



adscene

THE NETWORK
COMMUNICATION GROUP

This newsletter is published by THE NETWORK Communication Group and its affiliates
issue # 13 • 2013

aga ADK
advertising & marketing

pencell
PR & EVENTS

EQUATION
M E D I A

wetpoint
creative digital solutions

aga
advertising solutions



Our vision

Without a doubt the main aim of any and every company is to achieve their goals and the NETWORK COMMUNICATION GROUP is no different when it comes to this. In order to be able to achieve our ends with an organized set of means, I've listed a few points that combined together create our vision:

- Never be afraid of making mistakes. We are all humans and errors are bound to be made. However, the right thing to do is to learn from them and turn them into positive actions
- Take criticism in your stride and improve in a way that you fulfill the vision
- Aim to overpass all the obstacles in your way and use them as stepping stones to achieving the goals
- Follow structured steps that will get you to great heights.
- Understand the importance of time as it plays a significant role in everything you do. A double-edged sword, the way you use time might help you achieve your goals or might kill them!
- Always be passionate about everything you do

Keep your goal in mind and the determination to achieve it and there will be nothing that will stop you from emerging victorious!



IAA names global champions to mark its 75th Anniversary Recognizing leadership and vision

London, October 3rd, 2013 - The International Advertising Association 75th Anniversary Leadership Forum - What's Coming Next? closed with a glittering Gala Dinner at The InterContinental Park Lane London, at which individuals from the association's membership were recognized for leadership and vision and the commitment to excellence in communications and for their contribution to worldwide advancement of the International Advertising Association.

Faris Abouhamad, IAA Chairman and World President stated "since its founding in 1938 the IAA has championed many industry issues, values and advancement of knowledge around the world. So our 75th Anniversary celebration was the perfect moment to recognize those individuals and companies who have made a lasting contribution to the industry and above all - the International Advertising Association". Delegates from twenty-five countries gathered for this first IAA 75th Anniversary event.

The following corporate members are IAA 75th Anniversary Champions -

AdForum
Bahrain eGovernment Authority
BBDO
Bloomberg Businessweek
Crain Communications
Dentsu Inc.
Dentsu Tec Inc.
Draftfcb
Dow Jones & Company
Dubai World Trade Center
Gazprombank
Hakuhodo Inc.

Havas Worldwide
Hearst Shkulev Media
Leo Burnett Worldwide
Microsoft
NIFCO/The Japan Times
Ogilvy & Mather
Sesame Workshop
The Asahi Shimbun
The Financial Times
THE NETWORK Communication Group
Y & R Advertising
Video International Group

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

Determination & Growth



This is to applaud the recent Business wins & developments achieved across the different disciplines of THE NETWORK - Communication Group.

Equation Media landed two major accounts, AGA – ADK three new businesses and Wetpaint entered a business pitch against digital giants, won the race and acquired a prestigious regional business in addition to other social media assignments. And finally Pencil won new businesses across the region.

All this has been possible due to your determination to achieve, your determination to grow and your will to be successful.

Going beyond the call of duty is what makes us win fights and gain the trust of our clients.

I take this opportunity to thank each and every individual for all the efforts they put in to ensure success and victory.

“ I would also like to welcome to THE NETWORK family the new members across different group companies and geographies. A special salute goes out to the Cairo team which is showing impressive and aggressive business development strategy and is professionally marking its territory in the advertising arena of Egypt. ”



Paul celebrates ten years of fine French cuisine in the UAE

Globally renowned brand hosts gala event at its Mercato Mall restaurant to mark a decade of operations in the country

Paul, the 124-year-old global French baker and restaurant chain, celebrated 10 years of its culinary services in the UAE at Mercato Mall with an event attended by Maxime Holder, Chairman of Paul International, Cesar Moukarzel, UAE country manager of Azadeah Group, and aficionados of fine French bakery.

