



It all started with
a seed that
was planted 13
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 season, two new additions joined Tree Ad's portfolio, **OTV** and **KZone**: Officially launched in 2007, **OTV** is today recognized as an independent and democratic station targeting all the Lebanese residing in Lebanon and the Lebanese Diaspora around the world.

KZone, a diverse and exclusive network of Rooftops, scrolling, backlit and LED panels, all strategically located in the very heart of the city.

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

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LEBANON



OTV turns 5 this year and in five years it has come a long way, establishing itself as an independent and patriotic station, a serious competitor on the local Media scene.

Armed with its determination and integrity, and free of any foreign investment (OTV is owned by its 11,000 shareholders), OTV has succeeded in being recognized as a national and democratic television promoting modernism and freedom through culturally enlightening and entertaining programs. Pledging to fight for a free Lebanon and not to stay silent on injustice and corruption, OTV has gained ground and reaches to all Lebanese in particular and Arabs in general, creating an interactive link between the Lebanese residents in Lebanon and the Lebanese Diaspora throughout the world.

It aims to impart a youthful and dynamic image while sustaining a genuine authenticity.

OTV Broadcasts a diverse, consistent grid that combines various television genres and preferences: Lebanese production makes up 80% of its programs, a fact that pushed the television into the top 3 ranked TV stations in the country and had it incorporated in the majority of the local Media plans.

A new grid with fresh programs featuring renowned local TV celebrities was launched in September of this year.

The Model Show

Directed by Shady Hanna, presented by Nathalie Fadlallah

A novel and creative show that brings together 20 aspiring male and female models, and accompanies them weekly on their training, lessons and exercises to see who will be voted out and who will remain till the end.



Fil or No Fil

Directed by Shady Hanna, presented by Wissam Sabbagh

A new entertainment program filmed in front of a live studio audience, which hosts 4 guests each week; the guests, renowned artists, actors or singers, will each have to tell a few stories, and it's up to the audience to judge if the story is false (fil) or true (no fil).



Talenteen

Directed by Shady Hanna, presented by Caline Jazra

Back by popular demand, Talenteen comes back for its second season with a new set, a new jury and a new presenter. Of the hundreds of teens who applied, only 60 made it through and will have the chance to appear on the show and have professionals help and guide their talents.



Mohami al Chaytan

Directed by Patrick Neaimeh, presented by Ziad Njeim

After its first season which covered Lebanon's political era from 1920 until 1970, notorious TV presenter Ziad Njeim comes back with a bold and daring reading of the country's modern history and "second war" from 1970 until 2005. Each episode features new guests and reportages.



Stroubia

Directed by Shady Hanna, presented by Tarek Soueid

An entertainment and fun show filmed before a live studio audience. If usually, the presenter asks the participants questions and waits for their answers, in Stroubia it is not the case! Participants begin by answering randomly the 20 questions by yes or no before they find out what is asked of them, relying on their intuition and luck of course.



Tree Ad has done it again!

In keeping with its expansion and diversification strategy, Tree Ad was appointed as the exclusive Media Representative of KZone network as of September 1st, 2012: a diverse and exclusive network of Rooftops, scrolling, backlit and LED panels.



At a time where central and well located outdoor signs have become limited, Tree Ad is increasing its reach and offering advertisers the chance to be present on the city's top rated networks.

Kzone panels are all strategically located in Administrative Beirut (Achrafieh, Sodeco, Hamra, Unesco and Verdun) offering advertisers exceptional exposure and unparalleled reach. European made with the latest scrolling and LED technologies, the panels are continuously quality controlled to ensure the highest levels of visibility and performance

With this new addition to its network, Le Réseau has maintained its place and rank as Lebanon's largest Outdoor Specialist!





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.

◀ **SPECIAL** ▶

To promote its new look and design, Special magazine chose a full branded MAP truck which roamed the streets of Greater Beirut. With none other than Marilyn on the cover, the truck turned heads everywhere it went.



◀ **PRIL** ▶

It's not any detergent that can give you Triple Power cleaning, but Pril can! A full branded truck roamed the streets and highways from Tripoli to Baalbek and Beirut, making pit stops at supermarkets and handing out free samples to passers by.

