



Marketing in the Middle East

Coach

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Agenda

1. Media in the Middle East
2. Marketing to the Middle East - Key Complexities
3. Arabic Blackberry
4. Five Marketing Myths in the Middle East
5. Marketing Agenda



Who am I?

- ❖ Teach at such leading business schools as California State Polytechnic University (USA), Bentley College (USA), University of Manitoba (Canada), Tec De Monterrey (Mexico), ESSEC Business School, Paris (France), Leicester Business School (UK), Southern Denmark University (Denmark), University of Queensland and Bond University, Australia.
- ❖ Taught at the IIM Calcutta, IIM Lucknow, IIM Indore, MDI, IMT, XIM, SP Jain, XLRI Jamshedpur.
- ❖ Invited for a professional interaction in a number of countries including Australia, Austria, Belgium, Canada, Denmark, France, Finland, Germany, Holland, Hong Kong, Italy, Luxembourg, Male, Mexico, Nepal, Singapore, Switzerland, Sri Lanka, Taiwan, UAE, the UK and the USA.



Teaching Awards

- 2011: Best Professor in Marketing Management in Asia, World Education forum, Dubai, UAE
- 2010: International Best Case Writing Award Winner, New Delhi, India
- 2009: Dean Recognition for outstanding teaching; University of Manitoba, Canada.
- 2008: Dean Recognition for outstanding teaching; University of Manitoba, Canada.
- 2006: Educator award, Lerner School of Business, University of Delaware, (USA), Nominated
- 2005: Master Teaching Award” Marketing Management Association, USA, Nominated
- 2004: Distinguished Teaching Award”, California State University, San Luis Obispo (USA).
- 2003: “Most Outstanding Marketing Teaching Award”, California State University, (USA).
- 2001: Ishan National Teaching Award, New Delhi (India).
- 2000: US Fulbright Fellowship (USA)
- 1993: Euro-India Cooperation and Exchange Program (France) Fellowship
- 1989: Association of Management Development Institutes in South Asia (AMDISA) Fellowship
- 1986: British Council Commonwealth Fellowship (UK)



#1.2: I 'CARE' but ...differently

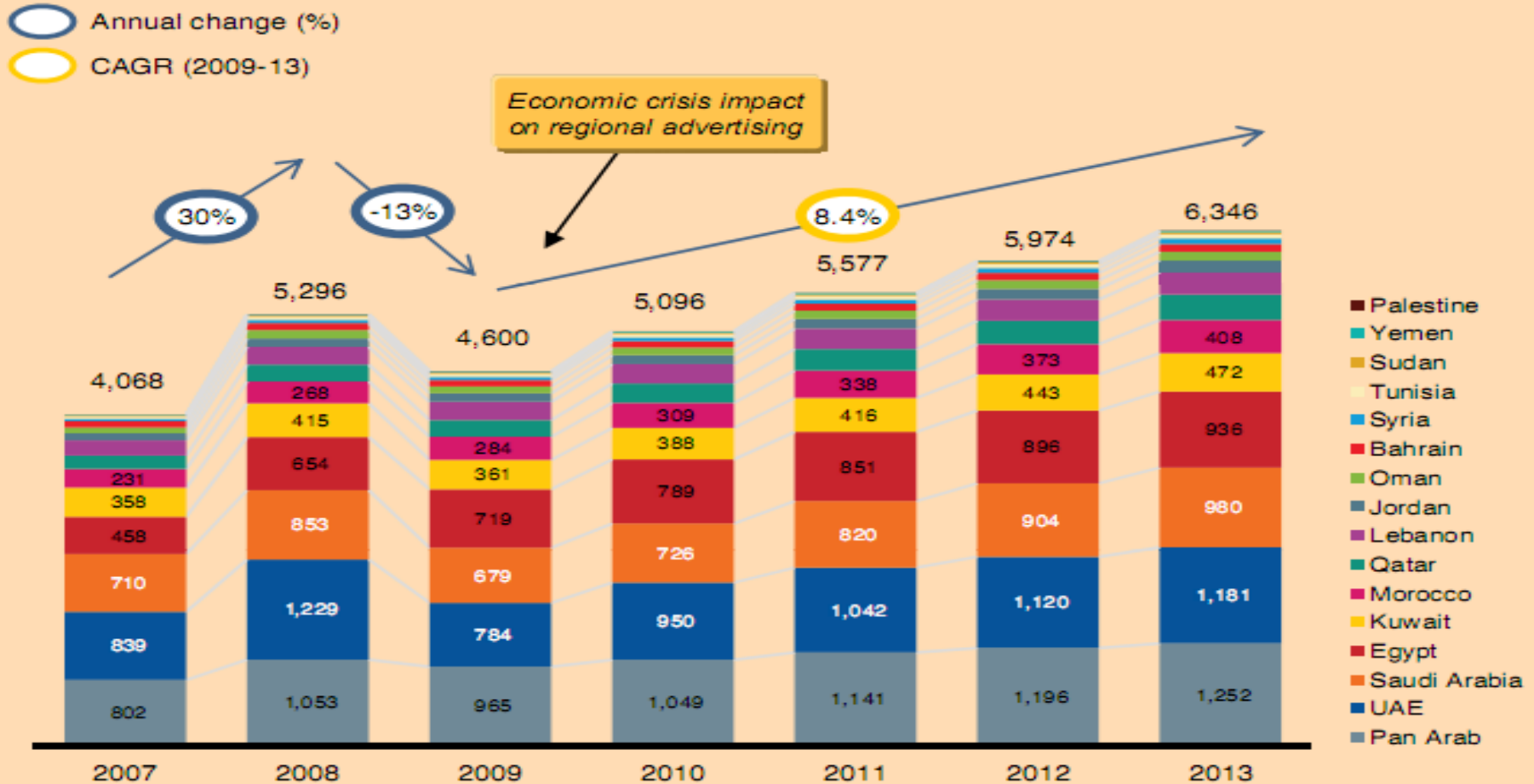
- C**- Creativity: Exploring new ways to learn, share the learning outcomes and apply to the real life business situations and questions.
- A**- Advance preparation: Planning the learning inputs such that the participants get more out of each experience.
- R**- Responsible: Expecting all learning participants to own responsibility to enhance the learning experience.
- E**- Engaging: Engaging all learning participants to participate, debate and challenge in the class.