Paul, which began operations in France in 1889, set up its first bakery, restaurant and salon de thé in Dubai in 2003 at (Mercato). Since then, the acclaimed French bread specialists, beloved by many worldwide, opened 15 of its distinctive black fronted restaurants in the country. Paul's authentic French breads come in several varieties, made the traditional way in its wood-fired ovens, with ingredients sourced without additives or preservatives. In addition, its confectionary products and delicious meals have all found wide popularity in the UAE among both visitors and residents.

During the celebrations in Mercato, Maxime Holder cut a specially baked 10-year anniversary cake while a caricaturist recorded the scenes and the people attending the event on his drawing sheets in a humorous visual style. Guests wrote their birthday wishes to Paul on a huge board set up at the restaurant. As the foodies went about tasting the exciting array of mouth-watering goodies offered, a live band set the mood, entertaining the diners with a French ambience.

Cesar Moukarzel, UAE country manager of Azadea Group said: "As Paul celebrates a decade in the UAE, we are delighted to be part of their journey. Paul is one of the most distinguished names in its field globally and their dedication to quality and tradition are compatible with our philosophy of offering the best to customers in the UAE. The Azadea Group has an enviable record of bringing the best of the world to the region, be it in fashion or food, and there can be no better example of this than Paul. We wish them all the best going forward and look forward to continued partnership and success in the years to come."

Rushed September!

“ September has been quite an active and dynamic month for the team in Riyadh. Especially in the Riyadh Exhibition Center as the thirty days rapidly passed due to nonstop requirements. ”



ISUZU
D-MAX

In the middle of it, from (15 to 18 September 2013) the team has covered Isuzu DMAX full requirements of the Saudi Agriculture event held in Riyadh Exhibition Center (REC). In collaboration with Mitsubishi Corp team, AGA-ADK Riyadh have managed to produce the stand setup, promoters arrangement, welcoming visitors, and daily maintenance according to client request. The exhibition gathered countries from all over the world, and scored a remarkable success in terms of visitors attendance - 20,000 visitors in four days... in addition to Isuzu DMAX's success in terms of sales activation to business sector being a key participant in the event.



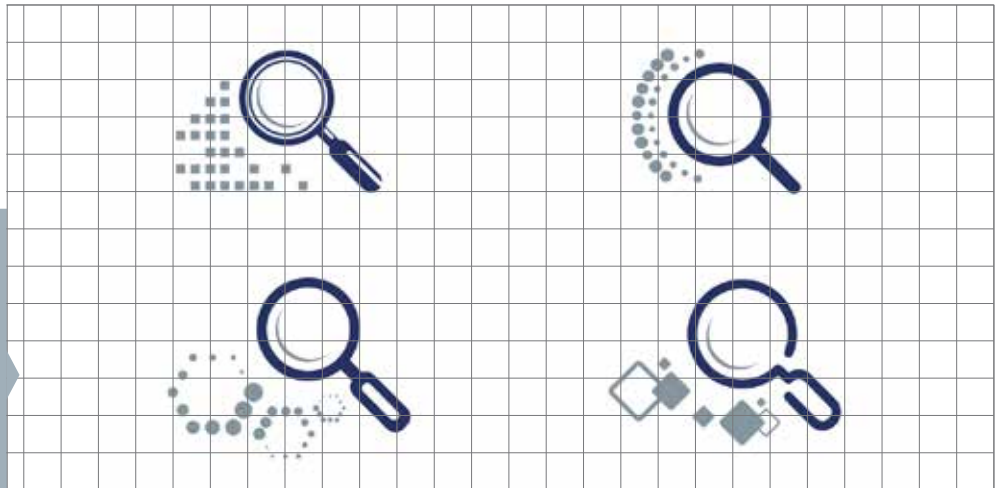
Holiday Inn



In Parallel, and in the same location (REC), AGA-ADK Riyadh managed to capture the full branding project for Holiday Inn restaurant. Creating master designs to production to installation in less than 60 hours from taking the request to delivering and installation in order to meet the deadline prior to Saudi Agriculture Exhibition kick off.

**مطابقة
MOTABAQAH**

The team also managed to answer the development of Motabaqah full corporate identity exercise including two detailed revisions for the full manual.



