



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 are 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 March was moving month! Tree Ad moved in its new offices at the mother company, Level 5 Holding's new head quarters in Tehwita, and OTV moved into their new building in Sin el fil.

Find out how Spécial celebrated women's day and what's new for Al Joumhouria..

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

RELEASE VII
May 2013
LEBANON

OTV

*** March was a big month for OTV: 6 years after its launch, the TV station underwent an inside out revamping starting with uplifting the logo all the way to moving into brand new state of the arts studios.**

After proving itself as an **independent and patriotic** station, and a serious competitor on the local Media scene, **OTV** needed to prepare for a new era; that of technological and digital advancement. It was thus crucial to create a new identity for the station that can accompany the TV and prepare it for its **new challenges.**

Although the final reveal was not until March 14th, 2013, the works started months earlier and the changes were on many levels: **A new grid with fresh programs** featuring renowned local TV celebrities was developed and popular programs got a new twist or changed format. Moreover, the news toned down considerably without steering away from the TV's ideologies or beliefs.

These changes were immediately reflected in the ratings; In Ipsos's Average Minute Rating for February and March 2013 **OTV** scored record ratings, **ranking among the top 3 TV stations in Lebanon.** And unlike other stations, OTV's top rated programs are not only the political programs or news, but rather the local entertainment and talk shows that are growing in popularity.

On March 14th, **OTV** invited the country's top Marketing and Advertising executives along with some of the major clients to reveal the station's **new identity** and show them around the new premises, new sets, and new news' studios, all modern and equipped with the latest in production and transmission apparatus.

OTV's new corporate identity

OTV's corporate identity revamp was assigned to Brand Central, a division of M&C Saatchi Mena. Roy Hachem, Chairman and General Manager of OTV and Gloria Mattar, business director at Brand Central, shared their opinions on the relaunch of the station.

What is the creative rationale behind OTV's new corporate identity?

R.H: The station was created in 2007 and has since grown and taken a life of its own. As a result, we needed more office space and decided to relocate. The new identity was based on the entity that reflects its environment, people and their daily lives. Our aim is not to compete with other TV stations, but rather to voice Lebanese reality accurately and authentically.

What were the main internal changes accompanying this rebranding?

R.H: the decision to rebrand was in part due to the relocation. Despite the fact that viewers will not notice the change in all its details, the new format related to our news program is quite clear and in-line with the revamped identity. The reshuffle of the news broadcast was the result of a four-month process that will allow us to communicate the news in a serious yet dynamic fashion, which is central to our vision on what to come. This change is fundamental as the morning show and the consequent newscasts comprise seven daily hours of programming. Also, the presenters' attire changed to further reflect and emphasize the new identity.

The rebranding effort involving a logo change is usually a lengthy and extensive process; what does it involve?

GM: Rebranding TV stations is indeed a lengthy program that usually involves several details in terms of strategy, theme or concept elaboration, and on screen strategy implementation in terms of infographics scenarios, idents, thematic signatures and the various supportive on-air and off-air tools needed for a consistent image, namely the corporate font used in news system and menus. Needless to say that guidelines have to be developed as well to preserve the new look and feel of the channel.

How long did it take you to come up with the new OTV corporate image and what is the rationale behind it?

GM: We agreed to create a minimalistic logo characterized by smart curves to convey a friendly character and to promote the full name of the channel OTV and not just the O. The rebranding program took almost 6 months from strategy to implementation and we're not done yet. The aim behind the new on screen image was to create an identity that reflects the true Lebanese essence.



Eddy Hatem, Fida Yared Chaaban, Asma Khoury



Najib Tawil, Nada Tawil, Georges Jabbour



Dany Lattouf, Christina Maakhlouf, Abdo Ayoub



Liliane Chalhoub Maroun & Charles Ghostine



Dolla Moussallem, Rita, Julie Maatouk, Ghada El Khatib



Brand Central Team

Tree locating

On March 11th, Tree Ad moved into its new offices in Tehwita, joining its sister companies under Level 5 Holding's umbrella.

