



THE NETWORK  
COMMUNICATION GROUP

# AdScene



Guy Kaloyeros, Elie Boueri and Mr. Abdullah Danbar, Porsche National Marketing Executive and the new 911Carrera model.

## AGA-ADK Jeddah drives away with porsche



PORSCHE

What started off as a pretty normal Saturday at the Jeddah office was quickly turned into a grand prix of celebration. As of the 21st of January Porsche Saudi Arabia is officially parking its account in the AGA-ADK garage. The Jeddah office will be handling the Media Placement for 1 year across KSA, with the P.R. account still under review. AGA-ADK's stellar proposal enabled the client to bypass a multi-agency pitch and seal the deal to a \$1.5 million account directly.



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### Seek Criticism, Not Praise

*Getting praised is easy; one merely has to ask the people who are guaranteed to say things that's pleasing to his ears. Its human nature to keep criticisms safely tucked away in fear of hurting or offending others. Similarly we are prone to selective hearing; only acknowledging what we want to hear, and filter out what we don't. The truth is we'll never find out whether our work is great, good or plain ok; all we know is that it's been accepted. Mere praise should not be acceptable. We should instead insist on receiving criticism by asking for it: "What isn't working?" "How can it be made better?" "What should be added or removed?" It's only by asking these questions will we receive truthful and critical opinions that can aid us in improving our work. While society has conditioned us to merely nod and smile it's in every individual's best interests to ask for critique to better himself, and in doing so truly earning the praise that he's been receiving all along.*

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## AGA-ADK Riyadh wins the prominent Hokair Group account

Synonymous with leisure and entertainment in the Kingdom of Saudi Arabia, Al Hokair Group has selected AGA-ADK Riyadh as their integrated communications agency for all their operations in Riyadh, KSA. AGA-ADK won the coveted account and will be handling Al Hokair Holding, MENA Resorts and Hotels, the hotel division and Al Hokair Entertainment with their scope of work ranging from account management, creative executions, and media planning and buying to production.

With roots stretching back to 1965, Al Hokair group has been in existence for the last four decades with the group founder, Sheikh Abdulmohsen Al Hokair being one of the earliest investor's in the entertainment business in the Kingdom. As one of the early entrants into the field, Al Hokair group has grown in leaps and bounds with a current portfolio flaunting more than 70 amusement and theme parks, a number of international restaurant franchises along with the largest chain of hotels and recreational cities in the Middle East. Some of the hotel chains falling under Al Hokair group include the illustrious Holiday Inn, Hilton and Novotel.

This latest win of the Al Hokair account further solidifies the agency's reputation of being a part of one of the most go-getting communication networks in the region.

## AGA Profess Graphics is flying high in Jordan

The PIKASSO D'OR 2011 Awards Ceremony was held at a special ceremony at the Four Seasons Hotel Amman in February. In an awards ceremony that was attended by Jordan's major ad agencies and selected clients,



AGA Profess Graphics was awarded a Bronze Trophy for the INFINITI cars outdoor panel.

We were also shortlisted for the Egyptian Arab Land Bank (EALB) account. A final presentation was held at the EALB premises in February and the winning finalist is expected to be announced soon. Wish us good luck.

We've also completed signing bulk deal agreements with all major media channels in Jordan which include daily and weekly newspapers, monthly magazines and radio stations.



## Riyadh's basking in royal glory



Under the patronage of His Royal Highness Prince Mohammed bin Saad bin Abdulaziz, the Deputy Governor of Riyadh, the 15th Total Quality Management seminar was held under the title of "Towards Corporate Excellence" with an accompanying exhibition entitled "An Oasis of Creativity".

After the CEO's speech, the Deputy Governor of Riyadh and the rest of attendees watched a documentary film entitled "Quality in the Depths of Electricity" which presented the application of quality in the work of the company across the Kingdom. The documentary film was executed by AGA-ADK Riyadh and impressed the Company's officials and guests. Due to the team's dedication and presence before and during the event, to support SEC marketing team for the opening setup, the event was a howling success, from the execution and on-time delivery and installation within a tight timeline to all the BTL and printing material which was executed by AGA-ADK Riyadh.

A huge "Thank You" to all who've contributed to the success of this occasion. From Creative, Production, Client Service and Management, all as one team, managed to execute and deliver more than 50 artworks, printing and production jobs in a smooth and professional manner during a very short and challenging period.

