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campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

POST - EVENT REPORT

PARTNERS

CRITEO



MMS
MBC MEDIA SOLUTIONS



Pixis



SEEDTAG



MEDIA VANTAGE
GLOBAL MEDIA SOLUTIONS

YANGO ADS

STRATEGIC
PARTNERS

**african
+eastern**
INSPIRING GREAT BLENDS

hudabeauty



BROUGHT
TO YOU BY

haymarket



MOTIVATE
MEDIA GROUP



Motivate Media Group would like to extend our thanks and appreciation to our sponsors for what was a hugely successful evening celebrating the very best of agencies, teams, and individual members who have translated scope into strategic output and measurable agency success in the region.

We hope you enjoyed the event, and we look forward to working with you in the near future.

Thanks again,
Motivate Media Group Events Team

THANK YOU



YOU ARE INVITED

DATE: **DECEMBER 12, 2024**

VENUE: **THE WESTIN DUBAI MINA SEYAH**

DOORS OPEN: **7:00 PM**

DRESS CODE: **SMART CASUAL**

RSVP: **CAMPAIGNME.EVENTS@MOTIVATE.AE**

WWW.AOYAWARDSME.COM

f @ d @ y CampaignMiddleEast X CampaignME #AgencyOfTheYear

PHOTOGRAPHY & VIDEOGRAPHY

*T&C: * Guests consent to the broadcast, photographing and video recording during the event by Motivate and expressly release Motivate against any claims arising out of the consent herein granted.*

CRITEO



MMS
MBC MEDIA SOLUTIONS



PARTNERS



YANGO A

500+ guests attended the Agency of the Year Middle East Awards.
Thirty-six awards were presented to well-deserved winners.

YOU ARE INVITED



Located on Dubai's pristine Jumeirah Beach, The Westin Dubai Mina Seyahi offers a beautiful setting with views of The Palm. Impressive neoclassical architecture brings charm and inspiration to this 5 star luxury resort near the beach. The ample banquet and event facilities presents a blend of contemporary and classical styling.

THE VENUE

campaign **AGENCY** OF THE **YEAR** MIDDLE EAST



Publicis Groupe Middle East's Talent Transformation Team pose for photographs at the media wall during the Agency of the Year awards.



Angela Bak from Publicis Groupe Middle East; Ramzi Sleiman from Saatchi & Saatchi Middle East - Publicis Groupe; and Emma Davies from Publicis Group Middle East, at Campaign Middle East's Agency of the Year awards.



The Create. Group team huddles for a photograph at the media wall ahead of the Agency of the Year awards



Khaled AlShehhi from the UAE Government Media Office, and Ali Rez from Impact BBDO at the awards.



The SOCIALEYEZ team poses for a photograph at the media wall ahead of the Agency of the Year Middle East awards ceremony.

RED CARPET



Sponsors logos were placed on all event collateral, including but not limited to: invites, photo wall, winner's wall, table-top branding, menu & programme, welcome boards, outdoor signage and ballroom banners.

EVENT BRANDING



Sponsors logos were placed on all event collateral, including but not limited to: invites, photo wall, winner's wall, table-top branding, menu & programme, welcome boards, outdoor signage and ballroom banners.

EVENT BRANDING



PERFORMANCE MARKETING AGENCY OF THE YEAR
Magna Global

Gosia Wajchert, Managing Director – MEA at Criteo presented the following:

- Performance Marketing Agency Of The Year

PARTNER-CRITEO



MEDIA AGENCY OF THE YEAR
Wavemaker MENA

Ziad Khammar, COO at DMS presented the following:

- Media Agency Of The Year

PARTNER-DIGITAL MEDIA SERVICES



BEST AGENCY OF THE YEAR-SAUDI ARABIA
Publicis Groupe - Zenith KSA

Hicham Fakhoury, Content Solutions Lead at MBC Media Solutions presented the following:

- Best Agency Of The Year – Saudi Arabia

PARTNER-MBC MEDIA SOLUTION



BEST AGENCY OF THE YEAR-UAE
Action Global Communications-UAE

Neel Pandya, CEO – EMEA and APAC for Pixis presented the following:

- Best Agency Of The Year – UAE

PARTNER-PIXIS



DIGITAL AGENCY OF THE YEAR
Create. Group

Sherry Mansour, Managing Director – MENAT at Seedtag presented the following:

- Digital Agency Of The Year

PARTNER-SEEDTAG



INTEGRATED MARKETING AGENCY OF THE YEAR
Publicis Groupe MENAT



Aniruddh Mishra, Business Head at The Media Vantage presented the following:

- Integrated Marketing Agency Of The Year

PARTNER-THE MEDIA VANTAGE



CREATIVE AGENCY OF THE YEAR
Saatchi & Saatchi Middle East – Publicis Groupe

Bassem Yousri, Head of Agency Partnerships at Yango Ads presented the following:

- Creative Agency Of The Year

PARTNER-YANGO ADS



Huda Beauty curated an exclusive gift bag for all the attendees of Agency of the Year Middle East Awards



**OUTSTANDING WOMAN IN ADVERTISING
OR MEDIA OF THE YEAR**
Jennifer Fischer, Publicis Groupe Middle East



TALENT MANAGEMENT INDIVIDUAL & TEAM OF THE YEAR
Claudia Harper & Majida Tabch, TBWA\RAAD

Marie Capucine Maloy, Global Senior Director of Communications at Huda Beauty presented the following:

- Strategic Planner Of The Year
- Outstanding Woman In Advertising Or Media Of The Year Award
- Talent Management Individual & Team Of The Year

STRATEGIC PARTNER-HUDABEAUTY



STRATEGIC PARTNER-AFRICAN + EASTERN



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST



MARWA KAABOUR
CMO
Al Masood Group



AHMAD CHATILA
Director of Brand and Communication
HungerStation



AHMED EL GAMAL
Senior Director of Marketing
Jumeirah



ANAMIKA PRIYADARSHI
Group Head of Marketing & Corp. Comm
Jashanmal Group



ANNE TULLOCH
Marketing Director
Alshaya



ASAD UR REHMAN
CEO
Twenty Two FZE



BEATRIZ BENEDETTI
Head of Marketing - MENA
BRF



EMMA CAMPBELL
Director of Sector Marketing and Acting
Director of Strategic Communications
Department of Culture and Tourism



GOSIA WAJCHERT
Managing Director MEA
Criteo



JAD SAAB
Digital Growth Lead
MBC Media Solutions



JON BARBER
Vice President - Marketing &
Communications
TECOM Group



KHALED ALSHEHHI
Executive Director Marketing and
Communication
UAE Government Media Office



KOMAL BAJAJ
Marketing & Communications Director
NEOM Green Hydrogen Company



MANOJ KHIJMI
Managing Director
The MediaVantage



MARIE-CAPUCINE AKILIAN
Vice President
Huda Beauty



MITIN CHAKRABORTY
Head of Marketing
Babyshop



MOADH BUKHASH
Chief Marketing Officer
Emirates NBD



NEDA SHELTON
Head of Communications,
Marketing & Corporate Affairs
Solutions Plus



NEEL PANDYA
CEO - EMEA, APAC and Global
Partnerships Head
Pixis



OLIVIA HAMILTON
UAE Marketing Manager
the ENTERTAINER



RAMZI ATAT
Head of Marketing and PR
Lotus Cars



SAHAR KHAN
VP of Marketing
Bayut & dubizzle



SHAIMA AL SUWAIDI
Director of Marketing and
Corporate Communication
Dubai Culture



SHERRY MANSOUR
Managing Director - MENAT
Seedtag



SHOLTO DOUGLAS-HOME
Chief Sales & MarComms Officer
Expo City Dubai



SHYAM SUNDER
VP Marketing
TBO.COM



SIDDARTH SIVAPRAKASH
Head of Brand & Marketing
Home Centre Landmark Group

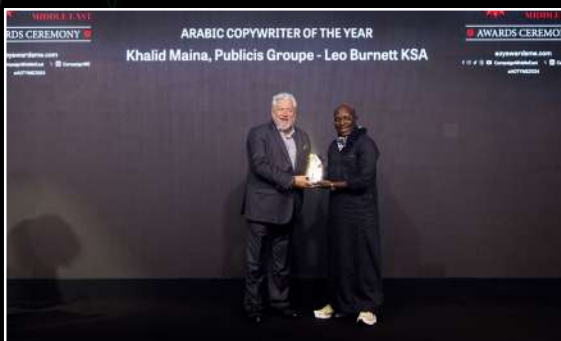


STAVROULA KALOGERAS
MBA Programme Director
Heriot-Watt University



ZIAD KHAMMAR
COO
DMS

JUDGES



ARABIC COPYWRITER OF THE YEAR
Khalid Maina, Leo Burnett KSA, Publicis Groupe



AGENCY PRODUCER OF THE YEAR
Jack Wilkinson, Create Production



ACCOUNT PERSON OF THE YEAR
Stuart Randall, One Team Stellantis, Publicis Groupe

Ian Fairservice, Managing Partner and Group Editor-in-Chief at Motivate Media Group presented the following:

- Account Person Of The Year
- Arabic Copywriter Of The Year
- Agency Producer Or Team Of The Year

MOTIVATE MEDIA GROUP



CREATIVE AGENCY OF THE YEAR
Saatchi & Saatchi Middle East – Publicis Groupe



MEDIA AGENCY OF THE YEAR
Wavemaker MENA



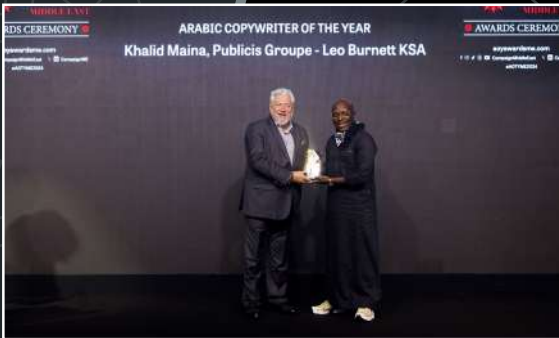
INTEGRATED MARKETING AGENCY OF THE YEAR
Publicis Groupe MENAT



