



Omobono

The Business
Agency

2017
EDITION



WHAT WORKS WHERE 2017

THE STATE OF B2B DIGITAL IN THE UAE

TOMORROW THE WORLD

B2B Digital communications now and next

INTEGRATION

The golden opportunity for marketers

THE AGILITY CHALLENGE

How to prosper in the digital age

THE DIGITAL ROADMAP

Your guide to B2B marketing excellence

About the research

For seven years, Omobono, the strategic, creative and technology agency for global business brands, has produced its annual What Works Where report: the widely read, and respected empirical study into the efficiency and effect of digital marketing in the business space.

The annual What Works Where report has surveyed more than five hundred senior digital marketing and business executives in multiple markets including the USA, UK, Europe, India and China. The analysis helps support the strategic and operational decisions of the business marketing community.

Contents

- 4** **Introduction**
Your guide to the future of B2B marketing in the UAE

- 7** **The era of opportunity**
In a land rich with potential is the UAE missing something?

- 11** **Adopt. Adapt. Accelerate.**
What more could digital communications be doing?

- 25** **Masters of digital**
How can your business better prepare for tomorrow?

- 39** **The road map to digital success**
Building effective B2B communications, with lasting business advantage.

“The business-to-business environment is becoming increasingly complex. Deeper understanding of what works helps bridge the gap between what we think of as influential, and what we can show to be truly persuasive. Businesses that can access and leverage this insight, enjoy a sizeable advantage.”

Francesca Brosan, Founder & Chairman, Omobono



Introduction

By combining sharp analysis of current digital activity in the UAE with deep understanding of global digital best practice, we have produced a road map to help progressive businesses in the UAE to prosper.

Our research was framed by a series of core objectives:

- Identifying the key marketing objectives and role of digital
- Gauge digital solutions used to meet these marketing objectives
- Establish metrics used by B2B marketers to measure ROI of digital investments
- Understand the fit between digital and local culture
- Reveal the most effective social media channels for B2B marketing
- Evaluate the right balance of in-house talent and external skills to deliver effective digital marketing programmes
- Identify the key challenges in B2B digital for the future.

What Works Where 2017 exclusively addresses the future of B2B digital marketing for the UAE. Where relevant, findings are supported by research across wider business arenas including the UK, EU and USA.

Omobono winner of:



**THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE**

Respondents

B2B Marketing Budget

84% 'directly responsible' and 9% 'significant influence'



In order to capture the broadest insights from a diverse audience, interviews were conducted across 12 industry segments including: Banking & Finance, Professional Service, Leisure, Transport, Consumer Electronics, Telecom and Automotive. This report combines online, face-to-face

B2B Digital Strategy

81% 'directly responsible' and 13% 'significant influence'



and in-depth interviews, and open-ended opinion from CMOs, marketing directors and the digital marketing heads of leading companies within the UAE.

It has been fascinating to compare attitudes to digital communications with insights

from more developed markets. The result of which allows us to identify a number of key learnings and opportunities that will help businesses across the UAE advance their digital capabilities, integrate their corporate communications, and prepare to make the most of the opportunities ahead.

This report seeks to address three key questions:

- 1** How is business reaching, engaging and winning customers through digital communications?
- 2** How should marketers work with internal and external resource to drive competitive advantage?
- 3** How can businesses within the UAE use digital to better prepare for the marketing requirements of tomorrow?

What Works Where 2017 reveals the passion, commitment and pride UAE businesses share. And, having advanced so far in so little time, what they must do now, to deploy the wealth of experience and leverage its full potential, in order to increase the business advantage.

The era of opportunity

“The UAE is rich in ambition and potential. This confidence has kept the country alert to the accelerating forces of global change and ready to reshape itself, beyond traditional forms of business, for the digital age.”

Hadley Newman, Managing Director, Omobono Middle East

84%

of respondents consider digital important to achieving their marketing goals. 16% believe it is critical. Clearly digital is believed to be an essential business tool in the UAE.

Attracting foreign businesses to its free-trade zones has been one of the UAE's strongest achievements. The Government of the UAE has also recently passed a new Companies Law and all seven Emirates have adopted measures to create a more favourable environment for foreign investors. The key cities of the UAE comprise of dynamic international communities that contribute to the attraction of large corporations relocating to the UAE. Strategically, the country is an ideal hub from which to target the flourishing GCC markets.

Ever since UAE vision 2021¹ was launched, the UAE has not merely embraced opportunity, it has literally reshaped the landscape. From harbours and islands to skyscrapers, commodities markets and deals, to the world's most progressive free zones, the scale and pace of progress into the digital economy has been unprecedented. A reality not lost on the 80% of Fortune 500 companies now present in the UAE².

For business, the opportunities to engage and to grow have never been greater or closer to hand. The challenge is for digital experiences to keep up with, and activate, the new landscape.

“Digital works well in the local market. It’s a natural fit with people’s lifestyles and ways of working. Brands that understand how and where – and why people use digital advance their recognition, promotion and accelerate engagement...”

Anisa Byrne, Director of Global Marketing, Providence

The UAE is home to one of the most mobile-friendly, digitally aware audiences on earth. According to Nielsen³, 78% of the population own at least one smartphone, with penetration for UAE nationals rising to 85%. Compare this with the EU for example, where smartphone penetration is not expected to reach 68% until 2018⁴.

Google ranks the UAE first in the world for smartphone penetration⁵, which matters to business because with digital technology now leading audience behaviour and expectation, it is clear that UAE residents are more reliant on digital services than ever before.

Such high levels of digital engagement encourage and sustain a growing social influence too. Indeed, much like the rest of the world, audiences within the UAE now frame their comments and shape their choices through online relationships and interactions, rather than first-hand experience. As this study will show, businesses that recognise this, and learn how to leverage these opportunities, stand to gain significantly.

However, this research reveals that such understanding doesn’t yet translate into the activities of the majority of businesses within the UAE.



Adopt. Adapt. Accelerate.

“Previous research shows, that integrating digital communications within marketing programmes, and the organisation, pays dividends – improving both effectiveness and efficiency for corporate brands. Grasping this is a key opportunity for marketers in the UAE.”

