



THE MARKETING SOCIETY GCC AWARDS SUBMISSION 2025

[Al Masaood Group]
[Best Team Award]

This entry was submitted by **Masaood Group** dated on [29 April 2025]

THIS TEMPLATE IS FOR THE **BEST TEAM** CATEGORY

Executive Summary (500 words maximum)

At Al Masaood, Marketing & Communications isn't just a department—it's the heartbeat of the Group's business transformations and success. Our Marketing and Corporate Communications team, affectionately called **"The Makers of Results,"** was born in 2018 as a small team. Since then, we've grown into something truly special, a team of executives working as trusted partners, a creative powerhouse, and a team that delivers actual business results.

In the face of constant change—from AI disruption to the rise of sustainability—our team has stayed ahead by being curious, brave, and grounded in purpose. The team's biggest milestones lie in strategy, with an effort to host ideation sessions and strategy orientation sessions to brand and communicate a clear and succinct strategy at the Group's main verticals, Mobility, Industrial and Property. Falcon 2.0, the mid-term strategy for Al Masaood's Mobility vertical, Project Leap for Al Masaood Corporate, Project Tajdeed for Group Industrial, are all strategy examples aiming to position Al Masaood as a leader within its segments. Through the unveiling SHAMS+, the region's first solar-powered station at COP28 to the Global launch of the All-New Nissan Patrol, we've shown that marketing can drive innovation, not just reflect it.

What makes this team truly special isn't just what we do, but how we do it. We operate with low egos, open minds, and a shared belief that true results happen when creativity meets purpose.

And the results? They've followed.

We've grown our PR Value over 370% in a period of six years – from when we started the department back in 2018 to 2024. Our social presence has also seen substantial growth – with our LinkedIn followership rising by a whopping 1077% over the same period. We created campaigns that are not only award-winning but deeply meaningful.

Internally, we're recognised as the most effective support team in the business. Externally, we've earned the trust of our partners, media, and community. And day by day, we're proving that marketing can be a driver of real change—not just in business, but in society.

In short, we don't just run campaigns—we build meaning. We don't just follow trends—we set them. And we don't just work together—we believe in each other.

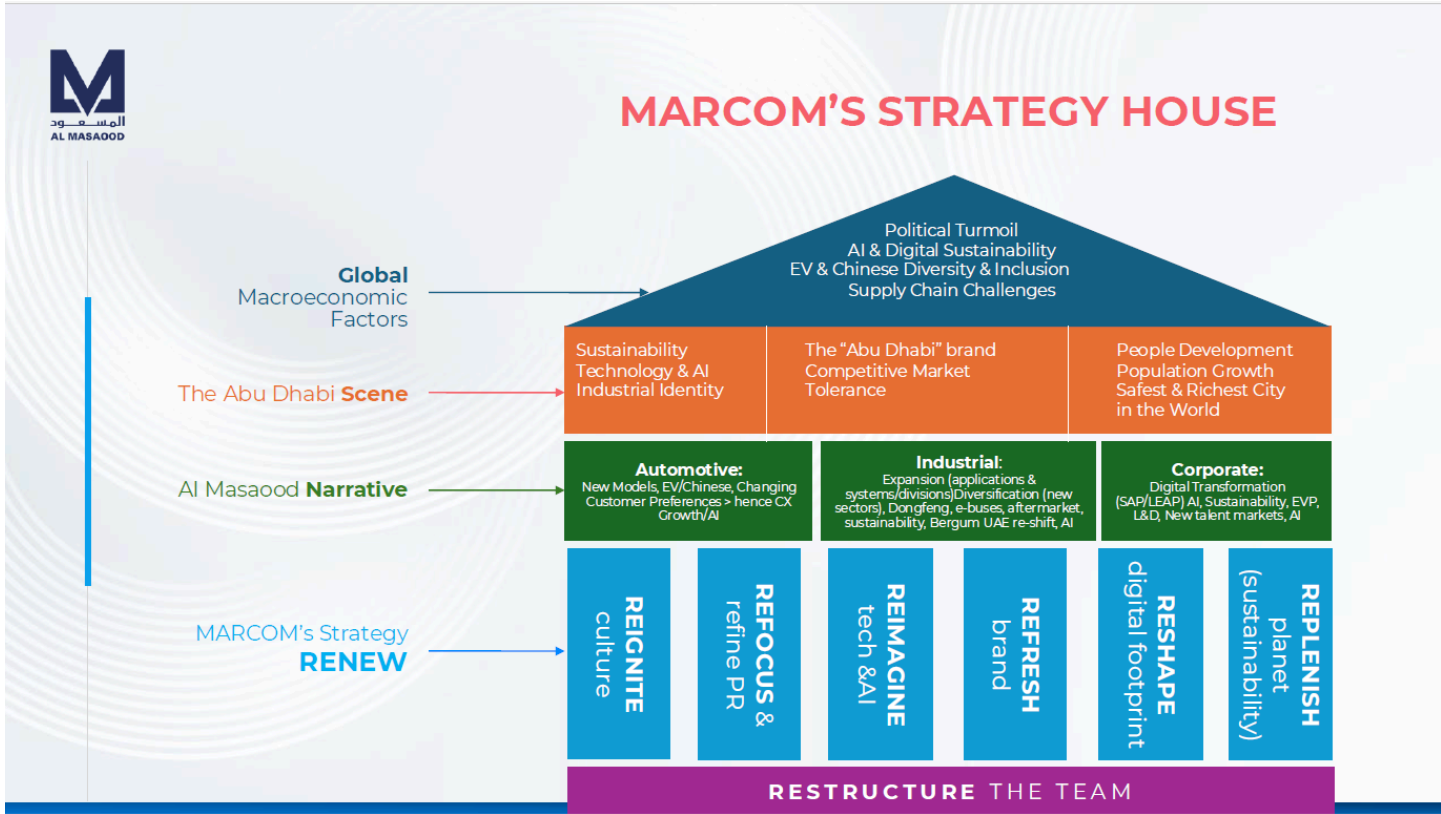
SUBMISSION (2000 words maximum, headers and references don't count)

