

22nd November 2022
9-11:30am
Zabeel House The Greens



ANNUAL GENERAL MEETING

 @ABG_GCC

 [linkedin.com/feed](https://www.linkedin.com/feed/)

 [ABG \(abg-me.com\)](http://abg-me.com)



www.abg-me.com

**Welcome speech and
2021-2022 project updates**



Elda Choucair

ABG VICE CHAIR &
CEO OMNICOM MEDIA GROUP MENA

ABG **CURRENT BOARD MEMBERS**



**ELDA
CHOUCAIR**

ABG
VICE
CHAIR

Omnicom Media Group
CEO MENA



**PRIYA
SARMA**

ABG
COMMUNICATIONS
OFFICER

Head of Sustainability
Unilever Middle East &
Turkey and Corporate
Business Partner
B&W and Home Care
Categories



**OMAR
KATERJI**

ABG
MEMBERSHIP
DEVELOPMENT
OFFICER

Ferrero Gulf
Regional Media
Manager



**JULIEN
CORDAHI**

ABG
LEGAL
OFFICER

Choueiri Group
Deputy General
Counsel



**MARIE
DE DUCLA**

ABG
TREASURER

Google MENA
Sector Lead Travel &
Tourism, Automotive,
Technology and CPG

AGM AGENDA

NO	AGENDA ITEM	WHO	TIME
1	Coffee & Refreshments		9:00-9:30 am
2	Welcome Speech & 2021-2022 Updates By ABG Vice Chair	Elda Choucair, ABG Vice Chair & CEO OMG MENA	9:30-9:45am
3	UAE Cross Media Measurement Update	Houda Koussa, Owner Archers & Amine Sadik, ABG Project lead & Media & Digital Director, Procter & Gamble Arabic Peninsula & Levant	9:45-10:00am
4	'The Future of Data Privacy ' Ipsos Study Launch	Tarek ElNagdy, CMI Director PC MET and Arabia CMI Market Lead, Unilever Amine Al-Adem, Head of Insights, Mindshare MENA Thomas Mathews, Engagement Manager, Ipsos Strategy3	10:00-10:15am
5	Unstereotype Alliance UAE National Chapter Update: Follow up study by Zayed University on Stereotyping in GCC Advertising	Ali Khalil, Assistant Professor, College of Humanities and Social Sciences, Zayed University & Ganga Dhanesh, Associate Dean, Associate Professor of Strategic Communication, Zayed University	10:15-10:30am
6	Influencer Marketing Transparency Report Presentation	Priya Sarma, ABG Communications Officer & Head of Sustainability Unilever Middle East & Turkey and Corporate Business Partner B&W and Home Care Categories	10:30-10:45am
7	Launch of ABG's new Sustainability agenda	Priya Sarma, ABG Communications Officer & Head of Sustainability Unilever Middle East & Turkey and Corporate Business Partner B&W and Home Care Categories	10:45-11:00am
8	Financials Reporting 2021-2022 & Budgets	Marie De Ducla, ABG Treasurer & Sector Lead, Travel & Tourism, Automotive, Technology and CPG at Google MENA	11:00-11:15am
9	General Elections - Announce nominations received & automatically elected board	Cameron Crawford, Partner, Head of Technology, Media & Entertainment at CWB	11:15-11:20am
10	Voting & Results	Cameron Crawford, Partner, Head of Technology, Media & Entertainment at CWB	11:20-11:30am

ABOUT US



Founded in March 2007 & formerly known as the Advertisers Business Group

Relaunched in November 2016 & rebranded as the Advertising Business Group to reflect the interests of the wider industry including advertisers, agencies and media owners.

“Advocating responsible advertising & communication”

2022



OUR AMBITION



STANDARDS

Unite the industry around a common purpose and higher standards



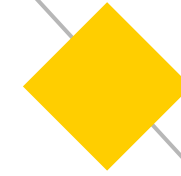
CAPABILITY

Share best practices and deliver local insights via research



COOPERATION

Provide a platform for informal resolution of inter-industry disputes



WE INCREASED OUR MEMBERSHIP FROM 15 MEMBERS IN 2016 TO 60 IN 2021



NEW MEMBERS IN 2021-2022

amazon

ajcme

nielsen
.....

ZEFER





ADVERTISING
BUSINESS GROUP

2021-2022 Project Updates



2021-2022 Project Updates



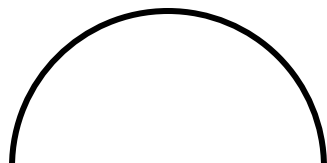
As part of our Knowledge & Industry capability building, we completed a series of masterclasses with students of AUD, Zayed and Murdoch University on *'Building Brands with Purpose*



Completed a webinar with Rob Rakowitz who highlighted the work of WFA's **Global Alliance of Responsible Media** (GARM)



Hosted webinar with Neal Thurman, Director, Coalition for **Better Ads Co-founder, Brand Safety Institute**, highlighting The importance of data-driven standards in online advertising



2021-2022 Project Updates



Partnered with **the Institute of Practitioners in Advertising (IPA)** in the United Kingdom to bring their global training offering to practitioners in MENA

Partnered with **IAB to launch TAG certifications** (Trustworthy Accountability Group) to promote its regional launch. TAG is a cross-industry self-regulatory organization designed to increase trust and transparency in digital advertising via audited certifications against Ad Fraud–



As part of our LEAD initiative, we published the **influencer marketing transparency report** in order to unite the industry around higher standards. As part of our action plan, we will participate in MENA Digital Awards and Digital Media Forum taking place in Riyadh in June 2023

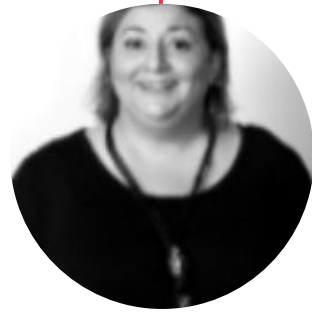


Partnered with **WFA on their first-ever Diversity, Equity & Inclusion Census** of the global marketing industry, which revealed challenges around family status, age, gender as well as ethnicity and disability

DISPUTES RESOLUTION:

Informal inter-industry disputes committee

ABG INTER INDUSTRY DISPUTE COMMITTEE



**Dina
Faour**

Prof of ad -
AUD



**Austyn
Allison**

Editor -
Campaign



**Roy
Haddad**

Director
- WPP



**Habiba Al
Marashi**

Chairperson
EEG



**Galle
Duthler**

Professor
ZU



**Badran
Badran**

MD -
Google



**Zaira
Lakhpatwala**

Managing Editor
- communicate



**Alex
Hawari**

CEO -
Mediaquest



**James
Piecowye**

Associate
Professor ZU



**Hani
Alaita**

Abbott



**Noela
Michael**

Asst. Professor
ZU



**Pamela
Creedon**

Acting Dean
ZU



**Ashish
Banerjee**

Consultant



**Ian
Michael**

Associate Prof.
ZU



**Rainer
Muller**

Nestle



ADVERTISING
BUSINESS GROUP

2022-2023 Strategic Plans



OUR STRATEGIC PLAN



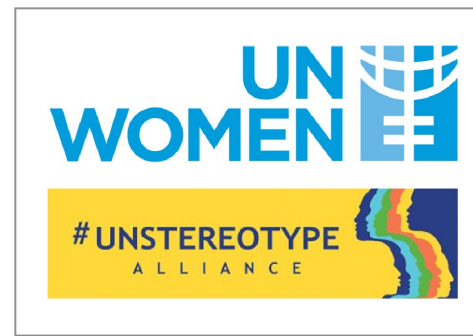
UAE CROSS MEDIA MEASUREMENT

World-class TV audience in GCC



FUTURE OF DATA PRIVACY 'IPSOS STUDY LAUNCH

Research to understand challenges and levers of growth



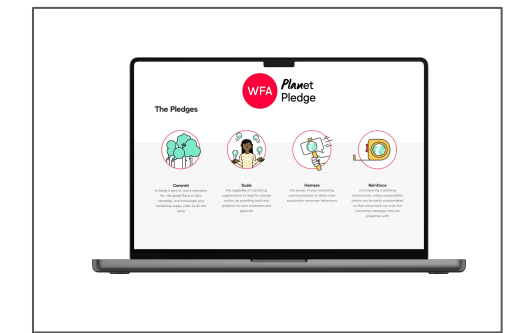
UNSTEREOTYPE ALLIANCE UAE CHAPTER

Follow up study by Zayed University on Stereotyping in GCC Advertising



INFLUENCER MARKETING TRANSPARENCY REPORT

Best practice sharing, deliver insights via local research



LAUNCH OF ABG'S NEW SUSTAINABILITY AGENDA

Increased focus on climate change

UAE CROSS MEDIA MEASUREMENT UPDATE



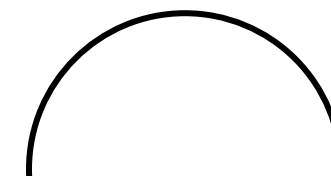
Houda Koussa

Owner Archers



Amine Sadik

ABG Cross Media Measurement
Project lead & Media & Digital
Director, Procter & Gamble Arabic
Peninsula & Levant



PROJECT RECAP

- ◆ In 2020, The ABG Cross-Media Measurement committee issued an RFP towards cross-media measurement within the WFA North Star Framework starting with video measurement first and then later moving to all formats. The aim was to generate unduplicated Reach and Frequency on both content and advertising levels.

01

October 2020: 18 companies responded to the RFI

02

8 Companies responded to the RFPs

03

3 Companies were shortlisted (Nielsen, IPSOS, Aqilliz)

04

IPSOS-Aqilliz were selected to run a POC

05

May 25, 2022: IPSOS-Aqilliz were formally granted the project

The pitch process was audited by Nishe Consultancy

POC WORKSHOP



- ◆ The objective of the POC to ensure that the proposed solution would deliver against the project objectives
- ◆ The solution had a significant dependency on the digital publishers who are required to provide their first party-data to Aqilliz for data integration with other sources
- ◆ On October 4th, 2022, a kick-off workshop was held at IPSOS office to start planning for the POC.

The objective of the workshop was to align on:

- ◆ The POC requirements
- ◆ POC deliverables
- ◆ Success KPIs
- ◆ The meeting was attended by all ABC X-Media committee

PLAN B

- ◆ Google and TikTok showed willingness to participate in the POC. However, they both stated that it takes time (engineering and legal) and market prioritization to deliver the requirements of the POC
- ◆ Since the digital publishers first party data is an important component of the solution without which the full objectives cannot be met, a plan B recommendation was raised to the ABG board on 28th October (later approved by the X-Media Technical committee) revolving around splitting the project in 2 phases:

PHASE 1

Proceed with IPSOS solution that measures **both linear and digital (on platform basis)**

- ◆ Doesn't require any Proof of Concept - Requires only technology lab testing
- ◆ IPSOS can proceed with building the main project execution
- ◆ Simultaneously, Aqilliz works with Google and TikTok on the logistics POC implementation

