



# There is NO such thing as a silly idea

*We're all human and we will suffer from mental blocks. But the key to overcoming a mental block is to quit worrying about being right and losing your inhibitions.*

Stuck in a gridlock? Feel like you're at a standstill? Here are tricks that might help you get out of it:

- Come up with a solution that is the opposite of what's required
- Look around you and whatever catches your eye, as outrageous as it might seem, let that be the solution to your problem.

*Remember, anything and everything around you can be an inspiration and what you consider a silly idea might just be the next big thing!*

## The Growth. The Promise.

As we've already started seeing, 2013 is a big year for us. With The Network now being fully operational and the establishment of the various agencies that form part of the housing company we are well on our way with our growth plan for this year.

A huge and important part of our plan is the investment in Human Capital. It's not just about acquiring new staff but rather it's about seeking out and hiring the right caliber of talent who can help drive our vision forward and work with us as we face the new challenges ahead. A strategic recruitment plan has been put to action to bring on board a variety of talented people for all the different agencies of The Network.

I would like to take this opportunity to welcome those who have already joined our big family and thank them for embarking on this journey with us. As a network we firmly believe in our people and their capabilities and realize that they are a crucial part for our healthy growth, not just by their talents but with their personalities, passion, enthusiasm and dedication to themselves and the company.

As such our promise to our new recruits is to provide them with all the support and training required for them to continue growing and flourish in, as well a friendly environment to which they can feel a sense of belonging and ease. It's a commitment that we endeavor to fulfill so that all our people, new and existing, can excel at their peak and in doing so deliver their best for our clients and the agency alike. With this promise in place we ensure that our people are an integral part of our business and our success.

Here is a quote from Lawrence Bossidy, Former COO of GE, "I am convinced that nothing we do is more important than hiring and developing people. At the end of the day you bet on people, not on strategies."



# Meet a fledging agency that's already roaring with success - AGA•DNA



One of The Networks new agency arms is AGA-DNA Branding Solutions - a branding agency that packs conceptual punch, strategic design prowess and with Regional Creative Director, Edan, at its helm this new studio has a wealth of regional experience and insights to draw on.

It's no wonder then that a mere few months into its inception AGA-DNA Branding has already won big business. One of the new businesses to grace its client list is Al Ain Zoo. As confirmed by the client, a myriad of

agencies pitched for the various business sectors, from branding to advertising and media with AGA-DNA Branding being awarded the full branding account with advertising to follow in the near future.

Following this win we will be rolling a full corporate identity revamp for the zoo starting with its key logo and applications thereof for the sub-brands to collateral and the C.I. templates.

Close on the heels of the this success came a client win in the highly sought-after FMCG sector. AGA-DNA Branding will now be handling brand development for United Premium Foods. Beginning with full corporate make-over across all their collateral the agency is now branching out into client's sub-brands.

The first of such is Prime; a brand new division within United Premium Foods which specializes in canned, packed and frozen foods as well as cheeses. Prime is being kitted out with a full corporate identity that brings its zesty appetizing appeal to life.

## 20 Worst Advertising Placement Fails

(Source: [www.boredpanda.com](http://www.boredpanda.com))



When it comes to advertising, companies have to double and triple check everything they're going to publish. However, that is where their limits of control end, and once the ad is released into the wide world, strangest things can happen. For example, who could have thought that sliding Starbucks van door would turn their brand name into a word "Sucks" right next to the logo!

Another easy venue for advertising fails is, of course, the Internet, where the last thing a brand can control is what type of content is placed alongside their ad. With the wide use of contextual advertising, when the systems scan the keywords in the text and place supposedly relevant ads to it, brand names and products often end up in crime stories.

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Eighty percent of what everyone's talking about never happens. I don't mean in terms of product development that's happening right now, I'm talking about the far-flung visions of the future.

