

RICHARD EL HACHEM

My task is to drive your integrated MarCom to succeed in the digital area



Awarded for Highest Achievement in
POSTGRADUATE DIPLOMA IN DIGITAL BUSINESS



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**DIGITAL AND
INTEGRATED
STRATEGIST
WITH A CLEAR
FOCUS ON
BUSINESS
RESULTS.**

LEBANESE LIVING IN
BEIRUT WITH REGIONAL
AND GLOBAL OUTREACH.

**OVER 23 YEARS
OF EXPERIENCE
ACROSS MENA
AND BEYOND.**

I BELIEVE THAT
MARRYING MAGIC AND
LOGIC GENERATES THE
MOST EFFICIENT AND
INNOVATIVE IDEAS AND
SOLUTIONS.

Digital, Platforms and Integrated MarCom Expert

With curiosity, candor, and passion, I have spent more than 23 years tackling the toughest markets, businesses, brands, and innovation challenges my clients confronted in a constantly disrupted world. My team and I had the privilege of helping local, regional and international clients both on the non-commercial and commercial sides to navigate complexity with curiosity, rigor, and creativity.

I bring business leadership, teamwork, bold thinking and the desire to serve the best in consulting, digital thinking, digital transformation, SEO, SEM, government public affairs and NGOs practice, marketing, communication, brand building, activation, analytics across a wide spectrum of industries and markets.

My starting point revolves around uncovering insights, trends, business challenges and opportunities, thinking through strategies, developing and deploying optimal omnichannel 360 solutions that deliver on measurable business goals.

Achieving objectives to gain advantage requires experience and foresight. This is why, the essence of my role is to help clients make the best decisions to move their business forward with confidence.

I am here to generate ideas to create behavior changing engagements that inspire people to bond with my clients' brands and driving brand and category growth by understanding and accelerating the Purchase Decision Journey.

My task is to bring growth and healthy business outcomes for my clients and help them evolve their business to reap the fruits in our digitally transforming world.

AREAS OF EXPERTISE: Activation - Behavioral Science - Dark Markets - Brand Building - Business Management - Consultancy - Creative Enablement - Critical Thinking - Customer Engagement - Digital Strategies - Digital Transformation - Direct - Government & Public Affairs - Innovative Solutions - Integrated Leadership - Internal Communication - Negotiation Skills - Network Building - Neuromarketing - Political Marketing - Project Management - Relationship Building - Research & Insights - Retail - Rural Marketing - Social Media - Strategic Planning - Training & Development - Winning New Business.

WORK EXPERIENCE

2013 – 2/2020 **Ogilvy MENA Holding – MENA Management
Head of Knowledge and Intelligence MENA**

Counselling Managing Directors, Strategic Planners, Heads of Disciplines and 360 teams when pitching new businesses and developing key projects. Helping improve the teams' ability to solve problems, adapt, evolve to meet changing business requirements, and survive disruptive changes. Coordinating with Ogilvy Global & EMEA on new business for MENA, member of the EMEA E7 Community. Working with WPP Government Practice on new business leads for MENA. Ogilvy MENA leader for clients' satisfaction. Inspiring Ogilvy MENA teams and clients with business, communication, categories and consumers' trends and forecasts. Acting as an insights and forecasts resource on a wide array of subjects relevant to the communication industry and agency clients. Establishing and leading on the databank of case studies and learning, benefiting the network in many ways including improving efficiencies and avoiding duplication of work. Facilitating the transfer of good ideas between individuals, departments, offices and markets. Retaining and enhancing the collective knowledge as well as navigating the Ogilvy and WPP networks to build expertise teams when required. Building and promoting internal 'Best Practices' communities, keeping Ogilvy a few steps ahead of the game and its competitors.

Hunting for new business opportunities across MENA and proactively provoking new business potentials outside MENA (Winning the Baku 2015 Euro Games & Baku 2016 F1 pitches). Supporting the agency's expansion drives into new markets and territories. *Always thirsty for more.*

CATEGORIES OF WORK ACROSS MENA AND BEYOND

Alcoholic Drinks
Airlines
Airports
Automotive
Banking & Finance
Beauty Care
Business Maintenance
Car Rental
Catering & Restoration
Cinemas
Computing
Consultancy
Consumer Products
Courier & Mail Delivery
Detergents
Digital
E-Commerce
Educational Institutions
Events
Exhibitions
Fashion
Free Trade Zones
Gadgets & Toys
Gaming
Government & Public Affairs
Healthcare
Home Appliances
Home Electronics & Appliances
Home Improvement
Industries
Jewelry
Hospitality
Infrastructure
Insurance & Reinsurance
International Institutions
Laboratories
Malls
Media & Entertainment
Museums & Culture
NGO
Non-Alcoholic Beverages
Office Cleaning
Oil & Petroleum
Pharmaceutical
Political
Real Estate
Sanitary
Security
Sportswear
Supermarkets
Technology Solutions
Telecom
Tobacco
Transportation
Travel & Tourism
Watches
Wellbeing

Full and detailed clients listing available upon request

2004 - 2013

Ogilvy Lebanon – Board Member

Business Director & Senior Strategist

(2004 – 2013)

Responsible for the leadership of the client servicing team and generation of 360 Strategic Business Planning and Communication Solutions that drive local, regional and international opportunities with the end aim of generating “sales” for Ogilvy clients. Handling new business leads and pitches.

Business Director Ogilvy Action & Senior Strategist

(2008 – 2010)

Led in parallel the newly born Ogilvy Action expertise to create purchase behavior by changing what People Do. Engaging experiences that increase conversion in physical and virtual retail; winning in the Last Mile, the Point of Sale and the Moment of Truth through Shopper, Trade, Customer Engagement, Experiential and Promotional Marketing.

Regional Director LG Electronics Levant & Senior Strategist (2009 – 2013)

Led in parallel to my Business Director responsibilities on all the LGE business units for the Levantine markets (Lebanon, Syria, Jordan, Iraq, Palestinian Territories), encompassing the mobile devices, home entertainment and appliances, along the marketing funnel and 360 touchpoints.

Regional Director Kraft Foods Levant & Senior Strategist (2004 – 2013)

Led in parallel to my Business Director responsibilities the Kraft Cheese, Tang and Maxwell House brands for Levant, with the goal to develop marketing solutions and creative work from packaging, sampling, advertising, activation, in-store and customer engagement approaches.

Regional Director British American Tobacco Levant and Yemen & Senior Strategist (2006 – 2010)

Led in parallel to my Business Director responsibilities the British American Tobacco team for Levant & Yemen, set for the development of strategies and the generation of communication material for ATL, BTL, HORECA, In-Store, Customer Engagement Programs, Internal Communication and Trade Strategies, in addition to proactive leads on strategic opportunities for Rothmans, Dunhill, Kent, Vogue, Craven A, Pall Mall, Viceroy, Lucky Strike.

Regional Director Kimberly Clark Levant North and West Africa & Senior Strategist (2004 – 2010)

Supporting in parallel to my Business Director responsibilities the Kimberly Clark regional team for Levant North & West Africa, set for the development of strategies and the generation of communication material for ATL, BTL, In-Store and Customer Engagement Programs, in addition to business development leads on strategic opportunities for Kotex, Kleenex, Huggies and Depend.

Regional Director Comium Telecom and Koz Telecom West Africa & Senior Strategist (2007 – 2009)

Led in parallel to my Business Director responsibilities the regional leadership on Comium Telecom in Africa, with a specific focus on the Ivory Coast (Koz Telecom), Sierra Leone, Liberia and The Gambia. The role encompassed the repositioning of the brand, in addition to the generation of corporate, products, promotional and activation strategies, ideas and communication material across the communication funnel and the diverse touchpoint universe through an omnichannel approach. I was also fully engaged in supporting Comium Telecom bids to expand into new markets in Africa.

GOVERNMENT, PUBLIC AFFAIRS AND NGO CLIENTS

LEBANON

Auxilia, Lebanese Osteoporosis Prevention Society, Oum el Nour, Italian Cooperation for Development (Nurses Rehabilitation Program), Afel, Arab Thought Foundation (Fikr Conference), Hariri Foundation, Alzheimer Association, Skoun (Afkar2), Tamanna, International Labor Organization, Caritas Lebanon Migrants Center, SOS Village, Beirut Marathon, Lebanese Cooperative for Development, EU & OMSAR (Charaka), USAID Over 50 years of Supporting Lebanon, Ministry of Finance VAT Launch, Association Libanaise de l'Hemophilie, Childhood Protection & Care Association, International Organization for Migration, Ministry of Interior Street Children, Ministry of Environment Corporate & Waste Reduction, French Embassy, UNDP, Ministry of Foreign Affairs & Lebanese Army (2nd Global Convention on Cluster Munitions), Ministry of Foreign Affairs, Diaspora Registration for the Parliamentary Elections, Red Cross, UNDP Voters Registration Municipalities Elections, UNDP Voters Registration Parliamentary Elections, UNHCR Syrian Refugees, UNICEF Polio Vaccination.

