

# Stuart Randall

Business Director, Publicis Groupe MENAT

ACCOUNT PERSON OF THE YEAR



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#AOTYME2024

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## AN INTRODUCTION

**“Stu’s inclusive spirit generates the attributes of generosity, loyalty and a sense of fun within the team. Always achieving positive outcomes and affirmation for his colleagues that translates to an energetic and high-performance working environment.**

**His ability to lead and be a dynamic, inspirational team player has brought tremendous growth to the relationships with our clients and all colleagues within the Publicis Groupe.**

Stu is the Business Director leading a full team within the **One Team Stellantis** structure of Publicis Groupe MENAT. Within the business stable of Stellantis, he manages **10 different Automotive Brands** (Jeep, Dodge, Ram, Chrysler, Fiat, Abarth, Alfa Romeo) and Aftersales (Mopar, Eurorepar, BproAuto). Where he places his focus on a **respectful and professional point of view** with the multitudes of clients – **always with a smile on his face.**

He’s been at Publicis for just over a year and throughout his time **he emphasizes that no matter the situation, ‘treat people the way you want to be treated’.** Stay calm, collected and know that we are all in this together where **support is just an arm’s length away.**

**This submission by us, encompasses our thoughts and why Stu deserves to win 2024’s Account Person of the Year.”**





# His leadership has evolved the function and integration of One Team Stellantis.

## HIS APPROACH

The Advertising world is multi-faceted; with multiple verticals, specific channels, changing environments, encroaching deadlines, dedicated clients and constant high-quality requirements.

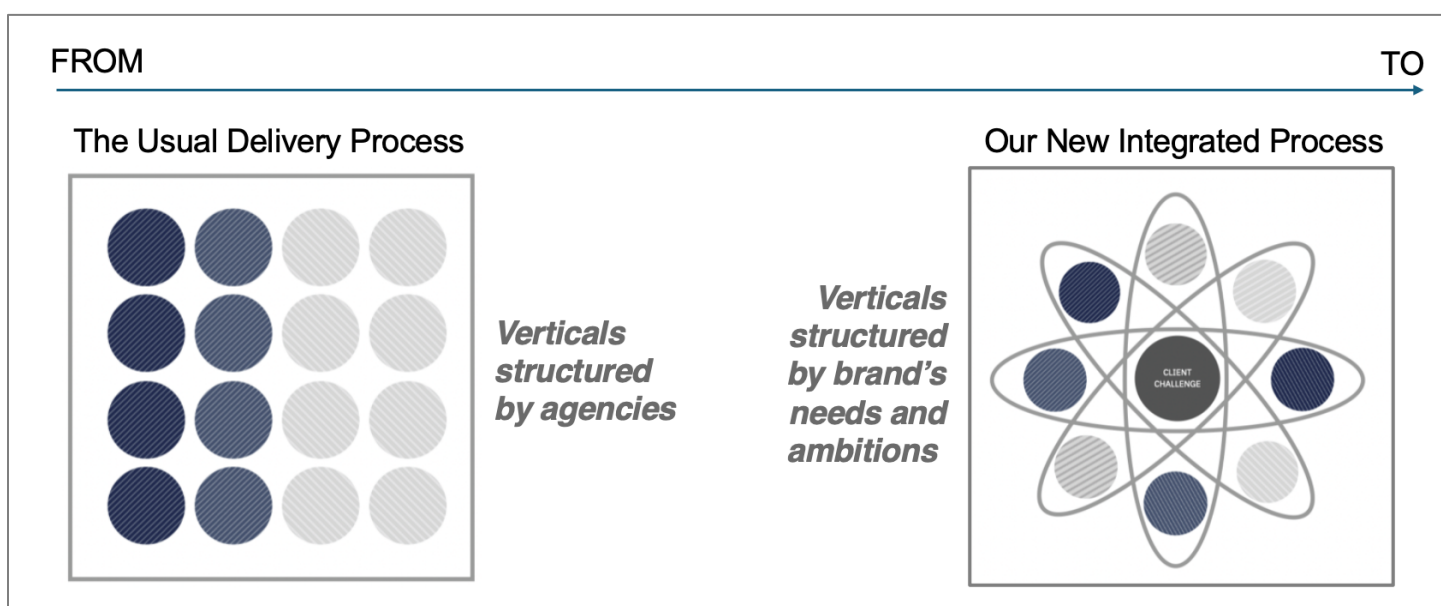
*“What makes Stuart exemplary at his job is his **enthusiasm for creative work**. I've never seen a suit being this **passionate about ideas**, willing to sell them in to the client, and getting so involved in producing them. Stuart is an **incredible creative ally**, **continuously motivating** us to **consistently deliver exciting work** for our clients.”*



**Anton Marais**

OTS, Creative Director

He **uplifted the approach** and continuously followed through in delivering campaigns across all Stellantis clients and business, **innovatively adjusting** the ways of the working mindset **from** ‘erratic quick turnarounds’ to ‘planned integrated approaches’.



