

SYED SHUJA HUSSAIN

Creative Director / Art – AI-Led Brand Strategy

20 Years of Strategic Creative Leadership

Building Brands and Ideas

For two decades I've led creative teams, built campaigns and shaped brand strategy across global agency networks and government organisations in the UAE.

**Creative Director with
20+ years of experience
across international
agency networks and
major brand ecosystems.**

Work spans

Brand strategy

Experiential marketing

Integrated campaigns

Creative leadership

Career Across Global Agency Networks

SYED SHUJA HUSSAIN

2025

Dubai World Trade Centre
Creative Director / Acting Head of
Brand Management



2021

Leo Burnett Dubai
Associate Creative Director



2018

FP7 McCann Dubai
Senior Art Director



2016

Impact BBDO Dubai
Senior Art Director



2012

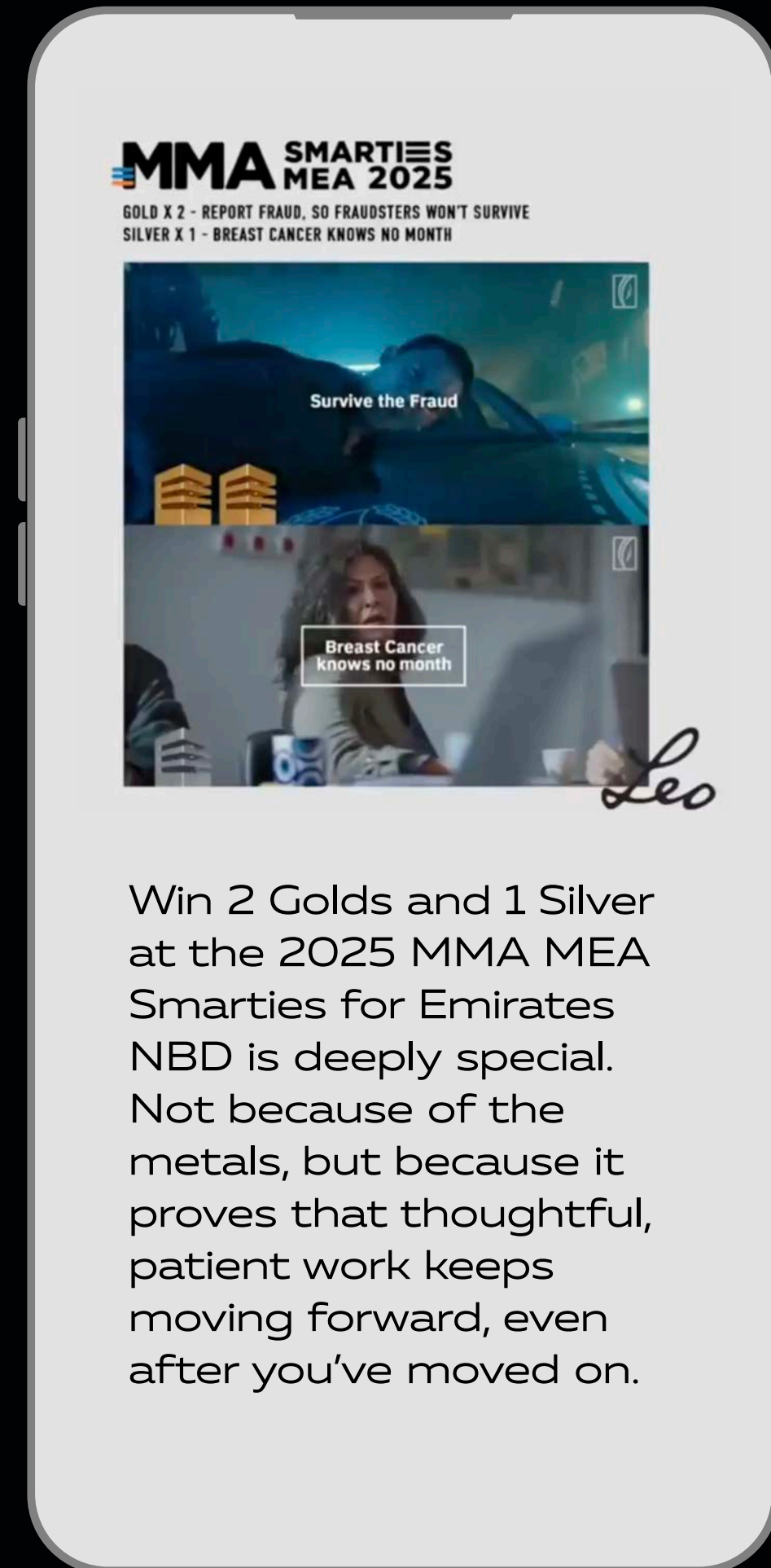
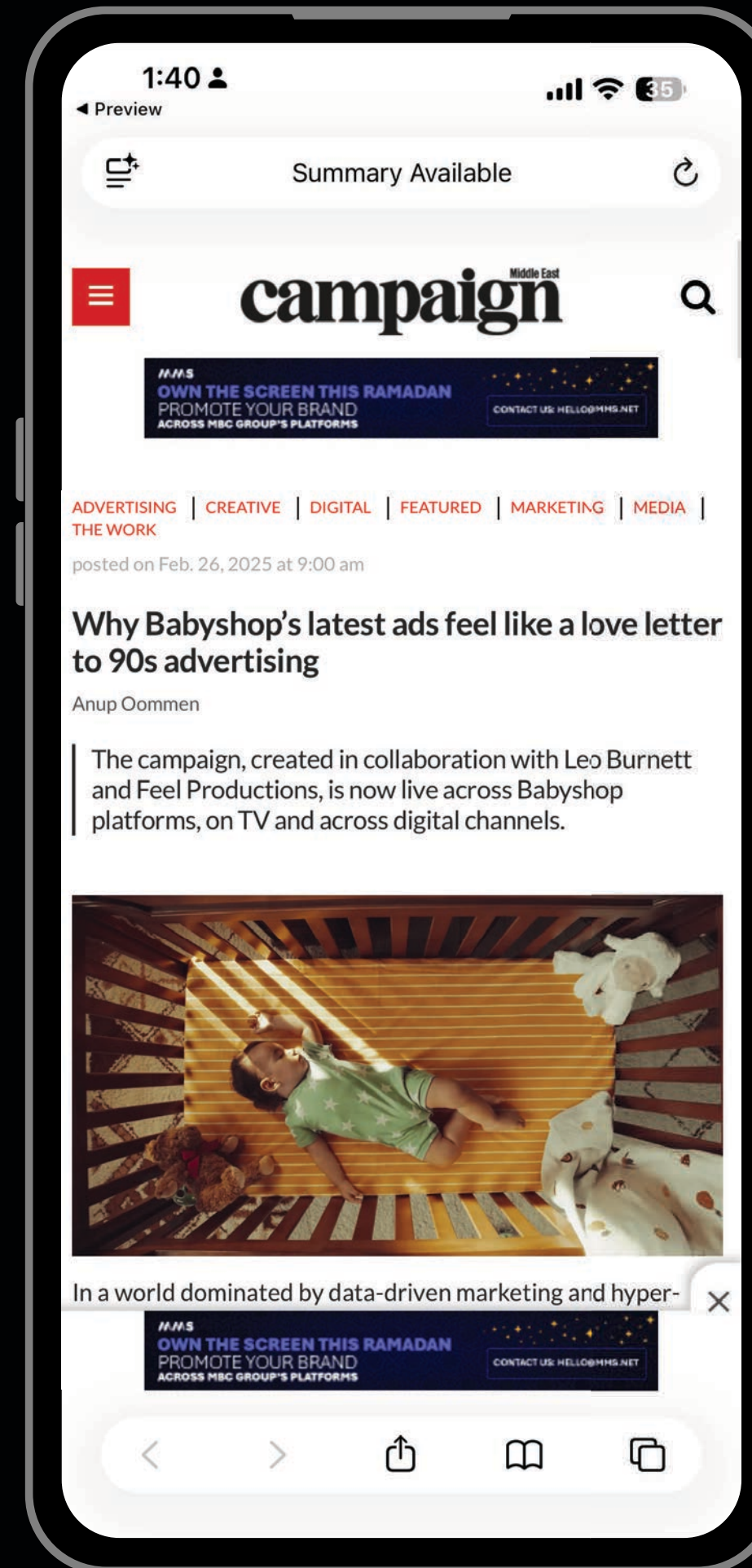
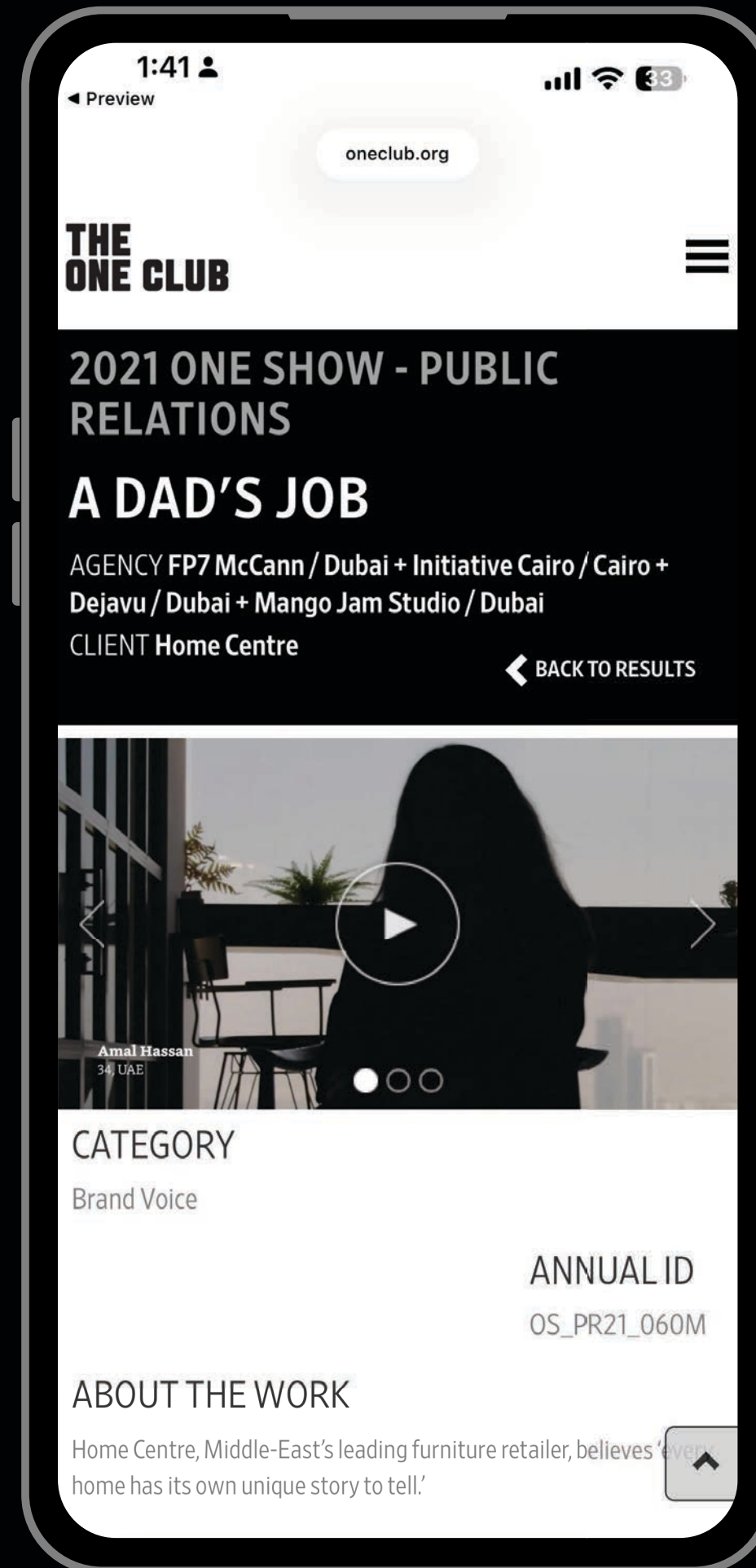
Havas Dubai
Senior Art Director