EGYPT

Ministry of Finance, Ministry of Transport Sexual Harassment, Regional Center for Renewable Energy & Energy Efficiency, New Suez Canal.

SYRIA

UNICEF Child Labor, UNICEF Education, UNICEF Polio Vaccination, UNICEF Breast Feeding, UNICEF & Ministry of Education, UNICEF Child Labor, UNICEF Washing Hands.

KSA

Fasah Customs, Ministry of Health, Adaa (National Center for Performance Measurement), Quality of Life Program Vision 2030, Sagia General Investment Authority, Najm Road Safety, Saudi Industrial Development Fund, General Sports Authority, Saudi Human Resources Gateway, Ministry of Health, Ministry of Finance VAT Launch, King Abdallah Tech Park, Metro Jeddah.

KUWAIT

Royal Group Charity Fund, Kuwait Foundation for the Advancement of Sciences.

QATAR

Qatar Postal Services, Qatar Financial Center Authority.

BAHRAIN

Economic Development Board.

JORDAN

Jordan Central Bank.

MOROCCO

Ministry of Interior Incitement to Vote Parliamentary Elections, Postal Office (Barid Al Maghrib), Public Railway.

SPAIN

Ministry of Tourism.

Global Director & Senior Strategist “undisclosed client” – NDA still applicable (2006 – 2008)

Establishing and leading a global research and insights program across 67 countries. Analyzing markets and behavioral dynamics, leading into profiling key audiences and influencers. Development of local, regional and global communication strategies and recommendations across the 360 spectra (Advertising, PR, Activation, Digital, Influencers Programs, Media). Ideation and production of creative material to positively influence attitudes, perceptions and behaviors.

Regional Account Director Unilever Levant Egypt and Sudan & Senior Strategist (2003 – 2010)

Held the strategic and deployment roles for Unilever Mashreq on Dove, Comfort, Vaseline & Ponds business (Egypt, Sudan, Lebanon, Syria, Jordan, Palestinian Territories, Iraq, Iran), in addition to a series of budgets for Lebanon such as American Express, Sprite, Fanta, IBM, Panadol, BLC Bank, Mzaar InterContinental Resort, Avis Rent A Car, Lebanese Osteoporosis Prevention Society, Italian Cooperation for Development, Auxilia, Oum el Nour.

2000 - 2003

Levant Account Director Unilever and Nestlé & Senior Strategist (2000 – 2003)

Led the business of Nestlé (Klim, Cérélac, Milo, Neslac) and Unilever (Dove, Comfort, Vaseline, Ponds) in Lebanon, Syria & Jordan, in addition to a group of clients for Lebanon such as American Express, Sprite, Fanta, IBM, Panadol, Gulf Air and National Bank of Kuwait.

1998 – 2000

Senior Account Manager & Syria Representative (1998 – 2000)

Handled Ogilvy's portfolio of clients active in Syria, including Nestlé (Klim, Cérélac, Milo) and Unilever (Dove, Comfort, Vaseline, Ponds).

1997 – 1998

Account Executive (1997 – 1998)

Worked on brands such as Total, American Express, Moulinex, Consolidated Construction Company, United Biscuits, ABN Amro Bank, Foster Clarks, Middle East Airlines, Kodak, Schlotzky's Deli, Omatra, Pirelli, Jean Azar Hardware, Aurore Voyage.

1995

FP7 McCann Ericsson Lebanon

Account Executive – following one-month training

Worked on brands such as Coca Cola, BMW, Gulf Air, Timex, Portemilio Suite Hotel.

Intermarkets Team Y&R Lebanon

Account Executive – following one-month training

Worked on clients such as Foster Clarks, Klim, Johnson & Johnson, Samsung, Swissair, Radio Shack, Abido, Horse Head Tea, Ulker, Zwan, Banque du Liban et d'Outre-Mer, Link Credit Card.

1992

Groupe Plus Lebanon

Media Executive – following one-month training

Represented the following radio stations: Radio One, Switch FM, La Une, Radio Delta, Radio Wahad; in addition to the TV stations TV One and Sigma.

ACADEMIC EDUCATION

- 2019 - 2020 **Post Graduate Diploma in Digital Business**
Grade: Emeritus Scholar Distinction – GPA 99.2/100
MIT Sloan School of Management, USA
Columbia Business School, USA
Through the Emeritus.org platform
- Digital Transformation, Platform Strategies for Success*
Grade: Certification with Distinction - GPA 100/100
MIT Sloan School of Management, USA
- Digital Marketing, Engagement, Social Media, Planning and Analytics*
Grade: Certification with Distinction – GPA 98.5/100
Columbia Business School, USA
- Digital Strategies for Business, Leading the Next Generation Enterprise*
Grade: Certification with Distinction – GPA 99/100
Columbia Business School, USA
- 2018 **Digital Level Up Program with gold accreditation**
Ogilvy & Circus Street Partnership - UK
- 2004 – 2005 **Higher Professional Level in Strategic Management**
University of Cambridge - UK
- 2004 – 2005 **Management Development Program with distinction**
Ogilvy & University of Cambridge Partnership - UK
- 1990 – 1994 **BA in Advertising and Sales**
Saint Joseph University - Lebanon
- 1975 – 1990 **French Baccalaureate A2 Series, Philosophy**
Notre-Dame of Jamhour College – Lebanon

PROFESSIONAL EDUCATION

- 1997 – 2019 89 Professional Trainings, Workshops and Certifications.
16 Professional Conferences, Conventions and Workgroups.
177 E-Learning Initiatives to Date.
- Black Belts Consultancy – Digital Strategies – Integrated - Social 2.0 – Strategic
Planning – Sustainability – Shopper Marketing – Activation – Brand
Building - Marketing in Downturn – Digital Transformation - SEO – SEM.

TECHNICAL SKILLS

- OS *Windows 10, Mac OS X*
- Office Tools *Microsoft Office 2003, 2007, 2010, 2013, 365*
(Word, Excel, PowerPoint)
iWork (Keynote, iMovie)
OpenOffice 3 and 4 (Writer, Calc, Impress)
LibreOffice 4 (Writer, Calc, Impress)
SugarCRM
Medallia NPS
- Languages *Arabic, English, French (fluent)*
Spanish (read and written)

REFERENCES AND RECOMMENDATIONS

References given upon request.

Recommendations available @ <https://www.linkedin.com/in/richard-el-hachem-1441142b/>

Richard El Hachem Accreditations and Clients Experience

Trainings, Workshops, Certifications, Conferences, Conventions Workgroups, Ongoing E-Learning Initiatives

