



# FOR 11 YEARS TREE AD HAS BEEN GROWING STRONG, LOCALLY AND REGIONALLY;

Close your eyes and think of a busy beehive, think of the vigor and energy around you, think of a relentlessly working staff. Open your eyes and look around, you'll find yourself at Tree Ad: a constant bustle, a boundless passion and a dynamic family working as one.

It all started with a seed that was planted 11 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 grow and thrive further still.

For more than 11 years Tree Ad has been growing strong, locally and regionally; moving offices, expanding its portfolio, welcoming new members and bidding farewell to others, all the while maintaining the values and principles that remain at the core of our tree.

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

Likewise if you have any news of your own that you would like to share, our pages are always open.

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



## Did You Know?

Did you know that Tree Ad has started building its own Head Quarters on President Hrawi Avenue? The Sodeco Square offices are getting small for our growing family. The works already started and are expected to be completed by mid 2012.

Level 5 building, named so after Tree Ad's mother company will gather all the group's companies and will be green and respectful of the environment.



### ARAB AD NEWS

#### Faysal Halabi was named Arab Ad's Man of the Year for 2010;

for the occasion, the magazine held a glamorous dinner party in his honor on February 10 at Le Bristol Hotel. Among the attendees, whose number exceeded 500 were friends, family members, political figures and colleagues of Mr. Halabi.

After the inaugural presentation, the speakers took the stage consecutively starting with Walid Azzi, Faysal Halabi himself, fellow Nigerian colleagues and business partners of Mr. Halabi, H.E Mr. Ghazy Aridi and Jean Claude Boulos who did not merely reminisce on the good old times spent with Mr. Halabi but went all the way to actually sing a song that the two used to sing together!



### VIRTUOZITY

In 2010 Tree Ad added a new and unique magazine to its portfolio, Virtuozity. To those who are not familiar with the magazine, here's what you have been missing:

A premium lifestyle magazine, Virtuozity carries luxury living to a selective category of people who have excelled in several aspects of life and have achieved most of their goals and thoughts. On the move to enjoy the other perspective of life in a distinguished manner, Virtuozity addresses genuine connoisseurs and those who are looking forward to become one.

Unique in its content, Virtuozity incites the reader to see the world from a different perspective, uncovering the new and revisiting the old.

Virtuozity luxuriates in the finer things in life, reinventing extravagance and giving luxury lifestyle a new meaning.

Virtuozity targets a so far untouched audience, mainly males, who have reached a certain social standing and are looking to savor the finer things in life. Connoisseurs and collectors will take pleasure in exclusive coverage and information revolving around: the cigar world (new launching, limited editions, cigar lounges, special offers...), the most outstanding watch makers (new launches, interviews and collectors' items...), extravagant residences and destinations (resorts and spas, golf courses and notable boutique hotels around the world...), coverage of high-end sporting activities (golf, polo, horse racing...).

Regarded as a reference in the world of cigars, Virtuozity dedicates a section each month to the fascinating cigar culture, offering to Aficionados and collectors the latest news on this luxury vice.

So the next time you see a copy of the magazine, grab it, sit back and enjoy a tour of the world's exclusive hideaways, select jewelry and watches, culinary treasures and exorbitant hobbies.

"A premium lifestyle magazine, Virtuozity carries luxury living to a selective category of people who have excelled in several aspects of life "





A strategic alternative to traditional media, **MAP** is a versatile and flexible medium that can adapt to any client's need; **10 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.**

# TESTIMONIALS

## | Carioca Café |

For a whole week, the streets of Beirut and Mount Lebanon were taken over by Carioca Café who used three trucks with a huge 3D coffee pack inside. The campaign was **original and effective** in capturing the passers by's attention everywhere they went.



## | HSBC |

In one of the season's most creative campaigns, HSBC were able to **promote** their house loan campaigns in a novel and original way: seeing as they were offering a free solar powered water heater with every house loan, the bank used two full branded, house shaped trucks to roam the city streets for two weeks and make pit stops along the way.



## | Tarboush |

To announce the renaming of one of Lebanon's most famous sweet treats, M.O Ghandour & Sons used two full branded trucks with a super-sized 3D mock up inside. **The trucks roamed the streets for two weeks** reminding people of the unique and folkloric taste. A **beautiful campaign** that had passers by drooling.



