

Animated Advertisement in Pakistan: Its Impact as an Emerging Medium in Pakistani Media

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Abstract

Advertisement is one of the major factors for a company to make it successful, unbeatable and unforgettable, at the same time advertisement can play this role in completely contrary ailment. Advertisement has a long history in which advisement faces various ups and downs. Pakistan became an independent nation in 1947, Islamic Republic of Pakistan. This research paper will focus on the advertisement since then. As in the beginning advertisement based on radio and some newspaper. Due to the limitations of printings and colors application advertisement was limited. Introduction of television emerged new dimensions in industry and evolve new mediums in it and advertisement is one of the effective media. Intend of this research paper is to trace down the history of animation in Pakistan media industry specifically in advertisements. Animated advertisement has marked its effect on consumer behavior. Companies need to adopt emerging mediums to survive in competitive corporate world, as the brands and companies with new techniques make them modern and up to date for their consumers and for the other potential customers. For compiling this research paper, data has been collected through secondary sources, from the prior works of researchers of this region and intercontinental. And an online survey conducted on a focus group of teenagers as teenagers are the more component consumer of the existing market. As teenagers covers the maximum market and brands, and now a day's youngsters are the more potential consumer of any brand and advertising can change their behavior towards certain brand. Results shows the impact of new medium and the results of this research will fill the gap of existing theory in this research field. Limitation of this research was collecting the more reliable data from printed sources as this is the first handed research of its own kind on the mentioned subject in this region and previous research data on Pakistani animated industry is not documented on reliable sources. In future more specific and more focused research on any techniques can be conducted.

Introduction

Advertising is a powerful tool that communicates with the consumer of a product more attractively and delivers a brand message more powerfully. Advertising gives a boost to the product sellingratio. With the help of accurate research and a defined target audience, it is an easy and more effective tool to communicate with the audience through visual communication. As various researches have proven that visual communication is a strong tool to communicate in a better way. Dr. Kamran Siddiqui's* extensive research "History of Advertising in Pakistan" very well described the different stages of advertising evolution in Pakistan, this research study is the subsequent prior research, in which we followed the time frame of Dr. Siddiqui and the main focus is on the emerging technique i.e. animation advancement in advertising of Pakistan. As the human mind can remember a visual for a long time rather than an image. A human mind can remember an image better in the memory consciously or unconsciously almost 60,000 times faster rather than the text (Pant, 2015). Visual communication has different types which we can see in various fields in our daily life routines, for example, while driving in any city on-road information of any area and name of different places deliver to you with the help of signboard which falls in the form of visual communication. While traveling in a different country to reach a certain place or to get to know the city in a better way travelers use the map. And map completely based on small icons and symbols which represent another form of visual communication. Other examples of visual communication are presentation, maps, charts, pictograms, logo design, etc. Advertising is one of the forms of visual communication. Whenever we heard a jingle or saw a logo you can easily relate it to the product to which this belongs with the help of your memory. This gallery in the memory develops with the help of advertising.

Advertising is a solid and commanding instrument to develop and deliver the required information in the form of a message to the identified and potential customers. For a company or brand advertising, this form of visual communication is very important. Companies and businesses in the corporate world have been using advertising for years to reach out to potential consumers. With the help of advertising, they develop a relationship of faith and trust with their consumer. Advertising's history has a long tail worldwide. And this powerful tool has faced many ups and downs which also help it to come up with new experiments and new mediums. The introduction of new mediums and new techniques globally helps the advertising world to flourish in a more effective manner (Kiefer Lee and Steve Carter, 2005). An advanced form of technology created new doors and opportunities for the information flow, services, goods, and techniques which has not been used before. For a business and brand, it is very important to get moving forward and adopt advanced techniques for survival in the corporate world (Kiefer Lee and Steve Carter, 2005). In this paper, we will discuss the journey of advertising from print media to electronic media to mixed media which is the animation technique. Moreover, how new mediums emerged and changed the consumer's perception.

