



















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







YOU ARE INVITED

DATE: DECEMBER 12, 2024

VENUE: THE WESTIN DUBAI MINA SEYAHI

DOORS OPEN: 7:00 PM

DRESS CODE: SMART CASUAL

RSVP: CAMPAIGNME.EVENTS@MOTIVATE.AE

WWW.AOYAWARDSME.COM

f ⊙ ♂ ⑥ ▶ CampaignMiddleEast 🛚 🗶 🛅 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.

PARTNERS

CRITEO



MMS





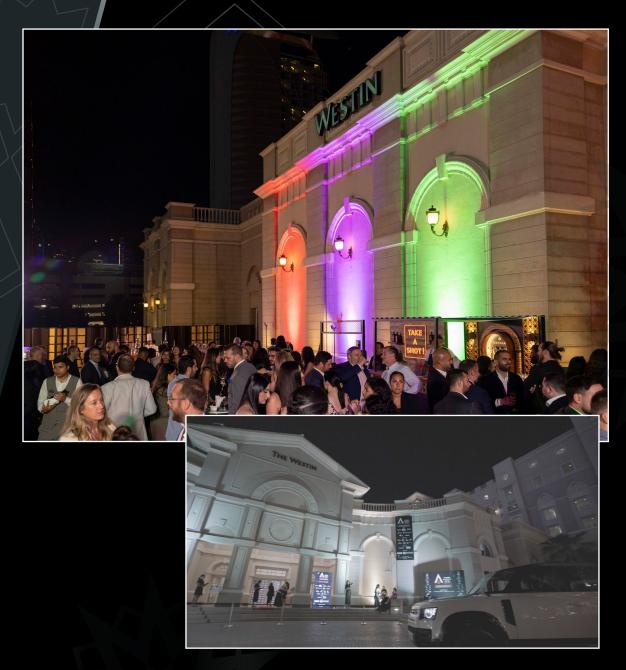
Pixis SEEDTAG



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.





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



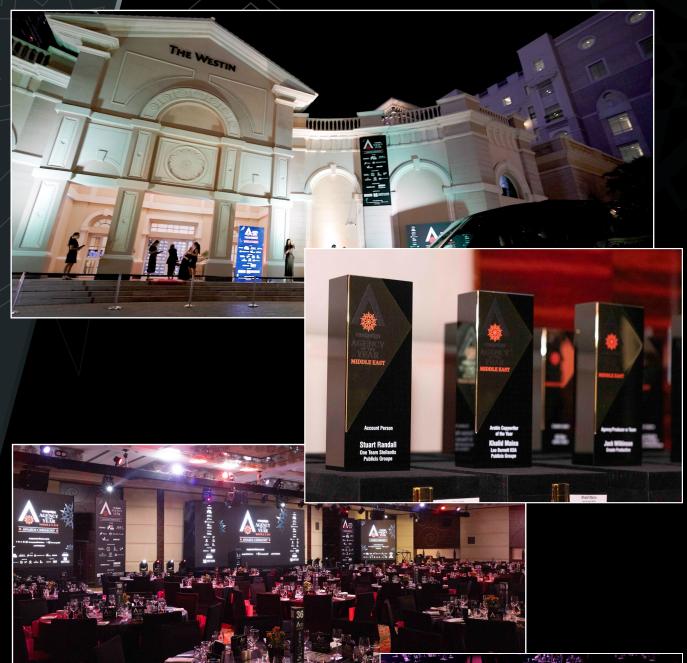
Khaled AlShehhi from the UAE Government Media Office, and Ali Rez from Impact BBDO at the awards.



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







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.















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.





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 Solutons presented the following:

• Best Agency Of The Year – Saudi Arabia







BEST AGENCY OF THE YEAR-UAEAction Global Communications-UAE

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

• Best Agency Of The Year – UAE







DIGITAL AGENCY OF THE YEAR Create. Group

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

• Digital Agency Of The Year





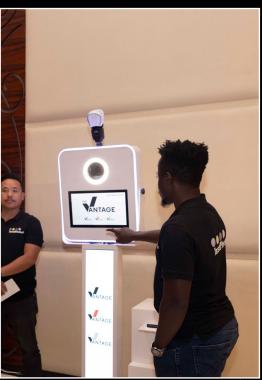


INTEGRATED MARKETING AGENCY OF THE YEAR Publicis Groupe MENAT









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







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



OR MEDIA OF THE YEAR

Jennifer Fischer, Publicis Groupe Middle East



NT MANAGEMENT INDIVIDUAL & TEAM OF THE YEA Claudinia 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



















