



It all started with a seed that was planted 16 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.

In this issue, KZone turns over a new leaf to become M&A and takes its collaboration with Tree Ad a step further, ArabAd turns 29 but looks younger than ever, OTV inaugurates its brand new studios, Al Joumhouria starts the year big with new promotions and achievements, Special celebrates women with its annual March brunches and MAP takes on the streets of the country with dozens of new and original designs!

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

TRE LEASE XII
June 2015
LEBANON

Naturally Evolving



— SCREENS —



KZONE IS NOW MEDIA & ADVERTISING S.A.R.L.

Early 2015 marked a big change for KZone, as it turned over a new leaf to become Media & Advertising S.A.R.L.

As one of the country's leading providers of Backlights, LEDs and Scrollers, M&A's network offers the most strategically located panels in Administrative Beirut (Achrafieh, Sodeco, Hamra, Verdun and Unesco) giving 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.

2015 also saw the collaboration with Tree Ad, its exclusive Media Representative take a step further, to become a full fledged partnership.

MOREOVER AND IN KEEPING WITH ITS DEVELOPMENT AND EXPANSION STRATEGY, M&A IS CONSTANTLY WORKING ON NEW ADDITIONS TO ITS NETWORK.

last month alone, it installed two new Rooftops, the first in the heart of Hamra and the other in Verdun: located both in Beirut's busiest and most coveted areas, both Rooftops are strategically positioned on the main street, offering exceptional reach and high visibility.



On December 19 2014, OTV inaugurated its **NEW STUDIOS IN MONTE VERDE** in the presence of Lebanon's prominent Media and political figures: Brand new state of the art studios, with new sets, and new news' studios, all modern and equipped with the latest in production and transmission apparatus. With the station's steady rise, OTV needed to set up for a new era; that of technological and digital advancement. The move to the new studios is proof that OTV is determined to maintain the television's ascend and remain among Lebanon's top TV stations.



Moreover, **OTV MADE NEWS THIS YEAR WITH ITS OWN PRODUCTION WAJAZ EL ROUH**; a gripping drama that aired over a period of three months, gathering in its cast some of Lebanon's most renowned actors, tackling our society's dilemmas and concerns in a novel and honest style.

The series, which featured Ammar Chalak, Gihad el Atrach and Nicolas Mouawad to name a few, addressed controversial topics like racism and betrayal, love and obesity, friendship and hatred.

In only its second week on air, the series reached exceptional viewership records and continued to score increases in AMR (Average Minute Rating) all throughout its broadcast.





AL JOURHOURIA STARTED 2015 BIG!

After a remarkable year where the newspaper continued to score unprecedented records in readership, sales, subscriptions and distribution, Al Joumhouria continued on yet another first-time venture: From January 1st 2015, and for 4 consecutive months, the newspaper was sent to 4,000 new prospects as per a detailed mailing list that includes the country's top professionals from the retail, banking, real estate and automotive sectors.

The purpose behind this step is to continuously develop and improve the newspaper, and so by the end of the 4 months, recipients were asked to fill a questionnaire, helping Al Joumhouria pinpoint its strength and understand its challenges.

This is not the first time the newspaper embarks on novel undertakings throughout the country; **IN DECEMBER IT STARTED AN 8-WEEK COLLABORATION WITH MEDCO STATIONS ALL OVER LEBANON:** 5,000 copies of the newspaper were distributed for free daily between 7 and 9 am in over 94 stations.

AROUND 250,000 NEWSPAPERS IN TOTAL WERE GIVEN OUT ALL OVER THE LEBANESE TERRITORY.



DID YOU KNOW?

Did you know that aljournhouria.com was voted as the best strategic website in the Pan Arab region in the magazines and newspapers' section?

Dubai, February 2015- the Pan Arab Excellence Awards Academy hosted an elaborate ceremony to honor the top Media in the region. The event was attended by renowned personalities and dignitaries from the information and communication fields, political figures, as well as experts in the field of economics, diplomats, information technology and media figures. During the ceremony, Al Joumhouria was voted as the best strategic website in the Pan Arab region. Receiving the award on behalf of the newspaper was Mr. Joseph Abou Jaoude, Al Joumhouria's IT Manager.

THIS AWARD IS THE CULMINATION OF AN ONGOING EFFORT AND DEDICATED HARD WORK FOR SEVERAL YEARS:

Launched in 2011, aljournhouria.com is more than a news portal. From breaking news to trending stories, aljournhouria.com is the go-to source for the latest on all political, social, entertainment, cultural and sports news. In June 2014, it underwent a complete makeover: keeping up with the latest trends in digital journalism, the website boasts today an innovative layout that allows for easy and fast navigation and use.



Spécial

SPECIAL AT THE PARIS FASHION WEEK

This year, Spécial attended the latest Paris Fashion Week, which took place from March 3 to March 11, and was able to do so after being accredited, as a leading Lebanese fashion magazine, by the Fédération Française de la Couture.

