

AdScene



*Merry Christmas,
Happy Holidays & a
Happy New Year
to all!*



GOODBYE 2012, HELLO 2013!



“

Let me take this opportunity to look back at the year behind us and look at the year ahead, with great anticipation as to what will come. Together, let us demonstrate our confidence in the future. Each day will bring new challenges and each day we shall meet these challenges with perseverance and thus overcome them with ease. Let us have a positive vision of the future and pursue that vision every day.

As the New Year begins, let us congratulate each other and wish each other prosperity and happiness in the years to come. Happy holidays to all.

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Meet our new CEO

Biography:

Saad El Zein
CEO

The Network
Communication
Group

With a robust career spanning over 2 decades, Saad El Zein has become a renowned name within the Gulf's media industry. Although his career began in the banking sector his ambitious persona and natural curiosity saw him exploring a myriad of ventures before finally finding his passion in advertising. Saad has worked in highly-esteemed positions across some of the region's most renowned ad agencies and is well-respected amongst peers and industry greats.

With the wealth of knowledge and expertise learned from these ventures it was only natural that he opened up El Zein consultancies in 2011. Fueled by a progressive entrepreneurial spirit it was not before long that he partnered Roger Sahyoun to initiate and unveil The Network Communication Group. Together their diverse expertise and never-ending bounty of passion is sure to drive the group, and each subsidiary, from strength to strength.

It gives us great pleasure in welcoming Saad El Zein to our family and trust that his time with us is fruitful.

The first step to an impressive future, together



I would like to begin by thanking Roger for placing his trust in me and having me as a part of his family.

After acquiring more than 25 years of experience in the field; witnessing a multitude of organizations, disciplines, and environments, I have never felt the family spirit that Roger extends to all the employees in the group.

Yes, I start with the Human angle of the agency, as it is the first and foremost element required to build a healthy and successful organization.

Prior to moving to the business aspect, I would like to reiterate the vision that we are working towards achieving.

It all started by "let us meet". In this meeting Roger narrated his sharp

vision and highly ambitious plan. Despite being part of another growing business, I could hardly resist partaking in the striving dream I'd just heard. I debated and struggled to make a decision but eventually chose the path that I believe is best for the future.

The idea of "The Network – Communication Group" was huge but not impossible; inspiring yet very challenging. It was this challenge that ignited my will and decisiveness to be a part of what I consider the ultimate path to my future.

Coupling a clear vision with a determined attitude, I invite you to be part of this challenge. It is not the size of an agency, the number of awards or offices that matters today, but our strong will, focus, passion, belonging will lead us to our biggest achievements.

While others might have grown because International affiliations, global associations and so on, our growth today is from within. We can claim to be the first Independent Network in the region that progressed out of a simple dream and a warrior spirit.

For me it is the PRIDE of BELONGING. Our time has come and we are all set to accomplish. This can never happen with a sole hand or a single voice. Together we will attain victory and success.

I wish you all a very Merry Christmas and a 2013 filled with joy and prosperity.

Managing Rumors

by Nadine K.Maalouf - Pencil PR & Events, Beirut Office

The best defense against false rumors isn't the law; it's communication. Getting the word out--and getting it out fast--is key. While best practices aren't universal in the PR world, here are some tips for rumor control:

- Wait until you're sure the rumors will be spread widely and are important: Don't wait until the falsehood is well known; take action when it becomes evident the gossip will travel widely. Knowing when to wait versus when you've waited too long to respond is more art than science. If you act too soon, you can help spread the rumor and inadvertently give it credence. Act too slow and you can lose the chance to get the truth to people. (Remember that bad news and insinuation will travel quicker than good news and truth.)

- Don't respond (directly) when rumors are unimportant: For rumors that won't have a significant impact on brand perception but are still bothersome, it may be best to do nothing other than to seek positive associations. Rather than roll out the big guns to combat the negative gossip, you can overcome negative Word of Mouth with a strategy to inundate the bad news with good. Carefully selecting the right message--one that reflects the spreading gossip--and broadcasting that message can permit you to fight the rumors without directly addressing them. This is a tempting approach because it allows the brand to stay above the fray, but it cannot be successful in the face of consequential bad publicity spreading like wildfire through Social Networks for example.

