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2024



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

**THANK YOU**



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## RED CARPET



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## SAUDI BRIEFING 2024



## EVENT BRANDING



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Sponsors logos were placed on all event collateral, including but not limited to: invites, photo wall, welcome boards, outdoor signage and ballroom banners.

## EVENT BRANDING



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## SAUDI BRIEFING 2024



**Moderator:**  
**Reine Hammoud**  
General Manager  
Boopin KSA



**Wedyan Alahmadi**  
Marketing Manager  
Baja



**Eng. Adel Alsayegh**  
CMO  
The Coffee Address



**Rami Al-Rousan**  
Director of Marketing & Communications  
Electric Vehicle Infrastructure Company  
(EVIQ)



**Saleh Algamdi**  
General Manager - digital channels  
Mobily



**Nadeem Ibrahim**  
Head of Digital  
UM KSA



**Warren Davey**  
Integrated Business Director  
FP7McCann KSA



**Tony Yammine**  
Head of Government,  
Telco, Media, Financial  
Services and Real Estate, MENA  
TikTok



**Gagan Uppal**  
Country Head – MENA  
Xapads Media



**Yasmine Sewilam**  
Creative Operations Manager  
TikTok

# SPEAKERS



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## SAUDI BRIEFING 2024



**Khalid AlKhadair**  
CEO  
SMC



**Ramzi Ghanem**  
Clients Growth Lead  
MBC Media Solutions



**Bilal Fares**  
SVP and General Manager  
adidas EMC market



**Darine Elkaissi**  
Managing Director KSA  
Mindshare MENA



**Moderator:**  
**Ghida Ismail**  
Media Director  
Fusion Five Advertising



**Marwa Almalik**  
Communications Director  
ASFAR



**Nader Bitar**  
Director of Digital Solutions  
Saudi Research  
and Media Group



**Elie Honain**  
Co-founder and CEO  
NES (Nesma Esports)



**Yousef Labban**  
Business Marketing  
Director  
Ministry of Tourism,  
Kingdom of Saudi Arabia



**Moderator: Adel Baraja**  
CEO  
Publicis Communications KSA



**Mohammed Aba Alkhail**  
Chief Marketing Officer  
Saudi Telecom Company



**Moderator: Dyala Badran**  
Head of Content Solutions, METAP  
TikTok



**Kaswara Al Khatib**  
Chairman of the Board  
UTURN Webedia Group (UWG)



**Neel Pandya**  
CEO, EMEA, APAC and Global Partnerships Head  
Pixis



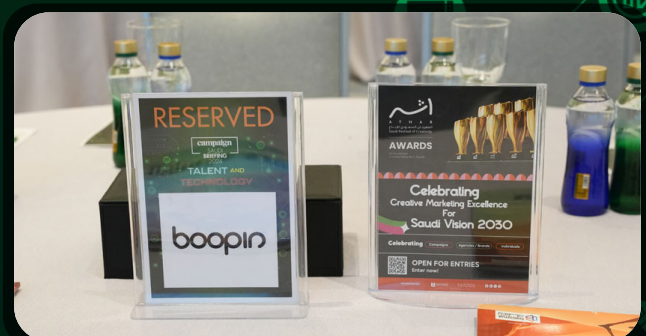
**Srikanth Rayaprolu**  
CEO & Founder  
AdScholars

# SPEAKERS



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PRINT AD

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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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## SAUDI BRIEFING 2024

# EDM



Dear test,

This is your chance to connect with the most influential voices shaping the future of media and marketing in Saudi Arabia!

Below is a first look at the agenda for the event. You'll notice immediately that Campaign Middle East pulled out all the stops to bring you the best the industry has to offer.

From cutting-edge trends to game-changing strategies, we've packed the day with everything you need to elevate your career and your business.

Can't wait to see you there!