MARWA KAABOUR

CMO

Al Masaood Group



AHMAD CHATTLA

Director of Brand and Communication

HungerStation



Senior Director of Marketing Jumeirah



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



ANNE TULLOCH Marketing Director Alshaya



ASAD UR REHMA CEO Twenty Two FZE



BEATRIZ BENEDETTI Head of Marketing - MENA BRF



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 KHIMJI Managing Director The MediaVantage



ARIE-CAPUCINE AKILIAI Vice President Huda Beauty



MITIN CHAKRABOR

Head of Marketing



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



Chief Sales & MarComms Officer Expo City Dubai



SHYAM SUNDER VP Marketing TB0.COM



SIDDARTH SIVAPRAKASH Head of Brand & Marketing Home Centre Landmark Group



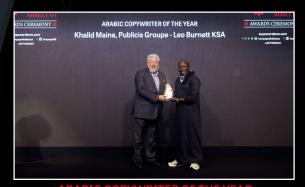
STAVROULA KALOGERAS MBA Programme Director Heriot-Watt University



COO DMS







Khalid Maina, Leo Burnett KSA, Publicis Groupe



AGENCY PRODUCER OF THE YEAR Jack Wilkinson, Create Production



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





Saatchi & Saatchi Middle East - Publicis Groupe



IA AGENCY OF THE ' Wavemaker MENA

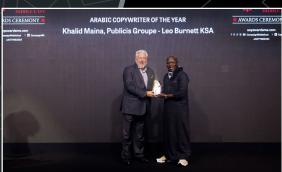


Publicis Groupe MENAT



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





Khalid Maina, Leo Burnett KSA, Publicis Groupe



Jack Wilkinson, Create Production



Adrian Mutescu, Saatchi & Saatchi UAE, Publicis Groupe



Jennifer Fischer, Publicis Groupe Middle East



Claudinia Harper & Majida Tabch, TBWA\RAAD



Felicity Stokes, Maram Ali & Katie Taylor, GroupM MENA



LPS Influencer Management Team, LPS



Farhan Siddiqui & Paurav Shah Publicis Groupe-Leo Burnett 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



Middle East Communication Networks(MCN)



BEST AGENCY OF THE YEAR-EGYPT Impact BBDO Cairo



BEST AGENCY OF THE YEAR-IRAC Brodmann



BEST AGENCY OF THE YEAR-JORDAN Adpro&

WINNERS





BEST AGENCY OF THE YEAR-OMANKenshō Mindful Communications



BEST AGENCY OF THE YEAR-QATAR
UM Qatar



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



Action Global Communications-UAE



START UP AGENCY OF THE YEAR BigTime Creative Shop



PRODUCTION HOUSE OF THE YEAR electriclime°



BRAND EXPERIENCE AGENCY OF THE YEAR BUREAU BÉATRICE



EVENTS, EXPERIENTIAL ENGAGEMENT
AGENCY OF THE YEAR
Jack Morton MENAT

WINNERS





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



Create. Group

WINNERS



PRINT ADS











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

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 <u>Campaign Middle East</u> -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





CampaignME.com

#AgencyOfTheYear



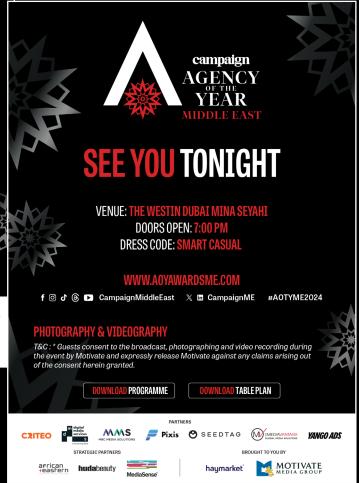






EDM



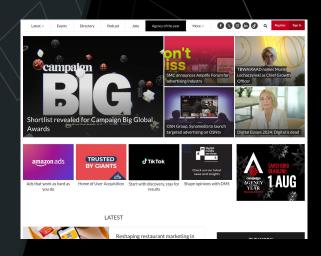


EDMs WERE SENT OUT TO THE CAMPAIGN MIDDLE EAST, GULF BUSINESS, WHAT'S ON DUBAI AND WHAT'S ON ABU DHABI DATABASES OF 60,000 SUBSCRIBERS