Worked across FMCG, retail, government,
and large-scale experiential platforms.

Recognition & Industry Coverage

These recognitions reflect concept-driven creative thinking and strategic brand storytelling.



Win 2 Golds and 1 Silver at the 2025 MMA MEA Smarties for Emirates NBD is deeply special. Not because of the metals, but because it proves that thoughtful, patient work keeps moving forward, even after you've moved on.

Winning Ideas & Shortlisted ones

SYED SHUJA HUSSAIN



A DAD'S JOB

How channels used for Father's Day, were used instead to challenge the cultural taboo of Arab single moms.

A World of discrimination

10k of homes in the Middle East don't have a father. But single moms remain a taboo in Arab culture, often seen as failures as wives to their husbands or worse. As a result, they're never shown in advertising. Home Centre, a home furniture retailer, challenged that taboo.

The first brand to recognize single moms in the Middle East.

A groundbreaking spot on Father's Day.

No other brand has dared to address these issues across the Middle East.

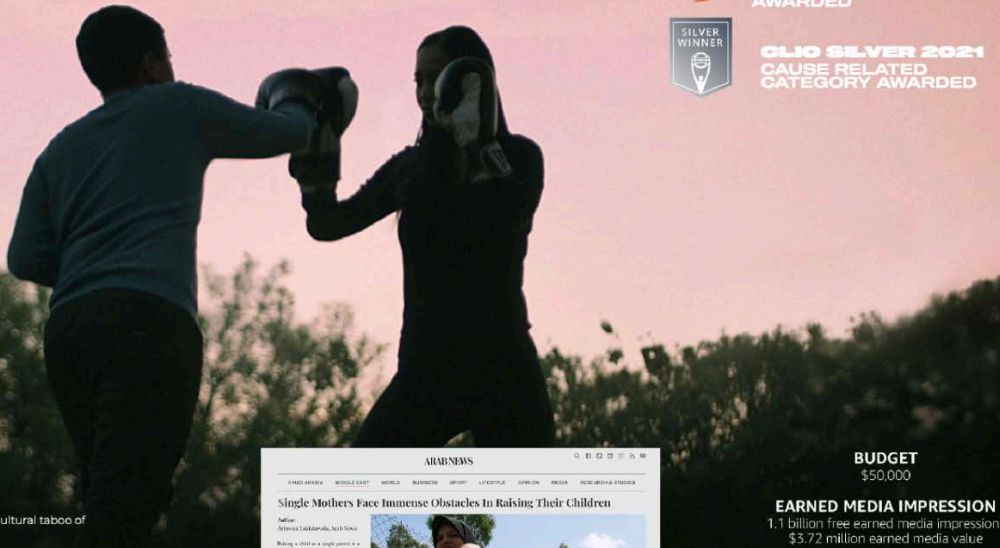
With 80% of buyers being moms, it has resonated and won hearts and wallets across the Middle East.

Starts out like every other Father's Day ad. Ends under every other Father's Day ad.

Approach: the parents Father's Day overloads.

Home Centre has challenged its competitors from Sweden and a major taboo.

On Father's Day, Home Centre makes sure that no mom is left out.