[BUY YOUR TICKETS](#)

### THE AGENDA

**09:00am: Registration & Breakfast**

**10:00am: Welcome speech by Nadeem Quraishi, Publisher, Campaign Middle East**

**10:05am: Chair's opening remarks by Anup Oommen, Editor, Campaign Middle East**

**10:15am: Keynote: How AI is transforming digital marketing performance**  
**Speaker: Neel Pandya, CEO, EMEA, APAC and Global Partnerships Head, Pixis**

**10:30am: Panel: Exploring the strategic impact of Saudi Arabia's sports investments**  
**Moderator: Dhyana Badran, Head of Content Solutions, METAP, TikTok**

**11:00am: Panel: The business of entertainment**  
**Speaker: Kaswara Al Khatib, Chairman of the Board, UTURN Webmedia Group (UWG)**

**11:30am: Networking power break**

**12:00pm: Keynote: Human intelligence: Being human in the age of AI and automation**  
**Speaker: Srikanth Rayaprolu, CEO & Founder, AdScholars**

**12:15pm: Panel 3: The revolution of Saudi tourism by governmental entities through digital storytelling**  
**Moderator: Ghida Ismail, Media Director, Fusion Five Advertising**  
More speakers to be added

**12:45pm: Panel: Evolving CMO roles in Saudi's digital age**  
**Moderator: Adel Baraja, CEO, Publicis Communications KSA**  
More speakers to be added

**1:15pm: Closing comments by Anup Oommen, Editor, Campaign Middle East**

**1:20pm: Networking session**

[VIEW THE AGENDA](#)

For partnership and sponsorship opportunities, please email Nadeem Quraishi at [Nadeem@motive.ae](mailto:Nadeem@motive.ae) or Tarun Gangwani at [Tarun.Gangwani@motive.ae](mailto:Tarun.Gangwani@motive.ae)



Dear test,

Don't miss out on all the excitement! Get your tickets today for the Campaign Saudi Briefing: Talent and Tech event! Join us as we explore the Kingdom's journey towards digital transformation, from fostering innovation to investing in talent. Network with fellow marketers, agencies, and brands. Panelists will explore how the Kingdom is embracing the digital revolution and introducing advancements in technology. Reserve your tickets now!

[BUY YOUR TICKETS NOW](#)

### Event Agenda:

**09:00am: Registration & Networking Breakfast**

**10:00am: Welcome Speech by Nadeem Quraishi, Publisher at Campaign Middle East**

**10:05am: Chair's Opening Remarks by Justin Harper, Editor at Campaign Middle East**

**10:15am: Panel 1 - Keeping up with the Gen Zs**

**Moderator: Reine Hammoud, General Manager, Boopin**  
**Speaker: Eng. Adel Alsayegh, CMO, The Coffee Address**  
**Speaker: Rami Al-Rousan, Director of Marketing & Communications, Electric Vehicle Infrastructure Company (EVIQ)**  
**Speaker: Wadyan Alahmadi, Marketing Manager, Baja**

**10:45am: Saudi Insights Keynote Presentation - Unified CTV platforms: How tech innovations can be a game changer in advertising**

**Speaker: Gagan Uppal, Country Head - MENA, Xapads Media**

**11:00am: Panel 2 - Innovating tradition: Redefining cultural narratives through media and advertising**

**Moderator: Justin Warner**  
**Speaker: Nadeem Thakur**  
**Speaker: Warren Pousur**  
**Speaker: Tony Varamin**



Dear test,

The moment you've been waiting for has arrived! Join us in Riyadh on May 30th for an engaging discussion into how Saudi Arabia is leading the charge in fostering innovation, investing in talent and development, and positioning itself as a key destination for companies to invest in and attract talent.

Hear from leading experts from **Mobily, TikTok, Boopin, Xapads, UM, Baja, EVIQ, Diriyah, FP7McCann** and more as they delve into marketing strategies driving growth in Saudi Arabia. Book your tickets to connect with like-minded professionals and industry leaders to build valuable connections.

[BUY YOUR TICKETS NOW](#)

### Event Agenda:

**09:00am: Registration & Networking Breakfast**

**10:30am: Welcome Speech by Nadeem Quraishi, Publisher at Campaign Middle East**

**10:35am: Chair's Opening Remarks by Justin Harper, Editor at Campaign Middle East**

**10:45am: Panel 1 - Keeping up with the Gen Zs**

**Moderator: Reine Hammoud, General Manager, Boopin**  
**Speaker: Eng. Adel Alsayegh, CMO, The Coffee Address**  
**Speaker: Rami Al-Rousan, Director of Marketing & Communications, Electric Vehicle Infrastructure Company (EVIQ)**

**Speaker: Saleh S. Alghamdi, General Manager - Digital Channels, Mobily**  
**Speaker: Wadyan Alahmadi, Marketing Manager, Baja**

**11:15am: Saudi Insights Keynote Presentation - Unified CTV platforms: How tech innovations can be a game changer in advertising**

**Speaker: Gagan Uppal, Country Head - MENA, Xapads Media**



Dear test,

Ready to transform the way you think about marketing? At this edition of the Campaign Saudi Briefing, we're diving deep into the most critical topics driving the future of the Media and Marketing industry in Saudi.

