

ADSENE

2020

ISSUE 2019-2020 | 2020 EDITION



NEW YEAR. NEW VISION!

As we all get ready for 2020, it's worth mentioning that the number itself translates to "vision of normal sharpness". This is something we need to pay attention to. Within the coming New Year, we must make sure our vision is not clouded by the situations that are not within our control. We should be aware of them but our understanding and judgment must not waver and we should be as we've always been, a people-now united, moving forward in hopes of a brighter & clearer future.

Now that we are about to embark on a new journey I would like to start with a thank you to all my colleagues. We strive to put our partners & clients at the heart of everything we do and we sincerely would like to acknowledge their trust, support, and their excellent cooperation with us.

I am confident our team is ready to embrace all the upcoming challenges with this new year and adapt efficiently. On that note, I wish you and your families a joyous, peaceful and restful festive season and all the best in changes for the New Year 2020!

THE NETWORK
COMMUNICATION GROUP



GET READY FOR 2020



2019 was the year TikTok exploded & influencer marketing gained traction, especially with marketers in beauty, fashion, e-commerce and auto. Content marketing will continue to dominate the digital marketing landscape in 2020. To reach success you'll need to have a solid base of quality content across all your marketing channels. Make sure you start the New Year with a clear plan of your goals and how you're going to achieve them.

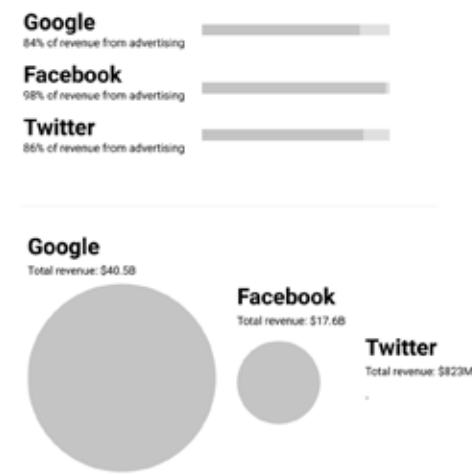


Shopping on Social Media

We're going to see more brands shift in this direction, and while currently it's mainly being used by larger, well-established companies, 2020 will give smaller brands, and hopefully even startups, access to such tools.

