

AdSense

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Growth comes from within.

Growth. A big word to talk about today amidst the economic crisis we are facing. Every business or organization, from small to large is being challenged on a daily basis for survival, which is in turn affecting every individual in the workplace from different angles.

Now the question is, what's the solution? What is it that we can do to stay put and keep on? The big solution sometimes is out of our hand's reach, but every big solution has a starting point, and that point is us. Solutions lie next to us, they are around us everywhere and the way to reach them is by taking initiatives, is by believing in something, is by being seekers with a passion that could move a mountain.

Passion. One of the most powerful tools in the advertising industry; without it, our work's outcome would look very dry, very dull and without any soul. My take on the subject at hand is very straightforward, I believe that growth comes from within the workplace, it comes from within every one of us. Growth is not something we should look for outside, it is something waiting for us on our desks every morning and all we need to do is work with what we have and try to improve it, try to go beyond the brief, do pro-active work and most importantly, have grace while doing it.



The Network Communication Group and BrandTribe partner to launch a new branding practice within the group



The Network Communication Group, one of the leading communication agencies in the region, announced today a joint venture with BrandTribe, the branding and design agency known for creating iconic brands, to launch a new branding practice within the group, catering for both agencies' clients across the Middle East Region and North Africa.

The joint venture practice, combines The Network Communication Group's industry-leading media, advertising, public relations and social media expertise with BrandTribe's extensive branding knowledge, to bring clients a full-fledged integrated communication service in a one-stop-shop.

BrandTribe will be headquartered in The Network Communication Group's Beirut office with presence across the GCC and MENA countries.

The Network Communication Group is a holding company created to host the group's diverse communication practices that serve local and regional clients, thereby answering the needs and challenges of the evolving communication landscape and providing holistic, integrated communications and marketing solutions. It started in 1997 with the creation of AGA ADK, the advertising practice and evolved with the addition of Pencil PR & Events in 1999, Wetpaint Creative Digital Solutions in 2007 and

Equation media buying unit in 2013. The 21 years' journey saw a host of clients across various industries from Corporate, Governmental, Tech and Automotive to Hospitality, F&B, FMCG, Beauty, Fashion and Luxury, among others.

"This joint venture brings an added value to The Network Communication Group and complements our public relations, social media, advertising and media buying services with effective branding solutions. Our clients now can benefit from all these services under one roof", said Roger Sahyoun, The Network Communication Group Chairman. "We sought a branding partner with a shared commitment to creativity and innovation, and we found that in BrandTribe. We are thrilled to partner as we explore a new world of opportunities together", he added.

Founded in 2016, BrandTribe is the brainchild of two branding veterans, Ibrahim Lahoud and Gloria Kaba, with a combined 35 years of experience in regional branding. BrandTribe creates iconic brands that rely on pragmatic strategies and a thorough understanding of the markets where it operates. Stemming from the belief that powerful brands develop tribes that bond people together creating a critical mass, BrandTribe strives to build external tribes among markets, as well as internal tribes within the organization.



Campaign Magazine Breakfast Briefing

Joy Sahyoun our media Director was one of the panelists at the Campaign Magazine Breakfast Briefing on the future of Out Of Home Media held in Radisson Bule Dubai Media City. Alongside industry specialists, Allan Hill | CEO – Odex Middle East, Dylan Temple Heald | Director – Precision Mena, Tej Desai | Strategy Director – BPG Max (Moderator); the panel conversation tackled the next generation out of home buying through digitalization of inventory, integration of data and measurability of outcome. What advertisers are seeking is a stronger ability to shift from guesstimation in outdoor planning, to making more educated decisions. This would rely on the ability to access data in terms of traffic, eye balls, as well as actions taken post exposure.

American Rag Cie debuts flagship store in The Dubai Mall



A mainstay of California Cool since 1984, the American Rag Cie brand has found roots in the Middle East with its first flagship multi-brand store now open at The Dubai Mall. Across the 768m2 space, the original laid-back California soul of this LA export is found in everything from the vintage surfboards hung on the wall, the Spanish colonial tiles that decorate the floor and the all-white Hollywood sign, ready for Instagram glory. For Dubai, the introduction of cutting-edge technology and AI will become American Rag Cie's new signature, and the pounding heart-beat of all this store aims to offer customers. From interactive digital screens, customer service robots, high tech DJ booth, smart mirrors, and the world's largest coffee collection at the shop's annexed World Coffee Bar, this is a store that understands the future of fashion and the meaning of experiential retail.

