

BRANDING SHOWCASE

VERSION
BS 11.12

WONDEREIGHT



OCEAN SPRAY

REGION LEBANON

CLIENT
MANYFOOD

TASK
**FULL-FLEDGED
CAMPAIGN**

TASKS

POSTERS
ADVERTISING
UNIFORMS
ONLINE GAMES
SOCIAL MEDIA
PROMOTIONS
EVENTS
WEBSITE

ATL + BTL MATERIAL
COPYWRITING
POS MATERIAL
SUPERMARKET STAND
PROMOTIONAL ITEMS
PACKAGING







The image shows a screenshot of an Ocean Spray advertisement. At the top left is the Ocean Spray logo. To its right is the Arabic text "طبيعي أطيب" (Natural and Tasty). Below this is a video player showing a man driving a car, with a play button in the center. In the top right corner of the video player are "Share" and "More info" buttons. To the right of the video player is a large bottle of Ocean Spray 100% Cranberry juice. In the bottom left corner of the video player is a cluster of cranberries. Below the video player is a playlist titled "Playlist Ocean Spray TV Campaign 2012 (16 videos)". It includes four thumbnail images with labels: "PR. CHAKHT", "SIMPLE", "VERITE", and "MEEN WAKILO?". Below the thumbnails are navigation arrows for the playlist.



• **Ocean Spray**
100% Cranberry

Ocean Spray is the leading brand of cranberry and grapefruit juice drinks. Enjoy the crisp, clean taste of real cranberries straight from the bog!

► Visit www.oceanspray.com for more info

facebook

YouTube



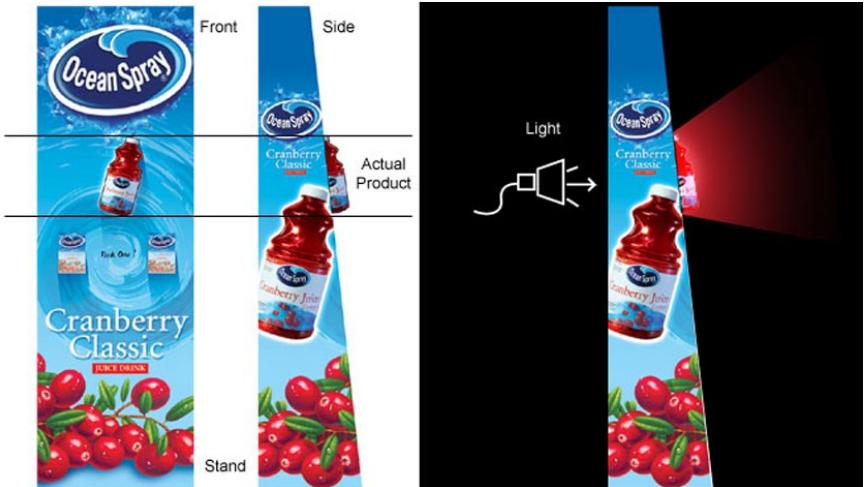
Ocean Spray has been a successful product since the day it was introduced. But its market share was niche: it was adopted by A and A+ consumers only. We were commissioned to create a campaign that would increase Ocean Spray's market share. The goal for us was clear: Talk to a wider audience!

