

# campaign Middle East

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

Magazine date	Editorial Calendar	Events Calendar with dates
29 Jan 2024	<a href="#">The 2024 Predictions Issue</a> <a href="#">Ad Tech &amp; Digital Agencies Guide 2024</a>	<a href="#">Campaign On the Record Podcast</a>
26 Feb 2024	The Data Issue Ramadan 2024 <a href="#">Media &amp; Creative Agency Guide 2024</a> + <a href="#">Map</a>	<a href="#">Campaign Breakfast Briefing: Ramadan Advertising &amp; The Year Ahead for Marketing &amp; Media on 2<sup>nd</sup> Feb 2024</a> <a href="#">Campaign On the Record Podcast</a>
25 Mar 2024	<a href="#">Dubai Lynx Issue</a> <a href="#">Know Your Platforms: Gaming &amp; Social Media</a> <a href="#">Influencer Marketing 2024</a>	<a href="#">Campaign Media Networking Night on 8<sup>th</sup> March 2024</a> <a href="#">DUBAI LYNX on 5-6 March 2024*</a>
29 Apr 2024	<a href="#">TV / Video Guide 2024</a> <a href="#">Agencies F2W Faces to Watch Issue</a>	<a href="#">Campaign Breakfast Briefing: Marketing Strategies 2024: Gaming, Audio, Video, CTV &amp; more on 19<sup>th</sup> April 2024</a> <a href="#">Campaign On the Record Podcast</a>
27 May 2024	Luxury Brands Edition <a href="#">The Audio Issue</a> <a href="#">The Saudi Report 2024</a>	<a href="#">Campaign Saudi Briefing 1: Talent &amp; Technology 2024 on 30<sup>th</sup> May 2024 in Riyadh, KSA</a> <a href="#">Campaign On the Record Podcast</a>
24 Jun 2024	<a href="#">The Future of Marketing &amp; Media</a> <a href="#">Marketing F2W Faces to Watch Issue</a> AI in Marketing & Advertising	<a href="#">Campaign Media Networking Night on 14<sup>th</sup> June 2024</a> <a href="#">Campaign On the Record Podcast</a>
15 Jul 2024	The Strategy Issue <a href="#">Cannes Lions 2024</a> <a href="#">The CX Issue - Customer Experience</a>	<a href="#">Campaign On the Record Podcast</a>
26 Aug 2024	<a href="#">Women in Advertising</a> <a href="#">PR &amp; Events Guide 2024</a>	<a href="#">Campaign On the Record Podcast</a>
30 Sep 2024	<a href="#">The Power List / Essays 2024</a> <a href="#">Campaign's Production Guide 2024</a> <a href="#">Ecommerce &amp; Digital Transformation</a>	<a href="#">Campaign Breakfast Briefing: The Future is Now AI, VR, AR, Performance Marketing on 13<sup>th</sup> Sept 2024</a> <a href="#">Campaign On the Record Podcast</a>
28 Oct 2024	The Do-Good Issue: <a href="#">Ethical Marketing / Sustainability / CSR</a> <a href="#">The OOH Guide 2024</a>	<a href="#">Campaign Saudi Briefing 2: Media &amp; Marketing 2024 on 17<sup>th</sup> Oct 2024 in Riyadh, KSA.</a> <a href="#">Campaign On the Record Podcast</a>
25 Nov 2024	<a href="#">Campaign's Marketing Game-Changers 2024</a> <a href="#">The Digital Essays 2024</a>	<a href="#">Campaign Breakfast Briefing: OOH 2024 on 22<sup>nd</sup> Nov 24</a> <a href="#">ATHAR SAUDI FESTIVAL 2024*</a> <a href="#">Campaign On the Record Podcast</a>
16 Dec 2024	<a href="#">The 2024 Annual Issue</a> <a href="#">Agency of the Year MENA 2024</a>	<a href="#">CAMPAIGN AGENCY OF THE YEAR ME AWARDS on 12<sup>th</sup> Dec 2024</a> <a href="#">Campaign On the Record Podcast</a>

\*EXTERNAL EVENTS. LAST YEARS EDITIONS ARE HYPERLINKED FOR REFERENCE. KINDLY NOTE THE ABOVE EDITORIAL & EVENTS CALENDAR IS SUBJECT TO CHANGE IN CASE OF ANY NEW DEVELOPMENTS. PLS GO TO PAGE 2 FOR MORE DETAILS ON ALL EDITIONS.

# Synopsis of Campaign's monthly editions

## 29 January 2024

### The 2024 Predictions Issue

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

### Ad Tech & Digital Agencies Guide 2024

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

## 26 February 2024

### The Data Issue

This issue will look at how the industry is using data, from personalisation to programmatic ads. Data is called the new gold, and brands are increasingly relying on customer data to learn more about their buying habits. While data is becoming a crucial tool, marketers are having to look at gathering alternatives due to the phasing out of cookies. This issue will be the definitive guide on how the latest trends and insights into the world of data.

### Ramadan 2024

Ramadan is a month unlike any other in the MENA region, when families and friends gather and celebrate together. For many brands, Ramadan is the busiest time of the year, and they were able to play an important role in helping people come together, through imaginative and innovative executions from special offers to virtual reality to online iftars and more. So how will this year's Ramadan look for brands? What new traditions will be carried on from last year? Campaign looks at the learnings from earlier years at how 2024 will be even bigger & better despite the challenges the world faces.

