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Oman Air Annual Report Wins Gold in New York

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Oman Air, the national airline, continues to soar to greater heights. At the 27th Annual International ARC Awards - the world's largest annual report competition - the Oman Air Annual Report was adjudged the Gold winner in the category for Non-Traditional Annual Report - Airlines, amongst hundreds of entries from over 60 countries.

The ARC Awards is the only annual report competition in the world not tied to a magazine or trade association. Its Awards are given for overall performance - in other words, how well the annual report tells the company's story this year. Each entry is evaluated 3 times during the preliminary rounds before the final selection is made.

Wunderman Oman won the award on the strength of the narrative story of Oman Air's overall performance. Going far beyond documenting the financials, the Report gives a holistic view of the national carrier's role as Oman's ambassador to the world.



“Our mission is two-fold. As brand ambassador for the Sultanate of Oman, it is our mission to promote Oman as a great destination and put it squarely on the world tourism map. Within Oman, we work to nurture local talent and create opportunities for the people. Our Annual Report is a summary of how successful this journey has been,” affirmed Mohammed Mubarak Al-Shikely, General Manager Marketing, Oman Air.

“Over the years, we have worked in close collaboration with Oman Air to develop the brand. An in-depth knowledge of their business nuances helped us create this Annual Report, which is a reflection of how we, as agency and client, have grown together,” explained Rajesh Raman, Vice President, Wunderman and the Menacom Group.

The International ARC Awards, celebrating its 27th year, is known as the ‘Academy Awards of Annual Reports’. It is now the largest international competition honoring excellence in annual reports. The competition is open to corporations, small companies, government agencies, non-profit organizations, and associations, as well as agencies and individuals involved in producing annual reports. More than 60 countries participate in Marcom Awards, and winning an ARC is one of the leading accolades in the Investor Relations (IR) industry.

“Over the last twenty years, Oman Air has grown in sync with the nation, going above and beyond its responsibilities as national carrier and leading corporate citizen. In tone and style, the Annual Report reflects this,”

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