

ADSENE

THE NETWORK COMMUNICATION GROUP **22** YEARS ANNIVERSARY Celebrating Our Past. Influencing Our Future.



Celebrating our Past... Influencing our Future. **Happy 22nd Anniversary!**

“Behind every ambitious mind, an energy that could face the toughest challenge.”

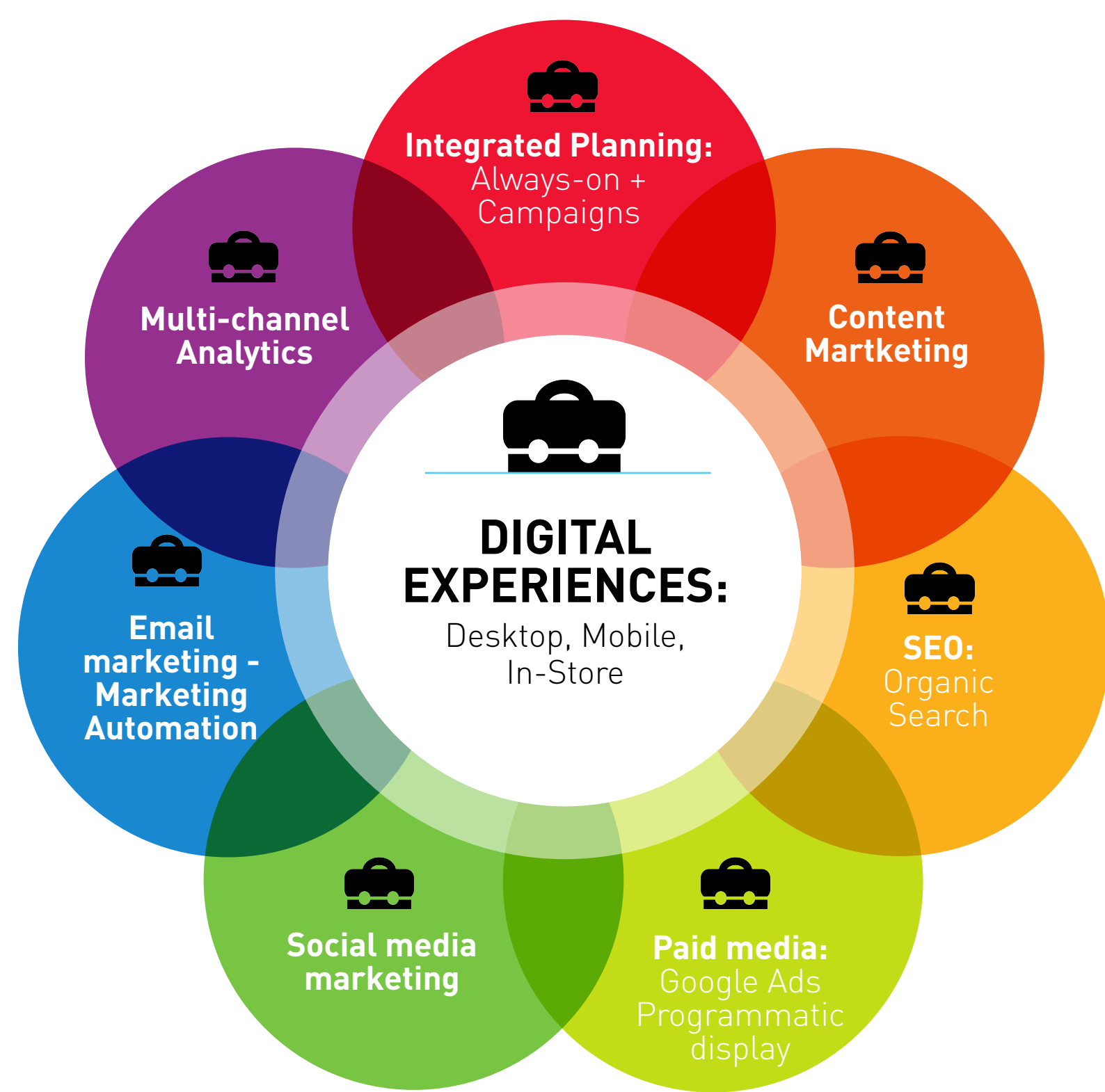
I'd like to start with this quote that I always share with my colleagues to celebrate our 22nd anniversary. That's how it all started for us and how it is continuing to be. Today we celebrate what is almost quarter of a century, and the idea is both tremendous and overwhelming.