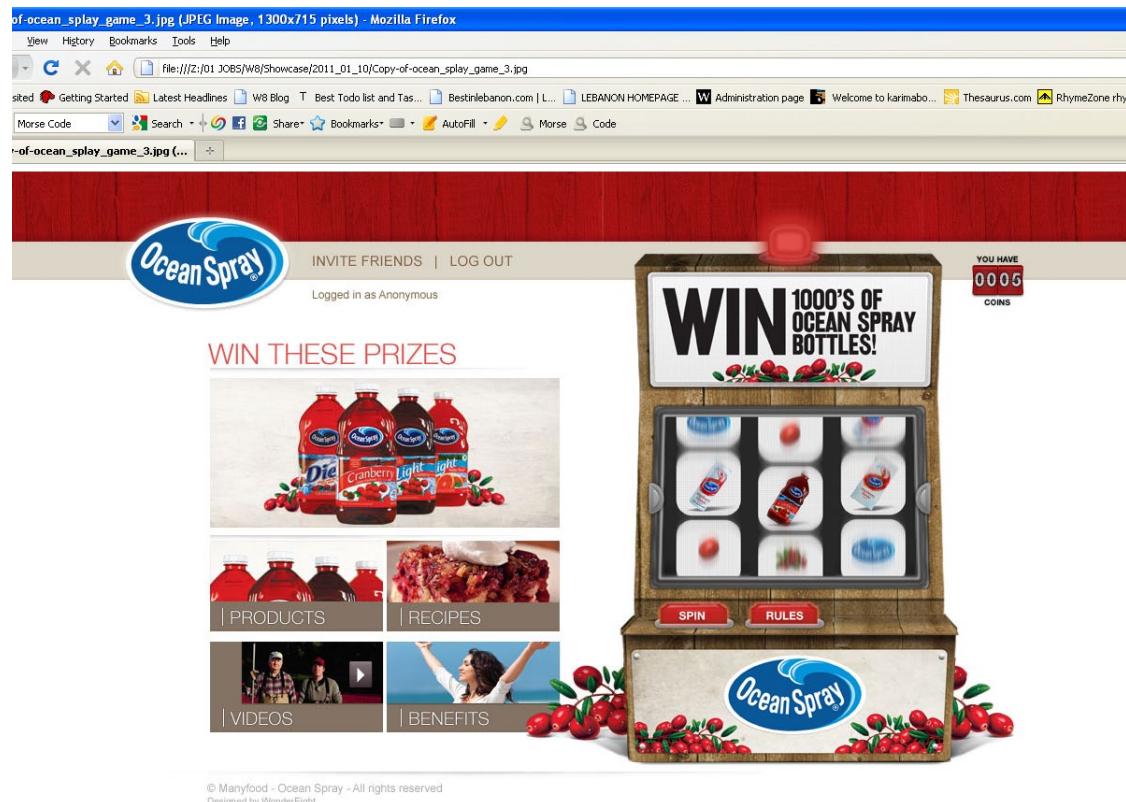
We based the campaign on an Instant-Win Promotion, the most popular marketing tool, and spiced it up by going Interactive. We created a Slot Machine game: Simple, instant, addictive!





CRANBERRY.COM





The revolutionary idea: Bring the game to the people. Other than creating the game on Playcranberry.com and Facebook, we wanted to make sure everyone could play, and the online medium wasn't enough. So the game went mobile: Promoters were equipped with Cranberry-branded Ipads and transformed the promotion into an Ambient-Interactive experience. The game was a huge success; played by people in malls, supermarkets, universities, pubs and even offices!





HOOVER

REGION LEBANON

CLIENT
HEALD CO

TASK
**FULL-FLEDGED
CAMPAIGN**

There's a Hoover for Everything

TASKS

POSTERS
ADVERTISING
PROMOTIONS
EVENTS
WEBSITE

ATL + BTL MATERIAL
COPYWRITING
POS MATERIAL
PROMOTIONAL ITEMS





ما حدا يغبره

HOOVER
Dishwashers

HEALD
SAFETY COMPANY

www.HEALDCO.com



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SAFETY COMPANY

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THE 8KG SP
SAVING ID



ما حدا يغّبر عَ



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& get the chance to
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Hoover for everything

75
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SALE
AROUND
LEBANON

HEALD
COMPANY

New York Office
New York, NY 10019
Phone: 212-737-7794

METN AREA
Dukley Line - Sra EL-HI
J.C. Hammid
Shafik Gerges Showroom - Sra EL-HI
Muji Showroom - Sra EL-HI
Muji Showroom - Dabouasse
C.P. Karamounik Co. - Metn
Khoury Home - Dora
Aghazadeh House - Jdeideh
Talaaq Home - Jdeideh
3 N. 3 El - Faraya
Dawoodi - Jdeideh
BHJ Electronics - Zekreet
MJB Electronics - Zekreet
Al Taqwa Electronic - Zouk Mosbeh
Elo Electronics - Zouk Mosbeh
Khalwaya Electronic - Zouk Mosbeh
Electronic City - Jounieh
Electronics - Jounieh

KESERWAN AREA
Al Taqwa Electronic - Zouk Mosbeh
Elo Electronics - Zouk Mosbeh
Khalwaya Electronic - Zouk Mosbeh
Electronic City - Jounieh

JBEIL AREA
Sarkis Uci Home Appliances - Naahr Ibrahim
Lutfi Charbel Bader - Jbeil
Ets. Charbel El Fadl - Jbeil
King Georges Est - Jbeil
El Koussa Trading - Jbeil
Educa surt - Jbeil
Herrira - Jbeil

DAHIEH AREA
Al Mourouj Trading - Bari El Barajeh
Amin Stores - Bari El Barajeh
Ex Al Hali - Haef Hreik

San-Katch Trading Ext - Saida
Shariah - Saida
Haef Hreik - Saida
Panda Electric - Surandal
Hammond Electric - Tyre
Al Khatib Trading - Nabatieh
Angstrom - Halbaan

NORTH AREA
Ahmad Muhammed Saad Ed - Tripoli
The Quarter - Tripoli
St Ayia Maronite - Tripoli