From balancing tradition with modern innovation to how CMOs are navigating the complex digital landscape, this event is packed with insights that will empower your next move.

Join us as we explore Saudi's rising sports investments, the power of entertainment content, and the revolutionary tourism strategies reshaping the Kingdom.

Secure your spot today—this is one event you can't afford to miss!

### Why attend?

- Hear from key industry speakers about the most critical topics driving the future of the industry.
- Gain insights on topics around the Kingdom's sports investments, revolution of video-first platforms and more.
- A power-packed half-day format, built to suit busy schedules.

[BUY YOUR TICKETS](#)

### THE AGENDA

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**Speaker: Neel Pandya, CEO, EMEA, APAC and Global Partnerships Head, Pixis**

**10:30am: Panel 1: Exploring the strategic impact of Saudi Arabia's sports investments**  
More speakers to be announced

**Moderator: Anup Oommen, Editor, Campaign Middle East**  
**Speaker: Khalid AlKhudair, CEO, SMC**  
**Speaker: Ramzi Ghanem, Client Growth Lead and Head of MMS Sports**

**1:00am: Fireside chat 1: The business of entertainment**

EDMS WERE SENT OUT TO THE CAMPAIGN MIDDLE EAST DATABASE OF 20,000 SUBSCRIBERS

# PRE - EVENT MARKETING



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SAUDI  
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2024

# DIGITAL BANNERS

DIGITAL BANNERS WERE PLACED ON CAMPAIGN AND WHAT'S ON SAUDI ARABIA WITH OVER 400,000 IMPRESSIONS

The screenshot displays the Campaign Saudi Briefing 2024 website. At the top, a navigation bar includes the Campaign logo, event details (October 17, 2024, 9:00 AM, Sheraton Riyadh Hotel & Towers), and a 'TICKETS ON SALE' banner. Below the navigation bar, a main article titled 'Campaign Saudi Briefing: Spotlight on brand strategy, sports marketing, storytelling' is featured. The article includes a video player with a URL, social media sharing icons, and a brief description of the event. To the right of the article, there are two vertical digital banners for the event, each featuring the Campaign logo, event details, and a 'TICKETS ON SALE' message. Below the article, a 'YOU MIGHT ALSO LIKE' section suggests related content, including 'UAE's residents pick experiences over things, Shamal white paper reveals' and 'Publicis Groupe Middle East appoints Dyala Badran as Chief Content Officer'. At the bottom, a pink banner prompts users to register for the event.

**campaign** MEDIA AND MARKETING  
TICKETS ON SALE  
DATE: October 17, 2024  
TIME: 9:00 AM  
VENUE: Sheraton Riyadh Hotel & Towers

Latest ▾ Events Directory Podcast Jobs Agency of the year More ▾

ADVERTISING | CREATIVE | DIGITAL | EDITORS PICKS | EVENT | FEATURED | INSIGHTS | MARKETING | NEWS  
posted on Oct. 18, 2024 at 2:31 pm

## Campaign Saudi Briefing: Spotlight on brand strategy, sports marketing, storytelling

Anup Oommen

Here's a wrap-up of the Campaign Saudi Briefing: Media and Marketing event, which was held at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October.

<https://www.youtube.com/watch?v=b9ikYXgbBms>

Close to 200 industry leaders, including heads of brand, marketing, and agencies from the Ministry of Tourism of Saudi Arabia, STC, SMC, Adidas, TikTok, Publicis Groupe, MBC Media Solutions (MMS), UTURN Webmedia Group (UWG), SRMG, Mindshare MENA, ASFAR, NES, Pixis, Fusion Five Advertising, and AdScholars, among others gathered at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October for the Campaign Saudi Briefing: Media and Marketing event.

The event included insightful keynotes, informative panel discussions, inspirational fireside chats, productive networking, as well as high-profile meet-and-greets.

