

campaign

Middle East

A MOTIVATE PUBLICATION

AED25/USD7/SR25

#300

TH



ISSUE



SPECIAL INSIDE

MEDIA & CREATIVE AGENCY GUIDE 2022



HAPPY 300

*keep growing **campaign** after campaign*

group^m

mediacom

MINDSHARE

Wavemaker

groupm.com

Dubai Lynx announces 2022 juries, moves talks programme to October

Dubai Lynx, MENA's festival and awards for creative excellence in branded communications, has announced its 2022 jury members ahead of the March 16 awards show. Also, organisers have postponed the Lynx Experience from March to October.

The juries will help to benchmark work across 20 distinct Lynx Awards, including the refreshed Creative Effectiveness Lynx and PR Lynx, and the newly launched Social & Influencer Lynx, which celebrates creative social thinking and strategic influencer marketing solutions.

Philip Thomas, chairman, Dubai Lynx, said: "Our expert jury members play an integral role in raising the creative bar for the MENA region. We're delighted to be working with them, and look forward to immersing ourselves in the outstanding body of Lynx-winning work to set the creative benchmark for the region."

Ian Fairservice, vice-chairman, Dubai Lynx, added: "We look forward to celebrating the Dubai Lynx award-winners, alongside the MENA creative community, at the live Awards Show in March. We have

made the decision to postpone the two-day learning and development Lynx Experience until October 26-27, 2022, when the Dubai Lynx Festival of Creativity will return as a focused programme of networking and talks in venues across Dubai."

Jury presidents include:

Brand Experience & Activation: Malcolm Poynton, global CCO, Cheil Worldwide, UK.

Creative Effectiveness and Creative Strategy: Nadja White, global chief marketing officer, VICE Media Group, USA.

Design and Industry Craft: Marta Swannie, senior creative director, Superunion, UK.

Digital and Mobile: Wesley Ter Haar, co-founder, Media.Monks, USA

Direct and Outdoor: Chaka Sobhani, global CCO, Leo Burnett, UK.

Entertainment: Asawin Phanichwatana, deputy chief creative officer, GREYnJ UNITED, Thailand.

Film: Josy Paul, chairman and CCO, BBDO, India.

Film Craft: Khalil Bachooali, founder & managing director, Offroad Films, India.

Healthcare: Veronica Trujillo, MD, TBWA Worldhealth, Mexico.



The jury will judge work across 20 distinct Lynx Awards

Media: Anna Chitty, CEO, Starcom, China.

PR: Kat Thomas, founder & global executive creative director, One Green Bean, UK.

Print & Publishing and Radio & Audio: Tseliso Rangaka, CCO, FCB/HC Johannesburg, South Africa.

The 2022 award winners will be revealed at the Awards Show at Dubai Opera House in Dubai on March 16, 2022.

For further information and to find the complete list of jury members, as well as the presidents listed here, please visit www.dubailynx.com.



MAX FASHION ABU BENTI

February 1 marked Arab Women's Day. To commemorate this occasion and empower Arab women, TBWA\RAAD created the campaign titled Abu Benti (Father of my Daughter) for Max Fashion. In the Arab world, fathers are nicknamed after their eldest son's name only, whether they have sons or daughters, due to the traditional belief that having a son is a blessing. Max Fashion found in Arab Women's Day the perfect opportunity to challenge this conventional thinking and emphasise the major role of women in driving their societies forward, inviting fathers to join the Abu Benti initiative, empower their daughters and honour their names.

FP7 welcomes Federico Fanti

Federico Fanti has joined FP7McCann MENAT as chief creative officer. He will report to FP7McCann MENAT CEO Tarek Miknas and be the creative voice of the agency, said FP7 in a release.

Fanti, who started his career at McCann Milan, brings more than 20 years of cross-market experience to the role, and joins FP7McCann from BBDO Guerrero in the Philippines.

At BBDO Guerrero, Fanti was responsible for the creative output across all the agency's brands including Johnson & Johnson, PepsiCo, Mars and Red Ribbon.

Prior to BBDO Guerrero, Fanti led Y&R Moscow for five years and was behind the agency winning its first Cannes Lion in 2013, winning a total of 10 in the next five years.

FP7 McCann and McCann Worldgroup regional strategy head Tahaab Rais recently left the agency after 10 years.

Anthony Nakache becomes new managing director for Google MENA as Lino Cattaruzzi moves to global role

Anthony Nakache is to take the role as the new managing director for Google in the Middle East & North Africa, based in Dubai.

Google announced the departure of the incumbent managing director Lino Cattaruzzi to take on a global leadership role in the company as global customer partner, and the succession of Nakache.

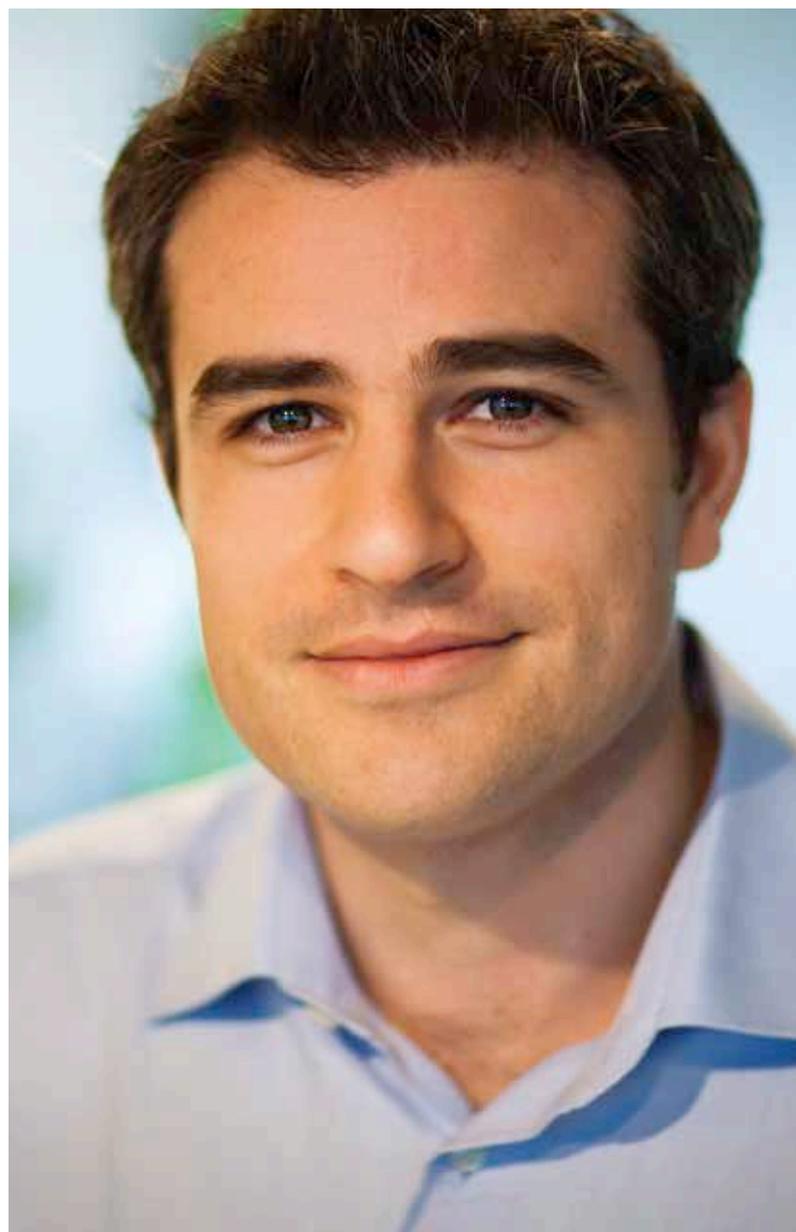
With a 13-year tenure at Google, Cattaruzzi had led the business and operations in MENA since 2016, during which time he helped businesses in the region grow with the help of Google's products and programmes, and accelerated the company's growth and presence through regional office expansions.

More recently, Google helped two million people and businesses in MENA digitise and grow with the help of a Covid-19 recovery digital skills program. The programme,

called 'Grow Stronger with Google', pledged to accelerate the MENA region's economic recovery through digital transformation, by offering digital tools, training and financial grants

Nakache joined Google more than 13 years ago. His most recent role was as head of the online partnerships group responsible for scaling Google's monetisation solutions for publishers and developers across Europe, the Middle East and Africa. Before that, he led sales and account management for strategic partners at Google, namely in gaming and media agencies in France and SEEMEA (Southern & Eastern Europe, Middle East and Africa).

Before joining Google, Cattaruzzi worked in IT consulting. He holds an MBA from Insead and an engineering degree in telecommunications.



Anthony Nakache, MENA managing director, Google



MUSEUM OF THE FUTURE REAL-LIFE IRON MAN

Real-life Iron Man Richard Browning, British inventor of the gravity-defying 'Jet Suit' has been performing aerial stunts in Dubai as he gives away exclusive tickets to crowds to celebrate the opening of the Museum of the Future. Giving visitors a glimpse of the future, the inventor, who holds the Guinness World Record for the fastest flight in a body-controlled jet suit, travelling at speeds of 85mph (135 km/h) in November 2019, was spotted flying in Dubai to celebrate the opening of the historic landmark. Onlookers were treated to a spectacle, as 'invitations from the future' were handed out, providing people with exclusive access to the Museum, which opened on February 22, 2022.

Agency **Mullen Lowe MENA** Production house **C-Zone**



JEEP MIDDLE EAST WILDLY CIVILISED

For the launch of the new Jeep Grand Cherokee L in the Middle East, Science & Sunshine created a film that reflects the balance of sophistication and ruggedness, craftsmanship and capabilities that only the Jeep brand can own. Just like the car, this balance is also mirrored in people. There are those who seek adventure, but also appreciate the finer things in life, and don't want to compromise on either. The film shows this combination with shots of the desert and the city, where the 'wildly civilised' man finds his balance.

Agency **Science & Sunshine** Creatives **Ash Chagla / Wael Baytamouni** Director **Gonzalo Olivero** DOP **Jacob Møller** Production house **Dejavu Dubai** Executive producer **Manasvi Gosalia**

Anghami lists on New York's NASDAQ stock exchange

Abu Dhabi-based music streaming platform Anghami has become the first Arab tech company to be listed on New York's NASDAQ stock exchange. Following a business combination with Vistas Media Acquisition Company, a special purpose company formed to facilitate the listings, Anghami's shares began trading in the United States on February 4, 2022.

Anghami was founded in 2012 in Lebanon by Eddy Maroun and Elie Habib, and has since become one of the largest platforms in the region.

Eddy Maroun, co-founder and co-chief executive officer of Anghami, said: "Today marks the end of a long journey toward listing on NASDAQ, but also the momentous beginning of our life as a publicly traded company. We are grateful to our investors and partners who have made this possible. We believe that our efforts to take a different approach and challenge the status quo in the streaming world present a great opportunity for fans not only in the region, but also for millions of people around the world who are trying to reconnect with their roots through music. As we embark on this new chapter, we remain as committed as ever to our goal of expanding the Arabic-language music repertoire through new initiatives and innovative concepts such as Anghami



Eddy Maroun and Elie Habib, co-founders of Anghami

Originals, Anghami Labs, live concerts, live radio and branded content."

Elie Habib, co-founder and chief technology officer of Anghami, said: "This is a moment of great pride, not only for Anghami but for the entire Arab world, as well as for our engineers, builders, creators and partners around the world. We launched in 2012 with the dream of making a valuable difference for users and artists alike, and nearly a decade later, with about

58 per cent of the market share in the Middle East, we have earned a place not only in the industry but also in the hearts of music lovers across the region. We look forward to continuing our mission to transform the music streaming industry globally by connecting fans and artists and providing a unique streaming experience by focusing on original hyper-local content and a catalogue of music and entertainment."

Meta appoints Fares Akkad



Meta has announced the appointment of Fares Akkad as the new regional director of the MENA region, effective March 1, 2022. In this role, Akkad will design and lead the commercial growth of the company and its portfolio of apps, services and businesses across MENA.

Akkad was most recently the director of media partnerships for news in growth markets at Meta, supporting journalists and publishers in embedding a sustainable business model in the digital age. Prior to joining Meta, Akkad led digital business development and distribution for MBC Group.

Entrepreneurship remains a passion for Akkad, said Meta in a statement. Having started, funded and exited several startups in MENA and the US, he remains an active advisor and investor in the startup scene.



ANNAHAR ELECTIONS EDITION

On February 2, Lebanese newspaper *AnNahar* did not print that day's edition for the first time in its 88 years of publishing. Instead, the ink and paper intended for that day – named the Elections Edition – were sent towards the printing of voting ballots for the 2022 Lebanese Elections. Lebanon is a country that has been pushed past the brink of collapse, with the currency losing 90 per cent of its value – making the country's inflation the highest in the world. As a result, necessities such as food, petrol, medicine and even ink and paper get scarcer every day. However, the upcoming 2022 National Elections offer a glimmer of hope, which the nation anticipates will provide some stability.

Agency **Impact BBDO** Editor-in-chief **Nayla Tueni**



UAE GMO A WINTER THROUGH MY EYES

Carried out by the UAE Government Media Office, in collaboration with the Ministry of Economy and tourism and culture entities, The World's Coolest Winter campaign was first launched to celebrate and promote the UAE's most beautiful tourism experiences and hidden gems in the 2021 winter travel season. In 2022, the campaign has returned in its second iteration with a moving story, instead of a typical tourism ad shot with actors. Sharing an unexpected perspective, the film titled *A Winter Through My Eyes*, promoted on social media, starts by asking viewers if a country can truly be enjoyed by someone who cannot see.

Agency **FP7 McCann Dubai** Production house **Dejavu Dubai**

ALL THINGS BEING EQUAL

Group M's Demet Ikiler discusses ways to lift women up, and other ways to make the industry existentially better. By **Austyn Allison**

Demet Ikiler is the CEO of Group M EMEA and WPP's country chair for her home country of Turkey. She has held the latter title since 2013, three years after she became the country's CEO of Group M in 2010. She took on her wider EMEA CEO role at WPP's media buying arm in February of 2020.

That promotion came a month before Covid-19 locked down the world, so until recently Ikiler has had little time to visit many of the markets for which she is responsible.

But in December she made it to Dubai, where she spoke to *Campaign* about equality and sustainability.

Ikiler sits on the board of the UN's Global Compact Turkey and represented Group M and WPP at the Global Agenda Council of Women's Empowerment at the World Economic Forum 2021. In April 2019, across the 25 WPP agencies she is responsible for in Turkey, she launched the WPP Culture Project to address the issue of gender equality. As a leading woman in an industry where the top jobs tend to be held by men, she is a role model for other women rising up the ranks of media.

But her passion for equality reaches further than female empowerment alone; diversity doesn't only refer to gender.

"It's important to understand how each market conceptualises diversity," says Ikiler. "It could be different things. When you are in

Denmark you talk more about LGBTQ+. That's the focus there; you don't really talk about women anymore in Denmark. In the Netherlands it's a different topic, or if you go to Poland, for example, gender is still an issue but they are more concerned about disabled people not being a part of the social life; they say that our number one priority, in terms of integrating more diversity into our culture, is to create more space for disabled people. If you go to South Africa, on a much bigger scale, Black Lives Matter is still a very important topic."

In the Middle East, gender diversity is still a hot topic, though, particularly in terms of top industry leadership.

Despite a large number of respected women at almost all levels of agency management, in the Middle East few network agencies or holding groups are currently headed by women at CEO or chair level.

So what does the industry need to do to help women to reach the top?

As long as society still expects women to be homemakers and care-givers first, and put their careers second, being gender-blind and giving women the same opportunities as men isn't enough to help a woman do well. Women have centuries of cultural bias working against them, so a supportive employer will not only remove barriers but will also provide extra support to enable women to fulfil their potential. "Providing equal circumstances and chances is not



**“DON'T BE
ASHAMED IF
YOU'RE
AMBITIOUS.
SAY OUT LOUD,
I'M DOING THIS.
AMBITION IS A
GOOD QUALITY
AND HELPS YOU
TO SUCCEED.”**

enough,” says Ikilier. “I need to understand her personal circumstances and act accordingly, providing more support, first of all, providing coaching, providing mentoring and providing real support for her to reconcile her family and work life together.”

Positive discrimination and making a concentrated effort to address diversity issues can fairly quickly move from being a project that requires specific focus to becoming part of how a company thinks, says Ikilier.

“What I've been observing is that it has been really quick, this shift in the mindset,” she says. “And then obviously it will take time to make it permanent, to make it natural and authentic. ... These are the things that we need to do at the beginning. And then that will become a part of the natural journey.”

After they are hired, people must feel comfortable working within the agency. Whether that is providing culturally specific facilities such as prayer rooms for Muslims, making the workplace more accessible for people with disabilities, or making the work culture comfortable for women.

There is an oft-cited observation that men are likely to apply for positions if they meet 60 per cent of the job requirements, while women will not apply unless they feel they satisfy all of the criteria.

They must be encouraged more to stick up their hands, and particularly to take the final step into the top spots.

“There are a lot of great women doing the work, but they are in the position of number-tuos,” says Ikilier. “It's very important to help them make the last mile to go to the top,

because it takes a bit more concentration to make the last leap.”

Decades, even centuries, of subconscious bias have led to gendered language in the workplace that can hinder women's progress by fortifying harmful stereotypes. Women often see themselves as 'nurturing', 'supporting' or 'helping', qualities that might make a man appear weak in a work environment. Conversely, masculine traits such as ambition can sound nasty when associated with women.

“Don't be ashamed if you're ambitious,” says Ikilier. “Say out loud, I'm doing this. Ambition is a good quality and helps you to succeed.” She points out what should be obvious about the caring-vs-ambitious conundrum: “We can do both. That's the advantage of being a woman.”

Alongside a commitment to interviewing diverse candidates for open roles, WPP has other pledges in place. In the MENA region, Group M MENA CEO Ravi Rao says that while the group currently has a 60:40 male-to-female ratio, it is committed to raising the proportion of female staff above 50 per cent by 2024. Currently six out of 13 managing directors in the region are female.

While gender inclusion is a hot topic in the MENA region, it is far from being the only challenge a conscientious company must tackle. Climate change is the main problem society faces, says Ikilier. It is a challenge that will continue to be urgent as conversations about inclusion shift.

“The most important issue that we have is obviously global warming, much more and more and more, because it's super urgent, because we're already too late,” she says. “The house is on fire, the children are sleeping upstairs and we are the parents.”

WPP has made a net zero commitment. It will become carbon-neutral and reduce its carbon emissions by half by 2030. It is developing a new methodology to calculate the carbon emissions of media plans, as part of its Responsible Investment Framework. The system will be trialled before it is rolled out globally. However, local media owners – who in 2021 took 55 per cent, or \$228m of Group M's MENA ad spend – are often not as up-to-date with climate-change thinking as the Metas and Alphabets of the world.

“It is our responsibility to educate those people so that they incorporate their approach into our collective system,” says Ikilier. “Then we start tracking the carbon emissions of a media plan, and then when you make the choices of which media we are going to use in the future, it's going to be OK. We will definitely work with the ones who are committed to net zero, and that will also be us affecting the ecosystem, using our power for the greater good and to serve our purpose.”

Neither diversity and inclusion nor sustainability are standalone issues with the sort of simple solutions organisations can implement before moving on to their next business challenge. “Diversity is a perspective, sustainability is a perspective,” says Ikilier. “Once you start putting those glasses on, you start seeing everything from a different perspective.”

LEADING BY EXAMPLE

When Demet Ikilier is asked about her own success, she says she feels humbled, as she doesn't like talking about herself. Yet she will, if it helps other women tread in her footsteps as they too tackle the challenges of their gender to rise through the ranks.

Ikilier says she grew up with a strong mother, a housewife who never had the opportunity to work. “But she was full of ambition,” says Ikilier. “She raised me, and she always said, if you do your best you get where you want to get. So, I always believed in myself, even when I was not capable. I always thought that there would be a way for me to succeed if I do enough, if I do my best.”

Living in Turkey also taught the young Ikilier to be resourceful. “Growing up in a developing country with lots of ups and downs was a roller-coaster kind of journey, so it made me really resilient,” she says. “For me, there is always a solution. If one door is closed, there will be another door. If we can't make it happen, we will make it happen tomorrow.”

The third aspect that helped Ikilier was the allyship of those around her. “You need to have good people supporting you, believing in you,” she says. “This should be your team. This should be your family, your husband or partner. I was lucky in that sense, because my husband supported me the whole time.”

“Every man is also either a husband or a partner, or a father or a brother,” says Ikilier. “The best thing that I could do for my daughter [if I had one] is to raise my son in the best possible way.”

She adds: “Every man plays a role in a woman's life one way or another, so be aware.”

Aged 30, Ikilier became CEO of Mindshare Turkey, and she says she faced a lot of guilt as she grew the business, often at the expense of her family life. She had a baby – then aged one and a half – at home, and her commitment to work meant she made a lot of sacrifices. She didn't see her son take his first steps; instead her mother called her to say he was walking.

Although she was committed to her job, and her work made her happy, she would have done things differently in retrospect. “The advice that I give to younger women now is to find a better balance much earlier in life,” she says.

After “a bit of a crash”, Ikilier came back stronger, with a better balance between the work that drives her and the family that supports her.

She says: “I will always prioritise work because it feeds me, it feeds my soul, my brain. It's my motivation. Every morning, I wake up to it, you know, a new day, I put makeup on, and it's a part of my life.”

But again she emphasises: “It's important to find a better balance much earlier. That's why we need more women in charge of leadership positions, because they will help this to happen. They've been through a similar story. The change will come with more women in leadership positions. They will advise, they will mentor, they will coach other women. And they will provide more insight, they will provide more support.”

Is LinkedIn currently being used as a marketing channel by brands in Saudi? The short answer is mostly no, but let's take a deeper dive into the platform, how it is being used and how it should be used in Saudi.

LinkedIn is the go-to platform when it comes to professional content, job hunting, business-to-business (B2B) marketing and much more across the globe, with potential ad reach of more than 800 million people. However, being popular on a global scale doesn't guarantee success in the Saudi market, given its unique culture and demographics.

IS LINKEDIN MEANT TO BE A MARKETING CHANNEL?

LinkedIn pages are set up to position the platform as a marketing channel, allowing

HOW ARE BRANDS USING LINKEDIN IN SAUDI?

Most brands underutilise LinkedIn as a marketing channel, whether by only using it for recruitment, occasionally posting corporate updates or not being present on the platform at all.

49 per cent of people asked on LinkedIn whether Saudi brands post enough content on the platform answered with 'no', while just above 40 per cent answered that some brands do, and only about 7 per cent said that most brands do (close to 3 per cent had different answers). This shows that there is a need for more LinkedIn content from brands in Saudi.

LINKEDIN'S GOLDEN ERA

We are witnessing the golden era of organic reach on LinkedIn. Brands and individuals

must take advantage of this organic reach that is not rivalled by most other social media platforms, while keeping in mind that it can't last forever, as platforms tend to lower organic reach once the ad space gets more and more crowded.

HOW TO BUILD A FOLLOWING ON LINKEDIN

Building an active community differs from one social media platform to another. When it comes to LinkedIn, understanding the professional nature of the platform is a crucial part of succeeding on the platform.

A successful LinkedIn strategy needs to incorporate the professional nature of the platform by specifying the interests of audience segments and their content consumption habits.

Having understood the nature of the platform, it is time to dive deeper into your audience insights. Staying up to date with the latest trends in your industry, the most influential people and popular job roles that are relevant, while engaging with your community, gives you an indication of what type of content your community wants to engage in. With more than 78 per cent of LinkedIn users in Saudi being male, this may vary from one industry to another, which should also be taken into account when working on a LinkedIn content strategy.

After understanding the platform and the type of content that people want to consume on LinkedIn, it is time to start creating valuable content that either educates, entertains or relates to your audience. Some brands are starting to use a more humorous approach on LinkedIn, with a work-related twist, and users have engaged with it, but the majority of content on LinkedIn still remains purely work-related. Having said that, brands shouldn't be afraid to experiment with different types of content and, while showing the faces behind the brand, adding a personal touch behind just the brand's name. Different formats of content – ranging from text posts to polls, static images and videos – should all be part of your content strategy.

Once you start publishing content that is relevant to your niche and the local community in Saudi, it is crucial to listen to your audience. Track what worked and what didn't through LinkedIn analytics and your followers' feedback but don't be discouraged if you don't start as strong as expected. Continue creating, adding value and letting feedback guide you as you proceed.

Saudi focus

Why should brands in Saudi post three times a day on LinkedIn?

Hashtag's **Hamza Almuqayyid** asks if LinkedIn is currently being used as a marketing channel by brands in Saudi Arabia

companies to post industry updates and job opportunities, showing what it is like to work at the company and much more. LinkedIn pages also offer great organic reach and allow companies to be thought leaders in their field while attracting top talent.

HOW DO SAUDIS USE LINKEDIN?

With a potential audience of more than 5 million LinkedIn users in Saudi, there are a number of ways that Saudis use the platform. These range from consuming work-related content to job hunting, building a personal brand, conducting B2B marketing, expanding their professional network, staying up to date with the latest updates in their respective industries and more.



By **HAMZA ALMUQAYYID**, senior account executive, Hashtag Social Media Agency

“Brands shouldn't be afraid to experiment with different types of content and add a personal touch.”

Saudi focus

Don't be afraid, we are all here to support you

Horizon FCB's **Sana Fatani** says Saudi nationals will lead the way as they continue to build their skills



By **SANA FATANI**, planning director,
Horizon FCB Saudi Arabia

“It’s clear why veteran ad man Martin Sorrel named Riyadh as the new hub of advertising in the Middle East.”

announced in October 2021 demanding that multinational companies move their headquarters to Riyadh or lose out on government contracts. Indeed, it’s clear why veteran ad man Martin Sorrel named Riyadh as the new hub of advertising in the Middle East, shifting from Beirut and Dubai. With giga projects like the Red Sea Development Project and Six Flags Qiddiya planning to open as near as the end of 2023, and the countless influx of fully owned or partially owned companies through the Public Investment Fund, the opportunities to build these brands and advertise, market and promote them are enormous. The halo effect this will induce on the private sector will bring the entire quality perception of ‘made in Saudi’ to a new standard. Couple that with a further

boost by the government to nationalise marketing positions that will come into effect this May.

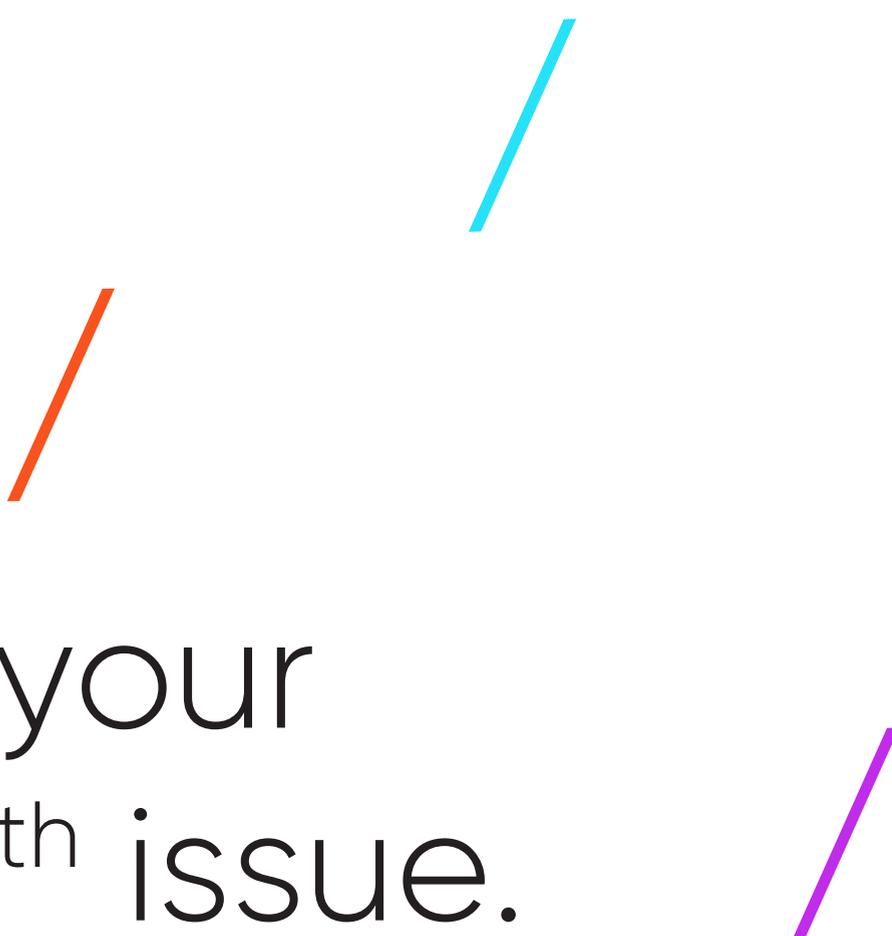
With the economic, social and legislative forces all playing into Saudi nationals’ favour, the only card that is left is skill. Entry-level positions will be an easy win but senior, executive or even founder roles will not be rewarded based on these external boosting factors alone. Qualifications and years of experience are the timeless currency that will always cash out in a free-market economy. Whether it’s in the creative department by building a superior portfolio of work, media buying by staying up to date on new tools and trends, strategy by leveraging data analytics to tell a story that guides business decisions, client servicing by learning to negotiate deals and satisfy customers, or marketing by leading with consistent brand performance in the short and long term and not just traditional quick-win solutions, Saudis will need to build these skills to earn the seats on the top.

In the meantime, nationals can stay inspired to build their careers, as Her Royal Highness Princess Reema Bint Bandar told *Harper’s Bazaar* magazine, addressing women in particular: “Don’t be afraid, we are all here to support you”.

This is true for all nationals who are working hard to build their skills first.

For years, the advertising, communications, and marketing sectors were primarily dominated by non-Saudis. Today, the pendulum has shifted and opportunities for Saudi nationals are more abundant than any other time to date. The question is, are nationals ready for it?

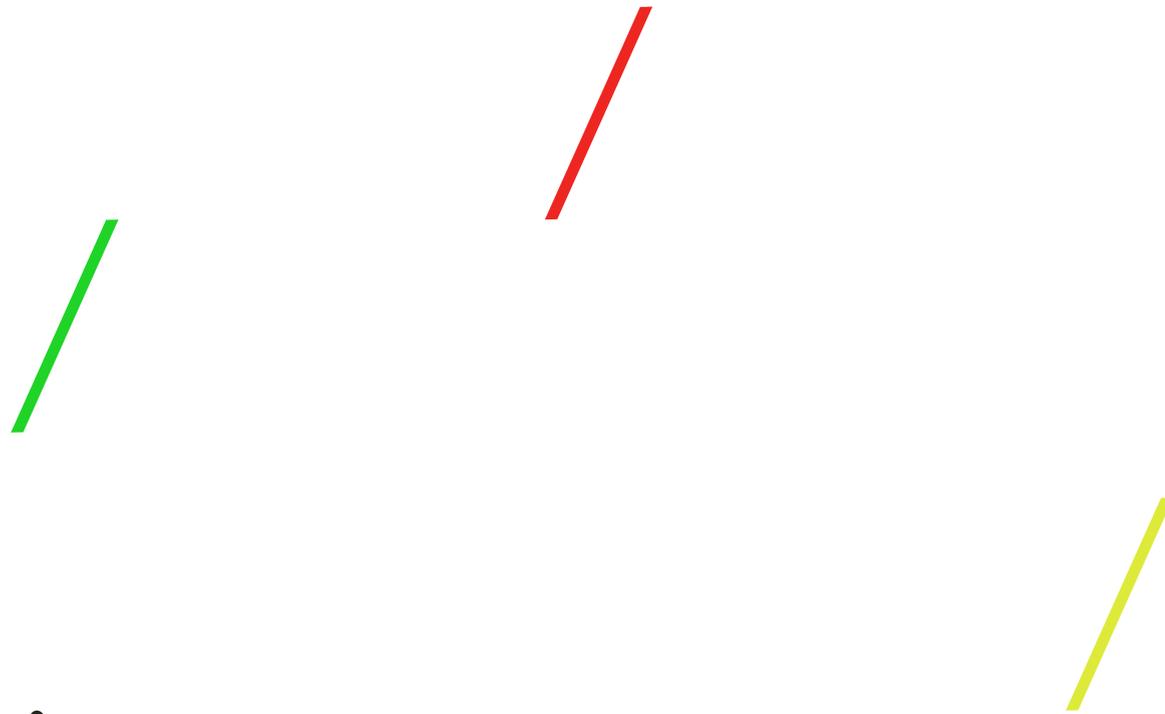
On April 26, 2016, Crown Prince Mohammed Bin Salman announced a vision that transformed the country. We are 14 years into the economic strategy of Vision 2030 that is stirring us away from oil dependency, and we are beginning to see it coming to life. Not merely through the tangible effects on the entertainment industry, but also by economic legislation such as the changes



It is your
300th issue.

Congratulations.

(Not even an exclamation mark,
we like to keep things professional.)



boopin

abu dhabi dubai singapore shanghai **beyond**

Delivering improved results across the marketing funnel in OOH

Traditionally, out-of-home (OOH) has been considered a top-of-the-funnel medium due to its ability to broadcast to a large audience, thereby driving awareness and consideration for brands, by speaking to as many current or potential future customers as possible, utilising the exceptional reach and rapid cover-building qualities of the medium. Yet, what has been overlooked until recently is that OOH clearly also works on the bottom of the funnel, driving acquisition and conversion. Advertisers are becoming more and more demanding when it comes to seeking solutions for planning, delivery and evaluation of their campaigns. It has become critical to connect the dots between media investments and tangible business results to enable advertisers to make the most of their campaigns.

An end-to-end data offer for each step of the marketing strategy

To address the new expectations of its clients, brands and agencies, JCDecaux launched **JCDecaux Data Solutions** in September 2021. A data offering built around three core pillars, JCDecaux Data Solutions is designed to help advertisers achieve their marketing objectives at every step of the campaign:

- **OPTIMISE** for campaign planning, content delivery and creativity: these solutions help to plan a campaign with a complete understanding of the audience around the OOH assets and tailor the advertising message for maximum visual impact and relevance.
- **ENGAGE** for effectively and efficiently connecting with the audience: create memorable and engaging experiences delivering heightened consideration and amplifying the impact of all media across multiple touchpoints.
- **EVALUATE** for understanding the performance of each OOH campaign: leverage on measurement solutions to evaluate the desired KPIs, from brand-building metrics in the long-term to immediate business impacts such as visit attribution and micro-conversions, and objectively assess success and areas for growth, for future optimisation.

This offering is underpinned by a collaborative growth mindset and is structured to be used as part of a bespoke learning agenda for each advertiser, ensuring that advertising investment in OOH media is sustainable for their brand. Following the 'data by design' approach, the objective is to work hand in hand with the advertiser to deliver improved results across the marketing funnel.

Creative Heatmap, a ground-breaking data-driven creative optimisation tool

An example of these solutions is the Creative Heatmap tool, which leverages artificial intelligence to estimate the performance of an OOH campaign by understanding which parts of the advertising visual the audience will focus on. Leveraging on eye-tracking technology, the tool was built using JCDecaux and third-party (Ipsos) data from multiple markets. To ensure an efficient

OOH campaign, establishing artwork optimal visibility is critical: what works on social may not work in OOH.

Creative Heatmap is a solution that **helps advertisers understand and evaluate their creative, and improve it, if required**. Our objective is not only to help brands gain an insight into the audience they are targeting with their campaigns but also act as consultants to help them optimise their creative strategy and align their artwork with the formats and environments they're present in. When it comes to OOH, context is key. While selecting the relevant environment to target the right audience is crucial, the importance of an impactful and eloquent creative cannot be undermined in creating long-term brand memorability and recall. By using Creative Heatmap, a brand can establish whether the key branding or executional elements are likely to draw attention or be recalled. An added advantage is that advertisers can test multiple campaign artworks and adjust their creatives or other elements to achieve the desired objectives.

Delivering brand-lift measurement

To provide solutions to evaluate the performance of a brand's campaign, JCDecaux has partnered with a leading online market research platform. Our post-campaign evaluation aims to **assess the campaign perception** (advertising recall, impact of the creative) along with the **impact on the brand throughout the marketing funnel** – from top-of-mind and prompted brand awareness to efficacy of the artwork in establishing emotional connect, and uplift in consideration & purchase intent.

In November 2021, JCDecaux Dubai conducted post-campaign studies for two luxury brands that advertised on the Jumeirah Road lamppost network. Interestingly, both campaigns were seen and recalled by 65 per cent of the respondents, with campaign creatives delivering excellent salience and appeal, thereby driving purchase intent and recommendation. Brand consideration and purchase intent were higher (+22 per cent and +15 per cent respectively) for those who recalled seeing the advertisement on Jumeirah Road.

To address the OOH measurement challenge in an industry that is transforming rapidly, JCDecaux Data Solutions aims to deliver simplicity, agility, comparability, transparency and efficiency in executing data-driven OOH and DOOH campaigns.