Ben Dansie, CEO & Founder, Omobono

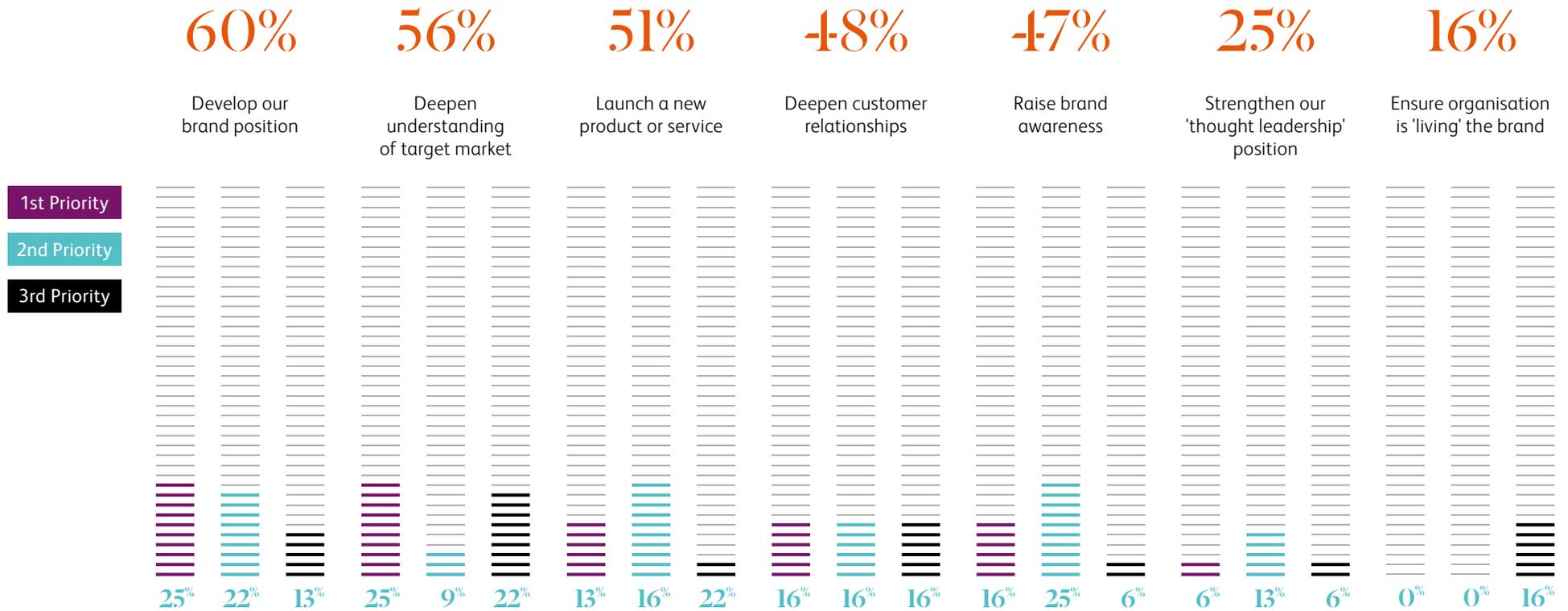
"A high literacy rate coupled with high internet penetration makes consumers in UAE ideal candidates for adoption of digital services. The UAE market has seen rise of multiple start-ups which are trying to provide convenience services via digital platforms in the recent past."

Senior marketing executive in the UAE

As a nation, the UAE is now innately digital, and increasingly social. To reach, engage with, and win the audience, businesses require a clear understanding of what people want, where they look for it and the digital channels they favour.

However, any digitally engaged audience requires digitally attuned businesses. Marketers must become at least as digitally shrewd as their customers. Firstly, developing a clear understanding of the audience's activities – itself a two-stage process, requiring the tools to track activity, and also the skills to analyse the results. And, secondly, focusing on the products, services, challenges and opportunities of greatest concern to their target audience.

Q. What are the three highest B2B marketing priorities for your organisation over the next 12 months?



For the majority of respondents, the key objective is to develop their brand position (60%). Gaining a deeper understanding of the market comes second (56%), with launching new products and services a close

third (51%). Customer relationships comes in fourth place behind these, (48%) suggesting that the market is very much in growth mode.

The role of social media is paramount to reaching these shared business goals, reflected by the fact that respondents list social media as the principle target for digital investment in the coming year (20%).

Q. In the next 12 months, how do you expect to allocate your B2B digital marketing budget?

“We are present on most Social Media Channels and use them frequently but we struggle with finding the right resource and tools to help us in understanding the utility of each platform a little bit better.”

Sana Parvez, Marketing Communications,
Saint Gobain

However, closer analysis of this same data set also reveals that high digital priorities - as recorded in What Works Where 2015 and 2016, including video, apps, SEO (7%/5%/2%) and mobile optimisation (2%) – hardly register with businesses in the UAE.

Such trends, identified by What Works Where over seven years, reveal that respondents in every market believe there are core digital channels that consistently deliver returns. Equally our research shows that adoption of new channels is always relatively slow.

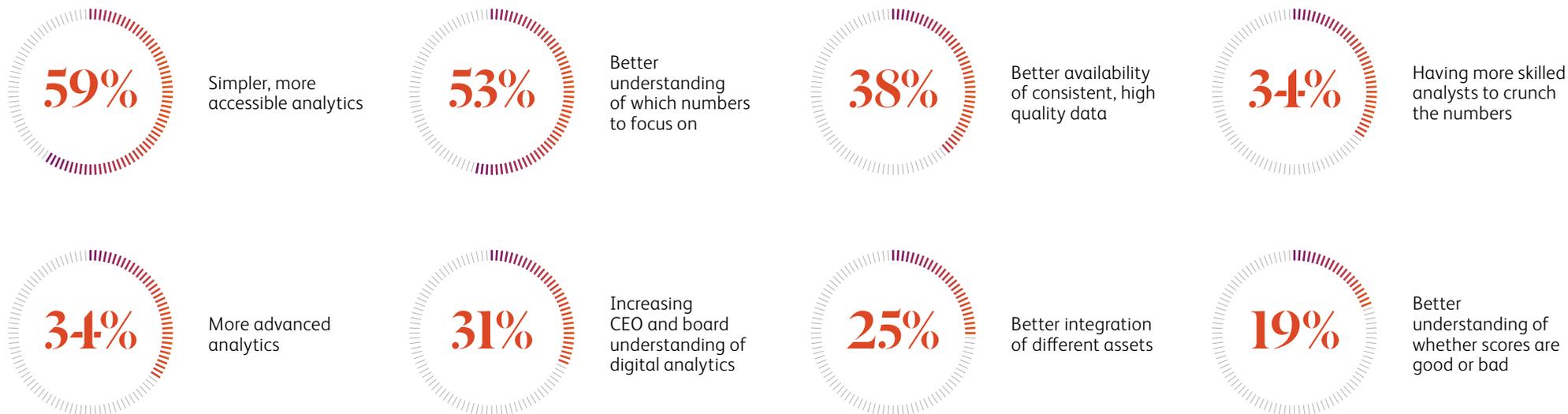
Regardless of the pace of customer adoption (the UAE being an interesting case of high penetration), marketers here continue to behave conservatively. Doubtless caused by the continuing challenge of understanding how best

to implement new channels within traditional campaign structures, and how to judge the outcomes.

Average budget allocation:



Q. How could the way you use digital data be improved?



To gain competitive edge through the use of emergent digital solutions, businesses need to focus their time and resources to evaluate the investment. But the research reveals this is a hard task.

As the on-going adoption of social media demonstrates, channel engagement and adoption fluctuates freely, frequently, and even through non-linear connections (word of mouth as opposed to advertising).

All of which creates significant challenges for marketers, as reflected in their desire to improve the way they use digital data.

Six in ten respondents admit to needing simpler, more accessible analytics. Almost as many seek a clearer understanding of the numbers they face. And, over a third would like skilled analysts to manage the data.

At the same time, nearly a quarter feel their existing assets need to be integrated more effectively and one in three respondents believe they need more advanced analytics and more consistent, higher quality data. As many believe increased digital understanding from the CEO or board is key to improvements in data usage.

Omobono's perspective, shaped by our experience working with senior corporate executives at the global level, is that only through the presentation of clear, compelling data can CMO's achieve the necessary buy-in across the organisation.

“The audience for digital in the UAE is growing at a formidable pace, and we have to respond by continually iterating our digital strategies through evaluating, modifying, and testing new variants. We have to improve on audience targeting.”

Anas Ebrahim, Marketing Manager, Elekta Gulf

Improvements desired in digital data usage:

B2B marketers are looking for simpler and more accessible analytics, guidance to help them identify which metrics to focus on, and more skilled resources to crunch data and provide access to advanced analytics.

Regardless of the evident digital enthusiasm across the UAE, businesses need access to (and control of) data and digital tools to understand the growing audience, identify their primary needs, and market to them more successfully.

Thirst for knowledge

With over 1,400 global development initiatives active in over 116 countries⁶ and as the 9th largest foreign direct investment (FDI) recipient in Asia⁷, the world is already turning to the UAE and the country has made exceptional advances as an economic force for change, and is eager to do business with the world.

This is the great advantage, and the greatest challenge for B2B marketing within the UAE.

