

THE NETWORK  
COMMUNICATION GROUP

# AdScene



## Pencell PR & Events sets-up Yara as Piaget's brand ambassador for the Middle East

Renowned for their sparkling collections and starry collaborations, illustrious Swiss watchmaker and jeweler, Piaget have announced prominent Arab singer, Yara, as their brand ambassador for the Middle East region. A truly flawless alliance, Piaget and Yara are an idyllic reflection of each other's values; both flaunt immense elegance and grace rounded off with an air of refinement.

Owing to their involvement in various high profile events from international film festivals to the Independent Spirit Awards among others, Piaget shares a mutual relationship of admiration with many celebrities from different fields. With this association, Yara joins the assemblage of notable personalities who have become loyal friends of the brand and will be Piaget's exclusive representative for the Middle East region, and will attend Piaget events on a regional and international level.

Speaking out on her collaboration with Piaget, Yara said, "It is common knowledge that most, if not all, women adore jewellery. I am no exception. Needless to say I am overjoyed and honored to have been chosen for this coveted position and it pleased me immensely as I have been a fan of Piaget for years and have bought many diverse designs from the brand. I guess you can say this was a partnership that was destined to be."

Piaget's brand manager, Jean-Marc Shammas added, "Yara's understated elegance, beauty and talent were simply a perfect match with Piaget. We wanted an ambassador that our audience in the Middle East would be able to identify and share similar values with. I am convinced that this will be a very fruitful relationship, one that will see both Piaget and Yara gleam even brighter."

Topping off her down to earth demeanor with a blend of beauty and talent, Yara is a three time winner of the prestigious Murex D'Or award and undoubtedly a fundamental personality of the world of Arabic music. Popular in the Levant and GCC among all generations, Yara boasts of an affable personality that makes her a delight to watch and a pleasure work with.



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*Franklin D. Roosevelt was right when he said:*

*If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. The general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising.*

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### New Arrival

Beauty and brains grace the Pencil PR offices in Dubai



Galatia Bader

Pencil PR & Events beefs up its Dubai operations with the appointment of Ms. Galatia Bader as Senior Account Executive. Galatia has an extensive experience with highly recognized international agencies handling prestigious accounts.

## IWC Schaffhausen's TOP GUN exhibition comes to Dubai and Abu Dhabi



To celebrate its year of the Pilot's Watch, Swiss watch manufacturer IWC Schaffhausen is bringing a flight simulator to The Dubai Mall from 18 to 24 November and to Avenue at Etihad Towers, Abu Dhabi, from 30 November to 8 December. The simulator will be accompanied by an exclusive retrospective on IWC Pilot's Watches for admirers based in the United Arab Emirates.

One of only two publicly accessible mock-ups of a jet in the world will be deployed at the exhibition. The other is at The Museum of Flight in Seattle, Washington, USA.

IWC Middle East Brand Director Maxime Ferté's enthusiasm is infectious. "I can't wait to board the flight simulator myself. This exhibition will provide an evocative background to our exclusive and completely overhauled TOP GUN line among the Pilot's Watch family, which holds pride of place in our new boutique in Abu Dhabi." The exhibition highlight, the simulator, was first demonstrated at the Salon International de la Haute Horlogerie (SIHH) 2012 in Geneva, Switzerland. It will land in the Grand Atrium in The Dubai Mall from 18 to 24 November, then take off to Avenue at Etihad Towers from 30 November to 8 December, to celebrate IWC's latest boutique opening.

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My job is not to be easy on people.

My job is to make them better.

- Steve Jobs

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## Family day out in cozy Riyadh

After a month of being hammered non-stop with tons of briefs for creative and production tasks, ranging from Al Hokair Hotels Eid Promotions, Al Fardan sales promotion, on-going jobs for SEC which included the 2012 Annual Report, Achievements Maps Interactive Project, Online Campaigns, and to many other BTL jobs, the hard-working AGA-ADK Riyadh team and their truly supportive families has finally found time to take a much deserved break outside the office and experience their first day-out on Thursday within a warm and cozy atmosphere enjoying a splurge of great Lebanese cuisine! The gathering has definitely strengthened our bonds together where it was truly felt as a great family day.