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*Whatever success I've achieved has come from pretty much doing the opposite of what I've been told or expected to do.*

*– Hal Riney*

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Hot off the press!



BOGGI  
MILANO  
CASA FONDATA NEL 1939



## Pencell PR and Events' double celebration!

Pencell PR and events recently had a lot to celebrate as they won two lucrative accounts, Italian menswear fashion brand, Boggi and the elite and artistic Nespresso. Established in 1939, Boggi Milano is a leading menswear retailer inspired by the Italian, predominantly "Milanese" way of life. Targeting modern businessmen and professionals, Boggi offers the historically formal look built on suits and ties along with a vast array of casual products that are apt for an urban environment, working day or relaxation. Boggi Milano's seventy year old history has continually been enriched with more than 110 monobrand stores worldwide. Pencell embarks on this win by exclusively launching the latest Spring/Summer collection from the brand to the media in addition to organizing Boggi's latest boutique opening in Dubai Mall on the 14th of March.

The elite Nespresso seeks to achieve a high-level balance that Business owners desire, combining elegant and luxurious designs with a diverse range of coffee flavors. Channeling this very idea, Pencell commences work on this account with a spectacular event in Jeddah, marking the opening of Nespresso's latest boutique. Congratulations to Pencell on their splendid triumph.

# Region's printing industry likely to see 5% growth



(www.gulfnews.com)

This growth comes as a result of technological advancements and high contribution of over \$2.3 billion (Dh8.4 billion) by the UAE printing industry.

"Despite the unprecedented financial challenges faced by all sectors, the current market situation and data indicate a promising future for the printing industry," said Ahmad Bin Hassan Al Shaikh, chairman of the Printing and Publishing Group.

"Printing and Publishing Group and the Dubai International Print Awards offer a very unique platform which brings forward printers from the GCC, Levant, Asia, North and South Africa to claim their authority in the printing industry. We strive to bring the best out of everyone and give them a chance to learn and improve through competing in this high-profile event."

Printing and Publishing Group (PPG) and Dubai

International Print Awards are determined enhance the quality standards of the print industry in the region to meet and compete with international standards. According to PPG there has been growth of over 54 per cent in the number of entries received for DIPA 2011.

Mazen Al Tibi, Heidelberg board member and PPG committee member, urged small and medium size printers to look into investing in equipment with a high level of technological innovation to reduce their production cost, thus enabling them to compete and sustain profitability.

The group is gearing up for the Dubai International Print Awards 2012 to be held on February 8 at the Grand Hyatt. Printing and Publishing Group and Dubai International Print Awards will continue their efforts to engage in more activities and share information with prospective clients.

## A Clash of Media Worlds (and Generations)

BACK in high school they always told us that brains prevail — that cool only gets you so far. Well, this time smarts won — at least one round. Wikipedia went dark and Google blacked out its logo, as the brainiacs of Silicon Valley tilted at the A-list media giants of Hollywood and New York.

The issue on hand was about two antipiracy bills that few people had even heard of. Suddenly, though, people were buzzing about *SOPA* and *PIPA* — short for the *Stop Online Piracy Act* and the *Protect Intellectual Property Act*. The bills were put forward by the entertainment industry to combat unauthorized downloads of movies, music and television via foreign Web sites. The technorati argue that the legislation would hand the government Orwellian powers over the Internet. It all seemed a bit like a food fight in the school cafeteria between "us" and "them." Many of the media companies that have championed the legislation — the News Corporation, Viacom, Time Warner, Disney — have a rocky relationship with Silicon Valley. Sure, they want



their content on new-school digital platforms — but they also want to keep their old-school profits. As if. Tension between the two sides seems certain to grow as the debate heats up on Capitol Hill.

Whatever the outcome, the clash prompted a remarkable outpouring within the Internet world. By late Wednesday, more than seven million people had signed an online petition from Google to stop SOPA. Many senators and representatives who previously supported the legislation had flip-flopped.

On Thursday in South Carolina, Republican presidential contenders spoke out against the bills during a debate on CNN. The audience boomed when the moderator, John King, disclosed that CNN's parent, Time Warner, supported SOPA. - By AMY CHOZICK, *The New York Times*





A popular motivational speaker was entertaining his audience.

He said: "The best years of my life were spent in the arms of a woman who wasn't my wife!" The audience was in silence and shock. The speaker added: "And that woman was my mother!" Laughter and applause.