And as the One Team Stellantis' Business Director, he's **consistently bringing innovation and our talent together, across the agency verticals to ensure integration is at the heart of what we do** - from creative to media to data & CRM to PR & communications to digital business inclusion - around client's businesses, all working seamlessly to **transform and grow brands and businesses to the next level**.





***His leadership has built relationships and earned loyalty.***



***"Stuart Randall is always supportive with enthusiasm and energy, ensuring that the business gets the support needed and manages the team efficiently."***



**Yara Yousef Maroun**

Stellantis, Head of Marketing Communications for Jeep Brand

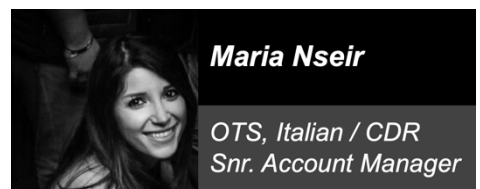
***"Stuart stands out as a key figure in managing our brands, with excellent communication skills and a positive, approachable personality. His dedication and strategic input have been instrumental in driving our brands forward, consistently delivering a high standard of work and fostering strong team collaboration."***



**Nadim Mohanna**

Stellantis, Head of Marketing Communications for European Brands

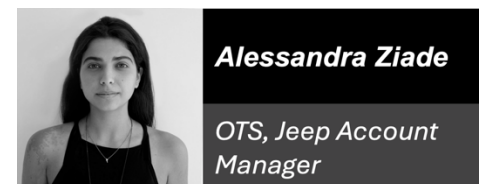
***"Stuart Randall's an exceptional leader who empowers his team by fostering a culture of trust and creativity. His unwavering support and motivation inspire us to consistently deliver beyond expectations. With a keen focus on strategic growth and client success, Stuart is always pushing for innovative solutions while maintaining a positive, forward-thinking mindset that drives both team morale and business performance."***



**Maria Nseir**

OTS, Italian / CDR  
Snr. Account Manager

***"Stu is one of those brilliant leaders who make you feel confident that no challenge is too big. He's incredibly smart, always has a solution up his sleeve, and you can see how much he genuinely cares about the work and the people around him. Working with him is not only productive but also enjoyable, and his positivity is infectious. You can always count on him to bring fresh, strategic ideas to the table."***



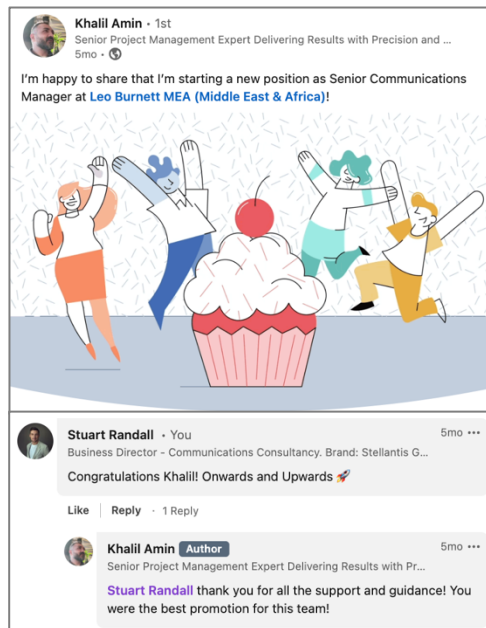
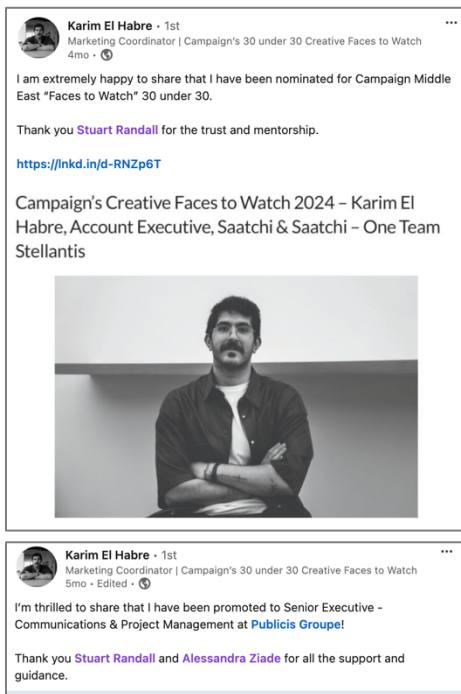
**Alessandra Ziade**

