



Exclusive Media Representative

It all started with a seed that was
planted **19 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 are 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.

In this issue, Ad Pulse launches its inaugural conference, Tree Ad
teams up with Beirut Design Week and the country's top designers,
Al Joumhouria wins big at the Mena Cristal Festival, Special Madame
Figaro cooks up a storm in the kitchen and outside it, Screens expands its
network and MAP takes on the streets of the country with dozens of new
and original campaigns!

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

July 2018

The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands



INITIATED BY ARABAD AND ARABNET, AD PULSE'S INAUGURAL CONFERENCE TOOK PLACE IN FEBRUARY DURING THE ARABNET FORUM IN BEIRUT.

The conference comprised two main programs: One Panel on the Agency of the Future and Three workshops related to Content Strategy, Integrated Communications for Strategic Outcomes and Ephemeral content Marketing.

Moderated by Omar Christidis, Founder and CEO of Arabnet, the panel entitled "The Agency of the Future" featured Elda Choucair, CEO of PHD MENA; Filip Jabbour, CEO - MENA of GroupM and Georges Jabbour, President of the Advertising Association (AA) and CEO of MCN Lebanon.

What does the future look like for agencies? Asked Omar Christidis, who invited the panelists to share their thoughts on the modern agency, how to lead it, what to expect of it, and how to thrive in a dynamic landscape.

After a small historical brief on the history of Advertising agencies, Georges Jabbour explained how in these fast changing days, "the agency of the future is the agency that can adapt to the change." That said, the challenge for agencies amid this leveled playing field is



bringing something new to the client. "We're at the stage where we need to raise the [creative] bar. We have to change our model by thinking differently and if we don't change our thinking, revenues will keep shrinking."

For his part, Filip Jabbour stated that the agency "needs to get a new shape and format to evolve. Agencies must focus on the mindset of the consumer rather than just the message". He went on saying, ***"we're going to need to be much more accountable to our clients for results, by which I mean sales."***

When asked how clients' expectations are changing, Elda Choucair explained how "disruption is hitting every industry. Our clients' businesses are also under pressure not only our businesses".



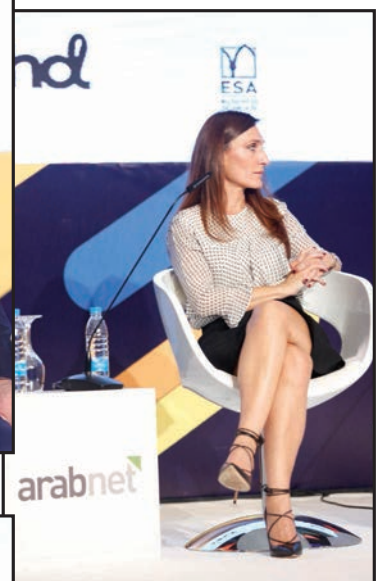
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Moreover, she predicts a reduction in head count in the next 5 to 10 years as a result of the “power of automation” and the impact of artificial intelligence on administrative roles [...] we will also see more strategists, technologists, distribution experts and storytellers.

In its first conference, Ad Pulse attracted the country’s top executives from the Advertising, Marketing and Media fields who all came to discuss and discover a broad range of topics at the intersection of digital and marketing communication.

**OTHER AD PULSE
CONFERENCES ARE
CURRENTLY UNDER
PREPARATION IN THE
REGION.**



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—SCRENS—

NEW ADDITIONS TO SCREENS NETWORK

We might as well dedicate a spot for Screens in each newsletter, as they seem to be on a roll when it comes to installing new locations around the city!

This time, 3 new backlits were installed in Mar Elias street, Hamra Clemenceau and Hamra Piccadilly:

Strategically positioned and angled on these highly trafficked streets, the panels offer great exposure for both cars and pedestrians.



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TREE AD AND THE BEIRUT DESIGN WEEK

In its commitment to work towards the betterment of the society, *this year Tree Ad teamed up with Beirut Design Week as its strategic Exclusive Media partner, ensuring full coverage of the event and its participants.*

Established in 2012, Beirut Design Week is the largest growing design festival in the Middle East & North Africa. Bringing together more than 25,000 visitors at over 150 events in various locations around Beirut, BDW encourages intercultural exchange, design education, social impact, and design entrepreneurship.

Beirut is the design capital of the Middle East and North Africa, and Beirut Design Week is its beating heart. In its seventh consecutive year, BDW showcased the best of Lebanese and international design in order to strengthen creative economies and foster entrepreneurship, all within the context of the region's rich cultural heritage.



