Media Hegemony and Practices of Media Planning and Buying: The Case of Full Service Accredited Advertising Agencies in Pakistan

Zakir Ullah Khan[1]

[1] Ph.D. Scholar, Mass Media and Communication, Department of Media and Communication Studies, The Islamia University of Bahawalpur, Pakistan.

Abstract

The study is qualitative and used open-ended questions to collect data. Face-to-face interviews with working professionals from certified full-service advertising companies in Lahore were done to understand their impression of media monopoly. The study examined and identified the apparatuses that help build, develop, and maintain hegemony in Pakistan's full-service accredited advertising agency. Media planning and procurement are now more complex than ever. The findings revealed that hegemony is an ongoing process of articulation and invention. So media owners have to sell more space and time to the viewers. Many media groups tailored their offerings and media mix to the advertiser's needs. The study's principal conclusions are highlighted in the patriarchal media. This study's findings are crucial in that they help us better understand the challenges encountered by tiny non-network agencies in Pakistan. Overall, authorities need to address issues of hegemony in media planning and buying practises of full service certified and network agencies, as well as discrimination by huge media buying houses in the media sector and other fields. The consequences and substantive contribution to the intellectual corpus of knowledge and society are interpreted. It is about the battle of one class, company, culture, or body over another by generating values, conflicts of interest, or common grounds that the dominated class, company, or culture must obey. This idea assumes that there is an "institutional structure of media managers" responsible for setting business policies and media mix.

Keywords: Media Planning, Media buying, Media Hegemony, Full service accredited advertising agency

Introduction

Media planners work with clients to convince them to integrate media and consumer research with knowledge of target group and product features. ' Convincing the client to develop in-house advertising allows him to control his communication information. (Hays, 2016) Accredited advertising agencies are APNS members and benefit from the credit facility and other incentives when interacting with media firms. For awarding campaigns, only accredited full-service advertising agencies can participate in the bidding process. Media buying comprises planning, strategy, negotiation, inventory management, and monitoring. Media planners and buyers at

advertising companies still have to buy advertising space within budget. The tripartite institutional framework includes media, advertisers, and advertising agencies. In the 19th century, in the United States, "Space Brokers" were first used for newspaper advertising (Arzaghi, 1998). Ad agencies' clients shifted from media to advertisers as their services grew. Despite this shift, agencies were still paid based on the amount of media space and time acquired for their clients (Client). The current system structure allows publishers to earn 15% agency commission and 15% credit, which discourages advertisers from offering discounts and forming an in-house advertising agency (Arzaghi, 1998). These practises also restrict advertising agency price and encourage full-service agencies. Individual media companies could still pay independent agencies but not in-house agencies or marketers. Creative boutique for campaign design, media buying house for competitive media rates and media strategy leverages in-house skills. The idea that culture is the main product of media and that advertising agencies use it in their advertising mix was also prevalent. Full-Service Firms (Accreditation, APNS, 2001). Full-service advertising agency provide all advertising needs. It includes conceiving, manufacturing, negotiating, and placing ads above, below, and through the line. Full-service advertising agencies have merged and partnered. Big advertising companies join them to serve worldwide accounts. (APNS 2001)

This study adopts the media hegemony hypothesis, whereby According to Gramsci, hegemony is built on 'cultural and ideological mechanisms' by which ruling elites and corporations (Altheide, 2011) maintain influence over 'subordinate classes' or 'agencies' by generating 'spontaneous' public 'consent' (Strinati D., 2004). But (Belch B., 2007). Media organisations have dynamic connections with each other, their societies, and their internal and external audiences. Because indigenous media groups are not monolithic or monologic, their influence in hegemonic processes cannot be dismissed. Some labour 'within the system' to achieve good goals, while others strive against hegemonic coercion in an effort to expose that coercion and establish alternative power structures. Any media hegemony models must incorporate the diverse attitudes and discursive interactions adopted by and among media organisations. Advertising firms are focusing on large accounts with large advertising expenditures in their media planning and buying strategies. Identifying those apparatuses that strive to establish, practise, and sustain hegemonic status in the marketplace is the crux. It is possible to link media, social hegemony, and advertising. Media can influence its creative ideas, such as what shows get aired and what don't, and how much news and advertising media items are covered. In the competitive world of advertising agencies in Pakistan, media studies examines how the media seeks survival.

