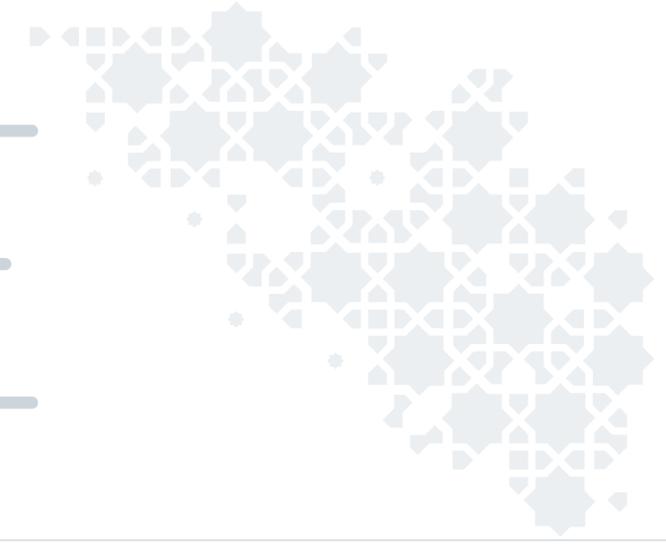


# ADSENE

THE NETWORK  
COMMUNICATION GROUP



## WHAT WILL YOU BE WEARING THIS EID? (TO THE LIVING ROOM)

Eid is a holiday that goes beyond just breaking our fast. It's a time to celebrate our share in a worldly unified human connection, a time to celebrate our appreciation to our body and spirit and to those around us.

The way we know it, the traditions have been the same for generations... Buying new clothes, gifts, big family gatherings and feasts, and of course kids waiting for their Eidiyya. Unfortunately, this year, we were faced with a pandemic that changed the whole course of this holy month, putting a limit on our connections which we eagerly wait for every year. But, the beauty of the human mind is its creativity and ability to adjust to any situation, and a great proof to that is the way we are still in control of our lives to a certain extent, right from home- and technology has once again graced us with its assistance. And with technology on our side, maybe we can approach this Eid by showing the world that no matter the distance that lies between us, the human connection and love to our family and friends are much stronger and will never be distant.

Eid Mubarak to all of you and your families, and hopefully next year will be a better Eid for everyone.  
Be safe, stay strong.



SHARED RESPONSIBILITY



# SHARING THE RESPONSIBILITY

As people are confined at home whether with their loved ones or by themselves, they are missing out on what used to be their simple daily routine, whereas what was just grocery shopping before, has now become a chore and a major activity. Staying at home is a must, but is it that simple? Not really. This is why Al Baker launched its “stay safe campaign” aiming at standing by people in this difficult period, by shedding light on the good times one can have while being at home, the unbreakable family bonds and the fun you can have while surrounded by your loved ones!

# SIEMENS DONATION TO DUBAI HEALTH AUTHORITIES IN SUPPORT OF COVID-19 CRISIS

In the time of Covid-19, as societies are fearlessly trying to combat the virus, and as an act of gratitude towards the front line warriors tirelessly trying to rid the world of this pandemic; BSH lived up to its social responsibility by contributing to global health defense. With the support of its local Siemens distributor in Dubai, Better Life, BSH Middle East FZE donated a number of Siemens home appliances to the Dubai Health Authorities, celebrating the UAE leadership and its ability to provide a safe and secure environment for residents during this critical time. This marks the company’s first donation in the region, as part of its many contributions worldwide since the beginning of the crisis.





SHARED RESPONSIBILITY

# HOME WITH HERSHEY'S

Hershey's launched an initiative to thank our national heroes fighting on the frontlines against Corona virus, strengthening social bonds and reminding us to be grateful for the things we have.

Also, Home With Hershey's campaign, promoted by influencers serves the great purpose of turning the negative thoughts into positive ones, which pushes people to make the best of their times with their families and friends.



# SOLIDARITY EASES HARDSHIP!

Novartis Pharmaceutical company wanted to show support to Sickle Cell Disease Patient Organizations in Oman and Bahrain. For that, Pencil PR conducted the first virtual training session with Novartis.

