

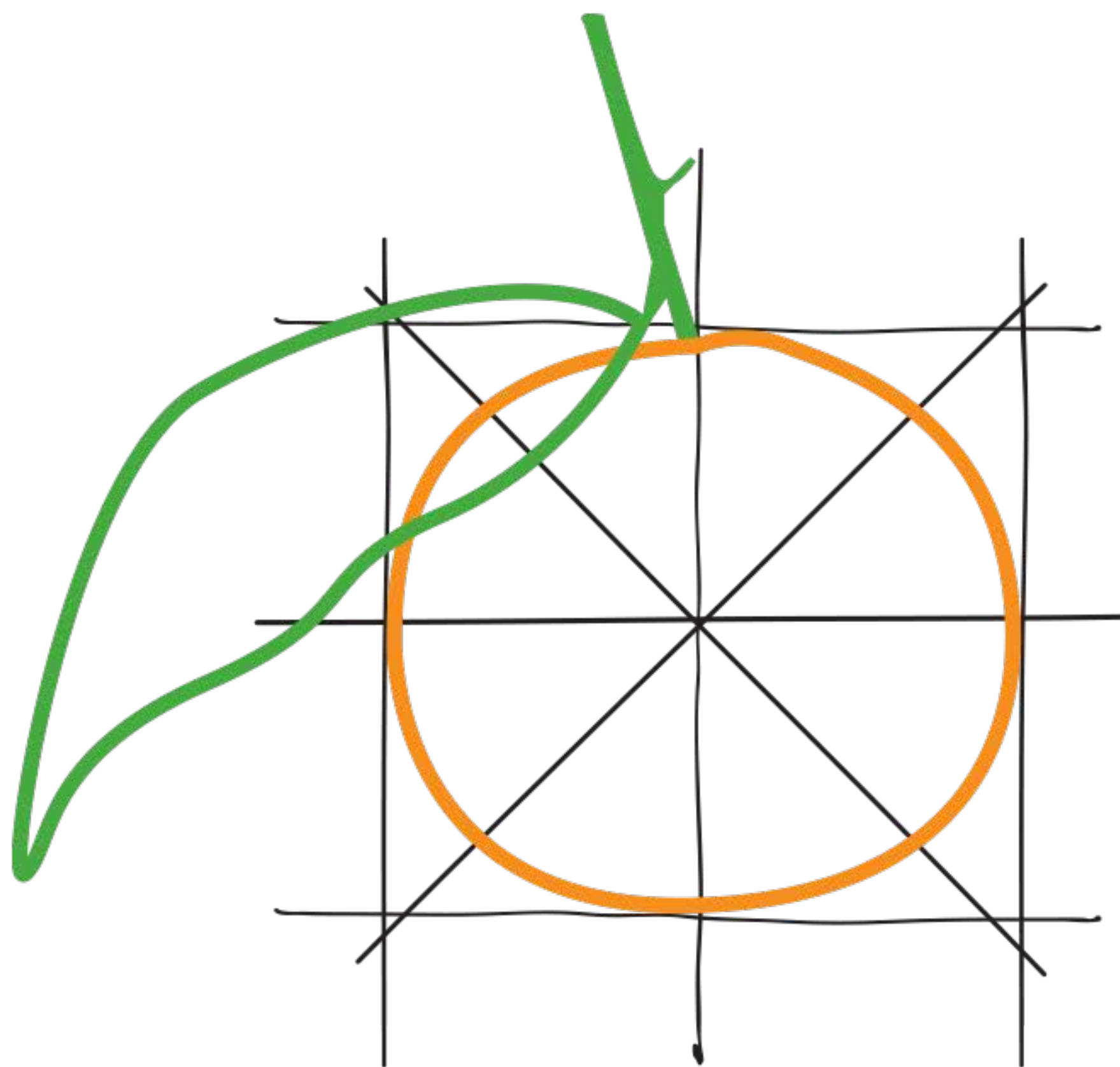
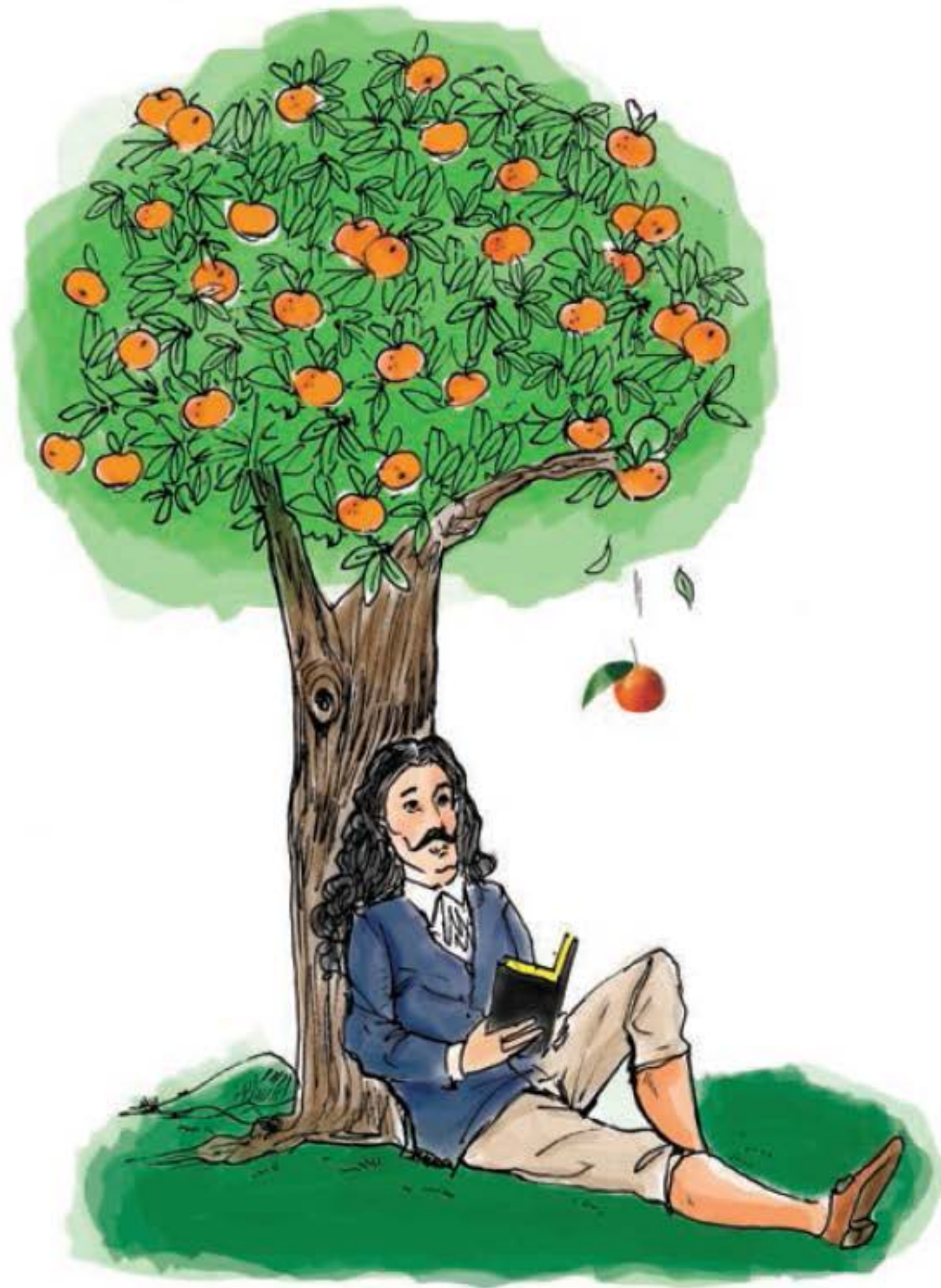


