



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, Douze joins hands with Promomedia Networks to officially
become the largest supplier of 4m x 3m billboards in the country, Tree Ad
sponsors IAA Print Pulse contest, Screens and Le Reseau expand their
networks, Al Joumhouria excels in its specialized features, MAP takes on
the streets of the country with dozens of new and original designs and
Arab Ad launches its first ever Poster Contest!

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

DECEMBER 2017

DOUZE JOINS HANDS WITH PROMOMEDIA NETWORKS

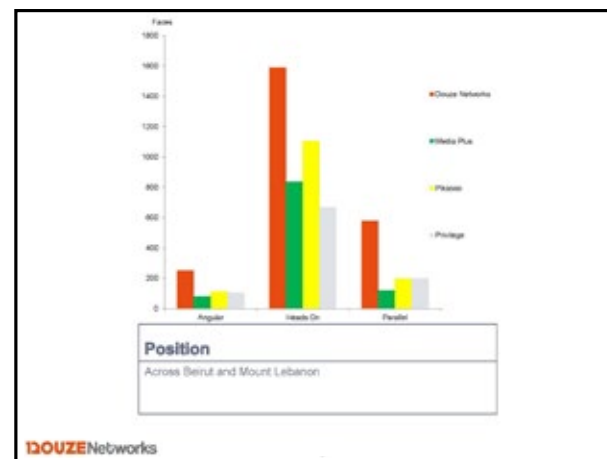
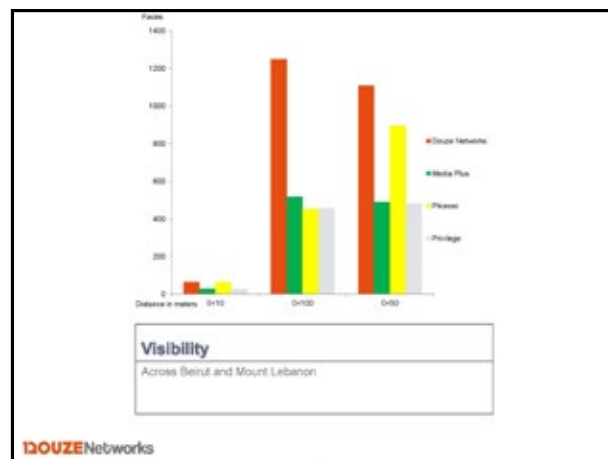
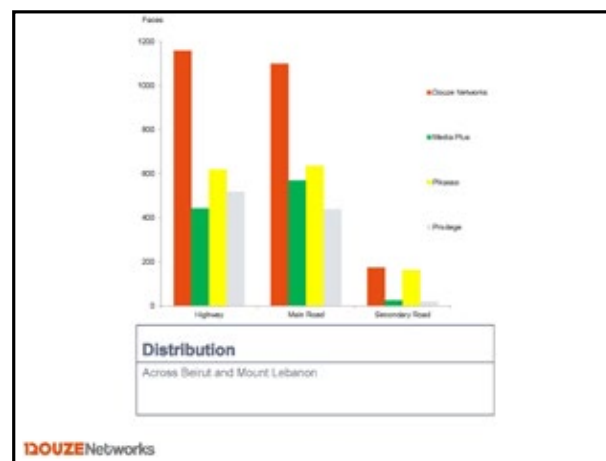
Ever since it launched its operations in 2015, Douze has been remarkably expanding its network, continuously adding new and exclusive locations around the country, all the while setting itself above the turmoil that hit the 4x3 scene over the last couple of years.

Back in October, and after months of negotiations, Douze formally joined hands with Promomedia Networks, officially making it the largest supplier of 4m x 3m billboards in the country.

And when we say largest we really mean it: ***A network of more than 2500 panels, all strategically positioned in Greater Beirut that brings the ultimate outdoor advertising solutions to clients and advertisers.***

To better give you an idea of the importance of the new 2500 panels network, we have the pleasure of sharing with you some figures per region, which show Douze Networks geographical distribution and its outstanding lead per area.

