

# TRELEASE

20TH EDITION



Welcome to Trelease, our bi-yearly newsletter designed to keep you updated with our latest activities across all our departments.

2018 ended with a sorrowful news of the passing of Walid Azzi.

Yet the best way of keeping the torch lit and remembering Arab Ad's publisher and Tree Ad's partner for the past 20 years is to keep the industry's prime specialized periodical alive and kicking, which we are, as we've got something really big coming soon.

*Having decided to venture into the world of events to better serve the communications industry, Tree Ad and Arab Ad are thrilled to announce the hosting of the Creative industry Summit (CIS) - Beirut edition due in November 2019. It follows the resounding success of the Ad/Edge Forum which saw cutting-edge presentations, case studies and panel debates brought out by a very dynamic and impressive line-up of speakers.*

*Flip through the newsletter to learn about the few changes we introduced lately including Douze new pricing strategy. Also inside this issue, you will have a glimpse on our recent unipole acquisitions, the latest campaigns rolled out on our outdoor network, the brands that are taking their activities one step further via our MAP trucks. Last but not least, you will get an idea on how Al Joumhouria is gaining greater momentum through its continuous efforts in boosting and diversifying its offerings.*

*We look forward to working closely with you and keep exploring the possibilities of what we can achieve together.*

For now, it's 'Summertime, and the livin' is easy'.... Long may it continue!

## SEPTEMBER 2019

Comments/letters?  
Please send them to [info@tread.com](mailto:info@tread.com)

الجمهورية

ArabAd

Spécial  
madame

VIRTUOZITY

LERESAU

-SCREENS-

DOUZE

kurv

MAP

LE FIGARO

alticemedia

**WALID AZZI, PUBLISHER AND CEO OF ARABAD,  
PASSED AWAY ON NOVEMBER 29, 2018**

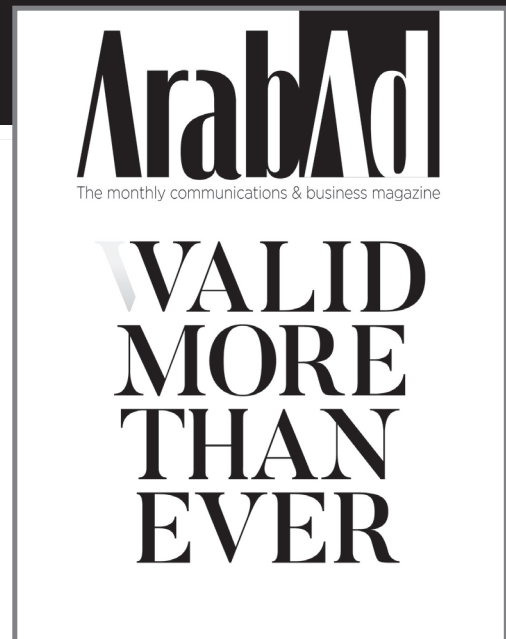
The announcement of his passing has left the ad community in shock, as Walid remained very much active and involved till his last days in ArabAd's making. He passed away the night preceding ArabAd's Ad Pulse day, an event in which he contributed in putting together and where he was also scheduled to speak.

Walid will be remembered by his many friends not only for his attaching personality but for being one of the last figures symbolizing the hours of glory of advertising in Lebanon

Beautiful stories and anecdotes were shared by some of his closest friends and colleagues, stories that give a sense of the experience/ relation they enjoyed with him and honor his memory.

Also, an album of photos and few editorial quotes were featured alongside some creative tributes crafted by agency peers.

As Bechara Mouzanar, ECD at Leo Burnett, wrote: *"Walid Azzi had created the first magazine in the region, that had our - creative - industry at heart. He gave it a name, a simple name that is still the mission of our profession in this region: how to make Arab Advertising relevant, innovative and engaging, how to propel it to the front page of the global industry while giving it a voice (or voices) of its own. Arab Ad, it was and is still our calling."*



Through ArabAd, Walid struggled to pull the advertising profession upward, thoroughly helping raise the bar of creative excellence in our country and in our region. He has been the most eloquent voice of the industry through the good and the bad times.