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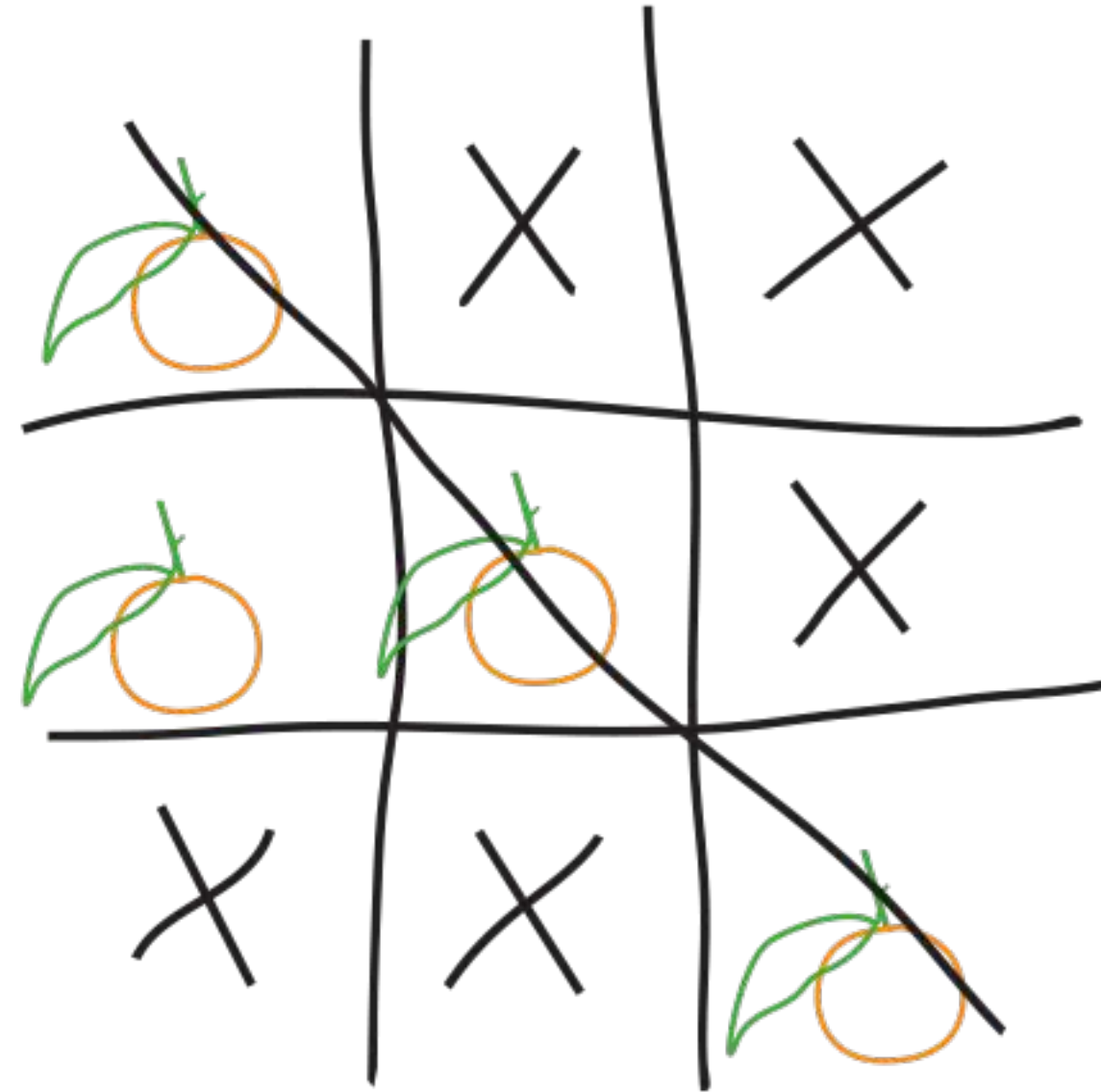
THE STORY OF CLÉMENTINE

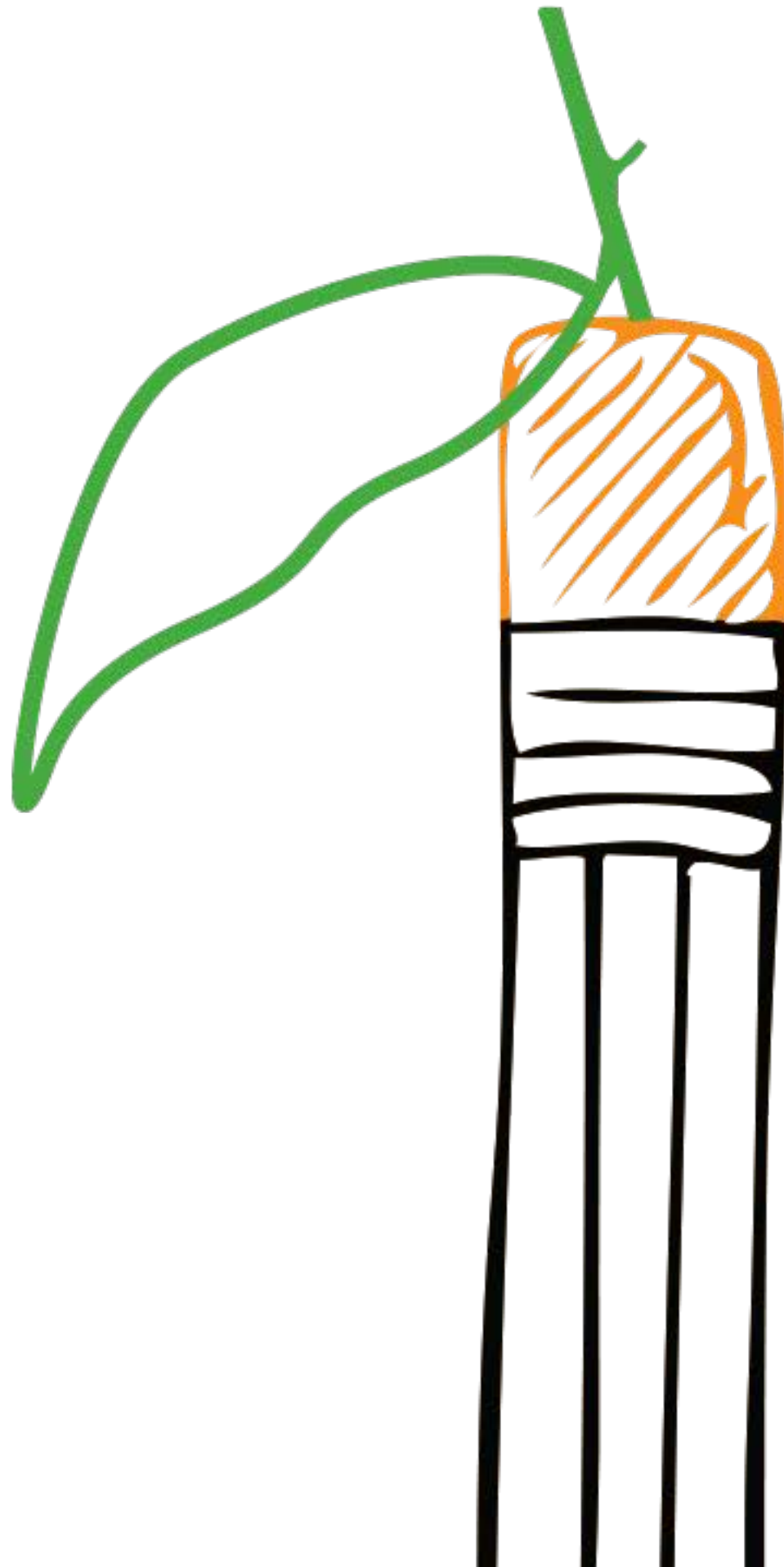
In 1666, Newton had the inspiration for his theory of gravity whilst sitting under an apple tree. In 2014, it turned out that it was, in fact, a CLÉMENTINE® tree! No matter how details in history might change, fundamental lines and facts remain untouched. We love to believe in that eureka moment, where a good idea suddenly comes out of nowhere to the lone genius. That's why we are sharing with you our CLÉMENTINE® tree, inspiring source of our fruitful creativity.

WHO ARE WE?

CLÉMENTINE® SAL is a group of people who have a crazy passion for creativity, which they share with their clients in order to create beautiful brands and to imagine different communications. Thanks to its originality, imagination, energy, and cheerfulness, our agency managed to strongly impose itself on the Lebanese market.

Today an award-winning agency, CLÉMENTINE® has become an undeniable trend in the Lebanese communication and advertising landscape. Our young agency became a benchmark in the creative industry and an obligatory passage to all creative wishing to have a tasty, clever, out-of-the-box, and unforgettable campaigning.





THE STORY BEHIND OUR NAME

Our brand name's story can be simply told! When a company that puts creative concepts for sale on the market decides to give itself a name, or a mere tag, the least that could be done is putting some efforts in order to deliver an "out-of-the-box" naming. We hate dull brand names consisting of putting dead letters one next to each other, a very common thing in today's world of advertising.

We did opt for the very minimal name of CLÉMENTINE®, which has an interesting brand story to tell. As a matter of fact, clementines are very acid fruits that leave evidence wherever they are put. A clementine is never unnoticed thanks to its strong color, taste, smell, and acidity. There's a very strong coherence between the latter and our view and philosophy of communication. We believe that a successful communication should have all of that. Just like a clementine, it has to be acid, strong, tasty, and colorful... CLÉMENTINE® is a name, which promises to deliver all of that!