Douze Networks supremacy is not only on a national level, but also in the regions and sub-regions where its coverage reaches unprecedented records exceeding 50% in areas such as Beirut, Kesrwan and Metn.



TREE AD SPONSORS THE IAA'S PRINT PULSE CONFERENCE

The IAA (International Advertising Association) – Lebanon Chapter, is a long-standing institution playing a crucial role in the fields related to Communication and Media in Lebanon.

It carries out numerous activities throughout the year, among which industry forums to foster an exchange of views on emerging policy issues and trends affecting the industry; it also works on developing a platform for multi-stakeholders dialogue, promoting and facilitating excellence in the communication field.

With the advent and irrevocable rise of digital Media and Advertising, Print Media seem to be facing its biggest challenge yet.

Accordingly, the IAA decided to take action to support the latter by organizing a Print Media Conference, Print Pulse, held on December 5th, in Beirut.

To that effect ***IAA invited Ms Eileen Le Muet, Vice President International of Group Figaro to be a speaker, alongside Mr. Roger Dooley, Marketing speaker, founder of Dooley Direct, a Neuromarketing and Marketing Consultancy.***

The conference tackled the current crisis facing Print Media and offered solutions to not only survive the digital wave but also to reinforce its status.

To that effect IAA invited Ms Eileen Le Muet, Vice President International of Group Figaro to be a speaker, alongside Mr. Roger Dooley, Marketing speaker, founder of Dooley Direct, a Neuromarketing and Marketing Consultancy.

UNDER THE PATRONAGE OF H.E. MINISTER OF INFORMATION **MELHEM RIACHI**
THE IAA LEBANON CHAPTER IS ORGANIZING A CONFERENCE ON THE PULSE OF PRINT

GOLD SPONSORS
Pressmedia
TREE AD

SILVER SPONSOR
mediaagency

SPEAKERS:
MR. ROGER DOOLEY
MARKETING SPEAKER, FOUNDER OF DOOLEY DIRECT, A NEUROMARKETING AND MARKETING CONSULTANCY
MRS. EILEEN LE MUET
VP INTERNATIONAL GROUP FIGARO

TICKET PRICING AT 8000 (INCLUDING LUNCH)
RESERVE NOW BY CALLING MARIELE HLEWIS ON 76 14559 OR EMAIL AT hawhaw@treead.com

TUESDAY DECEMBER 5TH, 2017
9:30AM TILL 3:30PM
HABTOOR CONVENTION CENTER (BEIRUT MALL) FOLLOWED BY LUNCH AT LE CHEL RESTAURANT

PRINT PULSE

IAA
International Advertising Association
Lebanon Chapter

ARABAD LAUNCHES ITS ANNUAL POSTER DESIGN CONTEST

These past few months, ArabAd, in collaboration with Impact BBDO, Wondereight, NDU, BLF and City Centre have been running a poster competition under the brief #ThisIsMyLebanon.