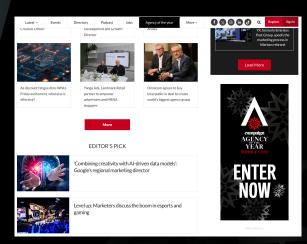


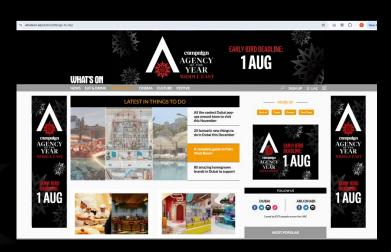
DIGITAL BANNERS

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





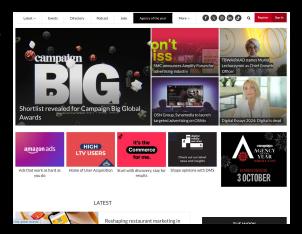


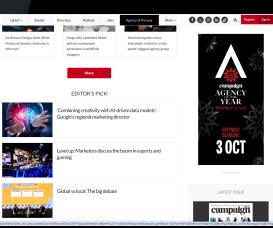


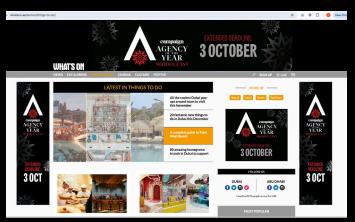


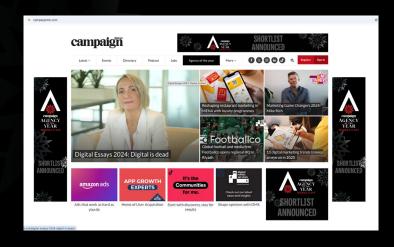
DIGITAL BANNERS











PRE-EVENT MARKETING





EMAIL SIGNATURES

NEWSLETTER BANNERS





Dear Campaign Middle East family. From what we've heard, leaders within the industry are busy closing pitches and signing partnerships, staffing up for the year ahead, working on hearter projects that are due to be revealed score; table heart projects that are due to be revealed score; table heart projects that are due to be revealed score; table heart projects are all the second projects and the world. Speaking of events, see look forward to meeting you at our CH event on Friday Nevenber, if you heart beging to your testes or continued you are all your seek your projects are not provided by the seek of the second projects are not provided by the seek of the second projects are not provided to the second projects and the second projects are seen as which are developed to the second projects are seen as the second proj



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

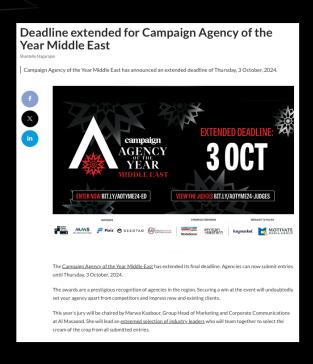




Entries are now open and we have an early-bird deadline of August 1 to save. The standard deadline is

Launched in 2022 with dedicated awards for the Middle East within its Agency of the Year family, the event

ARTICLES



2024 Agency of the Year: First wave of judges revealed





ubscribers and 88,000 page views monthly. Being shortlisted provides a unique platform to

Campaign Agency of the Year Middle East 2024



New categories announced for 2024 Agency of the Year Awards



and Teams' category. The larger category pool was designed to highlight the great work being done in ar industry that is ever-changing and evolving.



SOCIAL MEDIA



















AT THE EVENT























AT THE EVENT























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







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



DIGITAL AGENCY OF THE YEAR

SEEDTAG

Create, Group

Tom Otton, CEO, Create. Group

On team has worked triedealy over the past 12 months to deliver stellar products from award straining digital experiences to producing content that really moved the needle, whilst rethinking how deliver social. To enjoyed the challenge of integrating A into our workflow and seeing the team build some fascinating tools for our clients in the destination marketing spees. We're at this point today because the straining tools for the content of the content

teams in a market like this and special things will continue to happen. Despite a schaining nature to he year we're ending the year on a New Property of the P

As you soak 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 endiesc change are the keys to longevity in this market.
2) The region's ambitions keep growing, as does the level of competitiveness. This keeps us laser-focused on interprining 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 in a row 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 Al-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 selvent of major changes, we all face due to the adoption of AL the industry would swell to memorise that people are at the centre the industry would swell be memorise that people are at the centre connection that our work must make in order to cut through the noise. Much of what we do as an agency is storyelling about our region to the world, whether celucating, inspiring, or captivating audiences by wearing an arraine what so identification to be on they may expect. Whils there that can be outsourced, to left study for the control of the that can be outsourced, to left study for some do not be intended end result, not just the shirty new ways in which we think we can get that our left ways.