- **Tell us your story – why is your team a super team? What have you achieved above and beyond the day job? Max 20 points**

Our story at Al Masaood began not with strategy decks, but with a vision. Our vision is: To be the authentic voice and creative force behind Al Masaood's future, crafting impactful narratives, building meaningful connections, and elevating the Group's reputation. We are not just marketers; we are storytellers, connectors, and change-makers fuelled by passion and creativity.

We began the year with a Strategy House built on six pillars that encompass all aspects of our work. Anchored in "RENEW", our strategy spanned six core areas: Reignite Culture, Refocus & Refine PR, Reimagine Tech &

AI, Refresh Brand, Reshape Digital Footprint, and Replenish Planet Sustainability. These pillars reflect our commitment to innovation and purpose, demonstrating how we continuously evolve and adapt to meet the needs of our customers and community.



We've grown both professionally and personally. Many of us have advanced from junior roles to strategic positions, showcasing our culture of empowerment. In the department's tenure of 7 years, the retention rate is 5.6 years for members, the highest at the Group. All Managers at the team have received their promotion from within based on merit. We prioritise mentorship, continuous learning, and developing in-house talent.

To reinforce our commitment to growth, team members are enrolled in executive education programmes, including NYU's Leadership courses and Hult-Ashridge's middle management leadership training. All our team members have also undergone employee coaching with Dr. Corrie Block, the UAE's Number 1 coach.

The strong cohesive culture that we have nurtured among the team has supported our agile work, making silos non-existent and rallying the team around one goal. As a team we achieved impressive results in 2024:

HERE ARE OUR DELIVERABLES IN 2024

Total Campaigns: **Internal:** 34 campaigns | **External:** 29 campaigns



01

Totals on PR

- o AED 279,074,796 in Media Value
- o Media reach of over 38 million > 15% growth YoY
- o 73 press releases
- o 43 news features
- o 15 panel discussions

02

Social Media Updates

- o Meta: 74.2% followership growth
- o Instagram: 10% followership growth
- o LinkedIn: 20.4% followership growth
- o X: 6.32% followership growth

03

Total on Website Updates

- o 161,000 total users
- o 163,000 total new users
- o 453,000 page views
- o 314 blog updates
- o 73 press releases updates
- o 54 media gallery updates