While the quantitative aspects (reach, unique audience, OTS...) form an important part of OOH measurement, they should not be the only focus for advertisers to evaluate their campaign. The core strength of OOH as a medium is to leverage on a specific context and environment to reach a brand's communication objectives, which can only be captured by integrating some qualitative aspects into the equation (uncluttered media territory, premium audience profile...).



“The core strength of OOH is to leverage on context and environment to reach objectives that can only be captured by integrating qualitative aspects.”

By Bertrand Mouraille, Managing Director, JCDecaux Dubai

THE LEADING OOH MEASUREMENT PROVIDER IN THE GCC.



The Streach suite of tools measures


REACH%


UNIQUE REACH


FREQUENCY


OTS


IMPRESSIONS


PASS-BY

for Static, DOOH and Transit Media.

The future of data

Choueiri Group's **Mathieu Yarak** shares his perspectives and insights on the Group's use of AI and machine learning in advertising, and more

HOW ARE AI AND MACHINE LEARNING HELPING DELIVER ADVERTISERS' MESSAGING TO DIGITAL AUDIENCES?

We have been using artificial intelligence (AI) and machine learning over the past year in different audience creation and activation strategies, and one excellent example of their use is in the establishment of demographic-led segments. At DMS, we represent more than 35 publishers, the majority of whom are non-login, or have shy login data, resulting in a demo audience offering that is quite limited and unscalable. Since the demand for these audiences from big consumer packaged goods (CPG) advertisers is quite high, we partnered and worked with 1PlusX, a Swiss German AI-powered data management platform (DMP) on their demo AI models to create demo-led segments. Simply put, the model looks at the behavioural traits of users across publishers to determine, for instance, their gender. In 2021, we went through a testing period when we adapted their advanced AI models to our region and established an accuracy measurement system. As a result, we were able to increase our demo audiences from 2.5 per cent to 33 per cent (x16), with an accuracy of 72 per cent for females and 75 per cent for males (both higher than the benchmarks used in our markets). We can now proudly say that we have 33 million addressable gender-based segments to be activated by our partners.

WITH THIRD-PARTY COOKIES BEING PHASED OUT, WHAT TECHNOLOGIES OR SOLUTIONS CAN BE USED INSTEAD TO ENSURE ADVERTISING REACHES THE RIGHT AUDIENCES?

At DMS, we have been scoping and testing different solutions over the past year and recently onboarded IBM Watson contextual targeting as part of our partnership with Permutive, our DMP partner. IBM Watson is an AI contextual targeting solution based on natural language processing (NLP) and works by crawling and classifying content based on different features such as categories, emotions, keywords, sentiment and concept. The classifications are used to enrich the pageview events of users who have read articles on any given topic, which in turn are used to create targetable cohorts. Moreover, contextual targeting does not rely on third-party cookies or any personal information. The use of machine learning to improve the relevance of contextual segments ensures brand safety and brings us closer to brand suitability.

In addition, we have been in talks with different ID solutions, such as ID5, Neustar Fabrik ID, and UID 2.0 (through our partner TTD), each of which has a different model and is based on different variables. Although Google seems to stand by its decision not to support or build alternative ID solutions to third-party cookies, the changes we are seeing from the king of data reveal that there is still much to discover.

HOW DO YOU GATHER AND SEGMENT YOUR AUDIENCE DATA?

We gather our users' behavioural data using edge computing technology, allowing us to process the data in real time and, most importantly, in a privacy-compliant environment through Permutive. Diverse algorithms are used to create segments based on a four-tier granularity and the fun begins once we create an audience. Fuelled by machine learning, we use audience discovery to uncover unique behaviours generated by the users within our ecosystem. For example, if we take the 'fashion audience', we can identify when they are active during the week, at what time of the day, their interests in terms of content, engagement level, content journey, and the list goes on.

WHAT AD TECH OR DATA TECH SOLUTIONS ARE YOU EXCITED TO WORK WITH IN 2022 AND HOW DO YOU SEE THEM AFFECTING DATA COLLECTION AND ANALYSIS?

2022 will be the year of data solutions for DMS, and we plan to focus on three solutions (alongside the AI-based demo audiences and AI-based contextual targeting mentioned earlier):

1. 0-party audiences, or declared audiences

The objective of 0-party audiences is to create effective audience segments using data collected via surveys. This is done by bridging two state-of-the-art technologies: Qualtrics as a survey engine and Permutive as a DMP. The responses captured in the survey are moved through a bridge integration to our DMP where advanced analytics and lookalike models are applied to scale the answers and create addressable audiences. We have tested this concept with auto, telco, F&B, and tourism brands, where results showed an increase in both media and brand impact metrics. This year, our focus is on optimising this solution and activating it with our advertising partners.

2. Data clean room

The concept behind data clean rooms is mapping advertiser and publisher data in an encrypted, secure and safe environment. We implemented our clean room, 'Permutive Vault', last year, and initiated testing with a global automotive brand through in Europe. This year, the focus is to provide advertisers with a safe passage for data partnerships.

3. Choueiri Group data transformation

Our top priority plan is building a data hub infrastructure fuelled by advanced analytics, AI and machine learning. We have already started with ingesting 75TB worth of DMS users' yearly level data, and overlaying it with various data streams such as Doubleclick for Publishers (DFP) and Google Analytics (GA).

After testing one day's worth of user-level data (200GB), we recorded astonishing results: on a campaign optimisation level, the performance increased by 450 per cent during the last week when the learning was applied.



“Fuelled by machine learning, we use audience discovery to uncover behaviours generated by the users within our ecosystem.”

Mathieu Yarak, group senior director of data and insights at Choueiri Group

CREATORS OF IMPACT

36

Malls

53

Metro Stations

191

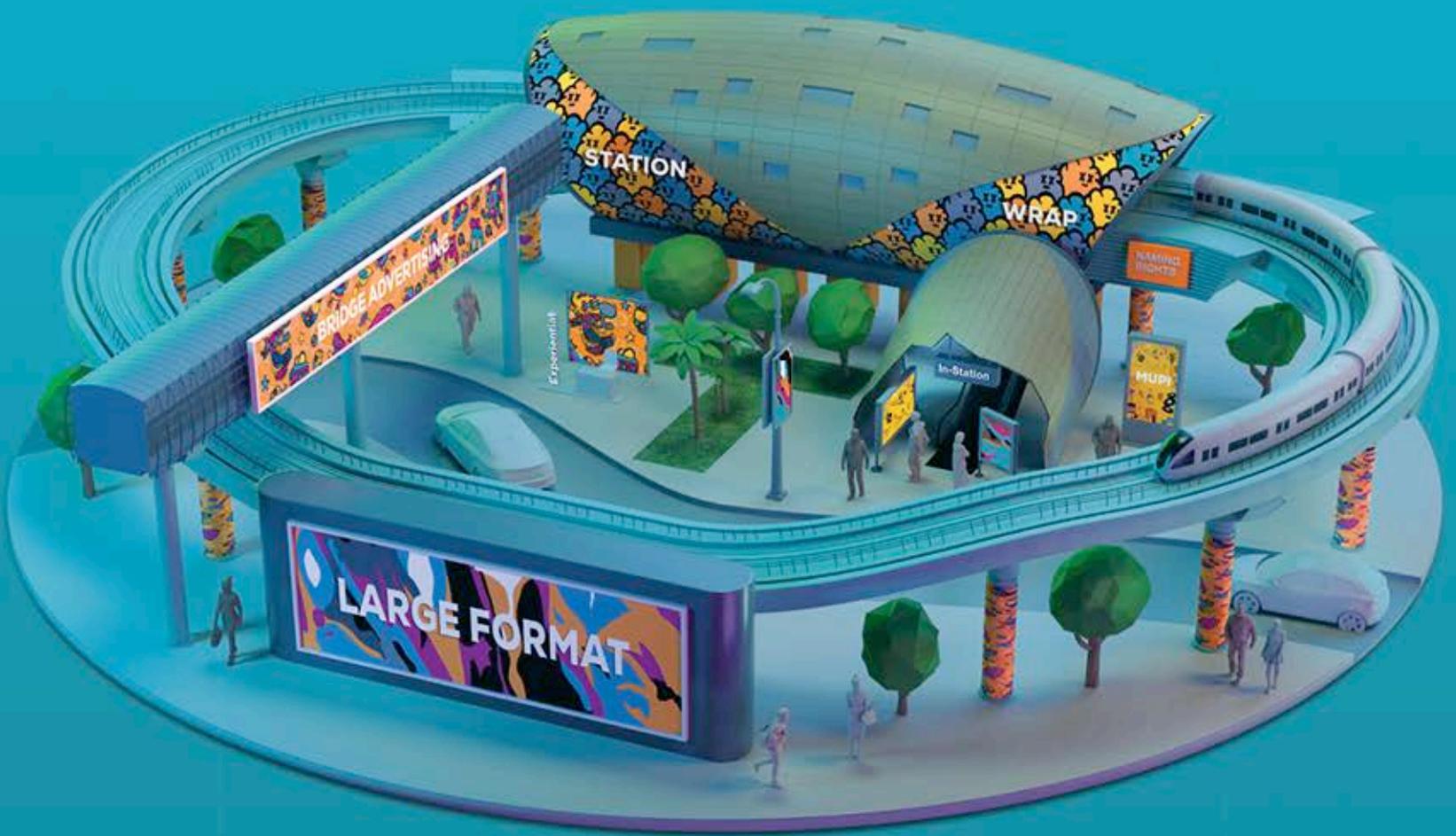
Prime Outdoors

306M

Annual Shoppers

280

Hypermarkets



HYPERMEDIA
SINCE 1999

 hypermedia

 hypermedia_me

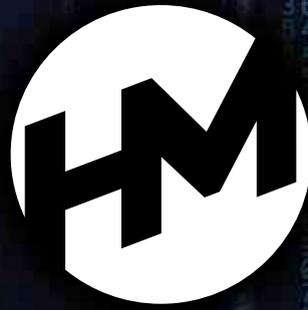
 hypermedia.me

 hypermedia_me

hypermedia.ae



PARTNER CONTENT



HYPERMEDIA
SINCE 1999

PROPRIETARY DATA MEASUREMENT TOOLS

COMING SOON

Data is 2022's most crucial buzzword, and W Group, with both its subsidiaries Hypermedia and DigitAll, is standing at the forefront, a pioneer in the data measurement domain. Paving the way in launching data intelligence in the UAE, W Group is planning to offer a fully customizable DOOH media experience for its 800 strategic partners and clients throughout this coming year.

Tapping into reliable data measurement tools is essential for the future of efficient business planning in OOH. These tools not only deliver ROI with guaranteed sales insights, but they also unlock a massive and wide-ranging potential for customization of smart experiences.

Data is the key that grants prospective client's formidable access to consumer insights, with 'campaign performance reports' that guarantee a prosperous advertising campaign.

That is precisely why Hypermedia has been heavily investing in digitizing all major media assets across their projects in Dubai Metro, Malls, Outdoor and instore.

"We are thrilled to be sharing our proprietary data measurement tools in the near future," states Philip Matta, W Group's Chief Operating Officer.

Readers write

HEADLINES, HEADACHES AND HOPES

We asked the industry to look back over *Campaign Middle East's* 300 issues, and to project forward a little for good measure



Shadi Abdulhadi
Founder & CEO of Boopin.

What were you doing in October 2008?

That was a long time ago, but it was a special year for me. At the time I was employed by an investment company in Dubai and finishing my professional CIM Certificate.

What is the best bit of news you've read since 2008?

It's rare that a piece of news can appeal to you both on a personal and professional level. There are also multiple milestones in these 13+ years that I can recall, but some of the best news was watching Boopin grow and expand into Singapore and eventually into Europe.

What is the worst bit of news you've read since 2008?

Like any business owner and media professional, the news of the Covid-19 impact on the marketing and media industry was by far the worst. It wasn't the financial impact as much as it was the uncertainty.

What headline would you most like to read?

Boopin's metaverse mission: Success.

And which headline do you dread?

The financial crash at the time was dreadful, as I was in the early stages of my career. I truly try to take every piece of news and find the opportunity hidden between the lines to make the best out of it.

What's the best piece of work or campaign you've been involved with?

Definitely the 100 Million Meals campaign in Ramadan 2021. It's always heartwarming to see your work affect so many lives around the globe. This was also acknowledged by the team at His Highness's office and recognised at the highest levels.

What's the best piece of work from the region that was done by someone else?

I was truly impressed by DCT's approach on TikTok. It might have not been a fully activated campaign, but the brave approach adopted in shifting the account into a meme account ended up resonating very well with the audience. DCT will surely reap the results over the next few years as Abu Dhabi becomes a desired destination.

Do you have any messages for Campaign?

Nothing but congratulations. The work being put in is massive and I'm certain that we'll see *Campaign* grow further over the coming years. I wish everyone the best of luck and I'm looking forward to the 1,000th issue.



Samir Ayoub
Founder & CEO of Medpush MENA

What were you doing in October 2008?

In Q4 2016, I launched Medpush as a media consultancy company partnering with advertisers across the region to maximise the efficiency of their media campaigns. Prior to that, I was the CEO of Mindshare in the MENA region.

What is the best bit of news you've read since 2008?

In 2015, when about 200 countries committed to the Paris Climate Agreement to fight climate change. This is a very important matter for every human being on earth.

What is the worst bit of news you've read since 2008?

The spread of Covid-19 and how it changed our lives drastically.

What headline would you most like to read?

To wake-up one day, hopefully soon, and read that scientists have discovered a medicine for Covid-19 so we can all go back to our normal life.

And which headline do you dread?

When humanity and nature are not considered as a top priority and humanity is taken over by machines.

What's the best piece of work or campaign you've been involved with?

The launch of Infiniti in Saudi Arabia in 2015, which won both an Effie Gold award and Festival of Media Gold.

What's the best piece of work from the region that was done by someone else?

The Sapna Dream social media campaign in Dubai back in 2014.

Do you have any messages for Campaign?

I would like to wish *Campaign ME* and its management more years of success and to keep the good work up. Despite of all the challenges, *Campaign ME* remains the main source of news in our industry. Well done and many thanks for all the efforts.



Mounir Harfouche
CEO of MullenLowe MENA

What were you doing in October 2008?

I was a resident on *Second Life*, exploring the world by teleportation.

What is the best bit of news you've read since 2008?

Nearly 200 countries commit to the Paris Climate Agreement to fight climate change.

What is the worst bit of news you've read since 2008?

Pfizer made nearly \$37bn in sales from its Covid-19 vaccine last year, making it one of the most lucrative products in history. Pfizer, BioNTech and Moderna are making \$1,000 profit every second while world's poorest countries remain largely unvaccinated.

What headline would you most like to read?

Mahatma Gandhi is back.

And which headline do you dread?

Omnicide leading to a total extinction of the human species.

What's the best piece of work you've been involved with?

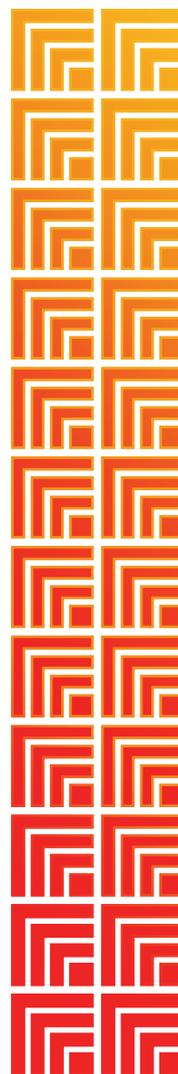
Not produced yet.

What's the best piece of work from the region that was done by someone else?

Impossible to choose just one.

Do you have any messages for Campaign?

I wish you more and more issues and no issues whatsoever.





Nassib Boueri
CEO MENA at
Wunderman
Thompson

What were you doing in October 2008?

Early 2008 enjoying the economic boom, late 2008 worrying about the global crash.

What is the best bit of news you've read since 2008?

Dubai wins Expo bid.

What is the worst bit of news you've read since 2008?

August 4 blast destroys Beirut.

What headline would you most like to read?

Ad spend up 50 per cent in MENA.

And which headline do you dread?

Lockdown imposed across the globe.

What's the best piece of work you've been involved with?

Most of the work our agencies produce.

What's the best piece of work from the region that was done by someone else?

The Harvey Nichols campaigns by Y&R.

Do you have any messages for Campaign?

Stay true.



Avinash Udeshi
Chief operating
officer at Motivate
Val Morgan (MVM)

What were you doing in October 2008?

I was in the United Kingdom for the Cannes Lions Representatives annual briefing; MVM was enjoying another bumper month in terms of ad sales, and I watched the fifth instalment of my favourite horror series, *Saw*.

What is the best bit of news you've read since 2008?

In keeping with previous years, cinema was again crowned the Highest Ad Equity of All Channels Globally in Kantar's 2021 Media Reaction study. The importance of reaching audiences in the right environment is starkly visible from Kantar's take that campaigns are seven times more impactful among receptive audiences – a stat that makes anyone involved in any aspect of advertising sit up and take notice.

What is the worst bit of news you've read since 2008?

Undoubtedly, any piece of news concerning the Covid-19 pandemic and the resulting lockdowns in early 2020; it was my worst nightmare, straight out of the movie *Contagion*, playing out in front of our eyes.

What headline would you most like to read?

That the world collectively starts agreeing on uniformity of policies; globally deciding to drive on the same side of the road is a start.

And which headline do you dread?

Reading that Robert Downey Jr. will not resurface as Ironman in a different Marvel Universe.

What's the best piece of work you've been involved with?

A couple, actually. We do live action stunts

under our vertical Cinevations, and our campaign for Etisalat eLife where we paused the movie with a remote control – along with one for Sky News Arabia where we had a live news broadcaster interacting with the cinema audience – are highly memorable. The fact that they won multiple awards including Dubai Lynx and a Cannes Lion was not only validation of how good they were but also a feather in our cap.

What's the best piece of work from the region that was done by someone else?

I love watching

commercials, especially on the big screen. I was particularly elated while watching the ad from the 'Stayin' On Yas' campaign. While the creative itself is fun and retro, the catchy soundtrack – inspired by the Bee Gees' classic 'Stayin' Alive' – over a 7.1 surround-sound speaker system in cinema made this ad more impactful, unforgettable, and one that makes those watching it feel the vibe.

Do you have any messages for Campaign?

I am blown away by the cross-format evolution of the brand over the past couple of years. It never fails to feel like a friend, confidant and elder in keeping the flame of creativity, and more importantly the connect with the industry, alive, whilst imparting untold knowledge. Keep powering forward.



Antonio Boulos
Vice-president
BPN MENA

What were you doing in October 2008?

Holding my breath and anxiously watching stock markets crash, and the global financial systems unravel while preparing for our relocation to Dubai.

What is the best bit of news you've read since 2008?

Dubai winning Expo 2020.

What is the worst bit of news you've read since 2008?

Something that did not become headline news: my two teenage kids beating me in tennis.

What headline would you most like to read?

Cutting advertising budgets doesn't help.

And which headline do you dread?

Chanel launches a new handbag.

What's the best piece of work or campaign you've been involved with?

The recent campaign that we just ran for Asharq News... still living it.

What's the best piece of work from the region that was done by someone else?

'One JBR' is among my favourites. It stands out in my opinion for being the only campaign from the real estate industry that dared to take a clever tongue-in-cheek

approach in a category known for being reserved and traditional in its approach to communication.

Do you have any messages for Campaign?

Congratulations on your 300th. You are forging ahead nicely, evolving your content to address what is trending in our industry. This is exactly what speciality magazines should do to earn loyalty and grow their reader base.



Hubert Boulos
CEO DDB
Middle East

What were you doing in October 2008?

I was packing my stuff and ready to move to head DDB in Doha, Qatar.

What is the best bit of news you've read since 2008?

France wins football World Cup.

What is the worst bit of news you've read since 2008?

Certainly the Beirut blast in 2019.

What headline would you most like to read?

Covid is over.

And which headline do you dread?

A new Covid variant is spreading.

What's the best piece of work or campaign you've been involved with?

The launch of the Saudi Tourism e-visa campaign, #whereintheworld.

What's the best piece of work from the region that was done by someone else?

The Coca Cola 'Line Up' campaign from FP7 Egypt, I think.

Do you have any messages for Campaign?

Congratulations to a great team; please stay around, but why on earth did I stop receiving the paper copy in 2021?



Nadine Ghossoub
CEO at Science
& Sunshine

What were you doing in October 2008?

I was a group account director at Y&R and I was reading the first issue of *Campaign Middle East*, wondering when I would be on the cover.

What is the best bit of news you've read since 2008?

It was on the cover of *Campaign Middle East*, where I won Agency of the Year consecutively for three years.

What's the best piece of work you've been involved with?

Harvey Nichols' 'Cause & Effect'.

What's the best piece of work from the region that was done by someone else?

UN Women's 'The Auto-Complete Truth' by Memac Ogilvy.

Do you have any messages for Campaign?

Thank you for keeping us in the know and in the news for the last 14 years.



Alok Gadkar
MD & ECD,
Group Partnership

What were you doing in October 2008?

Planning my birthday bash.

What is the best bit of news you've read since 2008?

The coronavirus vaccine became the fastest vaccine ever to be developed.

What is the worst bit of news you've read since 2008?

Bugs flying around with wings are called flying bugs.

What headline would you most like to read?

Man kidnapped as a child reunited with family after drawing map of home village from memory.

And which headline do you dread?

Man found dead in graveyard.

What's the best piece of work you've been involved with?

'Footnote For The Breast' – Medcare Hospitals.

What's the best piece of work from the region that was done by someone else?

One Book For Peace.

Do you have any messages for Campaign?

Congratulations, congratulations, congratulations, three hundred times.



Saleh Ghazal
managing
director, OMD
UAE

What were you doing in October 2008?

It was in October 2008 when a group of OMDers went skydiving; that was the highlight of 2008.

What is the best bit of news you've read since 2008?

When I saw two lines on the pregnancy test in 2016.

What is the worst bit of news you've read since 2008?

UAE imposes the first lockdown on a historic district to slow coronavirus.

What headline would you most like to read?

I love it when I see our clients smashing their growth targets and delivering on their business results and seeing my team winning an award for the work they did for our clients.

And which headline do you dread?

NFTs and cryptocurrencies are a flop.

What's the best piece of work you've been involved with?

Infiniti Q50's launch, a campaign that was designed based on a unique consumer insight and featured a regional first, a water projection on the Burj Khalifa fountain and other creative executions. The campaign was the most award-winning campaign of the year and was recognised globally in the Festival of Media New York.

What's the best piece of work from the region that was done by someone else?

One that stood out was Ikea's clever approach to customer loyalty with their 'Buy With Your Time' campaign. Utilising the power of real-time data, they created an interactive experience for customers to showcase their ongoing affinity for the in-store experience.

Do you have any messages for Campaign?

Congratulations, and thank you for keeping us up to date with the latest news and making this industry more competitive.



Scott Feasey
CEO M&C Saatchi,
GCC

What were you doing in October 2008?

Running my own agency, Expression, praying the first signs of a recession, were not the first signs of a recession.

What is the best bit of news you've read since 2008?

M&C Saatchi buys Expression.

What is the worst bit of news you've read since 2008?

I don't linger on bad news and there is too much these days. Although the Haiti Earthquake, Deepwater Horizon, koalas on the endangered list and Trump being president all stand out as being pretty horrific.

What headline would you most like to read?

World peace achieved.

And which headline do you dread?

Oceans can no longer sustain life.

What's the best piece of work or campaign you've been involved with?

Our Mobily 'Everyone's Kingdom' was great, but it's always the last campaign that's my favourite – and our ad with Aldar and Kevin Hart is looking so good.

What's the best piece of work from the region that was done by someone else?

So much good work out there, but as I said I don't linger on bad news.

Do you have any messages for Campaign?

Who said print was dead – I wait for your next issue like a cross-legged puppy waits for its owner to return.



Akanksha Goel
Founder & CEO,
Socialize

What were you doing in October 2008?

Moving to Dubai.

What is the worst bit of news you've read since 2008?

Coronavirus: Half of humanity in lockdown as 90 countries called for confinement.

What headline would you most like to read?

Campaign sat down with the Socialize leadership team to find out how they doubled their revenue and had fun doing it.

And which headline do you dread?

"I wait for your next issue like a cross-legged puppy waits for its owner to return."

Metaverse takes over, only 2 per cent of the world now meets IRL.

What's the best piece of work or campaign you've been involved with?

Bugles' 'Crunch It'. Strong social thinking that helps brands connect culture to commerce.

What's the best piece of work from the region that was done by someone else?

Old but gold, our first Grand Prix: 'The Blank Edition' for *An-Nahar* newspaper

Do you have any messages for Campaign?

Here's to you Austyn, the backbone, the funny bone, the man keeping our industry real.



Luca Allam
CEO of PHD
MENA

What were you doing in October 2008?

I was back in London, working at my first media agency role at a once independent agency called Walker Media (now Blue 449). I was working on the Barclays account as a digital planner and buyer, some of the best times of my career.

What is the best bit of news you've read since 2008?

The immediate economic outlook for this region is very positive – it's a good time to be in MENA.

What is the worst bit of news you've read since 2008?

It was actually during 2008. The global financial crisis hit us all hard.

What headline would you most like to read?

Agencies remain the #1 place to attract and develop best talent.

And which headline do you dread?

Efficiency beats creativity.

What's the best piece of work you've been involved with?

The recent international campaign for Saudi Tourism Authority, where we live-streamed the MDLBEAST concert from Saudi, directly into Times Square, New York. The New Yorkers could connect and listen live to a live concert happening the other side of the world.

What's the best piece of work from the region that was done by someone else?

There has been a lot of good work from the region. KFC's 'Cheat Code for Hunger' stands out, with notable campaign wins at MENA Effies and Lynx – a super simple, creative, and effective campaign.

Do you have any message for Campaign?

Congratulations Campaign on your 300th. We're glad to have been part of your journey so far. Cheers to the next 300. Best wishes, PHD MENA.



CONGRATULATIONS

ON YOUR

300TH

ISSUE

COMMONWEALTH // McCANN

FP7McCANN
DUBAI

current global MRM

Initiative



JACK MORTON

MAGNA
COMMUNICATIONS ARCHITECTS

McCANN
HEALTH

MEDIABRANDS

///CRAFT

octagon



MULLENLOWE
MENA

REPRISE



WEBER
SHANDWICK
WE SOLVE

MCN
Middle East Communications Network



Yves-Michel Gabay
*Regional
managing director
at Gammed! MEA*

What were you doing in October 2008?

I was working at MEC MENA, preparing a very enthusiastic business review for the first visit to Dubai of Charles Courtier (MEC's global CEO) and Melanie Varley (MEC's EMEA CEO). After two and half years in the region, I was supposed to prepare for my next move within the network. And they warned me about the global crisis that was hitting the US and Europe badly, and asked me to stay here to prepare MEC MENA as best as possible to resist this major crisis, which finally hit us in January 2009. We did, and resisted very well.

What is the best bit of news you've read since 2008?

When MEC MENA became Media Agency of the Year in Festival of Media 2016 – a great achievement for the work we produced during 10 years with a fantastic team.

What is the worst bit of news you've read since 2008?

When Sir Martin Sorrell decided to leave WPP; for me it was really the end of an era.

What headline would you most like to read?

At a regional level, a new strong GCC economy takes off.
At an industry level, regional TV is starting to implement connected TV and segmented TV, and we can finally propose programmatic buying on TV, and block chain is implemented to guarantee full transparency in the media transaction.

“With the current content consumption trend, you will likely cover in the next 100 issues the volume that was covered your first 300 issues.”

At a very Gammed! MEA level, all advertisers realise they should appoint real independent programmatic experts to manage their campaigns and Gammed! MEA becomes the number one in programmatic advertising.

And which headline do you dread?

At a very broad level, the impact of global warming, and the bad use of social media networks, which are endangering the future.
At a global level, to live our life only within the metaverse. I do prefer real life and I'm not sure about letting my avatar operate instead of my real self.

At an industry level, the merger of all the internet big players into only one super-huge giant that will have a full monopoly on everything.

What's the best piece of work you've been involved with?

When at MEC, the APAC/MENA pitch for GE in July 2013, which brought MEC's finest forces from all over the world to Hong Kong to present a masterpiece of a strategic media approach, ending in a huge success.

What's the best piece of work from the region

that was done by someone else?

Definitely the different campaigns issued for Emirates Airlines: the A380 and the Jetmen (2015), the Top of the World (2021), the First Class with Jennifer Aniston, etc.

Do you have any messages for Campaign?

Please continue to deliver news and quality pieces of information about our industry in the most objective manner as you've been doing for 300 issues. I wish you to evolve and to stay on the edge of tech, to reach at least number 400 (after this number I don't think I will still be in the industry).



Ziad Hasbani
*CEO of Weber
Shandwick
MENAT*

What were you doing in October 2008?

I was managing the impact of the financial and subprime mortgage crisis on many of my clients' businesses in the region.

What is the best bit of news you've read since 2008?

Exciting ways data is transforming marketing communications.

What is the worst bit of news you've read since 2008?

The news related to the spread and impact of the global Covid-19 pandemic.

What headline would you most like to read?

AI continues to drive marketing, but cannot replace marketers.

And which headline do you dread?

Another' military conflict in the Middle East region.

What's the best piece of work you've been involved with?

The merger between FGB and NBAD to become First Abu Dhabi Bank, for its significance and benefit to the UAE economy

What's the best piece of work from the region that was done by someone else?

The Emirates Airlines campaign 'Do You Remember?'

Do you have any messages for Campaign?

I wish the *Campaign Middle East* team many more successes as they grow, inform and inspire the industry. With the current content consumption trend, you will likely cover in the next 100 issues the volume that was covered your first 300 issues.



Ahmad Itani
*Founder and CEO of Cicero
& Bernay Communication
Consultancy*

What were you doing in October 2008?

I was three years into launching C&B, a feat that took much more effort than just simply stating it as such.

What is the best bit of news you've read since 2008?

It's difficult to pinpoint one story that took precedence. However, I believe the

widespread influence and use of blockchain across all industries is of absolute relevance.

What is the worst bit of news you've read since 2008?

All of March 2020's headlines; none of us expected to witness first-hand such a historic moment of dire consequences. Things took a while to get better, and I was consuming more news than at any other time in recent memory, even leading into April.

What headline would you most like to read?

World hunger is finally a thing of the past.

And which headline do you dread?

Parents petition schools to replace languages with emojis.

What's the best piece of work you've been involved with?

There are quite a few, but the one that stands out is the 'Capo Captures Sudanese Hearts and Minds' campaign that we pulled off with Blue Nile Dairy Company, and that ended up winning a golden Stevie Award in 2008 for Best Campaign.

What's the best piece of work from the region that was done by someone else?

The World's Tallest Donation Box initiative that was launched by the Mohammed Bin Rashid Al Maktoum Global Initiatives was an absolute tour de force of inspiration.

Do you have any messages for Campaign?

I have both a sentiment of congratulations and caution: 300 down, 300 and more to go.



Mazen Jawad
*CEO of Horizon
Holdings*

What were you doing in October 2008?

I was heading the growth of Horizon FCB Dubai while the global recession was storming our gates.

What is the best bit of news you've read since 2008?

FCB named 2020-2021 Cannes Lions Global Network of the Year.

What is the worst bit of news you've read since 2008?

The death of Diego Maradona.

What headline would you most like to read?

Absolute peace in the Middle East.

And which headline do you dread?

Another pandemic.

What's the best piece of work you've been involved with?

I still had my most personal and rewarding experience working with people I love on Tamanna's 'September Christmas'. A personal memory that goes beyond creativity.

What's the best piece of work from the region that was done by someone else?

This region keeps surprising us with great work that we admire, though it is hard to choose just one.

Do you have any messages for Campaign?

Never Finished, you amaze us every day with ideas and content that keep us connected, entertained and exploring... with the region's best editorial.





Manoj Khimji
Managing
director, TMV
Group

What were you doing in October 2008?

Selling ad space in *The Times* Middle East edition, which had just launched earlier that year.

What is the best bit of news you've read since 2008?

The MediaVantage wins *Wall Street Journal* contract.

What is the worst bit of news you've read since 2008?

Honestly, I don't think there has been any. Every change in the industry has resulted in a host of new opportunities.

What headline would you most like to read?

Google appoints The TechVantage as global ad sales rep.

And which headline do you dread?

Middle East loses its ambition to dominate the global agenda.

What's the best piece of work you've been involved with?

Bringing Emaar into a custom-built lounge in Harrods to sell and market their top units and penthouses to Harrods customers. And then for HH Sheikh Mohammed Bin Zayed Al Nahyan to come and visit the lounge in person and give it his thumbs up.

What's the best piece of work from the region that was done by someone else?

Coca-Cola's 'Line Up Song' by FP7 McCann Cairo. Remember, the one in the Egyptian table-tennis hall, running through the key stars of the national football against the tune of Old McDonald Had A Farm.

Do you have any messages for Campaign?

Congratulations on building a wonderful portfolio, sitting at the heart of the industry in the region and serving a purpose far beyond a trade magazine.



Raksha Khimji
Managing director,
Team Red Dot

What were you doing in October 2008?

I was working at MTV (Viacom) in Singapore – looking after sponsorship deals and marketing of brand MTV across the Asia Pacific region.

What is the best bit of news you've read since 2008?

The coronavirus vaccine became the fastest vaccine ever to be developed – it shows that although we can't control so much of what happens around us, modern medicine has scaled to record-breaking heights to prevent the severity of detrimental outcomes of such viruses.

What is the worst bit of news you've read since 2008?

The death of refugee children on various migration routes. What's more upsetting is



the recurrence of this news, year after year – and in even higher numbers. It breaks my heart.

What headline would you most like to read?

Team Red Dot wins agency of the year for outstanding contribution to metaverse marketing.

And which headline do you dread?

It's February 2026, and Variant 369 of Covid-19 causes flights to shut down around the world – again.

What's the best piece of work you've been involved with?

The best piece of work I've been involved in was one that restored my faith in mankind and the advertising fraternity as a whole. When Team Red Dot devised a pro-bono awareness campaign for Dubai Centre for Special Needs, and managed to convince not only the production house to shoot for free, but also the publishers to run all ads associated for the campaign at zero cost. And it wasn't done for any awards – it was done purely for what it was intended for – to raise awareness for the centre and its students.

What's the best piece of work from the region that was done by someone else?

I loved Babyshop's brave stand on rephrasing the word 'parenthood'. Despite recent progress in Saudi Arabia and the Middle East around women's rights and equality, there was no word for 'parenthood' that included or implied 'mother'. In 2018, they took a stand, and a new Arabic word: 'Al Umobuwah' (meaning 'motherhood and fatherhood') was formed. It created a lot of controversy, but they stuck with it.

Do you have any messages for Campaign?

Campaign is the only magazine that I still ask my receptionist for when I don't see it at my desk on time. That is testament to the great work that you do. Congratulations on your 300th issue. I look forward to contributing to your milestone 400th issue as well.

“The best piece of work from the region done by an agency outside of MCN would be the ‘Khede Kasra’ campaign in Lebanon that pushed for equitable reforms for women.”



Racha Makarem
CEO, Starcom
MENA

What were you doing in October 2008?

Settling into married life.

What is the best bit of news you've read since 2008?

The news when humanity is at its best.

What is the worst bit of news you've read since 2008?

Crisis, conflict and the state of our planet.

What headline would you most like to read?

Another record year for Publicis Groupe.

And which headline do you dread?

A new Covid-19 variant discovered.

What's the best piece of work or campaign you've been involved with?

Many, but a more recent one is 'Come to Yas'.

What's the best piece of work from the region that was done by someone else?

'The World's Tallest Donation Box' and 'The Blank Edition'.

Do you have any messages for Campaign?

Thank you for being an amazing partner to us and helping to bring our industry together. Here's to the next issue, mabrouk.



Akram Miknas
Chairman
of MCN

What were you doing in October 2008?

I was also the chairman of the group, and I started investing in other businesses like real estate in Dubai and industries in Bahrain and Saudi.

What is the best bit of news you've read since 2008?

The best bit of news I've read since 2008 was MCN and IPG winning the media account of Emirates worldwide.

What is the worst bit of news you've read since 2008?

The worst bit of news was losing the Unilever media business.

What headline would you most like to read?

The best headline I would like to read is peace and order in Lebanon.

And which headline do you dread?

Anything related to injustice, anywhere in the world.

What's the best piece of work you've been involved with?

The best piece of work or campaign I've been involved with was for Kuwait Airways, our client, after the invasion. The headline read: "Until we're able to welcome you home, welcome aboard". Since Kuwait was occupied, the airline kept flying from London and Bahrain, defying the occupation.

What's the best piece of work from the region that was done by someone else?

The best piece of work from the region done by an agency outside of MCN would be the 'Khede Kasra' campaign in Lebanon that pushed for equitable reforms for women. I loved the simplicity and creative use of the Arabic language to promote a worthy cause.

Do you have any messages for Campaign?

It's extremely satisfying to see *Campaign* going from strength to strength although passing through difficult times (political, economic and health scares). Also, we're all grateful in the marketing and communication business for connecting us to each other and keeping great awareness between businesses in general and marketing.



Dana Sarkis
General manager,
Hearts & Science

What were you doing in October 2008?

I was working on the Beiersdorf annual operating plan for 2009.

