

The Dragons of Pakistan

Asia's elite Marketing
Communications Industry
Recognition Programme.



2025 Winners



2025

INTEGRATED MARKETING

GOLD DRAGONS

Adcom Pakistan
Heart Beats Launch,
for English Biscuit Manufacturers
Pakistan



GOLD DRAGONS

Starcom Worldwide Pakistan
Donations,
for easypaisa Digital Bank Pakistan



SILVER DRAGON

Viral Edge Pakistan
Guftugu Edition Pack,
for Continental Biscuits Pakistan

BRONZE DRAGON

Arkon Pakistan
Bike Chalegi Advance Chalegi
for Shell Pakistan

BLACK DRAGONS

ATNR Pakistan
Synergy Advertising Pakistan
Synite Digital Pakistan
Manhattan International Pakistan
Mediavest (Brainchild Communications Pakistan)
Viral Edge Pakistan





2025

MARKETING DISCIPLINE

GOLD DRAGON

ATNR Pakistan
Rides for Playground,
for inDrive Pakistan



SILVER DRAGON

IAL Saatchi & Saatchi Pakistan
Tapal Danedar 'Tum Mein Aik Aur
Cup Chai' PSL Campaign
for Tapal Tea Pakistan

BLACK DRAGONS

Pakistan Telecommunication Company (PTCL) (2)
Starcom Worldwide Pakistan
Viral Edge Pakistan

BRONZE DRAGON

EssenceMediacom Pakistan
Coke Studio Season 15,
for The Coca-Cola Export Corporation Pakistan





2025 DIGITAL

GOLD DRAGON

Publicis Media Pakistan
Dil Se, for PTCL Group Pakistan



SILVER DRAGON

Mediavest (Brainchild Communications Pakistan)

