

THE NETWORK
COMMUNICATION GROUP

adscene



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Advertising review / 2013

THE NETWORK Communication Group gets set to join the ever-evolving media landscape of the region



Roger Sahyoun, the founder of the AGA-ADK communication network, recently launched THE NETWORK Communication Group, a holding company created for the group's diverse communication disciplines that will professionally serve local, regional and international clients. Answering the needs of clients and challenges of the growing and evolving communication landscape, THE NETWORK Communication Group has been established to host specialized disciplines and provide holistic and integrated communications and marketing solutions. Changes are taking place at all organizational levels and teams across all offices of the group have geared up to embark on and embrace this new challenge. Formerly the CEO of AGA-ADK Communication network, Roger Sahyoun is currently the owner and chairman of THE NETWORK Communication Group and has partnered with Saad El-Zein, who has been named the group's CEO.

Speaking out on the launch of the ambitious group, Roger said, "I am immensely happy

that my long treasured dream is finally being realized. A lot of hard work lies in wait for us but no challenge is too big for my magnificent team of individuals. THE NETWORK Communication Group swears by integration and channels the value of an all-inclusive plan that blends the tactical functions of a selection of communication disciplines to provide clients with lucid and coherent solutions that possess the utmost impact. A special mention goes out to all our clients who have shown us unwavering support in every endeavor we've undertaken and grown alongside us during the 15 years since our establishment. I will eternally cherish the backing and encouragement our clients and my team have given me every step of the way."

Saad further added, "Roger narrated his ambitious plan to me and I was sold on to it immediately. The dream of 'THE NETWORK Communication Group' was big but not impossible; an inspiring challenge that ignited my will and decisiveness to be part of what I considered the ultimate challenge of my future. Our time has come and we are all set to achieve."

Built on the simple idea of infinite growth and lasting relationships, the Network intends to continue walking regardless of the ups and downs it may meet along the way. Abounding with aspirations, the unstoppable group aims to be known as the leading local network, positioning themselves among the top ten players in the region as they move beyond borders and deliverables while remaining committed to their people. *(continued on page 5)*



“

John F. Kennedy
was right when
he said: Change
is the law of life.
And those who
look only to the
past or present
are certain to
miss the future.

”

CEO spells out 2013 Group resolution



Dear colleagues,

Let me start by wishing you and your families a great 2013. May this year be full of success and prosperity.

It is the beginning of a new year and the continuity of a dream. 2012 witnessed AGA-ADK 15th anniversary and the launch of "THE NETWORK"- communication group.

15 years of hard work and determination lead to the creation of a leading independent network in the MENA region.

With a start of a new year we usually look back, learn, assess, review, criticize, etc.. so we develop our resolution for the new year. I kindly request each and every one of you to create his 2013 resolution so he can work upon it and commit towards its achievement.

And I take this opportunity to share with you THE NETWORK resolution for 2013 and that can be summarized as follows:



The above resolution can only be achieved if everyone of us is geared to consider himself a key player and a pillar towards achievement. As you all know we are surrounded with lots of uncertainties and rapid changes.

Here comes our determination to keep moving and not to stand still. THE NETWORK launched specialized disciplines meeting our industry evolution and clients expectations, we are expanding geographically, investing in talents, time and commitments so to ensure growth.

A growth that you will be driving and are an integral part of its success. Growth starts from within and expands with your will to drive it.

The growth should be lead by creativity, the soul and spirit of our business. Creativity is not limited to an artwork or piece of communication.

It is part of your daily thinking towards better management of the business, convincing the clients, dealing with suppliers, creating solutions, etc... Creativity is that twist or angle you add to your client so you become indispensable to his business. Reaching that stage needs knowledge, and this comes from experience, from being street smart, by deeply understanding the client business, and by adding value, thus becoming an integral part of your client success.

All this can only be achieved if you are passionate towards your cause, towards your job, towards your commitments. Passion is not just a key element in our business but it is the fuel that motivates you, keeps you going and ensures your achievements.

One other important element in our daily encounters is communication. From internal to external, our communication should meet our aspirations and we need to realize its importance and master its changes and dynamics.

All work and no play makes Jack a dull boy.

After endless nights and weekends tied to their desks producing tons of award winning campaigns, the Riyadh boys reward themselves with team building activities.