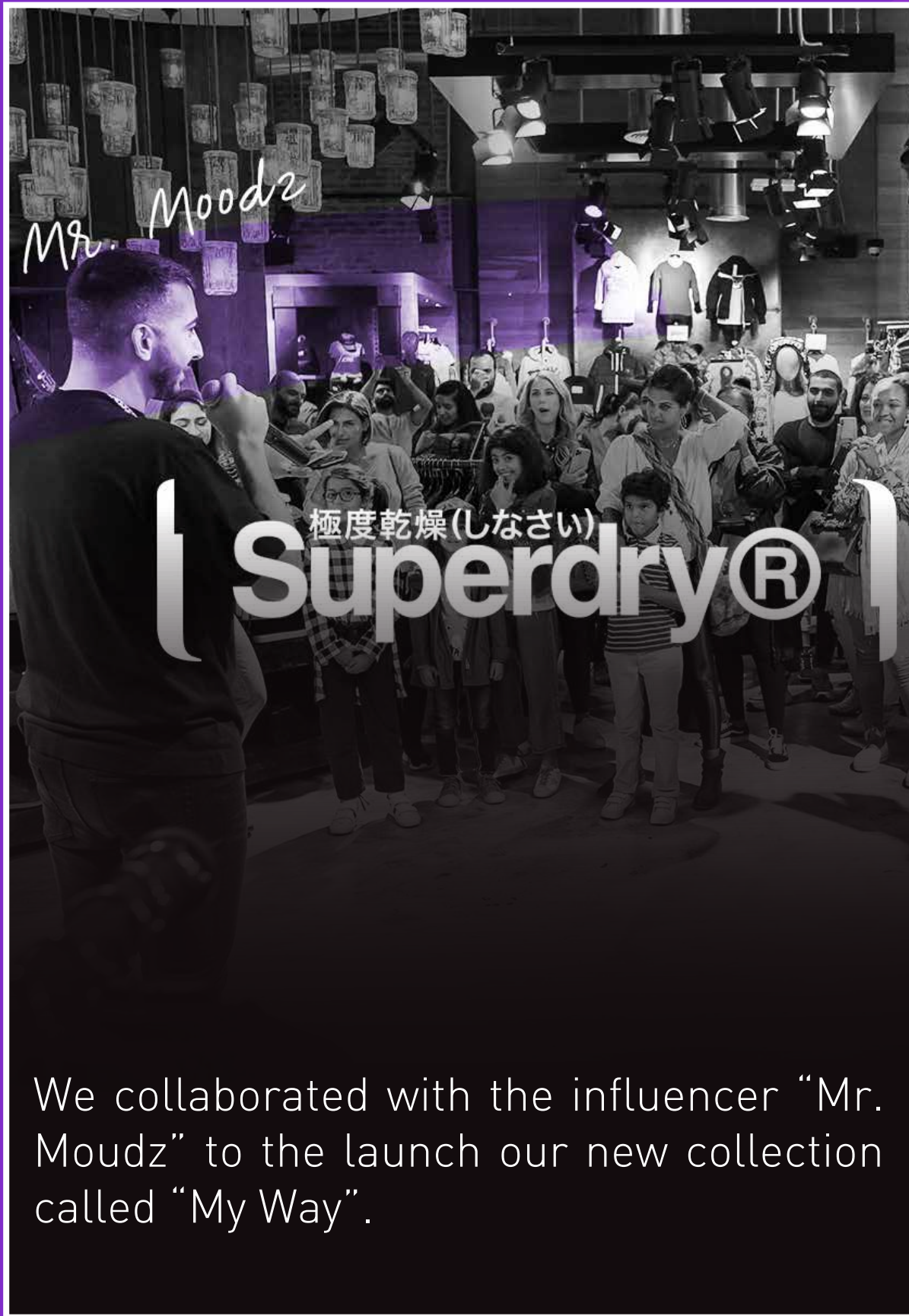
MORE ADS

Social media ad spending will increase in 2020. This happens with any network over time. Organic is saturated and ads are taking over so product discovery is vastly changing.

