

Emirates Wet Wipes Partners with Digital Marketing Agency Medialinks



United Arab Emirates, Dubai, Feb 16, 2021 ([IssueWire.com](https://www.issuewire.com)) - Emirates Wet Wipes, one of the largest hygiene care products manufacturers in the GCC, is ramping up its advertising and brand direction with the appointment of integrated digital & e-commerce agency, Medialinks, to its pan-Arab business.

Medialinks will be EWW's first retained agency to oversee the company's entire digital account, which will encompass a fully optimized website, advertising, social, search engine optimization, and analytics.

The appointment happened after a three-month competitive pitch process. According to Shahzad Akram, General Manager at Emirates Wet Wipes, the selection involved a lengthy and intensive search process. "Given EWW's concerted focus for digital in 2021, we certainly didn't take the appointment of our digital agency partner lightly," Shahzad says.

A final presentation round saw Medialinks and two other shortlisted contenders competing. "The recommended route of, The Touch of Motherhood, by Medialinks is what defines us and our philosophy. Our products, specifically the Mother & Baby range, are as pure and safe as a mother's touch and we could not think of a better way to communicate that.", Shehzad further added.

Medialinks, led by Zeeshan Sajid Amin, says, "Brands who are winning today online are the masters of story-telling and engaging consumers at the 'Zero Moment'—the precise moment when the consumers have a need, intent, or question they want to be answered online. A brand that answers these questions at just the right time and with an engaging story; scores a double win: This is exactly what we aim to achieve with our efforts with Emirates Wet Wipes".

The appointment comes at a time when the global demand for hygiene products & personal care products is at an all-time high.

About Medialinks

Medialinks, themedialinks.com, is an **integrated digital & e-commerce agency** located in Dubai. It specializes in creating impactful and engaging Web Ecosystems.

They can be reached at hello@themedialinks.com

Media Contact:

Company Name: Medialinks Marketing Management

Contact Person: Shamna Jerin

Email: hello@themedialinks.com

Website: <https://themedialinks.com/>

Media Contact

Medialinks

medialinksdx@gmail.com

0543471504

Sheikh Zayed Rd, The One Tower, Barsha Heights

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