Conversations on the full

To continue reading this article you need to be registered with Campaign. Registration is free and only takes a minute. [Register Now](#) or sign in below if you already have an account.

**campaign** MEDIA AND MARKETING  
TICKETS ON SALE  
DATE: October 17, 2024  
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**campaign** MEDIA AND MARKETING  
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**campaign** SAUDI BRIEFING 2024 **TALENT AND TECHNOLOGY** **SPEAKERS ANNOUNCED** **DATE:** May 30, 2024 **TIME:** 9:00 AM **VENUE:** Holiday Inn Riyadh The Business District

**campaign** SAUDI BRIEFING 2024 **TALENT AND TECHNOLOGY** **BUY YOUR TICKETS** **DATE:** May 30, 2024 **TIME:** 9:00 AM **VENUE:** Holiday Inn Riyadh The Business District

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## SAUDI BRIEFING 2024

# NEWSLETTER BANNERS

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Dear Campaign Middle East family,

Looks like Q4 2024 is well and truly upon us. The buzz in the industry is all about upcoming events, with a lot of chatter around Campaign Middle East's Saudi Breakfast Briefing on the 17th of October, the Athar - Saudi Festival of Creativity on the 5th and 6th of November culminating in the highly anticipated Athar Awards, Campaign Middle East's Agency of the Year Awards, and the start of the Riyadh Season!

If you haven't heard yet, the Athar Festival has unveiled the shortlist for its highly anticipated Athar Awards 2024 after a rigorous, multi-level evaluation process led by an expert panel of more than 80 jury members.

Also in the news, we've got a truly cinematic campaign to promote the Artur Beterbiev versus Dmitry Bivol main fight card for the Riyadh Season opening, which is worth a watch, as well as a sneak-peek behind Lego Group's Dubai Metro 15th anniversary activation, and a look at the key trends shaping mobile app campaigns, among other interesting updates. Happy reading as we welcome the weekend!

Anup Oommen  
Editor, Campaign Middle East

Athar Awards 2024 shortlist revealed as Saudi creative excellence shines



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MEDIA AND MARKETING  
BOOK HERE  
DATE: October 17, 2024  
TIME: 9:00 AM  
VENUE: Sheraton Riyadh Hotel & Towers



IV Crown Showdown campaign unveils Riyadh Season fight card



Behind the LEGO, Dubai Metro anniversary activation



Personalisation through creativity: 'The stories we tell define us'



Key trends that will shape mobile app campaigns in 2025



campaign

### Editor's Note

Hello and welcome to today's newsletter.

You don't need us to tell you that there's a lot going on in Saudi Arabia. You know that already. We have been putting the final touches of this month's Campaign together which includes our Saudi Arabia Report 2024. It will be hitting the shelves very soon. It gets bigger and better every year. And next week, Campaign will be on the road, hosting our Saudi Briefing in Riyadh. We have a great line-up of speakers and panellists who really understand the marketing and advertising landscape in the Kingdom. Feel free to join us, and come and say hello. But don't worry, we will still be bringing you all the latest news, campaigns and stories from across the region. Have a restful and relaxing weekend.

Justin Harper  
Editor, Campaign Middle East

Podcast: The role Snapchat plays in Saudi culture



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TALENT AND TECHNOLOGY  
TICKETS ON SALE  
DATE: May 30, 2024  
TIME: 9:00 AM  
VENUE: Holiday Inn Riyadh The Business District



MiQ appoints Johny Saad as Regional Sales Director



Understanding brand boycotts in Saudi Arabia and the UAE



Tim Hortons appoints Sunny Side Up as creative partner



Connections, culture and a brighter future

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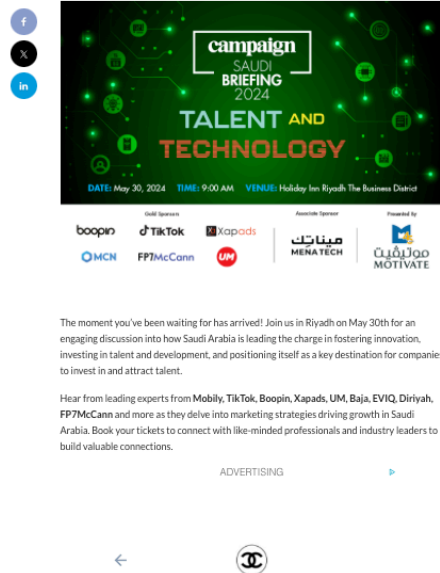
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## SAUDI BRIEFING 2024

# ARTICLES

Don't miss out. Campaign Saudi Briefing event is here!

