



THE NETWORK
COMMUNICATION GROUP

AdScene



AGA-ADK celebrates Crystal Anniversary

It's time to pull out the bubble and our finest crystal chalice. This August AGA-ADK celebrates our crystal anniversary. These last 15 years have been one heck of a rollercoaster with the network seeing everything from new ad agency office openings and International affiliations to winning Young Lions and now becoming a fully-fledged brand communication network that's set to spread beyond the MENA region. Congratulations to every single member of this network and let's all raise a toast in honour of our crystal celebration while setting our sights on the silver anniversary.



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Recognizing opportunity in adversity

Knowing from the get-go what your mandates are is your biggest advantage when developing effective communication. If you're dealing with a client who you know insists on having the product take up 2/3 of the layout or a really big logo then you know that defying him will only make your task more difficult. If you begin by bearing these factors in mind you can shape your communication to use these "negatives" as your strengths and incorporate them into an integral part of the idea itself.

The continuous battle between the creative egos and the bottomline-driven client is legendary as it is impossible to bury, however agencies need to realize that client's demands can be worked around and satisfy both the creative's self-promotion and the brand's sales objectives.

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Network News

Dr. Ruba Batayneh joins Rosa Clara in Spanish fashion week



Dr. Ruba Batayneh, AGA Profess Graphics CEO, along with representatives from all fashion magazines in Jordan, flew to Barcelona in Spain to attend the "Fashion Week" and visit Rosa Clara's Ward for Rosa Clara's 2013 Bridal Collection. During the visit, which was an invitation from Rosa Clara, Dr. Ruba and the companions had the chance to be present for the Catwalk and to attend a Gala Dinner that was attended by celebrities from all over the world. Rosa Clara is a world renown Spanish Fashion House and their Agent in Amman is one of AGA PG's prominent clients.



**MANASEER
GROUP**

Lucky 13 for AGA Profess Graphics

Without pitching, AGA Profess graphics has won the accounts of 13 companies that belong to Manaseer Group. One of the fastest growing, largest and most diversified group of companies in Jordan and the region.

And the Employee of the Month award goes to... Kelita!



Kelita-Ria Ganesh was voted in as the Network's first Employee of the Month recipient. Shocked out of her wits and exstastic at her peers having given her this honour, she proudly accepted her trophy, certificate and \$500 cheque from Roger to deafening applause from the HQ office.

AGA-ADK Jeddah shoots Bridgestone/Al Talayi TSC



The AGA-ADK Jeddah office produced 2 videos for the Bridgestone/Al-Talayi TSC (Tyre Service Center). The Jeddah team ran the entire project from concept through to post-production. The videos were produced for an LED campaign which started on 18 April and will run for 4 weeks.

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Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

- Steve Jobs

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A capital investment



Changing GPS coordinates

After what's felt like forever the new Abu Dhabi office is finally ready; well almost. Once the paint fumes die down and the workman's tools are cleared off the floors we'll be pulling off the bubble wrap and moving into the new office. Bigger, brighter and bolder this new office is sure to be the envy of all.

Welcome aboard



Bonjour!

A huge welcome to Marwan Atallah, the new Communication Director at AGA-ADK Jeddah. Marwan brings with him a wealth of expertise and vision. Here's hoping that this new chapter brings unlimited success and happiness for us as well as Marwan.

Efficient May!



This month saw the Riyadh office spinning between short deadlines, award ceremonies for clients and numerous production finalizations. A combination of teamwork between the studio, production, finance and client service teams, efficiency and devotion to our work allowed us to rise up to the challenge and deliver efficient results for clients such as Al Hokair, Al Fardan and SEC.

Caption: The Annual & BOD reports for Saudi Electricity Company were successfully delivered in addition to numerous creative and production jobs. MENA Grand Khaldia and MENA Plaza media campaigns were successfully executed. The Al Hokair Group has also just won 7 awards:

- MENA Travel Awards 2012
- Platinum award for Holiday Inn Al Qasr as the Best 4* corporate hotel



Press Ads Layout

- Saudi Excellence in Tourism Awards
- Golden Tulip Khobar as the Best 3 Stars Hotel
- Vortex Amusement Park as the Best Recreation Center in an Amusement Park



Al Fardan May-June Sales Promotion

- Gold award for MENA Grand Khaldia as the Best new 5* hotel
- Gold award for Holiday Inn Half-moon Bay as the Best 4* resort
- Silver Award for Holiday Inn- Khobar as the Best new 4* hotel
- Silver award for MENA Grand Khaldia as the best price value 5* hotel

