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BREAKFAST BRIEFING

POST - EVENT REPORT
2024



THANK YOU

Motivate Media Group would like to extend our thanks and appreciation to our sponsors for what was a hugely successful series of breakfast events that brought together the media and marketing industries.

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

Thanks again,
Motivate Media Group Events Team



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SPEAKERS



Moderator:
Vanessa Abi Faris
Performance Media Agency Lead MENA
Publicis Media – Zenith



Utku Hasdemir, PhD
Head of Digital
Nestlé MENA



Richard Hartley
Head of Paid Search
Publicis Media



Wassim El Jammal
Head of Agency Development – MENA
Amazon Ads



Marie Wattebled de Ducla
Google Ads - Sales Lead - Retail, Travel, Government,
Consumer goods & services
Google



Moderator: Neel Pandya
Chief Executive Officer EMEA & APAC
Pixis



Viral Patel
Head of Media
Stellantis MEA



Tamer Alphonse
Co-Founder & Managing Director
Digital Rocket



Ravi Rao
Founding Partner & CEO
Turbostart MEA



Chris Solomi
Chief Digital Officer
Omnicom Media Group



Waseem Afzal
CEO & Founder
Platformance



Aasim Shaik
Managing Director
LPS & Streamshreek



Helmi Abdalhadi
House of Gaming Director
Serviceplan Middle East



Andrea Florence Lobo
Digital Marketing Manager
Pizza Hut Middle East & Pakistan



Moderator:
Ramy Mouganie
Client Relationship Director
Fusion5



Ramzi Atat
Head of Marketing & PR - Asia
Pacific, Middle East & Africa
Lotus Cars



Siddarth Sivaprakash
Head of Marketing & Brand,
Home Centre
Home Centre, Landmark Group



Samantha Billingham
Managing Partner
Evolution Group

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BRIEFING

SPEAKERS



Vikrant Shetty
Head of Content
GroupM MENA



Bernat Cobera Vidiella
Marketing Manager
Perfetti Van Melle MENA



Moderator:
Walid Yared
Chief Marketing Officer
Choueiri Group



Sahar Khan
VP of Marketing
Bayut & dubizzle



Ziad Melhem
Chief Marketing Officer
CFI Financial



Avinash Babur
CEO
InsuranceMarket.ae



Milica Smudja
Director of Marketing
and Communications
Al Qana



Moderator:
James Harrison
Chief Product Officer
BackLite Media



Sean Gadsby
Head of Programmatic
BackLite Media



Ashnee Thacker
Senior Account Manager
The Trade Desk



Andrew Hamblin
Chief Revenue Officer
LDSK



Yasmine Al-Turk
Advanced DOOH
& Digital Supply Lead
GroupM MENA



Moderator:
Ghada El-Kari
CMO
W Group Holding



Hicham Auajjar
Chief Product & Services
Officer; MENA
GroupM



Hammad Benjelloun
Co-Founder & CEO
AiOO



Hugues Raingeard
Digital Director
Havas Media Middle East



Beatriz Benedetti
Head of Marketing &
Innovation
BRF



Moderator:
Sami Al Mufleh
CEO
Hills Advertising



Atharv Ruparel
Head of Marketing
Pan HOME

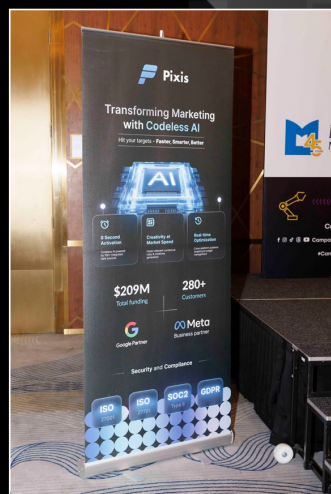


Mai Cheblak
Head of Corporate Marketing
Emirates NBD



Ghassan Kassabji
Chief Growth Officer MENA and CEO – UAE
Impact BBDO Group

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OUT OF HOME 2025

STREET SMART BRANDING

Join us for an insightful event focused on the OOH advertising sector in the Middle East, where industry leaders will address the critical need to foster stronger partnerships to drive mutual growth and innovation. Experts will share strategies to unlock significant impact for brands by increasing the share of OOH in their media mix. Panelists will also highlight the need for data-driven decision-making and post-campaign mobility analysis.

REGISTER YOUR INTEREST TO ATTEND

REGISTER HERE

FIND OUT MORE

DATE: November 22, 2024 **TIME:** 8:00 AM **VENUE:** The Westin Dubai Mina Seyahi

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info@bsaholdingsadvent.com
www.bsaholdingsadvent.com

58 **COMPANIES** September 10, 2003

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SAUDI BRIEFING 2024

MEDIA AND MARKETING

Join us on 17 October at the Sheraton Riyadh Hotel & Towers to be an active part of top discussions on Saudi Arabia's sports investments, the business of entertainment, and find out how the future of digital and social media are shaping up in the Kingdom.