Sonia Majumder



The moment you've been waiting for has arrived! Join us in Riyadh on May 30th for an engaging discussion into how Saudi Arabia is leading the charge in fostering innovation, investing in talent and development, and positioning itself as a key destination for companies to invest in and attract talent.

Hear from leading experts from Mobily, TikTok, Boopin, Xapads, UM, Baja, EVIQ, Diriyah, FP7McCann and more as they delve into marketing strategies driving growth in Saudi Arabia. Book your tickets to connect with like-minded professionals and industry leaders to build valuable connections.

ADVERTISING

Buy tickets here: <https://bit.ly/3WEID5Y>

Our programme features keynotes and panels on topics such as gaming, CTV, leveraging emerging technologies in business transformation, keeping up with Gen Z and the role they

Here are the speakers for Campaign Saudi Briefing: Media and Marketing 2024

Shantelle Nagarajan

Campaign Saudi Briefing: Media and Marketing 2024 is this Thursday, 17 October, at Sheraton Riyadh Hotel and Towers. Doors open at 9 a.m.



Media and marketing experts in Saudi Arabia are coming together to discuss the dynamic landscape of media and marketing in the Kingdom this Thursday, 17 October, at Sheraton Riyadh Hotel and Towers.

Campaign Saudi Briefing: Media and Marketing 2024 will begin at 9 a.m. and promises attendees insightful discussions from industry heavyweights who are driving transformation within the fields of media and marketing in the Kingdom and the MENA region.

Confirmed speakers include top executives from global agencies, leading media entities, and government representatives who will share their strategies for success in this rapidly developing market.

Among the highlights of the event are keynote presentations, panel discussions, and fireside chats that will delve into topics such as the rise of digital media, the importance of data-driven marketing, and the growing influence of Saudi Arabia as a regional hub for creative industries.

Tickets to the event are on sale now. Get yours [here](#) before they sell out.

Here's a look into the speakers and the topics they will discuss at the event:

**Keynote presentation – How AI is transforming digital marketing performance**

AI has been a game-changer across industries, and the digital marketing landscape is no exception. This presentation will explore how AI is revolutionising digital advertising and enhancing performance at every stage of the funnel.

Campaign Saudi Briefing: Spotlight on brand

Campaign Saudi Briefing 2024: Media and Marketing

Anup Dornmen

Here's a wrap-up of the Campaign Saudi Briefing: Media and Marketing event, which was held at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October.



Close to 200 industry leaders, including heads of brand, marketing, and agencies from the Ministry of Tourism of Saudi Arabia, STC, SMC, Adidas, TikTok, Publicis Groupe, MBC Media Solutions (MMS), UTURN Webmedia Group (UWG), SRMG, Mindshare MENA, ASFA, NES, Pixis, Fusion Five Advertising, and AdScholars, among others gathered at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October for the Campaign Saudi Briefing: Media and Marketing event.

The event included insightful keynotes, informative panel discussions, inspirational fireside chats, productive networking, as well as high-profile meet-and-greets.

Conversations on the future of media and marketing in the Kingdom of Saudi Arabia, included deep dives into sports marketing investments and their affect on brand and bottom-line; impactful and inspiring contextual storytelling within Saudi's booming tourism sector; the need to truly understand and resonate better with Saudi audiences; the impact of AI and human creativity on digital marketing; how brand CMOs need to re-evaluate long-term communication strategies, and more.