OTS, Jeep Account Manager

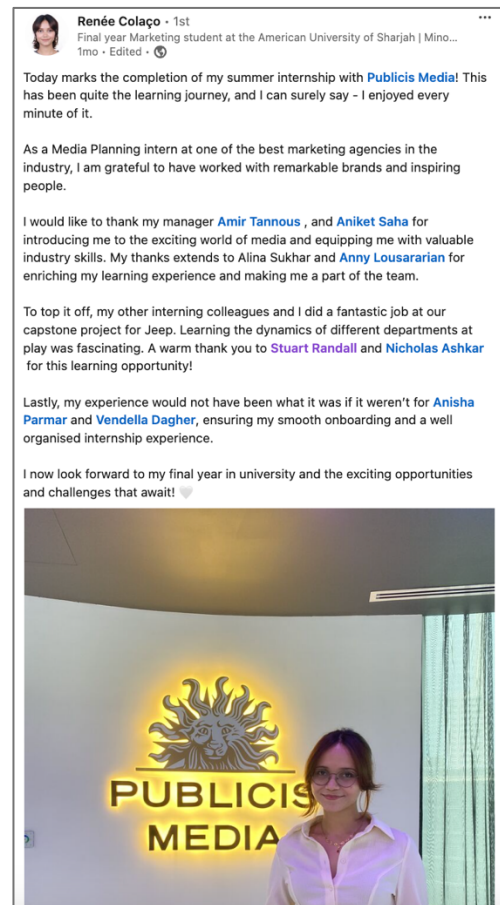
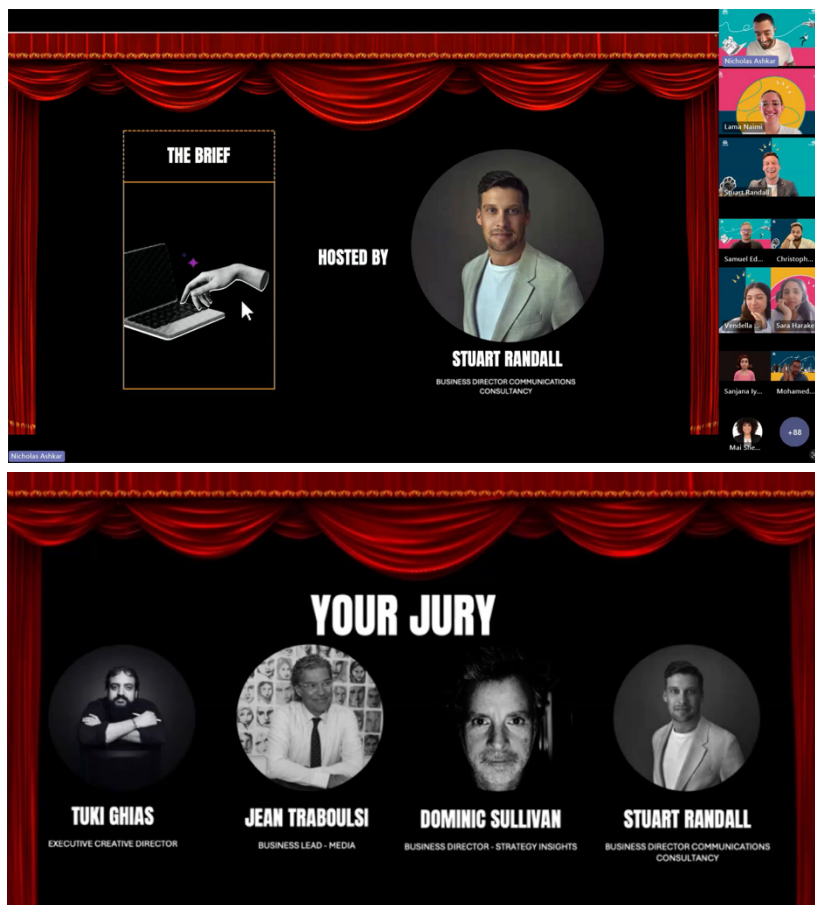


***His approach is consciously inclusive with people and with initiatives.***

He always **strives** for his teams' **deserving acknowledgements** and **builds their growth for a better future.**



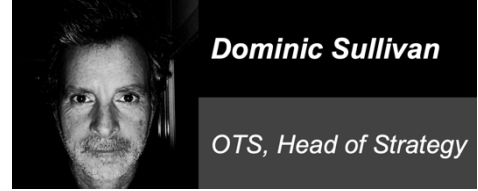
Alongside being consciously inclusive with his team, Stu played an **integral role in launching Publicis Groupe's first-ever internship program, 'PubCubs.'** He was **responsible for building and delivering the brief to over 90 interns** and was an **active member of the panel, offering invaluable guidance** to the next generation of advertising talent. His efforts have not only **nurtured rising stars** but also **contributed to shaping a more inclusive and dynamic future** for the industry.





***His strategies, management and mentorship have helped drive business growth.***

*“Stuart has a **very high level of business understanding** across the automotive value chain, from his **years of experience**, dedicated to the industry. This macro view is critical in **his ability to expertly interpret and quickly address campaign objectives and results driven outcomes for Stellantis' brands.**”*



**Dominic Sullivan**

OTS, Head of Strategy

*“Stuart Randall **consistently demonstrates exceptional dedication and strategic thinking** in his work on the Stellantis account. His ability to foster **strong client relationships**, paired with **his innovative thinking and enthusiasm**, has greatly contributed to the **success of our campaigns and client's trust**. Stuart's leadership and **commitment to driving business results are remarkable**, making him an **invaluable asset to both our team and the client.**”*



**Mazen Haddad**

OTS, Media  
Business Director

His **structured management style**, **deep understanding of client business**, and **ability to develop insightful strategies** have been **key in shaping creative outcomes that exceed market expectations**. The automotive industry, one of the most competitive in the Middle East, presents constant challenges, yet **Stu worked closely with his clients to find innovative solutions that met, and often surpassed, their objectives**. Despite the unpredictable market environment, Stu's leadership ensured Stellantis not only **overcame these obstacles but also thrived, moving into the green over the past year**.