NEW Appointments at Tree Ad

Over the past couple of months, we welcomed a number of new members among Tree Ad's family:

Betty Jabbour joined the Outdoor department in the capacity of Commercial Director on Le Réseau. Myriam Hachem and Maya Yafi also joined Le Réseau's commercial team.

Romeo Moussallem and Dima Hajj joined Al Akhbar's commercial team and Marie Louise Chedid and Wassim Fakhouri that of Al Joumhouria.

And last but not least we welcome Sarine Boghossian who will henceforth be part of OTV's commercial team.



Le Réseau NEWS

Another prime location joined Le Réseau's network under KZone: Strategically positioned in the heart of Achrafieh, on Elias Sarkis avenue, facing Byblos tower, the LED sign offers unparalleled visibility on one the capital's busiest streets.



Spécial

Spécial celebrates WOMEN'S DAY

To celebrate Women's Day and honor the women in our industry,

Tree Ad and Spécial hosted exclusive women-only breakfasts

on March 8th, 15th and the 22nd at Mandaloun Café, Achrafieh:

Each Friday a group of women from Advertising agencies and major clients in Lebanon were invited to commemorate the occasion. After the acquaintances and catching ups, glasses were raised to cheer the woman, the mother, the daughter, the sister, the role model and the friend in each one of them.





الجمهورية

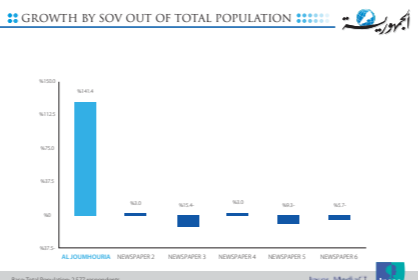
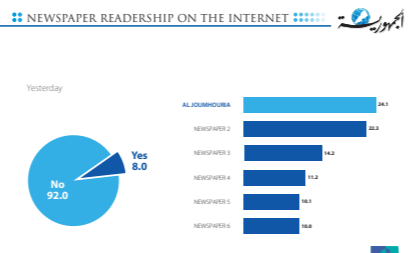
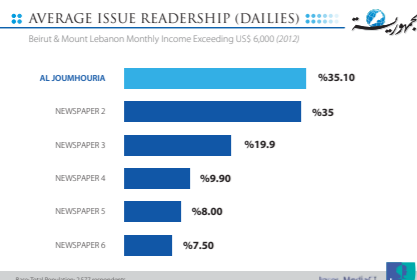
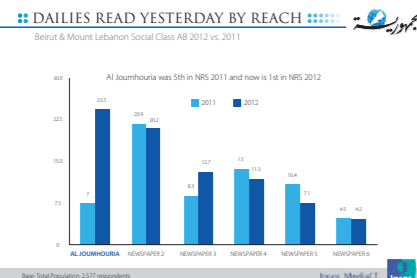
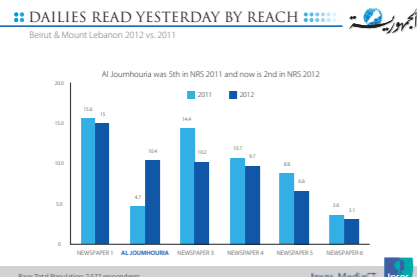
جمهورية المال والأعمال

When figures speak louder than words... Al Joumhouria in Ipsos' NRS 2012.

2012 was a pivotal year for Al Joumhouria; in only its second year on the market, the challenge ahead was big and the odds against it. But armed with its pledge not to be silent on injustice, fight for a free Lebanon and serve as a platform for all political Lebanese and Arab trends, Al Joumhouria was able to rise to the difficulties and prevail.

Today the challenge is behind us, Al Joumhouria was able to break sales records and establish itself as one of the top ranking Lebanese dailies.

Check out the results of Ipsos' NRS 2012, conducted between January and June 2012, on a sample of 2,577 respondents, the figures speak for themselves.



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TREAD RELEASE LEBANON May 2013 VII