



It all started with a seed that was planted 15 years ago;

over time it grew and bloomed into a tree, gathering underneath its branches a team of young spirited professionals eager to see their tree thrive further still.

Tre-Lease is a newsletter that we'll be sharing with you on a biyearly basis. The purpose of this newsletter is to update you on the latest news of Tree Ad's media and staff; A platform of information, gags and anecdotes.

This semester, MAP's trucks were working at full capacity with dozens of new campaigns covering the streets of the country, Al Joumhouria's website rose to an unprecedented high, confirming the newspaper's supremacy, and Special launched its brand new website along with its mobile app.

Comments/letters?
Please send them to info@tread.com

RELEASE XI
December 2014
LEBANON

Naturally Evolving



ArabAd

A TIMELESS REFERENCE

ArabAd



A TIMELESS REFERENCE

Long considered as the region's utmost reference in its field, decision makers and opinion leaders recognize ArabAd as the most reliable publication covering the Advertising and communication industry in the Middle East.

Renowned for its controversial and challenging coverage of the industry, ArabAd's aim is to expand the levels of quality and professionalism in our business.

ArabAd issues a series of special issues throughout the year, among which Man of the Year, Advertising Agencies Round Up, Production Houses Feature and Media Specials, but it's two particular issues that have out shown the rest this semester: Special Lebanon and Special UAE.

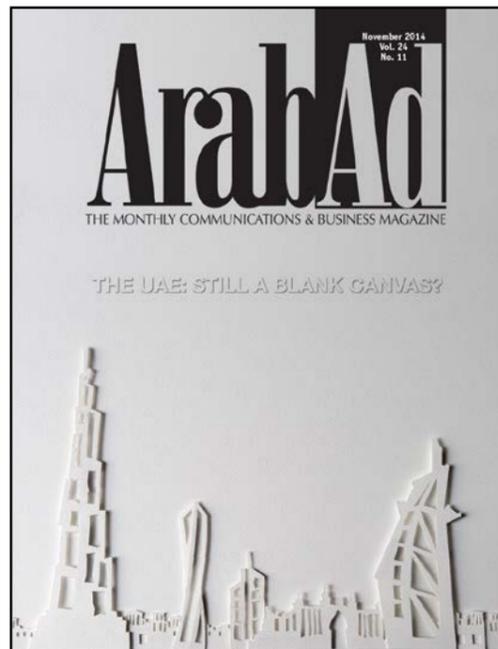
In the Special Lebanon issue, ArabAd talked to the country's major heads of Advertising and PR agencies, exposing their challenges and outlook on the Lebanese scene.

While many, if not all, share the same concern on the country's creative resources, stating budget cuts and brain drains as the main reasons behind their apprehension, all seem optimistic and keen to keep their faith in Lebanon.

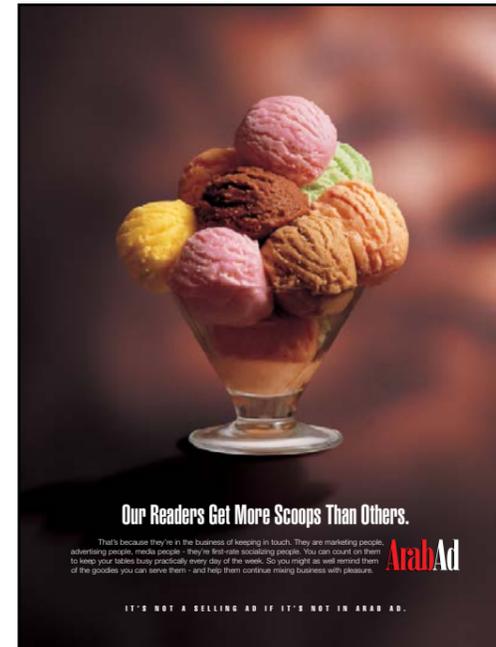
Despite the sad state of affairs and the unstable political situation, all agree that the latter should be reason for them to be more creative and more proactive.

On the subject of Advertising laws, the majority stated the need for new Advertising laws to be issued but especially applied and respected.

And finally, on the future of Advertising, Social Media seemed to be everybody's answer: All acknowledged the importance of Social Media, stating that it is the future particularly thanks to its diversity, ease and low cost.



