



“11 YEARS
AGO A
SEED WAS
PLANTED

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. For 11 years Tree Ad has been growing strong, growing locally and regionally; moving offices, expanding its portfolio and welcoming new members, all the while maintaining the values and principles that remain at the core of our TREE.

Today, it gives me great pleasure to present to you the first issue of **TRE-LEASE**, a newsletter that I hope 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 and anecdotes. Likewise if you have any news of your own that you would like to share, our pages are always open.

Wishing a good read,

Sincerely,

Mazen Moussallem

”



Tree Ad



On the occasion of its **11th** anniversary, Tree Ad hosted a glamorous party at Orchid Resort, Jiyeh on Friday May 28th. 300 guests were present to celebrate with Tree Ad, among which the country's top Advertising executives, media suppliers and clients.

After the welcome drink, guests moved to the dinner area and discovered the Bonsai themed setting awaiting them. It was Antoine Aad who first took the stage to welcome the guests and say a few words about Tree Ad's beginning, present and of course its future.

Gino followed, inflaming the stage and living up to his name; Lebanon's No.1 magician dazzled the audience with his incredible show, involving them in some of his stunning acts. Adding more fun and excitement was the grand prize win of the evening: a round trip ticket for two to the Maldives won by Med K&K's Sahera Mahmoud.

The fun filled program continued with saxophonists, Cuban dancers and violinists, and finally it was time for Tree Ad's team to cut the cake and drink to another 11 years of success to come. Guests took back a Bonsai tree with them as a souvenir of the occasion.



This summer was a WHITE one for Tree Ad who saw 3 of its family members tie the knot. Bride number one was **Dima Murtada** who opened the matrimonial season when she married Elie Hajjar on June 17th next it was **Diana Bader's** turn on June 27th to wed Robert Kattour; finally **Maya Rached** said her ultimate yes to Jad Tannouri on August 14th.

Mabrouk to all the brides and tough luck to our CEO!



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 or audio installation**, the possibilities are endless. MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

After the Mobile Show with Radio One in 2008, MAP is proud to launch today its first ever **LED truck**; you can henceforth give your mobile campaign a new dimension that adds originality and impact to your ad. This season's campaigns were original and creative, **drawing people's attention everywhere they went.**



| Brilliance |

China conquers the automotive field: To announce the launch of the new **Chinese cars** on the Lebanese market, the client used 4 white full branded trucks that circulated all over Lebanon presenting the cars to the Lebanese public.



| Canon |

Once again Canon has a great offer to promote and once again, Canon is using Map to convey the message. 3 striking red trucks covered Beirut and Mount Lebanon to inform people of this season's **unmissable offer** for Canon cameras.

| Gazillion Bubble Show |

One of this summer's hit shows was the Gazillion Bubble Show at Biel. The promoters used a full branded truck to inform children and their parents about the show inviting them to visit this **first of its kind entertainment spectacle** in Lebanon. The truck circulated the streets of Greater Beirut distributing flyers to passers by.

| KFC |

Summer's here and KFC, true to their tradition, are heating things up with yet **another hot offer!** The exceptional meal offer was promoted on 2 trucks creatively branded that covered the streets of the country going from one KFC outlet to another.

| Silkepil |

As if Silkepil wasn't already the greatest depilatory invention for women, P&G introduced a new generation of this product which can **operate under water!** To better inform the public about it, 2 Map trucks were set up with giant 3D mock ups of the new machine and shower curtains and sent out on an exhaustive routing that covered the country.

| Vileda |

In an unprecedented step, Vileda, the renowned household cleaning brand is promoting its engagement to the environment by launching the **Vileda Natural Products line.** In addition to several Mobile Shows, Vileda carried out many sampling activities, giving away free samples for people to try at home. The operation was a success.

| All In One Menu |

A new concept that promises to be a useful guide for Lebanon's ever growing culinary scene: Scroll the pages and find the **number of any restaurant you wish!** A full branded truck with a 3D mock up of the new All In One Menu book roamed the streets of Beirut, informing people of the new guide.



| Coca Cola |

Coca Cola, the official sponsor of the 2010 FIFA championship, used 4 trucks colorfully **full branded** to roam the streets everywhere in the country and spread the football world cup cheer everywhere they went.