Dawlance 11.11 Campaign,
for Dawlance Pakistan

BRONZE DRAGON

Publicis Media Pakistan

Turn up your Chill
for Nestlé Pakistan

BLACK DRAGONS

Fishbowl Pakistan

IAL Saatchi & Saatchi Pakistan

Publicis Media Pakistan

Starcom Worldwide Pakistan

Viral Edge Pakistan





2025

INNOVATIVE IDEA or CONCEPT

GOLD DRAGON

Synergy Advertising Pakistan
LPG Blue. Jiyo Naye Andaz Se
for Pakistan State Oil



SILVER DRAGONS

Fishbowl Pakistan

BankIslami Saving Humanity From Riba,
for BankIslami Pakistan

SILVER DRAGONS

Starcom Worldwide Pakistan

Cadbury Dairy Milk Back Her Dream,
for Mondelez International Pakistan

BRONZE DRAGON

IO Digital Pakistan

Her Rung, for Haier Pakistan

BLACK DRAGONS

Adcom Pakistan

ATNR Pakistan

EssenceMediacom Pakistan

Madnest Pakistan

Team Reactivate Pakistan





2025

BRAND BUILDING and/or AWARENESS

GOLD DRAGON

Convex Interactive Pakistan
Own Your Natural Glow
for ZIL Pakistan



SILVER DRAGONS

Alt Story Pakistan

7Up. Pakistan Ka Food Scene (2024),
for PepsiCo Pakistan

SILVER DRAGONS

Arkon Pakistan

Tum Kamaal Kartay Ho 2.0,
for Shell Pakistan

BRONZE DRAGON

Publicis Media Pakistan

Cerelac Parent Range. Value Campaign,
for Nestlé Pakistan

BLACK DRAGONS

Fishbowl Pakistan

Grey Density Pakistan

IAL Saatchi & Saatchi Pakistan

Starcom Worldwide Pakistan &

Adcom Pakistan

Synite Digital Pakistan

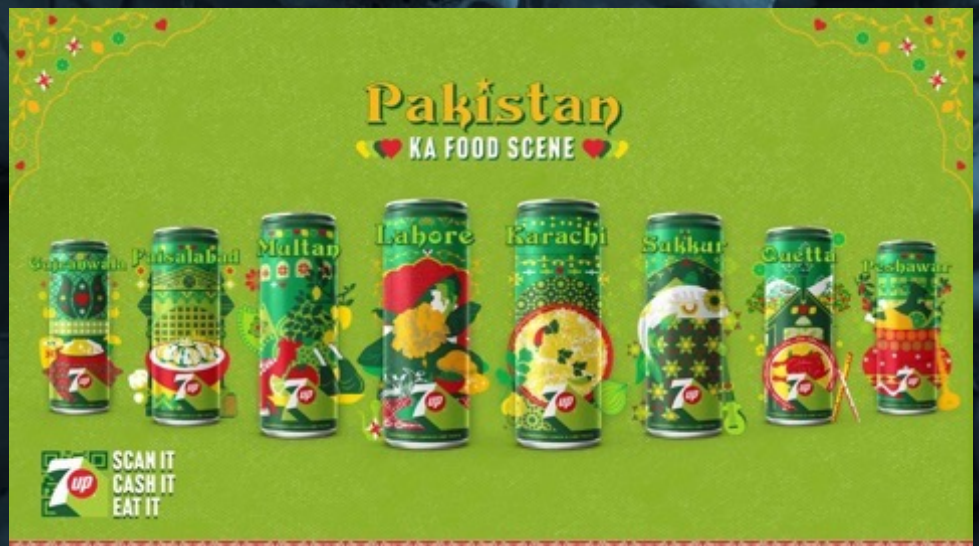




2025 BUSINESS

GOLD DRAGON

Alt Story Pakistan
7Up. Pakistan Ka Food Scene (2024)
for PepsiCo Pakistan



SILVER DRAGONS

Iris Digital/Symmetry Group Pakistan
umAlr Jaswal. 'We Got You!'
for ROX. Jazz PMCL

SILVER DRAGONS

K-Electric Pakistan
The Paish Qadam Circle

BRONZE DRAGONS

ADON Solutions Pakistan
Must hai (Must Have),
for Shangrila Foods Pakistan

BRONZE DRAGONS

Bulls Eye DDB Pakistan
Jeetayga Chef,
for Unilever Food Solutions Pakistan

BLACK DRAGONS

Adcom Pakistan
Adgroov Communications Pakistan
Arkon Pakistan
Synergy Advertising Pakistan





2025

EVENT OR EXPERIENTIAL

GOLD DRAGON

IAL Saatchi & Saatchi Pakistan
Bombay Biryani Karachi Khaas,
for National Foods Pakistan



SILVER DRAGON

Bulls Eye DDB Pakistan
Zeera Plus. Guftagu Edition,
for Continental Biscuits Pakistan

BRONZE DRAGONS

Instinct Pakistan
AirAsia X launching in Pakistan,
for AirAsia X Pakistan

BRONZE DRAGONS

On Ground Pakistan
Pak Suzuki Express 2025,
for Pak Suzuki Motor Company

BLACK DRAGONS

Adcom & Oztech Pakistan
IAL Saatchi & Saatchi Pakistan
Mediavest (Brainchild Communications
Pakistan)
Viral Edge Pakistan
Yellow Corporation Pakistan





2025 LOYALTY

GOLD DRAGON

Synite Digital Pakistan
My Suzuki My Story. Season 4,
for Pak Suzuki Motor Company



SILVER DRAGON
foodpanda Pakistan
Pandapro 2024

BRONZE DRAGON
Viral Edge Pakistan
Guftugu Edition Pack,
for Continental Biscuits Pakistan

BLACK DRAGONS
Adcom Pakistan
ADON Solutions
& The Brand Partnership Pakistan
Pomelo Films Pakistan
Starcom Worldwide Pakistan





2025

SOCIAL MEDIA

GOLD DRAGONS

EssenceMediacom Pakistan
Coke Studio Season 15,
for The Coca-Cola Export Corporation
Pakistan