BEIRUT AREA
Abdullah Tahhan - Al Branches
Hamdan House - Appliance - Jdeidet Hreik
Gulf Trading - Corniche - Beirut
Menghamra - Al Branches
Gulf Manufacturing - Kfar - Beirut
Zababdeh pour le Commerce - Beirut
Gulf Manufacturing - Corniche - Beirut
Gulf Manufacturing - Corniche - Beirut

MOUNTAIN AREA
Marty Trading Company - Aley
Confidence Trading Co.surt - Aley
Rifaat Ghazaleh - Bsharri - Bsharri
Upple Man Stores - El Barak

BEKAA AREA
MAF Electronics - Mar Elias
AMF Electronics - Mar Elias
IMAZ Trading Company - Mar Elias
Edward Hajjar - Zahle - Rethayya El wadi
Els Jaffa - Kram - Zahle
Kufidde - Al Marada

SOUTH AREA
Sam-Katch Trading Ext - Saida
Shariah - Saida
Haef Hreik - Saida
Panda Electric - Surandal



DUNLOP

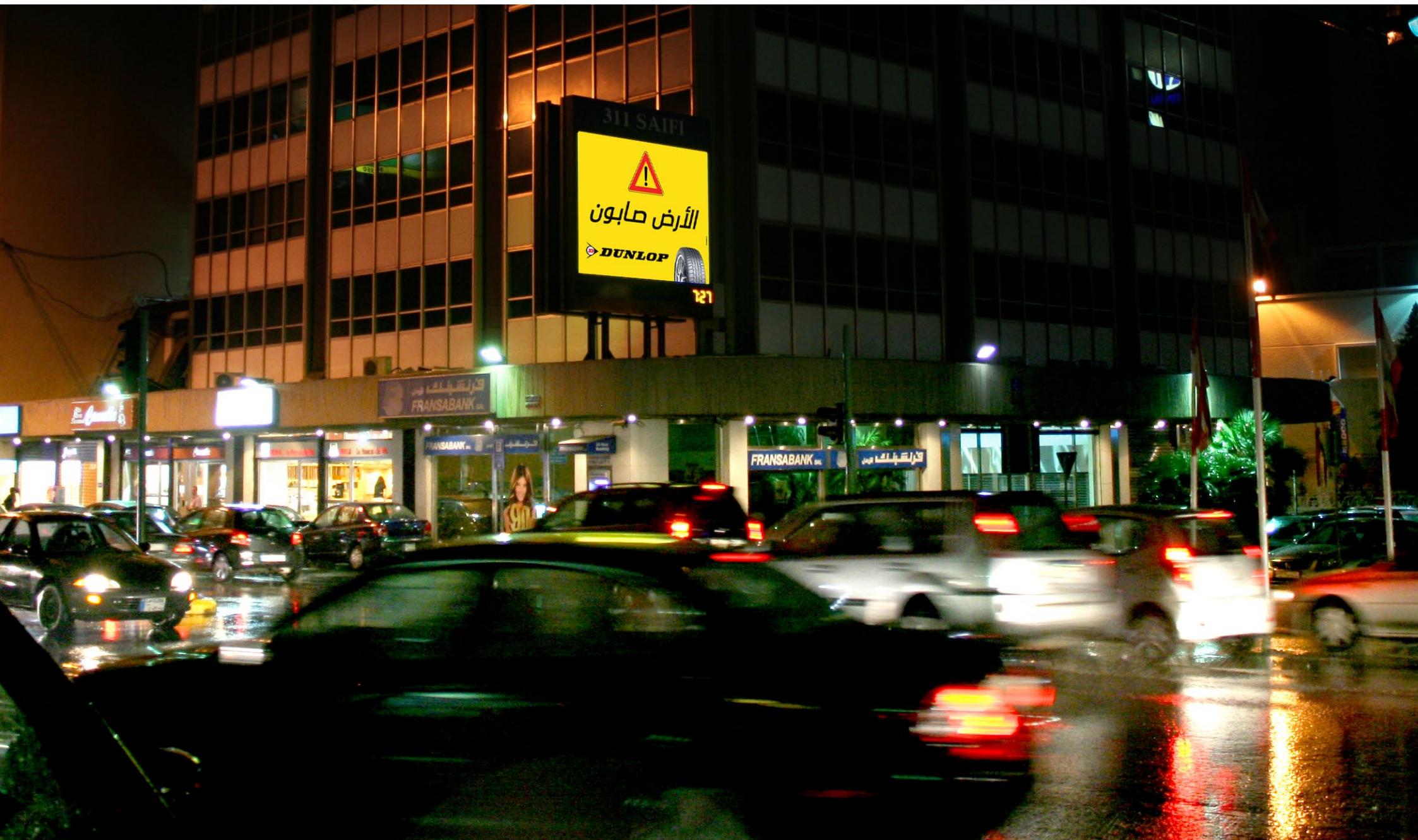
REGION LEBANON

CLIENT
HEALD CO

TASK
**FULL-FLEDGED
CAMPAIGN**

TASKS

POSTERS
ADVERTISING
PROMOTIONS
EVENTS
WEBSITE
ATL + BTL MATERIAL
COPYWRITING
POS MATERIAL
PROMOTIONAL ITEMS



YOKOWHO?