PROFESSIONAL TRAININGS, WORKSHOPS AND CERTIFICATIONS

Date	Topic
09 / 2019	Data Visualization, Storytelling (LinkedIn Learning)
09 / 2019	Trusted Advisors – Beirut (Ogilvy Consulting)
08 / 2019	Commercial Competence (WPP)
07 / 2019	Ogilvy Social 2.0 Black Belt – Beirut (Ogilvy)
11 / 2018	Ogilvy OS Black Belt – Strategic Planning – Beirut (Ogilvy) 11 / 2018
11 / 2018	The Art of Storytelling – Beirut (Ogilvy)
07 / 2019	Ogilvy Social 2.0 Black Belt – Beirut (Ogilvy)
2018	Digital Training Programme Level Up completed successfully with «Gold Accreditation» Facebook Blueprint Certification for WPP Creative Agencies (Facebook & WPP) Facebook Studio Expert Level for Technology (Facebook & WPP) Facebook Studio Expert Level for Pages (Facebook & WPP) Facebook
10 / 2017	Studio Ad Policies Certification (Facebook & WPP) <i>Introduction & Fundamentals - Best Practices – Creative - Measurement & Insights</i> <i>– Instagram – Messenger - Marketing Solutions - Webinars</i>
12 / 2016	Critical Thinking (Lynda)
11 / 2016	Persuasive Selling (Lynda)
08 / 2016	WPP Code of Conduct How We Behave Certification (WPP)
10 / 2016	Leonardo & Pathfinder Shopper Planning & Customer Journey Toolkit (Geometry Global)
08 / 2016	WPP Anti-Bribery & Corruption Certification (WPP)
05 / 2016	WPP Privacy and Data Security Awareness Certification (WPP)
03 / 2016	DAVE Customer Engagement Planning Tool (OgilvyOne)
09 / 2015	Upgraded DO Brief Training – Beirut (Ogilvy)
08 / 2015	Twitter Flight School Certification (Twitter)
07 / 2015	Leonardo Planning Toolkit (Geometry Global)
03 / 2015	Strategically Assisting Brands to Become Sustainable Champions Training Program (OgilvyEarth)
10 / 2014	Ogilvy BrandShield (Ogilvy Public Relations)
10 / 2014	Masterclass Storytelling (Ogilvy Public Relations)
04 / 2014	Marketing in a Downturn (WPP)
06 / 2013	O&M Information Security Awareness Training (Ogilvy)
05 / 2013	Expert Level for Pages, Ad Policies and Technology – (Facebook Studio)
05 / 2013	Behavioral Science Fundamentals – Beirut (Ogilvy Action)
05 / 2013	Shopper Marketing, The 5 Steps Strategic Approach – Beirut (Ogilvy Action)
05 / 2013	WPP Anti-Bribery & Corruption Certification (WPP)
05 / 2013	WPP Code of Conduct Certification, How We Behave (WPP)
05 / 2013	Shopper Marketing & DO Brief – Beirut (OgilvyAction)
03 / 2013	Managing the Digital Talent (WPP)
02 / 2013	Jon Steel, On Strategy (WPP)
10 / 2012	Market Research for Healthcare Clients – Training Center (IPSOS)
03 / 2012	The Power of Influence (Ogilvy Public Relations)
07 / 2011	Crisis Management and Social Network – Training Center (IPSOS)

07 / 2011	Advertising Research – Training Center (IPSOS)
07 / 2011	Customer & Employee Satisfaction and Loyalty – Training Center (IPSOS)
06 / 2011	Product Testing – Training Center (IPSOS)
06 / 2011	Understanding Packaging – Training Center (IPSOS)
06 / 2011	Customer & Employee Satisfaction and Loyalty – Training Center (IPSOS)
06 / 2011	The Customer in Three Dimensions – Training Center (IPSOS)
05 / 2011	Ogilvy Fusion Planning Toolkit – Beirut (Ogilvy)
04 / 2011	WPP Code of Conduct How We Behave Certification (WPP)
03 / 2011	WPP Global Bribery and Corruption Awareness Certification (WPP)
03 / 2011	Ogilvy Fusion Strategic Workshop - Dubai (Ogilvy)
02 / 2011	Ogilvy Fusion Planning Toolkit (Ogilvy)
09 / 2010	Interactive Research – Training Center (IPSOS)
05 / 2010	Digital 101 Training (Ogilvy)
05 / 2010	WPP Digital Training (WPP)
02 / 2010	OgilvyEarth Helping Brands Identify & Extract the Value in Sustainability (OgilvyEarth)
01 / 2010	Digital Acceleration (Ogilvy)
01 / 2010	OgilvyAction Academy (OgilvyAction)
12 / 2009	The Big ideaL Planning Toolkit (Ogilvy)
11 / 2009	Client Service Training (Ogilvy)
10 / 2009	Action Beirut Workshop – Beirut (OgilvyAction)
09 / 2009	British American Tobacco Toolkit on Key Account Planning – Beirut (BAT)
07 / 2009	Digital O1 (OgilvyOne Digital Academy)
06 / 2009	Digital Workshop - Beirut (Ogilvy One/Ogilvy Interactive)
06 / 2009	Ogilvy Essentials Program (Ogilvy)
12 / 2008	Butterfly Planning Toolkit (Ogilvy)
08 / 2008	Winning in the Last Mile – Strategic Brand Activation - Beirut (Ogilvy Action)
07 / 2008	Digital Training Program (Ogilvy)
06 / 2008	How to Win New Business – Beirut (Ogilvy)
06 / 2008	Winning in the Last Mile – Brand Activation Black Belt – Dubai (Ogilvy Action)
05 / 2007	Finance for Non-Finance - Beirut (Formatech)
01 / 2007	OgilvyOne Essentials Tutorial Program (OgilvyOne)
12 / 2006	Advanced Negotiation Skills Beirut (Keystone Associates)
05 / 2006	360 Induction Training (Ogilvy)
05 / 2006	MS Project “Advanced” Beirut Training Programme (Formatech)
02 / 2006	MS Project “Basic” Beirut Training Programme (Formatech)
11 / 2005	Amex Bahrain New Heights 06 Workshop (Amex & Ogilvy)
2004	Management Development Programme 7 modules (4 face to face & 3 online)
2005	completed successfully with “Distinction”; Personal, Interpersonal and Business Skills
10 / 2005	Management Development Programme module 4 @ Catania, Italy (Ogilvy)
06 / 2005	Brand Planning Toolkit @ Alexandria - Egypt (Unilever)
03 / 2005	Management Development Programme module 3 @ Touffou, France (Ogilvy)
10 / 2004	Dove NAMET 360 Brand Stewardship Istanbul Workshop (Unilever & Ogilvy)
09 / 2004	Management Development Programme module 2 @ Oxford, UK (Ogilvy)
03 / 2004	Management Development Programme module 1 @ Oxford, UK (Ogilvy)
02 / 2004	Lotus Notes Training – Beirut (Formatech)
01 / 2004	Comfort Activation Workshop - Dubai (Unilever & Ogilvy)
10 / 2003	Amex Blue Workshop – Bahrain (Amex & Ogilvy)

06 / 2001	Rural Marketing Training Modules (Ogilvy Outreach India)
04 / 2001	The WOW Strategic Planning Factor – Beirut (Ogilvy)
02 / 2001	360 Brand Stewardship Workshop – Dubai (Ogilvy)
05 / 2000	Better, Bolder, Brighter Creative Seminar – Beirut (Ogilvy)
02 / 2000	Amex Workshop – Bahrain (Ogilvy)
10 / 1998	Strategic Thinking - Bahrain (Ogilvy)
02 / 1998	Strategic Planning - Beirut (Ogilvy)
05 / 1997	Master Class – Bahrain (Ogilvy)
03 / 1997	Creative Briefing – Beirut (Ogilvy)
02 / 1997	Brand Stewardship – Beirut (Ogilvy)
11 / 1996	Graduate Training Programme – Beirut (Ogilvy)

PROFESSIONAL CONFERENCES, CONVENTIONS AND WORKGROUPS

Date	Topic
06 / 2020	Nudgestock 2020 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2019	Nudgestock 2019 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
05 / 2019	Institute for Real Growth (WPP)
03 / 2019	The World Retail Congress – Amsterdam (WPP)
02 / 2019	Stream Commerce Summit – Miami (WPP)
06 / 2018	Nudgestock 2018 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2017	Nudgestock 2017 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2016	Nudgestock 2016 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2015	Nudgestock 2015 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2014	Nudgestock 2014 -The Largest Festival of Behavioral Experts in the World (Ogilvy Consulting)
06 / 2013	Nudgestock 2013 -The Largest Festival of Behavioral Experts in the World (Ogilvy Change)
06 / 2010	Kimberly Clark Grow Conference – Beirut (KC)
01 / 2009	MEA Marketing Conference 2008 – Macau (LG Electronics)
01 / 2007	Kotex, Kleenex & Huggies Morocco Regional Workshop (Kimberly Clarks)
10 / 2006	Viceroy AME / ASPAC UGM Istanbul Workshop (BAT & Ogilvy)
09 / 2006	Pall Mall AME UGM Dubai Workshop (BAT & Ogilvy)

