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THE NETWORK  
COMMUNICATION GROUP

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*Sincere greetings for a lovely Eid and a wish for greatness!*

On the joyous and festive occasion of Eid, I'd like to take the opportunity to wish you all a very

blissful Eid Mubarak. I sincerely wish that all your prayers during the blessed month of Ramadan may have been accepted and that a prosperous and cheerful season awaits you.

We all want to be proud of the company we work for, feel a sense of belonging to what can be called our second home. Everyone wants to be part of a glamorous and reputed company, one that we'd be happily flaunt to the world. But, not everyone can be fortunate to work at such an institution and so the question arises, what are you personally going to do to make your company the best?

**Here are some tips:**

Start by talking your company up! Commence thinking and behaving like a winner thus getting rid of all negative thoughts that might hit you. If you find anyone talking your company down, take it up with them or simply get rid of them (don't kill them just get them fired)! :D

Make up your mind and take your company to greatness, or at least decide you are going to make a difference and do it! All you need is a combination of guts, wits, talent and solid resolve and you will be unstoppable.

Here's wishing you and your loved ones a very happy Eid! Have a great one.



*Eid Mubarak everyone!*

## Saad El Zein elected as Vice President - Area Director for Middle East and Africa by the International Advertising Association (IAA)



THE NETWORK Communication Group, the holding company for AGA-ADK, Pencil PR & Events, Equation Media and Wetpaint, proudly announces the election of one of our own as the IAA Vice President - Area Director for the Middle East and Africa (MEA). Group CEO Saad El Zein has been duly elected for this significant position and will work towards building the Association's program and presence in the MEA region along with fulfilling the host of responsibilities that come with the esteemed title.

Speaking out on his election, Saad said, "It is an honor for me to be selected for this great, responsibility-filled position, even more so as the IAA celebrates its 75th anniversary this year.

I aim to efficiently manage the expectations and financial obligations of the existing chapters of the region while simultaneously aiding in the creation of new chapters in the region. Furthermore, I will serve, to the best of my ability, as the main liaison between the IAA Chairman and World President, IAA Regional chapter presidents and Executive Director/CEO of Global office of the IAA World Service Centre."

Among Saad's responsibilities as IAA VP- Area Director, he will also be involved with all aspects of the Association across the region and ensure that the best industry practices are followed and highest standards of advertising met.

### **The Network Communication Group**

THE NETWORK Communication Group is a holding company created for the group's different communication disciplines that will efficiently and professionally serve local, regional and international clients, answering the needs and challenges of the growing and evolving communication landscape. TNCG has over 150 specialists working across the MENA region and hosts specialized disciplines that provide holistic, integrated communications and marketing solutions through four distinct entities namely, AGA-ADK (advertising and marketing), Pencil PR & Events (Public Relations and Event management), Equation Media (Media Planning & Buying) and Wetpaint (Digital solutions).

### **International Advertising Association**

The International Advertising Association was founded in 1938 to campaign for the cause of conscientious marketing communications. The IAA operates on several levels – internationally, regionally, nationally and locally and works with the strongest associations of advertisers, agencies and media in different countries. Committed to shaping and nurturing young talent, the IAA's mission additionally includes accrediting formal education programs that prepare students for the global communications industry. With a diversity of marketing communications companies as members and an impressive and experienced group of individuals forming the Board, the IAA continues to strive to augment each region's advertising while enhancing the knowledge and skills of the professionals working within this sector.

“ *The International Advertising Association was founded in 1938 to campaign for the cause of conscientious marketing communications. The IAA operates on several levels – internationally, regionally, nationally and locally and works with the strongest associations of advertisers, agencies and media in different countries.* ”

## Vacheron Constantin hosts exclusive Avant-premiere in Dubai for the Media

Vacheron Constantin has eternally been committed to the art of watchmaking, continually creating timepieces that blend technique with aesthetics. Paying tribute to women in 2013, the exquisite brand invited select members of the media to an exclusive Avant-premiere of the sparkling ladies watches that were launched in Geneva earlier this year.

Taking place at The Lounge in Dubai Mall's Fashion Avenue, the guests got to

feast their eyes on the elegant and alluring timepieces that are part of the brand's new Patrimony Lady Gold bracelet, patrimony High Jewellery and the Métiers d'Art Florilege ladies collections, each one an epitome of refined horology. The event was also attended by Vacheron Constantin's Brand Director **Mr. Yassin Tag**.

# MaxMara

“Pencell Beirut organized a Trunk Show for the renowned international fashion house, Max Mara in the objective of unveiling their latest Spring/Summer 2013 (SS13) collection in Lebanon. Held at the Italian brand's boutique in Beirut, the show took place on the 23rd of May, 2013 in the presence of select media and elite attendees.”