DUNLOP

SINCE 1888



YOKO

YOKOHAMA

TOTAL





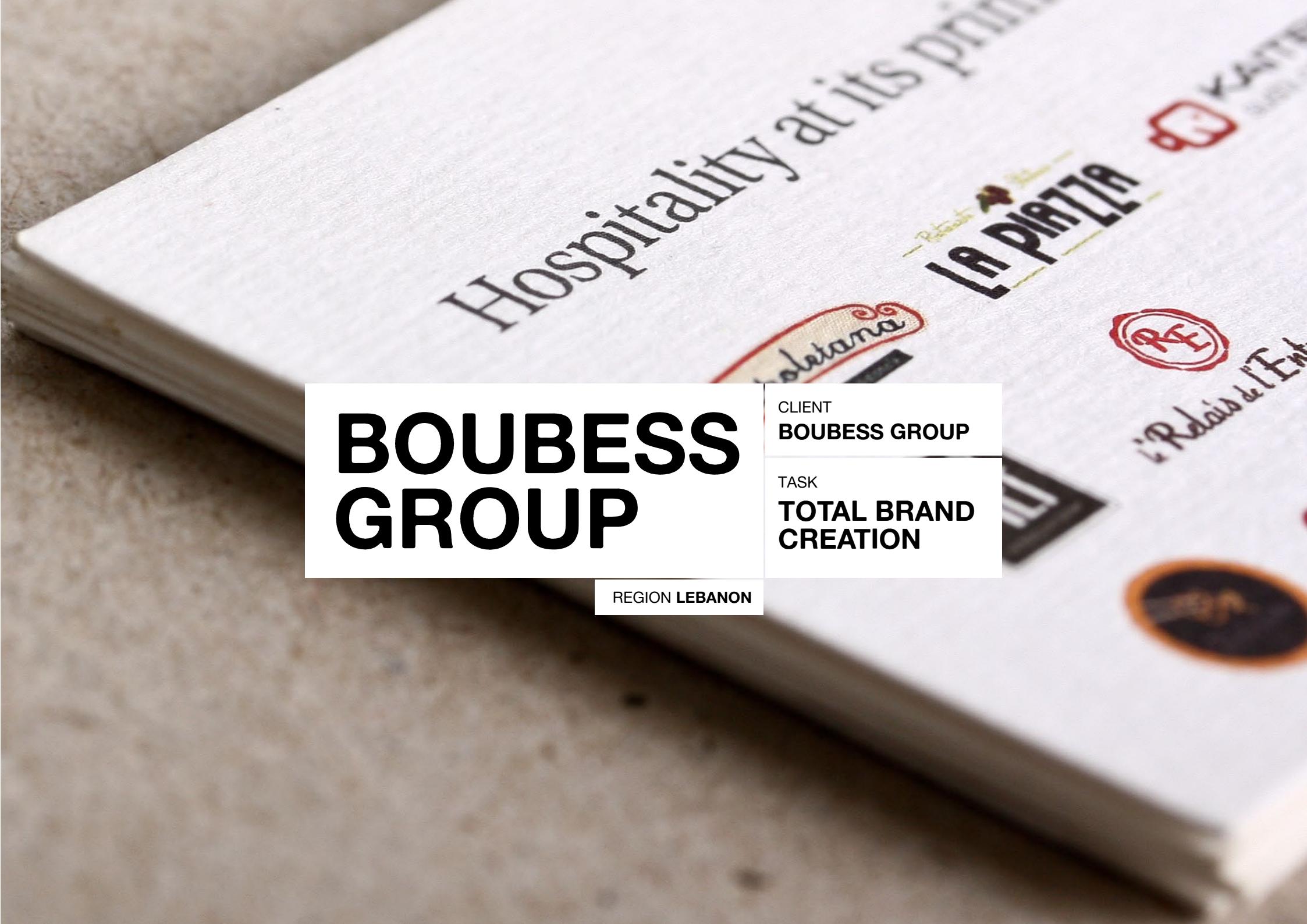


BOUBESSION GROUP

REGION LEBANON

CLIENT
BOUBESSION GROUP

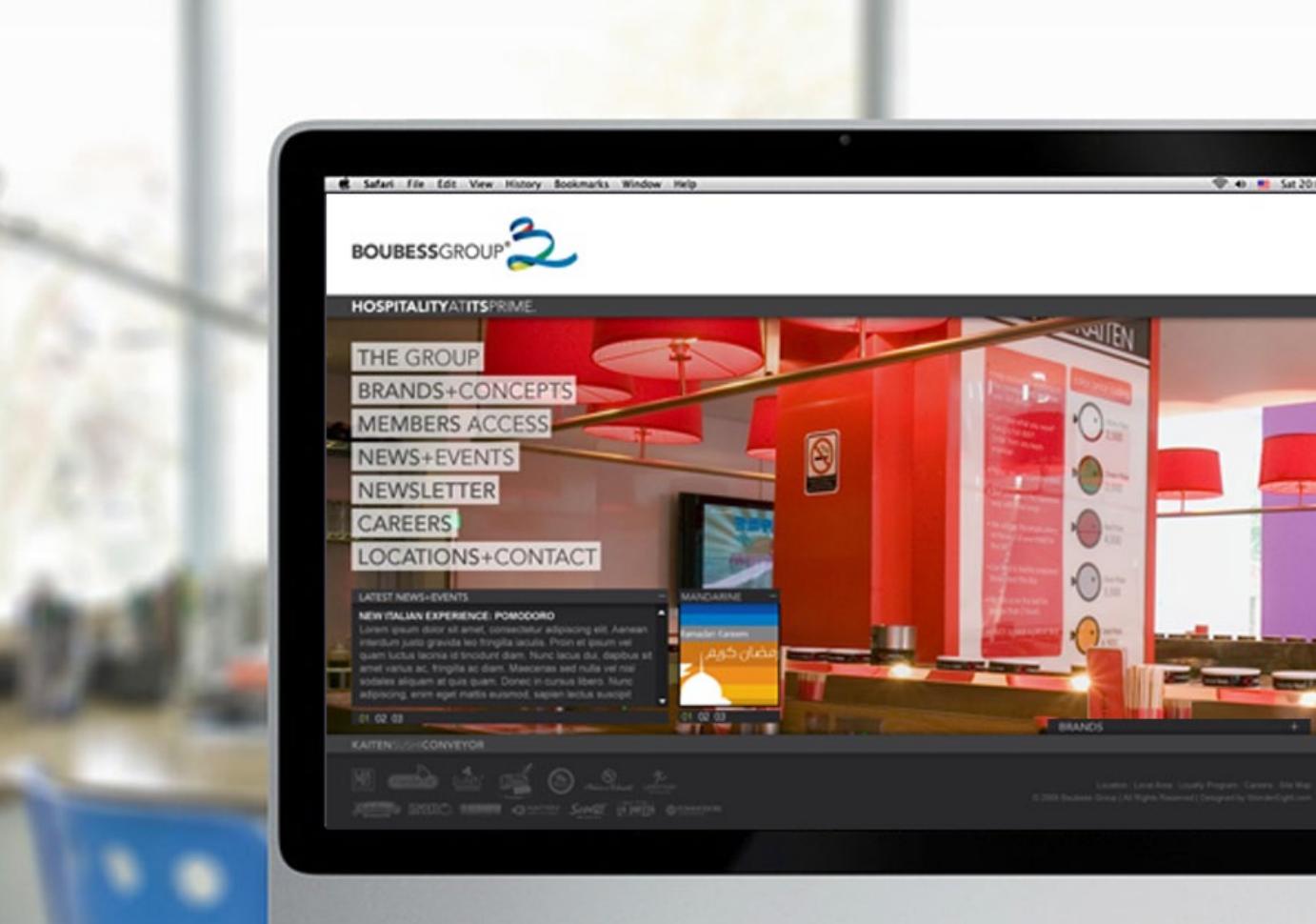
TASK
**TOTAL BRAND
CREATION**



TASKS

-
- STATIONERY
 - WEBSITE
 - POSTERS
 - FLYER INSERTS
 - UNIFORMS
 - PRESENTATIONS
 - LOYALTY PROGRAM
 - COMMUNICATIONS











IDM

REGION LEBANON

CLIENT
IDM

TASK

**TOTAL BRAND
CREATION**

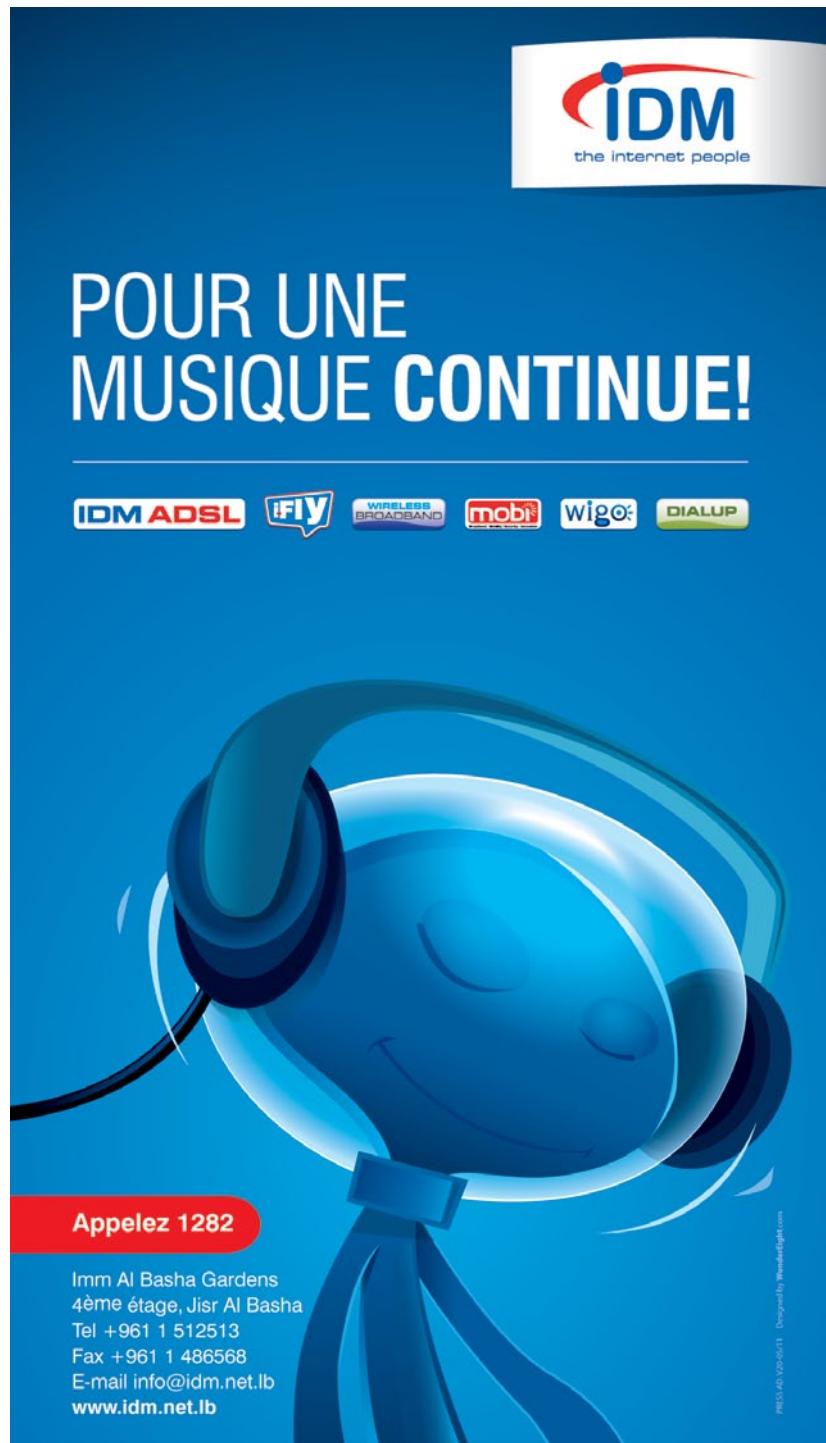
TASKS

SIGNAGE
EXHIBITIONS
ONLINE MARKETING
BRANDING
MERCHANDISE
UNIFORMS
PACKAGING
COPYWRITING
CORPORATE IMAGE
EVENTS STANDS
TVC COMMERCIALS



IDM, the biggest Internet Service Provider in Lebanon had an image problem: All its competing Internet service providers had roughly the same look and communication strategy. We had to show that IDM was different. The birth of "Skoodo" brought internet technology from outer space! The character created a strong bond between internet users and the brand, and combined the brand with the service. Skoodo quickly became the brand ambassador and appeared in a 6-month campaign covering outdoor media, radio, TV, YouTube, direct marketing events (as a real mascot), BDL and promotional items.

IDM had another challenge, they were launching a new service (ADSL) and so were all other ISPs, who were going to offer the same service at the same price. We had to sell the ADSL service as a brand, not only as a service. W8 created IDM ADSL™, linking the service to the brand and differentiating it from all other ADSL services. Although competition was fierce and even disloyal in some cases, W8's communication strategy and brand image kept IDM in its #1 position as ISP in Lebanon and increased its brand awareness by 10 folds, keeping marketing budgets affordable.









