



It all started with a seed that was planted 15 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 biyearly 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 Al Joumhouria underwent a total makeover with a new identity that took the newspaper yet another step ahead its competitors, MAP was all over the place with dozens of new campaigns and Special, loyal to its mission, celebrated women's day in its own way.

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



A strategic alternative to traditional media,

MAP is a versatile and flexible medium that can adapt to any client's need;

A fleet of 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.

This month MAP got a makeover with a new logo and identity. Inspired by a city street "map", the playground of MAP, the new identity reflects the true nature of the medium: 10 trucks constantly roaming the streets of the city, going everywhere and anywhere the client wishes, following people where they gather and interacting with them.

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

KFC: One of MAP's regular clients, KFC promoted his new sandwich with 2 trucks that covered the Greater Beirut area all the way to Jounieh. The deliciously wrapped truck had everyone drooling over the must-try new "Box Master" meal, now available. And in another MAP campaign, KFC celebrated 30 years of the famous Zinger taste, offering customers exceptional prices for a limited period of time. The delicious looking red full branded truck had passers by eager to try one of the hottest meals that KFC offers!



Hardee's: Three campaigns this season for Hardee's; in the first Hardee's wished the Beirutis, and particularly Achrafieh residents "Season's blessings" with an unbeatable offer that they can benefit from at the Sassine branch which now also features an easier way to order! Later it was time to indulge our taste buds with the new Santa Fe Maxim from Hardee's. Maximum taste, maximum spice and a maximum tempting full branded truck that covered the streets of greater Beirut for one week. And finally the Caesar Angus Thickburger! As if the name was not motive enough to rush to Hardee's for a taste of the new burger, the latter rented a fully branded truck for one week with a picture of this latest addition to the menu. The truck circulated in different areas of Greater Beirut.



WHEREVER YOU GO, WE WILL FIND YOU

Baroody Group/Sports 4 ever: With Columbia's new Omni-Heat reflective jackets, the model inside the MAP truck did not have to wear much else! Heads everywhere turned when the fully wrapped truck passed by, with the beautiful model sitting comfortably inside trying on the new styles and colors from this innovative technology.

Kafa: Enough violence and exploitation of women and children! This is the message behind Kafa's mission and MAP campaign, in which they opted for 4 fully branded trucks which roamed the streets of the country from the Bekaa to Greater Beirut and the southern suburb.

NRJ: We're all used to road shows, but the NRJ mobile road show was something else! Turning the inside of the truck into a real studio, NRJ the hit music only station, broadcasted live shows from inside the truck while roaming the streets surrounding Lebanon's major universities. Students and people were invited to pop inside for a visit or a photo.

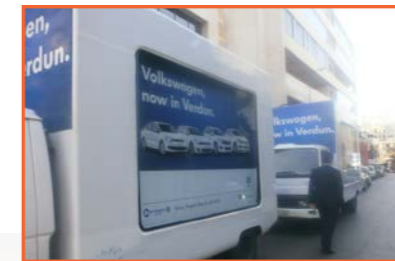


Alfa: "Bayti" is a fixed wireless landline that allows you to make & receive national and international voice calls, in addition, it gives you access to the internet service from your home. To promote the new service, Alfa rented a full branded truck and had its representatives inside the truck talking to people and answering their questions during the pit stops.

Kettaneh: To celebrate and promote the new showroom for Volkswagen in Verdun, Kettaneh rented two full branded trucks that roamed the streets of Beirut announcing to the Beirutis a new address closer to their homes.

Iraqi Elections: To incite Iraqis residing in Lebanon to vote in the upcoming elections, three full branded MAP trucks were used to roam the streets from Hamra to Jounieh for a whole week, inviting them to exercise their democratic right and duty and make themselves heard.

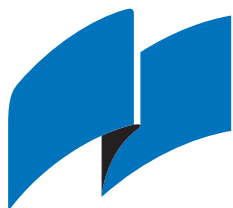
Nescafe My Cup: Start your day with Nescafe My Cup and the numerous gifts it was offering daily! Three full branded trucks were rented for two weeks, covered the busy streets of the country, making pit stops in front of universities, malls and the places where people gather



YOU CAN RUN BUT YOU CANNOT HIDE

RELEASE X
June 2014
LEBANON

Naturally Evolving



AL JOURHOURIA'S NEW LOOK AND CAMPAIGN

AL JOURHOURIA'S NEW LOOK AND CAMPAIGN

الجمهورية

In February 2014, three years after its launch, and to keep up with its ascend, Al Joumhouria underwent a complete makeover, taking the newspaper yet another step further and ahead of its competitors to international standards:

keeping up with the latest trends in journalistic layouts, Al Joumhouria boasts today an innovative design, a clean and easy to read layout developed by some of the country's top graphic designers.