# Piaget

## *Yara experiences the enchanting world of PIAGET at the brand's manufactures in Switzerland*

Piaget's first Brand Ambassador for the Middle East, Yara, recently visited the brand's Manufactures in Switzerland, a trip that enriched her knowledge about the heritage and spirit of the world's leading watch and jewellery brand. The renowned Arab artist, whose understated beauty and elegance perfectly match the brand's values, toured both of Piaget's Manufactures; the contemporary, high performance facility for watches and jewellery at Plan-les-Ouates and the historical site at La Côte-aux-Fées where watch movements are assembled. Yara was warmly welcomed by the brand's CEO, Mr. Philippe Léopold-Metzger before embarking on a two day tour of the Manufactures.

Amazed by the talent she witnessed, Yara said, "Visiting the two Manufactures has been a real experience of sorts and I am greatly impressed by the skill and expertise these craftsmen possess. I myself attempted a few of the processes that go into creating watch movements and I now know how much craftsmanship and precision are required for each particular timepiece."

Yara's trip culminated with a tour of the place where Piaget's story commenced in 1874; founder Georges Edouard Piaget's house.



## Facebook skills

# Alain Mayni hosts workshop on Facebook marketing at THE NETWORK Communication Group

According to The Network Communication Group, its most valuable asset is its people and the group continues to enhance its team's skills through regular workshops and interactive sessions. In line with its commitment to nurture the team's proficiency and keep them updated with the latest trends in the market, especially with regard to the digital front, The Network Communication Group recently invited Mr. Alain Mayni, the client partner at Facebook handling the MENA region, to host a social media themed workshop at their Dubai office.

Mr. Mayni was in town to attend the Arabnet Digital Summit 2013 which is essentially a hub for digital professionals and entrepreneurs to connect and learn and is widely acknowledged as the largest digital gathering in the MENA region.

The Dublin based entrepreneur used his expertise and real-life experiences to articulate the importance of Facebook as an ideal business tool for clients. Discussing best practices and new products, Alain further boosted his talk by showing the team successful case studies such as the 100 years campaign done by renowned cookie brand Oreo. The Network Communication Group thanks Mr. Mayni for the excellent and informative session!





# Growing THE NETWORK family



## **Elio Abdel Nour**

*Meet Elio Abdel Nour, Equation Media's new Media Director. Elios started his career in Lebanon working in sales for a couple of years then moved to Dubai in 2006 and was introduced to the media industry. He started working in PHD part of the Omnicom Media Group handling several accounts in various industries. He stayed there for 2 years and then moved to Starcom in 2008. Elio was part of the apportioned team to handle all P&G business. His latest assignment was manager in the planning department which in a nutshell is accountability for the yearly strategic communication delivery and implementation of over 20 brands.*

### **Here's his opinion on the industry:**

*The dawn of brand dominance is over, very similar to the end of dictatorships that we are witnessing recently. This is the era of the people, of the consumer.*

*It is them that decide which brands will prevail and which will perish as they are equipped with tools that allow them to start a revolution with a single click.*

*Our duty as media consultants is to make our clients realize that it is not about drowning people in branding anymore, it's all about giving them life experiences and content is at the heart of it all.*

### **His passion:**

*Guitar and basketball*



## **Abdul Rahman**

Abdul Rahman spent 10 years in broadcast & media industry for different roles, from Media Database to TV Programming to Traffic to Research. After spending initial 4 years in media, he realized media research is what takes his breath away due to his analytical critic nature with significant solutions of the problems. He has now permanently moved to research to quench his thirst. But Rahman has always felt that media research has bigger role in advertising agencies. So fortunately he found his way to Ad agency as well and so here he is.

Rahman is an information worm, whether it's history or current affairs. He always keep an eye on fashion trends and world affairs. He is hoping his next big move will be in fashion industry if it's not world affairs. In the mean time, Rahman shares with us his passion for research at Equation Media as, yes you guessed it right, as their new Research Manager.



## **John Thomas**

John Thomas recently joined Wetpaint - the Digital arm of AGA-ADK Network as Community Manager. A double gold medalist, John comes with a strong academic background and experience across advertising agencies, publishing houses, and multinational corporations. A thoroughbred internet marketer, he brings with him a blend of ideas, knowledge and experience. He formerly had a short stint with Networker Publications as Associate Editor and most recently with UAE Top 5 Website as Managing Editor. Passion for community management saw him

move to the Social media space and work for some renowned names from the world of music and film - including Italian jazz diva Cecilia Herrera Frioni, noted filmmaker Beno Saradzic and eminent Emirati author Khaled Al Maskari. An avid photographer, whenever he is not engaging with fans on the social media communities, John likes to venture outdoors with his camera.



