

ADSENE

THE NETWORK
COMMUNICATION GROUP



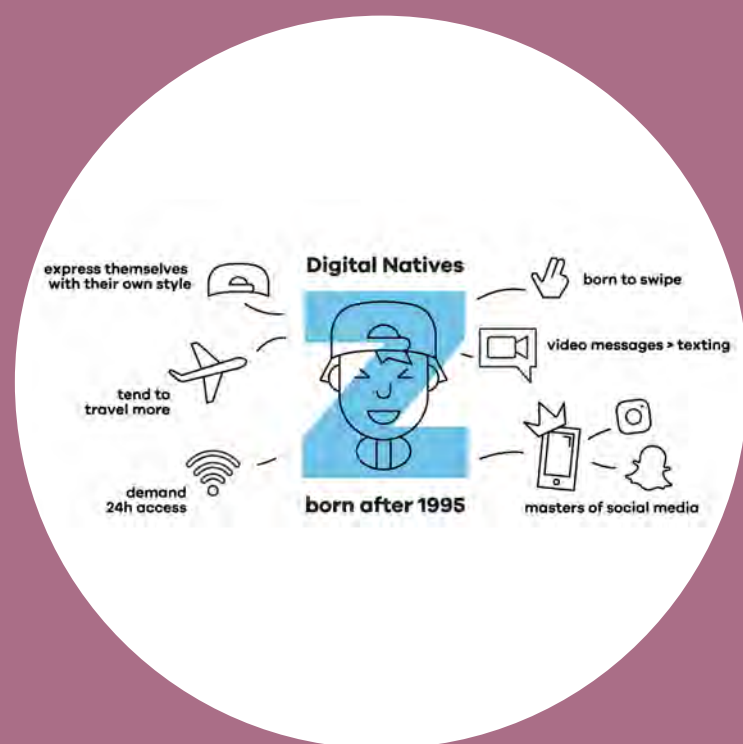
EVERY SUMMER HAS ITS STORY

As the seasons change, we change with them. Our personal lives, and our business lives, have seasonal rhythms and here we are, in the middle of summer.

With the initiation of events, launching of activations and special occasions, it's safe to say that our summer has kept us busy yet gratified! In the meantime, enjoy the sun, sea, mountains and make sure to get inspired by the summer vibes all around us for fresh, innovative ideas!

Soon the warm weather will drift away and Summer's carefree vibes will fade but one thing remains certain...

"Every Summer has its story" and for us it builds into a novel. Happy Summer to each and every one of you!



GENERATION Z IS THE SOCIAL MEDIA TREND IN 2019

You all must be wondering what Generation Z is? Well, it's the little sibling of Millennials, born in the late 90s and is around 22 years old now. This generation is the first which has grown up 100% online. It's more valuable for the marketers rather than millennial; since the buying capacity of marketers is going to increase. This is why it's necessary to shift the strategies of social media accordingly. It is expected that there will be a shift in the investments to the Gen Z-friendly social media platforms. These platforms include Instagram, Snapchat, and many others... welcome to Generation Z!



FACEBOOK IS DOWNGRADING POSTS THAT EXAGGERATE HEALTH CLAIMS

The company said it made changes to its algorithm last month to reduce the amount of misleading health information on the platform. Facebook announced it has made ranking updates to its News Feed algorithm, aiming to reduce posts that contain exaggerated or sensation health claims, as well as posts that promote or attempt to sell products or services based on health-related claims.



AS INSTAGRAM TESTS ITS "LIKE" BAN, INFLUENCERS WILL HAVE TO SHIFT TACTICS TO MAKE MONEY

Instagram's test of hiding "likes" on posts just expanded to more markets around the globe. For influencers, or individuals who work with brands to promote services or products on social media, this will likely mean a continued shift away from "vanity metrics" - such as likes or followers counts - and a focus on actual sales.



AR TO BECOME MORE MAINSTREAM

Augmented reality entails to an interactive experience developed with artificially generated, perceptual information. AR is already an important part of social media used in filters and lenses of stories. In the upcoming period, you will see that Augmented Reality will create a new experience to customers as it will render people with a buy-and-try experience throughout the virtual showroom. Facebook is greatly investing in AR, an attempt to dominate the field, here the ultimate goal is to keep users connected with the platform, while brands can capitalize on the trend by watching improving customer satisfaction.



TOTAL EXCELLIUM LAUNCH

Total Liban launched TOTAL EXCELLIUM, the new fuel that cleans your engine kilometer after kilometer! The launch was created with an international advertising campaign that sees TOTAL EXCELLIUM fuel embodied by an army of superheroes from different universes, eras and ethnic backgrounds on a mission to eliminate engine dirt, represented by a horde of dirty, hideous monsters!
Pencell adapted the international campaign to its PR approach for the launch in Lebanon. We invited media to a movie theatre through a teaser invite which doesn't reveal TOTAL as the brand behind the event. The whole communication revolved around the TOTAL EXCELLIUM heroes that represented the new product's elements.



BBAC KOUSBA BRANCH OPENING

Pencell efficiently and successfully organized the opening of the new BBAC branch in Kousba, district of Koura in the North Governorate.