To accompany the new identity developed by Brand Central, the latter also worked on an OOH, TV and Print campaign.



A hierarchy of the articles was developed, exclusive fonts were created and side articles and columns got re-designed.

A split between political news and lifestyle ones was clearly set in the two distinct covers. Henceforth, Al Joumhouria boasts two sections, the political one and the lifestyle one with different fonts and layouts for each.

"الأحرار" يُحذّر "أذار" من اللعب بالإستحقاق الرئاسي

وكتب حزب "الوطنيين الأحرار" بالتعاون مع...
انتخاب رئيس الجمهورية...
شعبها وراء عدم جدية فؤاد...
وإزديادهم بأهمية الاستحقاق...
وإستغراب الحزب بعد اجتماعه الدوري برئاسة...
النائب دوري شمعون أمس...
وتعطيل التصاب بعد دورة الاقتراع الأولى...
ولو أن هناك مرشحاً لفؤاد...
المضي في الاقتراع حتى انتخاب الرئيس...
من لعب القصة...
صوتهم ولا الفارعة...
إنتاج الاستحقاق الرئاسي...
وطالبها بالتصرف بروح من الديموقراطية والإحجام



RELEASE X
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AL JOUMHOURIA IN STAT IPSOS' 2013 NRS

In Stat Ipsos' 2013 NRS, Al Joumhouria scored yet again unprecedented figures, reaching in record time what others failed to attain in years.

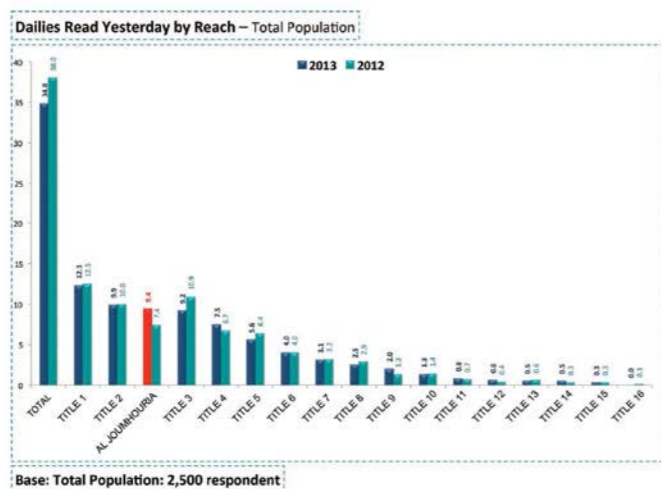
The National Readership Survey was conducted between March and November 2013, on a sample of 2,500 individuals aged 15 and above. The results came back to prove that Al Joumhouria's rise was no accident, and to challenge the common perceptions and beliefs.

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They say that newspaper readership has decreased since 2012 for all the newspapers in Lebanon..

We say that's not the case for us!

While all other newspapers showed a drop in 2013, Al Joumhouria increased its readership by 27%!

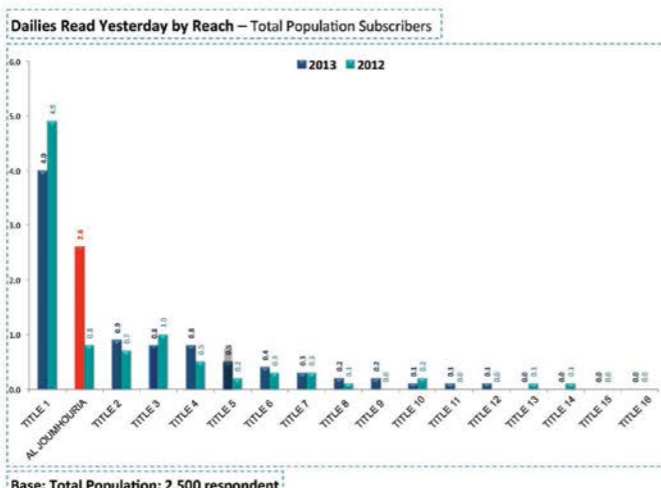


Base: Total Population: 2,500 respondent

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They say a newspaper is lucky if it can manage to keep the subscribers it has..

We say Al Joumhouria's subscribers increased 225% in 2013!