ACCOUNT PERSON OF THE YEAR
Stuart Randall, One Team Stellantis, Publicis Groupe

WINNERS

campaign **AGENCY** OF THE **YEAR** MIDDLE EAST



ARABIC COPYWRITER OF THE YEAR
 Khalid Maina, Leo Burnett KSA, Publicis Groupe



TALENT MANAGEMENT INDIVIDUAL & TEAM OF THE YEAR
 Claudinia Harper & Majida Tabch, TBWA\RAAD



AGENCY PRODUCER OF THE YEAR
 Jack Wilkinson, Create Production



CORPORATE COMMS & MARKETING TEAM OR INDIVIDUAL OF THE YEAR
 Felicity Stokes, Maram Ali & Katie Taylor, GroupM MENA



STRATEGIC PLANNER OF THE YEAR
 Adrian Mutescu, Saatchi & Saatchi UAE, Publicis Groupe



INFLUENCER MANAGEMENT TEAM OF THE YEAR
 LPS Influencer Management Team, LPS



OUTSTANDING WOMAN IN ADVERTISING OR MEDIA OF THE YEAR
 Jennifer Fischer, Publicis Groupe Middle East



CREATIVE TEAM OF THE YEAR
 Farhan Siddiqui & Paurav Shah
 Publicis Groupe - Leo Burnett Middle East

WINNERS



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST



NEW BUSINESS DEVELOPMENT PERSON OF THE YEAR & TEAM OF THE YEAR

Mario Soufia & Nadine Essinawi, GroupM MENA



STRATEGY LEADER OF THE YEAR

Tahaab Rais, Publicis Groupe MENAT



CREATIVE LEADER OF THE YEAR

Ali Rez, IMPACT BBDO



HEAD OF AGENCY OF THE YEAR

Bassel Kakish, Publicis Groupe MENAT



BEST PLACE TO WORK

Middle East Communication Networks (MCN)



BEST AGENCY OF THE YEAR-EGYPT

Impact BBDO Cairo



BEST AGENCY OF THE YEAR-IRAQ

Brodmann



BEST AGENCY OF THE YEAR-JORDAN

Adpro&

WINNERS



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST



BEST AGENCY OF THE YEAR-OMAN
Kenshō Mindful Communications



START UP AGENCY OF THE YEAR
BigTime Creative Shop



BEST AGENCY OF THE YEAR-QATAR
UM Qatar



PRODUCTION HOUSE OF THE YEAR
electriclime°



BEST AGENCY OF THE YEAR-SAUDI ARABIA
Publicis Groupe - Zenith KSA



BRAND EXPERIENCE AGENCY OF THE YEAR
BUREAU BÉATRICE



BEST AGENCY OF THE YEAR-UAE
Action Global Communications-UAE



EVENTS, EXPERIENTIAL ENGAGEMENT
AGENCY OF THE YEAR
Jack Morton MENAT

WINNERS



campaign
**AGENCY
OF THE
YEAR**
MIDDLE EAST



INDEPENDENT PR AGENCY OF THE YEAR
Gambit Communications



SOCIAL MEDIA AGENCY OF THE YEAR
SOCIALEYEZ



INDEPENDENT MEDIA AGENCY OF THE YEAR
Fusion5 Advertising



PR / COMMUNICATIONS AGENCY OF THE YEAR
Gambit Communications



INDEPENDENT CREATIVE AGENCY OF THE YEAR
BigTime Creative Shop



PERFORMANCE MARKETING AGENCY OF THE YEAR
Magna Global



INDEPENDENT AGENCY OF THE YEAR
Tactical



DIGITAL AGENCY OF THE YEAR
Create. Group

WINNERS



PRINT ADS



Awards
AGENCY
YEAR
2016

ENTRIES OPEN FOR THE FOLLOWING CATEGORIES

SEEKINGADAGENCY.COM

AGENCY

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

1. **Advertising Agency of the Year**
2. **Public Relations Firm of the Year**
3. **Marketing Agency of the Year**
4. **Best Advertising Agency of the Year**
5. **Best Public Relations Firm of the Year**
6. **Best Marketing Agency of the Year**

ENTRANTS

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year
Best Advertising Agency of the Year
Best Public Relations Firm of the Year
Best Marketing Agency of the Year

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

PEOPLE, PLACES & CULTURE

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

Best Advertising Agency
Best Public Relations Firm
Best Marketing Agency of the Year

New platform launches to focus on purpose-driven influencers



THE NEW PLATFORM
The new platform, which is a collaboration between the two agencies, is designed to help brands find and connect with influencers who are passionate about social causes. The platform will feature a variety of filters and tools to help brands narrow down their search and find the right influencer for their campaign.

Dani Riches adds DOB Dubai to Underbank



ALIVE! WORK PERSONAL

ALIVE! WORK PERSONAL
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NMS

SEEDTAG

DAVID
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MOTIVATI
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hugobosch

DAVID

[illegible][illegible]



campaign AGENCY OF THE YEAR MIDDLE EAST

SHORTLIST ANNOUNCED

FOR MORE INFO



FOR MORE LIST



100% VOTER-DRIVEN | 100% THE MOST TRANSPARENT VOTING

WWW.ANYAWARDS.COM

FOR MORE INFORMATION, VISIT: anyawards.com

SPONSORS





INDUSTRY VIEW:

Q Has the industry found the balance between brand and performance marketing?

ARON BARNET
Senior Director, Brand & Performance, Google

NO The industry has not found the balance between brand and performance marketing. While there is a growing awareness of the importance of brand, many companies are still focused on short-term performance metrics. The challenge is to find a way to measure brand value in a way that is meaningful and actionable.



KARIM ABDEL
Managing Director, Middle East, Google

NO The industry has not found the balance between brand and performance marketing. While there is a growing awareness of the importance of brand, many companies are still focused on short-term performance metrics. The challenge is to find a way to measure brand value in a way that is meaningful and actionable.



PRE-EVENT MARKETING



EDM

EDMs WERE SENT OUT TO THE CAMPAIGN MIDDLE EAST, GULF BUSINESS, WHAT'S ON DUBAI AND WHAT'S ON ABU DHABI DATABASES OF 60,000 SUBSCRIBERS



Dear test,

I hope you are having a good week!

At the Campaign Agency of the Year Middle East Awards we have the perfect category for you to enter, Best Agency - UAE.

This means you could be in with the chance of being crowned the No.1 agency in the whole of UAE!

Receiving this accolade from our esteemed judging panel will come with incredible validation for your company and present the opportunity to attract a multitude of new clients.

It will also result in invaluable exposure, as shortlisted and winning entrants will be given editorial coverage in Campaign Middle East - with over 20k newsletter subscribers, 93k social media reach and 135k page views monthly.

We also have more than 35 other categories for you to choose from, if this is not the one for you.

Start your entry now or download our entry kit, designed to assist you through every stage of the entry process.

Any entries submitted before **Thursday 1 August** will save 445 AED, per entry.

Kind regards,
Nadeem Quraishi
Publisher - Campaign Middle East
E: nadeem@motivate.ae
P: [+971 50 645 3365](tel:+971506453365)

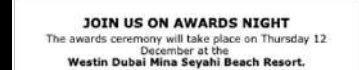
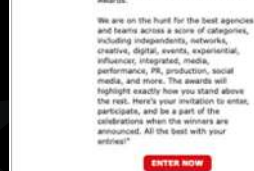
CONNECT WITH US



CampaignME.com

#AgencyOfTheYear

BROUGHT TO YOU BY



PRE-EVENT MARKETING



EDM

campaign AGENCY OF THE YEAR MIDDLE EAST

SEE YOU TOMORROW

VENUE: **THE WESTIN DUBAI MINA SEYAH**
DOORS OPEN: **7:00 PM**
DRESS CODE: **SMART CASUAL**

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f @ d CampaignMiddleEast X CampaignME #AOTYME2024

PHOTOGRAPHY & VIDEOGRAPHY
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[DOWNLOAD PROGRAMME](#) [DOWNLOAD TABLE PLAN](#)

PARTNERS
CXITEO digital media solutions MMS M&C MEDIA SOLUTIONS Pixis SEEDTAG MEDIA VANGUARD GLOBAL MEDIA SOLUTIONS YANGO ADS

STRATEGIC PARTNERS
african eastern hudabeauty MediaSense

BROUGHT TO YOU BY
haymarket MOTIVATE MEDIA GROUP

campaign AGENCY OF THE YEAR MIDDLE EAST

SEE YOU TONIGHT

VENUE: **THE WESTIN DUBAI MINA SEYAH**
DOORS OPEN: **7:00 PM**
DRESS CODE: **SMART CASUAL**

WWW.AOYAWARDSME.COM

f @ d CampaignMiddleEast X CampaignME #AOTYME2024

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EDMs WERE SENT OUT TO THE CAMPAIGN MIDDLE EAST, GULF BUSINESS, WHAT'S ON DUBAI AND WHAT'S ON ABU DHABI DATABASES OF 60,000 SUBSCRIBERS