TICKETS ON SALE

BOOK HERE



FIND OUT MORE



DATE: October 17, 2024 **TIME:** 9:00 AM **VENUE:** Sheraton Riyadh Hotel & Towers

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PRE - EVENT MARKETING

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RAMADAN ADVERTISING
& THE YEAR AHEAD FOR
MEDIA AND MARKETING
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Dear Vivian,

Campaign Breakfast Briefing brings you a morning fuelled by insights from industry executives shaping the industry. This year our carefully-curated agenda is aligned with key marketing developments and progressive ideas adopted by leading brands and agencies. From industry, product and consumer perspectives, industry experts will provide advice that will help focus and prioritise your New Year strategy. Secure your spot today and stay ahead of the game!

The Agenda

08:00am: Registration & Breakfast

9:00am: Welcome speech by Nadeem Quraishi, Publisher at Campaign Middle East

9:05am: Chair's opening remarks by Justin Harper, Editor at Campaign Middle East

9:10am: Keynote presentation: TBC

9:30am: Panel 1: Marketing during Ramadan

10:00am: Q&A's

10:05am: Panel 2: Successful campaigns: Inspiring ideas and creative excellence

10:35am: Q&A's

10:40am: Closing comments by Justin Harper, Editor, Campaign Middle East

10:45am – 11:00am: Networking session

For more details and partnership opportunities, please email Campaign's Publisher: nadeem@motive.ae

Please note the programme is subject to change.

REGISTER TO ATTEND

YOU WILL RECEIVE AN EMAIL WHEN TICKETS GO ON SALE.


TLDR:
Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead for Media and Marketing
Venue: Grand Plaza Movenpick, Media City ([Google map link](#))
Date: Friday, February 2
Time: 8 – 11am

Regards,
Campaign Middle East Team

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BREAKFAST
BRIEFING
THE FUTURE IS NOW
TICKETS ON SALE

DATE: September 6, 2024 TIME: 8:00 AM VENUE: Grand Plaza Movenpick, Media City

Dear Priya,

We're excited to announce that the tickets are now live for Campaign Breakfast Briefing: The Future is Now!

The agenda is also live! Join us to explore AI, immersive content, and other revolutionary marketing technologies.

BUY YOUR TICKETS

Why attend?

- Hear from key industry speakers about the future of digital advertising.
- Gain insights on topics around holistic search advertising, AI in digital marketing and more.
- A power-packed half-day format with new engaging networking opportunities, built to suit busy schedules.

THE AGENDA

08:00am: Registration & Breakfast

09:00am: Welcome speech by Nadeem Quraishi, Publisher, Campaign Middle East

09:05am: Chair's opening remarks by Anup Gommen, Editor, Campaign Middle East

09:10am: Keynote presentation: The future of digital advertising is now

Speakers:

09:30am: Panel 1: Holistic search advertising in the modern era: Evolution, challenges, and opportunities

Moderator: Vanessa Ali Faris, Performance Media Agency Lead, MENA, Pictora Media – Zurich

Speakers: Richard Hestley, Head of Paid Search, Pictora Group; Marie Rutledge de Daria, Sales Lead, Google Ads

10:00am: Q&A's

10:05am: Panel 2 – How AI can help digital marketers improve performance

Moderator: Neal Penley, Chief Marketing Officer – EMEA & APAC, Pixis

Speakers: Chris Salim, Chief Digital Officer, Omnicom Media Group; Neil Ray, Founding Partner & CEO, Turbotan M&A

10:40am: Q&A's

10:45am: Closing comments by Anup Gommen, Editor, Campaign Middle East

11:00-12:00pm: Networking session

FIND OUT MORE

For partnership and sponsorship opportunities, please contact Nadeem Quraishi at nadeem@motive.ae or Tarun Gangwani at tarun.gangwani@motive.ae

TLDR:
Campaign Breakfast Briefing 2024: The Future is Now
Venue: Grand Plaza Movenpick, Dubai Media City ([Google map link](#))
Date: Friday | September 6
Time: 8:00 AM – 12:00 PM

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CampaignME.com #CampaignBreakfast



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BREAKFAST
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THE FUTURE IS NOW
FIND OUT MORE

DATE: September 6, 2024 TIME: 8:00 AM VENUE: Grand Plaza Movenpick, Media City

Dear Priya,

Get ready for the latest insights from Campaign Middle East's upcoming Breakfast Briefing! Join us as we explore how futuristic themes like AI and immersive content are revolutionising marketing strategies today.

It's the moment you've been waiting for: today we're sharing the key content themes for Campaign Breakfast Briefing: The Future is Now — a first look at the exciting programming coming this September!

From AI to gaming and augmented reality, technology is rapidly changing the creative industry. Campaign Middle East's Breakfast Briefing will look at some of these hot topics, and what opportunities they present for brands and advertisers.

