

# adscene

THE NETWORK  
COMMUNICATION GROUP

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## How can anyone at any level make a difference?

Every agency has a range of people working at different levels, ensuring that the day to day tasks run smoothly and at the end of it all, output is achieved efficiently. Let's take examples of personnel at different levels in a typical advertising agency and how their input contributes to the successful working of an organization.

### Senior Manager:

I saw this brilliant example in a book by Paul Arden that narrated the story inside an ad agency which had an important automotive client. The smart senior manager had negotiated an excellent deal with the client which entailed that 95% of the budget would be spent servicing the client and giving him the advertising he believed he wanted. The remaining percentage was spent by the agency doing what the agency wanted, which the client was bound to accept. In this situation both the client and the agency are content, the client because he gets what he wants and the agency because of the creative freedom they obtain. A real win for this witty Senior Manager!

### Junior Account Handler

For junior handlers, there are always two options; one, they can either hide behind the bureaucracy and two, they can use their initiative to advance the agency's image and their own. Go beyond borders when it comes to creativity and give every account your all. Let me cite another example I came across, say you are in a position to manipulate (NOT FOR YOUR OWN GOOD) a small amount of money at work. Set aside a tiny part of it to be used for fresh creative work for an account that you handle. Rope in the creative team and get them to create a politically correct yet creatively excellent campaign and show the final product to your client. If the answer is negative, it's fine as you still tried and went out of the box to deliver something unique and if it's positive then well you go from being the lowliest of people to someone that every creative team would like to work with!

**Wishing you a 2014 that**  
bursts with creativity & novel possibilities



*Thank you and goodbye  
2013, and a very warm  
welcome 2014!*



The vision was large and the mission was challenging, yet we managed to turn the unlucky '13 to a lucky 31 as we successfully recruited 31 specialists under THE NETWORK - Communication Group's (TNCG) different disciplines and geographies.

The outgoing year witnessed the attainment of demanding goals, starting from expansion in the region and inception of core verticals to our Business – Equation Media and WetPaint. Originating as merely a department with 3 people in Dubai, Equation Media today is a standalone company under TNCG, headed by a highly qualified CEO – Mr. Karim Koraytem who is competently assisted by a large team of more than 25 professionals across the region (Dubai, Riyadh & Beirut). Our digital solutions arm, titled WetPaint, is now up and running with core teams based in Dubai and Beirut supporting the business by providing diversified yet specialized Digital solutions from Social Media, to Digital developments and Digital media planning and buying among others. Boasting of rapid growth, the company not only supported the AGA ADK client base, but has additionally landed many direct, local, regional and international clients.

The year 2013 saw the consolidation of operations under TNCG pave the way for a very exigent 2014, where our main focus and mission will revolve around new business development and growth.

Keeping all this in mind, we greet 2014 with a positive spirit sustained by a concrete operation and wonderful team of experts who aspire TO LIVE THE CHALLENGE & BE THE CHANGE.



## *THE NETWORK - Communication Group rides high on its triumphs at the 2013 Annual Management Meeting*

THE NETWORK - Communication Group recently held its first official regional management meeting in Beirut that channelled the efficiency of integration in its truest form. The 3 day meeting was presided over by the Group's Chairman, Roger Sahyoun and CEO, Saad El Zein and witnessed the attendance of regional management from the group's varied disciplines and seven offices. Held at Mr. Sahyoun's residence in the tranquil mountains of Keserwan Lebanon, the meeting was anything but formal and replicated the warm and familial style of working that the group prides itself on. Swearing by the motto "Everyone is a member, not a number," and positioning themselves as 1 team, 1 brain and 1 body, the easily adaptable group enjoys a family like feeling which also reflects in their services to their clients. Mirroring this belief, the meeting hosted quite a few bonding exercises to further boost the warmth and togetherness of the team.