**Welcome
baby
Tia**



We're absolutely chuffed to reveal to you the newest, littlest and definitely the cutest addition to our ever-growing family. Welcoming beautiful baby Tia, Nina and Ben's second little girl who is just as cute as older sister Aya. Congratulations to the family and here's hoping Nina continues having such adorable little babies.

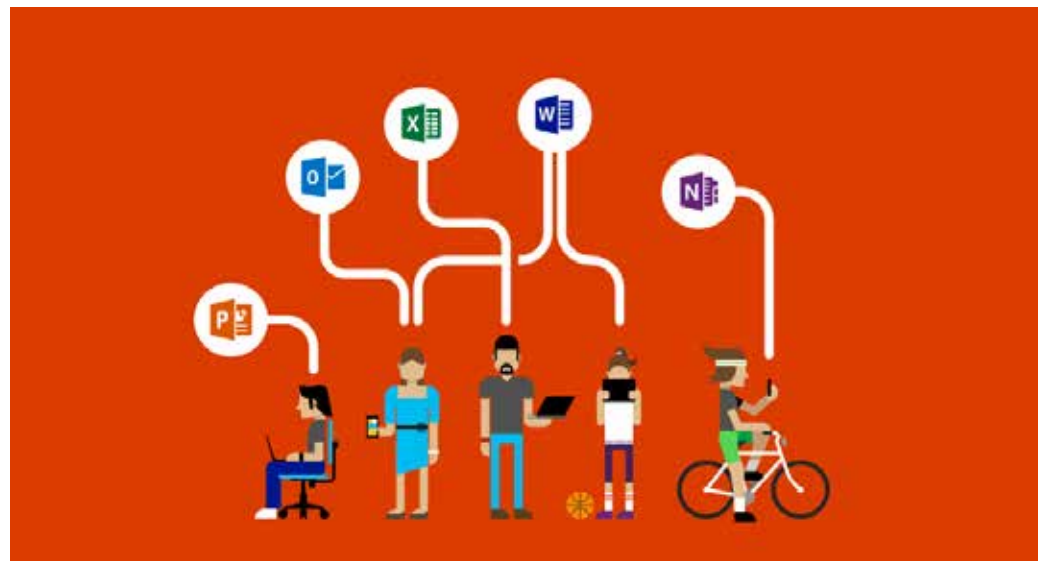
MICROSOFT appoints PENCELL PR & EVENTS as their public relations partner in LEBANON

Beirut, September 2012 – Microsoft, worldwide leader in software, services and solutions that help people and businesses realize their full potential, has appointed Pencell PR & Events as its new PR agency in Lebanon starting August 2013, to manage Microsoft's public relations affairs across the country.

This successful run is largely due to the corporate philosophy at Pencell of going beyond the call of duty to enable clients acquire maximum value exchange for their spent. Also contributing to its success is the agency's focus on keeping industry-specialized editors up-to-date on constructive client developments through a wide spectrum of communication techniques and channels to help them reach, inform, and persuade their readers.

Mrs. Nadine Kalache Maalouf, General Manager of Pencell PR & Events, commented on the partnership: "Microsoft is a highly reputable international brand and we are glad to start forging in-depth relationships with them thus becoming an extension of their organization. Pencell shares Microsoft's vision and understands their mission; as their full fledged PR partner, we will successfully manage their brand exposure and information management within the industry."

Microsoft have been providing the Lebanese market with innovative software solutions and state-of-the-art technology essentials. They continue throughout the years to bring to the country the latest breakthroughs. Through their new partnership with Pencell, they will be revealing in the coming year new products and interesting clients testimonials. Stay tuned!



“ Microsoft is a highly reputable international brand and we are glad to start forging in-depth relationships with them thus becoming an extension of their organization. Pencell shares Microsoft's vision and understands their mission; as their full fledged PR partner, we will successfully manage their brand exposure and information management within the industry. ”

Back To Business

September. To some it is back to school season.
To us it is back to business.