E-LEARNING INITIATIVES TO DATE

Date	Topic
12 / 2019	What's Next – Innovating in an Innovation World (Ogilvy Consulting)
11 / 2019	What's Next – Programmatic Marketing (Ogilvy Consulting)
11 / 2019	What's Next – Food Hactivist (Ogilvy Consulting)
10 / 2019	What's Next – Voice Marketing (Ogilvy Consulting)
10 / 2019	What's Next – Influencer Marketing (Ogilvy Consulting)
09 / 2019	What's Next – Sonic Branding (Ogilvy Consulting)
09 / 2019	What's Next - The Corporate Culture (Ogilvy Consulting)
08 / 2019	What's Next - Tidying Up Digital Homes (Ogilvy Consulting)
08 / 2019	What's Next - The Corporate Practice (Ogilvy Consulting)
08 / 2019	What's Next - Understanding User Research Bias (Ogilvy Consulting)
08 / 2019	What's Next - Follow the Feeling (Ogilvy Consulting)
08 / 2019	What's Next - E-Commerce (Ogilvy Consulting)

07 / 2019	What's Next - State of Social 11 (Ogilvy Consulting)
07 / 2019	What's Next - Accessible Advertising (Ogilvy Consulting)
06 / 2019	What's Next - Nudgestock 2019 in 60 minutes (Ogilvy Consulting)
06 / 2019	What's Next - Top 10 Trends Impacting Healthcare in 2019 (Ogilvy Consulting)
06 / 2019	What's Next - Designing for the Emotions of Healthcare (Ogilvy Consulting)
06 / 2019	What's Next - Biohacking (Ogilvy Consulting)
05 / 2019	What's Next - The Future of Skincare (Ogilvy Consulting)
05 / 2019	What's Next - Cloudy with a Chance of AI 8 (Ogilvy Consulting)
05 / 2019	What's Next - Behavioral Science Applied (Ogilvy Consulting)
05 / 2019	What's Next - Highlights from Facebook F8 2019 (Ogilvy Consulting)
03 / 2019	What's Next - Pulse Marketing (Ogilvy Consulting)
03 / 2019	What's Next - Digital Transformation (Ogilvy Consulting)
02 / 2019	What's Next - Healthcare Marketing Cloud for Tripl (Ogilvy Consulting)
02 / 2019	What's Next - Behavioral Science – A Brief History of You (Ogilvy Consulting)
01 / 2019	What's Next - Cloudy With a Chance of AI #7 (Ogilvy Consulting)
01 / 2019	What's Next - State of Social 10 (Ogilvy Consulting)
01 / 2019	What's Next - Customer Experience & Brand Growth (Ogilvy Consulting)
01 / 2019	What's Next - The Ogilvy Consulting Trends for 2019 (Ogilvy Consulting)
12 / 2018	What's Next - Impact of Technology on Consumer Behavior (Ogilvy Consulting)
12 / 2018	What's Next - Marketing Maturity & How to Achieve It (Ogilvy Consulting)
12 / 2018	What's Next - Impact of Technology on Consumer Behavior (Ogilvy Consulting)
11 / 2018	What's Next - The New Shades of Loyalty (Ogilvy Consulting)
11 / 2018	What's Next - Ethical Experience Design (Ogilvy Consulting)
11 / 2018	What's Next - Digital Retail (Ogilvy Consulting)
10 / 2018	What's Next The Holistic Content Studio (Ogilvy Consulting)
10 / 2018	What's Next The Rise of Stories (Ogilvy Consulting)
10 / 2018	What's Next State of Social 9 (Ogilvy Consulting)
10 / 2018	What's Next The Rise of HealthBOTs (Ogilvy Consulting)
09 / 2018	What's Next Neurodesign (Ogilvy Consulting)
09 / 2018	What's Next The World of Fake News (Ogilvy Consulting)
09 / 2018	What's Next Cloudy with a Chance of AI 5 (Ogilvy Consulting)
09 / 2018	What's Next Using Data to Create Impactful Experiences (Ogilvy Consulting)
08 / 2018	What's Next Engaging HCPs in a Digital World (Ogilvy Consulting)
08 / 2018	What's Next Global Social Media Landscape (Ogilvy Consulting)
08 / 2018	What's Next Luxury Travel (Ogilvy Consulting)
08 / 2018	What's Next Big Data – Beyond the Buzzword (Ogilvy Consulting)
08 / 2018	What's Next The Rise of Chinese e-Commerce (Ogilvy Consulting)
07 / 2018	What's Next Behavioral Science Applied, Insights & Buying Behavior (Ogilvy Consulting)
07 / 2018	What's Next The Best of Cannes in 60 minutes (Ogilvy Consulting)
07 / 2018	What's Next Cordless – The Radical Redefinition of TV (Ogilvy Consulting)
07 / 2018	What's Next - Content Strategy in Experience Design (Ogilvy Consulting)
06 / 2018	What's Next - Nudgestock 2018 in 60 minutes (Ogilvy Consulting)
06 / 2018	What's Next - State of Social 8 (Ogilvy Consulting)
06 / 2018	What's Next - Creativity as Language (Ogilvy Consulting)
06 / 2018	What's Next - Cloudy with a Chance of AI 4 (Ogilvy Consulting)
05 / 2018	What's Next - Building Brand Equity in a Globalized World (Ogilvy Consulting)
05 / 2018	What's Next - Sex Lies and AI (Ogilvy Consulting)

05 / 2018	What's Next - Content Strategy (Ogilvy Consulting)
05 / 2018	What's Next - Employer Branding (Ogilvy Consulting)
05 / 2018	What's Next - Ogilvy x Google Chatbots Partnership (Ogilvy Consulting)
05 / 2018	What's Next - Understanding GDPR (Ogilvy Consulting)
04 / 2018	What's Next - Diversity or Death (Ogilvy Consulting)
04 / 2018	What's Next - Healthbot & The Growth of Chatbots (Ogilvy Consulting)
04 / 2018	What's Next - The Overlook User Experience (Ogilvy Consulting)
04 / 2018	What's Next - Mastering the Craft of Storytelling (Ogilvy Consulting)
03 / 2018	What's Next - Micro-Moment Marketing (Ogilvy Consulting)
03 / 2018	What's Next - Healthcare Crisis Management (Ogilvy Consulting)
03 / 2018	What's Next - Digital Transformation (Ogilvy Consulting)
02 / 2018	What's Next - Behavioral Science the Real Why the Real Who (Ogilvy Consulting)
02 / 2018	What's Next - For the Future of Social in Pharma (Ogilvy Consulting)
02 / 2018	What's Next - A New Product for Crisis Management (Ogilvy Consulting)
02 / 2018	What's Next - Copywriting and Storytelling (Ogilvy Consulting)
01 / 2018	What's Next - The Value of Data for You and Your Clients (Ogilvy Consulting)
12 / 2017	What's Next - Innovation in Health & Wellness (Ogilvy Consulting)
12 / 2017	What's Next - A Closer Look at Amazon (Ogilvy Consulting)
11 / 2017	What's Next - Measuring in the Design Process (Ogilvy Consulting)
11 / 2017	What's Next - Storyvine Creating Great Video (Ogilvy Consulting)
11 / 2017	What's Next - Social Crisis Management (Ogilvy Consulting)
10 / 2017	What's Next - For Content Studios (Ogilvy Consulting)
10 / 2017	What's Next - For the Wellness Movement (Ogilvy Consulting)
10 / 2017	What's Next - For Behavioral Science (Ogilvy Consulting)
09 / 2017	What's Next - For Social Listening (Ogilvy Consulting)
09 / 2017	What's Next For Digital Disruption (Ogilvy Consulting)
09 / 2017	What's Next For the World of Influencers (Ogilvy Consulting)
08 / 2017	What's Next For Bottling Creative Genius (Ogilvy Consulting)
08 / 2017	What's Next For Creativity and Tech Partnerships (Ogilvy Consulting)
08 / 2017	What's Next For Social Targeting Mass Reach vs Microtargeting (Ogilvy Consulting)
08 / 2017	What's Next Machine Learning for Everyone (Ogilvy Consulting)
08 / 2017	What's Next For the Future of Health & Wellness (Ogilvy Consulting)
08 / 2017	What's Next Voice-activated Devices & Brand Opportunities (Ogilvy Consulting)
07 / 2017	What's Next For Technology in Health & Wellness (Ogilvy Consulting)
07 / 2017	What's Next Living in a Mobile First World (Ogilvy Consulting)
07 / 2017	What's Next How to Master Influencer Marketing (Ogilvy Consulting)
06 / 2017	What's Next For Brands, Fans & Creators (Ogilvy Consulting)
06 / 2017	What's Next For Brands, Fans & Creators (Ogilvy Consulting)
06 / 2017	What's Next For Health & Wellness (Ogilvy Consulting)
06 / 2017	What's Next Unleashing Blockchain (Ogilvy Consulting)
05 / 2017	What's Next Account-Based Marketing (Ogilvy Consulting)
05 / 2017	What's Next - The ROI of Social Media (Ogilvy Consulting)
05 / 2017	What's Next - The Future of Work (Ogilvy Consulting)
03 / 2017	What's Next - Understanding Blockchain (Ogilvy Consulting)
01 / 2017	What's Next - Hack Alexa for Your Clients (Ogilvy Consulting)
11 / 2016	What's Next - The Power of Second Wave Influencers (Ogilvy Consulting)
10 / 2016	What's Next - Mining Social Data by the Billions (Ogilvy Consulting)