AGA-ADK Riyadh team executed several Campaign for Al Hokair Entertainment Sector and Beauty Secrets (Formerly Nectar). Al Hokair- Stay Amused campaign was finalized in a fast record of time (creative and production) where due the team's effort and prompt reactions with client's feedback, the team was able to deliver in the most professional manner. As for Beauty Secrets new identity campaign, AGA-ADK Riyadh executed creative artwork with a large POS production to introduce the new identity of Beauty Secrets, a large beauty and skin care with over 135 outlets covering the Kingdom. The Riyadh team has also enjoyed their time-out in doing some outdoor and other activities to entertain themselves during the weekend to keep up the team's spirit.

“

I have learned that any fool can write a bad ad, but that it takes a real genius to keep his hands off a good one.

- Leo Burnett

”

Perseverance and great PR bags ISUZU account for the region and KSA



Months after months of "never say never" attitude finally paid off... loads of patience combined with innovative / unconventional approach to business development is the key to winning back the ISUZU account.

Pencell PR & Events - Beirut Office lands Giorgio Armani Cosmetics brief and handles Beirut Creative Cluster PR account.



Giorgio Armani Cosmetics operated under L'Oreal Luxe has handed its PR account to Pencell PR&Events Beirut. Three agencies were involved in the review including Weber Shandwick and Cohn & Wolfe. Pencell Beirut was the best in understanding the brand, understanding its objectives, and presented a clear and creative launching strategy that would enable Giorgio Armani Cosmetics to get the closest to its consumers. On another note, Pencell Beirut Office will also be handling Beirut Creative Cluster account. " Handling the PR of the BCC will be a very enriching experience to each of our team members", announced Nadine Maalouf, GM Pencell Beirut. "The BCC is an agglomeration of company owners from across different creative sectors. These companies either build and maintain social networks (such as advertising, architecture, media, and ICT software) and or create value on these social networks through content (such as film, TV, music and design). This diversity will expose us continuously to new events/activities and thus will widen our spectrum of expertise", continues Maalouf.

(continued from cover page)

The four companies that make up THE NETWORK Communication Group are:

- **AGA-ADK:** The marketing expert covering all aspects in advertising such as branding, strategic planning, execution and production, AGA-ADK is renowned for their blend of memorable ad campaigns that effectively deliver results and also has a specialized Dubai-based branding agency called AGA-DNA. 2007 also saw the company get an international affiliation with Japan's 3rd largest advertising network (9th largest in the world), Asatsu-DK Inc (ADK) through whom AGA enjoy a strategic alliance with the WPP group and its global brands.

- **Pencell PR & Events:** This entity provides relevant insights into consumer trends, comprehensive PR solutions and event management consultancy. Operating as a full-fledged PR and event management firm on a regional level too, the agency has successfully executed PR campaigns and new product launches, covering areas such as: media relations, media monitoring, crises management, celebrity management, events and product launches.

- **Equation Media:** The media planning and buying unit of the Network, the services of Equation media are propelled by consumer insights and include: communications planning and implementation; conventional media; digital; direct and search marketing; sponsorship consultancy and activation, and in depth competitive analysis and strategy recommendation. Equation provides clients total solutions and all-round consultancy, guiding them through a fast-changing media landscape with essential skill and know-how that not only makes the best use of their budgets but also aims to get back the maximum return on investment.

- **Wet Paint:** Headed by a team of strategic, creative and technologically savvy Internet marketing and management experts, Wet Paint is the web, interaction design and online brand activation company that provides digital solutions from web development to social networking, phone applications, planning and strategizing. With over 150 specialists working in operations across key MENA regions, THE NETWORK Communication Group has already begun preparing for their expansion further into the MENA region and is also considering expansion into South, East and West Africa. Combining their ambitious outlook with a striving and charismatic workforce, THE NETWORK Communication Group is all set to become a force to reckon with in the continuously developing world of communications.

Babyfoos cup kicks-off



Cue the epic music. Bring out the chalk dust. Steady the armies.

Hours of profanity, sweaty masculinity and rivalry are about to kick off. The Foosball Championship 2013 is about to get underway in the HQ studio, with this year's challenge pitting departments up against each other. Will Creative outwit CS to the final or will it be PR defeating Finance to walk away with the highly coveted Foosball Cup? Let the games begin.

Top movies

<http://www.the-movie-times.com/thrsdir/TopTen.mv>

1. *Hansel & Gretel: Witch Hunters*

In this spin on the fairy tale, Hansel & Gretel are now bounty hunters who track and kill witches all over the world. As the fabled Blood Moon approaches, the siblings encounter a new form of evil that might hold a secret to their past.

