

# ADSCENE

issue NO 18 — 2015



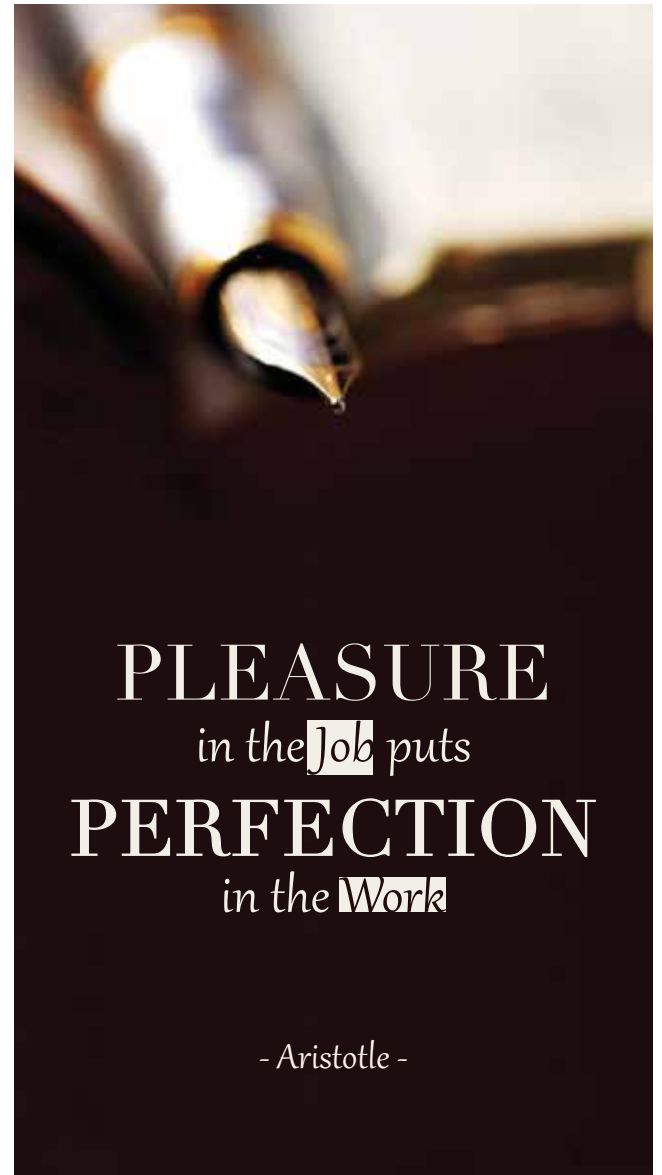
## Success isn't determined by school alone!

Education, as a whole and with different components, is imperative. A major part of this education consists of attaining degrees from schools and universities but that is not to say that this kind of education alone determines how prosperous you will be in the future. While schooling is the cornerstone for a sound future, it is necessary to remember that what you learn at school are facts, known facts and it is your job to accumulate and remember these facts. The more you are able to remember better you fare.

People who fail at school are either not interested in facts or the facts may not have been put forth to them in an intriguing way. Regardless, this does not mean they

are stupid but just means that their imagination hasn't been fired up by academic tuition yet! In fact there are quite a few examples of people who did not do well in school making it big in the real world. What is important to remember here is that a blend of a quick-wit, a street smart attitude, life experiences and degrees from institutions makes for the perfect ingredients in the recipe of success.

The conventionally smart ones get jobs on their qualifications more than their desire to succeed and end up getting left behind by those who have the drive to strive and make it to the top. The point being, if you have the goal clearly etched in your mind and the confidence to tap the potential within you, there is no stopping you!



PLEASURE  
*in the **J**ob* puts  
PERFECTION  
*in the **W**ork*

- Aristotle -

## RESPONSIBILITY IN THE OFFICE



### *The Culture of Integration in times of Specialization*

I was recently asked this question in an interview, *“At a time when agencies and networks are converging different specialties under one roof, you are diverging your specialties into different agencies. Why?”*

Now more than ever, integration has become vital for the success of communication plans and strategies. With the growing diversification of media combined with an increasingly discerning audience, integration became more and more essential. Yes, we did follow the trend of establishing specialized companies under a holding group like most other companies did, but we did it with DIFFERENTIATION.