Some of the key topics that will be covered this year include:

- The future of digital advertising is now
- Holistic search advertising in the modern era
- The Future of DOOH: Driving innovation through advanced technology

Join us for insightful discussions, networking opportunities, and invaluable insights into the future of marketing and advertising. You'll walk away from these sessions with new tools and perspectives to break through the toughest business challenges. Is that something you can afford to pass up?

REGISTER YOUR INTEREST TO ATTEND

CHECK OUT THE 2023 HIGHLIGHTS

For partnership and sponsorship opportunities, please email Nadeem Quraishi at nadeem@motive.ae or Tarun Gangwani at tarun.gangwani@motive.ae

FIND OUT MORE

YOU WILL RECEIVE AN EMAIL WHEN TICKETS GO ON SALE.

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Campaign Breakfast Briefing 2024: The Future is Now
Venue: Grand Plaza Movenpick, Dubai Media City ([Google map link](#))
Date: Friday | September 6
Time: 8:00 AM – 12:00 PM

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EDM



OUT OF HOME 2025

STREET SMART BRANDING

FIND OUT MORE

Dear Priya,

We're giving you a first look into what the Campaign Breakfast Briefing: Out of Home 2025 will entail. With topics more attention-grabbing than a double billboard on Sheikh Zayed Road, this event is one you do not want to miss.

The exclusive half-day event will put you face-to-face with some of the biggest OOH players in the region. With leaders from Bayut, Seventh Decimal, Hypermedia and more, this is your opportunity to engage with the sharpest minds in the industry and network with peers who are redefining what's possible in outdoor advertising.

Schedule your morning coffee for Friday, 22 November at the Westin Dubai Mina Seyahi, and come prepared to unlock the next level of outdoor advertising.

[REGISTER YOUR INTEREST TO ATTEND](#)

AGENDA

08:00am: Registration & Breakfast
09:00am: Welcome speech by Nadeem Quraishi, Publisher, Campaign Middle East
09:05am: Chair's opening remarks by Anup Oommen, Editor, Campaign Middle East
09:10am: Keynote presentation: The evolution of OOH measurement
Speaker: Nihal Diab, Investment Manager, GroupM MENA
09:30am: Panel 1: Outdoor advertising: Is it the most credible?
Moderator: Anup Oommen, Editor, Campaign Middle East
Speakers: TBA
10:00am: Panel 2: The role of cutting-edge technology on OOH
Speakers: TBA
10:30am: Panel 3: Smart Targeting in DOOH: Harnessing AI for Impactful Advertising
Moderator: Ghada El-Kari, CMO, W Group Holding
Speakers: TBA
11:00am: Panel 4: Strengthening industry relationships and partnerships
Moderator: Hiba Momani, General Manager, Hills Advertising
Speakers: TBA
11:30am: Panel 5: TBA
12:00pm: Closing comments by Anup Oommen, Editor, Campaign Middle East

[VIEW THE AGENDA](#)

For partnership and sponsorship opportunities, please email Nadeem Quraishi at Nadeem@motivate.ae or Tarun Gangwani at Tarun.Gangwani@motivate.ae

[REGISTER YOUR INTEREST TO ATTEND](#)

TLDR:
Campaign Breakfast Briefing 2024: Out of Home 2025
Venue: The Westin Mina Seyahi, Dubai (Google map link)
Date: Friday | November 22
Time: 8:00 AM – 12:00 PM

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Campaign Middle East Team

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OUT OF HOME 2025

STREET SMART BRANDING

TICKETS ON SALE

Dear Priya,

The tickets for Campaign Breakfast Briefing: OOH 2025 are now on sale.

If OOH advertising is on your radar (and it should be), this is your opportunity to deep dive into the strategies, tools, and trends that are shaping the space.

As OOH continues to evolve, approach to it should too. This is your chance to be a part of the latest and greatest in OOH advertising in the region.

Join a room filled with professionals who are pushing the boundaries of what's possible in outdoor advertising.

[BUY YOUR TICKETS NOW](#)

AGENDA

08:00am: Registration & Breakfast
09:00am: Welcome speech by Nadeem Quraishi, Publisher, Campaign Middle East
09:05am: Chair's opening remarks by Anup Oommen, Editor, Campaign Middle East
09:10am: Keynote presentation: The evolution of OOH measurement
Speaker: Nihal Diab, Investment Manager, GroupM MENA
09:30am: Panel 1: Outdoor advertising: Is it the most credible?
Moderator: Walid Yared, CEO, Choueiri Group
Speakers: Sahar Khan, VP of Marketing, Bayut & dubizzle; Avinash Babur, Chief Executive Officer, InsuranceMarket.ae
10:00am: Panel 2: Is the journey to programmatic just as valuable as the destination?
Moderator: James Harrison, Chief Product Officer, BackLife Media
Speakers: Ziad Mehmed, Chief Marketing Officer, CFI Financial; Milica Smudja, Director of Marketing and Communications, AI Qana
10:30am: Panel 3: Smart Targeting in DOOH: Harnessing AI for Impactful Advertising
Moderator: Ghada El-Kari, CMO, W Group Holding
Speakers: Ashnee Thacker, Senior Account Manager, The Trade Desk; Yasmin Al-Turk, Advanced DOOH & Digital Supply Lead, GroupM MENA
11:00am: Panel 4: Strengthening industry relationships and partnerships
Moderator: Sami Al Mufleh, CEO, Hills Advertising
Speakers: Hammad Benjelloun, Co-Founder & CEO, AIGO; Huges Rainjeard, Digital Director, Havas Media Middle East; Chris Solomi, Chief Digital Officer, Omnicom Media Group
11:30am: Panel 5: TBA
12:00pm: Closing comments by Anup Oommen, Editor, Campaign Middle East