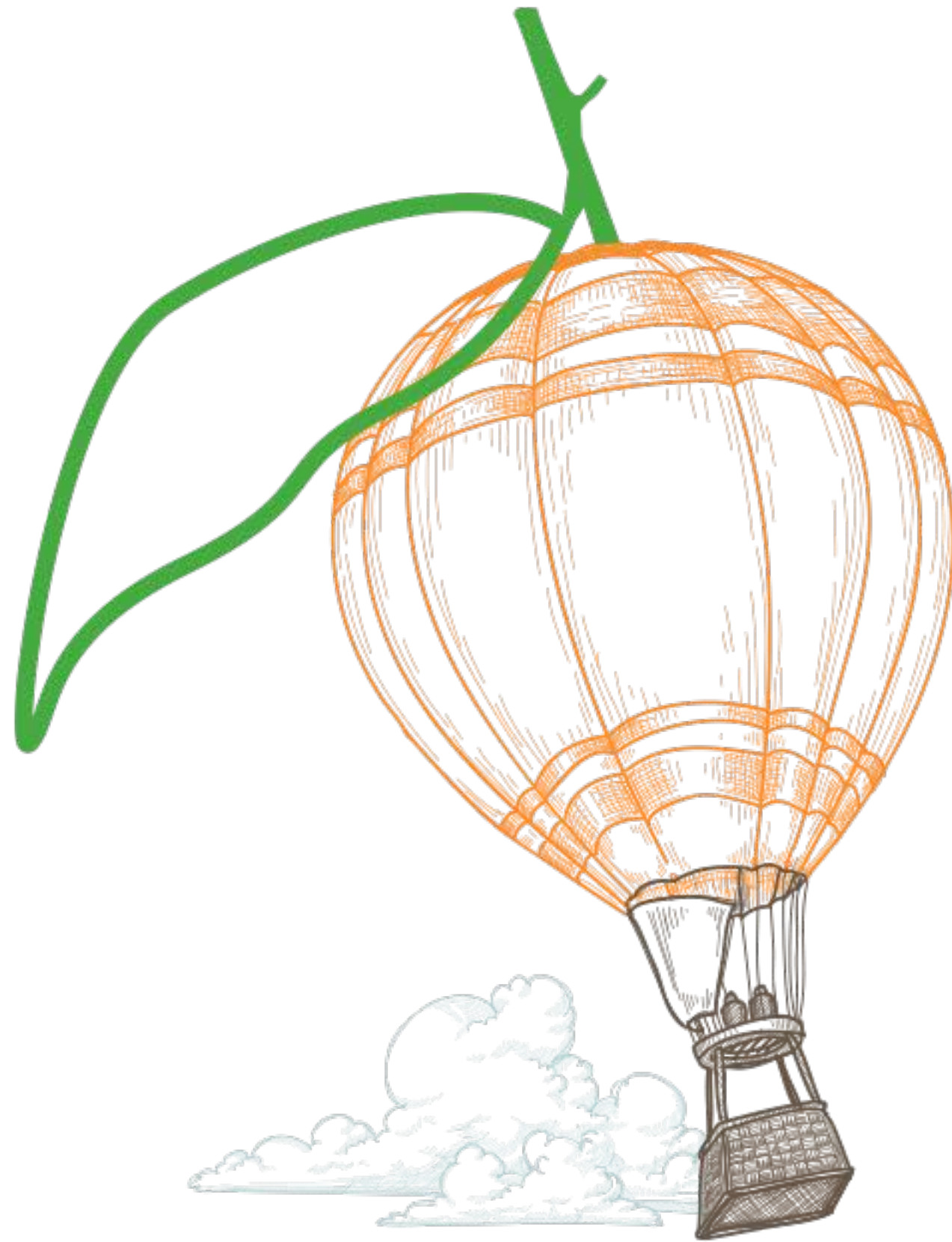
OUR UNIQUE POSITIONING

CLÉMENTINE® positions itself as a global, 360-degree communication company, offering services that cover the main fields of modern communications, such as advertising, creative services, graphic design, media planning and engineering, productions (audio - video - photo), and more.

Our agency extends its services to any company, institution, organization, or public organism and proposes adequate solutions to any marketing communications problematic.

360-degree communication constitutes the heart and soul of our agency. All of our activities are thus based on a global approach to brands, more than a merely creative boutique concept.





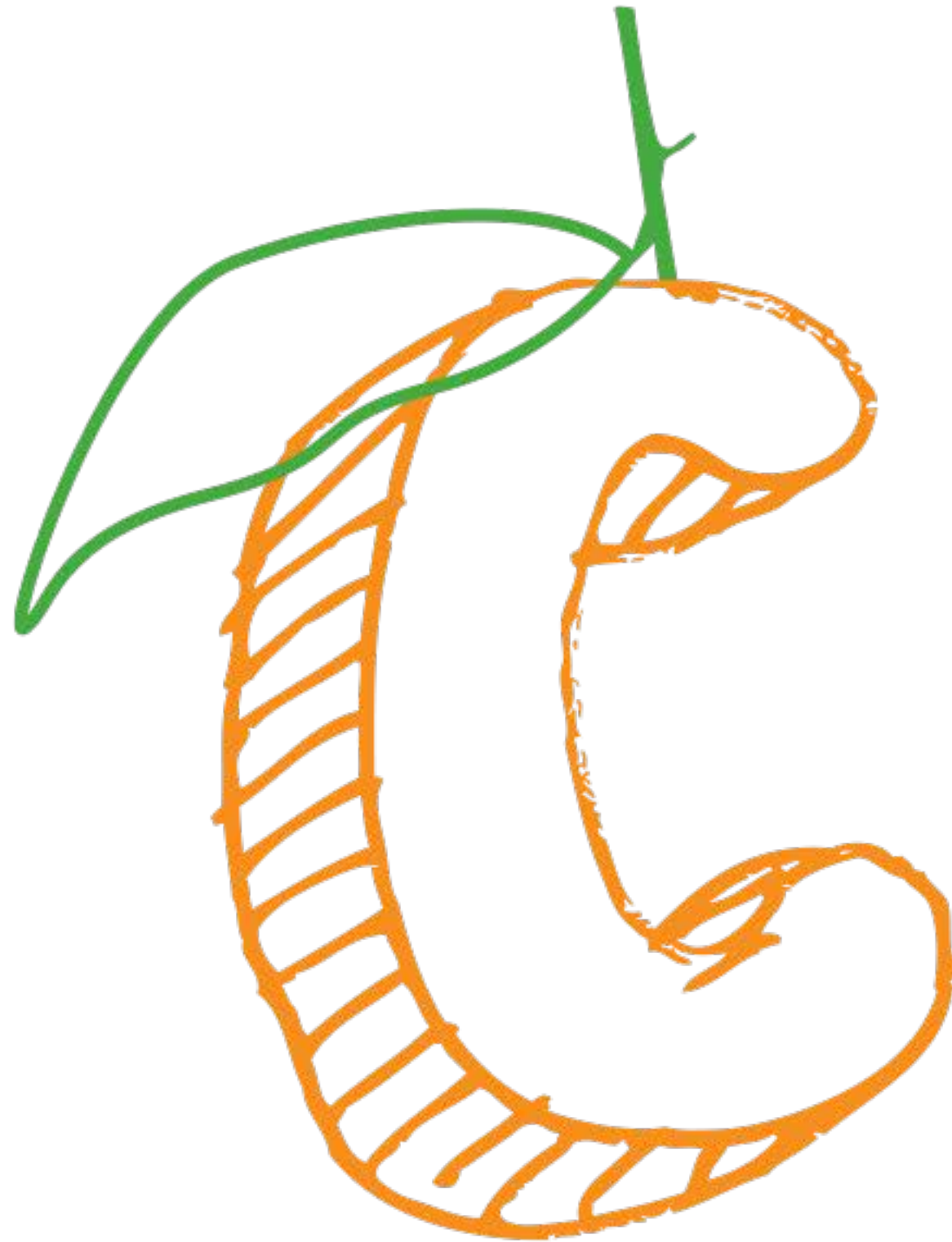
MISSION

Our mission at CLÉMENTINE® consists of bringing new, unique, fresh, clever, and creative concepts to life while putting them on the market in a non-conventional manner. We are determined to provide our clients with the business results they seek, as we offer a different and global concept of creation and advertising. With the elaboration of "CLEVER COMMUNICATION", we are able to set their name apart from the crowd.

VISION

Lebanese at heart, global in performance, CLÉMENTINE® strives to be recognized as one of the most innovative, devoted, and productive advertising agencies on the Lebanese and Levant markets. Our agency will become the ideal creative partner for any company, institution, organization, public organism, and political party or figure, eager to manage their marketing and communications in a particularly effective and clever way.





CORPORATE CULTURE

CLÉMENTINE® corporate culture is based on a system of values, consisting of five strong pillars: creativity, excellence, professionalism, ethics, and corporate social responsibility. These words are behind each step we make. These values are present in each brainstorming we lead, each contact we establish, each relationship we maintain, and each delivery we make.

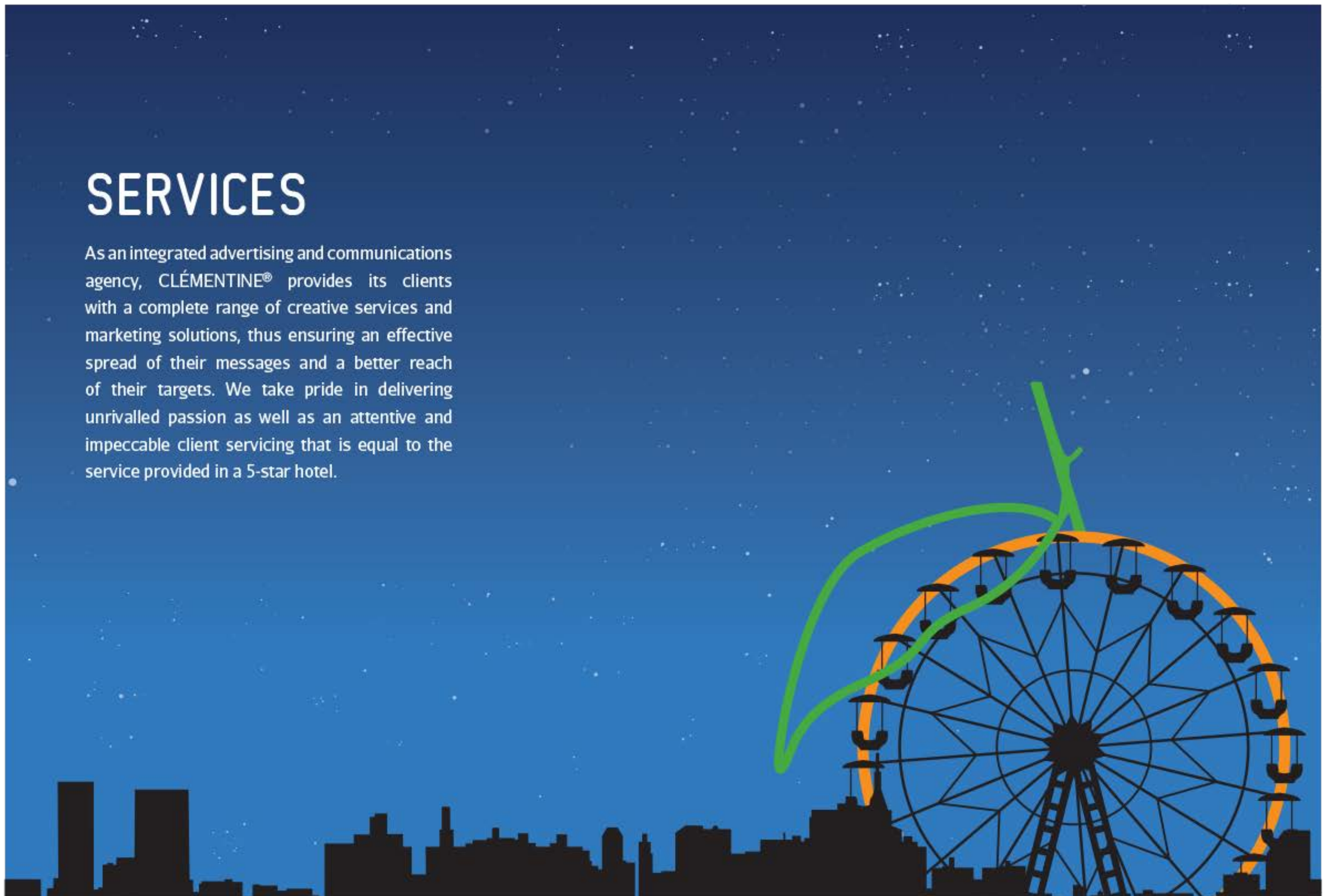
FACTS AND FIGURES

- A staff of **17** communications **EXPERTS**,
- catering for a bouquet of more than **100 CLIENTS**,
- for whom more than **200 TV COMMERCIALS** were produced,
- and more than **250 NATIONAL CAMPAIGNS** were led,
- in **6 YEARS** of operations.



