

It all started with a seed that was planted 12 years ago;

over time it grew and bloomed into a tree, gathering
underneath its branches a team of young spirited
professionals eager to see their tree thrive further still.

Tre-Lease is a newsletter that we'll be sharing with you on a quarterly basis. The purpose of this newsletter is to update you on the latest news of TreeAd's media and staff; A platform of information, gags and anecdotes.

This month, a new media joined Tree Ad's portfolio: **OTV**.

Launched in 2007, OTV covers Lebanon and the world through different broadcasting channels for Europe, North America, Australia, and the Middle East. In addition, **www.otv.com.lb** offers live streaming coverage on the internet.

In this issue, we will present to you **Manchette**, the latest current affairs monthly magazines to hit the local newsstands; Also check out **Al Joumhouria**'s first anniversary (yes we're one year old!) and **Arab Ad's Man of the Year** for 2012.

Comments/letters?
Please send them to info@tread.com

DID YOU KNOW?



Did you know that **Al Joumhouria** started issuing a series of weekly supplements?
Readers can now enjoy:

هوايات

Every Tuesday

An 8 colored page supplement that covers a specific hobby each week: from sports hobbies to intellectual pastimes, the supplement recalls the history of each, meeting with its experts and advising the reader on the best places to practice and master it.

صحة و غذاء

Every Thursday

An 8 colored page supplement that focuses on health and nutrition: articles, recipes, medical advice and nutrition tips, in addition to interviews with local celebrities and prominent doctors.

Al3ab

Every Friday

An 8 colored page entertainment supplement filled with games for all ages: from the classic crosswords to the challenging Sudoku, from mind boggling riddles to children picture games, the weekly supplement has something for everyone!

حدث الجمهورية مع شدا عمر

Every Saturday

A series of interviews conducted by renowned journalist and presenter Shada Omar, with the major players on the regional political scene. The articles and interviews offer the reader an analytical view and in depth investigations of the world's current events.



Did you know that 25 years after its launch, **Arab Ad** is looking as fresh and novel as the day it first started, and maybe even better?

2 months ago, Arab Ad embarked on a rejuvenating plan and underwent a total make over: The result is an uplifted magazine with a bold design, a distinctive layout and a fresh editorial twist that still preserve the heart and soul of Arab Ad.



Did you know that throughout 2011 **Virtuozity** succeeded in organizing many pairing and tasting events that brought together the finest spirits and cigars with the region's elite connoisseurs and aficionados? From Dubai to Beirut, themed nights and select gatherings were set up, where guests got to share stories and savor new flavors, guided by world renowned sommeliers.



Did you know that **Special** is now distributed for free to all **Al Joumhouria** subscribers? 4200 additional copies of the magazine are therefore being printed every month!



Tree Ad

NEWS

This past semester, we welcomed new members into our family and bid farewell to others:

Gisele Doumit Dahan, a veteran in the Media Representation field, returned to Tree Ad as Arab Ad's Regional Commercial Manager; Gisele relocated to Lebanon after many years spent abroad.

Charbel Khoury joined Al Joumhouria's commercial team and **Rawan Abou Mrad** joined Special's team. Manchette, Tree Ad's latest addition will be handled by **Tony Neaimeh**.

On the other hand, we bid farewell to both Grace Assaf and Roula Chamseddine who left to pursue different careers. We wish them the best of luck!

And lastly, congrats to Tree Ad's **Dima Murtada Hajjar** who gave birth to a healthy baby girl, Leona, on January 24!

مانشيت

Manchette: An innovative current affairs publication in Arabic that tackles Lebanon's latest business and economics news, people's problems and daily life concerns, ranging from environmental to social and cultural affairs. It addresses financial developments, recent news, features the latest trends and introduces new topics and subjects in every issue.

Manchette is published by **Al Akhbar Group**; it is committed to full transparency, and covers not all, but the most important news. Manchette challenges the traditional Arabic journalism in content, style and design, and looks at current events from a politically detached eye, offering a critical, yet solution-oriented view.