Aim & Objective

This study aims to fill the gap of knowledge within the animation and graphic industry. Because Pakistan has a glorious history of advertising which is not known by the upcoming designers and researchers. This research aims to provide a detailed study of the evolution of the advertising industry and the impact of new emerging mediums like animation on our advertising market.

The main objective of this research is to identify, that how potential consumers of our market react towards the new technique which is adopted by every second brand to advertise themselves.

Methodology

Animation is not a new technique but its diverse types and emerging techniques are new which can be seen in the Pakistani corporate world. Very few researchers are out there, working on this domain. So to compile this research paper we collected data from the research of prior researchers (national and international) and in the final stage, we surveyed the existing market to get a better understanding of the consumer behavior towards certain animated advertisements which is Pakistan based businesses and consumers.

Background:

What is advertising? Laver in the launch of Victorian Advertisement answered this question, "*Advertising is as old as Humanity: indeed, much older; for what are the flaunting colors of the flowers but so many invitations to the bees to come and "buy our product". Everything is already there: the striking forms, the brilliant hues, even the "conditioning of the customer"*" (O'Barr, 2005). Advertising can be defined as a tool that will help to grab the attention of a viewer and through advertising, it is possible to induce the viewer to make an action towards a certain product or business. Advertising has an ancient protagonist which helps to deliver information and most importantly gaining attention. In Britain, advertising began in the late 1800s in the form of print advertising which faces social critics (William, 1980). "*The official art of capitalist society*" (William, 1980). In sub-continent advertising's traces can be seen via the trade traces of seals from Indus Valley to Mohenjo-Daro (Anonymous, 2017). This research paper's main focus is on the advertising of Pakistan more specifically focused on the emerging of the animation technique in the advertising world of the corporate world.

Pakistan became an independent nation in 1947 (Anonymous, 2019). Since then Pakistani advertising has faced a lot of ups and downs in the journey of development, in which it faces different foreign and political influences. In addition, also followed and adopted the new trends which were famous globally. The major change which can be seen in the corporate world which directly affects the trends and methods of advertising was the innovation of electronic medium in which television and computer are on the list and later on internet and other social media added in it. These innovations change the business's culture, techniques, and ethical appearance. By the time of independence, there were limited mediums of advertising which were not able to cover the whole nation or country at the same time. Advertising business cultivated over time, and it can be divided into different stages of development, at the first stage, any kind of business only uses the local media and available medium which were mostly based on print medium based on magazines, newspapers, and digests. In 1947 very few businesses were in the position of broader business after the independence movement.

Subsequently the creation of Pakistan, new businesses joined the race and the competition in the corporate world became intense day by day. This competitive environment increases the demand and starts finding out new ways to reach their consumers and the innovation in technology helped to fulfill their thirst for being creative. From time to time businesses from various fields started to follow the new emerging trends to survive in the competitive world. Meanwhile, new investments came into the region and brought new influences with them. Some multinational companies and investors invested in new commerce in the Pakistani market and new advertising agencies established due to the requirement of the time, some foreign advertising agencies set up their offices and developed linkages with the existing local institutions to step into the new arena (Siddiqui, 2016). Foreign advertising agencies brought new influences in the local market of advertising in Pakistan, but local culture also has deep roots in the market which cannot be affected. Thus, the evidence of cultural

influences always dominated its reflection on the advertising of Pakistan. Global influence is very much important but the influence of culture cannot be replaced. Because the consumer has their emotional bonding towards its culture. Culture represents the identity of an individual and in the same way, an individual can represent the cultural identity with his/her interests and behavior. As Cleveland (2018) said, “*many individuals vacillate between several loci of cultural identity*” (Cleveland, 2018). It is a tough task for a company to mark its own identity in a unique way in the global corporate world, but marking its own identity is important as well for the survival of a business in a competitive field. As Frank Gehry quote “*You have got to find your own voice*” (Wheeler, 2017). It is a significant requirement for the survival to have own specific, unbeatable, unique and original identity in the business world which is beneficial for a brand, product, and business to be remembered and get recognized for their consumer. In a world where commoditization is an ever-lurking threat, the ability to link your brand to a particular type of consumer culture is seen as an important way to differentiate yourself (Steenkamp, 2014). The advertising business of Pakistan always has the limitations of religious principles and values, and cultural influences. These cultural influences faced different changes due to the migration of people from one place to another and they carry the baggage of their inhabitant cultural values linked to a specific area.

