



THE NETWORK
COMMUNICATION GROUP

AdScene



A big thank you to our partners!

2011 ended on a phenomenal high for everyone associated with our network. Even though the industry is still recovering from recent difficulties, we succeeded in launching The Network Communication Group across the region and within it opening up new branches of our various business offerings, including a whole new digital solutions company. This zeal and sense of novelty transpired far beyond the boardroom and into every area of our operation resulting in the network having a better than expected bottomline performance.

It is with this humbling pride that I wish to thank all our clients for their unwavering support and belief in us. Also to the bevy of new clients who we've valiantly formed relationships with, we welcome you to our ever-growing family. I believe that with the energy, dedication and passion that's fuelling every single member of The Network we can only continue growing and attaining successes not only for this new year but for many years still to come. Together let's welcome 2012!



What's next?



Yahoo Founder Resigns From Company's Board

The co-founder of Yahoo grew the company into an Internet darling in the late '90s only to see it lose much of its luster over the last decade. Mr. Jerry Yang also resigned from the boards of Yahoo Japan and Alibaba, of which Yahoo owns a stake. Yang's resignation could set up a more dramatic restructuring at Yahoo that could revamp the company.

Social Investors Seek New Niche Networks

Investors, users and, more importantly, advertisers are on a constant hunt for The Next Big Thing. With LinkedIn trading publicly and Facebook's IPO around the corner, it's no surprise cool hunters are hungry for another big social play. Investors are asking, "What are other networks of people?" LinkedIn owns the professional network. Facebook owns the friends network. he said. No one expects an up-and-comer to supplant the category leaders, so instead, market watchers are looking to niches beyond "professionals" and "friends."

iTV was Steve Jobs' creation in part, a patent for the device indicates

The late Jobs was one of the inventors behind "episodic TV" as outlined in a 2006 patent for Apple, released by US Patent and Trademark Office this week. This episodic TV concept, one of the core concepts behind Apple TV or 'iTV', means that menus would include "television shows that have either been recorded from a broadcast or purchased from a content provider," the patent states. "No longer would users have to fiddle with complex remotes for DVD players and cable channels. It will have the simplest user interface you could imagine," Jobs said.

Riyadh powers-up

Hard work results in sweet satisfaction Since late last year AGA-ADK Riyadh has been on a whirlwind ride. The office has seen a dynamic surge in incoming briefs and since December has released more than 50 campaigns for high-profile clients; such as SEC and Al Fardan.

Integration between the Riyadh office and HQ is testament to the vibrant culture held within the network. This partnership has allowed to overcome the tight deadlines and pace at which we're required to deliver solutions to clients; such as with the upcoming 15th Total Quality Management Conference. Our sleeves are rolled up and our confidence is at an all-time high as we prepare for what's already promising to be a busy but highly successful 2012.



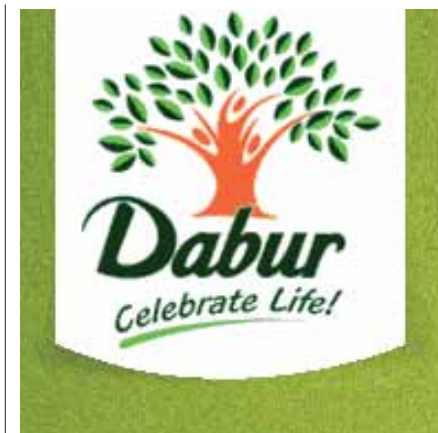
Al Jawda Event (Total Quality Management) One of the highlights for this year for the Riyadh office is the 15th Annual Forum of the Saudi Electricity Company on Quality. The theme for this edition is Total Quality: An Oasis of Creativity. It aims to provide an appropriate environment for information exchange,

experience sharing and expertise between specialists in various sectors of society. A highly focused exhibition will be running in parallel with the forum in order to present the latest innovations by different sectors within SEC.society. A highly focused exhibition will be running in parallel with the forum in order to present the latest innovations by different sectors within SEC.



Winner-Takes-All for Toshiba

After a long and intense 3-way pitch, and after the dust has settled down in the battle arena, AGA-ADK HQ emerged the victor, lifting the coveted prize: Toshiba's full media account covering the whole of the MENA territories - for all their product line-up.



When beauty meets brains

Renowned Indian beauty brand Dabur is on a mission to conquer the Arab market with a refreshing and novel approach. Who better to partner with them on this mission than AGA-ADK HQ. The first series of work kicks off with launch TVCs for two new products designed for the Middle East market.

