

ADSCENE

THE NETWORK
COMMUNICATION GROUP



EID FITR MUBARAK.

IT'S THE SPECIAL TIME OF THE YEAR AGAIN WHERE WE WITNESS ALL THE GOOD HAPPENING AROUND US IN THE WORLD. RECONNECTING WITH OUR LOVED ONES, WITH THE PEOPLE AROUND US, FEELING THE POWER OF PEACE, FORGIVENESS AND BLESSINGS IS JUST WHAT WE NEED TODAY.

MAY THE MAGIC OF THIS EID BRING LOTS OF HAPPINESS IN YOUR LIFE AND MAY YOU CELEBRATE IT WITH ALL YOUR CLOSE FRIENDS & MAY IT FILL YOUR HEART WITH WONDERS. EID FITR MUBARAK FROM OUR FAMILY TO YOURS!

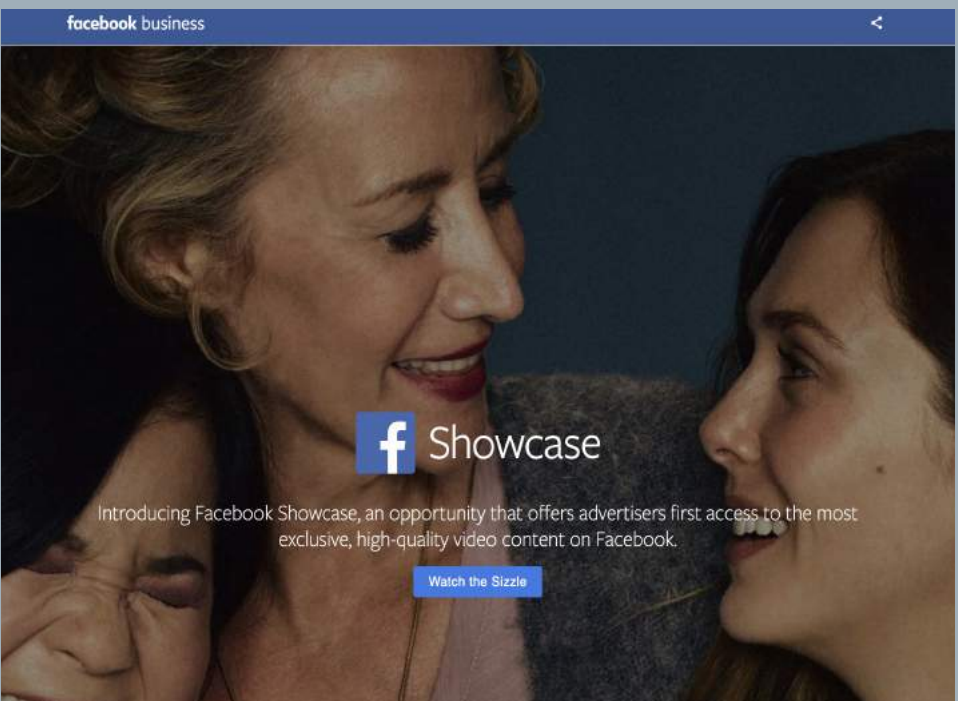




Google Ads is Bringing New Metrics to Search Campaigns

Introducing the competitive metric: Click share. So what? Let's continue to use CTR to analyze ad copy performance relative to other ads but to use click share to view click growth opportunities with more extensions or bid or budget increases. Ex: A high impression share and low click share, for example, likely indicates your budget and bids are plenty high but that your ads are not resonating with users as well as your competitors.

CLICK HERE TO READ MORE



Facebook reveals Premium Video Ad Program: Showcase

Showcase will give online video and TV ad buyers exclusive opportunities to advertise on Watch, Facebook's video-on-demand service. As of now, Showcase is only available for US audiences and will allow those ad buyers to access new tools such as In-Stream Reserve, In-Stream Reserve categories, and sponsorships.

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YouTube Sets Stricter Requirements for Creators in Response to Advertiser Concerns

YouTube is making its creator revenue-sharing program more restrictive and will start manually reviewing all videos in its Google Preferred premium advertising program — steps designed to assure advertisers that their messages won't show up in disturbing or inappropriate videos. Also, new creators applying to the YouTube Partner Program will need to have accumulated 4,000 hours of video watch-time for their videos within the past 12 months and have 1,000 subscribers to be eligible to earn advertising revenue from their channels.

