

The Brief:

Create an identity for AdAsia 2019 Lahore, Pakistan to be used by the AdAsia 2019 Organizing Committee for all AdAsia 2019 related correspondence.

Establish a persona for the brief that resonates with the people and expresses how Pakistan is the best choice to host, an international conference, AdAsia in 2019.

Key Message:

Through an immaculate execution of idea, engage and inspire the world's brightest creative thinkers with Pakistan's beauty and grandeur.

Target Audience:

The 500+ delegates of AdAsia 2019 from all over Asia, who are some of the greatest marketing and advertising personalities of the world. The millions of people of Pakistan who are tuned into one of the biggest advertising conferences around the globe happening right in their homes.

Deliverables:

- Logo/ Conference Theme
- 150 word description of your idea
- Relevance with AdAsia 2019

Project:

AdAsia 2019 Pakistan logo and theme design competition. The winner will not only get credit for their designs but will get the chance to attend AdAsia 2017 in Bali, Indonesia.

Judgment Criteria:

The entries will be judged on the following points...

- Idea
- Applicability
- Execution

Timeline:

Last date to submit entries is **February 28, 2017**.

Submission:

Please send your design CD and color print in a sealed envelop with your complete name, contact address, mobile & land line number, and a recent photograph along with a scanned copy of your CNIC/Smart Card to the following address.

Secretariat

Pakistan Advertising Association

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