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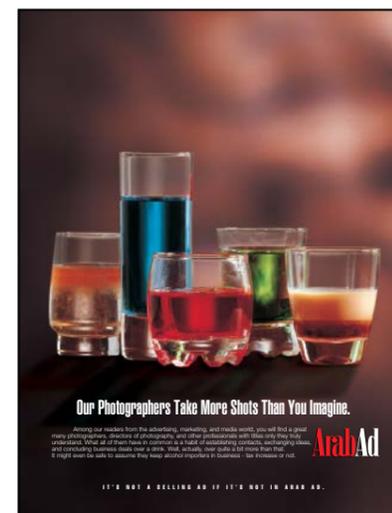


In the Special UAE issue, ArabAd interviewed the country's players, discussing with them the major challenges and changes that occurred in 2014 and what lies ahead for the UAE market.

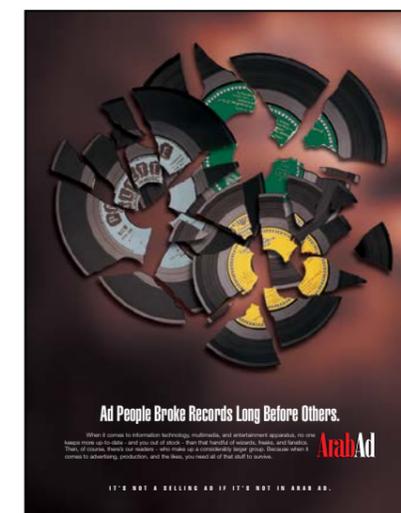
To all, it is diversity that sets Dubai apart from other markets in the region since the city is home to people from all corners of the world; addressing them all in a manner and language they can relate to is a challenge. But it is precisely branding and Advertising in multi cultured and multi ethnic cities that enables agencies to create great work.

On another hand, and with the onset of the digital age and the new innovations that came with it, the industry in the UAE was quick to adapt to changes. Digital mediums have revolutionized the communications industry and changed Advertising trends everywhere.

The issue also included a complete listing of the UAE's Advertising and PR agencies, the staff and list of clients of each. ■



“Digital mediums have revolutionized the communications industry and changed Advertising trends everywhere.”



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A strategic alternative to traditional media,

MAP is a versatile and flexible medium that can adapt to any client's need;

A fleet of trucks covering all of Lebanon, allowing clients to target their audience with high efficiency and creativity.

Rotating panels, full branding, 3 D installation or audio installation, the possibilities are endless. MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

This season's campaigns were original and creative, drawing people's attention everywhere they went.

BIC: Write your future! The world's most renowned ball pen company rented two trucks just in time for school to promote one of its classics: the 4 colors in one ballpoint pen. The trucks turned heads everywhere from Greater Beirut to Mount Lebanon with their gigantic 3D mock ups.

KFC: What's better than eating a bucket full of KFC chicken? the chance of winning your dream car while doing so! KFC rented a truck for one week to inform people of the unmissable offer, roaming the streets of Greater Beirut and Mount Lebanon.

BYBLOS BANK: Byblos Bank chose MAP to announce to the Metn residents the opening of their brand new branch in Dbayeh. The full branded truck covered the streets of the surrounding areas for one week.

JOSE CUERVO: Festivals can be educational, informative or cultural, but they can also be fun! Jose Cuervo rented a truck for one week to cover the clubbing areas in the country and promote the Tequila Festival in Beirut's central district. Who's in? Everybody!



WHEREVER YOU GO, WE WILL FIND YOU



CONVERSE: Sit in the dark or light up the night, the choice is yours! Converse's message was cool and fun just like their sneakers. The full branded truck circulated in Beirut raising awareness to the brand.

CORAYA: For two weeks the Lebanese were enjoying the delicious taste of the world's most famous crab sticks courtesy of the Coraya full branded truck that covered the streets in Greater Beirut and Mount Lebanon, stopping at universities and supermarkets offering people a free taste.

OMT: OMT used two MAP trucks for two weeks to announce an incredible promotion and invite people to benefit from it. Promoters distributed flyers to passersby informing them that they can now send money to Syria for a mere 5\$!



ARIEL: Ariel introduced its new technology this summer with the 3in1 PODS: the pods clean, lift stains and brighten white and color clothes in a jiff. The full branded truck was all over the greater Beirut and Mount Lebanon areas, informing people of the new product now available for them.

KHOURY HOME: Khoury Home's two truck promotion "Get smart this Christmas" invited people to get into Christmas Spirit early this year, buy their gifts in November, and benefit from free gifts! Buy a gift, get a another! Tempting, no?

MONOPRIX: Monoprix rented a truck this November to inform people of two things: First, its new branch that just opened at Beirut Mall, and second, to announce some crazy promotions on several household food items, offers not to be missed.