The construction of hegemony in media and media houses can best be explained through these apparatuses as mentioned in various modus operandi of these actors.

a) Media as a tool and vehicle for consumerism to grow.
b) Media play a key role to influence the people that they should be consumers of the contents sold in the shape of news, entertainment, infotainments, and advertisements.
c) Ideological role of the media can be seen to influence the way in which people can decode and read advertisements, features, television programs, and any text which may hold a hidden meaning. This is how media become very powerful in terms of ideological control and leadership. (Media and Ideology, 2015)

Everyday behaviors that keep governments in power, People hanging flags from their homes, People celebrating a country's Independence Day with parades and picnics, People raising

from their seats when the national anthem is sung, each behavior that keeps corporations and conglomerates in power, People wearing designer clothes, branded stuff, People shopping at chains of megastores instead of local stores.

In media studies today, it can be seen how the media support power structures:
   a) A news report that shows strong support for a controversial foreign policy decision can be said media hegemony that supports the government.
   b) Breaking news policy on politics and little news policy on social issues or developments shows media hegemony.
   c) Too much morning shows with unwelcome trends depict media hegemony.
   d) Pro US aids development programs in Pakistan and pro-India initiatives like "Aman Ki Aasha" with eternal enmity are examples of media hegemony.
   e) Disney has hegemony global entertainment industry.
   f) New York Times has hegemony in global print journalism
   g) Geo has hegemonic status in electronic media of Pakistan
   h) Political advertisement on media influences the public opinion so the candidate receives more votes on Election Day.
   i) Representation (As local accredited advertising agencies get affiliations from international groups like WPP and GroupM) and Ownership, Authorship, and Culture

This theory has been applied to this research study because it appropriately covers the concept of hegemonic apparatuses, tools, themes, and practices. This theory helps the researcher to define the framework for this study, as this research the study aims to explore and identify the apparatuses uses in tripartite the business model of advertising agencies especially in media planning and buying practices in Pakistan.Gramsci holds the opinion that hegemony is based on 'cultural and ideological means' through which the ruling elites and corporations (which in this study are the big advertising conglomerates, WPP group) maintain their dominance on 'subordinate classes' or 'no network agencies' by building 'spontaneous' mass 'consent' (Strinati D. , 2004). While Stevenson (1995:16), this theory was based on the hypothesis that there is an "institutional structure of the media managers" liable to set the corporate policy, and the media mix. The theory of media hegemony essentially based on the idea that government and the state cannot control their subjects by force until other intellectual methods are used to make it common sense.

Theoretical framework
The way media operates now is exactly what Gramsci has voiced loudly about its status and function; it is about the struggle of one class, company, culture, or bodies over the other by creating values, conflict of interest or common grounds that the dominated class, company or culture must follow. This theory was based on the hypothesis that there is "institutional structure of the media managers" liable to set the corporate policy, and the media mix.

Construction, Practice, and Maintenance of Hegemony
These three concepts can best be described in line with the professional communicators, like journalists and art directors (in an advertising agency) who are very significant in 'amplify systems

of a representation that justify the social system'. Journalists or art directors can be called 'intellectuals', who are responsible for 'production and dissemination of ideas and knowledge (Dhakal, 2011)They are deliberate to promote the ideology of the political, economic conglomerates by simply doing their job. They always go for popular culture in designing media campaigns for national and multinational accounts. There is the 'institutional structure of the media, managers who devise the corporate policy' and budget. According to Gitlin, the 'format and formula' of the corporate media structure influencing people to think and behave in a certain way (Bulearca & Bulearca, 2009)

This study, therefore, is an attempt to understand the apparatuses through which accredited full service and network agencies and media buying houses construct, practice, and maintain their hegemony over non-accredited, advertising agencies in Pakistan.

