

# **Advertising Reforms in Pakistan**

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## **Abstract**

Over the past decade lot of developing countries followed the road to reforms for the improvement of their marketing & advertising systems. Like many others the Advertising Sector of Pakistan is passing through extensive reforms. Pakistani advertising industry has come a long in last 53 years when its annual expenditure added up to mere few hundred thousand rupees to touch the Rs 13 billion mark this year. Today Pakistani advertising industry comprises over 200 agencies of all shapes and sizes. However, the term advertising industry is used for some six dozen members of Pakistan Advertising Association (PAA) which include the major media and research based agencies. This research report provides a complete picture of the true nature of the reforms taking place in Advertising Industry of Pakistan.

The type of study is descriptive, as it is aimed to identify and analyze different aspects of advertising reforms in Pakistan. The sampling procedure used in this study was purposive sampling. The information was collected through both, primary and secondary sources. The respondents of the study were Advertising Agencies, Advertisers of different industries of Rawalpindi & Islamabad.

Recommendations for the study are as follows. It is imperative that the industry be given the due importance & it should be given the status of the industry. The establishment of institutions imparting professional training in advertising. The 10 per cent presumptive tax imposed last year should be withdrawn by the government.

Reduction in duty on the import of machineries, electronics items, cameras, lightings, etc is imperative as well.

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