



Exclusive Media Representative

It all started with a seed that was
planted 17 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 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, Spécial Madame Figaro's first issue is officially out, Le Reseau monetizes its reach, M&A expands and uplifts its image, ArabAd launches its new website, Al Joumhouria embarks on a new proactive strategy and scores the highest website traffic ever, Douze launches its corporate campaign 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

DECEMBER 2016

The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands

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

Spécial madame



Spécial Madame Figaro

In what is Spécial's quantum leap this year, we are thrilled to announce that the magazine has joined hands with Madame Figaro, France's leading weekly women's magazine, to henceforth become Spécial Madame Figaro.

Spécial Madame Figaro's first issue was out in November, with brand new layout, maquette and design. Editorially and in addition to Spécial's regular sections and local coverage, the new magazine now benefits from Madame Figaro's select and global reach to feature exclusive articles and unique interviews.

Moreover, the fashion section now includes both Lebanon and Paris' shoots: An unprecedented first for a Lebanese magazine, revealing the latest looks straight from the catwalks of Europe.

Spécial Madame promises to be a unique publication, offering readers a rich content with the right mix of both magazines' distinctive traits.



Spécial madame

Spécial Madame Figaro at La Résidence des Pins

To mark the occasion of the launch of Spécial Madame Figaro, Tree Ad hosted an elaborate cocktail party at La Résidence des Pins on November 16, in the presence of Madame Figaro's Sofia Bengana (News Pole Editor, Figaro Group), Eileen Le Muet (Vice President International) and Maria Dolores Aloia (Editor in Chief, International Editions), who joined from Paris to celebrate this unprecedented event in Lebanon.

Guests included the country's top VIP clientele, Advertising and Media executives, bloggers and journalists. First to take the stage was Sofia Bengana who reiterated the exceptional relation that has always bonded Lebanon and France, congratulating the Lebanese on their resilience, perseverance and love of life, expressing her admiration particularly to the Lebanese women for the elegance and chic.

Second to address the guests was Hanane Tabet, Spécial Madame Figaro's Editor in Chief, who congratulated both parties on this paramount step, recalling Spécial's early days and its evolution over the years that allowed it to be joining hands today with one of the world's most recognized women's magazine.

After the speeches, it was time to cut the cake and toast to the success of the collaboration and of the new magazine.



LERESEAU

Keen on maintaining our advertisers' confidence in outdoor advertising in general and Le Reseau in particular, and committed to maintain our lead among the large format OOH suppliers in Lebanon, Tree Ad introduced a revolutionary study in June 2016:

Monetizing Le Reseau Reach

Thanks to a long and thorough collaboration with the Directorate of Information of the ISF, we were able to acquire the most accurate car traffic rates on the major highways in Greater Beirut and Lebanon, as well as the average occupancy per car.

An unprecedented study in Lebanon, it comes to answer many questions and for the first time, give the exact reach and exposure of each Unipole, Spectacular or Rooftop: The data gathered was then translated into Reach per Location, essential information now available for our advertisers when asking for Le Reseau availability.

In addition to helping advertisers and Media planners in choosing the right Outdoor sign for them, *the above also consolidates OOH's standing as the most cost efficient Media in Lebanon.*



DOUZE

Back in October, Tree Ad launched the *official corporate campaign of its latest division, Douze.*

Merely a few months after its launch, Douze succeeded in becoming one of the best providers of strategic 4 x 3 locations in Lebanon, thanks to its comprehensive networks and ample geographic distribution, with more than 1400 panels.



The campaign consisted of a few "Douze and Don'ts" tips to follow when opting for a 4m x3m campaign: Witty lines and sharp advice that caught the public and bloggers' attention all around the country.

The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands

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



MEDIA & ADVERTISING



Just when you think that M&A were done with their network, they go and expand it even more! In July, they installed a new rooftop in the heart of Achrafieh, just before Sassine Square. Another sign followed in September, when they installed a new frontlit sign on Bechara El Khoury Highway, one of Beirut's busiest and most solicited areas.

Strategically positioned, both locations offer exceptional reach and high visibility on two of the highest trafficked arteries in Beirut.

Moreover, M&A also acquired 8 brand new LED screens to be added to their digital network. The new screens provide better lighting distribution and wider viewing angles with clearer, smoother and flicker free images.



MEDIA & ADVERTISING

Hardly Recognizable!

It seems M&A's panels have caught the "beauty bug" and are all about uplifting their look! Starting the New Year with a new look, M&A's panels are adopting a new sleek design that easily stands out from the rest; because what you put your ad on is as important as the ad itself.

Modern lines executed with high-end fiberglass material that's weather and wearproof. Henceforth it is not only the panels' strategic locations or impressive area coverage that will distinguish them;

it is their unique smooth and polished structure.



