

ADSENE

THE NETWORK
COMMUNICATION GROUP



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TOUGH TIMES CALL FOR TOUGH MEASURES

In times like the ones we're passing through today, we must keep searching for solutions that can keep us going, as giving in is not an option.

As coronavirus numbers continue to take over the world, a lot of industries and especially the advertising one is being affected, with more canceled big events and budget cuts due to the fear of the unpredictable future. Brands for instance, are the most affected, since their line of communication with consumers who spend most of their time OUT OF HOME has been cut, and that is resulting in massive drops in brand visibility. Maybe it's time for brands to get out of the road and go inside the house. It is an opportunity for us to start spending more in areas such as mobile gaming, TV and streaming services since consumers are spending more time at home amid the outbreak.

Of course, as any other virus circulating, we must keep on taking extra health care and precautions, both for us and others around us, and most importantly to stay hopeful, as hope is the cure of the mind.

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AGA-BEATS is an experiential and retail solution company that tells your story through design, experiences and activations, paying attention to the complete end to end experience customers have with your company.

AGA-BEATS understands that today it is necessary to craft a journey in a customer-centric way in order to optimize business outcomes.

AGA-BEATS is a company that knows that data is a must to help companies know who their customers are, hence providing them with a more personalized journey.

AGA-BEATS mission is to be the go-to company for your retail solutions in the region, providing you with the latest and most innovative technologies.





'FINGER LICKIN' GOOD' CAMPAIGN

KFC suspends UK, 'Finger Lickin' Good' Campaign after coronavirus-related complaints.

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HERSHEY PULLS ADS WITH HUGS AND HANDSHAKES AMID CORONAVIRUS CONCERNS

Product-centric Hershey spots are now running instead of commercials focused on human interactions with its chocolate bars.

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TWITTER GIVES BRANDS ADVICE ON HOW TO COMMUNICATE IN THIS CORONAVIRUS CLIMATE

Slack, Google, JetBlue and others held up as examples of how marketers should converse with their customers.

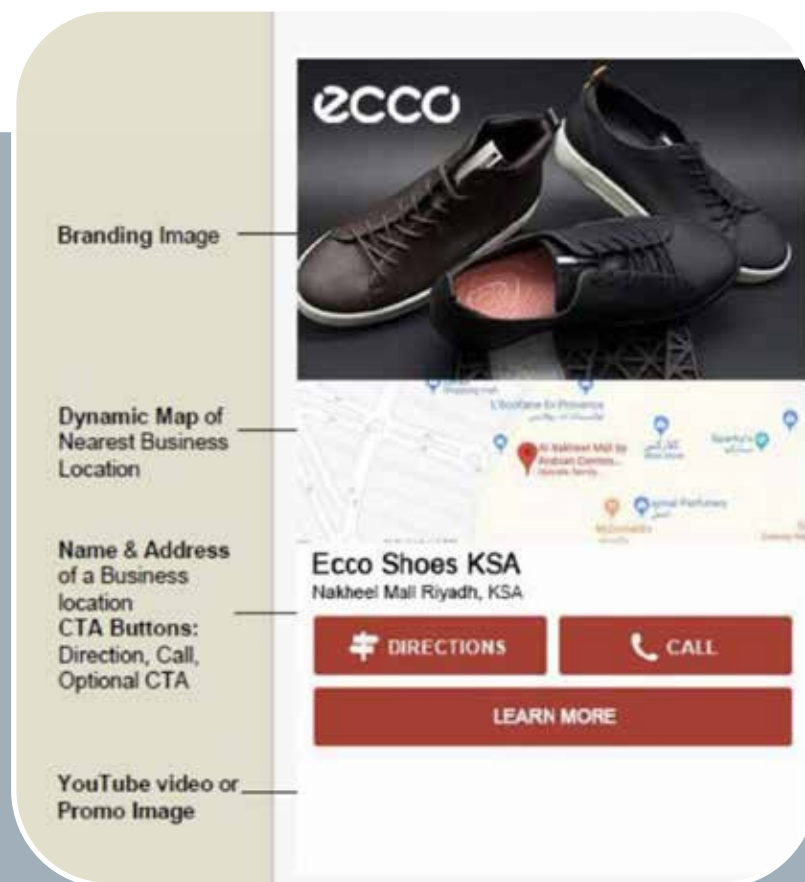
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Bosch Celebrates the Opening of Its' Largest Flagship Store in The Middle East

A celebration of technologies that change everyday lives!

Riyadh, Feb19, 2020. One of the world's leading technology innovators in home appliances is making its second mark on the region with the opening of a flagship store in Riyadh. Bosch technologies have always aimed to improve the lives of people all over the world, claiming their products are "Invented for Life". With an unmatched portfolio of uncompromising quality, Bosch leads the way in design, innovation, technical perfection, and reliability.



Ground Truth for Ecco Shoes – To steer high-intent customers to their stores

This technology will focus on identifying and reaching true in-market intenders for the product through proximity and neighborhood location targeting and eventually help in driving the interested users to the store. GroundTruth will not only help in fueling the audience targeting with quality data but will also help in determining the effectiveness of the campaign in real-world through in-store visit measurement after the users will be exposed to the ads digitally. This will help us in understanding how audiences in our market both consume and take physical action with our ads.

As part of always being on top of the latest trends and technologies, Equation Media along with its client Ecco Shoes will be testing this solution in order to better measure ROI and campaign results. Stay tuned for more.



Rosewood Jeddah GOT 4 STARS ★★★★★ in Forbes





BIRTHDAY BASHES

We want to wish our beloved Clients Services Director a Happy Birthday!



VALENTINE'S DAY





GHIDA FAKIH

Senior Communication Executive | Wetpaint
(Dubai Office)

Ghida Fakhri graduated from the American University of Beirut with a Business degree and an emphasis in Marketing in 2016. She started her career as a Social Media executive in Mindshare Beirut handling clients such as Al Issa, Dyson, and Americana. She then moved to Grey Worldwide Beirut where she held two positions as a Social Media Manager and Account Executive, she handled clients such as Al Nakhla – JTI, and P&G – Pantene and Herbal Essences. After a year and a half with Grey Worldwide, Ghida joined The Network in Dubai as a Senior Communication Executive handling P&G, Nestle, Meraas, Hasbro, Almed, and Hershey's.



MARC MEIKI

Digital Director | Wetpaint
(Dubai Office)

Over 23 years of media agency experience including managing an Inter-public agency for 8 years in Dubai, before immigrating to Canada up till Jan 2020 when he joined Wetpaint Dubai. Marc handled Global 500 companies like PepsiCo, P&G, SC Johnson, Mercedes-Benz (Daimler AG), General Motors, Philip Morris, Cadbury (Mondelez Int'l), Kellogg's & Kraft Heinz across the MENA. Since relocating to Canada in 2013, he launched a digital marketing agency in Toronto, handling multiple international & ME clients out of "The 6", while completing 2 years of studies in digital marketing, business strategy & leadership at the University of Toronto & Cornell University



VARDA RIZVI

Senior Communication Executive | AGA ADK
(Dubai Office)

I want to live in a world filled with innovative ideas, music that comes bundled with extra dark chocolate and my cats.

Hi! I'm Varda not only an advertising and marketing professional but also a lifestyle influencer who loves making friends, traveling, good food and adventure sports. Working on saving the environment cause and capturing moments through her camera.



DIGITAL MARKETING TRENDS YOU NEED TO KNOW FOR 2020

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How TikTok Can Boost Your Business

TikTok has become a fantastic way for businesses and promoters to engage with this younger market.

Go

