

BRANDING SHOWCASE

VERSION
BS 11.12

WONDEREIGHT



OCEAN SPRAY

CLIENT
MANYFOOD

TASK
**FULL-FLEDGED
CAMPAIGN**

REGION LEBANON

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 TV campaign page. At the top left is the Ocean Spray logo. To its right is the Arabic text "طبيعي أطيب" (Tabi3eh Atyab). Below this is a video player showing a man driving a car, with a play button in the center. To the right of the video is a large image of a red plastic juice bottle labeled "Cranberry". In the bottom left corner of the main image is a cluster of cranberries. Below the main image is a navigation bar with the text "Playlist Ocean Spray TV Campaign 2012 (16 videos)". Underneath this are four smaller video thumbnails with titles: "PR. CHAKHT", "SIMPLE", "VERITE", and "MEEN WAKILO?". There are also navigation arrows at the bottom of the video player.



• **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

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YouTube



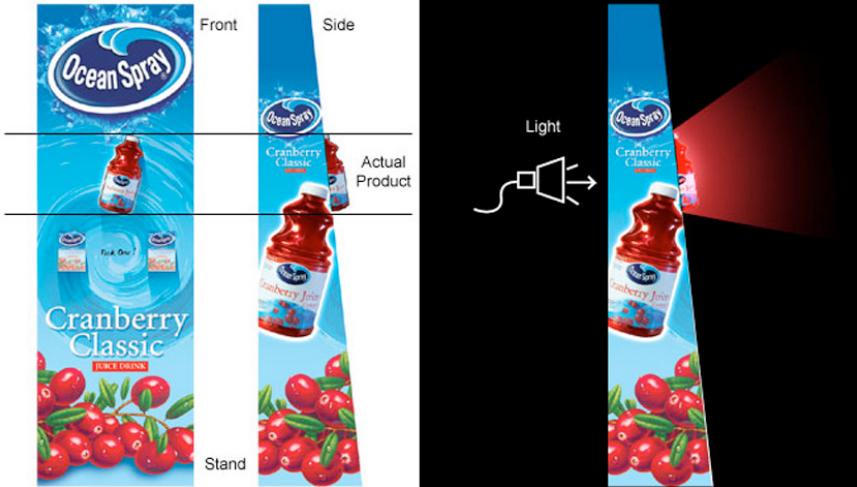
Ocean Spray has been a successful product since the day it was introduced. But its market share was niche: it was adopted by A and A+ consumers only. We were commissioned to create a campaign that would increase Ocean Spray's market share. The goal for us was clear: Talk to a wider audience!

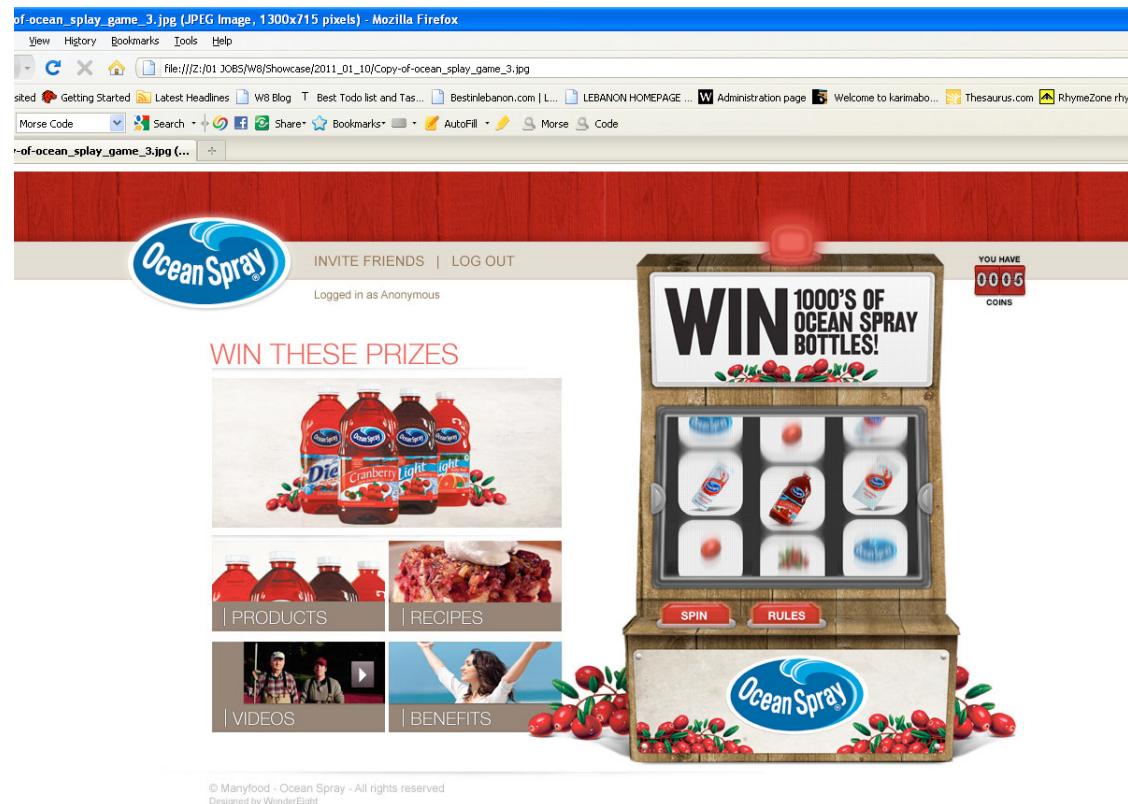
We based the campaign on an Instant-Win Promotion, the most popular marketing tool, and spiced it up by going Interactive. We created a Slot Machine game: Simple, instant, addictive!