*Walid leaves a big void on the scene.*

Although it would be difficult to his loved ones and friends to get used to his loss, the best way of remembering him and keep the torch lit is to keep the industry's prime specialized periodical alive and kicking

***Walid will indeed be always remembered in the memories we hold and his legacy will live on in ArabAd.***



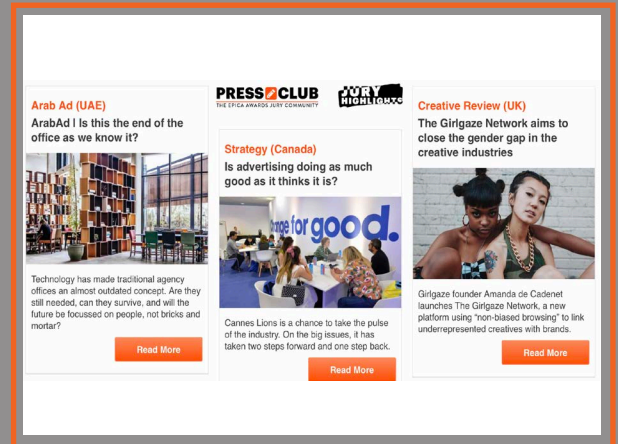
## ARABAD IN EPICA'S PRESS CLUB

The Epica Awards is one of those award shows that managed to distinguish itself from other similar events for its unique jury composition made of trade magazine specialized in marketing communications.

Its online and physical jury has over 200 members. Epica calls it the Press Club, as every month a selected number of original and globally recognized content published by Press Club members is picked for insertion on Epica's website and shared via Epica's newsletter.

This month again, an article from ArabAd titled 'Is this the end of the office as we know it' was selected by Epica team and included alongside articles from the likes of Campaign UK, The Drum UK, Strategy Canada, Creative Review UK...

***You may catch up on all ArabAd compelling content by visiting [arabadonline.com](http://arabadonline.com) or better subscribe to ArabAd magazine so not to miss any issue.***



## AD/EDGE FORUM: A RESOUNDING SUCCESS

Arabnet Beirut, the longest running digital conference in the MENA region, gathered for its 10th edition senior government officials, entrepreneurs, Lebanon's largest corporations to discuss the latest trends in digital business and innovation. The event brought together 4000+ attendees and 250+ regional and international experts and speakers.

The conference included the Ad/Edge Forum, which was powered by ArabAd Magazine, for all players of the communications industry, tackled digital media, advertising technology, and e-marketing, and brought together top

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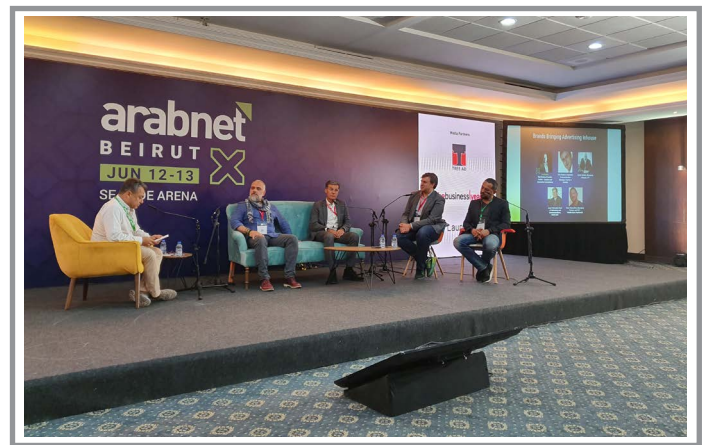
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## AD/EDGE FORUM: A RESOUNDING SUCCESS

agencies, brands, publishers and platforms.

The action-packed one-day program saw cutting-edge presentations, case studies and panel debates where leading brands and industry thought leaders such as Eileen Le Muet, VP International, Group Le Figaro; Luke McGreevy, Head Of Commercial - Middle East, Financial Times discussed how publisher monetization has become an industry-wide riddle, as they shared their new monetizations strategies.