CLICK HERE TO READ MORE



Snapchat: Fighting For Position Among The Digital Giants Through AR

Snapchat is relying on its augmented reality to separate the company from rivals like Facebook, Google and Apple. Snapchat was one of the first to popularize augmented reality with its Lenses, which are digital animations that transform videos. Now Snapchat shows off marker technology at SXSW through pimping the QR code with 'marker' technology.

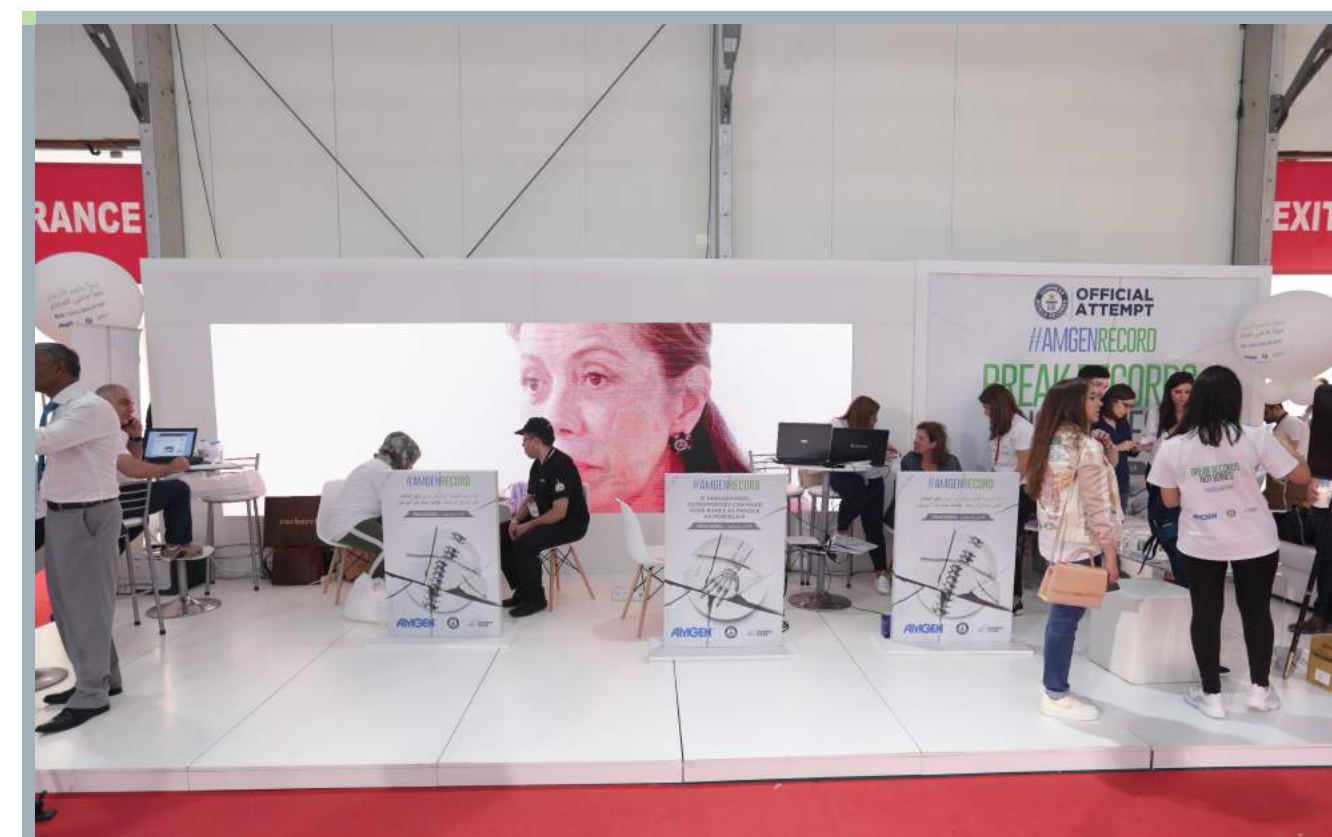
CLICK HERE TO READ MORE





AMGEN - GUINNESS WORLD RECORD ACTIVATION

Beirut



AMGEN & Pencell Broke Guinness World Record

AMGEN, the world's largest independent biotechnology firm, broke the Guinness World Record for most Osteoporosis tests done in 24 hours, concluding the day with 483 tests.

