

# ADSENE

THE NETWORK  
COMMUNICATION GROUP



## MERRY NEW YEAR!

As the year comes to an end, I would like to take the opportunity and send my regards to all of my colleagues, friends and our clients. Merry Christmas and happy new year! May 2019 bring you closer to greater possibilities.

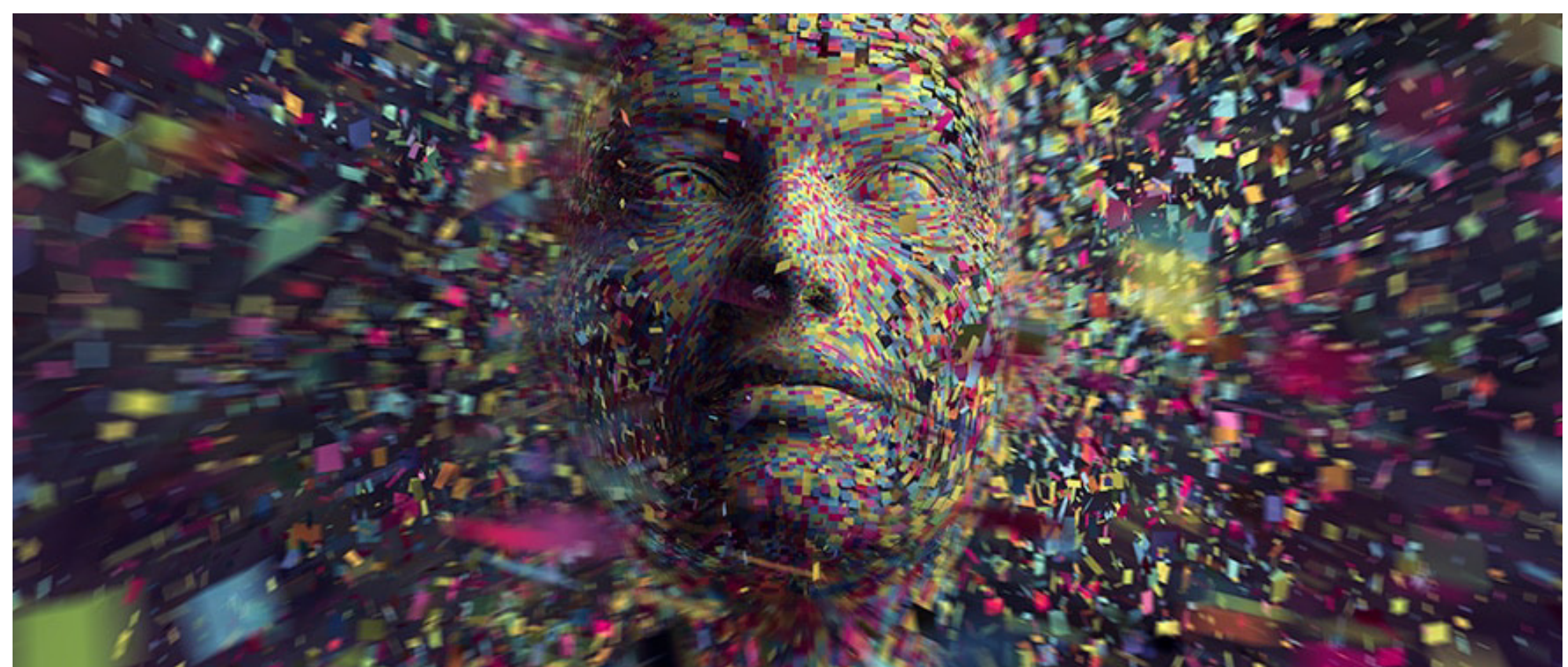
As we all know, 2018 was a very challenging year, it was tough to maintain a solid front, but we made it nevertheless. We made it thanks to our dedicated, self-motivated and highly appreciated employees who worked really hard to maintain a quality running office and operation despite all the issues that came along the way and of course the unstable economic situation. During this year, we've achieved many wins.