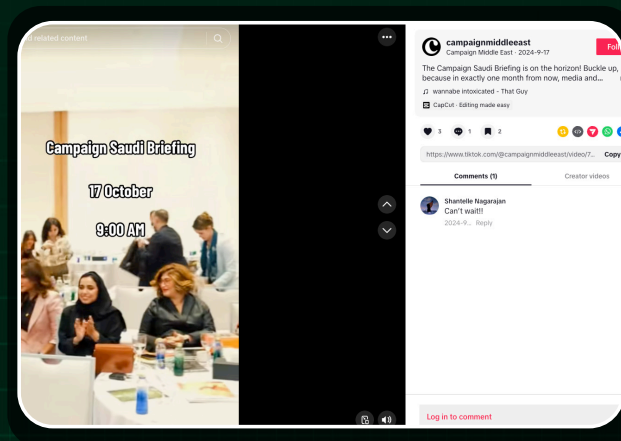
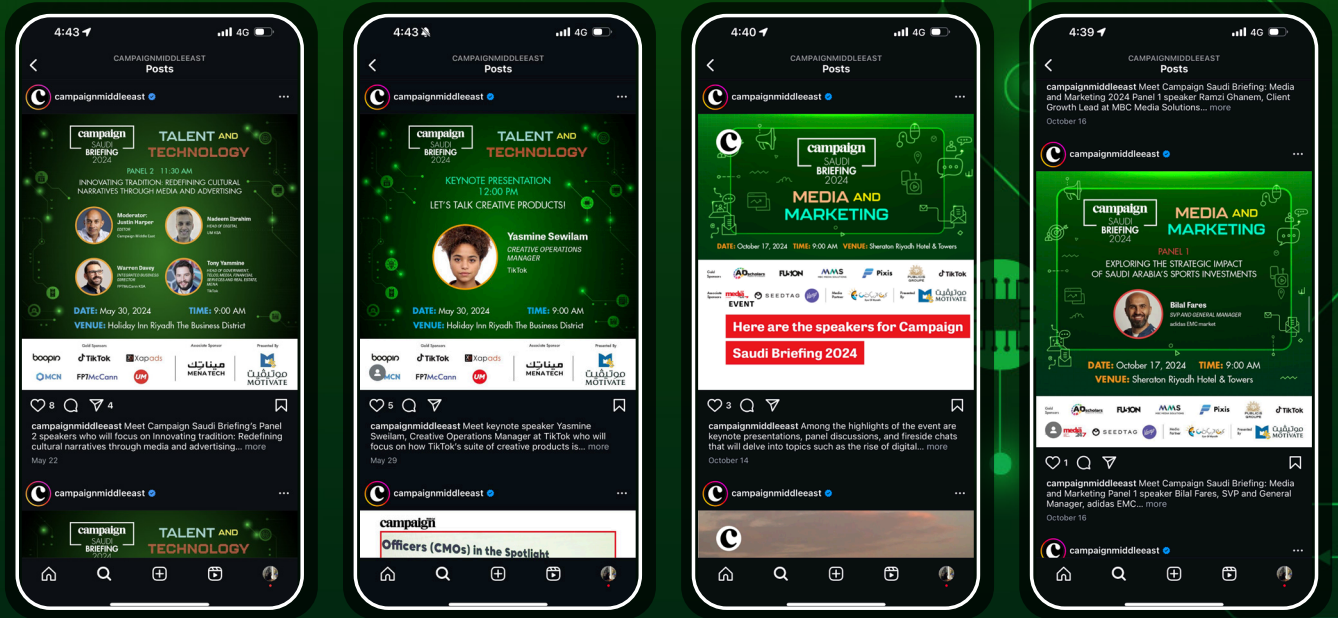
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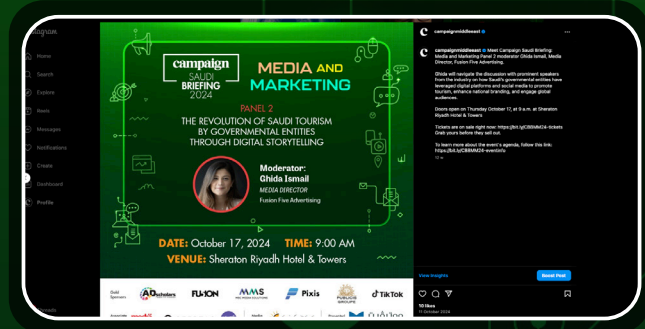