What is the best bit of news you've read since 2008?

Measurement, ad tech and martech are on every CMO's agenda.

What is the worst bit of news you've read since 2008?

The news about the Covid-19 pandemic is definitely the worst.

What headline would you most like to read?

Major brands coming together to participate in the data sharing economy.

And which headline do you dread?

More partners are creating walled gardens for intrinsic measurement.

What's the best piece of work you've been involved with?

The work we have done for KFC throughout the past five years is definitely the most progressive and satisfying.

What's the best piece of work from the region that was done by someone else?

The work done on Pepsi is always inspiring.

Do you have any messages for Campaign?

You've managed to stay relevant. Keep pushing beyond the norms.

photographers were able to connect remotely and join Sarha on a journey of discovery and be among the first group of people to ever witness and capture Saudi Arabia as it opened its doors to tourism for the first time.

Do you have any messages for Campaign?

Continue provoking. Carry on *Campaign*.



Mohan Nambiar
CEO, Radix Media
MENA

What were you doing in October 2008?

Driving digital transformation and establishing content as the next frontier for the industry

What is the best bit of news you've read since 2008?

Our region becoming the epicentre for global events such as Expo 2020 and FIFA 2022.

What is the worst bit of news you've read since 2008?

The impact of Covid-19 on our personal and professional wellbeing.

What headline would you most like to read?

No PCR and quarantine needed for travel.

What's the best piece of work you've been involved with?

All the media innovations done for Burjuman, Ford, Sony Ericsson, Emaar and Nestle, to name a few, which later went on to become industry benchmarks for excellence.

What's the best piece of work from the region that was done by someone else?

Emirates Airline, all the way.

Do you have any messages for Campaign?

We wish *Campaign* the best in years to come and would like with *Campaign* to celebrate the region as a centre of excellence when it comes to all things local – be it talent, initiatives, trends, work or technology.



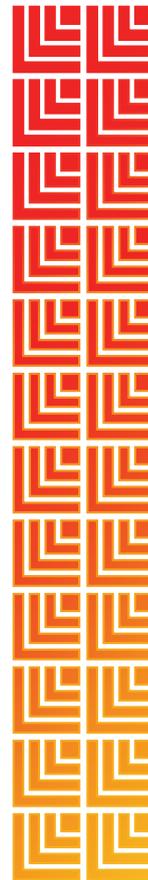
Tarek Miknas
CEO FP7McCann
MENAT

What were you doing in October 2008?

I was chief growth officer at Lowe MENA, and the results of two years of getting ourselves out there post our launch in 2006 was finally coming to fruition. Life was merely a never-ending pitch.

What is the best bit of news you've read since 2008?

Iain Ackerman's opinion piece in July or August 2012, 'Time for Promoseven to enter Brand Rehab', for two reasons. First, we were working tirelessly on an actual brand re-launch and to me this sort of acted as the 'teaser'. Second, this article made me want to bring back our brand name to the strength once associated with it. It would have been much easier to ditch the name and replace it with the McCann brand. But not reviving the FP7 part of the brand would have absolutely eaten at my soul.



What is the worst bit of news you've read since 2008?

Arab spring extends to Egypt and Syria. (At the time, I had been in my position at FP7McCann for three months, and Egypt and Syria were our best performing markets.)

What headline would you most like to read?

FP7McCann was awarded Agency of the Year at Cannes Lions, before I exit the industry.

And which headline do you dread?

Ghassan Harfouche exits MCN/IPG. I feel privileged to work with Ghassan. He's a friend, a mentor and one of the best leaders and humans that I've had the honour to work with.

What's the best piece of work you've been involved with?

It was a public service announcement titled 'Chewing Gum', created and produced by Lowe MENA for MTV Networks International's Staying Alive campaign, a not-for-profit global HIV/AIDS prevention campaign targeting young people. Receiving an award at the UN HQ for this piece of work was indeed a highlight in my career.

What's the best piece of work from the region that was done by someone else?

Probably "Highway Gallery" for Louvre. First, it was work for a real client and a real brief and business challenge. Second, I love the marriage of the storytelling with the technology and the simplicity of its execution.

Do you have any messages for Campaign?

Congratulations on your 300th issue and thank you for being there to cover our industry in our part of the world. Having a globally recognised voice of the industry for the MENA region helps us track and archive our achievements and our history.



Ravi Rao
CEO, Group M MENA

What were you doing in October 2008?

I was on a plane to India, leaving the region after 16 years in MENA.

What is the best bit of news you've read since 2008?

The rise of all things digital, data, technology and governance, bringing MENA on par with some of the top global markets.

What is the worst bit of news you've read since 2008?

Recession hit our industry the worst in MENA, leading to a significant drop in adspend and taking a long time to recover.

What headline would you most like to read?

Cross-media planning is now a reality.

And which headline do you dread?

Conflicts in Middle East.

What's the best piece of work you've been involved with?

Nike's hijab sportswear in 2017, which was way ahead of its time in Saudi Arabia, in the campaign 'What Will They Say About You?', empowering women to do what they wish to.

What's the best piece of work from the region that was done by someone else?

Wunderman Thompson's 'Sarha: The First Content-Creating Camel', who helped STC (Saudi Telcom), the Kingdom's biggest network, to the ultimate test and demonstrate its widest coverage. Professional



Reham Mufleh
General manager,
Horizon FCB Dubai &
Fuelcontent

What were you doing in October 2008?

Same as 2022: working in advertising.

What is the best bit of news you've read since 2008?

The Arab Spring

What is the worst bit of news you've read since 2008?

The Arab Spring

What headline would you most like to read?

Free Palestine!

And which headline do you dread?

New Covid-19 restrictions.

What's the best piece of work you've been involved with?

The 'Clorox Workouts' TikTok Challenge.

What's the best piece of work from the region that was done by someone else?

Our region is full of talent and creativity, but two of my all-time favourite are 'Never Say No To Panda' and 'Melody Challenges Boredom'.

Do you have any messages for Campaign?

To the amazing *Campaign* team behind all this success: It's easy to reach the top, but the challenge is to stay there. Congratulations not only for staying at the top, but also for creating new heights for yourselves and the industry over and over again... Never Finished.



Bassem Massoud
CEO of Initiative
MENAT and Magna
MENA

What were you doing in October 2008?

I was the regional associate planning director at Starcom.

What is the best bit of news you've read since 2008?

The Effies ranking Magna MENA as the Most Effective Media Agency Network in MENA.

What is the worst bit of news you've read since 2008?

Humanity endangered, lives lost and the world becomes disconnected by the horrible recent pandemic.

What headline would you most like to read?

Initiative MENA is the region's fastest growing agency network.

And which headline do you dread?

The virtual world completely eliminates face-to-face human interaction. (Why? Because I'm a strong believer in striking a balance between the virtual and the real world.)

What's the best piece of work you've been involved with?

The Dubai Properties 1 JBR Launch. A campaign that redefined the luxury real estate category, giving people a new understated definition of luxury, making it Dubai Properties' most effective campaign.

What's the best piece of work from the region that was done by someone else?

The Double Moon activation where two exact replicas of the Mars moons were projected onto the sky to make UAE residents feel as if they were in space.

Do you have any messages for Campaign?

Congratulations on your 300th issue, *Campaign Middle East*. Through the years you have encouraged thought leadership, connected the industry network with each other and provided opportunities for young industry talents with features like Faces to Watch – keep it all up. Here's to many more insightful issues.



Houda Tohme
CEO, Havas Media

What were you doing in October 2008?

I was coming back to work after my 45-day maternity leave.

What is the best bit of news you've read since 2008?

The #TimesUp and #MeToo movements that lead to a fundamental shift in workplace discrimination, especially against women. Although the movements originated in the US and in Hollywood, their impact spread to corporations across the globe, making employment opportunities equally accessible to all, in safe and balanced work environments.



What is the worst bit of news you've read since 2008?

The Beirut Explosion of August 4, 2020. It hit worse than the wars Lebanon went through.

Also, the WHO declaring the novel coronavirus outbreak a global pandemic

What headline would you most like to read?

UN's SDG 2 – zero hunger – achieved worldwide.

And which headline do you dread?

Global warming, imminent threat.

What's the best piece of work you've been involved with?

The Adidas 'Liquid Billboard' campaign we did in 2021; The Imagine Dragons 'Thunder' video we shot in Dubai for Dubai Tourism; The Emirates 'Africa Takes Off' and 'Captains of Africa' videos (celebrating the renaissance that is taking place in Africa and positioning Emirates as a part of this growth).

What's the best piece of work from the region that was done by someone else?

'Capharnaum' by Nadine Labaki; Break the Cycle's 'Orange Day', on the 25th International Day for the Elimination of Violence against Women, by Classic Partnership.

Do you have any messages for Campaign?

Thank you for accompanying the industry and shedding light on the hard work creatives, media, PR and marketing professionals have put in throughout the years, and for committing to increasing women's visibility within this industry.

“Thank you for accompanying the industry, and for committing to increasing women's visibility within this industry.”



Bassel Sawy
Regional managing
director, AKQA
MENA

What were you doing in October 2008?

Serving in the army by day, and by night learning how to harness the power of digital with my first start-up in Cairo, Wings in Flavour (WIF). It's hard to say which one was more exhausting.

What is the best bit of news you've read since 2008?

Countries testing a four-day work week. It should not be about the number of hours and days a person puts in but their productivity. Hopefully it will become a global norm before your 500th edition.

What is the worst bit of news you've read since 2008?

A three-way tie: 2008 financial crisis, 2011 Arab Spring and, of course, Covid-19.

What headline would you most like to read?

One more good headline won't change the world, but actions do.

And which headline do you dread?

The meta world becomes our real world.

What's the best piece of work you've been involved with?

This year we are working on a regional agency playbook, 'Game Changers', to help everyone understand where we are heading and how they can be a part of it. It is a transformative time, and we believe that employees are as important as our clients, if not more so. They need to feel they have a real partner, and from there great work will always follow.

What's the best piece of work from the region that was done by someone else?

I won't single out one specific piece of work, but I wish to see more creativity and innovation coming out of the region every day.

Do you have any messages for Campaign?

Stay young and curious and have fun.



Georgie Woollams
Managing director of
Katch International

What were you doing in October 2008?

I was a trainee publicist for British celebs, mainly fetching coffee and filing photos.

What is the best bit of news you've read since 2008?

That *Friends* were having a reunion.

What is the worst bit of news you've read since 2008?

That Prince died, and I never got to see him in concert.

What headline would you most like to read?

Covid-19 has disappeared and I never have to do a Covid test again

And which headline do you dread?

That Boris had another party.

What's the best piece of work you've been involved with?

Launching and announcing Saudi entertainment in collaboration with Live Nations and the General Entertainment Authority (GEA).

What's the best piece of work from the region that was done by someone else?

It has to be Mother's campaign for Dubai Tourism with Zac Efron and Jessica Alba. The campaign is absolute genius and I still want to watch the actual movie.

Do you have any messages for Campaign?

Thank you for celebrating the established, the new, the controversial and the underdogs in the Middle East. It is great to watch our industry grow so much and to see everyone get a mention in such an iconic publication.



Fadi Yaish
CEO and chief creative
officer, And Us

I have been collecting *Campaign ME* issues since inception, and am actually 13 issues short of the full 300-issues set. *Campaign* been documenting our story. The evolution. You can see how far we came in record time. The faces and the stories behind the work. *Campaign* is the team behind it. Thank you, and here is to the next 300.

ORGAN OF RECORD, CHRONICLE OF CHANGE

For 300 issues *Campaign Middle East* has recorded, celebrated and travelled alongside the industry in its most testing times, writes Motivate Media Group's founder and managing partner **Ian Fairservice**



Ian Fairservice at the launch of *Campaign Middle East*

It's now almost 14 years since we launched *Campaign Middle East* in October 2008. And those 14 years, charted by 300 issues of the magazine, have been the most turbulent I have known in my almost 45 years in regional media.

We couldn't have launched at a more interesting time. On 24 September, Atlantis The Palm had opened with the biggest fireworks display the world had ever seen, but that was the peak of a wave of economic boom that had already begun to crash. On 15 September, Lehman Brothers had collapsed, and the world was starting to realise that the party was coming to an end.

2008 was still a record year for the GCC advertising industry, but by January 2009 the dollar value of our cancellations at Motivate outstripped sales.

“CAMPAIGN WAS LAUNCHED AT THE RIGHT TIME TO CHART THE UPHEAVAL OF THE ADVERTISING INDUSTRY.”

We had celebrated the launch of *Campaign* with a party for the region's agencies, attended by Haymarket's chairman Lord Hesselstine. But the morning after, the whole industry had to start tightening their belts.

Campaign Middle East was launched at the right time to chart the historic upheaval of the advertising and communications industry. It was a year after my IAA-UAE partners and I had founded the Dubai Lynx, in partnership with Cannes Lions.

The arrival of a world-class awards festival signalled the maturation of the regional market, and it deserved a world-class title to act as its organ of record, a curator and showcase of creative excellence and a firm friend and voice of conscience for the industry.

Campaign was the obvious candidate,

and had been published by Haymarket from the UK for more than 50 years. *Campaign* was already the world's leading advertising publication, and it was a fitting honour to launch the Middle East edition.

What came next was unprecedented. Print revenues dropped and digital platforms became the dominant force in media worldwide.

At Motivate we shifted our business model to launch new products, adapt legacy brands and form new partnerships to help us and our clients navigate the changing world. Our content division, Motivate Connect, produces multi-platform content for a wide variety of partners; our partnership with influencer marketing agency Vamp has spearheaded the professionalisation of influencer marketing in the Middle East; and our cinema advertising division, Motivate Val Morgan, has weathered the storm of Covid-19 and is coming back stronger than ever. In a little over 20 years it has grown from selling advertising on half a dozen screens to more than 1,000.

Campaign Middle East itself has evolved from its magazine origins to have a flourishing website and social channels with tens of thousands of engagements every day. It now hosts events, webinars and podcasts. Its Directory is a constantly updated database of agencies, media outlets and more, and its championing of young talent has given many current industry leaders their first exposure to the companies they are now heading.

And still we evolve. Motivate and *Campaign* are proud to both lead and reflect the wider media industry as it shows no signs of decelerating.

Campaign Middle East is there to chronicle this change, as it has been for 300 issues – and will be for many more.



The first edition



MILESTONES FROM 300 ISSUES

It's been 300 issues and 14 years since the first copies of *Campaign Middle East* arrived on agency desks. A lot has happened since then, and we have gathered 300 headlines and happenings from past issues to take the industry down memory lane. Have a look and see how far we've come, and what we've been through to get where we are today.

2008-2009

Universal Media nabs Etisalat assignment

AL JAZEERA BUYS ART SPORTS CHANNELS

Yahoo! buys Maktoob

OMD REFUSES TO WORK WITH P&G

P&G CALLS FIRST EVER PITCH FOR DIGITAL MEDIA AGENCY

LEO BURNETT JOINS FORCES WITH LYNX TO FORM ACADEMY

SHOWTIME MERGES WITH ORBIT

Coca-Cola hands media-buying account to MCN's Universal

PETER RUSSELL RETURNS TO TAKE ON FP7 ROLE

Coca-Cola ME drops Jiwin in favour of Memac Ogilvy

DUBAI LYNX TIGHTENS RULES FOR NEXT YEAR

EMIRATES CALLS REVIEW OF \$260M GLOBAL AD ACCOUNT

Regional creative director Ed Jones becomes first high-level casualty as Saatchi & Saatchi shake-up kicks in



FP7 DOHA'S FADI YAISH NAMED AMONG TOP 20 CREATIVES IN THE WORLD

GSFITCH CUTS 10 STAFF AS RECESSION BITES

DDB COMPLETES MERGER OF TD&A WITH JEDDAH BASED PROMOACTION

*Memac Ogilvy and
WPP fail to sign deal*

BOUTROS APPOINTED TO TOP EMIRATES ROLE

LYNX INVESTIGATES WORK FROM FP7 DOHA

SMG SETS UP NEW BRANDED CONTENT DIVISION

New initiative promises people meters

Renewed efforts to monitor TV audiences by introducing people meters in the region have been welcomed by industry experts after a previous attempt became mired in red tape and political differences.

The UAE's National Media Council and Telecommunications Regulatory Authority are to collaborate on plans to introduce set-top boxes and provide

accurate audience figures in the emirates for the first time.

Karim Sarkis, executive director of broadcasting at Abu Dhabi TV, believes this system is more likely to be implemented than Project Illumination, a similar initiative launched by the Advertisers' Business Group three years ago which has suffered repeated delays and is yet to be piloted in Saudi

Arabia. "Project Illumination was primarily focused on Saudi Arabia, with other countries in the Middle East to follow, but it has been bogged down in regulatory issues and unfortunately hasn't materialised," said Sarkis. "I feel that with a more pragmatic approach and the support of the government, this project could be different. I know from experience how

quickly things happen here once they have been decided."

He said the input of a specialist auditor with globally-recognised methodology, top-level support and complete transparency would be crucial to the success of the initiative, which could have far-reaching effects on ad spend and programming quality by providing accurate and up-to-date viewing figures.

Mazen Hayek, group director of marketing, PR and commercial at MBC, also welcomed the announcement.

"The latest plan for people meters is timely and much-needed, provided it is done in a professionally audited and credible way that produces accurate results, but it will achieve nothing on its own. It is a means to an end," he said.

METAXAS TAKES ON REGIONAL DIGITAL ROLE

Agencies suffer as firms fail to pay bills

MEDIACOM TO CLOSE ITS RIYADH OPERATION

Google signs \$10m Egyptian ad deal

Lineveldt quits FP7 to take on regional role at Saatchi & Saatchi

Carat to triple workforce following Nokia success

New offices to be opened across the Gulf, Levant and North Africa following win

By Nick Henderson
Carat intends to triple its Middle East workforce by the end of October as it expands to cover 17 countries across the region following its winning of the Nokia media account.

The media agency is currently negotiating with affiliates in several new markets and within three months its expected new offices will give Carat one of the widest regional presences of all networks in the region, according to Antonio Boulos, the recently-appointed CEO of parent company Aegis Media Middle East.

In the GCC, Carat is already present in the UAE and Saudi Arabia but will soon have offices in Oman, Qatar, Bahrain, Yemen and Kuwait. In the Levant, Carat has an office in Lebanon and will soon be present in Syria, Jordan, Iraq and Sudan, while its North African presence includes Egypt, Morocco, Algeria and Tunisia, the latter of which also serves Libya. Iran is another imminent target, said Boulos.

The long-planned expansion has been accelerated by Carat's \$500 million Nokia win for



New markets... Carat will expand across the region after its successful bid for the Nokia account

EMEA, with the Middle East operation allowed an extended changeover period to strengthen its geographical reach and digital expertise before taking over the account from Mediacom by next June.

Boulos said the growth was being driven by the requirements of not only Nokia but also existing clients, as well as

forecasts of future opportunities. "We are committed to the region, we see growth and what is happening this year will not deter us. On the contrary, it's a good time to proceed with the expansion. Under such conditions, recruiting, expanding and investing are more beneficial than last year or the year before," he said. "We are not the

largest, we know that, but we have a very healthy operation and a very good cash flow."

Boulos said the regional operation would now pursue local clients more aggressively than before. "When I talk about expansion, we want to bring the same quality to the Middle East that Carat offers in its best markets," he said.

DANI RICHA NAMED PRESIDENT OF IMPACT BBDO

FP7 RETAINS MCDONALD'S BRIEF

A SURVEY OF TWITTER USERS HAS SHOWN THE MICROBLOGGING SOCIAL MEDIA PLATFORM NOT ONLY CONTINUES TO ATTRACT NEW USERS THROUGHOUT THE MIDDLE EAST AND NORTH AFRICA, BUT IS ALSO STARTING TO AFFECT THE WAY THAT BRANDS ARE PERCEIVED.

2010

ADVERTISERS' BUSINESS GROUP BACKS PEOPLE METERS

Egypt's Arab Dairy launches Panda campaign with Elephant Cairo

OMD wins McDonald's brief

OMD has won McDonald's' integrated media planning and buying account in Morocco following a competitive pitch. The contract is for three years and Elie Khouri, chief executive officer of Omnicom Media Group MENA, said: "McDonald's is a strategic account for our global network so we're naturally delighted to have extended this strong relationship to Morocco. It's now time to challenge the status quo and help them realise their ambition."



KETCHUM JOINS FORCES WITH TBWA/RAAD

UM retains Sony's \$20m media brief

ROTANA BAGS SAUDI ARABIA RADIO LICENCE

PHD expands into Saudi Arabia with Riyadh office

Fortune Promoseven walks away with Emirates NBD business

EX-CEO OF OMNIA CONNECT ALEXANDER RAUSER FOUNDS PROTOTYPE

TILL HOHMANN LEAVES MEMAC OGILVY TO BECOME CCO AT JWT GERMANY; STEVEN HOUGH BECOMES ECD OF DUBAI OFFICE



Khouri cedes shares to BBDO Worldwide

BBDO Worldwide is believed to have taken majority ownership of Impact BBDO after Alain Khouri 'cedes' shares to the Omnicom group. **Page 5**

FLYDUBAI CALLS UNCONVENTIONAL AD PITCH
The airline placed a small ad in media industry titles stating that it was looking to "communicate at little or no cost" and that it "thinks and acts like a retailer". Proposals were requested via email, with the stipulation that they take up no more than one side of A4 paper.

Mike Readman is to step down from his positions as country chairman of VivaKi and CEO of Starcom MediaVest Group (SMG) MENA. The departure of Readman is part of wider changes within Publicis' media agencies in the region, with Philip Jabbour to take the helm as CEO of SMG MENA and Tarek Daouk promoted to the newly created role of chief innovation and integration officer

You know how one person buys the gift
but everyone else asks to sign the card?

Congratulations

on your
300TH ISSUE

from



**PUBLICIS
GROUPE**

Leo Burnett
Saatchi & Saatchi
Publicis
Arc
EPSILON
Digitas
Starcom
Zenith
Spaak
Publicis
Sapient
MSL
Prodigios
OPTIX

campaign Middle East

2010

HSBC Middle East has rolled out its largest ever single media investment in the Middle East, a five-year partnership deal for the advertising rights to airbridges at Dubai International and Sharjah International Airports.



Strawberry Frog opens in Dubai after Emirates win

MCDONALD'S PARTS COMPANY WITH FP7 FOR LEO BURNETT

Henkel consolidates media business into OMD

IMPACT BBDO SHUFFLES MANAGEMENT AS MD OF IMPACT PROXIMITY DUBAI KIERAN O'SULLIVAN QUILTS TO BECOME REGIONAL HEAD OF DIGITAL AT JWT

HORIZON DRAFT FCB APPOINTS ALAIN HOCHAR REGIONAL CREATIVE DIRECTOR

NEWSCORP BUYS SLICE OF ROTANA

Sapient Nitro establishes Dubai-based operations

MEDIA INSIGHT AND MEDIACOM MERGE

GM CONSOLIDATES ITS AD BUSINESS INTO LEO BURNETT

PIERRE AZZAM LEAVES IMPACT BBDO

TBWA/RAAD WINS DSF

Dentsu cements partnership with Drive

By Nick Cooper
Dentsu, one of the largest advertising holding companies in the world, is eyeing up a majority stake in Drive Communications as part of its long-term strategy for the Middle East and North Africa.

of the success of Drive's 10-year affiliation with Dentsu. The move represents another step in the Japanese giant's longer-term agenda to exercise complete control of Drive and follows the June 2005 purchase of a 3.1 per cent equity stake in the company. Speaking about the changes, Cheriff Tabet, CEO of Drive Network, said: "I can't think of a better way to celebrate the tenth anniversary of our partnership with Dentsu than by



Mobily... a new Drive client

joining our names together. It has been a decade of mutual success and the renaming marks the start of a new era of expansion and progress as we extend our reach across the MENA region." Headquartered in Tokyo, Dentsu is one of the big six advertising holding companies, the other five being WPP, Omnicom, Interpublic, Publicis and Havas. Drive was founded in Jeddah in 1997 and has grown into a

full-service network with 11 fully-fledged offices across the Middle East and North Africa, including Dubai, Saudi Arabia, Beirut, Damascus and Cairo. It recently won part of the Mobily account in Saudi Arabia and has landed several other key pieces of business, including Riyadh Bank in Saudi Arabia and Credit Agricole in Egypt. Dentsu's main Japanese rival, ADK, has a regional partner in AGA/ADK.

LEO BURNETT TAKES ALDAR ACCOUNT

YAHOO! MAKTOOB CLOSES 27 WEBSITES AND FORUMS

CUSTARD COMMUNICATIONS LAUNCHES

ETISALAT CALLS REVIEW OF ADVERTISING BRIEF

2011

BECHARA MOUZANNAR TAKES OVER AS CCO FOR LEO BURNETT MENA AS FARID CHEHAB BECOMES HONORARY CHAIRMAN

LEO BURNETT PRODUCES DU'S FIRST MAJOR BRAND CAMPAIGN SINCE TELCO'S LAUNCH, AND RETAINS ACCOUNT FOLLOWING REVIEW

Eric Hanna takes over Grey CEO role from Philippe Skaff, as Nick Barron replaces Hanna as CEO of MediaCom

Y&R BECOMES MOST AWARDED MIDDLE EAST AGENCY IN CANNES LIONS HISTORY

PETER BIDENKO, EX-ECD OF IMPACT PROXIMITY, BECOMES REGIONAL ECD OF LEO BURNETT

D'PR AND D'EVENTS REBRAND AS DABO & CO

Saudi Telecom retains JWT and Leo Burnett after year-long review

JWT Dubai names Seyoan Vela ECD, filling role left by Christian Khoury

DU RETAINS OMD AS AGENCY OF RECORD

QATAR AIRWAYS KICKS OFF REVIEW OF \$30M MEDIA BUSINESS

UAE CEO KAMIL NAJJAR LEAVES FP7 AFTER 16 MONTHS

Ed Borgerding, Ricky Ghai, Gavin Dickinson and Karim Sarkis leave Abu Dhabi Media

Leo Burnett wins Qtel

BRANDCOM AND DDB MERGE

FADI YAISH BECOMES DUBAI ECD IN FP7 RESHUFFLE

LINEVELDT LEAVES SAATCHI & SAATCHI

Zenith Optimedia predicts 12.1 per cent drop in regional ad spend

Wright takes over as ECD of Euro RSCG



Martin Wright, a former executive creative director of Ogilvy Group Ireland, has been named ECD of Euro RSCG. A two-time president of Ireland's Institute of Creative Advertising & Design and the founder of independent creative network Gospelm, Wright replaces Neeraj Sabharwal as executive creative director for the UAE. The appointment forms part of the

expansion and revamping of Euro RSCG's regional offering, with the agency moving into new offices in Dubai's Knowledge Village and hiring new creative teams. Wright is one of Ireland's best-known creatives, having represented the country's advertising industry across the world. With extensive experience working in all media, he has a particular passion for the craft of print advertising.

His move to Dubai represents the second time Wright has worked in the Middle East, having taken on the position of creative director of MEANS (Middle East Advertising Network Services) in Beirut in 1977. He later moved to Kuwait before returning to Ireland in 1979. Last year, Wright was handed a lifetime award for his outstanding contribution to the Institute of Creative Advertising & Design.

2011

Memac Ogilvy drives off with VW account



AL JAZEERA ENGLISH COMES TO THE FORE OVER EGYPT REVOLUTION COVERAGE

DABO & CO WINS FLYDUBAI PR ACCOUNT

ETISALAT REACTIVATES CREATIVE REVIEW

SAATCHI & SAATCHI WINS FLYDUBAI

Ghassan Harfouche replaces Fadi Salameh as CEO of MCN group

REDA RAAD NAMED COO OF TBWA/RAAD

NEWS CORP RAISES STAKE IN SAUDI MEDIA GROUP ROTANA TO 14.5 PER CENT

Lowe walks off with Burger King account

Fast food giant Burger King has awarded its regional advertising account to Lowe MENA following a competitive pitch. An unknown number of agencies had been involved in the review which was called in April this year and had included Dubai-based incumbent Tonic Communications. Lowe's task will be to bring "fresh and insightful stories to consumers in the region", providing innovative and original campaigns that will resonate with the public at large. Derek Keith Fulbrook, general manager at Burger King Middle East, said: "Our decision stems from the need to relook at our creative strategy against the ever-changing Middle East landscape and ongoing brand development. The quality of work, innovation and depth of capabilities made Lowe MENA our first choice among the agencies that participated in the pitch. We look forward to a long and rewarding relationship with the agency." Lowe's CEO, Mounir Harfouche, added: "We believe in delivering populist creativity that has the ability to transform a brand into a culture. An iconic brand like Burger King has all the right ingredients for this transition in the region. It's only natural for an ambitious brand like Burger King to team up with an agency that has the same creative ambition and positive spirit to drive success." The Burger King brand in the Middle East and North Africa is managed by HANA International. HANA International operates more than 250 restaurants around the region through local franchisees in the Gulf, Egypt, Yemen, Lebanon, Jordan, Syria and Iraq. The company is part of the Saudi Arabia-based Olayan Group. Lowe is part of the MCN Group, which operates several agency brands across the region, including UM, Initiative, FP7 and Weber Shandwick.

"We look forward to a fruitful relationship and producing innovative and inspiring creative that will appeal to, and excite, our customers throughout the region."

Mona El-Mahdi, brand communications manager at Volkswagen Middle East, on choosing a new creative agency. Page 3

2012

Starcom appoints Antoniadis as CEO

Starcom MediaVest Group has appointed John Antoniadis as its new CEO for the Middle East and North Africa. Antoniadis will report to Matt Blackburn, president, emerging markets, as well as Alex Sabher, chairman of VivaKi's MENA region. He will be based in SMG's regional headquarters in Dubai. "John's breadth of experience makes him an ideal candidate for this role," said Blackburn. "He offers a unique blend of local and multinational client experience that will only help propel our business forward and drive our focus." In 2007, Antoniadis led the inaugural GSK pitch in the CEE and grew the partnership to 46 markets around the world. Before that, in 2006, he was client services director EMEA under Iain Jacob, SMG's president, dynamic markets. Antoniadis' first leadership position abroad was managing director of MediaVest Italy in 2003. He joined MediaCentre UK (later MediaVest) in 1995 as a media planner. Antoniadis most recently served as director of multinational client operations for EMEA. In this role he led the consolidation of Honda in EMEA and was asked to head its regional account operations. In addition, he held a place on the London board and Starcom MediaVest Group's global management group and is a key member of the network's global product committee. "MENAs is one of the fastest growing markets in the world and is critical to SMG and our clients' success," said Antoniadis. "I am honored by this new opportunity and look forward to building upon the amazing work the existing leadership team has already achieved through leveraging our 'center of excellence' capabilities." Starcom MediaVest has 110 offices in 67 countries worldwide and employs more than 6,500 people.

Badreddine takes over as Y&R MENA's chief executive, replacing Nassib Boueiri

FACEBOOK OPENS DUBAI OFFICE

ASDA'A BURSON MARSTELLER LANDS MCDONALD'S PR TASK

ADKITCHEN WINS ALDAR'S CREATIVE BRIEF AFTER SECOND REVIEW IN 18 MONTHS

KEVERIAN TAKES OVER AS CEO OF JWT MENA Impact BBDO and OMD land Ikea brief

"Hello tomorrow" replaces "Keep Discovering" as Emirates rolls out global campaign

JWT DUBAI HANDED DIGITAL CREATIVE CAMPAIGNS FOR UAE TELCO DU

MEC MENA walks off with social media accounts for Home Centre, Emax and Oasis Centre

STARCOM WINS NBD MEDIA ACCOUNT AFTER REVIEW

PR agency MS&L rebrands as LeoComm in MENA

Hill + Knowlton CEO Dave Robinson passes away

SAPIENTNITRO, SIEGEL & GALE AND RUFUS LEONARD LEAVE UAE

AJAY SHRIKH BECOMES CEO OF DDB

2012

M&C Saatchi, MediaCom and LBi pick up Etihad business from TBWA and OMD

REGIONAL MEDIAVEST ROLE FOR TAREK DAOUK

FP7 parts company with Yaish and Georr; Banham to take over ECD role

CHRISTIAN KHOURY LANDS ECD ROLE AT HORIZON DRAFTFCB

People meters arrive via Emirates Media Measurement Company, but pending Choueiri Group's approval

IRIS ENTERS MIDDLE EAST WITH EXPRESSION

Jabbour quits MENA for global SMG role

MEC APPOINTS GENERAL MANAGERS

Nestle moves from MediaCom to MEC

PRINCE AL WALEED BIN TALAL'S ROTANA GROUP RELOCATES HEADQUARTERS FROM RIYADH TO BAHRAIN, AHEAD OF ALARAB TV STATION LAUNCH

PUBLICIS GROUPE BUYS FLIP MEDIA AND FOLDS IT INTO LEO BURNETT

WPP names Roy Haddad its first ever MENA director

Haddad to step back from JWT in order to co-ordinate WPP's regional operations

Roy Haddad has been named WPP's first ever director for the Middle East and North Africa. Haddad, who is based in Beirut, will be responsible for coordinating WPP's operations in the region and will retain his role as chairman of JWT MEA. He will, however, step back from his executive responsibilities at JWT. It is not yet known who will replace him as the agency's MEA CEO.

WPP's MENA revenues (including associates) currently amount to \$400 million and 3,800 people. The appointment of Haddad is a direct result of the region's increased importance, with WPP applying greater focus to the region through its creation of Haddad's role.

"MENA is an increasingly important region for WPP and I am delighted to take on this role at a time of such expansion," said Haddad. "WPP agencies are already the destination of choice for companies seeking the best possible marketing and communications services in the region. A key part of my job will be to leverage our collective strength in order to provide even greater



Haddad... delighted to take on role at time of expansion for WPP

and identifying likely acquisition prospects. I'll [also] be helping WPP agencies to develop best practices and their offerings, including within GroupM. 'Horizontality' – the sharing of knowledge and co-operating across company boundaries for the benefit of our clients – is one of our key strategic priorities."

GroupM, WPP's consolidated media investment management operation, is the parent company for media agencies such as MEC, MediaCom, Mindshare and Maxus. WPP's other agencies in the region include Y&R, Memac Ogilvy, Grey Worldwide, BPG, Asda'a Burson-Marsteller and Hill & Knowlton.

Haddad began his advertising career in 1977, prior to setting up his own business in London in 1984. In 1987, his agency signed an association agreement with JWT. Subsequently, JWT acquired majority equity. As well as his chairman's role at JWT MEA, Haddad is also chairman of the board at sister media agencies Mindshare and MediaCom.

value for our clients."

He added: "The purpose of the role is to coordinate WPP's operations in the region. In particular I'll be focusing on peo-

ple, clients and acquisitions; making sure we have the region's best talent; looking out for MENA companies that will become major world players;

Opinion, page 20

McDonald's moves regional planning and buying from UM to OMD after 19 years

MEC'S 10TH BIRTHDAY GOES WITH A BANG

2013

ASDA'A BURSON MASTELLER LANDS BIERSDORFF PR BRIEF

Cohn & Wolfe takes stake in BPG PR and severs ties with Grey Group

MOBILY SPLITS CREATIVE BETWEEN IMPACT BBDO AND LOWE MENA

Amsterdam's Nomads opens in Dubai

HAVAS WINS EMIRATES MEDIA ACCOUNT

BRAZILIAN ANDRÉ PEREIRA NASSAR BECOMES ECD OF LEO BURNETT IN DUBAI, FOLLOWING DEPARTURE OF PETER BIDENKO IN SEPTEMBER.

Mobily splits creative brief between Impact BBDO and Lowe MENA

TVIEW MOVES A STEP CLOSER TO FULL ENDORSEMENT, AS EMMC AGREE TO APPOINT AN AUDITOR

Nomads takes on Emirates' ad brief

StrawberryFrog is no longer the lead agency on Emirates' global advertising account following the dissolution of the relationship between the agency's founders. The account will now be handled by Nomads, a new agency formed by the management of StrawberryFrog Amsterdam and MediaCatalyst, which launched last month with the global Emirates ad account among its first

clients. The agency is headquartered in Amsterdam. The new agency was created after a parting of ways between Hans Howarth, the founder of MediaCatalyst and chief executive of StrawberryFrog Amsterdam, and Scott Goodson, the worldwide chairman of StrawberryFrog and co-founder of its Amsterdam operation. Howarth will lead Nomads as the chief executive, while

Goodson remains in the global StrawberryFrog role. Emirates is a former StrawberryFrog client. Nomads' other founding clients include Sony Computer Entertainment, TNT Express and Human Rights Watch. Its 70-strong team will be based in Amsterdam and Singapore, with plans for other offices already underway. The management team comprises staff from StrawberryFrog and MediaCatalyst. Lisa Lee has taken on the role of chief strategy officer, while David Warner is the executive creative director and Agnes Willenborg is the business and innovation director.

Howarth said: "Nomads is an agency that works with companies that want to move beyond their own borders, finding innovation at the point where brand, product, service and marketing con-

verge. We work with those businesses to rethink how they meet, engage and travel with their audiences, as they move and evolve together." Last month Emirates handed its global media brief to Havas Media. The decision meant the account, which is believed to be worth an estimated \$150 million, is no longer with Starcom Media-Vest Group, which had held the business since 2008.

