



Exclusive Media Representative

It all started with a seed that was
planted 17 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 takes its collaboration with Figaro Group to a higher level regionally, Douze is soaring high, Special celebrates women's month and launches its brand new redesigned website and MAP takes on the streets of the country with dozens of new and original designs!

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

JULY 2016



مجلة
حياتك
LE FIGARO

الجمهورية

Earlier in May, Tree Ad and Figaro Group pushed their strategic collaboration further by acquiring the Exclusive Media Representation of the whole portfolio of Figaro Media for the GCC markets, with a dedicated sales team based in Dubai.

This strategic move serves to consolidate Tree Ad's business with Figaro Group which has in turn recently acquired CCM Benchmark, France's largest digital Media group, whose dozens of sites reach more than 50 million unique visitors in 58 countries.

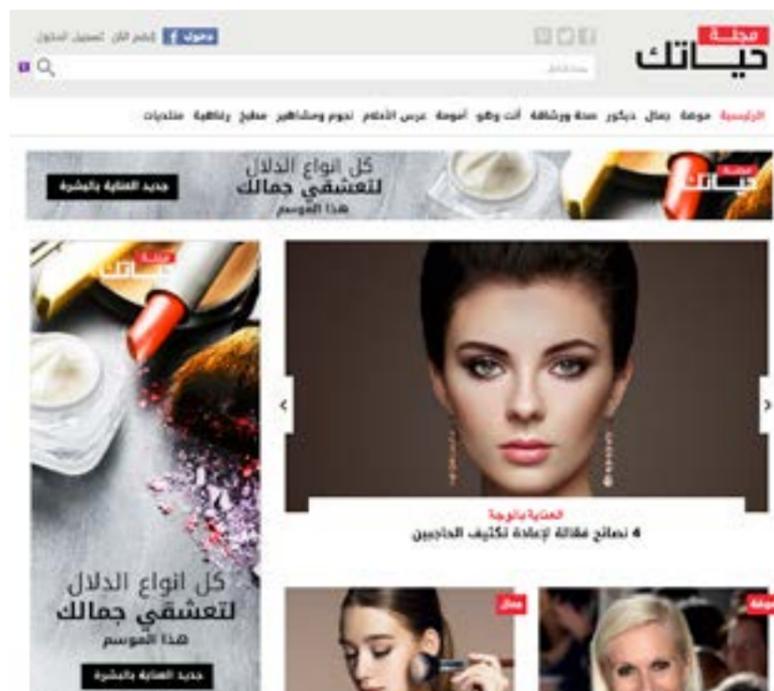
This is a major step forward for both entities to maximize visibility for each other's offline and online properties and continue to build up brand awareness in the entire GCC region with a single platform.

In order to do so and to expand Advertising revenues, Tree Ad also joined forces with Digital Media Unit for all Figaro Group's digital services, be it desktop, mobile or events, including the famous Arabic language high-end women's website www.hayatouki.com.



Following its success the first time around, Al Joumhouria launched the 2nd wave of its national campaign in April.

Unipoles, 4x3 panels and LEDs were part of the Outdoor campaign that covered the entire Lebanese territory for one month. Lebanon's top TVs were also part of the campaign with the spots running on LBC, MTV, OTV and Al Jadid.





DOUZE

Douze may be the last addition to the OOH scene in Lebanon, but it is certainly not the least. On the contrary, "the last one in" seems to be offering the best there is!

Merely a few weeks after the launch of Douze, Tree Ad joined hands with Vivad, to become the exclusive Media Representative of its 4x3 network of panels as of January 1st 2016.

Excellently positioned, the panels offer the highest standards in visibility and exposure.

With the new additions, its ample geographic distribution and comprehensive networks, Douze is living up to its promise of becoming one of the best providers of strategic 4 x 3 locations in Lebanon with more than 1400 panels.