04

Total YouTube videos/ Videos Created

- o 83 Videos

05

Total number of exhibitions and roadshows

- o 18 exhibitions and road shows

06

Total number of Product Launches

- o 12 product launches

07

Total number of Awards

- o 41 Awards

08

Total Number of Internal Newsletter and Circulars

- o 141 Newsletters and official Circulars

09

Total number of MARCOM Monthly Reports

- o 12 comprehensive MARCOM Report by monthly

10

Total number of Topical Days

- o 33 Topical days

A highlight of our achievements in 2024 is the 15% growth in media reach, showing our efforts to reach new audiences and amplify our coverage across various publications. We also sustained our earned PR Value growth despite heavy media monetisation and a strong push towards paid media. We continued our tangent of growth on social media, recording an average growth of 28% in followership across all our platforms.

The team cohesively worked on the Global Launch of the Nissan Patrol. This multi-channel campaign (print, online, radio, podcasts, TV) showcased Al Masaood's perspective, Abu Dhabi's unique link to the Patrol, and our contribution to its legacy. The PR coverage was impressive, turning in a 10x ROI on the media budget—in just three days.

Building on this momentum, the team successfully introduced the INFINITI QX80—one of the brand's most anticipated models—through a major showroom event in the capital for media and customers.

We also played a strategic role in supporting new business ventures within the Group. We helped establish and brand Al Masaood Equipment Rental via a B2B awareness campaign across trade media and digital platforms, raising its profile in the business community.

AL MASAOOD EQUIPMENT RENTAL WEBSITE
masaodequipmentrental.com

Our Products and Services

About Us

News

Serving the Middle East with Equipment Rental Excellence

Al Masaood Equipment Rental, we offer a wide range of rental solutions.

Our fleet is always up to date with the latest equipment to serve all industries. We provide short-term rentals and long-term options for all of your equipment needs. Our services cater to the construction, oil and gas, events industries, and more.

About Al Masaood Equipment Rental

Al Masaood Equipment Rental is a leading and prominent provider of high-quality, reliable rental solutions in the UAE and the wider Gulf region.

The company's strong dedication to Al Masaood Group's mission - creating positive financial and social impact - is reflected in the quality of the services it offers and the support it provides to its customers. Al Masaood Equipment Rental offers a wide range of equipment rental solutions, from construction equipment to event equipment, and is committed to providing the highest quality of service to its customers.

