

# INITIATIVE MEDIA

We transform media exchanges into marketing results

initiative

## Adresse

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## Equipe

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## Présentation

### INITIATIVE IS A MEDIA, MARKETING AND DIGITAL COMPANY

Defined by outstanding entrepreneurial talent, Initiative is a dynamic and flexible worldwide network, deeply connected to the people, cultures and communities we serve.

As one of the world's leading media strategy, planning and activation companies with over thirty years of experience and a network spanning six continents with 90 offices in 69 countries, Initiative helps grow brands and build businesses.

In the MENA Region, Initiative Media operates in 9 markets and is part of MCN – Middle East Communication Networks (the biggest marketing communication holding company in the MENA region)

Consumer's experiences with brands are personal, built over time and the result of many interactions or exchanges between people and brands. People are most influenced by exchanges that are immersive, social and current, engaging them with what they value most : family, friends, communities, issues and entertainment. In such exchanges, media is marketing.

At Initiative we identify, leverage and customize the most powerful and creative exchanges that bring consumer brand experiences to life.

## Principaux Clients

Henkel et Fujitsu-Siemens.

## Structure

Date de Création : Novembre 2006  
Effectif : 06

## Références

