

# ADSCENE

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## UNLOCKING SUCCESS THROUGH TEAMWORK



*"Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved." - Mattie Stepanek*

I am a huge believer in the power of teamwork and I have personally seen the benefits of working in teams! To start with, working in teams allows the employees of a company to get familiar with each other and it assists in the development of the

individual to boot. A team working harmoniously understands the strengths and weaknesses of each individual and leads to members becoming proficient at specific jobs which become their strong point. In turn, this enables seniors and managers to capably determine who would be able to perform the task best and they make the right decisions by accurately matching the task to the most suited person.

As if that alone isn't sufficient, teamwork also ensures that the given chore sees timely completion. Add to that creativity and novel ideas that employees will be willing to share due to increased comfort level and you have the perfect recipe for success. As I mentioned earlier, I have seen the power of teamwork in action here at The NETWORK Communication Group. It gives me great pleasure to witness some excellent teamwork across the agencies as different groups join hands to win notable clients for their department. It is as much the individual's success as it is the company's because through such implementations will one come to know their talent and their immense worth. Needless to say, I am eternally grateful to our clients and prospective ones who have always stood by us and continue to put their trust and faith into us.

*Wishing you a*  
**Ramadan Kareem**



## RESPONSIBILITY IN THE OFFICE



***"Leadership is about taking responsibility, not making excuses."***  
- Mitt Romney

Being responsible at work is an age-old dilemma that employers and employees continue to struggle with in organizations. A personal matter for the most part, the issue arises because most people refuse to take on tasks that are outside of what they consider their scope of responsibility.

Being responsible does not entail just doing what you've been told to, but requires that you go over and above what needs to be done in a bid to ensure that a job is executed flawlessly! By taking on more responsibilities, albeit without being a pushover, one can prove their worth to an organization. Showcase your abilities by being more adaptable and taking on more jobs on short notice, help to fill in the gaps when needed and try not to be rigid by only doing the tasks you deem your responsibility.

Another aspect of responsibility involves being accountable for the outcome your work regardless of whether it is positive or negative. It is always easy to claim responsibility and ownership of something that has gone well, but it is even more honorable to admit and be honest about a failure being your fault.

Understand that being given responsibility is a positive notion as responsibilities are earned. A well-rounded and upstanding individual gives a task their all by being responsible for its faultless implementation and then being accountable for its conclusion. So, stop asking "is it my job," and instead be responsible for your own success!

## DUNLOP BOLTS AHEAD WITH NEW TYRE LAUNCH

Prominent tyre brand, **Dunlop**, recently held a series of events in Dubai to launch its brand new set of tyres, the **Dunlop SP Sport LM704** – the quietest tyre designed by **Dunlop**. Held at the Ritz Carlton DIFC, the event was divided into two sessions; the early one comprised of two media roundtables wherein the region's media conducted in-depth interviews with **Dunlop** personnel, while the second was a formal dinner attended by remarkable automotive dealers from the Middle East where the official launch took place. Using the tyre's usp of noise-reduction, a set of giant headphones was conceptualised as the key icon by **AGA ADK** and used as the symbol for the entire event.



## WORLD CUP FEVER HITS **TOSHIBA**

### Who doesn't love the world cup?

It's one of the biggest international sports events that has taken social media by storm.

**Wetpaint** developed and designed a soccer free kick Facebook application for its regional client **Toshiba Gulf FZE**.

The application launched on June 12 along with the **World cup**, and in a matter of a week, more than 1000 people from across the region expressed their

passion for football by using this application. The **Toshiba** free kick challenge will remain active until the **World Cup** ends. Three winners will be announced to win valuable gifts from **Toshiba**. This is one of **Toshiba** and **Wetpaint's** many activations that run throughout the year to keep its fans engaged and rewarded for their interaction.



## WETPAINT LANDS **AZADEA**

A few months ago, wetpaint began working with the **Azadea Group** to handle four of their **F&B** brands: Columbus Café, Kosebasi, Rosa Mexicano and The Butcher Shop & Grill.

It all started with tailoring a digital strategy to best fit each of the brands and kicked off with establishing an online presence for each on relevant channels such as **Facebook**, **Instagram** and **Twitter** on to providing the audience with weekly updated content on what's happening in the culinary area.



## THE LAUNCH OF THE NEWLY-RENOVATED **LA PARILLA** RESTAURANT

Coming from Argentina straight into a Lebanese old house in the historical Gemmayze neighborhood, **La Parrilla**, Argentinean steak house and bar, has been delighting Lebanese gastronomy aficionados with the finest Argentinian cuisine since 2007. In the purpose of continuously offering their guests with exceptional dining experiences, **La Parilla** recently underwent a series of renovations to uplift both the interior decoration and the menu while preserving the authenticity and sophistication of their identity.