We incorporated the culture of integration into our way of working, acting and thinking. We followed what we believed is in the best interests of our clients and what we deem suitable framework to ensure strong campaigns leading to strong results and outcomes. With over 20 years of experience in this industry, I can safely say that this is how it used to be back then where the agency and under one roof was doing everything.

It is around the 90s that decentralization or specialization of agencies took place and in my opinion, this faced many obstacles, in fact I believe companies are going back to the old model.

Even though we have individual agencies, our culture is different. We have combined the old model of integration through our culture with the new model of specialization. While the form has changed, our culture remains the same.

## WETPAINT MOVES UP

Hard work pays off as the team at Wetpaint moves up in the world, from sharing the creative studio with AGA-ADK on the 3rd Floor to having their own offices on the 10th Floor.

The office space promotes Wetpaint’s unique personality, boasting artistic yet functional furniture and statement pieces, including stage lights to highlight the Wetpaint stars who made it happen. The modern fusion design has elements of a big city studio loft with its wide sunlit windows, visible pipes and ducts and conversation starting furniture, while the suspended desk & LCD screen and lighting fixtures give one a backstage Broadway feel.

Come on up to check the space out and see the Wetpainters doing what they do best.



## BANK OF SHARJAH, ONE OF THE SPONSORS AT DUBAI JAZZ FESTIVAL

The **Dubai Jazz Festival** is the longest running music festival in the region, which started back in 2003.

This year "2015", **Bank Of Sharjah** was a sponsor at this big event, and took part in placing a VIP Interactive Booth where their notable clients were invited to and music fans can be entertained and have a break.

**AGA-ADK** took part in the event by handing the branding part of the VIP Interactive Booth where the look and feel of **Bank Of Sharjah** was delivered and expressed.



## AGA-ADK TEAMS UP WITH NOKIA NETWORKS

We are thrilled to pronounce the latest growth achieved between **AGA-ADK** and **NOKIA NETWORKS**. The connection between us started with 1 project in Dubai to reach a regional level, where today we are managing its participation in the Mobile Congress World Revisited in 6 countries.

We are looking forward for more productive work and consolidating our connection further.

# NOKIA

## THE YAMAHA R1 WITNESSES A THRILLING LAUNCH IN DUBAI IN THE PRESENCE OF MOTOGP WORLD CHAMPION JORGE LORENZO

It was an affair of exhilaration as **Yamaha** recently launched the cutting-edge **R1** in Dubai in the presence of Spanish MotoGP **Champion Jorge Lorenzo**. Held on the 17th of March at the Dubai Autodrome, the event was graced by select media from the region and was divided into two phases, starting with a press conference. Subsequently, attendees moved to the suite overlooking the circuit where they were treated to a live demonstration of the new vehicle by **Jorge Lorenzo** himself.



Following the press conference by the **Yamaha team**, the official unveiling of the striking **Yamaha R1 2015** took place with **Jorge Lorenzo** removing the covers of the brand new vehicle in the Technical Bay Garages. He was later joined by 11 riders who are owners of **R1** in Dubai as they took over the track to ride with the champion. Guests at the event then witnessed the new R1 in action as the four time world champion took to the tracks for an exclusive demo ride in the vehicle.



# Chloé UNVEILS ITS NEW GEM FOR THE FASHION CONNOISSEURS OF THE MIDDLE EAST – THE LIMITED EDITION ELSIE BAG IN AN EXCLUSIVE JADE GREEN SHADE AND SWAROVSKI CRYSTALS

It is time for the fashion set of the Middle East to rejoice as **Chloe** unveils its latest offering for the ladies of the region. Arriving in the vibrant shade of jade green, one of the most preferred colors in the region, this **Elsie bag** has been crafted exclusively for **chloe's** Middle Eastern fashionistas and is limited-edition with just **50 pieces** available for purchase. The beautiful new bag was launched in front of select invitees at an elegant breakfast held at the **Ritz Carlton hotel** in Dubai.

