DDB Dubai wins Porsche MidEast account

DDB Dubai has won the advertising brief for Porsche Middle East and Africa following a competitive four-month agency review.

The German car company has also chosen RAPP/EVOKE MEA and PHD Dubai to handle its CRM and media duties respectively following a review of its media buying and planning account. The appointment represents a collective win for three Dubai-based Omnicom agencies.

The pitch was led by representatives from Porsche's regional lead office in Dubai, which formed a review committee comprising marketing, after sales, sales and network development. IK Consult's Imad Kublawi was the pitch consultant.

Lee Newton, marketing director of Porsche Middle East and Africa, said: "We are absolutely delighted to welcome DDB, RAPP/EVOKE MEA and PHD Dubai onboard as our marketing support agencies. Working in collaboration with our in-house team, they will play an integral role in helping us deliver marketing campaigns that drive the continued growth and success of Porsche in the Middle East, Africa and India."

The review included organisational fit, regional operational knowledge, motor industry experience and infrastructure. Effective from 1 November, DDB – in partnership with the two other agencies – will provide strategy, creative, media buying and planning services, and CRM across the 21 markets that the regional office is responsible for.

"If there is one automotive brand you want to work on in your career, it would have to be Porsche," said Hubert Boulos, CEO DDB Middle East. "We at DDB, along with RAPP/EVOKE MEA and PHD, will make sure that our contribution to the brand will match the highest standards it deserves."

Abu Dhabi's twofour54 ties up with FGBA

Omnicom Media Group launches social media brand

Omnicom Media Group's Resolution MENA has launched a new social marketing solution for brands.

Called Current@Resolution and supported by proprietary technology, the new launch provides consolidated live insights from paid, owned and