SERVICES

As an integrated advertising and communications agency, CLÉMENTINE® provides its clients with a complete range of creative services and marketing solutions, thus ensuring an effective spread of their messages and a better reach of their targets. We take pride in delivering unrivalled passion as well as an attentive and impeccable client servicing that is equal to the service provided in a 5-star hotel.



CREATION

Advertising concepts.
Art direction.
Copywriting.
Full campaigns management.

BRANDING

Naming creations.
Logo creations.
Logo uplifts.
Tagline and/or corporate baseline creation.
Creation of brand territories.
Development of visual identity guidelines.

GRAPHIC DESIGN

Brochures.
Flyers.
Stationery.
Newsletters.
All kinds of BTL items.

PRODUCTION

Photo productions.
Print productions.
Audio productions.
TV productions.

MEDIA PLANNING

Media strategy.
Media planning.
Media booking.



SERVICES

CLIENTS PORTFOLIO

CLÉMENTINE® presently works for a very rich assortment of leading Lebanese and regional accounts. These include commercial brands, corporations, political parties, political cabinets, ministries, public administrations, non-governmental organizations, and fine arts entities. Following is a selection of institutions and clients for which the agency has worked.

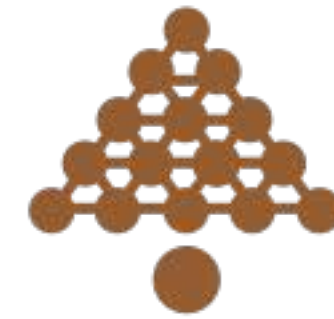


NGOs

GREENPEACE



almidan
الصيدان



المؤسسة الوطنية للتراث



Ehdeniyat



yasa



Governmental Entities



REAL
ESTATE



ARTS

زباد بطرس

BLUE^{SAL}
SOUND
SOUND EXPERTS

جوليا
JULIA BOUTROS

Ajawi Studio

PROFESSIONAL
ASSOCIATIONS
& CONSULTANCY
BUSINESSES



الاتحاد العربي
للمتداولين
في الاسواق المالية
Interarab
Cambist
Association



MOROCCO
15 - 18 NOV 2012



**Lebanese
Canadian
Business
Association**



RETAIL

**LIBRAIRIE
MADI**

Joaillerie
MOUKARZEL

tomatecerise

re.edith
IMAGE CONSULTANT

ORKIN

TAXI
of the town
PART OF Y&C GROUP

Le
Taxi
UNITED TRANSPORT COMPANY
الفرق من الأرض للسما

للاندوز
LANDOZ
حليب موشق كامل التخمير
FULL CRIME MILK POWDER

CAVE DU MONASTÈRE
ST.JEAN

5 YEARS
LTEIF
SARKIS LTEIF & SONS

OWC
office work center

Kitchinova

CRISTAL
et rubans

MAISONS et
PARQUETS®

Ratatouille

the perception of beauty
refresh

FITNESS ZONE
BETTER LIVING STARTS HERE

careers
CAREER CONSULTING SERVICES

E2
exhibitions

DUN DUN
حفاصات أطفال

Café
**Super
Brasil**

Café
**Extra
BRASIL**

رکوتنا
RAK WETNA

**CRUISE
WITH
THE STARS**

FINANCIAL
SERVICES



CONSTRUCTION
AND PUBLIC
SERVICES



EDUCATION

BÉBÉS CÂLINS
L'enfant d'abord
ÉCOLE MATERNELLE



ÉCOLE NATIONALE
D'ADMINISTRATION
المعهد الوطني للإدارة
FONDÉE EN 1959 - تأسس عام ١٩٥٩



INSTITUT
FRANÇAIS
LIBAN

RESTAURANTS



MEDIA

OTV

92.5 & 92.9 FM صوت
المدى

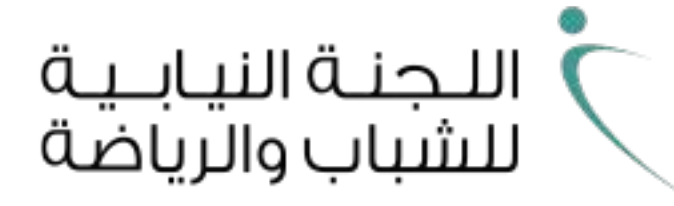
ArabAd

LNASHRA.COM
الإلكترونية البنانية

FAME FM
99.9
99.5 | 99.7
MELODIES AROUND THE CLOCK

HEALTH





AWARDS

We take pride in our work and believe it's worth all the time and effort. Apparently, a lot of people agree with us. Within only 4 years of "CLEVER COMMUNICATION", we have already won 4 advertising awards.