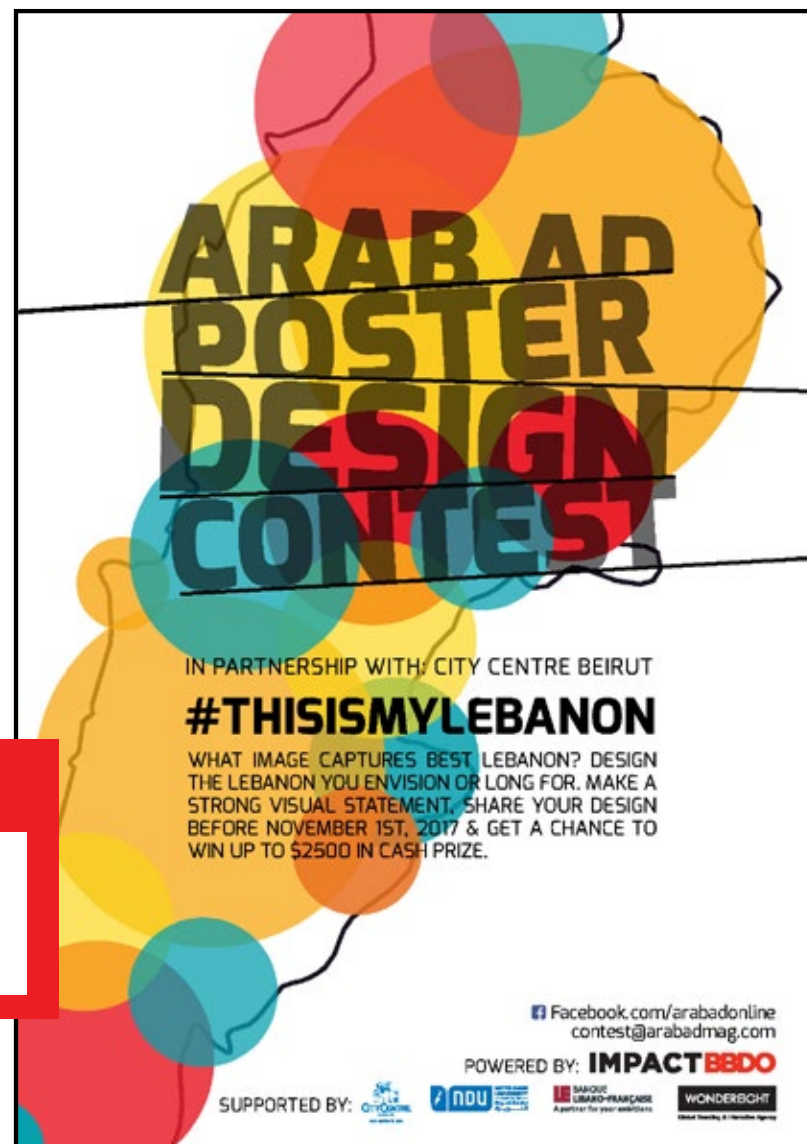
This initiative provided an opportunity for designers to show off their creative artistic skills and at the same time make a political and social statement of kind, creating a context for conversation to flow back and forth through creative communication design.

The diversity of the work, the range of styles, visual statements and ideas summing up what Lebanon means to each participant was overwhelming.

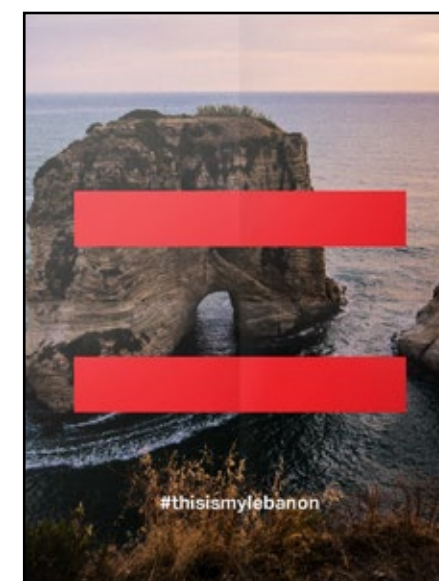
130 students and professionals, from the advertising and design field submitted over 190 posters, sharing their personal take on Lebanon.

A jury panel comprising design professors, marketers and advertising creatives selected 14 finalists among which six winners were awarded cash prizes and offered agency internships.