**Jeep**

**DODGE**



**RAM**



**FIAT**

*Alfa Romeo*



**bproauto**

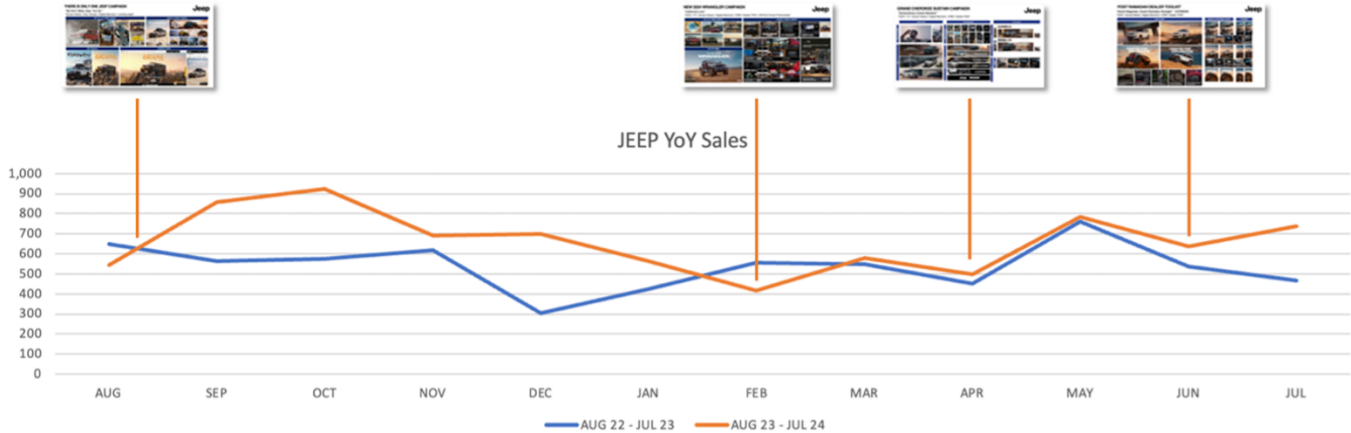
*\*Refer to the supporting documents to review all creative campaigns that delivered the outstanding results.*



## JEEP BRAND RESULTS:

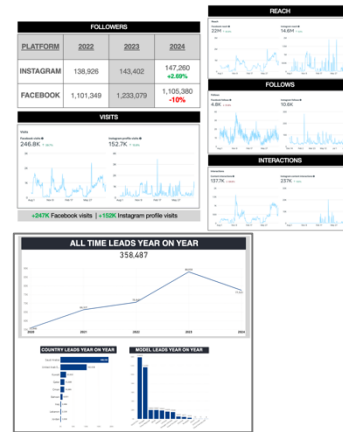


A total of **22.70% increase** in Sales year on year.



### Social Media performance:

- +22M reach** on Facebook with **46% increase** from last year
- +14.6M reach** on Instagram with **53% increase** from last year
- +4.8K followers** on Facebook
- +10.6K followers** on Instagram
- +138K interactions** on Facebook
- +237K interactions** on Instagram



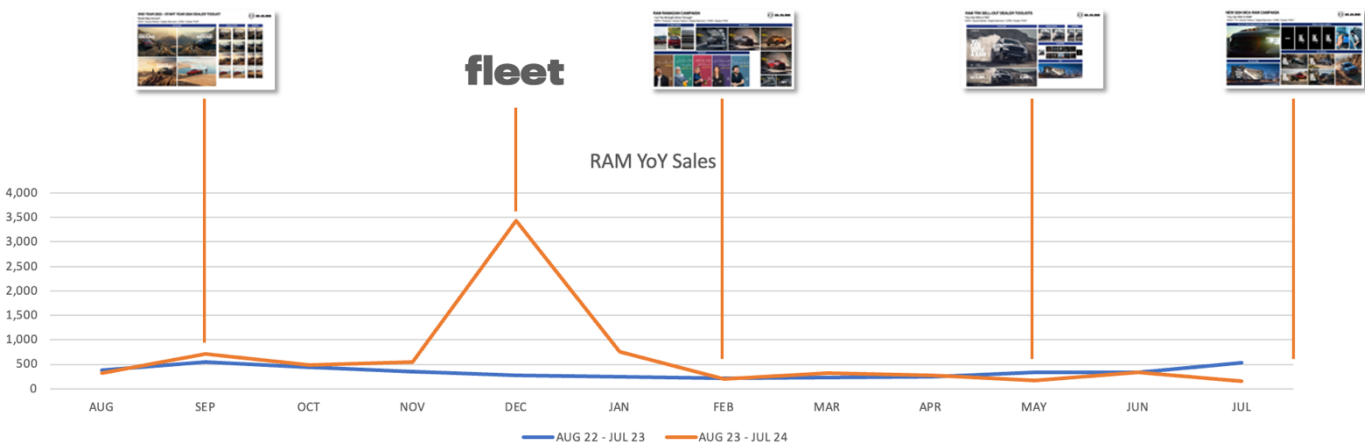
### Leads Amplified:

- 53% increase** of total leads coming from KSA.
- 39% increase** of leads are for the Grand Cherokee.
- 33% increase** of leads are for the Wrangler.
- 6% increase** of leads are for the Grand Wagoneer.