As for 2019, I'm glad to announce our 22nd anniversary which coincides in March. I can say I'm grateful that we've come this far and looking forward to the next years and their challenges.

Lastly, I would like to mention that the management is currently putting a roadmap to expand the business even further, enhance the company's infrastructure and strengthen the teams' structure.

# 11 DIGITAL MARKETING TRENDS YOU CAN NO LONGER IGNORE IN 2019

<https://www.singlegrain.com/digital-marketing/11-digital-marketing-trends-you-can-no-longer-ignore-in-2018>



## EXPECT ADVERTISING TO COLONIZE EVEN MORE DIGITAL SPACES IN 2019

Seeing the little countdown finally get to "skip ad" is one of life's little pleasures, isn't it? But it may become all the rarer in the future.(...)

<https://www.androidpit.com/advertising-to-colonize-even-more-digital-spaces-in-2019>



## 9 WAYS ADVERTISING CAN TAKE ADVANTAGE OF DIGITAL GROWTH IN 2019

From artificial intelligence to emerging tech, we're sure to see a lot of change.(...)

<https://www.adweek.com/digital/9-ways-advertising-can-take-advantage-of-digital-growth-in-2019>



## IN CHINA, 2019 WILL BE THE YEAR OF MOBILE... ADVERTISING, THAT IS!

Marketing budgets are shifting significantly in China, according to the 'China Digital Marketing Trends 2019' report by AdMaster. (...)

<https://www.thedrum.com/news/2018/12/24/china-2019-will-be-the-year-mobile-advertising>



### Facebook Stories Overtaking The News Feed

More focus on the people and personalities behind the brand.