Pencell Beirut team organized the whole activation from branding, setup, entertainment, onsite support and crowdsourcing. Kudos Pencell Beirut!

BOSCH - RIPE EVENT

Dubai



BOSCH Joined The Ripe Market for a Fruitful Event

Bosch participated in The Ripe Market at Police Academy Park to give its customers the opportunity to make their own juices and smoothies with the help of their German Engineered kitchen appliances under the slogan "Maxx your healthy lifestyle".

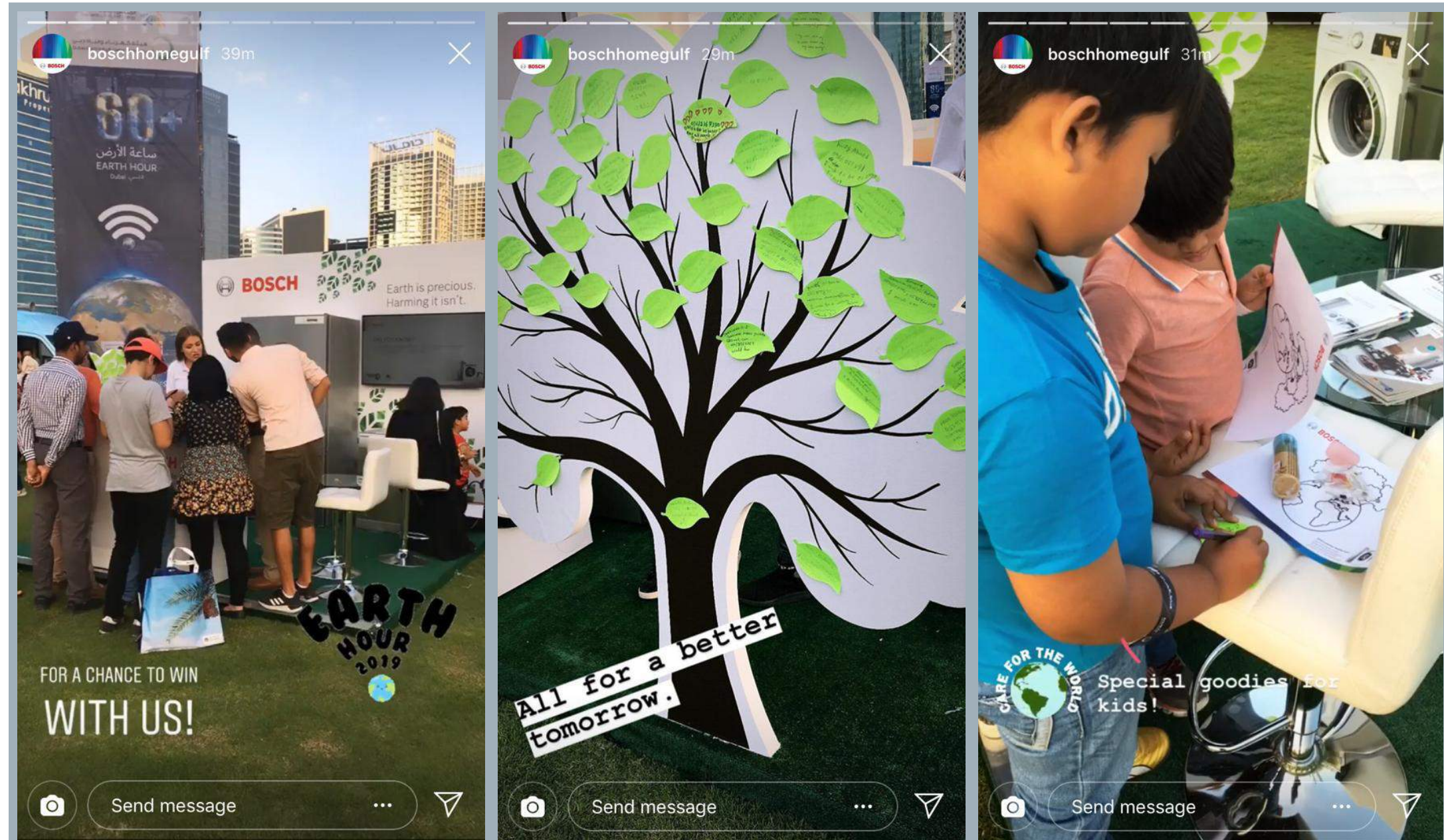
Apr 5 **Bosch Home Appliances At Ripe Market**
 Mar 15 - May 4 · Dubai Police Academy · Dubai, United A...
 You like Bosch Home (SA, AE, BD, ...)