OMNICOM MEDIA GROUP MENA PUTS ALL SPECIALIST DIGITAL SERVICES UNDER RESOLUTION BRAND

JWT holds on to HSBC in MENA



#SCAN&WIN

TERMS & CONDITIONS APPLY

2013

FRENCH INDIE BUZZMAN EXPANDS INTO MIDDLE EAST WITH 'SOS CONDOM DELIVERY SERVICE'

FADI YAISH NAMED ECD OF BBDO SAUDI ARABIA

SMVG RETAINS SAUDI TELECOM

APCO WINS ETISALAT PR BRIEF



SAATCHI & SAATCHI NAMES RICHARD COPPING ECD

M&C SAATCHI NAMES AHSAN KAHLON AS FIRST ABU DHABI CEO

FP7 REBRANDS TO MOVE CLOSER TO MCCANN WORLDGROUP

FP7 WINS HARVEY NICHOLS WEEKS AFTER Y&R DUBAI TAKES THREE GOLDS AT CANNES FOR WORK WITH THE STORE

Senior industry figures pledge support for UAE International Advertisers Association's Best Practice in the Pitch Process

ETISALAT CONSOLIDATES CREATIVE ADVERTISING INTO IMPACT BBDO, KEEPS INITIATIVE AS MEDIA AGENCY OF RECORD

Mobily splits creative brief between Impact BBDO and Lowe MENA

Hubert Boulos replaces Ajay Shrikhande as CEO of DDB Middle East

2014

DDB Dubai wins Porsche MidEast account

DDB Dubai has won the advertising brief for Porsche Middle East and Africa following a competitive four-month agency review. The German car company has also chosen RAPP/EVOKE MEA and PHD Dubai to handle its CRM and media duties respectively following a review of its media buying and planning account. The appointment

represents a collective win for three Dubai-based Omnicom agencies. The pitch was led by representatives from Porsche's regional lead office in Dubai, which formed a review committee comprising marketing, after sales, sales and network development. IK Consult's Imad Kublawi was the pitch consultant. Lee Newton, marketing

director of Porsche Middle East and Africa, said: "We are absolutely delighted to welcome DDB, RAPP/EVOKE MEA and PHD Dubai onboard as our marketing support agencies. Working in collaboration with our in-house team, they will play an integral role in helping us deliver marketing campaigns that drive the continued growth and success of Por-

sche in the Middle East, Africa and India." The review included organisational fit, regional operational knowledge, motor industry experience and infrastructure. Effective from 1 November, DDB - in partnership with the two other agencies - will provide strategy, creative, media buying and planning services, and CRM across the 21 mar-

kets that the regional office is responsible for. "If there is one automotive brand you want to work on in your career, it would have to be Porsche," said Hubert Boulos, CEO DDB Middle East. "We at DDB, along with RAPP/EVOKE MEA and PHD, will make sure that our contribution to the brand will match the highest standards it deserves."

Fox takes sales and marketing in-house, cutting ties with Rotana Media Services

SAATCHI & SAATCHI BAGS DUBAI ROADS & TRANSPORT AUTHORITY BRIEF

Proposed Publicis-Omnicom merger falls through

QATAR'S NETIZENCY OPENS DUBAI OFFICE

MEMAC OGILVY APPOINTS PAUL SHEARER AS CCO

NICK CLEMENTS NAMED CEO OF BPG BATES FOR LOWER GULF

TBWA/RAAD APPOINTS ROHAN YOUNG AS ECD, AFTER MARC LINEVELDT DOESN'T COMPLETE RETURN TO REGION

Buzzman wins P&G digital accounts

DU MOVES MEDIA DUTIES FROM OMD TO STARCOM MEDIAVEST GROUP

PUBLICIS GROUPE TO ACQUIRE SAPIENT

Fouad Abdel Malak quits as ECD of Impact BBDO Dubai



Zenith lands Reckitt Benckiser digital brief

Consumer goods company Reckitt Benckiser has handed Zenith MENA its regional digital media brief following a competitive pitch. **Page 7**

UM AND MINDSHARE RETAIN COCA-COLA AND RANI BEVERAGES

QATAR AIRWAYS KICKS OFF SEARCH FOR GLOBAL CREATIVE AGENCY

Ogilvy takes majority stake in Memac

WPP's Ogilvy & Mather has taken a majority stake in Memac Ogilvy following protracted negotiations. Ogilvy & Mather now owns 60 per cent of the Beirut-headquartered regional network, building on its original tie-up in 1998, which had led to WPP owning 40 per cent of the company. Speaking of the deal, Miles Young, worldwide chairman and CEO of Ogilvy & Mather,

said: "For nearly 30 years, we have enjoyed a long, creative and successful relationship with Memac Ogilvy. In that time Eddie [Mourtan, chairman and CEO of Memac Ogilvy Group] has built a fabulous agency which is doing leading-edge work for many local, regional and international brands. The Middle East and North Africa are areas of unique opportunity in the marketing communica-

tions business; this is the right time for us to recognise that, and jointly and aggressively execute our plans to build the network here." Mourtan added: "When I started the business in 1984 we had one office, one client and four staff. Three decades later we are the leading integrated marketing communications network in the Middle East and North Africa. I'd like to thank our clients, staff and

my family for their support and trust. This agreement continues the deep integration with Ogilvy & Mather we have enjoyed since our partnership began. The values and spirit of Memac and Ogilvy are a natural match. We are one network offering clients in the region the full slate of integrated marketing communications services." Mourtan had been planning to sell an additional 30 per

cent of Memac Ogilvy to WPP for the past seven years or so, but negotiations had always fallen through or stalled. The news arrived a few hours prior to Mourtan being named 'Advertising Person of the Year' at the Dubai Lynx, where the agency went on to win both agency and network of the year. Mourtan has also been elected a member of the Ogilvy & Mather Worldwide Board.

PUBLICIS WORLDWIDE BUYS OUT PUBLICIS GRAPHICS

Middle East

champagne

2008 Vintage

2015

CHEIL WINS ETIHAD'S GLOBAL DIGITAL AND SOCIAL ACCOUNT

Group M officially arrives in region with Filip Jabbour as CEO

Alex Brunori quits Publicis after year on the job, to move to Google

JWT DUBAI HIT BY FIRINGS AND RESIGNATIONS AS MOHAMMED SABRY ARRIVES AS MANAGING DIRECTOR

J. WALTER THOMPSON CAIRO AND MINDSHARE WIN EGYPTIAN TOURISM AUTHORITY

AL-FUTTAIM GROUP MOVES MEDIA TO PHD FROM IN-HOUSE AGENCY GMASCO

#EtisalatChallenge proves to be a lesson in how not to do PR

Etihad launches campaign with Nicole Kidman

INSTAGRAM AND TWITTER LAUNCH IN DUBAI

YAHOO! LEAVES MIDDLE EAST

STARCOM WINS ETIHAD

NICK BARRON AND MEDIACOM PART WAYS IN MYSTERIOUS CIRCUMSTANCES, AS GOOGLE'S TARAK ABDALLA TAKES OVER

JWT TAKES MAJORITY STAKE IN BEIRUT'S CLEAR TAG

TBWA NAMES REDA RAAD MENA CEO

NOMADS NAMED LEAD AGENCY FOR DUBAI HOLDING

WPP WINS EMIRATES GLOBAL ACCOUNT

UM wins Rani Refreshments and Barbican

Edelman buys DABO & Co

PHD LANDS FERRERO MEDIA ACCOUNT

KANAAN NAMED TBWA/RAAD'S CCO

ASDA'A WINS SABRE'S ME CONSULTANCY OF THE YEAR

UM MENA RETAINS OOREDOO BRIEF

PRINCE WALID BIN TALAL'S ALARAB TV PULLED HOURS AFTER LAUNCH

Geometry Global's name removed from Lucky Iron Fish trophies at Cannes

PEOPLE METERS INTRODUCED IN SAUDI ARABIA

Nomads named brand agency for Flydubai

MEC SIGNS PARTNERSHIP DEAL WITH WAMDA

2016

Impact BBDO wins Emaar creative brief, page 3



DDB TAKES BITE OF MCDONALD'S

ASDA'S WINS VISA FOR MENA MARKETS

NADINE GHOSSOUB LAUNCHES SCIENCE & SUNSHINE

MULLENLOWE APPOINTS ZOBARI AS NEW ECD

M&C SAATCHI AND ETIHAD PART WAYS

Mindshare MENA CEO Samir Ayoub resigns as Ravi Rao takes over

RAJA TRAD BECOMES CEO OF PUBLICIS COMMUNICATIONS MIDDLE EAST

Qatar Airways calls media pitch

M&C SAATCHI ACQUIRES DUBAI BOUTIQUE AGENCY EXPRESSION

MEDIACOM CEO TARAK ABDALLA QUILTS AFTER FIVE MONTHS TO REJOIN GOOGLE

OMD TAKES NISSAN FROM MINDSHARE

MULLENLOWE FORMED FOLLOWING MERGER

MALAK RETURNS AS ECD OF TBWA/RAAD

JWT NAMES BEZERRA NEW ECD

FLYDUBAI CHOOSES AGENCIES FOR MEDIA AND CREATIVE ACCOUNTS

Serviceplan ME acquires Espresso

Serviceplan Middle East has acquired independent Dubai agency Espresso and launched a new media company. The agency's media arm Mediaplus has now re-launched itself as Mediaplus Espresso, which will be overseen by Espresso's founder and managing director Azhar Siddiqui. As well as traditional media planning and buying, the new agency will offer expertise in platform strategy, data analytics and precision targeting. "We are thrilled to have Azhar and Espresso join us at our 'Haus der Kommunikation'. Initially, we looked at launching Mediaplus regionally as a standalone division, as exists in our global offices. However, this decision to combine Espresso's local knowledge of the advertising field along with German expertise brought on board by Mediaplus is a truly exciting endeavour," said Rami Hmadeh, managing partner of Serviceplan Middle East. "Azhar's experience from past roles within multinationals and networks, coupled with his entrepreneurial spirit, ensure a seamless match between Mediaplus and Espresso." In a career spanning 15 years, Siddiqui has managed the media buying portfolios of several large, global and local accounts including McDonalds, MasterCard and Unilever, working for agencies including OMD and Universal McCann. Prior to founding Espresso in 2013, Siddiqui led Magna Global in the United Arab Emirates as managing director. He said: "Espresso sprang from our desire to break away from the 'network' culture and to draw clients' attention back to the added value of strategy and planning. Partnering with Mediaplus is an ideal move, since we become part of a wider group, enabling us to compete more effectively with global networks, while retaining our independence and working with like-minded entrepreneurs from within the Serviceplan Group." Part of the Munich-headquartered Serviceplan Group, the Media City-based MENA hub was introduced to the region in late 2013. At the time, the agency operated Serviceplan for advertising and plan.net for its digital offering, with the media arm Mediaplus forming in April 2014. Last year, Mediaplus was named the best independent media agency in the world by independent French market research institute REEMA.

Search



Are you looking for



...the right agency?



...a new client?



..the ideal billboard?



..the perfect adtech solution?

CHECK OUT THE CAMPAIGN DIRECTORY

campaign^{Middle East}

campaignme.com/directory

Contact nadeem@motivate.ae for more details.

2017

Yves-Michel Gabay to leave MEC and region

CAMILLA AND LUCY D'ABO LEAVE EDELMAN DABO

CAMPAIGN GEARS UP FOR MARCOMMS360

KANTAR CLOSES TVIEW PEOPLE METERS

NEW RADIO STATIONS LAUNCHED BY ARN AND SHOCK MIDDLE EAST

CANNES LIONS SHORTENS AND SIMPLIFIES FESTIVAL

SASAN SAEIDI LEAVES FP7 TO BECOME GULF CEO OF JWT

MOHAMED ALABBAR LAUNCHES NOON

HEARTS & SCIENCE ANNOUNCES AMERICANA GROUP AS FIRST ACCOUNT WIN

MEC-MAXUS TO BECOME WAVEMAKER

Nadim Khoury replaces Eric Hanna as Grey CEO

Ronald Howes quits Ogilvy as COO

PRINCE AL WALEED'S SHORT-LIVED AL ARAB CHANNEL CLOSES FOR GOOD

Patou Nuytemans takes over from Eddie Moutran as Ogilvy CEO

NEIL HARDWICK NAMED CEO OF MEC FOR MENA

VICE ARABIA LAUNCHES WITH BIL ARABI FILM

MAXUS-MEC MERGER WILL TAKE "MANY MONTHS"

HANOVER MIDDLE EAST AGREES TO BUY BELL POTTINGER MIDDLE EAST

Mohan Nambiar resigns from MEC

7DAYS ANNOUNCES CLOSURE

Vice to launch Arabic platforms from UAE

GREY GROUP BUYS MAJORITY STAKE IN HUG DIGITAL

PUBLICIS' KAMIL KURAN MADE GROUP CEO OF GREY MENA

Establishment survey begins ahead of UAE radio audit

2018

**PAUL SHEARER JOINS
IMPACT BBDO FROM
OGILVY AS CCO**

**RAJA TRAD
PROMOTED TO
CHAIRMAN
OF PUBLICIS
GROUPE ME**

DIFF POSTPONED
AS IT GOES
'BIENNIAL'

EDELMAN AXES
MORE JOBS

MARTIN SORRELL
TO STEP DOWN
AS CEO OF WPP
AFTER 33 YEARS

WAVEMAKER
ANNOUNCES
RABE IYER AS CEO

FADI YAISH
LAUNCHES
B&W REPORT

**GULF NEWS
CLOSES
XPRESS
AND LAYS
OFF STAFF ON
MAIN PAPER**

Vamp is first
influencer
agency
licensed by
NMC

Nadim
Samara
promoted
to CEO of
OMD MENA

**We Are Social
buys majority
stake in Socialize**

Racha Makarem
named regional
CEO of Starcom

FP7 WINS BABYSHOP
*Zenith: Iran to lead
growing markets*

**TAREK
DAOUK
LEAVES
STARCOM
TO BECOME
DENTSU
AEGIS
NETWORK
CEO**

Y&R TO
BECOME
VMLY&R IN
MERGER

TBWA
takes Du
from Leo
Burnett
after 13
years

**WPP MERGES
BURSON-
MARSTELLER
AND COHN
& WOLFE PR
AGENCIES**

**DAN names
Ramzy
Abouchacra
as Carat CEO**

**WUNDERMAN
MERGES WITH
JWT TO END 154
YEARS OF NAME**

**SPOTIFY
LAUNCHES IN
MENA WITH
CONNECT
ADS DOING
SALES**

WPP
confirms
Mark
Read as
new CEO

**Motivate
partners
with Vamp**

EX-OMD CEO SHADI KANDIL TO HEAD MCN MEDIABRANDS

2019

M&C SAATCHI WINS PIZZA HUT

RAVI RAO NAMED HEAD OF GROUP M MENA AS FILIP JABBOUR STEPS DOWN

NIELSEN RAM STATS SHOW BOUNCEBACK IN RADIO LISTENING FOR Q4

IAN FAIRSERVICE NAMED LYNX ADVERTISING PERSON OF THE YEAR

SAM BARNETT RESIGNS AS CEO OF MBC GROUP AFTER 17 YEARS

Bordé leaves TBWA\RAAD as Bomediano joins

Motivate Val Morgan to sell AMC screens in Saudi Arabia

Alex Saber resigns as chairman of Publicis Media

Accenture buys Droga5

TheMediaNetwork announces closure

IAB to measure value of MENA digital market

HUG TO REBRAND AS AKQA AFTER TWO YEARS WITH GREY

SAMARA AND CHOUCAIR BECOME CEO AND COO AT OMG AS KHOURI MOVES UP TO BECOME AGENCY GROUP'S CHAIRMAN

FOUAD ABDEL MALAK JOINS FP7

Tony Bourached named CEO of Mindshare

2020

Wunderman Thompson CCO Ramsey Naja steps down

Adil Khan & Zubair Siddiqui launch Band New Galaxy

DUBAI LYNX POSTPONED TO SEPTEMBER AS COVID-19 PRECAUTION

WPP TO MERGE GEOMETRY WITH VMLY&R AND GREY WITH AKQA

Kamal Dimachkie leaves Publicis Communications

ADIL KHAN LEAVES SAATCHI & SAATCHI

Cheil MENA wins Volkswagen and New Balance

H&K restructures, with Bashar AlKadhi getting bigger role

GEOMETRY PROMOTES NICK WALSH TO CEO

LYNX AND LIONS CANCELLED DUE TO COVID

CCO BECHARA MOUZANNAR TO LEAVE PUBLICIS AFTER MORE THAN 30 YEARS

NADIM SAMARA LEAVES OMG

CANNES LIONS RESCHEDULED TO OCTOBER

GRAYLING DUBAI REBRANDS AS HOUBARA COMMUNICATIONS, 'THE EMIRATE'S FIRST NEW INDEPENDENT AGENCY OF 2020'

FUN ASIA NETWORK TAKES OVER SHOCK ME FREQUENCIES

MBC TO REPLACE CHOUERI GROUP WITH IN-HOUSE UNIT

2021-2022

OGILVY REPLACES NUYTEMANS WITH DAVID FOX

MOTIVATE LAUNCHES MOTIVATE CREATE

GREY DUBAI APPOINTS PHILIPPE BERTHELOT AS MD

RAJA TRAD STEPS DOWN

DDB MIDDLE EAST NAMES RAMSEY NAJA REGIONAL ECD

IMPACT BBDO APPOINTS SYED AZEEM AFZAL AS CEO AND SAMANTHA STUART-PALMER AS COO

PAUL SHEARER TO JOIN WUNDERMAN THOMPSON AS CCO FOR GLOBAL CLIENTS, BASED IN LONDON

WISSAM NAJJAR BECOMES GROUP COO AS CHADI FARHAT LEAVES OMG

IAB GCC ANNOUNCES RESULTS OF DIGITAL ADSPEND SURVEY

GULF NEWS TO GO BEHIND PAYWALL

PHD wins Unilever in Middle East as WPP retains international remit

Hypermedia signs 10-year deal with RTA to handle Metro advertising

EDMOND MOUTRAN 1944-2021

CHOUERI GROUP WINS AD MEDIA

SRMG announces transformation strategy

Pop Arabia announces ESMAA music rights licensing organisation

Elda Choucair promoted from COO to CEO of OMG

D'ABOS LAUNCH TOGETHER, DEDICATED TO WORKPLACE CULTURE

Rafic Saadeh and Mazen Jawad promoted at Horizon Holdings



Choueiri Group

Delivering Integrated 360 Solutions Across Arab Markets



15

TELEVISION
STATIONS



4

NEWSPAPERS



64

MOVIE
THEATERS



30+

WEB
PORTALS



3

MAGAZINES



6773

OOH
FACES



11

RADIO
STATIONS

WWW.CHOUEIRIGROUP.COM

EDITOR'S NOTE

Welcome to the 2022 edition of our annual creative and media Agency Guide. It's another exciting year for the brand communications industry. Once again it looks like we are coming out of the worst of the Covid-19 crisis. However, as the magazine goes to press, the situation in Ukraine has deteriorated dramatically, so it would be pre-emptive and naive to expect global events to let the economy recover without a hitch.

The technology used by advertisers is both accelerating and changing. Last year we started to hear talk of NFTs. Then Facebook came out as a champion of the metaverse, and doubled down by changing its name to Meta – perhaps the corporate equivalent of getting a lover's name tattooed on one's arm.

We will hear a lot more about both NFTs and the metaverse in the coming year, along with other tech challenges and opportunities including privacy, brand safety and the decline of third-party cookies.

The agencies listed in the next 30-plus pages will all face the industry's challenges and opportunities hand-in-hand with their brand partners. So this is a good place to see which agencies are offering what services, and to find the contacts you need to start discussing potential partnerships.

While all marketing heads should constantly ensure their agency partners are ready for whatever comes, they shouldn't always be dazzled by the new. Good track records with solid creative and media work also pay testimony to agencies that consistently do their jobs well. Consistency through turmoil is a sign of an agency that adapts well to change. Your perfect partner may be the one you are with.

If you are a brand manager contemplating an RFP, take a look at our Industry Forum on page 78. We asked a lot of experts whether procurement or strategy wins more pitches, and got an enlightening range of responses. I would encourage brands to lean towards strategy, creativity and other non-financial drivers when considering their choice of agency. But then again, most of the people I talk to don't work in procurement, so I could be biased. Ask your number crunchers for guidance too; they know what they are talking about.

There are some new agencies on our list, and some from markets – gasp – outside the UAE. If you want to find partners in Qatar, Palestine, Egypt or Saudi Arabia, we've got you covered there too.

So take a look at the agencies that are listed here. See who's out there, and who you'd like to partner with – whether you are a brand looking for an agency partner, or an agency looking for a team to complement your skillset and share clients with. Then go out there and make great work that will shape the future.



AUSTYN ALLISON

Editor

✉ austyn.allison@motivate.ae

📱 @maustyn



Front cover and Inside cover designed by Clarkwin Cruz and Thokchom Remy

Motivate Media Group

Head Office: 34th Floor, Media One Tower, Dubai Media City, Dubai, UAE. Tel: +971 4 427 3000, Email: motivate@motivate.ae

Dubai Media City: SD 2-94, 2nd Floor, Building 2, Dubai, UAE. Tel: +971 4 390 3550, Fax: +971 4 390 4845

Abu Dhabi: Motivate Advertising, Marketing & Publishing, PO Box 43072, Abu Dhabi, UAE. Tel: +971 2 677 2005, Fax: +971 2 677 0124, Email: motivate-adh@motivate.ae

London: Motivate Publishing Ltd, Acre House, 11/15 William Road, London NW13ER. motivateuk@motivate.ae

www.motivatemediacom

EDITORIAL Editor-in-Chief **Obaid Humaid Al Tayer** Managing Partner and Group Editor **Ian Fairservice** Senior Editor **Austyn Allison** Junior Reporter **Sofia Serrano** **DESIGN** Art Directors **Sheila Deocareza**, **Clarkwin Cruz** Junior Designer **Thokchom Remy**

ADVERTISING ENQUIRIES Tel: +971 4 427 3000 Chief Commercial Officer **Anthony Milne** Publisher **Nadeem Ahmed Quraishi** (+971 50 6453365)

PRODUCTION General Manager **S. Sunil Kumar** Assistant Production Manager **Binu Purandaran** **HAYMARKET MEDIA GROUP** Chairman **Kevin Costello** Managing Director **Jane Macken**

The publishers regret that they cannot accept liability for error or omissions contained in this publication, however caused. The opinions and views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication which is provided for general use and may not be appropriate for the readers' particular circumstances. The ownership of trademarks is acknowledged. No part of this publication or any part of the contents thereof may be reproduced, stored in a retrieval system or transmitted in any form without the permission of the publishers in writing. An exemption is hereby granted for extracts used for the purpose of fair review. *Campaign Middle East* includes material reproduced from the UK Edition (and other editions) of *Campaign*, which is the copyright of Haymarket. *Campaign* is a trademark of Haymarket and is used under licence. The views and opinions expressed within this magazine are not necessarily those of Haymarket Magazines Limited or those of its contributors.


MOTIVATE
MEDIA GROUP

ISSUE 300. MEDIA & CREATIVE
AGENCY GUIDE 2022

GOT A VIEW?



campaignme.com



@campaignME



Campaign ME



campaignme@motivate.ae



CREATIVE AGENCIES

180 MENA

Founded: 2021

General manager: Youssef Chahine
youssef.chahine@180mena.com

An award-winning creative agency that sees the world not as it is but as it could be. Known for its '180 thinking', the agency brings fresh perspectives to clients and ideas that sit at the intersection of famous, human and seamless. Key hubs: Amsterdam, Los Angeles, New York and MENA.

SERVICES: Brand strategy, advertising and content creation, data & analytics, social media, design and production.

Accelerate Online

Founded: 2011

Regional Offices: Beirut, Dubai, Riyadh, Jeddah

Head of company: Patrick Lahoud

Chief creative: Raya Hilany

pl@acceleratemeonline.com

www.acceleratemeonline.com

Accelerate Online provides its new age of consumers with digital and integrated marketing solutions. Through incorporating the various aspects of typical agencies, we are able to provide complete and comprehensive approaches to fit your marketing needs, while ensuring a strong brand image across various popular platforms.

SERVICES: Media planning and buying; SEO; strategies; content creation; listening and reporting; analytics and data; production services; web development; influencer marketing; digital designs; animated videos

Accenture Interactive

Founded: 2009

Headquartered: Dubai, with offices in Abu Dhabi, Riyadh, Al Khobar, and Doha

Email: middleeast@accenture.com

www.accentureinteractive.com

Accenture Interactive is a new kind of partner for a new kind of client. We are designed from the ground up to empower clients to own Experience from start to finish. We believe that a great idea can transform an Experience, and a great Experience can transform lives. We are committed to helping design, build, communicate and run experiences that make peoples' lives better, more productive, and more meaningful

SERVICES: Consulting, design thinking, user experience, platform solutions and implementation, commerce, creative and communications, brand strategy and governance, digital media

AKQA

Founded: 2010

Regional Offices: UAE, KSA, Egypt

Managing Director MENA: Bassel Sawy

Bassel.Sawy@akqa.com

AKQA is a full-service brand experience design agency. We work in partnership with our clients to articulate a vision, unlock opportunities and solve problems. With this collaborative approach, we are able to deliver effective strategy, creative communications, digital and media services that capture the imagination.

SERVICES: Creative communication; data & media; experience design; technology solutions; content production; brand activation

KEY CLIENTS: Toyota, Louvre Abu Dhabi, Louis Vuitton, Visit Saudi, Public Investment Fund, Batelco, Mondelez, Americana Group, RAKBANK

AGA-ADK Advertising and Marketing

Founded: 1997

Offices: Dubai (HQ), Beirut, Jeddah, Riyadh

Chairman: Roger Sahyoun

Regional ECD: Joe Maalouf

Regional client services director: Joy Sahyoun

info@aga-adk.com

aga-adk.com

+971 4 445 8383

Affiliated with ASATSU-DK (ADK), the third largest advertising network in Japan, AGA-ADK is a full-fledged communications agency in MENA. Known for its blend of memorable and effective ad campaigns that aim to deliver results. Using data to drive creative solutions, and with a content-first approach, the team focuses on creating relevance in communication in a world where individualisation and hyper-personalization in advertising is taking the lead in building consumer relations.

SERVICES OFFERED: Full marketing communication services, strategic planning, creative designs, consumer activation, production, branding and corporate identity, content planning and production.

AMC Advertising & Marketing Consultants

Founded: 1988

Heads of company: Pierre Abou Diwan (chairman & CEO); Mark Abou Diwan (managing director)

enquiry@amcuae.com

www.amcuae.com

We combine innovation, cutting-edge strategy and insightful planning to help our clients navigate the new normal. As an integrated, full-service media buying and planning agency, we are known for our rapid response capabilities. While using multiple data sources to discover the emerging trends and opportunities, our robust media approaches deliver absolute results.

SERVICES: Media planning & buying; integrated communication strategy; integrated analytics; performance-led media solutions; programmatic; campaign ideation; performance & experiential marketing; API integrations; brand activation; data visualization; media relations; public relations

KEY CLIENTS: Bentley Emirates, Mitsubishi, Sorbonne University Abu Dhabi, Ambulatory Healthcare Services (SEHA), Bawabat Al Sharq Mall

Andon Creative Design

Founded: 2013

Regional headquarters: Dubai

Ownership: The Andon Group BVI

Head of company: Brandon Grieve

Chief creatives: Andrew Noddings; Mohammed Barazi

www.theandongroup.com

SERVICES: Brand identity; brand evolution; marketing campaigns; product development; product launch and promotion; website UI; UX design; website builds; content creation.

Axis Integrated

Founded: 1998

Head of company: Mukhtar Mody

mukhtar@axis-ads.com

Axis Integrated, a full-service advertising agency based in Dubai, operates in the Middle East & Africa region with access to all global markets. We have a proven track record of successful campaign conceptualised and delivered for our reputed blue-chip clientele.

SERVICES: ATL & BTL creative services; media planning & buying; social media & digital marketing; events & activation; production – films, printing & fabrication

AR More

Founded: 2019

Head of company: Mina Litvinova

vera@ar-more.me

www.ar-more.me

AR More is an augmented reality creative and production studio specialising in designing engaging AR-driven social media campaigns and developing AR effects for social media platforms. With our "minds" based in Dubai and our "hands" based in Russia and Ukraine, we ensure delivering regionally relevant creative coupled with highest industry-standard technical execution at a competitive price.

SERVICES: Development of AR-driven social media campaigns; design and development of AR filters for Facebook and Instagram in Spark AR; design and development of AR lenses for Snapchat in Lens Studio; design and development of AR effects in TikTok Effector; corporate training

B2C Ideas Agency

Founded: 2017

Head of company: Jatin C. Vadgama

jatin@b2cideas.com

With more than 25 years of experience in the Middle East, Subcontinent and Far East markets, we can create the most cost-effective solution for your brand to stand out in the marketplace. We also provide in-house design services for clients that need to protect the privacy of their content.

SERVICES: Marketing communications; advertising design for all media; branding and stand design for events; trade shows & mall activations

Baked

Founded: 2019

Headquartered: UK

www.bakedcreative.co

+44 776 577 7876

hello@bakedcreative.co

An independent creative agency, we bring consumer brands to life through creative strategy, advertising, design, brand development and content creation. Perfect partners as your creative agency of record and a flexible creative resource for individual projects.

SERVICES: Creative strategy, advertising, design, brand development, content creation

KEY CLIENTS: Under Armour, Red Bull, The North Face, ASICS, Timberland

Bates Pan Gulf

Founded: 1980

Heads of company: Avishesha Bhojani (group CEO); Souheil Arabi (president, BPG Kuwait), Ketaki Banga (EVP, BPG Dubai)

www.bpggroup.com

info@bpggroup.com

+971 4 506 5555

With offices in Dubai and Kuwait, BPG Group – part of the WPP network – is a unified brand experience agency specialising in delivering omnichannel communications across the GCC. Established in 1980, it has grown to become one of the region's most respected omnichannel creative agencies.

SERVICES: Advertising; media; PR & social; marketing transformation; customer experience

KEY CLIENTS: MH Alshaya, Boubyan Bank, Swatch Group (Omega/Rado/Tissot), Rivoli Group, HMD Global (Nokia), National Bank of Kuwait, Dubai Parks & Resorts, Singapore Tourism Board, G42, Innoventures Education, Al Tayer Motors, KPMG, Sony MEA, Godiva, Philip Morris, Cigna, Global Fintech, Mazoon Dairy

Blue Apple Advertising

Founded: 2010

Headquartered: Dubai

Owner: Vishhal JN Anand

Chief creative: Pankaj Ramnathkar

www.blueappleco.com

Blue Apple is an award-winning integrated advertising, digital and social media agency built on a team of specialist professionals with regional and global experience. Everyone talks about their differences, but we believe we genuinely offer our clients something different: a team of communications experts who value client relationships.

SERVICES: Advertising creative services, brand strategy, integrated communication (ATL, digital, BTL), logo design & corporate identity, packaging, digital marketing, social media, website, mobile app

KEY CLIENTS: Mohammed Bin Rashid Al Maktoum City – District One, Dubai Islamic Bank, Eros Electronics, Hitachi, TCL, Michelin, Al Zahra Hospital, McCain Foods, Damac Properties, Leptos Estates Cyprus, Al Areesh Foods

Bond

Founded: 2009

Partner: Anthony Miles

ahlan@bond-agency.com

A global brand and experience agency with studios in Dubai, Helsinki, London, Tallinn and San Francisco. We are designers, technologists and storytellers, applying our expertise to build complete brand experiences. We believe in one simple truth: In a complex world, simple wins. Simplicity is the guiding principle that underlies our thinking, approach and work.

SERVICES: Brand strategy; brand identity & design system; launch & brand campaigns; UI design & digital development; branded environments

The Brand Company

Founded: 2017

Regional offices: Egypt, UAE

Head of company: Omar Hikal

Chief creative: Dara Abdel Hadi

brandsbuiltbetter@thebrandcompany.co

akram@thebrandcompany.co

www.thebrandcompany.co

SERVICES: Brand culture assessment and development; brand strategy; customer experience; brand architecture; brand identity creation; creative brand communication development concept

KEY CLIENTS: El Gouna (real estate), El Gouna (destination), Azza Fahmy (luxury jewellery), Desert Rose (hospitality), RAK Media Office (government)

Brand New Galaxy

Founded: 2020

Heads of company: Adil Khan (CEO); Zubair Siddiqui (COO)

business.me@brandnewgalaxy.com

A global martech platform purpose built to drive commerce for brands. Headquartered in Warsaw with offices across Europe, MEA & US. BNG delivers E-commerce solutions powered by proprietary transformation tools and data-driven insights underpinned by AI to drive performance. All with a single-minded focus of delivering growth for our clients.

SERVICES: E-commerce and automation solutions; digital and ad tech; social media; creative production; marketing communication consultancy

KEY CLIENTS: Bridgestone, Perfetti Van Melle, Fresh to Home, IFFCO, Black & Decker, Ecolab

Bridge of Minds

Founded: 2016

Heads of company: Sarah Araigy (Dubai); Marina Araigy (Beirut)

Sarah@bridgeofminds.com

info@bridgeofminds.com

An integrated marketing and communications agency, harmonious with all the major industries in the Lebanese and MENA markets, Bridge of Minds is shaped by a determined team from various backgrounds supporting each other to make impossible things happen. It has a unique holistic and inclusive approach to high-end marketing, communications and branding strategies.

SERVICES: Branding; copywriting; digital growth; PR & events; media buying

KEY CLIENTS: 7 Seas Maritime, Olympia Properties, Estia Developments, Castania, Barista EspressoWidian, Resense Spa, Bou Melhem Restaurant, Pergola Kits, Salvezza perfumes, Dr Grace Obeid, ZoodMall, Hicart.

Broomstick creative

Founded: 2012

Head of company: Fahad Ali

chiara.p@broomstickcreative.com

Broomstick is a creative content and digital innovation agency, headquartered in Dubai with a footprint in the US, South Asia and the Far East. We are specialised in content strategy and creation, social media management, digital development and performance marketing.

SERVICES: Content creation, performance marketing, social media management, web development

BTG

Founded: 2014

Partner: Farha Anwar

info@brushtip-me.com

A creative agency with disruption running through its veins. Innovation, technology and human insights combine to bring clients cutting-edge social media, research and strategy, events and so much more. We provide brands with communications that add real value to their offering.

SERVICES: Integrated brand communications, social media management, creative strategy and implementation, experiential exhibitions, immersive technology solutions

C2 Communications

Founded: 1989

Headquartered: Dubai

www.c2comms.cx

+971 4 282 7621

SERVICES: Building brand identity, tone of voice and perceived value; conceptualisation and ideation of cross-channel communication strategies; activating brands through experiential and meaningful relationships; channel planning strategies; advanced performance marketing and amplification

Caviar Creative

Founded: 1998

Headquartered: Kuwait

CEO: Haitham Al-Hajji

Chief creative: officer Haitham Al-Hajji

www.caviarcreative.com

SERVICES: Telecoms; banks; ministries and government; automotive; entertainment; health; FMCG; finance and investment; non-profit; sports

The Cheek

Founded: 2010

Holding company: Equity Advertising

Headquartered: Dubai

Founder: Shoba Menon (shoba@thecheek.ae; +971 50 645 7018)

Business Head: Pulkit Vasisht (pulkit@thecheek.ae; +971 55 512 9841)

Creative muscle of a network. Dedicated service of a boutique. Human-first brand communication for the digital-first world.

KEY CLIENTS: Suqia – The UAE Water Aid Foundation, Centrepont, DP World, Banque Misr, Al Ain Farms, Home Box, Panasonic, TPM, KAO, Phillips, GBI, Nutricia, ABM, Midea, Candy

Cheesecake

Founded: 2019 (UAE), 2010 (UK)

Head of company: Philip Wride

phil@cheesecakedigital.com

Cheesecake Digital is a specialist gaming agency with more than 20 years of experience. We help brands authentically enter the esports and gaming market. We take pride in taking the time to understand our clients while educating them about gaming and working with them to create “wow” moments that are relevant to the audience.

SERVICES: Strategy, event management, ad campaigns, lifecycle marketing, experiential, creative concept

Cheil MEA

Founded: 1973 (globally); 2006 in the region

Head of company: Youngsuk Yoon

hello@cheil.com

Cheil MEA is a leading 360-degree advertising agency regionally headquartered in Dubai, and with seven offices across the region. Its dedicated digital business provides full creative development and localisation (across channels such as social media, display and video), as well as e-commerce, CRM, media buying, and UX/UI design & development.

SERVICES: Creative development (both locally produced and global adaptation), social, digital and e-commerce, CRM, media planning and buying, analytics and reporting

KEY CLIENTS: Samsung, Volkswagen, Nespresso, New Balance, Energizer

Comma

Founded: 2018

Head of company: Rawan Al Sharif

write@letscomma.com

mariam@letscomma.com

We have intensive experience in the field of copywriting that we have gathered from years of working on different types of projects. We believe in the power of words, which is why we aspire to practise and enhance what we do by collaborating with similar agencies around the world.

