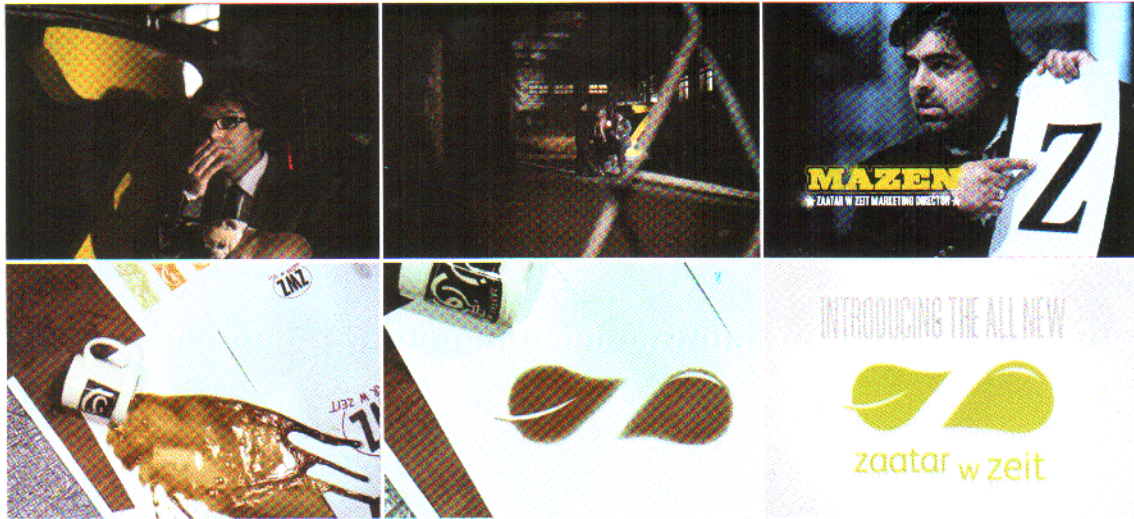


# Missing Zs mystery revealed



**Beirut.** The mysterious campaign launched in mid-April by creative agency Nineteen84 for restaurant chain Zaatar w Zeit finally came to a conclusion a month later with the announcement of the chain's rebranding. The campaign's unusual approach, which took six months of preparation, generated a massive buzz in Lebanon.

Starting with the "kidnapping" of the Zs of the restaurants' signs, first in one outlet and then in all ZwZ's branches within three days, the stunt kept unfolding: A film sent by the kidnapers, the "Z Liberation Cell," featuring them in action while charging the Zs in a black truck, was released online, while anonymous letters were sent to 25 influential bloggers, inviting them to post the message on their blog and be part of the game.

Missing posters were plastered in all of the major areas where ZwZ's core target – youth – hang out. "This is the first really non-conventional

campaign in town. We used only viral tools, rumors, and third parties such as bloggers" says Said Francis, co-founder of Nineteen84.

"Bloggers had no clue what it was about; everyone had a theory and we fueled the anticipation regularly through the Z Liberation Cell's messages. We willingly kept it open, with a few planned markers but a lot of improvisation in between to match the buzz in town."

A week before the rebranding was revealed, key influencers in social media were gathered on a parking lot, helped inside a bus, blindfolded and brought to the location where the last film had been shot – an old factory lit only by candles – to meet the hijackers.

"We gave them a sneak preview of the reveal and asked them to be part of the event through a challenge: each could fuel the campaign in any way he/she liked. We would measure the visibility and the public response, and reward the loudest with an invitation

to attend a social media convention in Europe," says Francis.

Eighteen bloggers participated, and five were singled out as winners. On D day, the official film, presenting the hijackers (all real members of the ZwZ communication team and of production house Wonderful Production), was released along with the new branding that will accompany the whole chain's revamping, starting with its first location in Sodeco.

"We called it the Missing Z because the new logo has a Z in its negative space. We are proud of our Z, and it will remain embedded in the brand," says Francis. The operation, the online media strategy and implementation of which was devised by Eastline Marketing, generated massive feedback.

"We are getting the reports as we speak, it's still too early to tell how much it reached out, but I can already say that it's huge," says Francis. ■

## MARKETING

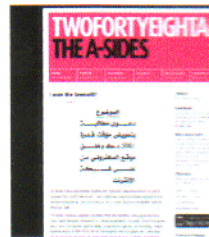
### Lebanese restaurant launches competition

**Beirut.** Lebanese restaurant Semsom launched a "Recipe Hunt Campaign," whereby participants submitted a traditional recipe or shared their recipe of a new Lebanese dish. A total of 450 candidates took part in the contest in the various Semsom branches, and 10 made it to the final selection and therefore will have their names in the new menu. A separate "media choice" award was given by a selection of personalities from the media. ■



Continued from page 10  
of alternatives (Lebanon has fixed broadband) and prices (Lebanon currently has the highest Internet and mobile rates in the world). Telecommunications is the first phase of 3C. Lebanon will be available in August, and the second phase will begin in the beginning of 2012.

### Lebanese blogger wins lawsuit in Kuwait



**Kuwait.** Kuwait-based blogger Mark Makhoul won a lawsuit for \$18,000 in Kuwait. Benihana franchisee filed a negative review of Makhoul on his 248am.com blogosphere. Commenced in March 2011 issue of the lawsuit. His "I won" blog post garnered 100 comments from around the world.

## MARKETING



### Cigarette brand Pa launched in Lebanon

**Beirut.** Parliament cigarette brand Pa, marketed by Philip Morris, was launched in Lebanon for its recessed paper format. Pa is in its classic, lights format. Established in 1980, Pa is the first brand to introduce a cigarette and is now available in more than 40 countries.