## Why the 1% Don't Know They're the 1%

By: Jack Neff



Here are two things you might not know about the 1%, those super-affluent puppet masters who are targeted by Occupy Wall Street and Democrats alike: There are more of them than most people assume, and the majority of them aren't exactly sweating the presidential election.

In fact, a lot of people don't even realize they're in the 1%. When Ipsos Mendelsohn earlier this year asked the merely affluent -- Americans in households with incomes of \$100,000 or more -- who was in the 1%, on average they said it would take about \$1.4 million to get there. But government estimates put the dividing line much lower, at \$325,000 in household income. Looked at alternately, even the lowliest Major League Baseball rookie making the \$480,000 minimum last year was well within the 1%.

## Online Travel Soars



The online travel industry in the Middle East is flourishing at an unprecedented rate with online bookings growing by nearly a third this year, according to a new Travelport co-sponsored research. According to the study - carried out by global travel market research company PhoCusWright - online travel sales in the Middle East will grow 31% from 2011 to almost \$10.4bn this year and are set to reach \$15.8bn by 2014. This means that in 2014, online bookings will make up nearly a quarter (22%) of all travel bookings made in the region.

## Reality show

# Disruptions: Twitter's Uneasy Role in Guarding the Truth

By NICK BILTON



Everybody lies.

Children lie about brushing their teeth. Politicians stretch the truth in the heat of a campaign. Newspaper reporters have been caught lying, as have best-selling book authors; corporations; spouses and, of course, government officials.

And so have lots of people on Twitter. It might seem that lies on social networks have become as common as the truth.

Fabrications and sham pictures spread via Twitter during Hurricane Sandy and propaganda during the presidential campaign.

But is it a cause for worry? I don't think so. Twitter, in its own way, has a self-correcting mechanism.

David Livingstone Smith, associate professor of philosophy at the University of New England in Biddeford, Me., and author of the book, "Why We Lie," said online resources like Twitter and Facebook were actually helping define the truth more quickly than ever before.

"In the past, confirmation as well as disconfirmation took a long time to verify," he said. Now, just as information spreads quickly, inaccuracies are corrected with the same swiftness. There is also more accountability today, as a digital record can now be tied to the creator of falsehoods as they unfurl. Where things have changed is in what we consider an egregious lie. "In electronic media, lying has become less serious. We seem to have a more cavalier attitude to the truth than we did a long time ago," Mr. Smith said. "There's no longer a clear distinction between reality and fantasy because with social media, the distinction between news and entertainment has been so eroded, that this clear and important difference has been lost."

## France's first lady fired

- Daily Mail

France's outspoken First Lady Valerie Trierweiler has been sacked as a journalist on the magazine Paris Match, it emerged on Monday night. Its owner Arnaud Lagardere said the 47-year-old divorcee had caused him "nothing but problems" since her partner, Francois Hollande, was elected president in May. He branded Trierweiler "an unpinned grenade" and said Paris Match would be "letting her go" next year to avoid any conflict of interest. His remarks were revealed in a biography of the media tycoon by journalist Jacqueline Remy. Lagardere's comments come weeks after Trierweiler attacked the magazine for putting her picture on its cover without telling her first. President Hollande lived with Segolene Royal, a prominent Socialist politician and the mother of his four children, for 28 years before leaving her for Trierweiler in 2005.