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





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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



YOKOHAMA

TOTAL







BOUBESSION GROUP

REGION LEBANON

CLIENT
BOUBESSION GROUP

TASK
**TOTAL BRAND
CREATION**

Hospitality at its prime

LA PIZZA



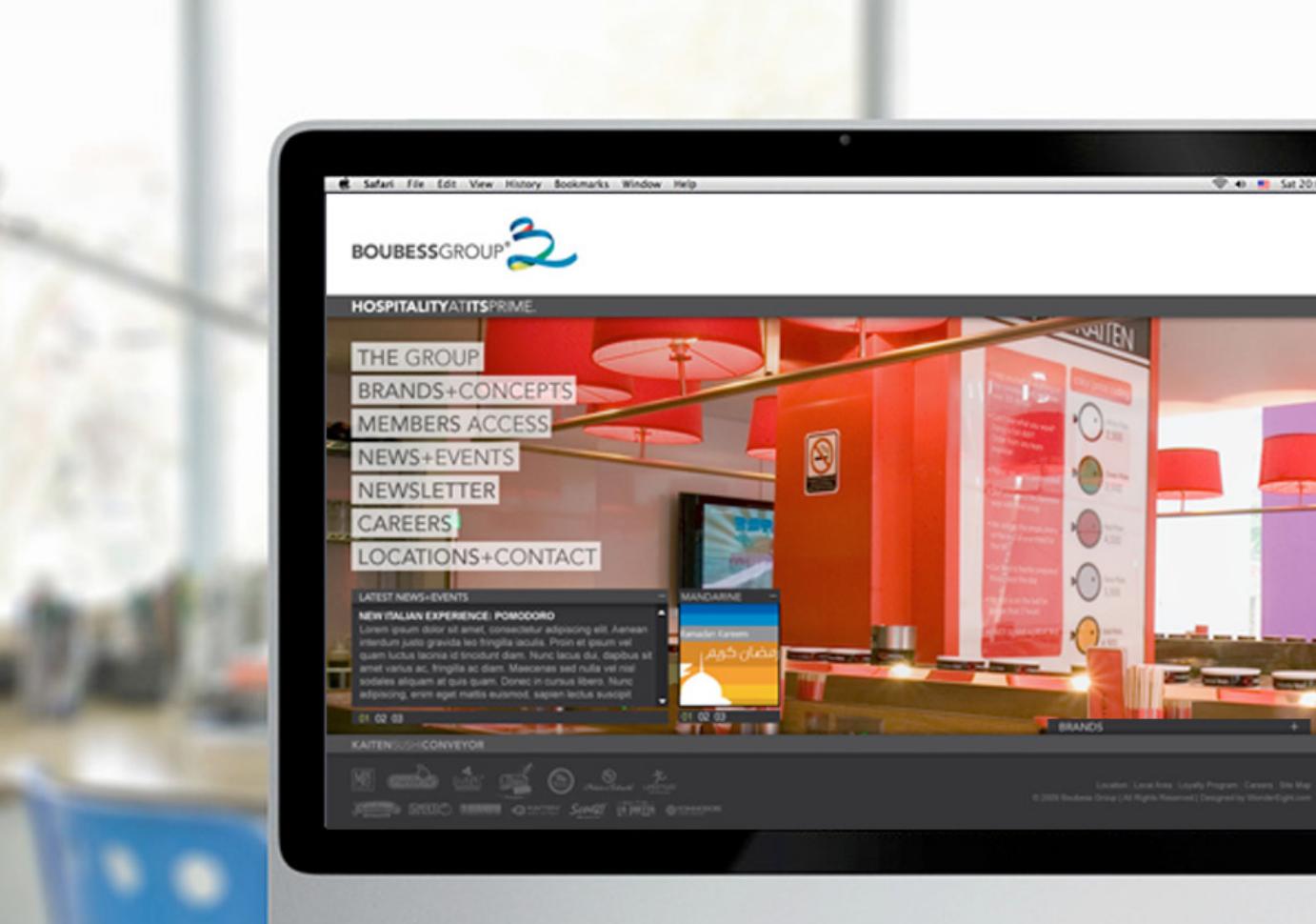