We can proudly announce the win of "Intercoil International". "Intercoil International" is a leading UAE based manufacturer, distributor and retailer of total sleep solutions across the MENA region.



Further to a lengthy process and multiple presentations, we were awarded the Business of "Al Fardan Exchange". "Al Fardan Exchange" is one of the oldest and leading names in the UAE remittance market and a pioneer in the industry of UAE money exchange business. Having a vision of



becoming the leader of the UAE remittance industry "Al Fardan Exchange" is working towards achieving the goal and plans to expand by providing best quality unmatched multi-services to its clients.

September was a very busy and challenging month to the team. Yet, the hard work paid off. We started with couple of wins and we spent sleepless night at the Agency working on an exciting project, which saw the light during GITEX.



TOSHIBA
Leading Innovation >>>

Last but not least, this month AGA-ADK and Toshiba Gulf Free Zone teamed up to launch Toshiba new “touch” platform. The one million dollar question was: “how to break through the clutter? The competition’s communication was all about the product features.

We gave Toshiba’s new touch platform a new emotional dimension. We created a movement under “Don’t lose touch”. It is a fresh way to look at functional attributes and turn them into an emotional benefit. A regional integrated campaign is being developed and soon the work will be revealed.

“ We have high hopes in Q4 and determination to grow is our main objective. ”

Pencell Dubai adds more luxury to their portfolio with their latest win,
the Baume & Mercier *account*



BAUME & MERCIER
GENEVE

MAÎTRES HORLOGERS DEPUIS 1830

It is celebration time for Pencell PR & Events, Dubai, as they clinch yet another massive victory. The ambitious agency was recently chosen as the one to handle the account of luxurious Swiss watchmakers, Baume & Mercier. Boasting of an outstanding history, Baume & Mercier has a remarkable reputation of distinguished complications, visionary innovations and producing timepieces that time after time embody an ideal of excellence and affordable luxury.

This triumph sees the Pencell team handling a vast portfolio of work for Baume & Mercier including PR and event management services across the region. As their first task with the illustrious brand, Pencell will be hosting an event to launch Baume & Mercier's first Ceramic timepiece as a "Middle East Limited edition piece." This stunning timepiece has especially been announced by the brand for the women in the Middle East and is the first ever ceramic watch crafted by the 183 year old Swiss Maison d'Horlogerie. Limited to 150 pieces only, the beautiful sleek and feminine 32 mm Linea in polished two-tone and black ceramic will exclusively be available in the region post the launch event.

"Congratulations to the team and we look forward to hearing of more success stories from the girls of Pencell!"



THE NETWORK family grows further



Fanny, or Sanny (according to Starbucks), is a Copywriter/part-time spelling nazi, and Gordon Ramsay wannabe, recently graduated from Miami Ad School Europe. For the past 2 years, Fanny has been living in Hamburg, Paris, Stockholm and New York and working with multinational agencies such as

Ogilvy, Saatchi & Saatchi and DDB.

Fed up of moving in and out of apartments, Fanny has decided to settle down and showcase a fresh and innovative way of solving problems at Dubai's headoffice.



Roshi Amin
Associate Creative Director

I have 18 years of design, marketing, and advertising industry experience. I'm an illustrator / painter and I've had several art exhibitions to date. I have studied Graphic Design and I am currently completing my second MFA in Illustration.

I've been in Dubai for the past 8 years working as a freelancer / full timer, Art Director / Associate Creative Director in several multinational agencies such as TBWA, Saatchi & Saatchi, The Tribe, BBDO and FP7 – I've worked on international accounts such as Gillette, Brown, Coke, Chivas, MasterCard, Nestle and L'Oréal. I've also worked on local accounts such as Etihad Airlines, Emirates Airline Festival of Literature, Alokozay, Damas, National Bonds and Dubai Islamic Bank.



Raed Kaddoura
Senior Communication Manager

With over 6 years of experience and a master's degree in international marketing management from the University of Leeds and undergraduate degree from the American University of Beirut, Raed has worked in multinational agencies such as Ogilvy, Leo Burnett and TBWA handling accounts such as: VIVA Telecom, MTN Telecom, Lexus, Toyota and Caribou Coffee to name a few.