In Pakistan people are practicing different cultures according to the geographic region, which is the requirement of the area and the people, who are inhabitants and have their own set of values, people do migrate or shift to bigger cities of the country temporarily or sometimes permanently to full fill their needs which could be based on education, job or for better living style. This migration results in the concoction of multicultural consumers. In this situation, it is stimulating for a company to address the multicultural consumers in one market with one visual which is acceptable and understandable for everyone despite their various cultural backgrounds. This is the one situation of evolution in the advertising world. The second reason for evolution is the development and emergence of new technology all over the world. By the time of independence, only print media and radio were the main sources for advertisement. Both medium have limitations in the process and execution but a strong and impactful sources to reach out to the potential customers. This research paper will provide the ephemeral history of the initial stages of Pakistani advertisement. In the prior research of Siddiqui (2016), the history of advertising is already divided into six different stages and this paper will discuss the evolution with the help of defined stages. Siddiqui (2016) divided the whole advertising era into six stages i.e.

Era	Period
I	1947 – 1964
II	1964- 1978
III	1978 – 1988
IV	1988 – 1998
V	1998 – 2008
VI	2008 – to date

Discussion

The first era i.e. 1947 – 1964, was the time when Pakistan is facing and going through the expansion phase in which time there was not a competitive environment for the business. There were very few companies and businesses were working and Pakistan has a very weak press. East Pakistan and Baluchistan have no newspaper only NWFP, which is known as Khyber Pakhtoonkhwa only had two daily newspapers owned by two Muslims including Daily Azad and Moring news (shifted to Dhaka), *Jang*, *Dawn*, and *Anjam* (in Karachi) (Hashim, n.d.). Many newspapers and publications, for example, *Musalman*, *Roshni*, and *Inqalab* could not continue their business due to the financial crises which Pakistan was facing at the time. According to Hashim (n.d.) from 1947 to 1971 Urdu[†] language-based newspapers and publications were available. There were no English publications or daily newspapers were available due to the literacy rate. In 1947 very first news agency came into existence with the name Associated Press of Pakistan (APP), from 1947 – 1961 it played its role independently after 1961 government of Pakistan took its rite according to the ordinance (Hashim, n.d.). Dawn group of newspapers is founded by Mohammad Ali Jinnah in 1941 and its flagship publication i.e. The Daily Dawn was the first independent publication in 1947 by Pakistan (Rizvi, 2012). In this era source of advertising was only radio jingles and the transmission of radio was limited to the specific area and specific class of audience. That was the time when new businesses were developing and coming into shape and they were in awareness stages, and most of them used radio and daily newspapers for their advertisement.

The study of this research paper is divided into two stages in the first stage of research will be discussed the history of Pakistani advertisement and the innovation of new medium in the timeline. In the next pace, the study is completed by surveying within a group of existing potential customers of consumer-based goods, consumer group which is the youth and potential consumers of future.

Study 1

1947 - 1964

[†] National language of Pakistan

Right after the independence, the very first image which was published in the newspaper was the image of Pakistani Rs. 5 note by the Reserve Bank of India, note has the image of King George because at that time Pakistan was an independent territory of British commonwealth (Paracha, 2017). (Fig.no.1)



Fig. No.1: Image of Pakistani Rs. 5. Currency note. Issued by Reserved Bank of India, Issued in Daily Times Newspaper, August 1947.