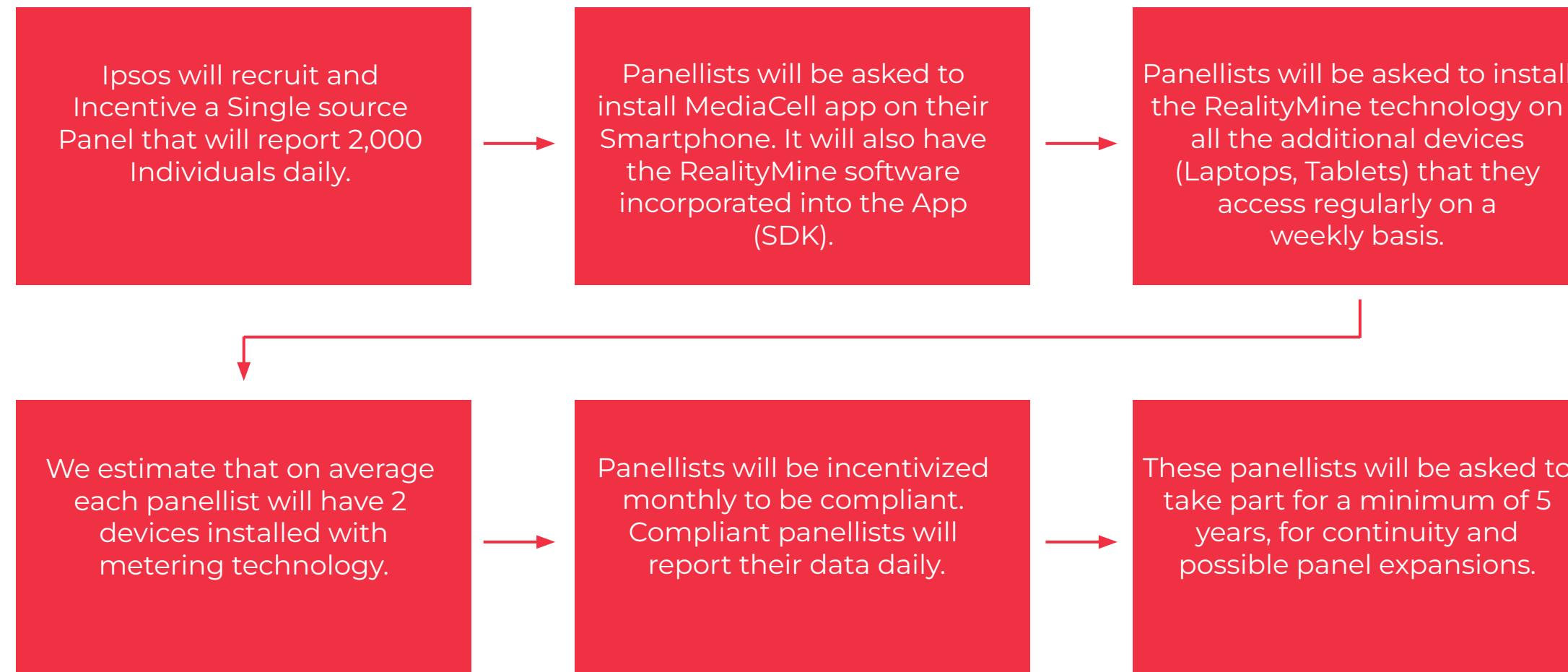
PHASE 2

Once the digital publishers and Aqilliz have the logistics of data availability in place, the POC will be executed

- ◆ The X-Media technical committee approved the recommendation. However, it was emphasized that the full solution should remain within the WFA framework and that we should invite **WFA** to review the full solution
- ◆ IPSOS was asked to send a revised proposal by 18th November 2022

PLAN B PROCESS

- ◆ An Establishment Survey will be conducted amongst 20K individuals from the marketable population (10K refreshment Year 2 onward). The ES is the universe from which the individual panelists will be selected.



THE DELIVERABLES

01

Measurement of linear TV stations in UAE via Audio Matching (minute by minute)

02

Total Reach & Time Spent across Programs, Genres & Broadcast Ad Spots

03

TV Campaign reach and frequency optimization

04

Measuring Reach and Time spent with Apps and URLs accessed by the panelists

05

Single source Data set measuring TV and Digital properties will be reported at a platform / domain / sub-domain level
Cross platform De-puplicated Reach and Frequency

THE TIMELINES



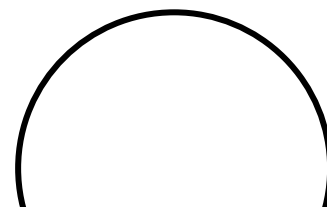
COST



3,000,000
SETUP YEAR



3,300,000
Year **2-5**



■ 'FUTURE OF DATA PRIVACY' IPSOS STUDY LAUNCH



Thomas Mathews

Engagement Manager, Ipsos Strategy3



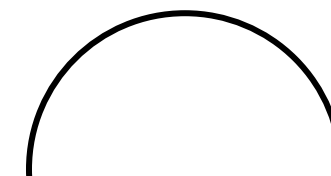
Tarek ElNagdy

CMI Director PC MET and Arabia CMI
Market Lead, Unilever



Amine Al-Adem

Head of Insights, Mindshare MENA



THE FUTURE OF DATA PRIVACY

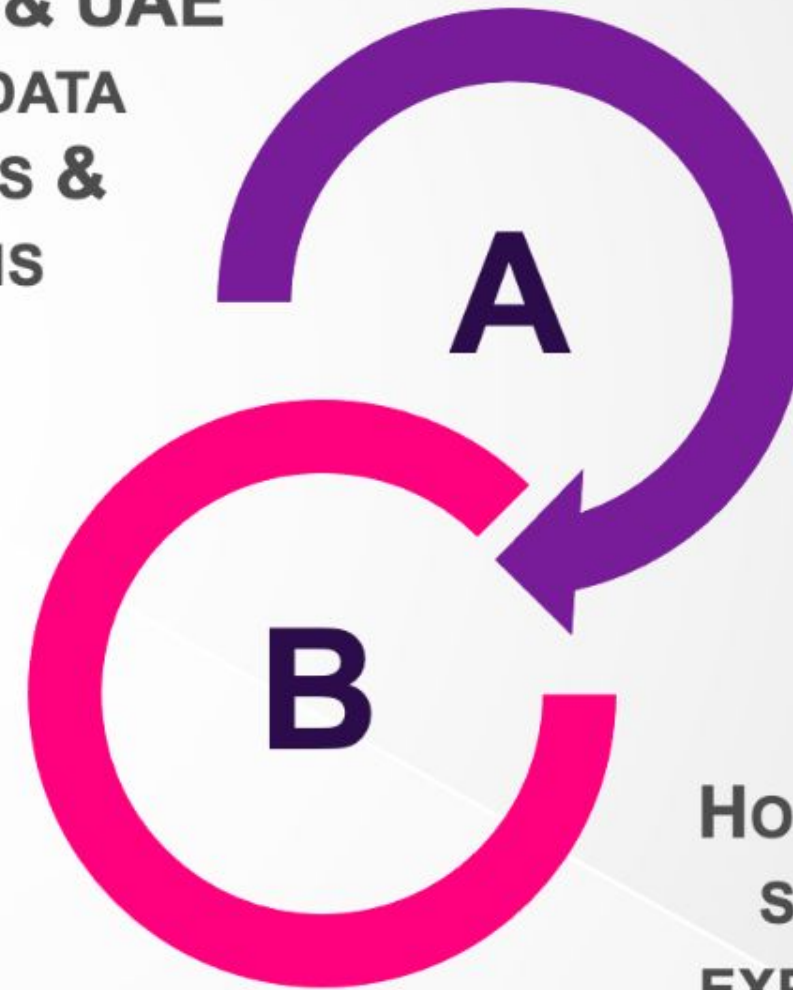
An ABG x Ipsos Research

22nd of November 2022

WHY ARE WE HERE TODAY?

