

ADSENE



THE NETWORK
COMMUNICATION GROUP



THE SEASON OF TRANSFORMATION

Those who do not learn from the past are destined to repeat it...

In this day and age, with digital trends taking over the markets, it's hard to grasp the present as it slips into the past while the future hurdles our way. I truly believe that this Autumn season, it is time to take a step back and look at what our harvest has brought. It's time to study the past and its tribulations, for they are merely the lessons we should have learned.

We should consider taking a step back and going back to basics! Basics can never be outdated, they are timeless and without them, everything could collapse. This doesn't manifest forgetting where we are now and running backwards, but it asks us to go back to history, learn from it, take ideas, concepts and implement our learnings in the world we live in today. We need to act as philosophical historians! For every seed we have planted, we reap what we sow.



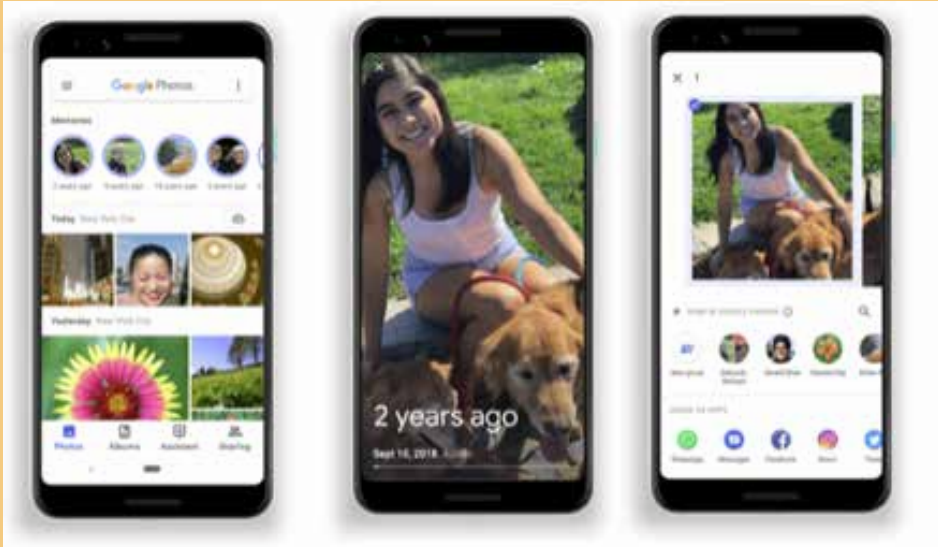
October is upon us and the time has come for a bountiful harvest...





INSTAGRAM'S NEW TOOL "CLIP"

"Clips" replicates TikTok's key features which allows users to record segments of videos into a single video story. You can now also overlay music on clips and adjust the speed or timer of each video clip.



GOOGLE STORIES

Google has essentially launched 'Stories', where users will be able to see photos and videos from previous years in a new feature called Memories. While people might recognize this stories format from social media, these memories are a personal media, privately presented to users so they can sit back and enjoy some of their best moments.



VIDEO MARKETING

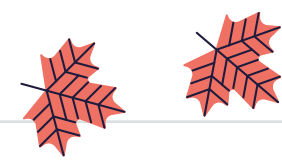
One of the most important marketing trends today and likely for the next 5-10 years. Video marketing's numbers don't lie so make sure to incorporate video into your digital marketing strategy in 2019:

- 70% of consumers say that they have shared a brand's video
- 72% of businesses say video has improved their conversion rate
- 52% of consumers say product videos make them more confident in online purchase decisions
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video



