

## **Biography**

Our group consists of Aciel Awada, Maryam Habib and Tahmeed Omar. We are undergraduate students at the American University in Dubai (AUD) and we are a part of the Bachelor of Business Administration program majoring in Marketing Communications. Assisting us in the creative visual executions of our campaign is Basma Choucri, who is a Visual Communication undergraduate student at AUD. Our campaign was inspired by Franz Kafka's *The Metamorphosis*, a book studied for our university's [Reading Across Campus program](#). Our culturally diverse backgrounds have allowed us to develop a campaign rich with creativity and depth of knowledge. Our Marketing Communications and Humanities courses have enabled us in gaining this knowledge and broadening our minds to think critically outside the box. As a result, we were able to effectively analyse and use parts of the book to create a campaign designed before, during and after the world of *The Metamorphosis*.