SERVICES: Creation of a brand tone; translations in English & Arabic; campaign & advertisement content; social media content management; packaging content

Commonwealth McCann

Regional headquarters: Dubai.

Ownership: IPG (The Interpublic Group of companies)

Managing director: Ian Halley

Executive creative director: Andrej Arsenijevic

www.cw-mccann.com

SERVICES: Creativity, strategy, account management, social media, digital content creation, production

KEY CLIENT: Chevrolet Arabia

Create Media Group

Founded: 2010

Offices: Dubai, London

Head of company: Tom Otton

Creative director: Vincent Drevet

www.createmedia-group.com

SERVICES: Social media; digital; video production; logo design

KEY CLIENTS: Emirates, Audi, Emirates Academy, Qasr Al Hosn, Expo2020, Cultural Foundation, Redbull, Nespresso, Standard Chartered, Emaar

Delphys ME

Founded: 2015

Headquarters: Dubai with offices in Tokyo, Singapore, Bangkok, Beijing, Riyadh and Jeddah.

hello@delphysme.com

www.delphysme.com

In a rapidly changing world, we believe in creating transformational value for brands through creativity, communication design and data. We embrace strategic thinking, innovation and storytelling to deliver compelling content across all mediums and screens.

SERVICES: Brand strategy, innovation, advertising, branding, design, analytics, brand experience, influencer management, community management, content creation, web design and development, digital marketing

KEY CLIENTS: Toyota, Lexus, Abdul Latif Jameel, Sabic, Saudi Automobile and Motorcycle Federation, Rally Dakar and Deezer

Do Epic Sh*t

Founded: 2018

Head of company: Ramzi Moutran

ramzi@doepic.agency

A virtual, boutique content-creation and production agency with sustainability at its heart, we create ideas with genuine impact through human storytelling, for brands that understand they need to transition to drive growth. Being boutique means we are experienced enough to create epic ideas on a global scale but small enough to ensure you receive the quality time and attention from the world's top creatives.

SERVICES: Creative (sustainable) strategy; marketing campaigns; branded content; branding; sustainable productions

KEY CLIENTS: el Grocer, Uber, Timberland, Tamkeen.bh, Puma

Dunes Packaging

Founded: 1985
Headquartered: Dubai
info@dunes.ae
www.dunes.ae

Packaging design specialists offering an integrated range of packaging design and branding solutions. Concept, branding, design, artwork, premedia, prepress, 3D & CGI, photography, mockups & prototypes, e-commerce graphics and technical and press-side support.

Elevate Agency

Founded: 2019
Headquartered: Palestine
Ownership: Elevate Group
contact@elevate.ps

We elevate brands. We make them stand out. We give them a voice of their own.

SERVICES: Marketing consultancy; branding; design; TV production; strategy & planning; research; 360-degree advertising; events management

KEY CLIENTS: ALNayzak, Unicef, Padico Holding, Coffee Lab Palestine, Jamieson Palestine, UNDP Palestine, Crocs Palestine, Australian Representative Office Palestine, Save The Children Palestine

Entourage

Founded: 2009
Headquartered: Dubai
CEO: Mohammed Tayem
www.entourageintl.com
info@entourageintl.com
 +971 4 338 8834

Entourage is an independent live communications agency operating in the MENA region for the past 11 years with offices in Saudi Arabia, the UAE, Egypt and Jordan, along with a main office in New York City. Driven by strategic vision, Entourage offers integrated marketing services from events to PR to social and digital marketing and creative.

SERVICES: Corporate events & conferences; creative; digital & social media marketing; PR

KEY CLIENTS: Google, YouTube, Monsha'at SME Authority Saudi Arabia, Deloitte, UAE Prime Minister's Office, LinkedIn, Ministry of Agriculture - Morocco, MiSK Foundation Saudi Arabia, Snapchat, Egypt Tourism Authority, Jordan Tourism Board

AWARDS: Dubai SME 100; Effie Awards MENA; Dubai Lynx; Middle East Event Awards; Care Awards; Guinness World Records Recognition

Esteem Communications

Founded: 2015
Headquartered: Dubai
info@esteem.me

Esteem Communications started its operation as a branding agency. Driven by passion for design, and a desire for being unique and unconventional the Esteem Communications team – who come from a diverse and multinational range of backgrounds – have dreamed up identities for five-star hotels, created blockbusting stands for real estate giants and even advised individual professionals and budding start-ups.

SERVICES: Corporate identity and branding; ATL and BTL communication; social media management; web design

FWD-Comms

Founded: 2020
Head of company: Fiona Wishart
fiona@fwd-comms.com

FWD-Comms focuses on lifestyle brands, aiming to give the best concept consultancy and communication strategies. We give our clients access to a roster of talented freelancers across the globe to offer their services to our brands, from graphic design to illustration, photography to copywriting, in order to streamline your marketing and digital campaigns.

SERVICES: Brand consultancy, creative campaigns, content creation, media and influencer outreach, copywriting

Grey MENA

Founded: 1917
Head of company: Philippe Berthelot (managing director, Grey Dubai);
ECD, Grey Dubai: Pablo Maldonado
infomena@grey.com

Started in 1917 in New York, Grey expanded into Europe in 1960. Over the years, the agency has garnered an enviable reputation for creative excellence based on solid strategic thinking. Clear, simple and compelling ideas have been the driving force behind creating consumer preference. In MENA, Grey was established in 1987. It is ranked amongst the top agency networks offering integrated communication solutions to international, regional and local clients.

SERVICES: Strategy, ideation and deployment across touchpoints

Group Partnership

Founded: 1998
Headquartered: Dubai
Partner & CEO: Rahul Nagpal
MD & ECD: Alok Gadkar
www.grouppartnership.com
info@partnershipme.com

Rated amongst the top creative agencies, we have been at the forefront of delivering ROI based creative solutions. The honest, fearless and engaging types that question beliefs, alter perspectives. For more than two decades we've been partnering with brands to identify their voice and speak in the language of now.

SERVICES: Group Partnership is an end to end communications agency specialising in data management, communications strategy, content development and digital services.

KEY CLIENTS: Government, retail, healthcare, banking & finance, education, FMCG, banking, sports and entertainment, amongst other categories

Groupe Rhinos

Founded: 1998
Regional headquarters: Dubai
Managing director: Fahad-Quentin Bahar
Chief creative: Léa Liotta
www.groupe-rhinos.com/en

SERVICES: Strategy planning; web and app development and design; graphic design; content creation; internal and external communication; digital marketing; audio-visual production; reward management; events planning

KEY CLIENTS: Life Pharmacy, Emaar, Volkswagen Group, Engie, Lals Group

Year founded: 2018
 www.and-us.agency
 fadi@and-us.agency

Who we are We are an independent creatively-led agency group.

What we do We provide business growth solutions and expert services across the entire customer journey.

How we do it We work side-by-side with our clients to solve their business problems or create business opportunities with creativity, technology and design.

Why we do it To give our clients a competitive advantage and help them address their bottom-line challenges and top-line growth objectives simultaneously.

Awards: 2020 and 2021 Cannes Lions MENA Independent Agency of the Year;
 2020 and 2021 One Show MENA Independent Agency of the Year;
 2020 and 2021 Dubai Lynx MENA Independent Agency of the Year;
 Forbes 2021 Most Innovative Companies;
 Contagious 2021 World's Best Creative.

Services: Strategy, Insight and culture. Branding and Design. Advertising. Performance Marketing. Social and Influencer Marketing. Digital and Data Product Solutions. Content Development and Productions. Events and Partnership.

Tech partners: Meta "Facebook", Tik Tok, Snap.



2020 & 2021 INDEPENDENT AGENCY OF THE YEAR

WWW.AND-US.AGENCY



Human

Founded: 2016

Headquartered: Dubai, UAE

Head of company: Rakesh Kumar

Chief creative: Rakesh Kumar

human-film@homeofhuman.com

www.human-film.com

SERVICES: Crowdsourcing; big ideas; campaigns; production; idea banks; digital storytelling; tech-led content

KEY CLIENTS: Michelin, ENBD, Al Tayer Group, Titan, Dabur, JLL MENA, Star TV, Mondelez, Ferrero

Ibtikar Advertising Agency

Founded: 2009

Regional headquarters: Damascus

Ownership: CNR Marketing

Head of company: Abou Rommaneh

Chief creative: Dima Homoush

info@ibtikar.me

ibtikar.me

SERVICES: Corporate identity creation; full advertising campaign development (ATL and BTL); media planning and buying; digital media; public relations; event planning; TVCs

KEY CLIENTS: MTN Syria; Unicef; Park Residence Yaafour; Fly Aman; UNMAS; Aman Holding; Al Hafez Home Appliances; FMFI Bank

The Idea Agency

Founded: 1997

Heads of company: Rita Boustany (managing director); Fady Boustany (executive director)

fady.boustany@tia.ae

The Idea Agency is a fully fledged boutique advertising agency offering total marketing solutions. Strategy & creative: from setting the strategy to creating the advertising campaigns, and what lies in between. Public relations: PR strategy and consultancy, creation of PR stories and press releases, monitoring and reporting, press conferences. Social media management: creating content calendars, posting, boosting, and engaging. Media planning and buying: designing effective media plans and strategies locally, regionally, and internationally (print, outdoor, TV and digital).

SERVICES: Creative, public relations, media buying, social media management, digital marketing

Imagination Middle East

Founded: London, 1968; Middle East office opened 2013

Regional HQ: Dubai

Heads of company: Adel Noueihed, general manager Middle East; Patrick Reid, group CEO

Chief creative officer: Julian Baker

adel.noueihed@imagination.com

www.imagination.com

SERVICES: Brand experiences; immersive technology; live events; digital platforms; user experience; strategy; dashboards; brand/visual identities; CRM; content

KEY CLIENTS: Royal Dutch Shell, Jaguar Land Rover

Inca Tanvir Advertising

Founded: 1976

Chief creative: Rhea Dixit

inca@eim.ae

www.incatanvir.com

We offer a comprehensive 360-degree integrated scientific marketing communication service across all advertising touch points. Both traditional and digital media, including social media, mobile and web-based. Our creative work has been winning international awards year on year. We offer highly competitive rates for both traditional and digital media campaigns.

SERVICES: Creative and branding services; media planning & buying; mobile & digital marketing solutions; event planning and brand activation; marketing strategy & PR consultancy

KEY CLIENTS: Jashanmal Group, Maaza International, Federal Arabian Agency, ITAN Jewels, DMCC, Jaquar Media East

Infiniti Concepts

Founded: 2015

Head of Company: David Lescarret

info@infiniticoncepts.com

We have a distinct passion for food, beverage and entertainment that inspires every aspect of our consulting practice. Our passion comes from 15 years of successfully operating, managing and creating within the food & beverage industry. We are driven by results and successes; we will find a way for you.

SERVICES: Hospitality consultancy; concept creation; branding & design; marketing; creative thinking

Innocean Worldwide Middle East & Africa

Founded: 2005; established in Dubai, 2015

Head of company: Kyungyoul (Peter) Lee

peter.lee@innocean.com

Innocean Worldwide Middle East & Africa is a 360-degree integrated full-service advertising agency located in Dubai, UAE with more than 30 offices globally. Innocean Worldwide Middle East & Africa aims to become a global leader by creating future value through customised total marketing strategy services. As a global marketing and communications company, Innocean pursues the greatest value through the realisation of innovative communications based on creative thinking and a challenging spirit.

SERVICES: Brand strategy and planning, creative solutions, digital marketing, experiential marketing and activations, media planning and buying

KEY CLIENTS: Hyundai, Genesis and KIA

Isobar

Founded: 2009

Managing director: Ziad Ghorayeb

www.isobar.com

+202 2 735 8442

info.dubai@isobar.com

Our mission is to transform businesses, brands and people's lives with the creative use of digital. We believe in ideas without limits – pushing the boundaries of technology and creativity. We're passionate about the power of digital, and our collaborative culture helps us deliver flawless execution and create transformative work.

SERVICES: Marketing & communications; ecosystems & commerce; products & services; transformation consultancy; social & content strategy & execution; creative, campaign development & execution; brand & communication strategy

KEY CLIENTS: GSK, L'Oreal, Unilever, Froneri, EDITA, Savola, Sunbolah

JWI

Founded: 2000

Head of company: John Wilford

hello@jwi-global.com

An integrated creative agency with two decades of success and two regional offices, unified by one mantra: to go beyond. We believe that integration drives communication. Our trinity of expertise – strategy, creative and content – allows us to create holistic campaigns that not only win awards but actually work.

SERVICES: Strategy, creative, content

KEY CLIENTS: Proctor & Gamble, Electrolux Group, Cybex, 3M, Hitachi

Katch International

Founded: 2009

Offices: Dubai and London

Ownership: Woollams Public Relation Management

Head of company: Georgina Clair Woollams

Chief creative: Fadi Tayem

info@katchthis.com

www.katchinternational.com

SERVICES: PR; social media; branding; design; content creation; digital marketing

KEY CLIENTS: Live Nation, Rove Hotels, BASE Dubai, Roya International, Dubai Opera, Suitsupply, Gitex Future Stars, World Art Dubai, The First Group, Hyatt Hotels

Keko Dubai

Founded: 2019

Head of company: Nora Ferneine

Chief creative: Sandy McIntosh

nora.ferneine@keko.ae

We're Keko, a full-service creative agency that specialises in communicating differently to modern affluent consumers. Experts in emotionally charged purchases, our 'find, influence and sell' methodology is what sets us apart. This means we can manage entire campaigns – from strategy and creative to media and production – all under one roof.

SERVICES: Branding & corporate identity; strategic planning & positioning; advertising, marketing & digital campaigns; customer experience planning

Latitude

Founded: 1993

Head of company: Paul Turner – managing director – MENA

paul@latitudeagency.com

www.latitudeagency.com

We believe in 'creativity without boundaries'. We create and refine authentic brand narratives with soul, emotion and character. By understanding and defining your core brand values, we can bring you closer to your customers and further apart from the competition. This strategic foundation inspires our creativity.

SERVICES: Brand strategy; brand identity; brand experience; brand communication; brand management

KEY CLIENTS: Majid Al Futtaim, LXR Hotels and Resorts, RAK Hospitality, St Regis Hotels



Founded: 2001

Regional offices: Dubai, Beirut, Riyadh, Cairo, Casablanca

Ownership: Majority Owned by DDB Europe (Omnicom) in Dubai

Head of the Company: Hubert Boulos

Number of Staff: 180+

enquiries@ddb.ae

www.ddb.ae

+971 4 429 0904

Unexpected Works... isn't a tagline or a position. It's a promise.

We have a simple belief – Unexpected Works. It isn't a tagline. It's a promise. It

means that the best idea is the one you never saw coming. The thing that catches you so off guard that you can't look away. And the only path to genuinely unexpected works is through creativity. Not just what passes for creativity because it answers a brief, looks the part and helps everyone sleep at night. But creativity that is foreign, surprising and interesting enough to cause jaws to drop and sales to soar. It's having the fresh perspective and raw energy to bring something into the world that no one's ever seen before. We're talking about the courage to shake things up and maybe even tear a few things down. And knowing that what most would call the finish line is where the real work starts.

SERVICES: Integrated communications; advertising; social digital; shopper marketing; content production

KEY CLIENTS: Saudi Tourism (STA), Al Safi Danone, Lipton (Unilever), Sunsilk (Unilever), Persil (Henkel), Emirates Airlines, RAKBANK,

LEADERSHIP PANEL



Hubert Boulos
CEO Middle East



Firas Medrows
Regional ECD



Ramsey Naja
Regional ECD



Nathalie Gevresse
Managing Director

Leapfrog

Founded: 2005
Offices: UAE and Cairo
CEO: Rob Bannochie
 robsz@leapfrog.com.eg

An integrated 360-degree creative advertising and marketing agency, we have executed projects across the Middle East, Africa and Europe, allowing our varied array of local and regional clients to launch, re-position and elevate their brands. We create ideas that work.

SERVICES: Advertising & marketing; graphic design; event management; content development; branding

Leo Burnett Middle East

Founded: 1974
Head of company: Bassel Kakish, CEO Publicis Groupe ME and Turkey
 www.leoburnett.com

Leo Burnett has been present in the region since 1974. In 1989 it established its regional headquarters for the Middle East and North Africa region in the UAE. With approximately 150 employees, we manage some of the world's best brands, in addition to a multitude of regional and local brands in MENA. Deeply rooted in the region, Leo Burnett is the first global agency in the region to become a 100 per cent fully owned regional agency network.

SERVICES: Brand and marketing consultancy; brand planning; integrated marketing; corporate communication; brand activation; digital; social; PR; corporate identity & branding; retail; shopper marketing

KEY CLIENTS: Procter & Gamble, McDonald's, Saudia, AIUla, GMC, Ferrero, ADDC, Aramco

Like Digital

Founded: 2011
Offices: London, Dubai
Head of company: Richard Mogendorff
Chief creative: Karl Escritt
 katrin@like.digital
 www.like.digital

SERVICES: User experience; digital strategy; digital transformation; e-commerce; CRO; customer experience; user interface design; user-centred design; omni-channel

KEY CLIENTS: Mulberry, Kerzner, Chalhoub, Trinity Group

Liquid

Founded: 2016
CEO: Sachinn J Laala
 hello@liquidretail.com

Liquid is an independent agency fully dedicated to shopper marketing and e-commerce. We solve business problems at retail by creating ideas that lead to purchase, wherever, whenever. We believe in harnessing the power of retail to build brands and the importance of creating a winning proposition across all commerce.

SERVICES: Retail planning, strategy and consultancy; shopper-based creative, design and activation; store-back content for e-commerce; implementation and maintenance of e-commerce assets; e-commerce marketplace management for 3P

KEY CLIENTS: P&G, Pepsi, Nestle, Nivea

Founded: 1968
Headquartered: Dubai
Ownership: 51% IPG, 49% MCN
 www.fp7mccann.com
 +971 4 445 4577

Part of McCann Worldgroup and the flagship agency of MCN, FP7McCann describes itself as the number-one creatively driven integrated marketing company in the MENAT region. Award-winning regionally and globally, FP7McCann provides fully integrated marketing solutions, advertising and digital services. It has been named as the most effective agency network in the region for the last eight years in a row and the World's Number 1 Most Effective Agency as per the WARC 100 in 2021.

SERVICES: Business leadership; integrated creative solutions; integrated production; integrated strategy; campaign creation & activation; channel management; consumer journey analysis; content creation & production; social strategy; social listening; social playbook creation; content planning design/UX; digital strategy; holistic analytics; humantech design thinking

AWARDS: WARC Effectiveness Awards: 2021 #1 Agency of the Year Globally, MENA Effies: #1 Agency and Network of the Year, 2021, Cannes Lions (7 Awards in 2021), Dubai Lynx: #2 Agency of the Year, 2021, The One Show, The Webby's, The Clio's, The Loerries, Caples, Garety Awards, LIA, Epica, NY Festivals, AME Awards, IAB Turkey, WARC Effective 100: #1 Global Agency, WARC Media 100: #1 Agency in MENAT, WARC MENA: #1 Agency in MENA.

KEY CLIENTS: Atlantis, McDonalds, Nestlé, Mastercard, Emirates NBD, Arla, L'Oreal, Dubai Duty Free, Egypt Tourism, GM, Spotify, Al Dar Properties, Al Dar Retail, Al Rajhi Bank, Babyshop, Reckitt Benckiser, Unilever, Ooredoo Group, Gillette, Etisalat Egypt, Orange Tunis, flyadeal (Saudia), Home Center, QIB, Tadawul, Qatar Foundation

FP7McCANN

MENAT

LEADERSHIP PANEL



Tarek Miknas
CEO



Federico Fanit
CCO



Emad Saeed
CFO



Anis Zantout
Regional Head of Digital

Livingroom Dubai

Founded: 2010
Head of company: Dani Oneisse
 living@lrdubai.com

We work collaboratively both internally and externally. We are honest and transparent. We are ego-free and entrepreneurial. We are media agnostic but big believers in craft. We look to make our clients famous and transform their businesses.

SERVICES: Brand communications; performance marketing; design; digital across all platforms; experience and activation

KEY CLIENTS: RTA, Americana, Emirates Post, Bahrain EDB, BinSina, Amazon

London Advertising

Founded: 2008
Headquartered: London
CEO: Michael Moszynski
ECD: Alan Jarvie
 michael@londonadvertising.com
 www.londonadvertising.com

M&C Saatchi

Founded: 1995 (London); 2012 (GCC)
Headquartered: London, UK
 www.mcsaatchi.ae
 +971 2 234 4588 ; +971 4 368 1867
 Info.UAE@mcsaatchi.com.

M&C Saatchi is the largest independent advertising network in the world, and the home of 'Brutal Simplicity of Thought'. With regional offices in Abu Dhabi, Dubai, Beirut and Riyadh, the agency was born out of the need for strategic, brutally effective creativity.

We navigate complex change, to create new opportunities with technology and creativity, and to lead the way forward.

We Navigate, Create and Lead Meaningful Change for our clients and the world. If you need to change things up, contact M&C Saatchi.

SERVICES: Advertising; branding; CRM; consultancy; design; digital; mobile; PR; research; shopper; social & sponsorship.

McCann Health

Founded: 2009
Holding group: IPG/MCN
General manager: Karen Kamel
 karen.kamel@mccannhealthcare.ae
 website: mccannhealth.com

SERVICES: Health and wellness communication for pharmaceutical and consumer brands; public health awareness; promotional communication and medical education targeting patients and healthcare professionals

Founded: 2019
Head of company: Roger Halaby
Number of staff: 15
 www.hanginggardens.agency
 +971 4 578 6270
 +971 50 271 8987
 hello@hanginggardens.agency



LEADERSHIP PANEL



Roger Halaby
 CEO



Dorra Lunet
 Director

The Hanging Gardens Agency is an independent marketing communications boutique agency in the now, led by forward-thinking marketers. The agency functions with an insistent focus on consumer behaviour and creative thinking. Both are activated through tailor-made communications strategies, content, social media engagement and latest online digital trends. Services include marketing strategies development, brand positioning, brand development, design, social media, content creation, content production, digital media and influencer marketing in the UAE and the GCC. Connect your brand to your audience accurately.

TECH PARTNERS: Socialinsider, Energized by :TikTok

SERVICES: Social media; content creation; influencer marketing; content production; bloggers; marketing; strategies; digital; photography; videography; storytelling; business; communication; branding; design; creativity; gamification

KEY CLIENTS: Bourjois, Rimmel, Max Factor, Maison Abriza, L'Oréal Middle East, Fresh Markets, Armetal, Joelle Paris

Memac Ogilvy

Founded: 1984

Head of company: David Fox, CEO, MENA
info@memacogilvy.com

Part of Ogilvy Worldwide network, Memac Ogilvy is the most local of international agencies and the most international of local agencies with 11 offices in MENA. Our vision is to be the best platform and partner for growth by combining strategic advisory, creativity, technology and deep expertise across communication disciplines.

SERVICES: Advertising, PR & influence, digital, experience, growth & innovation

Miagui Imagevertising

Founded: 2010

Heads of company: Wellington Ribeiro (business manager);
Cassio Braga (creative director)
hello@miagui.cc

Miagui is a Brazilian based multidisciplinary creative production studio specialised in cross-platform content creation. From ideation to execution, we collaborate with brands and agencies around the world to create great ideas for digital life.

SERVICES: Content creation; digital art production (animation, CGI and illustration)

MOTAD

Founded: 2018

Parent company: Ambition Group
jamil@motad.ae
www.motad.ae

Head of company: Robin Talwar (managing director); Rafat Jamil Siddique (general manager)

MOTAD is a full-service advertising agency offering integrated advertising solutions. At MOTAD, we take up new challenges, deliver best marketing solutions and drive performance. It is thanks to the absolute passion of our young team and the confidence of our clients that we have grown substantially with a diversified portfolio across industries.

SERVICES: Brand strategy; creative design & content development; digital marketing; influencer marketing; production

MPN Social

Founded: 2019

Holding group: Arabian Radio Network
Digital director: Rob Slim

MPN Social (part of ARN) offers comprehensive social media solutions. From bespoke content creation and editing to comprehensive social media strategy, planning and management. Our in-house team comprises video and photography with copywriting, graphic design, motion graphics, and editing, alongside experienced strategists, social media and community managers.

SERVICES: Social media management; content creation; digital strategy; community management



Type of Agency: Creative
Founded: 2005
Head of company: Dany Naaman, CEO Havas Middle East
Number of staff: 76
havasme.com
+971 4 455 6000
carlos.nadal@havasme.com (new business)
tanya.kassab@havasme.com (marketing & press)

We create advertising campaigns that truly make a meaningful difference to businesses, brands and the lives of the people we work with. We have emerged as one of the region's most creative agencies in the last year, having our work recognized in all major festivals. A reputation that does not come at the

expense of our clients' objectives – in fact, we're all about creativity that drives results and effectiveness. We are a talented bunch of people, with great ambitions and a shared goal: to build a global creative powerhouse, based out of the Middle East, delivering work that resonates across the world.

SERVICES: Integrated communications services: creative, strategy, social media, content creation, digital, design and branding

AWARDS WON: 6x Lynx 2021; 6x Clio Sports 2021; 2x One Show Asia 2021; 2x New York Festivals 2021; 2x LIA 2021; 4x Epica 2021; 5x MENA Effie Awards 2021; 5x Cresta 2020 & 2021; 8x AdStars 2020 & 2021; 14x Lisbon International Ad Festival 2020 & 2021; 8x Loeries 2020 & 2021; 1x WARC Media Strategy 2022

LEADERSHIP PANEL



Fabio Silveira
General Manager



Joao Medeiros
Executive Creative Director



Rami Hussein
General Manager,
Saudi Arabia



Makram Khater
General Manager,
Lower Gulf



Joao Ruas
Client Service Director



Carlos Nadal
Head of Growth

MSL

Founded: 2001

Head of company: Ajit Ramaswami, CEO

www.mslgroup.com

MSL Group is the strategic public relations and engagement arm of Publicis Groupe. As a full-service consultancy, MSL combines world-class public relations proficiencies with expertise in public affairs, reputation management, crisis communications, corporate communications, sustainability and employee relations, as well as digital and creative capabilities. MSL's team builds influence and delivers impact for some of the world's leading brands including Procter & Gamble, du, Red Hat and Samsung. Globally, MSL has over 100 offices covering 37 countries with a roster of more than 3,000 staff. Spanning five regional offices in the Middle East, MSL's core talent base of more than 60 staff covers the GCC, Levant and North Africa regions.

SERVICES: Corporate communications; crisis management; strategic media relations; consumer & influencer management; public affairs

KEY CLIENTS: Samsung, Procter & Gamble, du, VFS, Salam Telecom

MullenLowe Open

Founded: 2012

Regional headquarters: Abu Dhabi

Ownership: MullenLowe Group, part of the Interpublic Group of Companies

Head of company: Louise Roberts, managing director UAE

Global ECD: Ben Knight

www.mullenloweopen.com

SERVICES: Customer experience; CRM; experiential; shopper; loyalty; eCommerce; performance marketing; customer engagement; social

KEY CLIENTS: Etihad Airways, Diageo, Danone, Google, Sennheiser, Western Union, Sloggi, Unilever, US Cellular

MVM & Co

Founded: 2015

Head of Company: Morgan Venison

hello@mvm-co.com

Born in 2015 out of a love for communications, we spotted a niche in the market.

A personal touch was missing. We set out to create a company that would combine all types of communication together. Where quality over quantity and creativity was key.

SERVICES: Public relations; brand consulting; social media management; content creation

Myriad Global Media Middle East

Founded: Abu Dhabi, 2013; London, 1989

Regional headquarters: Abu Dhabi

Head of company: Jennifer Palmer

Chief creatives: Nick Woolard (film); Tawfik Alsayed (graphics)

middle.east@myriadglobalmedia.com

www.myriadglobalmedia.com

SERVICES: Film; project documentary; energy sector; animation; high-tech; digital content; creative design; virtual reality; augmented reality; e-learning content

HORIZON FCB DUBAI

Founded: 1976

Head of company: Reham Nader Mufleh (general manager)

Number of staff: 300+ (MENA)

+971 55 744 2241

+971 4 332 3304

reham.mufleh@horizonfcb.com

info@horizonfcb.com

horizonfcb.com

Horizon FCB is a creative collective that believes in a Never Finished process, a relentless drive and a passion for growth. This is where the creators, the fighters and the thinkers come together to create the perfect equilibrium of data and ideas to drive creativity that becomes an economic multiplier. Our doors are

always open for those who want to change the game.

SERVICES: Brand planning & consulting; branding design, architecture & implementation; data sourcing & strategy; integrated creative; online/content creation; influencer management; packaging; promotions; shopper marketing; gaming; e-commerce strategy & communication; experiential & on-ground activations; events management; rapid-pace content production & live shoots

KEY CLIENTS: Asharq News, Boeing, Citi, Clorox, DHL, Dubai South, GSK, Starbucks, Visa, Zand

AWARDS: Cannes Lion 2020/21 Network of The Year Winner, in addition to multiple awards in multiple creative festivals

LEADERSHIP PANEL



Mazen Jawad
CEO, Horizon Holdings



Reham Mufleh
General Manager, Horizon FCB Dubai & FuelContent



Munther Al Sheyyab
Business Development
Director, Horizon FCB Dubai



Rodrigo Leal Rodrigues
Executive Creative Director,
Horizon FCB Dubai

NO.1 IN MEA

CANNES LIONS INDEX

NO.1 IN EMEA

WARC CREATIVE 100

NO.1 IN MENA

WORLD CREATIVE RANKINGS

NO.1 IN MEA

ONE SHOW RANKINGS

NO.1 IN MEA

IMMORTAL RANKINGS

NO.1 IN MENA

DUBAI LYNX

NO.1 IN MENA

GERETY AWARDS

**NO.2 (OOPS!)
IN THE WORLD (YAY!)**

WARC CREATIVE 100

IMPACT BBDO

IMPACT BBDO

Founded: 1971
Head of Company: Dani Richa
Number of Staff: 200+
Headquartered: Dubai
 www.impactbbdo.com
 info@impactbbdo.ae
 +971 4 330 4010

Part of the global BBDO network, IMPACT BBDO was established in 1971 and offers comprehensive and integrated marketing communication solutions for a wide and prestigious base of global, regional and local clients. Our mission is to create and deliver the world's most compelling commercial content across all mediums and screens. The three things we care about the most are 'The Work, The Work, The Work'.

Platform partners: Facebook, Google, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, YouTube, Anghami

SERVICES: Advertising; brand development; corporate and reputation management; marketing communications; digital marketing; social & content marketing; shopper marketing; event marketing; performance marketing; production; marketing science

KEY CLIENTS: ADCB Group, Adidas, Bayer, Daman, Etisalat, Ford, IFFCO, Jotun, Mars, One&Only, PepsiCo, PIF, Reebok, Sadia, Sohar International

AWARDS: Cannes Lions #1 in MEA; Cannes Lions Network of the Decade; Drum Awards #1 in MENA; One Show #1 in MEA; Immortal Awards #1 in MEA; Dubai Lynx #1 in MENA; Gerety Awards #1 in MENA; WARC Creative #2 in the World

LEADERSHIP PANEL



Dani Richa
 Group Chairman & CEO,
 BBDO Middle East, Africa
 and Pakistan



Azeem Afzal
 Chief Executive Officer,
 Impact BBDO Dubai



Samantha Stuart-Palmer
 Chief Operating Officer,
 Impact BBDO Dubai



Ali Rez
 Regional Executive
 Creative Director,
 Impact BBDO Group MENAP



Jackie Hughes
 Chief Strategy Officer,
 Impact BBDO Group MENAP



Marie Claire Maalouf
 Executive Creative Director,
 Impact BBDO Dubai

INDUSTRY SNAPSHOT

LORA VAN HOOFF

**Strategy Director,
 Impact BBDO**

My personal understanding of creativity is pretty single-minded. It's the secret sauce that sets us apart from other species. Technology, though, can mean many different things: everything from the transistor radio to the metaverse fall under the blanket of 'technology'. Of course, it's the latter that is the latest avenue of industry obsession. So how is creativity (our other industry obsession) affected by the meta-lives we lead?

Something we increasingly must acknowledge is the democratising effect that the meta-life has on creativity and monetising creative output. There used to be a time when making a viable living with creativity was limited to a select few industries, but the times have certainly changed. Individual creators now call spaces like TikTok, OpenSea, GitHub and countless others 'home'. So, as agency people, what do we do with

this knowledge? Have we suddenly become dinosaurs?

In actual fact, we find ourselves at a point of unprecedented opportunity; On one hand, an opportunity to harness the power of a pool of creative talent of the likes we have never seen. Rather than look at creators in spaces like the metaverse as fringe, bring them in and make them the voices of our brands. On the other, there's a chance to reinvent ourselves and grow our offering into something that goes beyond creativity.

When we're at our best, we're powerful creative consultants; but an area I think we should invest in more is becoming culture consultants. We currently don't put enough emphasis on gaining a deeper understanding of the times and communities we live in. Instead, we too often limit the creative process with questions like 'How can a piece of digital art help my destination brand gain visitors?' or 'How can a TikTok challenge help me get more bank account openings?'. We should take a step back and take more time to uncover interesting truths and provocations, which will get ideas flowing naturally. Understanding and creating culture moves the dial on business, makes brands famous, sparks creative magic and, most importantly, makes us invaluable to clients.



Nomads

Founded: 2013

Offices: Dubai, Amsterdam, London, Singapore

Owner: Hans Howarth, founder

Heads of company: Atash Rafeeq (CFO); Scott Maxwell (general manager)

Creative directors: Phil Ramage; Dylan Kidson
info.ae@nomadsagency.com
www.wearenomads.com

SERVICES: Business and brand design; communication design; experience design

KEY CLIENTS: P&G, Coty, Jotun, Majid Al Futtaim, Under Armour, Air France, KLM, Dubai Holding, Medtronic, Lenovo

Percept Gulf

Founded: 1998

Headquartered: Dubai

Ownership: Percept Limited

Head of company: Bipin Pathak

Chief creative: Sudeep Koshy

info@perceptme.com
www.perceptme.com

SERVICES: 360-degree brand communication; entertainment; live events and celebrity management; media and IP consultancy and management

KEY CLIENTS: Apparel Group, Haw Par Healthcare, Mazda Oman, Grand Stores, Britannia, Sharp

Petrikor Solutions

Founded: 2017

Head of the company: Saleem El Deek
info@petrikorsolutions.com

Petrikor is a young digital agency born in Lebanon and serving the region. We create remarkable digital brand identities, thoughtfully crafted by our passion for all things digital. We improve the way your brand communicates and presents itself online, while gaining competitive advantage in an increasingly digital world.

SERVICES: Social media marketing; search engine marketing; search engine optimisation; branding; web design & development

KEY CLIENTS: Lamb Weston Arabia, City Perfume, Twins Burgers, Perfume Dubai, Mr Meals, Edugate Gateway, The Baking Room

Pimo

Founded: 1985

Head of company: George Slim
georges.slim@pimo.com.lb

Pimo is a communication agency that has been building strong resonant brands for 30 years. We have redefined our role and services to answer the true needs of our clients and today's businesses at large. Our solutions are designed to uncover real insight, create real experiences, and make a real impact, as a definite way to build deep and solid bonds with an increasingly aware and demanding consumer.

SERVICES: ATL/BTL; activations; events; social media.



Founded: 2012

Co-founders: Abby Lyons, Kaja Weller and Jamie Wilks

Number of staff: 90+

www.houseofcomms.com

+971 4 275 4900

talk@houseofcomms.com

A strategic communications agency, we are a fearless group of thinkers focused on ideas, impact and integrity. Our marketing strategies are not bound by channel or discipline; they are fueled by our imagination, driven by data, knowledge and limitless creativity. With offices in Dubai, Abu Dhabi and Riyadh, and servicing the MENA region and more than 90 staff, we are a multicultural team of experienced and passionate experts who come together to make incredible things happen. We are truly full-service. The guiding principle of human-to-human communication is at the heart of everything we do. Curated expertise, delivering real impact.

TECH PARTNERS: (Platforms) Tik Tok Creative Partner; Meta Business Partner; Google Premier Partner. (Core technical partnerships) Sitecore Certified Solutions Partner; Umbraco; Ociober

SERVICES: Strategy; advertising; brand; creative; digital; performance marketing; social media; PR; film; web design and build; service design; UX/UI; SEO; PPC

AWARDS: CCS Design Awards 2021 (Innovation Award, UI Award, UX Award)

LEADERSHIP PANEL



Abby Lyons
Co-founder



Kaja Weller
Co-founder



Jamie Wilks
Co-founder

LIGHTBLUE*

Founded: 2007

Head of company: David Balfour, co-founder

Headquartered: Dubai, with offices in Los Angeles

Number of staff: 25

www.lightblueww.com

+971 4 341 1128

hello@lightblueww.com

joseph.aquilina@lightblueww.com

We are a creative experience agency. Human first, technology-empowered, operating at the forefront of culture. We innovate, inspire curiosity, embrace courage and create opportunities for creative minds to thrive. Proactively living, breathing and driving forward the industries in which we specialise. To be the trusted partner, always aspiring to deliver unforgettable moments with authenticity, meaning and impact. Based out of Dubai and Los Angeles, we operate at the intersection of culture, entertainment and technology, delivering business growth and award-winning campaigns for some of the world's most recognisable brands. Member of Tribe Global, an independent global network of 40 agencies in 54 cities across Europe, North and Latin America, the Middle East, Africa and Asia. The network is a curated collection of world-class multi-disciplinary agencies and business partners with an unmatched global footprint. Combining scale with the spirit of strategic and creative independence.

