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THE NETWORK
COMMUNICATION GROUP

adscene



This newsletter is published by THE NETWORK Communication Group and its affiliates

Advertising review / 2013



Hiring Firing or Firing Hiring!

Look for the silver lining.

Getting hired doesn't make you a good person and getting fired doesn't make you a bad one! Someone who's just been fired may have lost their job because they were placed in the wrong position. We at THE NETWORK Communication Group have decided that it is time we look at things differently and find the silver lining in the firing situation. Instead of giving up on someone, THE NETWORK believes in finding that person's forte and effectually utilizing it by putting them in a position that is the right fit for them and makes them happy! Sometimes despite a person being given umpteen chances, they just cannot make it in a particular position, hence firing them before they reach their saturation point may actually be a beneficial move. So, the moral of the story is "rather than give "being fired" a negative connotation, just place the right person in the right position and watch them work their magic!"

It is all about People



Our industry's most valuable asset is its people. At THE NETWORK, we value and have kept this fact in mind as we spare no effort in achieving excellence through our people. Thus it is of extreme importance to train, build knowledge and expose our assets to the latest developments within our industry. Constant learning is a principle we try to embed in our people's mind and behavior. This is in addition to the training opportunities we provide them with. The latest opportunity that presented itself was through Mr.

Tory Fujii, the Creative Director of ADK Tokyo. We greatly benefitted from his visit to the Middle East where he showcased to the team at AGA-ADK Dubai the latest developments, trends and innovations in the advertising world.

In conclusion, I reiterate my point that by preparing our people to face our rapidly evolving industry, we ensure that we provide adequate solutions, meet clients' expectations and be part of their business growth.



The Growth.

As mentioned in our last edition of AdScene we're strongly committed to growth, for both our business and in people. Forging ahead with this commitment we'd like to introduce and welcome the latest members of The Network Communication Group.

***EQUATION MEDIA** welcomes on board Karim Koraytem as its new CEO. With 17 years of solid experience in the media industry and having worked for highly reputable media agencies, such as M.B.U, Karim's knowledge and expertise will lead the way forward for Equation Media to grow and one day dominate within the industry.*



With the recent launch of Equation Media and the planned roll out across the region, I would like to tackle a topic that many colleagues in our ad industry keep on addressing with me and questioning the sanity of our move: How will we survive the power and influence of the big players and how will we manage to compete fair and square? All that keeps me pondering is in reality **Bigger is always Better????**

Big agency vs. small agency (David vs. Goliath)

It is a fact that big agencies are stable, have access to large resources, from talent to infrastructure.... and most importantly handle an intimidating brand portfolios. All this gives them a clear and distant advantage since most clients prefer to tie up with agencies with proven experience and track record. In addition, no one can deny the advantage of having the resources and an international footprint that give the ability to quickly create and execute a global campaign.

But is this really all that is required ????

It becomes pertinent that smaller agencies must rely solely on their skills, passion, aggressiveness, ideas and agility to be able to survive, and why not get an edge over their intimidating Big Brother. Innovation becomes a must

for survival.

Flexibility will compete with bureaucracy, smart buys with buying clout, passion and aggressively with unlimited resources

One must also not forget that Equation Media is not completely new. It is the natural evolution of AGA media department that serviced AGA client's media wise for the past 15 years.

This fact alone will contribute to the credibility of Equation Media and the objectives it aims to achieve.

Moreover, the challenge is not only to identify what small agencies lack in terms of clout, resources and footprint, but the possibility to turn all these to an advantage instead of being a hurdle into the way forward.

Clients will always be clients: over demanding and asking for more with lesser budget

Two areas that in my opinion smaller agencies are better equipped to handle than their larger counterparts:

- The fast track priority service that only high budget clients tend to enjoy with big agencies is a standard service for all clients of smaller agencies. The possibility of focusing on our clients business and treating them all with top priority is a clear advantage
- Due to lower overheads, a small agency can afford to be much more flexible in terms of pricing and urgency.

At the end, it will all come down to one thing: people

And let the winner be whomever will be able to demonstrate the smartest use and best value for the clients' \$

The Gulf gets sliding with a new convertible



A brand new product. An uncharted product segment. Pitted against its competitors it boasts a completely novel feature. Geeks and Geekesses, put your hands together for the brand new Satellite U920t from the Leaders of Innovation, Toshiba.