[VIEW THE AGENDA](#)

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TLDR:
Campaign Breakfast Briefing 2024: Out of Home 2025
Venue: The Westin Mina Seyahi, Dubai (Google map link)
Date: Friday | November 22
Time: 8:00 AM – 12:00 PM

Regards,
Campaign Middle East Team

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Speakers: Hammad Benjelloun, Co-Founder & CEO, AIGO; Huges Rainjeard, Digital Director, Havas Media Middle East; Chris Solomi, Chief Digital Officer, Omnicom Media Group
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TLDR:
Campaign Breakfast Briefing 2024: Out of Home 2025
Venue: The Westin Mina Seyahi, Dubai (Google map link)
Date: Friday | November 22
Time: 8:00 AM – 12:00 PM

Regards,
Campaign Middle East Team

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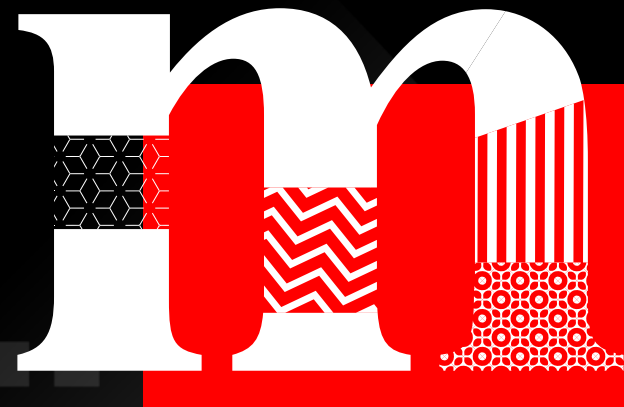
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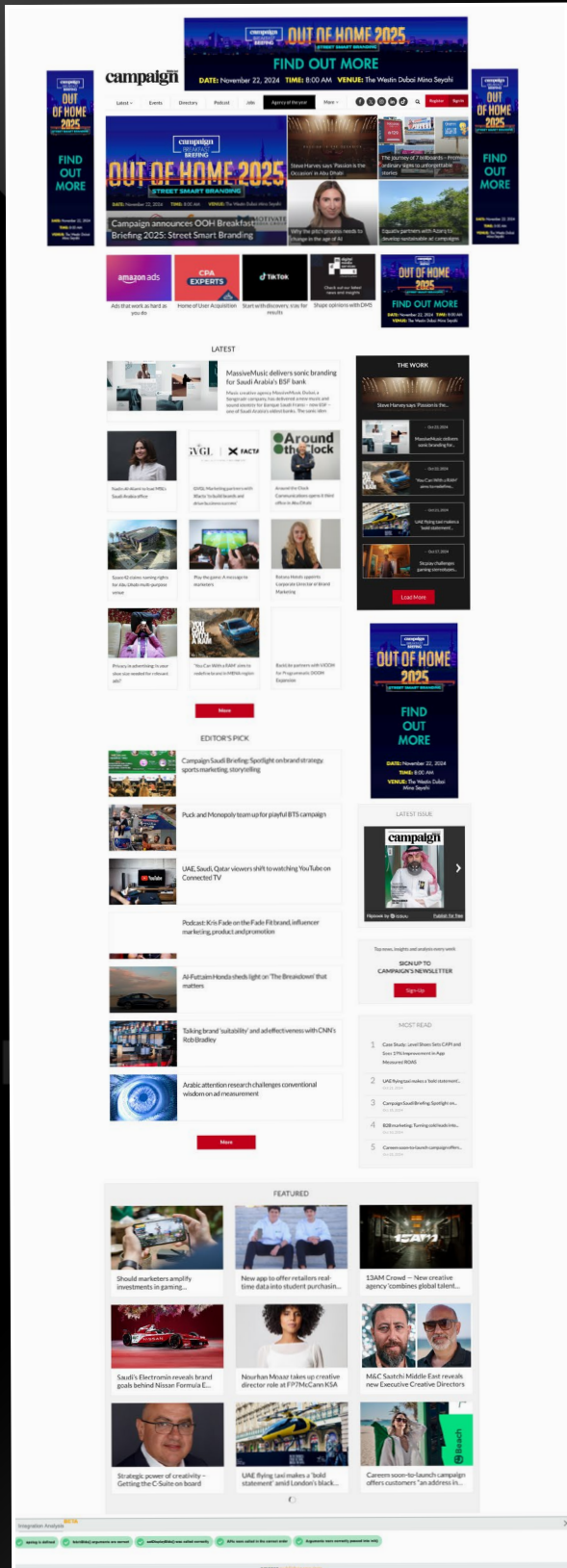
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RAMADAN ADVERTISING
& THE YEAR AHEAD FOR
MEDIA AND MARKETING

