



# 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, Tree Ad marks its debut in the 4x3 scene with Douze, M&A installs additional strategically located rooftops across the capital, Al Joumhouria initiates a new generation of supplements 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](mailto:info@tread.com)



MEDIA&ADVERTISING

## M&A TAKES ON THE ROOFTOPS OF BEIRUT

Back in April, M&A installed a first new rooftop on Baabda Highway, one of Lebanon's busiest highways, a prime location offering unparalleled visibility from both sides of the road.

### They didn't stop there!

A few weeks later, they installed a rooftop in Hamra, and again another in the heart of Verdun, one of Beirut's busiest and most solicited areas: both rooftops are strategically positioned on the main streets and offer exceptional reach and high visibility.

### What's next?..



## — SCREENS —

### NEW FROM SCREENS

While location in OOH is one of most important factors, it is also imperative to be offering the best in image quality and visibility.

Accordingly, we decided in November to replace the Burj el Ghazal LED screen (MALT1) with a newer one:

The first and only one in Lebanon, the new screen uses the latest SMD LED chips that provide higher contrast ratios, better lighting distribution and wider viewing angles while sustaining extraordinary brightness. The state of the art electronics ensure higher refresh rates resulting in a smoother, flicker free images thereby reducing eye strain.

This technology was normally used for indoor applications but was recently improved and upgraded to make it workable for outdoors.



# DOUZE

## TREE AD'S NEWEST ADDITION

October 2015 marked the entry of Tree Ad into the 4m x 3m scene: Partnering up with RLP, **it has officially become the exclusive Media representative to its 4X3 network.**

After Le Reseau (Rooftops and Unipoles) and Screens (LEDs, Backlights and Scrollers), Tree Ad is expanding and crowning its outdoor network with a new OOH department, Douze, dedicated to the sales of the new 4m x 3m panels.

1200 panels, primely located on the country's most coveted areas, streets and highways in Beirut, Greater Beirut, the Dora-Dbayeh highway, Mount Lebanon and Keserwan, **divided into 13 comprehensive and widespread networks.**

From the busiest arteries, to the most trafficked roads inside Beirut and outside it: Its ample geographic distribution **make of Douze the best provider of strategic 4 x 3 locations in Lebanon.**



At a time when new unipoles are almost impossible to install, Le Reseau has succeeded in adding two new Unipoles to its network:

**NM1 on Metn Highway and NB1 on Berbara Highway.**

What more, Le Reseau Unipoles got a makeover over the summer with a fresh coat of paint and new number plates, better and more visible than the previous ones.





## AL JOUMHOURIA: A NEW GENERATION OF SUPPLEMENTS

Stemming from its concern to innovate and better serve its advertisers, Al Joumhouria ventured on a brand new approach to special features in its pages: shifting from the regular catalogue style listing of the advertisers' products and services that are usually used in newspaper supplements, **THIS FEATURE CONCENTRATES ON ONE PRODUCT AND IS DEDICATED EACH DAY TO ONE ADVERTISER ONLY.**

In June, it started with Banks, and so a series of specialized write ups was launched, beginning with Mobile Banking & Payment, followed by Credit cards in July; next it was time to shed the light on House loans and the last one covered the SME sector in November.

Each day, one bank got to relate to the readers the options and services available for the topic in question, and chose between one or two full pages in the business pages section, entirely dedicated to them, announced for in an upper ear panel on Al Joumhouria's first page.

These write ups, featuring a new format and design, quickly caught the attention of advertisers who saw in them an opportunity to shift from the traditional supplements and benefit from a different kind of exposure.