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## SAUDI BRIEFING 2024

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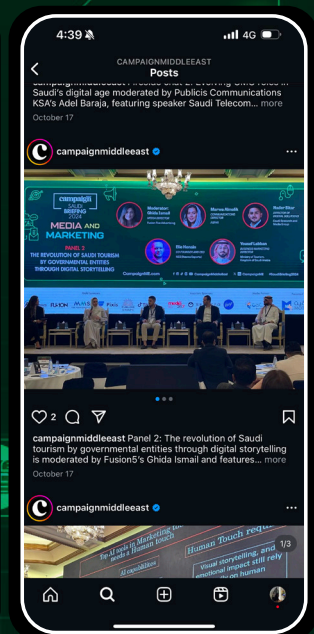
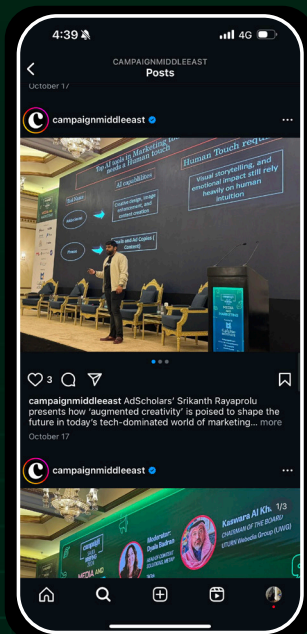
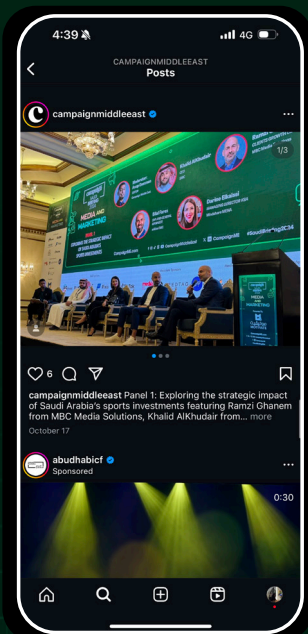
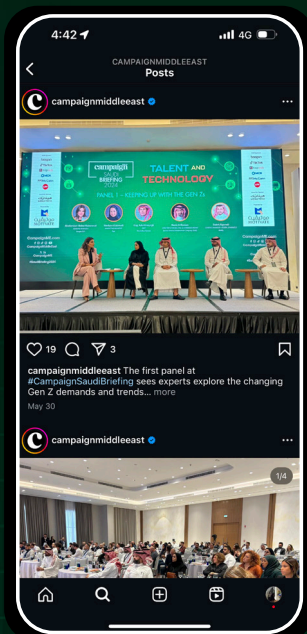
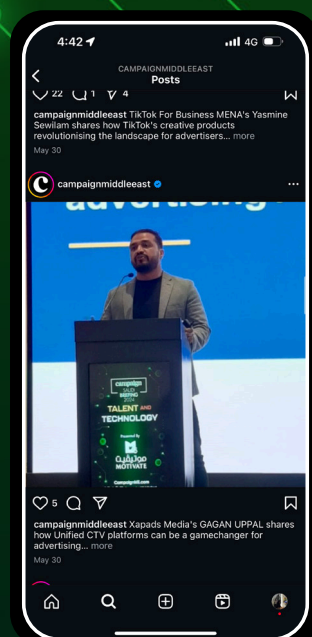
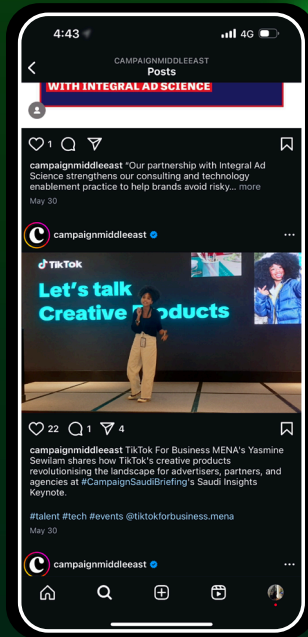
# PRE - EVENT MARKETING



campaign

SAUDI  
BRIEFING  
2024

AT THE EVENT



EVENT SOCIAL MEDIA UPDATES



# EDITORIAL COVERAGE

October 28, 2024 **campaign** 29



Delegates networking before the event.



Delegates networking before the event.



From right, Mohammed Aba Alkhalil, Chief Marketing Officer, Stc; and Adel Baraja, CEO, Publicis Communications KSA.

