Optic Fiber Program, Broadband Program and Special Projects), Classified Ads (Inviting Bids for Optic Fiber Program, Inviting Bids for Broadband Projects and Speical Projects) and Job Opportunities,</p> <p><i>( M/s. Interlink Advertising cleared )</i></p>

Thanking you,



( Sarmad Ali )  
Secretary General