10 / 2016	What's Next - Social Is the New Black (Ogilvy Consulting)
09 / 2016	What's Next - Instagram Stories v Snapchat Smackdown (Ogilvy Consulting)
07 / 2016	What's Next - How to Win with Branded Video Content (Ogilvy Consulting)
06 / 2016	What's Next - CEOs on Social Media a How to Guide (Ogilvy Consulting)
05 / 2016	What's Next - Deep Social (Ogilvy Consulting)
05 / 2016	What's Next - Brand Building in a Mobile World (Ogilvy Consulting)
05 / 2016	What's Next - Dollars and Sense of Mobile Connectivity (Ogilvy Consulting)
04 / 2016	What's Next - How to Drive Social Leads from Events (Ogilvy Consulting)
04 / 2016	What's Next - Social Care (Ogilvy Consulting)
03 / 2016	What's Next - How to Woo Creators (Ogilvy Consulting)
03 / 2016	What's Next - Influencer Relationship Marketing (Ogilvy Consulting)
12 / 2015	What's Next - Social CRM Applying DM Principles to Social Media (Ogilvy Consulting)
12 / 2015	What's Next - How to Develop a Social Path (Ogilvy Consulting)
11 / 2015	What's Next - Creativity on Twitter (Ogilvy Consulting)
11 / 2015	What's Next - Best Practices for B2B Social (Ogilvy Consulting)
11 / 2015	What's Next - How to Form Partnerships that Drive Real Results (Ogilvy Consulting)
10 / 2015	What's Next - How Can You Help Your Client Adapt to a Social Media World (Ogilvy Consulting)
10 / 2015	What's Next - Content Strategy for LinkedIn (Ogilvy Consulting)
09 / 2015	What's Next - How to Cultivate Brand Advocacy (Ogilvy Consulting)
09 / 2015	What's Next - Secrets to a Successful Video Strategy (Ogilvy Consulting)
08 / 2015	What's Next - How to Create a Social Media Strategy (Ogilvy Consulting)
08 / 2015	What's Next - Know Your Audience with GlobalWebIndex (Ogilvy Consulting)
08 / 2015	What's Next - Tumblr Turning Brands to Creators (Ogilvy Consulting)
08 / 2015	What's Next - The Future of Engagement (Ogilvy Consulting)
07 / 2015	What's Next - Size Doesn't Matter Small Screens of the Future (Ogilvy Consulting)
07 / 2015	What's Next - Telling the Brand Story Through Innovation (Ogilvy Consulting)
06 / 2015	What's Next Digital Innovations in Storytelling (Ogilvy Consulting)
06 / 2015	What's Next How to Work with Startups (Ogilvy Consulting)
06 / 2015	What's Next Content Studios Who's and How To's (Ogilvy Consulting)
05 / 2015	What's Next Pharma in Social How To Succeed (Ogilvy Consulting)
05 / 2015	What's Next Social Care (Ogilvy Consulting)
05 / 2015	What's Next See Your Audience Like Never Before (Ogilvy Consulting)
04 / 2015	What's Next Engaging Millennial Creators to Tell Stories (Ogilvy Consulting)
04 / 2015	What's Next Magical Insights When Social Meets Planning (Ogilvy Consulting)
04 / 2015	What's Next Business on Yelp Captivate and Connect with Yelpers (Ogilvy Consulting)
03 / 2015	What's Next Social IRM Engaging Top Talent in Branded Campaigns (Ogilvy Consulting)
03 / 2015	What's Next Content Studio a Recipe for Success (Ogilvy Consulting)
02 / 2015	What's Next Pinterest, Thinking Outside the Board (Ogilvy Consulting)
02 / 2015	What's Next Marketing in the Age of Person-Centric Healthcare (Ogilvy Consulting)
01 / 2015	What's Next Rain or Shine Capitalizing on Weather Analytics (Ogilvy Consulting)
01 / 2015	What's Next Social Value Benchmark (Ogilvy Consulting)
12 / 2014	What's Next Beacons, Films, and Glanceables (Ogilvy Consulting)
11 / 2014	What's Next - Social CEO Getting Executives on Social (Ogilvy Consulting)
11 / 2014	What's Next - How to Run a Successful Social Newsroom (Ogilvy Consulting)
11 / 2014	What's Next - Drones Taking Creativity to New Heights (Ogilvy Consulting)
11 / 2014	What's Next - 5 Steps to Effective Video Confirmation (Ogilvy Consulting)
10 / 2014	What's Next - We Sell or Else Driving Client Growth via Social (Ogilvy Consulting)

09 / 2014	What's Next - Reaching the Mobile Consumer Mobile Wallets (Ogilvy Consulting)
08 / 2014	What's Next - Dominate Share of Voice at Events (Ogilvy Consulting)
08 / 2014	What's Next - The Challenge of Social How to Grow a Team (Ogilvy Consulting)
07 / 2014	What's Next - Influencer Engagement A How To (Ogilvy Consulting)
07 / 2014	What's Next - Social ROI the Power of Data (Ogilvy Consulting)
05 / 2014	How to Uncover Digital Insights for Planning (Ogilvy Change)
04 / 2014	Behavioral Economics for Social Media (Ogilvydo & Social@Ogilvy)
04 / 2014	Planning, Designing, Distributing, Optimizing Content & Communities (Social@Ogilvy)
03 / 2014	Wikipedia Decoded for Marketing (Social@Ogilvy)
03 / 2014	Vine and Social Videos (Social@Ogilvy)
02 / 2014	Playerz please! How to Build Playbooks (Social@Ogilvy)
02 / 2014	Surviving a Relationship Crisis (Social@Ogilvy)
02 / 2014	Introduction to Vine (Social@Ogilvy)
02 / 2014	How Facebook Can Be Used for Business, Clients and much more (Facebook)
02 / 2014	Sysomos, the Social Media Monitoring Tools for Business (Sysomos)
02 / 2014	Real-Time Marketing, Speeding Up the Creative Process (Social@Ogilvy)
02 / 2014	Drive Campaigns Further & Faster with Twitter Deep Dive (Twitter)
01 / 2014	LinkedIn Tech Marketer Briefing (LinkedIn)
01 / 2014	Instant messaging 3.0 (Social@Ogilvy)
12 / 2013	Continuous Commerce (Commerce@Ogilvy)
11 / 2013	Social@Ogilvy White Belt (Social@Ogilvy)
09 / 2013	Social Crisis Management (Social@Ogilvy)
07 / 2013	How to Build Advocacy and Amplify Passion (Social@Ogilvy)
06 / 2013	Behavioral Science Adapted for Marketing Strategies (Ogilvy Change))
05 / 2013	Social@Ogilvy Practioners, the Planning Platform (Social@Ogilvy)
05 / 2013	Radian 6 (Social@Ogilvy)
05 / 2013	Building Mobile Strategies (Mobile@Ogilvy)
04 / 2013	Social Influence (Ogilvy Influencer Connect - Social@Ogilvy)
04 / 2013	Social Media Ethics (Social@Ogilvy)
03 / 2013	The Digital Creative Storm (Social@Ogilvy)
02 / 2013	Social Effectiveness, Analytics & ROI (Social@Ogilvy)
01 / 2013	How to Build Social B2B Strategies (Social@Ogilvy)
11 / 2012	How to Build a Social Media Brand Print (Social@Ogilvy)
10 / 2012	How to Sell Social Media & Social@Ogilvy (Social@Ogilvy)
10 / 2012	How Social Media Really Works, Science & Practice (Social@Ogilvy)
09 / 2011	Everything You Need to Know About Social@Ogilvy (Social@Ogilvy)
01 / 2010	Ogilvy Essentials (OgilvyOne / OgilvyInteractive)

Categories of Work
Pitching with teams, Consultancy, Business Development
Insights Generation, Trends Forecasting