SERVICES: Strategic consulting; live brand experience; content and film; creative services; digital experiences; original IPs

KEY CLIENTS: TikTok, Sony PlayStation, Mastercard, MDL Beast, Burberry, Porsche, Estée Lauder Companies, Sephora, Amazon, Julius Baer, Power Horse and Mashreq.

LEADERSHIP PANEL



David Balfour
Co-Founder



Craig Borthwick
Partner



Joseph Aquilina
Head of Partnerships



Emma Chapman-Burnett
Group Account Director



Simon Walsh
Creative Director

CASE STUDIES



TikTok For Business: METAP For You Summit

LIGHTBLUE conceptualised and executed TikTok's inaugural For You Summit by taking things to the next level with a hybrid physical and digital event across the METAP region. We hosted an impressive roster of keynote presentations on all things TikTok – from understanding community commerce to the latest product and platform developments. There was an emphasis on community as brands, research partners and creators took to the main stage to share their personal experiences of finding success on the entertainment platform, as well as unfiltered insights and compelling stories. Special guests and entertainment included Gary Vaynerchuk in conversation with Shant Oknayan, regional GM of Global Business Solutions at TikTok.



Amazon: Alexa Launch KSA

Together with Amazon, LIGHTBLUE launched Arabic-speaking Alexia in Saudi Arabia. Alexa, the brain that powers the Echo device family, has unique new features built with Saudi consumers in mind, new smart home integrations with compatible devices and nearly 200 Alexa skills. In marking the exclusive launch for media, press and VIPs, Amazon took over Kingdom Tower utilising the iconic Amazon blue and hosted a multi-faceted localised experience and launch program including several workshops, in-situ environments where Alexa is used, and one-to-one consultations. A launch that truly reflected the Kingdom's rich heritage, traditions and culture while celebrating the uniqueness of the Arabic language.



Mastercard: Expo 2020 Dubai

LIGHTBLUE were responsible for activating Mastercard's Official Payment Technology Partnership with Expo 2020 Dubai, whereby the global technology company connects people to their passions, providing a glimpse into a future powered by digital transformation, all while sharing its industry-leading insights during the six-month period. Mastercard connects guests to their passions through the introduction of its Mastercard Cube. The installation immerses visitors in a range of multi-sensory experiences as they embark on Priceless journeys tailored to their passions, including sport, food and music, plus being a 'force for good'. At the Cube, visitors are wowed by world-first mixed reality content that brings to life the next era of innovation.

Praxis Advertising

Founded: 1999

Headquartered: Dubai

Head of Company: Amitabh Swarup

www.praxisadvertising.com

sahil@praxisadvertising.com

SERVICES: Advertising; design; branding; social media; retail design

Prestidge Group – Personal Branding and PR

Founded: 2017

Head of company: Briar Prestidge

info@prestidgegroup.com

Prestidge Group is a personal branding, PR and content production agency managing high-profile personal brands for high-net-worth leaders, C-level executives, technology experts, celebrities, and investors. Using a combination of traditional PR and new media branding techniques (including social media, podcasts, docuseries), Prestidge Group elevates your corporate profile and builds your value as a speaker, media spokesperson and thought leader.

SERVICES: Personal brand conceptualisation and management, public relations, social media management, content creation, speakers relations, podcast and video production

Promoseven 360

Founded: 1991

Regional headquarters: Dubai

Ownership: 51 per cent MCN; 49 per cent Rajeev Budhiraja

CEO: Rajeev Budhiraja

Executive creative director: Shahbaz Zobairi

info@promoseven360.com

www.mcnholding.com

SERVICES: Branding; digital marketing; advertising; activation; design; web development; social media; BTL

KEY CLIENTS: RAKBANK, ENOC, Gulf News, Dubai Properties, Noor Takaful, Apparel Group, Johnson & Johnson

Publicis ME

Founded: 1974

Heads of company: Bassel Kakish, CEO Publicis Groupe ME and Turkey; Samer Shoueiry, CEO Publicis Communications UAE and Lower Gulf & chief digital officer Publicis Communications ME

www.publicis.com

Today's brands compete with new technologies, empowered consumers, shifting public attitudes, brand new contenders and much more. Creating leading strategies and powerful ideas that allow our clients' brands to become unique, irreplaceable, in control and ahead is our purpose. At Publicis, we all share a common ambition: help our clients and their brands to be and to remain the leaders they want to be, to Lead the Change. Publicis ME is an integral part of Publicis WW, a network of 330 offices in more than 110 countries.

SERVICES: Integrated solutions; advertising; strategic planning; digital strategy; direct CRM; social media; brand corporate communications; consumer activation

KEY CLIENTS: Nestle, Stellantis, Louvre, L'Oreal, House of Pops

Punch Design

Founded: 2006

Managing director: Hameed Gani

Creative director: Roger Attlee

hello@punchdesign.ae

As a boutique branding and design agency, we offer a unique combination of design, strategic brand thinking and digital expertise – all essential components for your business to thrive. Our company model is based on collaboration. Here, top-level talent works directly with you to forge intimate partnerships that deliver potent results.

SERVICES: Branding; graphic design; retail design; interactive design; digital marketing

Rain

Founded: 2011

Head of company: Manoj Ammanath

hello@iheartherain.com

Independent in spirit and fearless in thought, Rain brings together a team of experienced professionals. Rain's focus is on outstanding, media-neutral marketing and communication solutions, while embracing the changing media preferences of the consumer. It is everything you would expect from an advertising agency, without the drama.

SERVICES: Strategy, creative, digital, social media, design

Saatchi & Saatchi ME

Founded: 1992

Head of company: Ramzi Sleiman, regional managing director

www.saatchi.com

Saatchi & Saatchi has grown from a start-up advertising agency in London in 1970 to a global creative communications company with 114 offices in 67 countries, with more than 6,500 employees. Saatchi & Saatchi is part of the Publicis Groupe, one of the world's largest communication groups. We are a full-service, integrated communications network. We are in the business of getting people to fall in love with our clients' products and services. We have an unshakeable spirit and unbeatable attitude that Nothing is Impossible, a concept we apply to all our clients and work.

SERVICES: Marketing communications; advertising; social media; digital media; branding

KEY CLIENTS: Beiersdorf, Cadillac, Visa, Mondelez, Sanofi, RTA, Mahzooz

Science & Sunshine

Founded: 2016

CEO: Nadine Ghossoub

hello@sciencesunshine.com

sciencesunshine.com

Science & Sunshine is a story-driven, fearlessly creative advertising agency that smells wonderful. We believe passionately in the power of brands, and that all good selling is good story-telling. Our philosophy is 'always never be boring', and we try to inject that into our creative product every day.

SERVICES: Integrated advertising, social and digital strategy and analytics, content planning, content creation

KEY CLIENTS: Netflix MENA, Peugeot Middle East, Virgin Mobile UAE

Serviceplan Middle East

Founded: 2010

Head of Company: Natalie Shardan

Serviceplan Middle East is part of Serviceplan Group International, an independent German agency based out of Munich. The Middle East office opened its doors in 2010 and has since offered clients integrated services: from business and comms strategy, creative development, social media, digital, and performance marketing all the way to tech led activations, ABM, and e-sports.

KEY CLIENTS: BMW Group, Bridgestone Middle East, GMG, Tecom Group, Danone

Spaceplum

Founded: 2012

Head of company: Bojan Boki Prekovic

sonja@spaceplum.com

boki@spaceplum.com

Spaceplum is a creative, advertising and video production agency. With an in-house studio and our own cameras and editing equipment, we can offer competitive content and production executions. Services expand into market strategies, marketing, advertising, branding and other communication, analogue, digital, ATL, BTL, fairs and events support, PR and media. As a small, flexible agency supported by extensive associates and a freelance team, we offer high-quality services while keeping our cost competitive.

SERVICES: Video production; content creation; advertising; marketing; fairs & events

Spark FRH

Founded: 2020

Head of Company: Nathalie Farah

hello@sparkfrh.com

www.sparkfrh.com

We combine storytelling with the latest digital marketing research to create content that's infused with creativity and insight. We keep up with the market's fast-changing best practices as part of our drive to empower clients with unique content that's crafted with knowledge and purpose-driven research and strategies.

SERVICES: Consultation, content marketing, social media, strategy, research

Tara Media

Founded: 2020

Head of Company: Mohammad Saeed Harib

khalid@taramedia.ae

www.taramedia.ae

Tara is a one-stop boutique agency offering marketing and advertising services, including branding, digital platforms services, and many others. Based in Dubai, Tara is the specialised arm of the award-winning Lammtara studio, which has paved the way for a new era in the use of art and media with ground-breaking projects such as the animated Freej series.

SERVICES: IP creation; creative consultations; events & activations; music & video production; licensing & merchandising; marketing & advertising services

TBWA\RAAD

Founded: 2000

Head of company: Reda Raad, group CEO

romy.abdelnour@tbwaraad.com (PR and corporate)

joe.lahham@tbwaraad.com (new business)

TBWA\RAAD is The Disruption Company. We use creativity to help businesses challenge the status quo, capture an unfair share of the future and achieve transformative growth.

SERVICES: Integrated marketing communications; strategic brand management; advertising and content creation; digital, social and mobile; public relations

Team Red Dot

Founded: 2010

Head of Company: Raksha Khimji

info@teamreddot.com

teamreddot.com

We design exceptional creative experiences and offer a gamut of effective solutions that spans creative strategy, authentic content creation, thumb stopping social media, sustainable packaging and innovative campaign activations to engage your audience. From developing your brand identity to keeping up with the latest TikTok trends, when it comes to creating integrated campaigns that make your audience stop, stare, and share, we are the experts.

SERVICES: Branding solutions and brand guidelines; creative campaign strategy and execution; sustainable packaging; social media strategy and community management; short form video content; TikTok campaigns; blogger outreach & influencer marketing; A/V production; UI & UX design and web development

KEY CLIENTS: Talabat, Etihad Airways, Marmum Dairy, Palazzo Versace Hotel Dubai, SAE Institute, Creative Zone, Shopini World, Middlesex University, Tata Group, Wyndham Group, Mustela, IFFCO, IHG Group, Khansaheb, Sharjah Media City (Shams), Tilda Rice, Barry Callebaut

Those Social Guys

Founded: 2017

Heads of company: Samuel Turner, Xavier Dell, Marwan Wareth

hello@thosesocialguys.com

Those Social Guys is a next-generation, social-first creative agency serving all aspects of content creation and distribution. We instigate creativity, bringing production, creative and social into one agency. Our service extends to creative concept development and consulting, ensuring your content is unique and hits the desired audiences and beyond.

SERVICES: Strategy; content; production; distribution; social.

KEY CLIENTS: Jollibee, Dubai Golf, InterContinental Hotels, One & Only, Novotel Hotels, Bin Majid Hotels & Resorts, Kempinski

Tonic International

Founded: 2004

Headquartered: Dubai

Founders: Arnaud Verchere (head of strategy); Khaled Gadallah (head of Arabic copy) Managing director Jacqui Hewett

ECD: Joao Camacho

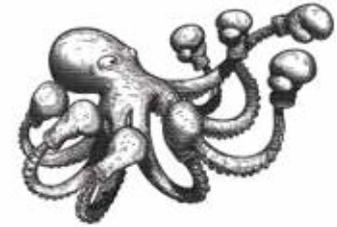
tonic@tonicinternational.com

www.tonicinternational.com

SERVICES: Creative solutions to business problems (strategy, branding, advertising, social media)

KEY CLIENTS: Audi Middle East, Roshan Telecom, Bic, Taaleem, Lift

Founded: 2006
Headquartered: Dubai
Head of company: Mounir Harfouche, CEO
 mena.mullenlowe.com
 +971 4 445 4141
 info@mullenlowemena.com



M U L L E N L O W E
 M E N A

LEADERSHIP PANEL



Mounir Harfouche
 Chief Executive Officer MENA



Matthew Butterworth
 Managing Director MENA



Paul Banham
 Executive Creative Director
 MENA



Nigel Hammersley
 Digital Director and Head of
 Social Media

MullenLowe MENA is a global creative boutique agency whose ambition is to get brands an unfair share of attention. With our challenger mindset, we continue to punch above our weight, by constantly seeking to evolve and challenge ourselves every day to learn something new, meeting the ever-changing world around us. Disruptive creative which goes out of its way to think and act differently.

SERVICES OFFERED: **Strategy and planning** (marketing transformation, brand strategy, communications planning, digital & social strategy, content planning & strategy, research management, UX & consumer journeys, data & analytics); **Creative services** (TV, social, experiential, shopper marketing, print, brand identity, radio, outdoor, direct); **Digital & social** (web development, social media community management, 360-degree video, mobile apps, augmented reality)

KEY CLIENTS: First Abu Dhabi Bank, City Centre, Mall of the Emirates, MAF, Etihad Airways, Unilever, Mubadala, Rani, Barbican, Vimto, Afia, Bayara, Shamal (Dubai Harbour, Five Guys, Kite Beach), Emaar, First Mills, Citizens, MBRGI, Department of Culture and Tourism- Abu Dhabi, SCAD - Statistics Centre Abu Dhabi and others

AWARDS: Global Agency of The Year Campaign Tech Awards; Regional Agency of the Year New York Festivals; Regional Agency of the Year AME Awards; 4th Most Awarded Agency Globally at the AME Awards ; 5th Most Awarded Agency Globally at the Caples; Cresta ranked us in the top fifty best agencies globally too... For the second year running; The Drum – World Rankings 2022 – #17- EMEA BEST 200 AGENCIES

GIVING OUR CLIENTS AN UNFAIR SHARE OF ATTENTION



CHRISTMAS WILDFIRE

Wildfires are more destructive than ever. And in 20 years, scientists predict they'll be six times larger. The Middle East region is vulnerable and most likely to be affected. So, how could we get people to care about climate change and wildfires when it's not really part of the agenda?

By subverting one of the season's most traditional ceremonies and burning the one tree people love to see: the Christmas Tree. During the traditional lighting of the tree, Mall of the Emirates stunned mall visitors with a digital carbon-neutral tree, which lit beautifully and, all of a sudden, burnt to ashes.

Results:
The activation was watched by more than 200,000 mall visitors on ground, online and in broadcast it gathered over 120M impressions and \$1,800,000 in earned media. And more: according Google Trends 2021, "Wildfire" Google searches increased 27% during the period of the campaign, proving that the idea helped to bring the climate change back to the conversation in a month when anyone is interested in talking about that.



CHOCAPOLOGIES

The internet is the rudest, meanest and cruelest playground in the world, where the victims of trolling are left alone to suffer severe consequences.

Our client, Karim Bourgi, a Master Chocolatier and famous influencer Chef, is no stranger to trolls. He asked us to make the internet a 'sweeter' place for him and, if possible, thousands of other victims. Our idea was to #SugarcoatIt. To sugarcoat means to glaze/coat chocolate with something sweet. But it's also a phrase that means explaining or saying something more nicely. Our idea - What if the Internet and all the hateful comments trolls write could be sugarcoated?

We crafted three irresistible chocolate - apologies using Crystal Clear Rigid PVC Food Grade specialized thermoform plastic moulds and sent them to victims of online abuse as an apology on behalf of the Internet and all trolls.

Results:
Among other amazing results the one that we are most proud of is that we made the Internet a happier place for a brief moment and by a tiny fraction (0.0757286%). While Karim gained over 100,000 new followers in a week he also found a few more trolls, unsurprisingly.



100 METERS BLIND

Over 27 thousand distracted driving violations have been recorded in the UAE in the first half of 2021 alone. Despite the dangers, teens continue to drive carelessly, resulting in life-changing injuries or death.

Studies have shown that reading just one text message while driving at 70 kilometres an hour equates to travelling 100 meters completely blind. So, together with Belhasa Driving Center (BDC), we installed special glass technology in learner cars and created the 100 Meters Blind Test—the first test where students have to drive blind to obtain their license. To drive the message home, we left students with an emotional story from a real distracted driving victim. The 100-Meter stories took our students through the horrors Muhammed faced on his way to Abu Dhabi airport.

Suffering coma, brain damage and partial paralysis, Muhammed helped aspiring drivers understand the irreversible consequences of distracted driving.

Results:
**160+ Students
 16,000 meters of survivor stories
 Top 6 Outdoor Worldwide**

VMLY&R

Founded: 2018 (union of VML and Y&R)
Headquartered: Dubai, with offices in Riyadh, Jeddah, Dubai, Kuwait, Cairo, Amman, Casablanca, and Beirut
www.vmlyr.com
 +971 4 450 7500
georges.barsoum@vmlyr.com

With distinct and complementary strengths spanning creative, technology and data services, VMLY&R thrives on creating work that brings people together. United by the power of human connection, it harnesses creativity, technology and culture to create connected brands that drive value for clients and touch lives around the world.

SERVICES: Brand strategy & development; digital & traditional communication; brand activations; social & content; entertainment and gaming; business & digital transformation; product & service innovation; commerce & customer relationship management; technology & data

VMLY&R Commerce MENA

Founded: 2021 (formerly Geometry MENA)
Headquartered: Dubai
Head of company: Nick Walsh, CEO
nick.walsh@vmlrcommerce.com

VMLY&R Commerce sits at the centre of WPP's commerce and experiential pillars, offering brands future-fit solutions that lead to conversion. We focus on the inseparable relationship that binds CX/UX with shopper XP to deliver tangible solutions at the moments that matter. Marrying the best of VMLY&R's creative and digital capabilities with Geometry's deep understanding of people and shopper behaviour, we have founded the ultimate end-to-end creative commerce company.

SPECIALISMS: Next-gen commerce unification; connected digital and physical experiences; retail activation; design product innovation; brand & business creative consultancy

KEY CLIENTS: Coca-Cola, Coca-Cola Arena, British American Tobacco, Twitter, Colgate, Jumia, Netflix, Mars, The Galleria Al Maryah Island Abu Dhabi, Roads & Transport Authority, Department of Culture and Tourism Abu Dhabi, BP Castrol, Americana, Danone

Watermelon

Founded: 2001
Head of company: Madhu Kuttat
info@watermelonme.com

We are a group of people bound by a passion for advertising. We seamlessly blend comprehensive brand knowledge, extensive competitive information and intuitive consumer insight to create targeted and creative communication that works.

SERVICES: Corporate identity development; packaging design; point of sale merchandise; master and artwork adaptations; retouching

KEY CLIENTS: Malabar Gold & Diamonds, 4TS Conferences, Al Yousuf Motors, UAE Enterprises, Logicom, AVEVA

Wunderman Thompson

Founded: 2018 merger
Head of company: Nassib Boueri, CEO MENA
Number of staff: 750+
www.wundermanthompson.com/
dubai@wundermanthompson.com
 +97144507200

Wunderman Thompson is a growth partner – part agency, part consultancy, part technology company. We inspire growth by applying inspiration everywhere across the consumer journey. Our inspiration is borne of bringing creativity, data and technology together.

SERVICES: Commerce; communications; consulting; CRM; CX; data; health; production; technology; apps

KEY CLIENTS: Microsoft, STC, Dubai Tourism, Jotun, Shell, Unilever, Nestle, GSK, Burger King, Renault, Coca Cola, Vodafone, Johnson & Johnson, Almarai, Zain, PIF, FAB, BAT, HMD Nokia

Xelement

Founded: 2013
Headquartered: Riyadh
Managing partners: Mazin Al Hassan, Noor Al Hassan, Amro Aboonoq
info@xelement.co
www.xelement.co

SERVICES: Advertising; marketing; consultancy; creative work

KEY CLIENTS: Saudi Broadcasting Authority (SBA), Banque Saudi Fransi (BSF), Ejar (Ministry of Housing), QIWA (Takamol Holding), Mawthouq (Saudi Post)

Yellow Branding Consultancy

Founded: 2017
Head of company: Mamta Varerkar
hello@welcometoyellow.com

Yellow is a brand management consultancy based in Dubai Design District, which creates, revitalises and manages brands to drive growth and business change. Yellow is a boutique agency that has successfully launched new, innovative brands like CAFU, and has worked with legacy brands like Barakat and Pan Emirates to revitalise them.

SERVICES: Brand strategy and identity development; communication strategy; advertising campaigns; digital creative campaigns; social media services

KEY CLIENTS: CAFU, Pan Emirates, Beema, Mitsubishi Motors Middle East and Africa, Luma

You Experience

Founded: 2013
Number of staff: 55
Offices: Dubai, Beirut, Cairo
www.youexperience.net
 +9714 425 5944
WantResults@youexperience.net

YouExperience is an independent brand communications agency with a fearless spirit and a curious lens that's constantly training its focus on the cultural zeitgeist, emerging technologies, Gen Z and post-millennials. Our audience-first approach combined with piercing strategic insights and data-informed creativity enables us to forge meaningful relationships between brands and people.

SERVICES: Transformational brand strategies; data analytics; cross-media integrated campaigns; digital storytelling; branded activations; shopper marketing; social media management; MR (mixed reality) gaming; e-commerce optimisation; and more

KEY CLIENTS: Head & Shoulders, Gillette, Venus, Ariel, Tide, Downy, Oral-B, Kraft, Cadbury Dairy Milk, Flake, Toblerone, Barni, Relx, Al Osra Sugar, Afia Oil, Estaz

Zia Creative Network

Founded: 2009
Offices: Dubai, Abu Dhabi and Halifax (Canada)
CEO: Waseem Yakdi
Creative directors: Ahmed Alkhatib; Amir Yakdi (film production)
info@zianetwork.com
www.zianetwork.com; www.ziastudio.com; www.ziaevents.com;
www.ziainteractive.com

SERVICES: Advertising and marketing; photography and video production; PR; event management; digital marketing; web design and development

KEY CLIENTS: Dubai Police, Al Tayer Motors – Jaguar Land Rover, Ministry of Interior, Aghthia, DP World, DXB Live, Abu Dhabi Retirement Pensions and Benefits Fund, NMDC, La Brioche Restaurants, Meraas, Guinness World Records



MEDIA AGENCIES

100heads

Founded: 2000

Managing director Dubai: Manuel Schmidt
dubai@1000heads.com

Since the 1000heads Middle East HQ landed in Dubai in 2014, the word-of-mouth agency has been helping a wide portfolio of brands level-up their social game. They are crafted around driven, creative people blended together to provide an alchemy of intelligent insight, imaginative ideas, exceptional implementation and potent impact.

SERVICES: Social media (strategy and content creation); production; ideation; analytics; paid media

CLIENTS: L'Oreal, Dubai Tourism, Abu Dhabi Islamic Bank, DWTC, Emaar, Al Jalila Childrens Hospital, The Coffee Club, Alshaya

Annalect

Founded: 2020

Headquartered: USA

Head of Company: Hoda Daou, general manager of Annalect MENA

annalect.uae@annalect.com

annalect.com

+971 4 450 0450

Omnicom created Annalect with the sole purpose of reimagining the potential at the crossroads of data and technology. Annalect provides brands with an environment and teams that democratise data insights and make it easy to apply them to media and creative executions.

SERVICES: Media & creative planning and activation; audience development; reporting and attribution; campaign optimisation

Bruce Clay MENA

Founded: 2015

Head of company: Neal Patel
info-me@bruceclay.com
www.bruceclaymena.com

Whenever someone asks about our work at Bruce Clay MENA, we like to say that we are an award-winning digital marketing agency based in Dubai that assists its clients with their SEO, PPC and SMM ambitions and needs. How do we accomplish these tasks? The answer is easy: by creating awesome and innovative digital marketing strategies that are fully aligned with our clients' business objectives.

SERVICES: Social media marketing; search engine optimisation; pay per click; videography

KEY CLIENTS: McDonald's KSA, Talabat UAE, Johnson and Johnson, LG, Canon, Dubai Future Foundation, Dubai Digital

Carat

Founded: 2010

CEO: MENA Ramzy Abouchacra
info.dubai@carat.com

www.carat.com

+ 971 4 447 4996

Carat's mission is to redefine media. Carat creates innovative media campaigns that work across platforms and deliver real business value. Consistently at the top of RECMA's Global Qualitative Evaluation ranking, Carat serves clients in 150 countries via a network of 10,000 talented staff.

SERVICES: Consumer intelligence and data; media strategy; media planning; media buying & investment, performance

KEY CLIENTS: General Motors, Microsoft, Standard Chartered Bank, Philips, MasterCard, Burberry

Daydreamer

Founded: 2021

Head of company: Christine Abi Assi

www.daydreamer.agency

christine@daydreamer.agency

We are Daydreamer, a regional media, communications and branding agency, based in Dubai, Kuwait, Jeddah and Beirut, with connections in all Arab markets. We believe in the power of storytelling and the importance of a solid brand identity. Our objective is to assist you in achieving your communication vision, while executing efficient strategies and becoming an extension of your brand.

SERVICES: Public relations; media buying; communications; events; branding

Definition

Founded: 2010 (MENA)

Managing director: Adil Elaouad

adil@definitionagency.com

Definition is a multi-award-winning agency combining more than 25 years of strategic public relations, digital media, content production and marketing expertise to create a new force in national and international reputation management. Our team includes former national and international print and broadcast journalists, as well as social media, video and content production experts.

SERVICES: PR & reputation management; media relations; research & insights; social media; crisis & issues management

Dentsu X

Founded: 2018

www.dxglobal.com

contact_me@dxglobal.com

+971 4 421 8099

Dentsu X focuses on experience and provides integrated and personalised marketing solutions to the clients. It's not what you know, it's who you know. While marketing seeks order, decisions are made in chaos. So we design experiences to work with, rather than against, human nature. We call this 'experience beyond exposure'.

SERVICES: People & data; digital; business performance; content and partnership; media strategy; media planning; media buying and investment

KEY CLIENTS: Estee Lauder Companies, Jaguar Land Rover

Digitas

Founded: 2019

Heads of company: Bassel Kakish, CEO Publicis Groupe

Tony Wazena, CEO of Digitas

www.digitas.com

Digitas is The Connected Marketing Agency, committed to helping brands better connect with people through Truth. Connection. Wonder. With diverse expertise in data, strategy, creative, media, and tech, we work across capabilities and continents to make better connections and achieve ambitious outcomes through ideas that excite, provoke and inspire. Curious and fully transparent, we are always examining real human behavior to create authentic connections—between brands and consumers, clients and partners, and ideas and outcomes. Digitas was named a leader again in 2021 Gartner Magic Quadrant of Global Marketing Agencies.

SERVICES: Media consultancy; planning and buying; branded content; performance media; e-commerce; UX design; CRM platform management

Du Digital Advertising

Founded: 2016

Director of digital advertising: Pinio Nainggolan

advertising@du.ae

Telco-breed digital media company that focuses on delivering telco-data-driven campaigns through various inventories and creative services such as chatbots, rich media and games. We are strong in big data analytics for media consumption and consumer behaviour for your media planning and campaign analysis for digital out-of-home.

SERVICES: Digital marketing management; telco-profile-targeted advertising; taxi infotainment screen advertising; IPTV advertising; chatbot for corporate and brands

DViO Digital

Founded: 2017

Headquartered: India

Founder and CEO: Sowmya Iyer

Chief creative: Somabha Nandi

manasi@dviodigital.co

www.dviodigital.com

SERVICES: Branding and integrated marketing; social media marketing; growth hacking; media buying and planning; business strategy and consultation; website and app development; start-up incubator; campaign management; website traffic optimisation; blogger and influencer marketing

KEY CLIENTS: Aldo, Call it Spring, Birkenstock, Naturlizer, Oasis Mall, HomeBox Stores, Viva, Manipal University, Amity University, Burjeel Hospital, Thumbay Hospital

Equation Media

Founded: 2013

Offices: Dubai (HQ), Beirut, Cairo, Jeddah and Riyadh.

Chairman: Roger Sahyoun

General manager: Grace Sahyoun

Branch Manager, KSA: Kamel Darazi

Regional client services director: Joy Sahyoun

info@equation-media.com

www.equation-media.com

+971 4 453 7711

Agency Bio The media planning and buying unit of The Network Communication Group. Equation Media's services are propelled by consumer insights and data analytics as they use a fusion of first-rate research methods, experience and analysis to serve clients and help them create meaningful connections with their audiences. Forming the perfect equation through innovation, experience and performance, the team strives in taking a leap forward as we shift from assumption-based marketing into predictive models and relies on an integrated network to craft the right solution to business needs.

SERVICES: Strategic media planning, integration of online and offline campaigns, social and content planning, media buying, performance marketing, retail transformation and experiential solutions, data analytics and personalised marketing solutions.

KEY CLIENTS: Al Fardan Group, Anker Innovations, BBAC, Dubai Chamber Of Commerce, IFFCO, Interiors, Saudi German Hospital, Solico, Toshiba, Umm Al Qura, Fossil Group, SAMACO Porsche, Bin Sina Pharmacy, Gawamen, Mediatek.

Gamer Agency Middle East

Founded: 2019

Head of Company: Hitesh Uchil

info@gameragency.com

www.gameragencycyme.com

The Gamer Agency was born from a passion for gaming. Our team has more than 10 years of experience working with the gaming industry in the Middle East. Gamer Agency specialises in influencer marketing, advertising and events.

SERVICES: Digital advertising; influencer marketing; media buying; events; activations

Garage 366

Founded: 2015
Headquartered: Dubai
Head of company: Ahmad Sabra
www.garage366.com

Garage 366, is a unique, award-winning marketing and communication agency, which blends innovative design, unrivalled craftsmanship and technological acumen to create impactful emotional experiences. We specialise in creating solutions and delivering optimised media opportunities for our partners.

SERVICES: Full digital solutions; strategic planning; trade buying; ideation; creative development; content creation/management; videography; photography; web and app development

KEY CLIENTS: Gulf Marketing Group (Sun & Sand Sports, Timberland, The North Face, Columbia, etc.), Athlocity (Under Armour), Al Fahim Group, Deyaar, Dubai Sports Council, Flash Entertainment

Iconiction

Founded: 2014
Regional headquarters: Dubai
Founder and CEO: Sebastien Marteau
info@iconiction.com
www.iconiction.com

SERVICES: Geo-based mobile advertising; du advertising platforms (SMS marketing, Wi-Fi UAE, Dubai Airport Taxis); Handy smartphones (luxury hotels); Chinese shopper advertising; app downloads/preloads

Hearts & Science

Founded: 2016
Head of company: Dana Sarkis, general manager of Hearts & Science UAE
MENA@hearts-science.com
www.hearts-science.com/en-ae
 +971 4 457 4570

Hearts & Science is a data-driven marketing agency network, part of Omnicom Media Group. The company is pioneering the future of how brands and people interact in the post-media media.

SERVICES: Digital transformation; UX & UI; tech and design; e-commerce; marketing science; market & customer insight; marketing ROI evaluation; CRM; digital marketing; search/SEO/PPC; media planning; media buying; analytics; marketing technology

KEY CLIENTS: Atlantis the Palm, Americana Food, KFC, Abu Dhabi Commercial Bank, Abu Dhabi Media, California Garden, Hayatna, Water Wipes, Barclays, MBC

AWARDS: Media Network of The Year, Dubai Lynx 2020/2021; 3 MENA Effies 2021

iMetric Digital

Founded: 2017
Offices: Beirut (HQ), Riyadh
Head of company: Saad Sraj
hello@imetric.net
www.imetric.net

SERVICES: Digital media planning; media buying; SEO; SEM; social media; paid ads; programmatic; analytics

KEY CLIENTS: King Abdullah Economic City, Cayan Group, Lord of the Wings, Merck, Arco, Chuck E Cheese

ArabyAds

Founded: 2013
Number of staff: 300+
Offices: UAE, KSA, Egypt, Tunisia, Jordan, Lebanon and India
www.arabyads.com
 +971 50 659 5787
info@arabyads.com

ArabyAds is a global technology company that empowers e-commerce marketing. It offers multiple digital advertising platforms across different touchpoints of a brand's journey in a customer lifecycle ranging from customer acquisition to retention and monetisation. Headquartered in Dubai, ArabyAds was founded in 2013 to leverage innovation and deliver measurable results to its advertisers with data-led, transparency-first and omnichannel marketing. Entrepreneur Middle East recognised ArabyAds as the best e-commerce marketing platform 2021.

TECH PARTNERS: Oracle, Huawei Ads

SERVICES: New user acquisition and conversion, user retention, user monetisation, social commerce, influencer marketing, OEM-based app marketing, programmatic marketing

KEY CLIENTS: Max Fashion, Bath & Body Works, Vogacloset, Abdul Samad Al Qurashi, Bloomingdale's, Mamas & Papas, Gap, H&M, American Eagle, The Body Shop, 6thStreet, Modanisa, Mumzworld, Riva Fashion

LEADERSHIP PANEL



Mahmoud Fathy
 Chief Executive Officer & Co-Founder



Mohammad Khartabil
 CBDO & Co-Founder



Gulrez Alam
 Chief Investment & Strategy Officer

Founded: 2011
Head office: Dubai, Abu Dhabi, Singapore, Shanghai, Tirana, Cochin
Founder & CEO: Shadi Abdulhadi
Number of Staff: 85
 boopin.com
 +971 4 425 5365
 hello@boopin.com



LEADERSHIP PANEL



Toseef Butt
 Head of Performance,
 Technology & Data



Zeena Kurd
 Head of Social, Content
 & Production



Qaiser Nawaz
 Head of Design
 & Development



Nawras Tal
 Account Director

Driven by innovation and creativity, Boopin is one of the fastest-growing networks in the region, led by a team of more than 80 passionate creators and marketers, each with a desire to tell memorable stories and create exceptional experiences for brands and consumers. Our dedicated channel experts sit as a team, which ensures we not only have a tactical approach towards each channel but also benefit from providing a 360-degree response from media planning/execution right through to content creation and web/app development. Having such a diverse team within a single office environment provokes collaboration and sparks intuitive creativity within each team member.

SERVICES: Performance marketing; digital infrastructure; digital transformation & automation; customer data platform facilitation & strategy; dynamic creative; API Integrations; web/app design & development; SEO; data visualization; content management & production

KEY CLIENTS: Government Media Office, Al Masaood Automobiles, IG Group, Department of Culture & Tourism Abu Dhabi, GEMS Education, Sky News Arabia, EMAAR, Abu Dhabi Ports, The National, ADNEC, SHEIN, Xiaomi, Emirates Transport, Dubai Corporation for Tourism and Commerce Marketing

INDUSTRY SNAPSHOT

ALI ABOUKHREIBE

Strategy Director



HOW WILL TECHNOLOGY AFFECT MEDIA IN THE NEXT YEAR?

The metaverse is already the key discussion point in 2022 and moving forward. We're on the verge of exploring the full virtuality of the world we live in, and we're not alien to such changes. Beyond that, brands should be listening more. Siri and Bixby are. The technology is in the hands of the consumer, and brands need to be more authentic with their approach. The slightest inconvenience will cause a brand to lose consumers as the competition grows.

HOW IS THE ROLE OF YOUR AGENCY CHANGING?

At Boopin we're already a step ahead, equipped with the creative and technical capabilities to support the digitalization of our clients. We've always considered ourselves as partners, not just servicing desks, to our clients. We became the extended arm of our clients' marketing, technology, IT, sales, and procurement departments, opening doors to more honest and accountable conversations.

HOW ARE YOUR CLIENTS CHANGING?

Clients are now accelerating the usage of technologies that agencies possess. They're confident that agencies have their best interest at heart and are willing to listen more and understand that their partnership with an agency is a long-term

collaboration with subject-matter experts. Everyone is on board the digitalisation train and now understands Bill Gates' quote from 2018: "If your business is not on the internet, then your business will be out of business."

WHAT WILL BE THE BIGGEST CHALLENGES IN THE YEAR AHEAD, AND HOW WILL YOU TACKLE THEM?

Uncertainty. It's always been there, but recently became the most significant concern for all stakeholders in the market. Beyond the obvious uncertainty of the pandemic, there are two main challenges:

Consumer retention:

Consumers aren't as loyal as they used to be. They're spoiled for choice and prefer their convenience, especially since brands can't customise services and products to appeal to individual needs. We need to ensure that loyalty drives advocacy, which eventually drives more business, echoing back to the importance of listening better to the consumers.

Minimised profit margins:

This isn't just coming from the competition, but also from the consumers moving to smarter spending, seeking a discount or a better deal. Brands should ensure they add better value to become the first point of consideration. Stable and consistent is better than big and sporadic.

iProspect

Founded: 2012

Head of company: Vimal Badiani (vice president – performance media)

www.iprospect.com

+ 971 4 447 4996

info.dubai@iprospect.com

iProspect is a global end-to-end media and performance agency. Its unmatched mix of media strategy and storytelling with digital expertise and audience knowledge defines the new territory of performance-driven brand building. By delivering human-centric solutions, iProspect accelerates growth for the world's most iconic brands.