Pikasso d'Or 2011 - Citizen Billposter Award - Tobacco Free Initiative



Pikasso d'Or 2011 - Supersize Bronze - Lebanese Army / The Rangers Regiment





Dubai Lynx Award 2011 - Film Bronze -
Lebanese Ministry of Youth and Sports



Pikasso d'Or 2012 - Citizen Billposter Award - YASA





Pikasso #NetworkOfHope Award 2015 -
"Hope* Lebanon" Campaign

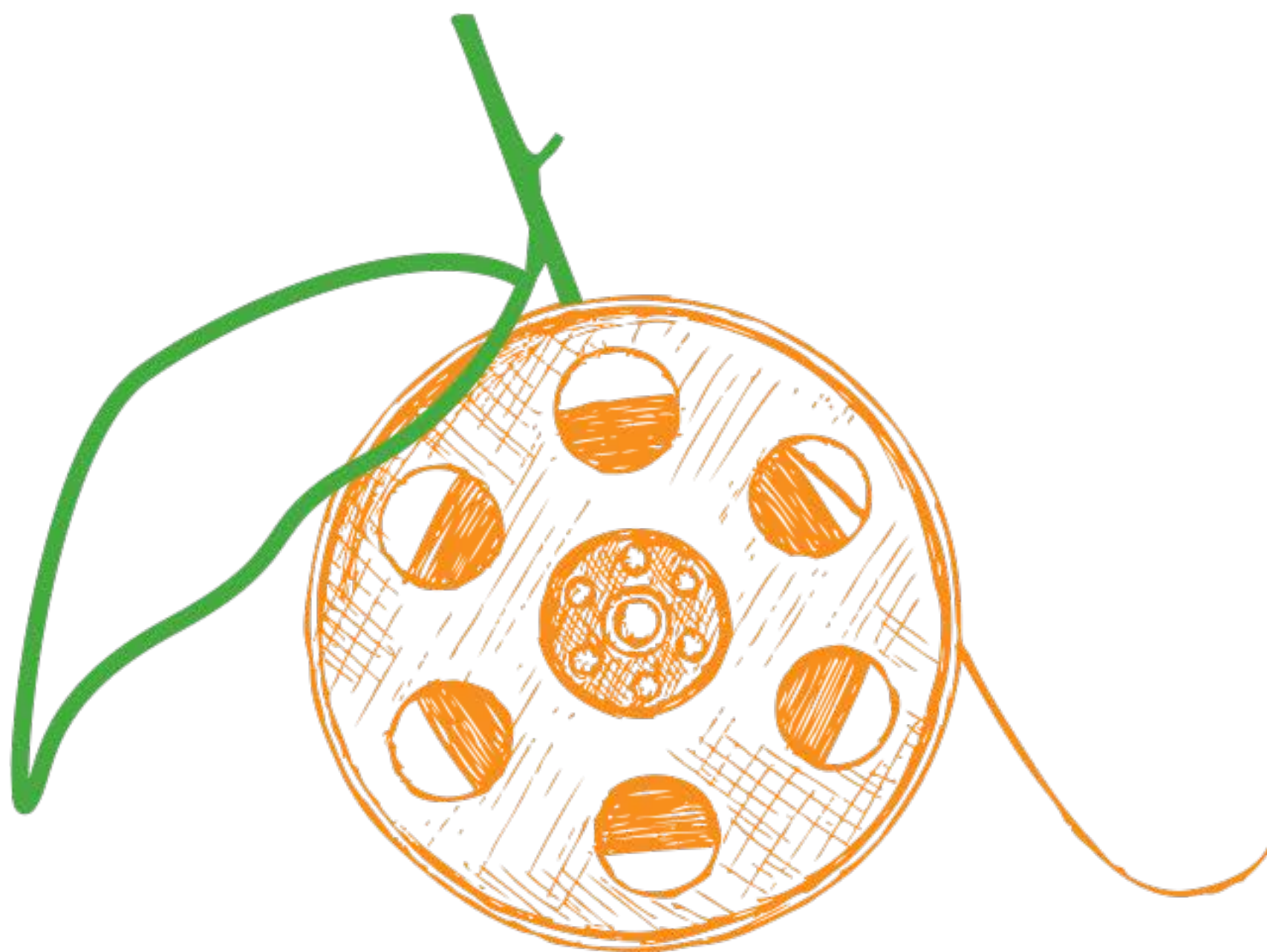


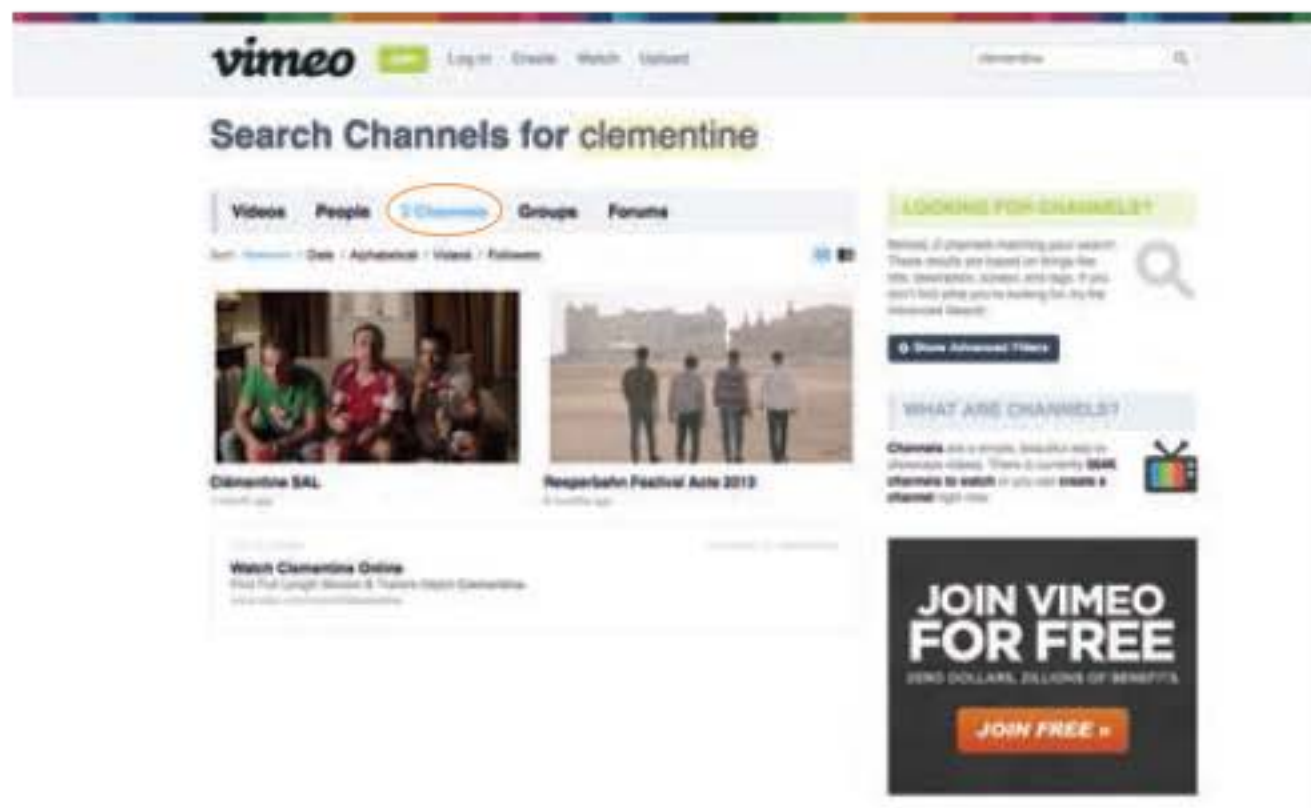


WORK ILLUSTRATIONS

TV Commercials

CLÉMENTINE has created and produced more than 150 TV commercials for an assortment of local and regional accounts. We invite you to view a selection of our best work on our **vimeo** account "ClémentineSAL".





Clémentine SAL's Videos

79 Videos

0 Appearances

79 Total

Sort: [Date](#) / [Alphabetical](#) / [Play](#) / [Like](#) / [Comments](#) / [Duration](#)Ministry of Energy and Water - NEEREA
2 months agoMinistry of Energy and Water - Net Meter
2 months agoMinistry of Energy and Water - Solar Heater
2 months agoMinistry of Telecommunication - Missed Call
2 months agoMinistry of Telecommunication - Be the min...
2 months agoMinistry of Telecommunication - Auction
2 months agoMinistry of Telecommunication - Auction
2 months agoMandate
2 months agoMinistry of Energy & Water - LEBANGFOR...
2 months agoMinistry of Energy and Water - Akhwat Sha...
2 months agoministry of Energy and Water - Eco light
2 months agoLebanese Army - INDEPENDANCE
2 months ago

BROWSE VIDEOS

Here are all of the videos that Clémentine SAL has uploaded to Vimeo. Appearances are videos that Clémentine SAL has been involved in by others.



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More stuff from Clémentine SAL

79 Videos

1 Channel

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If you have questions about what's on this page, look here first: [Help](#) / [FAQ](#)

Keyboard Shortcuts

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[Keyboard](#)[Shortcuts](#)
[Keyboard](#)

by Clémentine SAL's Videos



Ministry of Energy and Water - MEEREA
2 months ago



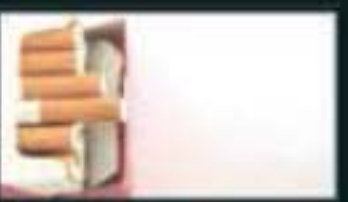
Ministry of Energy and Water - Net Meter
2 months ago