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NEW ADDITIONS TO SCREENS AND LE RESEAU

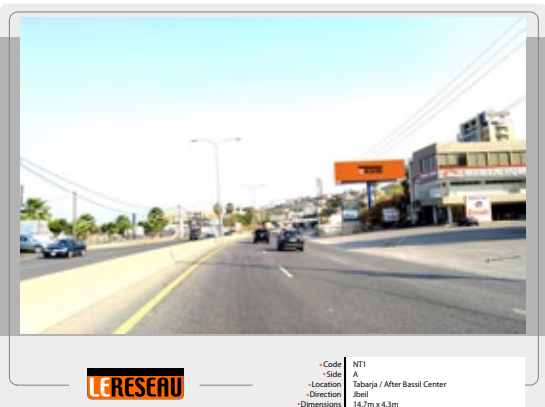
Douze Networks is not the only one increasing its network at Tree Ad; it seems that the entire OOH department has caught the expansion bug!

In the last two months **Screens added two new backlits to their network:** With ABC opening in Verdun, M&A could not but install a 4m x 3m panel next to the mall that promises to be the most visited in the city (MABV2).

The backlit is ideally angled on a two way street to offer unblocked visibility and excellent reach. Another backlit is the VBD1 on the ever busy Dbayeh highway.

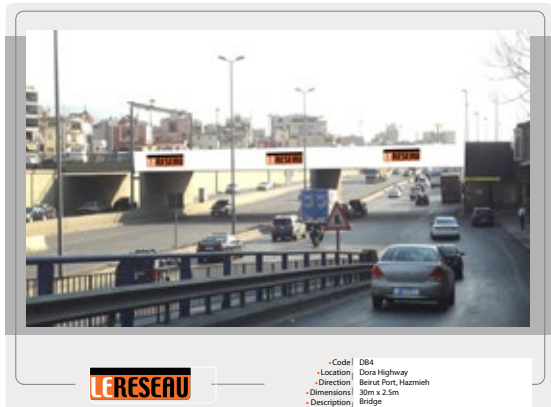
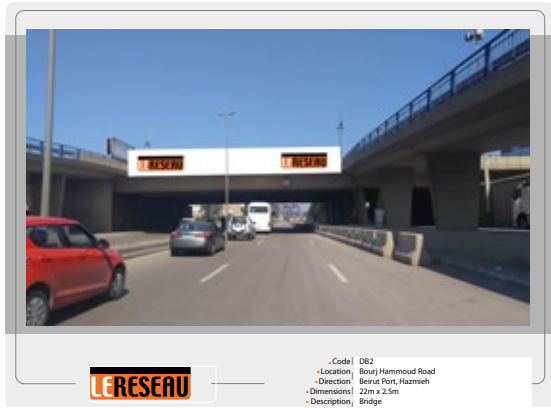


In October, Le Reseau was quick to follow with a new location on Tabarja highway: NT1 is smartly positioned to offer high unhampered perception and increase the ad's impact and reach.

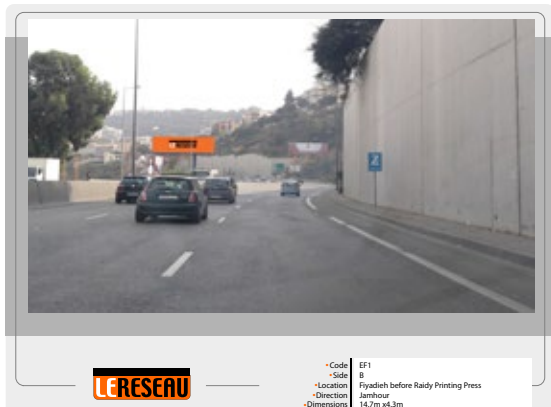


Things didn't stop there for Le Reseau..

In November, after thorough research and careful market study, Le Reseau decided to expand its bridges network and acquire four new locations.