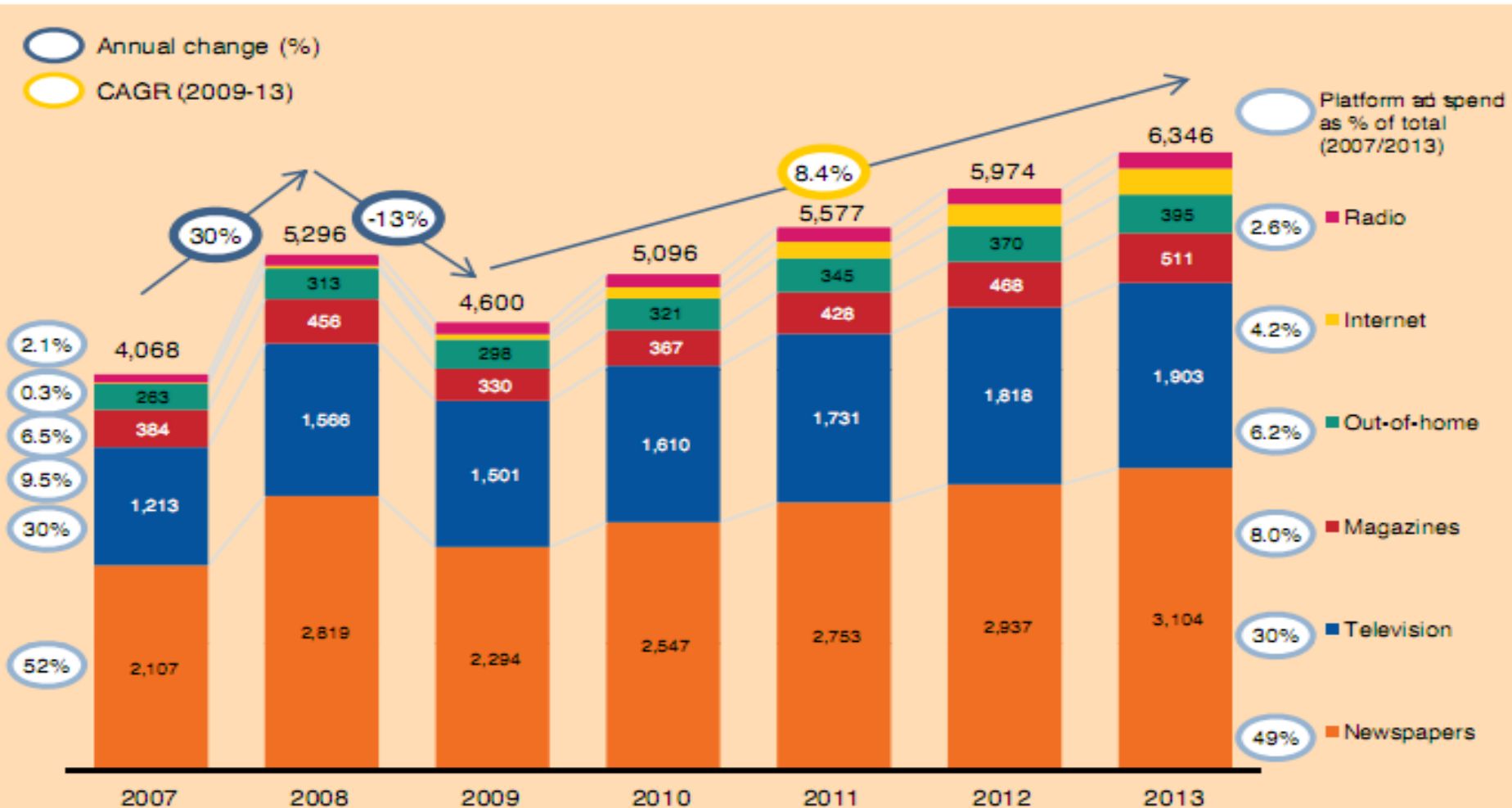
#1: Media in the ME Region

#1.1: Ad Spend in Region



Note: Pan-Arab refers to advertising spend by regional media outlets that cover multiple countries in the Arab Region
 Source: Zenith Optimedia, Value Partners analysis

#1.2: Ad Spend by platform (US\$ m)



Note: Pan-Arab advertising spend included