BOSCH – CRICKET WORLD CUP POSTS

While “Cricket Fever” was alive, we created some interesting posts to relate the Bosch brand to cricket fans. Our main objective... to be on top of potential customers’ minds. Which we successfully conducted!

SIEMENS – HOME CONNECT APPLIANCES

The biggest launch of 2019 for Siemens were the Home Connect products. Siemens launched a range of home appliances which can be controlled and monitored from a mobile app thus bringing convenience to another level. AGA team worked very closely with the client for all the creatives of post launch, event and after launch elements. The entire event was organized and managed by AGA team. The highlight of the event was the launch of Siemens Home Connect on Burj Khalifa. Our COO Eddie was one of the prestigious speakers at the event and he shed light on the future of connectivity.





POCARI SWEAT

Pocari Sweat UAE has trusted AGA ADK for their social media pages to create awareness about the product and increase sales. AGA team took a very fresh and visually stunning approach towards the creative execution which was highly appreciated by the brand.



GOLD BOX FITNESS

Gold Box Fitness is a world-class CrossFit provider with multiple locations in Dubai. Where coaches are committed to helping members of all fitness levels succeed.



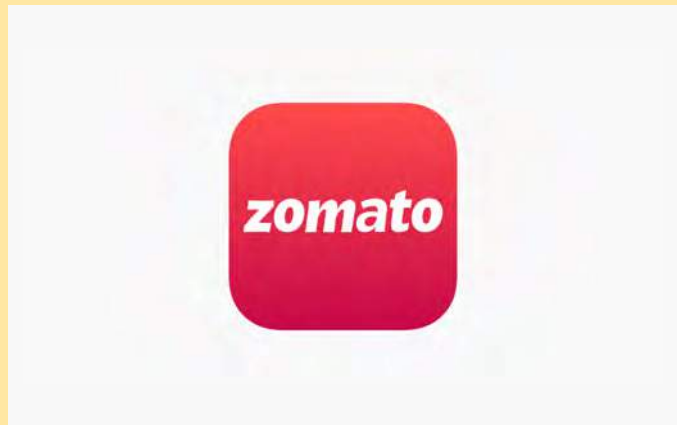
UN DIMANCHE À PARIS

'Un Dimanche à Paris' born in Saint-Germain-des-Prés, an Elegant Quarter in Central Paris, has now opened in Dubai. It represents the Parisian-Art-of-Living through their Gourmet cuisine, Haute Couture pastries & fresh chocolates all in a chic & casual atmosphere.



SOLIDAIRE RESTAURANT & CAFE

Solidaire Restaurant & Cafe is an authentic Levantine Cuisine restaurant & café with a twist. Providing a pleasant environment for all dining needs.



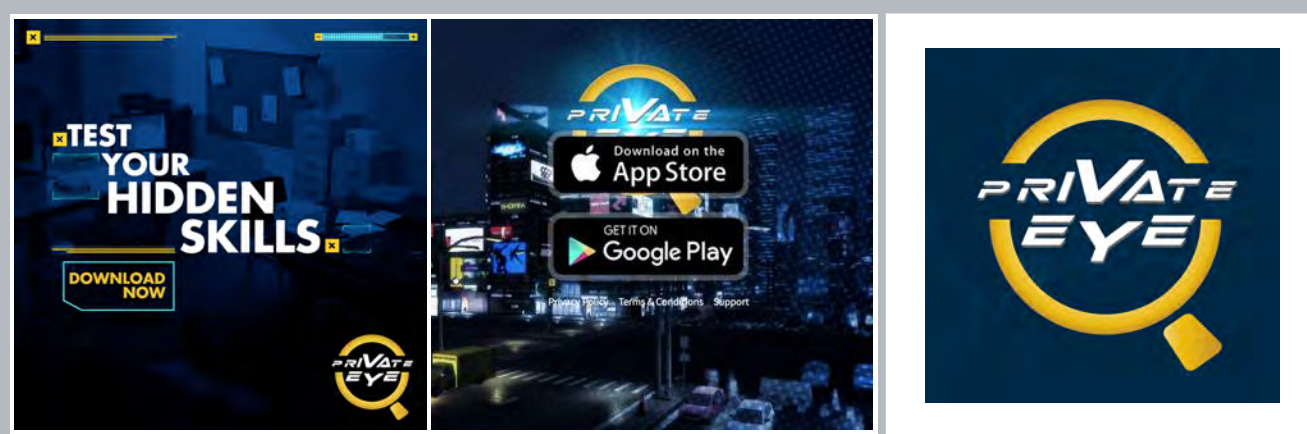
EQUATION MEDIA & ZOMATO TEAM UP

Equation Media recently joined hands with Zomato to work on delivering campaigns across Middle East & South East Asian Markets. The team worked on Zomato Gold, driving subscriptions on benefit packages in the UAE, then into Lebanon & GCC. We will be working closely with Zomato on driving excellence in performance and branding communication for all business units to support search, deliveries & subscriptions.



JJ CHICKEN

The authentic Charcoal Grilled Chicken Restaurant in the UAE.