## The new year starts with a new launch for THE NETWORK - COMMUNICATION GROUP

As the new year dawned, THE NETWORK - COMMUNICATION GROUP (TNCG) had much to celebrate as the ambitious group announced the launch of the Equation Media operation in Beirut. In a bid to further enhance its presence in the Levant Area, the Beirut operation was launched as of January 1st 2014. Supporting the vision to grow the Equation Media Network and elevate the group's media offering to current and prospective clients, the AGA Beirut media department has been merged under Equation Media, the media buying and planning arm of TNCG thereby further augmenting Equation Media services for our clients in Lebanon and nearby countries. The new operation will be headed by Grace Sahyoun, formerly the media director of AGA Beirut. Coupling her vast experience and deep understanding of the region, Grace has a distinguished career spanning more than twenty years in the media industry, ranging from sales, marketing and strategic planning.



## EATALY opens the doors to its First GCC Outlet in the UAE

Dubai, December 9th - High end Italian food market and restaurant chain, Eataly, recently hosted an elite event at the Dubai Mall on the 9th of December to launch its newest outlet. Counting a total of 18 outlets across Italy, Japan and USA, Eataly's latest outlet is also the brand's first one in the GCC. Known as the reference for Italian food, the chain opened its very first outlet in 2007 in Turin, Italy and boasts of the tagline, "Made in Italy." Offering fresh food in numerous categories such as pasta, grappa, cheese, water, and meat among others, Eataly also has 11 restaurants and cafes that directly use ingredients from the market.

Guests at the launch were welcomed with drinks as the new outlet was done up stylishly with cocktail tables and other such. Once the ribbon that was in the shape of braided tri-color pasta was cut, the attendees were taken on a tour of the restaurant by Eataly's CEO, Luca Baffigo Filangieri, who gave them an in-depth description of each station, even allowing them to watch each chef cooking in his/her section. Another highlight of the event was the live preparation of signature dishes by two notable chefs from Eataly, Chef Moreno Cedroni and Chef UgoAlciati. Once ready, the dishes were passed on to the guests who were treated to the delightful creations by the talented culinary artists.

Speaking out on the occasion, Eataly's CEO, Mr. Luca Baffigo Filangieri said, "Eataly started out as a small milestone in Italy and is now opening its doors in the Middle East in the vibrant city of Dubai. We are all extremely proud and would like to thank our partners Azadea Group for all their support and commitment to this project."

Mr. Said Daher, the CEO of Azadea Group further added, "I would like to reach out and thank every AZADEAN who contributed to the successful opening of EATALY here. Also I would like to thank Oscar, Luca, and their team for their trust in our Group. And a final thanks to Dubai Mall for believing in EATALY."

Staying true to its roots, Eataly marked yet another fresh milestone as it looks set to treat food lovers in the UAE to the authentic taste of Italy!





“ Georges Kern said: Both IWC Schaffhausen and MERCEDES AMG PETRONAS share similar values and passions... ”

IWC  
SCHAFFHAUSEN



### ***IWC Schaffhausen and Nico Rosberg launch the Mercedes AMG Petronas simulator in Abu Dhabi***

Abu Dhabi, 31 October 2013 – FORMULA ONE driver and IWC Friend of the Brand, Nico Rosberg, and CEO of IWC Schaffhausen, Georges Kern, launched the MERCEDES AMG PETRONAS Simulator in Abu Dhabi while enjoying conversations about the worlds of watchmaking and motorsport. The simulator will be open for public use at The Galleria from 31 October to 7 November 2013. IWC has been the Official Engineering Partner of MERCEDES AMG PETRONAS Formula One™ Team since the beginning of this year.

#### **THE THRILL OF RACING**

The Swiss luxury watch manufacturer IWC Schaffhausen unveiled the MERCEDES AMG PETRONAS Simulator along with a pop-up exhibition of IWC watches in the Great Room of The Galleria on Al Maryah Island in a bid to commemorate its official partnership with the MERCEDES AMG PETRONAS Formula One™ Team.

