



Comments/letters? Please send them to [info@treead.com](mailto:info@treead.com)



Exclusive Media Representative

It all started with a seed that was  
planted **18 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, Tree Ad enters adulthood, Al Joumhouria completes its  
ascent to become the No.1 selling newspaper in Lebanon, M&A are  
unstoppable with several new locations around the city, Special Madame  
Figaro celebrates Women's Day and MAP takes on the streets of the  
country with dozens of new and original designs!

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JUNE 2017





This June marked Tree Ad's 18th anniversary...

And as with any of life's milestones, you don't count them but rather celebrate them! And that's exactly what Tree Ad did.

The butterfly themed celebration started with an exceptional invitation and continued throughout the event. For starters, *guests were greeted with a photo booth set up inside a MAP truck* upon arriving and ushered into the building to post their wishes on a giant 18 3D mock up on the Ground Floor.

Once up in the offices, guests roamed around the floors mingling and meeting with Tree Ad's staff and other Advertising and Marketing colleagues.

Each floor had a little something to offer: from a Welcome Bar on the 4th floor to a Nachos Bar on the 5th, a Candy Bar (yes that was mean) on the 6th and a full blown BBQ and Salad Bar on the 8th!



Guests, which included Executives from the Advertising, Media and Communication fields as well as the country's major clients all ended up on the 8th floor where a caricaturist was waiting for those strong enough to volunteer and laugh at themselves! Meanwhile the DJ was rocking it on the terrace.

All around the world, in all cultures and all countries, turning 18 is the age where one bids farewell to the young years and embarks on the journey of adulthood; and on June 1st 2017, Tree Ad did just that. Although it seems like only yesterday that this seed was planted, it is now an adult tree with roots strong enough to see it through the toughest storms and branches reaching out so high up they can barely be seen anymore.

"Just like a butterfly, always reach higher, reach outward, move on"... said the invitation. Tree Ad has been doing just that since 1999"



**Turning 18 is the age where one bids farewell to the young years and embarks on the journey of adulthood; and on June 1st 2017, Tree Ad did just that**



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



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# الجمهورية



We all know the old saying “Good things come to those who wait”, but Al Joumhouria seems to be proving just the opposite.

Merely 6 years after its launch, we are proud to announce that it is officially:

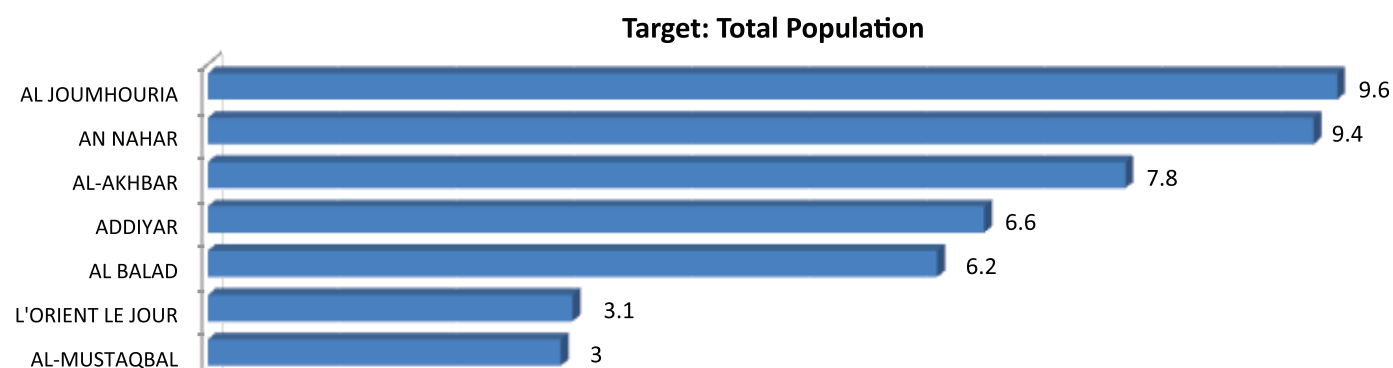
The No 1 Newspaper in Lebanon as per STAT Ipsos' 2017 NRS

Launched in 2011, Al Joumhouria didn't have to wait too long to start breaking sales record, rapidly scoring new and unprecedented readership figures, steadily paving its way to be among the top selling newspapers in Lebanon.

Al Joumhouria is now where it belongs.