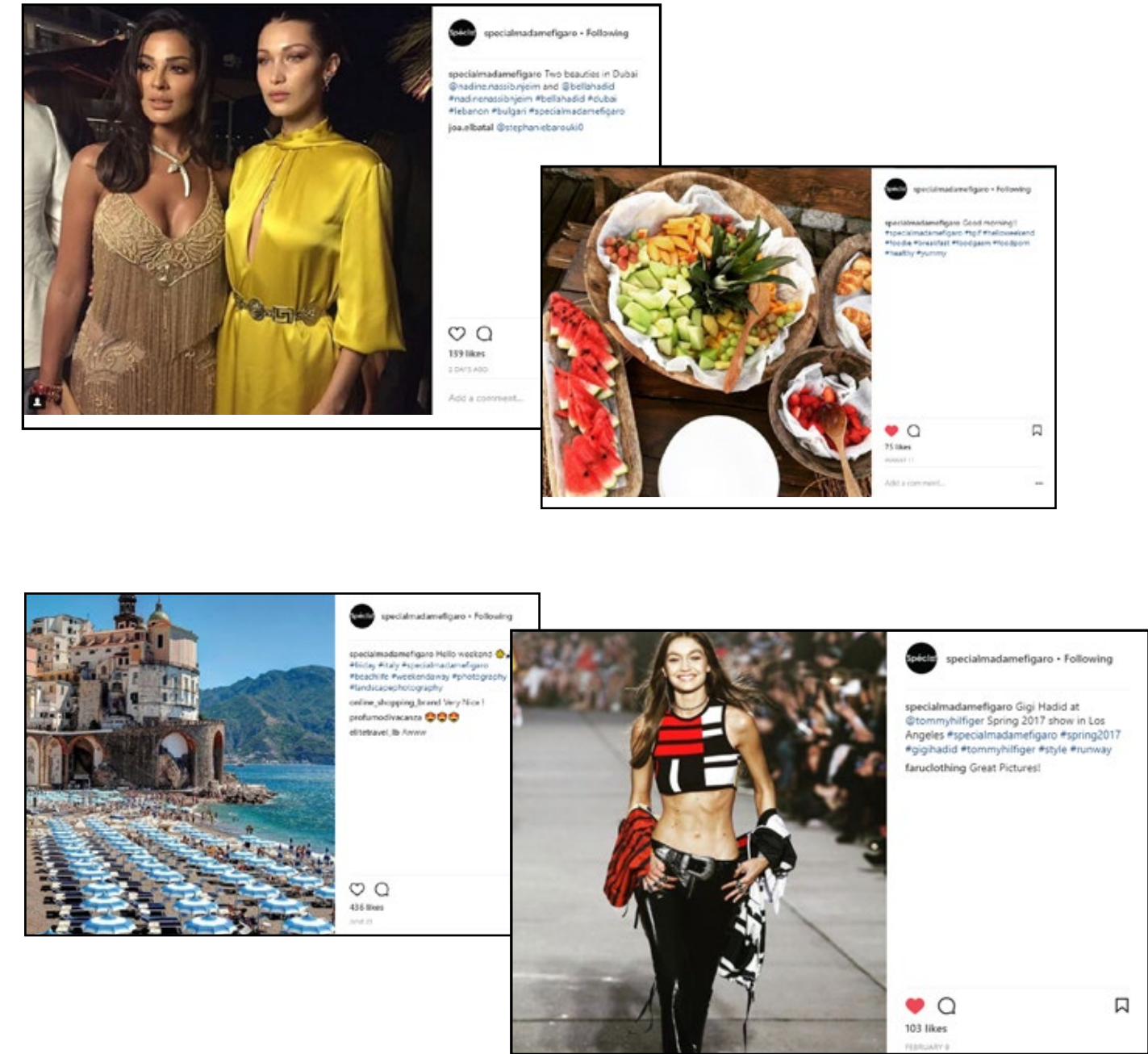


Another November addition for Le Reseau is the new Unipole on Baabda Highway, before Raidy Printing Press Building in Fiyadiyah, offering uncovered visibility and unmatched effect.



Special launched its Instagram account in 2014, posting unique, creative and interesting content on daily basis. Today we have the pleasure of informing you that it has marked yet another milestone in its Social Media growth, exceeding 17,300 organic followers as of November 2017!