The reveal of the renovated space was organized by **Pencell PR & Events** including the media invitations. More than 30 media attended in addition to **La Parilla's** VIP invites.



## AKI INVESTMENTS ANNOUNCES PENCELL AS ITS OFFICIAL AGENCY

Noted Dubai-based group, **Al Khayyat Investments**, recently announced **Pencell PR & Events** as its official Public Relations partner. As part of this liaison, we will handle all aspects of PR for the following brands under the Group: BinSina Pharmacy, Holland & Barrett, La Martina, Superdry, Petit Bateau, Fortnum & Mason, BurgerFuel, Nar, Fournil de Pierre, Il Caffè di Roma & Espresso by Lavazza and Ping Pong restaurant.

**Al Khayyat Investments** is a family-owned company based in UAE with the Group's retail arm operating the franchises of leading brands in Fashion & Lifestyle, Health & Beauty and Food & Beverage. Priding itself on the familial spirit shared by the staff, **Al Khayyat Group AKI** functions across six autonomous business units, each led by specialists in their fields – Retail, Healthcare, Consumer (FMCG), Contracting & Environmental Services, Automotive, and Strategic Investments. **AKI** continues to offer partners business solutions to match their aims, focusing on achieving and maintaining leadership market positions.

## ALL FOR MOM

**Punt Roma** shared the moment with Mothers on **Mother's Day!** **Punt Roma** the Spanish fashion wear brand for women decided to embrace mothers in elderly homes and celebrate with it hands in hands.

**Punt Roma** is a socially responsible brand that always looks forward to giving back to the community empowering women to be more socially responsible. **Punt Roma** has previously supported a significant cause for women; which is **breast cancer** awareness last October along with the **Lions** and **Rotary** members. Today **Punt Roma** is visiting Women's Elderly Homes along with celebrities spending quality time and greeting them on **Mother's Day**.



**Punt Roma** is one of the brands owned by **Azadea Group**.

## AN ONLINE SUGAR HIGH

**Wetpaint** started managing **ChoCo'a's** online presence aiming to promote and educate people about their products, which mainly consist of chocolates and cakes.

Their online presence is spread among several platforms such as **Facebook, Instagram, Pinterest** and **Twitter**.

**Wetpaint** ran a competition on Instagram for the **World Cup** fanatics, promoting the hashtag **#cakemyteam**, in order to create user-generated content and engage fans.



## Microsoft EXPERIENCE 2014

**Microsoft** Experience 2014, a networking afternoon event at the PlayRoom, brought together Lebanon's technology professionals to discover and experience the latest technologies from **Microsoft** and its partners. With a plethora of program including an interactive standing conference, a large showcasing area and an augmented magic show, **Microsoft** Experience 2014 was a must-attend event for professionals and enthusiasts in the technology industry.



During the event, **Pencell PR & Events** supported **Microsoft** Lebanon in sharing their success stories with the media, through a series of interviews secured for **Microsoft**, their partners and their customers who were present at the event such as Apps2You, Foo, Vision Solutions, Mindshare MENA, Averda and Saint Joseph University, to name a few. A total of 10 interviews were conducted on site with top tier media such as T3, Teknotel, An Nahar, Al Joumhouria, The Daily Star, Future TV's technology show IKnow and L'Orient Le Jour covering various angles including Office 365, Cloud Computing, Windows 8.1, Windows Apps, Windows Server and **Microsoft's** SMEs Programs.

## CHIVAS TAKES WINNERS TO CANNES



In their hunt for men who still live with chivalry, **wetpaint** and **Chivas** kicked off the **"Live with Chivalry"** campaign. They received more than 200 applicants who shared information about their lifestyle, what chivalry means to them and how they adapt it in their everyday life. Out of the 200 applicants, ten finalists were chosen to go head-to-head in the final voting phase where people got to choose the 3 winners who they believed deserve to win a 24-hour VIP experience during the **Cannes Film Festival**.

Dany Moghabghab, Ghali Darwish and Bob Zantout were the lucky winners of this competition and on May 14th, they jetted off to Cannes where they brushed shoulders with stars on the red carpet, watched movie premieres, went on yacht trips along the coast of Monaco and travelled by helicopter. The **"Live with chivalry"** campaign is one of **Wetpaint's** many success stories, with hopes of many more to come.





## EARN THE **BREAD** YOU EAT



That's exactly what the team at HQ did this month. They went through a full **IRB** induction covering the full process of bread making from sourcing of the finest ingredients all the way through to usage of each of the 80 breads that are made by **IRB**. The team ate slices upon slices of soft, fluffy and decadent baked treats. Yes treats!