The Satellite U920t is not your average run-of-the-mill product. Neither laptop nor tablet, this Convertible Ultrabook™, with its unique slide feature, breaks the rules of what you know and what you've seen.

So when you've got a brand new product that in its making resets almost every standard your launch campaign cannot be dull and normal. Using this as fuel for zeal and with a stellar sliding USP to work with, the guys at HQ rolled up their sleeves, stocked up on crates of energy drinks

& other unmentionable vices and churned out a fully

integrated launch campaign that would make even the deadliest of critics sit up and take note. Unveiling the Toshiba Satellite U920t Graphic Novel starring a quietly charming but socially awkward nerd, Salim, and his uber popular, loud mouthed, sneaky and suave best friend Tarek. As self-aware graphic novel characters they challenge each other to showdown of ultimate likability, all the while involving the audience in their escapades and unveiling the device and it's functionality through their tussles.

Witness their duel here or here, or if you're in Dubai you'll spot them along Sheikh Zayed Road and in all leading publications. They'll be popping up along the highways & byways across KSA as well but if you head down to your nearest Jarir Bookstore you'll be able to get your hands on one of our super cool actual graphic novels. No autographs just yet, however keep your eyes peeled because these guys do have public meet & greets coming soon.

With all being said and done the only thing left to say is that it's time to SLIDE INTO SOMETHING NEW.



Birthday buzz



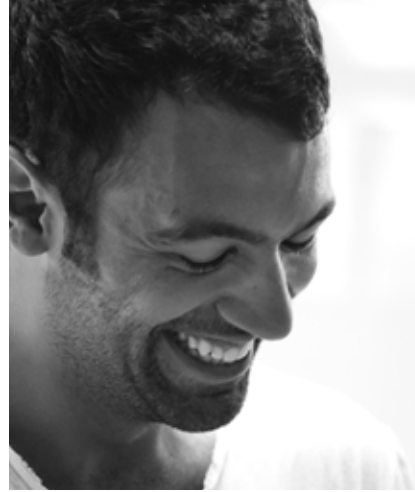
Aries & Taurus make the best party planners

Let them eat cake... every week... all through April. This month saw a number of birthdays being celebrated at HQ. We kicked off the festivities with Saad's sunrise surprise breakfast followed by giant cakes, cards and really loud music for Salim and Tanisha's turning of the year celebrations. Congrats to you beautiful & super talented people for making it through the past year and good luck for the new one; we promise we won't make it easy but it will be memorable.

Welcome our new colleagues on board



Taking up the helm as the General Manager of AGA-ADK Abu Dhabi is Mohamad Mahfouz. After almost 2 decades of being actively involved in the Advertising and Media industry, Mohamad's experience and expertise is as richly diverse as the portfolio of clients he's worked on. There's no doubt that he's hit the ground running from his very first day and that, under his guidance, the AUH office will soon be a hub of energy and activity.



Tech savvy, visual blogger, music curator and photographer. Strong believer in guerilla marketing and modern tools of engagement. Joining from Beirut with over 6 years of experience in the advertising and media scene. From client servicing at GREY worldwide to business development at Allied advertising then media planning at OMD, Saad joins Wetpaint as a social media manager handling all needs for brands to grow on social databases. Running leading visual blogs <http://lifeis2short.com> and <http://let-me-say.com> with more than 1 million hits in a year.



Pencell welcomes another gorgeous girl to their existing bevy of beauties. Sarah Daniel joins the team as an Account Exec. Originally from Wales but having lived in Dubai for 6 years already, and being educated here, Dubai's very much a part of her ID. When not at work, this outgoing & very social little lady can be found shopping up a storm or lazing at the beach.

Excellence through the lens



Far left: HE Sheikh Mansoor Bin Mohammed Bin Rashid Al Maktoum awarding the 1st Place Certificate to Donell.