### *Daisy Sawaya*

"If you are in it for a long time you will have worked for nearly everyone." In one way or another, that's almost true.

I have been in the business of communications for more than 7 years, with a sidestep into client-side. I have worked with TBWA/RAAD, JWT and Memac Ogilvy, handling regional and local accounts. On the client side, as a brand builder, we explored developing a brand and concept for the start-up of VEER Boutique Hotel & Resort to strengthen the brand's vision for a franchising future. We ran the gamut: Through-the-Line Advertising, Brand Activation, Event Management, Brand Management, Social Media, PR, Digital and CRM.

In a nutshell, I have decided that my real passion lies at agencies. At AGA ADK, my passion for driving the brand building process through what is known as Novel Thinking looks like another exciting and inspiring tool that I am happy to embrace.



### *Nour Nasser*

So they say "Change is Good"... To me, Change turned out to be beyond great now that I joined The Network Communication Group as an Account Manager at Pencil PR & Events. Coming all the way from Beirut to Dubai, the challenge was to adapt to all this new lifestyle on all levels. Gratefully, the family at THE NETWORK Communication Group made the transition the smoothest. Coming from a media and communication background in, I started my career path as a journalist, as a senior editor at a renowned business magz. Driven by my passion for communication, I ventured into the world of PR with Impact BBDO's PR arm Impact Porter Novelli. Pursuing a career that combines both Journalism and PR, I got a job as head of a luxury real estate magz as an Editor in Chief. Bottom line is, everything looks promising... Now that I've become a "Pencil-er" !



### *Ghiwa Arnaout*

Graduated from the American University of Beirut with a BA in food science and management then moved to work in Saudi in operations and management for almost a year. However that didn't affect my love for technology, advertising and blogging and didn't stop me from pursuing my goal of getting into that domain so I spent my whole time in Saudi reading and studying about it and getting super active on all social media platforms specially twitter that it became part of my everyday life. Tech savvy and a music, art and graffiti addict.



## *Pencil Beirut*

is delighted to welcome

*Chady Richa*

and

*Hiba El Assir*

who recently joined Pencil Beirut family as PR Account Executives.

Best of luck to both of them!

# Welcoming a Royal Baby While Trying Not to Steal the Spotlight

By TANZINA VEGA, The New York Times



*An ad on Facebook featuring Johnson's Head-to-Toe Baby Wash, a Johnson & Johnson product. The news fit into an existing campaign for the brand.*

When Prince William and his wife, the former Kate Middleton, left the hospital on Tuesday holding their son, Prince George Alexander Louis of Cambridge, they were greeted by a collective cooing not just from the media and the rest of the nonroyal populace, but from advertisers, too. Amid the baby frenzy in the news media, advertisers took to Twitter and Facebook to send congratulatory messages to the royal family, with brands including Johnson & Johnson, Coca-Cola and Pampers publishing posts inspired by campaigns the companies had begun before the birth. While the digital media reaction to the campaigns was decidedly mixed, they were examples of how brands are increasingly trying to become part of news-driven cultural moments.

An advertisement for Coca-Cola featured two bottles of the soft-drink with the names "Wills" and "Kate" on them in a congratulatory toast. "Time for a royal celebration," read the caption, followed by the Twitter hashtag #ShareACoke. The idea came from the company's "Share a Coke" campaign in New Zealand and Australia, where the bottles were labeled with names common in those countries, said Andra London a global communications manager at Coca-Cola.

"We didn't want it to be about pushing a product," Ms. London said. "We wanted it to be about the happiness of the occasion because that's where our brand values lie." By Wednesday afternoon, the ad had received more than 10,000 "likes" on Facebook and was shared about 1,700 times. At Pampers, a Procter & Gamble brand, the social media approach included a short video that was an extension of the "Love, Sleep and Play" campaign the brand announced this month, which encouraged parents to submit photos of their babies to the Pampers Facebook page. "It's such a no-brainer for us," said John Brase, the marketing director for Pampers in North America. "We want to celebrate all births, no matter if it's the royal baby or the mom down the street in Cincinnati."

By Wednesday afternoon, more than 3,200 people had "liked" the video on Facebook and had shared it 74 times. "It exceeded our expectations," Mr. Brase said of the response, adding that the video had been viewed thousands of times.

Brands that try too hard to sell a product during an occasion like the royal birth can risk appearing out of sync with the event.



