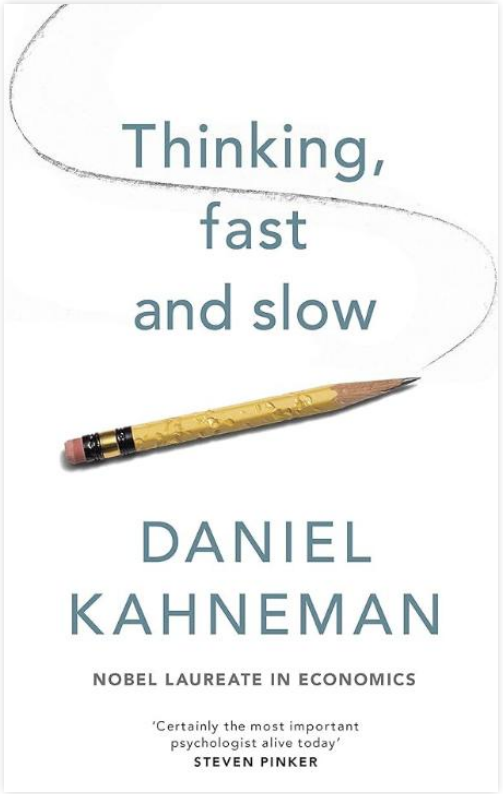
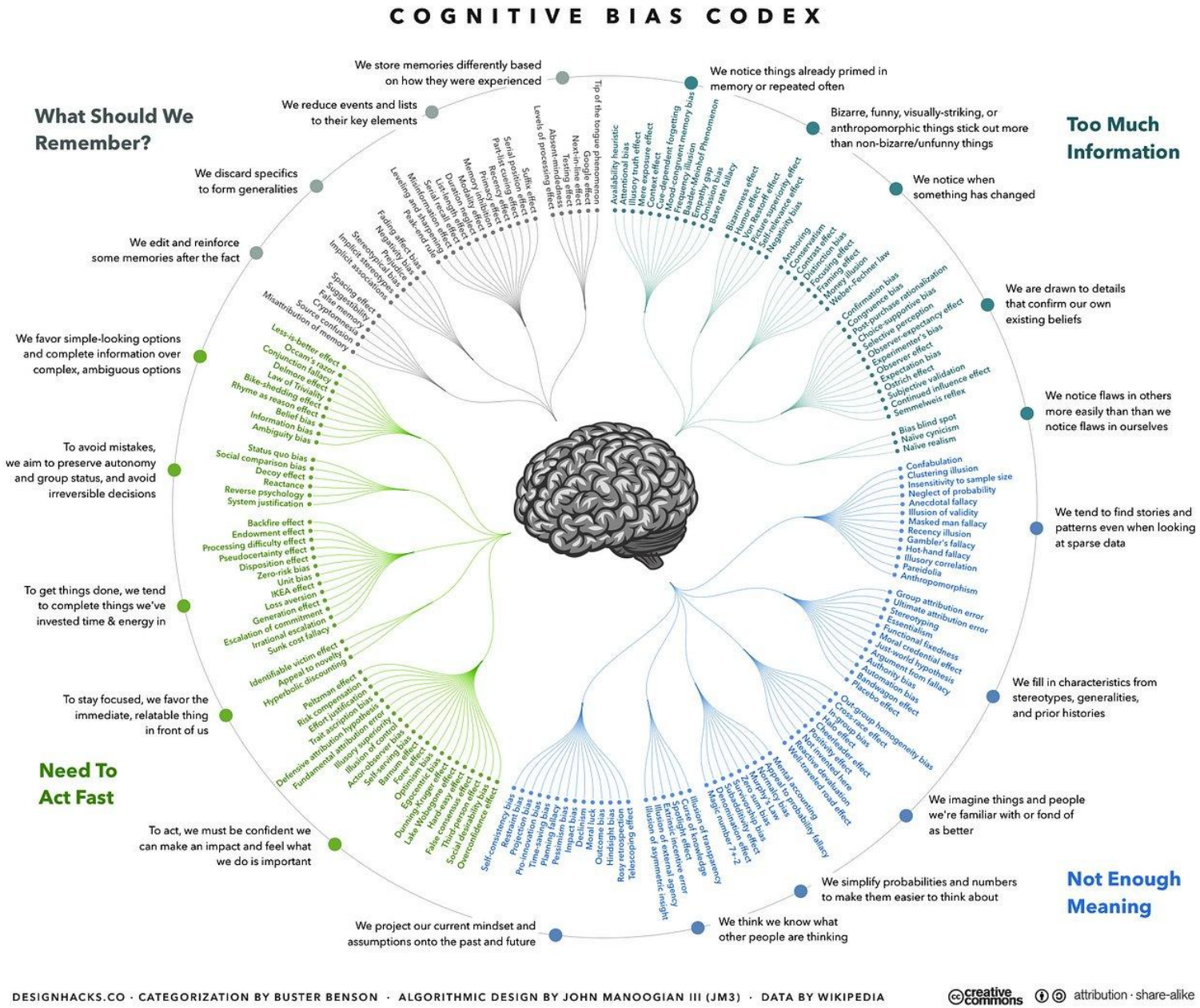

THE COST OF
AVERAGE
Trust, innovation and inclusion
in an age of AI
CREATIVE EQUALS





