

Preethi Mariappan **Head of Digital, TBWA\RAAD**

Preethi heads the Digital Arts practice for TBWA\RAAD in MENA bringing together storytelling, technology, people and products.

After a career in digital & product design across India and Singapore, she moved to Dubai and set up digital at MEMAC Ogilvy, where she helped the agency become the most awarded for their interactive work.

Her work has been featured across Springwise, Creativity Online, Directory Mag, and Campaign. It has also won international recognition at the Cannes and One Show, as well as regional recognition across Dubai Lynx, GEMAS Effies, Loeries and MENA Cristal.

Preethi is the founder of The Middle East's advertising community for women, Adwomen Middle East.

Follow @preeps76 for random tweets.

PROFESSIONAL EXPERIENCE

HEAD OF DIGITAL\ CREATIVE & STRATEGY

TBWA\RAAD, DUBAI/UAE

Current: 2010 June onwards

I launched and established TBWA's Digital Arts practice in the Middle East – a technology innovations unit within the agency focused on disruptive digital content and product. My role includes developing the roadmap for evolving integrated digital led communications within the agency and leading creative excellence.

During my time with the agency I also helped TBWA launch the region's first accelerator unit supporting start ups in the marketing and tech space.

Acting as both business and creative head for the agency's digital operations, I put in place offshore production hubs, processes and partnerships, and .led the agency to become the most digitally awarded in the region.

I consult and manage key brands such as Standard Chartered Bank, GE Healthcare, Unilever (Lipton) and Nissan, helping them engage brand communities and customers.

CREATIVE DIRECTOR\INTERACTIVE

OGILVY ONE (MEMAC OGILVY, DUBAI/UAE)

2007 – 2010

As Creative Director, I I founded and managed the digital creative team for Middle East/North Africa. I helped set up both service offerings and creative product.

During my time with the agency, I helped Ogilvy become the most awarded digital agency in the Middle East for 2008/09 as well as agency of the year for 2010.

Some of my key contributions included

- Expanding creative folio to include digital activation & PR disciplines with a roadmap for full service digital capabilities
- Ongoing roll out for the creative product on digital
- Setting up workflow processes, training and documentation systems
- Putting in place a creative and production hub for the Middle East

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR\INTERACTIVE & E-CRM, TEQUILA\ME (TBWA\RAAD, DUBAI/UAE) 2005 – 2007

- Digital strategy and creative product for the digital unit
- Creative direction and campaigns from proposal to product
- Conceptualizing and directing compelling user experiences
- Producing and managing large-scale projects with analytics based ROI driven components
- Operational processes and systems for streamlined creative execution and production
- Recruiting and leading a creative team of art directors, writers, motion designers
- Driving new business acquisition through strategic consulting for clients

PREVIOUS: 1997 – 2005

Creative Head/User Experience, Cactimedia, Dubai, UAE

UX Head – mobile, Mikoishi, Singapore

Sr. Interactive Architect, Plexus Technologies, Mumbai, India

Creative Lead – Planetasia.com, Bangalore, India

Information Architect – Planetasia.com, Bangalore, India

2008 - 2011

KEY BRAND PROGRAMS

Nissan

Launched Nissan's gaming platform for MENA and currently drive brand strategy for social gaming. Key achievements include creating extensible social gaming platforms for key youth brands such as the 370 Z and Patrol.

Standard Chartered Bank

Led the bank's regional social media strategy and social based product platforms. Key achievements include launching a social media based credit card dining platform across APAC.

GE Healthcare

Led GE's regional social media and mobile based healthcare platforms. Responsible for brand strategy for B2C and B2B healthcare activations and programs.

Key achievements include launching MENA's first edutainment franchise for health education targeting children, families and schools. The franchise has been picked up by Cartoon Network, for launch as a TV show, the region's first of its kind.

Yahoo

Creative Director on Yahoo Middle East's B2B & B2C direct and digital communications program.

GSK

Led online advertising and social media activation programs.

Volvo

Managed Volvo Middle East's direct and digital campaigns and ongoing social media based platforms. Key achievements include launching Volvo's social media based road safety program.

AWARDS*

2012 DUBAI LYNX

Silver - Mobile – Al Khairat Adventures – GE
Silver - Interactive – Online Advertising – Right Car – Arabian Automobiles Company
Bronze – PR – Best Use Of Social Media – Avatar for Action – GE
Bronze - Interactive – Community Applications – Avatar for Action – GE
Bronze - Interactive – Digital Tools – Push For Hunger – Red Tomato
Bronze - Direct – Alternative Media – Push For Hunger – Red Tomato
Bronze - Direct – Consumer Products & Services – Push For Hunger – Red Tomato
Bronze - Direct – Direct Response Digital Media – Battle Captcha – Gulf Scrabble Championships
Bronze - Promo – Use Of Digital In A Promotional Campaign – Push For Hunger – Red Tomato
Bronze - Promo – Consumer Products & Services – Push For Hunger – Red Tomato

