

# campaign Middle East

Middle East's most authoritative voice for the advertising, media and marketing industries

Issue date	Editorial Calendar	Events Calendar
30 Jan 2023	<a href="#">The 2023 Predictions Issue</a> <a href="#">Ad Tech &amp; Digital Agencies Guide 2023</a>	<a href="#">Campaign On the Record Podcast</a>
27 Feb 2023	Data & Measurement Issue Ramadan 2023 / Pre Lynx Issue <a href="#">Media &amp; Creative Agency Guide 2023</a>	<a href="#">Campaign Global Agency of the Year</a> <a href="#">Campaign Breakfast Briefing: Ramadan Advertising &amp; The Year Ahead for Marketing &amp; Media</a> <a href="#">Campaign On the Record Podcast</a>
27 Mar 2023	<a href="#">Dubai Lynx 2023 Issue</a> <a href="#">Know Your Platforms/Social Media Guide</a> Influencer Marketing 2023	<a href="#">Campaign Breakfast Briefing: Marketing Strategies 2023: Audio, Video, CTV and more</a> <a href="#">Campaign On the Record Podcast</a>
24 Apr 2023	<a href="#">TV / Video Guide 2023</a> <a href="#">Agencies F2W Faces to Watch Issue</a>	<a href="#">Campaign On the Record Podcast</a>
29 May 2023	<a href="#">Audio / Radio Guide 2023</a> AI in Marketing & Advertising <a href="#">The Saudi Report 2023</a>	<a href="#">Campaign Saudi Briefing: Digital 2023 – Topic TBC</a> <a href="#">Campaign On the Record Podcast</a>
26 Jun 2023	<a href="#">The New Marketing &amp; Media Issue</a> <a href="#">Marketing F2W Faces to Watch Issue</a> Web3: Blockchain, Metaverse, NFTs & Beyond	<a href="#">Campaign Breakfast Briefing: The Future is Now Web3, Metaverse, Blockchain &amp; NFTs in Marketing</a> <a href="#">Campaign On the Record Podcast</a>
17 Jul 2023	<a href="#">Cannes Lions</a> <a href="#">The CX Issue - Customer Experience</a> Performance Marketing / Behavioral Targeting	
28 Aug 2023	<a href="#">PR &amp; Events Guide 2023</a> <a href="#">Women in Advertising</a>	<a href="#">Campaign On the Record Podcast</a>
25 Sep 2023	<a href="#">The Power List 2023</a> <a href="#">Campaign's Production Guide 2023</a> <a href="#">Digital Transformation</a>	<a href="#">Campaign Breakfast Briefing: The New Marketing AI / Adtech / Performance Marketing &amp; Measurement</a> <a href="#">Campaign On the Record Podcast</a>
30 Oct 2023	<a href="#">The Ecommerce Issue</a> ESG (Environmental, Social & Governance) Issue <a href="#">The OOH Guide 2023</a>	<a href="#">Campaign Saudi Briefing: Media 2023 – Topic TBC</a> <a href="#">Campaign On the Record Podcast</a>
27 Nov 2023	<a href="#">Campaign's Marketing Game-Changers 2023</a> <a href="#">The Digital Essays 2023</a>	<a href="#">Campaign Breakfast Briefing: Outdoor 2024</a> <a href="#">Campaign On the Record Podcast</a>
18 Dec 2023	<a href="#">The 2023 Annual Issue</a> Agency of the Year MENA 2023	<a href="#">Marcomms360: Predictions2024</a> <a href="#">Campaign Agency of the Year MENA</a> <a href="#">Campaign On the Record Podcast</a>

LAST YEARS EDITIONS ARE HYPERLINKED TO EVERY ISSUE FOR REFERENCE. KINDLY NOTE THE ABOVE EDITORIAL & EVENTS CALENDAR IS SUBJECT TO CHANGE IN CASE OF ANY NEW DEVELOPMENTS. PLS GO TO PAGE 2 FOR MORE DETAILS ON ALL EDITIONS.

# Synopsis of Campaign's monthly editions

## 30 January 2023

### The 2023 Predictions Issue

The Predictions issue is the 1<sup>st</sup> edition of the year for Campaign Middle East where industry leaders give insights on the year ahead for Media agencies, Ad Agencies, Creativity, Marketing, Adtech, PR, Events, Production, Social, Integration and more.