On 15th August 1948, the government of Pakistan published an ad in the Pakistan Times newspaper of Pakistan on the occasion of the first anniversary and give tribute to Muhammad Ali Jinnah. In addition, it was the first anniversary of the Pakistan Times as well (Paracha, 2017). (Fig.no.2)

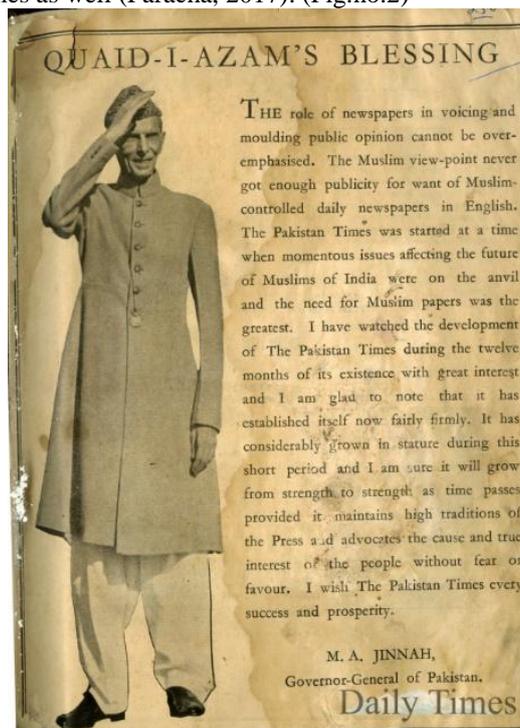


Fig. No.2: Anniversary Ad, Sponsored by Government of Pakistan, Published on 15th August 1948. In 1950 first airline of Pakistan Orient Airways published its ad in the newspaper. (Fig.no.3)

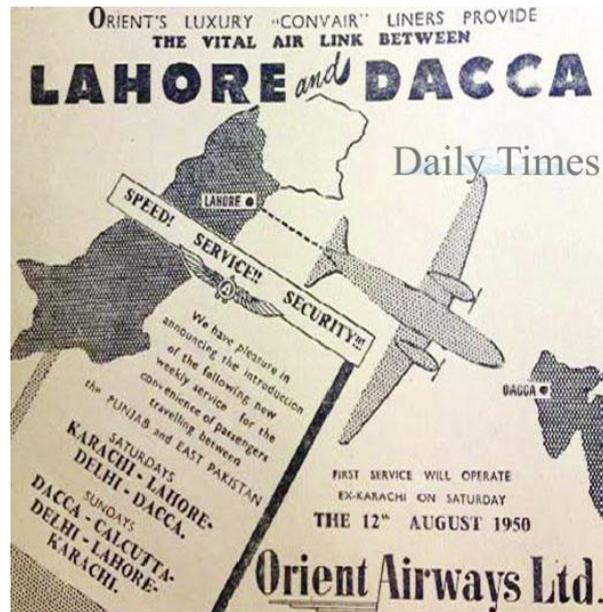


Fig.No. 3: First Airline Ad, Sponsored by Orient Airways Ltd. Published in 1950.

In 1953, an advertisement for cooking oil, Dalda, was published in Dawn Newspaper. Dalda is a consumer goods-based product. (Fig.no.4)



Fig.No. 4:Dalda Cooking Oil Ad, Published in 1953.

Another advertisement from consumer goods-based has been published in a daily newspaper which is Tibet toothpaste and beauty soap. This advertisement appeared in 1950. (Fig.no.5)



Fig. No. 5: Tibet Tooth-Paste and Beauty Soap advertisement.

All the advertisement from this era was in black and white because of the limitations of the printing methods and techniques. All the ads were based on the combination of illustration, photography, and text. The text was further divided into two sections i.e. caption or tagline and body text if required. In the example, it can be seen that the publisher or designer always used a bold font for the caption or tagline because the printer arranges the text manually and it was not possible to handle the sleek and fragile serif font during the printing process. Because font will get destroyed during the application of colors and the originality and identity of a certain brand will be destroyed. Besides the print medium in the name of electronic media radio was the one medium which was available in the 1950s (Aman, 2010) and have a good reach in the market. The invention of television changes the complete scenario of advertisement for the business community. It allows communicating more effectively. Television invention came to Pakistan on 16th September 1955 (Aman, 2010), at that time television transmission was in black and white and the advertising world still cannot display their product in colour. Very few people were able to afford to buy this invention that is why the reach at that time was still limited.