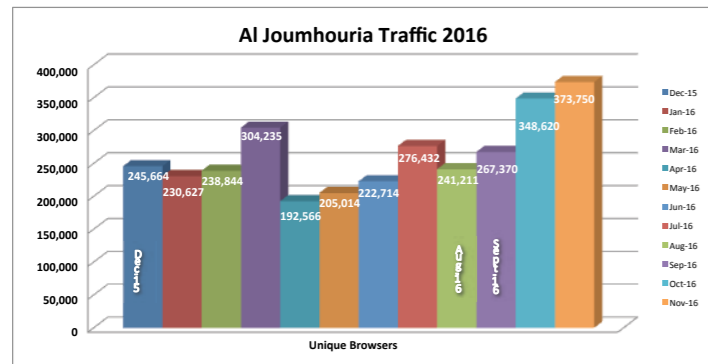
The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands

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

الجمهورية

It is no secret that aljournouria.com has undeniably become one of the most visited news sites in Lebanon, delivering the latest and most accurate political, social, entertainment, cultural and sports news, in a clean and easy to navigate design.

But in November 2016, the site scored the highest numbers yet with an astonishing 373,750 unique browsers! (Source: Effective Measures*)



***Effective Measures is a leading provider of digital audience & measurement solutions**

In light of the above, Al Jounhouria launched a new interactive and proactive commercial study in line with the latest developments and needs of the Advertising market with regards to print titles.

The increased use of mobile devices, the variety of tablets, notebooks and pads has made sticking to one platform almost impossible when opting for a campaign.

Henceforth, a fully integrated campaign was made available for advertisers on all four of Al Jounhouria's platforms: Print, Desktop, Tablet and Mobile; a mix of ads and native content lasting over one month, giving the client a comprehensive and targeted reach wherever needed.

The new commercial strategy includes quarter pages in the newspaper, banners (fixed and rotating) on the website, feeds on Social Media, editorial coverage..

Al Jounhouria is proud to introduce its new interactive and proactive commercial strategy, in line with the latest developments and needs of the advertising market with regards to print titles.

As of November 2016, a fully integrated campaign will be available for clients on the four platforms of Al Jounhouria.

With a mix of Ads and Native content lasting over one month.

The below package is at your disposal:

45000\$

- One double banner front page
- Two quarter pages - Political
- One editorial coverage
- One rotating banner for 30 days
- Feeds on social media platforms

- Campaign should spread over 4 consecutive weeks
- This rate card can be modified without prior notice, and is subject to V.A.T when applicable.

TREE AD S.A.L. MEMBER COMPANY OF LEVEL 5 HOLDING S.A.L.
LEBANON - IRAQ - SYRIA - UAE
BCR 74587 | Capital LL 30 000 000 fully paid | Level 5 Building - President Elias Hraoui Avenue | P.O.Box: 16-7246 - Tehwit - Beirut - Lebanon
T: 961.1.611115 | F: 961.1.611114 | e-mail: info@treead.com | www.treead.com



ArabAd's New Website

In 2015, ArabAd, the oldest and undisputed monthly communication and business magazine in the Middle East got a complete uplift to remain at the forefront of its field, offering its readers a richer reading experience, and keeping them in the know when it comes to what they should know.

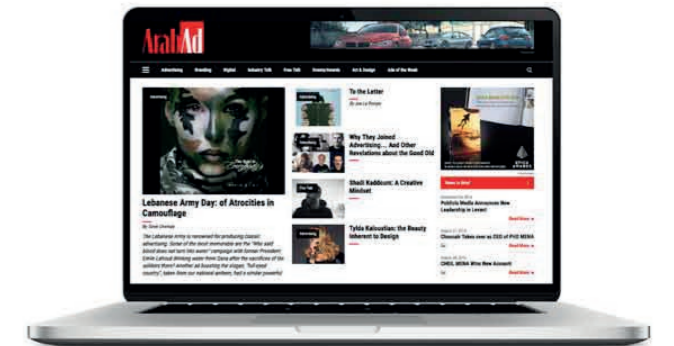
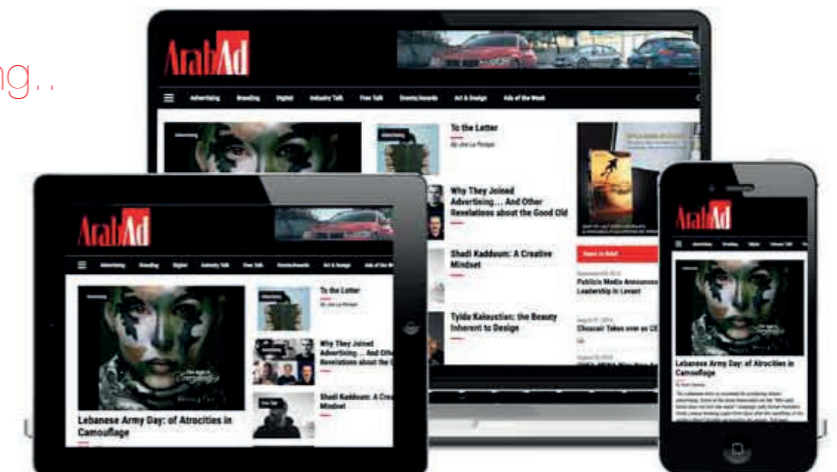
But the magazine's uplift would not be complete without a new redesigned website:

www.arabonline.com features a novel layout with a clean and an easy to read design.