Global interest is a high priority for the Smart Dubai Government Establishment (Smart Dubai Government or SDG), the technology arm of Smart Dubai - a city-wide initiative with the mission to make

Dubai the smartest and happiest city on Earth⁸. In 2000, the government began designing, driving, delivering and investing in the world-class smart services and infrastructure that leading business brands expect and demand.

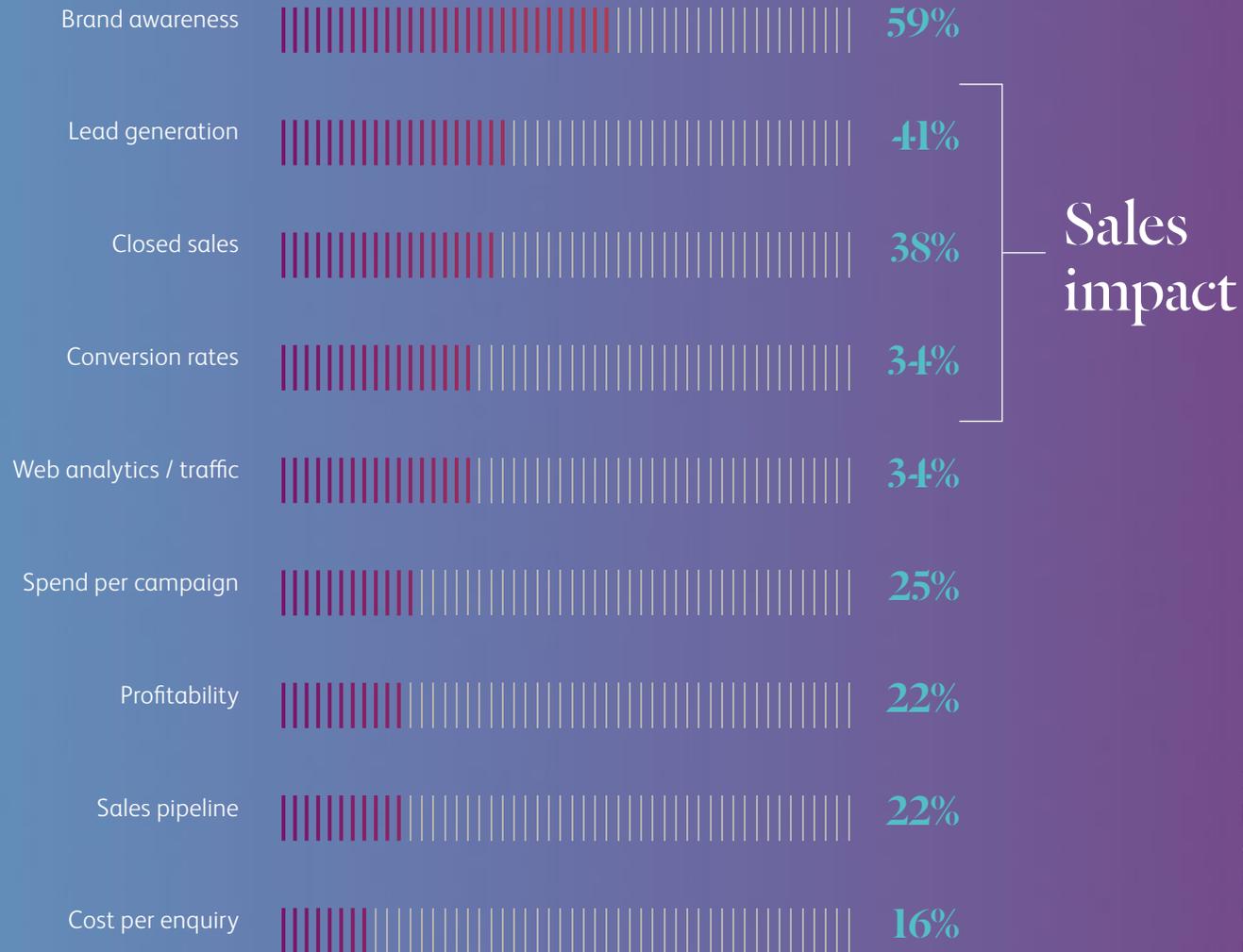
The SDG has set a high bar, but a bar that many businesses polled aspire to. There is a thirst for the knowledge, expertise and talent that will drive each business' own individual digital transformation.

“Businesses that can identify the channels of most value to their clients, and position their products and services there, will experience the most sustainable ROI. This sounds obvious to more experienced digital operatives, but it requires a very clear and detailed digital road map to initiate, support and bring to fruition in the mid to long-term cycle.”

Hussam Ghantous, Head of Strategy & Marketing, Electronics industry, UAE

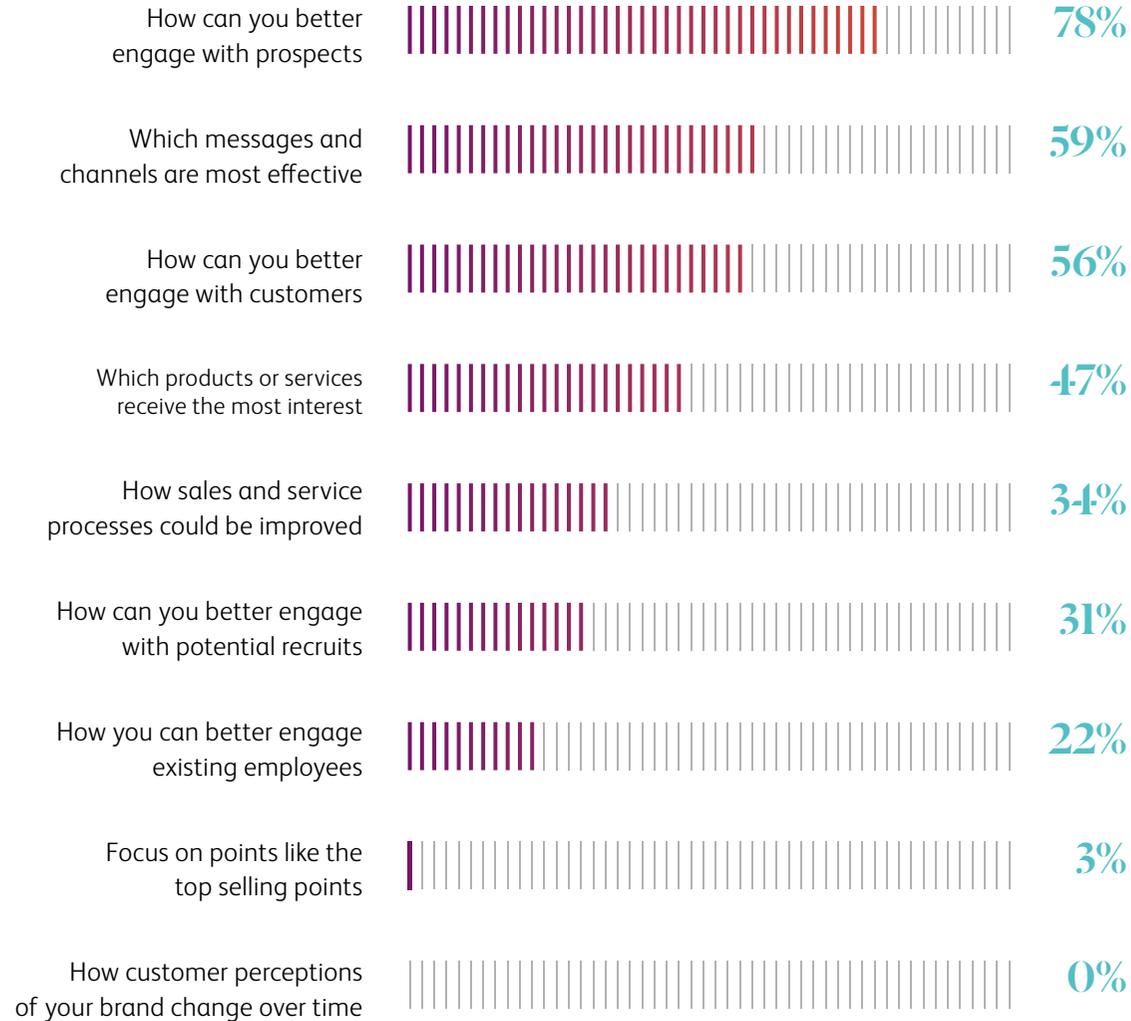
To compete effectively, UAE-based businesses need to know how they can best measure ROI against their digital investments. Our research shows that, understandably, most businesses currently focus their attention on sales and sales-related outcomes, and on brand awareness. Omobono's experience when working internally and externally with global business brands, particularly on positioning and messaging campaigns, is that when brand ownership is integrated across the business, there is a significant and visible contribution to the overall brand profile and performance.