## | Byblos Bank |

In what has become a tradition for Byblos Bank each time they open a new branch, two full branded trucks covered the Metn area to announce the opening of the new Bayyada branch; for two weeks, the trucks were simply **unmissable** in the region.



## | Kafa |

To stop violence against women, the NGO used MAP to promote their cause and open the public's eyes on society's forgotten victims. For two weeks, the truck covered the streets of the city **raising awareness, educating the community** and inciting people to join in the fight against the abuse of women.



“ A beautiful campaign that had passers by drooling ”

“ MAP was a great opportunity in promoting the campaign on a national level, we were able to expand the visibility of the campaign ”

## M.O.Ghandour & Sons

“Although the choice to use MAP was our Advertising agency's we found that the campaign was very effective, lively and certainly eye catching; it fulfilled our requirements and we will definitely use it again, especially that the MAP team was so cooperative.”  
Hanadi Farran, Associate Category Manager

## Kafa

“MAP was a great opportunity in promoting the campaign on a national level, we were able to expand the visibility of the campaign to areas unreachable through billboards, and sustain the impact of the media campaign over a longer term (two weeks). The operation was very effective and cost efficient and we would certainly consider another campaign with MAP.”  
Ghida Anani, Co-Founding Member & Program Coordinator

## Byblos Bank

“Being an innovative bank always looking for novelty, we were the first bank to announce a new branch opening by having MAP trucks circulate in a dedicated area, in our case Bayyada and its surroundings. We wanted this pioneering campaign to target people in a specific area and make an impact on them, which it did actually. By using MAP trucks, we reached our objective of conveying our “new branch announcement” message clearly and strongly, as this movable media tool held viewers' attention and promoted positive word of mouth.”  
Reine Zeinouna, Media Director, Mediacom

## Did you know?

Did you know that MAP can henceforth offer you its Mobile Advertising Services on the **Syrian Market**, under the trademark Spark; a fleet of 10 trucks covering the streets of Damascus and its suburbs, going where no other medium can.

From backlit flex to full wrapping, MAP/Spark offers clients countless opportunities and infinite possibilities: extensive routing, pit stops, sampling operations and product demonstrations to name a few.



TRE LEASE II  
April 2011  
LEBANON

Naturallv Evolving



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#### LE RESEAU

2010 was an outstanding year for Le Réseau; in addition to maintaining its status as Lebanon’s largest Outdoor supplier, we also added more locations to our network in Zouk, Kaslik, Jeita, Sin el Fil, Furn el Chebbak, Jiyeh, Khaldeh, and Beirut.

Moreover, and in a step to create new opportunities and optimize clients’ campaigns, Le Réseau remodeled many of its Unipoles and landmarks: new bigger and redesigned signs now offer unmatched exposure and visibility on Lebanon’s busiest highways.

But unfortunately in December, things took a grim turn when Lebanon faced one of the worst storms in decades, with strong winds reaching 130 km/hour, causing severe damages to different vital sectors including electricity, transportations, ports, etc.

The Outdoor sector was not spared, on the contrary, it was among the most affected: Unipoles, Rooftops and Wall Signs were literally blown away by the strong winds and Outdoor companies found themselves helpless against nature’s factors. What made matters worse was that the losses, estimated at hundreds of thousands of Dollars, came in December, the year’s most important month for advertisers, a peak period that’s almost impossible to compensate.

Faced with this calamity and in an effort to limit the losses and prevent future anarchy, Tree Ad started working with the Syndicate of Outdoor Advertising Companies in Lebanon (SOACL) on an Outdoor Advertising law that will help regulate the Lebanese Outdoor scene and remove illegal and unsafe structures.

#### TREE AD NEWS

This past semester, we welcomed two news members into our family: Henceforth, Arab Ad will be handled by Patricia Kouchakgi who joins us after moving back to Lebanon from the UAE; and Dany Lattouf joined Tree Ad’s Outdoor department as part of Le Réseau’s team. On another note, internally, Maria Yamine will hereafter assist Roula Chamseddine on Spécial and Virtuozity.

# TRE LEASE



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