*One masterly sparkling keynote address was presented by Mark Adams, Chief Innovation Officer of VICE, on how to “Enter the Cult of Extreme Innovation.”*



Adams provided a fascinating insight into how brands may forge their path in digital and what it takes to innovate for the future.

Another dynamic presentation came from Luca Allam, Managing Director of PHD UAE, who provided an invaluable perspective on “Why the Agency Transformation is the Catalyst for Client



and Industry Growth” and how PHD keeps pushing its creative agenda.

Attendees also witnessed engaging debates on advertising content: Data vs. Creativity; panel discussions on e-commerce, Artificial Intelligence, Content Marketing, and one absorbing C-panel on the rise of in-house agencies.

***All in all, it was one compelling day filled with information, ideas, and insights brought out by a very dynamic and impressive line-up of speakers.***

## CREATIVE INDUSTRY SUMMIT LAUNCHES ITS BEIRUT EDITION

Tree Ad and ArabAd in partnership with The Worx are delighted to announce the hosting in October 2019 in Beirut of the Creative Industry Summit (CIS) of Cairo.

The summit brings together many thought leaders and specialists in countless creative fields including marketers, designers, filmmakers, entrepreneurs, artists to share their experiences, projects, successes and failures as together we re-imagine creativity today. The initial Creative Industry Summit held in Cairo, Egypt in 2014, was one of the first creative events in the MENA region.

***Why in Beirut?*** Because Beirut is the quintessential creative city and the organizers believe it can be an inspiration to everyone in the Communication industry that now look forward to a new, vibrant creative economy rooted in knowledge, talent and creativity. And CIS’s mission is to ignite passion in everyone



seeking to rethink Creativity.

The summit will include a good mixture of workshop-style sessions, keynote speakers and informative panels on fresh subjects of real relevance to the industry at the moment.

The theme for this year’s summit will be ‘Creativity Matters’ with content focused on why it’s important to invest in creativity today.

***The Summit is set to run on November 14th and 15th 2019 and will take place at The Shelter.***

***Speakers and sessions will be announced throughout the summer.***

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## DOUZE SPLITS UP WITH PROMOMEDIA NETWORKS

*There have never been more challenges for the media industry in general and the 4X3 OOH in particular. Oversupply and lower demand have pushed rates into a spiraling slope that is affecting the whole equilibrium of this medium. Therefore, Douze, which is operated under Tree Ad, has decided to put an end amicably to its joint venture with Promomedia Networks in order to service with greater agility and more leeway. As of May 16, 2019, Douze started to be solely handled by Tree Ad Commercial team.*

## DOUZE COMMUNICATES NEW PRICING STRATEGY THROUGH ITS NETWORK

Following the split with Promomedia Networks, Douze has decided to reinforce its network by focusing on Beirut and mount Lebanon in order to offer advertisers greater exposure and a rather concentrated reach across the major economic area of Lebanon. Moreover, Douze has decided to put a halt to the “bleeding” prices caused by the “last minute” booking trend. Instead, the company decided to adopt a fixed rate of 45\$ per face. This was publicly communicated through a huge 4x3 campaign. The straightforward simple but highly effective red artwork made the message unmissable from the city audience and aimed to further

underline the company’s commitment to stick to a fixed rate policy.

This fixed and public rate policy is a premiere in the local media industry and was launched with the hope that the market will support this initiative and capitalize on it for the sake of greater transparency and brighter future for the 4x3 outdoor media.

## KURV NEW LOCATIONS

Kurv expands its offerings with new additions to its already massive outdoor network. Three new 8X3 panels are now installed: one on the main artery of Zalka area, second one on Hamzieh Damascus highway and the third one in Hazmieh busiest area leading to City Center Mall.

**FIGURES SPEAK  
LOUDER THAN WORDS  
RENT ME AT \$45**

**DOUZE 01 611115**





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All three additions, now available for rent, are located in hot prime locations for panels that stand out in size, format and visibility.