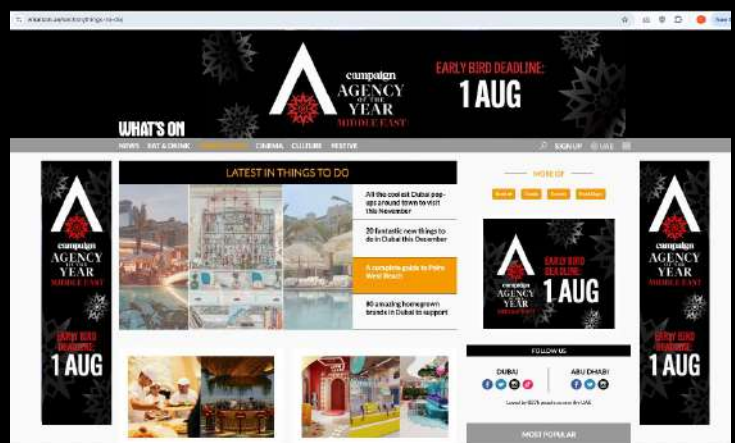
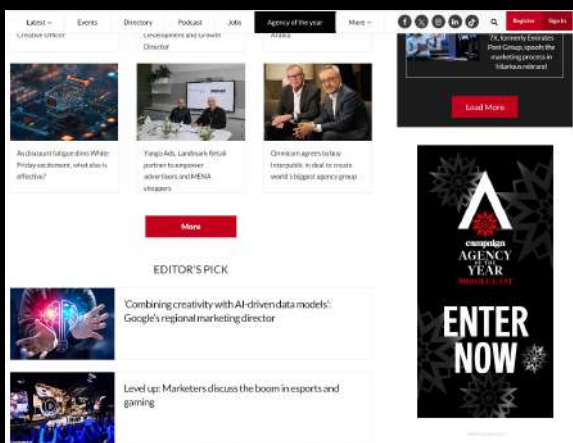
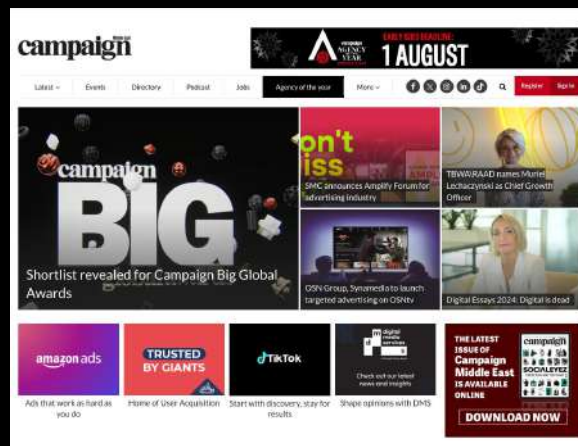
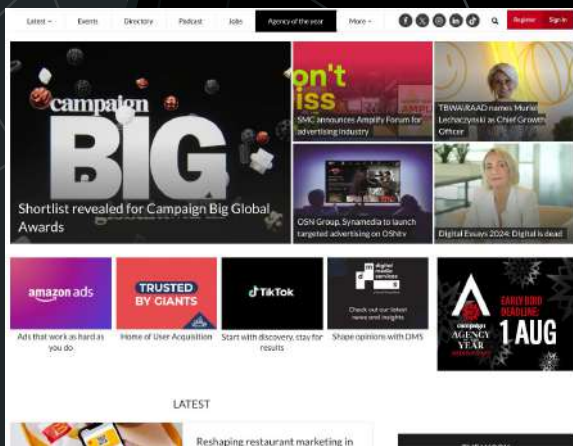
PRE-EVENT MARKETING



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

DIGITAL BANNERS

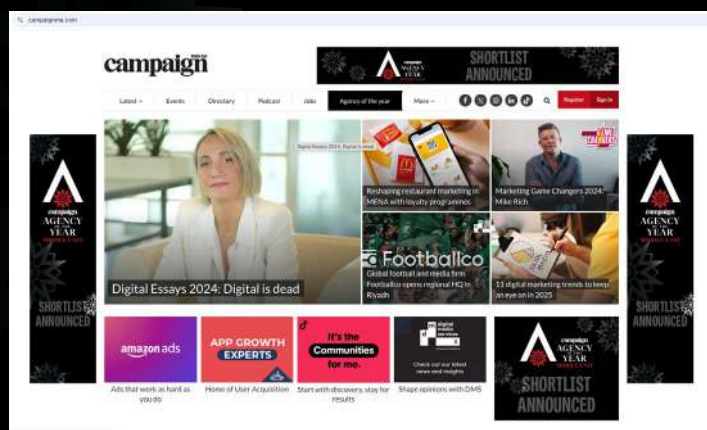
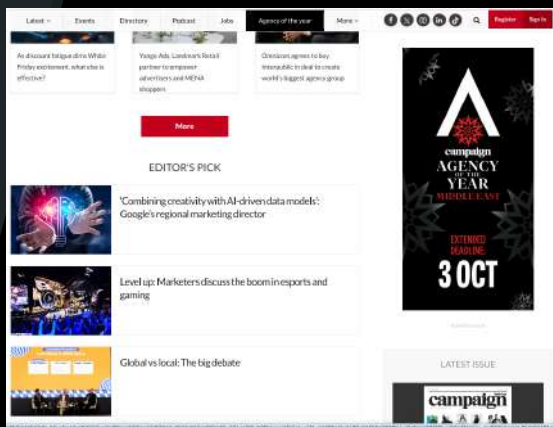
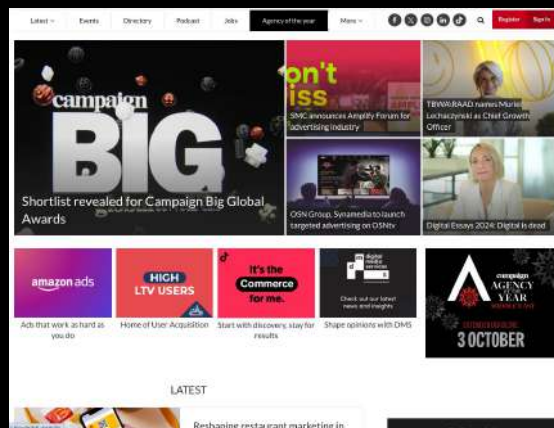
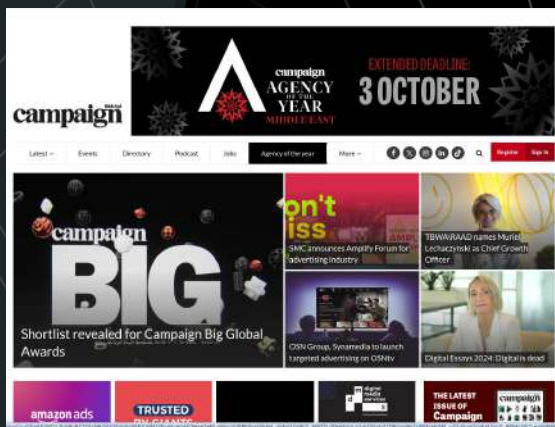
DIGITAL BANNERS WERE PLACED ON CAMPAIGN MIDDLE EAST, GULF BUSINESS, WHAT'S ON AND WHAT'S ON ABU DHABI 700,000 IMPRESSIONS WERE SERVED



PRE-EVENT MARKETING



DIGITAL BANNERS



PRE-EVENT MARKETING



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST



STANDARD DEADLINE:
26 SEPTEMBER



EXTENDED DEADLINE:
3 OCTOBER



**SHORTLIST
ANNOUNCED**

PARTNERS



BEVERAGE PARTNERS



EMAIL SIGNATURES

NEWSLETTER BANNERS



Dear Campaign Middle East family,

From what I hear, many of you have had a long and busy year in the industry. As we move into 2024, I want to thank you for all the hard work and dedication you have shown throughout the year. I hope you are all well and looking forward to a successful 2024.

At the top, we have the most talked about updates within the industry. From the new AI regulations to the latest trends in digital marketing, we have covered it all. I hope you find these updates helpful and informative.

When you look back next week, we will continue our coverage on all your wonderful campaigns and creative ideas. We will also be looking at the industry's future and what it means for you.

Happy reading!

Anup Commen
Editor, Campaign Middle East

Where does Dubai rank in list of top cities for marketing careers?



1 AUGUST



AI Market: Saudi Arabia's new frontier for brand engagement



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage



AI in Saudi TV: How to use it to your advantage





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Anup Commen
Editor, Campaign Middle East

RTA updates Dubai OOH advertising guidelines



26 SEPTEMBER



AI-powered influencers: Saudi Arabia's new frontier for brand engagement



AI-powered influencers: Saudi Arabia's new frontier for brand engagement



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AI-powered influencers: Saudi Arabia's new frontier for brand engagement



PRE-EVENT MARKETING



ARTICLES

Campaign's Agency of The Year Middle East Awards are back

Justin Harper

Entries are now open with an early-bird deadline of August 1



Campaign's Agency of The Year Middle East Awards are back, celebrating the very best people, teams and agencies across the region.

Entries are now open and we have an early-bird deadline of August 1 to save. The standard deadline is Thursday 26 September.

Launched in 2022 with dedicated awards for the Middle East within its Agency of the Year family, the event gets bigger and better each year.

Deadline extended for Campaign Agency of the Year Middle East

Shardul Nigam

Campaign Agency of the Year Middle East has announced an extended deadline of Thursday, 3 October, 2024.



The Campaign Agency of the Year Middle East has extended its final deadline. Agencies can now submit entries until Thursday, 3 October, 2024.

The awards are a prestigious recognition of agencies in the region. Securing a win at the event will undoubtedly set your agency apart from competitors and impress new and existing clients.

This year's jury will be chaired by Marwa Kaabour, Group Head of Marketing and Corporate Communications at Al Ma'aad. She will lead an esteemed selection of industry leaders who will team together to select the cream of the crop from all submitted entries.

2024 Agency of the Year: First wave of judges revealed

Shardul Nigam



The first wave of judges for Campaign Middle East's 2024 Agency of the Year Awards

Campaign Middle East is proud to reveal the first 16 judges for the 2024 Agency of the Year Awards.

These judges are industry leaders with years of experience in media, advertising, marketing and communications. They are experts in various sectors, from retail to F&B, automotive, and real estate.

These senior brand marketers are on our judging panel to give your agency's exposure and position your work in front of potential clients.

Campaign Middle East is committed to ensuring that the judging is fair, transparent and ethical. We employ MediaGurus to audit our judging process and ensure judges' decisions are objective and based solely on the entry in front of them.

Our shortlist and winners will be given editorial coverage in Campaign Middle East, with over 15k newsletter subscribers and 60,000 page views monthly. Being shortlisted provides a unique platform to promote your agency and talent and boost morale.

The early bird deadline, with submissions at a discount is August 1, 2024.

We asked the first wave of judges to share some tips entrants can consider when they create their entries.

Campaign Agency of the Year Middle East 2024 shortlist revealed

Shardul Nigam

This year's shortlist showcases 54 unique companies, each demonstrating their business success across the Middle East region.



Campaign's Agency of the Year Middle East awards shortlist for 2024 has been revealed.