[Boost Event](#)





BOSCH - EARTH HOUR EVENT Dubai



Earth is Precious. Harming it isn't.

Earth is a natural invention for life. Harming it means harming ourselves. Energy consumption plays a vital role in either protecting or harming the environment. That's why Bosch did their part in protecting it through inventing home appliances that consume significant amounts of energy, while not compromising on performance. In the occasion of Earth Hour, Bosch invited its consumers to join their booth at The Earth Hour Event.

IDdesign OPENING KSA



IDdesign Opens its Doors in KSA.

IDdesign opened its new home in KSA this April, 2019, in a major event that hosted many public figures who participated in the grand opening, and among whom was famous Kuwaiti blogger Noha Nabil.

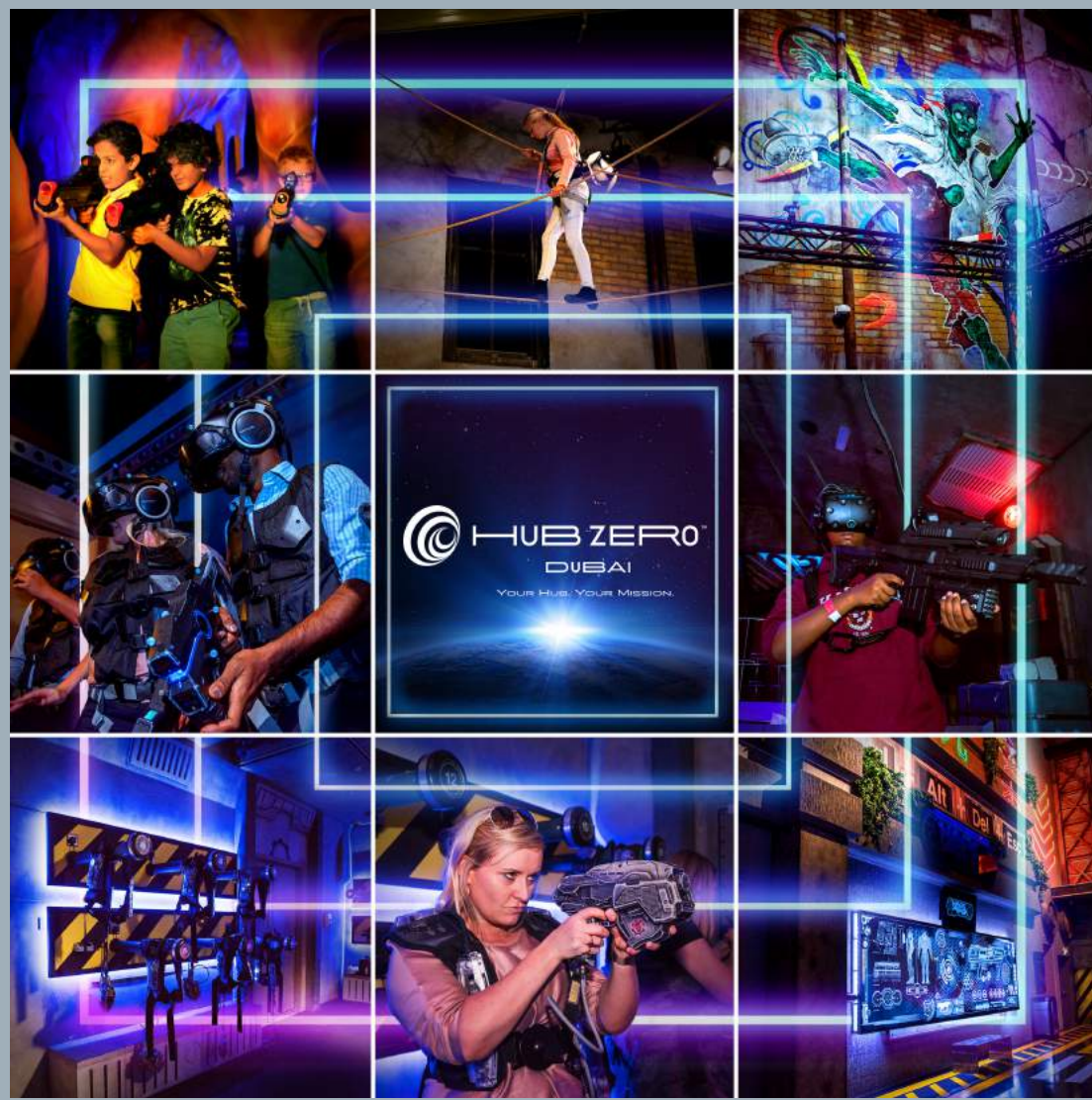




HUB ZERO
Dubai

LAGUNA WATER PARK
DUBAI

ELECTRO
KSA



Enjoy your time, indulge yourself in a fun night out or just sit in the comfort of your own home...

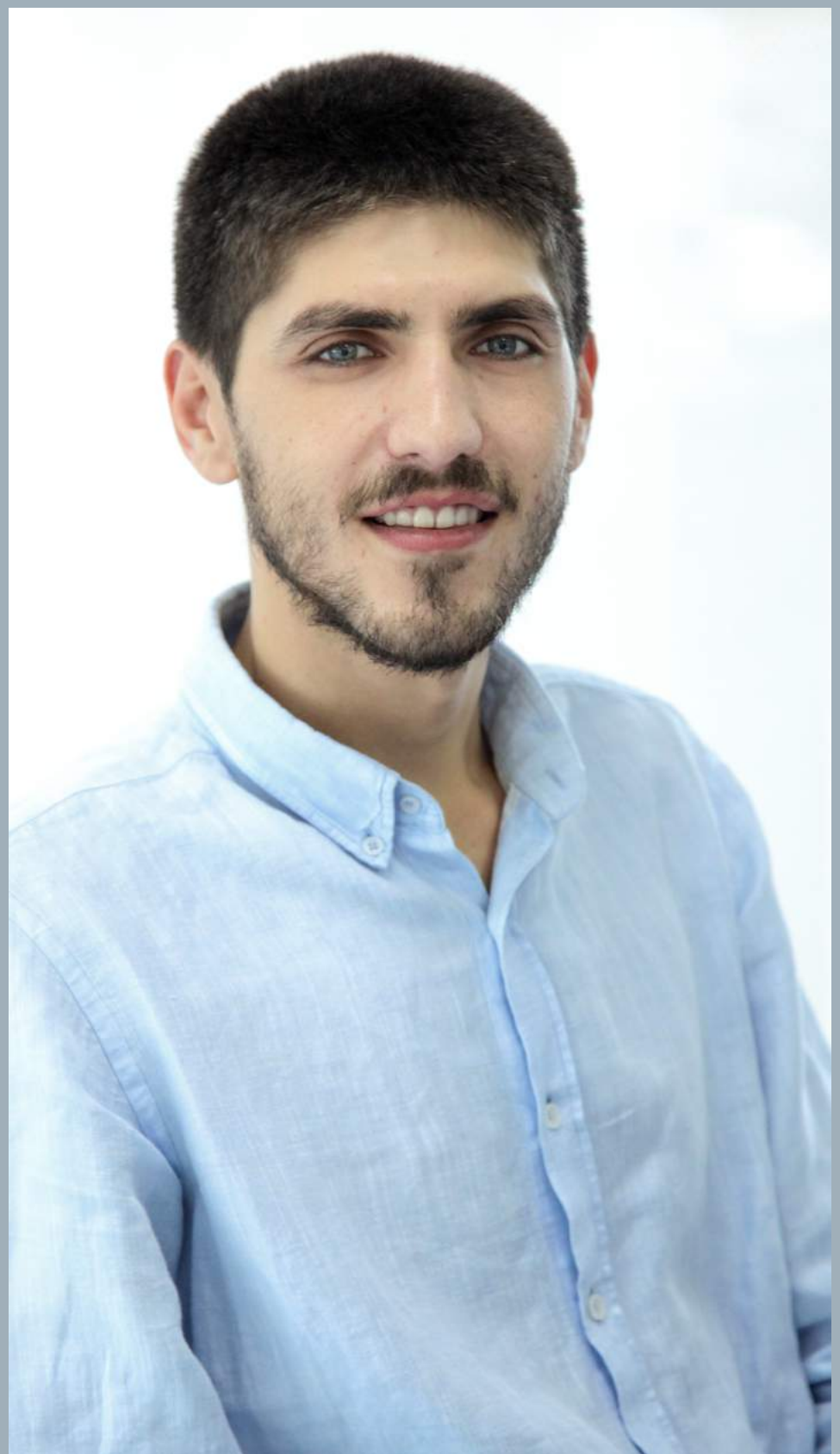
We've got it all figured out for you!