## LE RESEAU AND PUBLIMATT

In January 2019, Tree Ad has joined forces with Publimatt and added under Le Reseau network a new set of Unipoles locations. These 6 new Unipoles compliment Tree Ad's current portfolio of Le Reseau network.



## NEW LE RESEAU LIT UP SIGNS

Keeping up with Le Reseau continuous uplifting efforts, all the network's signs have recently been enhanced and were turned into backlit and PLEXI boxes.

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## THE LARGEST LANDMARK IN LEBANON

### DBAYEH LANDMARK OOH

#### KITKAT

Nestlé chose the largest landmark in Lebanon to support its latest wide promotional outdoor campaign for KitKat's new brand offering.

*The 1-month long campaign saw the display of KitKat's new flavored bars adorn the cube-shaped outdoor space through an arresting visual that has surely made drivers crave the new KitKat.*

#### SAMSUNG

To promote its new Galaxy S10 phone, Samsung partnered with Tree Ad and came up with an



innovative eye-catching advertising concept rolled out on the Dbayeh Landmark.

*The dominant black visual, which looked like a phone box, was unmissable for its appeal and location--one of the most congested roads in the country. Needless to say only such an outdoor format allows creativity to run wild.*







## ROADSTER DINER

The new food menu of Roadster diner landed in mid-June 2019 and what location other than Dbayeh landmark to choose to promote the new items on the menu.

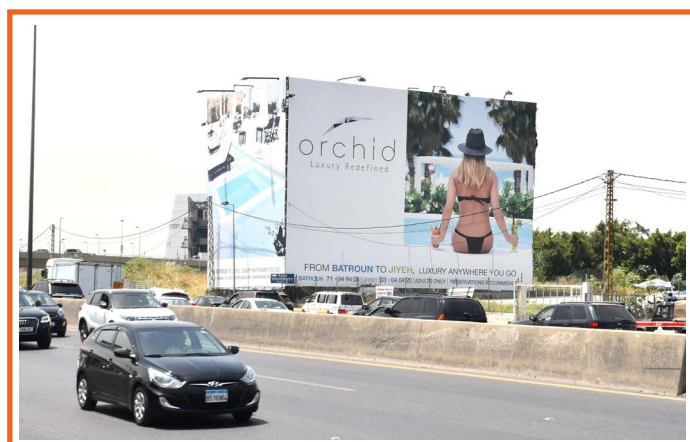
A one-and-a-half-month campaign with mouthwatering visuals that got everyone passing in the area drooling to try out the new items on the menu.



## ORCHID BEACH

Orchid Beach Resort rolled out an eye-catching visual on the unmissable Dbayeh landmark to announce the opening of its beaches in Jiyeh and Batroun.

This impactful campaign reflects the key essence of this luxury resort where beauty and



exclusivity is what appeals to its guests, hence reinforcing the exceptional qualities of this long-esteemed resort

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## MAP: VERSATILE AND FLEXIBLE

Face-to-face marketing is a technique that 95% of professionals believe are key to successful relationships. As a matter of facts, the following brands rented MAP trucks not only to circulate across the country to reinforce brand awareness but rather aimed for face-to-face engagement. Such an approach is believed to be the fuel that lights experiential marketing through tactics such as street teams, product sampling and consumer engagement. Another sounding proof for what makes MAP branded trucks so powerful, memorable and effective.

### BOB

Bank of Beirut took its branded trucks across the streets of Beirut as an extension of the brand's title sponsorship of Beirut Marathon. This aimed to reflect the bank's focus on social responsibility, with the trucks promoting the Marathon's large funky bins designed for recycling materials. For passer-by's, it offered the chance to get to know the brand in a way that they might not have previously considered, with a message reinforcing Bank of Beirut's commitment to environmental and social issues.

### LURPAK

Besides its massive outdoor campaign, Lurpack has taken its advertising activity one step further offering consumers a taste of what they're all



about.