Left: Donell's winning entry: "Sons of Sands"

Let's all congratulate Donell Gumiran, a Graphic Designer and a passionate photographer, working under AGA DNA, the branding division of AGA-ADK, for winning 1st Place in the "Mansoor Bin Mohamad Photography Award" that took place recently in Madinat Jumeirah, Dubai. Donell won the first place in the Action & Motion category for his entry entitled: "Sons of Sands". Donell's work outshone around 6,000 entries from around the globe.

ADK Japan creative director grace MENA Crystal Awards jury



“AGA-ADK’s Dubai office was responsible for inviting ADK Tokyo’s brilliant creative director and bringing him to the region as a jury member of the esteemed advertising awards ceremony MENA Crystals. Tory Fujii also graced AGA-ADK’s Dubai office and indulged the team in a fascinating and extremely motivating training session.

AGA-ADK lends its support to youthful creativity at the



Renowned for their significant role in the field of advertising and marketing communications, AGA-ADK communication network recently lent their support to the Young Entrepreneurs Competition 2013 that recognizes entrepreneurial creativity and originality in the youth, preparing them for the future.

Committed to aiding young entrepreneurs in showcasing their talents, AGA-ADK strengthened this pledge by sponsoring one such bright participant at the competition that is organized by Dubai SME, the agency of the Department of Economic Development (DED) in Dubai mandated to develop small and medium enterprises and held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, the Crown Prince of Dubai and Chairman of Dubai’s Executive Council.

Held at the Wafi City in Dubai, the competition this year witnessed about 500 entries from a large number of young men and women who displayed projects that blended immense ingenuity and innovation, successfully meeting the highest global standards of business and marketing.



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To fight and
conquer in all
our battles is
not supreme
excellence;
supreme
excellence
consists in
breaking the
enemy’s
resistance
without
fighting.

– Sun Tzu

”

ISUZU DMAX 2013 Launch at Al Janadriyah Festival



AGA-ADK Riyadh finalized the launch project of DMAX 2013 at Al Janadriyah Festival 2013. The vibrant Janadriyah Annual Heritage and Culture Festival in Riyadh City District is a showcase for crafts from across the Kingdom organized by the National Guard. It celebrates the cultural traditions that unite the kingdom, while also revealing the regional differences which create the distinctive character of Saudi individuality. Event was divided into 3 periods, The King & Royal Family Visit on the 1st day, then single's period for next 4 days, and finally family's period for the remaining 11 days, where each period had its separate production and promotional material. There were 2 raffle draws one for Singles and other for Families where we offered Vocation trips to Dubai in addition to Toshiba Tablets. With over than 7,000,000 visitors to Al Janadriyah Festival 2013, the "17 days" launch campaign at Al Janadriyah was accomplished successfully and thanks for the efforts of all team members.

Pencell Beirut office had a very busy and exciting month in April organizing events for Giorgio Armani Cosmetics, IDM, Beirut Creative Cluster and Oracle.



A magnificent show and collection inspired by the famous 18th century French Queen – Marie Antoinette



On the 20th of March, 2013, Nayomi hosted a captivating Marie Antoinette-inspired fashion show to showcase their Summer 2013 collection. Staged as an afternoon high tea, guests enjoyed sweet delicacies, a string quartet, and all of the extravagance associated with the famous French Queen. Unveiled at the beautiful Magnolia in Madinat Jumeirah, Dubai, the event saw many special guests including the talented and beautiful actress and singer, Cyrene Abdelnour, who was recently appointed as the brand ambassador to Nayomi. What a spectacular event it was!

Good news to all Facebook addicts



This month, we have launched fully integrated Facebook pages for our network, these pages can link to other platforms such as Twitter, Pinterest and Instagram. These pages will be sharing inspiring content related to the industry in addition to internal activities and campaigns. You are invited to like and interact with our pages on Facebook <http://facebook.com/agaadk>, <http://facebook.com/pencilpr>, <http://facebook.com/wetpaintmena>. New ideas and suggestions are also welcome, please share them with Saad Naamani.