Raed is a sports enthusiast and a football fanatic who enjoys traveling and diving.



Pencell PR & Events is pleased to announce the appointment of Ms. Jessy Abi Khattar as PR Account Manager handling its growing

portfolio of clients including Azadea Group, Microsoft, WonderEight and L'Oréal Luxe. Jessy's role in Pencell includes managing day-to-day client activities, ensuring smooth flow of client operations, preparing effective and comprehensive PR plans, coordinating and supervising efficient execution of these plans and participating in business development operations.

With both client and agency side experience, Jessy Abi Khattar has been in the Communication industry for 5 years. She started her career in 2008 as a Communication and PR Executive at the Phoenicia Hotel Beirut where she handled events, celebrity guests and media relations along with other marketing activities.

In May 2011, Jessy joined Mamac Ogilvy PR Beirut as a Senior PR Executive. Her experience varies from consumer to technology, Corporate, Crisis Management and Fashion PR. She handled clients like BAT, Coca-Cola, District/S, GROHE, Volvo, LG, Cisco, Seagate,

AICPA, Holcim, ABC and Marks & Spencer. She was promoted to Account Manager in May 2013. After being introduced to Social Media in May 2012, Jessy became a member of Ogilvy's social media practice, Social@Ogilvy. Her responsibilities involved developing social strategies for clients, selling social solutions to potential clients and supervising social media execution, mainly community and content management, blogger outreach and social events.

Before falling for Public Relations, Jessy worked in the Finance industry, since 2006. She graduated from the Lebanese American University, Beirut in 2005 holding a BA in International Affairs with emphasis on Monetary and Fiscal Policies, and a minor in Economics.

By Roben Farzad

Wall Street and Facebook: Reunited and It Feels So Good

Divorce-inducing hours. Machiavellian bonus jockeying. Constant culling of the ranks. Wall Street is that most unforgiving of places.

By contrast, investment banks' effusive rapprochement with Facebook (FB), that dud public offering, is worthy of 50-white-dove treatment at Camp David. The stock has almost doubled since Facebook wowed the Street in late July, handing the social network a \$122 billion market valuation, which already exceeds that of Walt Disney (DIS), the media conglomerate that owns ESPN, ABC, and multiple theme parks, and has fully six times Facebook's revenue. (I'll spare you gross national product comparisons.) For the better part of the past year the mere mention of Facebook was a dig at Wall Street, so botched was its IPO and subsequent stock slide. (It hemorrhaged half its market value in just four months after its May 2012 debut.) But now that the company has hit its groove, proving that it can sell lots of mobile advertising, analysts are racing to cheer its ascent. VIDEO: Zuckerberg: IPO Has Made Facebook a Lot Stronger

The paroxysm of bullishness on Wall Street for ticker FB has been contagious. Today, with Facebook already at an all-time high of \$50, Jefferies (LUK) hiked its price target to \$60 from \$37. Goldman Sachs (GS) simultaneously increased its target to \$58 from \$52. Analyst Heather Bellini cited Facebook's upbeat presentation at Advertising Week 2013: "Our conversations on the conference floor suggest continuing momentum for Facebook, but also significant runway left."

"Despite the stock price's recent doubling, we believe the company is very early in generating revenue from its enormous user base," wrote Canaccord Genuity's Michael Graham on Wednesday, when he (alongside Jefferies) set a Street-high bar of \$60 for the stock. "While the path higher may not be linear, we expect Facebook's reach, robust network effects, vast self-disclosed user data, and product innovation will increasingly make it a high-priority target destination for many marketers."

On Wednesday, Oppenheimer (OPY) analyst Jason Helfstein lifted his price target to \$54 from \$36, pounding the table on Facebook's potential to profit from video and Instagram. That's also when J.P. Morgan (JPM) reiterated its "overweight" rating: "We continue to believe that Facebook's strong mobile usage is offsetting desktop declines and that competing services are having only a modest impact on Facebook."