### Media & Creative Agency Guide 2024

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

## 25 March 2024

### Dubai Lynx Issue

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

### Know Your Platforms: Gaming & Social Media

The world of social media moves quickly, with new features constantly being added and tools for creators and brands. From the old guard of Facebook to trending apps such as Snap and TikTok, we give the comprehensive guide on what's what in social media. For the first time, this includes gaming platforms which are becoming increasingly 'social'. This is a great chance for platforms to showcase their strengths and champion their work with brands. Related to this is Campaign's influencer marketing guide:

### Influencer Marketing

Influencers are everywhere and brands are opening up their budget for them. This year, we decided to dip our toes in the world of influencer marketing. The issue will feature insights on how brands and influencer marketing platforms are engaging with influencers, what they look for, the spend and how they measure ROI.

**29 April 2024**

### **TV / Video Guide 2024**

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

### **Agencies F2W Faces to Watch**

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

**27 May 2024**

### **Luxury Brands Edition**

For the first time, Campaign will be covering the world of luxury brands. Be it the world of fashion, hotels or cars, we give the low-down on what luxury brands are doing in advertising and marketing. Luxury brands play by different rules to mainstream brands and deserve an issue all to themselves given their unique positioning and strategies to attract high-end consumers.

### **Audio Guide 2024**

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

### **The Saudi Report 2024**

The Saudi Arabia of today is almost unrecognisable compared with only a couple of years ago. And the kingdom is constantly evolving as its economy diversifies and its society liberalizes. For brands, the constant state of change means Saudi Arabia is a land of opportunity. But it also means that neither new entrants to the market nor established players rushing to keep up with developments can afford to put a foot wrong. Campaign's Saudi Arabia Report offers a guide to the media, marketing and advertising scene in the kingdom. We examine the projects and initiatives that are driving development and look at the clients and sectors that are spending money. We look at the latest research to paint a picture of today's Saudi consumer. And we look at the industry scene there, from established multinational networks to independent start-up agencies, talent to technology.

**24 June 2024**

### **The Future of Marketing & Media**

There are many factors at play influencing the future of marketing and media in this region. Technology, shifting consumer habits and government policies are all helping to change the landscape when it comes to marketing and media. Whether you are a creator, brand or agency, you need to stay one step ahead of what is happening in marketing and media. This issue covers the latest trends, speaking to industry experts about how these sectors are changing. We've seen influencer marketing explode, and a rush of brands into gaming – what other new trends are emerging?

### **Marketing F2W Faces to Watch Issue**

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

### **AI in Marketing and Advertising**

Campaign's is introducing a new section to cover everything you need to know about AI in advertising. The industry already uses AI to build creative ads, identify and segment audiences and improve ad performance. The issue will feature how AI is being used innovatively by brands and advertisers alongside challenges that need to be addressed.

**15 July 2024**

### **The Strategy Issue**

Putting together a marketing strategy takes effort, increasingly becoming omni-channel and increasingly digital. At the heart of any winning strategy is the consumer, so this issue focuses heavily on customer experience and how this is constantly being refined. We discuss the latest tool being used to enhance customer experience both online and offline. We examine how top-notch customer service can keep your consumers happy and loyal, and we find out what it means to provide an experience that keeps them coming back for more.

Campaign also brings together a range of other topics which can all play a part in forming a top-notch strategy. Topics include performance marketing and behavioural targeting.

### **Cannes Lions**

Cannes Lions, a five-day International Festival of Creativity, is the largest gathering of the advertising and creative communications industry. UAE work always has a habit of winning big at Cannes including an unprecedented two Grands Prix at last year's festival. Campaign's Cannes Lions issue will look at the work submitted from this region and also the big winners of the year.

**26 August 2024**

### **Women in Advertising**

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

### **PR & Events Guide 2024**

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

**30 Sept 2024**

### **The Power List / Essays 2024:**

Campaign's MENA Power List 2024, a refined and more exclusive update to our long-established Power Essays supplement. It will profile the most powerful men and women in the region's media, marketing and advertising industry, alongside their essays comprising of insights and predictions for business trends. The list will be exclusive, and only select agencies, media owners and representatives will be invited to nominate the heads of their companies.

### **Campaign's Production Guide 2024**

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

### **Ecommerce & Digital Transformation**

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from performance metrics to shopper experience. The Corona crisis has forced digital transformation on even the most steadfastly Luddite brands and consumers, and 2024 is set to be a year of consolidation, where marketers take a look at what has worked for them and what needs development. Campaign helps them do this with expert insights and opinion into all things digital and how to manage structural change.

**28 Oct 2024**

### **The Do Good Issue**

Sustainability was a major discussion topic for the industry in 2023, especially around COP28, and we believe this momentum will continue. But more than just focusing on saving the planet, brands are increasingly looking at doing good in other ways – for their customers, their employees and the disadvantaged. Brands are growing a conscience, becoming more human and ethical in their marketing and sales tactics. We put the spotlight on this latest trend, as companies strive to be authentic, especially with the younger generation.

### **OOH Guide 2024 Supplement**

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

**25 Nov 2024**

### **Campaign's Marketing Game Changers 2024**

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

### **The Digital Essays 2024**

The supplement also in its 16<sup>th</sup> year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

**16 Dec 2024**

### **The 2024 Annual Issue**

Campaign Middle East's Annual 2024 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2024 in the fields of Advertising, Media, Digital and Marketing. The Best top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Pitches, Integrated etc. This makes this issue have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.

### **Agency of the Year MENA 2024**

Most agency focused awards in the region focus on the work produced – either its pure creativity or its effectiveness. Agency of the Year, however focuses on their business success (year on year growth, financial achievements, agency culture and diversity, equity and inclusion, etc) and the people and teams driving this forward. Campaign's last issue of the year will also focus on the winners of the Agency of the Year Awards MENA 2024. This issue is the official AOTY winner's copy is where we would see the big winners of the night, their interviews and whole coverage for the Awards.

For partnership opportunities, please contact:

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