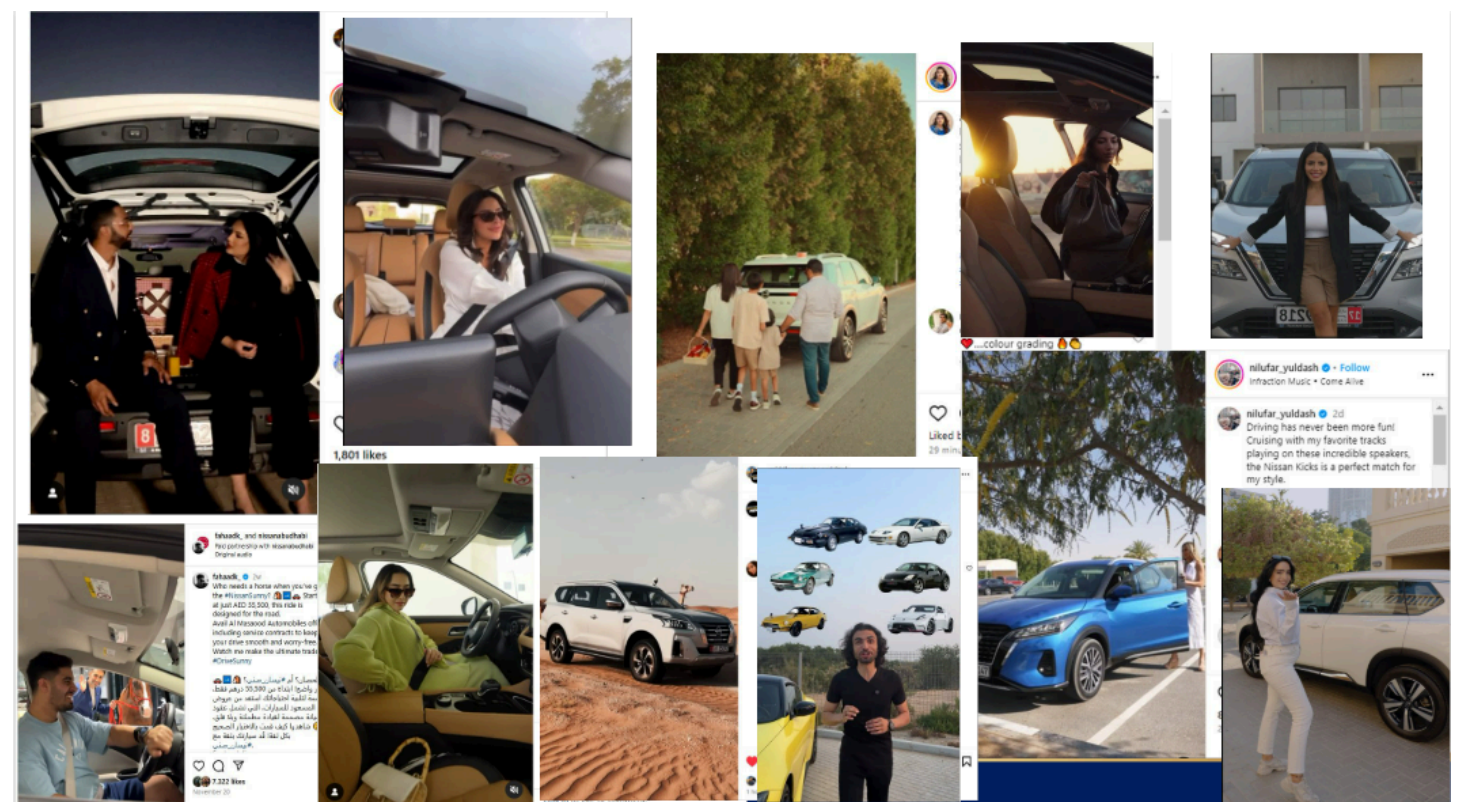
Customer Centricity - Normalization, Operational Excellence

Al Masaood Equipment Rental provides event solutions.

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Throughout 2024, we executed 43 events, including the year-long Stars Award programme, featuring the launch of an online platform for 3,000 employees and a celebration at ADNEC for over 2,000 attendees.

On the influencer front, we coordinated over 60 test drives and collaborations for Nissan - among the highest in the GCC.



As the official automotive partner of Abu Dhabi Sports Council, Al Masood Automobiles supports major sporting events including the World Jiu-Jitsu Championship, ADNOC Marathon, Spartan Race, HSBC Golf, Liwa Festival, and Al Jazira FC. These initiatives drive brand recall and align with Abu Dhabi's vision to be a global sports hub. In 2024, we achieved 30M+ media reach and the world's highest Nissan market share (relative to population) at over 43%.

Our team of Marketeers grew to over 30 members under the Business Partner Model. We've redefined marketing from a support function into a strategic powerhouse of collaboration and innovation.

- What new creative approaches, marketing insights & data have you embraced to produce campaigns that push boundaries? **Max 20 points**

At Al Masaood, creativity isn't a byproduct—it's central to our strategy. It is embedded as a core KPI for every team member, ensuring we continually seek new approaches and never settle for the status quo. As part of our upskilling mandate, each team member is accountable for set annual training hours, driving continuous learning and improvement. We actively participate in hands-on learning experiences like the Marketing Leaders Conference and Dubai Lynx, alongside online platforms such as LinkedIn Learning and SkillShare.

We also host annual creative thinking workshops to review global trends and standout campaigns. We were the first department at Al Masaood to undergo AI creative workshops with international trainer Warren Wright, an initiative that directly shaped our campaign execution. As early adopters of AI tools, the team also embraced Microsoft Co-Pilot, ensuring our communications remain modern, data-enhanced, and strategically relevant.



Recognising that customers today demand authenticity, personalisation, and seamless digital interactions, we transitioned from a reactive to a proactive marketing approach, using consumer behaviour and data as our guide.