Cognitive Bias Codex: Buster Benson and John Manoogian III, 2016

Google

CEO in Dubai



Dubai CEO Named in Epstein Files...
WSJ WSJ



Dubai Holding appoints new CEO of...
www.hospitalitynewsmag.com



Dubai banking giant appoints first...
AB Arabian Business



CEO Khalid Bin Kalban says Dubai...
CW Construction Week Online





Dubai Chambers' President and CEO...
Dubai Chambers



Dubai Tourism CEO aiming to boost...
Hotelier Middle East



Issam Kazim, CEO, Dubai Corporation...
Skift Live



Thrilled to announce the appointment ...
LinkedIn





Amit Kaushal, Group CEO of Dubai...
LinkedIn



Ahmed bin Mohammed issues decision...
protocol.dubai.ae





In conversation with Sultan Ahmed bin...
Al Tamimi & Company



Dubai International Financial Centre's...
Wealth Briefing



CEO says 'record numbers' of visitors...
CNBC



Dubai Duty Free's CEO Expects Busine...
Business Insider





In conversation with Khalfan Belhoul,...
Al Tamimi & Company



In times of uncertainty, confidence is a...
Instagram



From Dubai Bling Superstar to CEO, Sa...
Fashion Week Daily





ABC7



New CEO appointed for Dubai Holding'...
Digital Studio Middle East



Dubai SME CEO Abdul Baset Al Janani...
YourStory.com



Issam Kazim | The Marketing Society
The Marketing Society





Google

show me a family shopping in a Dubai Mall



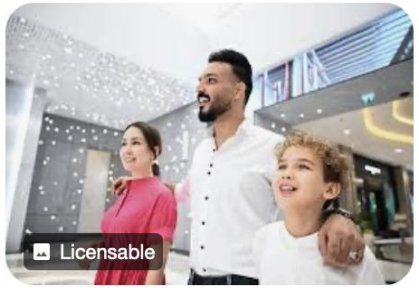
LN FAMILY | Dubai Mall | Emaar Malls

Emaar Malls



Dubai's malls are extending their...

Instagram



240+ Dubai Mall Inside Stock Photos...

iStock



Christmas SHOPPING with my Teens...

YouTube



SUMMER FAMILY TRIP: WHY YOU...

Hello! Pakistan



7,600+ Dubai Shopping Mall Stock...

iStock



Family shopping dubai Stock Photos,...

DepositPhotos



Arab family shopping hi-res stock...

Alamy



1,822 Arab Family Mall Royalty-Free...

Dubai Shopping Guide – Best Places...

Visit Dubai



1,822 Arab Family Mall Royalty-Free...

Shutterstock



Mercato Shopping Mall - Community...

www.mercatoshoppingmall.com



Everything You Need To Know About...

Travel Saga Tourism





1,822 Arab Family Mall Royalty-Free...

Shutterstock



Shopping for Kids in Dubai: Best Bab...

Guide of Dubai



Alamy



10 Dubai malls etiquette rules: Stand

Gulf News



Family-friendly entertainment is...

Time Out Dubai



Dubai mall with family ❤️❤️

Facebook













Gordon buchanan | National geographic | Doug allan | Penguins | David attenborough | Photographer documentary | Whale | Photogra



Who is Gordon Buchanan? Everythin...
BBC Wildlife Magazine



How To Become a Wildlife Filmmaker...
Documentary Film Academy



Q&A: Wildlife documentary filmmake...
The Ecologist



How to Get Started in Wildlife...
YouTube



An Interview with Shannon Wild -...
Xigera Safari Lodge



Check out our amazing pictures as...
Daily Record



Award-winning wildlife documentary...
Mount Desert Islander



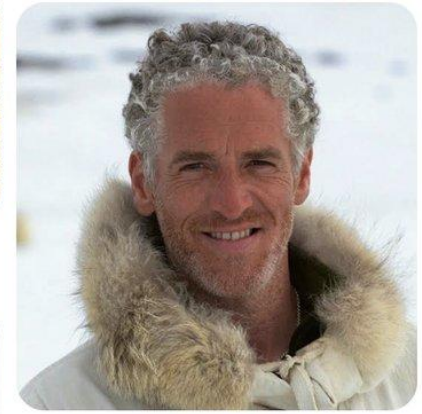
German wildlife documentary film...
Alamy



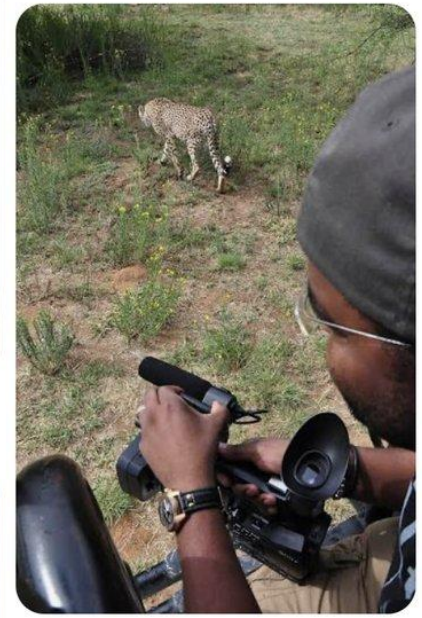
How to Film a Feature-length Wildlife...
MPB