From the Publisher's letter to the cover story, interviews and the magazine's trademark sections, the whole issue is there for the reader to browse through.

In keeping with the current developments in digital journalistic design, the region's reference in Marketing and Communication, couldn't but reflect the newest trends in layout and content.

Wishing you happy browsing..



The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands

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, 3D 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.



Herbalife: Herbalife took it upon themselves this summer to remind the Lebanese about the importance of a balanced diet to promote health and vitality; So they rented a full branded truck for 12 weeks to introduce the public to a series of delicious instant herbal beverages that are rich in antioxidants and thermogenic benefits, but low in calories and carbohydrates.



Mentos: For one week in July, Mentos rented three full branded trucks, each more striking than the other to promote three new flavors of Mentos' 3D sugar free gums. The trucks circulated all over the Lebanese territory giving away free samples to passersby who got to taste the new refreshing fruity gums.

JouéClub: Keserwan children will henceforth be spoiled rotten with the opening of JouéClub's 8th and biggest store yet in Ghazir. For 10 days in July, a full branded truck roamed the streets from Jounieh to Ghazir informing the local residents of the new address to go to for the best toys in town!



Law Chou Ma Sar: Lebanon doesn't give up! Law Chou Ma Sar is a call for action from all the productive and creative sectors to keep working in Lebanon no matter what! The Lebanese Franchise Association rented a full branded truck for one month in July to spread their message of hope, boost the spirit of challenge and encourage Lebanese citizens who, despite the adversities, stay in Lebanon and strive to make their country prosper every day.

The tree is a slow, enduring force straining to win the sky.
Antoine de Saint-Exupéry, The Wisdom of the Sands



TRE EASE XV
December 2016
LEBANON

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

The Spot: Southern residents know that The Spot Nabatieh offers a unique shopping, dining and leisure experience, but what they did not know was that for four days in September, they were about to witness outrageous sales exceeding 60% on original and international renowned retail brands! Two full branded trucks informed southerners of the exciting news!



Hamovniki Beer: To promote Moscow's first class beer and introduce the Lebanese to its great new taste, Hamovniki Beer turned its MAP truck into a mobile bar, roaming the areas of Beirut, Jounieh, Byblos and Batroun for 10 days in September. The truck/bar offered free bottles to passersby who got to try the new beer that's rich in taste and character.



Aquafina: Fresh and pure, Aquafina is the perfect companion to happy bodies everywhere! For two weeks in October, the full branded Aquafina truck offered free bottles to the residents of Beirut, Maten and Keserwan areas, inciting them to drink up!



JouéClub: To celebrate the renovation of their first store in Lebanon, Jouéclub opted for a full branded truck that covered the streets of Beirut, Verdun in particular, for one week in October to inform local residents of the great news!



Maggi: When one of the world's oldest and most savory soups also becomes one of the healthiest food choices, one cannot but shout it out loud! Three full branded trucks introduced the Lebanese to two new flavors from the Maggi range: Chicken oat soup and Tomato and beef oat soup, offering residents all over Lebanon free samples for two weeks in November, inviting them to savor the goodness of whole oat pieces.





In October, it was time for another Happy Hour,

this time Lebanese themed: the organizing committee pulled out the big guns, cooking up a full traditional Lebanese menu! But Tabboule, balila and kaak were not enough.. a 3 member band took the floor to entertain guests singing, or trying at least, famous Lebanese songs.

What happened later? well the pictures can give you an idea!



On another happy note, congratulations are in order to:

Samia Helou who got married in October and both Micheline Kachar and Maya Tannouri who welcomed a baby girl & boy in September and October.



The tree is a slow, enduring force straining to win the sky.

Antoine de Saint-Exupéry, *The Wisdom of the Sands*



Naturally Evolving

TREE AD MEMBER COMPANY OF LEVEL 5 HOLDING
Level 5 Building - President Elias Hraoui Avenue
P.O.Box: 16-7246 - Tehwita - Beirut - Lebanon
(t) +961.1.611115 (f) +961.1.611114
(e) info@tread.com - www.tread.com