DUBAI LYNX GRAND PRIZ 2021 MEDIA CATEGORY AWARDED

SILVER WINNER

GLIO SILVER 2021 CAUSE RELATED CATEGORY AWARDED

BUDGET
\$50,000

EARNED MEDIA IMPRESSION
1.1 billion free earned media impressions
\$3.72 million earned media value

REGIONAL REACH
168 million (63% of the region)
102 million cross-platform organic views

BRAND RELEVANCE
+28% vs same period in the previous year

BRAND CONSIDERATION
23% vs same period in the previous year

VISITS
+180% vs period prior
+2% vs same period in the previous year

PURCHASE VOLUMES
+170% vs period prior
+25% vs same period in the previous year

REVENUE
+120% vs period prior
+43% vs same period in the previous year

Single Mothers Face Immense Obstacles in Raising Their Children

Single mothers face immense obstacles in raising their children. In many cultures, single mothers are often stigmatized and face significant challenges in providing for their families. This campaign aimed to challenge these stereotypes and support single mothers.

Have we decided to such a state? Adultresses now having a say and wanting to change societal attitudes?

THE SOUND OF MASTERCARD

Launch Consideration Activation Engagement Advocacy

Sonic identity Youtube series Social Media Event Check-in Priceless Cafe Social Media

Branding Shop Stage take over Photo wall

Radio

THE SOUND OF MASTERCARD

Through the app, people customized Ramadan greetings, that we generated word docs.

We enabled children from the region to send Ramadan gifts to children from other regions around the world, and to world leaders (hoping they'd see them).

Organic support from leading media voices.

Social experiments showed the reality of kids today.

In-mall activations attracted participation.

Children's Right to Play became a topic of discussion.



THE MAN WHO NEVER GOT ANYTHING BACK

Emirates NBD's a leading bank in the UAE for decades. But it's the newest entrant in Saudi Arabia. To grow, acquisition was important. And the credit card market was the fastest way to make an instant impact. So, Emirates NBD designed Mazeed, a cashback credit card, with the highest cashback in Saudi Arabia. But with low budgets vs. mega competitors, standing out in a cluttered landscape through standard advertising wouldn't work.

So, the bank showed the joy of Emirates NBD's cashback card by showing the life of someone who never got anything back through a branded content music video and a branded content series. And made an instant impact on brand and business growth in the cards category.

"Melancholic with a clever pay-off."

"Breaking the typical banking mold in Saudi Arabia."

"Best Financial Film, July 2020."

"Bringing dark comedy to Saudi banking."

"You can't help but feel his joy at the end."

"Something no bank in Saudi has done."



The Right To Play

How a laundry detergent challenged the cultural norms in the Middle East and helped children get back their fundamental human right.

Globally, OMO advocates active outdoor play, so it contributes to children's healthy development. But, in the Middle East, because of cultural norms, parents are often praised based on how clean their children look. Children are not encouraged to go outside, play and get dirty. Instead, parents subside on outdoor play with digital devices and deprive their children of a fundamental human right according to the United Nations. The Right to Play. So, OMO challenged Middle Eastern culture by showing parents how they were breaking their children's Right to Play.

"Every child has the right to play"

U.N. Article 32 Rights of a Child

Branded content series provoked parents.

E-commerce platforms shared the Right to Play.

An Instagram stunt sparked conversations.

Appeared at key events to talk about the Right to Play.

Regional influencers shared the message.

Organic support from leading media voices.

Social experiments showed the reality of kids today.

Featured on regional talk shows.

In-mall activations attracted participation.

Children's Right to Play became a topic of discussion.

Partners and Media Support:

mbc souva Vibe mydo

نتناهد dubizzle GULF NEWS

Resulted in improving brand reputation and business growth.

+25% Brand Relevance

+43% Brand Consideration

+20% Sales Value

+16% Sales Volume

As far as we go

How a smaller local Saudi travel brand challenged Islamophobia by giving a new face to Islam's holy month, and in turn, challenged established global and local competitors, winning hearts and bookings, with a total budget of 100,000\$.

The unexpected and moving story was shared regionally and globally, as was the spirit of Ramadan.

TV and media platforms gave Almosafer free air time to show the film.

It was rated the best Ramadan campaign worldwide, across news and media channels.

