

Abu Dhabi, UAE – 16 August 2010

ABU DHABI FILM FESTIVAL AWARDS ADVERTISING CAMPAIGN FOR ITS 4TH EDITION TO JWT

The Abu Dhabi Film Festival (formerly the Middle East International Film Festival) announced today that it has selected JWT to develop its new advertising campaign for the 4th edition of the Festival, which will take place October 14-23, 2010.

The Festival recently launched its new name and brand, which, its management explained, was inspired by a drive to emphasise the Festival's link to its home and to recognise Abu Dhabi's role in boosting a regional upswing in filmmaking and creative enterprise.

"We are proud of our new name, which came naturally out of a strengthened mission to nurture a rich film culture in the UAE, as well as regionally and internationally," said **Huda Al Shamsi**, Director of Marketing and Sponsorship. "We chose JWT because their pitch showed a full understanding of where we are and where we want to take our Festival. We are confident that they are ideally positioned to capture and convey the bold spirit of the festival."

To align with the Festival's new brand strategy and raise its profile, the advertising agency review was launched on 30 June 2010. Five agencies were invited to pitch for the 2010 campaign. After considering all proposals, Festival management confirmed its partnership with JWT on 3 August 2010.

JWT is part of WPP, one of the world's leading communications services groups. The agency looks back on more than 20 years of experience in the region and employs 80 percent Arab talent. As part of the largest MENA agency network, it counts multinational companies Nestle, UL, HSBC, J&J, Kraft and Nokia among its clients.

ABOUT THE FESTIVAL

The Abu Dhabi Film Festival (formerly the Middle East International Film Festival) was established in 2007, with the aim of helping to create a vibrant film culture throughout the region. Presented each October by the Abu Dhabi Authority for Culture and Heritage (ADACH) under the patronage of its chairman H.E. Sheikh Sultan Bin Tahnoon Al Nahyan, the event is committed to curating exceptional programs to engage and educate the local community, inspire filmmakers and nurture the growth of the regional film industry.

With its commitment to presenting works by Arab filmmakers in competition alongside those by major talents of world cinema, the Festival offers Abu Dhabi's diverse and enthusiastic audiences a means of engaging with their own and others' cultures through the art of cinema. At the same time, a strong focus on the bold new voices of Arab cinema connects with Abu Dhabi's role as a burgeoning cultural capital in the region and marks the Festival as a place for the world to discover and gauge the pulse of current Arab filmmaking.

The Abu Dhabi Film Festival Press Office is at your disposal for any questions and further information. Email press@adff.ae or call +971 2 556 4000 to find out more.