- Use the same channels: You should certainly work traditional PR channels to prevent lies from spreading, but don't be lured into thinking rumors can be suppressed merely because you prevent established news media from reporting. The interconnectivity of consumers is too great to rely on traditional PR crisis management; instead, use the same channels in which the rumors are being communicated. If YouTube videos are spreading deceptions, then get a video response on YouTube as quickly as possible. If a Facebook group is being used to disseminate misinformation, get the facts posted in the group (and then contact Facebook to remove the group.)

- Solicit support from your network: Fighting rumors should not be a solo effort. Don't be afraid to recruit people in your network to assist. Arm them with the talking points and facts, let them know about your shared interests, and request their assistance to get the word out. Don't tell them what to do, but be sure they are made aware of the importance of broadcasting the truth and responding to misinformation.

- Tailor your attitude for the channel: When faced with dishonesty or mistakes, it is hard to contain righteousness and indignation, but this is probably not the best attitude. In press releases, you should leave no question as to your commitment to fight the rumors, but anger and frustration have no place. When reaching out to friendly bloggers, treat them as independent allies and not as devices in your PR machine. And when reaching out to combative bloggers, a mild approach is recommended: inform them they are wrong, offer the facts, state the



actions you'd like them to take, and--without threatening--end by expressing the hope you can secure their commitment without additional recourse.

- Use facts to fight falsehood: It goes without saying the best defense is a good offense. If you possess facts that prove the gossip is objectively incorrect, get that information out in every channel. Since rumors tend to get stripped of detail when passed from one person to the next, using facts allows you to fill the gaps in people's understanding. Links to objective third-party sources will be worth more than links to your own Web site.

- Advertise: Advertising has traditionally been thought of as a means to fight only the most threatening of rumors, but online this tactic makes sense in just about every case. For example, search engine advertising provides an excellent and instantaneous channel to reach people as they are searching for information about a scandal. Your contextual ads can appear above and beside any search engine results containing lies and mistakes.

- Launch a site: For very damaging rumors, launch a Web site with content singularly focused on changing the minds of visitors. With a careful link-building strategy that includes links from official brand and company sites and from friendly blogs and social networks, your site can attain great organic search engine relevance which can help increase traffic and disseminate appropriate information.

- But if there is any truth to the rumors... It is very important that if there is so much as a shred of truth to the rumors, this can and should have a profound impact on your response. Admitting which portion of the rumors are accurate is vitally important, since consumers who learn this themselves at a later date will be left with a lot less trust in you and your brand. If significant portions of the rumor are both truthful and not, lead with an apology, briefly explain but not excuse the situation, then move on to addressing the incorrect portions of the rumors.

One of the famous examples of rumors destroying a brand is a false rumor that spread widely in the 80s about beer brand Corona; gossip was that Mexican workers urinated into the bottles destined for the United States.

While rumors are hard to trace, Corona succeeded in tracking this one back to Luce & Sons, a Reno distributor of competing import, Heineken. Barton Beers, Corona's US partner, sued Luce & Sons and won an out of court settlement requiring Luce to issue a statement promoting that Corona beer was "free of any contamination."

While it would seem Corona "won" this case, the power of Word of Mouth is demonstrated by the impact this rumor had on the brand. Even after the case was settled, the rumor lived on; it reportedly took Corona \$500,000 (in 1990 dollars) in advertising and PR to repair the damage. Lesson: The Corona/Luce case is a lesson in monitoring Word of Mouth in order to evaluate and execute appropriate action. In many cases, rumors may not be worth the effort and risk of responding, but brands must be vigilant, proactive in their assessments, and ready to respond when necessary.

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Be a
yardstick of
quality.
Some people
aren't used
to an
environment
where
excellence is
expected.