BERYTECH

REGION LEBANON

CLIENT

BERYTECH

TASK

**TOTAL BRAND
CREATION**

TASKS

SIGNAGE
EXHIBITIONS
ONLINE MARKETING
UNIFORMS
PACKAGING
EVENTS STANDS
WEBSITE
PHOTOGRAPHY

BRANDING
ADVERTISING
COPYWRITING
CORPORATE IMAGE
STATIONERY

The image displays a collection of Berytech promotional materials, including brochures, business cards, and partnership agreements. Key elements include:

- Berytech Technological Pole:** Features portraits of Marwa Bou Karim (Public Relations) and Lea Heshme (Accounting and Finance). Contact information: Marwa.boukarim@berytech.org, T. +(961) 1 612 500 / F. +(961) 4 533070; Lea.heshme@berytech.org, Mar.Roukoz.Mikhael, Lebanon, T. +(961) 1 612 500 / F. +(961) 4 533070, M. +(961) 3 610 100, www.berytech.org.
- Berytech Fund:** Features portraits of Elie Francis (Financial Director) and Marwa Bou Karim (Public Relations). Contact information: elie.francis@berytechfund.org, T. +(961) 1 612 500 / F. +(961) 4 533070, M. +(961) 3 610 100, www.berytechfund.org.
- In Partnership with ECBC:** Logos for ECBC (Ecole des Beaux-Arts de Beyrouth) and ECAC (Ecole d'Art et de Culture d'Asnières) are present.
- Berytech Technology & Health:** Features a portrait of a woman.
- Berytech™**: Large Berytech logo and brand identity elements.

Berytech™

Technology health

EXPANSION 2011

Join as an entrepreneur today:
[at www.berytech.com](http://www.berytech.com)



The client came to W8 for help in creating a new concept in a star location in KSA. The location used to host a winning concept with a success story in the area, and this was the challenge we were excited to take: Gaining client's acceptance with expectations already set to "high"

Although the offering was the same as the previous concept, we created a completely new experience that leaves you with a familiar feeling at the end of your visit.



Welcome to the
Berytech™
website and blog

Entrepreneurs

Business Facilities



@Berytech If you are passionate about your industry, this is your chance to go international! Young Media Entrepreneur Award 11 <http://bit.ly/nG8Xmt>

LATEST POSTS



5 Aug 2011

“Berytech’s support was a huge added value for the creation of our business” Johnny El Hage / Co-founder BLB

They supported us through an incubation program where they provided a fully equipped office and meeting rooms, in addition to regular advising sessions to orient us towards the right techniques and business strategies. [more](#)



5 Aug 2011

“I believe that Berytech is a great place to incubate a small business”

Tarek Bakkar / Entrepreneur IMS
[more](#)



5 Aug 2011

“Berytech facilities give a good and professional image to our visitors who come from Europe”

Nasser Hamoud / CEO Sword
[more](#)

Startup

Small introductory text goes here, lorem ipsum dolore set amet consecuteur dolore consecuteur. lorem ipsum dolore set amet consecuteur.

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365 Calendar of business, startup dates & events

