

Because continues global expansion with new offices in Dubai

Because adds a sixth market that will serve the UAE and MENA regions, strengthening its position as a growing, independent creative experiences group.

06 NOVEMBER 2017, ASCOT, UK

SUMMARY

Creative experiences group Because has expanded its reach into the Middle East with the launch of new offices in Dubai.

With a proven track record spanning 20+ years in the UK, the move into Dubai reinforces Because's position as global brand experience specialists; a group of creative studios servicing major clients like Centrica, Procter & Gamble, Foster's, Hasbro and Dropbox.

Because works cross-channel and already has creative studios in London, Sydney, Auckland and Dublin, with further international expansion plans in the pipeline for 2018. The group specialises in helping brands to realise their marketing ambitions through meaningful, memorable and magical live, digital and virtual experiences, with strategic brand storytelling that is imaginative, immersive and emotive.

"We are extremely excited by all the opportunities the new MENA market presents for us as a business. As we all know, the world is becoming increasingly smaller and being able to provide clients with a global solution to their marketing strategies is a key part of our growth plans," comments Sharon Richey, CEO at Because.

"We have some fantastic ideas in place to fast-track our growth in the Middle East and become a leader in this rapidly expanding, dynamic market. While there are crucial differences in marketing cultures and audiences in the UAE, our global experience means we're able to ensure our campaigns target local markets with relevant and engaging creative experiences. And our growing international network means we're increasingly able to better serve existing global clients."

Katie Penfold has been appointed Acting Managing Director at Because AE. With 17 years' industry experience working with brands including Heineken, General Mills, Nestlé and Centrica, she will be responsible for leading multi-team campaigns and developing client strategy.

Katie Penfold comments:

"I am proud to be officially opening the doors of the new Because office here in Dubai, bringing our

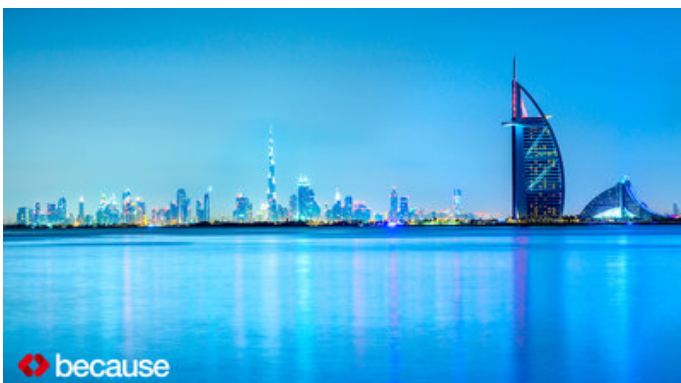
expertise to the UAE and contributing to the growing Because network. I embrace the opportunity to share the full spectrum of our marketing knowledge while establishing long-term partnerships with a host of new clients.”

“Whilst we have a rich pedigree in live marketing, in recent years we have also established strong credentials in digital and virtual experiences, with the latter being created and produced in-house. Over the coming months, we will be launching our award-winning masterclass where we’ll showcase the most exciting campaigns from around the world. Attendees will also get to try out the latest cutting-edge immersive technologies.”

To find out more, visit becausexm.ae.



IMAGES





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ABOUT BECAUSE

Because | Creative experiences agency

Because is a creative experiences agency, with studios around the world.

We help brands realise their marketing ambitions through meaningful, memorable and magical live, digital and virtual experiences.

Our strategic approach to brand storytelling is imaginative, immersive and emotive.



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