1964 – 1978

On 26th November 1964 first Pakistani own channel with the name “Pakistan Television” known as PTV, came into the race of technology innovation (Aman, 2010). After the arrival of PTV, advertising trends changed drastically. Major companies and businesses shifted to Television Commercial (TVC) soon after the first transmission, as this was the first source that could reach the masses of people at the same time and also cost-effective. The arrival of new technology and new member in the family of electronic media changed the advertising trends and soon movie advertisements appeared on the tv screens and another advertisement with the theme of movie songs. Actress and actor became the brand image of sponsored brands because its natural phenomena audience does believe and value the message of their ideal. **In 1967 (Paracha, 2017) beauty product Tibet cosmetics, a Pakistani brand, published its ad in Daily Times Newspaper, for the advertisement company used a Sri Lankan cabaret dancer for the modeling in their ad with the caption of “A Star’s Choice”. (Fig.no.6)**



Fig. No. 6: Tibet Cosmetics Newspaper ad, Published in 1967.

In 1974 a printed advertisement of Pakistan International Airlines PIA appeared in one of the leading newspapers of the time. At that time PIA was one of the top airlines in the world and was growing with time. The ad completely based on photographic image and printing techniques has changed from one color printing to color and monochrome printing. That was the time when coloured ads had been seen in the various newspapers and magazines as well. Due to the advanced form of printing techniques, publishers and advertisers enjoy the freedom of the selection of various sleek, italic fonts for the caption, sub caption, and body text. (Fig.no.7)



Fig.No. 7: PIA Print ad in 1974.

6th December 1976 (Aman, 2010), was the time when PTV's transmission was the first transmission that was ever on aired in color. This colored era gave anunstoppable boom to the electronic media and advertising industry. Almost all the businesses shifted to electronic media which were now within the reach of maximum people of the urban area. Almost every house owned a television (colored or black and white). Because of the color screen film, industry and soap hit the peak. That was the golden era of the Pakistani film industry. An ad forthe Pakistani film "Aina" was published in 1977 in a magazine (Paracha, 2017). (Fig.no.8)



Fig. No. 8: Print ad of Pakistani Film “Aina”, published in 1977.

In 1977, the very first animated ad appeared on PTV, which was sponsored by the family of ALA Dentonic tooth powder (Zafar, 2014). Dentonic ad was created an unbeatable impact with the help of animation in the advertising history of Pakistan. No advertisement could have reached the standard of this ad. The iconic character of Dentonic leaves the permanent image in the history of advertising, which showed the enthusiasm of professional advertising in Pakistan. (Fig. 9)



Fig. No. 9: Dentonic Iconic Character Image, Screenshot from TVC Source:
<https://www.youtube.com/watch?v=zoBWa-GPRW0>

After the appearance of this ad, many companies tried to create this iconic character for their own business but they could not accomplish and grab the attention of the market as Dentonic did. DingDong bubble gum tried a successful attempt but that ad image easily gets lost in the clutter of advertisement. (Fig.no.10)



Fig. No. 10: Ding Dong Bubble very first ad, Screenshot. Source:
<https://www.youtube.com/watch?v=QmptzZFzy28>

It was the era when animation advertisement spread its roots in the ground of the Pakistani advertising market, since then this trend faces many vicissitudes and went through different stages of experiments. Besides the animation, those companies who did not choose this strategy started to make jingles and music for their products.

1978 – 1988:

Pakistan television was the only channel in the race of electronic media and its viewership grew day by day became the more effective medium for advertising. Because people and consumers get used to seeing soaps and movies so the demand of the advertisement in the prime time was cumulative day by day. The behavior of consumers gets changes with the technology so the strategy of businesses also changed and grew, more specifically according to the consumer behavior and their demand. 1987 (Aman, 2010) new channels emerged in the electronic media, Satellite Dish Antenna introduced in Pakistan in November 1987. Due to this receiver, a flood of television channels grabs the attention of viewers in Pakistan. With this technology, new advertising agencies brought their businesses to Pakistan and these agencies came with new trends and techniques. Due to the advanced form of printing and technology quality of print ads enhanced as well. For example, Bata shoe brand published its ad in a magazine in 1987 (Paracha, 2017) and the same theme was aired on TVC.