Gaggenau Galleria hosts: Rising Oases A journey into levitation in architecture with Dr. George Kachaamy



Throughout its evolution, architecture has crawled out of caves, settled on grounds, surfaced on water, climbed on pilotis, stood tall and even danced. Now it's time for the field to challenge itself again by defying gravity to rise up!

Part of its monthly design talks, Gaggenau Galleria hosted on October 22nd the Chairperson of the Department of Architecture at the American University in Dubai, Dr. Georges Kachaamy who presented a compelling narrative of how architecture will soon be free from gravity; buildings will not need to touch the ground to anchor themselves, and this can happen in our lifetime!

With these design talks, Pencil aims at positioning Gaggenau as a design and art reference in a city exuding creativity, and creating a loyal community of architects, designers, digital artists, painters, and photographers, among others.



Tag my name

The new Instagram feature is designed to make it easier for users to promote themselves visually on other social media networks, and to make getting new Instagram followers in a more public setting (like a networking event) quick and simple. A dream come true for agencies and clients looking to engage more fans to their Instagram!

Bosch is new on Instagram with few thousand followers, whereas their Facebook fan base is close to 3,000,000. How do we capitalize on Bosch massive Facebook followers and recruit them for Instagram? By using the new Instagram feature: NameTag. AGA proposed this option to Bosch and created a Facebook post that will allow fans to scan the Bosch NameTag and start following Bosch Instagram page.

As for Siemens, and in order to cement the brand's digital savvy positioning, always up to date with the latest trends and hot happenings, AGA created a NameTag that can be used on Instagram, on other social platforms, or even printed on mugs and other items as a way to further promote Siemens' Instagram page and recruit and engage more followers.

By The Beach
 “The Network Communication Group” Expands to Cyprus



“The Network Communication Group” is proud to announce that it has extended its services reach to Cyprus with the signing of By The Beach. The agency will provide strategic direction as well as social media, creative and public relations services to its overseas client.

By The Beach is a peaceful retreat featuring 18 villas, perfect for those who want to escape the hassle of their everyday lives and at the same time benefit from a modern luxurious lifestyle overlooking breathtaking sunsets and sunrises and endless sea views.”

Trucks that deliver experiences



Delivery trucks? Most of the time they’re boring and no one would turn twice to look at them. Bosch wanted to change that and make their delivery trucks a key communication vehicle; an attraction that will make heads turn on the road and engage drivers with Bosch products. A very challenging task indeed!

AGA came up with the idea to integrate Bosch products within the structure of the truck, thus creating a WOW factor. The outcome: a Bosch washing machine for a truck tire... when the tire turns, it gives the effect of a turning washing machine tumbler; or a truck back door that looks like an open fridge full of yummy fresh wonders.



#whatsjuicy, #whatssaucy, #whatsnew, #whatsbig, #whatsfree

Chili’s rolled out it’s latest menu with the introduction of new burgers, steaks, fajitas and a free refill of chips and salsa. The campaign was developed jointly between AGA ADK and Equation Media which called for online users to share what they think is #whatsjuicy, #whatssaucy, #whatsnew, #whatsbig, #whatsfree. The campaign brought together social influencers, radio jockeys and outdoor exposure to engage with the UAE community. Make sure to try out the new menu!



ZonesCorp

AGA ADK recently bagged the Zones Corp account in the UAE. Following a competitive pitch conducted late in this summer, AGA ADK came out as the agency of choice of the client. Zones Corp is a Semi Government Organization, that manages special economic zones in Abu Dhabi, the most prominent of which is the Mussafah are. Having previously managed the account prior to 2016, AGA ADK finds itself once more leading on the communication and creative development of the account.

It's Competition Time!



Al Baker, on the other hand, wanted to encourage consumers to buy and interact with their product so AGA initiated a competition asking followers to bake their signature home dish using the product. Around 500 submissions were registered in the period of 1 month. The prize? a voucher from Tavola KSA, one of the havens of bakers in the city.

Competitions can also be used for awareness. As an extension to Siemens' energy saving campaign, AGA ran a competition on social media to test consumers' knowledge of facts for a chance to win tickets to The Green Planet. More than 150 submissions were registered on each platform. Needless to say it was a real success...