**SPEAKERS
ANNOUNCED**

DATE: February 2, 2024
TIME: 8:00 AM
VENUE: Grand Plaza
Mövenpick, Media City

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RAMADAN ADVERTISING
& THE YEAR AHEAD FOR
MEDIA AND MARKETING

**BUY YOUR
TICKETS**

DATE: February 2, 2024
TIME: 8:00 AM
VENUE: Grand Plaza
Mövenpick, Media City

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Acquisit **Microsoft Advertising** **inMOBI**

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BREAKFAST
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MARKETING
STRATEGIES
2024

**TICKETS
ON SALE**

DATE: April 19, 2024
TIME: 8:00 AM
VENUE: Taj Jumeirah Lakes Towers

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MARKETING
STRATEGIES
2024

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DATE: April 19, 2024
TIME: 8:00 AM
VENUE: Taj Jumeirah Lakes Towers

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THE FUTURE
IS NOW

**TICKETS
ON SALE**

DATE: September 6, 2024
TIME: 8:00 AM
VENUE: Grand Plaza Mövenpick,
Media City

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THE FUTURE
IS NOW

BOOK HERE

DATE: September 6, 2024
TIME: 8:00 AM
VENUE: Grand Plaza Mövenpick,
Media City

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OUT OF HOME 2025

**TICKETS ON
SALE SOON**

DATE: November 22, 2024
TIME: 8:00 AM
VENUE: The Westin Dubai
Mina Seyahi

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BREAKFAST
BRIEFING

OUT OF HOME 2025

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DATE: November 22, 2024
TIME: 8:00 AM
VENUE: The Westin Dubai
Mina Seyahi

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SEVENTH DECIMAL **Viola**

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BRIEFING

PRE - EVENT MARKETING

NEWSLETTER BANNERS

campaign

Dear Campaign Middle East family,

For those of us in the business of raising brand desirability and crafting high impact copy and creative for outdoor billboards, few topics of discussions have dominated water cooler conversations as much as the recent updates to Dubai's OOH advertising manual. We spoke to industry leaders about their take on the latest guidelines, which includes expansion of dedicated OOH zones, standardised design criteria, guidelines for innovative 3D ads, and more, and they welcomed the thought of a city free of 'visual clutter' and 'poor designs'. Word has it that these changes could be adopted UAE-wide soon.

True to our name, we also highlight some creative and 'pawesome' campaigns, including Zurich's partnership with media-fluencers Khalid Al Ameri and Priti Malik to 'make dreams come true', as well as RAKTDA's new 'Pause for Paws' campaign aimed at finding homes for rescued cats and dogs across the emirate. As always, if you've got an interesting opinion, we're open to hearing them; if your campaigns have been launched, we'd love to cover your work; and if you have some news you'd like to whisper in someone's ear, write to anup.oommen@motivate.ae. Have a lovely week ahead.

Anup Oommen
Editor, Campaign Middle East

Should we kick creatives out of leadership
and the boardroom?



Bye bye 'visual clutter': Ad leaders
hall Dubai RTA's OOH move



What does the future hold for
DOOH in UAE?



Zurich Blue Sofa campaign looks
to make 'dreams come true'



RAK launches 'Pause for Paws' to
prompt pet adoption



campaign

Dear Campaign Middle East family,

We want to hear from you. With 2025 around the corner, we want your priorities to be our priorities, and we want your top challenges to be addressed across our editorial coverage, whether it's in print, digital, events, or our ongoing video podcasts. The aim is to resonate the industry and give each of you a voice.

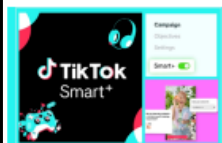
As such, we've launched our Campaign Middle East 2025 Themes Survey: the top story on this newsletter. The anonymous survey should take you only 10-15 minutes, but it will give you the opportunity to contribute to truly moving the needle within the industry, and sharing your unfiltered and honest opinions on the key trends, challenges, and opportunities that you believe will define the year ahead. Your input will directly inform our plans for the year ahead. So, no pressure!

Once you're done with the survey, feel free to browse the rest of our newsletter for insights on some interesting campaigns, appointments, and opinions from leaders within the industry. Quick nugget for the week ahead: Our latest magazine will be out on stands soon, so keep an eye out.

Happy reading!