Methodology

To explore and identify the apparatuses uses in media planning and buying practices in advertising agencies and advertising departments of media groups. After considering the objectives and scope of the study, the researcher has used the qualitative descriptive method i.e. the in-depth interviews. An open-ended questionnaire was formulated as the instrument for data collection and it was followed through the study. This qualitative descriptive research design helped provides more data to work with and ultimately a more accurate evaluation (Catherine Manshall, 2006)

Research Instrument of the Study

 Qualitative research techniques are devised in such a way that flexibility remains the foundation through the study and questions can get into minute details in all disciplines of social (Hall, 1980). An open-ended questionnaire was formulated throughout the study for in-depth interviews as primary data and for secondary data only those published interviews were consulted which were based on open-ended questions. Open-ended questionnaires give the liberty of getting maximum information about the interviewee. The transcripts of the interviews were then sorted out and the data of all fifteen interviews were grouped, themed, analyzed, and later emerged in the forms of supportive elements called "thematic quotes" which were then discussed with brief and summarized form in findings and discussion section as findings of the research study.

Population of the Study

Population is the group to which a researcher would like the results of the study to be generalized. The population for this study comprises the advertising agencies (accredited and non-accredited) adverting managers of media companies, newspapers, TV channels, and magazines. This combination of advertising agencies and media will validate the results of the study. Fifteen advertising professionals were consulted on the basis of their market repute, the volume of business, national and multinational accounts, accreditation, affiliations, and associations with global media and advertising networks. Lahore-based advertising agencies and media organizations were contacted. Eleven in-depth interviews were conducted in Lahore and the remaining four interviews were extracted from Aurora as secondary data to validate the study. For the interview sessions, the heads of media planning and buying were interviewed. This study used in-depth interviews to collect data to investigate the problems. The population of the study consists of accredited full

services advertising agencies, media buying houses, network agencies, working at Lahore-based eleven media organizations. Interviews were conducted with a sample of 11 executives with hands experience in advertising especially media planning and buying practices. The purposive sampling procedure was employed to select the respondents. To keep confidentially of the respondents, we used the English alphabet from (A to K) to represent 11 respondents. In order to get understand the respondents' viewpoints, we asked about age, qualification, working experience in the media industry, and the assigned beat of working as an advertising professional (see table 12). To be precise, the pool includes 11 media planners and buyers from advertising agencies in Lahore. They worked between 35 and 45years at the large, network, and non-network agencies.

Operationalization

These open-ended questions are devised in such a way to appropriately turn the concepts into operational instruments. The questions are as follows.

Questionnaire as the instrument of the study; various questions were formulated in context with concepts and theoretical framework to operationalize The core theme and concepts were construction, practice and maintenance of hegemony in advertising agencies media planning and buying in Pakistan. First of all, the researcher has categorically grouped the relevant questions as tools to operationalize the concepts moreover intending to obtain the data best serve the research purpose and objectives mentioned in the earlier chapters of the research study.

Table 1: Demographics of the interviewees

Name	Age	Qualification	Marital Status	Years of Experience	Department
A	35	MBA Marketing and Finance	Married	15 years	Media Planning and Buying
B	45	MBA Finance	Married	26 Years	Media Planning and Buying
C	32	MA Mass Communication	Single	10 Years	Media Planning and Buying
D	25	MA International Relations `	Married	20 Years	Chief Financial Officer (CFO)
E	45	MBA Marketing	Married	23 Years	Chief Executive
F	50	MBA Marketing	Married	26 Years	Director Communication
G	39	MA Political Science	Married	15 Years	Director Media Planning
H	39	MBA Finance	Married	14 Years	General Manager
I	40	MBA HR	Married	10Years	Manager Planning
J	39	MA Mass Communication	Married	13 Years	Media Manager
K	39	MA Mass Communication	Married	15 Years	Media Manager

Results

Data Analysis and Interpretation

The interpretation of data is organized in the following way; brief profile of the advertising agency, the interviewee the designation, relevant extracts from the interviews uttered by the interviewee followed by thematic coding and concepts are drawn from the theoretical framework of study. The implications and substantive contribution is interpreted in the light of theoretical framework to the intellectual body of knowledge and society.

