



THE NETWORK  
COMMUNICATION GROUP

# AdScene



## AGA-ADK's victorious streak continues with the latest win of Toshiba's corporate creative account

Hard on the heels of the latest win of Toshiba's entire media account for the Middle East and Africa region, AGA-ADK Communication Network has done it again. The ambitious group was awarded the entire corporate creative account for Toshiba after an intense competition against a Japanese agency. This triumph sees AGA-ADK handling a vast portfolio of work for Toshiba that includes the development of corporate TVCs, press ads and POS for the Middle East and Africa region. Congratulations to the team!



### Achieving the impossible

*From a very young age we're taught what we can and can't do and this shapes the way we live and the people that we become. It's no wonder that most of our lives are spent thinking that a fair number of our dreams and ambitions can never be achieved.*

*But you can achieve the impossible. You just need the right outlook starting with aiming higher than what you know you're capable of. You need to stop thinking about what you can do and more about how much more you are capable of accomplishing.*

*Take the most unachievable goal and use that as your motivation to get to the top. Let that dream of being on the cover of Time magazine or the desire to head up that huge global corporation be that unachievable dream that gets your soaring and achieving.*

*Aim for the moon because even if you miss you'll land amongst the stars.*



### Mabrook!



### AGA-ADK Jeddah CS upgrade

Let us all give Elie Boueri a big round of applause for a much deserved promotion to the position of Senior Communication Manager. Well done Elie!

### New Arrivals!



### AGA-ADK Riyadh team buildup

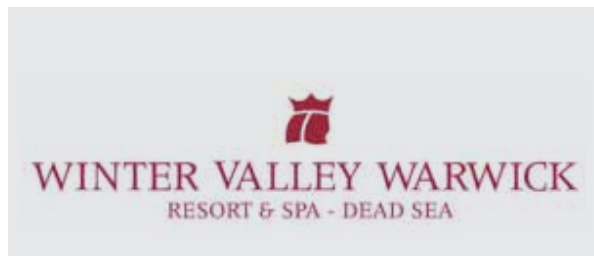
Mohamad Nazzal joins AGA-ADK as Graphic Designer. Mohammad has over 9 years of experience working on different portfolios such as Rotana magazine, Harvey Nichols, Lilly, Novo Nordisk and other brands. Welcome to the family.



### Theo Abou Najm joins AGA-ADK's baby boom

Months of long nights and hard work finally paid off for our production manager Nadim Abou Najm on the 24th of March, 2012 when his wife Chantal Malo Abou Najem gave birth to a healthy 3.5 kgs baby boy.

## AGA Profess Graphics bags North American clients



Two, first-time campaigns are expected to be launched soon in Amman for two new clients. The first campaign will be for ASHLEY Furniture HomeStore, America's #1 name in furniture, who will be announcing their Grand Opening in Jordan. The second campaign is for Winter Valley Warwick Hotel, A Canadian chain of hotels opening their first Resort & Spa in the Dead Sea area.

## AGA-ADK Dubai hosts informative seminar for the Network



Hard on the heels of their latest move that sees the integration and collaboration of the AGA-ADK Communication Network, AGA-ADK Dubai recently hosted a seminar for the AGA teams from the UAE, Beirut and Saudi Arabia. Conducted by five experts from the ADK team in Japan, the colloquium predominantly covered topics like media planning, social media and EX branding in order to promote uniformity in the style of working around the network. The professionals from ADK were specifically called in so that they could share, enlighten and teach the AGA attendees about the strategic planning tools they utilize in Japan that will shortly be introduced in the UAE.

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*Our job is to sell our clients' merchandise... not ourselves.*

*Our job is to kill the cleverness that makes us shine instead of the product.*

*Our job is to simplify, to tear away the unrelated, to pluck out the weeds that are smothering the product message.*

*- William Bernbach*

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## 25 Best Advertising Movies Ever Made

By David Griner

Trying to name the best movies about advertising is something we've all done, but the results are usually far from scientific. Take Crazy People for instance. Hilarious ads; not such a great movie. So, we decided to try to rank ad-related movies in some relatively accurate way. Thus was born the AdFreak Ad Flick Index, cobbled together from critic and user scores on Rotten Tomatoes, along with critic scores on IMDb. Without further ado, here they are: The 25 best movies about the ad industry, as ranked by the ineffable judgment of dubious science.

