



i am

USG ME™

BUILDING PROUD, BUILDING USG ME



INTRODUCING OUR “I am USG ME” CAMPAIGN

As USG Middle East, we are more than just a brand, it is a commitment to excellence, collaboration, and integrity. We know that real success comes from human connections, that's why our team is dedicated to providing personalized support, making sure each of our distributors feels valued and heard.

Targeting

This campaign highlights the people behind our work:

OUR EMPLOYEES

OUR PARTNERS

OUR DISTRIBUTORS

OUR CLIENTS

The concept

Through this campaign, we want to reinforce our commitment to our personalized support. "I AM USG" serves as a reminder that our partners are not just clients; they are an integral part of the USG family. We celebrate their contributions and recognize their role in our success story.

Engage

For more details about this campaign and to order your special apparel, contact iam@usgme.com

Share your Story

Be part of our story, send us a high-quality photo of yourself wearing your "I am USG" t-shirt, along with a short sentence about what being part of USG means to you. use #IamUSGME



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