

## **Conscious Media announces launch in Dubai, UAE to help MENA brands increase digital advertising performance, sustainably.**

[Dubai, UAE, 22<sup>nd</sup> April 2024] – Conscious Media, a pioneering sustainable programmatic business is proud to announce its official launch, marking a significant milestone in the realm of MENA's digital advertising industry. With a commitment to helping brands increase their return on ad spend whilst decreasing their digital advertising carbon emissions, Conscious Media is the sustainable digital media partner for brands who want to reach regional and international audiences, via programmatic channels.

Conscious Media is poised to revolutionise the digital media landscape by offering high performing, sustainable digital advertising to brands in MENA. Conscious Media have partnered with some of the World's largest Supply Side Platforms and AI companies which utilise technology such as Scope3 to eliminate high carbon emission publishers from site lists, ensuring that campaigns deliver exclusively on low carbon, programmatic supply including YouTube, PMP and Open Exchange. Via their technology, Conscious Media's partners can benefit from increased performance across their KPI's whilst simultaneously reducing their carbon emissions. Conscious Media also has several sustainability initiatives to offset carbon emissions, including a project which is committed to planting trees following every campaign, with more such initiatives due to be announced soon.

"Conscious Media is thrilled to unveil our vision to the region," said Andy Powell, Co-Founder and CEO. "We have worked tirelessly to bring forth a sustainable offering to brands that not only helps to lower emissions in our industry, but also increases performance across Attention, Viewability, View-through rate and more. The methodology is nothing new; Fewer is better – Green Media placements generally deliver on sites and publishers with less clutter, thus increasing performance of campaigns. The MENA region is at the forefront of sustainability initiatives, with COP28 taking place earlier this year and now the recent launch of Ad Net Zero in the UAE, so it's time to act. We are on a mission to help brands consciously buy more sustainable media both within the region and internationally, across multiple formats such as CTV, Video and Display'.

Conscious Media offers a comprehensive range of programmatic buying options which are all available on the most popular DSP's.

For more information about Conscious Media and our offerings, please contact Andy Powell at [andy@consciousmedia.co](mailto:andy@consciousmedia.co)

About: Conscious Media is your sustainable digital media partner, dedicated to increasing return on advertising spend whilst decreasing carbon impact within digital media. We deliver campaigns on low emission programmatic supply, striving to help MENA brands consciously buy more sustainable media. Conscious Media brings MENA brands global supply to reach audiences across formats such as CTV, Video and Display.



Contact: Andy Powell, Co-Founder & CEO, Conscious Media, +971 (0) 55 860 5865,  
[andy@consciousmedia.co](mailto:andy@consciousmedia.co)



**Conscious Media L.L.C-FZ**

6<sup>th</sup> Floor, Meydan Hotel, Meydan Road, Nad Al Sheba, Dubai, UAE

+971 (0) 55 860 5865

[andy@consciousmedia.co](mailto:andy@consciousmedia.co)

[www.consciousmedia.co](http://www.consciousmedia.co)

[Linked In](#)