### Ad Tech & Digital Agencies Guide 2023

There is a huge demand from agencies & marketers for an Adtech guide giving a detailed overview of the regions technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and If you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

## 27 February 2023

### The Data & Measurement Issue

This issue will look at all aspects of gathering & using data. It will cover legislation and privacy, the process of crunching the numbers & what data is being used for, what it has been used for in the past & how it can be used in the future. The issue will look at topics including programmatic ad-buying, serving the right media to the right people & digital creative optimisation.

### Ramadan 2023

Ramadan is a month unlike any other in the MENA region, when families and friends gather and celebrate together. For many brands, Ramadan is the busiest time of the year, and they were able to play an important role in helping people come together, through imaginative and innovative executions from special offers to virtual reality to online iftars and more. So how will this year's Ramadan look for brands? What new traditions will be carried on from last year? Campaign looks at the learnings from earlier years at how 2023 will be even bigger & better despite the challenges the world faces.

### Media & Creative Agency Guide 2023

A detailed guide to the Middle East's top Creative and Media Agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

## 27 March 2023

### Dubai Lynx 2023 Issue

One of the biggest issues of the year for Campaign. The Post-Lynx issue is the official Lynx winner's copy is where we would announce the winners, their interviews and whole coverage for the Lynx Gala Awards. There would be behind the scenes reporting with exclusive content of unbiased coverage of what exactly happened.

### Know Your Platforms / Social Media Guide 2023

This will be a directory of the main social media platforms & apps in the region, with a focus on how marketers can use them best. It is a chance for platforms to showcase their strengths and champion their work with brands. The directory will have a detailed listing of each major platform, from user numbers to contact details, as well as insight from each platform's senior management. Platforms and brands will also have the opportunity to highlight case-studies of work with each platform.

### Influencer Marketing

Influencers are everywhere and brands are opening up their budget for them. This year, we decided to dip our toes in the world of influencer marketing. The issue will feature insights on how brands and influencer marketing platforms are engaging with influencers, what they look for, the spend and how they measure ROI.

**24 April 2023**

### **TV / Video Guide 2023**

With the onset of Ramadan, most of the media money gets spent on television, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy spots during the Holy Month and the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies.

### **Agencies F2W Faces to Watch**

Campaign ME recognizes the best upcoming young talent aged 30 & Under in the region in the Media, Creative, Comms & Digital industries.

**29 May 2023**

### **Audio / Radio Guide 2023**

Radio Guide 2023- Campaign's Radio Guide examines the radio stations across the UAE and wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

### **AI in Marketing and Advertising**

Campaign's is introducing a new section to cover everything you need to know about AI in advertising. The industry already uses AI to build creative ads, identify and segment audiences and improve ad performance. The issue will feature how AI is being used innovatively by brands and advertisers alongside challenges that need to be addressed.

### **The Saudi Report 2023**

The Saudi Arabia of today is almost unrecognisable compared with only a couple of years ago. And the kingdom is constantly evolving as its economy diversifies and its society liberalises. For brands, the constant state of change means Saudi Arabia is a land of opportunity. But it also means that neither new entrants to the market nor established players rushing to keep up with developments can afford to put a foot wrong. Campaign's Saudi Arabia Report offers a guide to the media, marketing and advertising scene in the kingdom. We examine the projects and initiatives that are driving development and look at the clients and sectors that are spending money. We look at the latest research to paint a picture of today's Saudi consumer. And we look at the industry scene there, from established multinational networks to independent start-up agencies, talent to technology.

**26 June 2023**

### **The New Marketing Issue**

Campaign examines how various sectors of the region's economy will change their marketing following various factors like the pandemic etc. Campaign speaks to marketing managers and industry experts across several verticals to ask how their sectors are adapting and how their media, marketing and advertising tactics and strategies have changed.

### **The New Media Issue**

While talk of 'the new normal' has become something of a marcomms cliché in recent years, it is fair to say that the pandemic has finally bridged the gap between rhetoric and reality. 'The new normal' is actually becoming the new normal. Media, marketing and advertising have been transformed, and when things return to 'normal' – yes, the new normal – they won't suddenly un-transform. Media leaders in this issue will look at the effects of the current trends and how it will change the industry in the long term.

### **Marketing F2W Faces to Watch Issue**

Campaign ME recognizes the best upcoming client side young talent aged 30 & Under in the region.

### **Web 3.0: Blockchain, Metaverse, NFTs & Beyond**

The metaverse is projected to become an \$800bn market by 2024 and tech giants are already investing millions into it. There is a sense of urgency around web 3.0 and every brand wants to be in the metaverse today. Campaign's new section will address everything brands need to know before they leap into the metaverse, technologies they are investing in and how they can win in the new world of virtual experiences.