### ***IWC SCHAFFHAUSEN AND ZINÉDINE ZIDANE JOIN HANDS WITH ABU DHABI 'S SPECIAL CARE CENTRE TO RAISE FUNDS FOR CHARITY***

Abu Dhabi, 26 September 2013 – IWC Schaffhausen will celebrate the grand opening of its new IWC boutique at The Galleria in Abu Dhabi in October together with retired French footballer Zinédine Zidane, who will kick-start IWC's donation of 10 per cent of its sales at the IWC boutique in The Galleria to the Abu Dhabi based charity Special Care Centre. After having supported initiatives around the world, IWC now also underlines its commitment to social responsibility in Abu Dhabi. IWC will be joining hands with the Special Care Centre in Abu Dhabi to help them raise funds to build a larger and more modern centre in the future. The Special Care Centre is a volunteer organization that provides education to children with intellectual and physical disabilities, and routinely relies on volunteers and fundraisers to help the teachers involved with the centre. In order to raise funds for the centre, IWC has committed itself to donating 10 per cent of all sales made at the IWC boutique in The Galleria on Al Maryah Island in Abu Dhabi between 9 and 19 October 2013. Lending a star-studded touch to the initiative, celebrated French philanthropic former footballer Zinédine Zidane will support the IWC initiative by attending the grand opening of the IWC boutique in The Galleria as a guest of honour; he will also announce the commencement of IWC's exclusive benevolent endeavour in the region.

*IWC Friend of the Brand, top model Karolina Kurkova who came to Dubai to auction the IWC lot at the Dubai Cares Charity Auction Gala Dinner as part of Vogue Fashion Dubai, got the chance to mingle with key media people of the region.*



# PIAGET



## ***Piaget and Yara unveil the new Limelight Gala collection in Dubai; Home of the newly renovated Piaget boutique***

7th October 2013 – Luxury watch manufacturer, Piaget is proud to launch the stunning Limelight Gala collection in the presence of Mr. Philippe Léopold-Metzger, Piaget Chief Executive Officer and Brand Ambassador Yara at the VIP Lounge in The Fashion Avenue of The Dubai Mall. This iconic collection can be discovered at the newly renovated Piaget boutique at The Dubai Mall.

Commenting on the Limelight Gala watch, Yara said, "The first time I saw the Limelight Gala was during a photo shoot for Piaget and I instantly fell in love with it. The Limelight Gala is truly iconic with its glamorous curves and distinct aesthetics".



## ***Piaget trade secret***

The creation of the Limelight Gala watch was entirely conducted within the Manufacture Piaget from the initial sketch to the design and right the way through to the shaping and finishing of the case. Only a great fully integrated Manufacture is capable of handling such a mission in-house. Loyal to the very essence of Piaget, all our artisans have honoured the House style with passionate dedication. Witness the originality of the Limelight Gala watch, a subtle heritage from the creative years of the 1960s and an authentic contemporary signature embodying absolute femininity. A watch destined to remain an icon that finds its way smoothly through decades and celebrates Piaget's on-going motto "always do better than necessary", while leaving its own indelible imprint on its times.



# No more excuses!



“Decathlon invites you to find the will to change your lifestyle”



Beirut – November, 2013: A Workout frenzy took Beirut by storm yesterday, as a group of gym trainers infiltrated office buildings in various areas of the capital, encouraging Lebanese professionals of different age groups to exercise. This, however, was no ordinary workout session; it was part of Decathlon's "No More Excuses" campaign aimed at inviting people to find the will to change their lifestyle.

At a time when workout has become a luxury that the majority of people are trying to avoid, Decathlon decided to bridge this gap adopting a creative and unique approach: instead of taking people to the gym, Decathlon is bringing the gym to them, to their workplaces. Decathlon employees had everything ready to set-up the perfect gym environment: exercise mats, dumbbells and abs crunch machine, even motivational music to uplift the mood; every detail was thought of to make the most out of every workout session.