Q. What metrics do you use to measure return on digital investment?



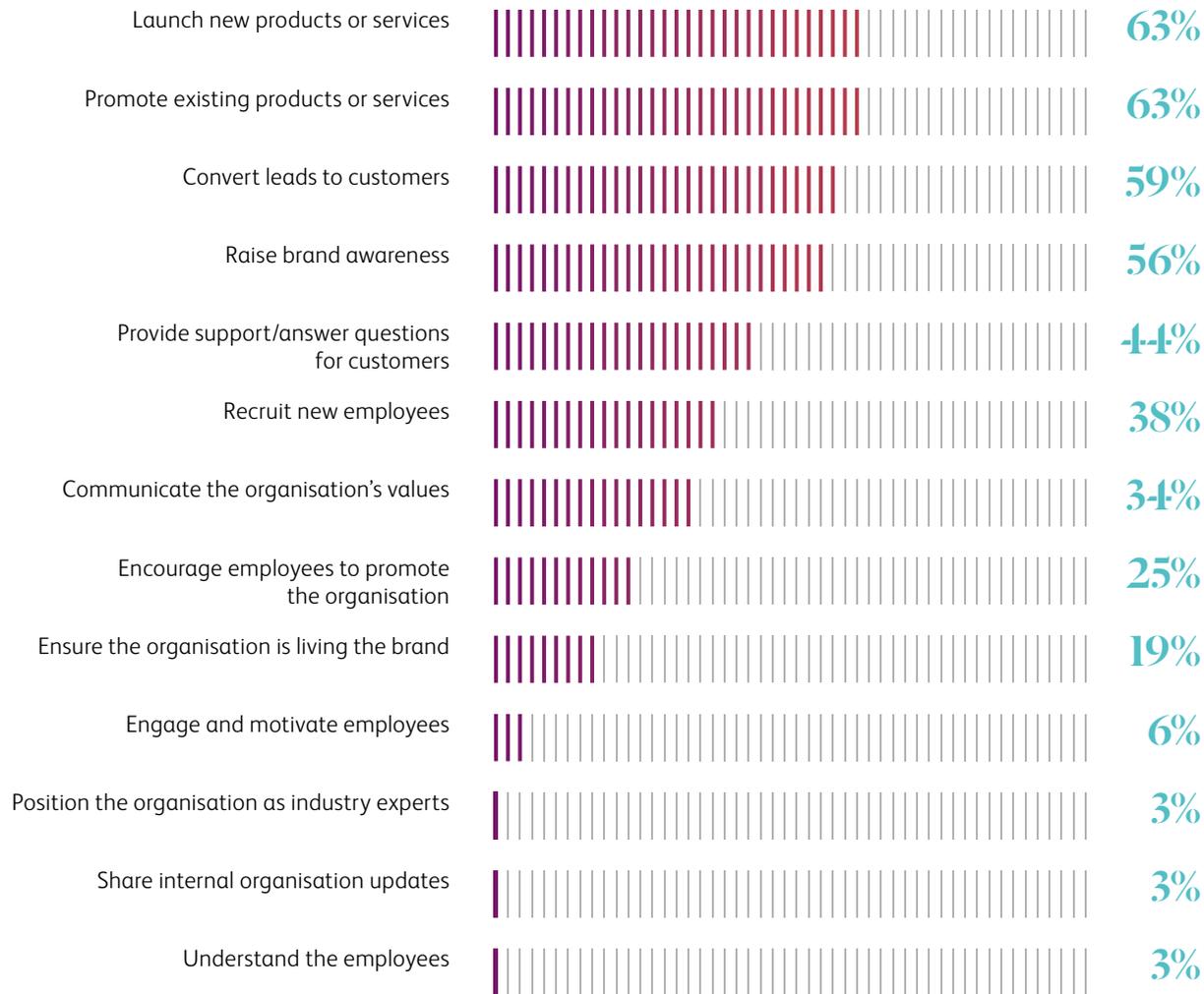
In terms of how they use digital data, businesses are looking closely at prospect and customer engagement. After this, interest centres on which channels and messages are most effective and which products and services most attractive.

Q. How do you currently use your digital data? To identify and better understand:



Strangely, although developing brand position is the priority for the businesses surveyed, none of the respondents in this research are currently using data to monitor customer brand perceptions over time. Setting benchmarks in this area, based on social sentiment, customer feedback and even community-based recommendations could provide a key mid to long-term advantage for those keen to track the promotion and impact of their brand image in the marketplace.

Q. Are there any tasks within your organisation that you think should have more of a digital component? In order to:



Data clearly has a role to play in the future to ensure measurement effectiveness. A majority of UAE marketers, from all business sectors, believe in the power of digital to play a greater part in future product and service launches, promotion of current offerings, lead conversion and brand awareness initiatives.

The commitment to digital progression is palpable but the research has also revealed that businesses lack the training to realise their ambitions, with several respondents commenting on the absence of suitable courses.

Employees are key to grasping the opportunity

One striking finding from the research is that the employee channel is not yet being used as powerfully by businesses in the UAE as it is in other markets. Ensuring the organisation is living the brand comes in as the lowest priority (at 19%) for marketers. This is in stark contrast to our 2016 (UK) findings, where 28% of marketers surveyed saw increasing value in the channel.

Nor are they particularly interested in using digital data to improve this situation. It is a current priority for only 1 in 6 respondents and only 3% identify motivating employees as a future priority.

“There are currently a lack of certified programmes available exclusively for digital marketing sub sets.”

Chirodip Basu Roy, Head of Marketing & Operations, Noor Bank

And here lies an opportunity for the UAE

For any business, especially those that are digitally active, today's employee enjoys a unique position. Surveys show they are now twice as trusted as their CEO's⁹. Not only are they increasingly accessible to prospects and customers, via brand owned and independent social channels, but - seen as both knowledgeable brand insiders and 'independent' individuals in their own right – they can act as highly persuasive brand ambassadors and advocates, introducing genuine benefits, providing essential information, and efficiently managing issues, where costly brand sponsorship and even celebrity endorsement struggles to deliver¹⁰.

In addition, as audiences and opportunities grow, digital marketing increasingly requires businesses to connect with additional cultures and to operate in unfamiliar languages. For many organisations, the thought of managing such complexity is, at best, overwhelming.

However, with advances in online audience sentiment analysis (such as IBM's Watson) or cognitive technologies and natural language interfaces (including 'chatbots'), reliance on multiple analytical experts is reduced.

The days are fast approaching in which well-structured social guidelines, protected by deeper cultural understanding and appropriate language insights, will allow brands to speak to the world with a distinct personality and with an entirely convincing voice. At the heart of this are the employees who represent the brand and interact with customers, particularly given the importance of social media platforms such as Facebook to UAE business marketers.

UAE based-businesses, eager to compete in a world where such gaps in learning are largely historic, must rapidly address limitations in technical, data insights and employee engagement if current marketplace advantages are to be secured.