It is not only an informative magazine but a committed publication, offering deep and thorough analysis and interpretation of current events; it is dedicated to bringing positive change by following up and seeing through the various topics and problems it addresses.

It is a platform for Lebanese to have their voice heard, interact, express their thoughts and share their opinion, all the while expecting and working towards answers and action.

Manchette targets a wide audience looking for in-depth analysis on the world's most recent trends and events on a variety of topics. Its readers range from executives, decision makers, and top managers to students and young professionals and activists..

Female readership makes up an important part of Manchette's audience, especially active and business women who are looking to differentiate themselves from the readers of lifestyle, fashion and gossip magazines.

Manchette is printed and distributed at 10,000 copies per month, 4,000 of which are sent for free to Al Akhbar's subscribers and another 2,000 sent as per a detailed and targeted mailing list that comprises Lebanon's major clients, banks and insurance companies and hotels.

Manchette was officially presented to the public in a celebratory launch on March 28, 2012. The event was attended by Lebanon's prominent political figures, its major Advertising executives and clients. Details and pictures will follow in our next issue.





A strategic alternative to traditional media, **MAP** is a versatile and flexible medium that can adapt to any client's need; **10 trucks covering all of Lebanon**, allowing clients to target their audience with high efficiency and creativity. Rotating panels, full branding, **3D installation or audio installation**, the possibilities are endless. MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

This season's campaigns were original and creative, drawing people's attention everywhere they went.

ALFA

To launch their new 3G service, Alfa used 2 full branded trucks that covered the streets and highways of the country from Beirut to Byblos. The trucks made many pit stops near universities and places where the young gather.



NOKIA APP PATROL

There was no escaping the Nokia APP Patrol from November 2 till December 5! In one of MAP's most creative campaigns so far, Nokia used a full branded truck with "police" members on board, in full costumes, looking to arrest people and students who dared not have the Nokia application on their mobile!



SPINNEYS

Spinneys' latest branch in Hazmieh was the talk of the town! 2 full branded trucks covered the neighboring area to inform people of the grand opening and invite them to check out the new and biggest branch in Lebanon.



SALWA

Sexual harassment is not a joke, nor should it be taken as such. Salwa's latest campaign on MAP was an attempt to draw attention to this serious issue and educate people on its importance. The 2 full branded trucks covered the greater Beirut area.



CARIBOU

Caribou is the latest coffee shop to hit Achrafieh, Sassine Square in particular. After its other branches around the country, Caribou used a full branded truck with a huge 3D mock up of a coffee cup inside it to inform people residing in the region, and invite them to have a taste of the great coffee 24/7!



RENEE MOUAWAD ASSOCIATION

In a heartwarming gesture from the Renee Mouawad Association, the unprivileged children and students of Northern Lebanon were offered free gifts for Christmas this year. The holiday themed full branded truck grabbed attention everywhere it went spreading the Christmas cheer around town.



KUNHADI

New Year's Eve is always an appropriate time to inform people yet again of the dangers of drinking and driving. The strong and touching message on Kunhadi's 4 full branded trucks was an eye opener for many and a reminder to drive safely.



DAVIDOFF

To back up and complement their Advertising campaign, Davidoff chose 2 full branded trucks with 3D mock ups inside. The trucks circulated between Beirut and Faraya with pit stops on major roundabouts and crowded streets.



SAMSUNG NOTE

Is it a phone, is it a tablet? No it's a Samsung Galaxy Note! To launch their latest notebook, Samsung used 3 full branded trucks that covered the Greater Beirut area, roaming the crowded streets of the city and making numerous pit stops at restaurants and malls, where Samsung promoters gave free demonstrations on the latest notebook.



AL HADAF

Al Hadaf were in a Christmas mood this December when they used a full branded truck to greet people and invite them to a distribution of free gifts on December 23rd. The truck covered the Greater Beirut area and pit stopped in front of the city's restaurants and major malls. The attendees, young and old, were offered plenty of gifts and promotional items.