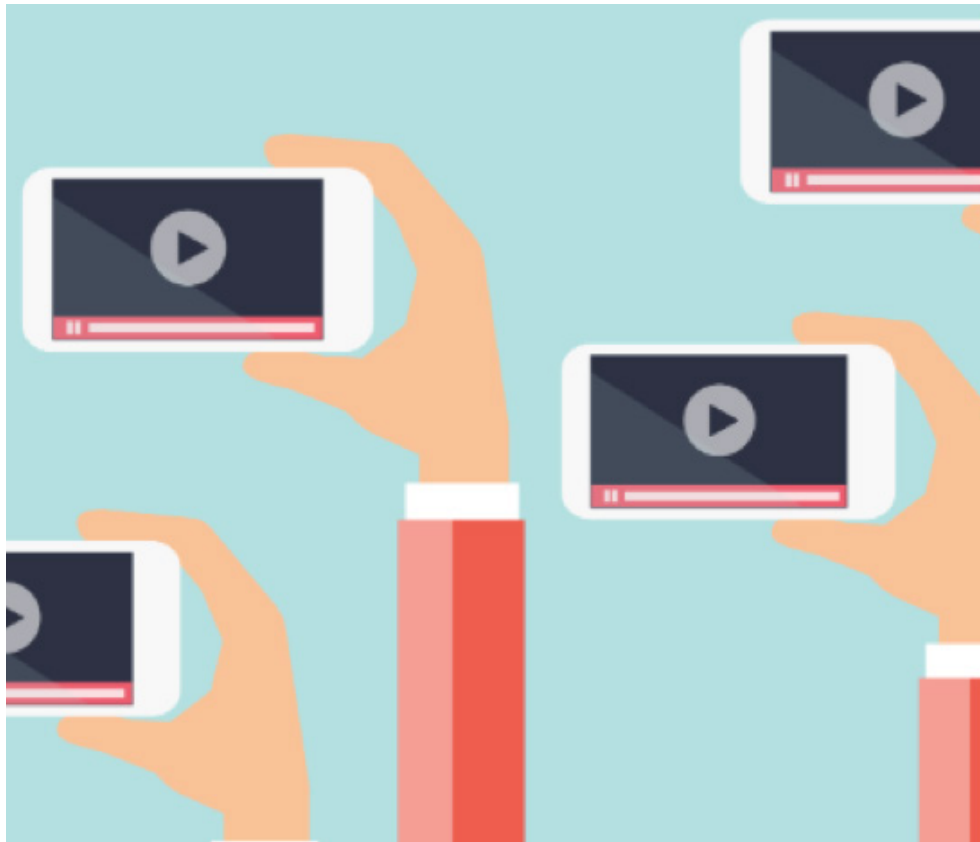
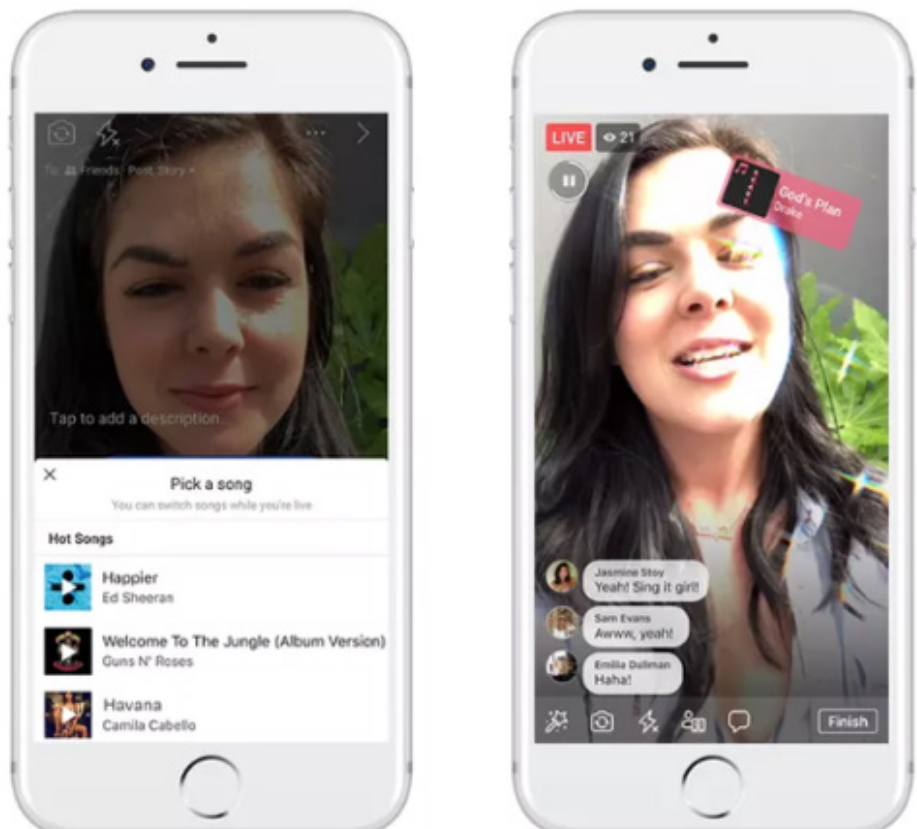
### Video Marketing In 2019

Create a quick, direct and emotional connection with the user.

### Personalized Video will be the only way forward for motion storytelling.

### WhatsApp Will Be The New Facebook Messenger Bot.

### Micro-Influencer Are The New Gatekeeper Of Social Media.



**PV**  
PERSONALIZED VIDEO

**5X HIGHER CTR**   **4X HIGHER BRAND RECALL**

Peter Whitman  
Hello!