2011 CANNES

Finalist – Online Advertising – Test Drive on Command

2011 DUBAI LYNX

Gold - Online Advertising – Ikea Resize
Gold - Online Advertising – Ikea Musical Shelves
Silver - Best use of Digital Media – UAE Food Explorer
Silver - Online Advertising – Test Drive on Command - Nissan Patrol
Silver - Online Advertising – Savy with space - Nissan Micra
Bronze – Microsites & Websites – Nissan Terrains
Bronze – Microsites & Websites – My Majlis

2011 GEMAS EFFIES

Finalist - Banking & Financial Services – My Majlis
Finalist - Automotive – Nissan Terrains
Finalist – CSR – GE HHealthymagination
Finalist – New Product Launch – GE Healthymagination

2010 GEMAS EFFIES

Grand Prix - Banking & Financial Services - UAE Food Explorer
Gold - Banking & Financial Services - UAE Food Explorer

2010 CANNES

Bronze – Online Advertising – Ikea Resize
Finalist – Online Advertising – Ikea Musical Shelves

2010 LOERIES

Silver – Online Advertising – Ikea Resize
Bronze – Online Advertising – Toblerone Sweet Tweets

2010 DUBAI LYNX

Gold - Microsites & Websites – Chili's Taste the Southwest
Gold - Direct Integrated – Volvo Safe & Style
Gold - Integrated – Volvo Safe & Style
Gold - Online Advertising – Toblerone Sweet Tweets
Gold - Sales Promotion – Economist Hot Spots
Silver - Online Advertising – Berlitz Rubik's Cube
Bronze - Sales Promotion - Volvo Safe & Style
Bronze - Online Advertising – Grab Your Own Scuderia Dubai
Finalist - Interactive Digital Tools – GSK Tag Your Moment

AWARDS*

2009 ONE SHOW

Merit - Online Advertising – Panadol Actifast

2009 CANNES

Finalist - Online Advertising – Panadol Actifast

2009 DUBAI LYNX

Silver - Online Advertising – Panadol Actifast

Silver - Online Advertising– Motorola

Silver - Online Advertising – Panadol Actifast

Silver - Integrated – AC Delco

Silver - Direct & Sales Promotion – Bare Essentials, Breast Cancer Awareness

Bronze - Online Advertising – DHL

Bronze - Online Advertising – EEG

Finalist - Websites – Chilis

Finalist - Online Advertising – DHL

Finalist - Interactive Tools – MBC

Finalist - Integrated – Bare Essentials, Breast Cancer Awareness

2009 GEMAS EFFIES

Grand Prix - Automotive - AC Delco

Gold - Automotive - AC Delco

Gold - Non Food FMCG – Ponds

Gold - Best New Product Launch - Ponds

2009 CRISTAL MENA

Grand Cristal - Bare Essentials, Breast Cancer Awareness

Gold - Interactive Tools – AC Delco

Finalist - Online Advertising – Panadol Actifast

2008 CRISTAL MENA

Silver - Online Advertising – Nivea

2008 LOERIES

Bronze - Online Advertising – Nivea

2008 DUBAI LYNX

Silver - Online Advertising – Nivea

Silver - Online Advertising– Emirates Today

Bronze - Online Advertising – Emirates Today

Finalist - Other Interactive Communication Tools – Tequila\ME

Ranked 4th most awarded Creative Director in the Middle East (Big Won)

*2008 – 2010 (for a full list, please get in touch)

INDUSTRY ACTIVITIES

Awards Jury

On jury panel for W3 Awards

On jury panel for Davey Awards

On jury panel for I'bdaa Student Awards

(Member of IAVA (International Academy of the Visual Arts)

Events

Speaker at WSA, (World Summit Awards)

Presenter at Picnic, Amsterdam

Speaker at Dubai Lynx 2012

Speaker (on digital advertising) at Arabnet (www.arabnet.me), the region's best pan arab conference dedicated to digital entrepreneurship

Regular Panelist for Web Wednesdays and Mobile Mondays in Dubai

Groups

Founder and Manager, Adwomen Middle East, ad forum bringing women in the industry together for monthly TrendTalks presentations and networking – www.adwomenme.com

Member - Creative Directors' Club, Dubai, UAE

Launched Behind the Brand, the region's first brand strategy conference targeting women, in partnership with Gulf Marketing Review

Published across various media & marketing publications from Campaign, Mediaweek to Gulf Marketing Review.

PREETHI MARIAPPAN

Head of Digital - TBWA\RAAD Middle East

Current research interests

Rich media content, web 2.0 technologies, mashups, widgets, Augmented Reality
Blogs, social media, real-time web, internet of things, post digital, appvertising
Experiential and interaction design, physical computing

Educational qualifications

Masters, Interactive marketing, Nanyang Technological University, Singapore
Bsc. Visual communication, Loyola College, India

Product labs

One of my areas of interest, having been part of digital incubation teams in my past life, is that confluence between advertising, marketing and product creation. I believe there are exciting opportunities for agencies to create content and media platforms as well as tools that go beyond brand specific campaigns.

Current prototypes in the works include a twitter trendspotter, a tweeting service for delivery businesses and a comic publishing engine on Facebook, as well as for the tablet.

Contacts

email: preeps76@gmail.com
mobile: +971 50 352 81 69
twitter: @preeps76
[Linked in](#)