

Eastline Marketing launches Huggies Wipes Lebanon online activation

Beirut. In collaboration with Ogilvy Action, online strategy agency Eastline Marketing attempted to bridge offline and online media by funneling participants in Huggies' "Greatest Hug of All."

Participants who submit pictures of hugs are automatically entered into a competition for the most inspiring images – with the photographs being displayed on a socially enabled microsite. Visitors to the site can pick a winner through an online voting system.

L'Occitane en Provence introduces fragrance and make-up range

Beirut. French manufacturer and retailer of skincare, body care, fragrance, and