As new agencies were working and providing their services which brought a big difference in the layout designs as well. New layout and execution-style have been seen in the print ads for example a shoe brand name Power published its ad in which Imran Khan the former cricketer who was the star at that time can be seen in the ad, as the trend of showing heroes and heroines were trending and it is still in practice as well in the present era. In the TVC logo, caption and product came up and give the appearance in the simplest form of animation in the last frame of TVC. (Fig.no.11)

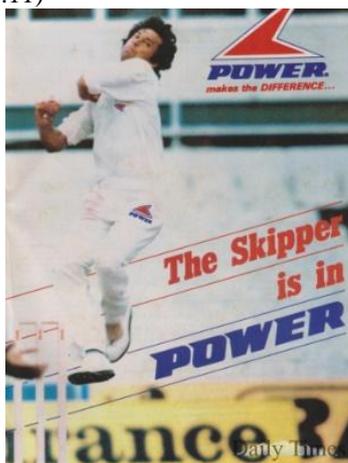


Fig.No. 11: Power Shoe ad, 1988.

PIA marked its name in history by installing the very first computer software for ticketing in 1967 (Team, 2009). 1984 (Limited, 2013) was the time when computer experts launched their first graphic software abroad. The innovation of computers opened door to the new millennium where the advertising world start growing and still growing in multiple fields at the same time.

1988-1998

Emerging of digital technology in the graphic world showed the new way of advertising in Pakistan in the last years of the 20th century. Over time people get aware of the new techniques. The introduction of computers provides new opportunities to the advertising world. People shifted to electronic media because electronic media has maximum reach to consumers and it is cost-effective as well. With the passage of time requirements of an individual changed with the level of his/her awareness just like that the aesthetic level of an individual changed too. Requirements of society changed and for the survival of a company in the corporate world, it is necessary to upgrade and follow up the newly emerging techniques. As the companies started to follow animation trends, people get attracted to it. At the very first animation techniques shifted the trends in the advertising world. And provides the maximum viewership. For example, Ding Dong bubble gum published its ad in animation by following the footsteps of Dentonic Tooth Powder they introduced an iconic figure of a “Moti tazi Bili (Cat)”, they linked it to the traditional story of childhood to attract an audience and they get succeeded in their strategy. Since then they published their ad in different decades with the same character but with upgrading music, jingle and story. For example, in the early 1900s, they published their ad first time in animation with the very basic technique of animation. 2D techniques were used in the advertisement.

1998-2008:

In this period new techniques and visual effects were being used by the advertiser. Almost every brand shifted to this technique or we can the fusion of mix medium as well. Which is based on videography, visual effects, and animation. For example, Polka Ice-cream, Shield Tooth Brush, and Prince Biscuits. In 2015 (Kashaf, 2017) Ding Dong updated their advertisement by using new techniques which can be seen in their advertisement. They used 3D techniques for character development. (Fig.no 12)



Fig. No. 12: New face of Ding Dong Bili (Cat), 2015, Source. <https://www.mangobaaz.com/ding-dong-bili-changed-now>

2008 – to Date

It was the time when Indian our neighbor country-influenced our media and we can see the Indian star faces in our advertising. Their animation studios were advanced than ours and companies outsourced the work from India and get it done. For example, Safeguard animated the character of Commander (Siddiqui, 2016). And this trend started in our industry and there is a list of companies that shifted to animated techniques i.e.Cocomo, Dettol Bath Soap, Rio Biscuits, Prince Biscuits, Jelly Products, Lays, Kurkury, Walls Ice-cream, Omore Ice-cream, Knorr Noodles, Telecommunication Companies, etc. Almost every business shifted to animation techniques. After 2015 digital campaigns replaced the maximum fields of print media for outdoor advertising. Because it is cost-effective and can be remembered by the viewer as they experienced the same ad while driving while surfing social media and while watching Tv.