SILVER DRAGON

Golden Circle Pakistan
Urban SUV,
for Honda Atlas Cars Pakistan

BRONZE DRAGONS

ATNR Pakistan
foodpanda Sambhal lega,
for foodpanda Pakistan

BRONZE DRAGONS

Grey Density Pakistan
Taste Bhi Tez Bhi,
for Sting Pakistan

BLACK DRAGONS

Adcom Pakistan
Grey Density Pakistan
Starcom Worldwide Pakistan
Synergy Advertising Pakistan





2025

PRODUCT LAUNCH or RE-LAUNCH

GOLD DRAGON

Starcom Worldwide Pakistan
easy cash,
for easypaisa Digital Bank Pakistan



SILVER DRAGON

Adgroov Communications Pakistan
Bank Alfalah Tap & Pay,
for Bank Alfalah Pakistan

BLACK DRAGONS

BullsEye DDB Pakistan
Essencemediacom Pakistan
Synergy Dentsu Pakistan

BRONZE DRAGON

Adcom Pakistan
Heart Beats Launch,
for English Biscuit Manufacturers Pakistan





2025

BRAND TRIAL or SALES GENERATION

GOLD DRAGON

Team Reactivate Pakistan
Sunsilk Oil Blends,
for Unilever Pakistan



SILVER DRAGON

Grey Density Pakistan
Taste Bhi Tez Bhi,
for Sting Pakistan

BRONZE DRAGON

Publicis Media Pakistan
Grow with ActivGro,
for Nestlé LACTOGROW Pakistan

BLACK DRAGONS

Fishbowl Pakistan
Iris Digital/Symmetry Group Pakistan
Mediavest (Brainchild Communications
Pakistan)
Pomelo Films Pakistan
Synergy Advertising Pakistan





2025

PUBLIC RELATIONS

GOLD DRAGONS

Adcom Pakistan
Viva. Election Campaign
for Unilever Sri Lanka



GOLD DRAGONS

Bisconni, Ismail Industries Pakistan
Appreciating Ordinary Heroes
#PerfectingTheArtofHappiness.
Bisconni R



SILVER DRAGON

Instinct Pakistan
AirAsia X launching in Pakistan,
for AirAsia X Pakistan

BRONZE DRAGON

Z2C Pakistan
Begin With Credibility,
for Begin Pakistan

BLACK DRAGONS

Adcom Pakistan
Dabur Pakistan International
Publicis Media Pakistan





2025

CAUSE, ENVIRONMENT & SUSTAINABILITY

GOLD DRAGONS

BBDO Pakistan
EBM Corporate. Incomplete Anthem,
for English Biscuit Manufacturers
Pakistan



GOLD DRAGONS

**Mediavest (Brainchild
Communications Pakistan)**
Dawlance's Technician-Led Climate
Transformation, for Dawlance Pakistan



SILVER DRAGONS

Bulls Eye DDB Pakistan
Ronaq of Bazaar,
for Unilever Pakistan

SILVER DRAGONS

Synergy Advertising Pakistan
LPG Blue. Jiyo Naye Andaaz Se,
for Pakistan State Oil

BRONZE DRAGON

Adcom Pakistan
#KnowVember,
for Haleon Pakistan

BLACK DRAGONS

ATNR Pakistan
Bulls Eye DDB Pakistan
Synergy Advertising Pakistan
The Citizens Foundation Pakistan





2025

SMALL BUDGET

GOLD DRAGON

Publicis Media Pakistan
Make It Your Way,
for Nestlé Pakistan



SILVER DRAGON

Synergy Advertising Pakistan
LKMWT. Ramazan Campaign,
for Latif Kapadia Memorial Welfare
Trust Pakistan

BRONZE DRAGON

Synite Digital Pakistan
Empowering You,
for Voltaic Power Pakistan

BLACK DRAGONS

Beaconhouse School System Pakistan
Golden Circle Pakistan
Mediavest (Brainchild Communications
Pakistan)
Team Reactivate Pakistan





2025

MEDIA

GOLD DRAGON

Starcom Worldwide Pakistan
Tang Ramadan 2024,
for Mondelez International Pakistan