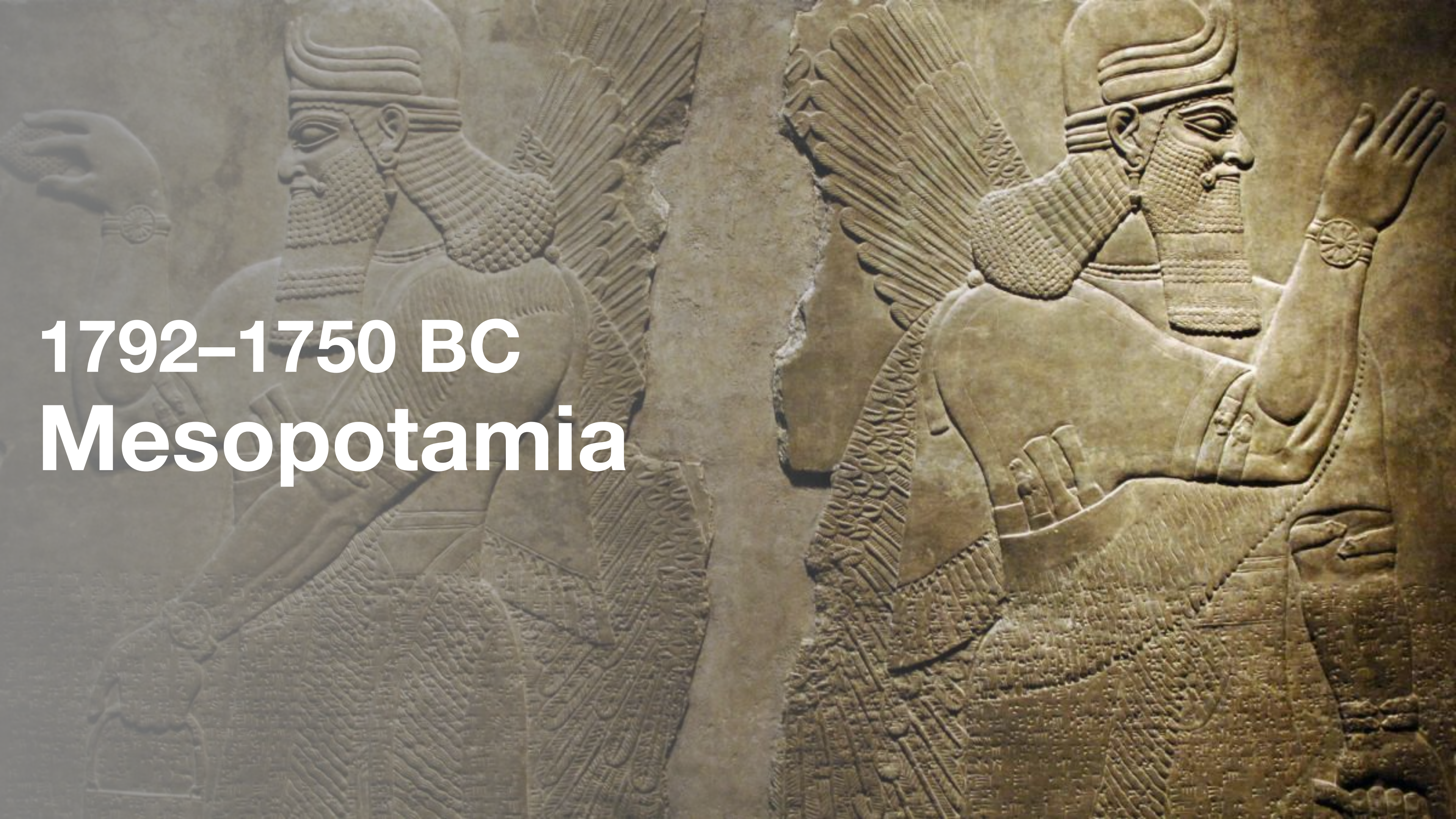


**UNDERSTAND HOW MUCH
CITIZENS OF KSA & UAE
KNOW ABOUT DATA
PRIVACY RULES &
REGULATIONS**

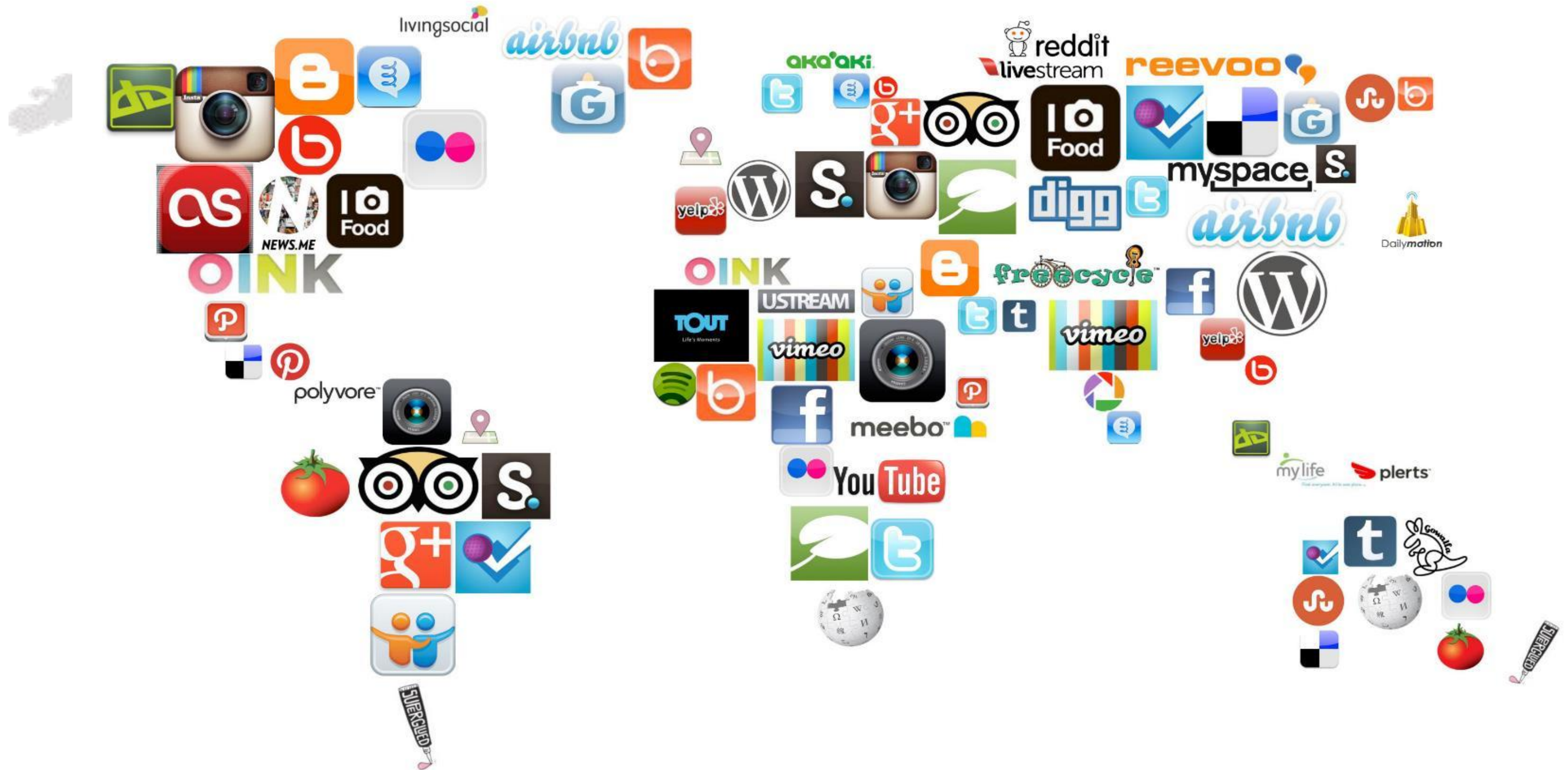


**HOW CONFIDENT ARE
SUBJECT MATTER
EXPERTS WITHIN OUR
INDUSTRY ABOUT THE
COOKIELESS FUTURE**

1792–1750 BC
Mesopotamia



4,000 YEARS LATER OUR COEXISTENCE IS ON A MUCH LARGER SCALE & WE ARE GLOBAL CITIZENS OF THE WORLD



WE NEED TO BE CONNECTED THE WHOLE TIME...



71% of teens in GCC would rather **eat the same food everyday**

THAN

Live without social media



79% would pick **free and superfast WIFI** wherever they go

OVER

Having infinite battery life



49% find it **easier to do emotional posts** about their feelings

THAN

Speak to people face-to-face

**WE TELL GOOGLE
SECRETS ABOUT
OURSELVES WE DON'T
TELL ANYONE ELSE !**



74k
SEARCHES PER
MONTH / KSA

38K
SEARCHES PER
MONTH / UAE

Dating Tips
& Apps

307K
SEARCHES PER
MONTH / KSA

90K
SEARCHES PER
MONTH / UAE

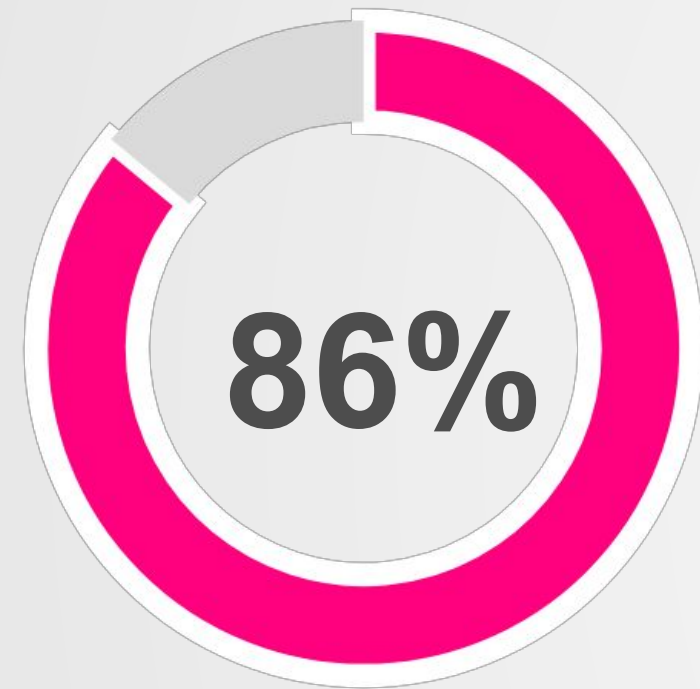
Implants &
Plastic surgery

283K
SEARCHES PER
MONTH / KSA

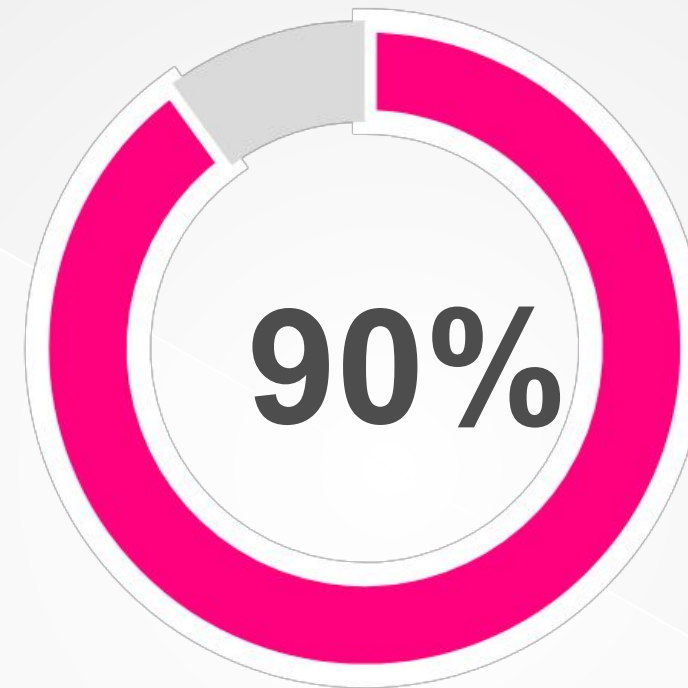
68K
SEARCHES PER
MONTH / UAE

STD's symptoms
& Cures

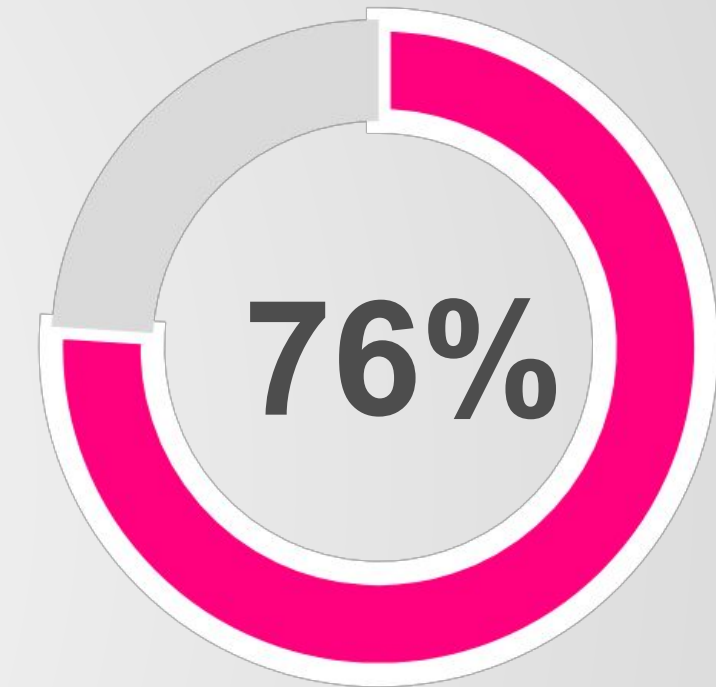
FOR MOST UAE & KSA CITIZENS, ACCEPTING COOKIES IS NO ISSUE, WHEN WEBSITES ASK FOR THEIR CONSENT



ACCEPT SHARING
COOKIES FROM
REPUTABLE WEBSITES



REQUEST THAT BRANDS
EXPLICITLY TELL THEM
WHENEVER THEIR DATA IS
BEING COLLECTED

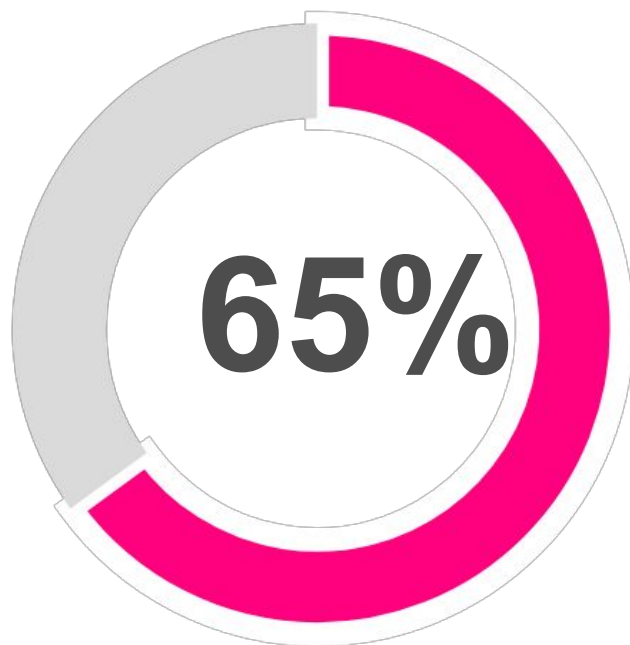


DON'T MIND SHARING
THEIR INFORMATION WITH
BRANDS THEY LOVE

vs. 57% in the UK

**THE CREDENTIALS
THEY ARE WILLING
TO SHARE ONLINE &
OFFLINE ARE THE
SAME**

(PII Data)



**ARE AWARE THAT THEY
COULD AVOID SHARING
ANY INFORMATION HAD
THEY CHOSEN NOT TO**

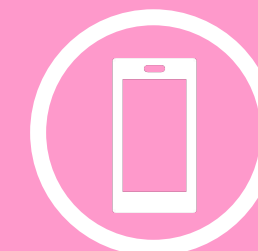
E-MAIL 59%



CREDENTIALS 54%

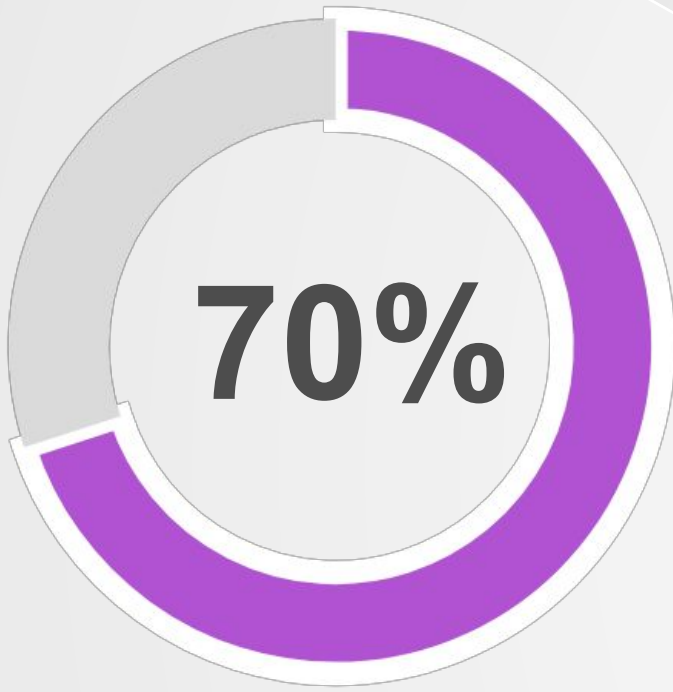


PHONE NUMBER 47%



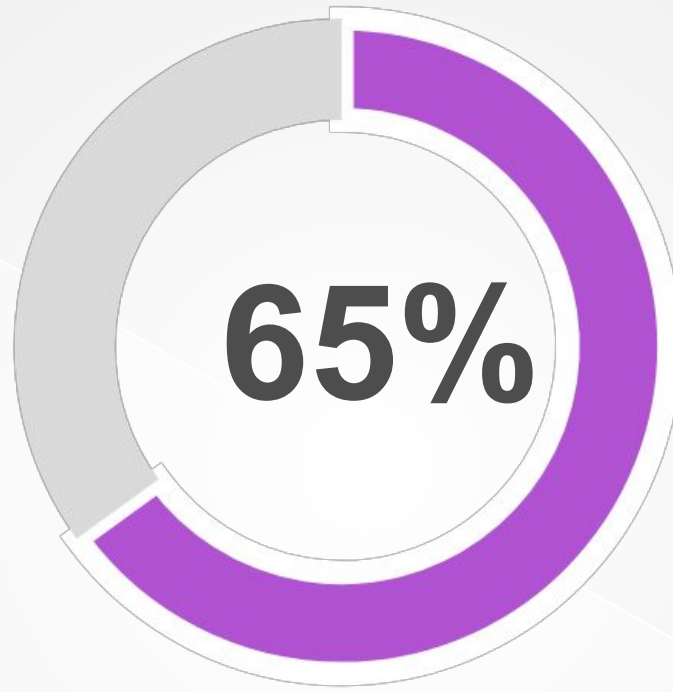
Only **19%** are willing to share their biometrics or Financial Information