For a magazine to be able to attend and officially cover the most coveted Fashion Week in the world, it has to be **VALIDATED BY THE FÉDÉRATION FRANÇAISE DE LA COUTURE**, and the regulation is very strict: apart from the detailed applications to be filled, copies of several issues of the magazine are to be sent, and the file is examined by the Federation itself, which solely has the right to decide whether a magazine is up to the international standards in terms of fashion media. We are proud to have met the requirements and to have been accredited as a fashion magazine, which has enabled us to be present on the invitation lists of several prestigious fashion houses during the 2015 Paris Fashion Week.



SPECIAL BRUNCHES

March is Women's History Month, an annual commemoration that highlights the contribution of women to society; this year also, Tree Ad and Spécial hosted three exclusive women-only brunches on March 13th, 19th and the 27th at E Cafe and Mandaloun Cafe

TO HONOR AND CELEBRATE THE WOMEN

who inspired us and paved the way. Each Friday a group of women from the Advertising and Marketing fields met to commemorate the occasion, and celebrate the mother, sister, daughter, friend and colleague in each.



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Grab a copy of ArabAd's April issue and skim through it..

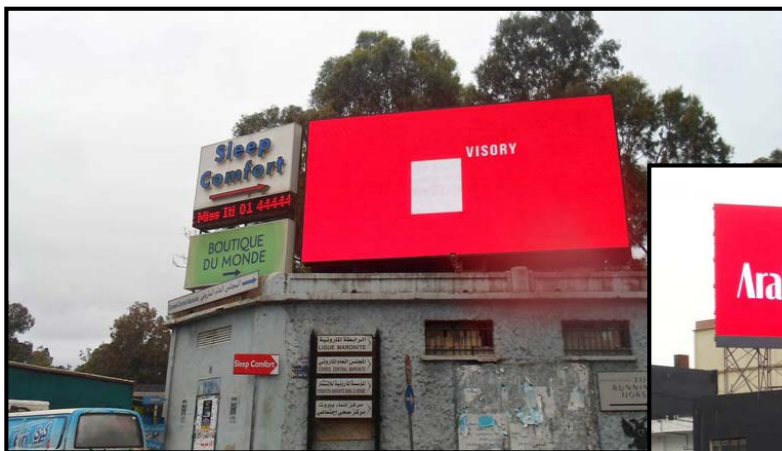
Check out its layout..
Inspect its design..
Go through its sections..

Hard to believe that the publication is actually 29 years old, it looks younger than ever!

That's because ArabAd, the oldest and undisputed monthly communication and business magazine in the Middle East just got a complete uplift to remain at the forefront of its field. In keeping with the current developments in journalistic design, the region's reference in Marketing and Communication couldn't but reflect the newest trends in layout and content. ArabAd continues to offer you a richer reading experience, keeping you in the know when it comes to what you should know.

To accompany and announce the change, an Outdoor campaign was developed by Black Ink, with teaser and revealer visuals that were installed all around Greater Beirut.

ArabAd, covering the industry since 1986



This March, we launched our newly redesigned website

WWW.TREEAD.COM

A result of the latest technological research and digital development, treead.com boasts a novel layout that allows for easy and fast navigation and use.

In addition to a complete presentation on each of Tree Ad's media, the website also offers a full listing of all outdoor locations, detailed rate cards and the Treleases, our newsletters.

An all inclusive portal that is constantly updated to offer you the latest information needed.

WISHING YOU HAPPY SURFING!

