

FOR IMMEDIATE AND EPIC RELEASE:

CARROT CREATIVE OPENS OFFICES IN DUBAI & ABU DHABI

Social media agency takes on UAE

Brooklyn, NY, January 26, 2012 — Carrot Creative, a New York City based social media agency, is opening offices in the United Arab Emirates this week.

The global agency expansion will launch with the relocation of Carrot New York employees, including former Head of Social Activation, Will Hutson. Mr. Hutson will lead the UAE expansion in his new role as Managing Partner. “We’re excited about the abundance of business, and how brands in the UAE have brought social media to the table almost from day one,” says Hutson.

The expansion to the Middle East may come as a surprise to some in the industry, as the move falls outside of typical creative agency growth trajectory. Carrot Creative CEO Mike Germano explains, “We could have opened up a Los Angeles or Chicago office like so many other agencies in our industry – but the agency business has changed dramatically with the advancement of social media. Offices in the UAE will allow easy access for our growing global clients who often can’t travel to New York City, or who find the Eastern Standard Time Zone inconvenient. Social Media is both real-time and global and we want to provide our clients with the talent, staff and service they need on those same terms.”

The Carrot Creative UAE staff will work in conjunction with the New York office, and sharing creative, strategic, production and activation duties across all offices. The new offices will service a variety of Middle Eastern clients and assist with global clients entering the region.

Chief Product Officer Chris Petescia adds, “We’re excited to be taking our talents to the global level and to a much broader audience. We’ve been preparing for this and have built a solid reputation of stellar work. It’s the ideal time for us to bring the Carrot passion to the the rest of the world.”

The grand scale in which brands have launched themselves in Dubai is what originally attracted the agency to the emerging market. Mr. Germano shares how the region has inspired their move, “People go to Dubai to dream big, and do things on a scale not

seen anywhere else in the world. Our agency has always identified with people and brands who aren't afraid to go big, and who aspire to tackle seemingly impossible feats. They manufactured islands shaped like palm trees. They invented Ferrari World. They built the world's tallest building. We want to surround ourselves with people who think, believe and do things at this scale."

Carrot Creative UAE offices will be centered in Dubai Media City, with a satellite office in Abu Dhabi. The agency will be hiring employees in both the Dubai and Abu Dhabi offices. Applicants are urged to apply on the Carrot global website, at www.carrotcreative.com.

Statistics

Online advertising [in the MENA region] is expected to grow at a growth rate three times that of the global rate.

DIMITRI METAXAS, EXECUTIVE REGIONAL DIRECTOR OF OMNICOM MEDIA GROUP

Digital media advertising in the MENA region has grown from \$120m - \$150m yearly as mobile and social ads take a wider slice of advertising revenues.

ARABIANBUSINESS.COM

Youth (between the ages of 15 and 29) make up 75% of Facebook users in the Arab region as opposed to roughly 40% in the US.

ARAB DIGITAL MEDIA OUTLOOK 2008-2011

The total number of Facebook users in the Arab world stands at about 21m (Dec 2011) up from 11m (Jan 2010), a 78% annual growth rate.

ABOUT CARROT CREATIVE UAE

Carrot Creative UAE will be headquartered in Dubai Media City, Dubai, with a satellite office in Abu Dhabi. The agency will offer social media strategy, campaign development and activation for brands worldwide. In addition Carrot Creative UAE will be the first company to provide the region with both Facebook & LinkedIn certified development partners.

ABOUT CARROT CREATIVE

Carrot Creative is the first full-service Social Media agency. Launched in 2005 headquartered in Brooklyn, NY, Carrot's clients are among the most vaunted brands in the world, and include Ebay, Disney, Red Bull, Ralph Lauren, Burton Snowboards, Vice, Jaguar, and the NFL.

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