Welcome to Sandra's Cakes! 🍰🍪🍩

RESPOND INSTANTLY  
Automated Messages

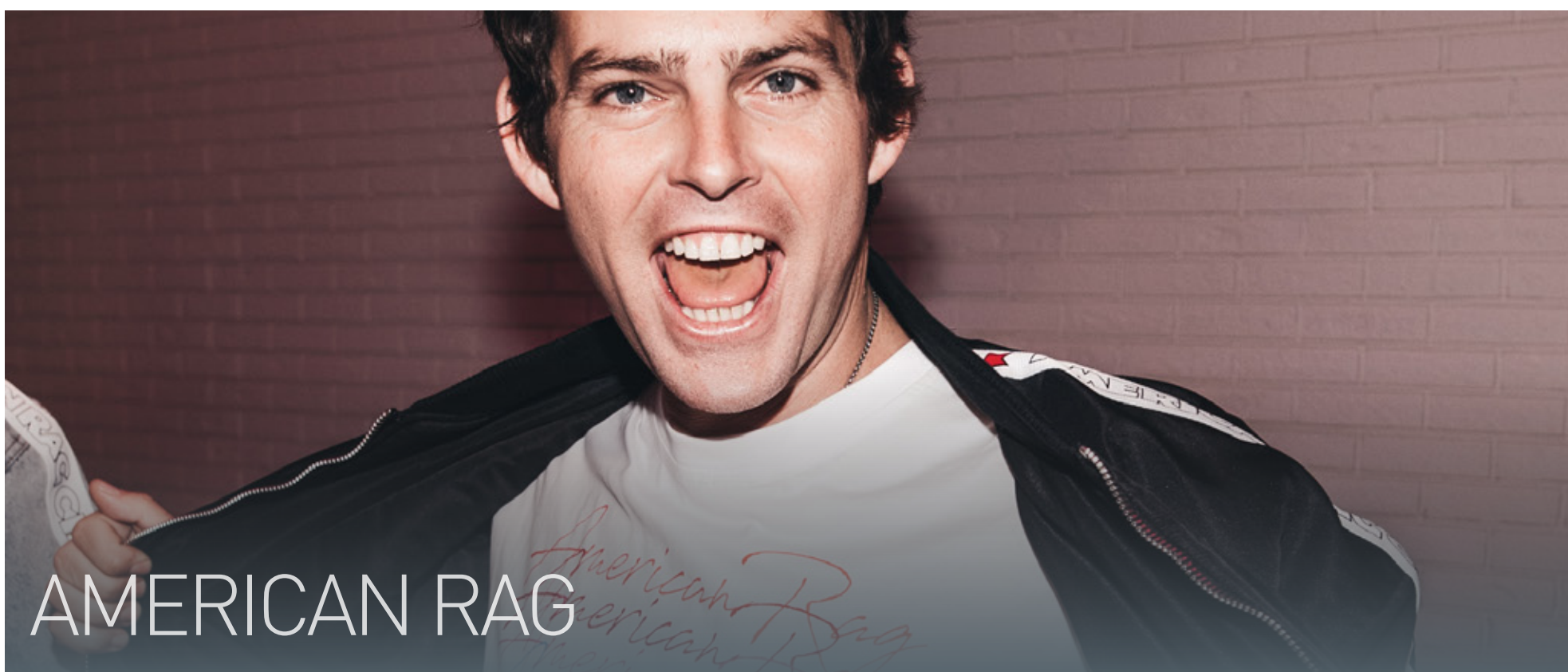
Set an away message when you are unable to answer so your customers know when to expect a response. You can also create a greeting message to introduce your customers to your business.

**MICRO VS. MACRO**

<p>PEERS</p> <p>↓ +</p> <p>1,000-10,000 FOLLOWERS = higher engagement rate</p> <p><b>8% like rate</b></p>	<p>CELEBRITIES</p> <p>↑ ↓</p> <p>10,000+ FOLLOWERS = lower engagement rate</p> <p><b>2.5% like rate</b></p>
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ICONIC DJs, **THE MAMBO BROTHERS**, FRONTING AN EXCLUSIVE FASHION COLLECTION AT **AMERICAN RAG DUBAI** DESIGNED BY ENTREPRENEUR AND ARTIST **JON KOON**



AMERICAN RAG



AMGEN

**OSTEOPOROSIS AWARENESS CAMPAIGN LAUNCH AT BEIRUT MARATHON**

AMGEN wanted to shed light on this important matter and since Osteoporosis affects mobility first, Pencil recommended launching the campaign at Beirut Marathon, the most anticipated sports event of the year.