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

literacy, has never been this high, and they are increasingly savey with every new generation entering the market. With the velo on marketing broadly being littled, consumers are looking for andour, connection and evilability. They also want products that make their lives easier, and evilability. They also want products that make their lives easier, been more distracted, and vely never wasted to much time, going mowher 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

In the region, it's never been more difficult to win work, and the current pressure on budgets is plajable. Requirements are getting tougher. As for the key facets to securing and retaining work, well that tougher. As for the key facets to securing and retaining work, well that tought to the security of the secu

What are your agency's New Year's resolutions for 2025? Stay focused on creating an environment where team members co

o the best work of their lives, consistently. It's a big ask and we won't lways get it right, but if we can take more steps along that path then campaign December 19, 2024

INDEPENDENT MEDIA AGENCY OF THE YEAR

M

Elie Haber and Johnny Khazzoum

wow does this award reflect the culmination of your efforts

Winning the Independent Media Agency of the Year award is testament to urredunless drive for excellence in 2024. This recognition reflects the dedication of our team to delivering innovative, data and resuls driven strategies for our clients, pushing creative boundaries, and staying abead in a competitive industry. I highlights the searce of our collect of the competitive industry. I highlights the searce of our collect of the collection of the control of the collection of th

as you soak in the win, what top learnings from 2024 will you ake into the year ahead?

2024 has been a transformative year for Fusion5, and as we celebra this win, key learnings stand out. First, innovation thrives on collaboration; our greatest successes came from leveraging diverse perspectives across our client.

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

Third results speak louder than promises: focusing on measurable and the stay and the stay of the stay

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?

xistence, and not just in our commercial success.

Purpose is what drives everything we do at Fusion5, be it in
elivering campaigns that create meaningful connections,
upporting client goals with integrity, or investing in the
evelopment of our people.

development or up 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 priorit in the months sheed?

There is no question that the industry needs to continue prioritising the adoption of tech and A solutions. However, it is cruited to layer in a level of responsibility on how this is done to allow the industry to enhance efficiency without compromising quality or creating the continue to the continue

In your opinion, what do consumers really want, and how can

genices and pranation function is sent or the sent of the properties of the properti

What are the key facets to securing client wins and sustaining

construction within one should ensure facets like delivering measurable results, consistent communication, fuelling 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 also to align strategies with our client's

What are your agency's New Year's resolutions for 2028

With our 10-year anniversary in full swing, our resolution remains to foster occellence and cultural integrity and set the contressons for the next 10-year 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 acclusive 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 retention solutions. This will unlock new potential in customer of the properties of the properti





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







PR / COMMUNICATIONS AGENCY OF THE YEAR

Cambit Communications

Jamal Al Mawed, Founder & Managing Director,

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

It's a great way to wrap up our record oreasing finit year, where we continued this success story that we are so besend to be part of. We won 37 major trophies including five agency of the year titles; retained 100 per cent of our repiet chem; won major tenders such as Thee, Cominyal, Western Digital and Essilor Luxotties Group; took home the MENA Young Lions gold for the second consecutive year; grew the team 30 per cent making conquest international and senior hiere; and even built a fashion boutleup in our office.

As you soak 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

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 dichotomy of a disastrous global geopolitical and financial landscape combined with rapid economic growth and opportunities in the region, so naturally, consumers have lacked

How has the balance between purpose and profits contributed

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 flo 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 floocure is always healthy, and we invest heavily in team growth, team building and outings. When you give up so mo of your profits in order to protect.

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 hastic skills.

In your opinion, what do consumers really want, and how can

If we look at our region, the last 15 months of the wars in Palestine, Lebanon and now Syita have really made people — evaluate where they spend their money, what brands they associate with, and what celebrities 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.

What are the key facets to securing client wins and sustaining

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 supersede their own achievements, and clients want that energy and drive. We will always and the superseder their own achievements, and clients want that energy and drive. We will always

What are your agency's New Year's resolutions for 2025; Keep winning and always put decency before profits.