SILVER DRAGON

Publicis Media Pakistan
Nestlé Bunyad
for Nestlé Pakistan

BRONZE DRAGON

Publicis Media Pakistan
Data Bohhaat Hai X PSL
for PTCL Group Pakistan

BLACK DRAGONS

Fishbowl Pakistan
Starcom Worldwide Pakistan
Synergy Advertising Pakistan
Synite Digital Pakistan





2025

INFLUENCER/CONTENT CREATION

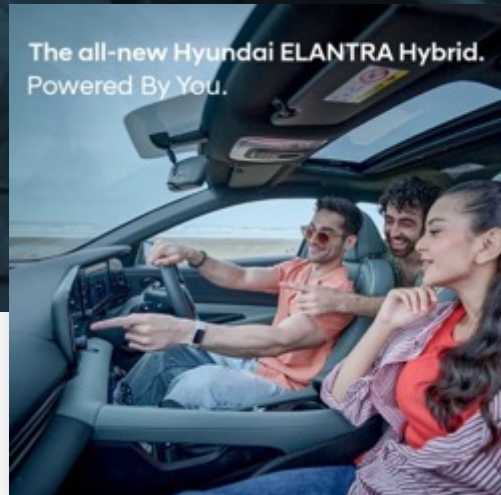
GOLD DRAGONS

BDigital Pakistan
Salam Kissan, for
Fatima Fertilizer/Sarsabz
Fertilizer Pakistan



GOLD DRAGONS

Cartel Media & PR Pakistan
Hyundai Elantra Hybrid: Powered by You,
for Hyundai Nishat Motor Pakistan



SILVER DRAGON

Mindshare Pakistan
Telenor Thematic (Telenor hou Tou
Woohooo), for Telenor Pakistan

BRONZE DRAGONS

ATNR Pakistan
Har Ride Nayi Kahaani,
for inDrive Pakistan

BRONZE DRAGONS

Starcom Worldwide Pakistan
easycash,
for easypaisa Digital Bank Pakistan

BLACK DRAGONS

Adcom & ATNR Pakistan
foodpanda Pakistan
Walee Technologies Pakistan



The 2025 Dragons of Pakistan

2025 Industry Leaders

The Top 10

Publicis Media Pakistan	49
Starcom Worldwide Pakistan	48
Adcom Pakistan	37
Synergy Advertising Pakistan	30
ATNR Pakistan	23
Mediavest (Brainchild Communications Pakistan)	21
Bulls Eye DDB Pakistan	20
IAL Saatchi & Saatchi Pakistan	20
Synite Digital Pakistan	18
Alt Story Pakistan	17

Points generated: Gold 10, Silver 7, Bronze 5 & Black 1





2025 Red Dragon Winners

DragonMaster: Company

Syed Asad Rizvi
Head of Marketing & Corporate
Communications,
JazzCash Pakistan

This Award recognises an individual who has been instrumental in helping shape the Pakistan Marketing Industry, with clear leadership & strong vision. A champion & influencer of new innovation.



DragonMaster: Agency

Amna Khatib Paracha
Managing Director,
Mindshare Pakistan

This Award recognises an individual who's been instrumental in helping shape the Pakistan Marketing Communications Industry. An inspiration to future generations of Agency professionals.



Young DragonMaster

Mirza Bilal Baig
Associate Account Director,
IAL Saatchi & Saatchi Pakistan

This Award recognises an individual who, according to their peers, is already showing great promise as a team player. Already, a valuable member of the Pakistan Marketing Communications Industry



2025 Dragons of Pakistan. Black Dragon Winners



Integrated Marketing Category

Entrant	Campaign	Brand/Client
ATNR Pakistan	Rides for Playground	inDrive Pakistan
Manhattan International Pakistan	Faysal Bank, Run For Inclusion!	Faysal Bank Pakistan
Mediavest (Brainchild Communications Pakistan)	Bach Bazaar	Zong CMPak Pakistan
Synergy Advertising Pakistan	LPG Blue. Jiyo Naye Andaaz Se	Pakistan State Oil (PSO)
Synite Digital Pakistan	Every For Everyone	Pak Suzuki Motor Company
Viral Edge Pakistan	Candi Limited Edition Pack Campaign. #KhaasThankYou	Continental Biscuits Pakistan