 Source: Zenith Optimedia, Value Partners analysis



1.3: Gulf Cooperation Council

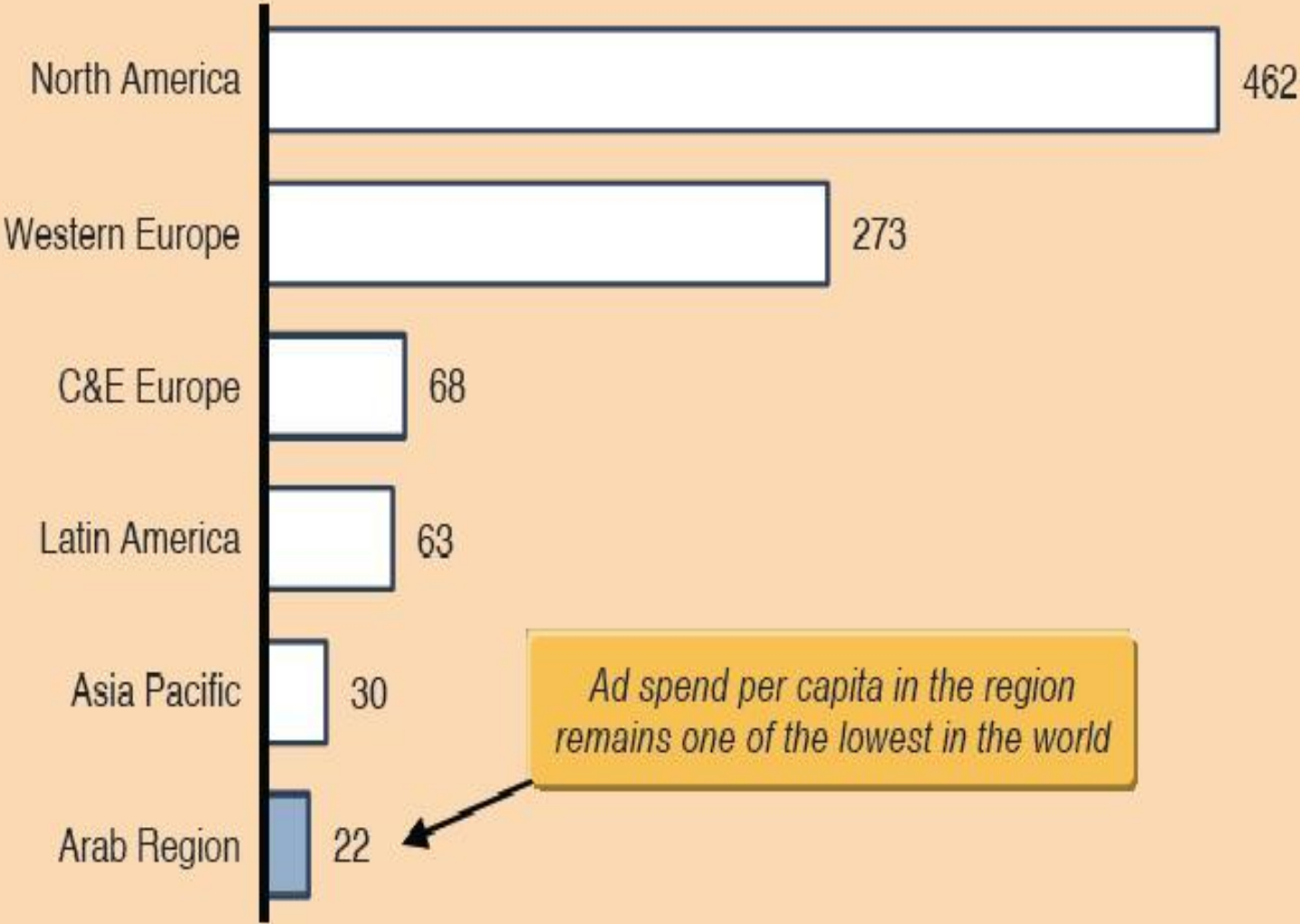
1. GCC formed in May 25, 1981
2. Headquarters in Riyadh, KSA
3. Includes Bahrain, Kuwait, Qatar, Oman, KSA & U.A.E
4. Comb GDP is \$ 1.037 Trillion
5. Comb population is 43 Million
6. Comb Area is 2.67 Million Sq. Km