Specialliban engages its followers and gains new ones everyday by posting valuable content, high quality pictures and great captions and gets hundreds of daily likes and views.



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

Last October, *Madame Figaro France* edition honored some of its international Editors in Chief around the world, among whom was featured our very own Hanane Tabet, Editor in Chief of Special Madame Figaro.

From the first day that Special joined hands with Madame Figaro, Hanane has made sure that the magazine delivers what it promised, offering readers a rich content with the right mix of both magazines' distinctive traits.

With similar questions addressed to all Editors in Chief, Hanane revealed her favorite Lebanese designers, restaurants and boutiques in the country as well as her go-to Lebanese restaurant and boutique in Paris.

Notebookcityguide

PLANÈTE EXPERTS

De Lisbonne à Tokyo, en passant par Beyrouth, les journalistes de nos éditions internationales nous dévoilent leurs meilleures adresses. Un tour du monde sans faux pas.

CHINE
HUANG JUAN
RÉDACTRICE EN CHEF
DE "MADAME FIGARO CHINE"

LES PRODUITS À RAPPORTER
« Des créations monochromes de Qiu Hao, qu'on peut trouver au centre commercial SKP, et des œuvres originales de la boutique de l'UCCA. »
SKP, 47, Jiangnan Rd, Chaoyang District, Pékin.
UCCA, 98 Art District, 1, Dongchuan Rd, Chaoyang District, Pékin. www.uccaparis.cn

MON SPOT SECRET
« Commune by the Great Wall et ses constructions surprenantes conçues par des architectes asiatiques. »
Commune by the Great Wall, The Great Wall east 11, Shijiazhuang (in Jingjiao Highway), Pékin.

MON ADRESSE CHINOISE PRÉFÉRÉE À PARIS
« Le Président, un lieu génial qui propose une cuisine authentique et sert aussi pour des défilés de mode. »
Le Président, 120-121, rue du Faubourg du Temple, 75003 Paris. www.lepresident.paris.fr

JAPON
KIYOMI MORITA
RÉDACTRICE EN CHEF ADJOINTE
DE "MADAME FIGARO JAPON"

LES PRODUITS À RAPPORTER
« Des cahiers au design traditionnel de chez Tsubasa. Des condiments à base de koji, des aliments fermentés comme l'amazake ou le miso... »

MES ADRESSES SECRÈTES
« La librairie Daikanyama Tsutaya Books, à Shibuya, pour saisir l'esprit tokyoïte d'aujourd'hui. Et le River Retreat Garaku, ce boutique-hôtel de luxe de Toyama est si calme... »
Daikanyama Tsutaya Books, 17-18, 5, Sakaguchi-cho, Shibuya, 44, Tokyo.
River Retreat Garaku, 36-2, Kamaga, Toyama. www.garaku.co.jp

MON ADRESSE JAPONAISE PRÉFÉRÉE À PARIS
« Aida, un restaurant de teppanyaki et de kaiseki près du Bon Marché. J'y ai rencontré Mick Jagger un jour ! »
Aida, 1, rue Pierre-Louis, 75001 Paris.

LIBAN
HANANE TABET
RÉDACTRICE EN CHEF
DE "SPÉCIAL MADAME FIGARO"

LES PRODUITS À RAPPORTER
« Une robe de chez Nathalie Karam, la créatrice qui transforme, à travers ses pièces, le corps de la femme en celui d'une déesse, ainsi qu'un flacon de Rosée d'Oasis, le savon liquide naturel et artisanal pour le corps et les cheveux de Senteurs d'Orient. Beyrouth est un véritable melting-pot en matières de styles et de tendances. Depuis quelques mois, les pieds des Beyrouthines adament les mules fourrées, par exemple ! »
Nathalie Karam, tél. : 009 961 76 61 81 65, www.nathaliekaram.co

MES ENDROITS PRÉFÉRÉS
« La boutique Pink Henna, dans le quartier de Mar Mikhael, à Beyrouth, notamment pour leurs sublimes bijoux vintage, et le restaurant Chez Fouad, en bord de mer, à Anfeh, pour ses délicieux mezze, ses poissons frais et son ambiance tellement chaleureuse et typique du nord du Liban. »
Pink Henna, Khamsat Building, 169 Phoenix Street, Mar Mikhael, Beyrouth.
Chez Fouad, plage d'Anfeh, Tripoli, Liban.