Our transformation started with a key insight: customer experience is the new battleground. We identified gaps in feedback collection and actionability, which led to the implementation of Kanari, a unified customer experience platform. This platform captures operational and experience data, allowing us to track sentiments, beliefs, and emotions in real-time across sales, service, and parts departments.

The result? A 40% increase in our Net Promoter Score over four years, an achievement that reflects our customers feel truly heard and valued. Today, we proudly hold one of the highest NPS Scores in town, underscoring the effectiveness of our customer-centric culture.

AMA COMBINED NPS



Source Kanari – New Sales, Service, CPOV, Parts & Bodyshop combined

UAE MARKET INDUSTRY AVERAGES



*Industry NPS is an average of all brand scores within the industry.

Source: NPS Benchmarking, UAE by 4SIGHT Research & Analytics & SURVEY2CONNECT.
<https://survey2connect.com/reports/nps-benchmark-uae>

UAE TOP BRANDS BY NPS

Sector	Brand	NPS Score
	Emirates	69
	VOX Cinemas	62
	Dubai Mall	60
	Netflix	60
	Sheikh Zayed Mosque	60
	Yas Waterworld	60
	Cleveland	59
	Etisalat	57
	Global Village	57
	Mall of Emirates	56

Source: NPS Benchmarking, UAE by 4SIGHT Research & Analytics & SURVEY2CONNECT.
<https://survey2connect.com/reports/nps-benchmark-uae>

At AI Masood MARCOM, we turn trends and insights into compelling narratives that move people. In response to the growing popularity of podcasts, we evolved our corporate magazine into a podcast series, bringing our leaders' stories to life. Beyond the job titles, the series explored the "why" behind what they do, sharing leadership and life lessons in a human and relatable way.

AI Masood Podcast Series

IRFAN TANSEL
 In this episode, Irfan Tansel, CEO of AI Masood, shares his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

EL YANNIR
 This week, we bring you a very special episode with El Yannir, Head of Sales at AI Masood. He shares his insights on sales strategy and how to build a successful sales team in a competitive market.

RICHARD FOULDS
 Join us in this podcast episode, as we get a deeper glimpse of Richard Foulds, CEO of AI Masood. Richard shares his vision for the future of AI and the role of AI Masood in shaping the industry.

AHMED SALMEEN
 In this episode with Ahmed Salmeen, CEO of AI Masood, we explore his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

RAFID AZZAWI
 As the founder of a successful AI company, Rafid Azzawi, we explore his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

MEIRAJ HUSSAIN
 In this podcast episode, Meiraj Hussain, CEO of AI Masood, shares his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

RASSO BARTENSCHLAGER
 The CEO of AI Masood, Rasso Bartenschlager, shares his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

BOTHAINA
 In this podcast episode, Bothaina, CEO of AI Masood, shares her journey from a small startup to a leading AI company. She discusses the challenges of scaling a business and the importance of innovation in the AI space.

BACHIR GEMAYEL
 This episode features Bachir Gemayel, CEO of AI Masood, who shares his insights on the future of AI and the role of AI Masood in shaping the industry.

MARWA KAZEM
 Join us as we explore the insights of Marwa Kazem, CEO of AI Masood. She shares her vision for the future of AI and the role of AI Masood in shaping the industry.

GHADEREAD
 In this episode, Ghaderiad, CEO of AI Masood, shares his journey from a small startup to a leading AI company. He discusses the challenges of scaling a business and the importance of innovation in the AI space.

SOFIYA
 In this podcast episode, Sofiya, CEO of AI Masood, shares her journey from a small startup to a leading AI company. She discusses the challenges of scaling a business and the importance of innovation in the AI space.

- **What results have you achieved? Max 20 points**

Best Department Recognition

Reflecting the team's strong service orientation, responsiveness, and creative culture, MARCOM was recognised as the top-rated corporate support department within Al Masood, achieving a 94% satisfaction score from internal customers and employees. MARCOM has been voted Best Department at Al Masood for four consecutive years.

CEO Special Awards

Our team continues to be recognised in the 'CEO Special Award', a consistent reflection of our dedication, creativity, and role in advancing the Group's vision.

Brand Leadership – Nissan

We have consistently elevated Nissan's Share of Voice (SOV), securing a position in the top two across the region. This reinforces our role in strengthening Nissan's brand leadership in our market.