| Burger King |

Great news for the people living in the Metn area of Mount Lebanon. No need to drive a long way to gratify their crave for great burgers: Burger King is henceforth **open in Elissar!** A full branded truck covered the region to inform people of the news and invite them to try out the king of burgers.



| Byblos Bank |

As part of their expansion plan, Byblos Bank opened a **new branch in Marjeoun;** and to creatively inform people about it, they chose Map. Full branded trucks circulated in the neighboring areas announcing the news to the southerners. Mabrouk from all of us!

| J&B |

As one of the world's most famous whiskeys, J&B are reentering the Lebanese alcoholic scene "wisely": to re-launch their brand all the while inciting people to drink responsibly, J&B used the Map Mobile Show and had their trucks roam the streets of Gemmayze and Batroun and distribute **J&B labeled water bottles** to night clubbers.

| Kono Pizza |

Who said Pizza has to be flat? A new pizza concept opened this summer in Koraytem introducing a **cone shaped pizza** to the Lebanese public. To announce the new opening, Kono Pizza used the Map Mobile Show along with a branded truck that covered the streets of the city.

| Sunglass Hut |

The first sunglass outlet of Azadea group used Map to announce their **opening in Kaslik and le mall.** The creatively designed truck with foam boards on the panels attracted people's attention everywhere it went.

| Arabica Movie |

In a new way to promote new released movies, Arabica Movies used 2 full branded trucks that roamed the crowded streets of the city inviting people to check out the latest **Egyptian** block buster.

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LEBANON



TESTIMONIALS

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| Ministry Of Education (MOE) |

This summer, the Ministry of Education launched a **new educational contest** for school students; and Map was chosen to inform the public about it. Map trucks covered the country distributing flyers to passers by during the pit stops. A successful campaign for a successful contest.



| MSD (MERCK SHARP & DOHME) |

Cervical cancer is one of the most common cancers among women, it is also among the most curable if detected early on. In a step to inform the public about this life threatening illness, MSD used one truck with panels to push **women to get regular check ups** and not to underestimate this vital issue.



| Eight Jeans |

3 trucks with fixed panels promoted this season's **latest creations of jeanswear**. Passers by admired the new collection during the trucks' extensive routing.



Arabica

“Great Campaign, we are very pleased that it met our expectations... looking forward for the next campaign with tree ad”
Hamza Yassine, Arabica Movies

Byblos Bank

“Being an innovative bank we were the first bank to announce a new branch opening by having MAP trucks circulate in a dedicated area, in our case Marjeoun and its surroundings. We wanted this pioneering campaign to target people in a specific area and make an impact on them, which it did actually. By using MAP trucks, we reached our objective of conveying our “new branch announcement” message clearly and strongly, as this movable media tool held viewers’ attention and promoted a positive word of mouth”
Maia Maatalani, Head of Marketing Communication, Byblos Bank

Coca Cola

“Utilizing the mobile trucks OOH medium was essential to break through the current clutter in the OOH media scene. Coca-Cola’s promotional campaign was successful due to the various benefits of this tool; trajectory setting, differentiation, geo-targeting, and inside Beirut city presence. I would like to thank “MAP” for the flexibility shown and GPS monitoring reports delivered”
Rabih Abi Chakra, UM7

Gazillion Bubble Show

“Over all the campaign was great! We just have a few comments because on day one the truck didn’t operate and when we signed we understood that we can mount our bubble machine inside the truck and have it blow bubbles during the truck’s routing”
Lamiss Joujou

MSD (Merck Sharp & Dohme)

“After finishing a whole week of feedback from the market, friends, colleagues, Drs, and acquaintances, nobody saw the trucks; maybe they should use many trucks and intensify the routing during the day”.
Janine Hajj, Media Associates



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“ Al Akhbar has scored a whopping year to year increase of **49% in advertising spending from October 2009!** Thank you! We couldn't have done it without your support...”