And because it's not only about quantity... We are happy to announce that we have completed Phase II of refurbishing, painting and illuminating our network. From 7pm onwards, Douze's panels located on the Dora-Dbayeh Highway are now individually lit to enhance the ads in these high trafficked hours. All our panels are now branded with our logo.



It's one accomplishment after another for M&A!

At a time when new OOH signs have become challenging to install around the country in general and in Beirut in particular, M&A installed a Unipole on the Sports City Highway, one of the most trafficked roads out of the airport and into the city, with unblocked visibility from both sides of the highway.

Moreover, M&A also got licenses for not one, but eight bridges in Beirut! Details will follow...

And if you think Douze was done, you're mistaken!

By May 2016 it had also acquired 12 panels on the Zouk-Jounieh Highway, 28 panels in the region stretching from Achkout to Faraya, 4 panels on the Dbayeh Highway and 4 panels on the Zalka Highway.

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



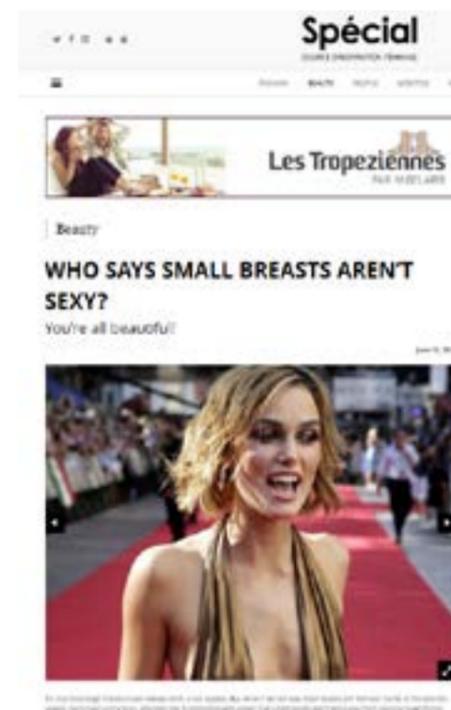
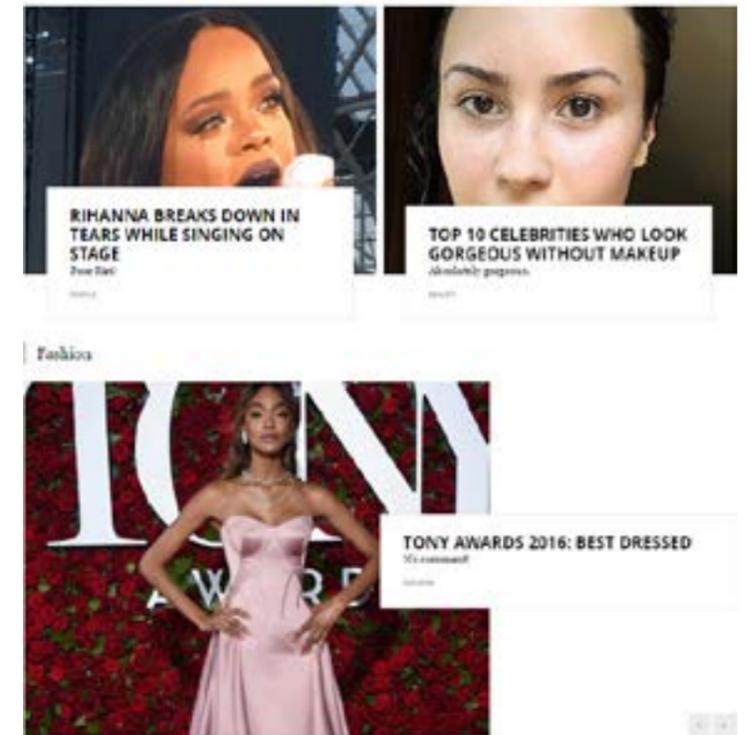
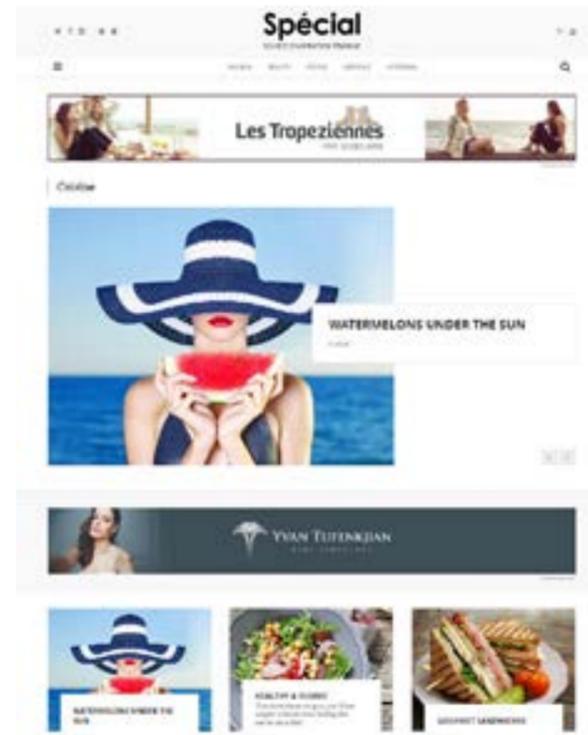
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Spécial



