

Azza ABOUAL MAGD

I started my passion as a producer out of IMPACT/BBDO Cairo office back in 1992.

As a start I was shooting local and small budget productions with no help from outside suppliers or local production houses which only made the job more difficult yet more exciting and more rewarding to me as an individual. As the Cairo BBDO office got bigger and had more clients, there was a need to introduce production houses and this is where the challenge came from since the Cairo production scene back then in the 90s was not as advanced as it is today, so I trained production houses and invested time and money in the talents I believed in, and together with production houses we created some great and magical ads for clients like PCI, Henkel and Energizer.

In 1997, my MD Back then, who is currently the COO of IMPACT/ BBDO Dubai, asked me to transfer to the Dubai office to set up the Dubai production department. I happily agreed since I wanted to explore the Gulf market and was eager to be part of the Dubai team since the Dubai office is the headquarters of the IMPACT/BBDO Network Group.

12 years later, I am still with the Dubai office, Heading the TV production department, employing a team of 4, have shot all over the world with the exception of South America, have introduced new suppliers into the market, who are now the key production houses in Dubai, Cairo and Lebanon, have judged in the Promax/BDA 2009 and have won the Dubai office over 30 international and national awards over the years.

Impact BBDO Dubai is the highest Ad producing agency in the region with over 40 ads a year primarily shot in the Arab Region.

I am a big believer of the Arab talent and always try to promote suppliers and individuals in the Arab world in all production related departments and that is why, we are known to be the agency that believes in young and creative talent anywhere in the world and specifically the Arab world.

My production loyalty is 17 years old and only with 1 agency, it may have been more rewarding for me to move to other agencies but loyalty is key in our profession and working for the best and the most creative agency in the world was and still is an incentive for me to stay on, produce better work and enjoy the great opportunities of the Arab production scene.