Ministry of Telecommunication - Loading R...
2 months ago



NASA Awareness
2 months ago



Telecom Free Initiative
2 months ago



Cinema - Play Forward
2 months ago



Jazeera - 3rd stage
2 months ago



Jazeera - Baraka
2 months ago



Shammas - Curtain Glass
2 months ago



Ministry of Energy and Water - Solar Heater
2 months ago



Ministry of Telecommunication - Missed Call
2 months ago



Ministry of Tourism - Airplane
2 months ago



Field des Cedres
2 months ago



Cinema - Play Business
2 months ago



Cable Vision - Odeonline
2 months ago



Simit & Gum - Showroom
2 months ago



Simit & Gum - Teeshirt
2 months ago



Robot Tights - shatterhouse
2 months ago



Ministry of Telecommunication - Be the win...
2 months ago



Ministry of Telecommunication - Auction
2 months ago



Field des Cedres
2 months ago



Baraka to Baraka - Koun neighbor is star
2 months ago



Joelle Marie Mouchet - Chiffon tree
2 months ago



Joelle Marie Mouchet - Dine
2 months ago



Gerry
2 months ago



Inshape 2011 M4
2 months ago



Robot Tights - 30 years
2 months ago



Ministry of Telecommunication - Auction
2 months ago



Moudaba
2 months ago



Baraka to Baraka - Koun neighbor is star
2 months ago



Al Midan - Chikayat Ballet
2 months ago



Joelle Marie Mouchet - Most info, more story
2 months ago



Joelle Marie Mouchet - Roulema-le
2 months ago



PC DEAL NET TOSHIBA 07.07.09
2 months ago



Alays
2 months ago



Shammas - Mosquito
2 months ago



Ministry of Energy & Water - LEBANOFFON
2 months ago



Ministry of Energy and Water - Ashraf Sh...
2 months ago



Al Midan - Christmas by the lake
2 months ago



FAYOUIZ - Ma last Mule
2 months ago



Joelle Marie Mouchet - Roulema-le
2 months ago



Joelle Marie Mouchet - Roulema-le
2 months ago



Rakha
2 months ago



Home City - Bekhe
2 months ago



Soleil Tights - Opening
2 months ago



Ministry of Energy and Water - Eco light
2 months ago



Lebanese Army - REPERANCE
2 months ago



Habit Foundation - Christmas photo box
2 months ago



Municipality of Joudah
2 months ago



Joelle Marie Mouchet - Roulema-le
2 months ago



Jazeera - Qui va à la chasse s'amuse...
2 months ago



Home City - 50%
2 months ago



Home City - 50%
2 months ago



Robot Tights - Tota w esjehdeh
2 months ago



Ministry of Energy & Water - Renewable
2 months ago



Ministry of Energy & Water - Water
2 months ago



OCARD
2 months ago



Sant al Maali - Let's go visit
2 months ago



Jazeera - Unlun
2 months ago



Jazeera - Back to fun
2 months ago



Home City - 50%
2 months ago



Home City - 50%
2 months ago



Ministry of Energy & Water - Fuel
2 months ago



Ministry of Energy & Water - Did you know
2 months ago



Institut Moderne - moderne depuis 50 ans...
2 months ago



DUNDA KODE - Pampers
2 months ago



Jazeera - A vie mampers
2 months ago



Jazeera - Cerve handling
2 months ago



Home City - Silenish ghayre
2 months ago



Home City - Silenish ghayre
2 months ago



Ministry of Tourism - Sofia Labanon
2 months ago



Ministry of Telecommunication - Loading S...
2 months ago



KAFK - Odeonline
2 months ago



KAFK - Landing
2 months ago



Jazeera - Shot by Beirut
2 months ago



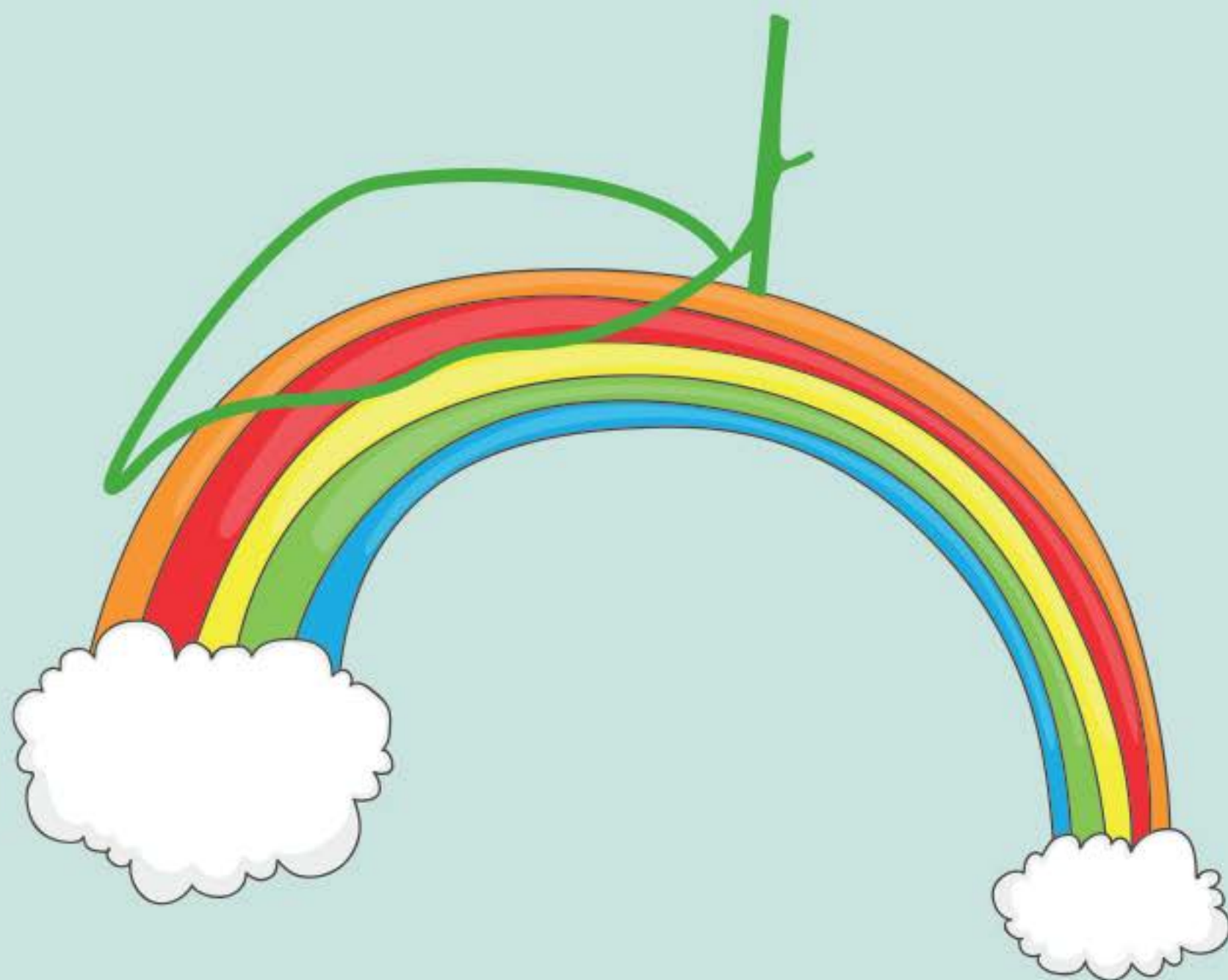
Jazeera - Selo Jazeera
2 months ago



Home City - Silenish ghayre
2 months ago



Shammas - Vos pip
2 months ago



Print

CLÉMENTINE has created more than 500 print visuals related to various fields and topics. Following is a selection of our work.

PUBLIC INTEREST




المغاوير بالميدان
 تنظم بلدية زغرتا - إهدن
 تحت إشراف رئيس البلدية السابق المهندس توفيق البير معوض
تمرين سير 12 كلم
 من الميدان إلى الصليب في جبل مار سركيس
 الأحد 28 أيلول 2014 | الساعة 8:00 صباحاً
 للاستعلام: 06 560 190



برعاية العماد جان قهوجي قائد الجيش
قلبك مغوار؟ لاقينا!
 من ثكنة اللقلق لثكنة الأرز | الأحد 10 آب 2014
 للاشتراك: 01 87 44 93
 learmy.gov.lb | rangers@army.gov.lb
 Rangers Events



برعاية العماد جان قهوجي قائد الجيش
ينظم فوج المغاوير سباق
إغارة الأرز
 من أرز تنورين إلى أرز بشري
 في ١٤ آذار ٢٠١٤
 للاشتراك: 01 87 44 93
 www.learmy.gov.lb




نحن سهرانين




DANS LA PEAU D'UN COMMANDO
 SOUS LE HAUT PATRONAGE DU GÉNÉRAL JEAN KAWAJI
 COMMANDANT EN CHEF DE L'ARMÉE LIBANAISE
 PARTICIPEZ À LA COURSE DES COMMANDOS
 de la caserne de Lakkouk à la caserne des Cèdres
 le dimanche 18 août 2013
 Inscriptions au: 01 87 44 93
 learmy.gov.lb | rangers@army.gov.lb



برعاية العماد جان قهوجي قائد الجيش
كون مغوار لنهار
 شارك في سباق إغارة الأرز
 من أرز تنورين إلى أرز بشري | الأحد 9 آذار 2014
 للاشتراك: 01 87 44 93
 learmy.gov.lb | rangers@army.gov.lb





وفرنا لك القرض لتوفر بالطاقة!

قرض بصفر % فائدة وبدون دفعة أولى*



الجمهورية اللبنانية
وزارة الطاقة
والمياه



01 569 101

* قروض من المصارف الخاصة مدعومة من مصرف لبنان NEEREA

بالتوفير انشالله!

سخان مقسّم ع 5 سنين ب صفر % فائدة

تقسيم 25,000 ل.ل. شهرياً

توفير 39,000 ل.ل. شهرياً



الجمهورية اللبنانية
وزارة الطاقة
والمياه



L.C.E.C

01 / 569 101



بالتصفير انشالله!