**Available in two sizes:** small and medium, the highlights of the **Elsie** are the vivid and much-loved shade it comes in and that it is embroidered with glittery swarovski crystals.

The **50 pieces** are available in dubai, abu dhabi, ksa and qatar. Lending a further touch of exceptionality, each bag from the collection will be detailed with a number from 1 to 50!



Cutting-edge and unique, the chloe elsie bag in jade green with crystals is definitely a must-have for this season!  
{The Elsie bag retails at AED 12,125 (Small size) and AED 13,740 (Medium size)}

## LONGINES ELEGANTLY CELEBRATES THE 20TH EDITION OF THE DUBAI WORLD CUP

Dubai (UAE) / Saint-Imier (Switzerland), 29 March 2015 – **Longines** celebrated the 20th edition of the **Dubai World Cup** on Saturday 28 March 2015. As the Official Timekeeper of this event and Presenting Partner of one of its highlights, the Dubai Sheema Classic presented by Longines, the **Swiss watch** brand honoured the winners of this year's **Dubai World Cup** raceday as well as **Longines Ambassador of Elegance Aaron Kwok** with a special 20-timepiece-limited edition of the Conquest Classic Moonphase. In addition, **Ana Pribylova**, winner of the Longines Most Elegant Lady prize, and **Marlon Weir**, winner of the Best Dressed Man prize, were also presented with refined **Longines watches**.



## SHISEIDO

We proudly announce that Shiseido is now integrated into our client family. With their mission being one “to inspire a life of beauty and culture”, our job is now driven by more freshness, youthfulness, and beauty.



# SHISEIDO

## Zuhour:

Welcoming **Zuhour group** as our newest addition to our client pool.

Not only do **Zarob** and **Mezza House** stimulate our taste buds, but our creativity as well!



## GARNIER

## THE SECRET TO HAIR AS SOFT AS A CHILD'S!

*Introducing the Garnier Ultra Doux Haircare range of Natural Blends*

**Do you remember the beautifully soft, touchable, bouncy hair you had as a child?**

Well, now you can have hair like that again with **Garnier's** fabulous **new Ultra Doux hair care range**. Precious, natural blends of handpicked ingredients sourced from plants nourish your hair, strengthening fragile strands prone to breakages, leaving them stronger, shinier, and super soft. After all, it's what the name stands for – **Ultra Doux** means **Ultra Soft!** It's all about softness and the promise of hair that's beautifully silky, touchably soft and full of shiny vitality, like that of a child. The magnificent product was recently launched in Dubai in a charming **Mother and child event** at the **Park Hyatt hotel** that included a host of activities such as spa treatments, picnics, pot planting and flower crown designing among other fun things.



**Ultra Doux's** secret lies in the precious, natural blend of two or more ingredients in each hair care product. They harmoniously combine to effectively meet the needs of different hair types, taking care of the most challenging and complicated problems ranging from split ends to dry, stressed, damaged hair.

## PUNT ROMA HOSTS AN ELEGANT COCKTAIL RECEPTION AND TRUNK SHOW TO LAUNCH ITS NEW COLLECTION IN KUWAIT

Stylish Spanish fashion brand **Punt Roma** recently hosted a remarkable event to launch its latest **SS15 collection in Kuwait**. Held on the 25th of March at the **Punt Roma** boutique in Kuwait's popular Avenues Mall, the event was graced by select media from Kuwait along with members of the country's British Ladies Society.

Divided into two phases, the event featured an exclusive trunk show followed by an elegant cocktail reception where guests got the opportunity to mingle and discuss the brand's latest collection over pass around canapés and drinks. With the boutique transformed into a runway for the occasion, the **Punt Roma** trunk show was hosted by the country's popular emcee, **Tamara Saab** and had 6 models showcase 12 stunning outfits from the brand's SS15 collection.