During Ramadan 2019, the Middle East's Superbowl, in a world that's divided between "us" and "them", Almosafer, a travel site from Saudi Arabia became famous for challenging Ramadan and doing something no Arab brand has done before. And in turn, it won Ramadan 2019 and grew its business and market share as flying.com and Booking.com who were market leaders.

"A Saudi travel brand's inspiring campaign."

"A Saudi campaign that brings cultures together."

"Almosafer, a Saudi travel brand, won Ramadan 2019."

"Showing what we, Ramadan marketers, can learn from Christmas."

"Taking the spirit of Ramadan to an unexpected destination."

"Highlighting the beauty of Ramadan"

\$100,000 TOTAL BUDGET

\$5.7 EARNED MEDIA VALUE

+334% FLIGHT BOOKINGS

+41% HOTEL BOOKINGS

+64% MARKET SHARE



THE HASHTAGGING GRANDPA

How Orange changed its perception of being an old-fashioned brand in Tunisia through a typically old Tunisian grandfather.

Branded Content Series launched the Grandpa

The Grandpa became an Internet Sensation

The Grandpa was featured on leading news channels

Spoofs were created using his funny expressions

Remixes, in his honour, were created by DJs

User generated parodies were created by Tunisians

Challenge
In Tunisia, in a saturated telecom category, often by youth consumers, Orange was perceived as a slow, old-fashioned brand that their grandparents would use.

Insight
Discovering how grandparents' internet/technology skills were trending and how Tunisian youth adored grandparents, we lived up to their perception of being a grandparents' brand.

Idea
So, we created a typically slow and old-fashioned character, who promoted Orange's internet products and services and gave new Tunisian youth: "THE HASHTAGGING GRANDPA".

Execution
Through a branded content series, the Grandpa acted like the youth on social media, using Orange's products, and through PR tactics, influenced pop culture, becoming a youth icon.

Results
80% youth reached, +162% awareness vs. competitors, +13.2% negative and youthful perception, +170% Flybox sales, +200% A24 sales, +200% Internet services sales

Brands I've Helped Build



- Retail
- Automotive
- Aviation
- Real Estate
- Banks & Finance
- Government
- FMCG
- Experiential platforms



Case Study

Download the Book

JustNav Branding

Challenge

JustNav needed to evolve from a tech start-up into a recognisable global navigation brand. The challenge was to create a complete brand system that could work across product, communication, signage, digital, app icons, partnerships, and marketing, while staying simple, accessible, and instantly recognisable. The brand guidelines describe the system as simple, flexible, global, and built around core elements including logo, composition, typography, iconography, colour, photography, badges, and tone of voice.

Insight

Navigation brands need to be understood in seconds. For JustNav, the opportunity was not just to design a logo, but to create a visual language that could behave like the product itself: clear, useful, simple, directional, and easy to apply anywhere.

Idea

We built a full identity system around the idea of simple navigation made ownable.

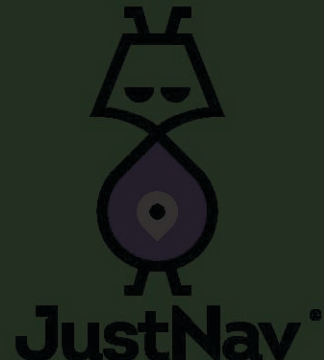
The brand world was shaped through a bold green and purple colour language, a distinctive character/logo mark, a flexible “Ant-frame” composition system, navigation-inspired iconography, clear typography rules, and a tone of voice built around being considerate, simple, direct, and consistent.