In its third year, the Awards have seen a remarkable increase of 43.3 per cent in the number of entries, highlighting the industry's appetite and pride for its work. The awards also saw the introduction of five new categories this year: Brand Experience Agency, Independent Creative Agency of the Year, Independent Media Agency of the Year, Independent PR Agency of the Year, and Best Place to Work.

This year's shortlist showcases 54 unique companies, each demonstrating their business success across the Middle East region.

The categories, Best Agency - UAE, Outstanding Woman in Advertising or Media, alongside newcomer Best Place to Work, look to be the most highly contested categories this year.

Reflecting on this year's submissions, Marwa Kaabour, Chair of Judges and Group Marketing and Corporate Communications Director at Al Ma'aad: "Against a backdrop of economic strains and political tension, agencies have proven themselves to be powerful agents of change. Many redefined their models to become more agile, with smaller teams, profit-sharing initiatives, and cultures that focus on recognition and equity."

New categories announced for 2024 Agency of the Year Awards

Shardul Nigam

Campaign Middle East sheds light on what the new categories entail as the early bird deadline is fast approaching.



The highly respected Campaign Agency of the Year Awards crowned the very best advertising agencies in the region across all disciplines including creative, digital, media, PR, integrated, and social media.

This year's edition of the Awards will recognize agencies in four new 'Agency' categories and one new 'People and Teams' category. The larger category pool was designed to highlight the great work being done in an industry that is ever-changing and evolving.

Here are the new agency categories for the 2024 Campaign Agency of the Year Awards:

Brand Experience Agency:

With several new players in the region focused on brand development, this award recognizes agencies specialising in providing the best experiential marketing solutions.

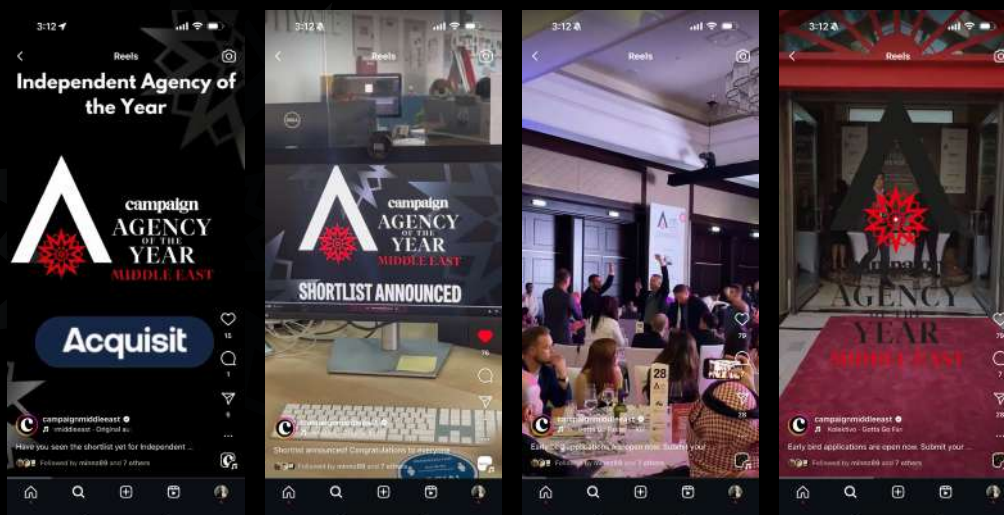
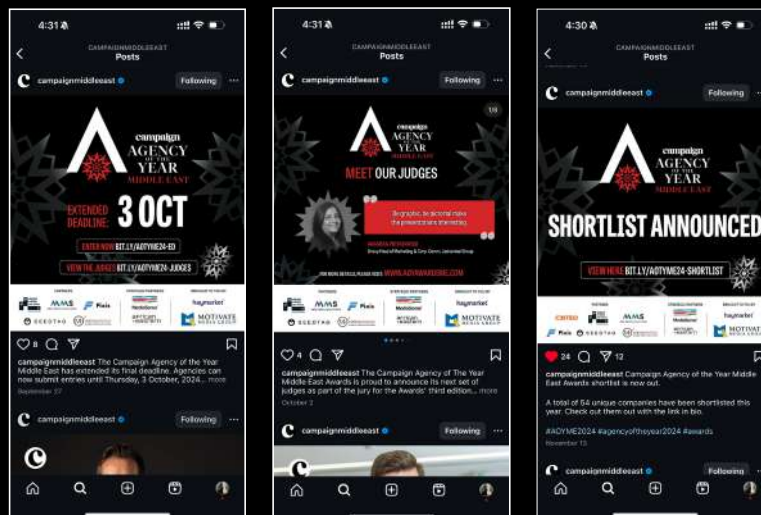
Independent Creative Agency of the Year:

Open to independent creative agencies and agencies that are not majority owned by a holding company or network (less than 49 per cent). Agencies not eligible are those who are either majority fully backed by or sharing resources with a holding company, or using a holding agency brand name. The scoring for business

PRE-EVENT MARKETING



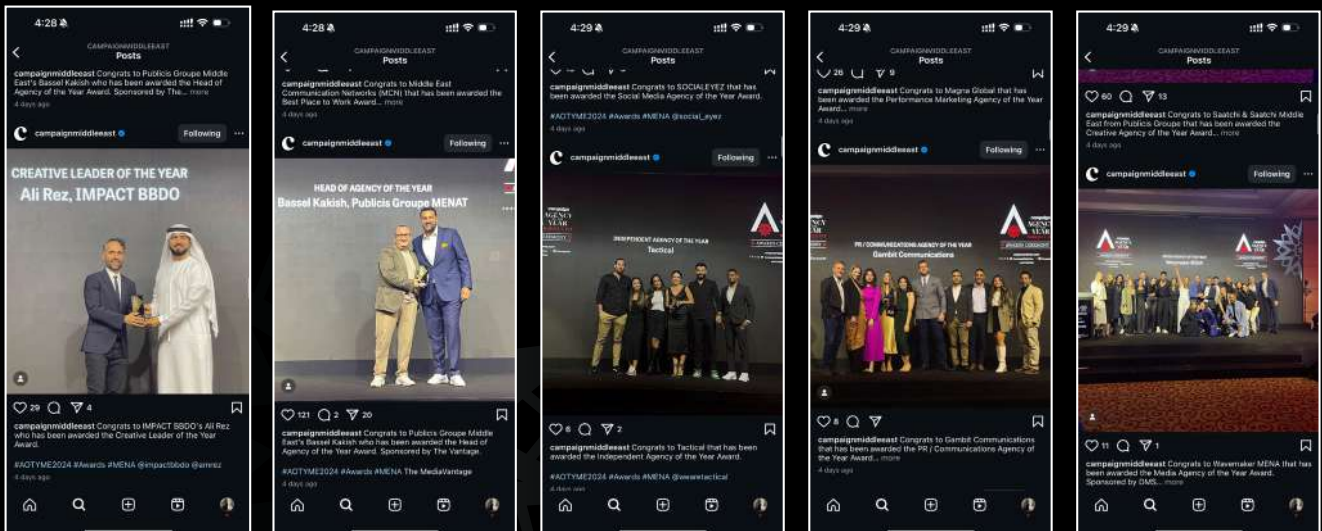
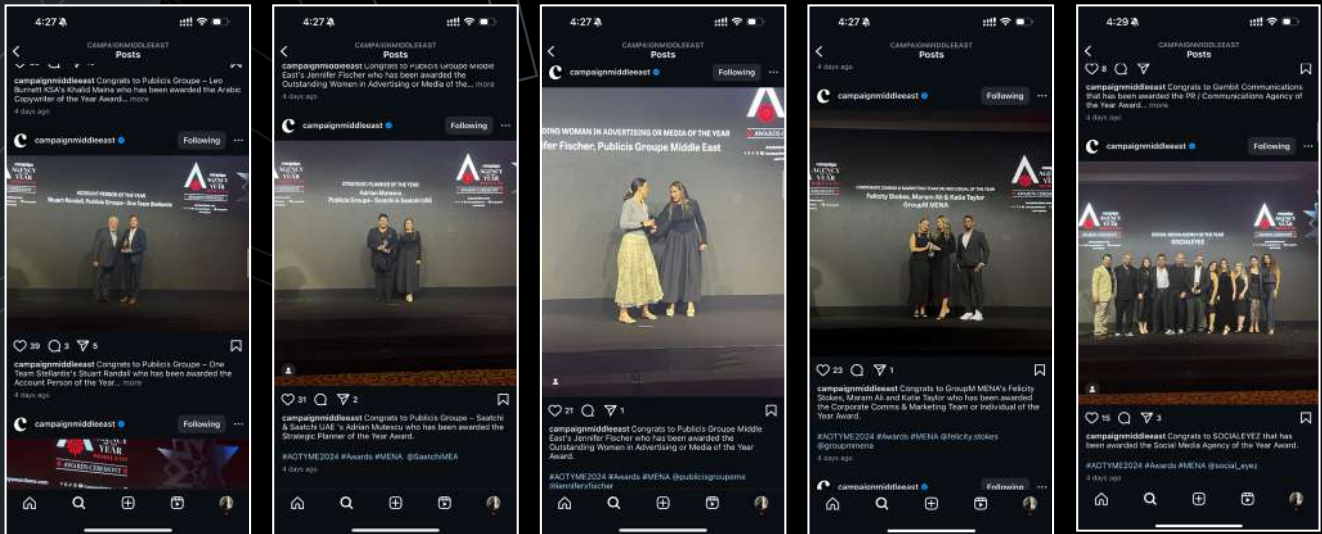
SOCIAL MEDIA



