

Michael Ghossein, Jordan Telecom Group's new chief executive officer, said the company wanted the Orange name to become as well known as Coca-Cola.

Ghossein said: "Yes it is something that is going to happen. We hope to roll out the new brand in 2007 but be-



Market leader... the Orange brand is entering the Middle East as part of a deal with Jordan Telecom

interest it has held since 2000. Ghossein added: "As you know, France Telecom is extending the Orange brand across the world. It has been done very successfully in Europe, including Spain recently and even in Africa. The company's view is that Orange Turn to page 3



Menon...rebranding UM7

Cannes and IAA to launch ME awards

Organisers of the Cannes Lions International Advertising Festival are launching an awards ceremony in Dubai in association with the UAE chapter of the International Advertising Association.

The Dubai Lynx will be held for the first time in March next year and will cover the Middle East and North Africa. Categories will include television, cinema, print, outdoor, radio, interactive and direct marketing.

The awards will act as a precursor for The Dubai International Advertising Festival, which is slated to start in 2008 and will run alongside the awards.

Terry Savage, executive chairman of the Cannes Lions International Advertising Festival, said: "The Middle East and North Africa is one of the fastest growing regions in terms of advertising spend and creativity and the time is right for this region to have a premium awards event which will help raise the creative bar."

National bonds media account out to pitch

By Tim Addington

The National Bonds Corporation is pitching out its media planning and buying business with five agencies in the run-up to take the account. Campaign understands.

Incumbent MediaCom is joined by Mediaedge:cia, OMD, Starcom and UM7 in the pitch, which is being managed by matchmaking agency IK Consult — its first foray into the media business.

National Bonds was launched in the UAE earlier this year amid a blaze of publicity and was backed by an extensive advertising campaign. The savings scheme gives away thousands of cash prizes each month, including making someone a dirham millionaire.

National Bonds has decided to review its media representation as it moves into the next phase of development, fol-

lowing its initial launch campaign. The five agencies are expected to start their pitches this week. Shortlisted agencies will then take part in a final round, with a decision due by the end of the month.

Grey Worldwide developed the ad campaign, which features the tagline "Stop dreaming. Start Saving".

IK Consult, which is headed by Imad Kublawi, the former chief operating officer for

JWT in the Middle East, is managing the process.

The consultancy is also currently looking after a pitch for property giant Emaar which wants an advertising agency for what it calls a "major international project".

Four agencies, Team Y&R, Face to Face, TBWA\Raad and Grey Worldwide, were invited to take part in that pitch, but a decision on the winning agency has yet to be made.

HIGHLIGHTS IN THIS ISSUE

"We are survivors. We are optimistic."

As Beirut goes back to work, two agency bosses tell us how the ad industry will bounce back stronger than ever before, and become a centre of excellence. **Page 10**

"The ad is almost like showing a nun with witch-like nails. I consider myself open-minded but when I saw that I was like, 'oh my God'."



Motorola's SLVR ad reopens the debate over how Arab women are portrayed in advertising. **Page 13**

Emerging from the shadow of Dubai

With real estate and tourism set to boom, agencies are looking long and hard at the UAE's capital city. We reveal why there is more to Abu Dhabi than oil. **Page 20**

ment. That is the core of our product offering, but on a solid basis of good consumer insights. We need to capture the imagination and attention of our core audience, not only clients but fresh graduates. I want UM7 to be the place they want to work."

Meanwhile, Seven Below, which specialises in retail marketing and promotions, is changing its moniker to Momentum, which is the direct and retail marketing brand of McCann World Group.

Five new Momentum offices will open in Bahrain, Cairo, Doha, Jeddah and Riyadh. In Dubai, the business will be known as Momentum Seven, as there is already a marketing communications specialist called Momentum in the city.

Ian Lynagh, who recently joined as creative managing director of Momentum Seven, said: "Momentum as a network obviously sees the potential in the Middle East." **Profile, page 11**