VHERNIER

**VHERNIER CELEBRATES THE ANNIVERSARY OF THE ICONIC CALLA NECKLACE**



DECATHLON

DECATHLON COLLABORATED WITH **RAMI RASAMNY** AND **GHIDA ARNAOUT** TO ORGANIZE A CAMPING TRIP TO PROMOTE THEIR **OUTDOOR SPORTS SECTION**



TIZIANA TERENCEZI

BORN IN A CANDLE, BREATHING PERFUME! PERFUMER **PAOLO TERENCEZI** VISITS DUBAI



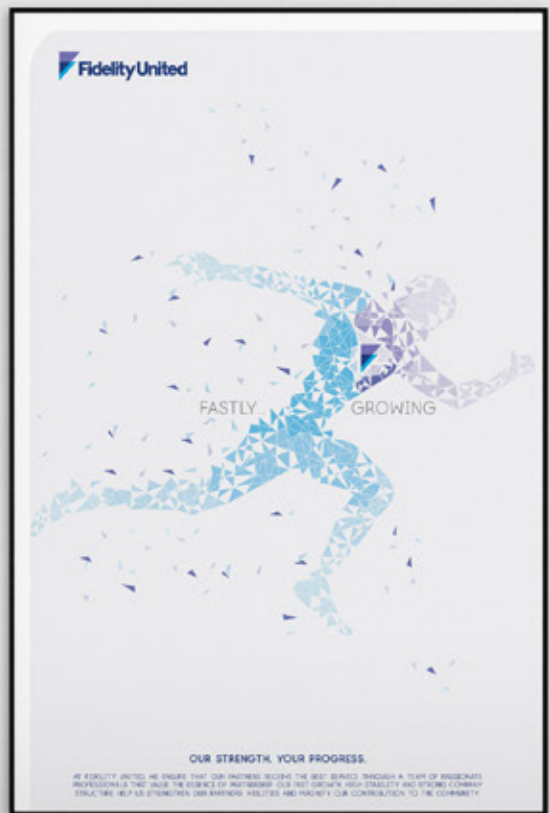
FOSSIL