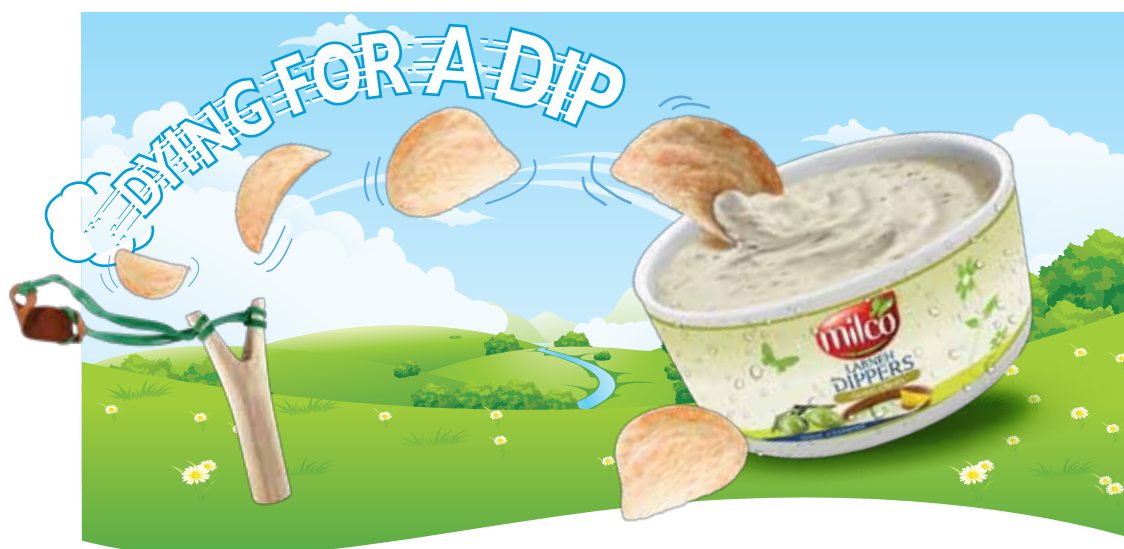
Dunlop for life

They say that your car is an extension of your personality; it gives people a peak into who you are. Your tyres are your car's safety net. Bad tyres have the potential to harm your car and more importantly you. So rather than purely focussing on the "wheels" in your life, AGA-ADK HQ and Dunlop helped drivers focus on the tyres that will not only last them throughout their life but also be their trusted and loving partner till the end.



Western Union welcomes Quincy Jones

Last year saw the global premier of the highly-anticipated TOMORROW/BOKRA project. The project brought together Quincy Jones and Badr Jafar, an Emirati entrepreneur, to produce a cross-cultural charity single that features 24 renowned Arab Artists from across 16 nations spanning the MENA region. International superstars Akon and Shakira also gave their support to the initiative. All proceeds generated from the track will be distributed amongst Arabian charities to provide a better future for all. Western Union was one of the proud sponsors of the music release event and with philosophy of moving towards a better future, their backing of the project was a natural fit. AGA HQ managed to deliver a range of collateral that enhanced and complimented the event beautifully.



The lip-smacking decadence that will leave you dying for more

Following on from the highly-loved Where's Milco? campaign, we will soon be launching a brand new campaign for a revolutionary new tastebud tickler. It's so delightfully creamy, fresh and addictive that you'll be willing to do anything to get your hands on more. Want to know what exactly this little secret is? Well you're going to have to wait a tad bit longer – think of it as having enough time to wet your appetite. Trust us, this one's worth the wait.

Arrivals...



Who's the Daddy?

With his gorgeous wife, Chantelle, about to give birth, our genius production manager, Nadim Abou Najm has been feeling a little left out limelight. In a bid to lift his spirits we kindly entered him into the biggest burger showdown of his life. Known for his super-fast eating skills Nadim will have to munch down 3 Monster burgers, 4 giant patties with all the extras in each, within 3 minutes. If he can pull it off he will walk away with a stash of free burgers from BurgerFuel. If the next time you see him and he happens to be wearing his wife's maternity yoga pants know that Nadim is THE DADDY.

Departures...



Adieu

After 3.5 lovely years we are bidding farewell to Chona Consignado. The ultra soft-spoken and terribly decent mummy of Pencil PR is packing away her keyboard and heading back home to the Philippines. She will definitely be sorely missed by everyone who has worked with her from colleagues to media personnel and suppliers. Here's wishing Chona every success for the future.

