

IMPACT BBDO | FACT SHEET

WHY CLIENTS HIRE US

We are driven by our obsessive focus on The Work, The Work, The Work. The Work is what we do every day to reinforce or change behaviour – and lead to financial reward for our clients. The only work that matters to us is work that changes behaviour.

WHO WE ARE

BBDO Worldwide is the world's most awarded advertising agency. The BBDO world is big, but more importantly, it's strong. With 287 offices in 79 countries we have a world class agency in every market that's meaningful. And yet, we act like a global boutique.

WHAT WE DO

OUR CORE COMPETENCIES

ADVERTISING	BRANDING
DESIGN	DIRECT MARKETING
EMAIL MARKETING & ECRM	INTERACTIVE MARKETING
MOBILE AND SOCIAL MARKETING	STRATEGY & PLANNING

KEY REGIONAL FACTS

- ▲ Founded in 1979
- ▲ Personnel headcount: 1000+
- ▲ Headquarters: Dubai – UAE
- ▲ Website: www.impactbbdo.com
- ▲ Subsidiary of the OMNICOM GROUP

WHO'S IN CHARGE

- ▲ Dani Richa, Chairman & CEO MENA / Pakistan
- ▲ Shankar Narayan, CFO MENA / Pakistan

REGIONAL CLIENTS

The longevity of our relationships is built on trust, respect and the impact of what we accomplish together. We've been partners with PepsiCo for 23 years and 15 years with Emirates.

IMPACT BBDO currently works with some of the world's leading brands:

MERCEDES-BENZ	BLACKBERRY
P&G	MARS
GILLETTE	HP
JOHNSON & JOHNSON	EMIRATES
PEPSICO	VISA

AWARDS

"THE WORK, THE WORK, THE WORK." IS WORKING:

- ▲ Cannes Lions (2 Silver)
- ▲ New York Festival (2 Bronze)
- ▲ Gemas Effie (3 Gold, 2 Silver)
- ▲ Dubai Lynx (8 Gold, 9 Silver, 13 Bronze)
- ▲ MENA Cristal (31 Cristal, 1 Grand Cristal and a Special Arabic Cristal)
- ▲ Cannes Lion - 2011, 2010, 2009, 2008, 2007 – Network of the Year
- ▲ Effie Effectiveness Index 2011 – Most Effective Special Arabic Cristal) Agency Network
- ▲ The Clios - 2011, 2010, 2009, 2008 – Network Special Arabic Cristal) of the Year
- ▲ Caples & Echos Most Awarded Network - 2011, Special Arabic Cristal) 2010, 2009, 2008 – Special Arabic Cristal) Direct/CRM Marketing
- ▲ The Big Won Most Awarded Network - 2011, Special Arabic Cristal) 2010, 2009, 2008 – All Special Arabic Cristal) Disciplines
- ▲ The Gunn Report Most Awarded Network - 2011, Special Arabic Cristal) 2010, 2009, 2008 – Special Arabic Cristal) Advertising