#1.4: Statistical Overview of GCC Media

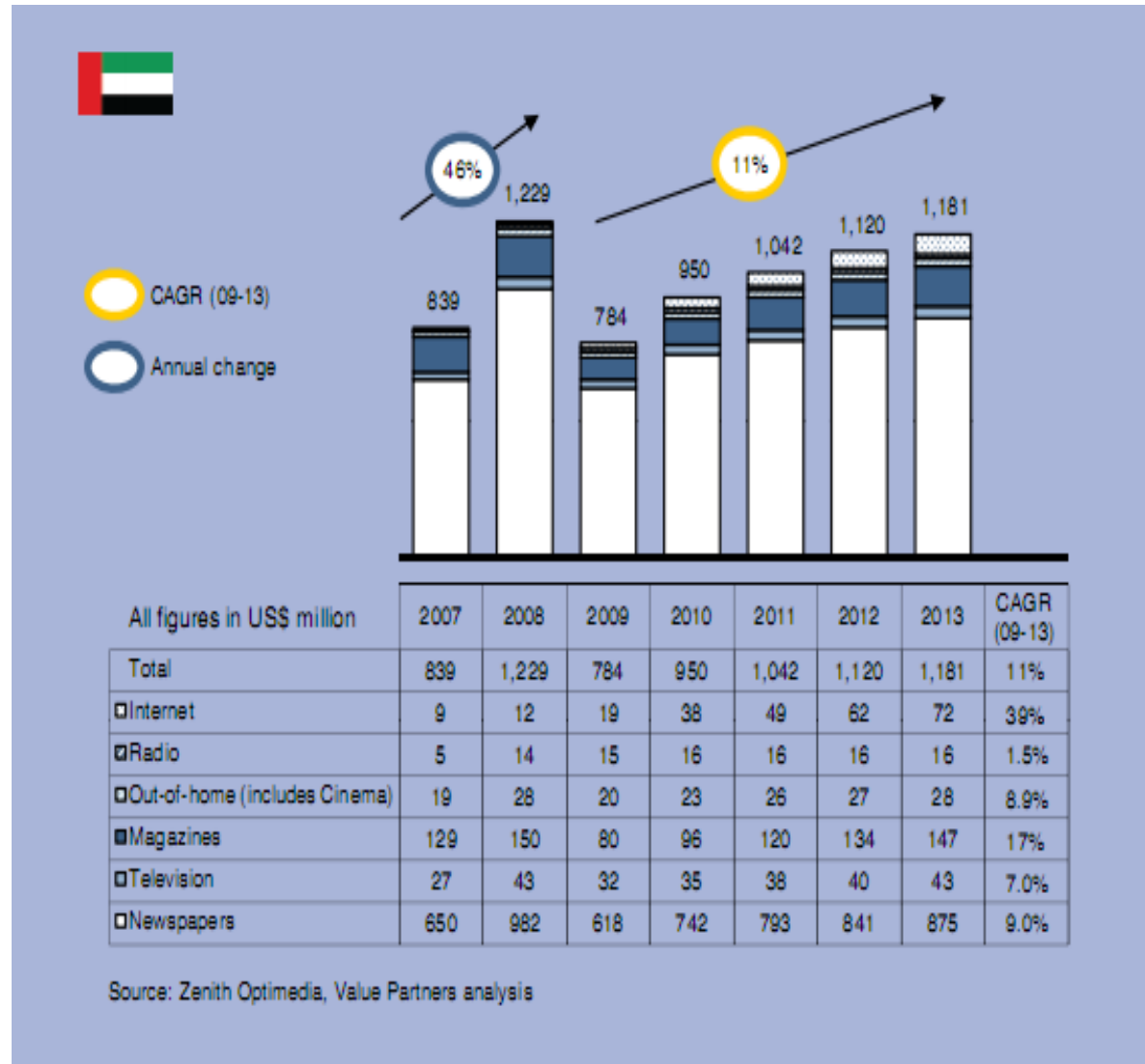
	KSA	UAE	Kuwait	Oman	Qatar	Bahrain
Population Approx.	25 million	8 million	3.5 million	2.8 million	1.2 million	800,000
GDP Per capita Approx.	\$ 18,850	\$ 25,000	\$ 45,920	\$ 21,650	\$ 93,170	\$27,260
Size of Add Market	\$ 679m	\$ 784m	\$ 361m	\$ 85m	\$ 205m	\$ 75m
Total Daily Circulation	1.9 M	1.1 M	961,000	190,000	211,000	189,000
TV Penetration	91%	84%	99%	86%	93.5%	97%
Broad band Penetration	37%	69%	24.5%	9.7%	84%	68%