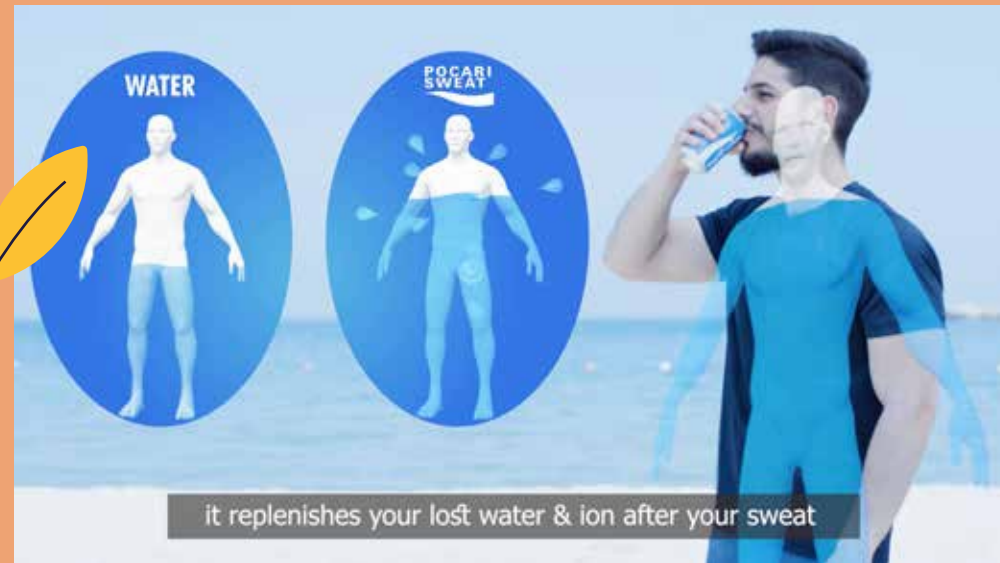
SMARTER CHAT

Chatbots have been rising in the past few years and still persists in 2019. According to Grand View Research, 45% of end users prefer to use Chatbots as a major means of communication in customer service as they play a critical role in improving the customer experience. They allow marketers to better engage with their audience - without really doing much and offer real-time assistance to the users.



LAGUNA THEMED NIGHT

We launched a Caribbean Festival Themed Night at Laguna which will be a recurrent event and we have even begun seeing success with it this far.

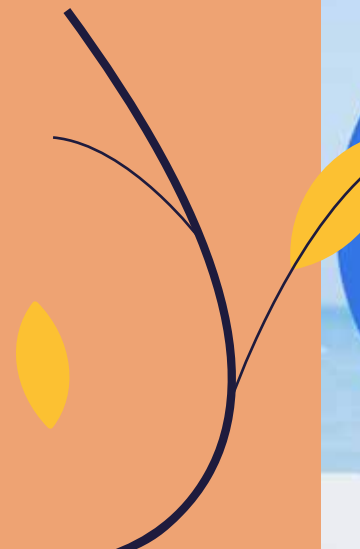


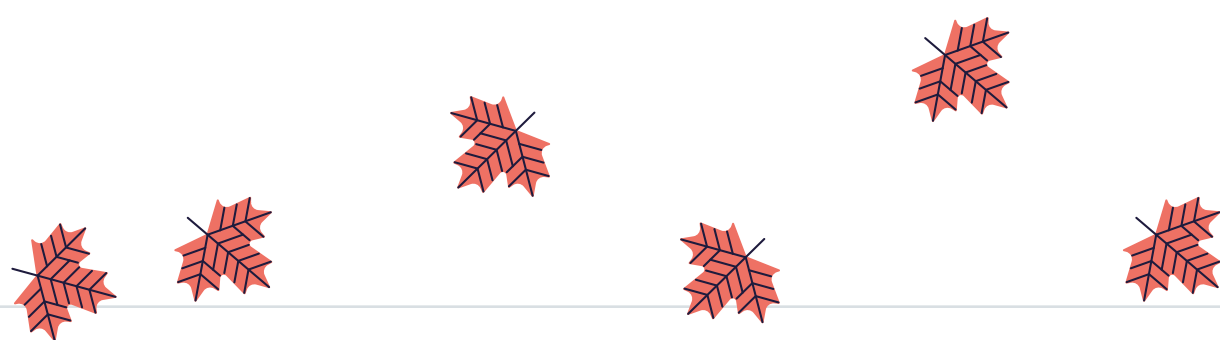
POCARI SWEAT ION POWER

We were able to create and conceptualize a video ad for our client Pocari Sweat to remind their audience of their key message: "Stay hydrated, refreshed and on the go with the ION in Pocari Sweat!"

PLAY-DOH INFLUENCER COLLABORATION

We collaborated with Karen Wazen for Back to school in order to launch a collaborated video on her social media platforms .