## RAM BRAND RESULTS:

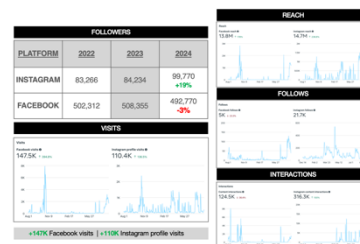


A total of **85.74% increase** in Sales year on year.



### Social Media performance:

- +14M reach** on Facebook with **46% increase** from last year
- +14.7M reach** on Instagram with **53% increase** from last year
- +5K followers** on Facebook
- +21.7 followers** on Instagram
- +124.5 interactions** on Facebook
- +316K interactions** on Instagram





### Leads Amplified:

**47% increase** of total leads coming from KSA.

**61% increase** of leads are for the 1500.

**14% increase** of leads are for the 1500 TRX.

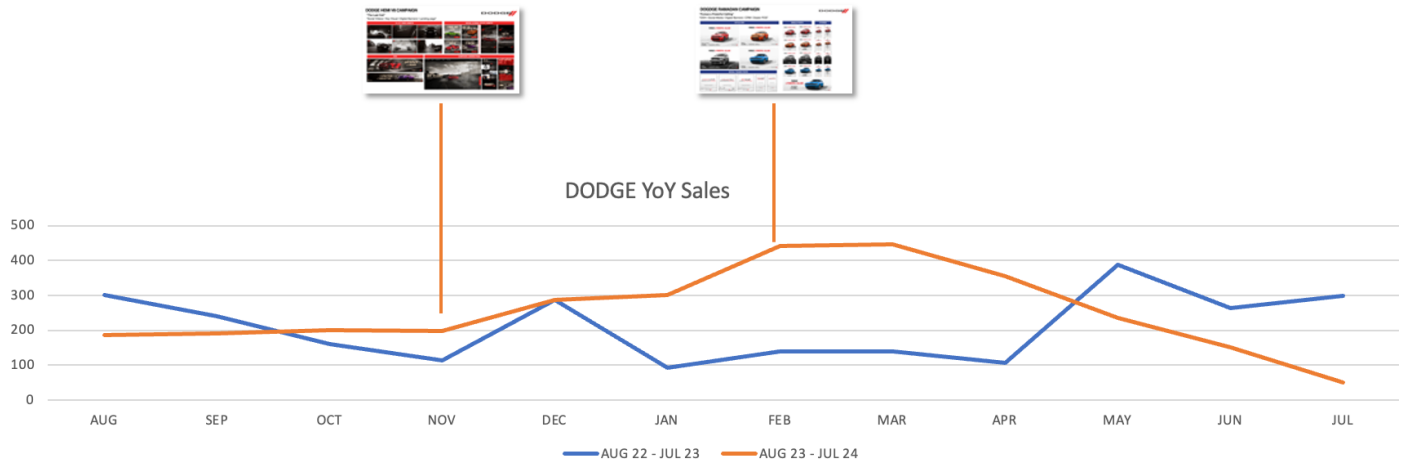
**7% increase** of leads are for the 1500 DT.



## DODGE BRAND RESULTS:



A total of **20.47% increase** in Sales year on year.



### Social Media performance:

**+15M reach** on Facebook with **188% increase** from last year

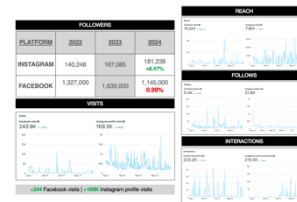
**+7.8M reach** on Instagram with **75% increase** from last year