... BUT THERE IS NO SUCH THING AS UNCONDITIONAL TRUST

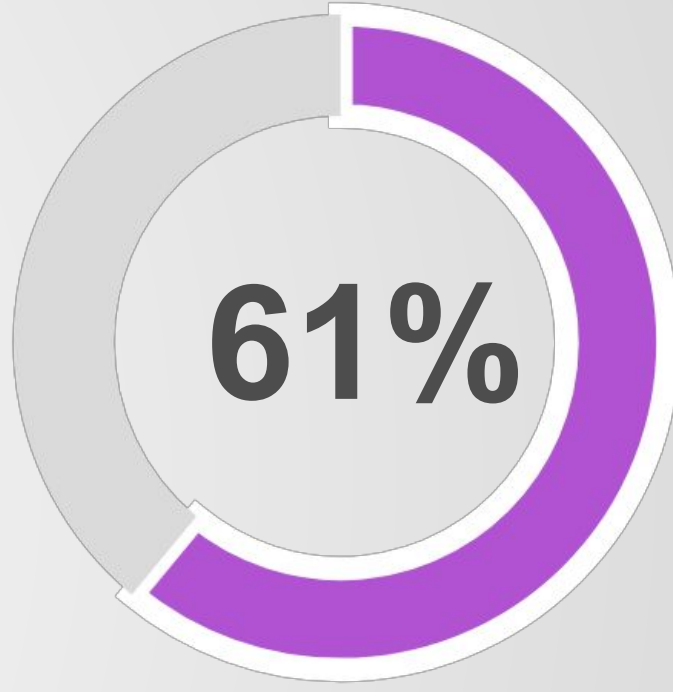


WOULD LOSE COMPLETE TRUST IN A BRAND WHICH SUFFERED A SECURITY BREACH

vs. 87% in the US

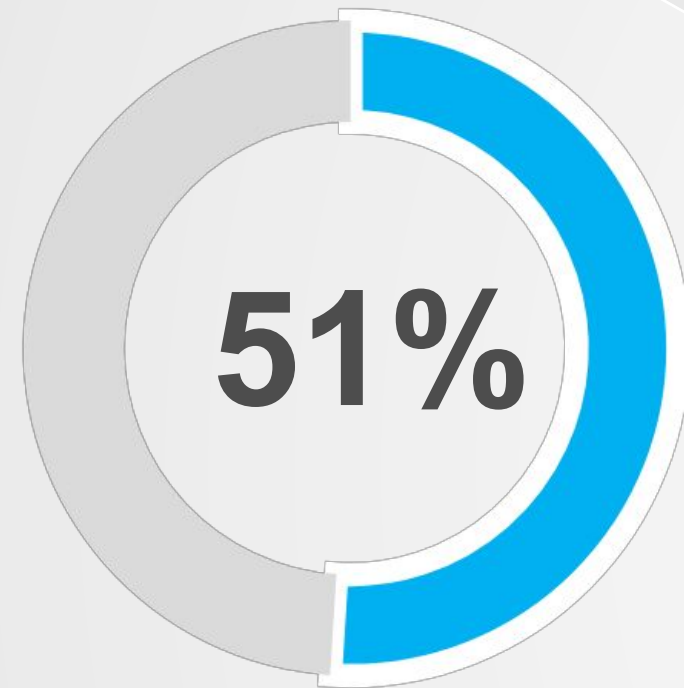


WOULD NEVER BUY FROM THE BRAND AGAIN

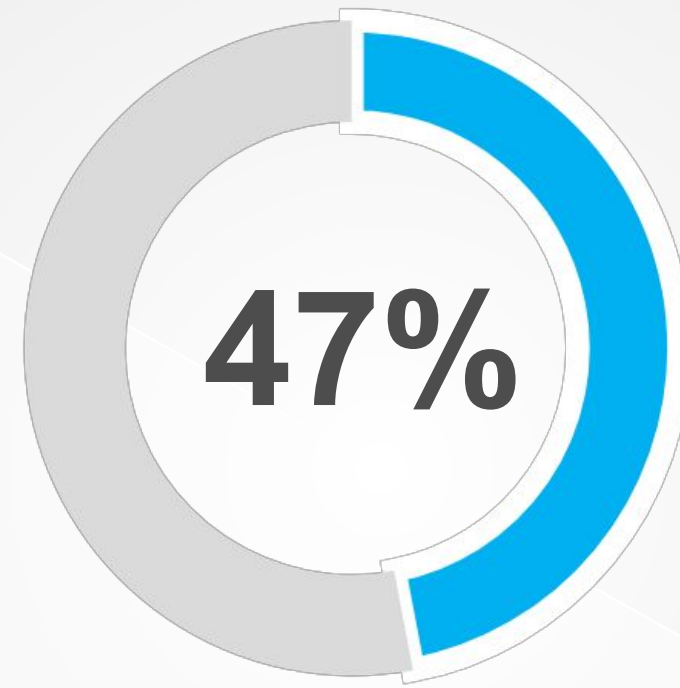


WOULD FEEL MORE COMFORTABLE KNOWING THEIR DATA IS STORED IN THE COUNTRY THEY RESIDE IN

THE GROWTH OF DATA HAS NOT BEEN ACCOMPANIED BY THE GROWTH OF UNDERSTANDING IT...

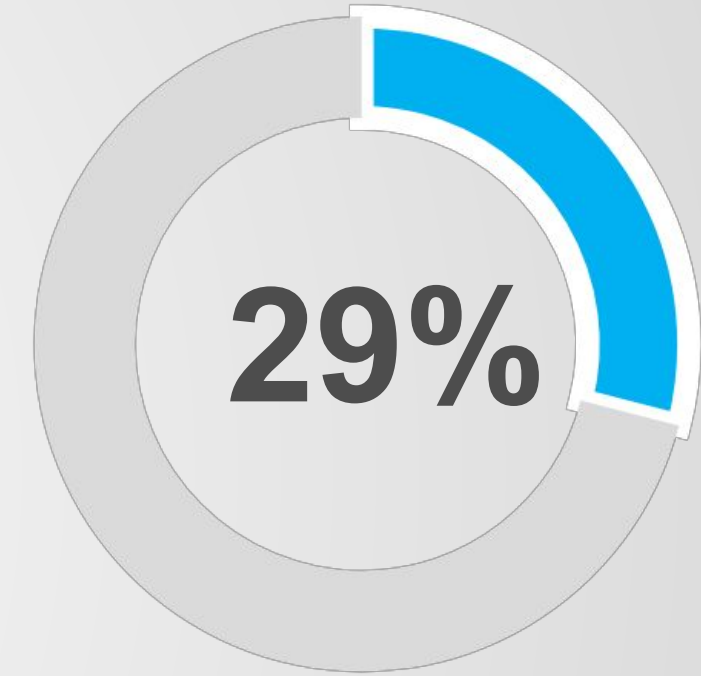


CLAIM THAT THEY UNDERSTAND THE RATIONALE BEHIND ACCEPTING COOKIES



SKIP THE **T&Cs** BECAUSE THEY ARE EXTREMELY LONG

vs. 90% in the US



FIND THE **T&Cs** TOO DIFFICULT TO UNDERSTAND



REWRITING

**DATA PRIVACY LAWS &
REDEFINING HOW WE
COEXIST ON PLATFORMS
APPEARS TO BE ...**

**A GREATER TOPIC OF
INTEREST AMONG
INDUSTRY EXPERTS**

WE INTERVIEWED EXPERTS FROM VARIOUS COMPANIES WITHIN THE INDUSTRY...



Provided Whitepapers

ACCORDING TO THE INSIGHTS WE GATHERED, THERE WERE 5 KEY ELEMENTS THAT CAN FORM THE SOLUTION MOVING FORWARD...



COLLECTING &
STORING FIRST
PARTY DATA



E-COMMERCE AS
AN
ADVERTISEMENT
ENABLER



CONTEXTUAL
ADVERTISING

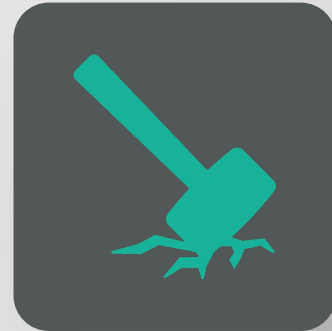


NEW
MEASUREMENT
METHODS &
LOOKING BEYOND
CAMPAIGN
METRICS



ENRICHED
CONSUMER
ENGAGEMENT
/EXPERIENCES

Why is this important within this context?



The industry is heavily reliant on **third party cookie-based data platforms** like **DMPs**



Stronger the set of first party data, **stronger the profile of audiences.**



Rich first party data will help with **precise targeting**

COLLECTING & STORING FIRST PARTY DATA

“The stronger your set of first party data, the better your profile of audiences will look like”

Advertiser

COLLECTING & STORING FIRST PARTY DATA

*“Has the user said
yes or no, that is
more important than
cookies.”*

Advertiser

How are they planning on deploying this?



Own data platforms – **CDP** that can house **first party data in compliant manner**



From **loyalty programs** to direct rewards like **discounts** etc. in exchange for customer data



Data Governance & Consent management will be key to consistently update first party database

Why is this important within this context?



E-Commerce is expected to continue growing in the region, **seen as a key channel for brands to advertise on**



E-Commerce viewed as being a channel for **first party**

E-COMMERCE AS AN ADVERTISEMENT ENABLER

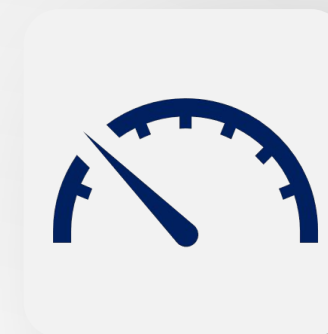
“ Brands are increasingly allocating budgets to advertise on E-Commerce platforms ”

E-COMMERCE AS AN ADVERTISEMENT ENABLER

“ We have developed
Commerce Apps in
other countries to
enable a D2C. We
should consider doing
the same here ”

Advertiser

How are they planning on deploying this?



Exploring partnerships like **Data Partnerships, Collaborative Ads, measurement through Server-Side tagging & Closed Loops**



Brands building their own **D2C e-commerce channels** both as a sales channel & as a first party data source

Why is this Important within this context?



Unlike behavioral targeting, contextual targeting scans the content of a **web-page to understand its relevance and context.**



Has the added advantage of **advertising in a brand safe manner**



Will become preferred method advertising for brands that **do not have first party data**

CONTEXTUAL ADVERTISING

“ Contextual advertising will be a lot more sophisticated moving forward ”

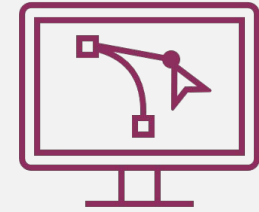
Media Agency

CONTEXTUAL ADVERTISING

“ It is also about how we can be the home/trusted destination for contextual advertising ”

Premium Publisher

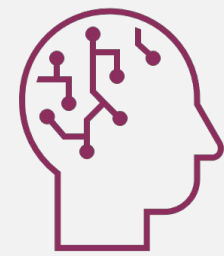
How are they planning on deploying this?