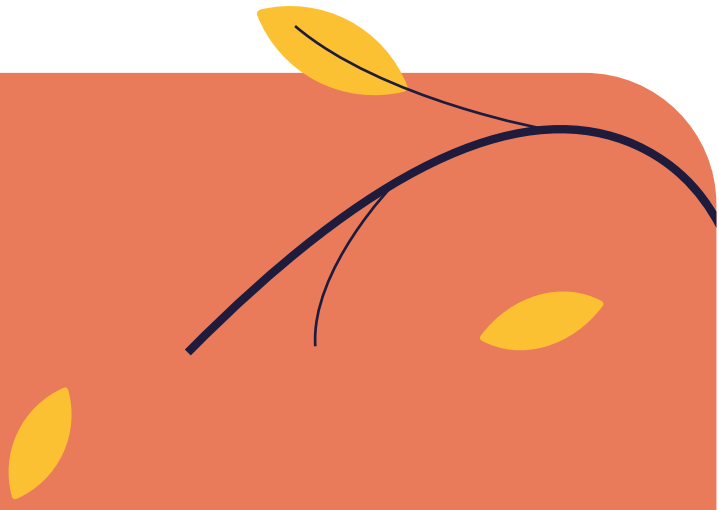
TOTAL LIBAN X TAMANNA: MAKING DREAMS COME TRUE! AN INITIATIVE BY PENCELL PR

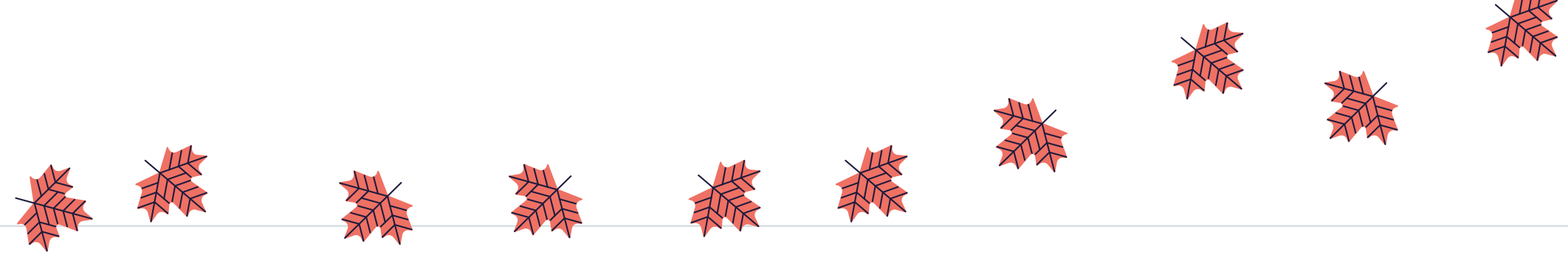
Total Liban collaborated with Tamanna Association in order to add a special flavor to this year's 'Rally of Lebanon' by making a wish come true for Elie Al Khoueiry, a young leukemia patient with a dream to race alongside a professional driver. On August 22, the RPM Karting track in Mtein was turned into a rally circuit where Elie took his place in the copilot seat to live an unforgettable rally experience alongside professional rally driver, Eddy Abou Karam. Elie was also given the chance to attend the official 'Rally of Lebanon Super Special Stage' and watch the race up close for the first time in his life.



THE BOSCH BOOKLET - KID'S STORY TIME AN INITIATIVE BY AGA/ADK

We were tasked with introducing Bosch as a brand to the next generation of customers - KIDS. So, we designed a Bosch Kids booklet which will be given to them in events and in Bosch stores. This booklet outlines, in a very creative manner, a variety of Bosch products and showcases Bosch's love for the environment and much more.






TEAM

Steam is a new and young Saudi company that positioned itself as a main player in the sports jersey fashionwear & design and is representing the largest clubs in KSA, including Ittihad, Ahli, and Hilal.

AGA-ADK started handling the business in terms of content creation and look forward to this partnership.



النهدى nahdi

AGA-ADK Joined hands with the largest Pharmacy chain in KSA, Nahdi and initiated several projects including their Yearly Strategy workshop. This partnership is projected to continue during the coming months to deliver content across Nahdi Corporate.

Feetness

Feetness, a new retail brand, born in Lebanon, evolving from what we now know as Scholl, appointed AGA as their Marketing and Communication agency to help them reposition themselves from a mono brand to a multi brand store chain, launch new cool and trendy brands under the Feetness portfolio, and reach out to a wider target audience, focusing on youth, who's main concern is style and comfort.





MEET:

Abdul Rahman Khan - Research Manager
Equation Media - Dubai Office

Abdul is a lover of politics; you could say it's his passion as he could debate with you forever. He can also mingle well in a crowd of strangers but don't mention you're a vegan because he's a non-vegetarian freak!
When he's not working he's a family man with 3 kids all born on the same date, Sept 15th...

So you know he's got great planning and timing managing skills work wise, he's dedicated and committed, until there's more than 2 or 3 projects at a time, then start the panic attacks but throughout it all Abdul is a definite team player.



HAPPY BIRTHDAY

To this wild bunch Grace Sahyoun, Joe Maalouf, Charbel Homsji, Abeer Shoukini. May you all be blessed with many more!



