

me  
+ **O**<sub>2</sub>  
BEYOND **O**<sub>9</sub>



# O2 BEYOND O9

Hello O2!

We want to see you continue to grow with O2, and as your MD, it's my responsibility to support your professional development and guide you in the right direction. I want you to be fully aware of O2's goals, strategies, challenges, and results. I want to make sure you always know where I'm leading you to give a clear picture of where we are going and how you fit into the big picture.

At our annual O2 gathering this December, I believe I summed up this strategy in three words: Initiatives, **work quality** and **responsibilities**. In the following, I present to you how we must collectively take action, emphasizing your individual role within the company.

I will try by best to communicate this information to you effectively. I want this to be a strategy that you can be excited about so you will be inspired to give it your all and support it with passion!

I've named this strategy "O2 Beyond O9" because it's not just a simple strategy for the coming year, it stretches beyond; it's continuous, leading into the coming years, paving the way for our global vision.

# TOPPICKS

**1. PROMOTIONS**

**2. BUSINESS PRACTICES**

**3. OPERATIONAL EXCELLENCE**

**4. KPIs**

**5. KNOW O2 FIRST**

**6. OUR VALUES**

# my + responsibilities

## 1. PROMOTIONS

Promotions are based your line manager's strategy (directly contributing to the O2 strategy) as well as your ability to achieve these objectives through your performance.

Most importantly, all promotions are based on your KPIs. Please keep in mind that all future promotions will be based exclusively on your KPIs.

The intention of these promotions is to encourage you to reach your potential, O2's long term objectives and to reward those who have significantly contributed.

Congratulations to all of those who have been promoted in O8, and we look forward to seeing more of you on the upcoming list in June O9.

# Promotions

## O2 MARKETING COMMUNICATIONS

### DUBAI

Nariman El Najjar, General Manager  
Emma Hutchman, Senior Account Manager  
Divine Sentillas, HR and Admin Executive  
Ivan Rios, Senior Art Director  
Iyass Suleiman, Senior Account Executive  
Michelle Dacallo, Senior Executive / Account Planning  
Nadia Mustafa Abdeen, Senior Graphic Designer  
Abdul Rahamane, Creative Assistant

### ABU DHABI

Ahmad Hamadi, Executive Manager  
Nouha Attar, Senior Art Director

### BAHRAIN

Samer Nassif, General Manager  
Gordon Lesage Brown, Assistant Creative Director / Head of Bahrain Creative Team  
Jawaher Al-Ali, Art Director

## O2 PUBLIC RELATIONS

Husni Mohammad Deyab, Senior Media Adviser  
Lina Husry, Assistant General Manager  
Michelle Louise Johns, PR Account Manager

## 2. BUSINESS PRACTICES

We all know that we need to focus more on practicing O2 methodologies in a more consistent manner, especially when it comes to speaking the O2 language.

We must remember that O2's long term vision is to become consumer-based (refer to our vision and mission at <http://o2mc.net/vision.htm>) therefore, it's essential that we not only focus on businesses but on the consumer as well.

# my + initiatives

**Know Your Market First:** We must all fully comprehend the meaning of this term and uphold its significance. It's not just a term, it's our philosophy which we must practice in order to achieve our global vision.

**Our values:** Our values are our purpose, the reason we exist. Values are the only thing that will remain forever and will remain true regardless of our presence. We must live out these values on a daily basis and make sure these values shine through everything we do.

**Presentations:** We have been very successful in presenting pitches to new clients, but not as successful in presenting ideas to existing clients. This must change. We need to approach existing clients with the same passion as new clients, no matter how small the project. We must infuse passion in everything we do whether it be a business card, or a multi-million dollar campaign.

# my + work quality

**Oxygen Session:** The oxygen session is a unique technique that differentiates O2 from every other ad agency on earth! As such, we must understand the process and ensure that we hold them regularly to explore ideas and understand our clients' requirements. The oxygen session is not limited to the creative team; all departments can benefit from holding an oxygen session. Please find samples of oxygen sessions on the server.

It's essential that we fully comprehend how the oxygen session works, why we use it, and how it helps to determine crucial information about the brand and the clients' objectives.

### 3. OPERATIONAL EXCELLENCE

Operational excellence is something that we must strive to achieve in everything we do. It starts from the inside out. If we focus on excellence internally, it will resonate externally, building our image in the market.