#1.5: Media Growth potential in GCC



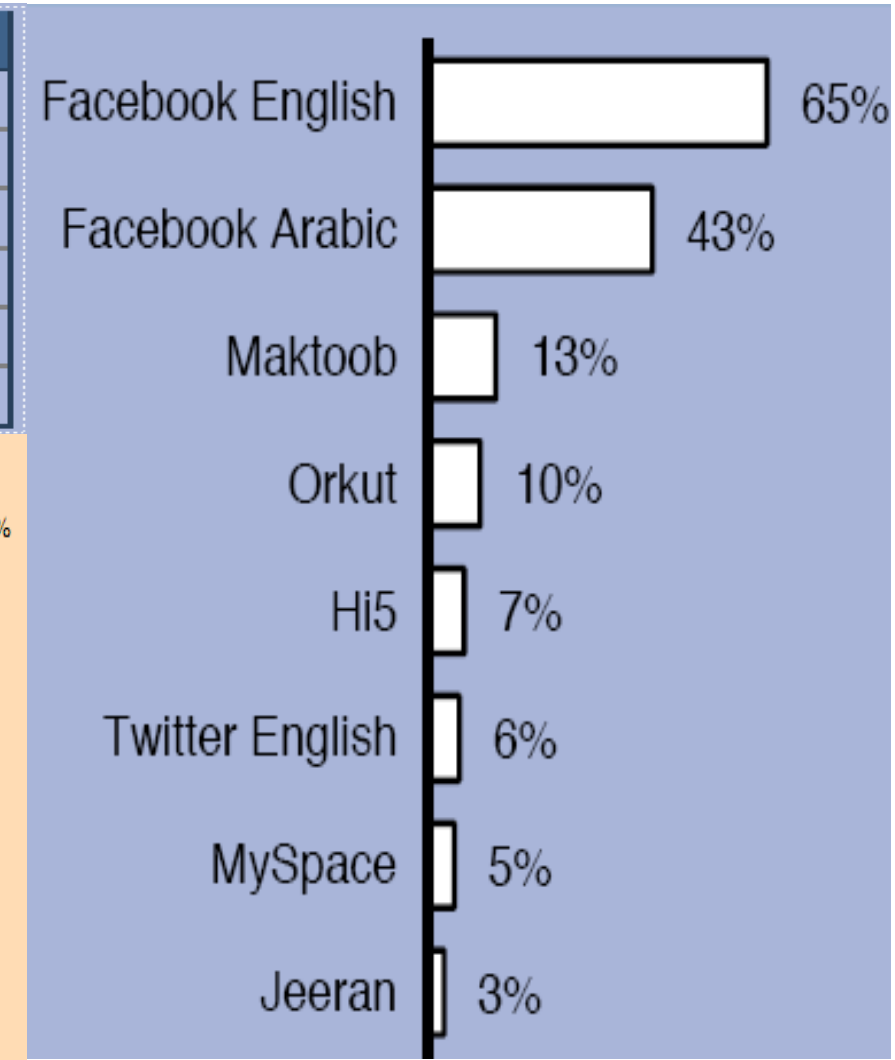
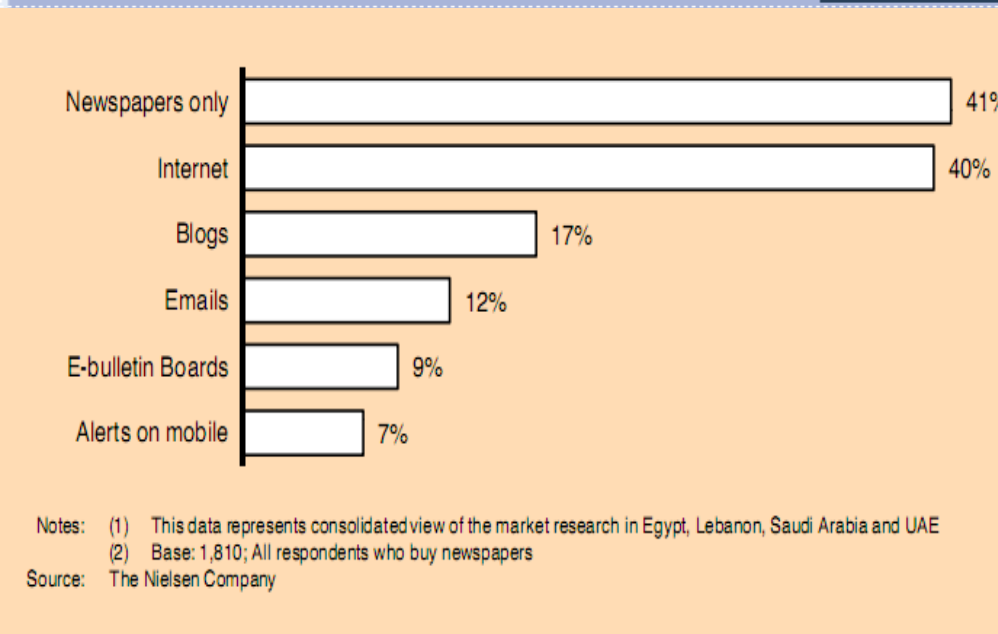
#1.6: Media in the UAE

- Highest number of free trade media zones.
- 50% populations below 30.
- 80% expatriate.
- Highest ad spend in GCC.



#1.7: Online Media in the UAE

Top Arabic websites*	
Facebook Arabic	22%
Maktoob	17%
YouTube	17%
Islam Online	16%
Yahoo	13%
Al-Jazeera	8%



Notes: (1) This data represents consolidated view of the market research in Egypt, Lebanon, Saudi Arabia and UAE
(2) Base: 1,810; All respondents who buy newspapers
Source: The Nielsen Company



#2: Case on Arabic Blackberry

1. What is the case all about?
2. Marketing Challenges
3. Marketing proposals
4. Takeaways



#3: Five Marketing Complexities in the Middle East

#3: Five Marketing Complexities in ME

#3.1: Age Complexity

- ME Children are acting and thinking older .
- ME Adults are acting more like kids (Toy collecting, Comic Books, Console Gaming, Gadgets etc.)
- Agenda: Appeal to teen attributes and bring out the youngster in most adults



#3: Five Marketing Complexities in ME

#3.2: Gender Complexity



- More ME women entering university education, and they are marrying later or staying single.
- More ME women have moved into traditional “male jobs” and are earning equal or more.
- More ME men play active role in parenting, and are becoming more fashion/health oriented

#3: Five Marketing Complexities in ME

#3.3: Income Complexity

- LNWs are spending on luxury items.
- HNWs are spending on anti-luxury items and shopping for discounts.



