

Saudi Telecom, Dubai Lynx 2010 Advertiser of the Year

Saudi Telecom (STC) has been awarded the Dubai Lynx 2010 Advertiser of the Year Award - presented to advertisers in the MENA region. Mohammad Al Faraj, general manager: corporate communications will collect the award during the Dubai Lynx awards ceremony that takes place The Palladium in Dubai on 17 March 2010.



Founded in 1998, STC (Saudi Telecom) is the national telecommunications services provider in Saudi Arabia providing mobile and fixed communication products and services such as broadband, business solutions and network services to a customer base of over 25 million.

In 2009, STC won two Gold Media Lynx awards for their "New Day New Dawn" re-branding campaign, the first re-brand since the company began.

"STC is a young and dynamic company who has both the imagination and drive to advertise its products and brand through innovative ways allowing them to reach consumers in a local, regional and international arena," says Ian Fairservice, vice-chairman of Dubai Lynx. "Seeing how they drive and embrace the creative process with their agencies, they are an inspiration to other brands," he continued.

"To be named as Advertiser of the Year is both an honour and a responsibility that we welcome. This prestigious award is further proof that STC is not only a telecom company, but also a leader in creativity and uses media creatively. Our goal is to showcase the power of STC as a home-grown brand and to engage our customers on a personal level through passion pillars that matter and which are a part of their lives," said Faraj.

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