Internal Communications & Employee Engagement Growth

Internal engagement is on a steady rise, driven by the range and relevance of activities we lead. In 2024 alone, we celebrated 33 employee-focused initiatives and topical occasions – a 43.5% rise from 2023, hence deepening team spirit and cultural alignment.

Internally, we produced 141 newsletters and circulars, a 15.6% increase from 2023, keeping our teams aligned, inspired, and celebrated across every milestone.



PR and Media Achievements

We grew our PR Value over 370% in this six-year period – from when we started the department back in 2018 to 2024. A highlight of our achievements in 2024 is the 15% growth in media reach we have achieved, showing our efforts to always reach new audiences and amplify our coverage across various publications.

Event Highlights

Our prowess in event management shines through in our execution of 18 exhibitions and roadshows, alongside 12 product launches.



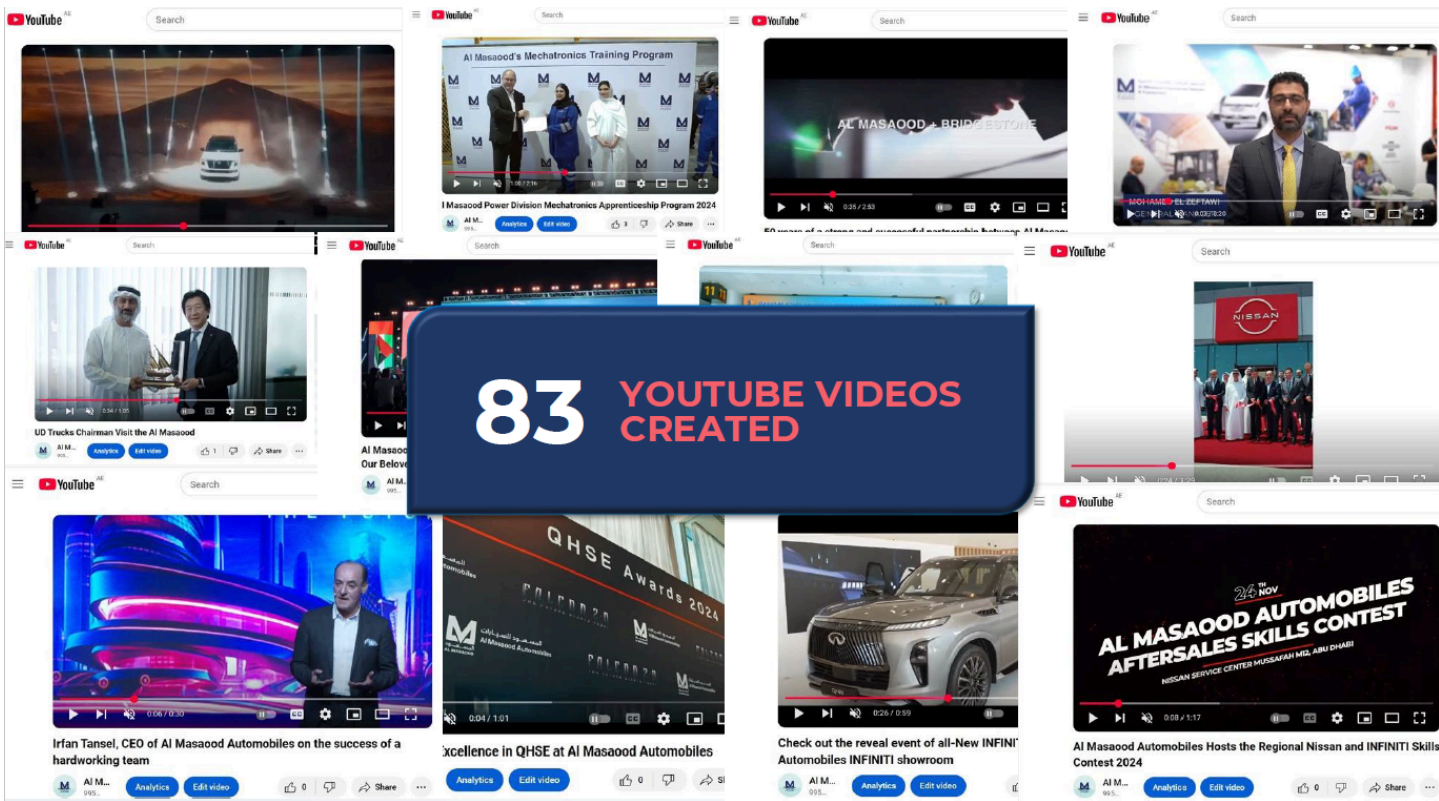
Brand Popularity in the Capital

Through consistent, refined communications, Al Masaood is becoming a more recognised and trusted brand in Abu Dhabi, resonating with both customers and the wider community. Our commitment to excellence hasn't gone unnoticed, as evidenced by the 51.9% rise in awards secured by Al Masaood from 2023 to 2024.



Digital and Social Media Impact

We've made significant strides in expanding our digital footprint, with impressive growth across all social media platforms with an average of 28% increase in social media growth in 2024. Our social presence has also seen substantial growth across the years, with LinkedIn – our main social channel – crossing 1000% growth in since its formation six years ago. We've further capitalised on this momentum with content strategies that have resulted in producing 84 YouTube Videos, enhancing digital presence.



Executive Visibility & Thought Leadership

We significantly enhanced the media presence of key Al Masaood leaders, including our CEOs and General Managers, securing tier-1 coverage and high-visibility speaking opportunities, maintaining the consistent ranking of Al Masaood Group and Al Masaood Automobiles' CEO in Forbes' Top 100 Arab Family Businesses in the Middle East and Top 100 CEOs in the Middle East for four consecutive years.



- **How has your team and the work they have done impacted the overall business? Max 20 points**

Strategic Marketing at the Core

In a business landscape that demands both agility and vision, Al Masaood's MARCOM team has integrated marketing not just as a support function but as a core business driver. Through storytelling, data-led insight, and purpose-driven innovation, we've elevated marketing into a force that drives real business transformation.

Group-Wide Alignment