Anup Oommen
Editor, Campaign Middle East

Campaign Middle East launches 2025 Themes
Survey



TikTok introduces Smart+ to
optimise in-app advertising



Arabian Automobiles connects
brand and cause with
#DriveToZero



Diab Nassar rejoins Golin MENA
as General Manager, Saudi Arabia



Industry snapshot: A look into AI
Arabia's move into Dubai



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PRE - EVENT MARKETING

ARTICLES

Time to get excited. Campaign Breakfast Briefing Marketing Strategies event is here!

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The wait is over, Campaign Breakfast Briefing for Marketing Strategies event on Gaming, Content, Brand Loyalty and more is finally here!

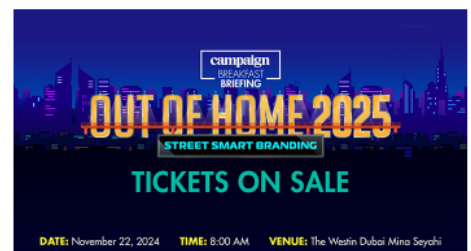
Our speakers and panelists will discuss how influencer partnerships, immersive gaming experiences, loyalty strategies and more offer a range of opportunities for brands to connect with consumers in engaging ways. The event provides a platform to learn from a group of senior level executives from GroupM, Perfetti Van Melle, Serviceplan, Pizza Hut, Streamshreek, Fusion5, The Coca-Cola Company and Lotus Cars to name a few.

So, save the date for April 26th morning, to learn more about the latest trends. Limited seats available. Don't miss out, get your tickets now!

Tickets out now for Campaign Breakfast Briefing: Out of Home 2025

Shantelle Nagarajan

Tickets are now on sale for the Campaign Breakfast Briefing: Out of Home 2025. They're selling out fast so grab yours now!



The wait is over, [tickets are now on sale](#) for the highly-anticipated Campaign Breakfast Briefing: Out of Home 2025.

This year's edition will feature speakers from the biggest brands in the region. Boasting speakers from Bayut & Dubizzle, InsuranceMarket.ae, BRF, Elevison, Backlite, Hypermedia and more, this is the event that brings a vault of industry knowledge to the floor.

Discussions will include how advancements in data technology, metrics and analytics have transformed OOH into a precision-targeted medium. Panelists will also address the increasing focus on reach, frequency and impressions, the choice between static and digital remains key for brands looking to maximise visibility.

Other topics to be covered at the event include smart targeting for digital out-of-home, strengthening industry relationships and partnerships between media buyers, suppliers, agencies and advertisers.

The event will also include a keynote presentation on the evolution of OOH measurement.

You can learn more about the event's agenda [here](#).

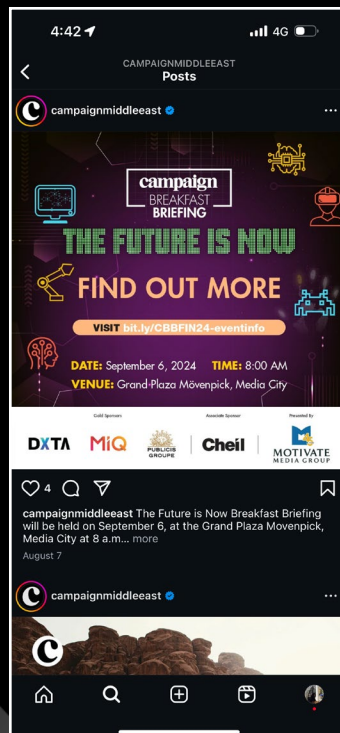
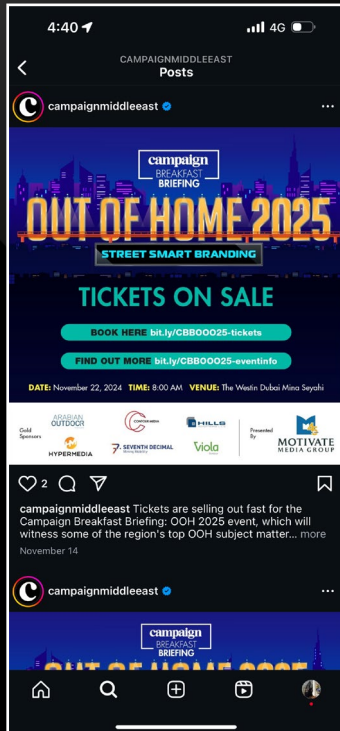
Here's a glimpse of our event from last year:



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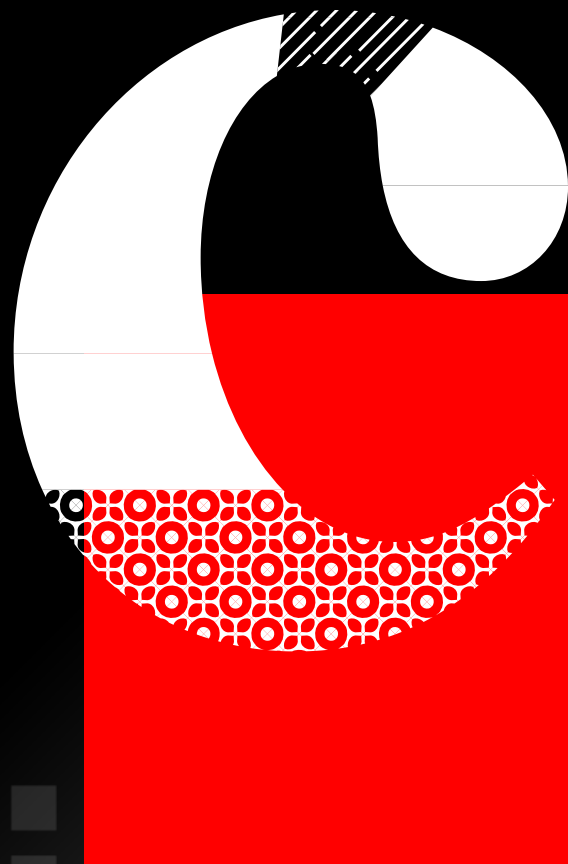
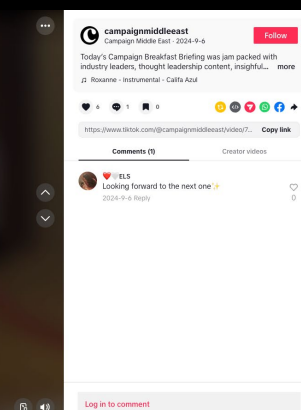
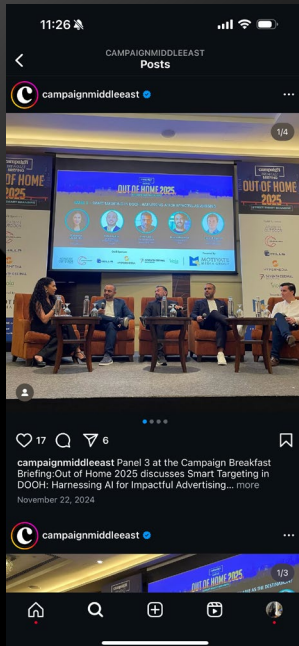
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Campaign Breakfast Briefing: Digital ads, AI, search trends dominate discussions

Anup Oommen

The Campaign Breakfast Briefing: The Future is now event was held at the Grand Plaza Mövenpick in Media City on Friday, 13 September.



More than 150 industry leaders gathered for a morning of insightful keynotes, informative panel discussions, productive networking, as well as high-profile meet-and-greets at the Campaign Breakfast Briefing: The Future is now event held at the Grand Plaza Mövenpick in Media City on Friday, 13 September.

The event, which turned the spotlight to "futuristic" themes claiming their space in the present within the realm of brand, marketing, creative and advertising, began with a welcome speech by Nadeem Quraishi, Publisher at Campaign Middle East.



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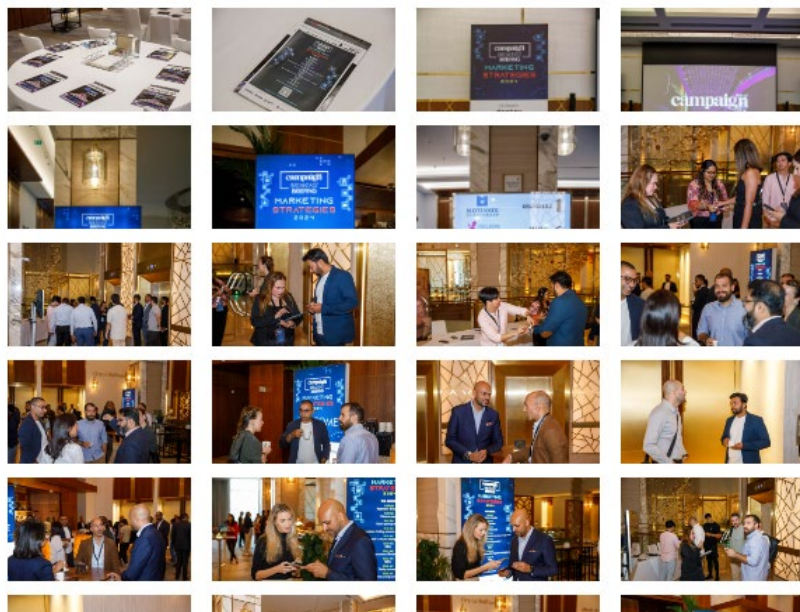


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Campaign Breakfast Briefing: Marketing Strategies 2024: Gaming, content and brand loyalty



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Watch on YouTube



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EDITORIAL

October 28, 2024 **campaign** 20

Campaign Saudi Briefing: Media and Marketing

The event turned the spotlight on long-term brand strategy, storytelling and human creativity.

Close to 200 marketing leaders, including heads of brand and agency, gathered at the Sheraton Riyadh Hotel on Tuesday, April 2, for the 2014 Saudi Brand Briefing: Media and Marketing event. This included keynotes, panel discussions, fireside chats, a time of networking, as well as high-profile meet and greet.

