



Middle East  
**campaign**

**2024 REPORT**



# Brand Reach

(DIGITAL, PRINT, SOCIAL & EVENTS)



# Overall Brand Reach Comparison

---

183,000

2023 MONTHLY BRAND REACH

263,112

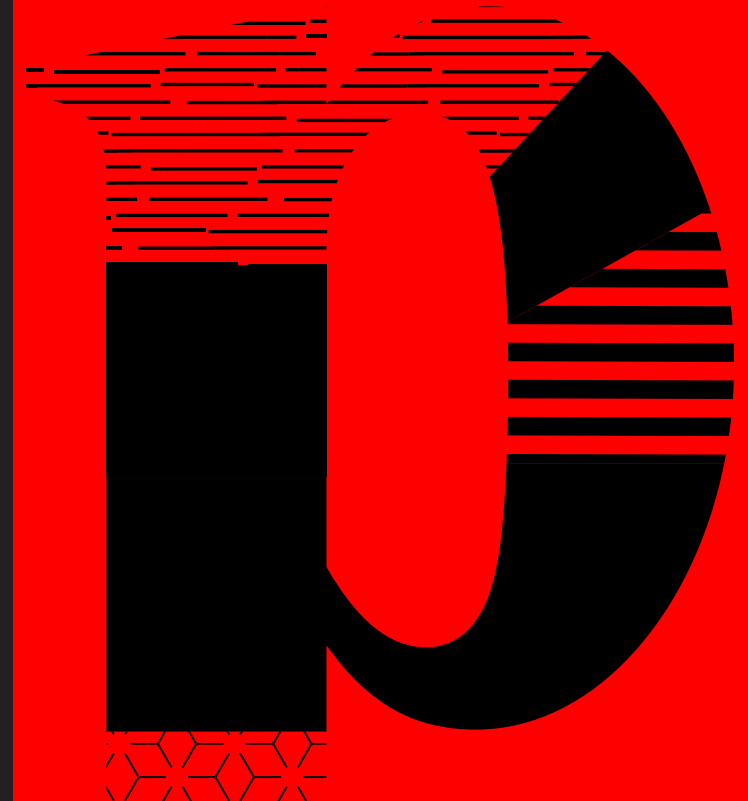
2024 MONTHLY BRAND REACH



43.77%

AUDIENCE INCREASE

CampaignME.com



# Website Stats



101.18 %  
INCREASE IN  
VISITORS  
2023 -2024

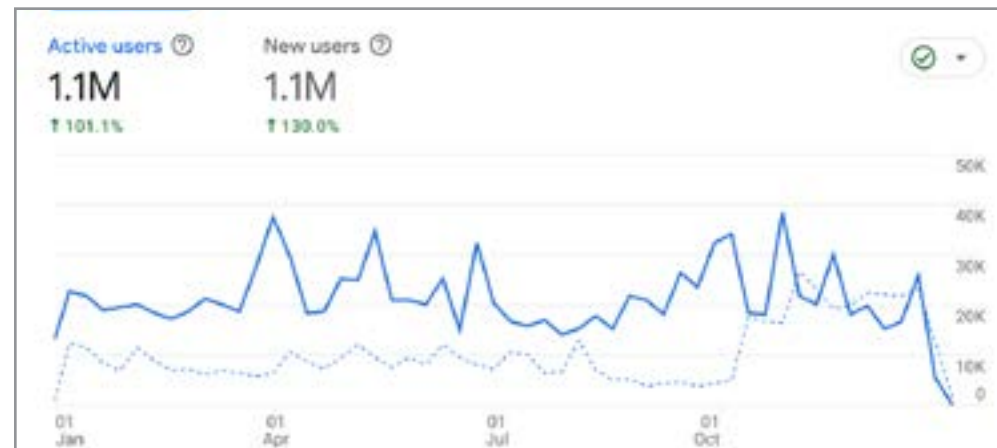
# 1,055,164

UNIQUE WEBSITE VISITORS IN 2024

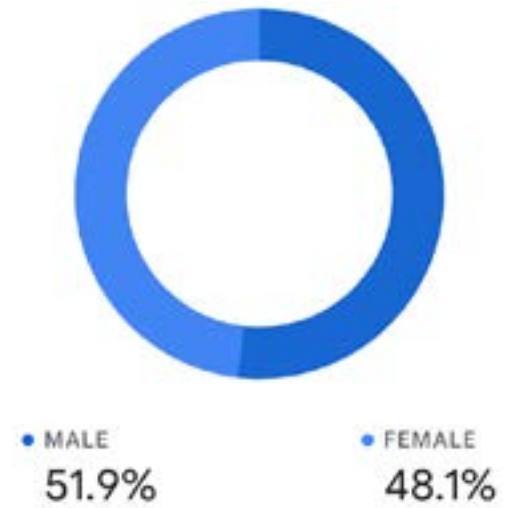
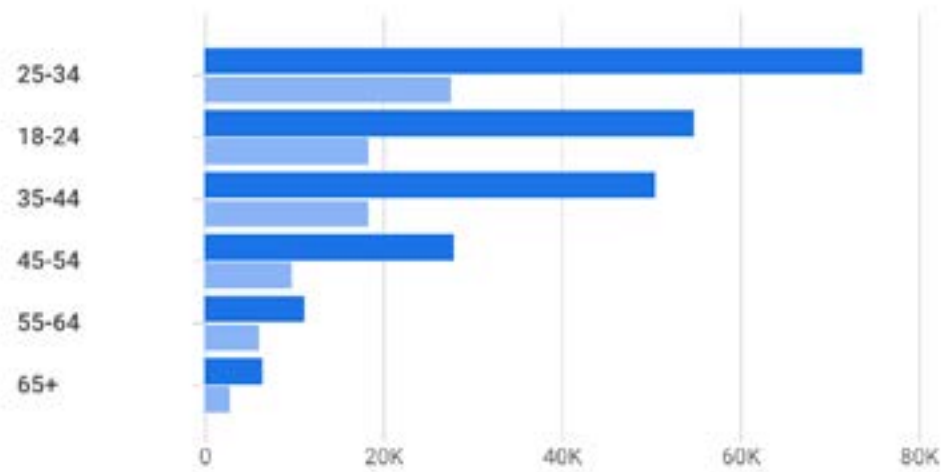
# 1,454,504

PAGE VIEWS IN 2024

Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user
1,061,391	1,055,164	121,111	26s	0.51
vs. 542,809	vs. 458,682	vs. 54,577	vs. 51.54	vs. 0.82
↑ 95.54%	↑ 130.04%	↑ 121.91%		



# Website Demographics\*\*



# Reader Interests

Interests	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total	196,724 100% of total	1,811,674 100% of total	183,944 100% of total	51.72% Avg 0%	0.94 Avg 0%	8m 25s Avg 0%
1 Technology/Technophiles	87,948	81,678	87,921	52.98%	1.00	55s
2 Lifestyles & Hobbies/Shutterbugs	76,457	70,281	75,309	51.22%	0.98	58s
3 Banking & Finance/Avid Investors	72,412	67,788	75,070	53.62%	1.04	59s
4 Travel/Travel Buffs	70,628	65,273	71,176	54.03%	1.01	55s
5 News & Politics/Avid News Readers/Entertainment News Enthusiasts	69,322	65,307	66,172	53.45%	0.95	51s
6 Lifestyles & Hobbies/Business Professionals	62,447	57,953	60,395	49.17%	0.97	54s
7 Media & Entertainment/Movie Lovers	56,836	52,504	54,443	53.01%	0.96	50s
8 News & Politics/Avid News Readers/Avid Business News Readers	54,542	50,548	60,526	56.23%	1.11	1m 05s
9 Technology/Social Media Enthusiasts	53,586	48,703	51,250	50.59%	0.96	54s
10 Media & Entertainment/TV Lovers	50,782	47,056	49,740	54.24%	0.98	51s



# Top Performing Pages in 2024

Page path and screen class ▾ +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾
Total	1,863,067 100% of total	1,056,539 100% of total	1.76 Avg 0%	26s Avg 0%	5,551,165 100% of total
1 /	166,019	52,009	3.19	47s	414,811
2 /commonwealth-of-independent-states-travellers-interest-in-gcc-destinations-is-soaring/	34,285	28,164	1.22	6s	98,536
3 /podcast-how-smc-is-hitting-a-home-run-in-the-kingdom/	17,818	15,093	1.18	8s	54,447
4 /call-for-nominations-agency-faces-to-watch-2024/	15,888	12,273	1.29	9s	46,454
5 /creating-the-sound-of-brands-by-anghami-studios-kamil-abi-khalil/	15,048	15,031	1.00	3s	55,208
6 /how-to-craft-compelling-narratives-in-the-age-of-short-attention-spans/	12,679	6,991	1.81	3s	36,196
7 /latest/	12,001	4,647	2.58	1m 18s	28,668
8 /enter-now-for-campaigns-agency-of-the-year-global-awards-2023/	11,975	8,454	1.42	8s	33,541
9 /directory/	11,154	4,502	2.48	1m 11s	36,037
10 /magazine-issues/	10,340	4,920	2.10	30s	29,659