Premium publishers will need to create **more, quality and relevant content for their readers/visitors** for contextual advertising to work effectively



They will also need to develop an understanding of **how they can collect and leverage first party data**



Technologies like Machine Learning & AI has made contextual targeting a lot more sophisticated and efficient.

Why is this Important within this context?



Ability to measure KPIs through the funnel will be affected



Will Disrupt Cross Platform Measurement



Measurement like Reach will become a lot more difficult providing only directional metrics

NEW MEASUREMENT METHODS & LOOKING BEYOND CAMPAIGN METRICS

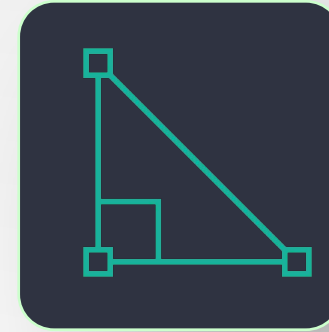
“It would be more complicated to measure the success of our digital campaigns as advertisers.”

NEW MEASUREMENT METHODS & LOOKING BEYOND CAMPAIGN METRICS

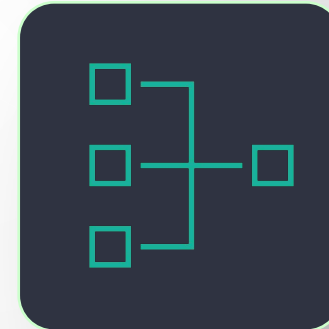
“It will be a test and learn approach with respect to measurement for some time”

Agency

How are they planning on deploying this?



Reach measurement will be based on **probabilistic models**



Conversion will be based on **server-to-server tracking**



Data clean rooms will be used by advertisers for **privacy safe measurement**

Why is this Important within this context?



Making campaigns more engaging, meaningful, memorable and less cluttered



Consumer experience enhancement to extend offline as well, opportunity for gathering and building richer consumer data

ENRICHED CONSUMER ENGAGEMENT/EXPERIENCES

“The region has a very young audience, keeping them engaged is only possible with something novel.”

ENRICHED CONSUMER ENGAGEMENT/EXPERIENCES

“ The ecosystem needs to think about how consumers can be handed control of & earn from data ”

Agency

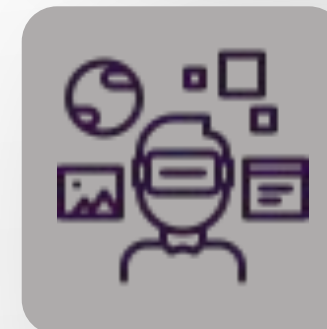
How are they planning on deploying this?



Linking the virtual and the real world – with help of **Social Media, Virtual Reality** etc.



Making it worthwhile for consumers to **share/engage with the brand** – by understanding what consumers value



Potentially using Web 3.0 tools from **blockchain** to provide more control to consumers of their data to direct value transfer through **crypto currencies/tokens**

WHAT DO THE MEMBERS OF THE ECOSYSTEM WANT SUPPORT WITH ?



Publishers will require support in developing and storing their first party data, as well as support in **understanding and bringing more relevant content** to their platforms



Helping them enrich their **understanding of cohorts** and how **cohorts work**



Helping them understand more **privacy solutions** in order to eliminate any **possibility of suffering from data breaches** and completely losing consumers' trust



Helping them understand global best practices around **Data Governance.**

Focus on **Transparency** with consumers regarding the collection of their data and communicating the value exchange behind it



Helping them **bridge the gap between advertising on Web 2.0 and Web 3.0.**

Understanding what Web 3.0 could mean for enriching advertising in a **data privacy first environment**

A FULL DETAILED REPORT COVERING BOTH RESEARCH PHASES WILL BE PUBLISHED AFTER THE EVENT...

ABG Research Committee

1. Amine Al-Adem
2. Ankur Jalan
3. Delphine Desbouvry
4. Fahad Ali
5. Rana Bouri
6. Rima Nakhala
7. Tarek ElNagdy

 **ADVERTISING
BUSINESS GROUP**

Ipsos Research Team

1. Omar Shehadeh
2. Paola Boghossian
3. Shirali Puri
4. Thomas Mathews



THANK YOU!

UNSTEREOTYPE ALLIANCE UAE CHAPTER UPDATE



Priya Sarma

ABG Communications Officer & Head of Sustainability Unilever Middle East & Turkey and Corporate Business Partner B&W and Home Care Categories

UNSTEREOTYPE ALLIANCE UAE CHAPTER UPDATE

The Unstereotype Alliance (UA) is a thought and action platform that aims to use the power of advertising to address harmful stereotype in advertising.

An industry-led initiative convened by UN Women with objective of uniting advertising industry leaders, decision-makers and creatives .

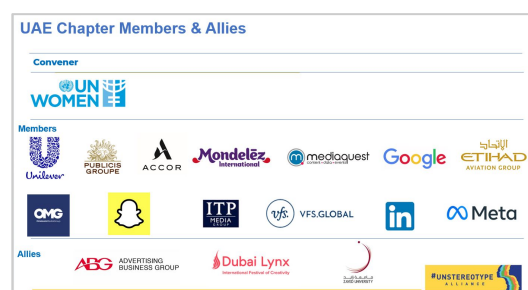
Launched UAE Chapter of the Unstereotype Alliance in Nov 2020 with founding members Unilever, Snap, Google, Meta, OMG VFS, Etihad and allies ABG, Zayed University and Dubai Lynx.

In 2022 the chapter welcomed Mondelez, Publicis, Impact BBDO, Accor, Impact BBDO and Mediaquest

The UAE Chapter aims to tackle gender stereotyping in advertising and instil corporate values that promote equal opportunities in the workplace, and showcase women and men as positive role models.

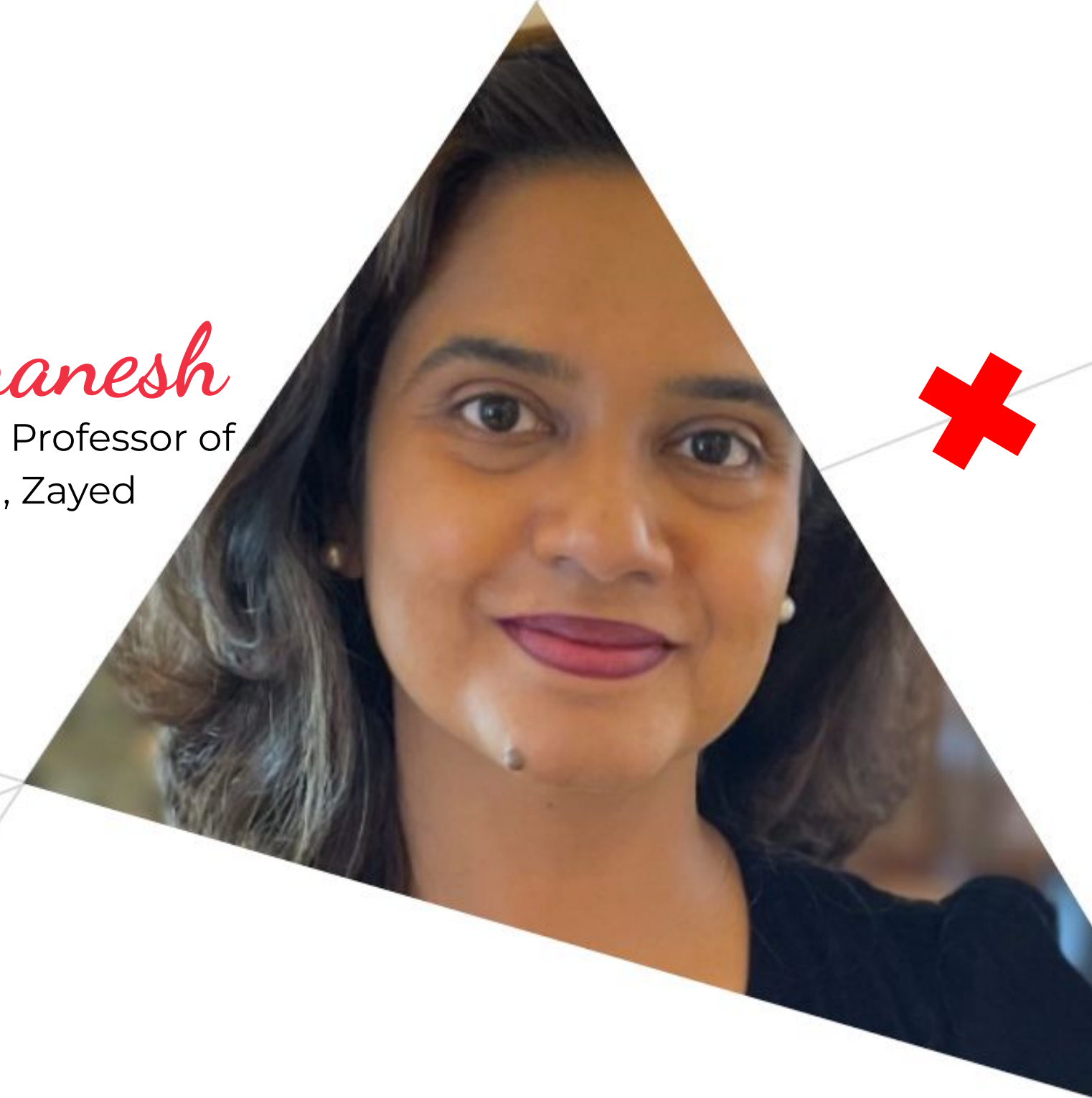
To raise public awareness, the chapter:

1. Has held panel discussions :
 - o at the Unstereotype Alliance Global Member Summit, on May 26, 2021
 - o The Chapter's first year anniversary at EXPO Dubai in December 2021.
2. Participated in the Dubai Expo UN Women SDG5 summit highlighting the prevalence of harmful stereotypes in media that impede women advancement in society.
3. Conducted a campaign featuring pioneering women leaders who have addressed stereotypes in the workplace and advanced women leadership representation.
4. Organize workshops that focus on WEPS and UA tools alongside UN Women
5. Conducted research through Zayed University on regional stereotypical advertising
6. And via the ABG looking to collaborate with other groups i.e. IAB, MMA etc push this agenda collectively for bigger impact



Dr Ganga Dhanesh

Associate Dean, Associate Professor of
Strategic Communication, Zayed
University



Dr Ali Khalil

Assistant Professor College
of Humanities and Social
Sciences Zayed University



Recap of previous study

- Our previous study conducted in 2019 had shown that most portrayals continued to mirror traditional gender stereotyping
- Women were more likely than men to be depicted in advertisements for home and food products, at home and with children in the background.
- Men appeared more in non-familial roles and at work.
- We detected positive signs in depiction of women in non-familial roles (around 50%)



Research questions/ Data details

- Are there differences in gender portrayal of male and female central figures in TV advertisements in the GCC?
- Our content analysis sample included adverts aired during one week in September on MBC1.
- We analyzed 136 distinct advertisements, but after eliminations, we ended up with 106 advertisements that had either voiceover central figures or visual central figures, or both.
- Our focus in this study is the depiction of the visual central figure (VCF) appearing in the advertisement.
- Female VCFs far outnumbered male counterparts (65 females/20 males)



Some coding classifications for the portrayals of central figures in television advertisements

Mode of presentation

Visual/Speaking, Visual/Silent, Voiceover

Product type

Home products (excluding appliances), Food, Body, Cars, Electronics, E-commerce, Tourism/entertainment, Transport, Medical services.

Role

Familial role (spouse, parent, home-maker)
Autonomous role (worker, professional, celebrity)
Other

Location

Home, Occupational setting, Leisure, Fantasy

Background

Mostly male, Mostly female, Mixed, Mostly children, None.