#### Punctuality:

Timeliness is an important aspect to our success at O9. We must do our best to adhere to scheduled times out of respect, as well as to uphold efficiency and organization. This is applicable with regards to attendance, internal and external meetings, lunch breaks, etc. For client meetings, please ensure to arrive at least 10 minutes early. For presentations, please ensure to arrive at least 30 minutes early to allow time for set-up and to resolve any technical glitches.

#### Quality Control (Total Quality Management):

We must make a point to verify the quality of our work and look at it objectively and honestly before handing it over. When involved in a project that someone else has worked on, you are also responsible for checking their work for errors/oversights. We are all working towards the common objective of creating quality work that we can all be proud of. We want O2 to consistently generate excellent output and build a reputation that exudes quality.

To recap: before you send out your work be sure to check it first thoroughly, make sure it upholds O2 standards, and is representative of O2 output! You must take responsibility for what goes out.

You are responsible for your work and for everyone else's!

my  
+ initiatives

my  
+ work quality

my  
+ responsibilities

# my + responsibilities

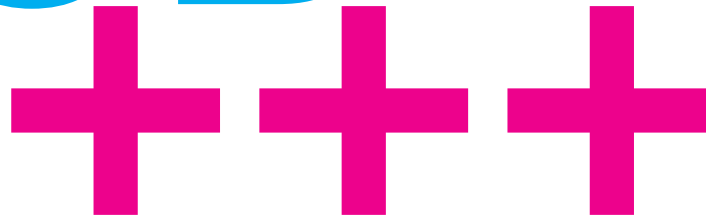
## [HR Procedures](#)

As you are aware we have completed our O9 HR Policy Handbook to inform you about O2 procedures. I encourage you read and understand every policy and procedure in the book as these will be strictly implemented. For any queries, please email [hr@o2mc.net](mailto:hr@o2mc.net)

## [O2MCONLINE.COM](#)

We encourage you to use the O2 Online system more often. We have created a comprehensive manual on how to use it. The online system is a major component of your KPIs, and therefore, it is to your benefit to use it. All important resources can be found online such as the KPI Book, the HR Handbook, the Client Servicing Guide Book, and other HR forms.

# MYJOB



## 4. KPIs

This system is now in effect, and will be carefully monitored to ensure accuracy, impartiality, and effectiveness. This system will work to our mutual benefit, promoting the achievement of your professional goals and our shared ambitions for O2. KPIs will allow O2 to objectively measure your performance, effectively monitor and encourage your personal progress, and reward you accordingly. In fact, all promotions will be rewarded based solely upon the results of your KPIs.

The KPI must be submitted on a monthly and quarterly basis. The system in O9 will be linked to your monthly progress, and failing to submit your report at end of each quarter (March, June, September and December) will directly affect the date of your salary. This is the only way in which the management can ensure this system will work. Please note that all future promotions will be based on the KPIs **only**.

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# Know O2 First

We encourage our clients to Know Your Market First! Now it's our turn to get better acquainted with O2! This will help us better understand and communicate O2 to the market.

How can I know O2?

- Our website which is updated on a weekly basis
- Our yearly showcase (the Profile)
- Our O2 brochure
- Our previous presentations
- Our newsletter
- Our daily media monitoring by O2PR
- From each other!

# Our values.

As mentioned before, our values are the reason why we do what we do. We must believe in our values and strive to perpetuate them in everything we do.

## FIRST

We strive to be the first in everything we do. We constantly come up with the most innovative, ground breaking ideas! We do research first to make sure that the consumer comes first—in fact, our motto is ‘KNOWYOURMARKETFIRST’. Our vision is to be the first UAE based IMC network to go global. Already, O2 is distinguished as the first UAE based communications network with global reach.

## TEAM SPIRIT

We work dynamically together to go above and beyond our organizational goals. We consider the O2 team our family and are careful to select only the most passionate people, who will enrich our team, believe in our values and global vision. We are fortunate to be encircled by people we admire, appreciate and cherish. We inspire each other to push our potential, exceed expectations, and be the best that we can be. This cohesive unity is what drives us to reach the most remarkable results, giving us the strength to supersede other agencies in the region, and take on the globe!

# Our values. ■

## PEOPLE

Communicating with people is the heart of our profession, and the people within O2 are the reason we exist. We appreciate people. We try to see the world through their eyes, conducting focus groups, and research so that we can pinpoint the central triggers that motivate and influence a consumer's decision-making process. Understanding our target market enables us to determine the most appropriate, engaging communications strategies and achieve our partners' ambitious objectives.