# Top Performing Articles

**campaign**  
Home Events Directory Product Jobs Magazine More

Commonwealth of Independent States travellers' interest in GCC destinations is soaring

The way businesses can engage them in the region's digital space

YOU MIGHT ALSO LIKE

Saudi Tourism Authority launches Saudi Arabia as a destination for Russian Travellers

**campaign**  
Home Events Directory Product Jobs Magazine More

Podcast: SMC's Khalid Alkhudair on 'hitting a home run in the Kingdom'

SMC CEO Khalid Alkhudair discusses partnerships, growth strategies, leadership branding, and recent investments in talent, digital infrastructure, and partnerships during Campaign's 10th Anniversary

YOU MIGHT ALSO LIKE

Egypt's Mahmoud Wahab appoints PwC MC as its audit partner for fiscal 2024

The Royal Society launches in Saudi

**campaign**  
Home Events Directory Product Jobs Magazine More

Call for nominations: Agency Faces to Watch 2024

BE PART OF FACES TO WATCH AND WIN A SCHOLARSHIP!

YOU MIGHT ALSO LIKE

Abu Dhabi's Private Communications Services to launch

JJ Brack: Old world spirit of the

**campaign**  
Home Events Directory Product Jobs Magazine More

Creating the sound of brands - by Anghami Studios' Kamil Abi Khalil


YOU MIGHT ALSO LIKE

Delhivery forms delivery alliance with DHL to expand its footprint

Campaign introducing gender



# 2024 Most Popular Content Categories

Media Faces to Watch	The Work  Advertising	Marcomms360  Campaign Breakfast Briefing	Media  Jobs
Agency of the Year	Breaking News	Tim Shorrocks	Pick of the Quarter
	Online Directory	Marketing	

# Campaign Magazine



# 12,000 Print Distribution - UAE & KSA

## Distribution Points in the UAE

- ABU DHABI AIRPORT LOUNGES
- ADGMS
- ADVERTISING AGENCIES
- CI TOWER ABU DHABI
- D3
- DIFC
- DUBAI AIRPORT LOUNGES
- EMIRATES FINANCIAL TOWERS
- ETIHAD TOWERS ABU DHABI
- INDEX TOWER - DIFC
- PR AGENCIES
- RETAIL OUTLETS - (103 OUTLETS)
- YAS MARINA ABU DHABI

## Distribution Points in KSA

- ADVERTISING AGENCIES
- PR AGENCIES

## Designation

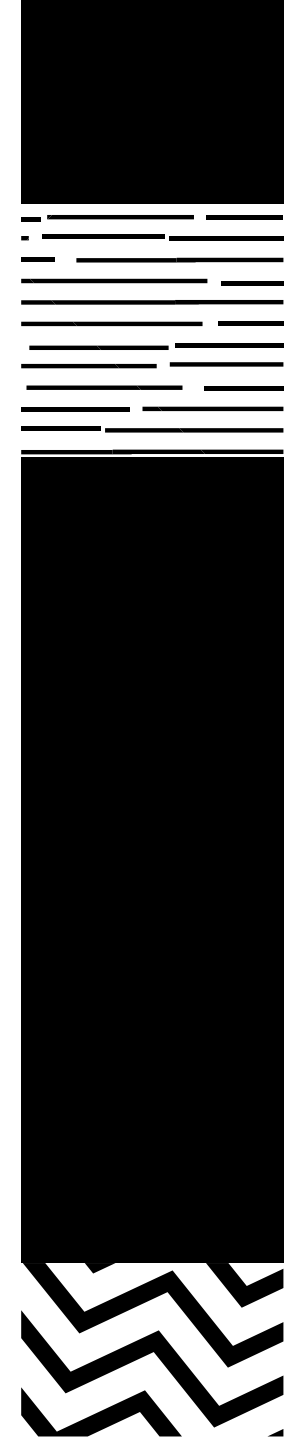
○ DIRECTOR	36.90%
○ GENERAL MANAGER	20.30%
○ C-SUITE	12.40%
○ MARKETING MANAGER	8.84%
○ PRESIDENT	7.10%
○ ACCOUNTS MANAGER	2.33%
○ MANAGING PARTNER	2.00%
○ CONSUL GENERAL	1.00%
○ OWNER	2.08%
○ OTHER	7.06%

## Types of Industries

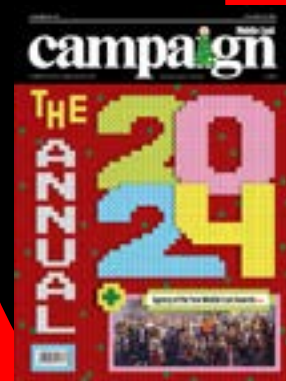
- AD AGENCIES
- AIRLINES
- AIRPORT LOUNGES
- ARCHITECTS
- BANKS
- CAFE & RESTAURENTS
- CAR SHOWROOMS
- COLLEGE/SCHOOLS
- CORPORATE COMPANIES
- D3
- ELECTRONICS
- HOSPITAL/CLINICS
- HOTELS
- INTERIORS
- IT
- MARKETING
- MEDIA
- PR AGENCIES
- SPA/SALON
- TELECOM



Campaign  
digital issues  
on ISSUU  
platform



# Campaign Digital Issues





# 2024 Digital Issue Stats

1,404,701

IMPRESSIONS

27,785

READS

792

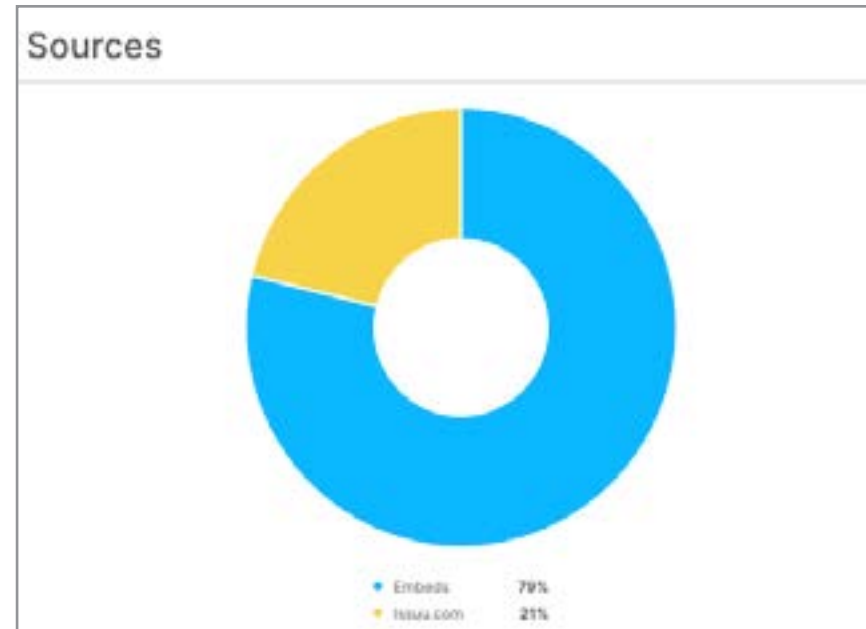
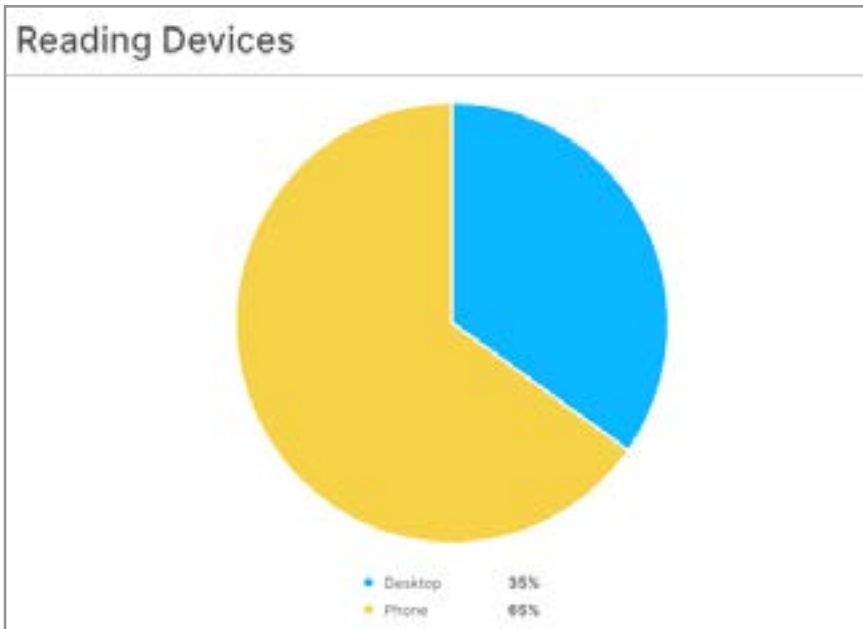
CLICKS