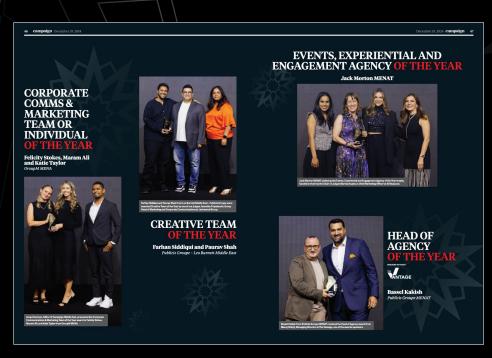








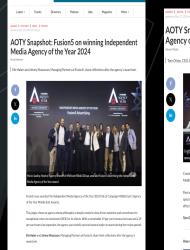








ONLINE ARTICLE: WINNERS ANNOUNCED



















ONLINE ARTICLE: WINNERS ANNOUNCED





Campaign Agency of the Year Middle East 2024 winners announced







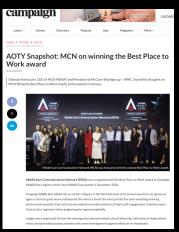
excellence in advertising, marketing, media, and PR. The winners were revealed during a ceremony on 12th December at The Westin Mina Seyahi, Dubai.

 $set new industry \ benchmarks \ by \ reimagining \ their \ operating \ models \ with \ greater \ agility, prioritising \ smaller \ prioritising \ prioriti$ 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





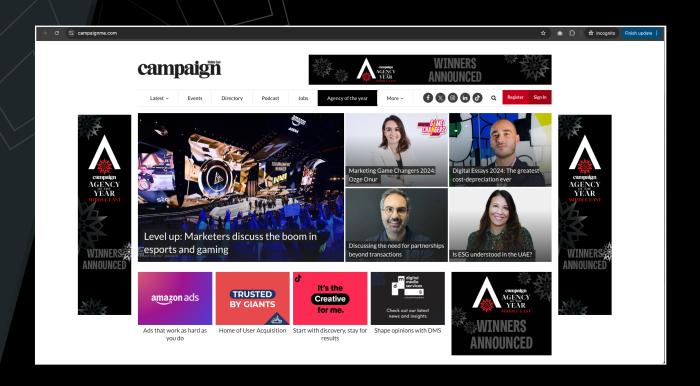








DIGITAL BANNERS: WINNERS ANNOUNCED



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

Saatchi & Saatchi Middle East – Publicis Groupe

Stuart Randall, One Team Stellantis, Publicis Groupe

Jack Wilkinson, Create Production Adrian Mutescu, Saatchi & Saatchi UAE, Publicis Groupe

Khalid Maina, Leo Burnett KSA,

Wavemaker MENA

Publicis Groupe

Publicis Groupe MENAT

Farhan Siddiqui & Paurav Shah, Leo Burnett Middle East, Publicis Groupe

Mario Soufia & Nadine Essinawi, GroupM MENA

Tahaab Rais, Publicis Groupe MENAT

Ali Rez, IMPACT BBDO

Middle East Communication Networks (MCN)

Impact BBDO Cairo

Jennifer Fischer, Publicis Groupe Middle East

Claudinia Harper & Majida Tabch, TBWA\RAAD

Felicity Stokes, Maram Ali & Katie Taylor, GroupM MENA

LPS Influencer Management Team,

Bassel Kakish, Publicis Groupe MENAT

Brodmann

Adpro&

Kenshō Mindful Communications

UM Oatar

Publicis Groupe - Zenith KSA

Action Global Communications - UAE

BigTime Creative Shop electriclime*

BUREAU BÉATRICE

Jack Morton MENAT

Gambit Communications

Fusion5 Advertising

BigTime Creative Shop

Tactical

SOCIALEYEZ

Gambit Communications

Magna Global

Create. Group

VIEW ONLINE



WWW.AOYAWARDSME.COM







#A0TYME2024

CRITEO























haymarket



EMAIL SIGNATURE: WINNERS ANNOUNCED













VIEW HERE







































POST-EVENT COVERAGE



NEWSLETTER BANNER: WINNERS ANNOUNCED

campaigīī

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 gamling 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





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







SOCIAL MEDIA: WINNERS ANNOUNCED









3:12 🗸









EDM: WINNERS ANNOUNCED





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