25. Suits (1999)
24. Renaissance Man (1994)
23. Every Home Should Have One (1970)
22. Boomerang (1992)
21. Crazy People (1990)
20. Ex-Lady (1933)
19. Take a Letter, Darling (1942)
18. Nothing in Common (1986)
17. Beer (1985)
16. The Arrangement (1969)
15. What Women Want (2000)
14. How to Lose a Guy in 10 Days (2003)
13. Mr. Mom (1983)
12. Catch Us If You Can (1965)
11. I'll Never Forget What's'isname (1967)
10. Art and Copy (2009)
9. Putney Swope (1969)
8. How to Get Ahead in Advertising (1989)
7. Advertising Rules! (2001)
6. Mr. Blandings Builds His Dream House (1948)
5. Lover Come Back (1961)
4. Lost in America (1985)
3. Will Success Spoil Rock Hunter? (1957)
2. Bliss (1985)
1. Planes, Trains and Automobiles (1987)

## AGA-ADK sponsored team "Rimal" wins big at the Dubai International Swimming Championship



### *The Lebanese Swim Team won a total of 37 medals at the competition*

In light of its ongoing quest to support the creativity and skills of the energetic youth from diverse fields, AGA-ADK Communication Network supported and sponsored the Lebanese Swimming Team "Rimal" during their participation in the 2nd session of the Dubai International Swimming Championship, an event organized by the Dubai Sports Council and held at the Hamdan Bin Mohammad Bin Rashed Sports Complex. Achieving a huge victory, Rimal obtained a total of 37 medals out of which 11 were Gold, 17 Silver and 9 bronze. In addition, the title of the best swimmer of ten years went to one of the members, Rebecca Mezher. While Rimal extended their greetings and gratitude to AGA-ADK for their support, the agency in turn congratulated the team with the CEO, Mr. Roger Sahyoun, saying, "We at AGA-ADK are committed to supporting and encouraging young talent in a variety of artistic and creative fields which contributes immensely in creating a positive, social environment and helping innovation to develop." He further added, "It gives us even more pleasure to support Lebanese sporting talents as a token of love and appreciation to the nation; a nation that embraces all kinds of skills and sports, and requires only support to be escalated to higher levels."

## Audit Bureau from Down Under rolls out digital measurement

By Erin Smith

The Australian Audit Bureau of Circulations (ABC) has endorsed new rules which recognise the emergence of digital publishing by measuring the sales of digital versions of newspapers and magazines.

The change, voted on by the members of the ABC, will enable the reporting of an average total paid masthead sales metric, which will measure print-only sales, digital-only sales and packaged print and digital subscription sales.

The changes are a more complete representation of how audiences are consuming mastheads, offering transparency for advertisers and media buyers.

The new metric will provide media buyers with insights into the sales of digital versions of print publications and standalone digital publications, including separate reporting for replica digital versions, enhanced digital versions (tablets) and subscribers to paid website versions.

ABC chairman Dr Stephen Hollings said: "The new rules will literally redefine media reporting in Australia, providing the media industry with a de-duplicated

figure of total masthead-branded content sales. This is a landmark change that responds to the needs of media buyers and advertisers."

ABC chief executive Paul Dovas said: "The new metrics recognise the emergence of digital publishing and in particular the changing nature of how masthead-branded content, in the form of text and images, is consumed across print and digital platforms. Simon Davies, OMD head of print, welcomed the changes. "With the introduction of these rules, ABC members have recognised the evolution of print media and the growing sales of digital formats. With this more granular sales data, advertising agencies and clients will be able to make better informed buying decisions," he said.

ABC results over the past year show a decline in circulation numbers for newspapers and magazines. In the latest round of results for the six months to December 2011, newspapers fell a total of 3.8% across the board, while monthly magazines dropped a total of 5.61%.

The ABC's traditional print reporting remains unaffected.





## Mind your language:

*In a City restaurant:*

OPEN SEVEN DAYS A WEEK AND WEEKENDS.

*Hotel, Yugoslavia:*

THE FLATTENING OF UNDERWEAR WITH PLEASURE IS THE JOB OF THE CHAMBERMAID.

*Hotel, Japan:*

YOU ARE INVITED TO TAKE ADVANTAGE OF THE CHAMBERMAID.

*In the lobby of a Moscow hotel across from a Russian Orthodox monastery:*

YOU ARE WELCOME TO VISIT THE CEMETERY WHERE FAMOUS RUSSIAN AND SOVIET COMPOSERS, ARTISTS AND WRITERS ARE BURIED DAILY EXCEPT THURSDAY.

*Hotel, Zurich:*

BECAUSE OF THE IMPROPRIETY OF ENTERTAINING GUESTS OF THE OPPOSITE SEX IN THE BEDROOM, IT IS SUGGESTED THAT THE LOBBY BE USED FOR THIS PURPOSE.

*Advertisement for donkey rides, Thailand:*

WOULD YOU LIKE TO RIDE ON YOUR OWN ASS?