Le Relais d'Entrecôte



TASKS

STATIONERY
WEBSITE
POSTERS
FLYER INSERTS
UNIFORMS
PRESENTATIONS
LOYALTY PROGRAM
COMMUNICATIONS











IDM

REGION LEBANON

CLIENT
IDM

TASK

**TOTAL BRAND
CREATION**

TASKS

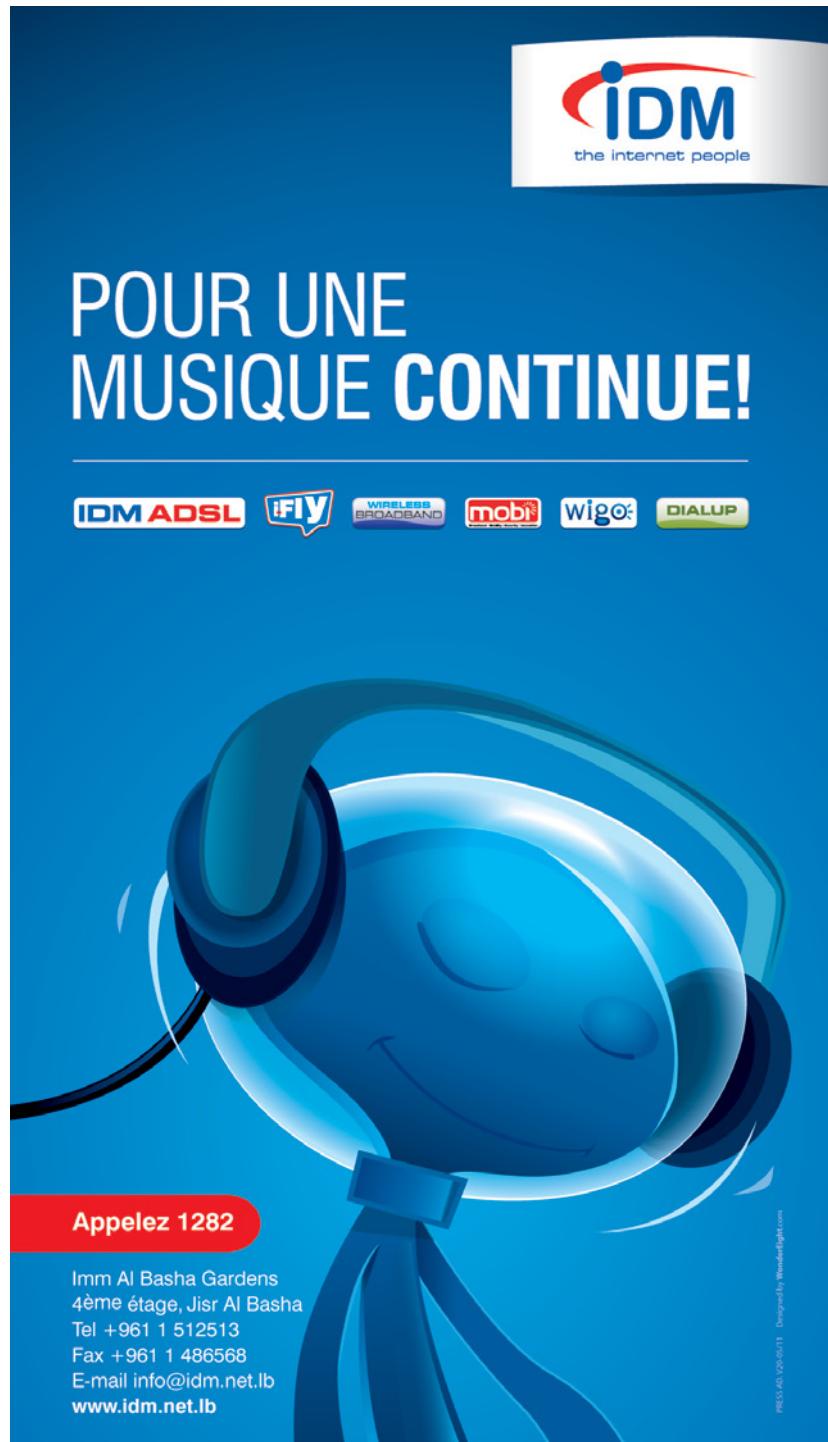
SIGNAGE
EXHIBITIONS
ONLINE MARKETING
MERCHANDISE
UNIFORMS
PACKAGING
CORPORATE IMAGE
EVENTS STANDS