The session was done with Patient Organization in the mentioned markets with an objective to train them on the different digital platforms that fits their key messages and objectives, as well as how to use these platforms to reach the most efficient outcome. The session was successful paving the way to the several continuous ones that will follow.





### DO WE REALLY NEED AN OFFICE TO WORK?

COSTA COSTI  
SENIOR ART DIRECTOR



## CREATE A SPACE YOU CAN IDENTIFY WITH!

Some of us took the time and effort to design their creative spaces at home. Costa, our Senior Art Director, not the coffeshop, works from the comfort of his home surrounded by objects that bring sweet and unforgettable memories to remind himself of all the good times that are yet to come after the pandemic. It is necessary to keep ourselves positive during these times so that we get through the fear, anxiety and stress of being at home all the time!



JOY SAHYOUN  
CLIENT SERVICES DIRECTOR

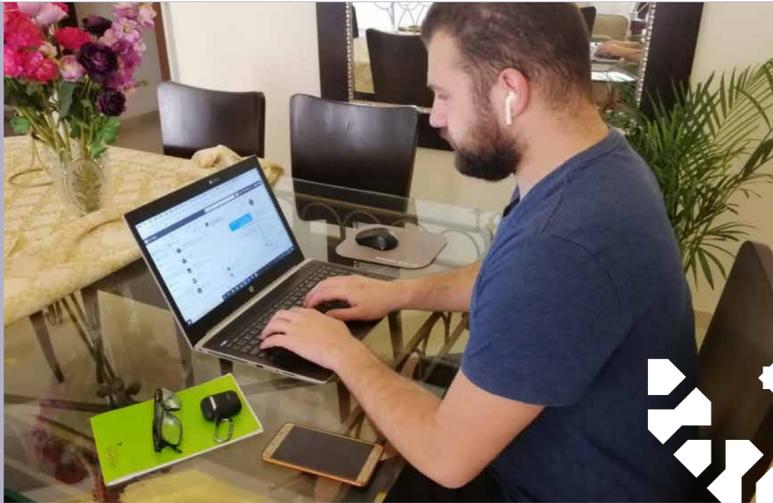


## THE TRUTH BEHIND CREATIVITY!

The past weeks, months (who's counting) got me thinking about all the time spent at the office and whether it was really necessary. What technology has enabled us to do, is be accessible and productive regardless of location. But that productivity stirred many thoughts between work delivery, creativity and collaboration. There is no doubt that our ability to work and deliver work from home is untouched (of course bearing in mind kids, connection, disturbances), and in some instances I found myself much more productive at home and without interruption. Yet something was missing. That something is definitely not talking to different team members; after countless hours on Zoom, Skype, Teams, that too is achievable. What was missing was human interaction through its ups and downs. We are social animals, and it's that interaction that drives inspiration; it's those arguments that create solutions; it's those bouncing ideas that ignite creativity. The debate is not productivity and delivery, but what drives us. That office space became a relationship, you need your space and time alone, but at the same time you need that interaction to create a stronger bond. Each individual can deliver the work by themselves, but it's the team collaboration that pushes each one of us to become even better and puts us above the rest. We do not need an office to work, but a collaborative space to excel, to spark creativity, to push each other forward. The question remains now, what will be the office of the future?

DO WE REALLY NEED AN OFFICE TO WORK?

HAMZA SABEH  
SENIOR SOCIAL MEDIA SPECIALIST



# LESS ROUTINE, MORE FOOD!

“During these tough times, working remotely from home is an interesting challenge. You could face many obstacles such as trying to establish a clear line of communication among your colleagues, the lack of routine, and let’s face it... we miss going back to work! That does not mean you cannot make the most out of it! Find your cozy space at home, which gets you into work mode and helps you focus. Get closer to your family and count your blessings every day.  
Trust me not everything is better in pajamas! Stay Positive and Stay Safe!”