**+5K followers** on Facebook

**+31.8K followers** on Instagram

**+223K interactions** on Facebook

**+216K interactions** on Instagram



### Leads Amplified:

**74% increase** of total leads come from KSA.

**58% increase** of leads are for the Charger.

**27% increase** of leads are for the Durango.

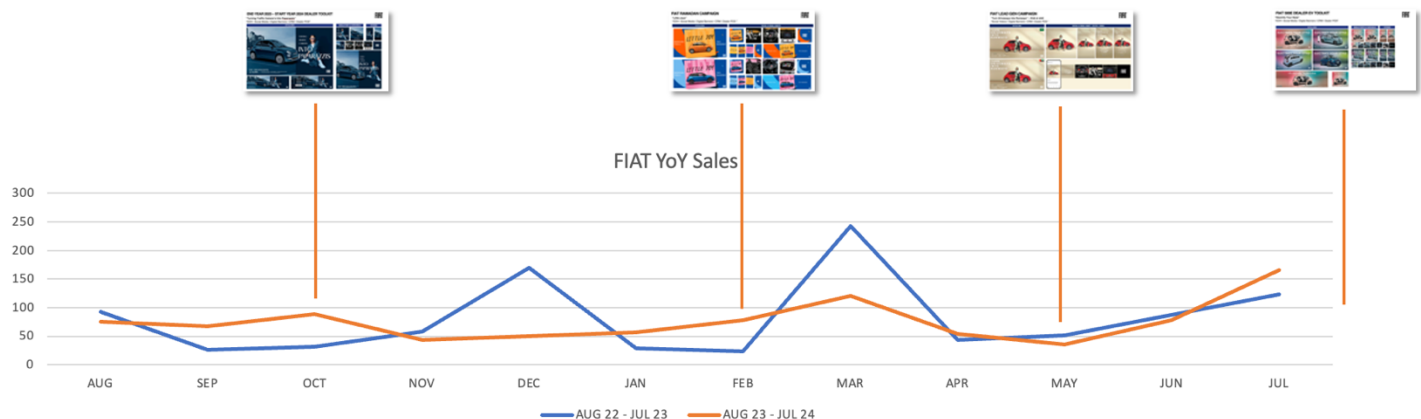
**18% increase** of leads are for the Challenger.



## FIAT BRAND RESULTS:



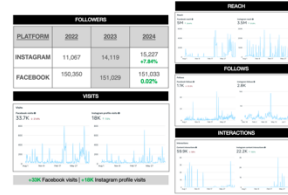
A total of **-6.83% decrease sales over last year**, this is a positive due to sell-out of ICE vehicles and diminishing stock, meeting the sales objectives to pave the way for EV's.





## Social Media performance:

**+5M reach** on Facebook with over **24% increase** from last year  
**+3.5M reach** on Instagram with over **51% increase** from last year  
**+1.1K followers** on Facebook  
**+2.8K followers** on Instagram  
**+59K interactions** on Facebook  
**+22K interactions** on Instagram



## Leads Amplified:

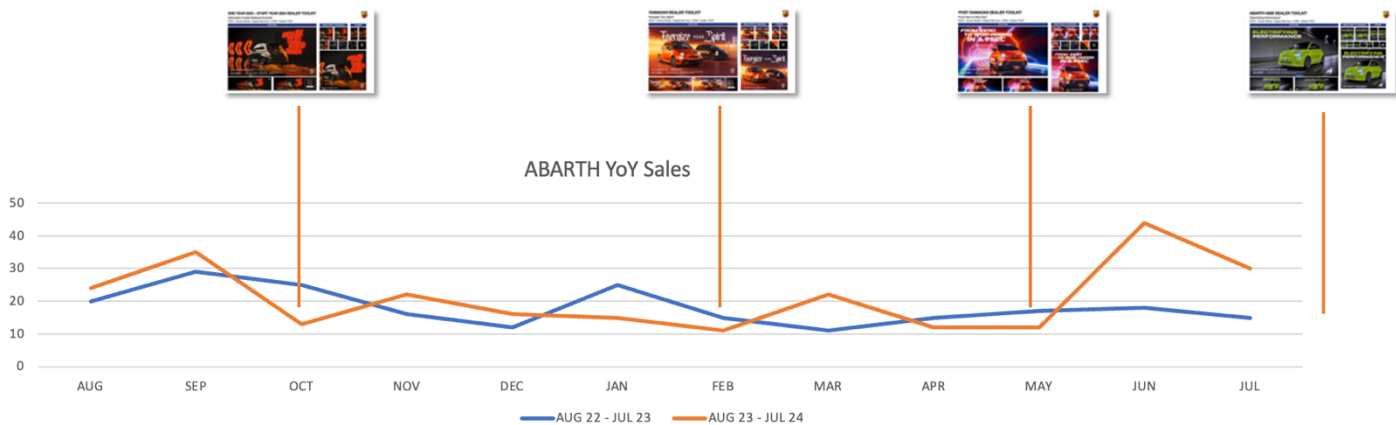
**87% increase** of total leads come from KSA.  
**54% increase** of leads are for the 500.  
**26% increase** of leads are for the 500 Dolcevita.  
**12% increase** of leads are for the 500x Cross Look



## ABARTH BRAND RESULTS:

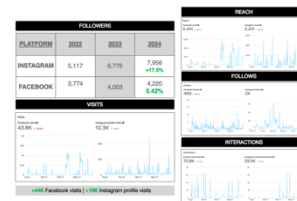


A total of **17.43% increase** in Sales year on year.