## ULYSSE NARDIN 'S LARGEST BOUTIQUE IN THE WORLD IN THE DUBAI MALL MARKS A STUNNING OPENING CEREMONY

*An exclusive preview of Ulysse Nardin's musical marvel 'Vivaldi' timepiece*

Dubai, 29th January, 2015 - Swiss luxury watch manufacture Ulysse Nardin and its exclusive retail partner in Dubai for over two decades, Bin Hendi Enterprises marked a new chapter as they officially opened the doors to the brand's largest boutique in the world at the Dubai Mall. Spanning 240 sq. m, the launch of Ulysse Nardin's biggest boutique was held subsequent to the brand setting up its office in Dubai. Another highlight heralding the launch was the exhibition held between the 28th and 31st of January at the Dubai Mall wherein Ulysse Nardin's exceptional musical marvel, the 'Vivaldi' watch was showcased in a first preview before it makes its official

debut at forthcoming watch fair, Basel World 2015 in March. In true Ulysse Nardin style and elegance, the boutique opening witnessed the attendance of select media and VIP guests from the region. Known to do things differently and tastefully, Ulysse Nardin paid tribute to its nautical history by hosting a rope unknitting in lieu of the usual ribbon cutting. After the official inauguration was completed, guests were treated to some elegant edibles as a violinist regaled them with delicate tunes. They were then escorted to the exhibition that took place at the Grand Atrium of the Dubai Mall. Here, a 10X10m stand held the delightful and revolutionary Vivaldi timepiece, serial # 1 out of 99, and other innovative pieces, also offering visitors information and exclusive glimpses into the world of Ulysse Nardin.



# PENCELL DUBAI EXPANDS ITS PORTFOLIO BY WINNING THE ILLUSTRIOUS ACCOUNT OF CAYAN GROUP



**Pencell PR & Events**, Dubai has much to celebrate as the agency adds yet another illustrious account to its portfolio. The ambitious group was recently chosen as the **PR agency** to handle the account of one of the Middle East's leading real estate developers, the **Cayan Group**.

Cayan Group-Real Estate Investment and Development supported by an extensive network of offices in Saudi Arabia and the UAE. The company's growing client base includes more than 2,000 customers from all over the world. Its portfolio encompasses a number of

leading pioneering projects such as the Cayan Tower, Silverene Towers, The Jewels, Dorrabay, Cayan Business Center, in the UAE; Layaly Compound and Samaya in Saudi Arabia; and Broumana Lands in Lebanon. The Group's prestigious real estate project, Cayan Tower, officially declared by the Guinness World Records in 2013 as the globe's tallest twisted tower standing at 307 meters high, has become one of the most important architectural landmarks in the Gulf region.

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

## CAYAN GROUP TO ANNOUNCE LATEST PROJECT AMIDST A THRILLING EVENT THAT WILL SEE 'SPIDERMAN' ATTEMPT A RECORD-BREAKING ASCENT UP THE TWISTED CAYAN TOWER

April 12, 2015 - Leading property developer and real estate investment group **Cayan Group**, will be hosting an event to announce the launch of its new project; an **AED 1 billion** residential and serviced apartment project located in Dubai's Al Barsha South area. To be held at the Grosvenor House in Dubai on the 12th of April, the event will have its share of exhilaration as French climber **Alain Robert**, popularly known as '**Spiderman**', will attempt a world record climb up the twisted **Cayan Tower**. **Spiderman** plans to scale from ground level to the very top of the 75-storey **Cayan Tower**, a landmark officially declared by the **Guinness Book of World Records in 2013 as the globe's tallest twisted tower standing at 307 meters high**.

Prior to his upcoming feat, 52 year old **Alain Robert**, has made headlines around the world having mounted some of the world's tallest buildings without the help of safety ropes. Among his other conquests are the Petronas Twin Towers in Kuala Lumpur, New York's Empire State Building, the Eiffel Tower, Chicago's Willis Tower, and, in 2004, Taipei 101 in Taiwan, then the world's tallest building. In 2010, **Alain** was recognized by the Guinness Book of World Records for having 'climbed more than 100 towers,

monuments and skyscrapers without ropes, suction devices or safety equipment.' In 2011, he left crowds spellbound as he scaled the imposing Burj Khalifa albeit with ropes and safety harnesses due to compulsory safety regulations.