How can a brand engage consumers with their various products? Competitions, Competitions!

Toshiba wanted to run a contest to boost sales their memory product. The lure? An all-expenses paid trip to Toshiba's Science Museum [and more] in Japan. AGA made sure to make consumers live the dream: with larger than life visuals portraying a Japanese look and feel, consumers felt like they were walking in the streets of Japan and experiencing its culture.

Launch of the Startupper of the Year by Total Challenge in Lebanon - Energizing Your Ideas!

Following the success of the first Startupper of the Year Challenge, held in 2015 in more than 30 African countries, Total is bringing it back in 2018, this time in almost 60 countries worldwide, among which is Lebanon.

The 2018-2019 Startupper of the Year by Total Challenge will support and reward young local entrepreneurs in any business sector with a project or business less than two years old. In each participating country, a local jury comprised of experts from Total, specialists from incubators and accelerators, business leaders and local community stakeholders will select three winners.

Each winner will be awarded the "Startupper of the Year by Total" label and receive financial support, professional coaching and extensive publicity to advertise their project.

New this year: To support women entrepreneurs, the jury will also designate a Top Female Entrepreneur in each country. This special award, which is in addition to the other awards, is Total's way of encouraging more women to take part in the Challenge.

Registration opens on October 9 at <http://startupper.total.com/>. Candidates will have until November 13 to submit their applications.



Online Shopping Behavior in GCC: 2018



Online shopping is becoming more popular in the Middle East with findings from the survey conducted by Narrative on 3726 respondents across GCC, reveals that 80% of online shoppers have either maintained or increased their online shopping habit over the last 12 months and 42% of offline shoppers believing that they will make an online purchase in the coming year. Key Highlights of the survey are:

- 40% of respondents have shopped online. 34% of online shoppers believe that their online shopping habits have increased in the last 12 months.
- 42% of those who have shopped online are between 20 and 34 years of age.
- Those who shop online are likely to have attended university and completed and undergraduate degree. 43% of offline shoppers listed secondary schooling as their highest level of education.
- 58% online shoppers prefer online shopping through Mobile phone while 33% on Desktop/Laptop.

The most popular online purchases are clothing & accessories, sport shoes & clothes and hotel reservations.

- Convenience, special offers and

price comparison remain the primary reasons of shopping online. Offline shoppers indicated that trust marks and guaranteed returns would make them feel more comfortable shopping online.

- 23% shop online at most once every three months, and 8% shop online at least once a week.
- Credit Cards (37%) and Cash on Delivery (34%) are the top most payment methods for online shoppers.
- Online shoppers would shop more if provided better availability of product information, cheaper or free delivery and easier to use sites.
- 46% of online shopper respondents research using price comparison sites. 27% frequently use social media. Their research isn't only conducted online - 32% browse in-store before buying online.
- 42% of offline shopper respondents think they will become online shoppers in the next 12 months, and 19% believe they will be persuaded by an online-only discount offer.

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Friday Wake-up Call: #metoo Fallout In India's Ad Industry. Plus, A Twitter Fail From Elle Magazine

Excerpts From An Article Written By Angela Doland, Published On Adage October 19, 2018.



Credit: iStock/Kameleon007

Bait and switch

The U.S. edition of Elle magazine tweeted a broken-heart emoji and the message: "Kim Kardashian and Kanye West are breaking up." But anyone who fell for the clickbait was taken to a page urging voter registration. Instant backlash ensued. "Voting is important, but creating actual #FakeNews/memes to promote it hurts the press' credibility and is insulting to readers," the HuffPost's Jenna Amatulli tweeted. The Hearst publication apologized: "We made a bad joke. Our passion for voter registration clouded our judgement (sic) and we are sincerely sorry."

#MeToo

The #MeToo movement is hitting India, causing upheaval in the local ad industry. Four execs with Dentsu Aegis Network agencies in India have stepped down after being called out for harassment in anonymous posts online. A statement from Dentsu Aegis Network doesn't spell out why the men left, but notes: "We have a zero tolerance policy towards any kind of harassment at our workplaces." Dentsu Aegis said the men who exited were Kartik Iyer, CEO of Happy McGarryBowen; Praveen Das, the agency's managing director; its senior creative director Bodhisatwa Dasgupta; and Dinesh Swamy, national creative director for iProspect India. The four did not immediately respond to requests for comment from Ad Age.