SERVICES: Audience insights, media and performance strategy, planning and activation, business performance, paid search, organic search, paid social, display

KEY CLIENTS: General Motors, Microsoft, Standard Chartered Bank, Philips, MasterCard, Accor

Jellyfish

Founded: 2005

Head of company: Shanil Jagatia (MENA managing director)
Dubai@jellyfish.com

Jellyfish is a new kind of marketing performance company for the platform world, where success demands a creative, multi-platform mindset. Our One Jellyfish approach helps brands thrive by navigating, connecting, and harnessing the platforms that drive growth. Working within a unique, global operating system and culture, designed for agile collaboration, we give brands a Platform to Perform.

SERVICES: Media; training; analytics; digital transformation; SEO

KEY CLIENTS: Samsung, Google, Alshaya, LG, STC, Disney, Spotify, Uber, L'Oréal

Kreataglobal Brand Communications

Founded: 2010

Headquartered: Dubai

CEO: Deepan Parameswar

info@kreataglobal.com

www.kreataglobal.com

SERVICES: Digital advertising; digital marketing; content services; social media marketing; web development; performance advertising; search; ATL; BTL; innovative display solutions

KEY CLIENTS: Clarins Middle East, Lulu Group, Malabar Gold & Diamonds, Yateem Opticians, Quanta Ice cream, Igloo, Tiffany Biscuits, Luxottica Group

Mubashir

Founded: 2015

Head of company: Ali Al Raisi (CEO)

info@mubashir.om

Mubashir leads the digital out-of-home and smart retail technology market in Oman, proposing digital solutions that transform communities and businesses and connect them into a sustainable society. Marketers utilise smart digital screens and billboards to connect with their customers through targeted content in real-time.

SERVICES: Digital billboards; video creation; smart retail



LEADERSHIP PANEL



Mazen Jawad
CEO, Horizon Holdings



Antonio Boulos
Vice-President



Carlos Yeghiazarian
General Manager



Marisa Ambersley
Head of Strategy & Analytics

Founded: 2004

Regional offices: Dubai, Abu Dhabi, Riyadh, Jeddah, Kuwait, Beirut, Casablanca.

Ownership: Horizon Holdings (51% IPG; 49% Rafic Saadeh)

Heads of company: (Horizon Holdings) Rafic Saadeh, Executive Chairman; Mazen Jawad, CEO; Joe Jabbour, CFO. (BPN MENA) Antonio Boulos, Vice President; Carlos Yeghiazarian, General Manager; Marisa Ambersley, Head of Strategy & Analytics; Vedrana Jovanovic, Head of Digital
www.bpnmena.com
+971 4 332 3304

We are a full-service media planning and buying company headquartered in Dubai, with a strong network across the MENA region and internationally. Our business model is centered on delivering high performing data driven insights, strategies & media solutions that can unlock the full market potential for our clients. To deliver on this promise we invest in acquiring best-in-class talent, and best in class media research and communication planning tools that can deliver effective campaigns optimized to drive performance and business results.

SERVICES: Strategy & research; media planning & buying (offline and online); programmatic, performance marketing; SEO & SEM; data management and ROI media measurement solutions such as MMM & FFM

FUSION

Founded: 2013
Offices: Dubai (HQ), Abu Dhabi and Riyadh
Global alignment: Tribe Global Network
Co-founders: Johnny Khazzoum; Elie Haber info@fusion5me.com
 www.fusion5me.com
 +971 4 443 1355

Our corporate culture is rooted in the ambition to achieve performance driven success in every project we take on. Our drive to win helps us maintain a perspective of boundless opportunities. This victory mindset is contagious and inspires our team to plan, develop and successfully execute bold ideas on a daily basis.

SERVICES: Media planning and buying; social media; influencer marketing; SEM; programmatic trading; display advertising; mobile and in-app advertising; web analytics; insights; data management; reporting and data visualization; on-ground activation.

AWARDS: MENA Digital Awards Best Performance Campaign – Bronze (Dewa Wetex); Best Integrated Media Campaign (Silver – Dewa Earth Hour; Bronze – Dewa Green Summer).

LEADERSHIP PANEL



Elie Haber
Co-founder



Johnny Khazzoum
Co-founder



Natale Panella
Head of digital



Samran Waheed
Head of planning

INDUSTRY SNAPSHOT

NATALE PANELLA

Head of digital,
Fusion 5



HOW WILL TECHNOLOGY AFFECT MEDIA IN THE NEXT YEAR?

With AI becoming more and more capable of finding customer needs and optimise towards return on advertising spend through feed automation, winning digital consumers during this phase of e-commerce growth will require elevated digital experiences, powerful display and video media, and the ability to engage consumers as they hop across digital channels on the path to purchase. Agencies must review their content offering and harness the right technologies to cater to brands' short and long-term needs of acquiring consumers through e-commerce.

HOW IS THE ROLE OF YOUR AGENCY CHANGING?

We are positioning as a holistic partner with our clients, combining CRM, e-commerce, analytics and ad-serving technologies to provide integrated marketing solutions for brands pursuing e-commerce digital transformation models. We are building a specialised team to drive the e-commerce transformation, bringing a legacy of strong experience in the required primary skills (AI, UX, data management, logistics), while our broader teams are being equipped in terms of general knowledge, best practices and consultative skills to drive the clients' change.

HOW ARE YOUR CLIENTS CHANGING?

Our clients are adapting their digital

marketing tactics to address shifts in consumers' online behaviours, but they struggle to harness their customer data effectively. With the advent of Web3 and new tracking frameworks in place, privacy and transparency are essential, and consumers need to express permission to share their data and know where it is being used and stored. We built skills and capabilities to design customised data-led customer strategies with first party data, and our focus has shifted from delivering digital efficiencies to delivering commercial results and measurable growth.

WHAT WILL BE THE BIGGEST CHALLENGES IN THE YEAR AHEAD, AND HOW WILL YOU TACKLE THEM?

With the volume of data in the world constantly expanding and businesses establishing their presence on multiple platforms, data warehousing and marketing intelligence become highly correlated. With data warehousing and automation partnering together, analysing data and making data analytics as part of the initial strategy becomes easier than ever, empowering teams to make the most of their business data. Through full automation, flexibility is a huge advantage achieved; the big savings are in the use of resources and project speed. We can deliver those data-driven results far quicker and using less of the most precious commodity of all, manpower.



Founded: 2015 in MENA, 2003 Globally
Head of company: Ravi Rao (CEO, GroupM MENA)
Number of staff: 545
 www.groupm.com
 +971 4 873 6700
 hicham.auajjar@groupm.com

GroupM is the world's leading media investment company, responsible for more than \$50bn in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company Xaxis. GroupM's portfolio includes data and technology (Choreograph), investment and services, all united in vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates and generates sustained value for our clients wherever they do business.

TECH PARTNERS: Google, Salesforce, Facebook, Amazon, Adobe, Alibaba, Snapchat, Tiktok, Oracle, Tealium, MOAT, DoubleVerify, PIF and Tencent

SERVICES: Client services; activation services; media investment; data science; technology development

KEY CLIENTS: Huawei, Qatar National Tourism Council, Mobily, Richemont, Ferrero, Adidas, Etisalat Misr, Mars

LEADERSHIP PANEL



Ravi Rao
 Chief Executive Officer, MENA



Nina Hamdan
 Head of People, MENA



Jihad Hachem
 Chief Commercial Officer, MENA



Charbel Bou Jawdeh
 Finance Director, MENA



Fadi Mouawad
 Regional Head of Trading, MENA



Hicham Auajjar
 Chief Product & Services Officer, MENA



Founded: 2005
Head of company: Dany Naaman, CEO Havas Middle East
Number of staff: 61
 havasme.com
 +971 4 455 6000
 carlos.nadal@havasme.com (new business)
 tanya.kassab@havasme.com (marketing & press)

At Havas Media, we invest in media that matters. We understand where to find the most meaningful media using our unique Mx system. We build a Media Experience (Mx) that connects a brand with its target audience – in the context of where they are, through the content they pay attention to. Because we believe that more Meaningful Media can help build more Meaningful Brands.

SERVICES: Media strategy, planning & investment management (digital & offline), performance media, e-commerce, data & analytics

AWARDS WON: Adweek Media Plan of the Year 2021; Shortlist D&AD; Finalist LIA; 1x Silver Clio Sports 2021; 1x Bronze Caples 2021; 1x Bronze Adstars 2021; 2x Bronze Loeries 2021; 1x Gold & Shortlist WARC Media Awards 2021; 1x Gold MENA Effie Awards 2021

LEADERSHIP PANEL



Houda Tohme
 CEO, Havas Media



Rami Hussein
 GM, Havas Saudi Arabia



Makram Khater
 GM, Havas Lower Gulf



Georges Naaman
 Head of Operations



David do Rosario
 Head of Digital Specialties



Carlos Nadal
 Head of Growth



Founded: 1999
Number of staff: 270
 www.mindshareworld.com
 +971 4 454 7444
 ravi.rao@mindshareworld.com

Mindshare's global network of over 10,000 people partners with clients to build good growth - growth that delivers business results while driving the betterment of society and the world. In 116 offices across 86 countries we manage \$24.1bn in billings as part of GroupM, the media investment arm of WPP. Our MENA team across 11 markets creates business solutions led by local market knowledge, the best of technology and talent. In 2020, COMVergence ranked Mindshare MENA as the #1 new business agency based on billings.

SERVICES: Communication strategy; integrated media planning and investment management; performance marketing (search/SEO/PPC, paid social, programmatic); adtech and martech consulting; e-commerce, research and insights; econometrics; data solutions and analytics; social community management; content ideation and creation

KEY CLIENTS: Mobily, QNTC, Ferrero, Public Investment Fund, Fine Hygienic Holding, Henkel, QNB, Tunisie Telecom, General Mills, Rolex, Nike, Dyson, IHG, Lufthansa, Kuwait Finance House, AISafi Danone

AWARDS: WARC Media 100 #1 Media Agency Network 2021; Cannes Lions Media Network of the Year; MMA Global Mobile Agency of the Year 2021; Campaign Global Network of the Year 2021

LEADERSHIP PANEL



Ravi Rao
 Chief Executive Officer



Victoria Loesch
 Managing Partner MENA



Robin Phillips
 Regional Head of Outcomes



Faris Sibai
 Partner - Client Leadership



Razmik Kalaidjian
 Mindshare Saudi Arabia
 Managing Director



Abdalla Safieddine
 Mindshae UAE Managing
 Director



Founded: 2000
Head of company: Eyad Abdul Khalek (CEO)
Number of staff: 85
 mena@mediacom.com
 www.mediacom.com
 +971 4 449 4700

We are a global media agency with a difference. Our network of 8,000 system thinkers helps clients to unlock growth by having a big-picture perspective across a brand's entire communications system. We combine data, technology and creativity to design communications strategies that build brands, generate sales and maximise the effectiveness of our clients' marketing investments.

SERVICES: Media strategy, buying & planning; biddable media; SEO; analytics & insights; data leadership; integrated e-commerce; m-adtech & digital maturity acceleration

KEY CLIENTS: adidas; Mars; Richemont; Shell; Sony Playstation; Bose; TCCC; Etisalat Misr; Google; Nadec; Olayan Food Division; Virgin Mobile;

AWARDS: Global Network of the Year 2021; Mar 21 - MMA Smarties MENA 2020 - M&M's - Gold - KSA; Mar 21 - MMA Smarties MENA 2020 - Snickers - Gold - KSA; Mar 21 - Smarties MENA 2020 - Sony Playstation - Gold - UAE; Adcolony - Campaign of the Month EMEA & LATAM

LEADERSHIP PANEL



Eyad Abdul Khalek
 CEO MENA



Ramez Zeineddine
 MD Saudi



Alex Jevons
 Director of Growth &
 Operations



Burt Reynolds
 Regional Director of
 Data & Technology



Founded: 2016

Head of company: Mohan Nambiar

Number of staff: 35

www.radixmediamena.com

+971 4 560 6100

Our Mission is to be a partner in growth for our clients, by identifying opportunities, identifying creative solutions and providing best-in-class solutions that deliver maximum efficiency and effectiveness.

SERVICES: Strategy; communication planning; digital planning; content strategy; social media management; content creation; SEO; technology partnerships

KEY CLIENTS: ADIB, Dubai Chamber, Al Rawabi, Dubai World Trade Centre, VW, Audi, McLaren, Abevia , Lenskart, Policy Bazaar, Seara, Ahli United Bank, KRBL, Eagle Hills

LEADERSHIP PANEL



Mohan Nambiar
CEO



Vivek Nair
Managing Director



Joyer Pinto
CFO



Fatima Shaikh
Head of Content



Julio Rodriguez
Digital Transformation Officer

INDUSTRY SNAPSHOT

FATIMA SHAIKH

Head of Content,
Radix

HOW WILL TECHNOLOGY AFFECT MEDIA IN THE NEXT YEAR?

Technology creates media. From the comic book we read to the automated customer service rep we speak to. The last few years have all been about technology adoption, which will continue in 2022. With AI, machine learning and automation becoming more mainstream, social, e-commerce, content creation, behaviour analytics and more, we can expect an evolution of the existing tools and an evolution of new tools, which will be more sophisticated and better integrated. Media is all about driving efficiency and effectiveness, where technology will play the role of an enabler.

WHAT TRENDS DO YOU SEE EMERGING IN THE INDUSTRY?

2022 will see four big trends: social commerce, creator economy, linear consumer journey and sustainability. E-commerce will go headless, where consumers will be able to experience and buy products with just a click. Marketers will be compelled to explore ad metrics, which will blur the lines between short- and long-term advertising and communication channels. CMS



platforms will evolve to allow brands not just to manage the flow of content but also to monetise the same

HOW IS THE ROLE OF YOUR AGENCY CHANGING?

As Radix we take pride in being partners for our brands. Our journey is invested in our clients' growth, and we understand that with every disruption they are facing, we are presented with an opportunity to learn, explore and recommend the most effective and efficient solution. Our team has grown by 40 per cent in the last year, with team members not confined to one country or office. We have team members remotely working across the region: Lebanon, Jordan, Palestine, Saudi, Turkey, Oman, Bahrain, India and more. The team comprises of Gen X, Y and Z, ensuring we understand the consumers and marketers at all levels. We will continue with this approach in 2022, ensuring we provide our partners with an inclusive solution for all their needs.

WHAT WILL BE THE BIGGEST CHALLENGES IN THE YEAR AHEAD, AND HOW WILL YOU TACKLE THEM?

While our clients are facing disruption in their business (supply chain, linear consumer journey, etc.) we are facing challenges in evaluation and adoption of new media and tech platforms. The learnings and results are not sufficient to make quantitative decisions, which leads to 'Play, Learn and Adapt'. Keeping the core of marketing and communication at heart, we are working on developing a framework with our clients where risks and benefits are equally shared.



Founded: 1975
Head of company: Bassem Massoud
Number of staff: 131
 info@initiativemena.com
 +971 4 445 4040

At Initiative, our mission is to deliver growth for our clients through transformational media delivery. We are a full-service global media agency built to grow brands through culture. The agency's approach to rapidly interpreting and acting on cultural data signals – Cultural Velocity – creates relevant, long-lasting consumer connections that drive business results. We believe in culture as a quantifiable connector of people, brands, and business growth. In a world where channels fragment, culture unifies and propels. We promise to be the best agency partner in the business through business successes and challenges. Most of all, we always champion and love your brands.

TECH PARTNERS: Adjust, Kochava, Appsflyer, Zapier, Oracle, Adobe, GCP (Google), Datorama, Flashtalking

SERVICES: Digital media strategy and activation; media services; communications planning; interactive; market research; consulting; cultural communications; client advice; communications design; social; mobile; partnerships; search; innovation; analytics; branding

KEY CLIENTS: Etisalat, Emirates NBD, LEGO, Americana, Western Union, COTY, IFFCO, Arabian Automobiles, Carlsberg, Nakheel, Toshiba, Deliveroo...

AWARDS: 1 MENA Digital Award 2020; 4 MENA Search Awards 2021; 8 MMA Smarties 2020-2021; 1 Internationalist 2021

LEADERSHIP PANEL



Bassem Massoud
 CEO MENA



Lara Arbid
 Managing Director MENA



Samer Majzoub
 General Manager, UAE



Santadip Roy
 Regional Director – Digital



Poonam Lakhani
 Associate Director – Strategy



Nameer Abou Ismail
 General Manager, KSA



Founded: 2005
Head of company: Bassem Massoud
Number of staff: 53
 www.magnamena.com
 +971 4 445 4647
 info@magna-global.com

Magna is a full-service agency that provides communication solutions across the MENA region, focusing on the two most important currencies in media today: conversations and engagement. We combine the power of data and technology with creativity and innovation to devise tailor-made business solutions that deliver business results. Our core strength lies in our ability to understand the distinct needs of consumers. With that in mind, we work towards creating effective media strategies, building dynamic media plans and adding value to businesses through optimised media buying. So, what makes Magna so different? It's a unique combination of

scale and size. We offer our partners undivided attention, complemented by the backing and expertise of our dedicated professionals. Add to this the immense value of research, insights, strategies, constant innovation and the most competitive rates, capitalised through our group's clout and buying power. This is how we provide our partners with the highest of attention and best of value. That's the Magna difference.

TECH PARTNERS: Adjust, Kochava, Appsflyer, Zapier, Oracle, Adobe, GCP (Google), Datorama, Flashtalking

SERVICES: Digital media strategy and activation; communications strategy; media planning and buying; search and bid management; social monitoring, strategy and community management; mobile strategy and execution; programmatic; content strategy and creation.

KEY CLIENTS: Subway, Dubai Holding Group, Al Nahdi, Air Arabia, twofour54, Galadari Ice Cream Company, Abu Dhabi University, Banque Saudi Fransi, SACO...

AWARDS WON: 23 MMA Smarties, 4 MENA Search Awards, 13 Effies, 2 Dubai LYNX, 2 The Marketing Society Awards, 1 Cannes Lions from 2020-2021,

LEADERSHIP PANEL



Bassem Massoud
 CEO MENA



Lara Arbid
 Managing Director MENA



Cosmin Ionescu
 Performance Director



Nameer Abou Ismail
 General Manager, KSA



Karim Masri
 Digital Director, KSA



Sini Baby
 Regional Finance Director



Founded: 2002
 hellouae@omd.com
 www.omd.com/mena
 +971 4 450 0450
 Number of staff (MENA): 500-600

OMD is the world's largest media network with more than 12,000 people working in over 100 countries. As the world grows with opportunities, the key is reacting to them, by making better decisions, faster – combining innovation, creativity, empathy and evidence to help them move faster, reach further and take smarter risks every day.

SERVICES: Strategic planning and investment management; performance marketing; data and technology consulting and implementation; analytics and e-commerce transformation/marketplace management

KEY CLIENTS: PepsiCo, Dubai EXPO, OSN, Zain, Jumeirah, Apple, Beiersdorf, Clorox, Daimler, INFINITI, Jumeirah, Nissan, Lindt, Dakar Rally, Saudi Vision, Abu Dhabi Government, Philips, AlUla Seasons, Roshn, Formula 1 Saudi

AWARDS: Best Performing Global Media Network, RECMA 2021; Global Media Agency of the Year 201-2020, Adweek; Media Agency of the Year 2019, Dubai Lynx; Most Effective Media Agency Office 2018, Best Place to Work 2012-2019, Great Place to Work Institute

LEADERSHIP PANEL



Saleh Ghazal
 MD of OMD UAE



Saleh Agha
 GM of OMD UAE



Tarek Jaffar
 GM of OMD Egypt



Maroun Hassoun
 Regional GM of OMD Lower Gulf



Hani Dajani
 GM of OMD Jeddah



Jihad El Rassi
 GM of OMD Riyadh



Founded: 2006
Head of company: Luca Allam,
 CEO of PHD MENA
 Info.uae@phdmedia.com
 www.phdmedia.com/mena
 +971 4 457 4570
 Number of staff (MENA): 300+

Guided by the ethos 'Make the Leap', PHD is renowned for driving disproportionate growth through transformative and creative ideas. PHD has become one of the most forward-thinking media agencies by challenging convention and breaking new ground in strategic thinking and planning. Built on a culture of thought leadership, innovation and creativity, it is one of the world's fastest-growing agency networks. Globally, PHD has more than 6,000 staff, more than 100 offices worldwide, and is part of Omnicom Media Group.

SERVICES: Media planning and buying; strategic planning; data analytics and technology consultants; social and content marketing; SEO; creative services including dynamic creative optimization

KEY CLIENTS: Unilever, Chanel, Saudi Tourism Authority, VW Group, Al Futtaim Group, Abbott, Arla Foods, SC Johnson, HSBC, Al Alali, Nahkeel Mall

AWARDS: The Most Effective Media Agency Office of the Year, MENA Effies 2021; Network of the Year, M&M Global 2020; Best Place to Work 2012-2019, Great Place to Work Institute; The Most Effective Media Agency Office MENA Effies 2019; 1 Cannes Lion 2019; 1 Festival of Media 2019; 7 MENA Effies 2019; 2 Dubai Lynx 2019; Top 5 GPTW list consistently since 2013; Top 3 Most Effective Office MENA Effies 2018; 5 MENA Effies 2018; 7 Dubai Lynx awards 2018; 3 MMA Global Smarties 2018; Festival of Media 2018

LEADERSHIP PANEL



Luca Allam
 CEO at PHD MENA



Karen Doumet
 General Manager at PHD UAE



Peter Bishay
 General Manager at PHD Egypt

Mediaplus Middle East

Founded: 2013

Head of Company: Azhar Siddiqui

Mediaplus is the innovation agency of the digital age. This means that Mediaplus is more than just media; we unite media plus digital plus data plus content. The 'plus principle' demonstrates the forward-looking potential of our agency and generates greater impact for our customers. Our positioning as an innovation agency for brand-specific media puts clients and their requirements at the heart of our approach to consultancy. We see ourselves first and foremost as a client-specific strategic consultancy that provides the multimedia media planning to complement this. The combination of expertise in the strategy, technology, media, creation, and content sectors is only possible thanks to our integrated working approach: in the House of Communication, Mediaplus convenes expert hubs using specific expertise to create and implement strategies that meet and exceed our clients' demands and help them overcome and profit from their challenges.

KEY CLIENTS: Redtag, Bayut-Dubizzle, Abbott, Epson, Capri-Sun

OMG Transact

Founded: 2020

Head of Company: Stefanie Cunningham, general manager of OMG Transact MENA

Headquartered: UK

omgtransact.com

+971 4 450 0450

Audience understanding sits at the heart of OMG Transact. But when it comes to e-commerce, it's about more than just media placement; it's an end-to-end process. OMG Transact is the consultative offering that supports our clients through this process to deliver sales growth.

SERVICES: Strategic advisory; Amazon management; D2C and e-retail implementation; scalability and efficiency

Orchestrate

Founded: 2020

Headquartered: UK

Head of Company: Roli Okoro, General Manager of OMG's Orchestrate MENA

MENA@omnicommediagroup.com

+971 4 450 0450

Orchestrate is OMG MENA's digital centre of excellence, providing digital thought leadership for the group, powered by experts across paid search, social, programmatic and SEO. Our mission is to orchestrate, execute and lead the most successful advertising strategies for our clients using our expert team of digital scientists and market leading technology.

SERVICES: Strategic consulting for paid social; search; programmatic and SEO; budget optimisation; audience insights; data analytics

Sandman Consultancy

Founded: 2014

Headquartered: Dubai

Owner: Brand Sol Media

Head of company: Ajay Mathews

ajay.mathews@brand-sol.com

aj@sandmanconsultancy.com

www.brand-sol.com

SERVICES: Media planning and buying; branding; digital and traditional marketing strategies; packaging; publishing

Performics

Founded: 2012

Heads of company: Raja Trad (executive chairman, Publicis Groupe MEA); Khaled Abounader (chief product officer, Publicis Groupe MEA); Stacy Fisher (head of digital transformation & innovation, Publicis Media ME)

www.performics.com

As the original performance marketing agency, Performics is the premier revenue growth driver for many of the world's most admired brands. Across an expansive global network operating in 57 countries, Performics leverages data, technology and talent to create and convert consumer demand wherever it is expressed – search, social, display, commerce and offline channels. Performics is built for the relentless pursuit of results. Performics is a Publicis Media company and the performance marketing engine of Publicis Groupe.

SERVICES: Performance media; performance content; planning & insights; analytics and technology; e-commerce

KEY CLIENTS: Hyatt, One & Only, Emirates Islamic Bank, Rolex, Bayer, Abdul Latif Jamil

Precise Communication

Headquartered: Dubai

Number of staff: 40

Founded: 2005

Heads of company: Gopal Aswani and Ashik Hasim

info@tobeprecise.com

Precise Communications is a holistic messaging and digital agency offering solutions developed in-house. Our end goal is simple: bring brands, businesses and consumers together through a holistic and precise approach. We lead this with an award-winning, experienced and multi-talented team that is trained and certified to turn marketing goals into practical technology.

SERVICES: Consultancy; development; digital media buying; digital media marketing; media buying; messaging; SEO; SMS & emailer marketing; social; social media

KEY CLIENTS: Etisalat, Kenwood, Delonghi, Mihyar Arabia, University of Wollongong, Transguard, Etisalat, Dubai Municipality, Estee Lauder, Emirates Exchange, Al Tayer

Reforge Digital

Founded: 2020

Head of company: Lana Baddar

Lana@reforgedigital.com

Reforge Digital is a boutique digital marketing and communications agency. We partner with brands to strategise, implement and shape impactful marketing campaigns. We believe that marketing has the power to connect brands to their purpose by aligning resources, advertising budgets and marketing programmes to deliver business results

SERVICES: Marcomms strategies; performance marketing; content development; B2B account-based marketing; SEO

Sandstorm Digital Worldwide

Founded: 2013

Head of company: Omar Kattan

accounts@sandstormdigital.com

We are an award-winning, multilingual performance marketing agency. Our approach is predicated on giving your customers a reason to visit, a reason to purchase, and a reason to return and tell others about their positive brand experience. We are a full-service marketing solution provider and a Google certified partner.

SERVICES: SEO; paid media; PPC; content marketing; digital marketing

KEY CLIENTS: Unilever, National Bonds, First Abu Dhabi Bank, Etisalat, Arada, Dubai Holdings, Abdul Latif Jameel

Spark Foundry

Founded: 2000

Heads of company: Bassel Kakish, CEO Publicis Groupe
Alain Brahamcha, CEO of Spark Foundry
www.sparkfoundryww.com

Spark Foundry is one of five global media agency brands within Publicis Media, a key division of Publicis Groupe. Spark Foundry's bold vision harnesses the spirit of a startup combined with the soul of a powerhouse that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media. With 3,500 employees across the world, the agency leverages the best industry talent to service clients.

SERVICES: Media consultancy, planning and buying; branded content; performance media; e-commerce; research

Starcom

Head of agency: Racha Makarem, CEO Middle East
yasemin.guzel@starcomww.com

Established in 1999, Starcom is a global agency that unlocks growth opportunities to deliver business and human outcomes. We put people at the forefront of everything we do. Through our proprietary 'HX' approach, we design human experiences that close the gap between what people want and what brands need.

SERVICES: Growth and strategy planning; business analytics; performance solutions; behavioural insights; media planning and implementation

Team Red Dot

Founded: 2010

Head of Company: Raksha Khimji
info@teamreddot.com
teamreddot.com

Team Red Dot is a full-service advertising agency specialising in providing bespoke media solutions and integrated brand campaigns that elevate your business. We guarantee campaign amplification through real-time reporting and detailed analysis while maximising reach and optimising your budget.

SERVICES: Media strategy; media planning and buying (offline and digital); consumer insight and research; data analysis and modelling; mobile marketing

KEY CLIENTS: Etihad Airways, Dubai Media Office, Marmum Dairy, Middlesex University, Kids First Group

Tonic Media

Founded: 2006

Headquartered: Dubai
Founders: Arnaud Verchere (head of strategy); Khaled Gadallah (head of Arabic copy)
Managing director: Jacqui Hewett
tonic@tonicinternational.com
tonicinternational.com

SERVICES: Creative solutions to business problems (strategy, display, social, programmatic, offline)

KEY CLIENTS: Zespri, Sky News Arabia, Taaleem, Dubai Properties



Founded: 2001

Ownership: Middle East Communications Network (MCN) / Interpublic Group (IPG)

Headquartered: Dubai

Number of staff: 442

+971 4 445 4545

www.umww.com/locations/dubai/

UM is part of Mediabrands, the #1 media agency group in the region as per RECMA. At UM we are committed to Futureproofing our clients' businesses and their growth for the now and the next. We leverage the transformational power of rich business analytics and real-time intelligence to maximise growth and activate the full consumer end-to-end experience across content and connections. Our consultative approach and agile model drive better business

outcomes for brands. UM operates in more than 100 countries across the globe (11 in MENAT), where industry-leading data and analytics power our innovative approach to planning, investment and custom content creation.

SERVICES: Consulting; content marketing; data; digital marketing; holistic analytics; influencer management; media buying; media planning; mobile marketing; performance marketing; programmatic; research; search; social; technology solutions

KEY CLIENTS: stc, Emirates, BEKO, Dyson, Reckitt, Al Shaya Group, FAB, Ford, L'Oréal Middle East, Johnson & Johnson, McDonald's, RAK Bank, Spotify, Sony, Talabat, Vimto, VOX, American Garden, Honeywell, JA Resorts, Mattel, Supreme Committee for Delivery & Legacy, Orange, Byblos Bank, Qatar Foundation, Getir, İşbank

AWARDS: # 1 Media Agency in the MENA region and 2nd highest score globally as per RECMA.

Effie MENA 2021 (3 Gold, 3 Silver and 3 Bronze), MENA Search Awards 2020 (2 Gold), MENA Digital Awards (3 Gold), 12 MMA Smarties in 2019 including Agency of the Year, YouTube Lantern Award in 2019

LEADERSHIP PANEL



Joe Nicolas
CEO, MENAT



Maria Poulton
Managing Director, UAE



Ziad Soukkarie
General Manager, KSA



Hanan Tabsh
Managing Director,
Lower Gulf



Rasha Karim
Managing Director, Egypt

Trakken

Founded: 2008
Headquartered: Germany
 info@trkkn.com
 trakkenwebservices.com
 +971 4 450 0450

Trakken is a specialist consulting agency offering solutions in the field of digital analytics, data management, conversion optimisation and digital implementation with a strong background in e-commerce, media, finance, travel, telecommunications and consumer goods as well as being a Certified Google Marketing Platform Partner.

SERVICES: KPI workshops; technical implementation; tool controlling and continuous optimisation of digital buying processes

Vizeum

Founded: 2014
Managing director: Anouk Bondroit
 info.dubai@vizeum.com

In a world where every click has the potential to lead to a purchase, we believe media has a central role to play in adding business value for our clients. Through blending data, media and technology together we bring idea-driven solutions that transform media from a numbers game to a game changer.

SERVICES: Data; digital; CRM; social; performance; content development; media strategy; media planning; media buying & investment

KEY CLIENTS: Total, Sheseido, Bahlsen, Fossil, Puma, Honda, Unicharm, Hitachi, Benefit Cosmetics, Sadafo

Watermelon Communications

Founded: 2001
Head of company: Madhu Kuttat
 info@watermelonme.com

Watermelon Communications is a leading integrated marketing and communications agency, headquartered in Dubai, UAE. Watermelon provides strategic planning, media planning and buying, creative services, direct marketing, digital media, corporate gifts, public relations, exhibitions, corporate events and conferences (hybrid and virtual). In April 2018, Watermelon joined with 3AW, a global network of independent full-service communication agencies.

SERVICES: Digital and social media advertising; media buying (online & offline); PR and media outreach activities; experiential marketing; content creation and production

KEY CLIENTS: Hitachi Energy, Trilux, Conares, Expo Centre Sharjah, Al Yousuf Motors, Transfast, Murdoch University

Zenith

Founded: 2003
Heads of Company: Bassel Kakish, CEO Publicis Groupe; Firas El Zein, CEO of Zenith

Zenith is The ROI Agency. The first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, Zenith transforms businesses and brands through evidence-led thinking. Zenith is part of Publicis Media, one of four solution hubs within Publicis Groupe. As a leading global media services network, Zenith has over 6,000 people working across 95 markets. Supported by Publicis Media's Global Practices, Zenith offers its clients a full range of integrated skills across communications planning, value optimisation, performance media, content creation and data and analytics.

SERVICES: Media consultancy, planning and buying; branded content; performance media; e-commerce; research

Wavemaker

Founded: 2004
Headquartered: Dubai (MENA), London (Global)
Number of Staff: 92
 www.wavemakerglobal.com
 nadine.essinawi@wmglobal.com
 +971 4 450 7341

Wavemaker is a top-five global media network. Our roster of products and services has been built with a single aim – to positively provoke growth for clients and our people through our new operation system consisting of three speeds of growth. As part of Group M and WPP, we are continually developing our offer to deliver growth in a fast-changing consumer world.

Many of our most progressive capabilities are core to clients, including e-commerce, content and precision marketing. Our leading global consultancy has experts to solve any communications challenge, from go-to-market e-commerce strategy to digital transformation.

SERVICES: Client growth and development; insight and communication strategy; media planning and buying; effectiveness and ROI; data and analytics; e-commerce; precision; product solutions; technology; inventory solutions; search; social; programmatic; content

KEY CLIENTS: Huawei, Honor, AXA, Netflix, Perfetti Van Melle, American Garden, Chevron, Colgate, DIB, Ford, Friesland Campina, GE, Netflix, Tiffany & Co, RTA, MDLBEAST, FOOZ

LEADERSHIP PANEL



Ravi Rao
CEO



Marc Ghosn
MD



Marie Abiad
Head of Strategy



Vikrant Shetty
Head of Content

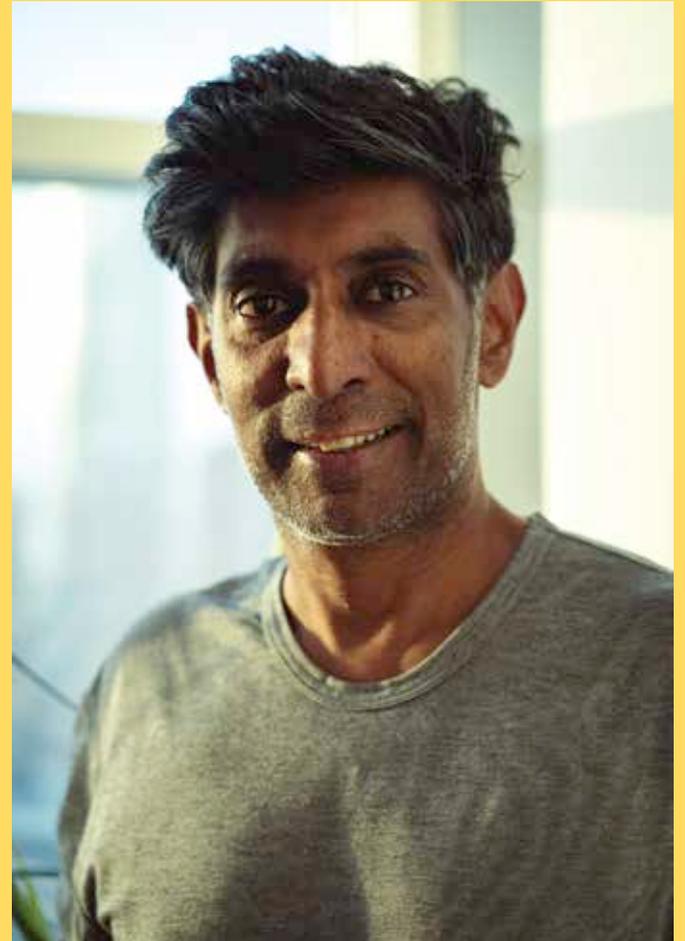


Nadine Es-Sinawi
Head of Growth



INDUSTRY FORUM:

Q **We asked:** does procurement win more pitches than strategy?



YES

Seyoan Vela
Chief creative officer, Livingroom Dubai

But creative wins more pitches than procurement.

I'm generalising but I think it goes creative, chemistry, procurement and then strategy.

Not that clients don't love strategy in pitches. But most global brands already have a global strategy. And most regional clients will pick creative execution over creative strategy. Meaning great work on a middling strategy will always win over middling work on a great strategy.

Strategy without execution is just interesting thoughts and observations on PowerPoint slides.

YES

Amer Massimi
CEO, Hashtag Social Media Agency

To elaborate; a good strategy is what gets us in the door. then procurement negotiations and budget restrictions play a big role in winning the business.

Seems that almost always, clients' budgets restraints stand as an obstacle to what agencies aspire for. We see clients sometimes end up with the option-two as they couldn't afford what the first, better-strategy agency offered. And this naturally leads to lower expectations.

We saw a lot of pressure on clients' budgets overall, especially in the past two years. We expect this trend to go back to normal this year though.

Then, may the best strategy win.