**IN OCTOBER, WE CONDUCTED A MARKET RESEARCH WITH IPSOS TO TEST THE FEEDBACK OF THE READERS AND FIND OUT WHAT THEY THINK OF THE NEW APPROACH (VISIBILITY, CONTENT, DESIGN AND LAYOUT..)**

**AND THE RESULTS CAME BACK TO CONFIRM OUR PREDICTIONS:**





## ANOTHER WIN FOR AL JOURMOURIA

### AL JOURMOURIA WINS THE WORLD CONFEDERATION OF BUSINESS AWARD

A new international award has been added to Al Jourmouria's vault, and it is the World Confederation of Business award, which is based in Houston – USA. This confederation takes on the responsibility of promoting and developing more than 3000 companies in 100 countries around the world.

The World Confederation of Business (WORLDCOB) has granted for the first time since its inception in 2004, its award to an Arab and Lebanese newspaper, especially that its main objective is to create an international organization that gathers the pioneering companies in their areas of competence, and to recognize their achievements that contributed in serving their countries and acted as role models.

### GEORGE SOULAGE, THE EDITOR IN CHIEF OF AL JOURMOURIA, RECEIVED THE AWARD DURING A HUGE CELEBRATION HELD IN MUSCAT – OMAN, AND ATTENDED BY THE MOST PRESTIGIOUS ARAB, ASIAN, EUROPEAN AND INTERNATIONAL COMPANIES.

Among the most prominent companies who have won the award, we mention:

Dubai Duty Free (UAE), Doha Bank (Qatar), Saudi Telecom Company (Saudi Arabia), Qatar Airways (Qatar), Metro Markets (Egypt), KPJ Health Care Group (Malaysia) and Bank of Bahrain and Kuwait (BBK) among other companies.

And for the occasion, Al Jourmouria held a celebration in its offices in Beirut, where a number of certificates of recognition were distributed for members of the editorial, marketing, creative, quality management and administration teams.



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LEBANON

# OTV

## OTV'S NEW GRID

OTV launched its autumn grid in October; In addition to the television's rich mix of social, political and entertainment programs, the television added new and compelling shows:

**هَدْيِ قَلْبِكَ**: A prank fun show in which ordinary people are captured via hidden cameras in awkward or hilarious situations. The jokes are usually prepared and executed with the help of the "victim's" friends who also participate in the show.

**حَكي عالمكشوف**: Dania el Husseini receives renowned guests from different realms (political, entertainment, social) and discusses their journey in life, accomplishments and challenges in an open, real and honest approach.

**بنت الشهبندر**: A Lebanese-Syrian production with a cast of renowned Arab actors. Set in the 1800's, this compelling drama tackles the different social relations, human and economic environment facing Beirut's early days after its independence from the State of Damascus.

**سرّ نجام**: An inspirational weekly program presented by Dalia Dagher, who interviews guests and evokes with them their challenges and success stories. Moving and motivating testimonials that the viewers can learn from.



## JUST IN: OTV UNVEILS ITS NEW LOOK AND STUDIOS

This December and as part of its continuous effort to remain at the forefront of its industry, OTV debuted its revamped news studios and uplifted graphics.

The new look for the TV includes significant technology upgrades like new monitors and panels. Besides the technology, other updates include the decor of the studios and their flexibility to serve a variety of purposes: stand up, interviews, panels or large groups..

OTV also updated its graphics, going for new palates, effects and animations; the result: **MODERN DESIGNS AND STUNNING ILLUSTRATIONS THAT REFLECT THE STATION'S SPIRIT.**

Last but surely not least, we are happy to inform you that a new morning show will be broadcasted as of December, **AGENDA LIOM**, presented by Abdo el Helou among others. The new daily Tele Magazine will include different sections from Press Review, to interviews, fashion, entertainment and cultural reports.. a roundup of the country's daily news.

## Spécial

### SPÉCIAL HONORS «LA FRANCE AU LIBAN»

For its October issue, Spécial dedicated its pages to celebrate the decades of friendship and cooperation that bond France and Lebanon, shedding a light on the strong presence of France in Lebanon in several areas: fashion, beauty, culture, gastronomy, the art of living

In the issue: Interviews with renowned French personalities, French expats living in Lebanon and French fashion icons, along with French cooking tips, recipes and reviews of French wines and cheeses..

