

# Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency

Issued by [Grey Africa](#)

31 Jan 2024

Grey announced their appointment by Krispy Kreme MENA as their strategy and creative agency partner, leading on all communications across the UAE, KSA, Egypt, Qatar, Bahrain, Jordan and Kuwait.



Grey is poised to embody Krispy Kreme's positioning of 'Irresistibly Original Sweet Treat' by developing impactful creative campaigns that will bring Krispy Kreme's donuts to its regional audience in a fresh, delectable manner.

Philippe Berthelot, managing director, Grey Dubai, said: "*Hot now* is what's happening in the coming together of Krispy Kreme and Grey. We're excited to be leading this decidedly delicious brand and looking forward to being a key partner in delivering the ambitious goals of Krispy Kreme across the region."

- **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

[Grey Africa](#)



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>