24 × 24 grid

24 × 24 grid

Digital Banner

Signboard



Download the app



Learn more >

JustNav®

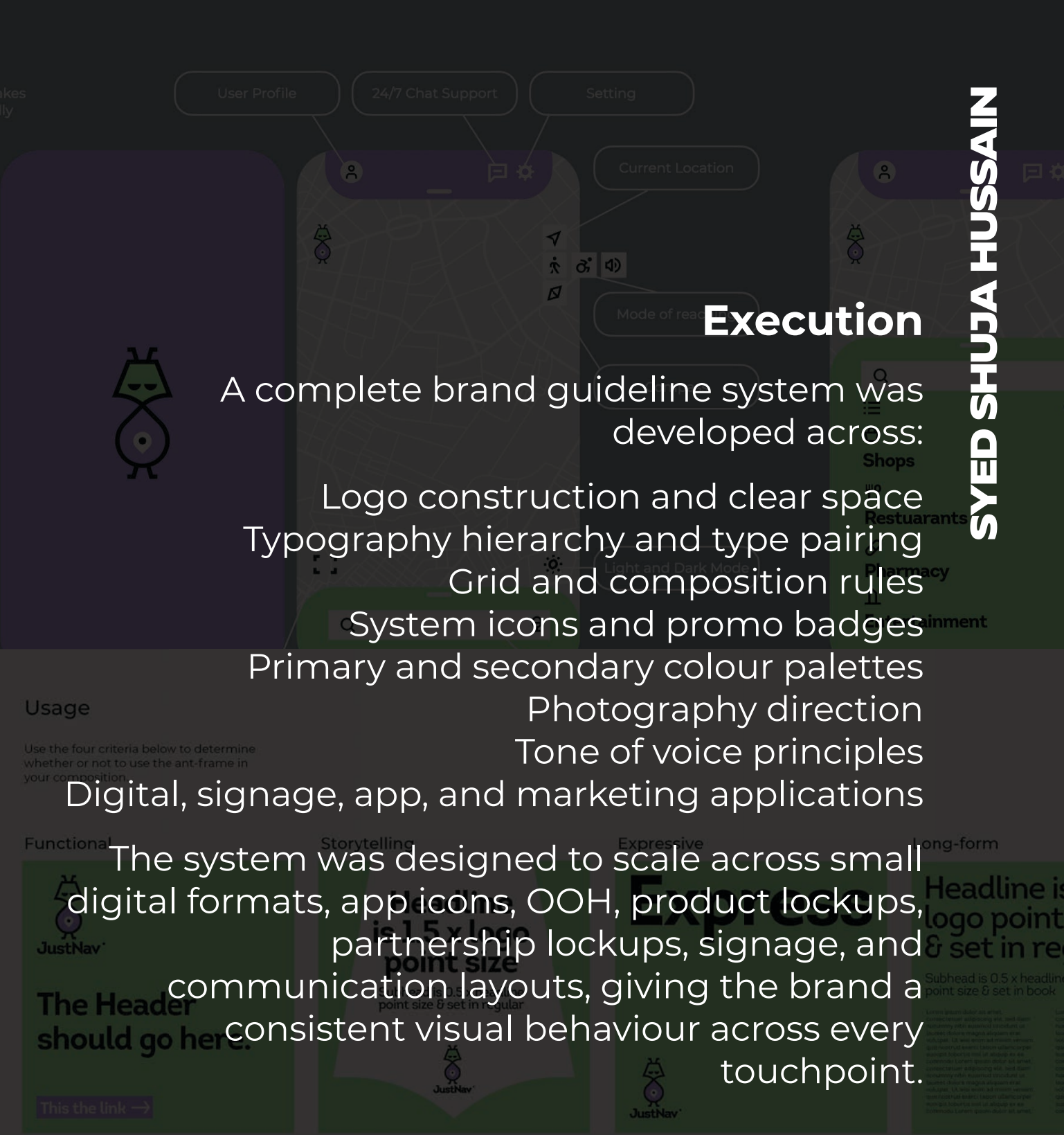
JustNav®

Brand Guidelines

JustNav Here



Learn more >



Execution

A complete brand guideline system was developed across:

- Logo construction and clear space
- Typography hierarchy and type pairing
- Grid and composition rules
- System icons and promo badges
- Primary and secondary colour palettes
- Photography direction
- Tone of voice principles
- Digital, signage, app, and marketing applications

The system was designed to scale across small digital formats, app icons, OOH, product lockups, partnership lockups, signage, and communication layouts, giving the brand a consistent visual behaviour across every touchpoint.