PRIVATE EYE

Find hidden clues, uncover criminal links, and put the bad guys in jail... Private Eye is a hidden object game focused on fighting illicit trade. The game is about finding the unknown grand dealer smuggling items all over the world through people he is hiring. With each chapter/continent, we find out that the grand dealer was not apprehended, but instead, one of his workers was. Each worker will give a small description of his boss. In the last chapter, we will apprehend this grand dealer because of the information we collected from his workers in each chapter.



SAINT JOSEPH HOSPITAL

Saint Joseph Hospital recently signed AGA to work on the branding of their First Pediatric Meeting under the theme "A Small Push Towards Child Health in the World of Science"



POCARI SWEAT

Pocari Sweat is a refreshing drink with ION that hydrate your body. It is designed to match your body fluids and hydrate you more efficiently than water. Stay hydrated with Pocari Sweat, an ION supply drink that has been designed to effectively replace lost body fluids. It is suitable for all ages, at all times.



LIBS WEBSITE

LIBS website creation.



CLAP

The newest addition to the Add Mind portfolio, Clap serves contemporary Japanese cuisine in the heart of Downtown Beirut. Put your hands together and clap, clap, clap for this new Asian gem, who has just signed Pencil to handle their PR activities in Lebanon.



ARJUN SASI

New Business Development Manager at Equation Media (Dubai office)

Arjun Sasi is originally from Cochin, Kerala. He completed his Bachelor's in Engineering in Electronics and Communication from MKCE, Tamil Nadu. He then got into the music and movie industry through the album S5-Isai launched by the Oscar Award Winner A.R. Rahman under Sony Music Label and continued his saga in music through various stage shows around the world. In 2006 he moved to UAE and started working with Arabian Radio Network as a radio jockey and played a pivotal role producing the top-rated show for three years. With over 13 years of experience in both client relationship management and business development, as well as 8 years in media sales on print, radio and digital, it is safe to say he is an experienced manager with a demonstrated history of working in the media industry!



HOMER GAGALANG

New Communication Manager at AGA ADK (Dubai office)

Homer Gagalang is a seasoned advertising and marketing professional, with years of local and overseas industry experience from top ranking agencies like: J. Walter Thompson (Philippines, Abu Dhabi and Singapore), Al-Futtaim Gulf Marketing Services Company and Mamac Ogilvy & Mather (Dubai). Mainly involved in account management and marketing communications of full-fledged 360 campaigns, events and activations; he led key accounts such as Close up (Philippines), Nestle (UAE), Ford (Singapore, Dubai & Festival City) and Honda (UAE) to name a few. Out of the office, you'll see him backpacking, walking his 2 Yorkies or circuit training at his neighborhood gym!



JAD SAHYOUN

New Communication Executive at AGA ADK (Dubai office)

Jad Sahyoun graduated from AUB holding a Bachelor's degree in Arts as a Public Administration major. He has also completed internships at DMS (Digital Media Services) at Choueiri Group, and at Ahmed Seddiqi and Sons, given his immense passion for luxury watches and jewelry. He enjoys reading articles and books that expand his knowledge on issues he's already interested in, or that he wants to be more involved in. These can vary from current world trends and news, to what's going on in the world of communication and business, all the way to the world of luxury! His biggest focus in the latter, is on luxury watches and jewelry, but not restricted to them. His childhood passion still remains the same until today... Jad still adores playing basketball because it is his 'ultimate escape'!



DINA RASHED

New Communication Executive at AGA/ADK (KSA office)

Dina Rashed specialized in advertising communications, has an education in traditional advertising and a background loaded with marketing and graphic design projects! The projects are centered around modernizing consumer experience. She is also a very strong believer in the power of positive thinking in the workplace.



REAH AMROU

New English Copywriter at Wetpaint (Beirut office)

Reah (Ro2ya) Amrou graduated from AUB with a Sociology/Anthropology degree and continued her education by adding a second major of Communications with a focus on radio & television from AUST. She spends her time being inspired by nature, writing poetry, doing voice overs and stand-up comedy shows! With a knack for voice-overs & radio, Reah has been the host to many an NRJ party and uses her keen knack for story telling wherever she goes. She has written articles for Stepfeed, scripts and commercials for local radio stations and even starred, written and directed a short film, winner of the Mahoney short film award. A constant volunteer and bubbly personality, Reah always makes sure to put a smile on the faces of those around her.



DAAA AL JURDI



ROMY ZAAROUR & MAYA NAKHLE



BIRTHDAY BASHES

We want to wish our beloved staff members a Happy Birthday!



RUDOLPH KAMBOJ SENIOR COMMUNICATION EXECUTIVE

Rudolph is a very organized person who wants to finish things from his to-do list within the same hour! He categorizes all his projects in such an efficient way so that nothing ever gets out of hand and if things do- you can hear his voice all throughout the office!

The above scenario is very funny to watch... but you can also find him listening to his music to help him carry on through the day!

He is extremely good with clients, and is known to never let them down. He is also very accommodating with work colleagues except for one person in the office who he doesn't get along with - Shh!!!

Rudolph is a very honest, loving and helpful colleague to work with, you can definitely always depend on him!



