



THE NETWORK
COMMUNICATION GROUP

AdScene



IWC Schaffhausen selects Pencil PR as their public relations agency

In a keenly contested pitch between multiple agencies, Dubai-based public relations firm, Pencil PR was selected as the preferred agency by esteemed Swiss watch manufacturer, IWC Schaffhausen. Part of AGA-ADK Communications Network, Pencil PR will handle all the aspects of public relations for IWC and have already embarked on PR campaigns for the account.

Flaunting a stellar international reputation owing to their blend of zeal for innovation and technical prowess, IWC Schaffhausen has been creating masterpieces of Haute Horlogerie since 1868. Paying homage to the pioneering spirit of the brand's founder, IWC Schaffhausen continually invents timepieces that are a pinnacle in beauty, design and technology.

AGA-ADK as a group is one of the most ambitious networks in the MENA region, spanning eight countries with fully-fledged offices in key MENA cities. A one stop destination for the diverse communication solutions that a client desires, Pencil PR is the exclusive public relations arm of the network.



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Mark Twain once said, “The difference between the almost right word and the right word is the difference between the lightning bug and the lightning.”

How true.

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Pencell PR
beefs up
its Beirut
offices



Nadine Maalouf
General Manager



Diana Majdalani
Media Co-ordinator

Ms. Maalouf and Ms. Majdalani both have vast experience working on international accounts and for a highly recognized international agencies. They have a great reputation in the industry and will be outstanding assets to Pencell PR & Events.

AGA-ADK makes it to top 40 in the Gulf News CSR Agency Challenge

YOU
BROUGHT
THEM INTO
THE WORLD.
DON'T BE THE
REASON THEY
LEAVE.

Keeping your child safe while you're driving is as easy as fastening their seat belt. Always arrive alive.

GULF NEWS

Child Safety

Gulf News CSR Agency Challenge by
aga ADK
communication network

The Gulf News CSR Agency Challenge was to highlight and create awareness about some of the most pressing social issues of the day. Under a unified spirit of Corporate Social Responsibility — not as a competition — AGA-ADK was among the 40 shortlisted from 200 entries by ad agencies across the UAE.

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*Advertising is
fundamentally
persuasion and
persuasion
happens to be
not a science,
but an art.*

- William

Bernbach

”

Hot from the Jordanian press!

The last couple of months saw Profess Graphics AGA / Amman winning new accounts:

1. Jordan Dubai Islamic Bank
2. SONY mobiles
3. ANB satellite News Channel (An Iraqi channel based in Amman)

And the hottest news that just flashed late August was an e mail message from Bustami & Saheb Trading Company, Agents of NISSAN and INFINITI in Jordan, asking for a renewal of their contract with Profess Graphics AGA for the second year in a row.



Finding the Right Fit, With Technology's Help

By ELIZABETH OLSON



ONLINE retailers like HerRoom, True&Co and some stalwarts like Maidenform are trying to reinvent shopping for bras, which account for nearly half of the \$14 billion annual lingerie market.

The retailers are vying to draw women away from in-store fitting rooms and persuade them that it is more convenient and private to use new online tools to find the best-fitting bras.

Proper fit is so central for women that 20,000 of them signed up within 36 hours after True&Co, a San Francisco start-up retailer for intimate apparel, opened its Web site in May. Two former Microsoft employees devised a computerized method to connect customers to a correct bra fit.

"It's one of the most emotional purchases out there," said Michelle Lam, one of those former employees and chief executive of True&Co. "There are a lot of body image issues around buying a bra."

Specialty stores, along with outlet stores and Web sites, are siphoning off bra sales from traditional sellers like department stores.

Victoria's Secret and Soma Intimates (owned by Chico's), which also have Web sites, had \$3.6 billion in bra sales last year, according to NPD Group research.

Department stores trailed with \$1.1 billion in sales, according to NPD figures. Online sales are still a small percentage of overall bra and intimate sales, NPD estimates. So far in 2012, sales have risen 1.5 percent at outlets, mass merchandisers and the Internet, according to NPD figures.