PRE-EVENT MARKETING



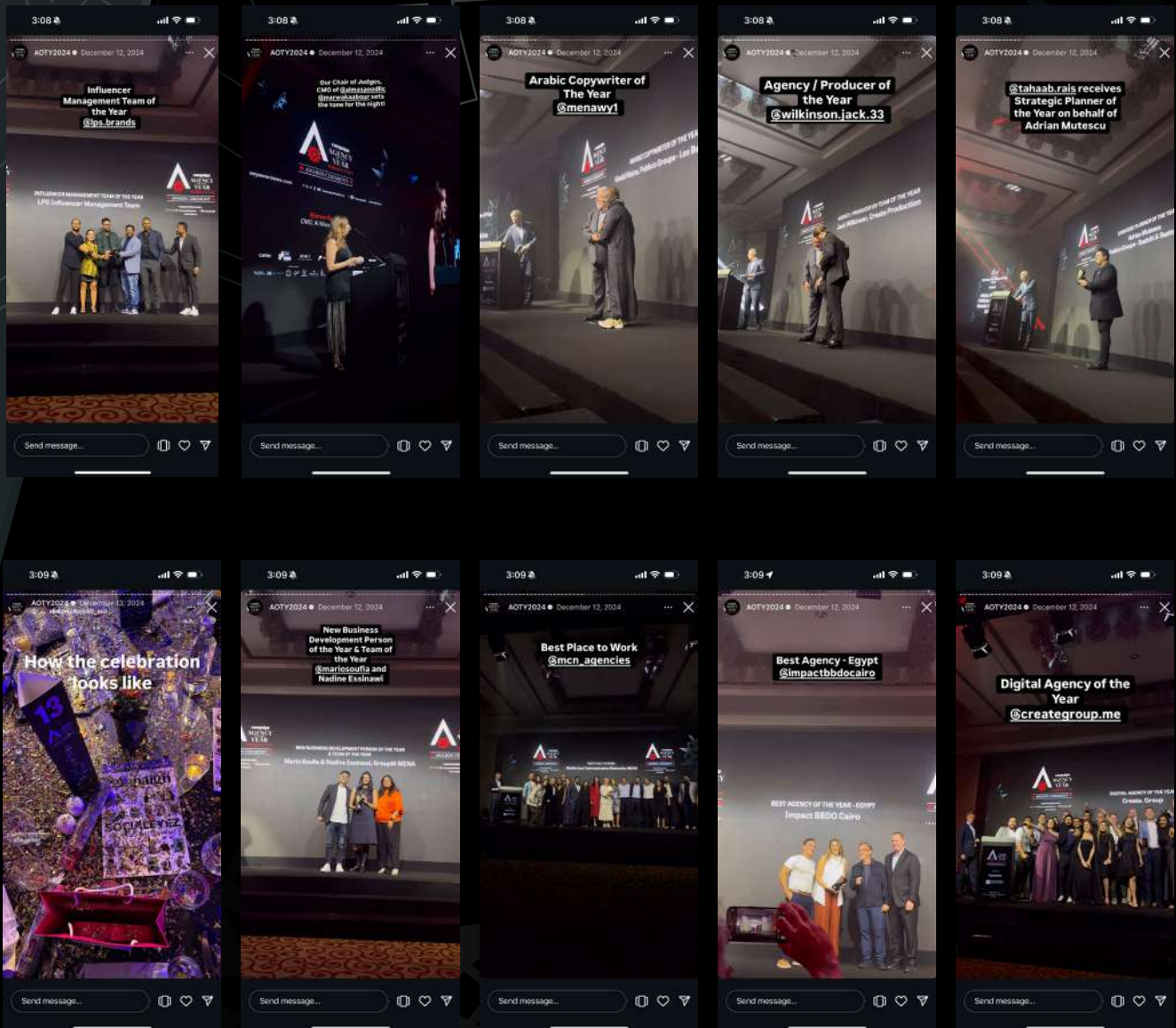
AT THE EVENT



EVENT SOCIAL MEDIA UPDATES



AT THE EVENT



EVENT SOCIAL MEDIA UPDATES



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)



POST-EVENT EDITORIAL COVERAGE



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AGENCY
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MIDDLE EAST

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

December 19, 2024 campaign 25



Create Group posed for a photograph on stage after picking up the Digital Agency of the Year award from award sponsor Sherry Hamoud, Managing Director (SMD) at Seetga.

DIGITAL AGENCY OF THE YEAR

AWARDED TO
SEETGA

Create Group
Tom Otton, CEO, Create Group

How does this award reflect the culmination of your efforts in 2024?

Our team has worked tirelessly over the past 12 months to deliver stellar products from award-winning digital experiences to producing content that really moved the needle, while rethinking how we deliver social. I've enjoyed the challenge of integrating AI into our workflow and seeing the team build some fascinating tools for our clients in the destination marketing space. We're at this point today because we consistently focus on three things: we listen and move fast to meet market demands, building agility into our operation as a competitive advantage. This process works on a foundation of trust within our culture, everyone shows up knowing the person next to them is ready to roll up their sleeves and help. Compound this across teams in a market like this and special things will continue to happen.

Despite a challenging start to the year, we're ending the year on a high note. The team reacted to the challenges, renewed key partnerships and brought on some really interesting new ones; we delivered work at scales we've never achieved before; our digital experience team alone clocked over 45 per cent growth this year. We are in the position we are today because of the efforts of an immensely talented team that has worked so hard this year, backed by client partners who believe in what we're trying to do and have put their trust in us time and time again. I'm incredibly grateful for both.

As you look in the win, what top learnings from 2024 will you take into the year ahead?

1) Investing in our culture, remaining agile as we grow, and always being resilient to endless change are the keys to longevity in this market.
2) The region's subtleties keep growing, we need the level of competitiveness. This keeps us laser-focused on improving what we do week in and week out. The second we take our eye off the ball, in this rapidly changing region, is when we would get left behind. The reason

we are here for the third year is now is that come Monday morning, it's back to work, focusing on building.
3) Brands and agencies actually have the power and even moral obligation to fight back against the tidal wave of meaningless AI-generated content, with impactful, intentional and empowering content.

What do you think the industry needs to change or fix on priority in the months ahead?

With the advent of major changes, we all face due to the adoption of AI, the industry would do well to remember that people aren't the centre of everything we do and that we mustn't lose sight of the emotional connection that our work must make in order to cut through the noise. Much of what we do as an agency is storytelling about our region in the world whether educating, inspiring, or captivating audiences by weaving a narrative that is often different to the one they may expect. While there is definitely a role for AI to be integrated here, this is clearly something that can't be outsourced, so let's stay focused on the intended end result, not just the shiny new ways in which we think we can get there.

In your opinion, what do consumers really want, and how can agencies help brands meet this need?

Consumers are now part and parcel of the process. Technological literacy has never been this high, and they are increasingly savvy with every new generation entering the market. With the well-known honesty being lifted, consumers are looking for authentic, connection and reliability. They also want products that make their lives easier. So in a sense, honesty and our experience are really key. We've never been more disarmed, and we've never wasted so much time, going nowhere fast. There's a space for a non-invasive digital experience that facilitates lives but doesn't involve us looking at a screen, constantly and having notification anxiety. In pockets, we're waking up to that.

What are the key facets to securing client wins and sustaining client retention?

In the region, it's never been more difficult to win work, and the current pressure on budgets is palpable. Requirements are getting tougher. As for the key facets to securing and retaining work, well that lies at the heart of who we are. It's people who win, build relationships and retain business, not the agency itself. Everything starts there. Invest in your people, hire exceptional talent, stay hyper-focused on what you are good at and be open to collaboration.

What are your agency's New Year's resolutions for 2025?

Stay focused on creating an environment where team members can do the best work of their lives consistently. It's a big ask and we won't always get it right, but if we can take more steps along that path then we will find any other successes we may be hoping for.

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INDEPENDENT MEDIA AGENCY OF THE YEAR

Fusion5
Elie Haber and Johnny Khazzoun
Managing Partners, Fusion5

How does this award reflect the culmination of your efforts in 2024?

Winning the Independent Media Agency of the Year award is a testament to our relentless drive for excellence in 2024. This recognition reflects the dedication of our team to delivering innovative, data and result-driven strategies for our clients, pushing creative boundaries, and staying ahead in a competitive industry.

It highlights the success of our collaborative culture, our commitment to nurturing talent, and our ability to adapt and thrive in an ever-evolving media landscape. This accolade is not just an achievement but a reflection of Fusion5's enduring mission to lead and inspire in the media industry.

As you look in the win, what top learnings from 2024 will you take into the year ahead?

2024 has been a transformative year for Fusion5, and as we celebrate this win, key learnings stand out.

First, innovation thrives on collaboration. Our greatest successes came from leveraging diverse perspectives across our client management and specialist teams.

Second, our ethos of agility has proven to be essential in a rapidly evolving industry, adapting quickly to trends and technology enabled us to stay ahead of the game.

Third, results speak louder than promises, focusing on measurable impact earned us the trust of clients and recognition from peers. Lastly, investing in people pays dividends, nurturing talent and fostering a growth mindset created a powerhouse team. These insights will guide us to achieve even greater milestones in 2025.

How has the balance between purpose and profits contributed to your successes over the past 12 months?

Purpose alone cannot reflect the importance of balance in our whole existence, and not just in our commercial success.

Purpose is what drives everything we do at Fusion5, be it in delivering campaigns that create meaningful conversations, supporting client goals with integrity, or investing in the development of our people.

Meanwhile, profits are a byproduct of this purposeful work. It is through this equilibrium that we build deeper trust with clients and partners, fuel innovation, inspire our team, and consistently exceed expectations in a competitive market.

What do you think the industry needs to change or fix on priority in the months ahead?

There is no question that the industry needs to continue prioritizing the adoption of tech and AI solutions. However, it is crucial to layer in a level of responsibility on how this is done to allow the industry to enhance efficiency without compromising quality or creativity. Maintaining balance is just as crucial here. Technology and AI should augment creativity, and not replace it. The industry also needs to prioritize the upskilling of talents to harness these AI integration tools effectively while safeguarding the originality and authenticity that drive meaningful audience engagement.

In your opinion, what do consumers really want, and how can agencies help brands meet this need?

We prioritized data-driven insights to deeply understand audiences of all types, and through our extensive exposure to these insights, we can confidently state that today's consumer seeks authenticity, value and relevance above all in their interactions with brands. Personalizing experiences with their values becomes key, while simultaneously respecting their privacy. Ultimately, maintaining this authenticity and merging in an element of storytelling to foster emotional resonance will be the cornerstone of building meaningful consumer connections.

What are the key facets to securing client wins and sustaining client retention?