Meet the Cork film-maker who got a...
Irish Examiner



Award-Winning Filmmaker Gordon...
Great British Speakers



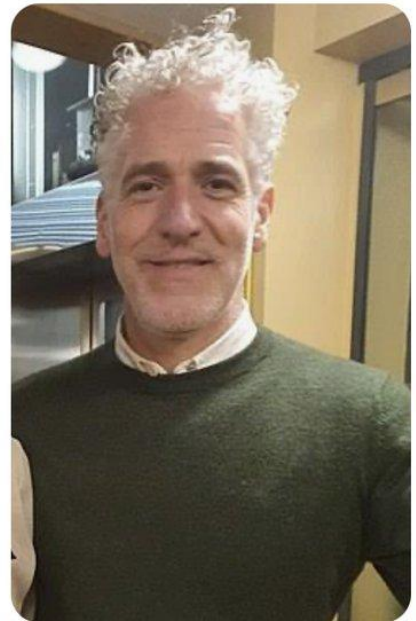
Nature documentary - Wikipedia
Wikipedia



Wild Filming / Pathways to wildlife...
British Cinematographer

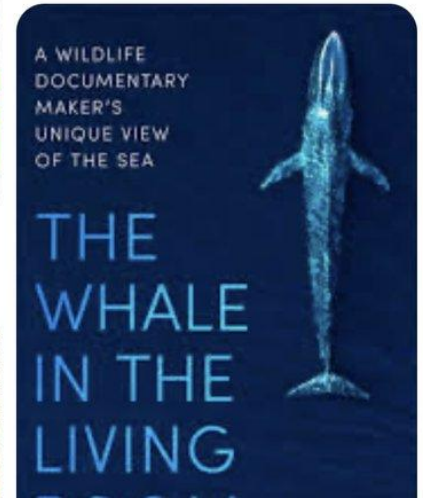


Wild Filming / Wildlife filmmaking...
British Cinematographer

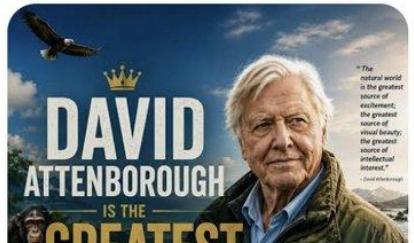




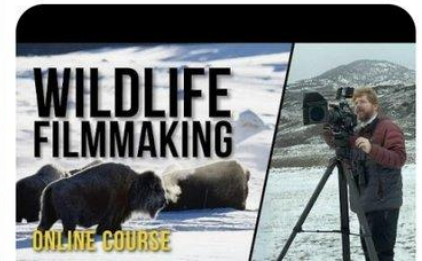
You get to look in to the eyes of thes...
Facebook