MES MEILLEURES ADRESSES LIBANAISES À PARIS
« Man'ouché, pour ses délicieuses galettes traditionnelles, et la Maison Rabih Kayrouz, pour ses créations d'une incroyable modernité. »
Man'ouché, 62, rue Rambuteau, 75003 Paris.
Maison Rabih Kayrouz, 38, boulevard Raspail, 75007 Paris.

CHYPRE
BARBARA GEORGIADOU
RÉDACTRICE EN CHEF
DE "MADAME FIGARO CHYPRE"

LES PRODUITS À RAPPORTER
« Une pochette Retnovi, fabriquée dans les plus beaux tissus traditionnels chypriotes, mais aussi une bouteille de commandaria, le vin doux de l'île, ainsi qu'une bouteille d'Ananias Concept, un nectar né de la collaboration entre la créatrice

de bijoux Katerina Apostolou et l'œnologie Lefferts Mohanakis. »
Retnovi, www.renovi.com
Ananias Concept, www.ananiasconcept.com

MES SPOTS SECRÈTES
« J'adore la galerie A.G. Leventis qui, au cœur de Nicosie, abrite une magnifique collection de peintures.

Hanane revealed her favorite Lebanese designers, restaurants and boutiques in the country as well as her go-to Lebanese restaurant and boutique in Paris.

AL JOUMHOURIA'S SPECIAL FEATURES

In 2015, Al Joumhouria ventured on a brand new approach to special features in its pages: shifting from the regular catalogue style listing of clients' services that are usually used in newspaper supplements, this feature concentrates on one product and is dedicated each day to one client only.

Since then, the features have accumulated, covering a panoply of sectors in different business fields: from banks to financial institutions, real estate to automotive, insurance to F&B.

With the features limited in numbers and dedicated to one customer per issue, they became a reference to the readers, relating to them facts, developments and the latest advancements directly from the country's major players.



Accordingly, the features showcased exclusive interviews with top authorities from varied arenas such as Joumana Chlela (Byblos Bank), Naaman Azhari (Blom Bank), Freddy Baz (Banque Audi), Marwan Kheireddine (Al Mawared Bank).



CSR AT TREE AD

If in its beginnings, Corporate Social Responsibility was considered trendy by some firms following it, today it is no longer just fashionable, but a crucial business requirement to be socially responsible. Given the political, economic, social and environmental crises that humans as a race are confronting, corporations have a role to play.

As firm believers in CSR, ***we at Tree Ad have taken it upon ourselves to work towards the betterment of our society, making it a healthier place for the Lebanese to live in.*** Consequently, we have been supporting several associations whose scope of help is diversified and touches many aspects of our society.



Jouzour Loubnan: A Non-Governmental Organization whose mission is to participate in the restoration of Lebanese woodland and promote sustainable forestation mainly in arid region; they also aim to empower the local community to protect, manage and benefit from the forestation projects, and finally, promote environmental awareness of Lebanon's natural resources amongst younger generations, locals and officials.



CCCL: Established in 2002, the Children's Cancer Center of Lebanon is a not-for-profit association for the treatment of children with cancer. CCCL is affiliated to St. Jude's Children's Research Hospital in Memphis, Tennessee and works in close coordination with the American University of Beirut Medical Center.