In these troubled times that Lebanon is going through, **THE OCTOBER ISSUE OF SPÉCIAL OFFERED A TOUCH OF HOPE** and stood as evidence of the great will to live, resilience, uniqueness and continuity of Lebanon and the Lebanese.



 ArabAd, covering the industry since 1986

### ARABAD LEBANON ISSUE

In its October issue dedicated to Lebanon, ArabAd put together a comprehensively-informative and entertaining multi-part report.

In the first part, some of the Ad industry's previous players discuss their career-building experiences, lessons learned and tools acquired, which ultimately led them to the top before they opted to pursue different paths: Heartfelt and emotional testimonials from iconic Lebanese Advertising veterans, reminiscing on the good old times.

ArabAd then moved to learn more about the admen who have been employed by the industry for over 15 years, asking them about the current state of affairs and what they missed about the early days.

Lastly, locally-active agencies' MDs answer ArabAd's questions on the Lebanese Ad scene in particular and the business of Advertising, creativity and consumerism in general.

**THE OCTOBER ISSUE ALSO FEATURED A FULL LIST OF ADVERTISING AGENCIES, MBUS, PR AND DIGITAL AGENCIES,** indexing everyone from the independent agencies, the up and comers, as well as the multinational ones



TRIPLE XIII  
December 2015  
LEBANON



## A STRATEGIC ALTERNATIVE TO TRADITIONAL MEDIA,

MAP is a versatile and flexible medium that can adapt to any client's need; **A NEWLY RENOVATED 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 SEASON'S CAMPAIGNS WERE ORIGINAL AND CREATIVE, DRAWING PEOPLE'S ATTENTION EVERYWHERE THEY WENT.**

**OMT:** OMT has taken it upon itself to ease our lives and relieve some of the hassle we face in our daily grind. Today it adds 2 new items to its long list of services now available everywhere in Lebanon: In June, two full branded trucks with panels covered the streets from Beirut to Batroun, Mount Lebanon and Zahle, informing residents that they can now pay their water fees quickly and easily through OMT. 2 others full branded trucks with panels followed in July to promote a second new service, the Mecanique fees settlement, which is now also available from OMT.

**XXL:** In a first for MAP, XXL used the trucks for a teaser-revealer campaign, inviting the passersby to guess the product and get the chance to win \$3,000! For 3 weeks, 4 full branded trucks were simply everywhere from Beirut to Khalde, Byblos and all the way to Zahle promoting the new Vodka –Cranberry flavor from XXL.

WHEREVER  
YOU GO,  
WE WILL  
FIND YOU



**CORTAS:** Known as the king of the Lebanese mezze, it is not just any Hummus that will make the cut! For two weeks, two full branded trucks with a 3D mock up inside, were offering passersby from Beirut to Byblos a taste of Cortas' award winning chickpea dip. Sahtein!

**KFC:** KFC's famous secret recipe chicken, a salad, fries, a soft drink and a piece of maamoul for 12,000LL! This Ramadan, those fasting were not the only ones benefitting from KFC's incredible offer.. The deliciously wrapped red truck that roamed the streets from Saida to Jounieh had people drooling as it went by.



**STORIOM SALIBA:** This September, Storiom Saliba had some exciting news to share with its customers! Henceforth, with the new loyalty program, they can shop and benefit from exceptional offers, all the while accumulating loyalty points that will enable them to win big later on.



**NESCAFE:** It is not just the great tasting coffee that you get when you drink Nescafe! Last September, Nescafe rented 3 full branded trucks to promote the Nescafe My Cup Win, a competition offering many prizes, including Jeep Wranglers, smartphones and tablets from Sony. Promoters were also offering fresh coffee around universities from Beirut to Byblos.



