

campaign Middle East

Middle East's most authoritative voice for the advertising, media and marketing industries

Issue date	Editorial Calendar	Events Calendar
31 Jan 2022	The 2022 Predictions Issue Ad Tech & Digital Agencies Guide 2022	Campaign Breakfast/Online Briefing on Adtech Campaign On the Record Podcast
28 Feb 2022	Campaign 300 th Issue The Data & Measurement Issue Media & Creative Agency Guide 2022	Campaign Breakfast/Online Briefing on Ecomm Campaign On the Record Podcast
28 Mar 2022	Ramadan 2022 Know Your Platforms/Social Media Guide 2022 Dubai Lynx Issue	Campaign Breakfast/Online Briefing on Ramadan Campaign On the Record Podcast
25 Apr 2022	TV / Video Guide 2022 Agencies F2W Faces to Watch Issue	Campaign Breakfast/Online Briefing Campaign On the Record Podcast
30 May 2022	Audio / Radio Guide 2022; The Saudi Report 2022	Campaign Breakfast/Online Briefing on Video Campaign On the Record Podcast
27 Jun 2022	The New Marketing & Media Issue Marketing F2W Faces to Watch Issue Games Marketing & Esports	Campaign Breakfast / Online Briefing Campaign On the Record Podcast
25 Jul 2022	Women in Advertising The CX Issue - Customer Experience Performance & Behavioral Targeting	Campaign Breakfast / Online Briefing Campaign On the Record Podcast
29 Aug 2022	PR & Events Guide 2022 & Digital Transformation Startups / Brands to Watch	
26 Sep 2022	Campaign's Production Guide 2022 & The Power List & Essays 2022	Campaign Breakfast / Online Briefing Campaign On the Record Podcast
31 Oct 2022	Campaign's Marketing Game-Changers 2022 ESG (Environmental, Social and Governance) Issue The OOH Guide 2022	Campaign Breakfast/Online Briefing on Outdoor Campaign On the Record Podcast
28 Nov 2022	The Ecommerce Issue The Digital Essays 2022	Campaign Online Briefing – Audio Campaign On the Record Podcast
19 Dec 2022	The Purpose Issue / Customer Loyalty The 2022 Annual Issue	Marcomms360: Predictions2022 & Campaign Big Annual Industry Night Campaign On the Record Podcast

GO TO PG 2 FOR MORE DETAILS *Please note that the above editorial & events calendar are subject to change in case of any new developments.*

Synopsis of Campaign's monthly editions

January 2022

The 2022 Predictions Issue

The Predictions issue is the 1st edition of the year for Campaign Middle East where industry leaders give insights on the year ahead for Media agencies, Ad Agencies, Creativity, Marketing, Adtech, PR, Events, Production, Social, Integration and more.

Ad Tech & Digital Agencies Guide 2022

There is a huge demand from agencies & marketers for an Adtech guide giving a detailed overview of the regions technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and if you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

February 2022

Campaign 300th issue

We turn 300 in February. Not 300 years old, but 300 issues, which sometimes feels like the same thing when you see the changes that have come about since this magazine launched more than a decade ago. This special commemorative issue looks back on the highlights (and lowlights) of those 300 issues, at what happened, how the industry has evolved and how Campaign has covered it. If you want to get nostalgic, wish us a happy birthday, or imagine what we (or our robot overlords) might be writing about in another 300 issues, this is the issue to do it.

The Data & Measurement Issue

This issue will look at all aspects of gathering & using data. It will cover legislation and privacy, the process of crunching the numbers & what data is being used for, what it has been used for in the past & how it can be used in the future. The issue will look at topics including programmatic ad-buying, serving the right media to the right people & digital creative optimisation.