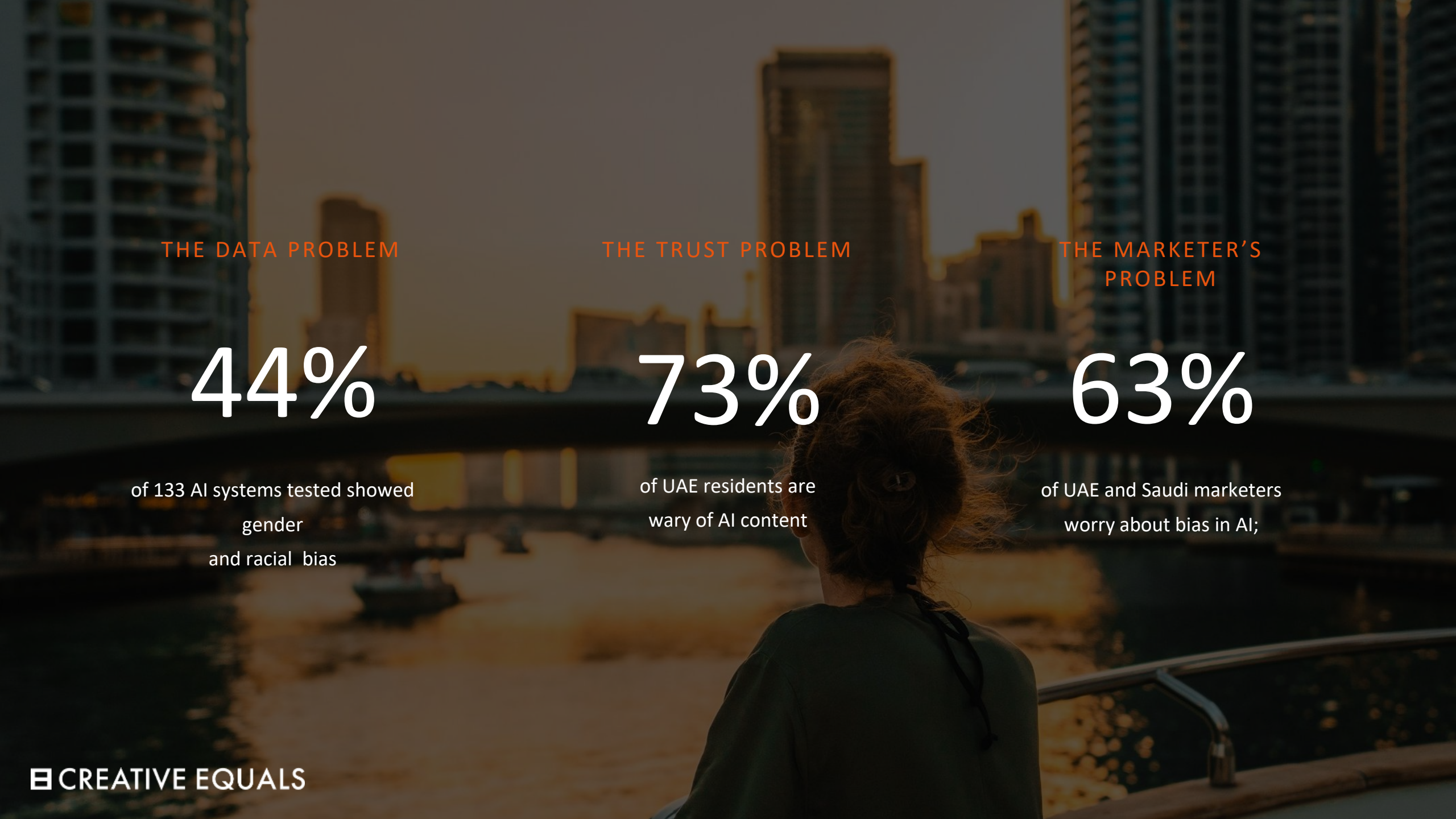












THE DATA PROBLEM

44%

of 133 AI systems tested showed gender and racial bias

THE TRUST PROBLEM

73%

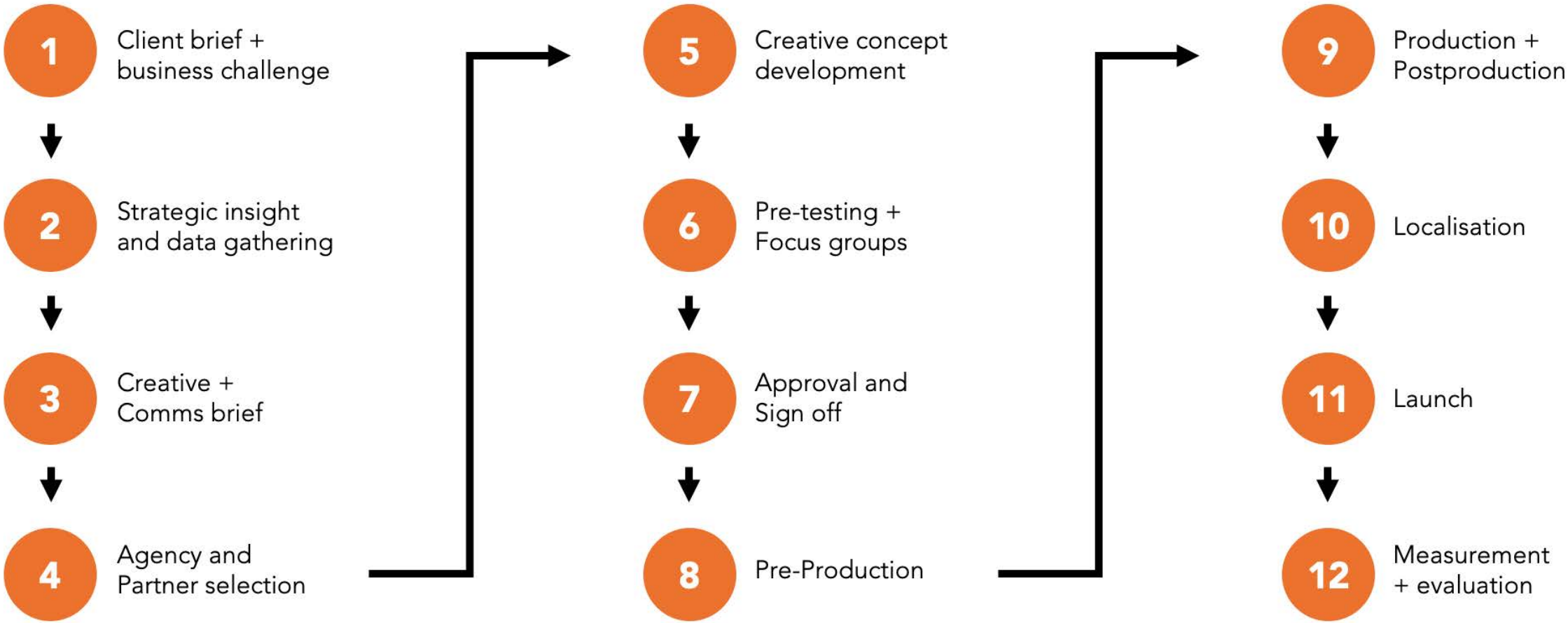
of UAE residents are wary of AI content

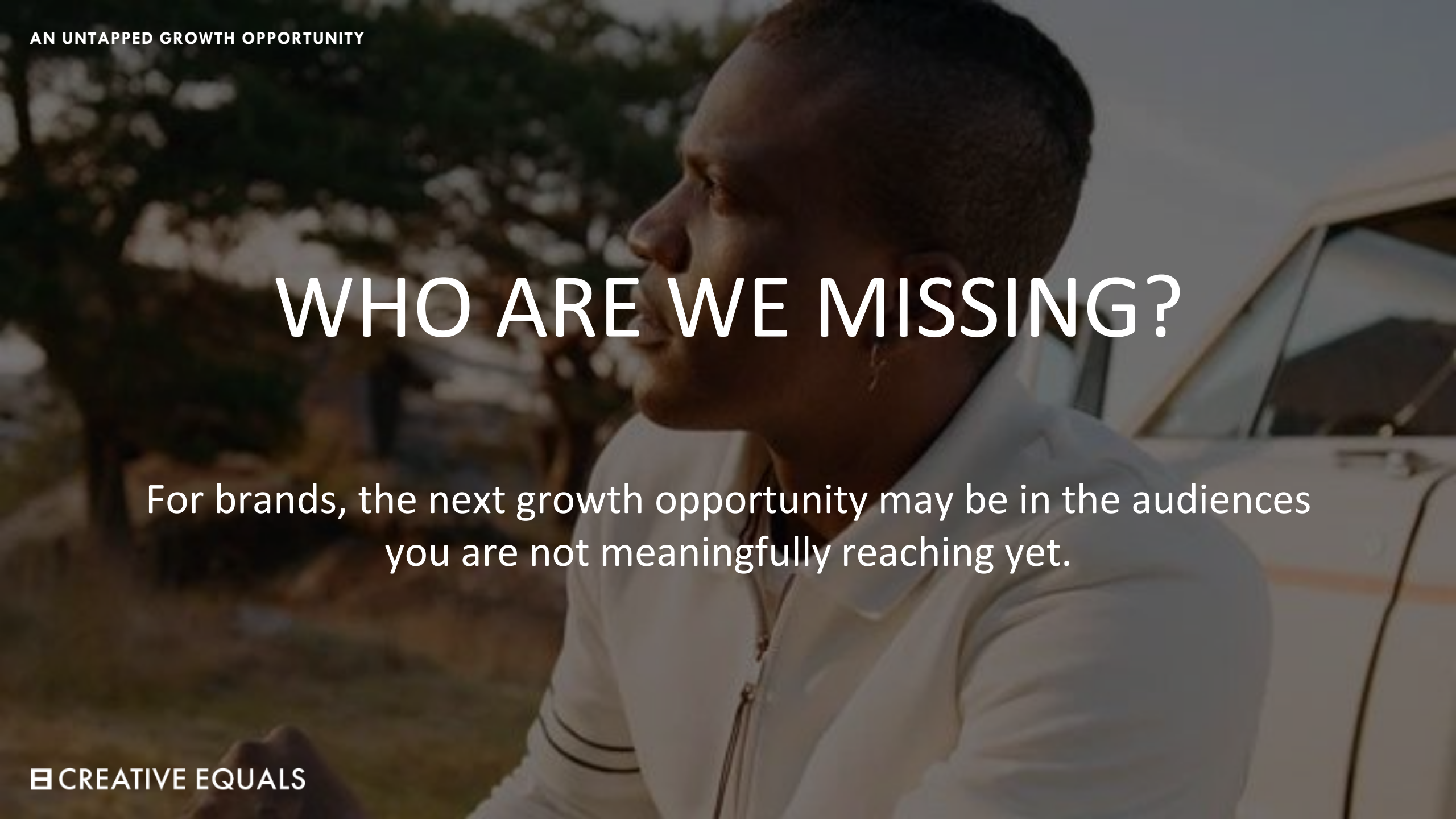
THE MARKETER'S PROBLEM

63%

of UAE and Saudi marketers worry about bias in AI;

CREATIVE EQUALS


1
Client brief + business challenge
2
Strategic insight and data gathering
3
Creative + Comms brief
4
Agency and Partner selection
5
Creative concept development
6
Pre-testing + Focus groups
7
Approval and Sign off
8
Pre-Production
9
Production + Postproduction
10
Localisation
11
Launch
12
Measurement + evaluation



WHO ARE WE MISSING?

For brands, the next growth opportunity may be in the audiences you are not meaningfully reaching yet.

Who is your audience, really?

Women



Women are 31.5% of Dubai's residents and 34.6% of the UAE workforce; 77.6% of women-owned businesses are led by women
under 40 *

Muslim



Two billion Muslims: a quarter of the world, and the youngest major faith, with a median age of 24 *

Expat Communities



More than nine in ten Dubai residents are expatriates; Indian nationals alone are around 35% of the UAE *

Silver Generation



Only 3% of Dubai's residents are 60+, yet that group grew 73% in four years; 1 in 6 people across the globe *

People of Determination



1.3 billion people, 1 in 6 of us, live with significant disability *

And, what is the value of ‘hidden’ communities to your brand?

Women



Women hold around 13% of all Middle East wealth *

Muslim



Muslim consumer spending, 2023; forecast to reach $3.36 trillion by 2028 *

Expat Communities



Personal remittances sent home from the UAE in 2025 (AED 115.7 billion) *

Silver Generation



People 50+ account for half of all global consumer spending *

People of Determination



Global disability market: people with disabilities plus friends and family *

THE ‘RETURN ON INCLUSION’:

$800 billion | $2.43 trillion | $31.5 billion | $35 trillion | $18.3 trillion


‘We’ve made
sure we serve
everyone.
All and each.'
Mark Pritchard,
Chief Brand Officer,P&G
CREATIVE EQUALS