Director: Tommy Wirkola Writers: Tommy Wirkola, Dante Harper Stars: Jeremy Renner, Gemma Arterton, Peter Stormare

2. *Mama*

Annabel and Lucas are faced with the challenge of raising his young nieces that were left alone in the forest for 5 years... but how alone were they?

Director: Andrés Muschietti Writers: Neil Cross, Andrés Muschietti Stars: Jessica Chastain, Nikolaj Coster-Waldau, Megan Charpentier

3. *Zero Dark Thirty*

A chronicle of the decade-long hunt for al-Qaeda terrorist leader Osama bin Laden after the September 2001 attacks, and his death at the hands of the Navy S.E.A.L. Team 6 in May 2011.

Director: Kathryn Bigelow Writer: Mark Boal Stars: Jessica Chastain, Joel Edgerton, Chris Pratt

4. *Silver Linings Playbook*

After a stint in a mental institution, former teacher Pat Solitano moves back in with his parents and tries to reconcile with his ex-wife. Things get more challenging when Pat meets Tiffany, a mysterious girl with problems of her own.

Director: David O. Russell Writers: David O. Russell (screenplay), Matthew Quick (novel) Stars: Bradley Cooper, Jennifer Lawrence, Robert De Niro

5. *Parker*

A thief with a unique code of professional ethics is double-crossed by his crew and left for dead. Assuming a new disguise and forming an unlikely alliance with a woman on the inside, he looks to hijack the score of the crew's latest heist.

Director: Taylor Hackford Writers: John J. McLaughlin (screenplay), Donald E.

Westlake (novel) Stars: Jason Statham, Jennifer Lopez, Michael Chiklis

6. *Django Unchained*

With the help of a German bounty hunter, a freed slave sets out to rescue his wife from a brutal Mississippi plantation owner.

Director: Quentin Tarantino Writer: Quentin Tarantino Stars: Jamie Foxx, Christoph Waltz, Leonardo DiCaprio

7. *Movie 43*

A series of interconnected short films follows a washed-up producer as he pitches hilarious and insane story lines featuring some of the biggest stars in Hollywood.

Directors: Bob Odenkirk, Elizabeth Banks Writers: Steve Baker, Will Carlough Stars: Emma Stone, Stephen Merchant, Richard Gere

8. *Gangster Squad*

Los Angeles, 1949: A secret crew of police officers led by two determined sergeants work together in an effort to take down the ruthless mob king Mickey Cohen who runs the city.

Director: Ruben Fleischer Writers: Will Beall, Paul Lieberman (book) Stars: Sean Penn, Ryan Gosling, Emma Stone

9. *Les Misérables*

In 19th-century France, Jean Valjean, who for decades has been hunted by the ruthless policeman Javert after he breaks parole, agrees to care for factory worker Fantine's daughter, Cosette. The fateful decision changes their lives forever.

Director: Tom Hooper Writers: William Nicholson

(screenplay), Claude-Michel Schönberg (book) Stars: Hugh Jackman, Russell Crowe, Anne Hathaway

10. *Broken City*

In a city rife with injustice, ex-cop Billy Taggart seeks redemption and revenge after being double-crossed and then framed by its most powerful figure: Mayor Nicholas Hostetler.

Director: Allen Hughes Writer: Brian Tucker Stars: Mark Wahlberg, Russell Crowe, Catherine Zeta-Jones



Top books

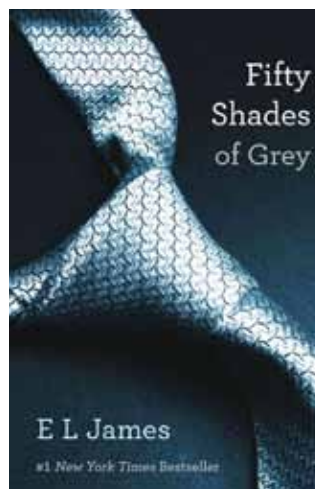
1. *SAFE HAVEN*, by Nicholas Sparks. (Grand Central Publishing.) The arrival of a mysterious young woman in a small North Carolina town raises questions about her past.

2. *HOPELESS*, by Colleen Hoover. (Colleen Hoover.) The man who has been relentlessly pursuing Sky Davis is not who he pretends to be.

3. *GONE GIRL*, by Gillian Flynn. (Crown Publishing.) A woman disappears on the day of her fifth anniversary; is her husband a killer?

4. *THE FIFTH ASSASSIN*, by Brad Meltzer. (Grand Central Publishing.) Tracking an assassin who is recreating the crimes of the four men who murdered presidents, Beecher White discovers that they all were working together.