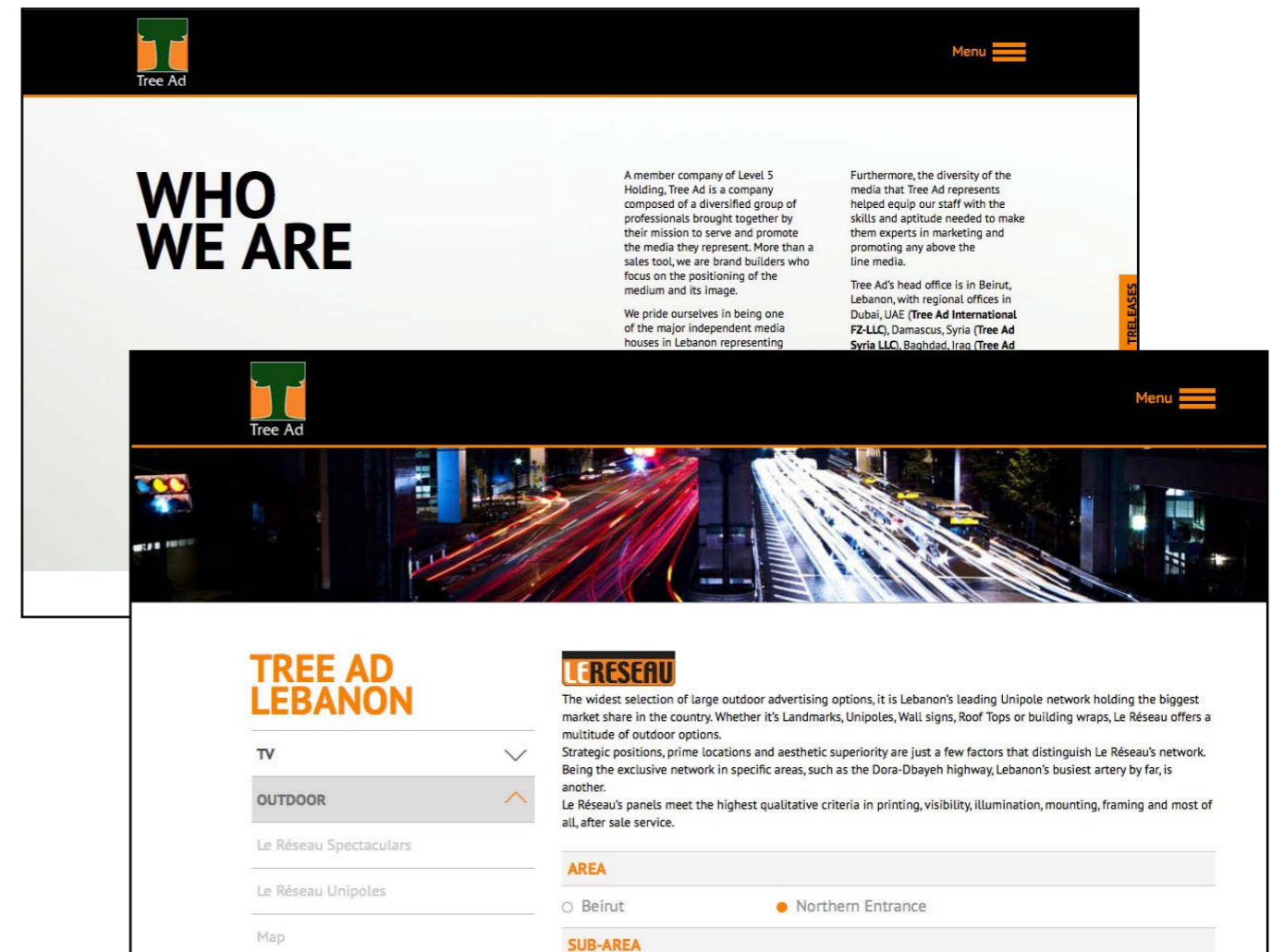
OUM EL NOUR:

As part of Tree Ad's Corporate Social Responsibility commitment, it has joined hands with Oum el Nour, one of Lebanon's most successful organizations dedicated to helping drug and substance abuse victims.



Established in 1989, Oum el Nour aims to welcome, guide, rehabilitate, accompany and follow drug abusers. Its services are provided free of charge without discrimination, and was able to help more than 5,500 patients by 2014.

TREE AD IS PROUD TO BE ASSOCIATED WITH SUCH A NOBLE ORGANIZATION.





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, 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.

WHEREVER YOU GO, WE WILL FIND YOU

RAK: To promote its products and brands RAK, one of the largest ceramics manufacturers in the world, opted for trucks with a 3D mock up inside with side and back panels roaming the streets for a whole month.



La Valeur: La Valeur's full branded truck looked literally like a moving Christmas present all wrapped up, roaming the Metn area, inviting people to check out the holiday menu and benefit from the exceptional offers available.



Money Gram: Strike gold with Money Gram! For two consecutive months, three full branded trucks promoted an exceptional offer for foreign expats residing in Lebanon inviting them to use Money Gram and win gold!



Cablevision: No need to lose your temper over lost channels! Three trucks covered the Achrafieh area informing its residents that they can now benefit from a full bouquet of channels for unbeatable prices.

XXL: From tablets to motorbikes and even cars, XXL was offering different gifts for the different flavors it released. Three full branded trucks with 3D mock ups roamed the streets inviting people to try out their luck with the new flavors.

Moulin d'or: For the opening of its latest shop at Sodeco, Moulin d'or opted for a full branded truck that covered the city, informing nearby residents of the event and reminding of them of the delicacies available at the bakery or delivered to their doorsteps.



Al Forno: In the mood for fresh, homemade pastas & wood-fired oven pizzas? Then Al Forno is the restaurant for you. The recently opened Zaitounay Bay restaurant rented two full branded trucks informing people of the new culinary destination now available for them in the city.

Gandour: Whatever your mood, Gandour has got you covered! Hazelnut, caramel, milky or bubbly, Moods, Gandour's latest chocolate bar comes in different textures and flavors to satisfy the cravings of all premium chocolate lovers!

Swatch: Swatch introduced the latest and lightest collection of Irony products with a full branded truck from MAP. The futuristic bi-material watches blend smooth aluminum with brightly colored plastic for ultra-lightweight fun and statement-making style.



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