Punch Line



- Man comes home and finds his wife with his friend in bed. He shoots his friend and kills him. Wife says 'If you behave like this, you will lose ALL your friends.'
- Brother wanted
A small boy wrote to Santa Claus,'send me a brother!...
Santa wrote back, 'SEND ME YOUR MOTHER!...
• Meaning of WIFE
Husband asks, 'Do you know the meaning of WIFE? It means 'Without Information Fighting Everytime!'
Wife replies, 'No, it means 'With Idiot For Ever!!!!'
- Importance of a period
Teacher: 'Do you know the importance of a period?'
Kid: 'Yeah, once my sister said she has missed one, my mom fainted, dad got a heart attack & our driver ran away.'
- Confident vs. confidential
A young boy asks his Dad, 'What is the difference between confident and confidential?' Dad says, 'You are my son, I'm confident about that. Your friend over there, is also my son, that's confidential!'
- Anger management?
Husband: 'When I get mad at you, you never fight back. How do you control your anger?'
Wife: 'I clean the toilet.'
Husband: 'How does that help?'
Wife: 'I use your toothbrush.'

SHORT NEWSPAPER ADS

- A superb and inexpensive restaurant. Fine foods expertly served by waitresses in appetizing forms.
- Dinner Special - Turkey \$2.35; Chicken or Beef \$2.25; Children \$2.00
- For sale: antique desk suitable for lady with thick legs and large drawers.
- Four-poster bed, 101 years old. Perfect for antique lover.
- Wanted: 50 girls for stripping machine operators in factory
- Wanted: Unmarried girls to pick fresh fruit and produce at night.
- We do not tear your clothing with machinery. We do it carefully by hand.
- Great Dames for sale.

Internet User Adoption of DNT Hard to Predict

Internet users less conflicted about ad-supported free content

By Katy Bachman



What Internet users ultimately decide to do about allowing advertisers and Web sites to track them on the Internet will set the stage for the growth or demise of behaviorally targeted advertising. But predicting what Internet users will do when more privacy controls become available is anything but clear-cut, according to a new survey conducted by Omnicom Media Group's Annalect Group. The survey found that what Internet users say they are going to do about using a Do Not Track button and what they are currently doing about blocking tracking on the Internet, are two different things. Though nearly all Internet users, or 93 percent, said they use or would activate a Do Not Track button on a Web browser, only 22 percent are aware of the function. Only 2 percent use the DNT function on Web browsers that currently exist.

Consumers are less conflicted about the trade-off between behaviorally targeted advertising and free content. Nearly 91 percent are aware that companies track them on the Internet in order to serve up more relevant ads. Half of Internet users, or 52 percent believe they should have sole control over data collected about them, but in the end, most users, 84 percent, prefer targeted advertising in exchange for free online content.

London Olympics Wield Strict Ad Rules to Protect Sponsors



London organizers and the International Olympic Committee are policing everything from dogs to body paint in an effort to protect their 53 sponsors and Olympic partners from unauthorized advertising.

Ad agencies say the move is to enforce the strictest rules they've seen for any event. London 2012 has raised about 1.4 billion pounds (\$2.2 billion) from sponsors including Coca-Cola's and McDonald's. Businesses that didn't pay as much as 100 million pounds required for a top-tier sponsorship are having a hard time finding ways to associate themselves with the Olympics without provoking officials. Merely combining the words "games" or "2012" with other words, including "London," "summer" or "sponsors," would breach the rules, which carry fines of up to 20,000 pounds.

Non-sponsors also can't refer to athletic images, mottos and logos, including the Olympic rings and mascots, said Adam Glass, a partner

at U.K. law firm Davenport Lyons, who advises retailers on advertising around the Olympics. "It's quite draconian," Mr. Glass said. "Someone running with the flame of the torch could fall on the wrong side of the law," because it suggests a link with the Olympics, he said. Some companies are finding smart ways to get around the rules. Virgin Media, which competes with sponsor BT Group, said April 25 that its recent campaign with Jamaican sprinter Usain Bolt -- who became a worldwide figure during the last summer Olympics -- helped it gain the most customers in two years. Marketing spending soared 49% to support the ads, in which Mr. Bolt appears with Virgin founder Richard Branson sporting a goatee similar to Branson's. Mr. Bolt, the Olympic 100-meter champion and world record holder, also bolstered sales at Puma, which competes with official sponsor Adidas and makes 100-euro Usain Bolt running shoes. Others are responding by building generic summer campaigns around Queen Elizabeth II's Diamond Jubilee in June. More than 300 retailers from London's West End shopping district met this week to get advice from lawyers on advertising and promotions they can offer. Marks & Spencer Group's TV ad campaign "On your Marks for a summer to remember" features famous models, including Twiggy, enjoying an outdoor picnic. The U.K.'s largest clothing retailer is offering "patriotic homeware," such as a Union Jack-printed cushion.