## GRAND CAFÉ OPENS ITS DOORS IN DUBAI WITH A GRAND INAUGURAL EVENT THAT WAS FIT FOR THE STARS

One of Lebanon's favorite restaurants, **Grand Café**, recently hosted a striking inaugural event to officially open its doors in Dubai. Held on March 24th at the **Grand Café Boulevard**, the event was graced by select media, bloggers and VIPs. A truly starry evening lay in wait for guests as they commenced the evening by walking on the specially laid out **red carpet** as they arrived at the event. The remarkable entrance led the guests to a cocktail reception on the terrace area after which they were ushered for a comfortable seated dinner on the ground floor. While the ambiance boasted of vibrant floral arrangements and gilded human statues, the evening was rife with some entertaining performances. Attendees were in awe as 8 performers dressed in **traditional Lebanese outfits** entered the scene and began mingling with the guests under the pretense that they are the staff members of **Grand Café**.

Suddenly, the oriental beats that had adorned the evening changed and the performers assembled into a flash mob and took audiences down memory lane as they danced the renowned Lebanese **Dabkeh**.

**Grand Cafe** prides itself on being a unique Lebanese experience and a favorite of the stars and VIPs from the region.



## AUST

As part of **Wetpaint's** culture and goals to spread awareness and educate the people about **Digital Media**, we paid The **American University of Science and Technology** in Beirut a visit to exclusively hold a seminar about **Digital Media to the class of Advertising** organized by **Ms. Aline Geagea** (Advertising & Graphic Design instructor) and **Wetpaint's Managing partner Roger Kharsa**. The seminar was headed by **Wetpaint's** own Digital Influence Managers **Saad Naamani & Nader Dagher** accompanied by the Digital Media Executive **Stephanie Hleihel**. Some of the subjects that were tackled in the seminar mainly revolved around the importance of Digital Media in 21st century advertising and the efficiency that comes with hiring a Digital Media agency. The team went on by presenting **Wetpaint** as an agency to the students in the presence of the Communication Art department chairperson **Dr. Georges Farha**, taking them through some of the influential case studies moving on to questions and answers.



After the Seminar was done, the team had a few conversations with the students that were interested to either know more about the industry or to find themselves an internship position with the agency which actually happened with **Dina Al Rifai** who started her internship on March 30, 2015. **Wetpaint** will keep on pursuing its goals and will be going around the Lebanese universities, one after the other, spreading the love of **Digital and Social Media**.



# The Awesome World of Advertising

## Make it more delicious

Did the client approve the sketches so we can start briefing the photographer?

No. He thinks the pizza does not look "delicious" enough

YeAh.. it's just a pencil sketch!

His feedback is:  
" I would not eat this!"

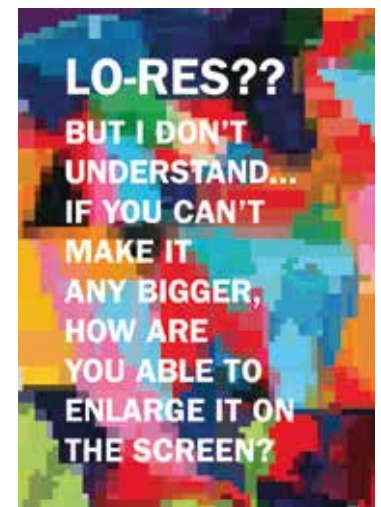
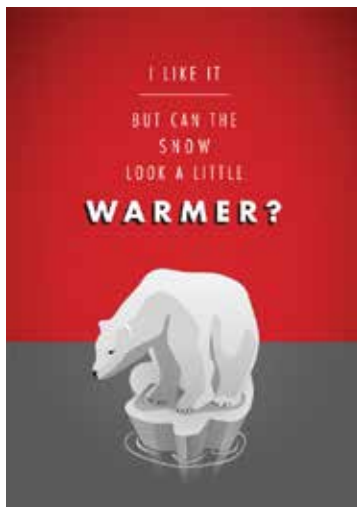
who would?  
it's a black and white scribble!

That's my point, can you please rework to make it look more "delicious"?

### Research findings from an English University:

Aoccdrnig to rscheearch at an Elingsh uinervtisy, it deosn't mtttaer in waht oredr the lltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer 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 lteter by it slef but the wrod as a wlohe.