صفر فاتورتك

مع عداد الـ NET METERING

من خلال استعمال الطاقة المتجددة



الجمهورية اللبنانية
وزارة الطاقة
والمياه

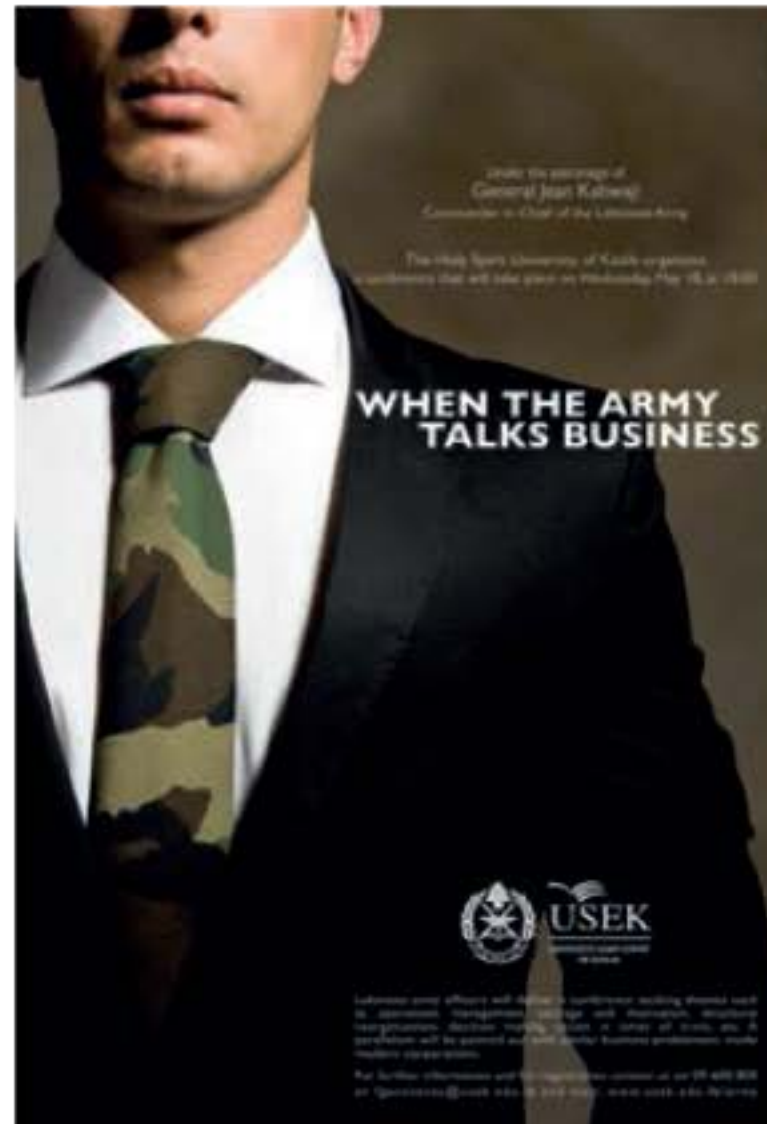


L.C.E.C

01 / 569 101



PROFESSIONAL SERVICES





FINANCIAL SERVICES



**WITH US, THE ODDS ARE
IN YOUR FAVOR.**

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bogofinance.com

BOGO FINANCE
YOUR CAPITAL KEY



**KSYS
CAPITAL**

كتر مليار مليون
الف خيرك

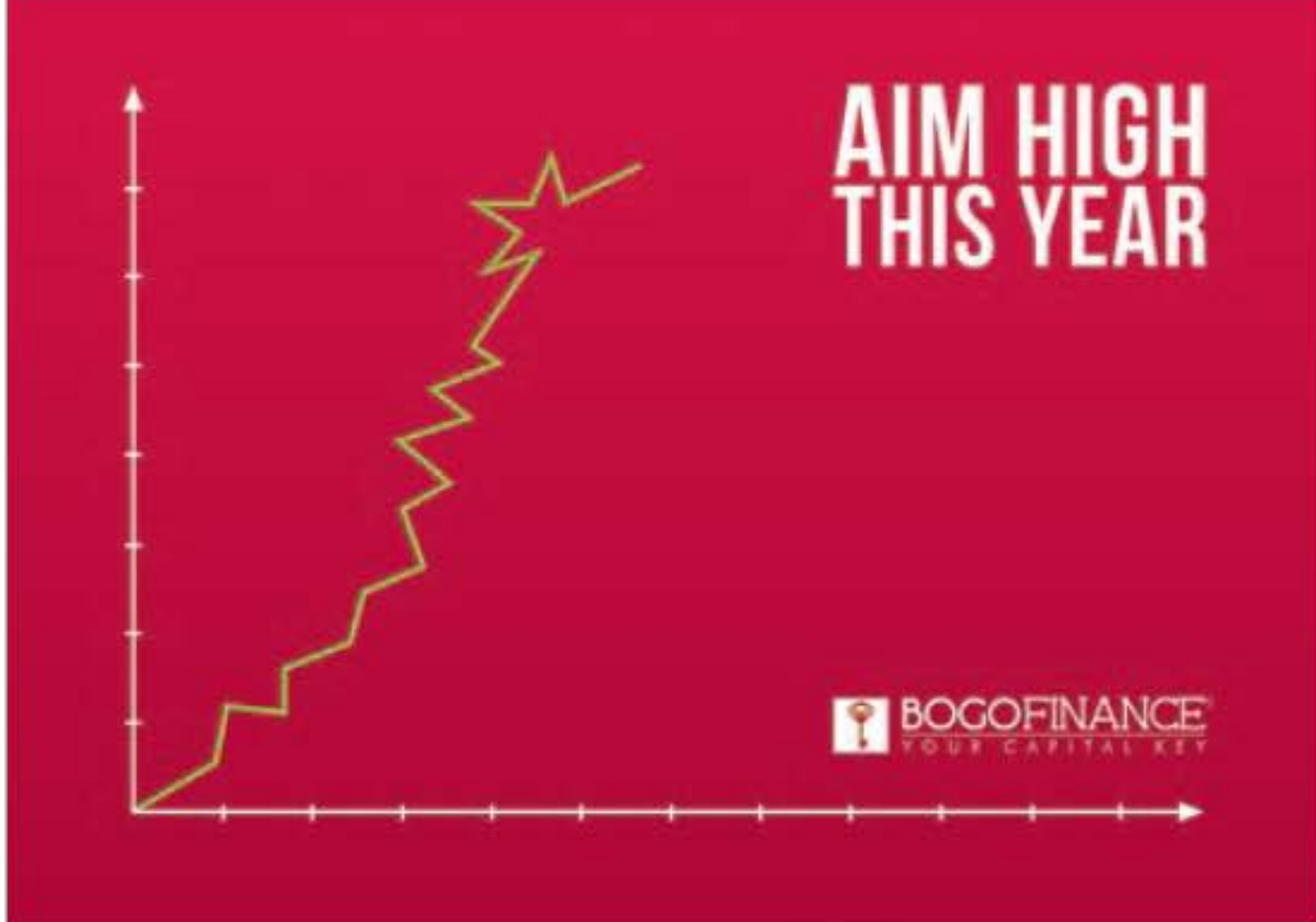
شركة مالية رائدة في مجال التداول
والاستثمارات وإدارة المحافظ
aksyscapital.com 01 217 888



**KSYS
CAPITAL**

كتر مليار مليون
الف خيرك

شركة مالية رائدة في مجال التداول
والاستثمارات وإدارة المحافظ
aksyscapital.com 01 217 888