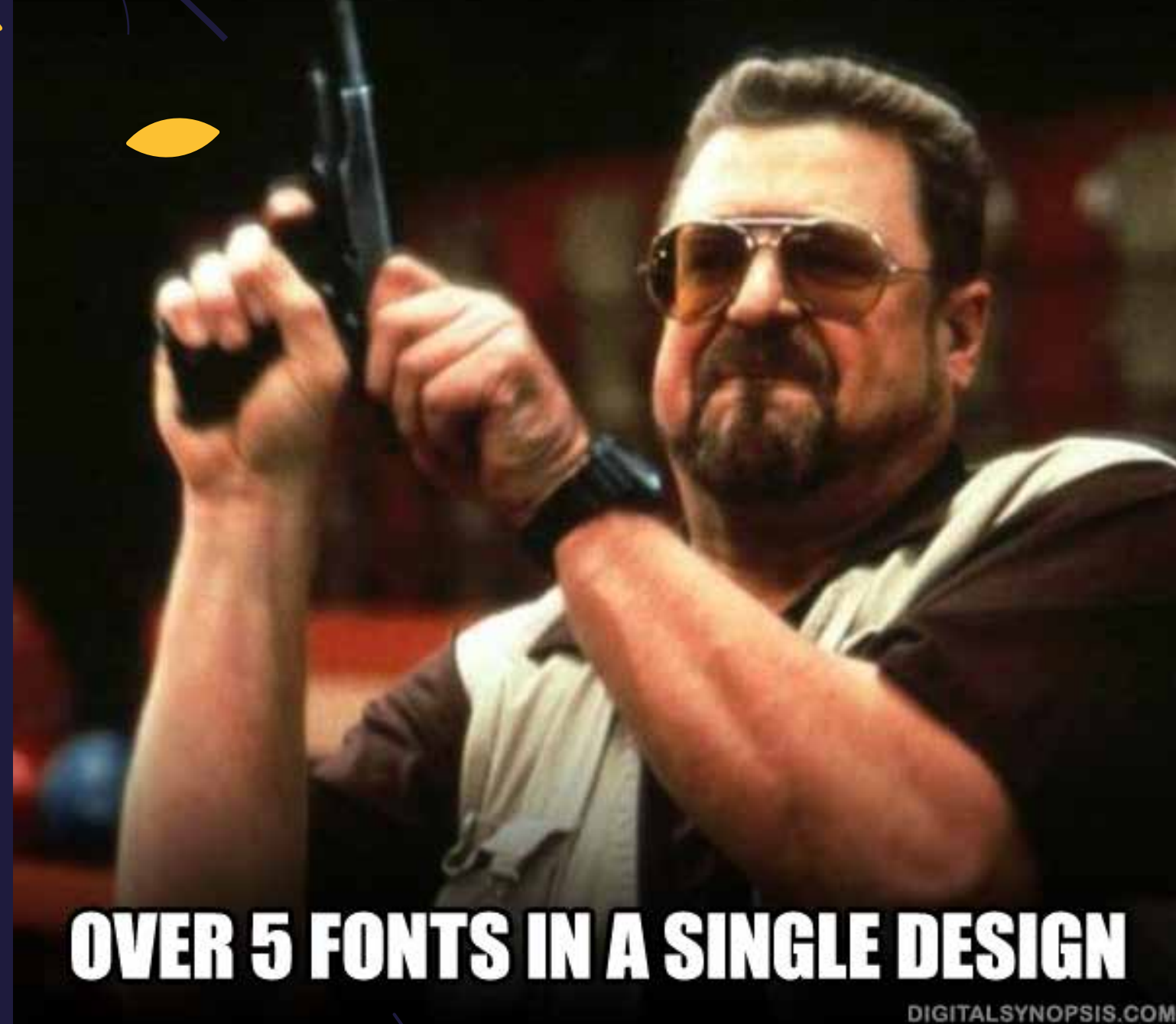
HAPPY BIRTHDAY

To the commander of our ship!
Thank you for always sailing us into safe waters!





WHEN A DESIGNER USES



OVER 5 FONTS IN A SINGLE DESIGN

DIGITALSYNOPSIS.COM

When you realize people are discussing your design



...in a room, without you.

DIGITALSYNOPSIS.COM

NOT SURE IF MEME



OR EFFECTIVE MARKETING

memegenerator.net

Social Media Experts



What my friends think I do



What my mom thinks I do



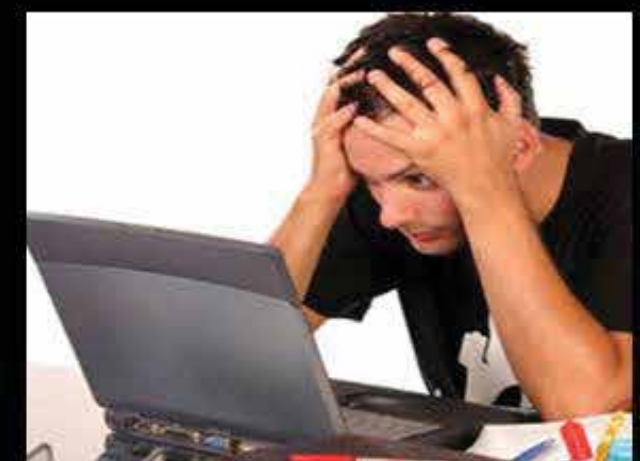
What society thinks I do



What clients think I do



What I think I do



What I actually do

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