1,014

DOWNLOADS

00:03:52

AVG. READ TIME




EDMs





# Campaign Subscribers

## Database Growth



2019	8K database
2020	14K database
2021	24K database
2022	25K database
2023	27K database
2024	28K database

## Top Subscriber Designations

MARKETING MANAGERS	21.9%
DIGITAL MARKETING MANAGERS	20.30%
GENERAL MANAGERS	12.40%
MEDIA MANAGERS	8.85%
HEADS OF MARKETING	7.10%
ACCOUNT MANAGERS	6.25%
DIRECTORS	5.15%
C-SUITE	4.0%
OTHERS	12.05%

# Database Industries

Adtech

Advertising

Advertising  
Agency

Brand

Consultancy

Creative  
Agency

Digital  
Agency

Government

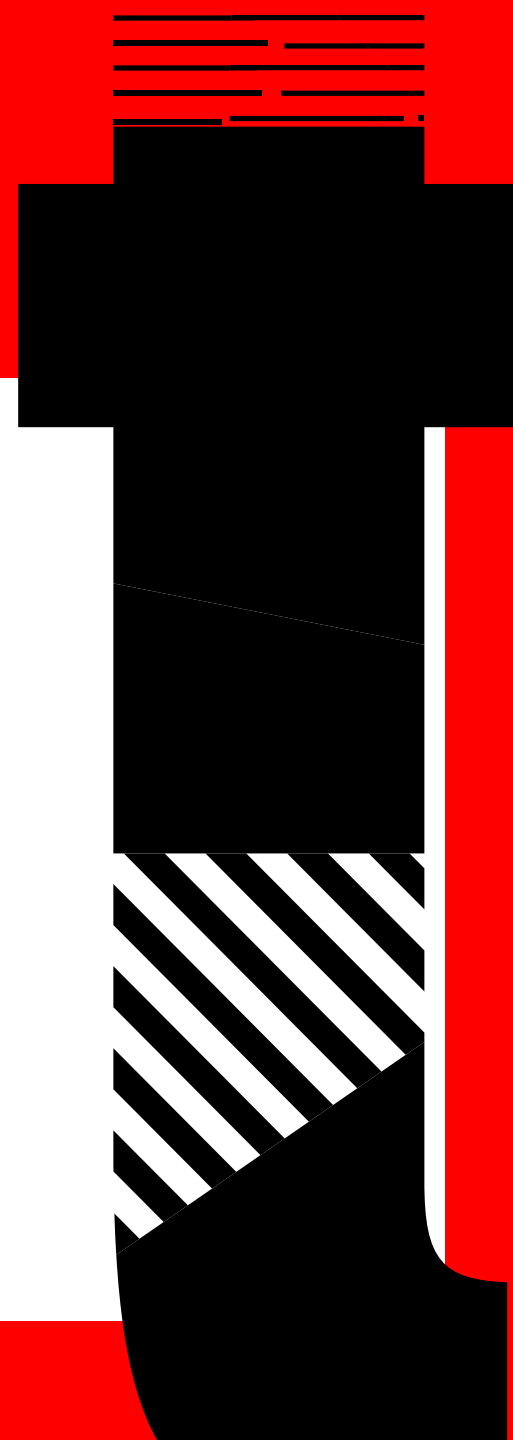
Marketing

Media

Media  
Agency

Publishing

Other



# EDM Performance

---



Campaign's average

20 to 25%  
CTR 1-3%



Campaign's open rate is way higher compared to the industry standard as we have stopped sending jpeg/flyer images and follow strict best practices and optimisation strategies.



Best dispatch day:

Monday to  
Thursday



Best dispatch time:

10.30 to 12.30pm &  
2.30 to 4.30pm

# Top Third Party Open Rates

Email Name	Total Sends	Total Delivered	Total Opens	Open Rate	Total Clickthroughs	Click-to-Open Rate	Total Possible Forwards
NQP_Cicero&Bernay_9028_CM-13.06.24	15,963	15,908	6,912	43.45%	810	17.52%	176
NQP-Amazon-8276-2.7.24	16,055	15,959	5,175	32.43%	1,911	20.51%	94
NQP-Amazon-8276-28.11.24	23,720	23,628	8,088	34.23%	601	8.11%	163
NQP-DoubleVerify-0000-26.9.24	20,687	20,619	5,462	26.49%	1,286	24.25%	129
TGP-Adscollars-8437-23.4.24	13,017	12,931	4,391	33.96%	205	5.38%	57
TGP-Brze-9661-6.9.24	20,612	20,525	7,606	37.06%	4,767	42.31%	219

amazon ads

## From Ads to Zeitgeist

[Download Report](#)

**From Ads to Zeitgeist. Download our report, exploring brands, shaping culture.**  
To better understand the relationship between advertising and culture today, Amazon Ads commissioned a study including focus groups and researcher surveys informed by social insights and brand analysis. From Ads to Zeitgeist presents fresh insights, emerging perspectives, and actionable recommendations for brands looking to be part of the cultural conversation.



73% agree that brands bring people together.

Brands have the power to help build culture through the communities they forge. In some cases, a brand is the culture they shape. And not just the products that they sell. Download the full report to learn more.

[Learn more](#)

73% feel that it's important to see the "advertising"

We are seeing a strong trend for normal, for realism, and for authenticity as the ability to connect individuals leads to growth. The culture value of companies and the success of an ad is being high. Discover more in the full report.

[Download Report](#)



Did you hear about **SUNWAY's** breakfast campaign?

Over a two-week period, 100,000 \$100K\* limited Amazon Fresh bags were distributed, supported by a multichannel offline campaign. Click here to read the full case study.

[Read more](#)

Missed out on **TUFT** and **White Friday**?

Together, Sony and Amazon Ads, along with media agency JTB, rolled a campaign during the shopping periods of TUFT and White Friday to help increase product sales and drive awareness. Sony's brand awareness, a 20% increase, drove Sony's Q4 campaign achieved a 33% post-campaign growth in revenue.

[Read more](#)



# Top 5 Third Party CTR

Email Name	Total Sends	Total Delivered	Total Opens	Open Rate	Total Clickthroughs	Click-to-Open Rate	Total Possible Forwards
TGP-Braze-9661-6.9.24	20,612	20,525	7,606	37.06%	4,767	42.31%	219
TGP-Adscolars-8437-23.4.24	13,017	12,931	4,391	33.96%	205	5.38%	57
NQP-DoubleVerify-0000-26.9.24	20,687	20,619	5,462	26.49%	1,286	24.25%	129
NQP-Amazon-8276-28.11.24	23,720	23,628	8,088	34.23%	601	8.11%	163
NQP-Amazon-8276-2.7.24	16,055	15,959	5,175	32.43%	1,911	20.51%	94
NQP_Cicero&Bernay_9028_CM-13.06.24	15,963	15,908	6,912	43.45%	810	17.52%	176



#### 8 Kings

Join us at *Grow with Braze Dubai*, and learn from marketing leaders and industry experts in the customer engagement space, including speakers from Corecon, FIVE Hotels, Property Finder, Ebers, Yum!, IndusReal, and more. Discover best-in-class martech stacks, AI and emerging technologies, and personalization and customer engagement strategies that drive genuine business outcomes. You won't want to miss this one.

#### What to Expect

- **Actionable Insights:** Gain advice from top marketing and CX leaders that you can implement immediately
- **Enhanced Engagement:** Discover how Braze's market-leading platform can supercharge your personalization and customer engagement efforts
- **Networking:** Connect with a community of driven, invaluable professionals to exchange ideas and experiences

Seats are limited. Secure your spot for *Grow with Braze Dubai*, October 3, 4-8pm at the *One&Only Royal Mirage* today.