Base: Total Population: 2,500 respondent

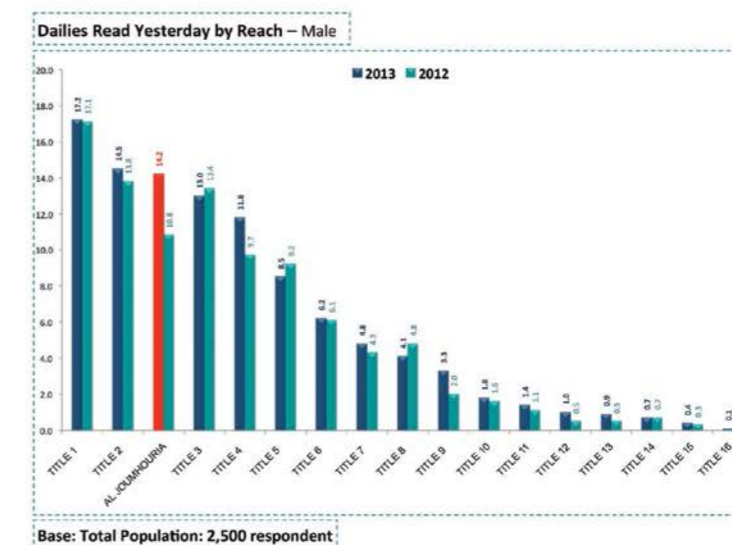
DON'T JUST TAKE OUR WORD FOR IT!

الجمهورية

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They say men don't read newspapers anymore, they watch political shows on TV.

We say how come Al Joumhouria shows a 32% increase among males in 2013?

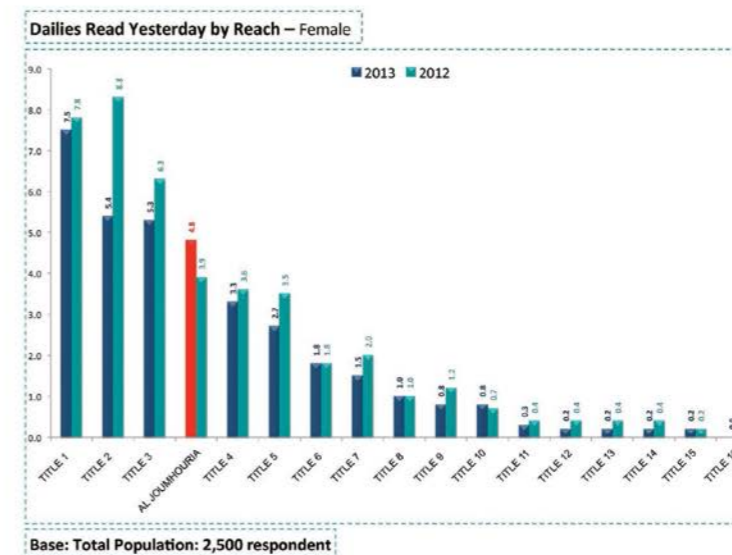


Base: Total Population: 2,500 respondent

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They say women are not newspaper readers..

We say women will never cease to amaze us! A 23% increase in readership in 2013!



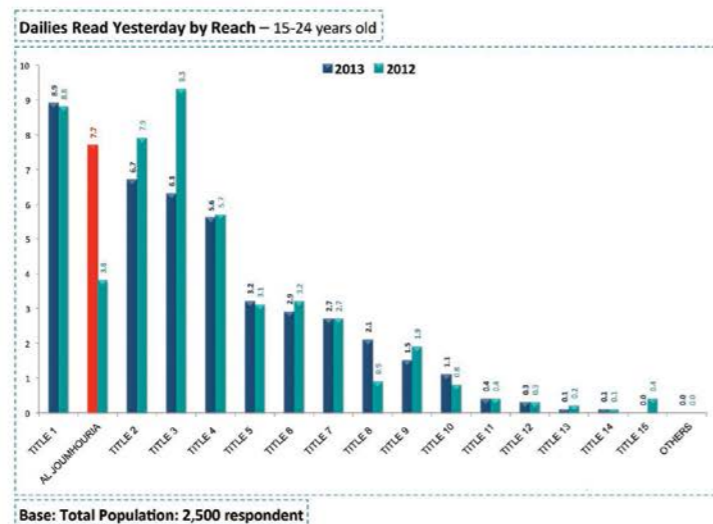
Base: Total Population: 2,500 respondent



DON'T JUST TAKE OUR WORD FOR IT!