If you're a teen looking to play and gather with friends for a fun time, a lady looking to enjoy a girls night out in a special place, or a family seeking appliances that make you feel at home, we are proud to present to you Hub Zero, Laguna WaterPark and Electro!





ALI SOUKARIEH
Communication Executive



LAU graduate with a bachelor's degree in Business and prior experience in the contracting and management consulting industries.

I like both solitude and reading, which is why I try to escape the city whenever I can so I could enjoy reading away from city noise. My hobbies also include volleyball and online gaming.

JIHAD IMAD
Communication Director



Jihad holds a Bachelor's degree in Business Administration from "Université Libano Française des Sciences Appliquées" and has worked up his way to become a communication professional that now has 10+ years of experience in the field.

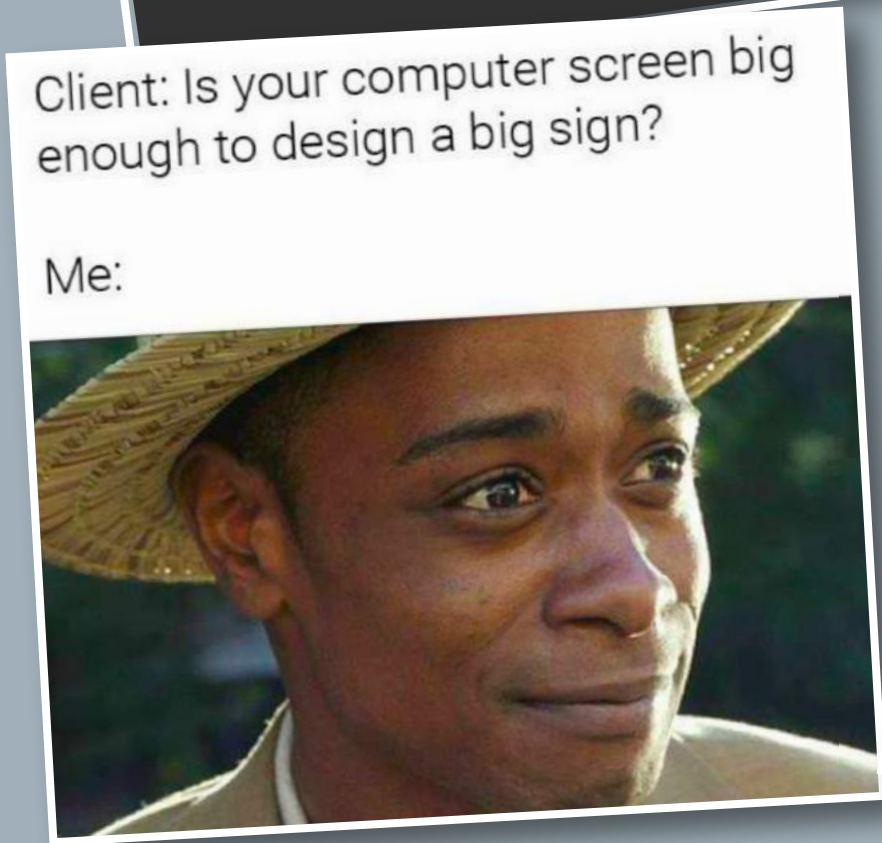
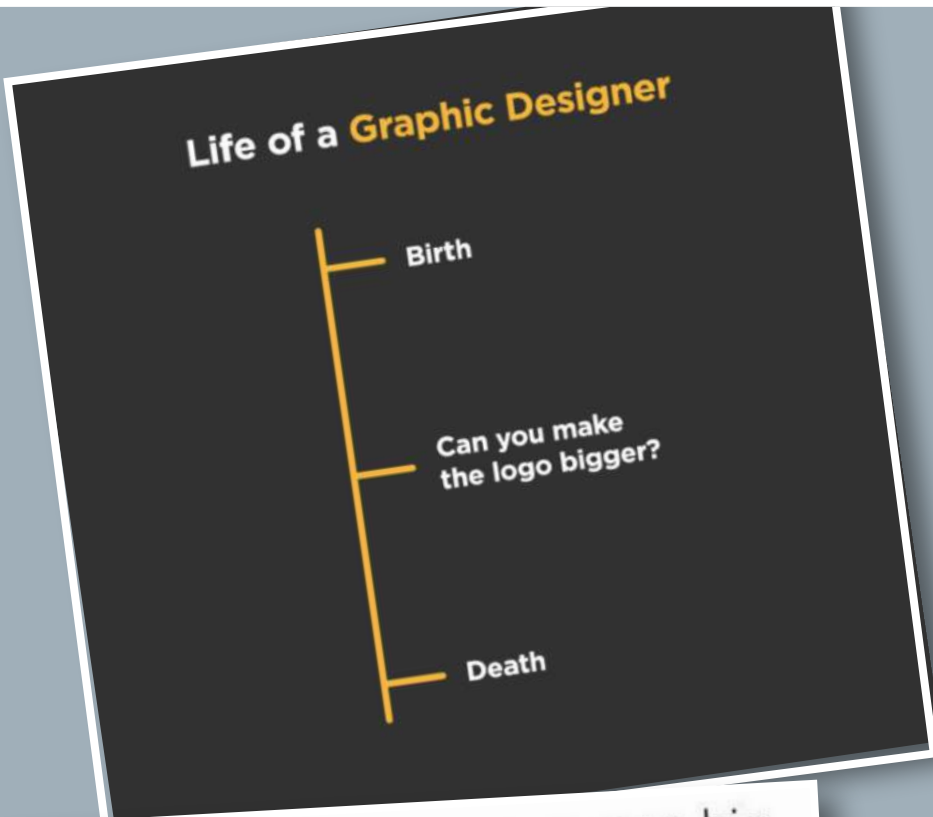
Jihad is a well-rounded communication professional who possesses a background in brand activation, and has had the opportunity to work on various accounts coming from different business lines (Automotive, FMCG, Insurance, etc...).





LET'S LAUGH

@DesignersHumor





LET'S GATHER

Beirut - Dubai



Success is Not the Key to a Happy Agency, a Happy Team is the Key to a Successful Agency!

Check out how our Beirut and Dubai teams celebrated Ramadan, sharing smiles, bites and wonderful moments, as one big united family!

GET TO KNOW US

Beirut



Abeer Shoukini Art Director

Whether you are happy or sad, excited or demotivated, relaxed or depressed, energetic or lazy, Abeer will always be there for you. She is a genuine DJ who can play any types of songs in all languages. Smiling, joking, eating, imitating celebrities, singing, dancing, and turning off the AC every time she feels cold without any prior notice.

She proudly controls both music and AC! And make sure not to sing or dance in front of her unless you want to be mentioned in her instagram story. Her famous hilarious expression is "want me to draw a fish on the wall and fish it?". Bubble is her favorite gum, well food in general. In one same day, she can manage to practice many activities, and party in different places.

As a strong believer in horoscopes and a libra woman, Abeer can easily guess your horoscope. And by the way, she is a kick-ass Senior Digital Art Director.