With up to 5 variants each for both the Arabic and Sliced breads as well as a range of stuffed buns, croissants, buns and rolls, as well as a buffet of dips and

spreads from labneh to Nutella, zaatar, zeit and jams; the guys spent a good 3 hours tasting their way through delectable breads.

Forgetting the calories that were put on, the team gained numerous insights into the brand, the art of bread making and even into the decision-making process of each of the niche consumer segments per bread type.

With so much on offer we can definitely say, *"Let them eat bread, but only of it is IRB bread!"*

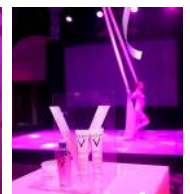
## UTERQÜE STYLING SESSIONS

Popular fashion brand **Uterqüe** recently hosted exclusive image consultancy sessions for select media in Kuwait, Qatar and the UAE. Guests were briefed about the new collection before being escorted to air personalised image consultancy session with prominent consultant, **Rana Saab**. They were provided with tips on how dress up with items that would suit their skin tone and figure in addition to styling tips on how to best pick items from the **Uterqüe** 2014 Spring Summer Collection before being dressed in pieces from the collection for a photo-shoot.



## PRETTY IN PINK WITH IDEALIA BY VICHY

Beauty giant **Vichy** recently turned the town pink for the launch of its **Idealia Life Serum Range**. Held at the ever-chic and uber-elegant One & Only Royal Mirage Peregrine Courtyard, guests were transported through a live graphic portal into a rosy **wonderland**. They were treated to samplings of the **Idealia Life Serum**, acrobatic performances and an evening of enchanting merrymaking.



## New Staff



*Lamyse Ammar*

I started my career in 2006 in retail then decided to shift to advertising and media where I spent more than 7 years in Dubai as part of big global agencies such as Zenith Media and UM7, where I have worked on big multinational brands (L'oreal, Bel Group, Panasonic) as well as local ones (ADCB, Nakeel) and then moved to Beirut where I transitioned to shopper's marketing and handled key Nestle brands. I then moved into the client side where I handled the marketing department of a renowned real estate company. In addition, I hold a BS in Computer Science from Lebanese American University in Beirut.

In my free time, I love to shop, tan and jog and my favourite hobby is to travel to US.

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*Cyrill Reaidy*

I am an advertising and marketing graduate from Lebanon with a passion for the digital world, new media and technology. My career in this field kicked off when I joined the web team at MTV Lebanon and I started learning and gaining experience in this industry since then, moving on to working at Qommune/Feer McQueen and Eastline Marketing.

I decided to move to Dubai and join the wetpaint team as I see it as an opportunity to explore the region, learn about this "bigger" market and grow both personally and professionally. Last but not least, I love music.

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creative digital solutions



*Teresa Pagaduan*

I am Pencil HQ's latest recruit. Originally a management graduate from the Philippines, my new role is that of a PR Coordinator, assisting on a number of key accounts. Soft-spoken and tiny I stay hidden away in my office, unless it's a Thursday breakfast or birthday cake-cutting. Fluent in

3 languages and always welcoming, I invite you come and visit and to get to know me better.

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*Serge Wehbe*



I graduated with a Bachelor in Economics from the American University of Beirut and a Master of Science in International Management from ESADE Business School, Barcelona. I've held several positions in Finance, PR, Purchasing, eCommerce, Business Development and Strategy in Boston, Barcelona, Beirut and Dubai. A travel enthusiast and extreme sports junkie with a passion for the outdoors having backpacked, trekked, scuba dived and camped throughout various parts of Central and South America, Europe, Middle East and Asia.

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*Caroline Torbey*



Born in Paris and raised in Cameroon, I ended up in Beirut where I completed my Bachelor in Political Sciences and my master in Communication at Universite Saint Joseph. Having a Vietnamese/German mother and a Lebanese father, my multicultural background allowed me to get

in touch with several cultures since my youngest age. Passionate about people and the world of PR, curious about life in general and very ambitious, it is with Dubai that I am now opening a new page.

I hope it will be a wonderful both work and life experience.

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*Samer Doumit*



I am an advertising enthusiast who has been working in the industry for more than 8 years. I've worked on regional and local accounts in the Banking, FMCG and Sports industries, and in my new capacity as AGA ADK's Senior Art Director I'm look to grow this portfolio. I've attended many creative workshops in Milano focusing creative digital communication and art direction and was a finalist for 2 consecutive years in the Domus Academy International Branding and Visual Merchandising competition.

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