**17 July 2023**

### **Cannes Lions**

Cannes Lions, a five-day International Festival of Creativity, is the largest gathering of the advertising and creative communications industry. UAE work always has a habit of winning big at Cannes including an unprecedented two Grands Prix at last year's festival. Campaign's Cannes Lions issue will look at the work submitted from this region and also the big winners of the year.

### **The CX Issue - Customer Experience**

Branding goes far beyond goods and services, especially when the marketplace is crowded. Marketers are now embracing a more holistic approach to their trade that encompasses multiple channels and, increasingly, experiences. The way a customer feels in-store, online and when using after-sales services can mean as much as the object or service they have paid for. Campaign examines how top-notch customer service can keep your consumers happy and loyal, and we find out what it means to provide an experience that keeps them coming back for more.

### **Performance Marketing & Behavioral Targeting**

Programmatic buying and other forms of ad tech and martech hold huge amounts of promise. But what does it take to use it right? The boost in e-commerce that came out of the 2020 Covid-19 crisis has turned a magnifying glass on what it means to provide consumers with contextual and behaviourally appropriate marketing tailored to them, while the demise of tracking technologies including third-party cookies present unique challenges. Campaign looks at performance, contextual and behavioural marketing and advertising. We look at where the regional industry is and how it compares with global markets, and examines how to get better at it.

**28 August 2023**

### **PR & Events Guide 2023**

A detailed guide to the Middle East's top PR and Events agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

### **Women in advertising**

Campaign celebrates the women shaping the industry. And we are making a point by not doing this on international women's day. The leaders we profile in this issue are driving media, marketing and advertising forwards and upwards all the time, not only on one day of the year, and we are celebrating their successes as they chip relentlessly at the glass ceiling and make the industry better for all.

**25 Sept 2023**

### **The Power List & Essays 2023:**

Campaign's MENA Power List & Essays 2023, a refined and more exclusive update to our long-established Power Essays supplement. It will profile the most powerful men and women in the region's media, marketing and advertising industry, alongside their essays comprising of insights and predictions for business trends. The list will be exclusive, and only select agencies, media owners and representatives will be invited to nominate the heads of their companies.

### **Campaign's Production Guide 2023**

Building on the success of our ever-popular Production Houses Guide, this issue will look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this is the place to see who is producing what. It will also carry a listing of leading production houses, freelancers and resources.

### **Digital Transformation**

Last year's coronavirus crisis has forced digital transformation on even the most steadfastly Luddite brands and consumers, and 2023 is set to be a year of consolidation, where marketers take a look at what has worked for them and what needs development. Campaign helps them do this with expert insights and opinion into all things digital and how to manage structural change.

**30 Oct 2023**

### **The Ecommerce issue**

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from performance metrics to shopper experience.

### **ESG Issue**

Sustainability is a great opportunity for MENA brands to build new, better growth paths. Environment, social and governance (next-generation CSR/corporate social responsibility, if you will) has exploded in importance in recent years, driven by factors such as Covid-19 encouraging people to re-evaluate their priorities, and a more aware generation moving into management and increasing their spending power. Campaign looks at ESG, Sustainability and related topics, from representation to purpose to authenticity, and sees how conscientious trends are changing the face of marketing.

### **OOH Guide 2023 Supplement**

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive UAE Outdoor Guide. This directory would feature information on all the outdoor suppliers in the UAE including their contact details and In the middle centrespread of the report, there would be a huge pullout UAE map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

**27 Nov 2023**

### **Campaign's Marketing Game Changers 2023**

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

### **The Digital Essays 2023**

The supplement also in its 15<sup>th</sup> year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

**18 Dec 2023**

### **The 2023 Annual Issue**

Campaign Middle East's Annual 2023 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2023 in the fields of Advertising, Media, Digital and Marketing. The Best top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Pitches, Integrated etc. This makes this issue have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.

### **Agency of the Year MENA 2023**

Most agency focused awards in the region focus on the work produced – either its pure creativity or its effectiveness. Agency of the Year, however focuses on their business success (year on year growth, financial achievements, agency culture and diversity, equity and inclusion, etc) and the people and teams driving this forward. Campaign's last issue of the year will also focus on the winners of the Agency of the Year Awards MENA 2023. This issue is the official AOTY winner's copy is where we would see the big winners of the night, their interviews and whole coverage for the Awards.