-Steve Jobs

”

Christmas & End of Year dinner party at Murooj Rotana Hotel



Punch Line



The top 5 ways to confuse Santa Claus

1. Instead of milk and cookies, leave him a salad, and a note explaining that you think he could stand to lose a few pounds.
2. While he's in the house, go find his sleigh and write him a speeding ticket.
3. Leave him a note, explaining that you've gone away for the holidays. Ask if he would mind watering your plants.
4. Take everything out of your house as if it's just been robbed. When Santa arrives, show up dressed like a policeman and say: "Well, well. They always return to the scene of the crime."
5. Leave out a copy of your Christmas list with last-minute changes and corrections.

The 3 stages of life

- 1) You believe in Santa Claus!
- 2) You don't believe in Santa Claus!
- 3) You are Santa Claus!

Knock, knock!

Who's there?

Mary!

Mary who?

Mary Christmas!

Jorge: Hey - Did you hear about the big New Year's party on the moon?

Jad: Yeah - it's got a great buffet, but no atmosphere!

Q: What's fat and jolly and has eight wheels?

A: Santa Claus on roller skates!

Q: Why is getting Christmas presents for your kids just like a day at the office?

A: You do all the work and the fat guy in the suit gets all the credit.

Differentiate between Christmas alphabet and ordinary alphabet?

A: The Christmas alphabet has Noel.

Name the child's favorite Christmas king?

A: A stocking.

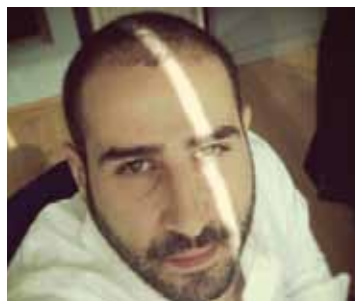
New Years Resolutions You Have No Chance At Keeping

- When I hear a funny joke I will not reply, "LOL, LMAO, or ROTFLMAO!"
- Start using Facebook for something other than Farmville and stupid quizzes
- I will try to figure out why I "really" need 5 facebook accounts
- I resolve to work with neglected children... my own.
- Lose 20 pounds by going to the gym!
- I will stop using, "So, what's your URL?" as a pickup line
- I will spend less than five hour a day on the Internet
- I will read the manual... just as soon as I can find it
- Spend less than \$1000 for coffee at Starbucks this year
- Lose weight by inventing an anti-gravity machine
- Stop repeating myself again, and again, and again
- I will stop tagging pictures of myself in pictures even when I'm not in them
- I will think of a password other than "password"

New Years Resolutions You Can Actually Keep

- Read less
- I want to gain weight
- Put on at least 30 pounds
- I will start buying lottery tickets at a luckier store
- Stop exercising
- Waste of time
- Watch more TV
- I've been missing some good stuff
- Watch less T.V. in standard definition
- Gain enough weight to get on The Biggest Loser
- Watch more movie remakes
- Procrastinate more
- I will do less laundry and use more deodorant
- I will no longer waste my time relieving the past, instead I will spend it worrying about the future
- Drink. Drink some more.
- Stop buying worthless junk on Ebay, because QVC has better specials
- Start being superstitious
- Stop bringing lunch from home: I should eat out more

News from Riyadh!



New Member on Board

Joe Loutfi has joined our team as Communication manager in Riyadh. Joe is holding extensive experience and has been working with different well-known agencies. We hope that he finds his transition to our client service department a smooth and enjoyable experience.



New Baby Born

We are happy to announce the birth of sweet Milad, the son of our dedicated and talented Graphic Designer Mohammad Nazzal. Baby Milad joined our world on 10.11.2012. We wish him all the best in life!

Meet Sola Kbaitry, the Chair's new PA



Petite, nimble and incredibly sweet, Sola is no stranger to high-paced corporate environments. Trading in the Infrastructure Director of Nakheel for our very own Chairman, Sola is the woman with all the plans and good connections. Always in the happiest of moods and buzzing through the corridors, this fashion and interior design fundi has lots of style. With an MBA planned for next year she is as much brains as she is beauty.