How the hegemony is constructed, practiced and maintained

For that matter the prevalently used apparatuses observed in data interpreted and analyzed were as follow:

Through the agency commission as apparatus

Agency commission is the performance fee against service rendered in the shape of placing an ad in newspaper, TV, radio; the medium pays a 15% commission to the agency which is said to be the revenue of agency to meet its expenses. In addition to it agency also mark up 2.65% as the cost of goods produced by agency for the client so a total of 17.65% is charged to the client in the bill. It must be noted that media bills represent "gross" costs; that is, media rates inclusive of agency commission. Production invoice denotes "net" costs, excluding agency commission which needs to "gross-up". In 1920, the settlement of agency commissions at the rate of 15% was settled between media and advertising agencies. It shows an accommodation between the media and agencies for the creative services the agencies provided to advertisers. This was a controversial subject among the tripartite stakeholders, but ultimately it survived and became the principal line of workmanship. This well-established chunk of agency commission is a privilege at the part of accredited full-service advertising agencies in Pakistan because non accredited small scale advertising agencies are not compensated with the same line of 15% but leading media groups allow 12.5% against cash or bank draft or other guarantees with their release order which quite cumbersome to manage the smooth flow of media buying so the small scale agencies knock the doors of accredited full-service agencies to get a handsome chunk of agency commission along with credit facility on the host agency terms and conditions yet flexible. The need gap situation helps the full-service ad agency in constructing hegemonic status which the non-accredited agency has to abide by. Here the accredited agency shares 14 percent agency commission with non-accredited ad agency but the bulk savings against these release orders on annual turnover at a rate of 10% will be credited to host or lead agency account only. The client is bound until clearing all outstanding and complete campaigns through the lead agency.

Through the credit period facility

The credit period is the concept in tripartite business model of full-service advertising agencies when accreditation with APNS PBA allows the agency to avail the facility of credit period of 90 days (Three months) on behalf of the member publications and Broadcasters. This facility helps the agency to attract the client and construct hegemony. This is a prequalification for a full-service advertising agency to participate in any bidding or account competition in government, national or multinational sectors. This credit facility also enables the accredited advertising agency to serve the non-accredited small-scale advertising agencies by extending the same facility to their clients in the

shape of media buying and media release with a certain percentage of service charges like 2 to 3 percent on total release. This type of transactions also helps in the construction of hegemony. The non-accredited advertising agency and its client is bound to be served by this AOR or legacy agency until and unless an NOC is not furnished before any new agency to appoint.

Through the barter dealing transactions

The form of a business deal in which goods or services are exchanged with no involvement of cash is known as a barter deal. It usually happens in times of high inflation. In today's capitalist corporate economic structure it is a common practice even in media buying in full-service advertising agencies in Pakistan by offering to buy surplus goods in exchange for advertising space or time and vice versa. The synthesized data shows that such type of dealings in a tripartite business model helps all the three stakeholders to construct hegemony for each other. The client is bound to use the total decided amount against barter agreement in media mix offered by the media group only with whom the agreement is materialized. Such dealings normally happen with banking clients for car financing, plaza owners for office booking, shops booking, housing societies for houses, etc. It is also been observed that such dealings are more realistic and secure at all ends. Each stakeholder has the surety of the deal of going concern supported by heavy documentations in the shape of credit note from media to agency and its client and conversely from client to media in the shape of allotment letter and registry or any legal token of guarantee.