In a stagnant newspaper scene, Al Joumhouria came to make waves and overthrow old reigns; and today, in one of the most challenging times for print newspapers, Al Joumhouria is standing tall and proving its supremacy.

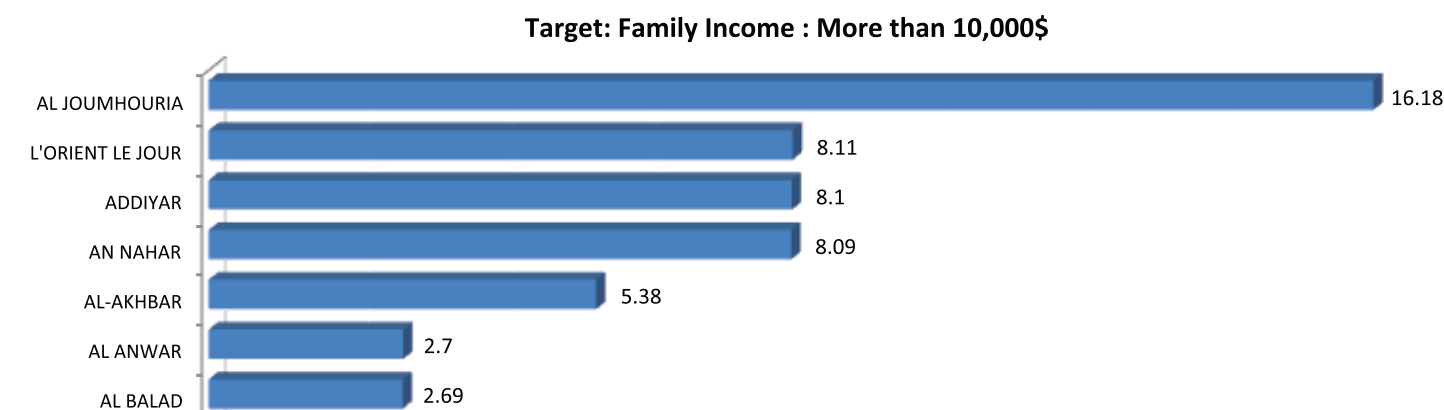
In STAT Ipsos' NRS Lebanon Dailies Readership conducted during the last quarter of 2016 and the first quarter of 2017, *Al Joumhouria* ranked Number 1.



# الجمهورية

What might come a surprise to some is only an evidence to us, and to those who were monitoring Al Joumhouria's evolution over recent years: A culmination of its commitment to promote a free and independent press and its pledge to defend Lebanon, freedom and justice.

\*The National Readership Survey provides the most authoritative and valued audience research for print readership.



*In STAT Ipsos' NRS Lebanon Dailies Readership conducted during the last quarter of 2016 and the first quarter of 2017, Al Joumhouria ranked Number 1.*



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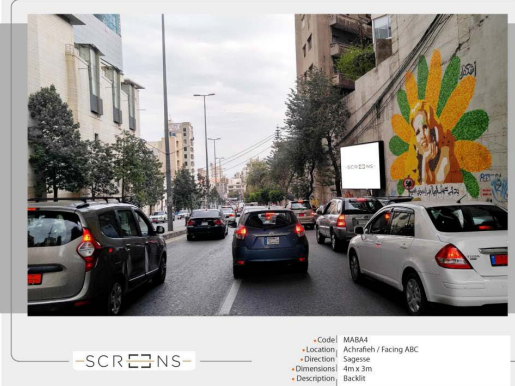
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•Code: MALA3  
•Location: Achrafieh / Abnaye Yaghi Courtyard  
•Direction: Sandrine Square  
•Dimensions: 5m x 3m  
•Description: LED



•Code: MAL73  
•Location: Tabaris - Facing RMA  
•Direction: Achrafieh  
•Dimensions: 4m x 3m  
•Description: LED



•Code: MABM4  
•Location: Achrafieh / Facing ABC  
•Direction: Sogaine  
•Dimensions: 4m x 3m  
•Description: Backlit