Rather than straightforward sampling of its Lurpack-made maamoul, the branded trucks elevated it to another level, allowing consumers to become much more invested and immersed in the brand, hence offering a great opportunity to make a positive impact on customers during Easter season.



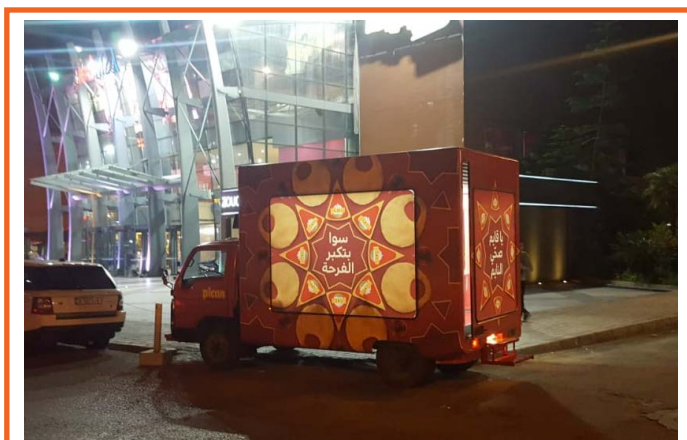
## MOBILITOP

Designed to take consumers on a journey of Mobiltop products discovery, the limited Ramadan run branded trucks, and somewhat exclusive nature of the quizz-game program broadcast on MTV, helped increased Mobiltop's appeal, as well as enabled the brand to create a connection with those who intended to participate in the program.

Similarly, instead of a one-way marketing campaign, consumers felt like they were getting something of real value (rather than being overtly sold to).

## PICON

During the month of Ramadan, Picon has roamed across the city of Beirut, playing somehow the role of El Mesaharaty, the person who is known



to walk around an area beating his drum or chanting verses to wake people up to have suhoor. However, with technology taking over modern-day life, this deep-rooted Ramadan tradition almost disappeared.

Picon had the wonderful idea to replace the job that a Mesaharaty did, yet without the drum beat but through its striking red colored branded truck, stopping at specific areas offering its iconic Ka3ke w Picon as a pre-dawn meal.

### AL JOUMHOURIA SUPPLEMENT

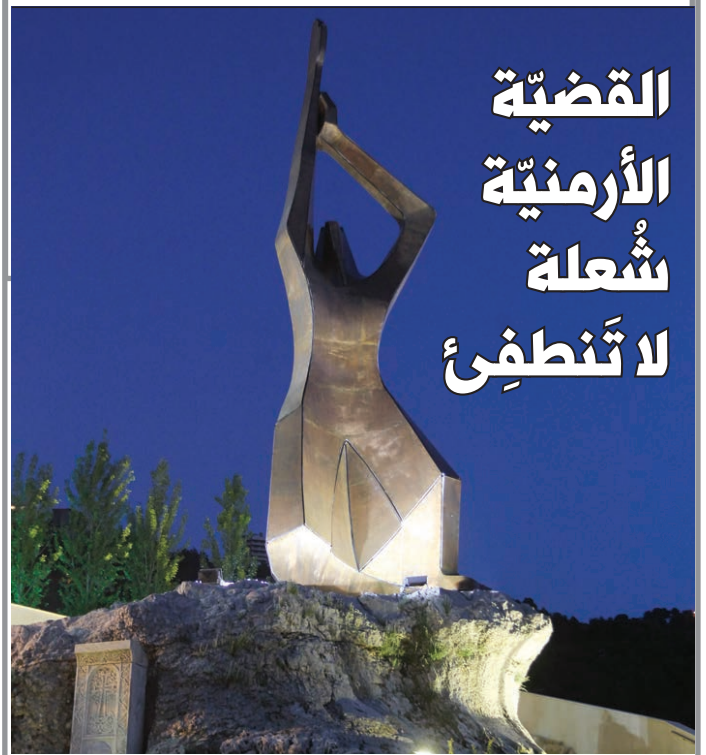
Throughout the year, Al Joumhouria publishes special in-depth supplements on topics of vital importance. These special issues and reports are recognized for their thought-provoking content and their piercing analysis.