¹⁰ <http://www.forbes.com/sites/eKaterinawalter/2013/10/15/want-to-find-brand-ambassadors-start-with-your-employees-2/#6bbf9c21ff6>



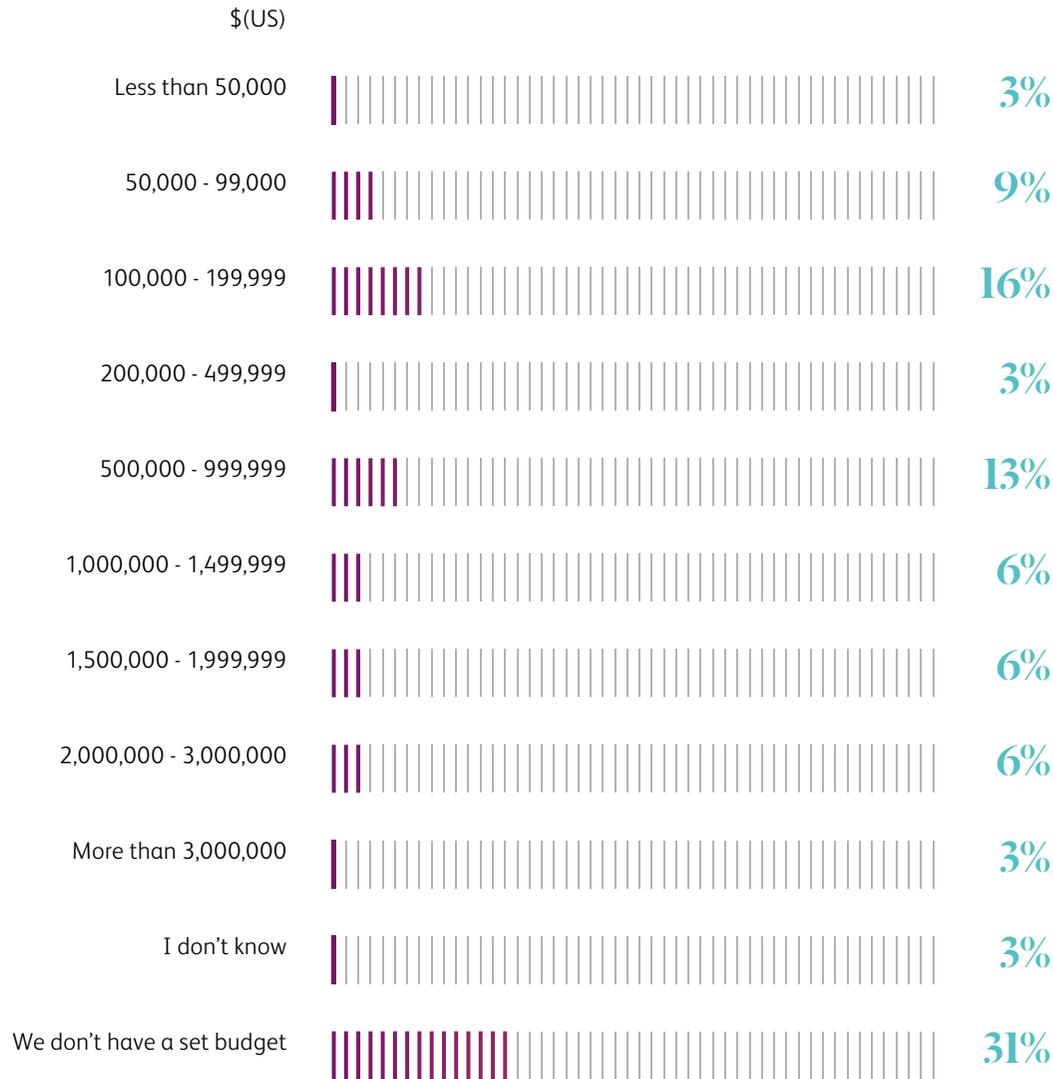
Masters of digital

“If you want to succeed at digital and keep succeeding, you need to be fast and agile. Digital continually reinvents the rules of competition. Everyone is affected. No one is immune. The only constant is change.”

Marcus Lambert, Chief Technology Officer, Omobono



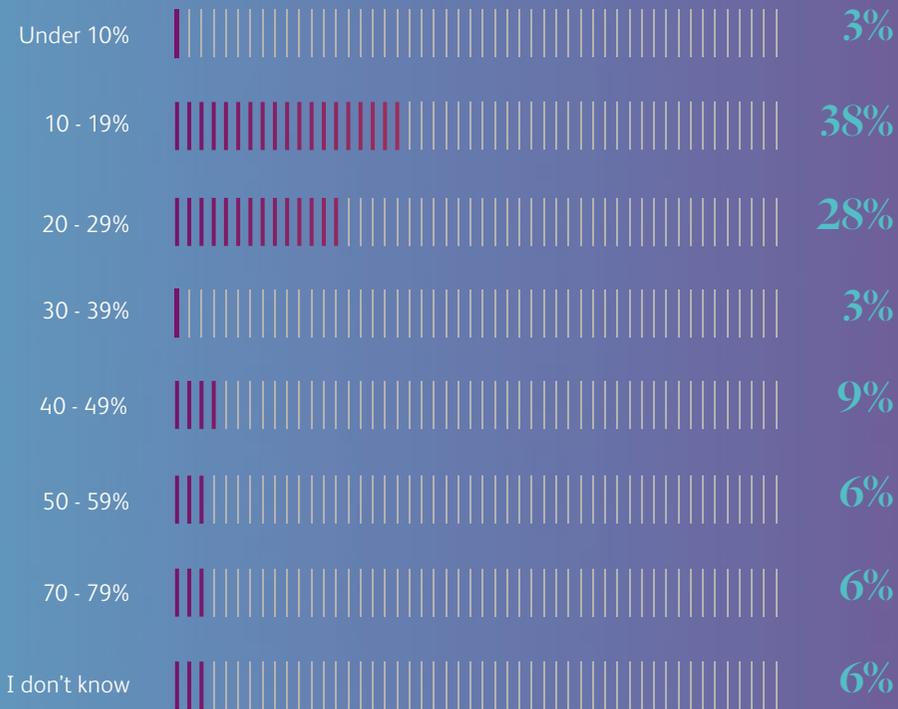
Q. How much is your organisation likely to spend on all B2B marketing over the next 12 months?



When it comes to mastering digital, businesses within the UAE still have room to grow. This begins with their existing marketing budget allocation.

On average, businesses that have a set marketing budget, plan to spend at least \$500,000US on digital B2B marketing in the coming year.

Q. Over the next 12 months what percentage of your B2B marketing budget will be invested in digital?



The percentage to be invested in digital, over the next 12 months, is noticeably low compared to other markets.

Q. What year-on-year difference, in percentage terms, is this level of digital investment compared to your 2016 digital spend?