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY



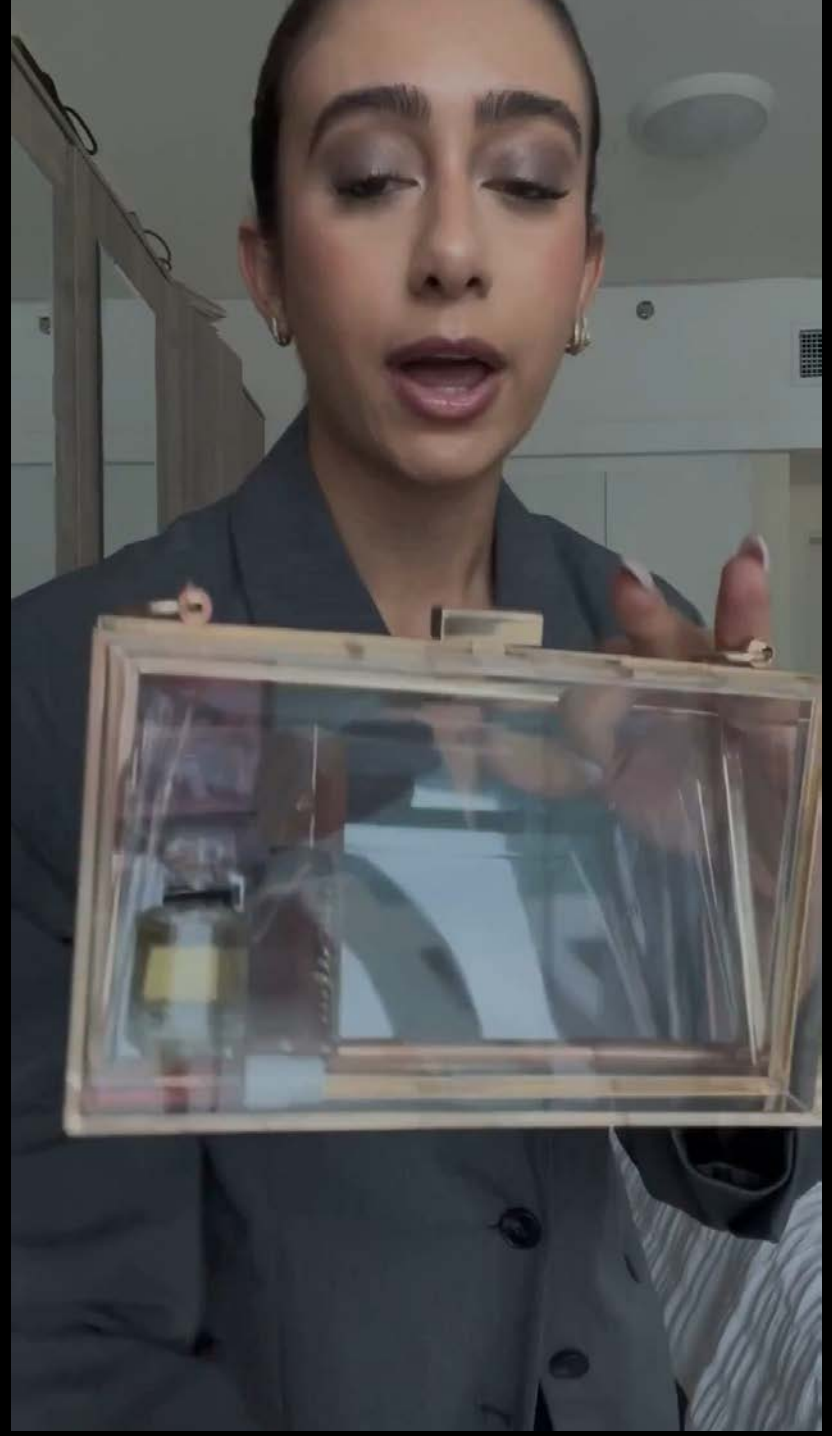




Saudia

ORGANON

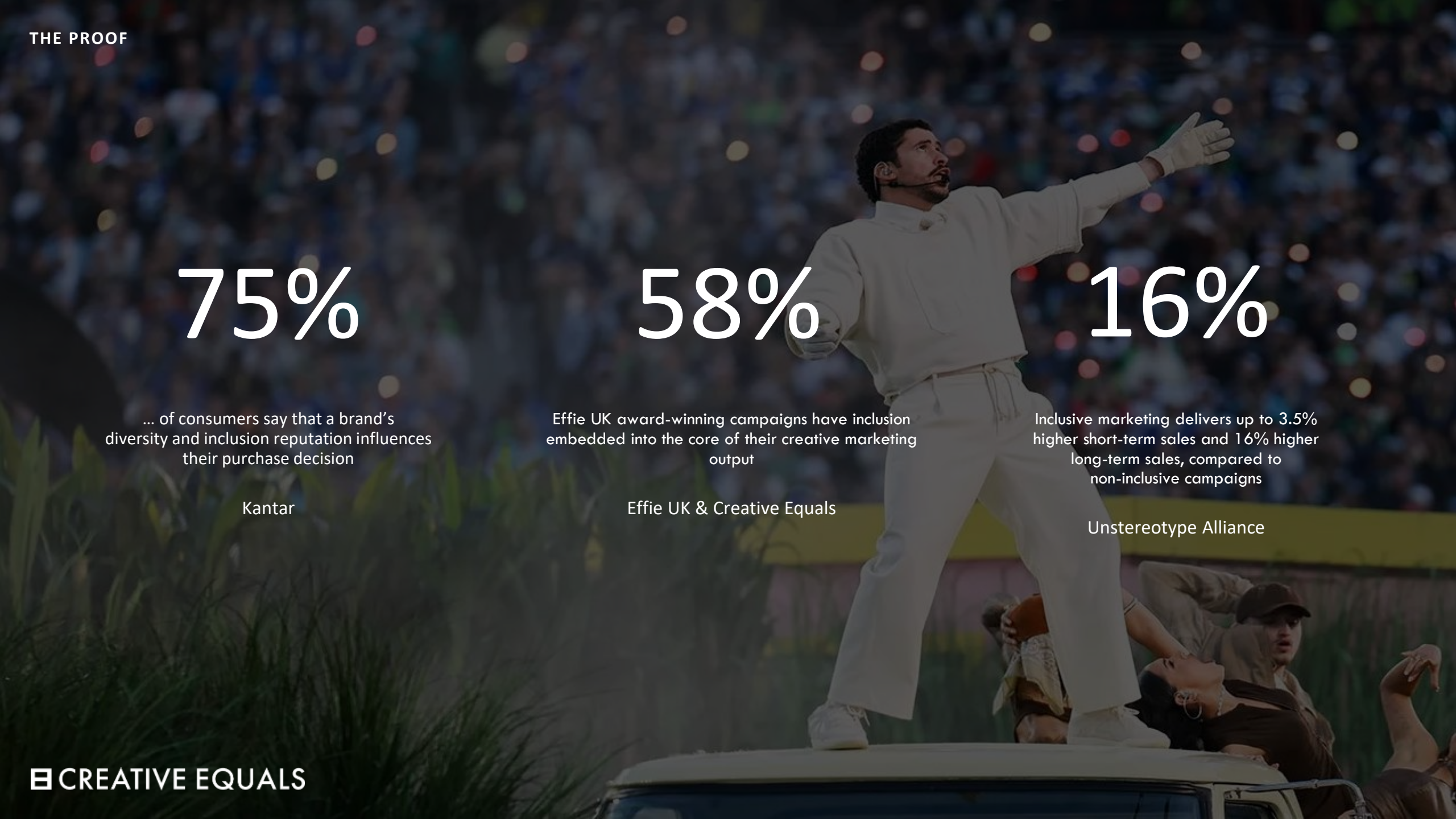
Wardāh
BEAUTY MOVES YOU



CREATIVE EQUALS

Nana





75%

… of consumers say that a brand's diversity and inclusion reputation influences their purchase decision

Kantar

58%

Effie UK award-winning campaigns have inclusion embedded into the core of their creative marketing output