On April 24, 2019, date of remembrance for the Armenian Genocide, *Al Joumhouria issued its Armenia special supplement, a tribute to the Armenian community in Lebanon*, with special features of prominent Armenian figures and what it took for them to successfully establish themselves in Lebanon and integrate into the Lebanese Community.

## الجمهورية وفاء للقضية

www.aljournhouria.com | العدد 2394 | 8 صفحات

الأربعاء 24.4.2019



**The aim of these much-awaited supplements is to engage Al Joumhouria readers and advertisers in a content-driven editorial environment.**

ملحق القضية الأرمنية | 07

الجمهورية العدد 2394 | الإصدار 2019 | 8 صفحات | www.aljournhouria.com

### مذابح هزّت وجدان العالم... الأرمن واجهوا الموت وصمدوا



على ردى أن نوسمان هوشمئل من نعل الوبوء إلى  
لوه جمل بي فلكه جرف حزن كعبه وهاسي  
شعبه ركبت في حذاء طوع جزيرة في ركبت  
المنصور ما كى الراسائل ما كى ما كى ما كى  
وهفت مليون زعمى وكفى ما كى ما كى ما كى  
وأمران وولان وولان الحرى

تعرف المذابح الأرمنية بأسماء المذبحة الأرمنية  
والشعب الأرمنية أو الطريقة الكبرى والقصص  
القتل المتكثف والمتنهي السكان الذين من قبل  
حكومة تركيا الفتاة في الدولة العثمانية خلال  
الحرب العالمية الأولى وسفقت رافق نوح نسلية  
دلف من نخل المذبوح وعمليات الترحيل القسوي  
التي كانت تارة عن مسيرات في ظل ظروف  
قسية مضملة اللؤلؤ في وفاة المذبوحين  
الذين لم يبقوا إلا من بين مليون في 1.5  
مليون شخص. معظمهم مواطنون آمن داخل  
الدولة العثمانية.

تاريخ الأوبئة

ملحق الجمهورية على 8 صفحات | العدد 2394 | 8 صفحات | www.aljournhouria.com



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## AL JOUMHOURIA ONLINE TRAFFIC

Al Joumhouria continues to gain momentum, as the paper saw its website traffic ranking move up to #8 among all local media news outlets.

*Indeed, Al Joumhouria's website traffic for June 2019\* showed a significant improvement compared to the month of May.*

**This recent ranking reflects al Joumhouria's strong digital presence and is a soundproof of the daily's continuous efforts in boosting and diversifying its online offerings.**

