

**B**PG is the largest marketing communications solutions network in the region. Based on the ideologies of ability, creativity, inquisitiveness and dexterity, the Group's vision and mission is to gather together the best specialists, innovators and creators in the field at one platform to bring miraculous changes in communication network and its solutions.

#### A MEAGRE INCEPTION

Originating from a mere publicity business, BPG group has augmented its enterprise to a wide range of other fields – marketing communications to innovate and deliver brand and business building strategies, advertising, events and activation, branding and design, digital marketing, media buying and planning, public relations and public affairs. With over 3 decades of experience and assisted by 4 matchless subsidiaries – BPG bates, BPG cohn & wolfe, BPG Kuwait and BPG maxus, the company not only provides financial services and digital marketing solutions to regional and international clients, but is also involved with government initiatives as well as real estate enterprises.

#### GRADUAL RISE TO GLORY

BPG rose in business esteem, volume and range in a step-by-step manner. It became the first agency to purchase a MAC in UAE in 1988. This was followed

by the commencement of a shopping festival in Dubai in 1995, an idea which proved to be a game changer for them. BPG also assisted in the launch of internet city in Dubai, another historical event. BPG became the first agency to launch Health World in the region in 2003, the first healthcare marketing practice. In 2004 and 2009, respectively, the company entered into strategic alliances with Bell Pottinger Group, an international communications establishment and Maxus group to promote BPG's business interests beyond UAE. The BPG Group also partnered with Cohn and Wolfe, the leading communication agencies. Currently, it is also a member of the prestigious WPP – world's largest marketing communications group.

#### SAILING THROUGH UPS AND DOWNS

In the recent years, the BPG group has brought some smart changes so as to streamline its administrative setup to enhance the level of result-oriented performance in view of the economic crisis in the region. These changes have brought about better coordination among departments, with reduced wastage and a focused solution-based approach for clients within the specified budgets, thus helping overcome the economic turmoil without much ado.

# BPG Group

## CONVERGING MARKETING AND COMMUNICATIONS

*Founded in 1980 & known by the title – Bates Pan Gulf LLC till 2007, BPG group is a conglomerate with sizeable growth. Initiating with a meagre enterprise of 'publicity alone,' the Group has accomplished gigantic expansion throughout Middle East & North Africa (MENA). With its headquarters in Dubai, BPG has now offices in Abu Dhabi, Beirut, Cairo, Doha, Jeddah and Kuwait*