Marketing Discipline Category

Entrant	Campaign	Brand/Client
Pakistan Telecommunication Company	Hockey Hai Pakistan Ki Shaan	Pakistan Telecommunication Company
Pakistan Telecommunication Company	Weekly Grand Offer Launch	Pakistan Telecommunication Company
Starcom Worldwide Pakistan	Peek Freans Sooper Soft Bakes Classic Chocolate. Music Renditions	English Biscuit Manufacturers Pakistan
Viral Edge Pakistan	Tapal Mezban Jashan e Jamalo 2.0	Tapal Mezban Pakistan

Digital Category

Entrant	Campaign	Brand/Client
Fishbowl Pakistan	*699# Mera Package Meri Superpower	PMCL Pakistan
IAL Saatchi & Saatchi Pakistan	Oreo Monopoly. A Playful Twist	Continental Biscuits Pakistan
Publicis Media Pakistan	Make it your way	Nestlé Pakistan
Starcom Worldwide Pakistan	Cadbury Dairy Milk Valentine's Campaign	Mondelez International Pakistan
Viral Edge Pakistan	Guftugu Edition Pack	Continental Biscuits Pakistan

Innovative Idea or Concept Category

Entrant	Campaign	Brand/Client
Adcom Pakistan	Women in Tech	Standard Chartered Bank Pakistan
ATNR Pakistan	Mystery Box	Upton Pakistan
EssenceMediacom Pakistan	Coke Studio Season 15. OOH	The Coca-Cola Export Corporation Pakistan
Madnest Pakistan	The Invisible Heirs	Mobilink Bank Pakistan
Team Reactivate Pakistan	TRESemmé. AI Powered Personalized Perfection	Unilever Pakistan

Brand Building and/or Awareness Category

Entrant	Campaign	Brand/Client
Grey Density Pakistan	Taste Bhi Tez Bhi	Sting Pakistan
Fishbowl Pakistan	Tamasha. #AbDekhTamasha	PMCL Pakistan
IAL Saatchi & Saatchi Pakistan	Shell Pakistan. 'Fuel the difference, Feel the Difference'	Wafi Energy Pakistan (Shell Licensee)
Synite Digital Pakistan	My Suzuki My Story. Season 4 #YeKahaniyaanHainHamari	Pak Suzuki Motor Company
Starcom Worldwide Pakistan & Adcom Pakistan	Peek Freans Young Piper's Club	English Biscuit Manufacturers Pakistan