Ogilvy MENA Regional Holding

2020

Category	Brands	Market & Office
Consumer Products	Coca Cola	UAE
Government & Public Affairs	UK Department for International Trade	UK
	Ministry of Finance	Egypt
Telecom	Vodafone	Qatar
Travel & Tourism	Dubai Tourism	Spain

2019

Category	Brands	Market & Office
Alcohol	ABInBev (<i>Budweiser, Corona, Stella Artois, Beck</i>)	UAE, Qatar, KSA
Airlines	Royal Jordanian	Jordan
Banking & Finance	Arab Bank Algeria	Jordan
	American Express	Bahrain
	Al Ahli NCB (National Commercial Bank)	KSA Jeddah
Catering & Restoration	Burger King	UAE
Consumer Products	Danup	Tunisia
	Mezete Hummus	Jordan
Healthcare	National Breast Care Center	Lebanon
Home Appliances	Khoury Home	Lebanon
	Al Salem Johnson York AC	KSA Jeddah
Media & Entertainment	BeIN	Qatar
Petrol	Shell	Tunisia
	OLA Energy	Tunisia
	Aramco KSA	UAE
Technology Solutions	SAP	UAE
Telecom	Zain Telecom Iraq	Lebanon
	Vodafone Oman	UAE
Tobacco	Japan Tobacco International - Nakhla Shisha	Lebanon
	ITC India Non-Burnable Cigarettes	Dubai

2018

Category	Brands	Market & Office
Alcohol	Almaza Beer	Lebanon
Automotive	Kia	Jordan
	Isuzu	Jordan
	Jaguar	Egypt
	Land Rover	Egypt
	Nissan	Qatar

Banking & Finance	Economic Development Board Bahrain	UAE
	Sedco CSR	KSA Jeddah
	Bank Albilad	KSA Riyadh
	Bank Saudi Faransi	KSA Riyadh
	Banque Libano Française	Lebanon
	Sadad & GDPS	KSA Riyadh
	Zaitouna Bank	Tunisia
	Qatar Islamic Bank	Qatar
	Tunis Financial Harbor	Tunisia
	KFC	UAE
Catering & Restoration		
Consumer Products	Asmak Fish Farming (Alliance Food Company)	UAE
Digital	Spotify	UAE
	GlobalNet	Tunisia
	Travel-to-Do Online Platform	Tunisia
	AliExpress	UAE
E-Commerce		
Events	Bahrain F1GP (Bahrain International Circuit)	Bahrain
Exhibitions	Rise of Syria	Syria
Government & Public Affairs	Fasah Customs	KSA Riyadh
	Ministry of Health	KSA Riyadh
Home Improvement	Home Center	KSA Riyadh
Hospitality	Flora Group Hotels	UAE
Malls	Zenatta Al Futtaim	Morocco
Media & Entertainment	Sling US Cable TV	Syria
Museums & Culture	Abdullah Al Salem Cultural Centre	Kuwait
NGO	Queen Rania Foundation SEL App	Jordan
	USAID Life Micro Finance	Lebanon
Non-Alcoholic Beverages	Rani Juice	UAE
	Coca Cola Fuze	UAE
Petrol	Oillibya	UAE
	Adnoc	UAE
Real Estate	WeWork Coworking Space	UAE
Supermarket	Carrefour	Tunisia
Telecom	Zain Telecom	Jordan
	YahSat	UAE
Travel & Tourism	Abu Dhabi Tourism	UAE

2017

Category	Brands	Market & Office
Airlines	Royal Jordanian	Jordan
	FlyEgypt	Egypt
	Jazeera Airways	Kuwait
Airports	Riyadh Airport Company	KSA Riyadh
Automotive	Volkswagen	Lebanon
	Volkswagen	UAE
	Volkswagen	KSA Riyadh

Banking & Finance	Areeba Digital Payment	Lebanon
	Barclays	UAE
	American express Cashless Economy	Bahrain
	GFH Financial Group	Bahrain
Beauty Care	The Nurturer Diet Center	Jordan
	Elle & Elle pads	Algeria
Consultancy	Excellence O2	UAE
Consumer Products	Action Gum Iran	Lebanon
	Kafta Veggie Meat	Syria
Detergents	Madar Gel	Syria
Educational Institutions	American University of Beirut	Lebanon
	American University of Cairo	Egypt
Events	Azerbaijan Ministry of Sports Football Academy	Lebanon (Holding)
Exhibitions	Egypt Pavilion Astana 2020 Expo	Egypt
Government & Public Affairs	Ministry of Foreign Affairs	Lebanon
	Ministry of Transport Sexual Harassment	Egypt
	Lebanese Presidency Lebanon Corporate Identity	Lebanon (Holding)
	Adaa (National Center for Performance Measurement)	KSA Riyadh
	Quality of Life Program Vision 2030	KSA Riyadh
	Sagia General Investment Authority	KSA Riyadh
	Najm Road Safety	KSA Riyadh
	Saudi Industrial Development Fund	KSA Riyadh
	General Sports Authority	KSA Riyadh
	Economic Development Board	Bahrain
Healthcare	American University of Beirut Medical Center	Lebanon
	Al Dara Hospital	KSA Riyadh
Hospitality	Kempinski Hotel	Bahrain
Insurance & Reinsurance	Allianz	Lebanon
International Institutions	UNDP Voters Registration Parliamentary Elections	Lebanon
	UNHCR Syrian Refugees	Lebanon
	Red Cross	Lebanon
	UNICEF Child Labor	Syria
	UNICEF Education	Syria
	UNICEF Polio Vaccination	Syria
	UNICEF Breast Feeding	Syria
Malls	Centerfalls	Lebanon
	Arabian Centres	KSA Jeddah
Museums & Culture	Kuwait National Cultural District	Kuwait
NGO	Oxfam Water Hygiene	Syria
Petrol	Oillibya	UAE
	Oillibya	Tunisia
Real Estate	Wadi Qurtuba	KSA Riyadh
Sanitary	Grohe	UAE

Telecom	Zain Telecom Iraq	Lebanon
	Touch Telecom	Lebanon
	Korek Telecom Iraq	Lebanon
	Telecom Egypt	Egypt
	STC Telecom	KSA Riyadh
	Sale for Communication & Distribution	KSA Riyadh
	Zain Telecom	KSA Riyadh
	Tunisie Telecom	Tunisia
2016		
Category	Brands	Market & Office
Automotive	Volkswagen	KSA Riyadh
	Kia	Morocco
Banking & Finance	QiCard Iraq	Lebanon
	American Express Platinum	Bahrain
Beauty Care	Cosmaline	Lebanon
	Unilever (Comfort, Lifebuoy, Sunsilk)	Lebanon
Car Rental	Hanco	KSA Jeddah
Catering & Restoration	Kababji	KSA Riyadh
	McDonalds	KSA Riyadh
Consumer Products	Sylphide Cheese	Lebanon
	Nestle Infant	UAE
	Danette	Algeria
	Danone	Morocco
	Jamila Dairy	Morocco
Educational Institutions	Makassed Schools Corporate Identity	Lebanon
Events	Baku 2015 Eurogames	Holding
	Baku F1 GP	Holding
	Baku 2017 Islamic Games	Holding
	Turkmenistan 5th AIMAG	Holding
	ITT Eurovision Digital	Holding
Exhibitions	Dubai 2020 Expo	UAE
Government & Public Affairs	Burkina Faso Country Branding	Holding
	Saudi Human Resources Gateway	KSA Riyadh
	Ministry of Health	KSA Riyadh
	Ministry of Finance VAT Launch	KSA Riyadh
	Ministry of Interior Incitement to Vote Parliamentary Elections	Morocco
	Postal Office (Barid Al Maghrib)	Morocco
	Qatar Postal Services	Qatar
	Qatar Financial Center Authority	Qatar
	Al Nahdi Medical Company Health Index	KSA Jeddah
Healthcare		
Hospitality	We Concept Wedding & Event Italy	UAE
	IHG Group	KSA Riyadh
Industries	Almajdouie Group Steel	KSA Jeddah
Insurance & Reinsurance	Bupa Digital	KSA Jeddah