#3: Five Marketing Complexities in ME

#3.4: Work/ Home Complexity



1. ME Consumers are spending more time at home.
2. More and more ME people are working from home.
3. Increased demand for home-entertainment products.
4. Increased demand for online education, home quality food takeaways



#3: Five Marketing Complexities in ME

#3.5: Connectivity Complexity



1. ICT Technology (instant messaging, mobile phones and email) is the craze but switch off and silence more often.
2. Public display with privacy.
3. Desire to belong to a online community but respect for traditional hangouts.





#4: Five Myths in the Middle East



Myth 1: Middle East is one big Cluster

- As mentioned earlier, there are 22 countries representing the Middle East.
- Each country is composed of consumers with varied consumer attitude, food preferences, beliefs and culture
- Consumer behavior, trends and attitude is also different between oil producing countries and non-oil producing countries

Myth 2: Arab preferences are one and the same

- The Arab World offers different forms of culture, beliefs, preferences in food and clothing.
- What can be perfectly acceptable in one country may not be permissible in another.
- Marketers should understand that the Arab World represent different target consumer audiences.



Myth 3: Politics, economy and consumer behavior are different

1. Halal cosmetics

2. Another example is the Arab World wide boycott made on Danish products as a result of a caricature that offended the Islam religion.

3. American retailers vs. European retailers



Myth 4: Arab Women are not part of decision making process

- Arab women are considered integral members of society and play important roles in the development of their community
- Arab Women have strategically positioned themselves into key sectors like government, finance, tourism and education.
- Their contributions and roles into today's Arab World clearly shows that they are part of the decision making process

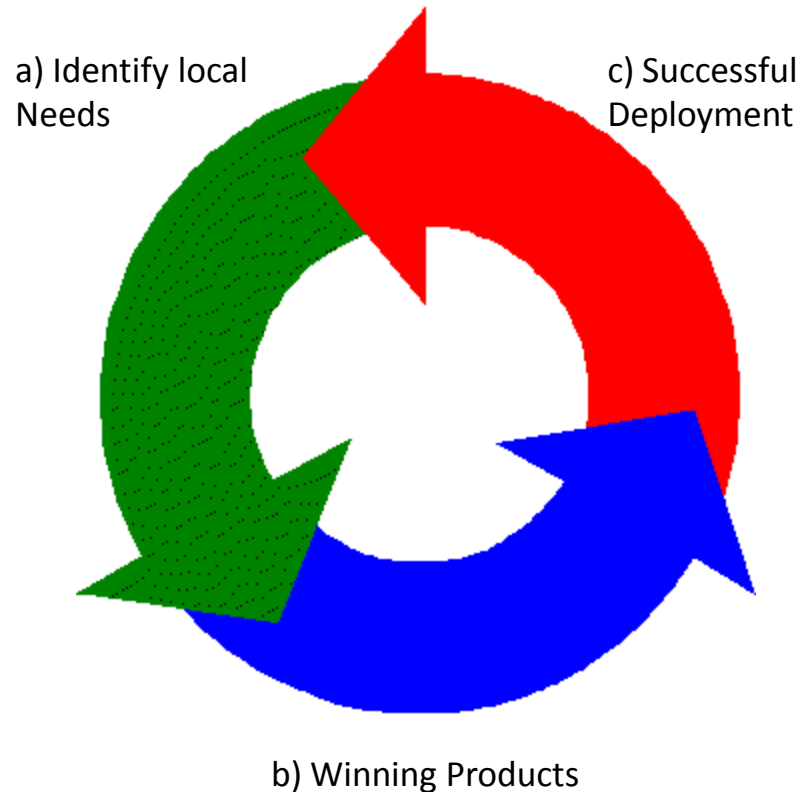


Myth 5: Price is no constraint

- Deals, discounts are the biggest draw.
- Price and quality are seen together.
- Sale sells at every price point



#5: Marketing Agenda



“...Leveraging local consumer behavior to develop winning products and marketing opportunities in the ME...”





***Shukran and Walekum
Salam*** for the opportunity to
showcase marketing in the
Middle East

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