Decathlon's "No More Excuses" campaign invites people to beat all excuses. How? By making the pleasure of sport more accessible to them... by driving their triggers, giving them access to all the gear they need to enjoy their favorite activities... by helping them overcome barriers, waving a big part of the financial pressure... by advising them to try out and expand their activities to make the best of their sports hobbies... and by meeting all their shopping habits.

For Decathlon, adopting a healthy lifestyle is a priority. So it's not about the place, or the clothes; it's not about the trainer or the budget; it's certainly not about finding time; it's about finding the will to beat all excuses and just exercise.

Decathlon no more excuses-Decathlon Le Mall Dbayeh.

# Interiors launches designer Calvin Klein Curator furniture collection



Dubai, UAE – December 2013: Renowned furniture brand, Interiors (a branch of Easa Saleh Al Gurg Group LLC), recently hosted an exclusive event to launch the luxurious designer Calvin Klein Curator collection in the UAE. Held on the December 11 at the Interiors showroom in Dubai, the event gave attendees an opportunity to be introduced to the stunning collection by Calvin Klein Home representatives including the President and CEO of Calvin Klein Furniture, Michael Foster. The event was also attended by Mrs Raja Al Gurg, Managing Director, Easa Saleh Al Gurg Group LLC and Abdulla Al Gurg, Group General Manager of the Group.

The Curator collection by Calvin Klein Home boasts clean and pure lines, with patterns that reference proportion and balance. Reflecting the sophisticated philosophy and unique vision of the brand, the Curator collection includes pieces for the living and dining room, media room, library and bedroom. Inspired by fabrics, textures and colours from the world over, the striking line embodies a commitment to using only the highest quality materials, innovative techniques and inimitable details that are tantamount to the Calvin Klein brand name.

Speaking on the launch of the Curator collection, Michael Foster said, "The Calvin Klein Curator collection represents the soul of Calvin Klein's design spirit. The 'Mid Century Modern' foundation of the furniture line is apparent throughout the collection." Foster also stressed on the collaboration with Interiors saying, "With the help of fine furniture retailers like Interiors, it is our goal to ensure that consumers around the world are just as aware of the Calvin Klein furniture line as they are of Calvin Klein's signature apparel and fragrances."

Abdulla Al Gurg, Group General Manager added, "We are proud to be the first furniture retailer to exclusively launch the Calvin Klein Curator collection in the UAE. At Interiors, our endeavour is to constantly offer select collections from renowned furniture brands to our discerning and esteemed clientele."

Commenting on the launch, Raed Dibs, Interiors General Manager said: "The continued success story of Interiors is the joint result of Easa Saleh Al Gurg Group's long-standing reputation in the market and several other factors; principally our dedicated staff, carefully chosen supplier portfolio to which we are adding Calvin Klein as well as our selective and enduring customer base."

Catering to the refined tastes of its valuable customers, Interiors has been the household name for novel and innovative furniture designs for more than four decades. With the Calvin Klein Curator collection, Interiors gives customers another opportunity to add a contemporary and urbane touch to their furnishing through this internationally reputed collection.





# Punt Roma... Think Pink Think Beauty- Egypt

*Punt Roma has sponsored a CSR event at the Sofitel El Gezira, hosting Rotary Club and Lions Club members with the attendance of Dr. Shaalan the chairman of the Breast Cancer Foundation in Egypt, to support the Breast Cancer awareness cause.*





# Introducing Cairo's newest celebs



**Ronald Koukjian:**

**Managing Director  
Equation Media Egypt**

Ronald comes with more than 20 years of media experience, both on the agency and media owner sides. Prior to The Network, he worked at MCN network in Dubai, Cairo and Tunisia. After that he headed OMD

Cairo office for two years and drove the agency to a leadership position. Winning a total of 10 regional awards in prestigious competitions like the Crystal, Effies and Lynx. Worked on both international clients such as Unilever, Pepsi, Henkel, Coca-Cola, L'Oreal, Sony, Vodafone, Orange Telecom and local such as Etisalat Misr, Union Air, Americana.



