

O2 wins Customer Delight Award and Business Leader Award at MENAA 2016

Prestigious industry accolades underline agency's ongoing persistency, dedication and hard work



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Marketing agency O2 celebrated the end of an incredible 2016 with two prestigious industry accolades at the recent MENAA Awards 2016. The agency picked up 'Best Business Leader Award' for O2 CEO and founder Mohammed Johmani, alongside the 'Customer Delight Award' for O2's work over the last 12 months.

Now in their fourth year, the MENAA Awards were held at the Burj Al Arab Dubai on December 15, 2016, with the cream of the region's business leaders in attendance. The awards were held in partnership with the Institute of Leadership & Management, City & Guilds Group and Zurich University of Applied Sciences. Each year, they aim to recognise companies for their commitment to excellence, setting new standards for best industry practices, and innovative strategies.

Chosen by an impartial jury of industry experts, the 'Best Business Leader Award' is awarded each year to a selection of company heads from across Asia and the MENA region. Winners are commended for ground-breaking initiatives and outstanding achievements in their respective fields of industry, with the award proving each winners' exceptional nature in the eyes of their peers in the professional community.



It is a real honour to be recognised for my leadership of O2. It has been 11 years since I founded the company and I'm proud that we have been able to set ourselves apart from our competitors and achieve remarkable things during that time. A good business leader is only as good as his team, and I can thank much of our continued success to the commitment and dedication of our talented workforce at O2.

— says Mohammed Johmani, the agency's CEO and founder.

For the 'Customer Delight Award', companies from across the region are honoured for their commitment to going beyond 'customer satisfaction'. The award recognises organisations which have introduced creative and innovative methods to serve their customers' needs, bringing delight to their customers through a relevant, timely and accurate service which adheres to the highest international standards.

2016 has been a great year for us at O2, and we are very fortunate to be collaborating with an incredible portfolio of clients including Etisalat, Emaar and Tecom Group. Client satisfaction lies at the heart of our business, and the results-orientated, professional approach of our team ensures that we always aim to go above and beyond our customers' needs. This latest award from MENAA recognises our efforts and persistency.

— says Lubna El Bannan, O2 Executive Manager.

ABOUT O2PR

O2 is a multi-disciplinary creative agency, which was formed in Dubai in 2005. With consumers shaping today's marketplace, O2 believes that marketers need more than just good advertising and publicity to drive profitable growth. By identifying what the market wants and needs, businesses can deliver responsive solutions. O2's mission is not only to create compelling messages for these audiences, but also to formulate integrated marketing-communication strategies rooted in extensive market research. The result is campaigns that have lasting value for the client. Visit our website at www.o2.ae



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