MAYBE

Stuart Mackay
General manager, Reprise MENA

Procurement functions today rightly play an instrumental part of any vendor selection process, especially when it comes to the commercial terms of a deal. However, the strategic objective of a tender often comes second to the commercial aspects of the brief, and tendering organisations today are aggressively challenged across a number of areas such as pricing, payment terms and staffing. This is absolutely required but not at the cost of the original objective. What tends to happen is that tendering organisations are challenged so aggressively that they can then only support the original objective with a sub-optimal team. This then causes friction and challenges during the delivery of the strategy, which subsequently causes delays and overspend. Quality can be purchased at a reasonable price; the challenge is not to compromise on the quality just so the procurement function can meet their targets. In the end a business will always spend more when they favour pricing and terms over quality.





MAYBE **Camille Haddad**
CEO, Wunderman Thompson KSA

Companies and brands everywhere are facing lots of challenges, particularly in terms of financial growth. These challenges have changed the rules of engagement in our industry, whereby most of the decisions on pitches have moved from the marketing department to the procurement arena.

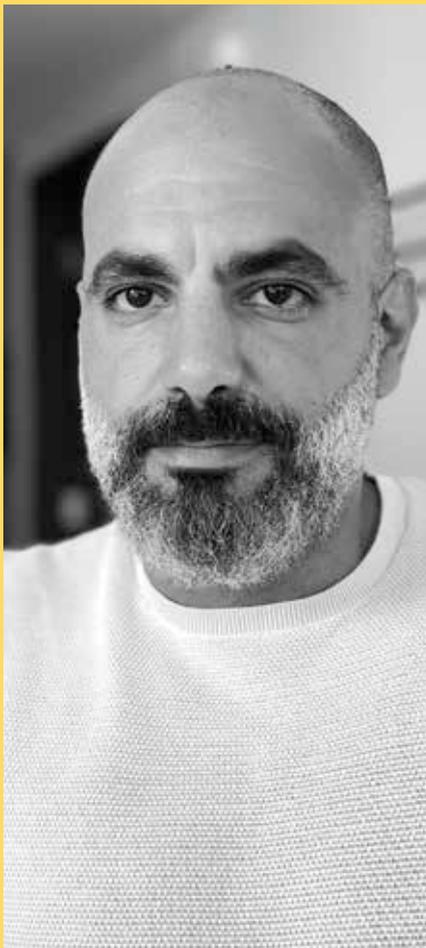
At WT we strongly believe that we are in the industry of inspiration: any brand that inspires its customers will grow faster and will have a bigger loyalty base. Therefore, cost should never be the main driver for awarding a pitch, especially for ambitious companies that want to grow in terms of value.

It's time to bring back the conversation and decision-making from price to value creation, as creativity and bold communication can only amplify the brand equity, leading to superior shareholder return.

Gregory Mardikian
Managing partner, VMLY&R Commerce

MAYBE Procurement is usually the guardian on selecting the agency based on its credibility and commercial offering, and most of the time they go with the lowest offer among the agencies on the roster. However, strategy is what plays a very big role in getting the agency shortlisted and having the creative work built around it.

So, I would say, although procurement usually has the final call, both go hand-in-hand. While the brand team always pushes to award the best strategy and creative work, procurement takes on the role of negotiating and mediating to get what's best financially and strategically for their business.



YES **Michael Maksoudian**
Managing partner, Netizency

Unfortunately, we've experienced procurement going with the lowest bidder multiple times, as if they are buying construction material. In most cases procurement does not understand the services that agencies offer and how they relate to pricing, and the marketing team outsources the entire process to them without being involved. We believe there should be significant education about advertising services to procurement teams. Just remember: you pay peanuts, you get monkeys.

Ali Rez
Regional executive creative director, Impact BBDO Group MENAP

YES AND NO

They're both important and, in an ideal pitch, both bring their relatively important weights, helping a balanced decision-making process that best serves the brand and business purpose. Either one of these divorced from the other would not provide the ideal value a business needs – procurement should complement strategy.



NO **Maria Akmakji**
Client services director, You Experience

The short answer is strategy wins pitches.

Amplification of the strategy across multiple platforms and channels is what builds up cost.

While procurement want all the ‘bang’ for less bucks for good reasons, smart agencies will pre-empt this and come into pitches with a rock-solid strategy and a robust selection of campaign-critical amplification proposals.

So, in my opinion, a great pitch is an intelligent combination of an audience-winning communication strategy (sharp and mean) and a well-weighted amplification plan (limber and lean).

Go Mean and Lean is the ‘pitch strategy’ strategy today.



YES **Amel Rebbouh**
New business director, UM MENAT

Over the past few years, from our pitching experience across various industries and clients, we found that procurement-led pitching is becoming the norm.

We’ve seen first-hand its power over anything else. It’s usually a long, arduous, multi-phased process, that’s legitimately the best way to serve its primary objective of sourcing the best services at lower cost. However, it can come at the cost of compromising on quality, which is why it would be ideal to select agencies, at a higher proportion, based on their core competencies: strategic & innovative insights, clear and qualitative recommendations, ability to measure it all to ultimately drive cost efficiencies, while keeping quality and brand value in mind. Notions that are not top-of-mind for procurement teams.



NO **Daniel Shepherd**
Head of strategy and product, PHD MENA

It’s a provocative but deliberately misleading question; it’s not a binary choice.

At PHD we put strategy at the heart of everything we do because we believe (with good reason) that strategy and creative thinking can deliver disproportionate returns for our clients. Up to 500 per cent ROI.

A good strategy should always unlock value for a client. And procurement’s job is to showcase that value. Offering ‘competitive’ rates to win at any cost will ultimately punish the agency and therefore the client, as there won’t be the bandwidth to bring innovative strategies to life.

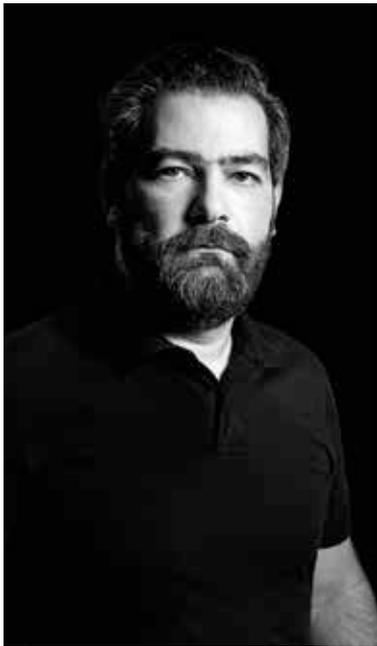
The smartest pitches see the two-working hand-in-glove.

NO **Abdallah Abou Hamdan**
Integrated strategy manager, Boopin

Most of the times procurement and marketing departments argue about this as each must do their job right. While procurement is keen to get the best prices and save the company’s money, the marketing department focuses on the strategy, approach, how the is agency going to help them achieve their goals and multiple other factors. With more and more agencies entering the market every day and being eager to get business, competition rises, and some do use the price factor as a deal-sealer. This does work sometimes when price and procurement have the final word, yet strategy and marketing will always be the key for impressing the client and winning the pitch.



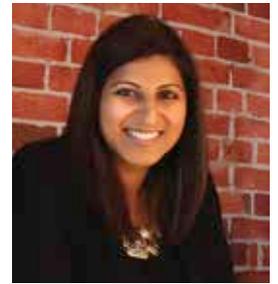
NO **Mounir Harfouche**
Chief executive officer,
MullenLowe MENA



Procurement's role in a pitch process is to understand the needs of the business, the industry and market value, as well as the services. When procurement does not look at agency services as commodity then strategy and strategic procurement become a holistic factor behind the business-critical selection of a partner.

Brands that we look to partner with are those who value the strategic role of agencies and know how to evaluate and recognise the difference in their offering. Therefore, I'd like to believe that mature companies go for strategy first, then they negotiate the best possible financial value. I'd also like to believe that mature agencies don't undersell their value for a win and end up falling short on delivering any strategic value.

YES **Raksha Khimji**
Managing director, Team Red Dot



Running an agency in the UAE for over a decade, I have witnessed that procurement tends to win more pitches than strategy. I think this has a lot to do with the pedigree of the teams sitting at the top of the client organisation. The shadow of a leader trickles down throughout every department of the company. If the leader places importance on learning, growth and evolution then these are the qualities that infiltrate across the various departments. If the leader is constantly looking to cut costs, and places speed and quantity over impact and quality, then the 'most favourable terms and lowest price' will always take precedence. Thankfully, we can tell which type of client we are dealing by the quality of the brief and timeline associated with the RFP sent out. That's when we know they are looking for a solid strategy, meaningful insights and a refreshing approach to how things have always been done.

NO **Mark Abou Diwan**
Managing director, AMC Advertising and Marketing Consultants



I believe any pitch is essentially a creative process, even if the requirement appears 'commercial'. As an agency, it is critical to understand that winning over procurement doesn't mean giving up creative ideas or diluting ambitious concepts to meet cost implications. It's about understanding the common end goal, solving procurements concerns, finding the middle ground to showcase our innovative solutions, and communicating the agency's worth. Pitches are about crafting compelling strategy-based narratives backed by facts, figures and results. We do not expect to make a persuasive argument based on data alone. Instead, we create solutions with a provable value to drive procurement's decision-making that eventually helps to sign up a new relationship.

NO **Carlos Nadal**
Head of growth, Havas Middle East

There is a fundamental issue around governance and setting the right priorities and objectives from the moment an advertiser decides to run a pitch. Technical and commercials competences, although equally important, tend to operate in true isolation, with procurement owning the winning ticket. Commercials are key but should not overshadow any strategic exercise no matter how 'low' an agency is willing to go. Still, a sustainable partnership should always aspire to bring the best of both worlds, and this falls directly under the responsibility of the advertisers. We should always aim to have honest, transparent pitch processes with a clear understanding of why an advertiser is going on pitch. That is only fair for the existing incumbent as well as the potential new future partner.



YES **Tarek Miknas**
CEO MENAT, FP7McCANN

Every company is different, but generally, most pitches are broken up into the technical submission and the financial submission. Typically, the brand's marketing team lead on the technical, and procurement on the financial. Once the agencies shortlist with their technical (strategic and creative) submissions/presentations, the process moves on to the financials.

Although often a marketing team will share their preferred choice, procurement will tend to look at the two or three shortlisted options as agencies of relatively equal standard that have been vetted and could technically carry out the scope.

At that stage, the final stage, and in most cases, it's all about the number.

In short, strategy and creative are imperative to shortlist; financials are key to closing the deal. Again, this is a very generic overview. There are also many cases where marketers know who they want to work with, are empowered to decide and eliminate the pitch process entirely.





The industry question ‘Is the pitch process broken?’ is not the right question to ask. It incorrectly assumes there is only one process, while in fact there are two common ones: the traditional speculative creative process (the ‘beauty parade’) and the procurement-managed (and often dreaded) request for proposal (RFP).

In our view, there will always be a demand for pitching. So a better question is, ‘How can we improve the pitch process?’ Here are seven pointers, based on two decades of global experience as pitch consultants at TrinityP3.

1. Common pitch practices are burning out agencies. In 2021, we carried out a major industry survey and found that, on average, an agency spends a total of 175 hours on each pitch. The typical agency did this 11 times a year, spending nearly 2,000 hours a year pitching and winning five pitches.

These hours are easily converted to hourly rates to attach a ‘cost’ in non-billed agency hours. The human cost to the business lies in the fact that most of these hours come from overtime worked by the pitch team – they continue to perform the day job for their clients and work evenings and weekends on the pitch. No wonder ISBA (the Incorporated Society of British Advertisers) identifies pitching as a major contributor to agency staff stress levels.

2. As consultants, we don’t always advocate pitching. Despite being well known as pitch

consultants, our approach generally adheres to pitching as an option of last resort. This may mean that we receive less pitch business than we might. However, it allows us to maintain integrity and objectivity, and it offers us different opportunities to work with our clients to deliver an improved marketing outcome.

3. Pitching less will benefit all involved. The process of so many advertisers going to pitch on the renewal of a contract – even for highly productive arrangements – has caused more harm than the perceived benefit. Often, avoiding a pitch will deliver benefits to all involved from client, agency and procurement teams.

For the client team, there is significant time saving, the removal of disappointment commonly experienced following the six-month honeymoon period with the new agency, and the avoidance of the risks involved in revealing your strategy to several other businesses.

4. The most common processes don’t deliver good governance. Too often we hear about marketers taking their agencies to tender on a regular basis. At the end of a typical, three-year contract the advertiser goes to market to fulfil ‘good corporate governance’. Often, this is mandated in the organisation as good procurement practice.

But the evidence suggests that the tender process is a flawed approach for ensuring good governance. It is a way to select a new agency or supplier when the existing relationship is underperforming or broken. But taking an agency to tender when the agency relationship is healthy and performing well is a waste of time often resulting in a poor outcome. Anyone can offer to do the work cheaper, or overpromise and then underdeliver after appointment, or present better on the day – but will it actually be a sustainable improvement? We have found a more effective alternative in the form of a detailed and independent commercial review.

5. Getting the commercial relationship right is critical. Pitches often start with a perception of agency-client relationship failure. But frequently, when we take even a rudimentary review of the commercial arrangements, we will find issues affecting the performance that no amount of relationship management would solve. These issues include under-resourcing by the agency due to under payment by the

“EVIDENCE SUGGESTS THE TENDER PROCESS IS A FLAWED APPROACH FOR ENSURING GOOD GOVERNANCE.”

advertiser, often driven by significant increases in the scope of work outputs and contractual arrangements that are unsustainable.

If the client-agency relationship is performing well, a competitive pitch process may do more harm to that relationship than good. There are more effective ways to assess commercial performance than a pitch. In 2021, we managed to convert more than half of the requests to run media pitches into the more effective commercial review process.

6. Now is the time for a change. After a decade of relatively low salary increases globally, the advertising industry is facing significant demand for salary increases to retain and attract talent. In the face of salary increases, many advertisers and their procurement colleagues will consider using the competitive nature of the traditional pitch process to try to maintain or reduce cost. A strategy that will deliver counterproductive outcomes.

7. Better ways to choosing an advertising agency. At TrinityP3, we work to avoid speculative creative pitches, beauty parades and RFPs when it comes to helping our clients choose new strategic agency partners. Our own approach is more like taking the agency for a test-drive, through interactive workshops rather than one-directional presentations.

The results of this approach include greater clarity into both the client and agency alignment, better understanding of mutual capability and longer and more sustainable relationships (typically twice as long as the current industry tenure). Yet the process is less arduous on both parties in both time and cost. That’s a win for all involved.

By JEREMY TAYLOR, managing director of TrinityP3 UK

‘IS PITCHING BROKEN?’ IS THE WRONG QUESTION

Pitching is currently flawed, and it doesn’t appear to be improving. The industry should focus on avoiding beauty parades and crude cost-cutting measures to find a more sustainable approach

Khaleej Times



SUBSCRIBE NOW

JUST **AED 349*** FOR NEWS YOU TRUST WITH VOUCHERS WORTH **AED 575** BACK!

AED **100**



AED **100**



AED **100**



AED **100**



AED **75**



AED **50**



AED **50**



*Terms & Conditions apply! Images shown are for illustrative purposes only

Concept & Design by TheRedline.com

SUBSCRIBE

CALL **800KT**

E-MAIL **cs@khaleejtimes.com**
SAFE & SECURE: PAY ONLINE





TARIQ AL-SHARABI

Managing Director of Cicero & Bernay
Communication Consultancy

MATTER OF FACT

News, views & trends from across the spectrum

FROM THE WHITES OF A PAGE TO THAT OF THE CLOUD

The average consumer regards Amazon as an e-commerce giant and possesses a basic transactional relationship with the brand. Someone more versed with technology will highlight Amazon’s algorithm that decides how products are ranked in search results based on user purchase and browsing histories. However, those who study data and numbers paint a completely different and more intricate picture: Amazon is a digital powerhouse whose online storefront is the most basic of its services.

Over the last quarter, Amazon revealed \$9.7 billion in revenue. While that is still a fraction of Google’s \$61.2 billion or Facebook’s \$32.6 billion, Amazon’s advertising business has a big advantage: its search advertising is the best and most profitable form of advertising. The company also has the best fulfilment and logistics operation in e-commerce, which it uses to drive its own first-party retail as well as third-party merchant services, and, by taking on the role of an aggregator instead of a platform, it effectively gives third party merchants no choice but to buy ads if they want to be noticed by customers.

Ultimately, true power in technology comes from a perfect marriage of the digital with something physical. Amazon satisfies that metric impeccably by having its fulfilment centres and logistics on the e-commerce side and its data centres on the cloud side.



32%
Amazon's year-on-year revenue increase



\$ 120,000
Amount Amazon loses every minute it is down

Source: stratechery, businessofapps, repriceexpress



\$17 million
Amazon's average hourly revenue



200 million
Prime subscribers



GAME CHANGER

Wordle is a surprisingly straightforward word guessing game that took the internet by storm and had people scratching their heads to figure out the five-letter word of the day in as few tries as possible. Anything that gets people collectively thinking about words is a win in my book.



Credit - Dubai Media Office

BREAKING THE NET

The UAE has never been a stranger to sustainability. HH Sheikh Hamdan bin Mohammed’s recently launched ‘Dubai Can’ initiative, which is a citywide sustainability initiative to empower communities to reduce the use of single-use plastic bottles by installing 30 drinking water stations across Dubai to encourage people to ‘refill for life’. It was received with absolute praise.



#NOT

Kan Ye Stop?

Mental health is a serious matter that more and more people are struggling with, but when it comes to celebrities, none has brought more negative scrutiny to themselves than Ye West (Kanye’s current legal name). His consistent online meltdowns over one matter or another peaked over the past, through posts which have now been deleted. Washing dirty laundry in public continues to be a Ye thing.

A VIEW FROM

Ramsey Naja

LIFE IS A META-BEACH



Ramsey Naja is regional executive creative director at DDB Middle East. @geminisnake

There is a lot for us to learn from the 2008 financial crisis. Here we were, thinking life was the beach we had practically bought when, bang, reality struck and the beach turned out to be nothing more than a sewer's embankment.

It was a crisis whose fallouts were just as unprecedented as they were long-lasting. But of all of them, perhaps the most bizarre was a sudden renewed interest in, well, vinyl records. Another was a pick-up in Polaroid sales – shortly after the company had gone bankrupt.

As the expanding, blurred space between virtual and real collapsed, people didn't just turn to hard cash and precious metals. They also found comfort in the tangible.

Now you may well attribute this to nostalgia and the fact that people, normally suckers for anything new and evanescent, also have a penchant for collecting stuff. But I like to think that there is a deeper reason for it.

The 2000s was the most unbelievable time in human history. Not because it was extraordinary, but because most of what defined that decade was rather taxing on any notion of belief: you had stock markets that were going through the stratosphere unchecked, gargantuan loans that made a mockery of collaterals and real estate values that were as reliable as the Tinder Swindler's promises of fidelity. In other words, we were living in an ephemeral world.

Just when you thought you couldn't squeeze anything more into your storage space, hey presto! You've got an endless depot that can fit everything your heart desires or imagines.

Which brings me swiftly to our latest fixation: the metaverse. More than the extension of the internet, more than the new frontier for humanity, and certainly more than Mark Zuckerberg's escape hatch, the metaverse is arguably the greatest real estate project of all time.

Forget the connectivity it offers and the endless possibilities that its disconnection from the laws of physics allow; it is simply our world, multiplied, but on LSD. It is all your fantasies' repertoire, materialised, and happily cohabiting with that of Kim Jong-un.

More to the point, it is the thing commercial dreams are made of. Just when you thought you couldn't squeeze anything more into your storage space, hey presto! You've got an endless depot that can fit everything your heart desires or imagines.

This would mean that the metaverse is the future of (insert industry name here, including our own).

But the problem is that, just like the whole aforementioned decade, the metaverse's essential attribute is fakery. Just like the 2007 real estate bubble, it is only as real as its speculative value. And although it may well also create legions of new zillionaires, for my part I'd rather learn history's lesson and put my money into the real thing. In other words, although I'll happily stream music from some distant server, I'd rather do it while lying on a real sandy beach.

As brands discover the benefits of dynamically changing campaigns, the demand for countless alterations outstrips not just what can be provided by external agencies, but indeed what can realistically be achieved by humans as well.

Hung out on a limb, agencies are attempting to manoeuvre themselves closer to the trunk of a brand despite the pressure to deliver last-minute.

The post-Covid situation has crippled the agencies even further as the brands are pressing agencies to alter their costs to intertwine both sides' success or failure.

Developing a campaign for maximum ROI and optimising it for effective performance is not an instant process.

Or, to put it another way, last-minute campaigns can prove to be an unnecessary waste of budget.

It's high time for brands to start incorporating creative capabilities into their typically technical organisations, which will help them realise that an agency needs time to become creative and deliver according to the expected standards.

TECH TIPS

Introducing the Privacy Sandbox on Android



Currently more than 90 per cent of the apps on Google Play are free. Digital advertising plays a key role in

making this possible. But in order to ensure a healthy app ecosystem, the industry must continue to evolve how digital advertising works to improve user privacy.

We are announcing a multi-year initiative to build the Privacy Sandbox on Android, with the goal of introducing new, more private advertising solutions. These solutions will limit sharing of user data with third parties and operate without cross-app identifiers, including advertising ID. We're also exploring technologies that reduce the potential for covert data collection, including safer ways for apps to integrate with advertising SDKs.

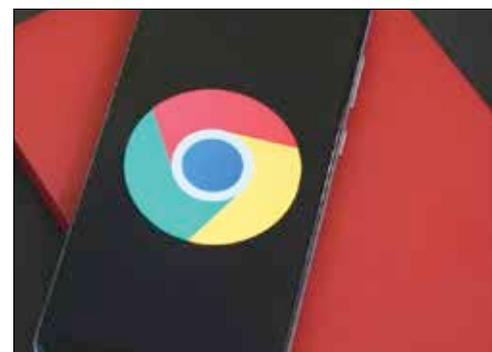
The Privacy Sandbox on Android builds on our existing efforts on the web, providing a clear path forward to improve user privacy without putting access to free content and services at risk.

We realise that other platforms have taken a different approach to ads privacy, bluntly restricting existing technologies used by developers and advertisers. We believe that – without first providing a privacy-preserving alternative path – such approaches can be ineffective and lead to worse outcomes for user privacy and developer businesses.

Our goal with the Privacy Sandbox on Android is to develop effective and privacy-enhancing advertising solutions, where users know their information is protected, and developers and businesses have the tools to succeed on mobile. While we design, build and test these new solutions, we plan to support existing ad platform features for at least two years, and we intend to provide substantial notice ahead of any future changes.



By **Anthony Chavez**, VP of product mgmt, Android security & privacy at Google



300 issues and counting

This is the 300th issue of *Campaign Middle East*. The magazine has been published by Motivate Media Group since October 2008, before I got involved with the brand. I was at the launch party, though. It was Halloween, the champagne was flowing, there were dancers in transparent globes floating on the hotel's pond, and everyone who was anyone was there. For years afterwards, the sign of an OG creative was a *Campaign*-branded beanbag pilfered at the end of that night.

My tenure as editor began later in the game, shortly before we published our 200th issue. That milestone seems like just yesterday, although in truth it was published in November 2016. I have a copy of *Campaign #200* open beside me. Emaar chairman Mohamed Alabbar had just announced the launch of the Noon.com e-commerce site and WPP was making inroads into Iran through partnerships with local agencies. It would turn out that e-commerce was a good investment; banking on the Iranian market less so.

As long as *Campaign* has been covering the media, marketing and advertising industry, it has chronicled the ebb and flow of ideas, agencies, technologies and ways of thinking about a field of practice that is at the forefront of popular culture.

The campaigns we highlighted in our Work section once used to be either films shown on television or cinema screens or static graphics for use in print or on billboards. Today there are not only digital executions, social campaigns and content designed for consumption on Facebook, Snapchat and TikTok, but also the sort of PR campaigns and experiential activations that are designed to be shared and magnified through user-generated content.

We have increased our coverage of social platforms as they have become a central pillar of every media plan, and are dedicating more space to adtech and other digital innovations. We have boosted our coverage of brands themselves and the client-side leaders, through initiatives such as our Marketing Game Changers reports. And we continue to champion rising talent through our

annual Faces to Watch, highlighting young professionals on both the agency and client sides of the business.

Just as the industry has moved away from being film-and-print-centric, the Campaign Middle East brand has expanded too. Back in 2008 we didn't need a website. But as the financial crisis unfolded, a decline in print advertising and an acceleration in digital consumption would make a digital presence essential. Today *Campaign* is still a magazine, but we also have a thriving web and social presence, events, directories, podcasts and more. We have diversified as the industry has, and will continue to do so.

We published fortnightly until the start of the Covid-19 pandemic, when we shifted our schedule to monthly, a move we had long anticipated but never put a date on. Like everyone else, we didn't know what would happen next. Print distribution was cut for all titles during lockdown, and we wondered if we would end up digital-only before the year was out.

But instead the magazine grew. We are now producing more pages for one monthly edition than we did with two in a month. Website traffic has soared too. This was all thanks to the support of the industry, thanks to the support of you and your colleagues. You read our articles, you contribute your expertise and opinions, and you support our brand. That's kept us going for 300 issues and a lot of added value besides. I'm looking forward to us going great places together long into the future.



AUSTYN ALLISON
Editor

✉ austyn.allison@motivate.ae

🐦 @maustyn

I don't know what I want, but I want it now



A VIEW FROM

DAVE TROTT

Dave Trott is the author of *Creative Mischief*, *Predatory Thinking* and *One Plus One Equals Three*

In 2005, Kyle MacDonald wondered if you could trade a paperclip for a house.

Obviously not, but what if you traded it for something better and kept going, bit by bit?

He decided to see if it was possible, and opened a website called "The Paperclip Challenge".

Two girls offered to swap the paperclip for a fish-shaped pen. Someone saw the pen and offered to swap a hand-sculpted doorknob for it. Someone saw the doorknob and offered to swap a camp stove for it. Someone else had just bought a new snowmobile and was willing to swap their old snowmobile for the camp stove.

(Now it was getting interesting – he went from a paperclip to a snowmobile.)

Someone wanted the snowmobile and offered to swap a camping trip in Canada for it.

(People were seeing things they wanted but couldn't afford, so they were thinking what they could offer in trade; it was becoming fun.)

Someone wanted the camping trip and offered to swap a large for van it. A rock group wanted the van so they swapped it for a recording contract.

(This was old-fashioned bartering, you may not have money but you can get creative, what else

could you offer?)

A musician offered their apartment, rent-free for a year, for the recording contract. Alice Cooper's secretary needed somewhere to live; she offered an afternoon with her boss for the rent-free apartment.

Someone then offered a motorised Kiss snow globe for the afternoon with Alice Cooper.

Colin Bernstein was a Hollywood producer who collected snow globes, the one he was missing was the motorised Kiss snow globe. He offered a paid-and-credited speaking part in his next movie for the snow globe.

Then the town of Kipling, Saskatchewan, offered a small house for the role in the movie. They had a population of just 1,000 and had built some houses they wanted to sell.

So they advertised that auditions for the part in the movie would be held in their town.

Three thousand people showed up, the whole event took place under a giant red paperclip logo. The story, and the town of Kipling, got nation-wide media exposure.

MacDonald had managed to trade a paperclip for a house but it had taken him a year and 14 trades, and that's the lesson for us if we want to learn it.

MacDonald swapped something for a slightly better thing, all along the way, bit by bit.

But ad people see the end point and think that's what you do, swap a paperclip for a house.

I've often heard clients say "We want a campaign like Virgin", not understanding it took ages to build the Virgin brand – they spent millions upon millions and had celebrity billionaire Richard Branson as their spokesperson for decades.

So what we should be looking for is an idea that can change and evolve in stages over time until it eventually takes us where we want to go.

That used to be called "an idea with legs" and the best ad people could recognise one.

Figuratively speaking, they wanted to swap a paperclip for a house straight away.

But you don't just jump to the top of the ladder, you have to go up a rung at a time.

Evolving a campaign is putting money on top of the pile you've spent ages building.

But a new campaign means starting all over again at the bottom trying to build a new pile.

A decent ad agency should be able to explain the difference to a client.



1 Adidas... 'The Adidas campaign is a great concept.' (CB)



2 Coca-Cola... 'This was an impactful maximisation of a brand idea.' (MO)



3 Castrol ... 'The images are truly beautiful.' (CB)



4 MBRGI... 'I loved the novelty of the idea and the success it achieved.' (MO)



5 BHI... 'It turned something broken into symbols of resilience and beauty.' (MO)

Private View

CAT BOOTH

Head of copy & social
Livingroom Dubai



ADIDAS (1)

The adidas campaign is a great concept – someone of Zidane’s magnitude having a kick-about with local talent Nouf Al Anzi. It’s just a tad long (maybe the cutdowns have more impact) and it would’ve been nice to see more drone footage of the passes. Perhaps The Dubai Frame is so epic it’s taking centre stage rather than the focus being on the skill of the players.

COCA-COLA (2)

The idea to light the Burj Khalifa is on every creative’s bucket list. What presentation worth its salt is without this? Coca-Cola + Burj Khalifa is a dream come true. Using this interaction to launch Coke’s Real Magic philosophy is such a nice idea, so where did it go awry? It’s difficult to watch actors or models with impeccable styling fake amazement. I would rather see more genuine emotion, even if it does wear a double chin or two.

CASTROL (3)

The Castrol activation is a nice concept using a common trope in our region: celebrating the uncelebrated. The images are truly beautiful and, once again, The Frame adds a little extra oomph. What would have been interesting is how Castrol fairly compensates its engineers.

MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES (4)

Living in a glass box with the world watching is nothing new (just ask David Blaine), but Coolest Winter is the coolest execution of it. This time, the stunt was brought up to date with a clear mission for content creator AboFlah to stay in his Downtown glass room until more than \$10m was raised for the Warm Winter humanitarian initiative. Not only does it highlight the beauty of Dubai for The World’s Coolest Winter campaign, but it’s making a genuine difference for refugees – one that won’t need any statistics massaged for awards season.

THE BEIRUT HERITAGE INITIATIVE (5)

The gift-and-save campaign for non-profit The Beirut Heritage Initiative is a truly poetic idea that helps Beirut’s heritage buildings become whole again. The commemorative glasses made from broken windows are a beautiful concept. Here, the city’s trauma is treated as part of history and not something to patch over and disguise. A hope-filled campaign that’s making a tangible, measurable difference.

MARTINO O'BRIEN

Creative director and
managing partner
YouExperience



ADIDAS (1)

When you have an icon like Zidane you can’t help but make the campaign iconic. Pun intended. It’s a great way to raise the next generation of football icons and what better way to kickstart it than at the Dubai Frame – an icon of Dubai. I like the way it was put together. Quite slick.

COCA-COLA (2)

A brand like Coca-Cola doesn’t do it small. So, this seems to be in line with their thinking. This was an impactful maximisation of a brand idea. I liked the idea of more people coming together to paint the Burj Coke-red. But I wish the execution felt more real. It felt rather rehearsed. Even the case study felt that way. The actor implants in the audience and fake surprises sucked the fizz out of the idea.

CASTROL (3)

Tight brief: we are an engine oil and want to do a CSR campaign. Under the circumstances, I believe that the best possible CSR was done. And using AR was a clever twist. But I’m not sure this campaign will make me look at a mechanic with hearts in my eyes, but I’ll surely try though. Promise.

MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES (4)

If someone told me that to raise \$10m all we had to do was lock a YouTuber in a glass room, I would have suggested they spend some time in a room with padded walls. Seriously, though, I loved the novelty of the idea and, most importantly, the success it achieved. They set out to achieve a lofty goal, and they did. Promises made, promises kept. And they had the perfect hook – trap a famous YouTuber in a room until the sum was collected. The whole initiative appeared extremely exciting. And the proof of campaign effectiveness can’t be ignored (nor can the question of toilet time in a glass room).

THE BEIRUT HERITAGE INITIATIVE (5)

Our history is sprinkled with evidence of the spirited resilience of the human spirit. Our innate ability to turn tragedy into treasure. Take the Taj Mahal for instance – a personal loss turned into a magnificent symbol of love. Or the Women of World War Two memorial in London that honours the selfless service of women in one of the darkest passages of history. The Here’s to Beirut campaign did just that: it turned something unusable, shattered and broken into symbols of resilience, optimism, and beauty.

Reminds me of kintsugi, the Japanese art of mending broken things with gold, so what is mended is now more precious than it ever was.

1

Adidas

Title: Adidas Frames with Zinedine Zidane and Nouf Al Anzi
Agency: Havas Middle East

2

Coca-Cola

Title: Real Magic
Agency: And Us
Production house: Rush Films Dubai
Executive producer: Alian Abi Khalil
Producer: Elie Ballan

3

Castrol

Title: Portraits of Change
Agency: VMLY&R Commerce
Photographer: Marta Lamovsek
Creative director: Leila Katrib

4

Mohammed bin Rashid Al Maktoum Global Initiatives

Title: Warm Winter
Agency: UAE Government Media Office
Executive director of new media and visual production: Khaled AIShehhi
Talent: AboFlah

5

The Beirut Heritage Initiative

Title: Here’s to Beirut
Agency: TBWA\RAAD
Creative director: Krix Berberian

The Spin

Ah, Valentine's day, that most romantic time of the year. And a great time for brands to slap a heart on their product and jump on the bandwagon of love.

Two of our favourite offers this year were the Dubai supermarket offering 'Beef Love Sausages' and the bank offering that most romantic of gifts: debt.

We were also impressed by the email that hit our inbox at 6.11pm on February 14 claiming, despite all evidence to the contrary, that "The romantic Valentine's Day is only a week away." The sender went on to explain: "If people are looking for the perfect Valentine's Day gift for their girlfriends, it would be unwise to prepare it on the final day. Now is the best time."

While The Spin would contest, well, all of those assertions, we read on, intrigued to find out what the perfect gift might be.

It turned out the email was sent on behalf of Nadula, "one of the leading virgin Remy human hair wigs suppliers". Mrs Spin is in for a last-minute treat.



Buy the perfect gift this Valentine's Day and pay later! Convert your card outstanding amount of AED  into Easy Installments at only 0.49%. <https://offers.emiratesnbd.com/?ref=62022edc5cff6b5209a52118>

Appointments



Emirati entrepreneur and jewellery designer **SALAMA KHALFAN** has been named

Marie Claire Arabia's editor-at-large. She will contribute to the title's fashion, beauty, social, and celebrity sections, in addition, to photoshoots and events. Working closely with Obeida Danhach, Mediaquest's CEO and chief content officer, and Farah Kreidieh, *Marie Claire Arabia's* editor in chief, Khalfan will engage actively in the brand's mission, pioneering the empowerment of Arab women through rich and high-quality content.

Mamac Ogilvy has appointed regional managing director, **SAMER ABOUD** as its first regional



chief growth officer for MENA. Abboud will expand his remit, while retaining his current responsibilities in Saudi Arabia, Lebanon, and Iraq, where he has overseen growth and success for the past three years.



Euronews has appointed **GUILLAUME CANARD-DUCHÊNE** as vice-president of sales,

international markets. Canard-Duchêne will now relocate to Dubai to take up his new, expanded role.

Creative branding agency Latitude has announced key appointments including **PAUL TURNER**, who joins as managing director for MENA, bringing over 30 years of experience. **JUDITH DU TOIT** joins as



client service director, with more than 15 years of experience, nurturing senior client relationships. **SIMON PARKINSON** joins as executive creative director with more than 20 years of international experience in design, 17 of those being here in the MENA region. **MUHYI SADEK** joins as cultural creative director with over 30 years of experience in the region.



Electriclime has announced new roles for its Dubai office including senior producer **MAHMOUD EL MASRY**.



VMLY&R Commerce has named **NAZIA KHAN** as head of growth for MENA. Khan will work closely with MENA CEO Nick Walsh to further enhance the agency's growth plans and open new verticals and across existing sectors.

Influencer.com, an influencer marketing company, has announced the opening of its new Dubai office as it expands its operations into the MENA region, along with the appointment of **SALAH BAKRI** as head of client services, MENA.





Vamp

The platform for branded content that delivers big results



+971 4 427 3000
vamp-brands.com



FUN FACT:
YOU CAN WALK INTO ANY STARBUCKS, ANYWHERE IN THE WORLD AND GET THE SAME COFFEE. FROM MUMBAI TO MALIBU, A FLAT WHITE IS A FLAT WHITE IS A FLAT WHITE. DEPENDABLE. SAFE. PREDICTABLE. BUT WE BELIEVE UNIFORMITY KILLS CREATIVITY. JUST LIKE HOMOGENY KILLS BRANDS. SO, WE DELIBERATELY SEEK OUT UNPREDICTABILITY, DIVERSITY AND IDEAS THAT MAKE A DIFFERENCE.

YOU CAN FIND THE CREATIVE EQUIVALENT OF A FLAT WHITE ANYWHERE. BUT IF YOU'RE CRAVING A VENTI HALF-CAFF OAT MYLK FRAPPÉ WITH TWO SHOTS OF HAZELNUT SYRUP, TOPPED WITH WHIPPED CREAM AND JUST A WHISPER OF CINNAMON, WE'VE GOT A CUP WITH YOUR NAME ON IT.

WWW.AND-US.AGENCY



**and[®]
us**