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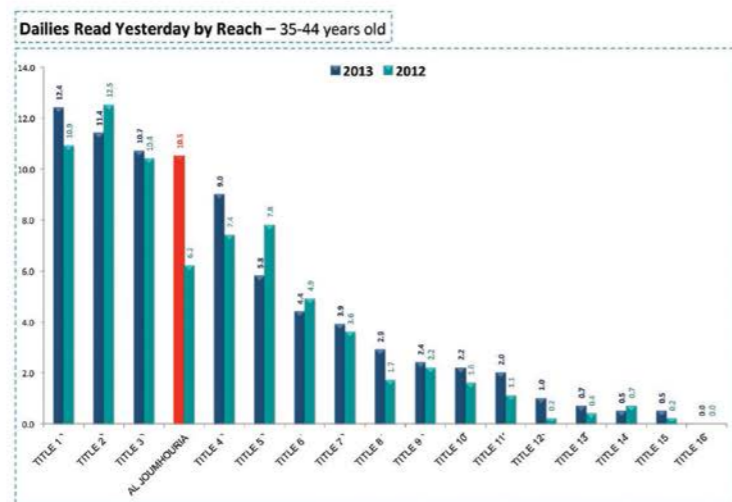
They say our young are going digital, switching from print to online newspapers..
We say they're not going anywhere, we have them all!
A whopping 103% increase in 2013!



Base: Total Population: 2,500 respondent

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They say the 35-44 yrs age bracket are the driving force of the economy in a market..
We say there's a 69% more chance of reaching them with us!



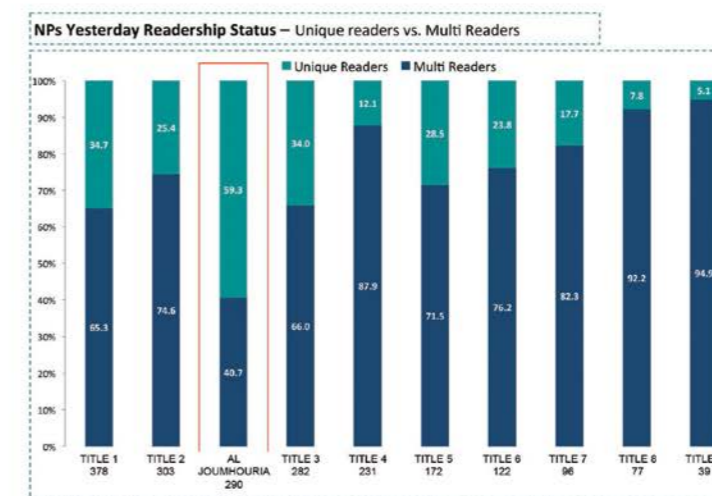
Base: Total Population: 2,500 respondent

DON'T JUST TAKE OUR WORD FOR IT!



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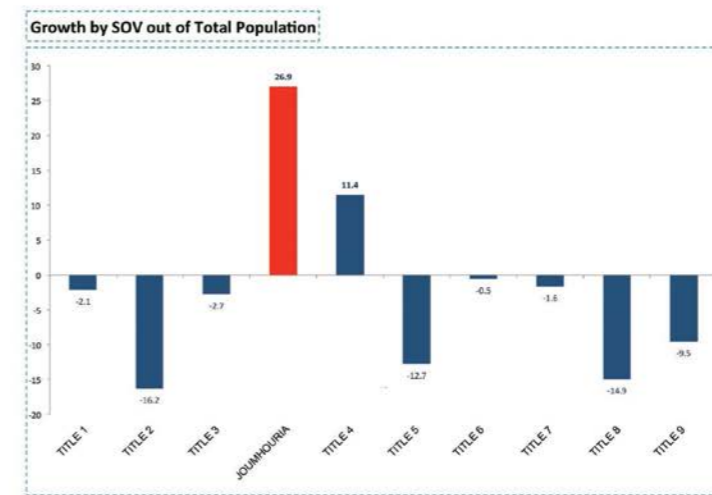
They say loyalty is dead..
We say our readers can tell you otherwise! Al Joumhouria is the only newspaper with 60% unique readers!



Base: Total Population: 2,500 respondent

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They say it's all downhill from here..
We say the only way is up!!



Base: Total Population: 2,500 respondent



This month Le Reseau added yet more locations to its already exhaustive network of Unipoles. Two new prime locations strategically positioned on Jdeideh and Dekwaneh highways offering unparalleled exposure in two of the country's busiest areas.



Spécial brunches

March is Women's History Month, an annual commemoration that highlights the contribution of women to society; for the second year in a row, Tree Ad and Special hosted two exclusive women-only brunches on March 14th and 20th at Magnolia Bakery, to honor and celebrate the women who inspired us and paved the way.

Each Friday a group of women from the Lebanese Advertising and Marketing fields met over coffee and a good muffin to commemorate the occasion, shine a spotlight on the mother, sister, daughter, coworker and friend in each of them and thank them for their strength, perseverance, beauty, humor and love.



Spécial brunches



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