Through the agency of record (AOR) or Lead Agency

The Agency of Record (AOR) is the type of advertising agency that plays a pivotal role in an account's business development. The client may hire various agencies as per their needs; the AOR is the lead agency partner and usually has the majority of the client's business. RED Art, GroupM, and Adcom are AOR agencies in Pakistan. The full-service advertising agencies give regular assistance to the clients by arranging and managing need-based solutions to boost their business through strategic planning, creative designing, media planning, and execution. Each practice is individually interdependent and for desired results, centralized execution seems to be concomitant. Creating groundbreaking ideas, negotiation with media, release order to media, advertisement size, colour theme, frequency of advertisement, placement, position, appearance, loading, and premium, etc are the core responsibilities of a full-service advertising agency and this privileged information about the client makes the status of an agency of record (AOR) which helps the agency in constructing hegemony and become a threat for the client in case of any differences arise between the client and agency. Client cannot hire the services of any other agency until an NOC from a disputed agency and clearance from APNS member publications is not furnished. Such agencies are called the legacy agencies; legacy skills, legacy cost of goods, legacy bundle of services. As matter of fact, the legacy pocket of services leads to the hegemonic state of affairs among the client, media, and agency.

Through the network agencies business model

The network agencies are the type of agencies who are affiliated with independently owned, noncompeting advertising agencies mutually agreed to help each other in unfamiliar markets by sharing exclusive knowledge, experience, and technology in respective market places. This business model is not new but has been part of Pakistan advertising business industry since the 1960s.

It has been evolved with each passing day and market need. The study data has corroborated the researcher claims that network agencies pose fatal threats to local non-allied agencies due to the digital gap, literacy gap, and professional skills. Since advertising business is a trillion dollars industry in the world that's why non-media and non-advertising practitioners big business groups like WPP who in fact deals in the wire and plastic piping industry but having a huge stake in media buying and advertising business and rightly be called the media and adverting conglomerate in the global setups. The WPP Group is running four advertising agencies of full scale in Pakistan which is known as GroupM. Due to this heavy network, no local agency can even think of competition with such a giant group in terms of creativity, innovation, technology, service, media inventory, special rates, and privileged positions in mainstream media, timely placements, timely airing, and credibility source. These attributes give a single-out position among others in the industry. It helps them to construct their hegemony in practices of the advertising agency in the tripartite business model in Pakistan and across the globe.

Through the holding companies with need-based media mix

Competitive and comparative advantages are the hallmarks of survival in the tripartite business model. Advertising like hegemony can exist if the process is fuelled with the articulation of innovation and the best media mix to achieve the desired objectives. Holding companies like WPP and GroupM through technological capabilities are controlling media buying houses, TAM system, Peoples Meter (MediaLogic). By offering these extra services helps them constructing hegemony to lead technologically, ideologically, culturally, economically, intellectually, and innovatively for national and multinational accounts in Pakistan.

Through these strategic initiatives advertising conglomerates easily get spontaneous 'mass 'consent' with winning position. In the advertising business, there is a question of return on investment (ROI) and who so ever will be capable to answer the question, "the fifty percent of the advertising budget goes wasted but which half the first one or the last one" and the above-mentioned services justify and rationalize the advertising expenditure (Adex).especially for TV and Radio media because TAM System (Television Audience Measurement) and mediaLogic'Peoples' Meter. The holding companies are the giant investors in these areas to be on the competitive edge in advertising agencies in Pakistan.

Through the accreditation with APNS and PBA

Accredited advertising agencies are members of APNS and they are enjoying the credit facility along with other perks and privileges dealing and practicing with media companies. The major client is the government sector and only accredited full-service advertising agencies can participate in bidding competition of awarding campaigns. Media buying is a 360-degree process that involves planning, strategy, negotiation, inventory control, and monitoring. Purchasing advertising space within a budget remains the primary function of the media planner and buyer in advertising agencies. Advertising agency with media and advertisers and advertising agency constitute the tripartite institutional structure of the advertising industry. The birth of "Full Service" advertising agency as "Space Brokers" first come into the practice for newspaper advertising in the 19th century in the United States. In today's business world of advertising and marketing Full service providing agencies are much better to serve the client with need-based solutions. All most of the full-service

advertising agencies are accredited and member APNS, PBA, and AAP. This status gave them the right of prequalification to participate in any account competition. It also helps them to construct hegemony through its services (bundling, unbundling, and mix bundling), credit facility, standard agency commission, bulk discounts, creative positions, color or position waivers(discount packages), corporate rates packages, special days, and events packages.