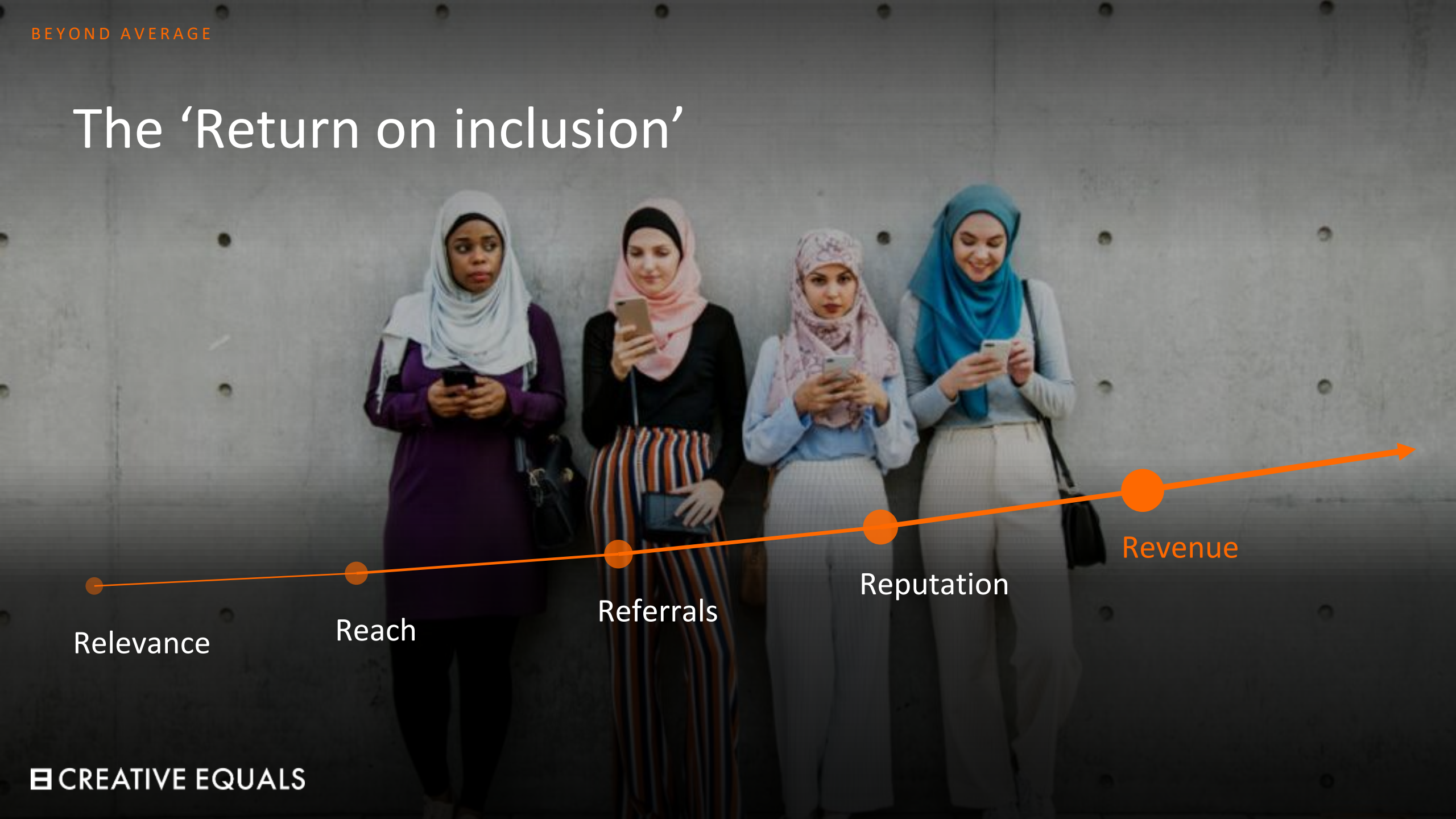
Effie UK & Creative Equals

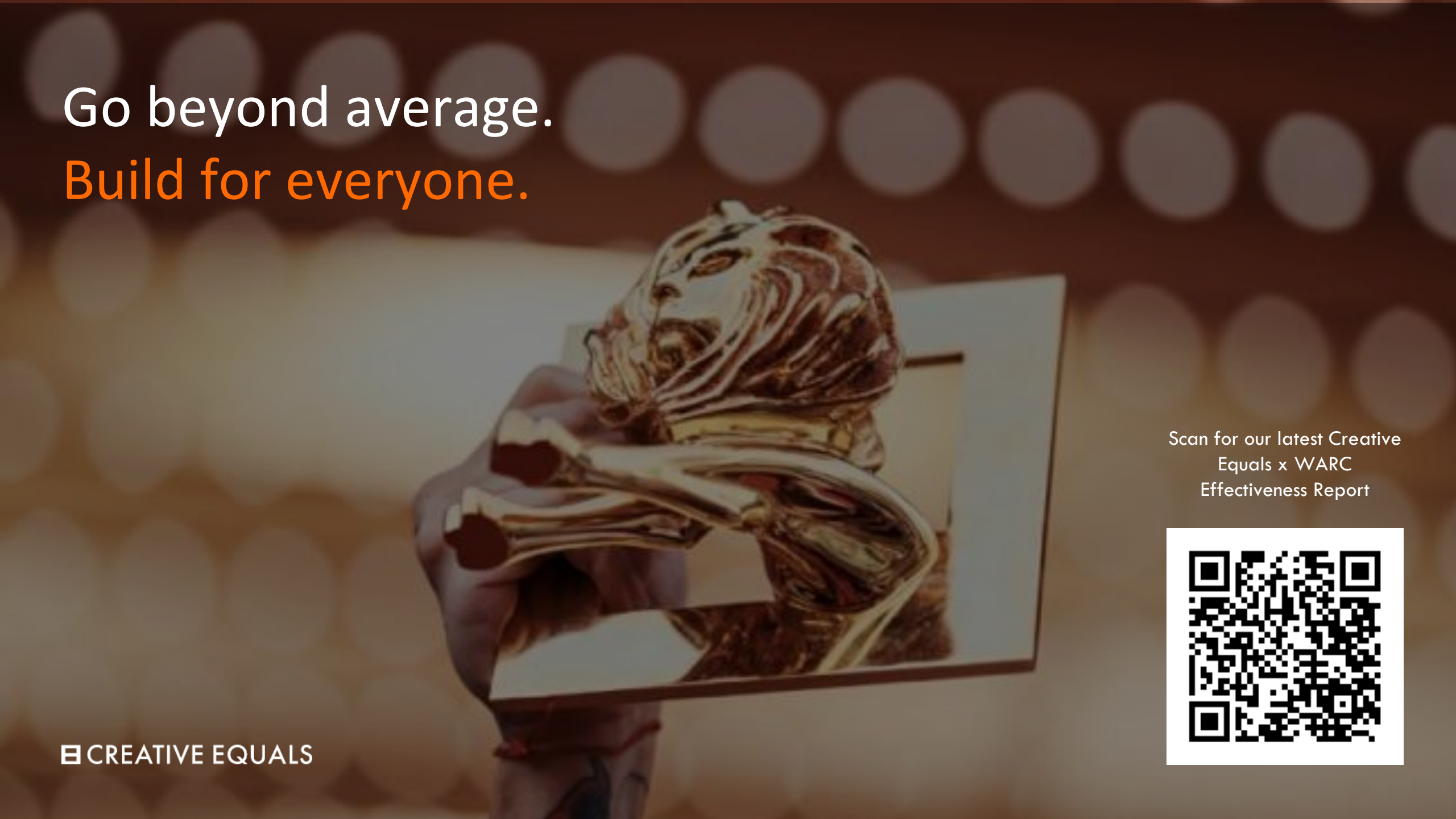
16%

Inclusive marketing delivers up to 3.5% higher short-term sales and 16% higher long-term sales, compared to non-inclusive campaigns

Unstereotype Alliance

The ‘Return on inclusion’




Go beyond average.
Build for everyone.
Scan for our latest Creative Equals x WARC Effectiveness Report
CREATIVE EQUALS