While one should ensure facets like delivering measurable results, consistent communication, fueling innovation and ensuring exceptional client servicing, it is important to understand that securing client wins and sustaining client retention are achieved at the core by having a deep understanding of client goals and challenges and having a true passion for addressing these hand-in-hand with your client. Only through this are we able to align strategies with our clients' unique visions, and then drive towards business success.

What are your agency's New Year's resolutions for 2025?

With our 10-year anniversary in full swing, our resolution remains to foster excellence and cultural integrity and see the cornerstone for the next 10 years by investing in our team and deepening our client partnerships. Our key resolution for 2025 focuses on continuing our horizontal expansion into dynamic sectors like gaming and esports, while strategically growing our network of partnerships and exclusive inventory. We are laying the groundwork for our next major technological leap through vertical expansion in acquisition and retention solutions. This will unlock new potential in customer experience, conversion rate optimisation, personalisation, and re-engagement strategies, driving transformative outcomes.



Mark Soudy, Head of Agency Growth at Middle East Media Group, awarded Fusion5, Advertising the Independent Media Agency of the Year award.

POST-EVENT EDITORIAL COVERAGE

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)



PERFORMANCE MARKETING AGENCY OF THE YEAR
CITEO

Manana Ghilab
Kareem Abdel, CEO, Initiative MENA
and Alagna Ghilab, MENA

How does this award reflect the culmination of your efforts in 2024?
We are honored to be recognized as the best performance marketing agency in the Middle East. This award reflects our commitment to excellence in digital marketing, our innovative approach to solving complex challenges, and our dedication to our clients. It is a testament to the hard work and collaboration of our entire team, from strategists to executioners, who have worked tirelessly to deliver exceptional results for our clients throughout the year.

As you look back on the year, what top headlines from 2024 will you take home with you?
The year was marked by significant challenges, including economic uncertainty and a highly competitive market. However, we successfully navigated these challenges by focusing on innovation and client-centric solutions. Our top headline is the successful launch of our new digital marketing platform, which has significantly improved our efficiency and allowed us to deliver more personalized and targeted campaigns for our clients.

What are the key factors to achieving success while maintaining client relationships?
Communication is the key. We maintain open and transparent communication with our clients, ensuring they are always informed of our progress and any potential challenges. We also prioritize understanding our clients' needs and goals, allowing us to tailor our strategies and deliver solutions that truly meet their requirements.

What are your agency's New Year's resolutions for 2025?
We are committed to continuous improvement and innovation. Our resolutions for 2025 include expanding our service offerings, investing in new technologies, and further strengthening our client relationships. We aim to deliver even more exceptional results and provide a seamless experience for our clients throughout the year.

BRAND EXPERIENCE AGENCY OF THE YEAR

Joe S. Malyak and Kevin Alderwealdt
Co-founders of BEAR BRAND

How does this award reflect the culmination of your efforts in 2024?
This award is a testament to our commitment to creating exceptional brand experiences for our clients. It reflects our innovative approach to brand storytelling, our focus on building strong emotional connections with our audiences, and our dedication to delivering high-quality, memorable experiences. We are proud to be recognized as the best brand experience agency in the Middle East, and we look forward to continuing to push the boundaries of brand experience in the coming year.

As you look back on the year, what top headlines from 2024 will you take home with you?
The year was a journey of growth and innovation. Our top headline is the successful launch of our new brand experience platform, which has allowed us to create more immersive and personalized experiences for our clients' audiences. We also achieved significant milestones in our client relationships, securing several high-profile partnerships and delivering exceptional results for our clients.

What are the key factors to achieving success while maintaining client relationships?
Transparency and collaboration are key. We maintain open communication with our clients, ensuring they are always informed of our progress and any potential challenges. We also prioritize understanding our clients' needs and goals, allowing us to tailor our strategies and deliver solutions that truly meet their requirements.

What are your agency's New Year's resolutions for 2025?
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INDEPENDENT AGENCY OF THE YEAR

Yehuda
Mika Khorat, CEO, Yotvion

How does this award reflect the culmination of your efforts in 2024?
This award is a testament to our commitment to excellence in independent agency services. It reflects our innovative approach to solving complex challenges, our focus on building strong emotional connections with our audiences, and our dedication to delivering high-quality, memorable experiences. We are proud to be recognized as the best independent agency in the Middle East, and we look forward to continuing to push the boundaries of independent agency in the coming year.

As you look back on the year, what top headlines from 2024 will you take home with you?
The year was a journey of growth and innovation. Our top headline is the successful launch of our new independent agency platform, which has allowed us to create more immersive and personalized experiences for our clients' audiences. We also achieved significant milestones in our client relationships, securing several high-profile partnerships and delivering exceptional results for our clients.

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What are your agency's New Year's resolutions for 2025?
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BEST AGENCY OF THE YEAR — SAUDI ARABIA

Yehuda
Mika Khorat, CEO, Yotvion

How does this award reflect the culmination of your efforts in 2024?
This award is a testament to our commitment to excellence in agency services. It reflects our innovative approach to solving complex challenges, our focus on building strong emotional connections with our audiences, and our dedication to delivering high-quality, memorable experiences. We are proud to be recognized as the best agency in Saudi Arabia, and we look forward to continuing to push the boundaries of agency in the coming year.

As you look back on the year, what top headlines from 2024 will you take home with you?
The year was a journey of growth and innovation. Our top headline is the successful launch of our new agency platform, which has allowed us to create more immersive and personalized experiences for our clients' audiences. We also achieved significant milestones in our client relationships, securing several high-profile partnerships and delivering exceptional results for our clients.

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campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

30 campaign December 19, 2024

PR / COMMUNICATIONS AGENCY OF THE YEAR

Gambit Communications

Jamal Al Mawed, Founder & Managing Director,
Gambit Communications

How does this award reflect the culmination of your efforts in 2024?

It's a great way to wrap up our record-breaking fifth year, where we continued this success story that we are so blessed to be part of. We won 37 major trophies including five agency of the year titles, retained 100 per cent of our retainer clients, 100 per cent of our project clients, two major tenders such as Uber, Omnicast, Western Digital and Essilor Luxottica Group took home the ADNA Young Lions gold for the second consecutive year, grew the team 30 per cent making conquest international and senior hires, and even built a fashion boutique in our office.

As you seek in the win, what top learnings from 2024 will you take into the year ahead?

We learned the importance of adapting to consumer sentiments in real-time, as audience distraction was a genuine challenge in 2024. We've had the delusion of a discourse global geopolitical and financial landscape combined with rapid economic growth and opportunities in the region, so naturally, consumers have lacked concentration. Creating content that could cut through all of that required laser-focused targeting.

How has the balance between purpose and profits contributed to your successes over the past 12 months?

It is the driving force. Our team culture is our biggest superpower but that requires business investment. We consistently decline to work with brands or people that don't fit our values, so the team never has to work on a client that might conflict with their cultural, religious or even personal beliefs. We ensure that client-team discourse is always healthy, and we invest heavily in team growth, team building and outings. When you give up some of your profits in order to protect your purpose, you win the true and respect of your team and clients.

What do you think the industry needs to change or fix on priority in the months ahead?

Artificial intelligence is a slippery slope in the PR industry. Of course, it is important to learn how to apply it correctly and harness its potential, but what is mostly happening now is people taking shortcuts for writing emails, press releases, generating plans and even thinking of ideas. It's a worrying trend as AI should replace basic tasks, not basic skills.

In your opinion, what do consumers really want, and how can agencies help brands meet this need?

If we look at our region, the last 15 months of the wars in Palestine, Lebanon and now Syria have really made people re-evaluate where they spend their money, what brands they associate with, and what celebration they support. It has also made people much more cynical of media, and more interested in independent journalism, so we are seeing major paradigm shifts. At the heart of all this is a common goal of wanting brands to uphold values that go over and above politics and profits, so agencies really need to help brands showcase their values now because the audience demands to know what they are.

What are the key facets to securing client wins and sustaining client retention?

Team chemistry and a winning culture. We always request that tenders happen face-to-face rather than a video call as we believe in the strength of our culture and it shines through when we meet and interact with clients, and that is also what keeps the relationship going once you sign. In terms of retention, if you have a winning culture ingrained in the team then they will always try to surpass their own achievements, and clients want that energy and drive. We will always set our own bar higher than the KPIs we are given.

What are your agency's New Year's resolutions for 2025?

Keep winning and always put decency before profits.



Rakim Qasbi, Publisher at Campaign Middle East, handed over the PR/Communications Agency of the Year trophy to Gambit Communications.

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BEST AGENCY OF THE YEAR - JORDAN

Adpro&



Adpro& was named the Best Agency of the Year—Jordan in a ceremony one of the awards judges, Siddharth Shrivastava's Head of Brand and Marketing at Home Centre under the Leadership Group.

BEST AGENCY OF THE YEAR - OMAN

Kenshō Mindful Communications



Aspide at the Agency of the Year Middle East awards, Suhail Khan, Director of Marketing at Bayd and Dabbols, named the Kenshō Mindful Communications as the Agency of the Year—Oman.

POST-EVENT EDITORIAL COVERAGE



campaign
AGENCY
OF THE
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MIDDLE EAST

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

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BEST PLACE TO WORK

Middle East Communication Network (MCN)
Chairman Harfoush, CEO MEN MENAT and President, MCGM Workshop - AMG

How has this award reflect the collaboration of your efforts in 2024?

It's a great honor to be recognized for the work we've done in 2024. It's a testament to the hard work and dedication of our team, and the support of our clients and partners. We're proud to be recognized as the best place to work in the Middle East, and we look forward to continuing our journey in 2025.

What do you think the industry needs to change to be a priority?

We need to focus on innovation and creativity. We need to embrace change and be open to new ideas. We need to work together to create a better future for the industry.

How has the balance between profit and growth contributed to your success over the past 12 months?

We've focused on growth and innovation, and that's what has driven our success. We've invested in our people and our technology, and that has allowed us to grow our business and serve our clients better.

What are your plans for 2025?

We're excited about the future and looking forward to continuing our growth and innovation. We're committed to being the best place to work in the Middle East, and we're committed to serving our clients and partners with the highest quality of service.