NEUTROGENA: Neutrogena opted for a full branded truck with mock ups to promote their new daily wash: the Visibly Clear Pore & Shine daily wash. The fresh and clean truck had promoters inside inviting passersby to test the new product and experience its effect.

ALMAZA: Bironada was The drink this summer! For a whole month, five full branded trucks filled with the new beer mix and promoters covered the streets of Greater Beirut, Mount Lebanon all the way to Byblos, talking to people and quenching their thirst with a taste of the refreshing mix of beer and lemon.

SPINNEYS: To promote their loyalty program and inform people about its advantages, Spinneys used a full branded truck roaming the streets of Greater Beirut and Mount Lebanon, and invited people onboard the truck. Another MAP truck was used to announce to residents of Keserwan that the online delivery service from Spinneys is henceforth available for Adma and Kfarhbeeb areas.





الجمهورية AL JOUMHOURIA NEWS

If you thought Al Joumhouria has broken enough sales records and was done surprising you, you're mistaken, **AL JOUMHOURIA STILL HAS A FEW TRICKS UP ITS SLEEVE!**

Launched in 2011, aljournhouria.com is the online replica to Al Joumhouria newspaper, providing real-time breaking news and information about Lebanon and the world.

More than a news portal, aljournhouria.com is the ultimate news destination. From breaking news to trending stories, aljournhouria.com is the go-to source for the latest on all political, social, entertainment, cultural and sports news. In June 2014, it underwent a complete makeover: keeping up with the latest trends in digital journalism, aljournhouria.com boasts today an innovative layout that allows for easy and fast navigation and use.

WE DID NOT HAVE TO WAIT TOO LONG TO REAP THE OUTSTANDING RESULTS!

Between May and November 2014, the website scored a whopping 59% increase in its Unique Browsers and in its October report, Effective Measure* **OFFICIALLY LISTED ALJOUMHOURIA.COM AS THE 2ND NEWSPAPER WEBSITE IN LEBANON!**

*Effective Measure is a leading international provider of digital audience, brand and advertising effectiveness measurement and targeting solutions.

Special Supplements:
This year, Al Joumhouria's supplements reached a new high; Known for their in depth analysis and piercing investigative style, Al Joumhouria's reporters make of each supplement a true reference in the various sectors covered: Banking, automotive, real estate and retail.
And to add yet another plus to these supplements, they were printed on white glossy paper to allow for the best imaging results. The supplements came out superior quality documents, references to keep for the future.



Spécial SPECIAL GOES DIGITAL

In September, Special magazine went all out launching its brand new website and application:

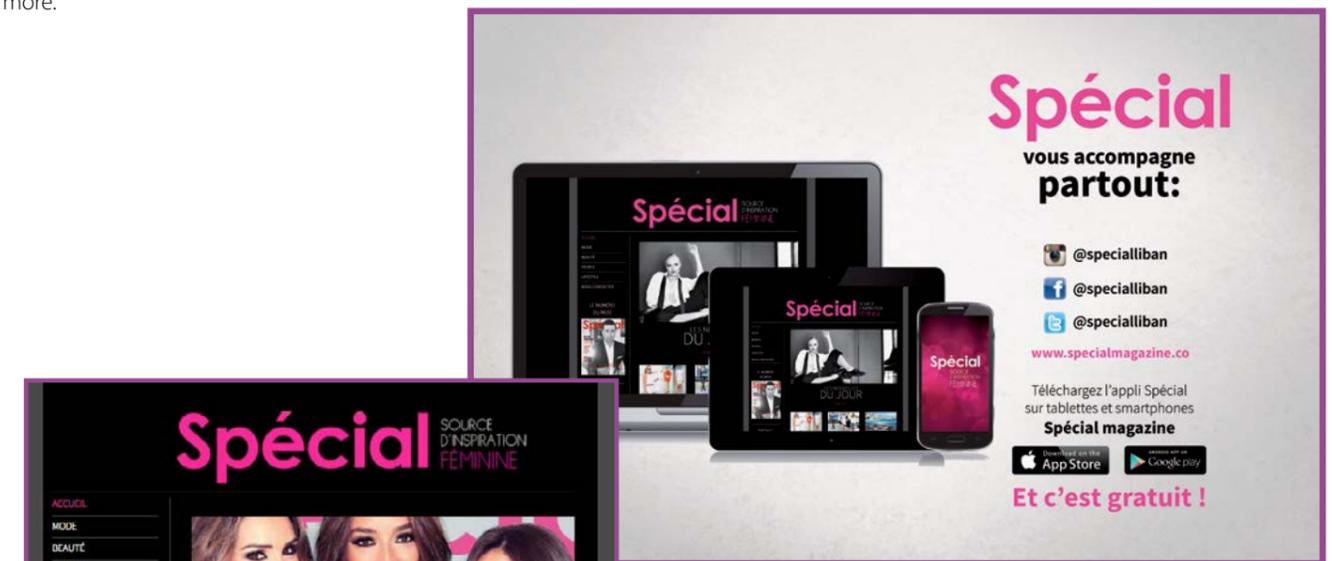
WWW.SPECIALMAGAZINE.CO is a daily reference for the latest on lifestyle, fashion and beauty news.