\*265,000 Unique Visitors

\*1,207,000 Page Views



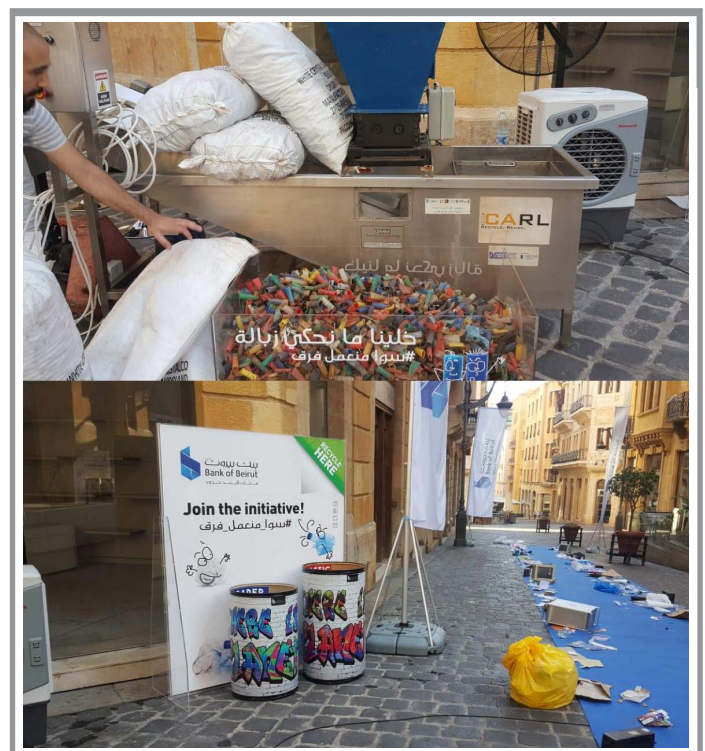
## MISCELLANEOUS

### CSR

#### BEIRUT MARATHON ASSOCIATION

It's been over six years now since Tree Ad has been a major sponsor and fervent supporter of the Beirut Marathon Association (BMA).

*May el Khalil, CEO of the BMA along with her team has paid Tree Ad a kind visit to thank everyone at the company for the constant media support extended all through the past years.*



#### BANK OF BEIRUT GREEN INITIATIVE

Bank of Beirut launched their green initiative in 2018.

Tree Ad set the light on this initiative and was offered by BOB funky designed buckets specially made for the proper recycling of detritus, a sign of the organization's commitment to sustainability and corporate social responsibility.

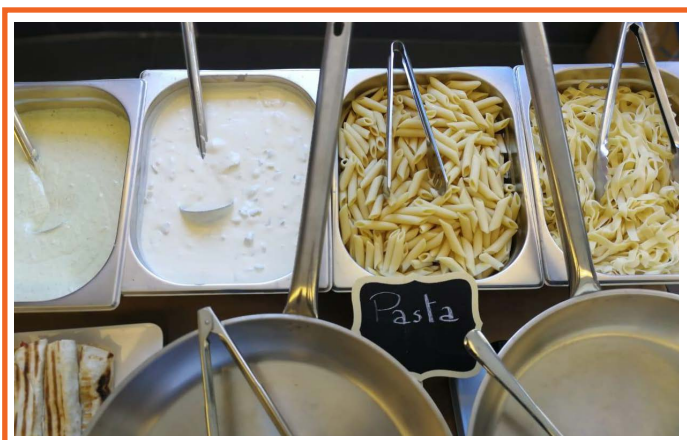
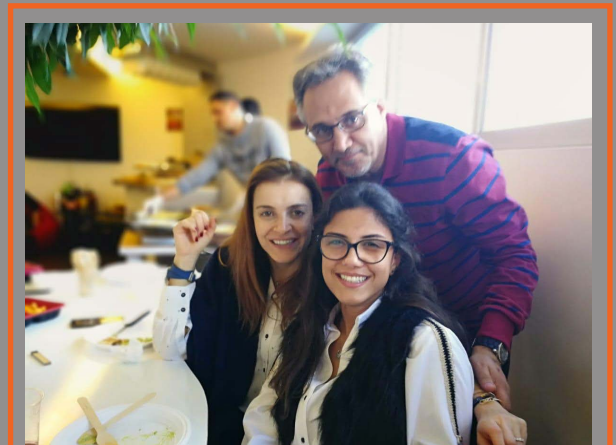


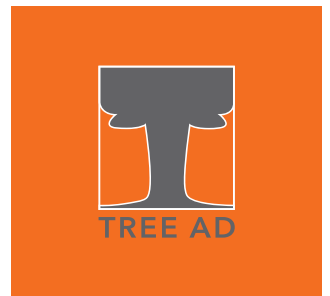
## CHRISTMAS GATHERING

*The value found in enjoying the festive season with colleagues in a more personable environment cannot be understated. Biggest proof is Tree Ad's Christmas Office Party.*

Fueled by a mix of alcohol and the shedding of work stresses, the warm Christmas reunion held at Level 5 Building rooftop created full bellies and happy people feasting and celebrating holiday together. It was a unique opportunity to gather all the colleagues, enjoy spending time together, away from the everyday duties and thank each other for the whole year of work and commitment.

***A warm and festive gathering that helped instill positivity for the year ahead.***





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