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CHAIN FINANCE

REGION LEBANON

CLIENT
CHAIN GROUP

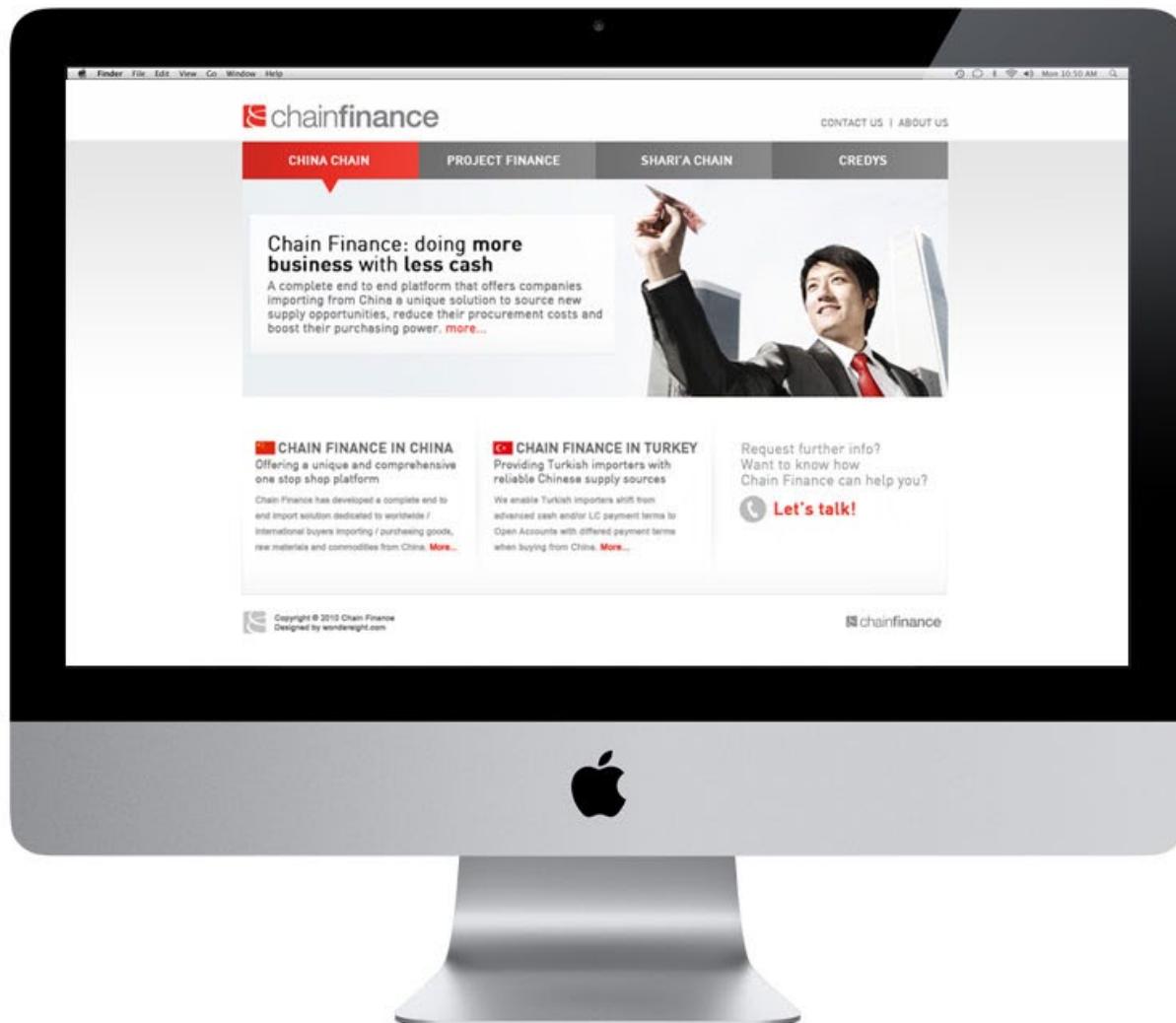
TASK
BRAND UPLIFT

TASKS

WEBSITE
APPLICATIONS
REPORTS
PRESENTATIONS
COPYWRITING

LOGO UPLIFT
STATIONERY
BRAND GUIDELINES





W8

CLIENTS 200+
BRANDS CREATED 50
PEOPLE 17
YEARS 12



ABOUT WONDEREIGHT

We are a Beirut based design agency, working for international and local companies who like to challenge their customers and want to be different and daring. Benefiting from our cultural diversity, we innovate in the fields of branding and visual communication. Our strategic location in the gate of the Middle East allows us to bridge between western and eastern brands and to create concepts that work in their environment while introducing new ways of co-creation.

Founded in 1999 by Nasrala brothers Boudy and Walid, today, with Karim Abourizk also on board it gathers a handful of highly skilled creative designers, web developers and marketing strategists who enjoy a bespoke work environment, made to inspire and interact with the local design and art community. This creative space regroups a design agency, a prototyping workshop, a facility for trainings and talks, a handpicked book library and an art exhibition space.

This multifaceted environment keeps on renewing itself and creates a constant synergy between us, our clients, and the public.

WHAT WE DO

Our practices range from brand creation, to visual identity design, brochures, posters, packaging, stands, signage, graphic decoration, communications, above & below the line campaigns, marketing strategy, online and ambient media buying, copywriting, creative copy and design consultancy. We also design and develop websites and interactive solutions, advanced UX, Apps, animation and game design. We specialize as well in illustration and character creation.

WORK SHOP

G A L L E R Y

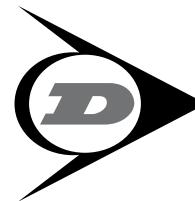
Workshop Gallery is a new independent exhibition space for contemporary art, hosted within our premises to complete the building's gestalt.

From its modest 14.3 sqm, it puts the emergent Lebanese and international artists under the spot light, in a mission to encourage the diversity and experimentation of art in the region.

WonderEight
W8 Building, Jisr El Bacha
Beirut - Lebanon
P.O. Box 2701-1411
T +961 1 494 331

info@wondereight.com
www.wondereight.com

OUR CLIENTS



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sacotel s.a.l.



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COMPANY

LONDON DAIRY



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