By TANZINA VEGA and LIZ ALDERMAN, *The New York Times*

# Omnicom Group and Publicis Groupe merger is set to create world's no. 1 ad company

**OmnicomGroup**



**PUBLICIS**

*The merger would bring under one roof separate networks of ad agencies — including BBDO, TBWA and DDB under Omnicom, and Leo Burnett and Saatchi & Saatchi under Publicis. Collectively, the conglomerates represent some of the world's largest brands, including AT&T, Visa and Pepsi at Omnicom and McDonald's, Coca-Cola and Walmart at Publicis.*

*After decades of buying up boutique firms, the advertising conglomerates Omnicom Group and Publicis Groupe finally set their sights on one another.*

The two announced a merger on Sunday that would create the world's biggest family of agencies, with a stock market value of \$35.1 billion and more than 130,000 employees.

In the early going at least, the new Publicis Omnicom Group would have co-chief executives: John D. Wren of Omnicom, based in New York, and Maurice Lévy of Publicis, based in Paris. But after 30 months, Mr. Wren, who is 60, would become sole chief executive and Mr. Lévy, 71, would be nonexecutive chairman.

On Sunday, Mr. Lévy and Mr. Wren said their deal sprung from a casual conversation six months ago during a social encounter. Then on further reflection, Mr. Lévy joked, "it looked like it was not that stupid after all." If the merger passes muster with shareholders and government officials, the new conglomerate's combined revenues, which totaled \$22.7 billion last year, would be far greater than the \$16 billion in revenues for WPP of London, the current industry leader.

Publicis is considered a French national champion, and French officials have been active during President François Hollande's tenure about protecting its business icons from foreign dominance. It was not immediately clear what position Mr. Hollande's government might take on the merger. Calls to Élysée

Palace over the weekend were not returned.

At a news conference, Mr. Lévy said the companies informed the French government of their plans on Saturday and had received "tremendous support" from officials. "We are not owned by the French government," Mr. Lévy said, "yet we are one of the iconic companies in France."

He said that the combined companies wanted a neutral third country as the place to register the new holding company. They ruled out Ireland and Luxembourg, Mr. Lévy said, to avoid the appearance that they were seeking a tax haven. They chose the Netherlands — which at 25 percent has a nominal corporate income tax rate that is higher than Ireland's, but below the 33.33 percent rate in France and the 40 percent rate in the United States, according to the global accounting firm KPMG. Mr. Lévy said the companies would keep their headquarters in both Paris and New York to avoid the impression that Publicis would be "swallowed" by an American company — something that he said would not be accepted in France.

In a statement, Mr. Lévy cited technological advancements in advertising and the rise of so-called Big Data — the ability to amass larger volumes of consumer information and make money from it in various ways — as reasons for the merger.



## punch line

- New and improved? If something is new, it couldn't have been improved. If something is improved, it can't be new.???
- Q. How many copywriters does it take to change a light bulb?  
A. "NOBODY changes ANYTHING!!"
- Q. How many art directors does it take to change a light bulb?  
A. "Does it have to be a light bulb?"
- Research findings from an English University:  
Accodrning to rscheearch at an Elingsh uinervtisy, it deosn't mtttaer in waht oredr the lttteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat lttteer is at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae we do not raed ervey ltteter by it slef but the wrod as a wlohe.
- Stopping advertising to save money is like stopping your watch to save time.



## Sign war

*The owner of a hardware store is dismayed when a huge new hardware store opens up next door erecting a large sign saying, 'Best Deals.' He's even more horrified when another huge hardware store opens up on the other side of his store putting up an even larger sign saying, 'Lowest Prices.' The shopkeeper is panicked then has a bright idea. He puts a large sign over his own store saying, 'Main Entrance.'*

## Advertising Trivia

Advertising is the fine art of making you think you have longed for something all your life that you never heard of before.

Advertising is the science of arresting human intelligence long enough to get money from it.

In good times business people want to advertise. In bad times they have to.

Advertising without research is like shooting an arrow into the air and then looking for a target to catch it with.

Samson had the right idea about advertising. He took two columns and brought down the house.

Nothing makes installment buying as easy as the advertising.

Advertising helps raise the standard of living by raising the standard of longing.

Advertising tells us what unnecessary luxuries we can't do without.

Advertising has really changed our thinking. This morning my wife put on eye shadow, eyeliner and eyelashes. I said, "What are you doing to your eyes?" She said, "I'm making them look natural."

Advertising is effective. My kid was saying grace and said thank you for this daily, slow-rising, butter-cruste, vitamin-enriched bread.

If ad agents were smart they would schedule deodorant commercials to follow political ads.