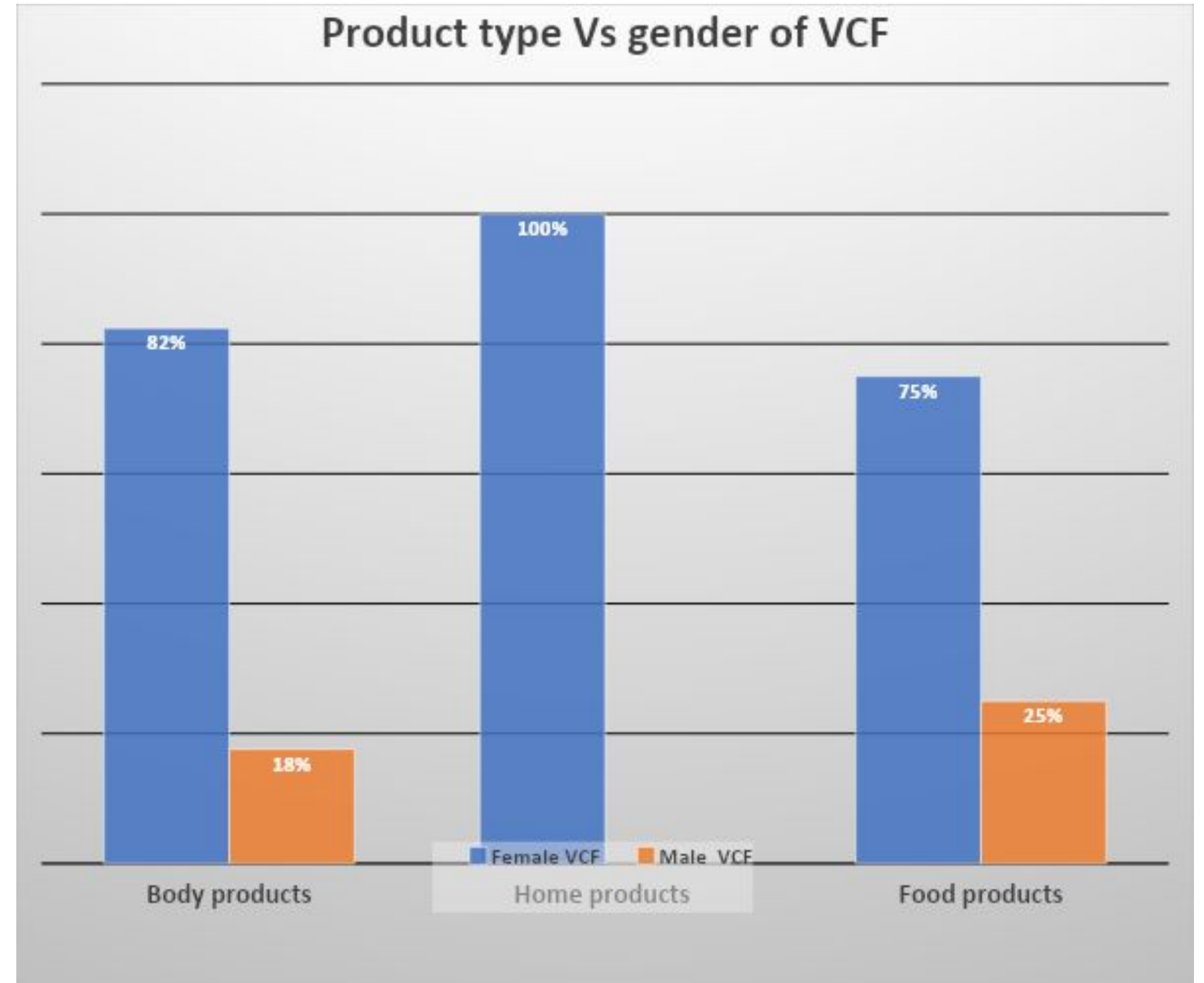
Association between advertised product and gender of visual central figure (VCF)

Females remained more likely to be depicted as main characters in advertisements for:

Food products: 75% had female VCF

Home products: 100 %

Body products: 82.4%

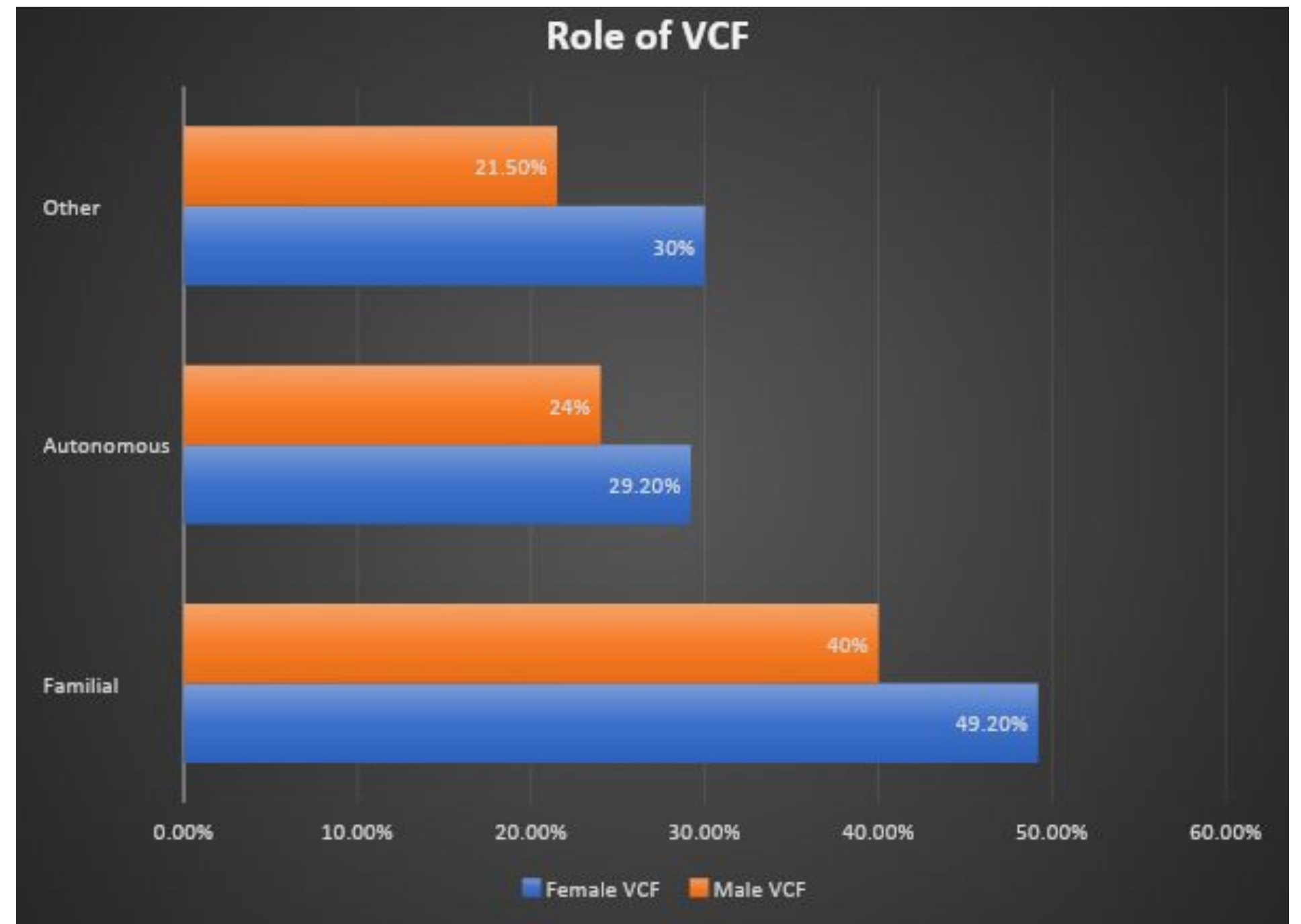




Association between the role of VCF and their gender

49.2 % of female VCFs depicted in familial roles (same as previous study), compared to 29.2 % in autonomous roles.

But
40% of men were depicted in familial roles (13 % in previous study)



Examples of advertisements alternating VCFs between males and females in depictions of familial roles

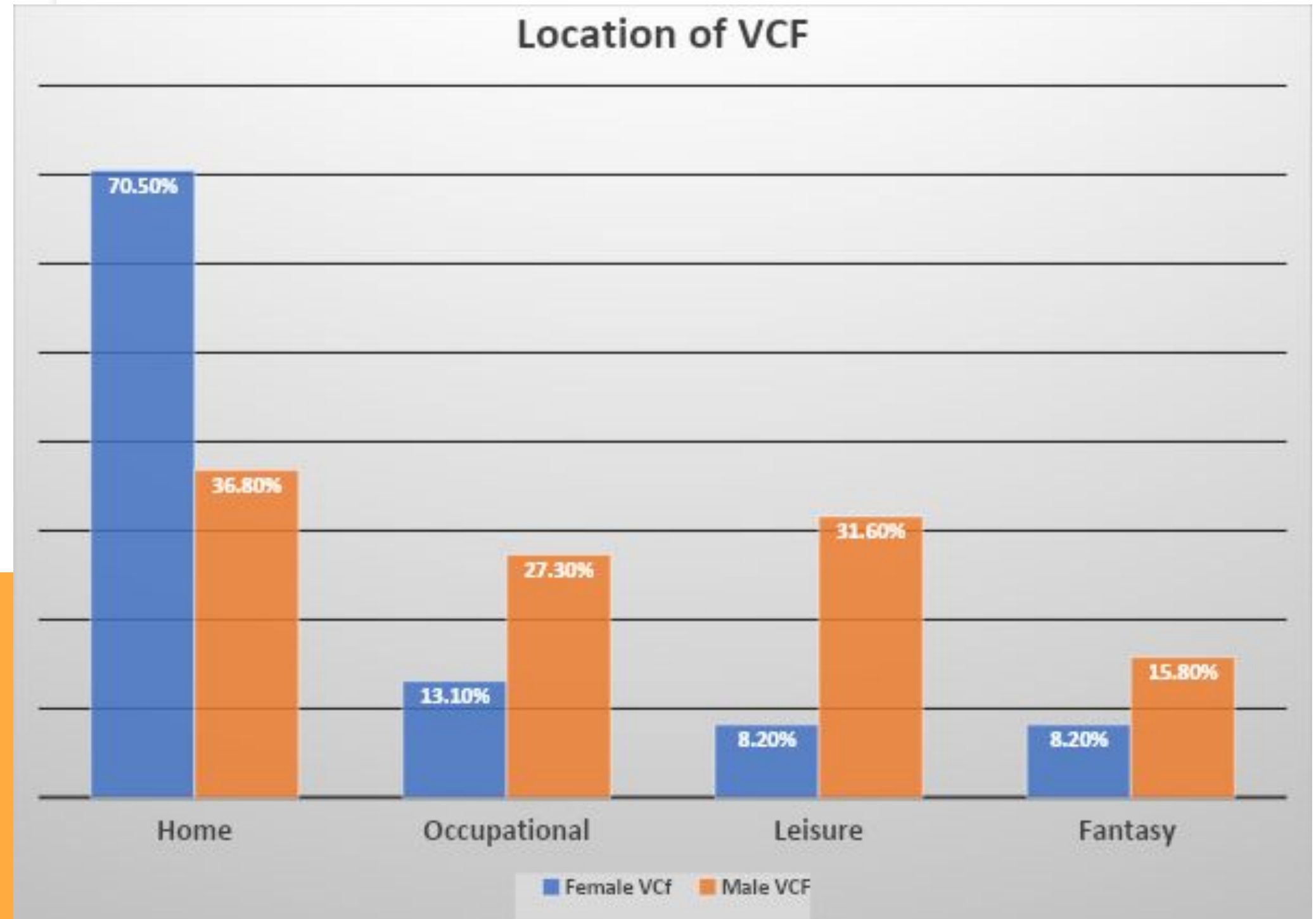


Association between the location of VCF and their gender

70.5 percent of women appeared in Home setting, compared to 13.1 percent in occupational.

But 36.8% of males appeared at home (8.7% in previous study), compared to 15.8 percent in occupational setting (47.8% previously).