An excerpt from an article by Jon Hamm • Illustration Sam Kalda

Why Agencies and Brands Need to Embrace True Storytelling



“Branded content is not the same thing”

To build on the opportunities that today’s hyperconnected and social consumer as well as new distribution platforms offer, agencies and brands need to move away from thinking about branded content and embrace true storytelling. The difference? Stories rely on the intended audience to develop their own imagery and detail to complete

and, most importantly, to co-create, whereas content does not. Content is primarily created in the internal mind of the content originator, with no heed to the mind or to the context of the audience.

The truly great storytellers have long embraced the fact that the most powerful stories happen in the mind of the audience, making each and every story unique and personal for the individual. They also understand that stories are important because they are inherent to the human experience. Stories are how we pass on our accumulated wisdom, beliefs and values. They are the process through which we describe and explain the world around us, and our role and purpose in it. Audiences have always known this and asked for stories—they’ve never asked for content.

As the German literary scholar Wolfgang Iser noted: “No tale can ever be told in its entirety.” His reader-response theory “recognizes the reader as an active agent who imparts ‘real existence’ to the work and completes its meaning through interpretation.”

But why does it really matter?

There is little hesitation in knowing we operate in a cultural and technological world where consumers know everything about a brand, from who owns it to where and how products are manufactured and sold. As a result of this, companies are now evaluated by much more than their products. We are in a world where a brand’s values and the emotions they evoke are narrative material.

This presents marketers with an amazing opportunity, as the most powerful way to persuade someone of your idea is by uniting the idea with an emotion. It’s indisputable that the best way to do that is by telling a compelling story. But we need to recognize that it demands insight and skill to present an idea that packs enough emotional power.

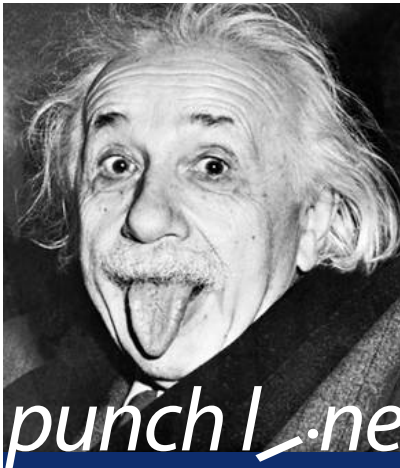
A couple of examples—one old and one new—of great storytelling. The legendary Steve Frankfurt, who is credited with creating the tagline “In space no one can hear you scream” for the 1979 movie *Alien*, clearly understood the role of co-creation in telling stories. This line created a world for the imagination to populate. It allowed the audience to put themselves in the story and co-create its own sense of claustrophobia, fear and isolation. It was simple and comprehensible yet gave clear direction and meaning. It perfectly captured the idea of the brand (or in this case, movie), teasing us as to what the film would deliver and at the same time aligning perfectly with the experience of it. It was a story in its own right.

More recently was Intel’s *The Beauty Inside*, a “social movie” that centered on a guy named Alex who wakes up every day with a new face and body. While there were many reasons to applaud this work, it was the central notion itself that drove its success.

Despite the great work mentioned here, I don’t believe this subtle yet vital shift is one that the majority of people in our business clearly understand. How we embrace this difference between content and stories and then bring true storytellers into our world will be the key to the future success of our industry.

Content is dead.

Long live storytelling.



BEST [ACTUAL] HEADLINES

- Crack Found on Governor's Daughter
- Something Went Wrong in Jet Crash, Expert Says
- Police Begin Campaign to Run Down Jaywalkers
- Iraqi Head Seeks Arms
- Is There a Ring of Debris around Uranus?
- Panda Mating Fails; Veterinarian Takes Over
- Miners Refuse to Work after Death
- Juvenile Court to Try Shooting Defendant
- War Dims Hope for Peace
- Cold Wave Linked to Temperatures
- Enfield (London) Couple Slain; Police Suspect Homicide
- Red Tape Holds Up New Bridges
- Man Struck By Lightning Faces Battery Charge
- New Study of Obesity Looks for Larger Test Group
- Astronaut Takes Blame for Gas in Spacecraft
- Kids Make Nutritious Snacks
- Chef Throws His Heart into Helping Feed Needy
- Local High School Dropouts Cut in Half
- Hospitals are Sued by 7 Foot Doctors And the winner is....
- Typhoon Rips Through Cemetery; Hundreds Dead