**SUBWAY:** It's not every day that one turns 50! For its 50th anniversary, Subway, home of the world's best sub marine sandwich made the Lebanese an offer they can't refuse: for 2 weeks, 2 full branded trucks covered the street from Dora to Saïda informing residents that they can now get a free sub with each two bought.

**TRI-S:** Tri-S is a genuine Japanese restaurant combining a simple design and trendy atmosphere with traditional high quality Japanese food. During September, they rented a full branded truck to promote their sushi menu to the residents of Ras Beirut, Hamra and university students.



**LINDT:** In November Lindt introduced a new range of modern and cosmopolitan flavors in various formats, Hello, along with a competition offering winners tickets to Switzerland and countless chocolate baskets. For 4 weeks, 4 full branded trucks circulated between Beirut and Byblos, stopping at universities, restaurants and pub to promote both.

**LAY'S:** To promote the latest flavor of Forno chips, Lay's filled a full branded truck with bags of the lighter chips including a huge 3D mock up and had it roam the streets from Beirut to Jounieh, inviting people to indulge in the new taste and not worry about the calories.





## TREE AD TEAM RESHUFFLE

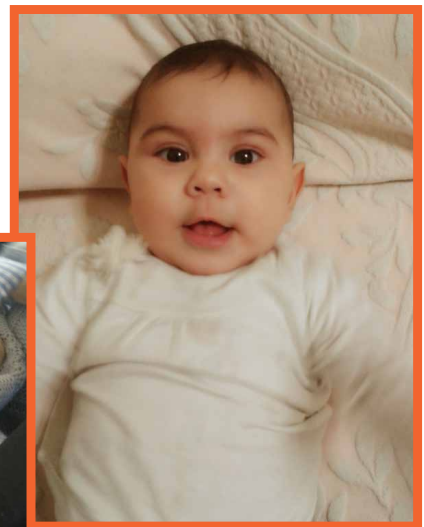
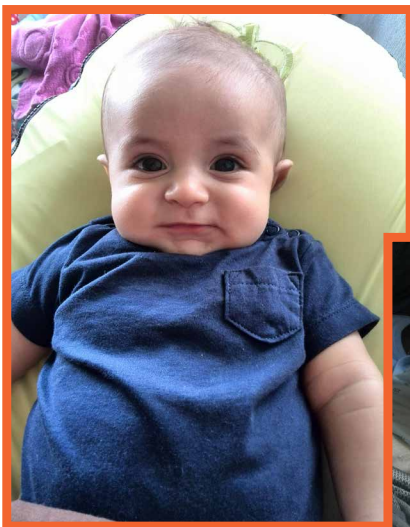
Keen to provide our members with the most well rounded experience and expose them to different types of Media and selling techniques, we decided to reshuffle some teams within the company as of October 1st, 2015. Since then,

- **EVA MOUAWAD** (previously Le Reseau), joined Carine Kanaan on Tree Ad's latest addition: Douze
- **MARIE LOUISE CHEDID** (previously Al Joumhouria), started working on Le Reseau with Betty Jabbour
- **CARLA MEZHER** (previously OTV) moved to Al Joumhouria's sales team with Dima Murtada

## TREE AD JUNIOR CLUB

Three of Tree Ad's employees were blessed this season with three little angels who've come to turn their lives around as babies often do: Carine Kanaan Saade welcomed **YOANN** in May, Marie Louise el Khouri did as well with **JOY** in July, and Diana Badr added **CARELLE** to her small family in June.

**MABROUK TO ALL THREE!**



## TREE AD'S HAPPY HOURS

Tree Ad's Happy Hour was back with newer and different themes.

June's gathering was over a barbecue while November's Happy Hour was Halloween themed. In each, the organizing teams showed creativity, coming up with original games to entertain guests, goof around and basically just have fun!

### THE PICTURES SAY IT ALL...



Naturally Evolving

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# TREAD EASE

