



OMAR HILAL

OMAR STUDIED A COMBINATION OF FILM, JOURNALISM, PHOTOGRAPHY AND ADVERTISING AT THE AMERICAN UNIVERSITY IN CAIRO. IN 1998 HE MET THE MD OF LEO BURNETT CAIRO WHO OFFERED HIM A JOB AS A PRODUCER. WHILE IN THAT ROLE HE TOOK TWO CREATIVE IDEAS TO THE REGIONAL CD WHO TOLD HIM HE WAS MORE OF A WRITER THAN A PRODUCER. AN IMPRESSIVE PERIOD AT THE AGENCY ENSUED, WHERE HILAL AND HIS COLLEAGUE CHANGED THE TONE OF MIDDLE EASTERN ADVERTISING.

HILAL WON A SLEW OF REGIONAL AWARDS AND FIVE YEARS AFTER BEING GIVEN A CREATIVE ROLE AT LEO BURNETT, HE WAS ECD AT THE AGENCY, AND ONE OF THE REGION'S TOP TALENTS. OMAR THEN STRUCK A DEAL WITH FP7 CAIRO TO OVERSEE THE COKE ACCOUNT AND DIRECT THEIR COMMERCIALS. WITHIN SIX MONTHS HE WAS GETTING SO MANY OFFERS TO SHOOT SPOTS FOR OTHER AGENCIES HE WAS ABLE TO START DIRECTING FULL TIME.

NOTABLE WORK:

X6 DUBAI LYNX AWARDS FOR 'SWIMMING MANGOS',
GOLD & SILVER CRISTALS FOR
BRANDED ENTERTAINMENT FOR 'SWIMMING
MANGOS'

CLIENTS:

BASKIN ROBBINS, BATELCO, COCA COLA, ELITES,
ETISALAT, FRESKA, MCDONALDS, MOUNTAIN VIEW,
NBE, NESTLE, OSN, SAMSUNG, TIGER BEER

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