March is Women's History Month, an annual commemoration that highlights the contribution of women to society; in what has become a tradition, this March, Tree Ad and Spécial hosted three exclusive women-only brunches at Mandaloun Café in Achrafieh, to honor and celebrate the women who inspired us and paved the way.

Each Friday a group of women from the Advertising and Marketing fields met to commemorate the occasion, and celebrate the mother, sister, daughter, friend and colleague in each.



In 2013, Spécial went digital with its Mobile Application; Soon after in 2014, it launched its Instagram account, posting unique, creative and interesting content on daily basis. A few months later it had exceeded 13,000 followers.

Today, we are pleased to inform you that the magazine has launched its new and redesigned website: www.specialmagazine.co

A bold yet clean layout and an elegant design that are inviting for visitors, allowing them easy browsing through the sections and offering them the latest people, fashion and entertainment news.

Check out www.specialmagazine.co for exclusive photo shoots and interviews, in addition to the magazine's rich content from fashion and beauty trends to the latest lifestyle news, health, cuisine and design tips..
Spécial, Source d'inspiration féminine



LERESEAU

A Bigger, Clearer View for Le Reseau

Last May, Tree Ad announced a great opportunity for advertisers: D4B, which had been blocked by the crane of a neighboring building site, is once again free, making it one of the most coveted outdoor locations on the busy Dbayeh highway.

Additionally, Z3B on Zalka Highway, got resized to 10m x 10m and shifted its angle to allow for more exposure and higher visibility from the highway.



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.



Energizer: It was positive energy with Energizer this December and their Wish & Win promotion; all one had to do was buy a pack of batteries and make a wish! To promote it, they used a full branded truck that circulated between Beirut and the Metn area offering people the chance to win over 15.000.000LBP in prizes and gifts!

Subway: To celebrate their 50th anniversary, Subway opted for two MAP trucks that roamed the streets of the city for three weeks in December, pit stopping at their branches, promoting an irresistible offer and reminding people of Subway's commitment to the freshness and quality of the food they offer.





L'Exquis: No diet or dieter can survive December, that's a known fact.. And it was mission impossible to try to resist L'Exquis' truck which roamed the areas from Beirut all the way to Keserwan, promoting a refined range of cheeses and cold cuts for the end of year celebrations.

Kafa: In February, Kafa rented three full branded trucks to promote one of their causes. This time it was to educate people about the need to treat domestic helpers in a compassionate and humane way. The trucks covered the Lebanese territory for two entire weeks.

Microsoft: Microsoft 365 is a set of Microsoft solutions that make a student's life everything it's cut out to be: seamless, entertaining, and definitely enabling. For four weeks a full branded truck covered Beirut and Metn areas targeting students and universities.