We've been architects of communication alignment across the Group, bridging marketing with operations, sales, and leadership. This has fostered a culture of collaboration that ensures consistency, clarity, and shared purpose in everything we do.

Group Performance on the Rise

The Group is performing strongly, growing market share, increasing customer satisfaction, and achieving a steady rise in revenues. 2024 was a milestone year for the Group achieving its highest revenues ever since inception, highest market share across all primary brands and a record-breaking profit.

Record Sales and Business Vertical Growth

Our flagship division recorded the highest number of units sold in its history, alongside notable growth across the other business verticals. Some of our automotive and power brands saw year-on-year growth of up to 96%, a remarkable achievement in a competitive market.

Shaping Culture and Strategic Communication

MARCOM has played a pivotal role in shaping Al Masaood's culture, championing the Group's values, and activating internal engagement across all levels of the organisation.

Strengthening Brand Reputation in Abu Dhabi

Our work has strengthened Al Masaood's standing as a respected progressing brand in Abu Dhabi. Through sustained, strategic communications, we've contributed to the Group's reputation as a forward-looking, trusted leader in the capital's business landscape.

- **How is the work your team is doing pushing the reputation of the industry forward? Max 20 points**

At Al Masaood MARCOM, our work has played a vital role in elevating the Group's profile as a family-run conglomerate within the private sector.

We've strengthened Al Masaood's reputation as a trusted, forward-thinking organisation, paving the way for new partnerships and strategic alliances. This brand equity enabled us to lead the global launch of the Nissan Patrol from Abu Dhabi—highlighting the confidence Nissan placed in us. Notably, Abu Dhabi holds the highest Patrol penetration per capita, reinforcing our market leadership.

As active supporters of major sporting events, we've used sponsorships and CSR initiatives not just for marketing, but to align with Abu Dhabi's vision of becoming an international sports capital.

We've also taken bold steps toward sustainability, becoming one of the first three local companies to sign the UAE's Net Zero by 2050 pledge. This commitment anchors our narrative and partnerships.

Moreover, our digital leadership is setting new benchmarks for UAE family businesses. Our LinkedIn page is now a case study for LinkedIn in building credibility, engagement, and thought leadership online.

Through these actions, MARCOM is not only enhancing Al Masaood's position but also reshaping perceptions of long-standing family businesses.