



SOCIAL



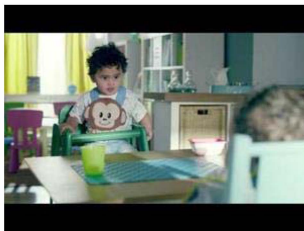
Investing In Social Media

Should brands invest in their Social platforms or not? A question every Social marketer is asked by every brand team. Why should we invest in something we can't measure our ROI from? Will investing in social media increase my sale and profit share? Many questions get raised by the brand teams the moment they are recommended to invest in their social platforms. Some think it's useless and others see it as a "buying likes".

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By Dina Salem, Executive – Social

ACTIVATION



The Unforgettable Dandou

Every brand is searching for its own "oomph"— that little something that will enable its content to stand out from the clutter of TV spots and social media feeds. But between strict brand guidelines and rounds of shaving off the soul of ideas; rarely do we ever get to experience a revolutionary ad— an ad with true "oomph". And while true creative genius is the ability to spin the simplest ideas into something viral, is shock value being mistaken for creativity? Juhaina, an Egyptian family dairy brand, sought to find out.

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By Nagham Samy, Executive - Social

CONSUMER

Influence the Influencer

It is amazing to see the pace in which influencer marketing is being picked up by advertisers worldwide. The advantage that influencer marketing has nowadays is that it has more mediums to breath in, and these mediums are interactive and receptive, which was not the case when TV was the king of



advertising. It also has the advantage that it is not subjective to phenomena's such as Ad Blocking.

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By Wafaa AbuDaqqa, Senior Account Executive

For questions & comments, please contact:
dubai@mecglobal.com

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The Gateway Building, Block B, 3rd Floor
Dubai Media City, PO Box 25998,
Dubai, UAE
971-4-450-7300