As we all know, the world we live in today feels like we have been transcended into a new planet if compared to how it was 22 years ago. The market has changed, brands are speaking differently, agency structures have turned 180 degrees and the digital domination let alone E-Commerce is proof of that big change. One thing that still hasn't changed is the spirit of passionate people. They are the ones that keep feeding our future, for that is how history is made.

We believe in change, that is the main attribute of growth, and most importantly, we believe in the people we work with.



THE LATEST INNOVATIONS IN DIGITAL MEDIA, TECHNOLOGY, AND DATA TO SUPPORT DIGITAL TRANSFORMATION



THE HISTORY OF ADVERTISING

PRE-MODERN

- Egyptians used papyrus to make sales messages and wall posters.
- 1704 - The first newspaper advertisement, an announcement seeking a buyer for an Oyster Bay, Long Island, estate, is published in the Boston News-Letter.

1800 - 1900

- 1835 - The First billboard was made
- 1843 - First advertising agency
- 1891 - Companies started selling their brands and not just products.

1900 - 1999

- 1920 - First Advertisement on Radio
- 1941 - First television commercial
- 1960 - Focus group and research
- 1980 - Infomercials take hold
- 1994 - First banner ad by AT&T
- 1996 - Yahoo debuts search ads.

2000 - 2014

- 2000 - Google Adwords was born
- 2005 - Google Analytics was released
- 2006 - Facebook launches advertising
- 2007 - Facebook allows demographics targeting
- 2009 - Google launches interest-based advertising on partner sites and Youtube

2010 - 2016

- 2010 - Twitter launches promotional trends and promotional tweets
- 2013 - First Instagram Ads by Michael Kors
- 2014 - Snapchat first advertisement
- 2016 - needls launches roboagency

5 MIND-BLOWING FACTS ABOUT ADVERTISING RESEARCH

BE EFFECTIVE, BE SELECTIVE
and target just men or women

2011
80% OF ALL ADS are not specifically targeted at men or women.

2015
Nike opens 3 **WOMEN ONLY** stores in Shanghai, London, and Newport Beach.

AVOID THE THINKING ZONE
and convince someone

Make a **SMALL REQUEST** and provide a reason (any simple reason will do!), to increase advertising power.

ELICIT SURPRISE & JOY
to retain the customer's attention

The emotions of surprise and joy **INCREASE CONSUMERS' ATTENTION** to screen-based ads.

USE HUMOR
to get your message across

400 senior citizens

90% say **HUMOR** is a good way to deliver a marketing message.

10% yet only of senior living ads are found to be entertaining and **FUN**.

BUT PUT ON A POKER FACE
to resist persuasion

The consumer, **YES YOU**, can resist advertisement power by keeping a poker face for about **2 SECS**.

9 FACTS THAT PROVE SOCIAL MEDIA HAS CHANGED THE WORLD FOREVER

- If Facebook were a country, it would be the third largest in the world.
- Two new users join LinkedIn every second.
- 25% of Facebook users check their account at least 5 times a day.**
- 1 in 5 couples met online.
- Instagram predicts mobile advertising earnings of \$595 million this year, and forecasts estimate mobile ad revenues of \$2.81 billion by 2017.
- Food is the top category on Pinterest making up 57% of discussions.
- If Wikipedia were a book it would be more than two billion pages.
- Every minute, Tumblr owners publish approximately 27,778 new blog posts.**
- 74% of consumers rely on social media to influence their purchasing decisions.

BOSCH EVENT KSA

BOSCH KSA FLAGSHIP STORE OPENS TO SHOWCASE GERMAN ENGINEERED HOME APPLIANCES IN THE HEART OF JEDDAH.



LA CAMPAGNE DU MOIS

QUI A DÉPENSÉ LE PLUS GROS BUDGET EN DÉCEMBRE ?



Campagne : BBAC

Agence de communication : TMI-JWT

Réservations média : Equation media

Budget (estimation)* : 5 880 000 dollars

* Ce chiffre correspond au coût théorique de la campagne, pas au prix effectivement payé, car celui-ci dépend des escomptes et rabais consentis.