BRANDING
PROMOTIONAL
CAMPAIGNS
COPYWRITING
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



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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

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CHAIN FINANCE

REGION LEBANON

CLIENT
CHAIN GROUP

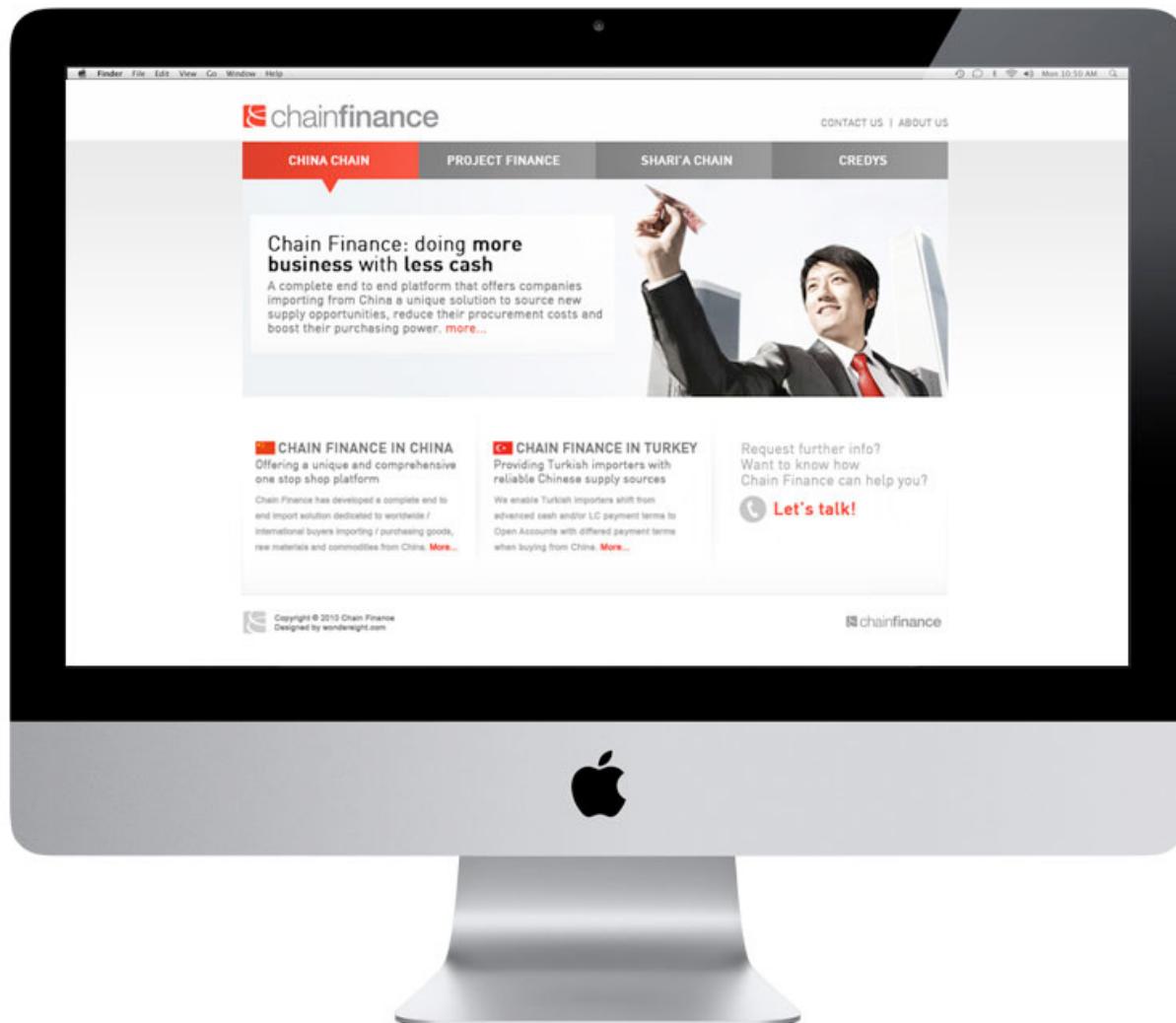
TASK
BRAND UPLIFT

TASKS

WEBSITE
APPLICATIONS
REPORTS
PRESENTATIONS
COPYWRITING

LOGO UPLIFT
STATIONERY
BRAND GUIDELINES







THE SECRET RECIPE:

CREATIVITY

CROSS-
CULTURALISM

COST-
EFFECTIVENESS

CREATIVITY

Within W8, we have the most expansive cross-disciplined creative capability of any agency in the world. Some of the skill sets range from industrial designers (environmental and product designers) to graphic designers, writers, filmmakers, theatre people, artistic directors, architects, interior designers, and interactive designers.

You name it, we have it. This is the most exciting thing that we do. Cross-Culture: Based in Beirut, the world's most multi-cultural city, and operating worldwide, we're a world agency for world brands: cross-market, cross-cultural and cross-disciplined. Cost-Effectiveness: W8's pricing strategy is to always stay competitive and be affordable to small and medium enterprises. Our boutique-style structure operates on logical costs.

WHAT DO WE DO?

Brand creation, logo and corporate identity, brochures, posters, product packaging, stands, copyrighting, signage, decoration, communications, campaigns, events. And through W9: cd-rom presentations, websites, interactive media, screensavers and Flash games, illustrations, character design, storyboards, animatics, 2D, Cel and 3D animation, TV habillage and special effects.

How and Where do we work?

We work on a project basis worldwide. We don't pitch. We prefer to spend the time getting clear on what needs to be done, and designing a process to deliver success.

All project-related documentation, including strategic and creative IP and admin, is updated and uploaded online on our secure online file centre, enabling both the team and the client to access content at any time, from anywhere. As a world agency, we employ the latest and most efficient multi-party, multi-market communications infrastructures, like video conferencing and VOIP, all designed to increase touch time, and lower travel time.

Our studios are located in Berytech, a state of the art Technological Pole in Beirut Lebanon, with fully equipped offices, including high internet bandwidth and high-speed networks. Inside the Pole, we work closely with all companies in the CG field, from Telecine to chroma-shooting rooms, editing suites and sound studios.

WHO OWNS W8?

WonderEight is 100% independently owned and operated by the two brothers: Boudy and Walid Nasrala.

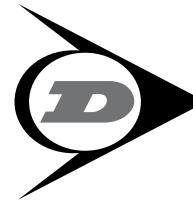
The people working with us are all beneficiaries of our success at multiple levels, which adds to our stability and sense of unity. Our international Financial Advisers, Camperio, and investors, are helping us build not only an innovative business, but one leading in its process & performance at every level.

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OUR CLIENTS