BYBLOS PALACE

To promote their exceptional New Year's Eve program and invite people to celebrate in style, Byblos Palace used a full branded truck that covered the streets from Greater Beirut to Jounieh and Byblos.



NAHLA

It seemed that in February everybody wanted Nahla! she's cute, sexy, funny and beautiful! We're talking about the chewing gum, of course. 2 attractively full branded trucks had the whole country talking about them and awaiting their pit stops where promoters gave out free samples of the new chewing gum to passers by.



MCDONALD'S

The reduced prices on meals were the perfect opportunity for McDonald's to use 2 full branded trucks to invite people to try out a new and cheaper lunch experience, while still savoring the great taste of McDonald's burgers and salads.



STOLICHNAYA GOLD

One of vodka's most premium brands, Stolichnaya, was giving people the chance to win Gold with their Stolichnaya Gold promotion. A full branded truck roamed the busy streets of the city and made several stops in the crowded areas of Gemmayze, Downtown and Hamra.



NOKIA

Nokia's full branded trucks were hard to miss over the holiday season: 4 trucks wrapped up as huge Christmas gifts roamed the streets of Beirut reminding people of the endless range of gift items available for all tastes and budgets from Nokia.



CREDIT BANK

To promote the opening of their new branch, Credit Bank opted for 2 full branded trucks to inform the people living in Bourj Hammoud and the neighboring areas of the new services now available for them from the bank.





Naturally Evolving



Al Joumhouria's **FIRST** Anniversary Celebrations

For its first anniversary on February 28th, **Al Joumhouria** celebrated with **EVERYBODY**, literally! Printing **50.000** additional copies that were distributed to passers by for free!

Yes, unbelievable but true, on February 28th and for its first anniversary, Al Joumhouria offered its readers a gift!. Subscribers and POS also received the newspaper for free on that day.

Tuesday morning, dozens of Al Joumhouria representatives spread out, covering the entire Lebanese territory, roaming the streets in their special branded outfits, distributing free copies of the newspaper; From 7am to 3pm, the representatives were hard to miss: on streets and highways, on roundabouts and in malls, the whole country was reading Al Joumhouria!

Moreover, and as if this wasn't enough, Al Joumhouria also offered readers its 4 weekly supplements: **غذاء**, **هوايات**, **Al3ab** and **حدث الجمهورية**.



Al Joumhouria Booklet

At the end of its first year, Al Joumhouria decided to look back at the year that has gone by, reminiscing on the events that marked it and its top stories in a unique and exceptional booklet, out on February 29th.

The 370 page booklet, distributed for free with the newspaper, comprises Al Joumhouria's last year's covers (all 260 of them). A recap of the year's major stories and headlines, in addition to an overview of the national, regional and international news. It also includes the portraits of the men and women behind Al Joumhouria's articles and a description of each member of the newspaper's editorial team.

2011 was an eventful year for the region: This timeless guide will remain as a reference in libraries for generations to come.



Every year, **Arab Ad** publishes a special edition of the magazine celebrating an exceptional person, an industry leader, who has earned the title of

ARAB AD'S MAN OF THE YEAR 2011

This year, Arab Ad honored **Joseph Ghossoub**, the Chairman and CEO of MENACOM (Middle East & North Africa Communications) Group and one of the most recognizable and respected figures in the Middle East's Advertising and communications industry. To celebrate the event, a gala dinner was held at Intercontinental Phoenicia Hotel on February 8.

Among the attendees, whose number reached 700 were the industry's local and regional major players, Lebanese political figures, friends, family members, and colleagues of Mr. Ghossoub. After the inaugural presentation which looked back at Ghossoub's career milestones, achievements and awards, Walid Azzi took the stage to present Mr. Ghossoub the award.

The celebrations continued after the speeches and the party started with live entertainment from dancers and musicians.



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