*Airline ticket office, Copenhagen:*

WE TAKE YOUR BAGS AND SEND THEM IN ALL DIRECTIONS.

*A laundry in Rome:*

LADIES, LEAVE YOUR CLOTHES HERE AND SPEND THE AFTERNOON HAVING A GOOD TIME.

*Ever wonder what all those advertising terms really mean?*

**NEW** - Different color from previous design.

**ALL NEW** - Parts are not interchangeable with previous design.

**FOOLPROOF OPERATION** - No provision for adjustments.

**ADVANCED DESIGN** - The advertising agency doesn't understand it.

**REDESIGNED** - Previous flaws fixed - we hope.

**YEARS OF DEVELOPMENT** - We finally got one to work.

**MAINTENANCE FREE** - Impossible to fix.

**MEETS ALL STANDARDS** - Ours, not yours.

**SOLID-STATE** - Heavy as hell.

# Google Privacy Snafu Stirs Privacy Debate, Again

## Lawmakers, privacy watchers alarmed

By Katy Bachman

It looks like Google was caught with its hand in the privacy cookie jar again. The Wall Street Journal cited a research study from Stanford University showing that Google DoubleClick was circumventing user's privacy controls on Safari and tracking them without their knowledge or permission.

The report, following so close on the heels on the controversy over Google's coming change in its privacy policy March 1, is bound to cause another firestorm. Google responded quickly to the accusations in the report. Rachel Whetstone, Google's senior vp of communications and public policy, said in a statement that the Journal "mischaracterizes what happened and why."

"We used known Safari functionality to provide features that signed-in Google users had enabled," said Whetstone. "It's important to stress that these advertising cookies do not collect personal information." But that may not be enough to calm privacy watchers or lawmakers already suspicious of anything Google does.

Rep. Mary Bono Mack (R-Calif.), chair of the House Subcommittee on Commerce, Manufacturing and Trade, who hosted a recent briefing with Google over the company's upcoming change to its privacy policy, wants Google back in town for another briefing with members. "Even if unintentional, as the company claims, these types of incidents continue to create consumer concerns about how their personal information is used and shared," Bono Mack said in a statement. "Companies need to be open about what they're collecting, and how that information is used."

Consumer Watchdog, in a letter to the Federal Trade Commission, accused Google of "lying" and violating the consent decree signed last year with the FTC over its Buzz social network. "Clearly Google knows that it was in the wrong. After the company was confronted about the Stanford research, it changed its advice page, removing the specific references to Safari," wrote John Simpson, CW's privacy project director. Reps. Ed Markey (D-Mass.) and Joe Barton (R-Tex.), co chairs of the bipartisan Congressional Privacy Caucus, along with Rep. Cliff Stearns (R-Fla.), chairman of the Subcommittee on Oversight and Investigations, also called on FTC Chairman Jon Leibowitz "to investigate" whether Google is in violation of its settlement. The Federal Trade Commission declined to comment.

Google may be right, but it almost doesn't matter. The company is facing a growing perception that it just doesn't get it.

"I think the company has their blinders on about the implications of all this," said Jeff Chester, executive director of the Center for Digital Democracy. "It's flabbergasting that all these smart people don't have a political and ethical handle on this. You shake your head in disbelief that a smart company can't come clean with consumers and regulators over its privacy practices. They use stealth methods to bypass and they're getting themselves in trouble in the rush to build a bigger data machine."

Here's Google's full statement from Whetstone:

The Journal mischaracterizes what happened and why. We used known Safari functionality to provide features that signed-in Google users had enabled. It's important to stress that these advertising cookies do not collect personal information.

Unlike other major browsers, Apple's Safari browser blocks third-party cookies by default. However, Safari enables many web features for its users that rely on third parties and third-party cookies, such as "Like" buttons. Last year, we began using this functionality to enable features for signed-in Google users on Safari who had opted to see personalized ads and other content—such as the ability to "+1" things that interest them.

To enable these features, we created a temporary communication link between Safari browsers and Google's servers, so that we could ascertain whether Safari users were also signed into Google, and had opted for this type of personalization. But we designed this so that the information passing between the user's Safari browser and Google's servers was anonymous - effectively creating a barrier between their personal information and the Web content they browse.

However, the Safari browser contained functionality that then enabled other Google advertising cookies to be set on the browser. We didn't anticipate that this would happen, and we have now started removing these advertising cookies from Safari browsers. It's important to stress that, just as on other browsers, these advertising cookies do not collect personal information. Users of Internet Explorer, Firefox and Chrome were not affected. Nor were users of any browser (including Safari) who have opted out of our interest-based advertising program using Google's Ads Preferences Manager.