◀ **SAMSUNG** ▶

the long awaited Galaxy III finally made its entrance on the Lebanese market, and to announce it, 2 full branded trucks were used with pit stops, promoters and live demonstrations of the phone's infinite options.



◀ **FINE** ▶

A fine way to promote tissue and toilet paper! To do so, Fine used 2 full branded trucks with 3D mock ups inside for 1 week to roam the streets of the city, making pit stops in front of supermarkets.

◀ **CENTERPOINT** ▶

Centerpoint, one of the country's major fashion malls chose MAP to announce and promote their unmissable sales. 2 trucks circulated between Beirut and Dbayeh for 1 week to inform people and invite them to benefit from the exceptional offers.



◀ **GENOVA** ▶

It's back to school season, and to promote this year's designs and prints, Genova chose a full branded truck to cover the city's streets for a whole month. From school bags to notebooks and water bottles, there's something for everyone.

◀ **ADIDAS** ▶

As part of the kick off to the launch of the Predator Lethal Zones, Adidas opted for 2 full branded MAP trucks that intensively covered Beirut's central district for two days.



الجمهورية

To complete its series of weekly supplements and offer its readers a new read each and every day of the week, Al Joumhouria is pleased to present its new supplements:

ويك أند الجمهورية مع Le Figaro، جمهورية المرأة، سياحة الجمهورية

جمهورية المرأة

جمهورية المرأة

Issued every Tuesday, **جمهورية المرأة** is an 8 page colored supplement that targets the women in our society: Interviews with renowned female public figures from the entertainment, social or political fields, advice and counseling sections on **health, family, children and work related problems, beauty and fashion tips** in addition to a multitude of sections that tackle female concerns and interests.

سياحة الجمهورية



سياحة الجمهورية

Issued every Monday, **سياحة الجمهورية** is an 8 page colored tourism guide that covers a new city or country each week, taking the reader on a fancy trip and inviting him to explore new local, regional and international territories. Each week, Al Joumhouria journalists review a new touristic destination from around the world, reporting to the reader on its **main attractions, history, weather, culinary delights and specialties**. The supplement also advises the reader on the best time of the year to visit, the precautions to take before leaving and the budget that they need to allocate for the trip.

ويك أند الجمهورية مع Le Figaro، جمهورية المرأة، سياحة الجمهورية

ويك أند الجمهورية مع Le Figaro



ويك أند الجمهورية مع Le Figaro

Issued every Saturday, **ويك أند الجمهورية مع Le Figaro** is the fruit of an exclusive collaboration between Al Joumhouria and French renowned daily Le Figaro; an 8 page colored supplement which covers many subjects from **health and nutrition to entertainment and social news from Europe and the world**. Translated from French, the

articles are written by Le Figaro's journalists and are published simultaneously in both newspapers.



NEWS

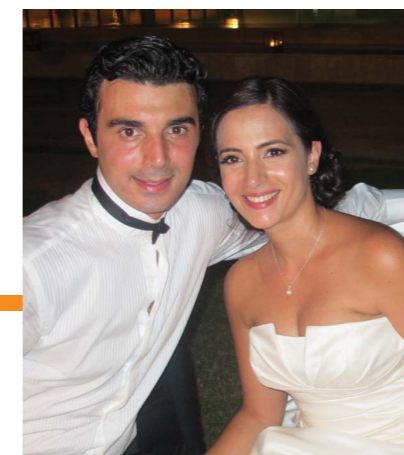
Congratulations

It was a white summer at Tree Ad who saw 4 of its family members tie the knot:

Wedding season opened with **Dany Lattouf** who was the first to take the plunge and wed **Joyce Abdallah on April 21st**.



and finally **Mountaha Mezher** said her I do to **Chadi Tannous on September 1st**



Next it was Tree Ad's own **Elie Saade** and **Carine Kanaan** who tied the knot on **July 13th**.



A final congrats to Tree Ad's **Maya Rached Tannouri** who gave birth to a healthy baby girl, **Christy**, on **July 9th**!



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TREAD EAST