International Institutions	UNDP Voters Registration Municipalities Elections	Lebanon
	UNICEF & Ministry of Education	Syria
	UNICEF Child Labor	Syria
	UNICEF Washing Hands	Syria
Media & Entertainment	BBC Radio Syrian Drama Podcast	Lebanon
Museums & Culture	Aramco Art Museum	KSA Riyadh
NGO	USAID Outreach	Lebanon
Non-Alcoholic Beverages	Lipton Tea	Lebanon
	Café Najjar	Lebanon
	Sidi Ali Mineral Water	Morocco
	Sprite	Pakistan
Pharmaceutical	Hoffman-La Roche Funding	Egypt
Real Estate	Mont Mema	Lebanon
	Royal Residence	Syria
	Coralia	Morocco
	NikeID	Egypt
Sportswear	Carrefour	Lebanon
Supermarket	Huawei Mobiles	Egypt
	Virgin Mobile	KSA Riyadh
	Inwi Telecom	Morocco
	Ayla Art of Living	Jordan

2015

Category	Brands	Market & Office
Airlines	Tunisair	Tunisia
	Royal Air Maroc	Morocco
	Royal Jordanian	Jordan
Alcohol	The Macallan	Lebanon
Banking & Finance	Arab Bank	Jordan
	Al Ahli NCB (National Commercial Bank)	KSA Jeddah
	Al Ahli NCB Women Bank (National Commercial Bank) KSA Jeddah	KSA Jeddah
	Burgan Bank Digital Currency	Kuwait
	Burgan Bank Innovation	Kuwait
	Attijari Bank	Tunisia
	Qatar Islamic Bank	Qatar
	Arab Bank Private Banking Corporate Identity	Switzerland
Beauty Care	Depend (Kimberly Clark)	Lebanon
Catering & Restoration	Herfy Fast Food	KSA Riyadh
Consumer Products	Juhayna Yogurt	Egypt
	Tayibat Astra Quail	KSA Jeddah
	Nestle Infant Breast Feeding	KSA Riyadh
Educational Institutions	Edraak Online University	Jordan
Events	Bahrain Shopping Festival	Bahrain
	African Nations Cup 2019 Bid	Morocco
	Doha Beauty Show	Qatar

Government & Public Affairs	Jordan Central Bank	Jordan
	Ministry of Environment	Lebanon
	New Suez Canal	Egypt
	Metro Jeddah	KSA Jeddah
	King Abdallah Tech Park	KSA Riyadh
	Royal Group Charity Fund	Kuwait
	Kuwait Foundation for the Advancement of Sciences	Kuwait
	Public Railway	Morocco
	Ministry of Tourism	Spain
	Aspire Zone Sports Medicine	Qatar
Healthcare		
Household Appliances	Al Jazeera Paints	KSA Riyadh
Industries	Pan Gulf Holding Steel & Pipes	KSA Riyadh
Insurance & Reinsurance	Bupa Family Health Insurance	KSA Jeddah
	Takaful Conglomerate	KSA Riyadh
	Bupa Football Sponsorship	KSA Jeddah
	Saham Group Insurance	Morocco
International Institutions	UNESCO Literacy Iraq	Lebanon
	UNICEF Facebook Healthcare	Syria
Malls	Ikea	Jordan
	ABC Superstore	Lebanon
	Ikea	KSA Jeddah
NGO	Abaad Women Equality	Lebanon
Non-Alcoholic Beverages	Torabika	Lebanon
	Kopiko	Lebanon
	OCP	Morocco
Petrol	Afriquia	Morocco
	Qatar Fuel	Qatar
	Novartis Heart Failure	Lebanon
Pharmaceutical		
Real Estate	Emaar	KSA Riyadh
Telecom	Jawwal Mobile	Jordan
	Huawei Mobiles	Lebanon
	Huawei Mobiles	KSA Jeddah
	Huawei Mobiles	Algeria
	Djezzi Telecom	Algeria
	Vivacell Telecom	Kuwait
	Watany MVNO	Tunisia
	Inwi Telecom	Morocco
	Inwi Telecom 4G	Morocco
	Inwi Telecom Loyalty & Customer Satisfaction	Morocco
Tobacco	Tobacco	Tobacco
Travel & Tourism	Travel & Tourism	Travel & Tourism

2014

Category	Brands	Market & Office
Airports	Bahrain Airport Company	Bahrain
Beauty Care	Kotex Mobile App (Kimberly Clark)	Lebanon
Catering & Restoration	KFC	KSA Jeddah
Consumer Products	Dairy Khoury	Lebanon

Government & Public Affairs	Ministry of Transport Sexual Harassment	Egypt
	Saudi Post	KSA Riyadh
Hospitality	Kempinski	Qatar
Insurance & Reinsurance	Bupa Sanitas	KSA Jeddah
International Institutions	UNICEF Polio Vaccination	Lebanon
	UNDP Voters Registration Parliamentary Elections	Lebanon
	UNICEF Polio Vaccination	Egypt
Malls	Ikea	KSA Jeddah
Media & Entertainment	On-Q Magazine	Qatar
NGO	Yaduna Acute Heart Failure	Lebanon
Pharmaceutical	Hoffman-La Roche Hepatitis C	Lebanon
	GlaxoSmithKline	Egypt
	Al Nahdi Pharmacies	KSA Jeddah
Political	Kurdish Democratic Party Parliamentary Election Iraq	Holding
Telecom	Asiacell Iraq	Holding
Tobacco	British American Tobacco Kent Iraq Counterfeits	Lebanon
Travel & Tourism	Supreme Commission of Tourism KSA	Jordan
	Egypt Tourism Authority TV Channel	Egypt
	Moroccan National Tourism Bureau	KSA Riyadh

2013

Category	Brands	Market & Office
Airlines	Gulf Air	Bahrain
Airports	Bahrain Airport Company Terminal Extension	Bahrain
Automotive	Volkswagen	Lebanon
Banking & Finance	Arab Bank	Jordan
	Al Ahli NCB (National Commercial Bank)	KSA Jeddah
	Casablanca Financial City	Morocco
Catering & Restoration	Wooden Bakery	Lebanon
Consultancy	Consolidated Consultants Group Architecture & Engineering	Jordan
Consumer Products	Al Safi Danone Iraq	Holding
	Almarai Repositioning	KSA Riyadh
	Danone	Algeria
Free Trade Zone	Ras Al Khaimah Free Trade Zone	UAE
Government & Public Affairs	Regional Center for Renewable Energy & energy Efficiency	Egypt
	Kurdish Democratic Party Parliamentary Election Iraq	Holding
	Riyadh Metro	KSA Riyadh
Healthcare	Stem Cells Bank	Lebanon
	Wellness Clinic	Lebanon
Infrastructure	Abunayyan Holding	KSA Riyadh
International Institutions	UNDP Ministry of Agriculture	Tunisia
Malls	Abdalli Mall	Jordan
Real Estate	Al Jubail City	KSA Riyadh

Supermarkets	Le Charcutier Aoun Anniversary	Lebanon
Telecom	Zain Telecom	Jordan
	Alfa Telecom	Lebanon
	Egypt Telecom	Egypt
	Virgin Mobile	KSA Riyadh
Tobacco	British American Tobacco Kent Iraq	Holding
Travel & Tourism	Tunisian Tourism	Tunisia
	Qatar Tourism Authority	Qatar

Categories of Work Handled Brands Excluding Pitches Ogilvy Lebanon

1996 / 2013

Category	Brands
Airlines	Middle East Airlines, Gulf Air
Alcohol	Gabriel Bocti (Vintage, Domaine Wardy, Arak Wardy, Laurent Perrier, Naturelle, Glenrothes, Cutty Sark, G+Ginseng), Solifed (Arak Ghantous & Abou Raad, Elixir Arak), SPI Spirits (Stolichnaya)
Automotive	Part Finder, Auto Mall, (Rymco) Nissan, Gear Pro, Ghabbour (Tata), Omatra (Pirelli Tyres, Iveco), Volvo
Banking & Finance	BIT Bank, BLC Bank, American Express, American Express Bank, Banque Libano Française, Bank of Beirut, Banque Misr Liban, First National Bank, NBK, Intercontinental Bank, ABN Amro, Arab Bank, Jammal Trust Bank
Beauty Care	Unilever (Dove, Comfort, Vaseline, Ponds), Gillette (Gillette, Duracell, Braun Silk Epil), Kalium (Radiessse, Permalip), Hantrade Group (BelleFontaine), Rilkan International (F1 Toiletries), General Pharm (Carmex), Kimberly Clark (Huggies, Kleenex, Kotex, Depend), Madi Hairdresser International
Business Maintenance	Business & Maintenance Services
Car Rental	Squares Limited (ATV), Hala Rent A Car
Catering & Restoration	Al Dente, La Cigale, Faqra Club, Chili's, Mandaloun Sur Mer, Mandaloun Sur Grill, Hospitality Ventures (Le Laurier), Romano 222, Nando's Restaurants, Al Mandaloun, Kilzi & Co, Lebanese Beirut Airport Catering, Al Mandaloun Café, La Bodeguita del Medio, Noyau (Gou), Breakfast to Breakfast, Diverio, Schlotzky's Deli, Wooden Bakery, Al Forno
Cinemas	Seagulls Media Services
Computing	IBM, Trinec
Consultancy	Emerge Distributions (Emerge Distributions, Façonnable)