Since its inception in 2012, BDW has tripled in size and cemented its role as the central platform for the creative economies in Lebanon. Featuring architecture, product, lighting, fashion, furniture, tech, and graphic design, the Lebanese creative community is an untapped force for economic and cultural revitalization. By fostering ties within this community, BDW seeks to counter the brain drain by building a unique and sustainable platform that supports its dedicated creatives. By tapping into the world of international design, BDW also raises the nation's profile, increases tourism, and promotes cultural exports.

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#TOOGOODFORSOCIALMEDIA

In February, Tree Ad rolled out a new campaign meant to capitalize on Outdoor Media's advantage over Social Media, notably the visibility issue and exposure longevity.

This campaign comes at a time when marketers are expressing growing fears about whether the digital ads they buy are being noticed for real. Brands have been pouring big bucks into online marketing, but are worried about ads that can be buried in corners of websites that aren't viewable.

The new hashtag campaign from Tree Ad, dubbed **"#TooGood4SocialMedia"** makes the pitch that Out-Of-Home Advertising platforms like billboards and panels don't suffer these problems.



Tree Ad thus selected posts it came across from renowned local bloggers (Mawtura, Lebanese Memes and Najib Mitri of Blog Baladi), stating that these posts, which have probably gone unnoticed, are simply too good to be on Social Media and deserve to be in the big league instead.





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



#TOOGOODFORSOCIALMEDIA

 Najib Mitri

Fi tax 3al habal?

 TREE AD

#TooGood4SocialMedia  Like  Comment  Share

SOME POSTS DESERVE MORE | The Largest Outdoor Network in Lebanon

In a world where digital and its ability to deliver what it promises is under significant scrutiny, *Out-Of-Home has a unique and compelling point of view that having one foot grounded in the real world matters and gives your campaign more impact for a longer period of time than the viewer may expect.*

Outdoor is still indeed a goldmine of opportunity, a great marketing platform for brands or businesses that are trying to reach a broader audience, and the campaign reminded advertisers about its endless benefits - notably high impact and memorability.

It's the first time a traditional Media addresses issues such as viewability and exposure on Social Media. The campaign has been created by Blackink boutique agency and was posted nationwide on all formats.

 Mawtoura

- Bonjour Doc...
- 80\$ Please.

 TREE AD

#TooGood4SocialMedia  Like  Comment  Share

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الجمهورية

AL JOUMHOURIA IN THE SPOT LIGHT

Since 2015, Al Joumhouria has revolutionized its Special Features venturing on a brand new approach in its pages. This seasons' Special Features continued to appeal to customers in their content, analysis and coverage of the sector in question; consequently a series of features were issued like the Hospitals, Corporate Banking, Credit Cards, Online Banking, SME and Education.



But Al Joumhouria's accomplishments did not stop here this time:

after the success of its first Outdoor campaign a couple of years back, the newspaper launched a new national campaign entitled:

الجمهورية أولا
created and executed by Sami Saab of Phenomena.



The campaign, aimed at informing and reminding people that Al Joumhouria is the Number 1 newspaper in the country as per the latest IPSOS study, ran during the month of January, and was such a success that it won the Gold Cristal Award in the Arab Culture Category at the MENA Cristal Festival 2018!

The Festival is the biggest of its kind and rewards the best Advertising campaigns in the Region.



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LE FIGARO

LE FIGARO AND THE CEDRE CONFERENCE

On April 6, 2018, Paris hosted an international conference in support of Lebanon's development and reforms,

CEDRE, Conférence Economique pour le Développement, par les Réformes et avec les Entreprises.

The purpose of the CEDRE conference for the international community was to support the development and strengthening of the Lebanese economy as part of a comprehensive plan for reform and for infrastructure investments as prepared by the Lebanese authorities and presented during the conference.

Attended and chaired by the Minister for Europe and Foreign Affairs, Jean-Yves Le Drian, and the Minister of Economy and Finance, Bruno Le Maire, the CEDRE conference was closed by the French President Emmanuel Macron.

Lebanese Prime Minister Saad Hariri along with a Lebanese ministerial delegation was present. Nearly 50 States and international organizations participated. Representatives from the private sector and civil society contributed to the work and Billions were pledged to help Lebanon's economy.

Le Figaro, France's oldest newspaper, accompanied the event by ensuring a full coverage of the sessions, reporting on the speakers, attendees and results.

It also distributed the newspaper at the conference to all the officials and partakers. From its side, and as Exclusive Media Representative of the newspaper in the Middle East, Tree Ad promoted the coverage and invited local Advertisers to take part in the biggest conference for Lebanon's financial system.