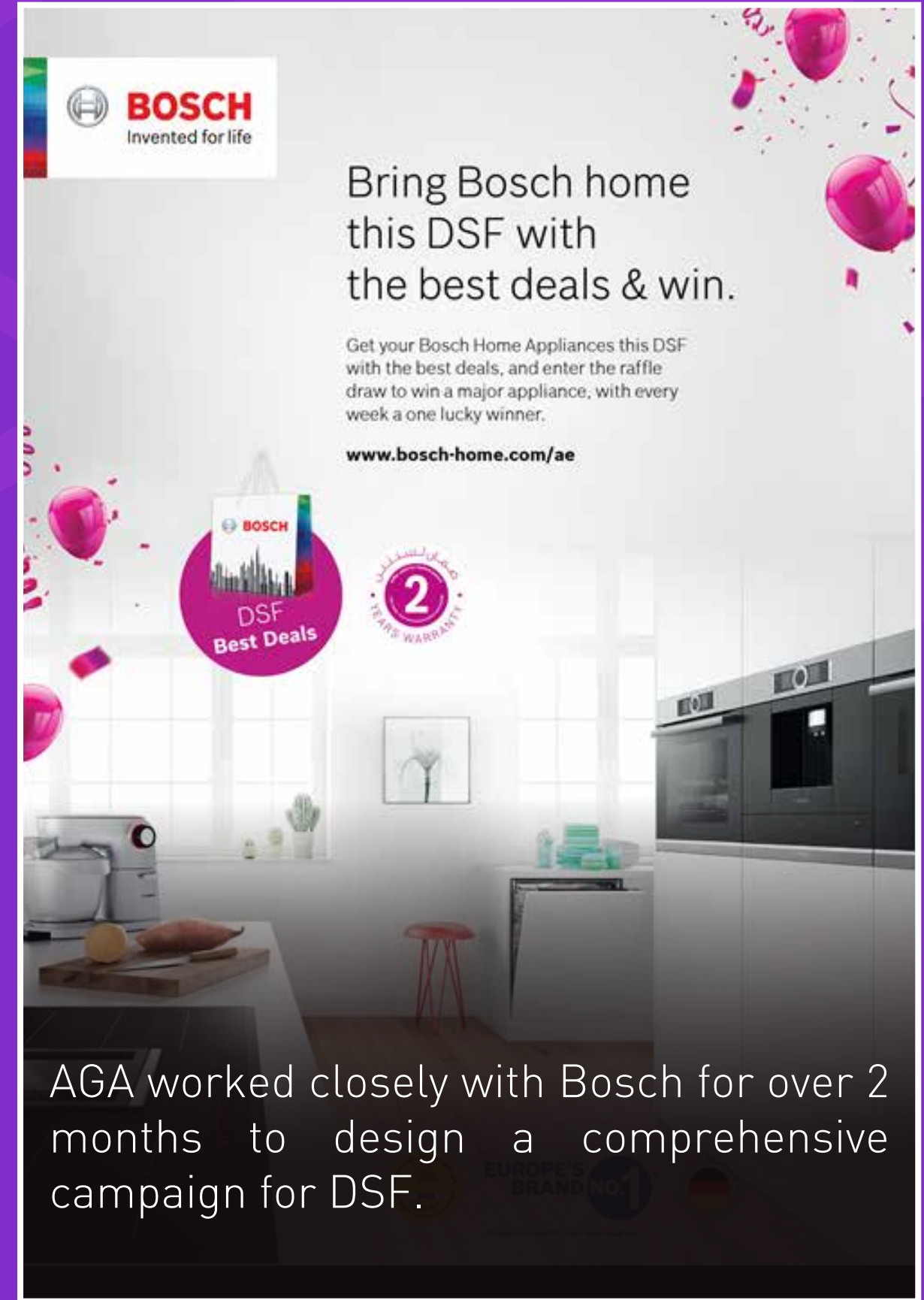


Research has shown that people prefer visual content to plain text. You just have to look at the growth of image-focused plat forms Pinterest and Instagram to see the proof of this. **They are also easier to remember than written content so expect a larger rise in visual content.**





We collaborated with the influencer "Mr. Moudz" to the launch our new collection called "My Way".



AGA worked closely with Bosch for over 2 months to design a comprehensive campaign for DSF.



In the last quarter, Bosch Dubai Brand Store in collaboration with Scafa Cooking School conducted many interesting cooking classes.



We conducted an awareness campaign for Gerber Organic, which falls under Nestle group.





غرفة دبي
DUBAI CHAMBER

SAIF ZONE
المنطقة الحرة لمطار الشارقة الدولي
SHARJAH AIRPORT INTERNATIONAL FREE ZONE

ecco

Shoes for Life

WE
TREASURE  OUR
WINS





TEAM BUILDING JUMBLE



The Jumble activity is a physical mind game and a team building activity at the same time! We conducted the game within our Dubai office where all employees were divided into 3 groups and had to find & follow clues in order to win!

NOVEMBER



In light of Movember, members of our staff chose to grow out their facial hair to help raise awareness for men's health issues like anxiety, cancers & men's suicide. We also made sure to highlight this holiday throughout our accounts as well in order to promote mindfulness as well.



Merry Christmas & a Happy NEW YEAR



We joined into the festive spirit by playing a month long game of Secret Santa. With gifts being exchanged throughout the holiday season it's safe to say all spirits were lifted during this winter and we have the smiles to show it!

We came together at the end of the year to celebrate each other and the work that we've done together. With smiles and gift exchanging, it's safe to say that even though we've had our ups and downs, we are stronger together. From our Network family to all of you, it's been another great year, Happy New Year!





NEW FACES
Gabriel Farah Madbak



With a Bachelor's Degree in Graphic Design from Empire State College of New York, Gaby has the education and experience of a hard worker. As a new finalizer in Wetpaint Gaby can be seen with his headphones on whilst cracking 1 liner jokes. His humor makes him a favorite around the office but his talents lie farther than comedy as he's known to handle layouts to execution as a "one-man show."

WEDDINGS



Abeer



Diana



Jessy



Joelle

Rita





My goal in 2020 is to accomplish
the goals I set in 2019 which I
should have done in 2018
because I made a promise in
2017 which I planned in 2016.

Word Porn