-Jay Chiat

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# PR is the place to be



Ancient Chinese wisdom says that a snake in the house is a good omen because it means your family will not starve. Rather fitting then that Pencell has started 2013, the Chinese year of the snake, off with a bang. Sneaking a peak through their year-planners, the girls at HQ planned and hosted an exclusive and elegant event for Mikyajy for the announcement of Myriam Fares as the new face of their brand. Guests were treated to a tête-à-tête and photo sessions with the star and were the very first audience for Mikyajy's new TVC starring Myriam. With their hair and make-up done next the girls needed to add a few touches of glamour to the cocktail dresses. The first stop was Qatar for the Vacheron

Constantin avant-premiere at the 10th Doha Jewellery and Watch show. From the Vintage Sellable pocket-watches to the New Patrimony, Malte Tourbillon and the Overseas Chronograph timepieces the event was a sparkling success. Looking gorgeous and ready for a party of epic proportions the only thing missing was the arm candy, some of which could be found at the very regal yet athletic Endurance Cup, presented by Longines or at the IWC Schaffhausen event that announced Middle East Motorsport Petrol- head and GT champion Prince Abdulaziz Turki Al Faisal as the company's newest Friend of the Brand. With so much happening, and with the rest of the year still to come, Pencell is filling up their diaries and tummies with much gusto.

AGA-ADK Riyadh shows Kobe what teamwork means...

## (2 players) VS (4 players) – Final Result (24 – 0)

On Thursday 21st of February, the biggest loss in Basketball History took place in Riyadh where a team of 2 player (Roger Halaby, Hadi Hasha) were playing against a team of 4 players (Rami, Jabir, Mohamad, Wael). It is surprising that the 2 players team has managed to have a flawless victory against the 4 players team with a final score result (24-0). The game setting was that any team will have to reach 24 points in order to win the game. Unfortunately, the 4 players team has loss without scoring any point and due to the ruff competition the game has ended with several injuries occurred in the 4 players team, mainly to their key player Wael Mohammad. Riyadh AGA-ADK team enjoyed a sports day out playing basket and soccer for more than 2 hours in order to release the stress of weekdays.



Female power

## Running out of seats...

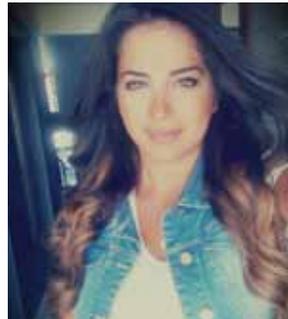
Since the beginning of the year HQ has seen an influx of new faces and with more still to come we're starting to worry about where we're going to fit all of them. Still, it's nice to have these new buzzing personalities filtering through the office and joining in on our random bouts of madness. Let's meet them:



Suzane is our new Client Service heavy-weight. Having started her career as a Graphic Designer she worked her way up to GM of Publicis, Doha. Clearly a woman who knows what she's doing, and is damn good at it too; we welcome Suzane in her new capacity as Communication Director and are certain that she will undoubtedly add a great deal to the agency.



Young and bubbly Lama chose AGA-ADK and specifically HQ to start off her advertising career as a Communication Exec. Only a few weeks in, her energy, enthusiasm and dedication can already be felt by many who've had the pleasure of working with her so far. We wish Lama all the best as she embarks on this exciting new venture.



Sara completes the new additions to the Client Service department as Senior Account Executive. An Advertising grad from NDU, Sara has worked on a host of well-known brands and across media disciplines including advertising, marketing and event planning in Beirut. We look forward to the waves that Sara's expertise, knowledge and personality will undoubtedly create at HQ.



Ragad, Pencell's new Account Exec, is one of the tiniest and sweetest people that you'll find running around the office. 'Ray,' a Mass Comm grad from AUS, almost got stuck in the wrong job as a Junior Producer at a branding agency. Thankfully it didn't take her too long to realize her true calling and make the switch to PR and Pencell. We fondly welcome Ray, and her very distinct Canadian accent, to the agency.



With a Bachelor Degree in Public Relations & Advertising from the Lebanese University and three and a half years' experience in Public Relations, Serena joined Pencell PR & Events Beirut in March 2013 as Senior Account Executive.