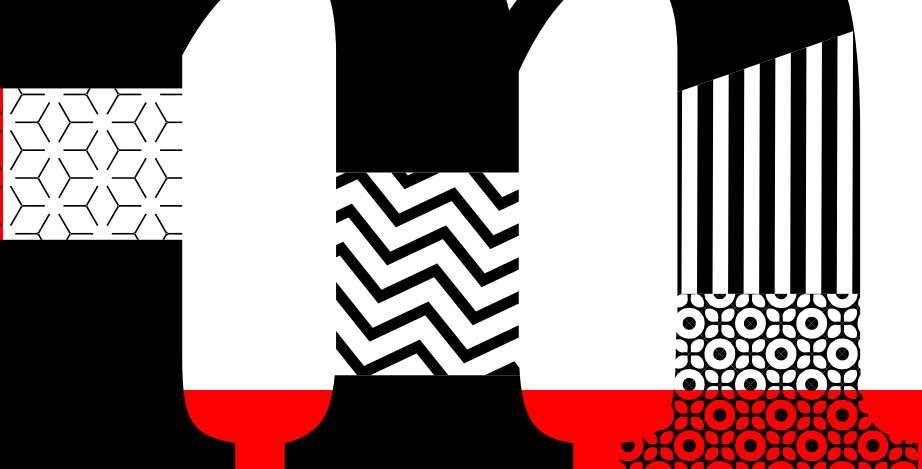
[RSVP Now](#)

Chairs

Team Braze



88 Park Ave, Level 10  
Singapore 048611



# Best Performing Newsletter Content

New  
Technologies

Trends

Case Studies

Event  
Launches

Creative  
Campaigns

Celebrities

New  
Appointments

Partnerships

Marketing  
Game  
Changers

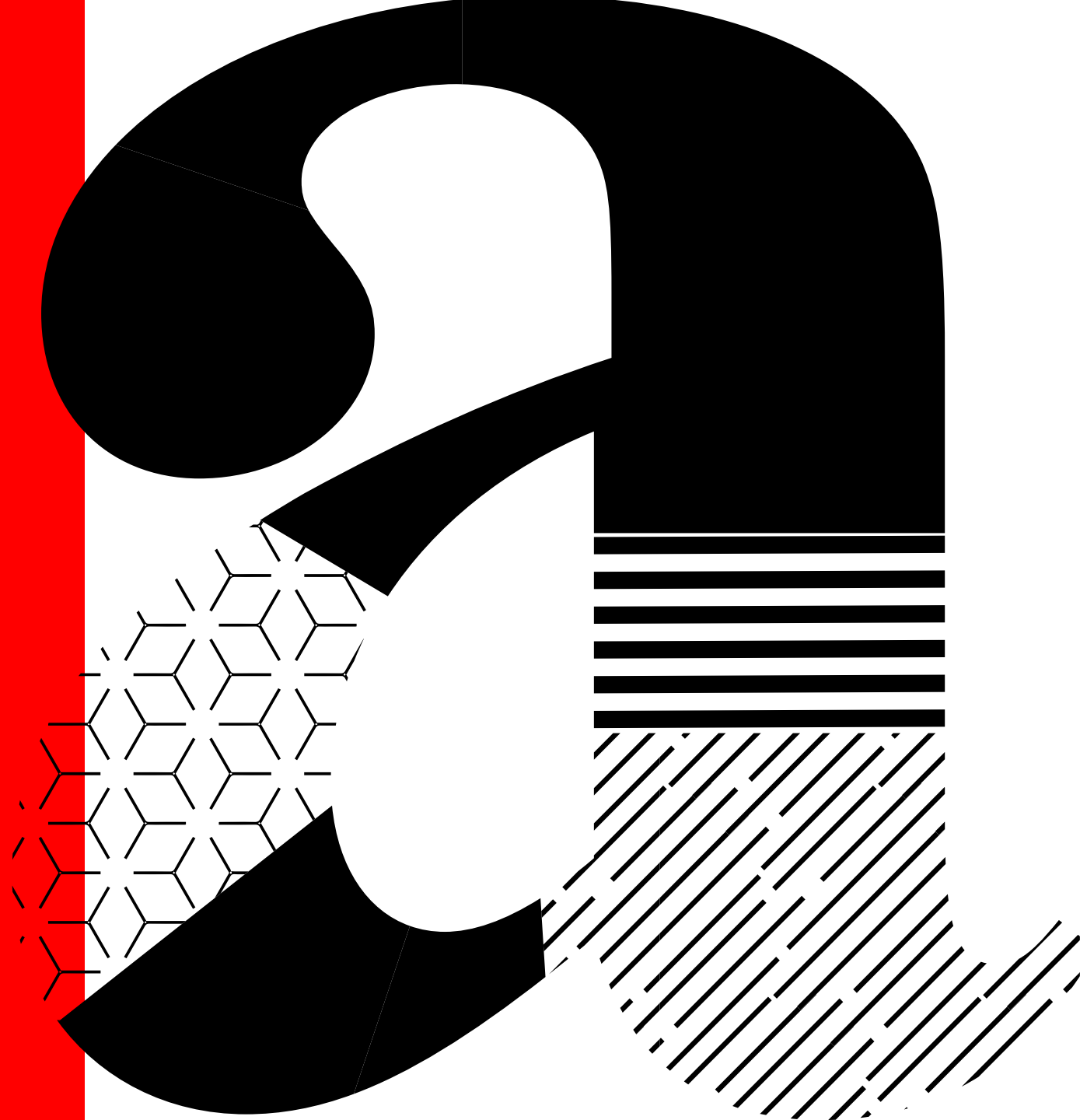
Power List

Faces to  
Watch

Account  
Wins



Social



# LinkedIn Followers

## Follower highlights ⓘ

64,920

Total followers

### Job function ▾

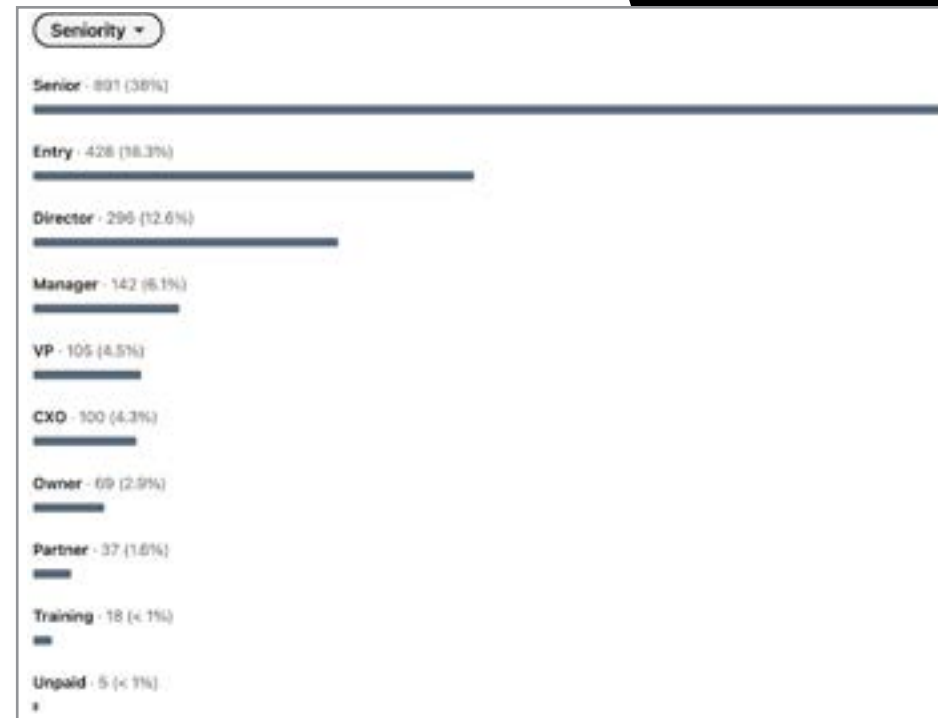
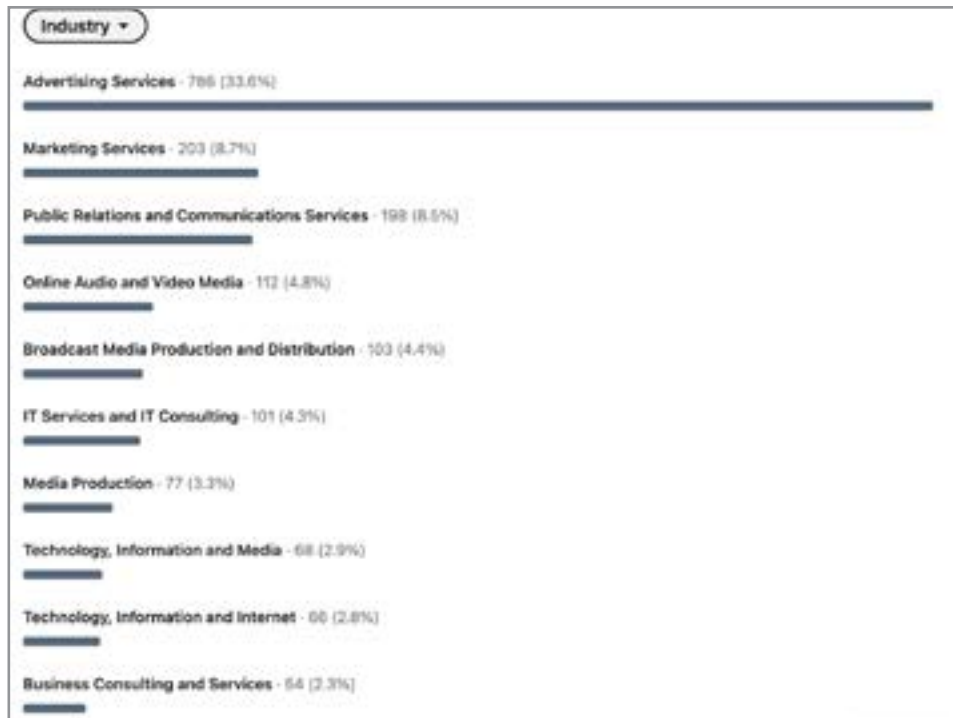