December 15, 2024 **campaign** 35

OUTSTANDING WOMAN IN ADVERTISING OR MEDIA OF THE YEAR

Jennifer Fischer
Chief Technology and Growth Officer, Publicis Groupe Middle East

What does winning this award mean to you?

It's a great honor to be recognized for the work we've done in 2024. It's a testament to the hard work and dedication of our team, and the support of our clients and partners. We're proud to be recognized as the outstanding woman in advertising or media of the year, and we look forward to continuing our journey in 2025.

What are your plans for 2025?

We're excited about the future and looking forward to continuing our growth and innovation. We're committed to being the best place to work in the Middle East, and we're committed to serving our clients and partners with the highest quality of service.

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CREATIVE LEADER OF THE YEAR

Ali Reza
Chief Creative Officer, Impact REDD

What does winning this award mean to you?

It's a great honor to be recognized for the work we've done in 2024. It's a testament to the hard work and dedication of our team, and the support of our clients and partners. We're proud to be recognized as the creative leader of the year, and we look forward to continuing our journey in 2025.

What are your plans for 2025?

We're excited about the future and looking forward to continuing our growth and innovation. We're committed to being the best place to work in the Middle East, and we're committed to serving our clients and partners with the highest quality of service.

December 15, 2024 **campaign** 37

STRATEGY LEADER OF THE YEAR

Tahsin Malik
Chief Marketing Officer, Publicis Groupe MENAT

What does winning this award mean to you?

It's a great honor to be recognized for the work we've done in 2024. It's a testament to the hard work and dedication of our team, and the support of our clients and partners. We're proud to be recognized as the strategy leader of the year, and we look forward to continuing our journey in 2025.

What are your plans for 2025?

We're excited about the future and looking forward to continuing our growth and innovation. We're committed to being the best place to work in the Middle East, and we're committed to serving our clients and partners with the highest quality of service.

POST-EVENT EDITORIAL COVERAGE



campaign AGENCY OF THE YEAR MIDDLE EAST

CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

30 campaign December 20, 2024

ACCOUNT PERSON OF THE YEAR

Stuart Randall
Business Director, One Team, Dublin, Ireland
Publicis Group, M&M

What does winning this award mean to you? Winning this award is a career milestone and it is not just a reflection of my ability, but a testament to the power of collaboration. It's not just a personal achievement, but an acknowledgment of the exceptional team and agency that has the privilege to work with. The honor recognizes the talent and expertise of the entire team, but also a commitment to long-standing excellence, leading strategic partnerships, and making great work together in 2024 and beyond.

Can you share some strategies that contributed to your success?

Understanding client relationships and tailoring solutions to their specific needs is critical. It's about listening, understanding, and then providing a solution that goes beyond the obvious. It's about being a trusted advisor, not just a service provider. It's about being a partner, not just a vendor. It's about being a team player, not just a team member.

What is your greatest achievement from 2024 and what's your key takeaway from it?

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How do you envision the demand for your services in 2025?

The demand for my services is expected to grow significantly in 2025. This is due to the increasing complexity of the business environment and the need for more sophisticated solutions. I expect to see a continued focus on innovation and digital transformation, which will drive the demand for my services.



Stuart Randall, Business Director of One Team, Dublin, Ireland, Publicis Group, M&M, holding the Account Person of the Year award.

What are the right constraints? Agencies that can manage the balance of cost, quality, and speed are the ones that will thrive.

How can marketing be done the right way and what will it take for brands and agencies to truly make a difference?

Marketing is not just about selling a product or service. It's about creating a connection with the audience. It's about understanding the audience's needs and desires and then providing a solution that meets those needs. It's about being a trusted advisor, not just a service provider. It's about being a partner, not just a vendor. It's about being a team player, not just a team member.

How do you see the analytics and digital tools reshaping the industry in the years to come?

Analytics and digital tools are reshaping the industry in many ways. They are providing more data and insights than ever before, which is allowing agencies to create more targeted and effective campaigns. They are also making it easier for agencies to track and measure the results of their campaigns, which is helping them to optimize their performance and make better decisions.

TALENT MANAGEMENT INDIVIDUAL & TEAM OF THE YEAR

Chandini Harper and Maisha Tabbal
ZSWA/ZAAD

What does winning this award mean for your team? For Chandini and Maisha, winning this award is a testament to their hard work and dedication. It's about being recognized for the exceptional talent and team that they have built and for the success that they have achieved together.

Can you share some strategies that contributed to the success?

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What is your team's proudest moment from 2024 and what's your key takeaway from it?

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Analytics and digital tools are reshaping the industry in many ways. They are providing more data and insights than ever before, which is allowing agencies to create more targeted and effective campaigns. They are also making it easier for agencies to track and measure the results of their campaigns, which is helping them to optimize their performance and make better decisions.

What is your team's proudest moment from 2024 and what's your key takeaway from it?

Winning this award is a testament to the power of collaboration. It's about listening, understanding, and then providing a solution that goes beyond the obvious. It's about being a trusted advisor, not just a service provider. It's about being a partner, not just a vendor. It's about being a team player, not just a team member.

How do you envision the demand for your services in 2025?

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40 campaign December 20, 2024

AGENCY PRODUCER OF THE YEAR

Jack Wilkinson
Creative Production



Jack Wilkinson, Creative Production, holding the Agency Producer of the Year award.



Jack Wilkinson, Creative Production, holding the Agency Producer of the Year award.

What are the right constraints? Agencies that can manage the balance of cost, quality, and speed are the ones that will thrive.

How can marketing be done the right way and what will it take for brands and agencies to truly make a difference?

Marketing is not just about selling a product or service. It's about creating a connection with the audience. It's about understanding the audience's needs and desires and then providing a solution that meets those needs. It's about being a trusted advisor, not just a service provider. It's about being a partner, not just a vendor. It's about being a team player, not just a team member.

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BEST AGENCY OF THE YEAR - EGYPT

Impact BBDO Cairo



Impact BBDO Cairo team holding the Best Agency of the Year - Egypt award.

BEST AGENCY OF THE YEAR - IRAQ

Brodmann



Brodmann team holding the Best Agency of the Year - Iraq award.

POST-EVENT EDITORIAL COVERAGE



CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

44 campaign December 19, 2024

BEST AGENCY OF THE YEAR - QATAR

UM Qatar



UM Qatar was recognized as Best Agency of the Year. Center to left of the awards judges, Sultan Khan, Director of Marketing at Royal and Doha.

BEST AGENCY OF THE YEAR – UAE

Pixelis

Action Global Communications – UAE



Pixelis, CEO – EMER and ADRC for Pixelis, one of the agency's sponsors, presented Action Global Communications – UAE with the Best Agency of the Year – UAE award.

50 campaign December 19, 2024

SOCIAL MEDIA AGENCY OF THE YEAR

SOCIALEVEZ



SOCIALEVEZ was named Social Media Agency of the Year, with founders, founders, Publisher at Campaign Middle East, presenting the award.

START UP AGENCY OF THE YEAR

BigTime Creative Shop



BigTime Creative Shop was named the Start-Up Agency of the Year. Trophy by Ahmad B. Samir, Senior Director of Marketing at Jumeirah.

STRATEGIC PLANNER OF THE YEAR

Adrian Mutescu

Publicis Groupe – Saatchi & Saatchi UAE



Adrian Mutescu of Saatchi & Saatchi UAE from Publicis Groupe was awarded the Strategic Planner of the Year trophy, which was placed upon the trophy by Ahmad B. Samir, Senior Director of Marketing at Jumeirah.

POST-EVENT EDITORIAL COVERAGE



CAMPAIGN MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE JANUARY 2025 (READERSHIP 12,000)

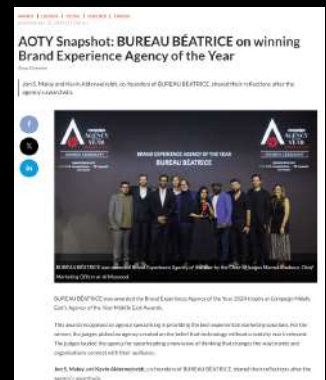


POST-EVENT EDITORIAL COVERAGE



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

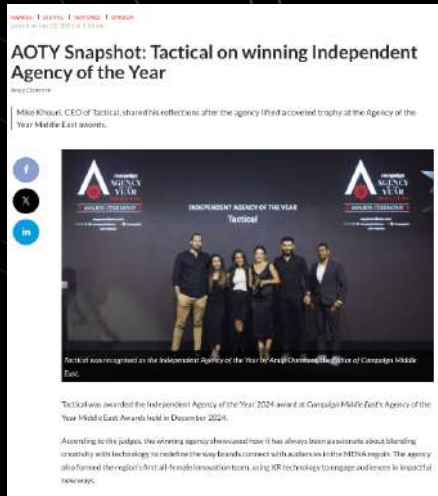
ONLINE ARTICLE: WINNERS ANNOUNCED



POST-EVENT COVERAGE



ONLINE ARTICLE: WINNERS ANNOUNCED



Campaign Agency of the Year Middle East 2024 winners announced

The winners were revealed during a ceremony on 12th December at The Westin Mina Seyahi, Dubai.

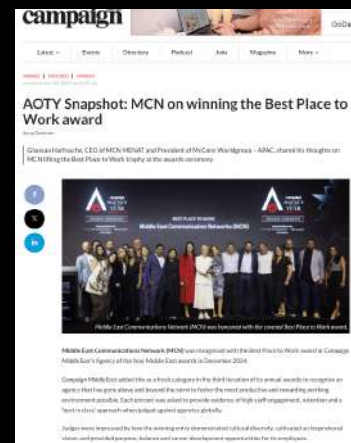


Campaign Middle East hosted the third edition of its Agency of the Year Middle East Awards, celebrating excellence in advertising, marketing, media, and PR. The winners were revealed during a ceremony on 12th December at The Westin Mina Seyahi, Dubai.

This year's winners showcased exceptional achievements, from business growth to championing diversity. They set new industry benchmarks by reimagining their operating models with greater agility, prioritising smaller teams, profit-sharing initiatives, and cultures centred on equity and recognition.

Here's a look at the agencies, teams, and people who stood out.