**FOSSIL X FITNESS** IN DUBAI BEACH BOOTCAMP TO LAUNCH THE NEW **FOSSIL FITNESS WATCH**



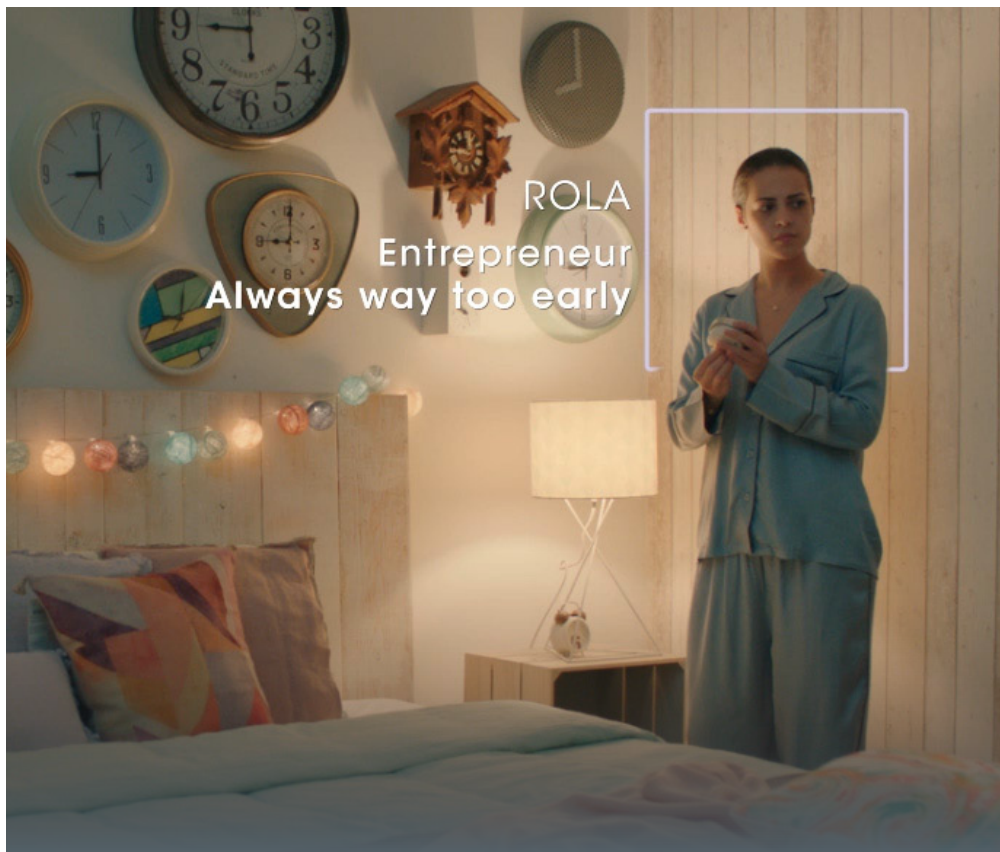
GAGGENAU

**GAGGENAU GALLERIA** HOSTS: **TRINITY A DESIGN BY OMAR NAKKASH** INSPIRED BY THE ARCHWAYS OF BEIRUT



FIDELITY UNITED

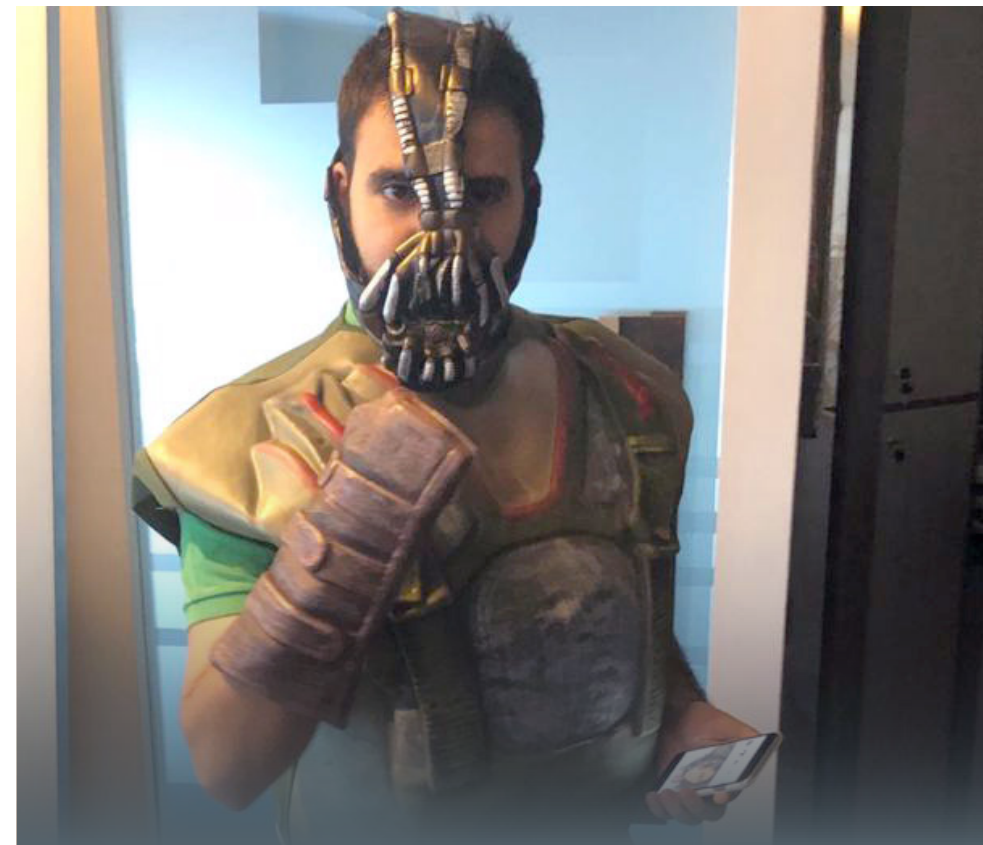
United, we always get inspired by our clients' **Fidelity** and trust to work days and **Nights** and come up with creative concepts that go above and beyond expectations.