>> DID U KNOW

As you already know, Al Akhbar's website was launched in August 2006, and shortly after it became the number one newspaper website in Lebanon, with more than 27,000 hits per day*. Today we have the pleasure to inform you that **Forbes Magazine** has officially selected al-akhbar.com as the

Number One Newspaper Website in the Arab World

After a thorough study conducted on the 50 most popular Arabic, English and French newspaper sites in the region, Al Akhbar's website was formally ranked at the top of the list. The study showed that the number of hits on **al-akhbar.com** and the time the reader spends on the site exceeded that of any other newspaper website in the region. It also took into consideration the services offered by the site, its interactivity and user friendliness.

NOW U KNOW <<

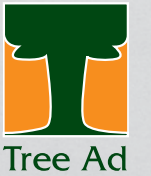
*Source: **Alexa.com**

Last May Al Akhbar released one of its long awaited supplements: **The Education Supplement.** The supplement covered the Education sector in Lebanon, reporting on the country's schools and universities, programs and majors, revealing to the readers the academic and vocational options available for students as well as the possible banking loans on hand. Al Akhbar reporters met with university officials and related to the readers the latest tendencies of the scholastic body: **Green and tobacco free campuses.**

In October Al Akhbar issued its **2nd Banking Supplement.** The supplement covered the Banking sector in Lebanon, and its latest news. It revealed to the readers what the banks are offering in corporate services, products, credit cards and loan and insurance options. Al Akhbar's financial analysts dug deep into this ever evolving field in their critical and investigative style and reported to the readers sound financial advice.

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Naturally Evolving



SPECIAL



For its **14th birthday**, Spécial received an inside out make over, a total re-looking that thoroughly transformed the magazine. In June 2010, Spécial with its new look and content was revealed to the public. A new layout and a new content that covers a variety of topics and reports to the reader on **local and international** entertainment, fashion and social news in a new and fresh style; a total makeover that includes new photographers, new reporters and most of all a new Editor in Chief, **Hanane Tabet**, who with her novel and original approach promises to take Spécial to new heights. An inside out revamping that combines a weighty subject matter with social news and offers readers a new type of insightful editorials. From fashion shoots to celebrity interviews, from social segments to gastronomy sections Spécial's new editorial substance is a fun and engaging read to men and women, young and old. In addition to its regular sections, **Spécial** added a few more listed here below:

| **Potins de Stars** [2 pages]
Celebrity gossip and exclusive news from local, regional and international stars.

| **Interview Chrono** [2 pages]
A speed interview with a local, regional or international celebrity revealing some of their beauty tips, favorite places, favorite dish, favorite book...

| **Mode** [20 pages]
A themed shooting, the latest from the catwalks of the world, new trends and the season's must haves, fashion dos and don'ts, designer of the month, new shop openings, fashionable at any price, shape or size; Make up, cosmetics, perfumes and a review of the latest beauty products available.

| **Nos Hommes** [2 pages]
What do men really think about womanly issues like: fashion trends, women's orgasms, women's infidelity, love in the workplace..

| **News releases** [2 pages]
A review of the latest movies, books, DVDs and CDs.

| **Social** [4 pages]
Professional, medical and legal analysis and advice on controversial social issues like physical abuse, incest, sexual harassment, divorce, homosexuality, drug abuse among teenagers...

| **Escapade** [2 pages]
A different destination reviewed each month with useful information about it and the available packages from local travel agencies.

| **Cuisine**
Themed recipes and menus; Chocolate craving, Valentine's, BBQs, summer cuisine, winter dishes, healthy snacks, energy boosting menus...

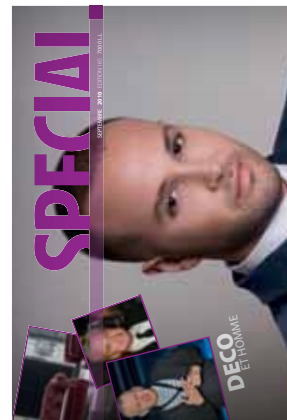
| **Tarots** [2 pages]

| **Spécial teste** [1 page]
A car, a bike, a sport, a blind date, a dance, a new gadget, a phoneless day, e-Bay, souk el a7ad...

| **Vitriol au Chocolat** [1 page]
A satirical look on a different subject each month: Men and the flu, thongs vs. panties, family holidays, flirting in nightclubs, Christmas madness.

| **Blog** [1 page]
One woman's adventures...

| **Sexualité** [2 pages]
New and useful tips and information revealed in a subtle and light approach.



TRE LEASE



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