Media & Creative Agency Guide 2022

A detailed guide to the Middle East's top Creative and Media Agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

March 2022

Know Your Platforms / Social Media Guide 2022

This will be a directory of the main social media platforms & apps in the region, with a focus on how marketers can use them best. It is a chance for platforms to showcase their strengths and champion their work with brands. The directory will have a detailed listing of each major platform, from user numbers to contact details, as well as insight from each platform's senior management. Platforms and brands will also have the opportunity to highlight case-studies of work with each platform.

Ramadan 2022

Ramadan is a month unlike any other in the MENA region, when families and friends gather and celebrate together. For many brands, Ramadan is the busiest time of the year, and they were able to play an important role in helping people come together, through imaginative and innovative executions from special offers to virtual reality to online iftars and more. So how will this year's Ramadan look for brands? What will return to normal and what new traditions will be carried on from last year? Campaign looks at the learnings from earlier years at how 2022 will be even bigger and better despite the challenges the world faces.

Dubai Lynx Issue

One of the biggest issues of the year for Campaign. The Post-Lynx issue is the official Lynx winner's copy is where we would announce the winners, their interviews and whole coverage for the Lynx Gala Awards. There would be behind the scenes reporting with exclusive content of unbiased coverage of what exactly happened.

April 2022

TV / Video Guide 2022

With the onset of Ramadan, most of the media money gets spent on television, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy spots during the Holy Month and the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies.

Agencies F2W Faces to Watch

Campaign ME recognizes the best upcoming young talent aged 30 & Under in the region in the Media, Creative, Comms & Digital industries.

May 2022

Audio / Radio Guide 2022

Radio Guide 2022- Campaign's Radio Guide examines the radio stations across the UAE and wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

The Saudi Report 2022

The Saudi Arabia of today is almost unrecognisable compared with only a couple of years ago. And the kingdom is constantly evolving as its economy diversifies and its society liberalises. For brands, the constant state of change means Saudi Arabia is a land of opportunity. But it also means that neither new entrants to the market nor established players rushing to keep up with developments can afford to put a foot wrong.

Campaign's Saudi Arabia Report offers a guide to the media, marketing and advertising scene in the kingdom. We examine the projects and initiatives that are driving development, and look at the clients and sectors that are spending money. We look at the latest research to paint a picture of today's Saudi consumer. And we look at the industry scene there, from established multinational networks to independent start-up agencies, talent to technology.

June 2022

The New Marketing Issue

Campaign examines how sectors of the region's economy will change their marketing following the Covid-19 pandemic. When coronavirus hit and lockdowns were imposed, marketers shifted to digital channels and virtual experiences. But as curfews are relaxed, no one plans to return to the old ways. Campaign speaks to marketing managers and industry experts across several verticals to ask how their sectors are adapting and how their media, marketing and advertising tactics and strategies have changed.

The New Media Issue

While talk of 'the new normal' has become something of a marcomms cliché in recent years, it is fair to say that the pandemic has finally bridged the gap between rhetoric and reality. 'The new normal' is actually becoming the new normal. Media, marketing and advertising have been transformed by lockdown, and when things return to 'normal' – yes, the new normal – they won't suddenly un-transform. Media leaders in this issue will look at the effects of the current trends and how it will change the industry in the long term.

Marketing F2W Faces to Watch Issue

Campaign ME recognizes the best upcoming young talent aged 30 & Under client side in the region.

Games Marketing & Esports

A recent report from research company Technavio estimates that global ad spend on in-game advertising will rise by \$3.54bn between 2022 and 2025, with average annual growth of more than 15 per cent. Across consoles, PCs and mobile, there is a lot of opportunity for marketers to get involved, and at Campaign we are speaking to industry experts to see what brands should do to make the most of this growing channel.

July 2022

Women in advertising

Campaign celebrates the women shaping the industry. And we are making a point by not doing this on international women's day. The leaders we profile in this issue are driving media, marketing and advertising forwards and upwards all the time, not only on one day of the year, and we are celebrating their successes as they chip relentlessly at the glass ceiling and make the industry better for all.