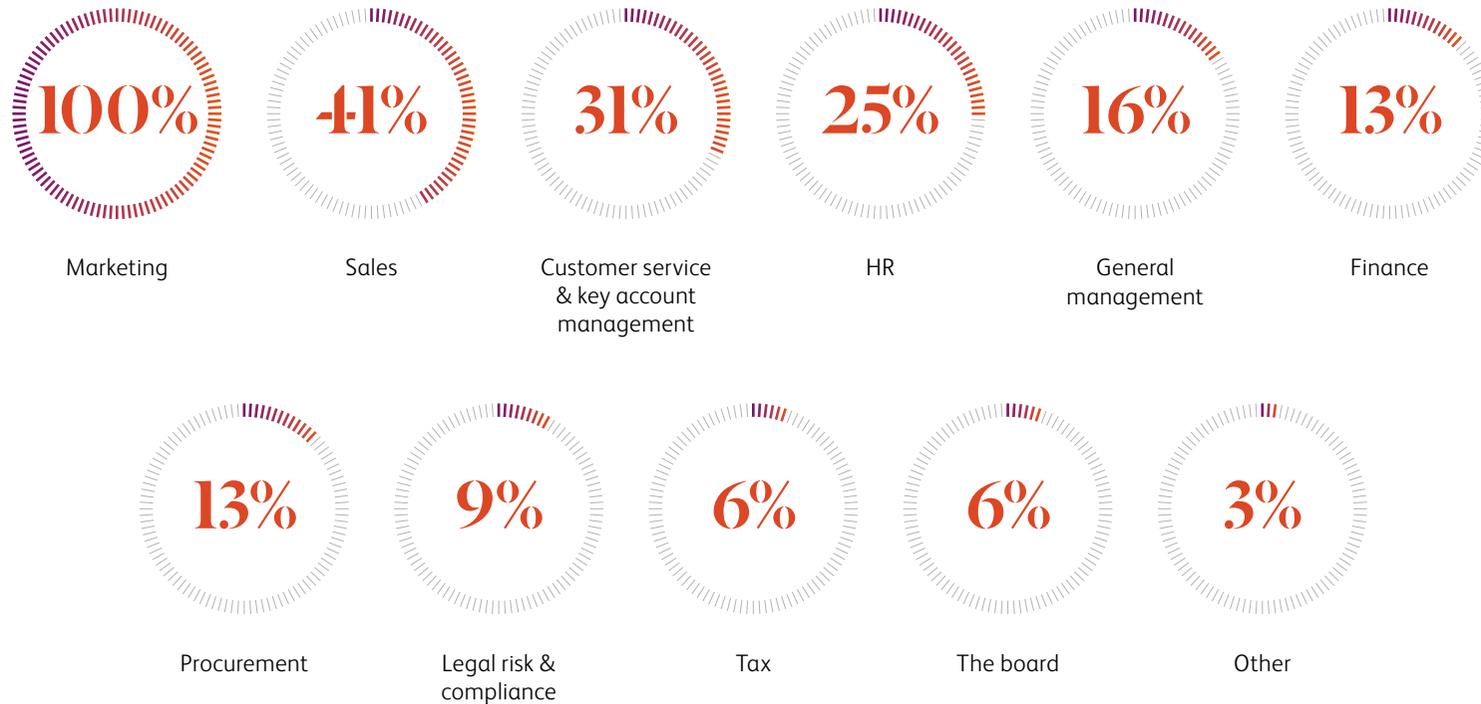
25.8%
UAE

VS.

55%
UK¹¹

With a planned 25% year-on-year increase in digital investment, the UAE has learned the importance of digital early. However, a common challenge to effective communications remains: how do you maximise the brand in a digitised world?

Q. Which departments in the business are the primary users of digital technologies?



Regardless of industry, marketing currently enjoys unassailable responsibility for digital operations throughout the UAE, followed by sales and customer services.

At first glance, this may prove a reassuringly familiar model, but What Works Where 2016 revealed a clear shift in operational thinking and application. The 2016 research focused on the UK, EU and the USA, the findings

show that marketing continues to lead in terms of responsibility (98%) however, HR has the second most powerful voice within the company (58%) and is growing in both responsibility and authority.



In WWW 2016, almost seven in ten respondents agreed that HR was now seeing the benefits of (on average) five years' investment in digital communications: with a growing influence within the company and a greater reach externally. In today's integrated, multichannel commercial markets, HR is no longer merely the internal voice of the brand, but is rapidly becoming the representative voice of the company for external partners and audiences alike.

This subtle shift in digital ownership - from marketing to HR - challenges traditional brand promotion and engagement, forcing many organisations to realise that a truly effective brand presence requires integrated conversations and marketing communications. Digital cannot remain the responsibility of any single function, or team, but is a resource best involving and best utilised by all.

It's an issue spotted by 31% of respondents who identified aligning their activities with other departments in the organisation as one of their key challenges for the future.

More experienced brands, including Omobono's clients, already embrace collaborative approaches to brand promotion, awareness, customer engagement and the long-term sales pipeline: Shell Oil Company communicates with prospects in ways

that reflect local and global challenges, and invite direct engagement. Accenture supports community outreach programmes, helping to boost brand awareness and interest. And Johnson & Johnson activate employees as online brand advocates, adding long-term value to their brand communications.

Much, if not all of this thinking will be revolutionary in less globalised markets. But for businesses in the UAE, these insights could deliver a step change in strategic thinking, and an operational advantage.

What we've seen happening over the past few years is an unprecedented rise in both the ownership of digital communications and the spread of communications from the HR function. Influence that had a direct impact on brand perception.

All of which suggests that UAE-based businesses might profit from a timely review of their own digital marketing communications strategy, to understand how efficiently the brand is being communicated, by which departments and key individuals.

Q. What social media channels do you use in your B2B marketing?



In a business environment as socially connected and engaged as the UAE, understanding the importance of an integrated and consistent approach to social channels will be of increasing value to the most progressive of organisations.

Social media, now well established in the digital marketing mix between brands and consumers, is typically characterised by brand-to-consumer and consumer-to-consumer interaction¹².

Customer fan pages, community forums et al, frequently set up to 'push' the brand via one-way messaging - have become centres for online audience interaction and expression. Consumers now choose these pages to share enthusiasms, to co-create, share their wants and even

news with fellow customers. Such pages are now recognised as key elements for much forward-thinking business brand communication, and are used by the most modern organisations to integrate and interact with both their customer base¹³ and their employees.



LinkedIn is the most effective B2B channel for 43% of marketers



Facebook allows 40% of marketers to reach widest audience



YouTube is increasingly being used for B2B marketing, particularly to drive engagement with new products and services.

“Businesses that understand the overt and covert social influences at work on their audience, are better placed to see and secure the competitive advantage.”

Hugh Billings, Lead Behaviourist, Omobono

Increasingly we are seeing a rise in the influence of social channels for businesses that compete on the global stage. Digital is an active component in every part of the organisation, from delivering against marketers' key challenges to improving the overall efficiency of brand communications.

In 2016's UK/USA research, we revealed the appetite for digital communications was increasing – while priorities seen in 2015 had diminished. Corporate websites still led (98% vs. 81%) followed by email (95% vs. 79%) with free social media ranked third (91% vs. 64%).

Clearly, businesses within the UAE need to recognise that the vast majority of organisations, in-market and beyond, are continuing to invest their trust in email - the most ubiquitous form of digital communications. This can only be seen as a positive opportunity to focus and improve their own communications on a channel that already exists and that is widely embraced and understood.

Conversely, social media engagement is also an essential part of brand positioning. Increasingly, organisations are looking for ways to develop more effective, more natural, routes of communication, in order to increase brand awareness, customer satisfaction, consumer engagement and, of course, sales. As such, paid social media is now a growing influence (54%)¹⁴.

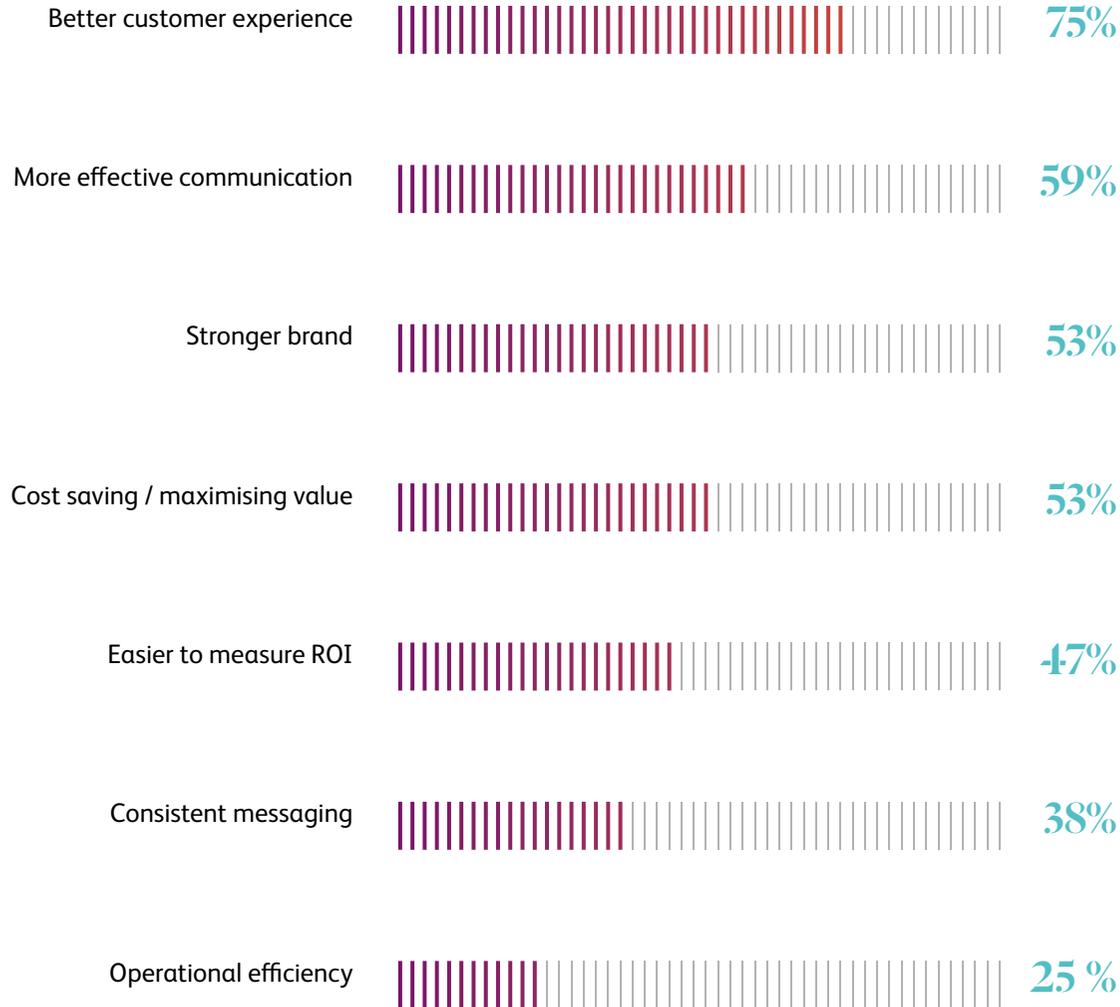
This year's research clearly shows that, whilst businesses in the UAE lack digital experience in some areas, the desire to learn and the attitude to transform enterprise for tomorrow is changing the picture at astonishing speed.

In addition to increasing brand reach, authenticity and audience acceptance, when combined and shared across the business, social monitoring provides key data to help explain: which channels and devices audiences choose, the products and services they're looking for, even the events, influencers and language that guides them.

What Works Where 2016 established that acceptance of the benefits of integrated digital communications grew by over 50% in the previous year.

In turn, integrated thinking and marketing recorded 31% growth in consistency of messaging (to 87%); a rise of 21% for effective communications (to 82%); and a 39% increase of brand strength (to 82%). All of which reduced the costs of communication by a healthy 12%, without harming efficiency.

Q. What are the main benefits to having digital integrated with your organisation's marketing communications?



Integration is a developing theme for the UAE, with 75% of B2B marketers believing that integrating digital with the company's marketing communication leads to better customer service. Digital integration is also translating into effective communication and cost savings, and building a strong brand.

As discussed previously, there is significant advantage to be had from speaking to audiences in their preferred language, on their chosen device and critically, the social channels of their choice. Fortunately, when it comes to advancing audience insight, the UAE is already awake to another critical influence, the positive impact of multi-lingual marketing messages.

“To target UAE audiences we are launching apps in native language and a bilingual website executing targeted campaigns.”

Salim Musa, Sales & Marketing Director, EMKE Group

But, for such insights to be efficiently implemented with greater speed, and over the long-term, businesses must first develop and strengthen the skills and capabilities of their own internal teams, and incorporate the latest learnings from third-party specialist services. Our research shows that the majority of businesses in the UAE lack both the skills and resources to efficiently address these critical challenges.

These are not new challenges. Management buy-in, acquiring the right skills and measurements, and identifying valuable third-party relationships are of concern in almost every country and/ or region. And speak, in large part, to the internal structure and long-term vision of the companies we have previously surveyed.

“A lot of niche skills [are] required in Digital Marketing and we can’t hire a new person for each skill, so we outsource the jobs. Convincing management is also a concern, as many are still from an old school of thought.”

Leading Director of Marketing, Dubai

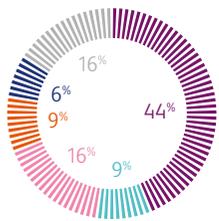
58% Appreciating the importance of digital¹⁵

49% Aligning objectives/ priorities¹⁵

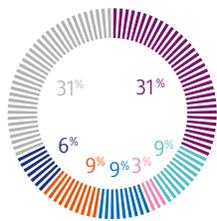
33% Lack of support from leadership¹⁵

Q. To what extent, if at all, do you outsource activity in each of the following channels to external agencies as opposed to doing it in-house?

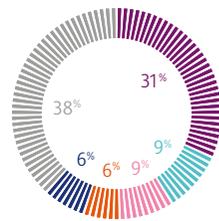
■ All outsourced
 ■ Mostly outsourced
 ■ Half outsourced, half in-house
 ■ Mostly in-house
 ■ All in-house
 ■ Don't know
 ■ Don't use



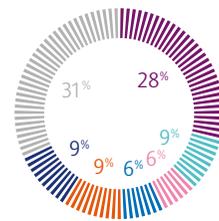
SMS / MMS



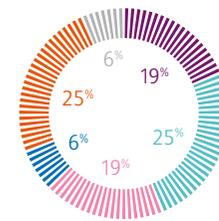
Online Video / Pod
Cast / Webinars



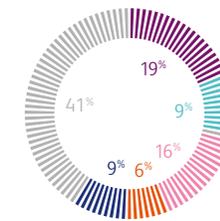
Display Advertising



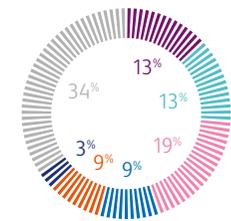
Apps



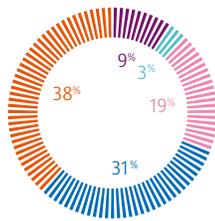
Website
Development



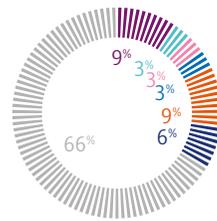
Pay-per click search
marketing PPC



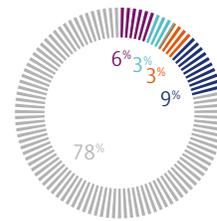
Search Engine
Optimisation (SEO)



