

**M**arketing has had many leaps of change in the past but with the advent of the internet and a huge increase in the number of internet users, the industry has completely transformed itself. In this capricious industry, only skilled masters find their way to the top. BPG Group is a skilled leader that is revolutionising the marketing and communications industry through the efforts of its tactical consultants, PR advisors, media wizards and creative experts.

By providing integrated marketing solutions, it has helped clients gain media exposure and strengthen their reputation. Since its inception in 1980, it has played a huge role in the development of businesses in the UAE and even contributed to Dubai's own change in evolving from a retail magnet into a prominent knowledge economy.

**BRIMMING WITH CREATIVITY**

BPG Group's organic growth has not seen a fluctuation in the last 38 years. It understands the competitive ecosystem and strives to fulfil its clients' business needs and earn loyalty. Relying on offbeat creativity, BPG Group puts forth its best work that is crafted by its highly skilled professionals and bold innovators. After recalibrating and reinventing itself, three brands namely BPG Max, BPG Orange and BPG Kuwait function within the BPG Group.

BPG Max handles Media Analytics and Experiences. It focuses on providing cutting edge media science and analytics solutions to keep up with the changes in the ever evolving digital landscape. It helps clients to widen their reach and gain concrete business results by surpassing all boundaries.

**BPG GROUP**  
**SOARING ON WINGS OF CREATIVITY**

*BPG Group, which was formerly known as Bates PanGulf LLC, is a marketing & communications organization that offers brand and business building ideas in the MENA region. The organisation caters to national and international clients from the diverse fields of financial services, retail, government initiatives and real estate*

BPG Orange handles Advertising, Design Activation and Digital Asset Creation. With the era of the business card drawing to a close, clients need an advanced way of promoting themselves. BPG Orange handles this in a client-centric and futuristic manner. BPG Kuwait is an integrated problem solving firm based in Kuwait. It was set up to meet the growing demands of clients in a transformational business

climate. It offers a multi-disciplinary approach tailored to suit clients' demands.

**GUIDING THE NEXT GENERATION**

Apart from providing media solutions, BPG Group conducts a training programme for those who want to break into the Marcom industry. What Next is one of the leading comprehensive graduate programmes in the region since the past 10



years. This opportunity to work with the industry's leading firm attracts more than 600 applicants every year. BPG Group's WhatNext programme has so far mentored about 60 graduates from 19 countries including the US, UK, UAE, Columbia, India, Lebanon, Iraq, Morocco, Syria, Palestine, Egypt and France. Students are familiarised with the nitty-gritty of digital media and gain first-hand work experience in the advertising and public relations industry.

Over the years, BPG Group has grown with an extensive understanding of the market. By employing smart technology, it provides comprehensive solutions to its clients to enable them to achieve a significant competitive advantage.

