



## Raja Trad

Chief Executive Officer  
of Leo Burnett & Publicis Group of Companies, MENA

As CEO of the Leo Burnett & Publicis Group of Companies MENA, Raja Trad has witnessed advertising in the region undergo its very own Arab Spring.

"The momentous changes that have gripped the Middle East show us how important it is to embrace new and meaningful ways of talking to each other," says Raja.

His championing of online advertising has borne out this belief. The power of social media reinforces his own faith in a culture of collaboration, and he recognizes that the need for common ground, integrity and a commitment to creative excellence through Humankind ideas has never been so urgent.

"We must keep challenging our own preconceptions and create relevant advertising that connects with a people and a region that are redefining themselves. Through communication that touches hearts and minds, and by being eternal students of life, we can transform human behaviour."

Raja's 37 years in the industry have seen evolving partnerships with both local and multinational clients, and Leo Burnett MENA emerge as one of MENA's leading agencies.

In 2012, as part of the firm's commitment to new media, it acquired Flip Media, a leading digital agency network in the Middle East.

In June 2013, Trad's responsibilities as CEO of the Leo Burnett Group MENA were expanded to overseeing the Publicis Group of Companies MENA.

Over the past year, the Leo Burnett network was awarded:

### International Awards (up to August 2014):

- Cannes Lions: 1 Gold for du Telecom TV Campaign 'Too Depressing', 'Too Complicated' for LB Dubai. This is the first ever Gold Lion to be awarded for the MENA region in TV.
- One Show: Virgin Radio Print campaign "MJ/The Police/Nirvana" – Merit Award for LB Beirut
- D&AD: Silver Nomination for Virgin Radio Print campaign "MJ/The Police/Nirvana" for LB Beirut
- Adfest: 1 Silver for Mobinil Telecom Call Block TV Spot 'Laureate' for LB Cairo

#### And Regional Awards:

- Dubai Lynx-March 2014: 37 Awards (8 Gold, 9 Silver and 20 Bronze)
- MENA Cristal Awards:
  1. 3 Grand Prix, 10 Gold, 12 Silver, 23 Bronze
  2. LB MENA 'Network of the Year'
  3. LB Beirut 'Integrated Agency of the Year'

"There's a long way to go," says Raja. "But that's exactly what makes the journey worthwhile."

Since 1991 the number of professionals in the Leo Burnett MENA network has swelled from 120 to 700, while the network as a whole expanded from three offices to twelve – the Dubai headquarters, Amman, Beirut, Cairo, Casablanca, Doha, Erbil, Jeddah, Kuwait, Riyadh, Sulaymaniyah and an affiliate office in Algeria.

Publicis Group of Companies MENA, under Raja's responsibility, have 4 offices-the Dubai headquarters, Beirut, Doha and Kuwait.

"Do we rest on our laurels? Of course not. If there's one thing the long and distinguished history of our region has taught us, it's that change is inevitable.

"We're here to embrace it."