Impact

The work gave JustNav a complete brand operating system, not just a logo. It created a flexible identity that could be recognised, applied, scaled, and managed across global communication, product, and environmental touchpoints.

My Role

I led the brand thinking, visual direction, and system development for JustNav, shaping the identity beyond a logo into a complete brand guideline system. My involvement covered the concept, logo behaviour, visual language, grid logic, typography hierarchy, colour system, iconography direction, applications, and the overall brand-world structure.

Case Study

Leo Burnett Dubai x Protigious-Dubai (2024-2025)

Challenge

Private banking communications often focus purely on wealth management. Emirates NBD needed to reposition its Private Banking division beyond financial services and into a space that speaks to ambition, legacy, and long-term impact for high-net-worth individuals.

Insight

For high achievers, wealth is not the end goal. It is a tool to pursue the next chapter of their lives. The real question is not what they have achieved, but what they choose to do next.

Idea

We built the platform **“Believe In Your Next.”**

A cinematic film that reframes private banking as a partner in ambition, helping individuals move toward their next breakthrough — whether in business, philanthropy, innovation, or legacy building.



بنك الإمارات دبي الوطني
Emirates NBD

Believe in your next



Click to play

Execution

A visually poetic film showcasing individuals standing at pivotal moments of progress, using cinematic storytelling to elevate the idea of the “next.” The narrative focuses on **possibility, vision, and momentum**, positioning Emirates NBD Private Banking as the institution that supports meaningful advancement.

Impact

The film strengthened Emirates NBD’s positioning as a forward-looking financial partner for ambitious leaders, shifting the conversation from managing wealth to enabling the next generation of progress and legacy.

Purpose

To inspire clients to see private banking not simply as a service, but as a platform that empowers their next move, their next ambition, and their lasting impact.

Case Study

Leo Burnett Dubai x Goldmine Productions (2024–2025)

Challenge

Ramadan advertising often focuses on idealised family gatherings and perfectly staged moments. Centrepoint wanted to create a campaign that felt **more real, warm, and relatable**, reflecting how families truly experience Ramadan.

Insight

Ramadan gatherings are rarely perfect. When families come together, there are always **little mishaps in the kitchen, at the table, and during preparations**. Yet these small “oops” moments are often the ones that bring the most laughter and connection.

Idea

We created “Make More Room For Ramadan.” A film that celebrates the unexpected and imperfect moments of Ramadan. From small mistakes while preparing the meal to playful mishaps at the dinner table, the campaign embraces those “oops” moments that turn ordinary gatherings into joyful memories.

homecentre

Make More Room for Ramadan



[Click to play](#)

Execution

Through candid storytelling and warm, relatable scenes, the film shows families preparing for Ramadan together — dropping ingredients, bumping into each other in busy kitchens, spilling drinks, and laughing it off. These unscripted moments highlight the **joy, chaos, and love** that define real Ramadan celebrations.

Impact

The campaign positioned Centrepoint as a brand that understands the real rhythm of family life, reinforcing its role in everyday Ramadan moments.

Purpose

To celebrate the **authentic joy of togetherness**, reminding audiences that the best Ramadan memories are often the ones that begin with a small “oops.”

Case Study

Leo Burnett Dubai x FEEL Productions (2024–2025)

Challenge

How do we communicate value without looking like a discount brand?.

Insight

Parents want affordable products that still feel premium.

Idea

Turn everyday kids into cinematic stars.

Execution

3 high-craft films showcasing fashion, travel and sleep.

babbyshop
Lots More For Less



Click to play



Click to play



Click to play

Execution

3 high-craft films showcasing fashion, travel and sleep.

Impact

Featured in Campaign Middle East
Hundreds of thousands of views
Positive retail engagement

My Role

**Creative development
+ visual direction.**

Thank you

Let's Build Bold
Work Together

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