**Imane Hamdy: General Manager  
Pencil Egypt,**

It doesn't matter how old I get , but as long as I continue to live , I will always discover something new about myself. I am not perfect but I am Loyal , stronger, honest and independent. I reassure myself that life has not shortcuts to success. Work now , relax later....

I always try to cheer myself up by

singing when I get sad . Most of the time , it turns out that my voice is worse than my problem ...

I have always been at war with myself for right or wrong . Who say life is fair, where is that written?

Last thing , I am so happy and proud working with such amazing stuff from THE NETWORK .



**Shahir Abdel Anis : Media Executive –  
Equation Media Cairo,**

Majoring in marketing, Shahir Adel Anis graduated from the Canadian International College in 2010 and subsequently began working the media industry. As the media planner and buyer for Omnicom Group's OMD Media buying agency, Shahir was involved in a host of tasks that included implementing competitive reports, working out media plans, screening TV activities and evaluation, negotiation and monitoring among many others. Following his stint at OMD, Shahir made his way to Equation media where he has been working from March 2013.



**Salma El Mestekawy: PR Executive –  
Pencil Cairo**

Passionate about both business and creativity, Salma El Mestekawy has been working with brands in various industries for 7 years.

She started working in the family business that focused on Events, Entertainment Management and Hospitality. She later joined Dubai's Virgin Megastore MENA as a Regional Marketing Coordinator which enabled her to work with brands in the Banking, Telecommunication, FMCG, Hospitality and Non-profit industries. In order to support micro-financed craft workshops in underprivileged societies, Salma worked with Egyptian NGO's such as El Nafeza, El Bedaya, Aga Khan Trust for Culture, Fat'het Kheir and Tawassol. Her journey finally brought her to Pencil Cairo in November 2013 as a PR Executive to serve its clients identify business development opportunities.



**Amir Nazir  
Abd El Malek: Accounting Manager – Equation Media Cairo**

Born in Cairo, Amir obtained his degree from the Ein Shams University Faculty of Commerce which led him to work at numerous esteemed companies in a career spanning more than 29

years. Fluent in English and well-versed in Microsoft Office XP Excel and Word



**Sherine Karam  
Joining Pencil PR & Events Cairo as a PR Executive,**

Sherine Karam graduated from the American University of Cairo in the spring of 2011. A Bachelor of Arts degree holder, Sherine majored in Communication & Media Arts and also pursued a

Minor in Arts and we welcome the talented Sherine to our team!

## HQ'S NEW HOT-SHOT



**Joe Maari: Digital Manager Equation Media - Dubai**

Lifelong tech-geek, computer programmer, hacker (ex), and street skater (ex). Graduated from the American University of Dubai with a Computer Science Degree with focus on Network Infrastructure and Design, nonetheless Joe jumped on the media/advertising bandwagon like most of us Lebos did. From a career perspective—he began Offline Media Planning at Horizon Draft FCB (15 months), then moved on to the Digital world with a 4 year stint at OMD Digital, 2 years at Initiative Media and another year at GMASCO (AI Futtaim) where he successfully built their Digital Media department from scratch. Some of the major clients he handled were Ahmed Al Seddiqi & Sons, Peugeot, HTC, Pepsico, Americana Group (KFC, Hardees, etc.) Qtel, Etisalat, LVMH, adidas, and finally the whole of AI Futtaim portfolio—Toyota, Lexus, Volvo, Honda etc.

By: Jeff Goodby

# Ad Legend Jeff Goodby Wonders If We're All Part of One Big Thinking Machine

## *Do you share a brain with him?*



Do you ever feel like all of our collective intelligences add up to one Big Human Brain designed to entertain us, move us, inform us and crack us up?