## Social Media performance:

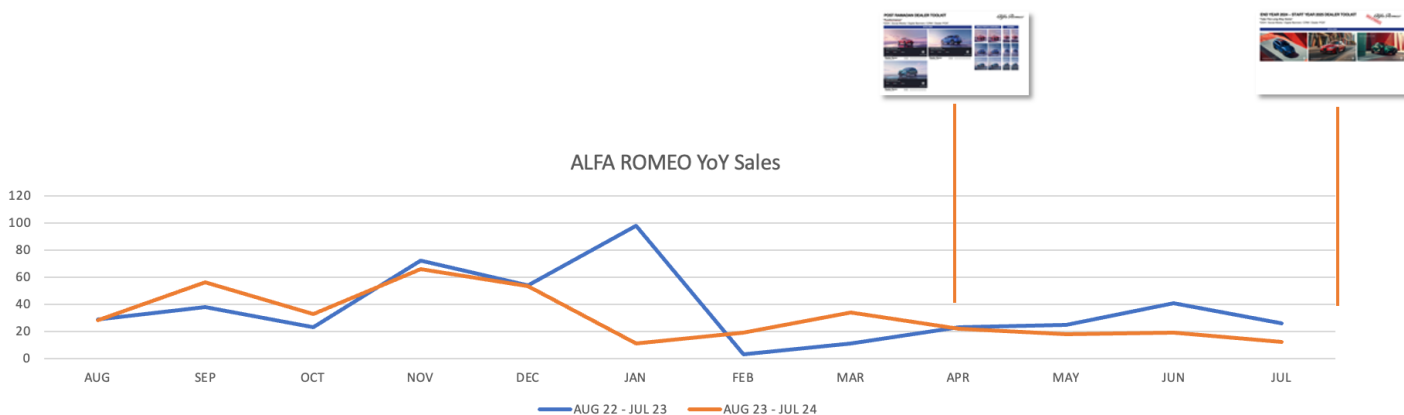
**+5.4M reach** on Facebook with over **58% increase** from last year  
**+3.2M reach** on Instagram with over **86% increase** from last year  
**+469 followers** on Facebook  
**+2K followers** on Instagram  
**+70.8K interactions** on Facebook  
**+29K interactions** on Instagram



## ALFA ROMEO BRAND RESULTS:



A -16.25% decrease in sales over last year, due to stock limitations.



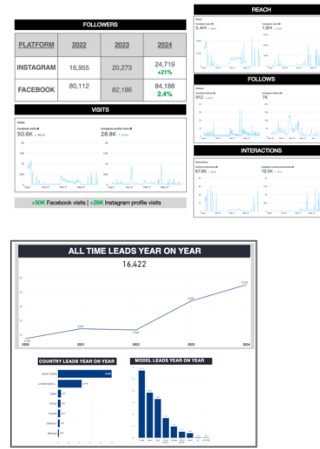


## Social Media performance:

**+5.4M reach** on Facebook  
**+1.9M reach** on Instagram  
**+912 followers** on Facebook  
**+7K followers** on Instagram  
**+67.8K interactions** on Facebook  
**+19.5K interactions** on Instagram

## Leads Amplified:

**61% increase** of total leads come from KSA.  
**35% increase** of leads are for the Tonale.  
**23% increase** of leads are for the Stelvio.  
**20% increase** of leads are for the Giulia.



## AFTERSALES BRAND RESULTS:



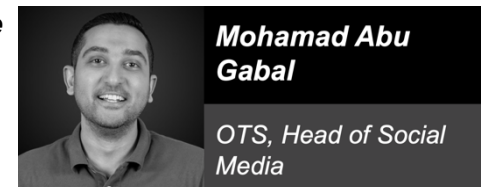
## Social Media performance:

MOPAR		EUROREPAR		BPROAUTO	
Instagram	Facebook	Instagram	Facebook	Instagram	Facebook
<b>+19M</b> impressions with <b>384%</b> increase from last year	<b>70M</b> impressions with <b>42%</b> increase from last year	<b>+4.2M</b> impressions with <b>1.5%</b> increase from last year	<b>+13M</b> impressions	We launched our Facebook and Instagram pages in April, and have since gained over <b>30 organic followers</b> with a total of 7 posts.	
<b>+17K</b> engagements <b>2%</b> increase	<b>+23K</b> engagements with <b>56%</b> increase	<b>+1.2K</b> engagements <b>113%</b> increase	<b>+1.5K</b> engagements		
Over <b>+2.7K</b> new followers	<b>+800</b> new followers with <b>55%</b> increase	Over <b>+86</b> new followers	<b>+101</b> followers		

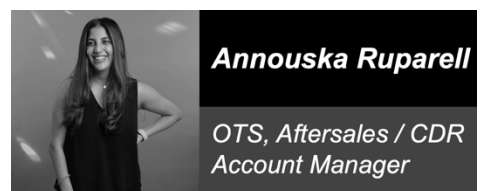
**“Customer experience done right requires strategy and creative to come together with Data and MarTech to create the right message at the right time. Stuart has been instrumental in bringing these capabilities together to create more moments that matter for Stellantis.”**



**“Coupled with his collaborative nature, Stu brought extensive automotive experience to Publicis Groupe, which played a crucial role in the successful launch of major campaigns for both Jeep and RAM. His support and dedication have also been instrumental in shaping the company’s first-ever internship program, PubCubs.”**