"E-commerce is becoming more popular because women don't want the same experience they've had" in the stores, said Susan Anderson, a retail analyst for Citi Research. "Department stores haven't changed their intimates departments in decades, and consumers are more willing to buy now online."

Historic ruling

Australian Court Strikes Down Tobacco Challenge

By MATT SIEGEL



Morris Australia had argued that the new ban on brand logos would infringe on their intellectual property rights, an argument that was rejected by the court.

Legal experts said the decision Wednesday could set a precedent for other countries seeking to introduce harsher labeling requirements for tobacco products as a means to curtail smoking and its related health problems among their populations.

Benn D. McGrady, an adjunct professor at the O'Neill Institute for National and Global Health Law at Georgetown University in Washington, said the specific implications of the decision would depend to a great extent on the detailed reasons for the decision, which the court has yet to issue.

Australian officials welcomed the ruling, which they hope will combine with some of the highest taxes in the world on tobacco to further drive down smoking rates.

"This is a victory for all those families who have lost someone to a tobacco-related illness," Nicola Roxon, the attorney general, and Tanya Plibersek, the health minister, said in a joint statement. "No longer when a smoker pulls out a packet of cigarettes will that packet be a mobile billboard."

The European Union already bans cigarette advertising on billboards, television, radio, print media and the Web. The Union also prohibits tobacco companies from sponsoring cross-border events. National governments can go further, and some member states have banned tobacco companies from distributing promotional merchandise like ashtrays and umbrellas.

The European Commission, the executive arm of the Union, plans to review its regulations on tobacco in the autumn. One option for the regulation would be to require plain packaging for cigarettes. John Dalli, the European commissioner for health and consumer policy, has said the final draft of the proposal would not go as far as Australia's law. The commission said Wednesday it had no comment on the Australian ruling.

The Australian decision on the suit filed by the multinational tobacco companies was the last major legal hurdle to implementing the new rules, which require health warnings to cover 75 percent of the front of cigarette packages and 90 percent of the back starting Dec. 1.

Brand logos and colorful designs will be banned, with only a small space remaining where the brand name and variant of the cigarette can be printed. Packages will be required to be a uniform shade of olive green.

Tobacco companies criticized the ruling, which they said would do little to curb smoking and would instead provide a financial boon to organized crime groups that deal in smuggled tobacco products.

"We've always said the government had forced us down the legal path as we really didn't want to take action," said Scott McIntyre, a spokesman for British American Tobacco Australia, the local market leader and one of the largest tobacco groups by revenue in the world, with brands including Lucky Strike. "At the end of the day, no one wins from plain packaging except the criminals who sell illegal cigarettes around Australia."

SYDNEY — One of the world's toughest cigarette labeling laws is set to take effect in Australia in December, after the country's highest court ruled Wednesday against multinational tobacco companies that had sought to block the legislation.

Graphic images of mouth ulcers, cancerous lungs and gangrenous limbs will dominate the front of all cigarette packages sold in the country, and brand logos will be banned, after a landmark ruling by the High Court of Australia determined that the new laws were consistent with the Constitution and did not violate the rights of Big Tobacco.

In a suit with potential global ramifications that was closely watched by industry lobbyists and health advocates in Australia and abroad, British American Tobacco, Imperial Tobacco, Japan Tobacco and Philip



KFC Joke

After watching sales falling off for three straight months at Kentucky Fried Chicken, the Colonel calls up the Pope and asks for a favor.

The Pope says, "What can I do?"

The Colonel says, "I need you to change the daily prayer from, 'Give us this day our daily bread' to 'Give us this day our daily chicken'. If you do it, I'll donate 10 Million Dollars to the Vatican."

The Pope replies, "I am sorry. That is the Lord's prayer and I can not change the words." So the Colonel hangs up.

After another month of dismal sales, the Colonel panics, and calls again. "Listen your Excellency. I really need your help. I'll donate \$50 million dollars if you change the words of the daily prayer from 'Give us this day our daily bread' to 'Give us this day our daily chicken'."