### Company size ▾

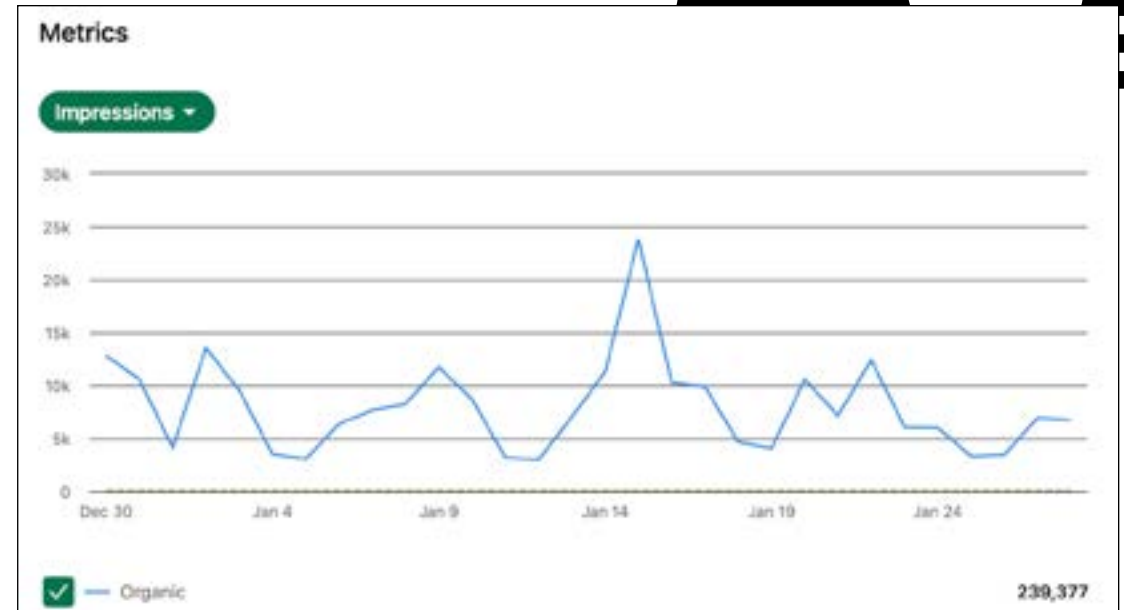
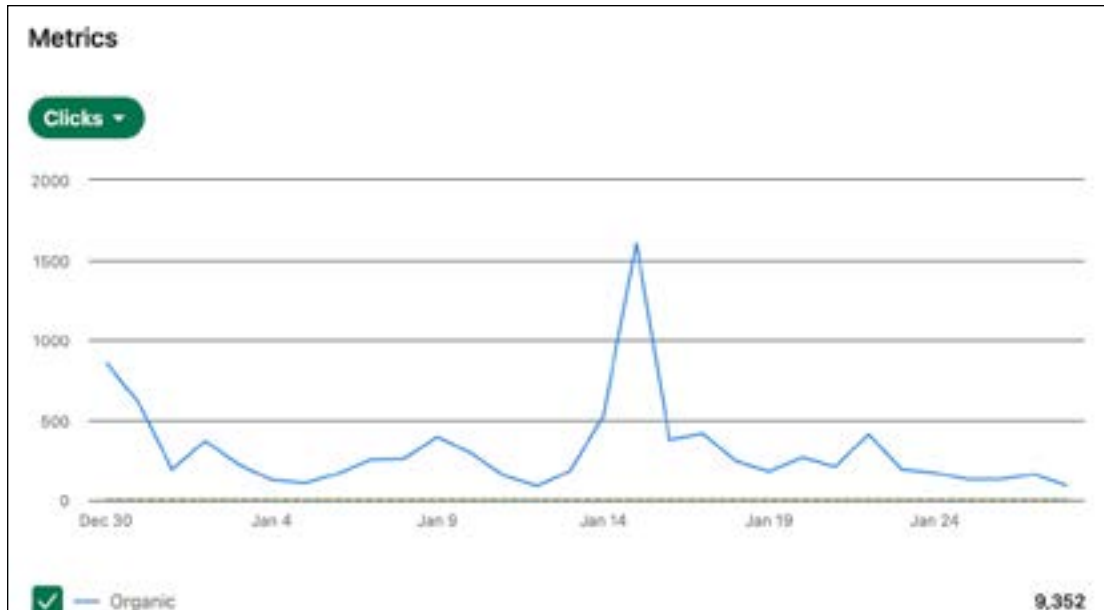




# LinkedIn Followers



# LinkedIn Impressions & Clicks



# LinkedIn Top Performing Posts


**Campaign Middle East**  
64,920 followers  
2mo · 🌐

Luxury real estate brand [Sobha Realty](#) has promoted [Ashish Parakh](#) to the position of Chief Sales and Marketing Officer.

Parakh began his journey at Sobha Realty as a management trainee and has risen through the ranks to now lead a team of more than 700 professionals across sales, marketing, channel relations, sales operations, and hospitality.

Click the link below for details.


[#CMO](#) [#Marketing](#) [#Appointments](#) [#Promotion](#)

 **Sobha Realty promotes Ashish Parakh to Chief Sales and Marketing Officer - Campaign Middle East**  
campaignme.com

**Campaign Middle East**  
64,919 followers  
1mo · Edited · 🌐

Congrats to [Saatchi & Saatchi MEA](#) Middle East from Publicis Groupe Middle East that has been awarded the Creative Agency of the Year Award. Sponsored by [Yango Ads](#).

[#AOTYME2024](#) [#Awards](#) [#MENA](#) [Publicis Groupe Middle East](#)




**Campaign Middle East**  
64,920 followers  
1mo · 🌐

"I'm back at the mothership, ready to partner with some killer teams and build on Ogilvy's long-standing commitment to creative excellence," said [Gautam Wadher](#), Chief Creative Officer, [Memac Ogilvy](#).

"His appointment strengthens our ability to deliver even more effective, innovative and creative solutions across not just advertising but all our core business units, including PR, Ogilvy One, and Ogilvy Health," [Ghassan Maraqa](#), CEO, [Memac Ogilvy](#).

Read the full article with the link below.

[#appointments](#)