City Mall: So City Mall may not have a flower shop, but it does have everything else! To promote its variety of shops offering the best Valentine's gifts, City Mall had its red "love truck" cover the areas surrounding it, offering red roses to the ladies in addition to the possibility of winning other valuable prizes by taking and posting a picture with the truck.



Sunbites: In February Sunbites rented a full branded truck with a 3D mock up inside, to promote the new scrumptious multigrain baked snack. For one week, the truck roamed the busy streets from Beirut to Byblos to inform people of the healthy and guilt free snack.

Unica: Can Unica get any better? Only one way to find out! To promote the new caramel flavor of the famous chocolate covered wafer bar, Ghandour chose a full branded truck for four weeks offering passersby all over Lebanon a taste of the new Unica Caramel.

Pringles: For two weeks between March and April, the Pringles truck was offering people all over the country a taste of one of the four new tortillas flavors now available from Pringles. Original, sour cream, spicy chilli or nacho cheese, the new tortillas are great with or without a dip.

Khoury Home: To spread the word and tell people about their Red Week promotion, Khoury Home rented a full branded truck for one week. The truck roamed the areas of Mkalles and Mansourieh, inviting people to benefit from incredible discounts of up to 50%!



Stradivarius: Stradivarius' truck was much more than an ad for the brand that's been inspiring girls since 1994. For one week in May, Stradivarius gave passersby in Beirut, Metn, Jounieh and Byblos, the chance to come up inside the truck, spin the wheel and win instant and valuable fashion items.



Benina: Staying fit and eating healthy is a choice and Benina's here to make it easier for us to do just that. To promote the launch of the new premium Kinoa and Chia range, Benina chose a full branded truck with 3D mock ups inside, and had it cover the streets from Beirut all the way to Jounieh.



Nescafe 3 in 1: Who among us does not know Nescafe's 3 in 1, the perfect instant coffee in one step? But what you don't know is that your favorite coffee just got richer in taste. In May, Nescafe rented three full branded trucks to promote, inform and offer people from Beirut to Byblos, a taste of the new, richer and creamier coffee.



Almaza: Lebanon's number 1 brew, made drinking beer a rewarding pleasure when it rented a full branded truck in May to announce the Almaza Light promotion: To enter a draw and win one of three Fiat 500c, all one had to do was enjoy a cold Almaza Light and send the code under the cap!



Jounieh Al Tajadod: It was a close race to the Municipality in Jounieh this year, and a fierce competition between the candidates. To promote their program and members, Jounieh Al Tajadod rented two full branded trucks for two weeks to cover the entire area of Jounieh and incite residents to vote for them.



Nehna La Jezzine: We are ready: Ready for more tourism, ready for more development, ready for more progress and advancement.. Nehna La Jezzine got their message through to the local residents by renting a full branded truck with several panels. The truck covered the streets of the Jezzine area.



Master Chips: New, the old fashioned way! To launch their new and "summer friendly" recipe, Master Chips, used MAP to inform people about their latest hit; the new Kettle Cooked chips are big on flavors and low on calories, with 40% less calories than other chips. For two weeks lucky passersby in Beirut, Metn and Keserwan areas got to taste, guilt-free, the new chips in its many flavors.

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2 Happy Hours took place between December and May that took the degree of craziness, fun and partying to a higher level. If the first was Christmas themed, the second featured a Karaoke challenge, in which Tree Ad's members showcased their singing talents! *The pictures speak for themselves...*



TAP, Tree Ad's new operations back office

When the OOH division of a company becomes as widespread and broad as Tree Ad's, it is only natural that its back office moves at the same pace.

So in May 2016, Tree Ad integrated the back offices of Douze, MAP, Viacom and MMT in a consolidated operation:

TAP, the Tree Ad Plant.

The 1500m² plot will insure a centralization of the printing, installation and maintenance teams, allowing for a better and faster service.



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Naturally Evolving

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