Because when we  
**THINK BIG,**  
we make  
**BIG WINS**  
happen!





When it comes to festivities, we don't settle for less ..  
**WE GO TO EXTREMES!**



HALLOWEEN



CHRISTMAS







Maria El Kadi  
Copywriter



Having majored in translation, I always had a passion for words and creative writing. However, in my own field, I never really had the chance to express my creativity and show my capabilities in terms of ideas or words. I always hoped to be working in an environment where ideas are welcome, discussed and expressed. They say that translators are writers that lack inspiration, but I am proud to say I am now a copywriter that will never run out of ideas!

My hobbies include: Writing and singing.

Romy Zaarour  
Social Media Specialist



As a Social Media Specialist, I get excited when I work on new challenges, research and strategies especially in a growing atmosphere. I am extremely passionate about working in the Digital field as I believe Social Media defines my attitude and adds a positive touch to my life. I recently joined Wetpaint Mena as Social Media Specialist.

Some of my hobbies include: Writing and travelling.

Nour Ghannam  
Social Media Executive



A fresh graduate from USJ majored in marketing and advertising. Passionate about social media and the digital industry, I decided to go into the advertising world where I joined Wetpaint as a Social media Executive. Food blogging is my passion ever since I launched my "Hungrysisters961" two years ago on Instagram.

Some of my hobbies include: Playing the piano, Basketball and Drawing.

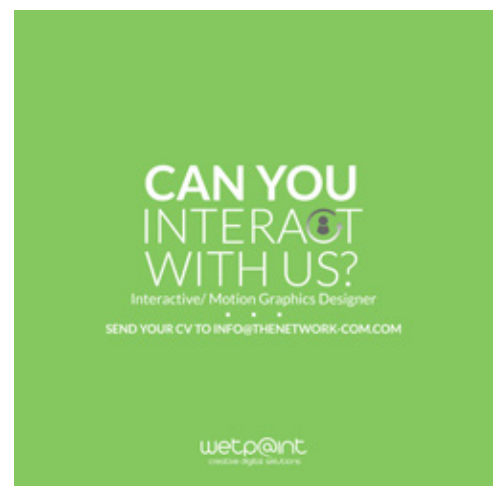
Joelle Ghanem  
Social Media Specialist



Joelle Ghanem, formerly a Social Media Executive and a new joiner as a Social Media Specialist at Wetpaint. I strongly believe that Social Media has played a huge role in my everyday life as it taught me to think in a creative way, be flexible and pay attention to little things. It also pushed me to learn more through my own research.