Through the agency technological edge (Competitive and comparative advantage)

The term 'media agency' is replaced by Marketing Investment Managers (MIMS) because of its diversity and scope of services like ATL, BTL, and TTL for brands to recognize. In today's business parlance there is no competition but fight for survival. The due ever-increasing evolvement of big tycoons like Google and Facebook by acquiring big data of consumer index offering fatal threats to advertising agencies however big networks advertising agencies like Publicis, WPP has signed MOUs with Google and Facebook and LinkedIn to establish sole enterprising media mix to enable their affiliates and network offices and agencies privileged access to online data and real-time consumer index and data pool. Resultantly the networks agency net worth becomes exponentially high and monopolistic trends get prevailed. As a matter of fact, their media planning and buying strategies based on real-time consumer psychographic and demographic data come out in the shape of comprehensive brand strategies. This phenomenal change helps them attract national, multinational, and government accounts to work with. It works in establishing the network agencies to construct its hegemony.

Through the innovative and creative media mix

Media planning and buying is more complex than ever before. The challenge of the day is not how to use media but how to use media mix innovatively and creatively to achieve the advertising objectives more efficiently. It is concomitant to have a synergistic approach between the creative strategy and media planning departments of a full-service advertising agency so that the desired results could be obtained. Advertising agencies are no doubt exists on account of their creative and innovative edge and the outcome is long-lasting relation with client. Innovation is the only apparatus through which the tripartite relation can be maintained. To keep the end in mind the advertising agencies used to initiate the media campaign in such a way that each advertisement is keeping refreshed with the follow-up advertisements and BTL activities. This apparatus helps the advertising agency to construct hegemony in all its practices especially media planning and buying. Advertisers now prefer the internet as a medium of communication which hosts numerous business models competing with one another for hegemony. It has been derived through the expansion of the internet that there are various practices that manipulate and control our choices in the commercial world and advertising depicts those practices very clearly. Previously, Media advertising was segregated as "above the line" from non-media advertising which was deemed as "below the line". But now, such segregation has been overruled and advertisers use a mix of all the media including the internet for their advertising campaigns in order to attain maximum reach to potential consumers. In this age of global:

Through specialized and In-house adverting agencies

This type of advertising agency work on one aspect of the account management process, such as creative campaign designing, media planning, or media buying. These agencies are known as specialized agencies. Many specialized advertising agencies venture with other agencies to provide services for the full campaign as directed by the client or the lead agency or in-house agency. Some accounts rather hold control over advertising campaigns and establish in-house advertising agencies within their premises. They could keep creative services in-house, produce advertisements themselves, and hire media-buying services from the outside.

The data shows that small-scale advertising agencies on account of three main reasons; firstly they are not following the legacy system of old and traditional advertising agencies because they are new and enthusiastic in business to serve on clients' terms. Secondly, they are interested in developing long-term relations with the clients that is why focusing on client communication problems and needs. Thirdly they are ready to work on low margins even breakeven points to survive which does not suit the big network and full-service advertising agencies. Resultantly this model of workmanship is also in fashion but seems to be more agile to sustain for long term existence due to its short term packages.

By dint of theses comparative and competitive advantages the agencies can lure up the accounts to mature a business deal. Data also shows that marketing is never fixed and rigid in all its mixed attributes and flexibility is the hallmark that is why marketing strategies are articulated on day to day basis. Data suggests that every advertising agency and its team force have to work on need-based solutions to resolve the client communication problems effectively and efficiently. It is observed that flexibility is deeply rooted in small scale advertising agency's DNA from the very beginning of its formation that is big challenge for big and legacy advertising agencies to construct, practice and maintain its hegemony for long.