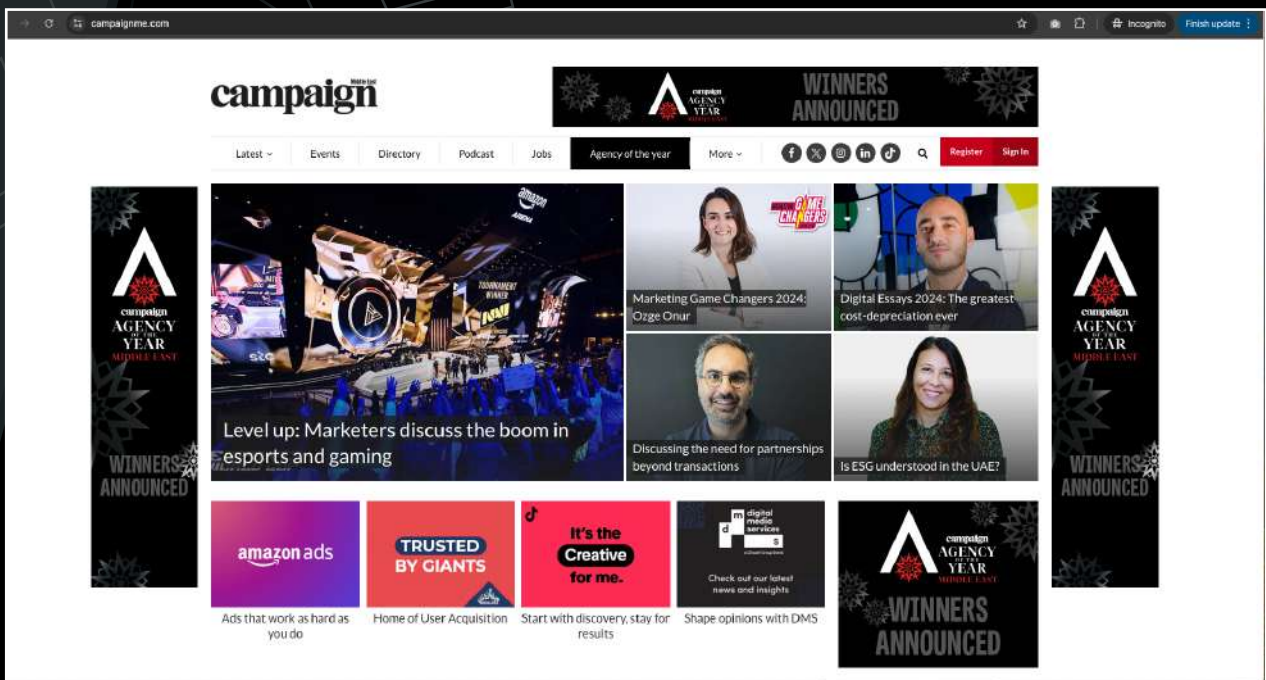
Agency of the Year Middle East Awards winners 2024



POST-EVENT COVERAGE



DIGITAL BANNERS: WINNERS ANNOUNCED



DIGITAL BANNERS WERE PLACED ON CAMPAIGN, GULF BUSINESS AND WHAT'S ON
100,000 IMPRESSIONS WERE SERVED

POST-EVENT COVERAGE



PRINT AD: WINNERS ANNOUNCED



CONGRATULATIONS TO ALL THE WINNERS



CREATIVE AGENCY OF THE YEAR
Saatchi & Saatchi Middle East -
Publicis Groupe

MEDIA AGENCY OF THE YEAR
Wavemaker MENA

**INTEGRATED MARKETING AGENCY
OF THE YEAR**

Publicis Groupe MENAT

ACCOUNT PERSON OF THE YEAR

Stuart Randall, One Team Stellantis,
Publicis Groupe

ARABIC COPYWRITER OF THE YEAR
Khalid Maina, Leo Burnett KSA,
Publicis Groupe

AGENCY PRODUCER OF THE YEAR
Jack Wilkinson, Create Production

STRATEGIC PLANNER OF THE YEAR
Adrian Mutescu, Saatchi &
Saatchi UAE, Publicis Groupe

**OUTSTANDING WOMEN IN ADVERTISING
OR MEDIA OF THE YEAR**

Jennifer Fischer,
Publicis Groupe Middle East

**TALENT MANAGEMENT INDIVIDUAL & TEAM
OF THE YEAR**

Claudia Harper & Majida Tabch,
TBWA\RAAD

**CORPORATE COMMS & MARKETING TEAM
OR INDIVIDUAL OF THE YEAR**

Felicity Stokes, Maram Ali &
Katie Taylor, GroupM MENA

**INFLUENCER MANAGEMENT TEAM
OF THE YEAR**

LPS Influencer Management Team,
LPS

CREATIVE TEAM OF THE YEAR
Farhan Siddiqui & Paurav Shah, Leo
Burnett Middle East, Publicis Groupe

**NEW BUSINESS DEVELOPMENT PERSON
OF THE YEAR & TEAM OF THE YEAR**
Mario Soufia & Nadine Essinawi,
GroupM MENA

STRATEGY LEADER OF THE YEAR

Tahaab Rais, Publicis Groupe MENAT

CREATIVE LEADER OF THE YEAR
Ali Rez, IMPACT BBDO

HEAD OF AGENCY OF THE YEAR
Bassel Kakish, Publicis Groupe MENAT

BEST PLACE TO WORK
Middle East Communication Networks
(MCN)

BEST AGENCY OF THE YEAR - EGYPT
Impect BBDO Cairo

BEST AGENCY OF THE YEAR - IRAQ
Brodmann

BEST AGENCY OF THE YEAR - JORDAN
Adpro&

BEST AGENCY OF THE YEAR - OMAN
Kenshō Mindful Communications

BEST AGENCY OF THE YEAR - QATAR

UM Qatar

BEST AGENCY OF THE YEAR - SAUDI ARABIA
Publicis Groupe - Zenith KSA

BEST AGENCY OF THE YEAR - UAE
Action Global Communications - UAE

START UP AGENCY OF THE YEAR
BigTime Creative Shop

PRODUCTION HOUSE OF THE YEAR
electricline™

BRAND EXPERIENCE AGENCY OF THE YEAR

BUREAU BÉATRICE

**EVENTS, EXPERIENTIAL AND
ENGAGEMENT AGENCY OF THE YEAR**

Jack Morton MENAT

INDEPENDENT PR AGENCY OF THE YEAR
Gambit Communications

INDEPENDENT MEDIA AGENCY OF THE YEAR

Fusion5 Advertising

**INDEPENDENT CREATIVE AGENCY
OF THE YEAR**

BigTime Creative Shop

INDEPENDENT AGENCY OF THE YEAR
Tactical

SOCIAL MEDIA AGENCY OF THE YEAR
SOCIALEYEZ

**PR / COMMUNICATIONS AGENCY
OF THE YEAR**

Gambit Communications

**PERFORMANCE MARKETING AGENCY
OF THE YEAR**

Magna Global

DIGITAL AGENCY OF THE YEAR
Create. Group

VIEW ONLINE



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YANGO ADS

STRATEGIC PARTNERS

afrikan
eastern

hudabeauty

MediGard

haymarket

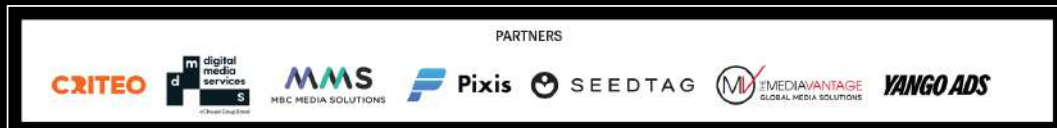
PROGENTIVUS

MOTIVATE
MEDIA GROUP

POST-EVENT COVERAGE



EMAIL SIGNATURE: WINNERS ANNOUNCED



POST-EVENT COVERAGE



NEWSLETTER BANNER: WINNERS ANNOUNCED

campaign

Dear Campaign Middle East family,

It's a happy Friday, indeed. From us at Campaign Middle East: Here's a special word of thanks to the region's top agencies for showing up with force and flair at our Agency of the Year Middle East Awards yesterday. As one of our leaders said, the force was with each of you last night. We loved every bit of it and hope you did too. Thank you so much for the hundreds of messages and emails that you've sent us. We may not have time to respond to all of them, but here's us letting you know that we have read them and appreciate every single bit of feedback that you've shared.

For those of you looking for the photographs and a quick recap of the awards, please pore through the top story on our newsletter. We, of course, also feature one of the biggest stories of 2024 - the Omnicom-IPG merger - the only other topic apart from the awards that everyone in the industry seems to be talking about. That said, for those of you who like a nice weekend read, we've got a great interview with Diriyah's CMO Kiran Jay Haslam and a fantastic feature on gaming and esports.

Happy reading and here's wishing you a wonderful weekend ahead.

Anup Oommen
Editor, Campaign Middle East

Campaign Agency of the Year Middle East 2024 winners announced






Omnicom agrees to buy Interpublic in deal to create world's biggest agency group




Saudi's Salam signs deal with Publicis to elevate CX through digital services



FP7 McCann KSA appoints Head of Strategy to strengthen Saudi leadership team



Setting standards in Saudi Arabia: Diriyah Company CMO





POST-EVENT COVERAGE



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

SOCIAL MEDIA: WINNERS ANNOUNCED



POST-EVENT COVERAGE



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AGENCY
OF THE
YEAR
MIDDLE EAST

EDM: WINNERS ANNOUNCED



campaign
AGENCY
OF THE
YEAR
MIDDLE EAST

WINNERS ANNOUNCED

Last night we championed the outstanding achievements of the Campaign Agency of the Year Middle East Awards winners.



Congratulations to our winners, highly commended and shortlisted entrants, this year's calibre of work is a true testament to the continued progression of our industry.


[REVEAL THE WINNERS](#)

[REGISTER YOUR INTEREST FOR 2025](#)







Partners





Beverage Partners





Strategic Partners



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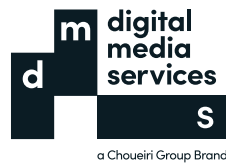

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