MARIA EL KADI  
COPYWRITER



# SANITY COMES FIRST!

What we are going through are really challenging times, not only for us as employees or colleagues, but for us as families, friends and individuals. It is a challenge to be able to juggle everything when working from home, especially that it is so easy to forget you have to take time for yourself and invest in your wellbeing and in your time with your loved ones. Being productive becomes much more important than being okay, and this is where we need to be careful. Take care of yourself, you cannot pour from an empty cup.



CHANGES IN THE VIRTUAL WORLD



# ECOMMERCE GETTING SMALLER!

Trends are constantly shifting in an attempt to shape the way that people in every corner of the globe purchase products. This makes the future of ecommerce exciting.

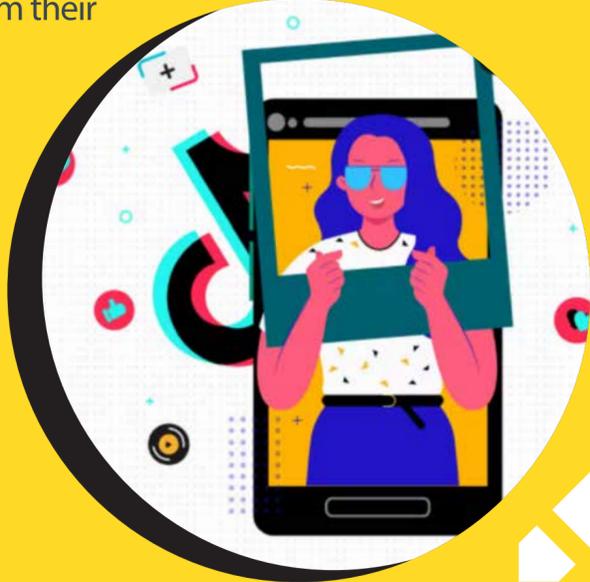
In the past, most ecommerce businesses built their shopping experiences to be desktop-first. Now, it's the opposite. Ecommerce businesses are hellbent on designing and building their online businesses with mobile users in mind before desktop users. This might sound like a strange switch, but it actually makes a lot of sense, especially when you consider that an estimated 45 percent of all commerce decisions will be made on mobile in 2020.

# COVID-CRISIS MADE US COUNT THE SECONDS TIKTOK TIKTOK!

In an unintended consequence of the lockdown courtesy Covid-19, social media users have taken to TikTok to combat boredom and anxiety.

At a time when most other social media platforms—like Twitter, Facebook, and WhatsApp—are saddled with negative or fake news, homebound urbanites are finding an escape from their anxieties in TikTok videos that feature catchy audio-visual filters.

Unlike most social media platforms, TikTok allows such users a sense of anonymity. If you create an account on Instagram, your Facebook friends are likely to get notified of your presence. That baggage doesn't exist on TikTok. Not to mention the genius name imitating how slowly time is passing during quarantine!





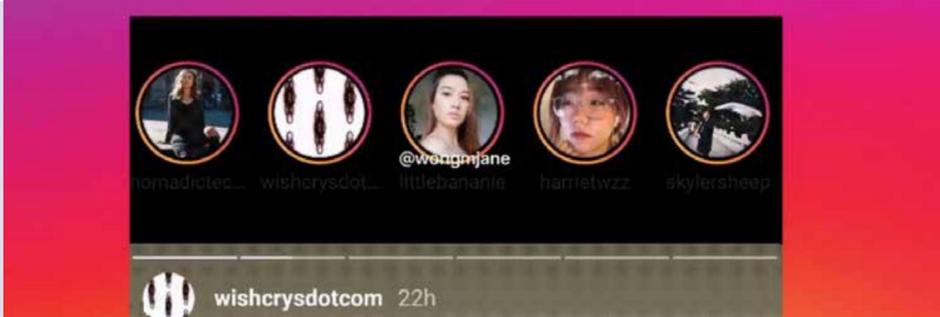
SOCIAL MEDIA PLATFORMS: STEPS TOWARDS A SAFER AND MORE POSITIVE ENVIRONMENT



# FACEBOOK ANNOUNCES ITS NEW OVERSIGHT BOARD TO GUIDE CONTENT RULES ON THE PLATFORM

Facebook has announced the first members of its new Oversight Board, which will help it make decisions on what content should be allowed and removed across its platforms.