Through Format and Formulae techniques

The data shows that the 'format and formula' of the corporate media structure influencing people to think and behave in a certain way. For example, by watching just the Levis advertisement a consumer is addressed with a 'unique sense of craving, the ideology has an effect on the consciousness of the consumer without realizing the reality that a social class is exploited by a hegemonic ideological process. The way media operates now is exactly what Gramsci proclaimed about hegemony, it is about one class's struggle over another by creating values that the dominated group must follow and this very concept is pervasively using in strategic planning to construct the brand image in such a way to be felt as from within and not from without.

Conclusion

This study looked into how advertising companies plan and buy media for their clients. The study's major goal was to uncover hegemonic practises and apparatuses. The study's results showed that hegemony is a process of articulation and invention in its apparatuses. Experts say it is not a matter of hegemonic status, but of survival for huge media firms and media agents, not just in Pakistan, but globally. Advertising like hegemony may exist if it is fueled by innovation and the optimal media mix to reach the intended goals. A well-established institutionalised model trade of relations known as "Recognition System" and "Alliance of Convenience" shows that media function well with

accredited and linked corporate tycoons. The tripartite business model connects multiple interest groups together through alliances and joint ventures, creating a social and financial conflict of interest. Since 2008, when Indian actors and actresses were employed in Made in Pakistan items, analysts say advertising firms are developing. The technological edge in production designing and animation has enticed Pakistani advertising businesses to engage with Indian creative firms. Soap, Head and Shoulders, Lux (Sitaron ki sargam), Meezan Banaspathi (Har Cheez Meezan Ma Achi Lagthi hy) etc. Advertising agencies have successfully fought for more airtime. To keep advertising revenue up in the face of increased concentration for advertisers, lobbied media focused to minimise costs and keep advertising revenue up. The optimum condition for regional advertising companies is a 50/50 or 60/40 global/local client ratio. Moreover, brand building tactics have modified the structure of advertising companies in Pakistan. Brands manufacture consents and deploy "false consciousness" as a philosophy of media hegemony. In order to obtain competitive media rates, advertising companies now use media buying houses and media planning houses, as well as in-house talent. A common belief is that culture is the primary product of media, and that advertising firms use it in their advertising mix. The study reveals active consent is always necessary. Because of new media and branding techniques, advertising firms like GroupM, Adcom, Red Communication Art, and Time and Space Media Company have transformed their business models. Experts say advertising agencies make brands symbolic gadgets that assist establish shared imagined worlds. The media planning and buying paradigm switched from demographic to psychographic. Statistics demonstrate origin of advertising agency is less important than market presence. The global advertising group, or "mega-group", creates a new stratosphere of ownership. WPP and GROUPM control media purchasing houses, TAM system, Peoples Meter (MediaLogic) and other services that allow them lead national and multinational accounts in Pakistan. With these strategic initiatives, advertising giants readily acquire spontaneous 'mass' acceptance. Experts also understood that international affiliation is one way to better train and learn best practises, increasing the bar in terms of talent and work. Second, the digitally connected consumer, local advertising agency talent. Pakistani advertising companies are eager to collaborate with international partners who may assist them gain global exposure and integrated thinking. The Pakistani advertising agencies are so good that the world's largest advertising network, Leo Burnett, had to approach them in 2006 to launch Dejuice and subsequently Samsung in Pakistan in 2009. Experts say ad firms should help clients move away from interruptive messages and into immersive experiences. Experts say advertising agencies with legacy skills, heritage expenses, and a holding company that requires a quarterly minimum margin can struggle to come up with innovative ideas. A good brand for the client may not be good for the agency's bottom line. As inventive marketing drives brand growth, many huge agencies may give solutions that contradict the brand's goals. Experts also believe that small advertising organisations tend to be more innovative and less reliant on traditional methods. It's difficult for them to build and execute strong media plans based on major ideas, yet they are free of outdated system constraints. Experts also recommended that small advertising companies should adjust roles and deliverables based on target audience rather than internal business strategy. The study concluded that hegemony is an ongoing process of articulation and invention. It has pushed media proprietors to sell their space and time to the audience more aggressively.

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