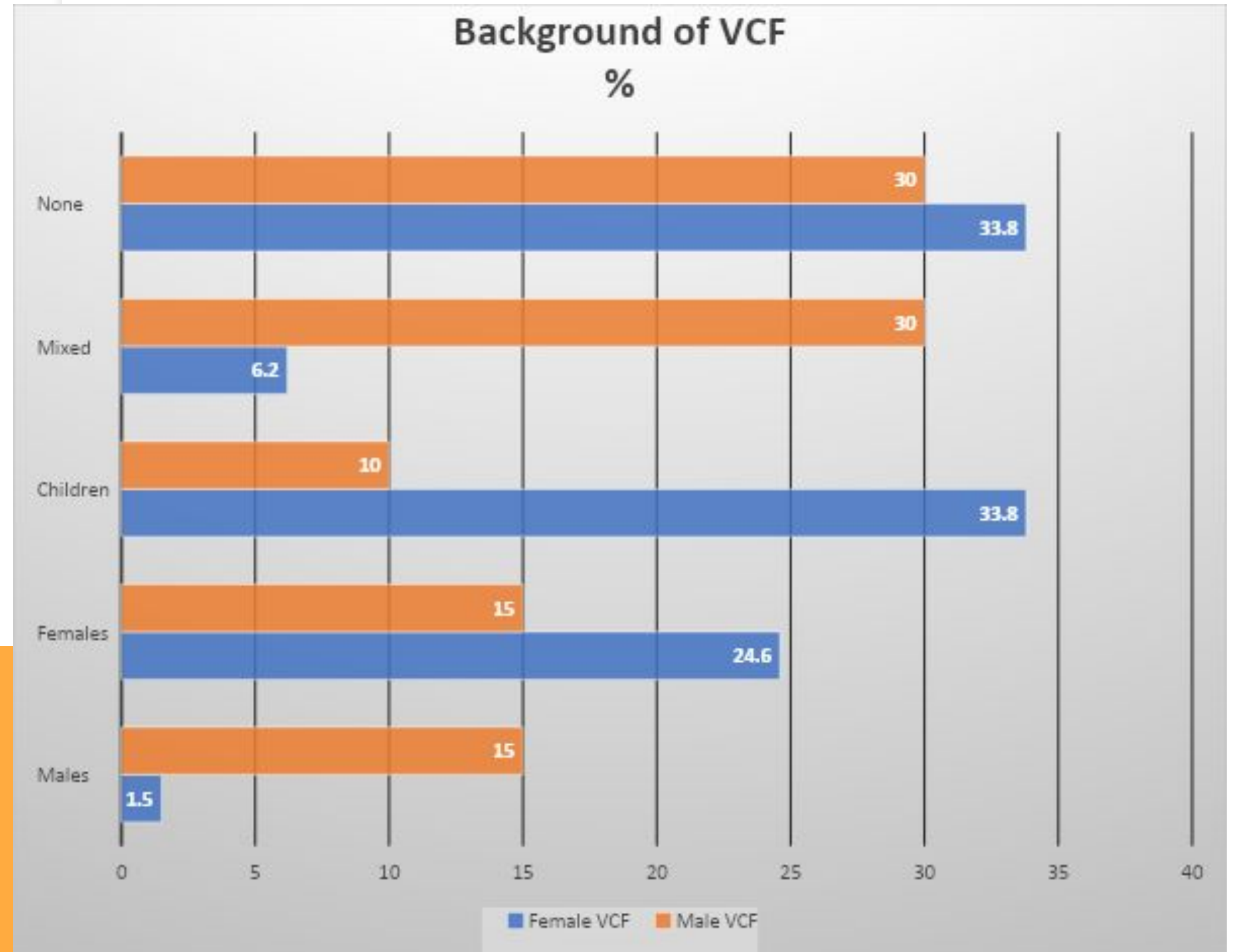
31.6 % of men appeared in leisure setting compared to 8.2 % of women



Association between the background of VCF and their gender

33.8 percent of female VCFs had children in the background, compared to 10 percent of males.

91.7 % of adverts with children in the background had female a VCF.



LG ThinQ

Preliminary conclusion

- Gender stereotyping persists but unstereotyping is inching forward
- Having females mainly depicted in food and home product advertisements, at home and with children in background reflects the traditional stereotype of women being care providers in charge housework.
- The silver lining is in the progressive depictions of men in familial roles.

INFLUENCER MARKETING TRANSPARENCY REPORT



Priya Sarma

ABG Communications Officer & Head of Sustainability Unilever Middle East & Turkey and Corporate Business Partner B&W and Home Care Categories

Influencer marketing is a key component of every marketing strategy.

Colossal increase in TikTok influencer marketing in 2020 illustrated the commercial power of social media platforms leading to concerns over trust and transparency.

85% of KSA & UAE millennials follow at least one social media influencer as per BPG Group and YouGov Survey: Middle East weighs costs versus benefits of social media influencers (arabnews.com)

Consumers are also demanding increased transparency, authenticity, and genuine value from the influencers they follow and trust.

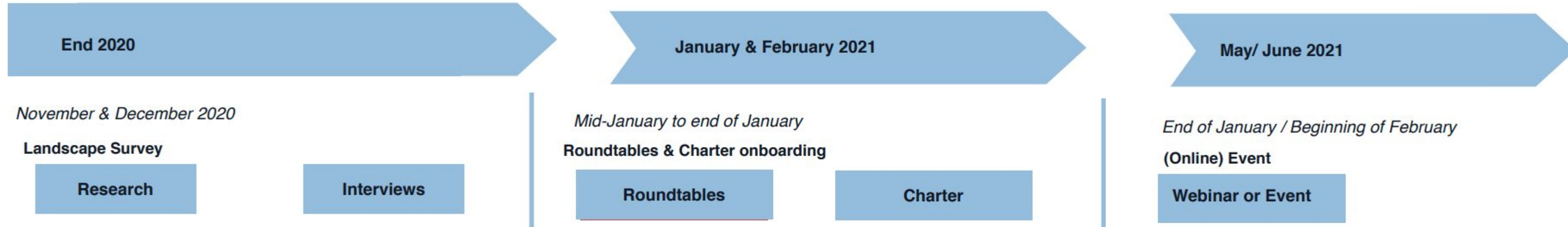
UAE's National Media Council (NMC), via their Board Resolution No. (26) of 2017 on Media Content, requires influencers to disclose sponsored content via a tag of "Paid partnership"

In 2020 as a part of our LEAD initiative (Learn, Engage, Activate, Drive) we launched our work on Influencer Transparency Marketing

INFLUENCER MARKETING TRANSPARENCY IN THE UNITED ARAB EMIRATES

2020 - 2021

PROJECT TIMELINE



6 International SROs
Influencer
transparency
framework analyzed

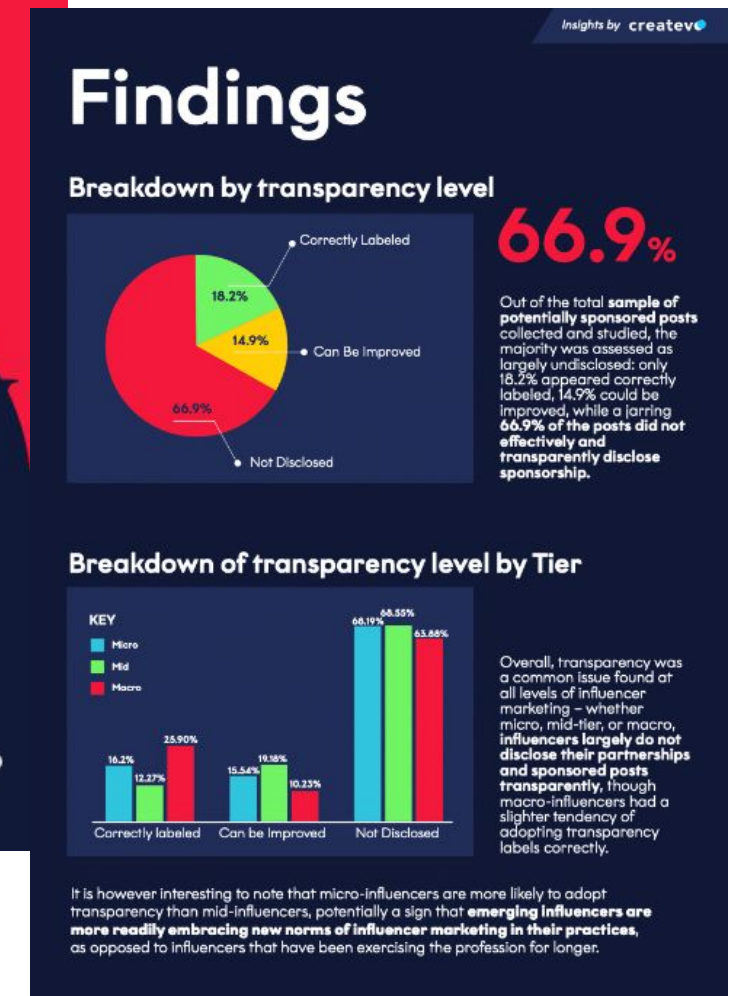
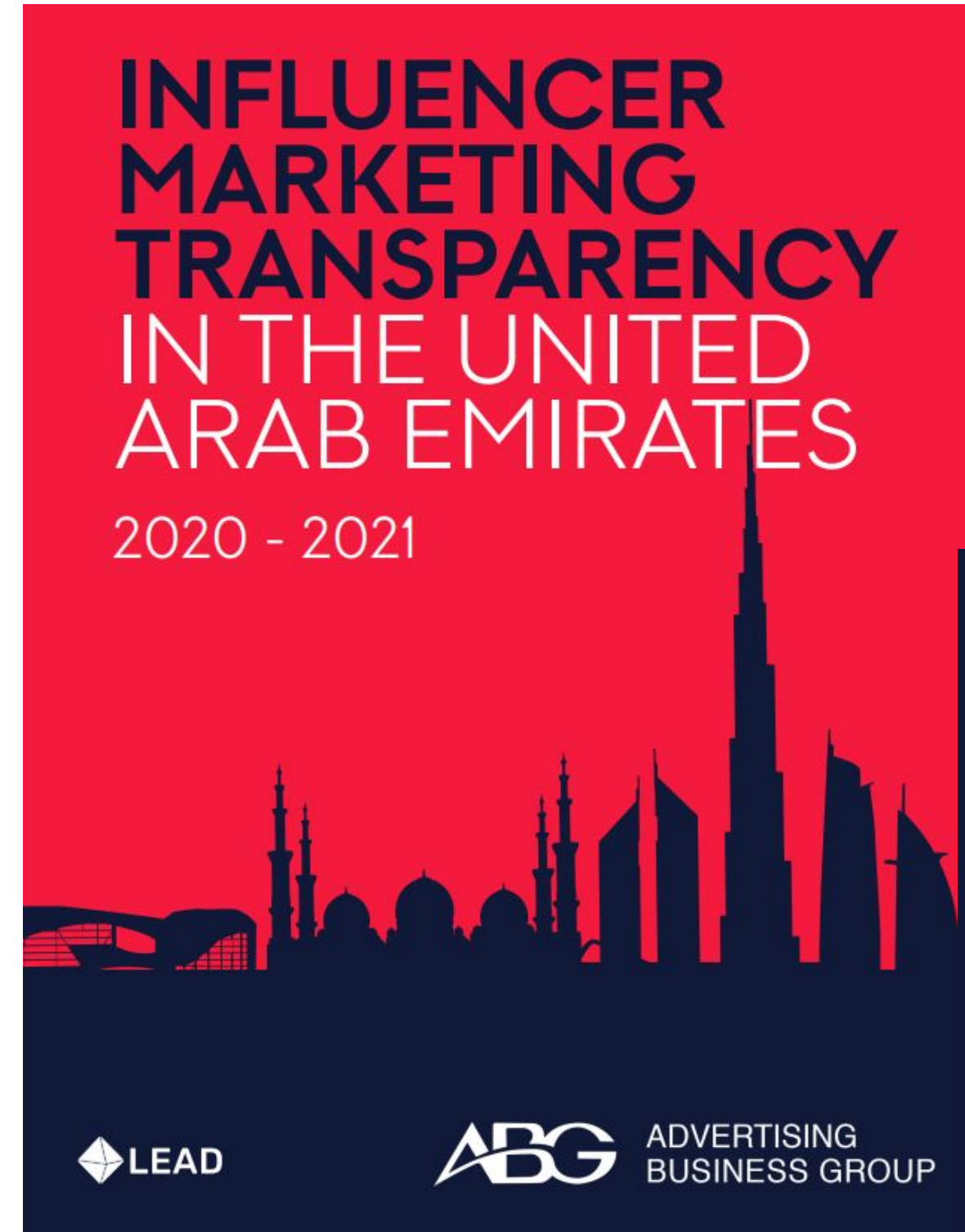
Interviews conducted
with local
stakeholders around
state of Influencer
Mkt Transparency:
-6 influencer Agencies
interviewed
-12 Brands and
Agencies interviewed