## A CREATIVE CATHARSIS (credit to sharpshoots)



## New Staff



*Kamel Darazi*

Started his career in 2007, where he joined Mindshare Saudi Arabia team as an Executive Exchange after achieving a Master in Engineering (Robotics). In 2009 he headed the safi danone business portfolio through launching various media campaigns and managing clients profitability.

Worked his way up to become a Planning & Buying Director (Jan 2013), supervised MS Saudi Inventory & buying, developed MS SMS (supplier management strategy) & NBD (New Business Development) programs.

Handled & Exposed to major players in diverse industries like Automotive (infiniti), Airlines (Nas Airlines, Khayyala), FMCG (Safi Danone, Ulker), Servicing companies (Bupa, Dallah Al Barakah, SEEC), Retailers (eXtra, Memega), Sport (Nike), Furniture & Decoration (Home Styles, ID Design), Telecommunication (Zain)...Multi-faceted communication with clients, peers & audiences.

Joined Equation Media beginning of 2015 as Jeddah branch manager. Additionally, he offers a variety of practical experiences in Marketing production management fields, sales, computer skills & educational settings.

EQUATION  
MEDIA



*Elham Mogharbel*

Ever since I was a child I have been very creative and passionate about thinking up bright new ideas, which led me to complete my bachelor in Advertising. After graduating, I started working for my family business in Lighting and Home Automation. Although it was good experience, I couldn't

see myself doing it every day for the rest of my life.

I then decided to move to Dubai with a mission of exploring and finding my true passion. I am very excited to have found what I have been looking for by joining the WetPaint team.

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*George Choufi*

I am a highly competent, personable, creative and motivated person, focused on user experience, great content and technologies.

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*Marwan Sabban*



A graduate from Beirut University College, Diploma in Business Administration Emphasis in Marketing, came to KSA back in 1999, with Moulinex as an Assistant Marketing Manager,

In 2000 he joined Y&R as an Account Executive, and over the years he was promoted on different levels where in 2009 he was the Client Servicing Director of Y&R Jeddah he was the person in charge of all clients that are under the umbrella of Y&R Jeddah, worked closely with his team mates, and his clients to achieve all desired results. During his Career at Y&R he worked on blue chip accounts, to name few, LG, Longines Watches, Tag Heuer, Dior, Armani, Jaguar & Land Rover, Al Jomaih Automotive(GMC, Chevrolet & Cadillac), Patchi, Wella, Emaar & Solidere.

In Jan 2015, he joined AGA-ADK as a General Manager on Jeddah Operation over seeing all their regional and local accounts, armed with over 15 years in Advertising/Marketing experience with an exceptional record in high end and prestigious products (well known brands names worldwide).

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*Sami Darazi*



Account director at AGA-ADK and previously a Senior account manager at Y&R - Jeddah, KSA. Received a BA in Marketing & License in Computer Science.

On January 2006, Sami Started his career in Lebanon with Intermarkets where he was enrolled as a junior planner, afterwards he moved to MediaEdge and had few months experience in the media field, he moved to Y&R/Wunderman, where he handled accounts like Smirnoff, Syriatel, Averda, HP and Spinneys retail store. On August 2007 Sami moved to Y&R - Jeddah - KSA, his career was reshuffled and he adapted to the local market where he had the chance to handle local & multinational in many sectors like automotive business ( GM, Chevrolet, Balubaid, Land Rover, Jaguar, Cadillac ) in addition to many other different sectors like F&B, Fashion, Real Estate, Beauty, Pharmaceutical, Services and handled clients like Patchi, Colcci, Wella, Tamer, Sidra Capital, Emaar, Armani, Diesel, Emaar, Guthmi, Al Sorayai, Solidere. In 2010, Sami embarked the Digital, in addition to refining few social media representative who handled the social portals and content management for numerous clients like AlJomaih, Tazaj, Wella, MUM, Jaguar, Land Rover. Currently he is person in charge of many clients under the umbrella of AGA-ADK, works closely with his team mates, and he strives to achieve all desired results.

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