An online replica of the magazine, the website offers the entire magazine to the digital readers relating all the monthly sections of the magazine: fashion, beauty, interviews with celebrities (local and international), culture, sexuality, women's rights, children, men, psychology, cuisine, interior design, coaching, iTech, Quiz, travel, celebrities gossips, fitness, health....

And moreover Special magazine has launched its mobile application and is **NOW AVAILABLE ON APPSTORE AND PLAYSTORE.**

You can now get the latest people, fashion and entertainment news throughout the day, with exclusive photo shoots, insider interviews, and the most stylish party pictures direct to your mobile or tablet wherever you are in the world.

The Special website and its mobile application will keep your finger on the pulse of Lebanon's social and cultural scene, keep you updated on the fashion and beauty trends with personalized recommendations, and deliver the latest style news, health and design tips, star photos and more.



—SCREENS—

Undeniably an excellent medium, offering effective advertising solutions and unparalleled exposure, LED signs have grown in number and size excessively over the last couple of years in Lebanon.

But the once novel, innovative and neat medium has now become a crowded inventory of jumbled ads, running back to back and offering customers minimal display time, with fluctuating and incoherent rates.

Therefore, and in our constant pursuit to **PUT THE CUSTOMER FIRST** and keen to maintain the highest standards of visibility and aesthetic principles of our network of signs, we have decided to take our boldest decision yet:

Henceforth, Screens' LED signs will feature **NO MORE THAN 4, YES 4 ADS PER PANEL**, to allow for a cleaner broadcast and better visibility of each ad.

With no additional cost or increase in the rates, our decision emanates from **OUR RESPECT TO OUR CUSTOMERS AND OUR CONCERN TO UPHOLD A RESPECTABLE INDUSTRY.**

—SCREENS—
WHEN LESS IS MORE

OUR MISSION
PUT THE CUSTOMER FIRST

OUR COMMITMENT
WIDEN THE EXPOSURE

OUR OBJECTIVE
BROADEN THE REACH

OUR WAY
4 ADS PER LED SCREEN

In our constant pursuit to put the customer first and keen to maintain the highest standards of visibility and aesthetic principles of our network of signs, Screens' LED signs henceforth feature no more than 4 ads per panel, to allow for a cleaner broadcast and better visibility of each ad, because less is sometimes more, much more...

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LE RESEAU IS EXPANDING ITS NETWORK ON THE LEBANESE TERRITORY ONCE MORE.



As of October 1st, **TREE AD TEAMED UP WITH SKYLINE TO BECOME THE EXCLUSIVE MEDIA REPRESENTATIVE OF ITS LOCATIONS.** Strategically positioned on some of the country's busiest highways, the panels come to complement Le Reseau's network and offer exceptional exposure to advertisers.



WHEN LESS IS MORE.....MUCH MORE

TREE AD NEWS



IT'S HAPPY HOUR, OR HOURS, AT TREE AD!

Scheduled on the last Thursday of every other month, the "Happy Hour" is organized by 4 members of the group's family, picked randomly each month. As with any Happy Hour, drinks, snacks and music are on the menu but it's what each organizing group adds as entertainment that makes all the difference! From dressing up as local stars and singing to the crowd, oriental dancing and even standup comedy gigs, our members can come up with the craziest ideas!

“OUR MEMBERS CAN COME UP WITH THE CRAZIEST IDEAS!”



OUR TREE GOES EVEN "GREENER":

Tree Ad is collaborating with Sukleen's "Go Green" initiative and has launched the "RED AND BLUE PROGRAM" by placing red and blue sorting bins on each floor of its building. This step aims at cutting down on our waste within the office,

HOPEFULLY MAKING AN IMPORTANT CONTRIBUTION TO THE ENVIRONMENT.



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TREE LEASE