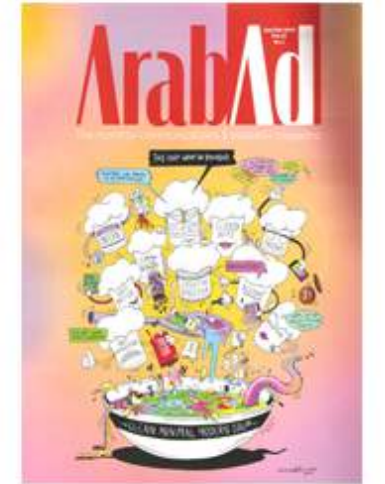
Source

INSTAGRAM

INSTASNAPS OF THE MONTH

A Different Take on the #10YearChallenge

Initially tailored around individual transformations, the #10YearChallenge premise quickly spread to brands seeking to reinforce their legacy and industry creatives promoting social change.



GANDOUR
[[@gandourworld](#)]
Beirut-born food processing company Gandour adopted a simple and neat approach to the challenge that resonated well with the online community, showcasing its widely memorable vintage logo next to its revamped identity.



BEIRUT BEER
[[@beirutbeer](#)]
Beirut beer took yet another shot to rekindle the rivalry with Almaza by reminiscing on one of its most memorable commercials from previous years as a subtle way to reinforce its positioning. The brand had used traditional Lebanese dish 'mjadra' as a symbolic reference to its long-time competitor in the local market, hence the reappearance of the dish on the 2009 side of its #10YearChallenge post.



WETPAINT MENA
[[@wetpaintmena](#)]
Digital agency Wetpaint MENA jumped in on the hype to capture the fundamental impact social media has had on humanity. "Social media has been an extremely enabling tool for people to move from being only consumers of information to users who express their opinions, share feedback and create content," the agency wrote.



POLLEKSANDRA
[[@polleksandra](#)]
This popular Instagram account dedicated to polls similarly took the opportunity to point out the lack of change in Lebanon's personal status law given that Lebanese women still cannot pass on their nationality to their offspring. "It's time to raise awareness regarding discriminatory nationality law," the caption read.

SHUFFLE AMONG THE BEST STYLES WITH ROSEPAINT, HAVE THE MOST TRENDING LOOK WITH PARIS GALLERY AND FEED YOUR SWEETEST CRAVINGS WITH HERSHEY'S! A MIX OF COLORS AND INSPIRATION!



باريس غاليري  Paris Gallery



وصفة سريعة لرسم شفاه مثالية



SCORE HIGH. **BE WINNERS**

WHEN YOU THINK WORK IS ALL ABOUT SITTING BEHIND A DESK, THINK AGAIN!
WE'VE GOT ALL THE FUN COVERED STARTING WITH TABLE FOOTBALL COMPETITIONS! HOW CREATIVE CAN YOU GET?





Costa majored in Marketing and Advertising and obtained his Master's degree in 2010 from USEK. He then moved to Riyadh in 2011, joining Impact BBDO, where he was in charge of Mobily Telecom. In 2014, Costa started at MEMAC OGILVY, where he handled Virgin Mobile. Costa worked in digital advertising, developing wide experience both online and offline.

Costa moved to Lebanon in 2018, in the aim of developing new experiences in Beirut, joining **AGA ADK** as Senior Art Director.



COSTA COSTI | SENIOR ART DIRECTOR

I am an ambitious, creative, reliable and conceptual designer, who followed my passion and chose art and design as a career choice. I am a production artist as well as a specialist with a decade of successful experience in graphic design.

My goal is to grow and expand my knowledge everywhere I go. I recently became a member of **Wetpaint** where I look forward to investing my experience alongside wonderful colleagues.



LILIANE NAJJAR | STUDIO FINALIZER

Elio Kassab is a recent graduate of the Lebanese American University with High Distinction. Academically, Elio is a Recipient of the Torch Award and a full scholarship that has financed his education.

Elio was the Youth Education Programs Manager in the Lebanese Red Cross and is a member of the Global Classrooms LAU Model UN program. He has worked with several multinational agencies as freelancer and trainee before joining **PencellPR**.



ELIO KASSAB | COMMUNICATION EXECUTIVE



**That's how I got
new Windows logo**

**designers are not
mind readers.**

And you will read this at the end

**You will read
this first**

And then you will read this
Then this one

Client Brief

Client Budget



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