Marketing & Media Jokes



- 8 out-of-office funnies! I'm not really out of the office. I'm just ignoring you. You are receiving this automatic notification because I am out of the office. If I was in, chances are you wouldn't have received anything at all. Sorry to have missed you but, I am at the doctor having my brain removed, so that may be promoted to management. Thank you for your e-mail. Your credit card has been charged R10 for the first ten words and R5 for each additional word in your message. Hi. I'm thinking about what you've just sent me. Please wait by your PC for my response. Hi! I'm busy negotiating the salary for my new job. Don't bother to leave me any messages. I've run away to join a different circus. I will be out of the office for the next 2 weeks for medical reasons. When I return, please refer to me as "Loretta" instead of "Steve".
- A little boy goes to his dad and asks, "What is politics?" Dad says, "Well son, let me try to explain it this way: I'm the head of the family, so call me the Prime Minister. Your mother is the administrator of the money, so call

her the Government. We're here to take care of your needs, so we'll call you the people. The maid, we'll consider the working class, and your baby brother, we'll call him the future. Now think about that and see if it makes any sense." So the little boy goes off to bed thinking about what dad has said. Later that night, he hears his baby brother crying, so he gets up to check on him. He finds that the baby has severely soiled his diaper. So the little boy goes to his parent's room and finds his mother sound asleep. Not wanting to wake her, he goes to the maid's room. Finding the door locked, he peeks in the keyhole and sees his father in bed with the maid. He gives up and goes back to bed. The next morning the little boy says to his father, "Dad, I think I understand the concept of politics now." The father says, "Good, son, tell me in your own words what you think politics is all about." The little boy replies, "The Prime Minister is screwing the working class while the government is sound asleep. The people are being ignored and the future is in deep \$#@!"

- A Mother had three virgin daughters. They were all getting married within a short time period. Because Mom was a bit worried about how their sex life would get started, she made them all promise to send a postcard from the honeymoon with a few words on how marital sex felt. The first girl sent a card from Hawaii two days after the wedding. The card said nothing but: "Nescafe"! Mom was puzzled at first, but then went to her kitchen and got out the Nescafe jar. It said: "Good till the last drop". Mom blushed, but was pleased for her daughter. The second girl sent the card from Vermont a week after the wedding, and the card read: "Rothmans". Mom now knew to go straight to her husband's cigarettes, and she read from the pack: "Extra Long. King Size" She was again slightly embarrassed but still happy for her daughter. The third girl left for her honeymoon in Cape Town. Mom waited for a week, nothing. Another week went by and still nothing. Then after a whole month, a card finally arrived. Written on it with shaky handwriting were the words "South African Airways" Mom took out her latest YOU magazine, flipped through the pages fearing the worst, and finally found the ad for SAA. The ad said: "Ten times a day, seven days a week, both ways." Mom fainted!

Understanding Marketing

You see a fabulous girl/guy at a party. You approach them and say, "I'm fantastic in bed." That's Direct Marketing. You're at a party with a bunch of friends and see a fabulous girl/guy. You have one of your friends' approach them, point at you and say, "She's/He's fantastic in bed." That's Advertising. You see a fabulous girl/guy at a party. You approach them to get their telephone number. The next day you call and say, "Hi, I'm fantastic in bed." That's Telemarketing. You're at a party and see a fabulous girl/guy. You get up, straighten your clothes, walk up and pour them a drink. You open the door, pick up their bag after it drops, offer them a ride, and then say, "By the way, I'm fantastic in bed." That's Public Relations. You're at a party and see a fabulous girl/guy. They walk up to you and say, "I hear you're fantastic in bed." That's Brand Recognition.