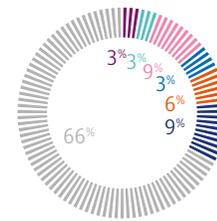
Email Marketing



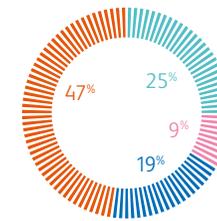
Microsite
Development



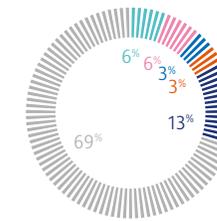
Affiliate



Mobile Optimisation



Social Media



Extranet

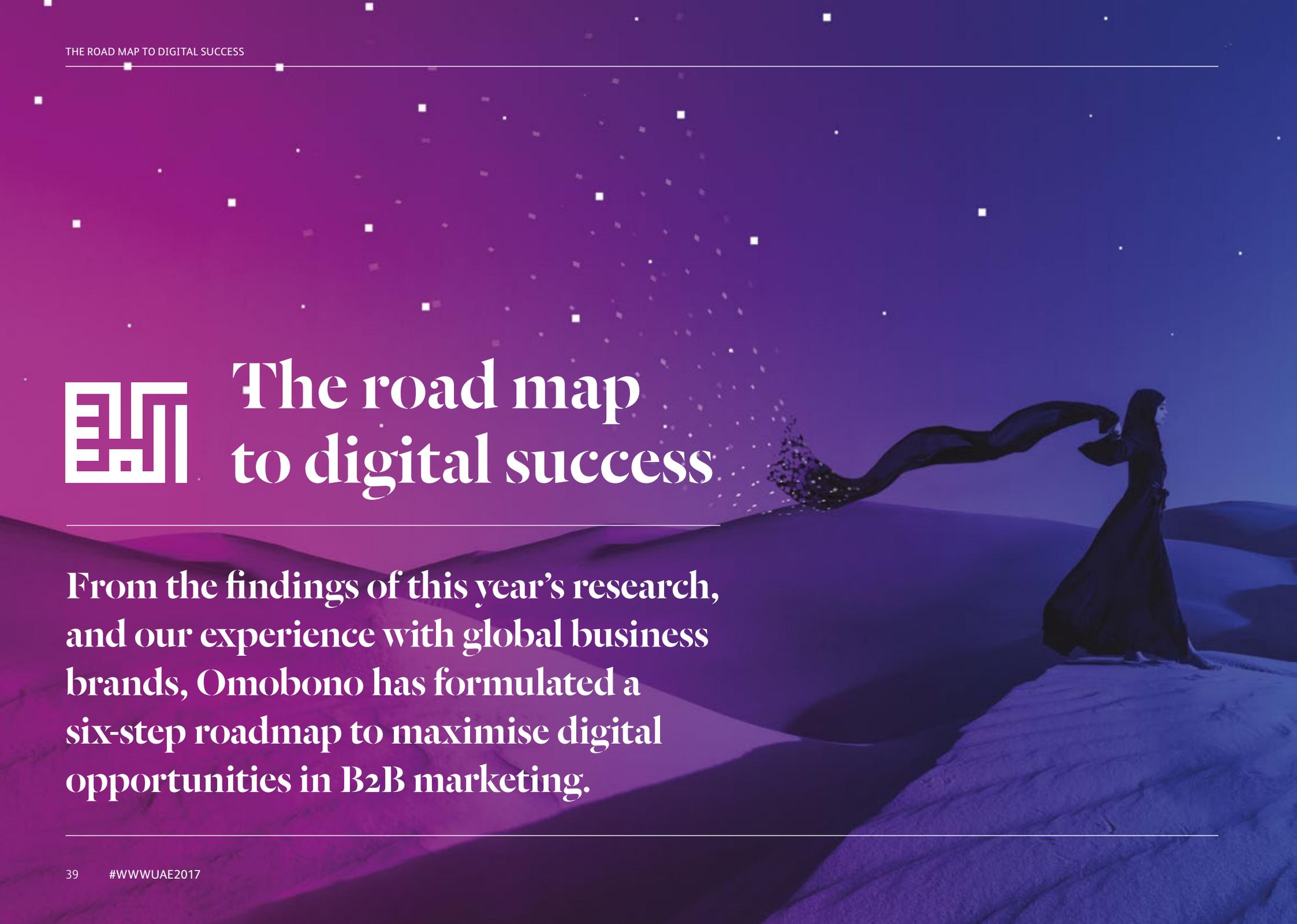
The most discerning of marketers seek agency partners with an inherent market presence, in order to maximise not only their technical and analytical expertise, but also their high-value understanding of specific audiences, behaviours, third-party influences and cultural insights, across the most relevant of channels.

Currently, companies within the UAE outsource an average of four principal digital marketing activities. SMS/MMS, Video (online/podcast/webinars), Display Advertising and Apps are the most frequently outsourced. Website development is a shared activity – with just over half delivered by external providers working

independently or in partnership with their clients. Meanwhile, day-to-day activities such as email and social media are handled in-house. However, our research also reveals that significant channels, increasingly vital in wider markets, are being overlooked.

Given the accelerated nature of digital engagement, it is alarming to note mobile optimisation is absent from 66% of UAE respondents' current communications mix. Furthermore, microsite development is also absent. And, even more worryingly, finding and validating the necessary external resources to support these actions is a trial for one in three marketers.

As with marketers the world over, the challenge is no longer about becoming an expert in all disciplines, but in how best to identify, bring together and manage the most qualified digital experts. Teams ready to deliver proven excellence across the board. Something, which may lack immediacy right now, but that in our experience, will become central to the ambitions of any business within the UAE, especially those with further aspirations.



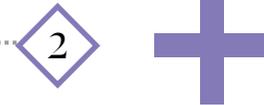
The road map to digital success

From the findings of this year's research, and our experience with global business brands, Omobono has formulated a six-step roadmap to maximise digital opportunities in B2B marketing.



Know your goals

Establish clear business actions, and align them to the metrics you need to monitor progress.



Grow together

Encourage company-wide collaboration – and lead by example. Integrated communications are shown to be more influential and more profitable.



Improve your skills

Focus on the right training for the tools at hand – not just on hiring talent, or acquiring the latest technology.



Build ambassadors

Empower and help your workforce to promote the brand.



Be more social

Learn to deploy social channels more effectively – and always think local language first.



Experiences count

People today want seamless journeys that enhance their real lives and add value to their digital experience. Successful brands learn how to connect the two.

In the digitally connected age, advantage is gained and lost in an instant. To survive, and to thrive, UAE based-businesses, that currently enjoy the market advantage, must stay ahead of not only familiar rivals, but also the global competition.

This report aims to help UAE based-businesses maintain the advantage by providing insights into how marketers can extract the maximum value from digital tools and channels.

For any advantage to be of lasting value, businesses need to train and equip employees with the skills and tools to identify, engage and communicate with the audience, in the most timely and appropriate ways.

Of course, tomorrow is always unpredictable.

However, by benchmarking today's activities against international markets, UAE based-businesses can be sure of two things. Firstly, audiences will decide which channels and devices work best for them, and when and where to consume content on them. Brands that do not embrace this reality, will struggle to build rewarding customer experiences and profitable relationships.

Secondly, despite advances in technology and format, people are still people. Brand engagement, promotion and purchasing will continue to be shaped by emotional responses. Experiences that delight, excite and reward are critical to influencing these judgements. Businesses that recognise this, and that operate within the UAE, are well placed to trade from a position of strength. All that remains is an increased commitment to innovation, agile thinking and a confident outlook. **These are attributes that the UAE communicates with abundance.**



Omobono

The Business
Agency

With seven years' deep analysis of global digital marketing patterns, and more than fifteen years' operational experience with global brands, Omobono is ideally placed to assist enterprise in the UAE to tackle these challenges.

For further research data or to discuss how Omobono can help you maximise the effectiveness of your digital activities, please contact:

Hadley Newman

Hadley.newman@omobono.com
+971 555 383 714

5th Floor, ONE JLT
First Al Khail Street
Jumeirah Lakes Towers
Dubai, United Arab Emirates

BACKGROUND: Interviews for this report were conducted during Q4 2016 and Q1 2017 in partnership with Radius Research.

Let's go to work