Read the full article here:
<https://adage.com/article/news/wake-call-news-metoo-elle-magazine-chipotle-ford/315328/>

Ad recall



Advertising is effective. My kid was saying grace and said thank you for this daily, slow-rising, butter-crust, vitamin-enriched bread.

“ Stopping advertising to save money is like stopping your watch to save time. ”



Ad terminology

Ever wonder what all those advertising terms really mean? **NEW** - Different color from previous design. **ALL NEW** - Parts are not interchangeable with previous design. **FOOLPROOF OPERATION** - No provision for adjustments. **ADVANCED DESIGN** - The advertising agency doesn't understand it. **REDESIGNED** - Previous flaws fixed - we hope. **YEARS OF DEVELOPMENT** - We finally got one to work. **MAINTENANCE FREE** - Impossible to fix. **MEETS ALL STANDARDS** - Ours, not yours. **SOLID-STATE** - Heavy as hell.

Postcard

A Mother had three virgin daughters. They were all getting married within a short time period. Because Mom was a bit worried about how their sex life would get started, she made them all promise to send a postcard from the honeymoon with a few words on how marital sex felt. The first girl sent a card from Hawaii two days after the wedding. The card said nothing but: "Nescafe"! Mom was puzzled at first, but then went to her kitchen and got out the Nescafe jar. It said: "Good till the last drop". Mom blushed, but was pleased for her daughter. The second girl sent the card from Vermont a week after the wedding, and the card read: "Rothmans". Mom now knew to go straight to her husband's cigarettes, and she read from the pack: "Extra Long. King Size" She was again slightly embarrassed but still happy for her daughter. The third girl left for her honeymoon in Cape Town. Mom waited for a week, nothing. Another week went by and still nothing. Then after a whole month, a card finally arrived. Written on it with shaky handwriting were the words "South African Airways" Mom took out her latest YOU magazine, flipped through the pages fearing the worst, and finally found the ad for SAA. The ad said: "Ten times a day, seven days a week, both ways." Mom fainted!

Aspect naturel



Advertising has really changed our thinking. This morning my wife put on eye shadow, eyeliner and eyelashes. I said, "What are you doing to your eyes?" She said, "I'm making them look natural."



Melanie El Kahy
Wetpaint
Copywriter

Being sociable and talkative, I aimed for my words to leave an impact and mark the world. My passion started as an Editor & Social Media Specialist at Klipp Middle East – Dubai Branch in 2014, followed by RizkGroup SAL where I was the Translator/Proofreader and Junior Copywriter. That’s when I started accomplishing interesting tasks and took off to reach even higher goals thanks to my freelance work. With time, my experience in various fields grew my appetite, pushing me to search for bigger challenges to land finally at Wetpaint as the Creative Copywriter and unleash my skills and creativity.



Rita Kanaan
PencellPR & Events
Communication Executive

Previously a Junior Communication Executive at Leo Burnett/MSL Group. I am extremely passionate about working in this field as I believe PR is not only a job but also a day to day attitude, habit and experience that adds a special positive touch to my life. I recently joined Pencell PR & Events as Communication Executive.

Some of my hobbies include: acting - traveling and painting



Diaa Al Jurdi
PencellPR & Events
Communication Manager

They say that PR is a mix of journalism, psychology and lawyering. The funny thing is that I’ve always dreamt to practice these three professions yet I ended up having a career in PR – a career that has strengthened my passion and endorsed my knowledge. I worked at Leo Burnett/MSL for two years as Senior PR & Communication Executive.

I’ve recently joined Pencell PR & Events as Communication Manager and looking forward to this new exciting journey.

Reading and cooking are my two dearest hobbies.



Celine El Hajj
AGA ADK
Communication Manager

Former Khalil Fattal & Fils : 8 years of experience in beauty & fashion department, between sales, marketing and brand management.

I am happy to join TNCG as a communication manager cause I believe that the relationship with clients is the most important of all especially when selling an idea or concept.

Some of my hobbies include: acting and traveling.



At our offices we always find a reason to celebrate, in September we found not just 1 but 4 reasons!

Happy Birthday guys!

Some are born great, some achieve greatness, and some hire Public Relations agencies.

Daniel J. Boorstin