## Punch Line



### Best of Miswritten Newspaper Ads

- *Tired of cleaning yourself? Let me do it.*
- *Dog for adoption: eats anything and is fond of children.*
- *Vacation Special: Have your house exterminated.*
- *If you think you've seen everything in Paris, visit the Pere Lachasis Cemetery. It boasts such immortals as Moliere, Jean de la Fountain and Chopin.*
- *Toaster: A fifth that every member of the family appreciates. Automatically burns toast.*
- *Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.*
- *We build bodies that last a lifetime.*
- *Offer expires December 31 or while supplies last.*
- *For Sale - Diamonds \$20.00; microscopes \$15.00.*
- *For Rent: 6 room hated apartment.*
- *Wanted: chambermaid in rectory. Love in, \$200.00 a month. References required.*
- *Wanted: Part-time married girls for soda fountain in sandwich shop.*
- *Used Cars: Why go elsewhere to be cheated? Come here first!*
- *Modular Sofas. Only \$299.00. For rest or fore play.*
- *3-year old teacher needed for pre-school. Experience preferred.*
- *Our bikinis are exciting. They are simply the tops.*
- *Auto Repair Service. Free pick-up and delivery. Try us once; you'll never go anywhere again.*
- *See ladies blouses. 50% off!*
- *Wanted. Preparer of food. Must be dependable like the food business, and be willing to get hands dirty.*
- *Illiterate? Write today for free help.*
- *Ladies and gentlemen, now you can have a bikini for a ridiculous figure.*

## Investigating Google Beyond Search — Smartphone Software

By STEVE LOHR



Web companies that depend on Google and at times find themselves competing with the search giant — and the potential

antitrust issues that arise. These issues have come up in a wide-ranging investigation of Google by antitrust officials in Europe, Washington and six states. Regulators are scrutinizing the search and search advertising market, but they are also looking at related markets and technologies, where Google's behavior could affect the search business.

Smartphone software is a prime example. The first phone using Google's free Android operating system was sold in October 2008, more than a year after Apple's iPhone, the innovative pioneer. Sales of Android-powered phones started gradually, but then took off and now account for more than two thirds of smartphones sold worldwide. Android is Google's gateway technology to a lucrative new arena for search and mobile advertising. The antitrust concern is that Google could use its free Android software as both a sword and shield to protect its dominance in search and grab an unfair advantage in new mobile services.

Skyhook Wireless, a start-up in Boston founded in 2003, was an early innovator in location-based services for use in mobile phones, developing a technique for combining location data from Wi-Fi hotspots with other sensors to pinpoint a user's location. In 2010, Skyhook, reached agreements with two smartphone makers, Samsung and Motorola Mobility, to use the Skyhook service on their Android phones. But after protests from Google, both smartphone makers terminated their contracts with Skyhook.

## How Collaborative Is Your Branding?



Targeting a focused TG with a specific task is no cake walk and one thing which remains crucial for smooth functioning of a communication process is the "Unity in thoughts and actions" of all across the department.

If we see any brand has numerous stakeholders in its marketing messaging and positioning. But whether those stakeholders cooperate to develop brand messaging and campaigns is another question.

Research from message management firm Corporate Visions indicates that collaboration is happening—at least some of the time. One-third of business-to-business sales and marketing professionals surveyed worldwide in Q3 said they had a collaborative process, while another third described it as "semicollaborative" and the rest admitted their message creation was politically charged or otherwise lacked cooperation between parties at the company.

Lack of cooperation can lead to confusion around brand messaging, creating problems further down the line toward execution. For B2Bs engaged in content marketing, a lack of alignment between the marketing and sales departments can hurt effectiveness.

## What's Holding Back Ad Growth on Facebook? - Marketers.

By: Jared Belsky

facebook

Facebook exceeded expectations on Wall Street when it announced its earnings for the third quarter. Still, there's talk about what's holding back stronger ad growth. Many look inside Facebook for culprits that include everything from issues with monetizing mobile advertising to a lack of unified metrics.

There is a deeper issue at work outside of Facebook, however. For advertising to grow more rapidly on Facebook, the people who manage a brand's media dollars must work together with those who manage a brand's Facebook community. In the past, it was acceptable for the media-buying team to work in a relative silo from other departments or agencies. They might check periodically with PR to understand upcoming initiatives and plan ahead against new brand strategies or goals. But otherwise the media buyers focused on their objectives (be they brand or conversion goals) and had little interaction with other teams. The dirty secret is that this was not always the worst thing, digitally speaking. Things divided up nicely. E-mail, search, affiliate and performance display were the responsibility of the "acquisition" group, while brand display, social and partnerships tended to fall under the "brand" group. The reality was that no single channel forced cooperation. But Facebook has forever changed the playing field. It is the first platform to demand that media and brand teams work in tandem, moving toward an emphasis on user engagement versus simply encouraging a click.