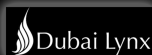


**“Stuart is a motivating force, providing clear structure and unwavering support across all levels. His transparency and patience shine through in every interaction, no matter the situation. His strategic insights and dedication to Stellantis have played a huge part in strengthening our partnerships. Working with Stuart means knowing you’re in good hands every step of the way!”**





**"Awards are rewarding, but nothing's better than supporting and driving the team."**

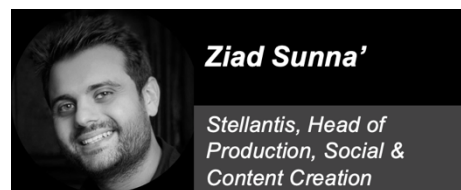


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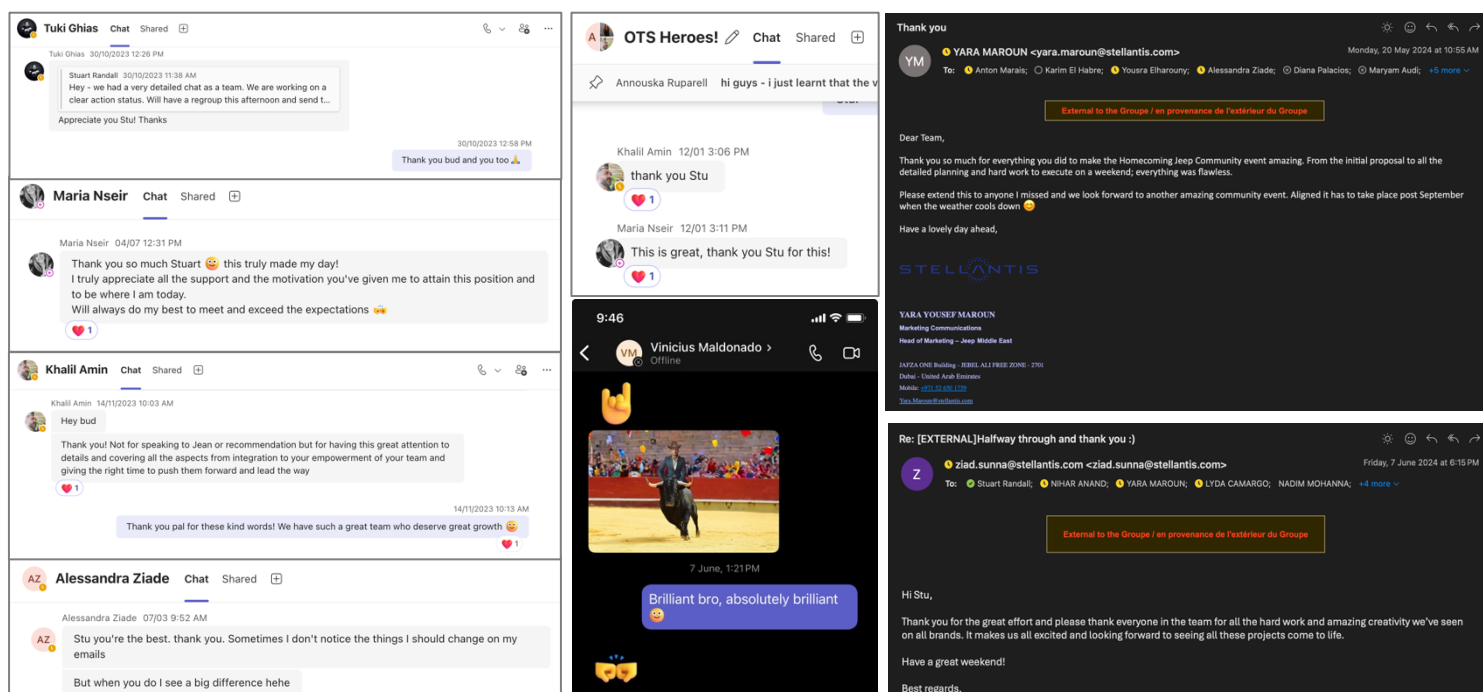
## SUMMARY OF ACHIEVEMENTS

Apart from the **success for Stellantis Business ensuring growth across the Brands**, Stu always strives to ensure that **Creative has it's time in the spotlight too**. Adding to his accolades during his time in the Advertising Industry and in the past year at Publicis Groupe, he has already secured some silverware in the Publicis Middle East's trophy cabinet, with **1 x Silver, 3 x Bronze and 6 x Shortlists at Dubai Lynx** and **2 x Shortlists at Cannes Awards** for the 'Jeep Original Copies' Campaign.

***"Stuart's excitement about every single project across all Stellantis brands is admirable. It also helps drive his team into working together in solidarity to deliver the best results and marry both creative and business objectives."***



As you have noticed, Stu always pushes for **positivity, respect and a supporting attitude**, which translates to building **stronger acknowledging relationships** with his team and clients.



BK

**Bassel Kakish, Group CEO, MENAT**