 **Gautam Wadher returns to Memac Ogilvy as Chief Creative Officer - Campaign Middle East**  
campaignme.com


**Campaign Middle East**  
64,920 followers  
4w · Edited · 🌐

**BREAKING NEWS:** [Stagwell](#) has entered into an agreement to acquire [Create Group](#).

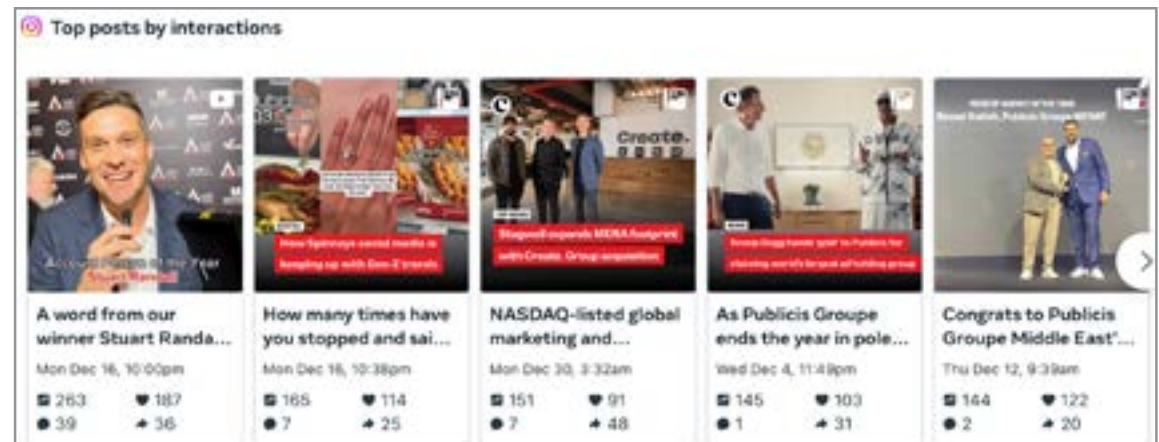
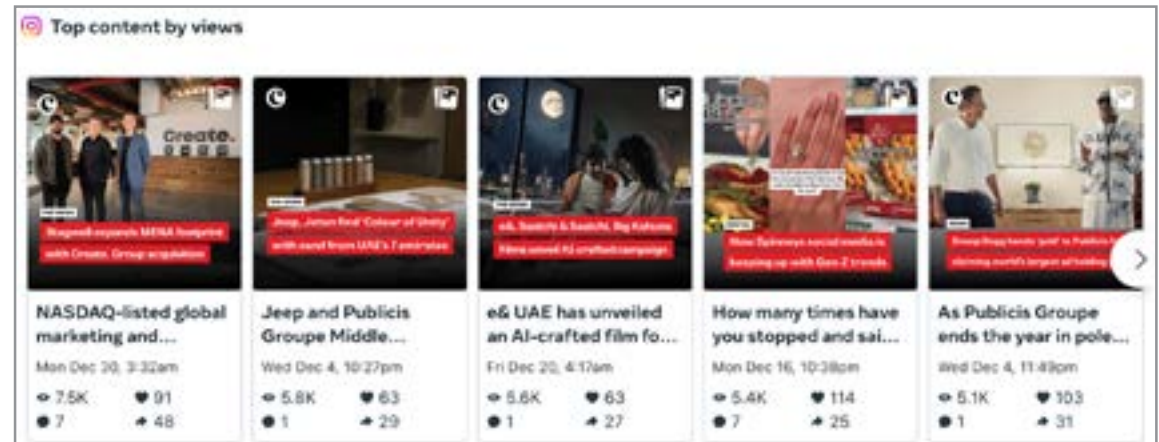
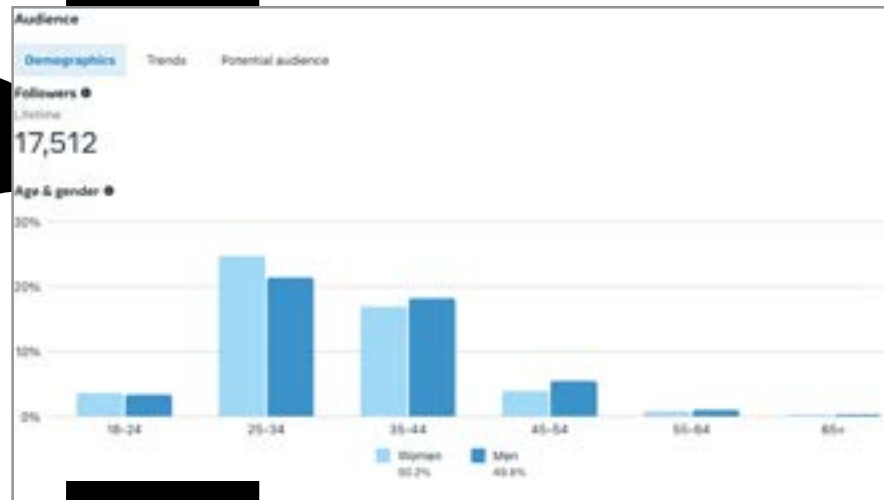
Create. Group will join Stagwell's [Code and Theory Network](#), which is designed to partner with businesses to navigate the complexity of changing consumer behaviors, emerging technologies and AI.

Read the reactions from Stagwell's [Mark Penn](#), Code and Theory Network's [Dan Gardner](#) and Create Group's [Tom Otton](#) in the link below.

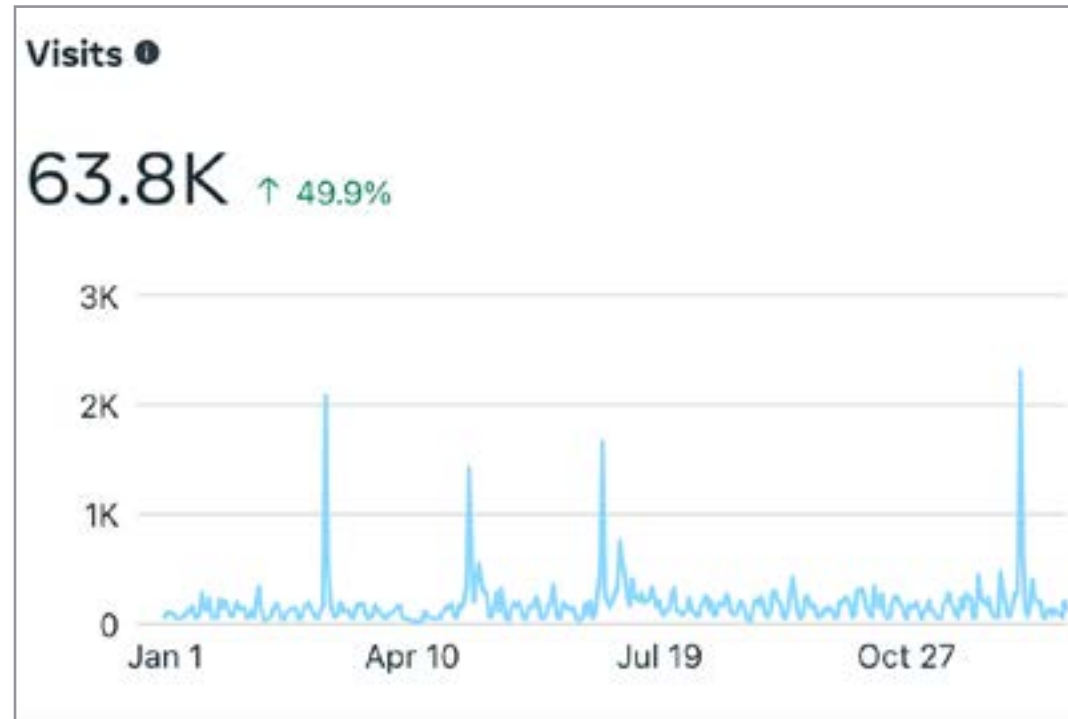
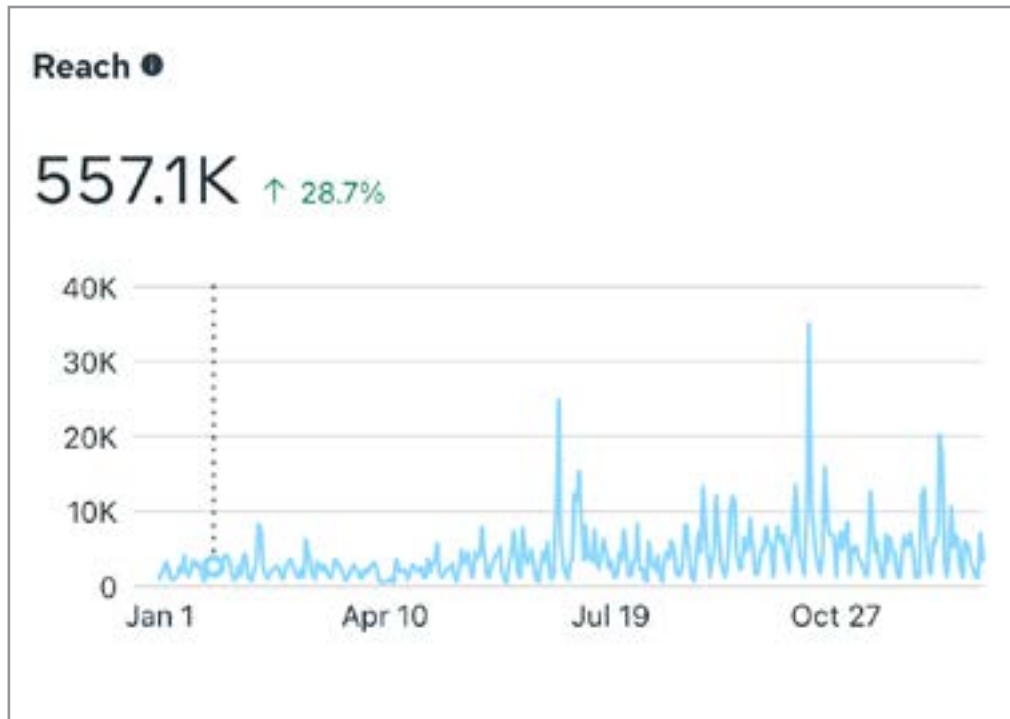
[#Acquisition](#) [#DigitalCommunications](#) | [Quinn W.](#) | [Rindala Nahas Mikati](#) | [Tala Mukaddam](#)