Hosted two online
webinars/workshops:
-Roundtable 1: 17
attendees
-Roundtable 2: 14
attendees

Prepared a Charter

Hosted panel at MENA
2021 Effie
Thought-Leadership
Conference discussion
with 3 industry players :
Brand/Agency/Influencer
on the opportunity around
Influencer Marketing
Transparency

RESULT | CHARTER & REPORT ON INFLUENCER MARKETING TRANSPARENCY IN THE UAE



Launch Of ABG's New Sustainability Agenda



Priya Sarma

ABG Communications Officer & Head of Sustainability Unilever Middle East & Turkey and Corporate Business Partner B&W and Home Care Categories



ABG ADVERTISING
BUSINESS GROUP

THE

**CLIMATE
CHANGE**

WORLD

**HUMAN
RIGHTS**

FACES

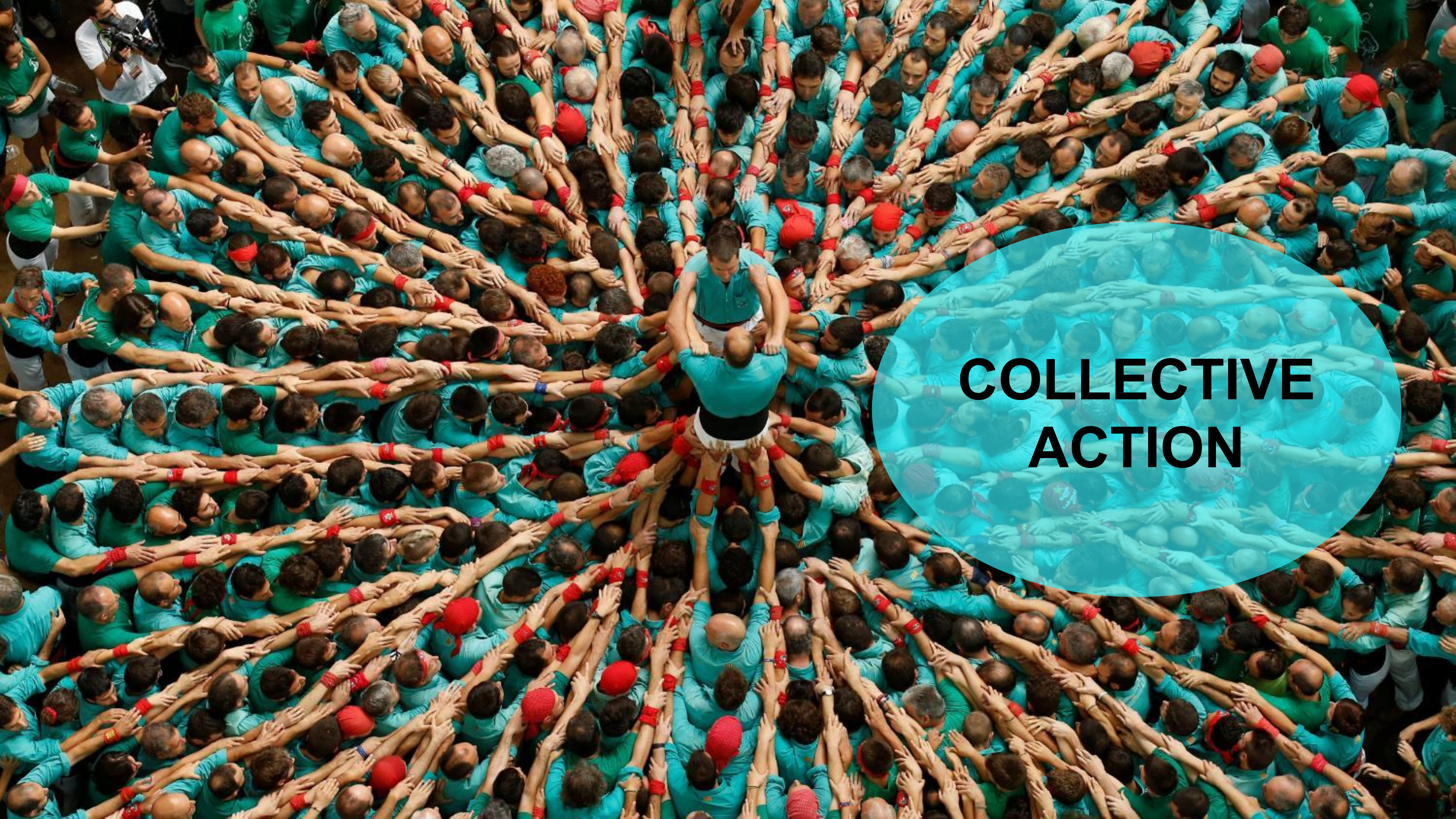
**WELL-BEING
&
NUTRITION**

HUGE

**SUSTAINABLE
SOURCING**

CHALLENGES

**WATER
& WASTE**



**COLLECTIVE
ACTION**

ADVERTISING &
MARKETING
SEEN AS PART OF
THE PROBLEM



The (Ad) Man who sold the World

Adblock Bristol explores the impacts of
consumer advertising on our environment.

BEING PART OF THE SOLUTION

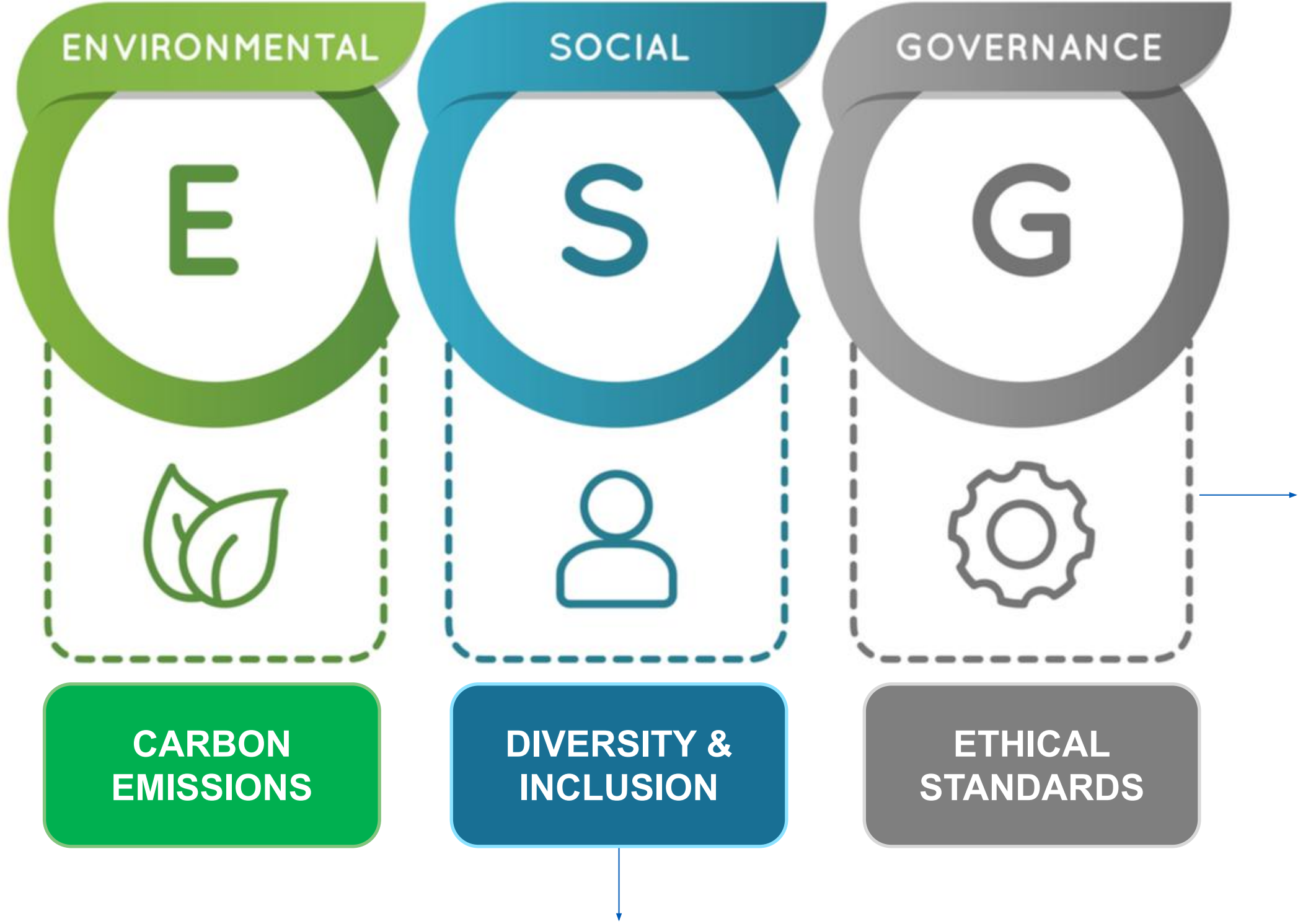


How brands are attracting socially conscious consumers and creating change in the world

SUSTAINABILITY A KEY U.A.E. FOCUS



YTD ABG AGENDA



THE MISSING FOCUS & OPPORTUNITY

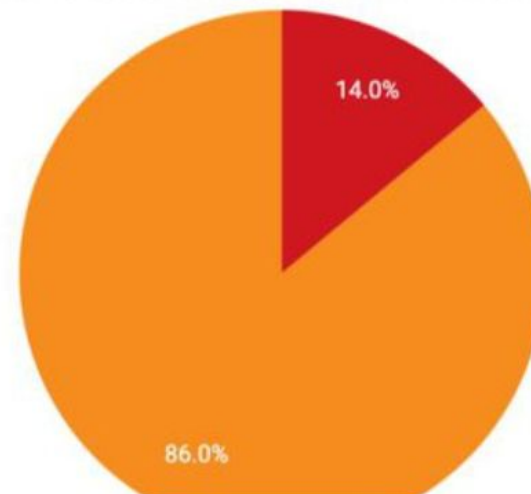


MediaDailyNews

Dentsu/Microsoft Find 'Sustainable Media' And 'Decarbonized Ads' Are Becoming A Thing

by Joe Mandese @mp_joemandese, December 7, 2021

% taking action with brands due to 'sustainable media'



MOVING FORWARD | 2023 PLAN



Talk and Engage

Agree ABG sustainability focus



Commit and Collaborate

Pledge change



Educate and Communicate

Industry upskilling



Measure and Report

Report change

ABG NEWLY ELECTED BOARD MEMBERS

2022-2024



**Leyal
Eskin**



CHAIR

Unilever
Vice President - Head
of Personal Care
Business Arabia



**ELDA
CHOUCAIR**



**VICE
CHAIR**

Omnicom Media Group
CEO MENA



**PRIYA
SARMA**



**COMMUNICATIONS
OFFICER**

Head of Sustainability
Unilever Middle East
& Turkey and
Corporate Business
Partner B&W and
Home Care
Categories



**OMAR
KATERJI**



**MEMBERSHIP
DEVELOPMENT
OFFICER**

Ferrero Gulf
Regional Media
Manager



**MARIE
DE DUCLA**



TREASURER

Google MENA
Sector Lead Travel &
Tourism, Automotive,
Technology and CPG

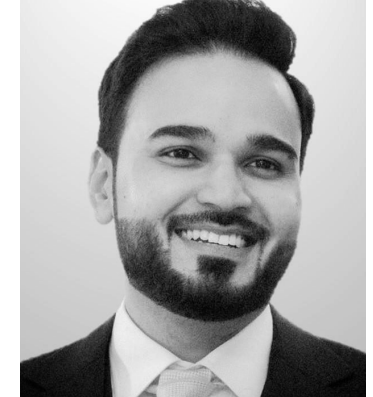


**JULIEN
CORDAHI**



**LEGAL
OFFICER**

Choueiri Group
Deputy General
Counsel



**Arsalan
Siddiqui**



**Knowledge &
Development
Officer**

Procter & Gamble
Senior Marketing
Director &
End-to-End Category
Leader, Middle East