5. *FIFTY SHADES OF GREY*, by E. L. James. (Knopf Doubleday Publishing.) A college student falls in love with a tortured man



<http://www.nytimes.com/best-sellers-books/overview.html>

with particular sexual tastes; the first of a trilogy.

6. *SOMEONE TO LOVE*, by Addison Moore. (Addison Moore.) A one-night stand turns into love for two college students.

7. *FIFTY SHADES FREED*, by E. L. James. (Knopf Doubleday Publishing.) The final book in an erotic trilogy.

8. *FIFTY SHADES DARKER*, by E. L. James. (Knopf Doubleday Publishing.) Ana Steele learns more about Christian Grey's troubled past; the second book in a trilogy.

9. *THE FORGOTTEN*, by David Baldacci. (Grand Central Publishing.) The military investigator John Puller probes his aunt's mysterious death in Florida.

10. *A MEMORY OF LIGHT*, by Robert Jordan and Brandon Sanderson. (Tor/Tom Doherty Associates.) The 14th and final novel in the Wheel of Time fantasy series.

**Punch
Line**



Advertising sure brings quick results: last week I advertised for a night watchman -- the same night my safe was robbed.

"Now with improved taste" this appears in many products including dog food. The question is, "Who tastes this dog food?"

New warning labels for liquor, wine and beer containers:

WARNING: The consumption of alcohol may leave you wondering what in the world happened to your bra and panties.
WARNING: The consumption of alcohol may make you think you are whispering when you are not.

WARNING: The consumption of alcohol is a major factor in dancing like a retard.

WARNING: The consumption of alcohol may cause you to tell your friends over and over again that you love them.

WARNING: The consumption of alcohol may cause you to think you can sing.

WARNING: The consumption of alcohol may lead you to believe that ex-lovers are really dying for you to telephone them at four in the morning.

WARNING: The consumption of alcohol may make you think you can logically converse with other members of the opposite sex without spitting.

WARNING: The consumption of alcohol is the leading cause of inexplicable rug burns on the forehead, knees and lower back.

WARNING: The consumption of alcohol may create the illusion that you are tougher, smarter, faster and better looking than most people.

WARNING: The consumption of alcohol may lead you to think people are laughing WITH you.

WARNING: The crumsumpten of alcahol may Mack you tink you can tipe real gode.

Google and Apple, most trusted

Alexandra Roach



Google, Apple and Ikea have topped the list of most trusted and credible brands in Australia according to Y&R's Brand Asset Valuator study.

The top twelve brands named in the report are Google, Apple, Ikea, PayPal, YouTube, Microsoft, Windows 7, eBay, Wii, Dyson, Vegemite and Subway.

Despite the troubles facing the retail market, not all brands are suffering from a lack of consumer confidence. Technology giants Google and Apple had twelve of the top twenty brands named in the survey between them, including Apple's iPhone and the Google-owned YouTube.

The BAC stated that this confirms the trend of consumer preference for brands that have "a creative, visionary or pioneering spirit." Other brands, including Ikea and Lego, also rated highly due to these criteria.

Some of the bigger brands that have seen a consistent decline in trust over the last five years include Qantas, Kodak, Dymocks, Levi's, OPSM, Dairy Farmers, Mr Sheen and Meadow Lea.



Perspective: Running on Fumes Gas stations and their full-service pump jockeys used to be your best buds on the highway. What put them on the defensive?

By Robert Klara

Having a car was fun in 1963. A new Bonneville was yours for just a smidge over \$3,000, the federal government had just added 2,220 new miles to the interstate system and gas was 30 cents a gallon. It was a great time to hit the open road, and just off the side of that road stood your friendly Gulf station. Not only would Gulf's pump jockeys fill your tank, clean your windshield and check your oil and engine belts, but they'd also hand you a Tourguide Kit complete with free maps and a logbook.

Gulf didn't bother to market the actual gas because "they didn't have to. Nobody thought about fuel economy or mileage. People just wanted good, clean gas that wouldn't make your engine knock. Service produced customer loyalty, and people would go out of their way to go to 'their' gas station."

The outgrowth of this legacy includes the ad on the opposite page, which shows Shell as the sponsor of a contest for the world's most fuel-efficient car. Yesterday, a brand like Shell was your friend on the roadside; today, it's the eco-conscious steward of a fragile environment. Or trying to be. "It's a trendy and politically correct message," Laskoski said, "but it just looks like marketing to me."

At least the car they found has a front and a back.