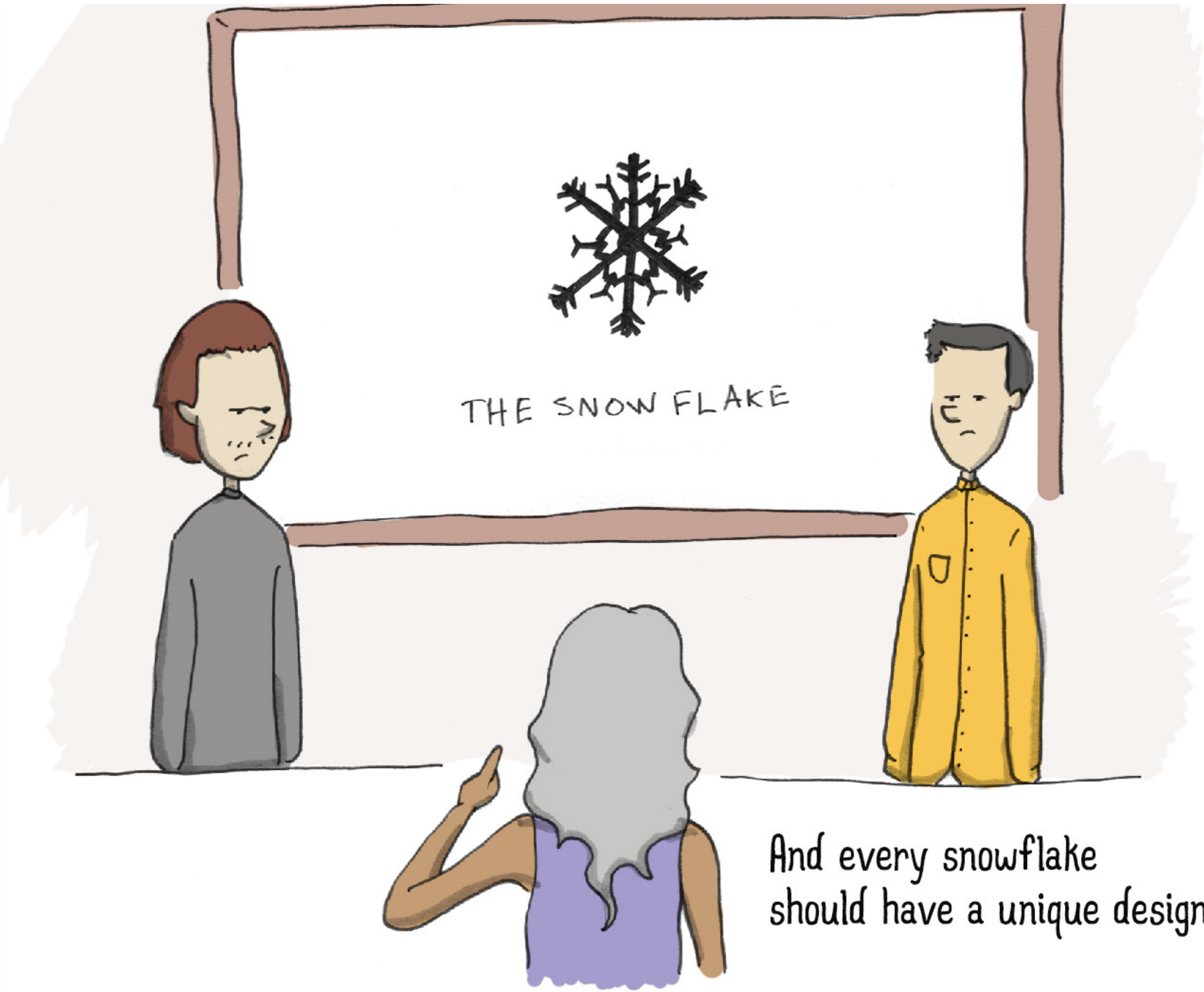
My main hobby is baking delicious desserts

THIS IS HOW  
WE RECRUIT  
OUR PEOPLE





# WHEN WE TAKE OUR CLIENTS' FEEDBACK INTO CONSIDERATION...



And every snowflake should have a unique design.

**MOTHER NATURE: WORST CLIENT EVER**

Written & illustrated by Seth Roberts & Brian Hawes

AE: Pls send hi-res logo  
 Client: K making screenshot now  
 AE: No, a hi-res file!  
 Client: Just whatsapped u, pls check



Every time you stretch a font, somewhere, a designer cries.

Client: She doesn't look pregnant enough  
 Your final ad:

