



WHY CLIENTS HIRE US

Our name is what we do.

Proximity means bringing people and brands closer together.

At Impact Proximity we make brands more valuable to people. And people more valuable to brands.

We dig deep into consumer insight to create powerful creative ideas that makes "the brand more valuable to people".

We leverage our origins in direct marketing and CRM to "make people more valuable to brands". By using data and managing the relationship between the consumer and the brand we create value for our clients.

And the closer the relationship between a brand and its consumer the more valuable it becomes.

WHO WE ARE

Impact Proximity is part of Proximity Worldwide, the most awarded digital direct and CRM global network. A network with 67 offices in 50+ countries and over 2,500 staff.

WHAT WE DO

OUR CORE COMPETENCIES

Digital	Search
Social Media & Mobile	Customer Segmentation
Data & Analytics	Direct & Database
Branding	ECRM
Activation & Sales Promotion	Shopper

KEY FACTS

- Founded in 2001
- Regional personnel headcount: 55+
- Headquarters: Dubai – UAE
- Website: www.impactproximity.com
- Subsidiary of the OMNICOM GROUP

WHO'S IN CHARGE

- Dani Richa, Chairman & CEO MENA /Pakistan
- Douglas Palau, Managing Director
- Oussama Gholmieh, General Manager
- Ercole Egizi, Creative Director

REGIONAL CLIENTS

Our integrated approach to digital marketing drives the nature of our client relationships. We strive for long-term, close business partnerships that are strategically challenging and creatively rewarding. Impact Proximity currently works with some of the world's leading brands:

MERCEDES-BENZ	BLACKBERRY
P&G	MARS
GILLETTE	HP
JOHNSON & JOHNSON	EMIRATES
PEPSICO	VISA

AWARDS:

- Most Awarded Agency Network
John Caples Awards
2006, 2007, 2008, 2009, 2010, 2011
- Most Awarded Agency Network
DMA Echo Awards
2006, 2007, 2008, 2009, 2010, 2011
- Winner of The Won Report
2007, 2008, 2009, 2010