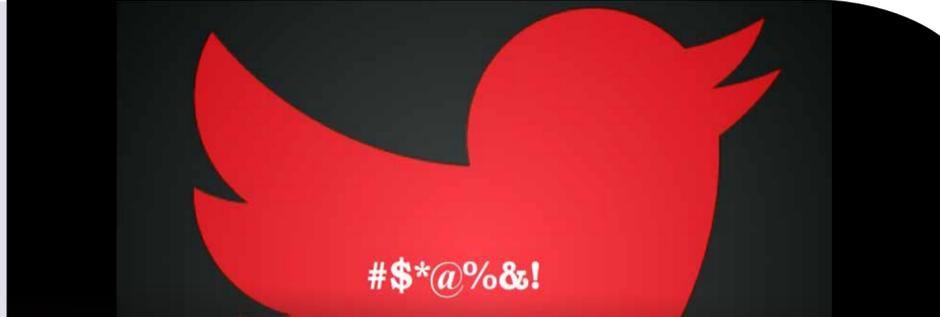
Facebook first announced its Oversight Board project last January, in response to calls for increased action from the company on potentially dangerous and/or harmful content.



# INSTAGRAM'S TESTING NEW WAYS TO NAVIGATE THROUGH YOUR STORIES FEED

Instagram is testing out some new ways to navigate through your Stories feed in the app, in order to help people find more Stories content that they're interested in.

The option in itself would add a different flow to Stories, and could make them easier to shift through. But more interesting is the potential shift to the next phase of the news feed, and social media navigation more broadly.



# TWITTER IS TESTING A NEW FEATURE THAT ASKS YOU TO RETHINK HURTFUL LANGUAGE

Twitter is starting to test a new feature that will allow you to stop and take a second before saying something potentially hurtful on the platform. The company announced the feature on its Twitter Support account, saying that it is running an experiment on iOS that will prompt you to confirm or revise a reply that contains certain language.

The feature is rolling out in a limited fashion for iOS users. If it turns out to be well-received, the company could roll it out as a feature for all users of the app. The feature is currently limited to iOS and not available on the Twitter app for macOS.



SOCIAL DISTANCING ADS



NOT EVERYBODY WORKS A JOB THAT CAN BE DONE FROM HOME, WE ARE LUCKY!

Government: work from home  
Farmers:



Government: Work at Home

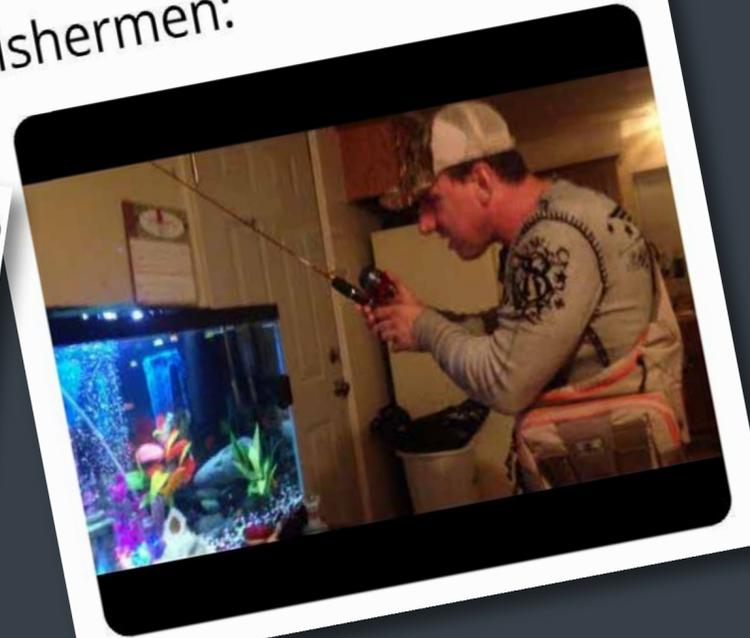
Therapists:



Government: work from home  
Zookeepers:



Government: work from home  
Fishermen:



LET'S BE REAL: THE TRUTH ABOUT WORKING FROM HOME!