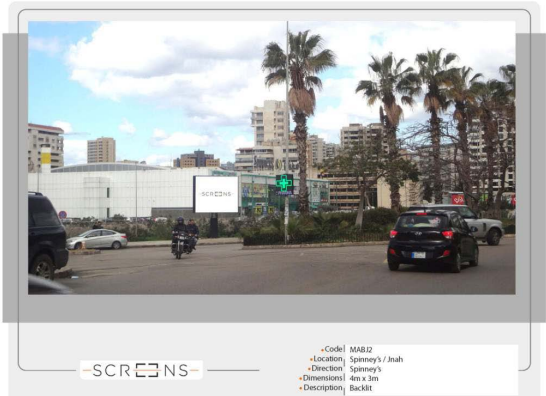
•Code: MABH3  
•Location: Sanayeh Intersection / Ministry of Interior  
•Direction: Ring / Verdun  
•Dimensions: 4m x 3m  
•Description: Backlit



•Code: MALV2  
•Location: Verdun / Facing Verdun 1341  
•Direction: Facing Verdun 1341  
•Dimensions: 4m x 3m  
•Description: LED



•Code: MAB71  
•Location: Jnah / Airport - BNY - Jnah  
•Direction: BNY - Jnah  
•Dimensions: 4m x 3m  
•Description: Backlit



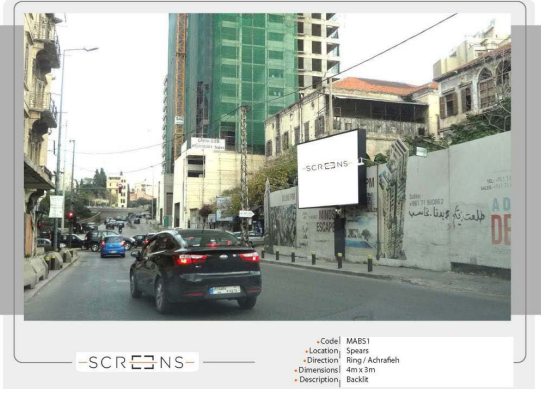
•Code: MAB12  
•Location: Spawey's / Jnah  
•Direction: Spawey's  
•Dimensions: 4m x 3m  
•Description: Backlit



•Code: MALV4  
•Location: Verdun / Lycée / Facing ABC  
•Direction: Unesco / Holiday Inn Dunes  
•Dimensions: 4m x 3m  
•Description: LED



•Code: MABN1  
•Location: Ras Nabaa / Near Fakhri  
•Direction: Rachana El Khayri / Down Town  
•Dimensions: 4m x 3m  
•Description: Backlit



•Code: MAB51  
•Location: Spawey's / Jnah  
•Direction: Ring / Achrafieh  
•Dimensions: 4m x 3m  
•Description: Backlit



•Code: MALV3  
•Location: Sanayeh / Amge  
•Direction: Sanayeh / Spears  
•Dimensions: 4m x 3m  
•Description: LED



•Code: MALV5  
•Location: Verdun / Ammani / Next to ABC  
•Direction: Teller Al Khayat / Unesco  
•Dimensions: 4m x 3m  
•Description: LED



•Code: MABU1  
•Location: Unesco  
•Direction: Maronite Highway  
•Dimensions: 4m x 3m  
•Description: Backlit



•Code: MABU2  
•Location: Unesco / Ministry of Education  
•Direction: Maronite Highway  
•Dimensions: 4m x 3m  
•Description: Backlit

Adding to an already exceptional network of Outdoor signs, M&A were busy over the last few months digging out new locations around the city and installing unique LEDs and Backlits.

Between January and March 2017, a total of 6 LEDs and 8 Backlits were installed around Achrafieh, Verdun, Sanayeh, Jnah and Unesco bringing the total network to 12 LEDs and 26 Backlits.

As with any other M&A sign, these are strategically positioned on highly trafficked streets, angled to offer the highest level of perceptibility to passers-by.



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# Spécial madame

March was a festive month for Spécial Madame Figaro

who had more than one reason to celebrate!

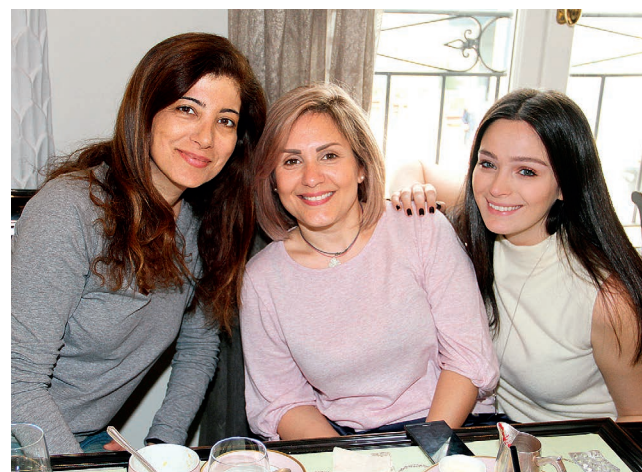
In STAT Ipsos' 2017 NRS\*, Spécial Madame Figaro came in Third, 0.3% away from Second Position. The magazine had joined hands with France's Madame Figaro in November of last year to henceforth become Spécial Madame Figaro, and offer the Lebanese audience a rich content with the right mix of both magazines' distinctive traits.