And the Pope responds, "It is very tempting, Colonel Sanders. The church could do a lot of good with that much money. It would help us to support many charities. But, again, I must decline. It is the Lord's prayer, and I can't change the words."

So the Colonel gives up again. After two more months of terrible sales. The Colonel gets desperate. "This is my final offer, your Excellency. If you change the words of the daily prayer from, 'Give us this day our daily bread' to 'Give us this day our daily chicken' I will donate \$100 million to the Vatican."

The Pope replies, "Let me get back to you." So the next day, the Pope calls together all of his bishops and he says, "I have some good news and I have some bad news. The good news is that KFC is going to donate \$100 million to the Vatican." The bishops rejoice at the news. Then one asks about the bad news. The Pope replies, "The bad news is that we lost the Wonder Bread account."

FTC to Facebook:

We're Watching You

Social network must obtain users' permission before sharing data
By Katy Bachman



The Federal Trade Commission put Facebook on formal notice Friday, approving a settlement to make sure the social network can't play fast and loose with the privacy of its one billion users.

To ensure it lives up to its promises, Facebook must give consumers "clear and prominent notice" and "obtain their express consent before sharing their information beyond their privacy settings," the FTC said. Facebook must also submit to third-party privacy audits for the next 20 years. Each violation of the order could cost the company up to \$16,000 a day in civil penalties.

Facebook was faulted by the FTC last November for a number of instances where information that was formerly designated by users

as private was made public such as a users Friends List. The FTC also accused the social network of misrepresenting how much user information third-party apps could access.

The commission approved the final order 3-1-1 with commissioner J. Thomas Rosch dissenting and new commissioner Maureen Ohlhausen not participating. Rosch dissented because of Facebook's denial of liability. "We view the final consent order in this matter to be a major step forward for consumer privacy," the commission said in a statement.

Facebook said it was "pleased" that the settlement proposed in November had received final approval, deferring to comment beyond Mark Zuckerberg's original blog post.

Are Tablet-Only Publications Dead?

Recent changes call The Daily, HuffPo model into question
By Charlie Warzel



Is there a future for tablet-only publications? The last few weeks have cast an ominous shadow over this niche industry following substantial staff cuts at News Corp.'s The Daily and a decision by the Huffington Post to give up on charging for its iPad magazine after just five issues.

While some media observers are quick to write off the format, many in the industry see recent woes as part of the natural growing pains of an emerging market.

A good part of the backlash stems from how inevitable tablet magazines seemed at their inception two years ago. With magazines

and legacy print publications struggling, the iPad offered a flashy and interactive new way for publishers to bring new content to the tech-savvy masses without the burden of printing and distribution costs.

Two years later, however, the tablet publishing market isn't the runaway success many envisioned. Yet despite glaring questions from media pundits, many media buyers and industry veterans are surprisingly calm.

"This is a very new market," said David Rittenhouse, media director at Razorfish. "It's not like there is a tablet marketplace with billions and billions of dollars that HuffPo or The Daily is trying to capture. I don't know [that] it is something that happens all that quickly."

Rittenhouse said advertisers and buyers need time to see sustained audience numbers from native tablet publications. "I think it will happen, but it is unreasonable to say it will happen in a two- or three-year space," he said. Yet for publishers in the digital age, time is a luxury most can't afford. Take Project, a monthly iPad-only publication started by Richard Branson's Virgin Digital Publishing with the U.K.'s Seven Squared around the same time The Daily made its debut. Project launched with a sleek and highly interactive design and layout elements (and even saw 101,000 downloads over their first three issues). But as with so many tablet native publications, brands appeared uniformed or afraid of jumping on board when it came to advertising.

"I wish there were more creative agencies who would have pushed and encouraged clients to take the jump," a Virgin spokesperson told Adweek. "We launched the magazine out of naivety and sheer enthusiasm, but that does not imply any regret. We are proud to have launched the product and innovate in the space."

In another twist on the model, Mark Edmiston—one-time president/CEO of Newsweek and now CEO of mobile publisher Nomad Editions—has begun finding success pairing up with established brands or websites to target specific audiences.