The CX Issue - Customer Experience

Branding goes far beyond goods and services, especially when the marketplace is crowded. Marketers are now embracing a more holistic approach to their trade that encompasses multiple channels and, increasingly, experiences. The way a customer feels in-store, online and when using after-sales services can mean as much as the object or service they have paid for. Campaign examines how top-notch customer service can keep your consumers happy and loyal, and we find out what it means to provide an experience that keeps them coming back for more.

Performance & Behavioral Targeting

Programmatic buying and other forms of ad tech and martech hold huge amounts of promise. But what does it take to use it right? The boost in e-commerce that came out of the 2020 Covid-19 crisis has turned a magnifying glass on what it means to provide consumers with contextual and behaviourally appropriate marketing tailored to them, while the demise of tracking technologies including third-party cookies present unique challenges. Campaign looks at performance, contextual and behavioural marketing and advertising. We look at where the regional industry is and how it compares with global markets, and examines how to get better at it.

August 2022

PR & Events Guide 2022

A detailed guide to the Middle East's top PR and Events agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

Digital Transformation

Last year's coronavirus crisis has forced digital transformation on even the most steadfastly Luddite brands and consumers, and 2022 is set to be a year of consolidation, where marketers take a look at what has worked for them and what needs development. Campaign helps them do this with expert insights and opinion into all things digital and how to manage structural change.

Startups / Brands to Watch

The flip side of the attrition attached to economic downturn such as that brought about by the Covid-19 crisis is that as talented industry players leave larger agencies (through lay-offs, life re-evaluations or other reasons) they often come back heading up new brands. Campaign looks at the latest wave of start-ups and new brands that are challenging not only established players but whole market philosophies. If you want to find out or show people what the next big thing is, this is the issue for you.

Sept 2022

Campaign's Production Guide 2022

Building on the success of our ever-popular Production Houses Guide, this issue will look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this is the place to see who is producing what. It will also carry a listing of leading production houses, freelancers and resources.

The Power List & Essays 2022:

Campaign's MENA Power List & Essays 2022, a refined and more exclusive update to our long-established Power Essays supplement. It will profile the most powerful men and women in the region's media, marketing and advertising industry, alongside their essays comprising of insights and predictions for business trends. The list will be exclusive, and only select agencies, media owners and representatives will be invited to nominate the heads of their companies.

Oct 2022

Campaign's Marketing Game Changers 2022

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

ESG Issue

Environment, social and governance (next-generation CSR/corporate social responsibility, if you will) has exploded in importance in recent years, driven by factors such as Covid-19 encouraging people to re-evaluate their priorities, and a more aware generation moving into management and increasing their spending power. Campaign looks at ESG and related topics, from representation to purpose to authenticity, and sees how conscientious trends are changing the face of marketing.

OOH Guide 2022 Supplement

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive UAE Outdoor Guide. This directory would feature information on all the outdoor suppliers in the UAE including their contact details and In the middle centrespread of the report, there would be a huge pullout UAE map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

Nov 2022

The Ecommerce issue

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from performance metrics to shopper experience.

The Digital Essays 2022

The supplement also in its 15th year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

Dec 2022

The Purpose Issue: What does your brand stand for? Every marketer should have a solid answer to that. But how do they manifest their brands' purpose? Campaign's Purpose issue looks at how to develop and refine brand purpose & in an era where what you do matters more than what you say –how you make sure you stand by it.

Customer Loyalty: Gone are the days of generations of consumer swearing by the same products. Today a lost customer is only a click away. We look at what keeps customers loyal, and what a loyal customer can do for the brand. From brands purpose to customer experience, through personalisation and behavioural marketing, we look at how to build and keep loyal customers, and how to win back the ones that get away.

The 2022 Annual Issue

Campaign Middle East's Annual 2022 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2022 in the fields of Advertising, Media, Digital and Marketing. The Best top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Pitches, Integrated etc. This makes this issue have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.