The Brave heart Fund: The Brave Heart Fund is a charitable fundraising initiative, established in 2003, at the Children's Heart Center at the American University of Beirut Medical Center. The BHF helps cover the medical and/or surgical expenses for underprivileged children suffering from Congenital Heart Disease (CHD). It also aims to increase awareness about CHD.



Beirut Marathon: Since 2003, the Beirut Marathon Association's mission is to passionately organize running events that inspire unity, positively change lifestyles, promote wellness, and provide an experience of challenge, achievement, joy, and glory; for the benefit of Lebanon, both now and for generations to come.

A business can grow with or without social responsibility, but doing good for others allows a business to reap rewards in many ways.

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.

Nescafe: Your friends can't always be perfect.. your coffee can, and it is! With Nescafe's new 3 in 1 rich blend, you are guaranteed the perfect cup each time. In May, Nescafe rented 3 full branded trucks to remind people all over the country of the unmistakable taste that awaits them with the new 3 in 1 mix.



Mountain Dew: Every day presents us with a new challenge, and Mountain Dew is here to get you up and ready for it! To relaunch and promote the new neon bottle, they used 3 full branded trucks with a 3D mock up that roamed the streets of the country from August till September.



Tomorrowland: 2 full branded trucks promoted one of summer's unique shows in July; more than just a live stream, Unite aims to build bridges between Belgium and the rest of the world via a live connection from the Tomorrowland main stage, with live local and international DJs all set in a magical atmosphere that allows audiences to escape reality.



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



The Spot Choueifat: After Nabatieh and Saïda, Lebanon's newest mall opened in Choueifat in May, offering the local residents an array of trendy clothing stores and beauty products, hip restaurants with a mix of all types of cuisine and modern entertainment centers, with state-of-the-art cinemas. From May to June, 2 full branded trucks promoted the news in Beirut and the neighboring areas.



Rona: June marked the launching of Hungary's famous Kashkaval cheese in Lebanon. And what better way to introduce the Lebanese public to the everlasting taste of the new cheese than by giving them free samples to savor. The residents of Greater Beirut were thus offered scrumptious bites on the truck's many pit stops.

Joué Club: Back in July, Joué Club had great news to share with the young and old; to celebrate its 8th anniversary in Verdun, the city's biggest toy shop was offering incredible promotions for 8 consecutive days. 2 full branded trucks roamed the streets of Beirut informing the resident of the crazy offers awaiting them.



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

Efes: From August to September, Efes was treating passersby to a taste of the beer with a full-bodied flavor, a well-balanced taste and easy drinking character. The full branded Efes truck offered free samples from Beirut to Batroun of the “number one Mediterranean beer in the world”.

Power FM: Power FM opted for a mobile radio studio setting when they rented the MAP truck almost a month during November. Elie Merhej broadcasted live from the truck that circulated in from Quarantina to Tabarja, helping people get through the traffic and gave them the chance to win big when they post a picture of the truck on any Social Media platform!



QS: The QS World MBA Tour had a stop in Beirut back in September. An unmissable event giving the Lebanese students and public the chance to choose their perfect MBA program, network with alumni, speak with admissions advisers from top international business schools, attend interactive sessions, and much more.



IFLIX: The Asian-based video-on-demand service officially launched its services in September in Lebanon; founded in 2014, IFLIX gives viewers access to thousands of the world's best TV shows and movies in addition to a wide selection of Arabic movies & series. Unlimited entertainment guaranteed!



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

This time, the organizing committee opted for a game themed gathering. From Baby Foot to Bingo, charades and food tasting, the heat was on! With valuable prizes awaiting the winners, contestants were on fire competing among the cheering and laughing of the crowd!
The pictures can explain a little..



On a sweeter note, Le Reseau's Eva Mouawad, welcomed her son in March.
Congrats Eva and welcome to the world Ghadi!



**Have you noticed that the logo of Tree Ad has been uplifted?
We changed the green color into grey, and modernised the font.**





Naturally Evolving

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