I was wondering about this the other day when I suddenly remembered the Taxi Cab Test. The TCT was a way I used to measure whether something in advertising had really gotten into popular culture. When I told a cab driver I was in advertising, he or she would usually ask what campaigns I worked on. It felt good when they knew two or three of them.

This almost never happens to advertising people now. Our things usually don't rate this kind of popular familiarity. To test this, I assaulted a very hip young San Francisco cab driver with a list of the Cannes gold Lion winners from last year. He was only familiar with one of them (the Heineken TV campaign).

You want to hear my theory about why this is the case? Good.

I think we can trace it to The Big Human Brain digitally cranking out so much new stuff every second, and then distributing it, also digitally, at the speed of light. With all this crazy material flying at us, it's only natural that we are going to have a lot of things we like, but each of them to a lesser degree, say, than I liked the Rolling Stones in 1973.

People used to have 5 or 10 friends. Now we have hundreds. Favorite bands? We used to have a handful. Now we have dozens. We used to be crazed Yankees or Mets or Red Sox fans. Now we follow dozens of sports on different continents. I even follow Aussie rules football.

As advertising people, this means the odds of us crafting a single campaign that lasts for years and years are getting slimmer and slimmer. The attention span of The Big Human Brain—both as maker and consumer of stuff—is too short.

Returning to Cannes again, think about how few campaigns win year after year anymore. And if they do, they tend to look quite different in each new manifestation.

This has implications about how we in the business have to change to succeed. It means we have to widen our horizons, be interested in everything, learn about everything. In David Byrne's book *How Music Works*, he talks about the creative process being more and more about context rather than some inner, inspired voice. You need lots of context.

It also means we all need to make a lot of stuff. You should have 5 or 10 diverse projects in the works at any one time. Hit fast. Succeed or fail quickly. Learn from it. Go on.

If this sounds hard, it's because it is. Making things people care about has always been hard, but it's especially hard in this environment.

R/GA's Bob Greenberg once summed up for me what it's like to make advertising in the modern digital world: "Jeff, it's exhausting."

He's right. Get some sleep. Or better yet, work while you're asleep. And good luck.



By: Maureen Morrison

# Why McDonald's Changed Its Restaurant Name Down Under



## "Australian CMO Explains How Macca Campaign Came About"

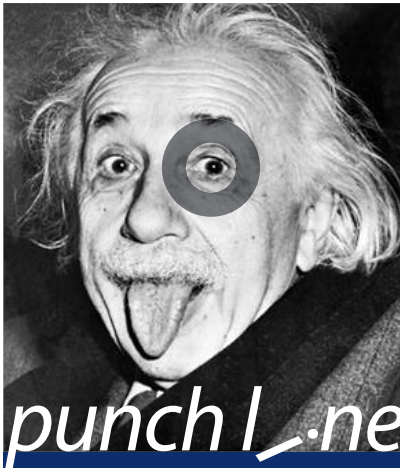
*As part of Ad Age's latest annual Awards Report tabulating the most creatively celebrated companies and personalities of the year, we asked winning marketers and agencies about their campaigns.*

"Shrimp on the barbie," the famous line spoken by Aussie Paul Hogan for a '80s Australia tourism video, spread so far worldwide that many non-Australians know nicknames and shortened words are part of the Down Under vernacular. McDonald's Australia tapped into that cultural curiosity for a brand-centric campaign in which it briefly changed the name of 13 of its restaurants to the affectionate nickname Aussies use -- Macca's -- for Australia Day and its 40th Anniversary there.

Ad Age caught up with McDonald's Australia CMO Mark Lollback to discuss how it put together a campaign that helped the fast-feeder crack the top 10 advertiser list in this year's Awards Report.

