

Bobolink presents The Largest Pan-Arab Anti-Drug Campaign “Ma Btefro’ Ma’eh”

BEIRUT, LEBANON, September 9, 2015 /EINPresswire.com/ -- The issues of drugs and drug addiction have always been a taboo in the Arab world, to the extent that—up until this day—there are no official statistics about the matter.

[Bobolink](#) Creative Boutique located in Beirut, Lebanon, has launched the first pan-Arab anti-drugs campaign entitled “Ma Btefro’ Ma’eh” (I Don’t Care) geared towards drug awareness. This campaign contributes to support and strengthen the fight against drug addiction was launched in coordination with Mentor Arabia, a regional NGO that advocates drug prevention among Arab children and the youth.

Lebanese actress Aimee Sayah and Saudi Football Legend Sami Al Jaber joined hands and cooperated in launching the biggest drug awareness campaign, shooting a TVC in Beirut where they tackle the issue of addiction using reverse psychology. “We had 2 main goals: celebrity endorsement and consumer engagement through social media. Celebrities have a great influence on the youth and can get them to speak their minds by sharing their stories,” said Labib, CEO of Bobolink.

Moreover, a press conference took place earlier today in Beirut where all Arab media outlets were present. In parallel, the campaign will be present on all Social Media platforms where quotes, tips and Q&A videos are available to audiences. The video campaign can be viewed on [Youtube](#) “Ma Btifro’ Ma’eh” Drug Awareness Campaign.

ABOUT Bobolink Creative Boutique – Founded in 2011, Bobolink is an award-winning social media and PR agency offering services under the umbrellas of Digital Marketing, Advertising, and Design. Bobolink currently serves the MENA region with offices in Beirut, Lebanon and Cairo, Egypt.

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