Consumer Products	Abiaco (Reinert, Campofrio, Pucca, Yan Yan, 1 More, Moroll, Granini), Fouad Bocti (Chicco, Oenobiol, Upsa, Pic, Hegor), Ets Wafic Idriss (Dolly's, Mazaj), Karim Trading (Jolly Time, Bonita, None, Sindibad, Vegi-Jely), , Target Food (Virginias, Higeen, Harrar), Gastronomes Premium (Le Clerc), Kraft (Philadelphia, Oreo, Côte d'Or), Romex (Alberto), G.Vincenti & Sons (Lesieur, Maxi, Maxim's Mentos), Lactalis (Président, Lactalis), Internal (De Cecco Pasta), Gandour (Gandour Oil), Geadah Bros (Stimorol), United Biscuits (Mc Vitties, Penguin), Indomie Noodles, Golden Food (Smint & Gum, Santiveri), Dorval (Bon-O-Bon, Blow Up)
Courier & Mail Delivery	DHL, Expeditors
Educational Institutions	American University of Beirut, Berlitz Language Center, Eastwood College, Formatech, Centre Sportif Jamhour, Pigier, Les Arts Francais, White Mountain Technologies (Skoolee), Business Management University, Lycée Franco Libanais, AUT University
Events	Urbanart (Brumana Summers), Matisse Events, Adabisc, Olive Branch (Takreem Awards), Ayam Al Ouloum (Science Days), Diffa, Amareyn, Ile aux Enfants, Academie Internationale de la Gastronomie (AIG)
Exhibitions	Promorient (Sibatech)
Fashion	Boutique Clauda, Boutique New Ounsa, Hanna Touma, Boutique Khabbaz, Triptyque (Sonia Rykiel, Ungaro, Lange), Patchwork, Studio Moda (Ducal, Drop 8), Triumph, Tabet Home Collection (Frette, Hotel Line), Tabet Maison du Blanc, Chaos Boutique, Roger Simonian (Boutique Vert Lila), L'Astragale, Hamra Shopping & Trading Company (GS Stores, Geox, Timberland, Morgan, Springfield, Billabong, Bossini, Noah), International Fashion Development Marketing (Geox Shoes), Measures (Sara Boutique), Group Eid (Kamishibai) , Sapph Lingerie, Hispaco (Champion, Abanderado, Sara, Lotto), Tchouz Shoes (Puma, Kix), Souliers Gerard, United Sports of Lebanon (Nike), Zellioni (Paul Jardin)
Gadgets & Toys	Ets Gebran Geahchan (Peg Perego), Toy Market Trading (Joué Club)
Gaming	Kuma Games
Governmental & International Institutions	UNDP, Ambassade de France, Beirut Marathon, Ministry of Finance, OMSAR (Charaka), USAID, Ministry of Interior, International Organization for Migration
Healthcare	Clemenceau Medical Center, Bellevue Medical Center, Syndicate of Hospitals in Lebanon, Hotel Dieu de France, Nouvelle Optique (Alain Afflelou), Boghos Optic, Optifashion
Home Electronics & Appliances	Cherfan Tawil (Samsung), Cherfan Trading (Kelvinator, Agni), Lematic (Concord), LG Electronics (Black, White, Mobile), Radio Strike, Moulinex, Kodak (Kodak Express), Jean Azar Hardware, NTC Carrier, Olympic Trading
Home Improvement	Comfort Zone, Armand Arcache, Mobili Uno (Mobili Top), Mondo Cucine, Al Gutmi – Etoffes & Maison, Galerie Alice Mogabgab, Tapirama, Housetex, Rugs & Colors Carpets, Bassile Freres
Hospitality	Albergo, Le Bristol, St Georges Yacht Motor Club, Le Vendome Intercontinental, Phoenicia Intercontinental, Mzaar Intercontinental, Crowne Plaza, Century Park, Plaza Club, Habtoor Grand Hotel, Holiday In – Dunes (Dunes Ballroom, Escapade)
Industries	Tecman Iron Industry
Insurance & Reinsurance	Mednet, North Assurance, Axa Middle East, CCIAB (SME Support Center), NetPharma, Acair, The Guardian
Jewelry	Aziz & Walid Mouzannar, Hassyo Jewellery, Bijouterie Antoine Saliba, Ets.Georges Abu Adal (Cadrans) , Syndicat des Bijoutiers & Joailliers du Liban
Laboratories	Laboratoires Hindi, Abbott Laboratories (Humira, Reductil, Klacid), Cedim
Malls	Metropolitan City Center, Holiday Inn Dunes
Media & Entertainment	NewTV, Nesreena Magazine

Non-Alcoholic Beverages	Gabriel Bocti (Milkana, Régilait), Nestle (Klim, Cerelac, Milo, Neslac, Infant Formulas), Kraft (Tang, Maxwell House), Fouad Bocti (France Lait), Geadah Bros (Foster Clarks), Dynamics Concept Water, Coca Cola (Fanta, Sprite)
Non-Governmental Organizations	Association Libanaise de l'Hemophilie, Childhood Protection & Care Association, Auxilia, SOS Village, Oum el Nour, Lebanese Osteoporosis Prevention Society, Afel, Caritas Lebanon Migrants Center, Italian Cooperation for Development (Nurses Rehabilitation Program), ILO, The Lebanese Cooperative for Development, Afel, Tamanna, Hariri Foundation, Arab Thought Foundation (Fikr Conference), Skoun (Afkaz), Alzheimer Association
Office Cleaning	Libanol
Petrol	Total, Medco (Liters Plus)
Pharmaceutical	Droguerie Pharaon (Med-Angin, Selsun Blue, Sebamed, Femfresh, Pearldrops), Intermedic (Presept, Cedim, Healthcare Consulting & Planning), Jihad Malek / Malek Bros (Zero Fat, London Tea, Herba Laxa, Household Products, Slim 18, Nicotine Tablets, Xtreme Energy, DHEA, Ibn Sina, Remodel, Lipo 50), Organon Middle East (Organon, Implanon, Organon OC, Livial, Cerazette, Marvelon, Gracial, Remeron, Nuvaring), Remedex, Germanos Medical (Botoskin), Lebanese Pharmaceutical Importers (LPIA Hologram), Gima, Janssen-Cilag (Pariet), Les Laboratoires Servier (Protelos, Coversyl), Choices, Tamer Freres, Hoffman-La Roche (Herceptin, Oncology, Breast Cancer, Rheumatic Arthritis), Droguerie Mercury (Progress), Globe Med, Glaxo-Smithkline (Panadol, Eno, Paracetamol)
Political	Free Patriotic Movement, Kurdish Democratic Party, Leonie Industries
Real Estate	Broumana Oasis, Iqarat Lubnan, S.Mokbel & Partners (Saint George Towers, Mokbel), Mechref Club, Mechref Village, St.Marc des Pins, Karam Group (Bhamdoun Resort), Compagnie Immobiliere Libanaise, Consolidated Construction Company, Iqarat Beirut, Real Finance, Abraj Loubnan, Brei (Penthouse), Sea & Land use Planning Project, Al Mina
Sanitary	Roca
Security	Jossar (Fichet Bauche)
Supermarkets	Le Charcutier Aoun Supermarkets, Supercom Idriss Supermarkets, Farm Superstores
Telecom	Comium Services Limited / Koz, Moscanet ASP, Wise ISP, Sodeltel ISP, LG Mobiles, Motorola
Tobacco	British American Tobacco (Viceroy, Pall Mall, Rothmans, Lucky Strike, Vogue, Kent, Dunhill, Craven A), Mild Seven
Transportation	Allied Transport, CMA CGM
Travel & Tourism	Kurban Travel, Avis Rent a Car, UflyOnline.com, Vent Nouveau, Aurore Voyage
Watches	Société Nicolas Merhej (Rovina, Omorfia)