Turns Out Consumers Really Do Care About the Data You're Collecting

Older Consumers, Especially, May Not Buy Because of Privacy Concerns

By: Josh Bernoff Published: January 25, 2012



Forrester just published survey results intended to answer the questions "Do people care if companies collect their data, and does it affect their decisions about the companies?"

The short answer to both questions is, yes. In a survey of 37,000 US and Canadian online adults, we first asked how concerned people were with companies accessing their personal information. More than 70% were concerned about social security numbers and credit cards. Less than half cared about their phone number, and only 19% were concerned about their online reviews. This proves people are at least thoughtful, and distinguish between extremely sensitive information and other information.

Forrester Data Survey

The second big conclusion is that age matters, and young people are more open. For example, 47% of 55-64 year-olds were concerned about access to their behavioral data, compared to only 33% of those 18-24.

Young people were also far more willing to give up information in exchange for discounts.

Finally, 44% of consumers say they have not completed an online transaction because of something they read in a privacy policy. Again, this is far more likely to happen to older consumers, and the percentage has increased since 2008.

Marketers -- especially direct marketers -- love data. But now, over 15 years into the Web, consumers are becoming far more aware of how data collection can go awry, and are voting with their pocketbooks. You can collect and use this data broadly and hope you don't run afoul of an angry consumer with a lot of Twitter followers ready to destroy your brand with your own behavior. You can exploit young people's willingness to part with data -- they have so much less to protect, after all. Or you can adjust your policies based on this rising level of awareness. It's up to you.

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Advertising is the art of the tiny.

You have to tell a complete story and deliver a complete message in a very encapsulated form.

It disciplines you to cut away extraneous information.

- Dick Wolf

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Blowing out the candles

For everyone who had "losing weight" on their list of resolutions for this year, January's birthdays stopped that goal straight in its tracks. This month 5 very special people; Joy, Voltarr, Nadim, Jad and George, turned a year older, unfortunately not wiser but they did get sexier...or at least that's what we're telling them.

Capping a successful year with a desert celebration



Christmas 2011 saw the UAE offices descend on the desert oasis Bab Al Shams for an afternoon of sun-kissed fun and of course delectable food. Cut off completely from the wrath of Sheikh Zayed Road, everyone relished the opportunity to relax and unwind before the official Christmas break. This Christmas lunch also unearthed the next chapter in the network's future – the AGA crèche. While we're thrilled that our family is growing, we were also shocked to see exactly how many little ones we have in our midst. And with more babies arriving soon we may be able to open more branches across the region.

The winners of the first Foosball Tournament, Loyal and Joy, were officially awarded their champion title at the Christmas lunch. To the crowds roaring applause they puffed out their chests and marched up to the front of the deck where they held their trophies high for all to see. The crowd's applause quickly turned to envy when the champions stashed their AED 500 cash prize into their pockets.



Joe: I can't understand why you failed in business

Pete: Too much advertising

Joe: What do you mean too much advertising? You never spent a dime on advertising

Pete: That's true, but my competitors did

I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes . . .

Philip Dusenberry, quoted in Eric Clark, The Want Makers: Inside the World of Advertising, 1988.

Success stories



Cork the Champagne!

Ad men and women don't enter this industry for the riches, the globe-trotting or the celebrity parties. We enter knowing full well that it's an industry where we'll be spending 80% of our lives in the office, chasing deadlines, banging our heads against walls, and drinking way too much caffeine. We're a mad devoted bunch. So when some of us lose a few extra screws and try to chase the fame, glory and riches the least we can do is lend a hand at throwing the celeb-styled party. Raise your toast to the following over-achievers in their new positions:

AGA ADK Senior Management:

Mr. Andre' El Ghawi - General Manager (Media and Abu Dhabi)

Mr. Nael Badr – General Manager (Dubai)

Account Management:

Mr. Joy Sahyoun - Senior Communication Manager

Mr. Serge Salloum - Senior Communication Executive

Creative

Ms. Kelita-Ria Ganesh - Senior English Copywriter

Mr. Kutaiba Kabbani - Senior Arabic Copywriter

Mr. Voltarr Manguilin - Art Director

Media:

Mr. Oliver Matthews - Senior Media Planner

Pencell PR & Events Senior Management:

Mrs. Nina Shibly – General Manager

Account Management:

Mrs. Ruba Farah - Account Director and Editorial Head

Ms. Danyela Chedrawy - PR Account Executive

Henry Doherty once said, "Plenty of men can do good work for a spurt and with immediate promotion in mind, but for a worthy promotion you want a man in whom good work has become a habit."