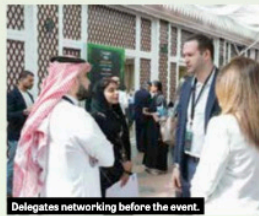
## Campaign Saudi Briefing: Media and Marketing

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

**C**lose to 200 marketing leaders, including heads of brand and agency, gathered at the Sheraton Riyadh Hotel and Towers on Thursday, 17 October for the Campaign Saudi Briefing: Media and Marketing event. This included keynotes, panel discussions, fireside chats, a time of networking, as well as high-profile meet and greets.

Conversations revolved around sports marketing investments and their effect on brands and their revenues, contextual storytelling within Saudi's booming tourism 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.



Delegates networking before the event.



Delegates networking before the event.



Neel Pandya, Chief Executive Officer - EMEA & APAC, Pixis.



Anup Gommen, Editor, Campaign Middle East



Khalid AlKhudair, CEO, SMC



Bilal Fares, SVP & GM, Adidas EMC



Darine Elkaleli, MD KSA, Mindshare MENA



Ramzi Ghanem, Client Growth Lead, MMS



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



Srikanth Rayaprolu, CEO & Founder, AdScholars.



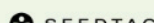
From right, Yousef Labban, Business Marketing Director, Ministry of Tourism, Saudi Arabia; Elie Honain, Co-founder and CEO, NES (Nesma Sports); Nader Bitar, Director of Digital Solutions, SRMG; Marwa AlMalik, Communications Director, ASFA; Ghida Ismail, Media Director, Fusion Five Advertising.

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# POST - EVENT MARKETING



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## SAUDI BRIEFING 2024

# ARTICLES

### Campaign Saudi Briefing: Spotlight on brand strategy, sports marketing, storytelling

Anup Oommen

Here's a wrap-up of the Campaign Saudi Briefing: Media and Marketing event, which was held at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October.



Close to 200 industry leaders, including heads of brand, marketing, and agencies from the Ministry of Tourism of Saudi Arabia, STC, SMC, Adidas, TikTok, Publicis Groupe, MBC Media Solutions (MMS), UTURN WeMedia Group (UWG), SRMG, Mindshare MENA, ASFA, NES, Pixis, Fusion Five Advertising, and AdScholars, among others gathered at the Sheraton Riyadh Hotel & Towers on Thursday, the 17th of October for the Campaign Saudi Briefing: Media and Marketing event.

The event included insightful keynotes, informative panel discussions, inspirational fireside chats, productive networking, as well as high-profile meet-and-greets.

Conversations on the future of media and marketing in the Kingdom of Saudi Arabia, included deep dives into sports marketing investments and their affect on brand and bottom-line; impactful and inspiring contextual storytelling within Saudi's booming tourism sector; the need to truly understand and resonate better with Saudi audiences; the impact of AI and human creativity on digital marketing; how brand CMOs need to re-evaluate long-term communication strategies, and more.



Some of the too takeaways from the event included insights on the need for:

### Here are the speakers for Campaign Saudi Briefing: Media and Marketing 2024

Shantelle Nagarajan

Campaign Saudi Briefing: Media and Marketing 2024 is this Thursday, 17 October, at Sheraton Riyadh Hotel and Towers. Doors open at 9 a.m.



Media and marketing experts in Saudi Arabia are coming together to discuss the dynamic landscape of media and marketing in the Kingdom this Thursday, 17 October, at Sheraton Riyadh Hotel and Towers.

Campaign Saudi Briefing: Media and Marketing 2024 will begin at 9 a.m. and promises attendees insightful discussions from industry heavyweights who are driving transformation within the fields of media and marketing in the Kingdom and the MENA region.

Confirmed speakers include top executives from global agencies, leading media entities, and government representatives who will share their strategies for success in this rapidly developing market.

Among the highlights of the event are keynote presentations, panel discussions, and fireside chats that will delve into topics such as the rise of digital media, the importance of data-driven marketing, and the growing influence of Saudi Arabia as a regional hub for creative industries.

Tickets to the event are on sale now. Get yours here before they sell out.

Here's a look into the speakers and the topics they will discuss at the event:

**Keynote presentation - How AI is transforming digital marketing performance**

AI has been a game-changer across industries, and the digital marketing landscape is no exception. This presentation will explore how AI is revolutionising digital advertising and enhancing performance at every stage of the funnel.

# POST-EVENT MARKETING

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SAUDI  
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2024

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