## CUSTOMER SATISFACTION

Our success is contingent on the satisfaction of our partners. (We refer to our 'clients' as our 'partners'.) We work closely with our partners to develop integrated strategies that will effectively communicate their key corporate messages. We strive to create enduring partnerships built on trust, commitment, and a history of success for our mutual benefit.

## PASSION

We are an expressly creative variety of people from across the globe who have joined forces to create masterful communications solutions and fulfill O2's global vision. A perpetual passion for everything we do is what powers us to come up with astounding strategies and shine through the vast world of communications.

## INSPIRATION (OXYGENSPACE)

The OXYGENSPACE is a dimension created especially to inspire O2's creative process. It's a space in which ideas are able to breathe, thoughts are able to materialize, imaginations can run wild, and research is able to evolve. We encourage each other to stretch our ideas beyond the limits, and for our partners to participate in the creative process.

# Our values. ■

## RESEARCH (KNOWYOURMARKETFIRST & WHATTHEMARKETWANTS)

Before we begin the creative process, we make sure we understand our partners' current reality in the market, exploring and identifying open, viable opportunities in the market. Research is the foundation of all operations, which is why our positioning statement is 'KNOWYOURMARKETFIRST'.

WHATTHEMARKETWANTS (an extension of KNOWYOURMARKETFIRST) is another research based concept that focuses on determining the business objectives of our partners based on 'WHATTHEMARKETWANTS' through an in-depth analysis of the prospect of the ever-changing market.

## THE POWER OF POSITIVE THINKING (O2CULTURE)

The O2CULTURE is a positive state of mind that every O2 employee subsumes, allowing us to recognise the value of our thoughts. This is a constant mindset that we carry with us wherever we go. We believe that no idea is a bad idea; how ideas transform into brand values is what makes them extraordinary. We pride ourselves on having a positive, encouraging, and safe work environment in which people can express themselves creatively and freely.

## LOVE

We love our work, we love one another, and we love O2! We inspire each other to reach for the stars, exceed our potential, and be the most amazing versions of ourselves. We share a profound respect for one another; each one of us has something incredibly special to offer and this is what makes O2 so unique! We are passionate about instilling love, and this love shines through everything we do.

# Our Values. ■

## BIG CREATIVE IDEAS

### THE ABDUL INITIATIVE

Abdul was O2's office assistant, but not just any office assistant, an extraordinary one! Everything he did, he did with passion. Even when he made a cup of coffee, you could tell it was made with love and care. Abdul constantly volunteered to help in the creative department, mounting and cutting artwork, binding proposals and making sure everything was in order before presentations. Mohammed Johmani, O2's Managing Director, recognized this passionate flair and promoted him to 'Creative Assistant'. Abdul was someone that everyone could count on to get the job done right.

Grateful for his promotion, Abdul offered a present to Mo wrapped exquisitely in O2 wrapping paper and topped with a matching blue bow. Mo unwrapped the present only to find a seemingly ordinary plain white mug. Mo received it for what it was, appreciated the thoughtful gesture and left it at that.

A few minutes later, an excited, yet calm Abdul came into Mo's office with a kettle full of hot water. Without so much as a word, Abdul filled the mug. Mo watched with anticipation, wondering what on earth Abdul was doing!

As the water filled the mug, something magical happened! It began to change! Slowly, from the bottom working its way up to the top, bright circles began to appear on the surface of the mug. Mo stared at the mug in fascination and then realized that what he was seeing was O2's global vision! He was astonished! This was one of the most meaningful, most thoughtful gifts he had ever received!

At that very moment, it occurred to Mo that things are not always as they appear; everyone has the potential to achieve great, creative feats if they approach life and work with passion, dedication, and inspiration.

Inspired by Abdul's passion, Mo was determined to spread this powerful energy to our valued team members and partners. Today, we call this mass produced mug 'the Abdul Initiative'.

So now you should have a clear idea of what you can do to make a difference in O2, grow professionally, be rewarded for your efforts, and contribute to O2's overall success. You are what makes O2 and in order to continue our growth trend we must stay true to our values, live and breathe the O2 culture, uphold our commitment to quality, and ensure passion shines through everything we do!

I hope to see each and every one of you achieve your potential and actively contribute to O2's growing success and ultimately reach our global vision. I would like to take this opportunity to thank you all for a successful O8, and I wish you a prosperous New Year with O2!

Mohammed Johmani  
Founder, O2



**O2**MARKETINGCOMMUNICATIONS



**O2**PUBLICRELATIONS



**O2**INTERACTIVE