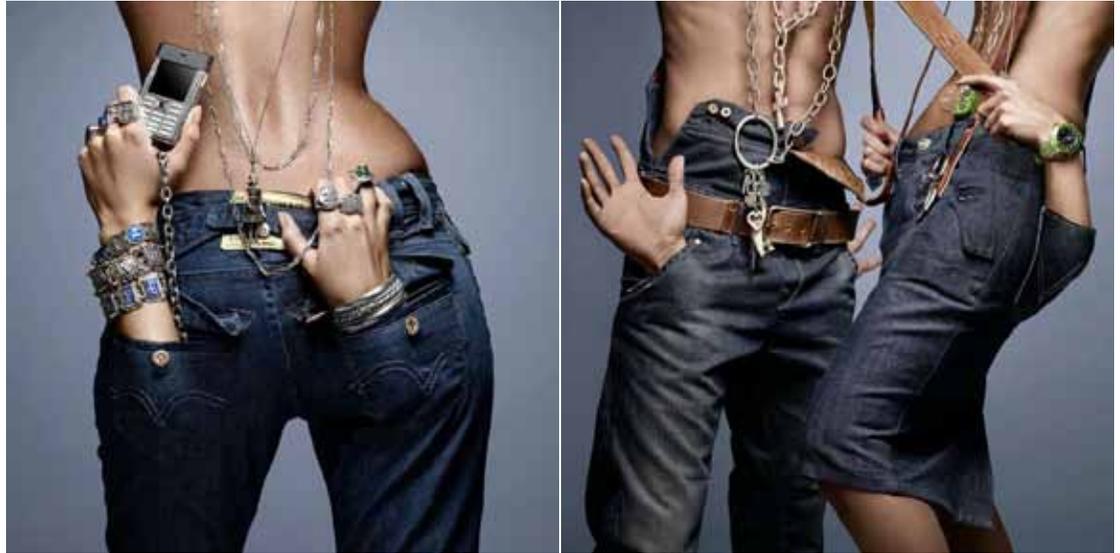
# Punch Line



*In case you need further proof that the human race is doomed because of stupidity, here are some actual label instructions on consumer goods:*

- On a Sears hairdryer: Do not use while sleeping. (darn, and that's the only time I have to work on my hair).
- On a bag of Fritos: You could be a winner! No purchase necessary. Details inside. (the shoplifter special?)
- On a bar of Dial soap: "Directions: Use like regular soap." (and that would be how???)...
- On Tesco's Tiramisu dessert (printed on bottom): "Do not turn upside down." (well...duh, a bit late, huh!)
- On Marks & Spencer Bread Pudding: "Product will be hot after heating." (...and you thought????...)
- On packaging for a Rowenta iron: "Do not iron clothes on body." (but wouldn't this save me more time?)
- On Boot's Children Cough Medicine: "Do not drive a car or operate machinery after taking this medication." (We could do a lot to reduce the rate of construction accidents if we could just get those 5-year-olds with head-colds off those forklifts.)
- On Nytol Sleep Aid: "Warning: May cause drowsiness." (and...I'm taking this because???).....)
- On a Japanese food processor: "Not to be used for the other use." (now, somebody out there, help me on this. I'm a bit curious.)
- On Sunbury's peanuts: "Warning: contains nuts." (talk about a news flash!)
- On an American Airlines packet of nuts: "Instructions: Open packet, eat nuts." (Step 3: maybe, uh...fly Delta?)
- I don't blame the company. I blame the parents for this one: On a child's superman costume: "Wearing of this garment does not enable you to fly."
- On a Swedish chainsaw: "Do not attempt to stop chain with your hands or genitals." (...was there a lot of this happening somewhere?)

## Surreal Ad Photography



## 'Pickpockets' by Romain Laurent

Renowned French photographer Romain Laurent conveys a surreal sense of humor in all of his images. He has worked for some of the world's largest ad agencies and fashion magazines, and Laurent's work has been commissioned by companies such as Microsoft, Nissan and the Discovery Channel.

Laurent's fantastic and quirky perspective is always conveyed in his pictures. See more of his work at:

<http://www.trendhunter.com/trends/surreal-ad-photography-creative-works-by-romain-laurent#!/photos/27205/7>

## The 30 Freakiest Ads of 2012

The year's goofiest, craziest, spookiest and most bewildering spots

By Tim Nudd

Ninety-eight percent of advertising is predictably, often painfully safe. Is the opposite any better? Not always. But it gets points, at least, for not being formulaic—for trying to surprise viewers, for better or worse. There's lots of better, and a few examples of worse, on this list—our annual dive into the year's freakiest commercials.

Several of the ads border on genius: the animated Australian train-safety PSA, for example, and the epic Danish public-transportation ad. The top spot on our list, in particular, is an interesting case—a

crazy, unapproved spot that was subsequently embraced by the brand and helped it attract a whole new generation of fans. In all, it's a good snapshot of some of the year's strangest marketing. Read more at:

<http://www.adweek.com/adfreak/30-freakiest-ads-2012-145943>

