



It all started with a seed that was planted 14 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 Tree Ad's media and staff; A platform of information, gags and anecdotes.

This semester we celebrated Tree Ad's 14th anniversary and its move to Level 5's new building; its Outdoor department saw its portfolio expand and diversify yet again with Screens, OTV maintained its rise and Al Joumhouria's subscription campaign broke unexpected sales records!

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

Tree Ad takes celebrations to a higher Level!

To celebrate its 14th anniversary and the move to the new offices in Level 5 Building, Tree Ad hosted an elegant Open House on June 14, inviting its Media suppliers, Lebanon's major Advertising agencies, Media Buying Units and clients.

Upon arriving, guests were given the grand tour of the offices and then invited to join the crowds on the 7th and 8th floors, on the building's terraces for cocktails and appetizers. The event, which started from 3 in the afternoon, was an occasion for the country's Advertising and Marketing executives and its key clients to get together and catch up.

"At sunset, it was time to cut the cake, pop open the champagne and wish Tree Ad more successes to come."



OTV

We had formerly shared with you the findings from Ipsos' Average Minute Rating since February 2013, in which OTV scored and maintained its top ranking among the top 3 TV stations in Lebanon, in different segments and regions.

Six months on, OTV is still at the top and this time it has ranked 3rd among Total Individuals:

Channel	AMR% - Total Individuals - July 2013
LBC	2.54%
Al Jadeed	1.59%
OTV	0.91%
MTV	0.88%
Future	0.39%

Moreover, when examining the figures, another finding unfolds: whereas the same series appear more than once as the top ranking programs on other TV stations, OTV has the most diversified grid and the largest mixture of top ranking programs, from drama to entertainment, political or cooking.

Whereas advertising on the same programs can become repetitious and redundant, OTV offers advertisers the chance to reach different audiences and target new viewers with a variety of popular programs.

More achievements to come!



Al Joumhouria News

Three months ago Al Joumhouria launched a subscription campaign to boost the latter. When the results came back, they were unforeseen and took everybody by surprise.

It is no secret that Al Joumhouria's rise to the top of the newspapers' scene in Lebanon was a fast and steady one. In merely a few months, it was the number 1 selling daily and remains so until this day.

In 2012, Al Joumhouria's subscribers were 3,581 as reported by PricewaterhouseCoopers; today it has succeeded in adding a whopping 7,500 new subscriptions thanks to the ingenious promotion, making the newspaper break sales records once again.

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A Strategic Alternative

to traditional media, MAP is a versatile and flexible medium that can adapt to any client's need.

<Genova> Go back to school with style! To promote this season's models, Genova rented a full branded truck that roamed the streets of Greater Beirut for one week, reminding passersby of the brand's famous style and quality.



<Bic> The legendary brand opted for two trucks with full branding and a 3D installation inside that covered the streets of Greater Beirut for two weeks making pit stops at selected gathering places.



10 trucks covering all of Lebanon, allowing clients to target their audience with high efficiency and creativity.

Rotating panels, full branding, 3 D installation or audio installation, the possibilities are endless.

MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

<Coraya> Coraya, the renowned French brand famous for its crab and fish sticks, rented a full branded MAP truck for one week, and had university students rejoice with the pit stops the truck made at AUB, LAU, USJ, USEK and AUST, where promoters handed out free crab stick packs to everybody!



<Shweifaty> Shweifaty General Contracting, the leading Lebanese general contracting firm specializing in tenant improvement and commercial construction, used a full branded truck to promote the company's services. For two weeks, the truck covered the Greater Beirut area, making pit stops on the Jounieh Highway.



— SCREENS —

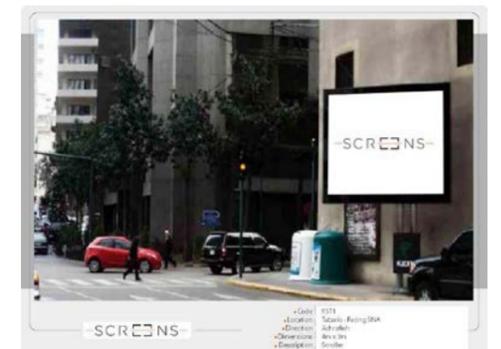
« In 2005, Tree Ad launched its outdoor department, Le Réseau, with a few rooftops and wall signs; very quickly, the department grew and its portfolio expanded to include the country's biggest number of Unipoles and Rooftops: Le Réseau became Lebanon's large Outdoor Advertising specialist.

In 2013, and in keeping with the current trends in Outdoor Advertising, Tree Ad created **SCREENS**, a new department exclusively dedicated to new types of panels: LEDs, Backlits, and Scrollers, headed by Account Manager Dany Lattouf and assisted by Myriam Hachem. »

Located mainly in the city's main arteries and busy streets, Screens' panels offer exceptional exposure to advertisers and complement Le Réseau's network in Beirut.



— SCREENS —



NEWS



Two months ago, Tree Ad launched a new concept for an innovative approach in Media sales: the **Direct Sales Department** to approach small clients who are not serviced by MBUs.

In charge of promoting all of Tree Ad's Media, the department is headed by an Account Manager and consists of 2 telemarketers and 4 Account Executives **who cover the entire Lebanese territory.**

CONGRATULATIONS!

Congrats to Dany Lattouf and his wife who welcomed **baby Rita.**



Congrats Carine Saade who gave birth on June 14th to **baby Haya.**



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TREE LEASE