Study 2:

To conclude the research, we conducted an online survey with an identified focus group of youth based on both gender male and female, age group of the focus group is between 23years to 30years from different backgrounds demographically and geographically. This group was based on 50 people. The main purpose of this survey to conclude the research and to get a better understanding of consumer behavior towards animated advertising. (Table.no.1) 45 people answered the question is yes and they have seen an animated advertisement, which attracts them due to the updated techniques. (Table.no.2)

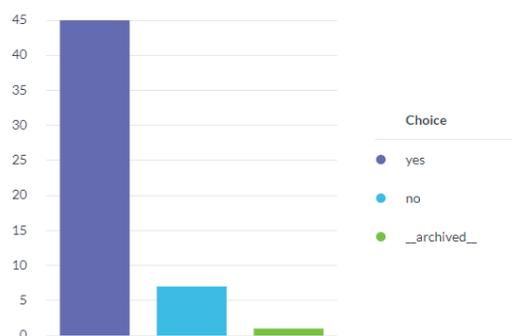


Table. No. 1: How people react to digital animated advertisement.

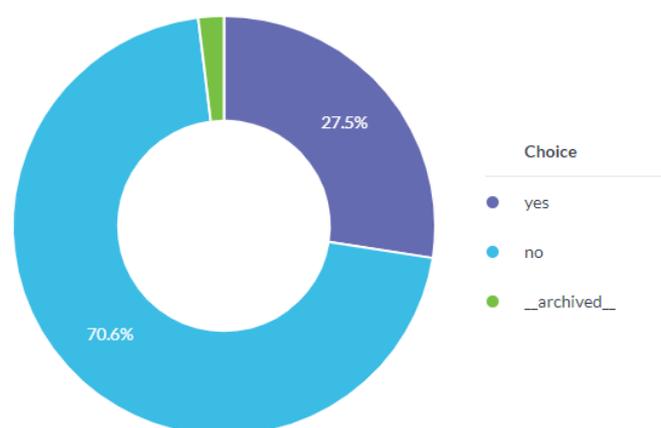


Table. No. 2: How effective is an animated ad for them.

This survey was conducted to the group with the same age group and gender. During this survey different advertisement from local market has been shared in both techniques which is print and animated based. Moreover, ask them to rate the effectiveness of the advertisement and would get attracted due to the animation techniques 70.6% of people answered in favor of animation advertisement and want to see the updated form advertisements every day, and 27.5% of people still appreciate the print and video graphic-based advertisement.

Conclusion:

The prime incentive of this research paper is to fill the gap of animated techniques in the advertising market of Pakistan. Pakistani field of advertising started with a very low budget and very few resources with time different investments came in Pakistan in the shape of international business investors, advertising agencies, and multinational brands/companies, which brings new influences, trends, fashion, and techniques with it, which helped the Pakistani industry of advertisement. The advertising market faces a lot of changes and has gone through different changes and evolution and most important thing is that at every stage they crossed with the prominent success and with the new ambition and enthusiasm to do more and to achieve more. Every era has its limitations and boundaries, in the first era, they face cultural restrictions, limitations in printing techniques and resources but still advertising industry produced some remarkable and memorable ads. In the second era, the invention of television provides new opportunities to achieve and brand-new technique which attracts the audience not only because of the advancement of the technique but also for the creativity. In the third era, an invention of the computer and new software in the digital world gives a new direction to advertisers which lead them to the fourth era of innovative ads based on animation and other graphic visuals. The fifth era is the witness of glam and advanced form of graphic art. The journey did not stop in the last era the voyage is still going on where every day is come up with a new challenge and latest techniques and this is the era where the world transformed into a global village. Outdoor advertising is getting replaced by digital advertisement. Besides outdoor and indoor new terminologies came across which is very effective for the information of information globally social media providing a new platform which is also very cost-effective and low budget businesses can also display their digital ads on it, and where every ad is animated. Presently the viewer (Youth Age) is appreciating the new techniques of animation in the advertisement.

Limitations and Future Research:

For this research, very few reliable resources were available for data collection. In the future, upcoming researchers can explore further, and can go deep into the animation and techniques of animation, which are practicing in the region.

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