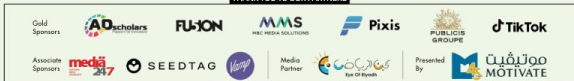
Conversations revolved around sports marketing investments and their effect on brands and their revenues, advertising and selling strategies in the sports sector, the need to understand Saudi audiences and resonate better with them, the impact of AI and human creativity on digital marketing, as well as how brand CMOs need to re-evaluate communication strategies to unlock sustainable growth.

Leaders also called for long-term strategic continuity in campaigns, and discussed ways to unlock the tools available on each platform rather than just be present on the platforms.



From right, Kaswara Al Khatib, Chairman of the Board, UTURN Webmedia Group (UWG); and Dyala Badran, Head of Content - METAP, TikTok.

THANK YOU TO OUR PARTNERS

58 **campaign** September 30, 2004September 30, 2024 **campaign** 5

More than 150 industry leaders gathered for a morning of insightful lectures, informative panel discussions, and productive networking, as well as high-profile meet-and-greets at the Campaign Breakfast Briefing: The Future Is Now event held at the Grand Plaza Mövenpick in Dubai Media City on Friday, 12 September.

The event was the first in a series of "Historic" themes claiming its place in the present within the realm of brand, marketing, creative and advertising, begun with a welcome speech by Nadeem Qurashi, Publisher at Campaign Middle East. The publication's editor Atsuh Oomenen then stepped up to share the vision of the event, which was to be an "an eventful morning of keynotes and panel discussions."

In his speech, Oomenen dissected Google's third party cookie paradigm, first-party data and clean rooms, the very real concerns around brand safety and ad fraud, the shift from creativity to creative effectiveness, the importance of data-driven pricing, transparency and customer honesty, and so on.

KEYNOTE - THE FUTURE OF DIGITAL ADVERTISING IS NOW

Wassim Mezmeh, the Managing Director at MIZ MENAT, kicked the official event off with a keynote speech, offering a deep dive into the future of digital advertising, talking about data signals, the growing opportunity within Connected TV and YouTube, and the 'Destroyer' and creator that is AI.

"We're getting better TV data every single day, which is helping us understand audience behaviour more clearly every day. In parallel, there's a rapidly growing supply of streaming TV inventory in the region. This is where it gets exciting. When you buy inventory programmatically, you unlock powerful capabilities. The

PANEL • HOLISTIC SEARCH EVOLUTION IN THE MODERN ERA

The first panel discussion, conducted in partnership with *Search Engine Watch*, highlighted the evolution of search and user behaviour in our modern era, and how it has evolved from simple, isolated, systems to a more holistic and sophisticated, integrated, ecosystem.

Modernised Public Media's Mandeep Albi Faria, the panel welcomed on stage Google Ads' Maricle Hsieh, Amazon's Head of Search, and Public Media's Vikas Hande, and Public Media's Maricle Hsieh, who shared interesting details on how search and user behaviour has evolved in an ecosystem that has become more holistic and integrated.

Taking an example from the beauty industry, *WomansJournal*, Amazon's Ad's Head of Agency Development, shared how the beauty industry has evolved from a look for ingredients, not just products or brands. They search for glycolic acid, Vitamin C serums, etc., and then they search for products that contain it, because more than 90 per cent of the customers who come on Amazon start their journey from the search bar. So, in order to be successful, you have to be holistic in your search proposition to move beyond just promoting a certain product to promoting multiple brands and products.

Nestlé MENA's Head of Digital Utku Husemci said, "I think an integrated or holistic approach to search and user behaviour optimises all aspects of a brand's online presence, maximising visibility, engagement

[illegible]

From left, Steve Pavlina, Chief Executive Officer of Bioethics USA, Shannon Hays, CEO of Food for the Poor, and George Smith, Chief Executive Officer of the National Bioethics Institute.

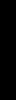
Pavlina said, "The biggest myth is that humans are, like chimpanzees, full of apes. Humans who do not believe in evolution take time to imagine, but we are not less than 80 minutes. Three myths. At 10 a.m. are 100 per cent transparent about the world."

PARADE... HOW CAN WE HELP DIGITAL? IMPROVE PERFORMANCE

These firms moderated a high-profile "TechHub's East Asia: Overcoming Medical Myths" panel discussion at the National Medical Association's Christian Solidarity Performance Award ceremony, the Tamer Awards.

Middle East & Africa's Viral Point of View, digital of today are not just shaping but are reshaping the same, because of

The collage consists of three photographs. The top photo shows a panel discussion with four men seated on a stage. The middle photo shows a group of people seated at a round table in a meeting. The bottom photo shows a large group of people seated at long tables in a conference hall.



HERALDING THE FUTURE OF MARKETING

A wrap-up of the *Campaign Breakfast Briefing: The Future Is Now* event that was held at the Grand Plaza Mövenpick in Media City on Friday, 13 September.



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