



Middle East business intelligence since 1957

## MEED Magazine

### Case Study: Tamouh



*Tamouh, a leading property developer, known for its flagship project in Abu Dhabi, Reem Island*

**Objective:**

To launch Tamouh's new corporate identity  
To increase their corporate brand presence

**Target:**

High net worth individuals, investors and financial institutions

**Idea/Mechanic:**

The creative mirrored the larger campaign launch for Tamouh

**Testimonial:**

"The campaign was a resounding success resulting in Tamouh reaching its target audience and resulting in general awareness of the brand, mindshare and curiosity about the brand and its investments."

**Samia Bouazza, Director of Marketing & Sales,  
Multiply Marketing Consultancy Services**

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## Case Study: Qatar Islamic Bank



***Fourth largest bank in Qatar's total banking sector and number one in Islamic banking in Qatar with nearly 30 billion QR in assets. 33rd biggest banking company in the GCC***

### **Objective:**

To reinforce the new brand identity  
To develop strong and consistent market presence

### **Target:**

Senior investors, key decision makers from the Middle East

### **Idea/Mechanic:**

Heavy-weight print campaign with 27 pages of print advertising in 2008

### **Testimonial:**

"We have done a thorough research end 2006 to identify the magazines that we will advertise in, in 2007. MEED magazine was the first one we have selected for our Bank. The high profile of the magazine, the excellent and sharp content makes it a must read by senior level executives and this fits perfectly with our target audience. We were sure that MEED will contribute to raise our profile and increase our bank awareness level in the GCC among the target group. I was already approached by senior Qatari executives who were impressed that a Qatari Bank is regularly advertising in MEED. Signing a yearly deal with MEED to be almost every week in there was the right thing to do for Qatar Islamic Bank. I am sure this deal is just the first of others to follow."

**"Chouaib Othmane, Head of Marketing & Corporate Communications Investment,  
Investment Banking & Development**