Did it take fortitude to back this seemingly risky marketing? "This campaign was really exciting for us because it was simple, but so incredibly powerful. It was rooted in a cultural truism, in a way of speaking, that we've been a part of for decades. Aussies are extremely proud of who we are and where we're from, and part of being an Aussie or being accepted by Aussies is to be given a nickname -- it's a unique and defining element of Australian culture. At McDonald's we're extremely proud to be affectionately referred to as Macca's. It's such a deeply ingrained label that more than half of Aussies don't call us McDonald's, they only call us Macca's. How do you get buy in from higher ups to pursue an unorthodox marketing approach? "One of McDonald's strengths is our global consistency, but also our ability to meet customer demands locally. So, we worked closely with the global McDonald's team on the rationale, approach and execution all the way through. The strength of the insights from our customers and the obvious presence of the local brand, Macca's, in the market was the driving force behind bringing it to life here.

Can you offer advice for how to push the creative envelope and still get results? "At the end of the day, any campaign needs to put the consumer first -- it has to be insight driven, but it also has to be aligned with your brand. Consumers love it when brands surprise them with the unexpected, and so there's always room to push the creative envelope, but it has to still reflect what they think of and how they feel about the brand and what it offers. You can be bold without being shocking.



- 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 like marriage. There may be a better way, but what is it?
- Advertising without research is like shooting an arrow into the air and then looking for a target to catch it with.
- If ad agents were smart they would schedule deodorant commercials to follow political ads.
- Samson had the right idea about advertising. He took two columns and brought down the house.
- Stopping advertising to save money is like stopping your watch to save time.
- Advertising is effective. My kid was saying grace and said thank you for this daily, slow-rising, butter-crust, vitamin-enriched bread.
- A prominent clergyman would not give his opinion of the advertising business, but he did offer to pray for those that make their living at it.
- Ad Agency: 85 percent confusion. 15 percent commission.
- Epitaph: A belated advertisement for a line of goods that has been permanently discontinued.

***Supposedly, these are actual advertisements that have appeared in papers across the country.***

- Wanted: Widower with school-age children requires person to assume general housekeeping duties. Must be capable of contributing to growth of family.
- Mixing bowl set designed to please a cook with round bottom for efficient beating.
- Semi-Annual after-Christmas Sale.
- And now, the Superstore--unequaled in size, unmatched in variety, unrivaled inconvenience.
- We will oil your sewing machine and adjust tension in your home for \$1.00.
- Girl wanted to assist magician in cutting-off-head illusion. Blue Cross and salary.
- For Sale: Three canaries of undermined sex.
- Get rid of aunts: Zap does the job in 24 hours.
- Christmas tag-sale: Handmade gifts for the hard-to-find person.
- Modular Sofas. Only \$299. For rest or fore play.
- Wanted: Hair-cutter. Excellent growth potential.
- Wanted: Man to take care of cow that does not smoke or drink.
- 3-year-old teacher need for pre-school. Experience preferred.
- Our experienced Mom will care of your child. Fenced yard, meals, and smacks included.
- Our bikinis are exciting. They are simply the tops.
- Auto Repair Service. Free pick-up and delivery. Try us once, you'll never go anywhere again.
- Illiterate? Write today for free help.

- Found written on the wall in front of a photocopier of a company going through hardships: "DOUBLE YOUR PLEASURE - XEROX YOUR PAYCHECKS"
- At a car dealership in Maryland to announce new seat belt legislation: "Belt your family. It's the law."
- Seen while traveling in the Yucatan Peninsula: "Broken English spoken perfectly"
- At an Applebee's restaurant: "NOTICE: AFFECTIVE IMMEDIATELY! A new 6% tax will be charged for the cost of collecting taxes!"
- Fitness Center sign: "Self Esteem is feeling good about yourself - regardless of the facts."
- In restaurant: "Open seven days a week and weekends."

**SOCIAL MEDIA MARKETING MADNESS**



I order meals based on what'll look best on Instagram.



...And that, in simple terms, is how you increase your ranking on search engines."