A week later, a top manager trained by the motivational speaker tried to crack this very effective joke at home. He was a bit foggy after a drink. Said loudly to his wife who was preparing dinner, "The greatest years of my life were spent in the arms of a woman who was not my wife!"

The wife went, "ah!" with shock and rage. Standing there for 20 seconds trying to recall the second half of the joke, the manager finally blurted out "... and I can't remember who she was!"

By the time the manager regained his consciousness, he was on a hospital bed nursing burns from boiling water.

**Moral of the story:**  
**Don't copy if you can't paste!**

(Wonderful English from Around the World)  
*In a Bangkok temple:*

IT IS FORBIDDEN TO ENTER A WOMAN, EVEN A FOREIGNER, IF DRESSED AS A MAN.

*Cocktail lounge, Norway:*

LADIES ARE REQUESTED NOT TO HAVE CHILDREN IN THE BAR.

*Doctors office, Rome:*

SPECIALIST IN WOMEN AND OTHER DISEASES.

*Dry cleaners, Bangkok:*

DROP YOUR TROUSERS HERE FOR THE BEST RESULTS.

*In a Nairobi restaurant:*

CUSTOMERS WHO FIND OUR WAITRESSES RUDE OUGHT TO SEE THE MANAGER.

*On the main road to Mombassa, leaving Nairobi:*

TAKE NOTICE: WHEN THIS SIGN IS UNDER WATER, THIS ROAD IS IMPASSABLE.

*On a poster at Kencom:*

ARE YOU AN ADULT THAT CANNOT READ? IF SO WE CAN HELP.

# Clients cut ad budgets and opt for public relations overdrive

(www.gulfnews.com)

While local advertising agencies may have to live with reduced client budgets this year, it may not be the case for their P.R. counterparts. So believes Peter Rae, a long-timer in the industry who has just taken over as managing director of the UAE arm of Action Global Communications.

"Based on what I have seen in the past, when ad budgets are under stress due to economic circumstances, a lot of clients will then regard PR as a better way of spending within their reduced budgets," Rae said. "They tend to spend fractionally more on PR and the return they get for a relatively smaller amount of money (compared to those on ads) is seen by many companies as being higher.

"I think there was never a point when clients had money to throw at projects, but the mood will certainly be circumspect."

Time will tell whether events will pan out exactly this way. Based on market sentiments, while there have been some cutbacks, for the most part clients have maintained their marketing and communications budgets at 2011 levels. The local ad and PR agencies can live with that.

"The challenge for the PR industry is to come up with



creative suggestions for new ways of communicating with target audiences and in the ability to deliver them. One example is the use of social media, though there is a relative lack of understanding among clients as to its power.

## Why Marketers Are Learning to Embrace Sustainability Through Social Media

How Leaders Like GE, PepsiCo, Ford and Allianz Are Making Their Core Business More Sustainable



By: Matthew Yeomans Published: January 25, 2012

One year ago, we published the inaugural Social Media Sustainability Index, a trawl through 287 major companies in North America and Europe to identify who was using social media tools and thinking to communicate sustainability. At the time we found just 60 companies that were devoting any real time or dedicated resources to that mission.

Fast-forward to the end of 2011 and a new landscape of social media sustainability has emerged. In researching our new report, The SMI-Wizness Social Media Sustainability Index, we identified at least 250 major corporates that are engaged in some form of social media sustainability comms and more than 100 have a blog, YouTube, Facebook or Twitter channel dedicated to talking about sustainability. Those dedicated 100 form

the basis of our new Index.

Even as the volume of social media sustainability content has increased, the standout leaders of our Index – GE, IBM, Ford, PepsiCo, BBVA and Allianz – are the same as last year. This we believe is a testament to good social media practice in that none of these leaders consider social media sustainability through the prism of a campaign mentality.

It also demonstrates that companies who are committed to making their business more sustainable have a distinct advantage in social media communications. That's because they have a good and believable story to tell and, good storytelling remains the most valuable currency in social media.

Some of the ways the smartest companies are using social media, not just to communicate their sustainability stance, but also to involve the public in building a better world: Homage to compelling reportage; Hiring experienced filmmakers, writers and reporters to tell a complicated story well like IBM and Allianz.

Crowdsourcing; Tapping the public for big innovative ideas like General Electric. Crowdfunding; Enabling collaborative fundraising and donations like BBVA and Bendigo and Adelaide Bank. Bold alliances; Teaming with established NGOs, charities and conservation watchdogs to support common goals and raise awareness like Levi's.