 **Stagwell expands MENA footprint with Create. Group acquisition - Campaign Middle East**  
campaignme.com

# Instagram Followers & Best Performing Posts

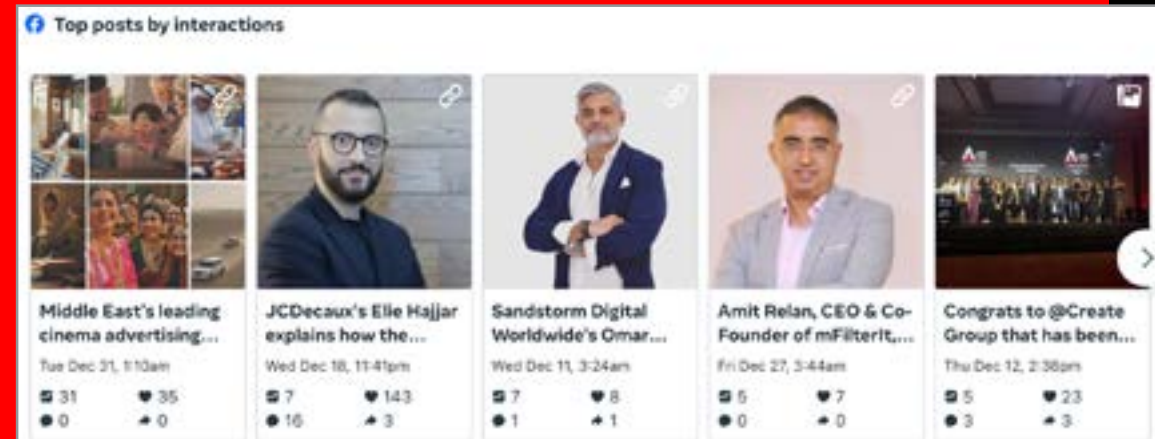
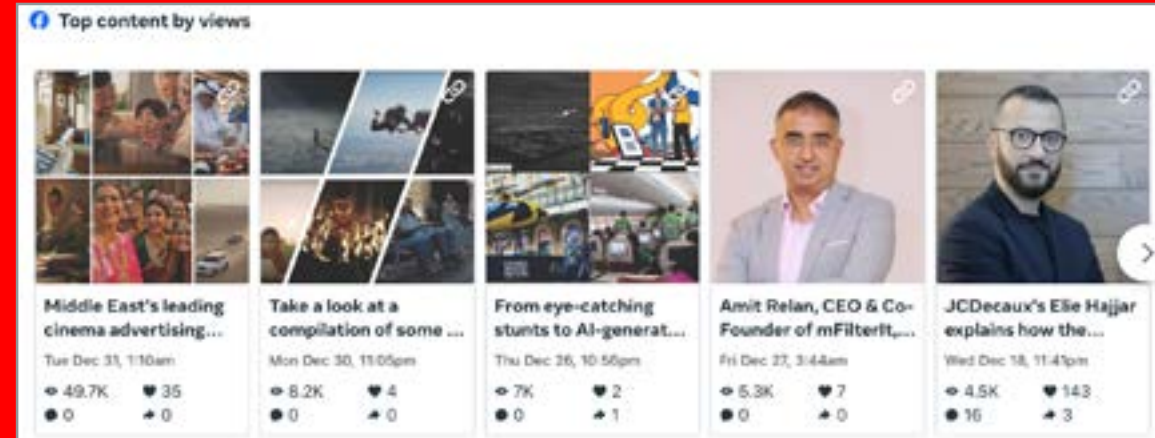


# 2024 Instagram Stats

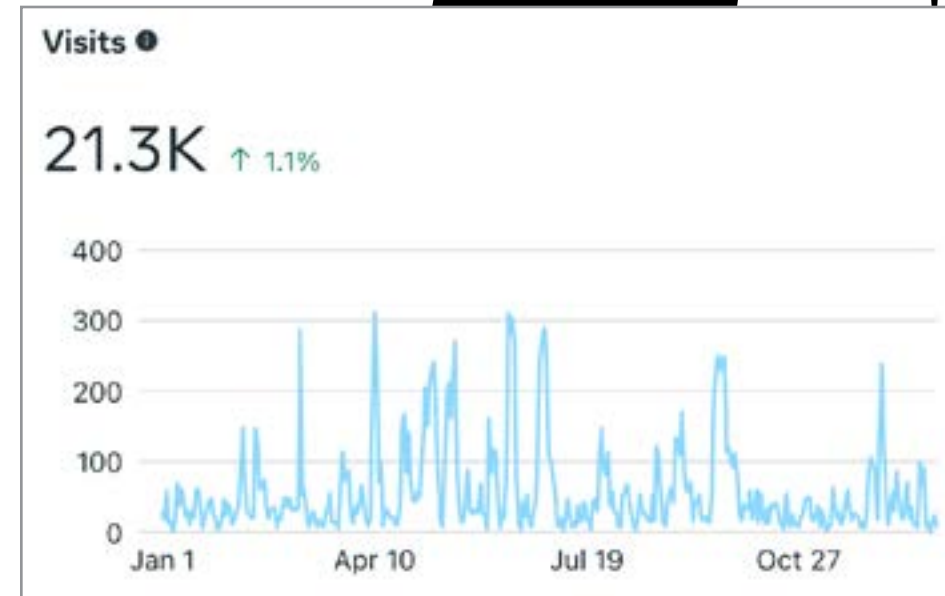
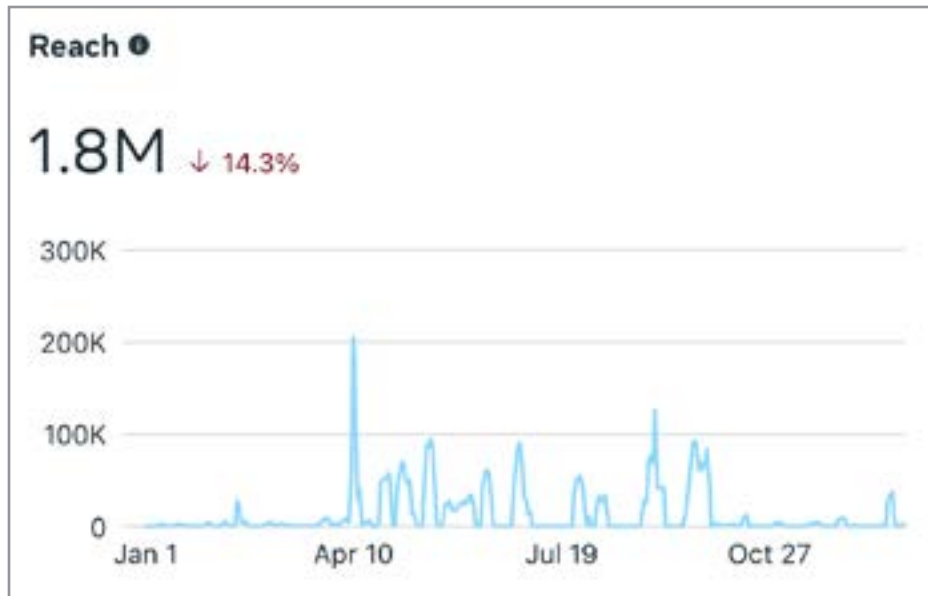




# Facebook Likes & Best Performing Posts



# 2024 Facebook Stats



# Top Social Post Examples

**Campaign Middle East**  
December 27, 2024

From eye-catching stunts to AI-generated spots, here are the top 20 digital and integrated campaigns from 2024.

#campaigns #advertising #creative

Tuesday Communications, Horizon FCB MENA, GREY Middle East & North Africa Dubai, IMPACT BBDO, Leo Burnett MEA (Middle East & Africa), Mennac Ogilvy, FP7 McCann MENAT, VML Riyadh, Serviceplan Middle East, and us, Saatchi & Saatchi MEA, TBWA | RAAD, FP7 McCann MENAT, The Creative Studio Careem, VICE Arabia, Publicis Middle East, SRMO, Science & Sunshine, IMPACT BBDO, Publicis Groupe Middle East



CAMPAIGNMIDDLEEAST.COM


The Annual 2024: Top 20 digital and integrated campaigns - Campaign Middle East [Learn more](#)

**Campaign Middle East**  
December 31, 2024 at 1:10 PM

Middle East's leading cinema advertising representative **Motivate Val Morgan** has handpicked 20 of the top ads that graced the big screen in 2024, presented in no particular order.

Click on the link below to view which ones made the cut.