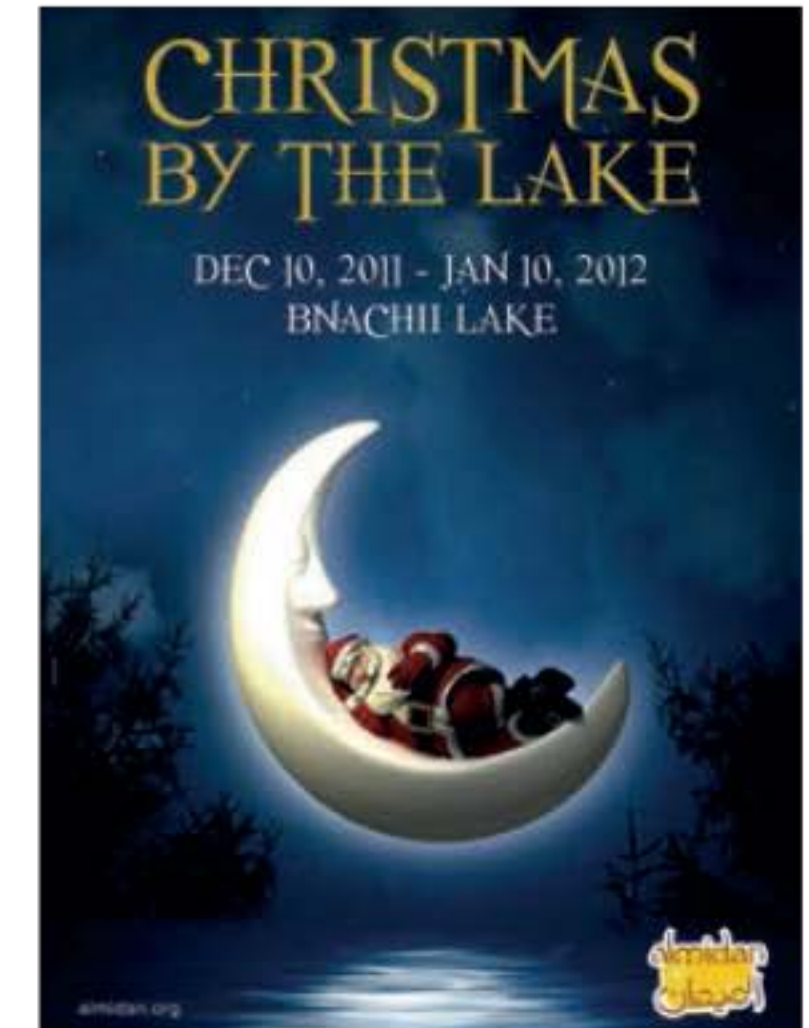


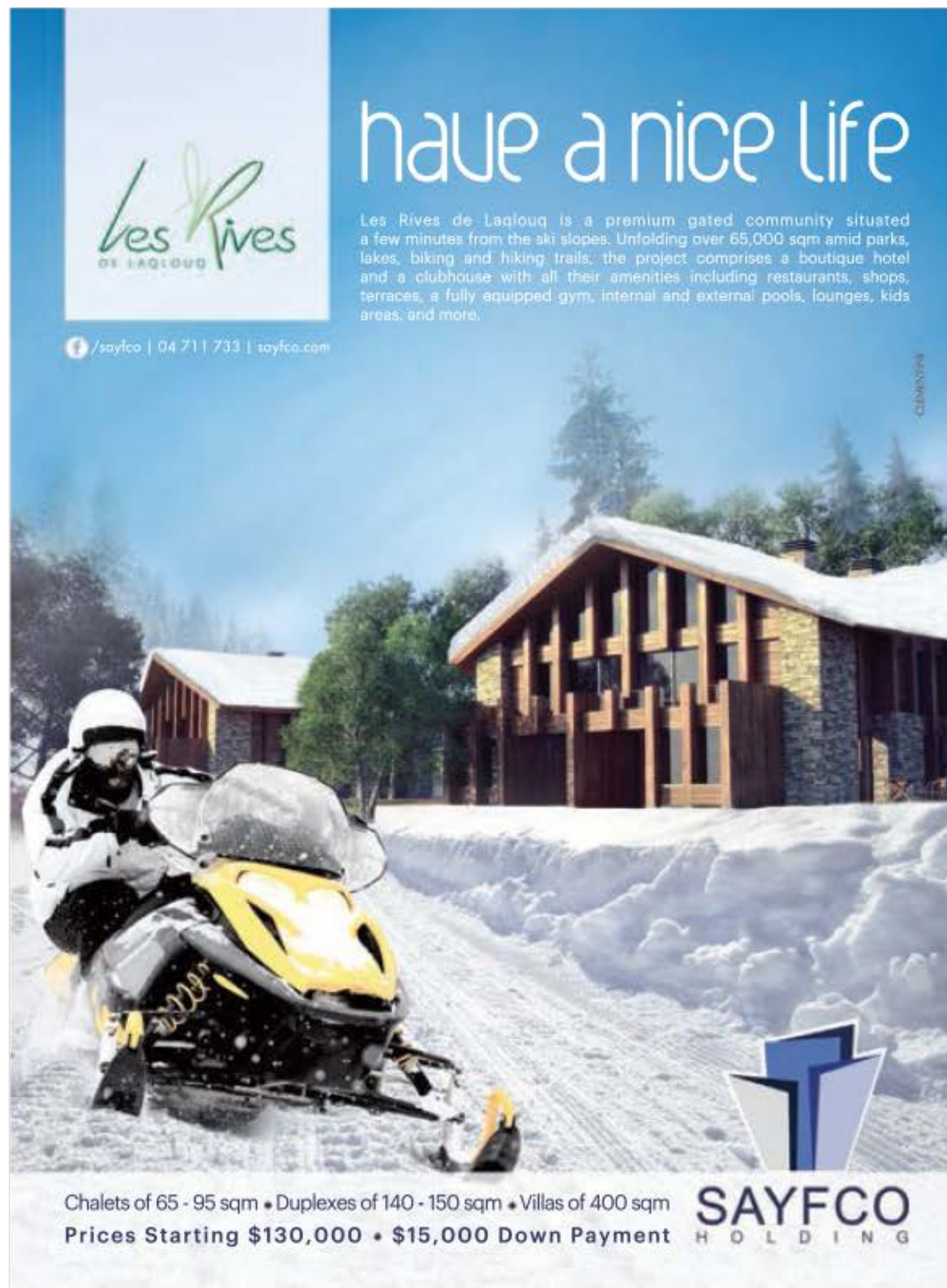
**AIM HIGH
THIS YEAR**

BOGO FINANCE
YOUR CAPITAL KEY



RECREATION & LEISURE





Les Rives
DE LAGHOUD

have a nice life

Les Rives de Laghouat is a premium gated community situated a few minutes from the ski slopes. Unfolding over 65,000 sqm amid parks, lakes, biking and hiking trails, the project comprises a boutique hotel and a clubhouse with all their amenities including restaurants, shops, terraces, a fully equipped gym, internal and external pools, lounges, kids areas, and more.

/sayfco | 04 71 1 733 | sayfco.com

CHALET

Chalets of 65 - 95 sqm • Duplexes of 140 - 150 sqm • Villas of 400 sqm
Prices Starting \$130,000 • \$15,000 Down Payment

SAYFCO
HOLDING



Les Rives
DE LAGHOUD

have a nice life

Les Rives de Laghouat is a premium gated community situated a few minutes from the ski slopes. Unfolding over 65,000 sqm amid parks, lakes, biking and hiking trails, the project comprises a boutique hotel and a clubhouse with all their amenities including restaurants, shops, terraces, a fully equipped gym, internal and external pools, lounges, kids areas, and more.

Chalets of 65 - 95 sqm • Duplexes of 140 - 150 sqm • Villas of 400 sqm
Prices Starting \$130,000 • \$15,000 Down Payment

SAYFCO
HOLDING



Les Rives
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SAYFCO
HOLDING



Les Rives
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Prices Starting \$130,000 • \$15,000 Down Payment

SAYFCO
HOLDING

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SAINT-GOBAIN

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PRODUCTS
& SERVICES

sodamco-weber.com T: +961 9 790 920

BATCO
FINE CONSTRUCTION

Construction of the Outer Express from Umm Al-Qayway Street
Road to Sages Khawassat Road, Sharjah, United Arab Emirates
No. 100, Corniche 9th Floor, Sharjah Highway, Sharjah, UAE
T: +961 4 322 225 R: +961 4 322 629 W: batco-group.com

BATCO
FINE CONSTRUCTION

Design & Construction of Wadi Bridges and Culvert in Al Qum Location: Muscat, Sultanate of Oman
Western Corniche 9th Floor, Sharjah Highway, Sharjah, UAE
T: +961 4 322 225 R: +961 4 322 629 W: batco-group.com

Le Bonheur Ultime

Laglouh
Real Estate

I'm here
01 973 379

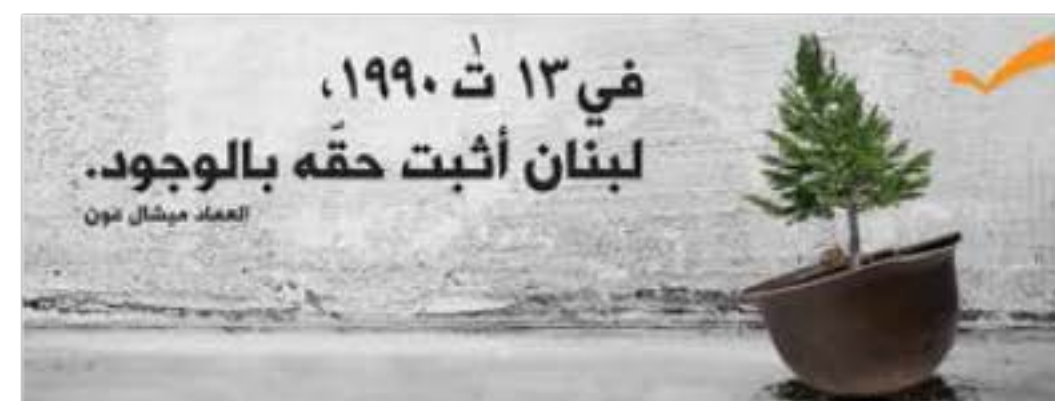
FAQRA 191   **MAKS**











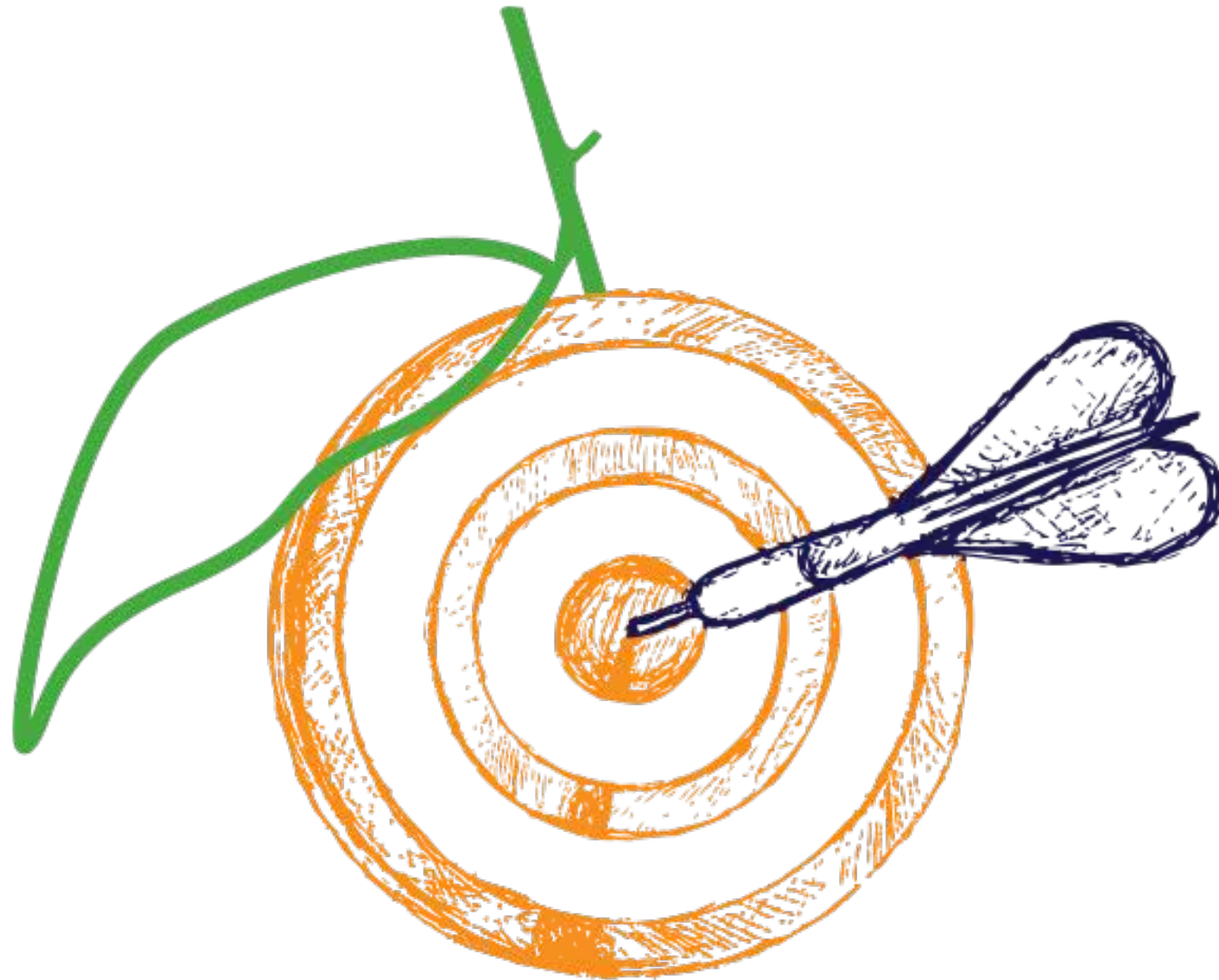
AGENCY SELF-PROMOTION





CLÉMENTINE OFFICES





10 REASONS TO DO BUSINESS WITH US

- A proven highly successful delivery.
- A highly professional, creative, dynamic, and performing team.
- A solid professional track in the fields of communication and advertising.
- A unique know-how of different fields and their specific communications methods.
- A one-stop-shop in which ideas are conceived, produced, booked, and aired.
- A unique sense of creating beautiful communications that push people to react, dream, laugh, and love.
- A firm audacity to deliver daring concepts and air them.
- A very ethical business approach.
- A very considerate client relation approach.
- A high sense of excellence in each and every product the agency delivers.



Contact Us

☎ T/F 00 961 4 930 110 - 00 961 4 930 114 | M 00 961 71 20 20 82

✉ info@clementine-lb.com 🌐 clementine-lb.com 📌 📺 🐦 🌐 📧 /clementinesal