Banque Libano Française and Société Générale de Banque au Liban were quick to jump onboard and show their support for the project.



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Spécial^{madame}

YEARLY BRUNCH

Just like in the previous years, Special Madame Figaro celebrated Women's History Month this March in what has become an awaited gathering bringing together the field's major female players.

For three Fridays, *women executives from the Advertising, Marketing and Media sectors met over brunch at Smallville Hotel to cheer and honor the women who never cease to inspire and amaze us.*

Attendees have come to look forward to these brunches where they catch up with old friends and make new ones, all for the noblest of causes.



SPECIAL MADAME IS COOKING!

Activation By is a series of themed events organized by Special Madame Figaro that cover a variety of fields.

In May 2018, the first session took place in collaboration with Goldberry and Registered Dietician Rouba El Asmar, for a cooking event at Kitchenlab Beirut, sponsored by Spinneys, Talaya, Ufood & Cooks.

Guests were introduced to new tastes and new techniques, cooked in groups and made a delicious menu together, engineered by *Rouba El Asmar and Chef Chadi from Order Cooks, in an atmosphere of fun and camaraderie.*



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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, 3D 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.

Herbalife: Developed in partnership with Cristiano Ronaldo, Herbalife24 introduced CR7Drive, a new sports drink to rapidly fuel workouts and enhance hydration; and to promote it, they used a full branded MAP truck from December until March. The truck covered the areas from Beirut to Metn, informing athletes of the new sports drink, light tasting with natural flavors and colors, formulated to fuel the drive in all of us.



Mazen World: Mazen World is undoubtedly one of the biggest toy store chains in Lebanon with a wide range of products that cater to boys, girls and baby's needs. In December, the chain used two full branded trucks which roamed the streets of Beirut to promote an incredible Christmas offer to please the children and the parents!



Power FM: Dreading traffic? Well dread no more! Power FM is making your time on the road pure fun! For one week, a full branded MAP truck was turned into a studio broadcasting live from the streets and highways of Lebanon, welcoming guests and entertaining listeners with music, news and games, stopping for pit stops and chats with



IDM: IDM Fiber is the latest and fastest internet access solution from IDM, delivering a reliable internet connection with unprecedented speeds to both corporate and residential customers. A full MAP truck was used in March to inform the lucky residents of Achrafieh, Hamra and Ras Beirut about the new service henceforth available to them.



Al Jadeed TV: Al Jadeed TV hit the roads on December 31st for an unforgettable day of fun, games and of course great wins! For one day only, MAP's Al Jadeed truck was like Santa's sleigh, stopping for crowds on the streets of Beirut, inviting passersby to play live and instantly win great gifts and prizes!



Sanita: In a step to spread positivity amongst Lebanese citizens and consumers, Sanita launched its new campaign #SanitaBringBackTheLight. Two full branded trucks covered the highways from Beirut to Byblos in March, reminding people that although we go through rough times and dark nights, we can always shine and bring back the light to our lives.



Spinneys A regular with MAP, Spinneys rented a full branded truck for one week back in December turning it into an actual kitchen with live cooking by real chefs! Passersby were drawn by the mouthwatering smells coming out of the truck on its many pit stops! Another campaign was booked in March, to promote the Bazar at the Dbayeh and Elissar branches. The truck covered the streets and highways in the area, inviting people to benefit from the crazy deals and great offers they can find at Lebanon's finest supermarkets.



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Toy Town: Your old toy can bring joy! For Toy Town's first annual Toy Drive, the shop offered customers 20% cash back on their purchases during December. Their full branded truck covered the streets of Greater Beirut inviting people to shop and spread joy among disadvantaged children on Christmas.



MAP was a preferred Media for **political candidates** who found in MAP the right vehicle to reach their public. From March to May, our trucks covered almost every highway and street in Lebanon, from the capital and big cities to the most remote villages spreading the messages of each candidate, promoting their programs and inviting people to vote on May 6th.



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



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A NEW TRE-LEASE AND A NEW HAPPY HOUR AT TREE AD!

Because it's not all about work, sales or deals, Carla Manih found herself welcoming the New Year with a brand new smartphone for telling the funniest jokes during December's Happy Hour!

As happy as usual, the gathering this December 22nd was early in the day, brunch time to be exact. With Christmas spirit filling the air, good food and succulent sweets filling the buffet, everyone had a blast and left work eager to continue the holiday.





Naturally Evolving

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