Pencil PR takes Beirut to the world

Lykan world premiere



July 2012 witnessed the lavish launch of W Motors at the Sursock Palace in Beirut wherein the company's shareholders publicly vowed to deliver the world's most exclusive hypercar to the passionate addressees. This ambitious promise and vision has now been realized with the birth of the elite and radical hypercar, Lykan, which recently had its world premiere and official launch on the 28th of January, 2013 at the renowned Qatar Motor Show, in the presence of global media. Over 150,000 visitors attended the show and visited the W Motors stand to witness the exquisite Lykan in action. Pencil PR was there to accompany W Motors and the Lykan to ensure maximum coverage and engagement.



TRUE MARKETING ERRORS

Below are fine examples of what happens when marketing translations fail to reach a foreign country in an understandable way.

- Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: Nothing sucks like an Electrolux.
- When Gerber started selling baby food in Africa, they used the same packaging as in the US, with the beautiful baby on the label. Later they learned that in Africa, companies routinely put pictures on the label of what's inside, since most people can't read English.
- In Italy, a campaign for Schweppes Tonic Water translated the name into "Schweppes Toilet Water."
- Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.
- When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say "It won't leak in your pocket and embarrass you." However, the company mistakenly thought the Spanish word "embarazar" meant embarrass. Instead the ads said that "It won't leak in your pocket and make you pregnant."
- The name Coca-Cola in China was first rendered as Ke-kou-ke-la. Unfortunately, the Coke company did not discover until after thousands of signs had been printed that the phrase means "bite the wax tadpole" or "female horse stuffed with wax" depending on the dialect. Coke then researched 40,000 Chinese characters and found a close phonetic equivalent, "ko-kou-ko-le," which can be loosely translated as "happiness in the mouth."
- Also in Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "eat your fingers off."
- Colgate introduced a toothpaste in France called Cue, the name of a notorious porno magazine.

Media trends

5 Advertising and Marketing Trends for 2013

Excerpt from a blog by: Jocelyn Smith - CEO & Founder of infinitee

The same advertising channels are retaining their importance including television, print, radio, Internet and social media, but the way companies are developing these channels is constantly changing and evolving. The biggest shift we've become witness to thus far is that these marketing mediums are changing based on consumers.

For example, in 2012 we saw social media advertisements being pushed by the number of likes a page or company or could get. That's not what people use social platforms for. They want coupons, a place to share experiences and customer service help. They don't want pushy content or meaningless posts from a brand.

It's new knowledge and insight like the above that is changing the trends of advertising and marketing for 2013, and possibly forever. As Mashable predicts, there are five advertising strategy trends for 2013.



1. Mobile Marketing

Yes, this buzzword was tossed around a lot last year but it's finally becoming a priority, being put into development and being promoted. Advertising on mobile devices is going to increase exponentially this year as mobile devices continue to become a top method of communication between consumers.

2. Interactive Banner Ads

People hear the phrase, "banner ads" and cringe. They are a nightmare for consumers and marketers. Consumers hate that they take up the page and marketers can't get people to click on them. But, what everyone knows is that they are a great source of product placement – right in the middle of your target market's website.

Essentially, companies are making their ads the feature story. Instead of directing consumers to their websites, they use interactive marketing components to make these ads shareable via Pinterest, Facebook or Twitter.

3. Native Advertising

Native advertising, in short, describes advertising that consumers aren't entirely aware that they are being exposed to because it is seamlessly integrated into how people use particular mediums. It's tricky for advertisers to try to figure out how to discretely make their ads seem like part of the content on the page the user is viewing, but creative advertising has really taken off in this market and it's popularity is increasing exponentially.

4. Brands Look Beyond Fans and Likes

This point is all about realizing the purpose of different social media outlets, finding which ones their target audience best and learning what consumers use it for. Finally, companies realize that market share cannot be measured by the number of likes on a Facebook page or followers of any other social platform. Businesses are gauging interaction, communication and content sharing.

5. Database Marketing

The 2012 Presidential election showed the world how important large database marketing information is to advertising and marketing. Knowing the demographic changes and the technological advancements, the macroeconomic level of knowledge about our population cannot be ignored. Smart marketers should take the time to do research to discover new information about old markets and potential new markets.

The world of advertising and marketing is changing and the trends of the industry are expanding, adapting and evolving as consumers change. **The key is to staying ahead of the game and utilizing a different level of thinking about products, audiences, companies and advertising channels available.**