*\*The National Readership Survey provides the most authoritative and valued audience research for print readership.*

On another note, Spécial Madame Figaro raised a glass to women in March to celebrate Women's History Month and invited women from the Advertising and Marketing fields who have successfully challenged and proved their merit in the work place. As with every year, guests met over brunch to commemorate the occasion and highlight the contributions of women to events in history and contemporary society, and celebrate the mother, sister, daughter, friend and colleague in each.

# Spécial madame

***As with every year, guests met over brunch at Ladurée to commemorate the occasion and highlight the contributions of women to events in history and contemporary society, and celebrate the mother, sister, daughter, friend and colleague in each.***





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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.***



**Fair Trade Lebanon:** In December, Fair Trade Lebanon launched an eco-conscious and responsible Christmas Food Market at Fahed supermarket in Rabieh, where apples were put at the heart of the celebration. For a whole month, a full branded truck invited residents of Beirut and Metn areas to come discover wholesome and authentic specialties from all over Lebanon cooked live in a festive and joyful mood.



**Energizer:** Energizer was “powering a wish” last December, offering a scratch and win card with every purchase of Energizer batteries. One full branded truck covered the streets between Beirut and Metn inviting people to try their luck at one of the 45 gifts offered, including iPhones, iPads, PS4s and TVs to be won.

**Persil Power Gel:** Introducing the new generation of washing, Persil power gel liquid detergent is a complete replacement for any powder detergent. 2 trucks will roam the streets of the country until August introducing the new product and reminding people that one of the oldest brands of detergents in the world is also the most developed.



**Ninar Grill:** Whether it is for professional or home use, Ninar is the perfect grill to meet your needs. Combining aesthetics with practicality, Ninar Grills are ideal for barbecue lovers. For 4 weeks, two full branded trucks roamed the streets between Beirut and Metn with full sized models of the grills inside, promoting the brand and scouting franchisees. With Ninar, food preparation is healthy, delicious, entertaining, and fast.



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**Snickers:** Famous for their slogan “You’re not you when you’re hungry”, Snickers joined in the personalized trend, renting out a MAP truck for 2 weeks in April promoting the new packaging. The truck invited the people of Beirut and Metn areas to personalize their Snickers bar with many hunger symptoms and print it for them on the spot!



**City Ceramic:** The house of tiles and ceramics used MAP to promote its brands and models. The truck covered the country’s streets during April showcasing the many wooden floors, floor tiles and ceramic designs available for customers at City Ceramic.



**MAP is a versatile and flexible medium that can adapt to any client’s need**



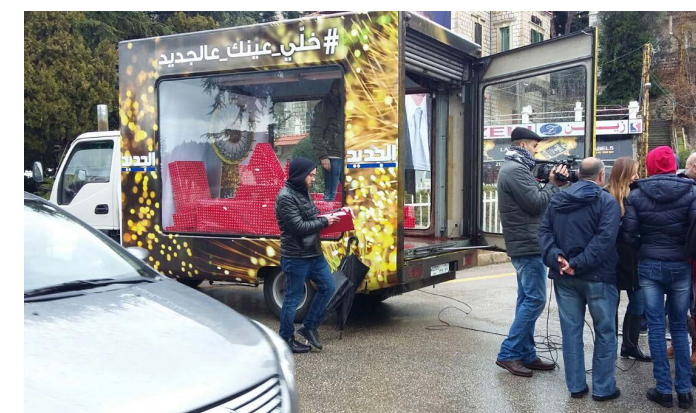
**Medco:** Nothing better than a Power nap! “Nap & Go” is a great initiative for tired drivers wanting to rest before continuing their journey. Collaborating with Reva mattresses, Medco used 1 truck to promote this novel idea, offering tired drivers “Parking Beds” to re-boost their energy for their safety on the road and ours too!