#CinemaAds #Creativity #Storytelling



CAMPAIGNMIDDLEEAST.COM


The Annual: Top 20 cinema advertisements of 2024 - Campaign Middle East [Learn more](#)

**Campaign Middle East**  
December 31, 2024 at 11:05 AM

Take a look at a compilation of some of the top film campaigns in 2024 that were not only executed well, but also boosted brand recognition, fostered a deeper connection between the brand and its audience, drove loyalty and influenced consumer behaviour.

Click the link below to view the Top 15 film campaigns of 2024 - covered as part of Campaign Middle East's The Annual 2024 issue - which also features in-depth lists such as the Top 20 news stories, Top 20 media milestones, Top 20 movers and shakers and Top 20 integrated and digital campaigns

#FilmCampaigns #Productions #Creativity



CAMPAIGNMIDDLEEAST.COM

The Annual: Top 15 film campaigns of 2024 - Campaign Middle East [Learn more](#)

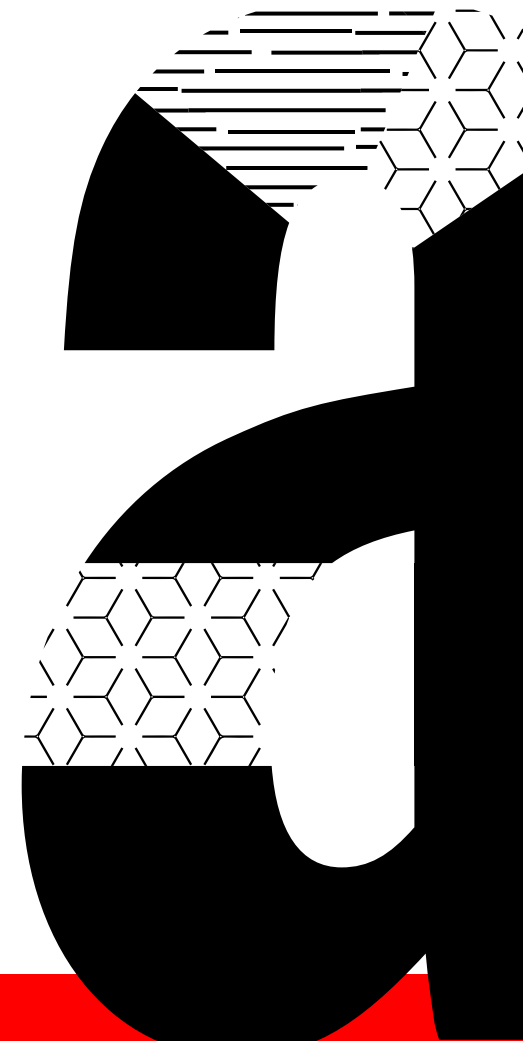


# Podcasts



# 2024 Podcast Episodes

The power of creativity to change lives with Ali Rez  
Anghami and OSN heads tell Campaign Middle East about their merger  
How to win at Dubai Lynx  
Protecting your mental health  
Eida Choucair - Don't give up  
Snap's AR Ramadan Mall  
Future of connected TV with MMS  
Jennifer Fischer - Creativity champion  
The role Snapchat plays in Saudi culture  
"Everyone has a personal brand"  
Unlocking the power of MMS' digital solutions  
Sir Martin Sorrell shares top tips for marketers, value of Athar Festival  
SMC's Khalid Alkhudair on 'hitting a home run in the Kingdom'  
Snap, OMG share impact of AR on attention, outcomes and demand  
Kris Fade on the Fade Fit brand, influencer marketing, product and promotion  
Mashreq Bank's Suad Merchant on building a lasting brand, storytelling, and key KPIs  
Emirates NBD's Kaavyanjali Prasad on the 'benefits of founder-led marketing'  
DCT Abu Dhabi and Boopin on the power of marketing in Arabic  
Al-Futtaim Automotive's Katib Belkhodja on building a 'beta forever' future



# 2024 Podcast Stats



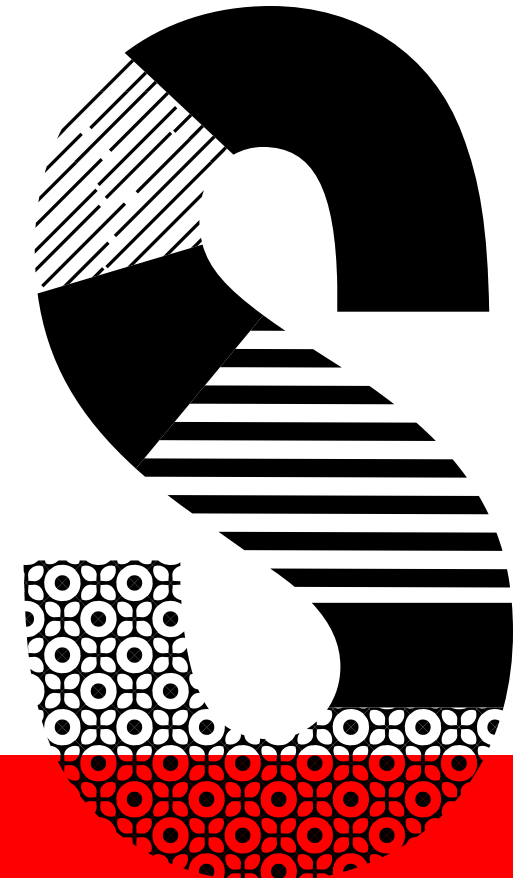
Podcast: Snap and OMG share impact of AR on attention, outcomes and demand

25K views • 2 months ago

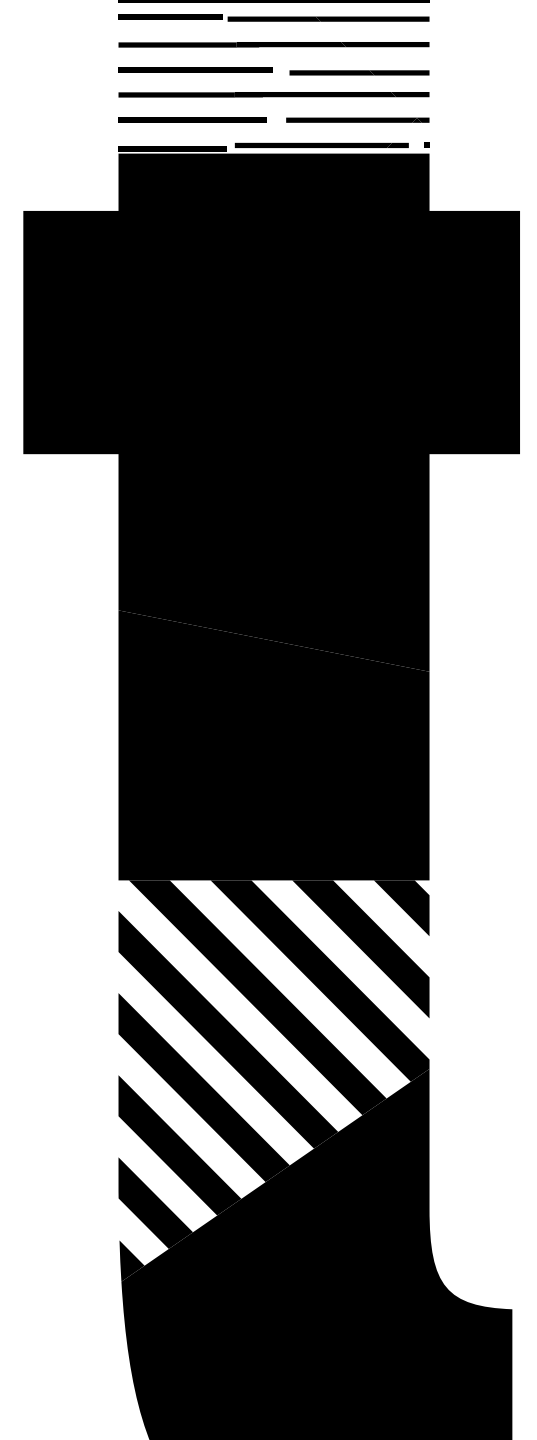


Podcast: How SMC is 'hitting a home run in the Kingdom'

26K views • 3 months ago



# Events



# Campaign Event Network



# 2024 Events Stats

---

7

EVENTS  
EXECUTED

7

ENGAGING  
TOPICS  
COVERED

OVER  
3,500

EVENT REGISTRATIONS



# Campaign Event Attendees

---

Marketing  
Managers

Business  
Development  
Teams

Digital  
Marketers

Brand  
Planners and  
Strategists

Creative  
Directors

Media  
Professionals

Marketing and  
Communication  
Practitioners

Data  
Analysts

Strategists

Planners

PR Advisers

Account  
Managers  
and Directors

Influencers



# 2024 Event Photos





Thank you

