**PR CONSULTANCIES IN PAKISTAN OVERVIEW**

**WHAT IS PUBLIC RELATIONS**

According to the Chartered Institute of Public Relations:

Public relations is about reputation - the result of what you do, what you say and what others say about you. Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.

**IMAGE CONSULTANTS: PR INDUSTRY IN PAKISTAN**

From one-man bands handling public relations for small trade associations, to affiliates of international image-building firms serving multinational concerns, PR agencies come in all shapes and sizes in Pakistan. According to one estimate, there are up to 15 large and medium-sized PR agencies in the country

**1-CMC (Corporate & Marketing Communications)**

* CMC was founded in 1980 as a full-fledged communications company entitled “Third world Communications Private Limited”.
* Name changed to “Corporate & Marketing Communications (CMC) (Pvt.) Ltd.” in 1990.
* Operating as a communications management agency.
* It is internationally affiliated with United Nations Global Compact, World Economic Forum, International Public Relations Association, Institute for Public Relations, International Communications Consultancy Organization, Global Alliance for Public Relations and Communications Management.
* Offices in Karachi & Islamabad, catering to national and international clients.

**KEY CLIENTS**

• Bank Alfalah Limited • Barclays Plc\* • Microsoft\* • Sui Southern Gas Company Ltd • K-Electric (formerly KESC) • Deutsche Bank\* • Descon Engineering Ltd.\* • Javedan Corporation (Naya Nazimabad)\* • Teradata • Procter & Gamble • Philips Electrical Industry Pakistan Ltd.\* • Nestlé • Indus Motor Company (Toyota-Daihatsu) • Pakistan Dairy Associates (PDA)\* • Sun Academy, UK • Stallion Textiles (Pvt) Ltd. • Wackenhut Pakistan Private Limited\*

**2- APR (Asiatic Public Relations )**

* Asiatic Public Relations Network (Private) Limited grew out of being a small department mainly dealing with the media within Asiatic Advertising founded in 1963, into an independent PR company in 1992.
* Affiliated internationally with Hill & Knowlton,
* APR is becoming one of the leading communications and public relations agencies in Pakistan. •
* Offices in Karachi, Lahore and Islamabad offering a countrywide coverage to clients.

**CLIENTS**

• Allianz EFU • ABN AMRO • Acer Computers • Aga Khan Development Network. • AKD Securities • Ar-Raheem Jewellers • Atlas Asset Management • Atlas Bank\* • Bayer • BBC World • Bosicor Pakistan Limited • Cisco Systems • Continental Biscuits • Deutsche Bank • E-Tech Group • English Biscuit Manufacturers (EBM)\* • Elli-Lilly Pakistan Limited • Engro Chemical\* • Engro Foods Pvt. Ltd\* • Fauji Fertilizer Company Limited • Faysal Bank Limited • Habib Bank Limited • International Power Global Development • Khushhali Bank Limited • Kodak Pakistan • Lawrencepur Weaving and Textile Mills Limited • Mercedes Benz • Microsoft Pakistan • Mobilink GSM • National Bank of Pakistan • National Foods Limited\* • New Jubilee Insurance • OMV Pakistan • ORIX Leasing Pakistan Limited • Overseas Investors Chamber of Commerce & Industry • Pakistan State Oil • Pakistan Microfinance Network • Shell Pakistan • School of Leadership • SZABIST • The PRIDE Project • UCH Power Limited • UNDP

**3- SHAMROCK Communications (Pvt.) Ltd**

* Shamrock positions itself as an independent communications leader, service-driven, both in corporate and brand public relations with a promise of protecting clients in a rapidly changing and increasingly connected world.
* With corporate office in Karachi and branch offices in Lahore and Islamabad,
* it is the only PR Company in Pakistan with senior-level representations in all three corporate cities of the country.

**CLIENTS**

Microsoft Pakistan Mobilink Pakistan Movenpick Hotel Pak-Qatar Family Takaful School of Leadership Syngenta Pakistan BMA Capital Management2

**4-MEDIATORS**

* Mediators was established in 1988 at Karachi, as the first Public Relations & Communications Consultancy in Pakistan by Babar Ayaz, a professional journalist.
  + Mediators is the pioneer and also the largest in Public Relations Consultancy in Pakistan.
* Mediators is affiliated with Burson-Marsteller (BM), the world’s leading communications and public relations consultancy. Mediators is also associated with The Economist Group of the UK, and looks after its conferences business in Pakistan.
* In a short span of time Mediators has earned the respect and recognition of prestigious clients.

**LEADING CLIENTS**

• Hewlett Packard (HP) • General Electric (GE) • Monsanto Pakistan Pvt Ltd • Oxford University Press (OUP) • United Nations Children’s Fund (UNICEF) • GlaxoSmithKline (GSK) • United Energy Pakistan Limited (formerly BP Pakistan Limited) • Unilever Pakistan Limited • Helexpo, Thessaloniki, Greece • Messe Muenchen International, Germany • Usetec, Cologne • Dawood Public School • Messe Munchen Company 27

**PROJECT BASED CLIENTS**

• Philip Morris International (PMI) • ABACUS • Al-Noor Sugar Mills • Anti Counterfeit & Infringement Forum (ACIF) • Allied Dunbar • Sanofi-Aventis • Arfeen International • Bximco • CISCO Systems • Computer Associates (CA) • C.S. First Boston Bank • DHL Pakistan • English Speaking Union of Pakistan • Export Promotion Bureau • ICI Pakistan • Wyeth Pakistan Limited • Johnson & Johnson • Kot Addu Power Company (KAPCO) • Karachi Port Trust • Microsoft • Network Television Marketing • Noon Group of Companies • Orix Leasing Pakistan • Pakistan Petroleum Exploration & Production Companies Association (PPEPCA) • Pakcom (Instaphone) • Shell Pakistan Limited • Small Business Finance Corporation • Sui Southern Gas Company (SSGC) • Telstra OTC Australia • UBS Securities (Pakistan) • VDMA German Textile Machinery Association • Islamabad Stock Exchange

**5- SHAZIA ABBASI CONUSLTING**

* Shazia Abbasi Consulting (SA Consulting) is a full-service Public Affairs firm.
* The firm has over 10 years of experience in the growing Public relations field
* SA Consulting specializes in Public Affairs Advocacy & Strategic Communications with a view to building stakeholder relations, identifying business development opportunities and enhancing the socio-political understanding of National and Multinational Corporations, Institutes and Organizations investing and operating in Pakistan.

**KEY CLIENTS**

* BD, JIT, PCL, UN Woman, SC, NDI, TDAP, OMV, Indus Heritage