Business Category		
Entrant	Campaign	Brand/Client
Adcom Pakistan	Samsung Galaxy Trade in	Samsung Pakistan
Adgroov Communications Pakistan	Bank Alfalah Current Account	Bank Alfalah Pakistan
Arkon Pakistan	Jiyo Befikr	TPL Insurance Pakistan
Synergy Advertising Pakistan	Raast Campaign	State Bank of Pakistan
Event or Experiential Marketing Category		
Entrant	Campaign	Brand/Client
Adcom & Oztech Pakistan	Peek Freans RIO. Meet the Obos x Bachaa Party	English Biscuit Manufacturers Pakistan
IAL Saatchi & Saatchi Pakistan	Karachi Khaas Range Communication	National Foods Pakistan
Mediavest (Brainchild Communications Pakistan)	Dawlance Product Supermacy	Dawlance Pakistan
Viral Edge Pakistan	Tapal Mezban Jashan e Jamalo 2.0	Tapal Mezban Pakistan
Yellow Corporation Pakistan	L'Oreal Lux Flagship Zone	L'Oreal International Division Pakistan
Loyalty Category		
Entrant	Campaign	Brand/Client
Adcom Pakistan	Sooper Thematic 2025	English Biscuit Manufacturers Pakistan
ADON Solutions & The Brand Partnership Pakistan	Olivia Mein Pakistan Hoon	Maskatiya Industries Pakistan
Pomelo Films Pakistan	Lake City, Life Beyond Imagination!	Lake City Holdings Pakistan
Starcom Worldwide Pakistan	Independence Day Campaign	easypaisa Digital Bank Pakistan
Mobile Category. No entries		
Social Media Category		
Entrant	Campaign	Brand/Client
Adcom Pakistan	Olper's UHT Ramadan Campaign	FrieslandCampina Engro Pakistan
Grey Density Pakistan	Mountain Dew Pakistan. From Feed to Movement	PepsiCo Pakistan
Synergy Advertising Pakistan	Join the Fight Against Polio	Bill & Melinda Gates Foundation Pakistan
Starcom Worldwide Pakistan	Connecting with Gen Z & Females via TikTok	Samsung Pakistan
Product Launch or Re-launch Category		
Entrant	Campaign	Brand/Client
BullsEye DDB Pakistan	Rakhain Apni Sehat Ka Khayal; No Cheeni, Siraf Sucral!	Father & Son's Pakistan
Essencemediacom Pakistan	Tobacco Harm Reduction. 'The Weirdly Wonderful Way'	Pakistan Tobacco Company
Synergy Dentsu Pakistan	The Hyundai ELANTRA Hybrid launch campaign	Hyundai Nishat Motor Pakistan
Brand Trial or Sales Generation Category		
Entrant	Campaign	Brand/Client
Fishbowl Pakistan	JazzCash SpEidi	PMCL Pakistan
Iris Digital. Symmetry Group Pakistan	umAir Jaswal. 'We Got You!'	ROX. Jazz PMCL Pakistan
Mediavest (Brainchild Communications Pakistan)	Dawlance 11.11 Campaign	Dawlance Pakistan
Pomelo Films Pakistan	Hanif, Experience Pure Art!	Hanif Jewellery and Watches Pakistan
Synergy Advertising Pakistan	Jahan You Go Wahan Yango	Yango Pakistan

Public Relations Category		
Entrant	Campaign	Brand/Client
Adcom Pakistan	RozCaDose	Haleon Pakistan
Dabur Pakistan International Pakistan	Vatika Onion Hair Oil	Dabur Pakistan International Pakistan
Publicis Media Pakistan	Make it your way	Nestlé Pakistan
Cause, Environment or Sustainability Category		
Entrant	Campaign	Brand/Client
ATNR Pakistan	Khud se Khudmukhtar	HANDS Pakistan
Bulls Eye DDB Pakistan	Ronaq of Bazaar	Unilever Pakistan
Synergy Advertising Pakistan	Join the Fight Against Polio	Bill & Melinda Gates Foundation Pakistan
The Citizens Foundation Pakistan	Ramzan 2024. Taleem Se Badlay Zindagi	The Citizens Foundation Pakistan
Small Budget Category		
Entrant	Campaign	Brand/Client
Beaconhouse School System Pakistan	Privacy Matters	Beaconhouse School System Pakistan
Golden Circle Pakistan	The Urban SUV	Honda Atlas Cars Pakistan
Mediavest (Brainchild Communications Pakistan)	Dawlance Robinhood Campaign	Dawlance Pakistan
Team Reactivate Pakistan	Dove Yoga Wellness	Team Reactivate Pakistan
Media Category		
Entrant	Campaign	Brand/Client
Fishbowl Pakistan	Tamasha. #AbDekhTamasha	PMCL Pakistan
Synergy Advertising Pakistan	Roshan Samaaji Khidmat	State Bank of Pakistan
Synite Digital Pakistan	Faysal Bank. Roshan Digital Account	Faysal Bank Pakistan
Starcom Worldwide Pakistan	CDM Wafer Rolls 2025	Mondelez International Pakistan
Influencer/Content Creation Category		
Entrant	Campaign	Brand/Client
Adcom & ATNR Pakistan	Rio Obo Magic	English Biscuit Manufacturers Pakistan
foodpanda Pakistan	Pandapro	foodpanda Pakistan
Walee Technologies Pakistan	Soft Bright Skin Har Din	IFFCO Pakistan