**Bi Ghamdet 3ein:** It is no secret that the Lebanese film scene has taken a giant leap over the last few years, with numerous Lebanese movies released each season and an eager audience awaiting them. To promote Bi Ghamdet 3ein, 2 full branded trucks roamed around the country during December inviting people to watch the movie which features among others: Ziad Bourji, Douja Hijazi and Dana Halabi.



**Al Jadeed:** To promote its New Year’s special entertainment program, Al Jadeed used 2 full branded trucks with 3D mock ups inside, and had them cover the streets of the capital. With their gift filled interiors, the trucks were a sure way to get people tuning in to the program later on!



**Samra Café:** A fusion between traditional Lebanese and the pop art culture, Café Samra is a Lebanese restaurant that serves breakfast, brunch, lunch and dinner in a lively atmosphere. To promote the opening of its Koreitem branch, Samra Café rented a full branded truck for 12 weeks, with a cool interior inspired by the café itself and had it circulate the streets of Verdun, Rawche and Hamra.





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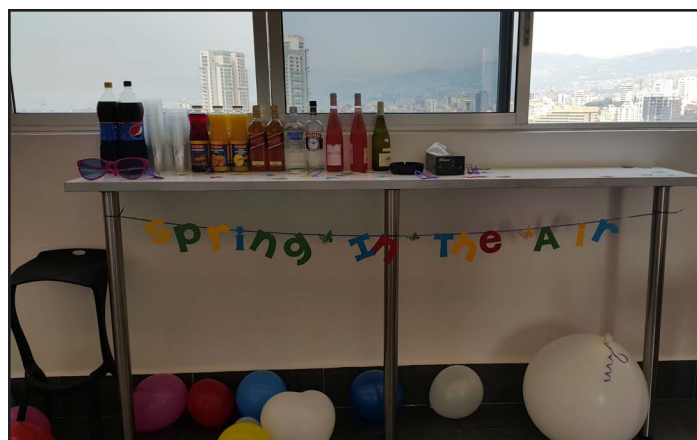


## What happens in the spring?

The weather gets warmer and everybody goes outside! That's exactly what happened during this spring themed Happy Hour when the team in charge decided to "take it outside".

With burgers and hotdogs grilling on the barbecue, music filling the air and drinks flowing, it was easy to get carried away and forget where one was!

The pictures say a little...



# LE RESEAU

And then there was light...

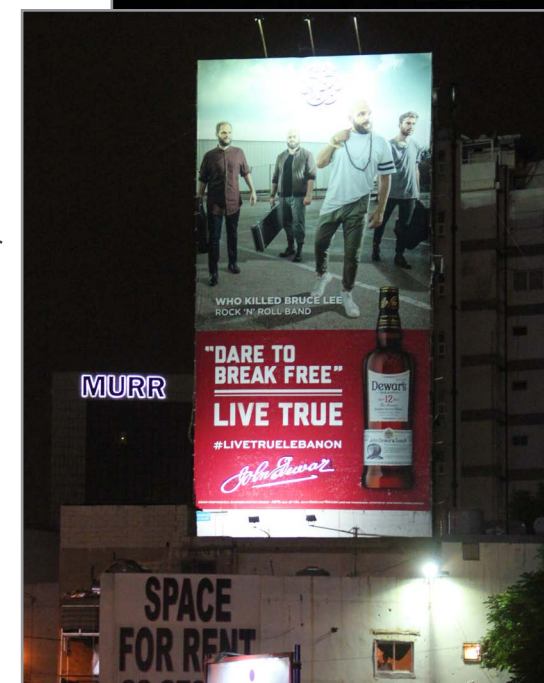
For the longest time, Le Reseau was known as the Large Outdoor Specialist, focusing on extra-large signs and rooftops; and to this day whenever we think big, we think Le Reseau. But lately it seems that size alone was not cutting it, advertisers took things up a notch.

The Landmark on the Dbayeh Highway may not be the latest but it definitely still is the most imposing among all OOH signs in Lebanon. Clients await its availability years in advance and custom make the colossal design to better impress the people passing by.

Aquafina did not content themselves with 3 different visuals, but took the design to a higher level: If, by day, the sign amazed people by its colossal size, at night, it took on a new dimension with the elements lighting up and adding to its attraction.

The same is true for Dewar's Live True Lebanon campaign in which the brand decided to "shed a light", literally, on local creative talents from different fields who decided to follow their hearts and make their dreams a reality. So what did they do? They lit up the already commanding Wall sign on Nahr el Mott, shadowing everything else around it.

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Naturally Evolving

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