



Haifa

SOCIAL MEDIA CAMPAIGN BY
STATEMENT PR

About Haifa Wehbe

From top model, to super recording artist. Haifa Wehbe launched her singing career a decade ago to expand on a personal hobby that would later sky rocket into making her one of the top, if not the top, female performers in the arab music industry and garnering her an ever-growing fan base of millions ranging from teenagers to kids, girls, guys, women and men alike.

Her debut single “Agoul ahwak” from the album “Howa El Zaman” shook and reset industry standards at its time of release causing a lot of controversy that was over-shadowed by undeniable success, and still remains a fan favorite and a Haifa classic. Another single “Ma Sar” became a huge hit with clubbers on an international level, even being featured on a Ministry Of Sound compilation album.

In 2005, Haifa released her sophomore album “Baddi Eesh”; a record bulging with hits including the ever-so-popular “Ana Haifa”, “Hayat Albi” and the hugely successful “Ragab”, a track that became the hit of that summer.

Haifa empowered this release with constant promotion, including a 3 month stint on the top-rated LBC reality program “Al Wadi” where she became the first artist in history to release a new single every single week.

With a career envied by many and a fan base to be reckoned with, Haifa knew her next step had to be very well thought and certain to top any success she had already garnered with previous efforts. Disappoint she did not, as her musical career was taking off, Haifa was rapidly becoming perceived as not only a great performer, but also a fashion icon who’s style is admired as well as replicated by many.

To launch her third album “Habibi Ana”, Haifa enlisted the late lebanese director Yehya Saade to direct what has now become one of the best and most modern arabic music videos in history “Mosh Adra Astanna”; a music video that played on all of Haifa’s unique qualities and evolving sound whilst brushing on her growing fashion icon status.

After recognized musical success, Haifa embarked on a challenging career move, starring in the critically-acclaimed movie “Dokkan Shehata” by Egyptian director Khaled Yousef proving that she is indeed a triple threat who can sing, perform and act.

Haifa MJK is the long-awaited 4th studio release from International Diva Haifa Wehbe. Following three hit albums, MJK had a lot to live up to. Upon release, the album has not only delivered and exceeded expectations but is on its way to rapidly become Haifa’s best-selling album to date.

After four years in the making, MJK was finally set for release. Generating a strategically planned media frenzy months prior to its release date, the album was introduced to the public following a massive and first-of-its-kind digital marketing and social media campaign capitalizing on Haifa’s huge social media presence and influence. Wowing both audiences and critics across the region and abroad, the campaign garnered phenomenal success birthing countless social interactions and resulting in a #1 album spot on the official iTunes Top 200 World Music Charts.

The perfect soundtrack to the summer, MJK boasts fun freshness through its candy pop hits, its flamboyant modern pop sleeve all the way to Haifa’s effortless, laid-back attitude and exquisite exotic beauty, which made MJK take on a life of its own.

About Statement PR

Statement PR is a leading public relations & entertainment boutique firm that specializes in creation, development & execution of media campaigns, brand development, celebrity & fashion representation/management, celebrity/brand alliances, and events PR.

Our mission is bringing extraordinary recognition to our exclusively selected yet diverse list of clients by integrating PR strategies that are carefully customized and directed into bringing international appeal & mass awareness to our client's vision as a result of the company's global acknowledgment of today's ever changing progressive culture.

Under the direction & vision of PR powerhouse Moustafa "Mojoe" Kayed cross culturing a cosmopolitan success to campaigns between the Middle East/North Africa, Europe, & U.S for a broad spectrum clientele of local/international brands & celebrities, Statement PR is truly the leader in producing unparalleled success in establishing global brand recognition & birthing a hype that evolves with today's rapidly changing media/pop culture.

About Moustafa "Mojoe" Kayed

In the Middle East/North Africa region where the entertainment industry usually requires following a "slightly" different approach to meet with the foreign pop culture, one man was able to dictate a cosmopolitan strategy in handling entertainment PR, branding, and media marketing in a most noted international standard appeal. With 10 years of notable media achievements, the name Moustafa "Mojoe" Kayed has been a synonym to the craft of artists' development/management, image branding, media marketing and events productions in a highly acclaimed international standard.

He began his career in entertainment 10 years ago in the UK while finishing his BA from Cambridge University majoring in mass communication and specializing in TV & Radio productions. His career is highlighted by major accomplishments such as being the editor-in-chief for prestigious magazines such as DG, then producing and artistically managing hit shows for leading TV channels such as MBC, Rotana and the London based music television "Smash TV", acting as executive producer & creative consultant for the music album of the international pop diva "Haifa Wehbe" and others A list performers.

Recently, his PR experiences and strong celebrity network in the region & Hollywood led him to work on the grand opening of Atlantis The Palm Resort in Dubai. He also finished executive producing the show "Style & Stars" for MBC network, a celebrity lifestyle & fashion show covering the "in" fashion of celebrities from London, Paris, LA, Dubai, Cairo & Beirut, and was also one of the main producers to the phenomenal reality TV hit "My BFF" starring world celebrity/heiress Paris Hilton. Currently, he founded Statement PR, the leading celebrity/brand public relations boutique firm, which marks the beginning of a new chapter in his extraordinary career as an international PR force pushing boundaries and cross bridging cosmopolitan collaborations between regions with his distinctive signature approach & success.



Me Search [Q] [Settings] [Compose]

Haifa Wehbe ✓
 @HaifaWehbe **FOLLOWS YOU**
 MJK. #HAIFAWEHBE
 Worldwide · haifawehbe.com

13,386 TWEETS 21 FOLLOWING 1,147,081 FOLLOWERS **Following**

Followed by KingB and DollhouseProductions.

Tweets All / No replies

Haifa Wehbe @HaifaWehbe 9 Sep
 #HaifasInstagram instagram.com/HaifaWehbe #follow
 Expand Reply Retweet Favorite More

Haifa Wehbe @HaifaWehbe 9 Sep
 Shop till you drop ;) RT @fatma_jq: @HaifaWehbe shopping in

f **Haifa Wehbe**

Music V **Social Media Campaign**

Haifa Wehbe Following three hit albums, MJK is...

Haifa Wehbe

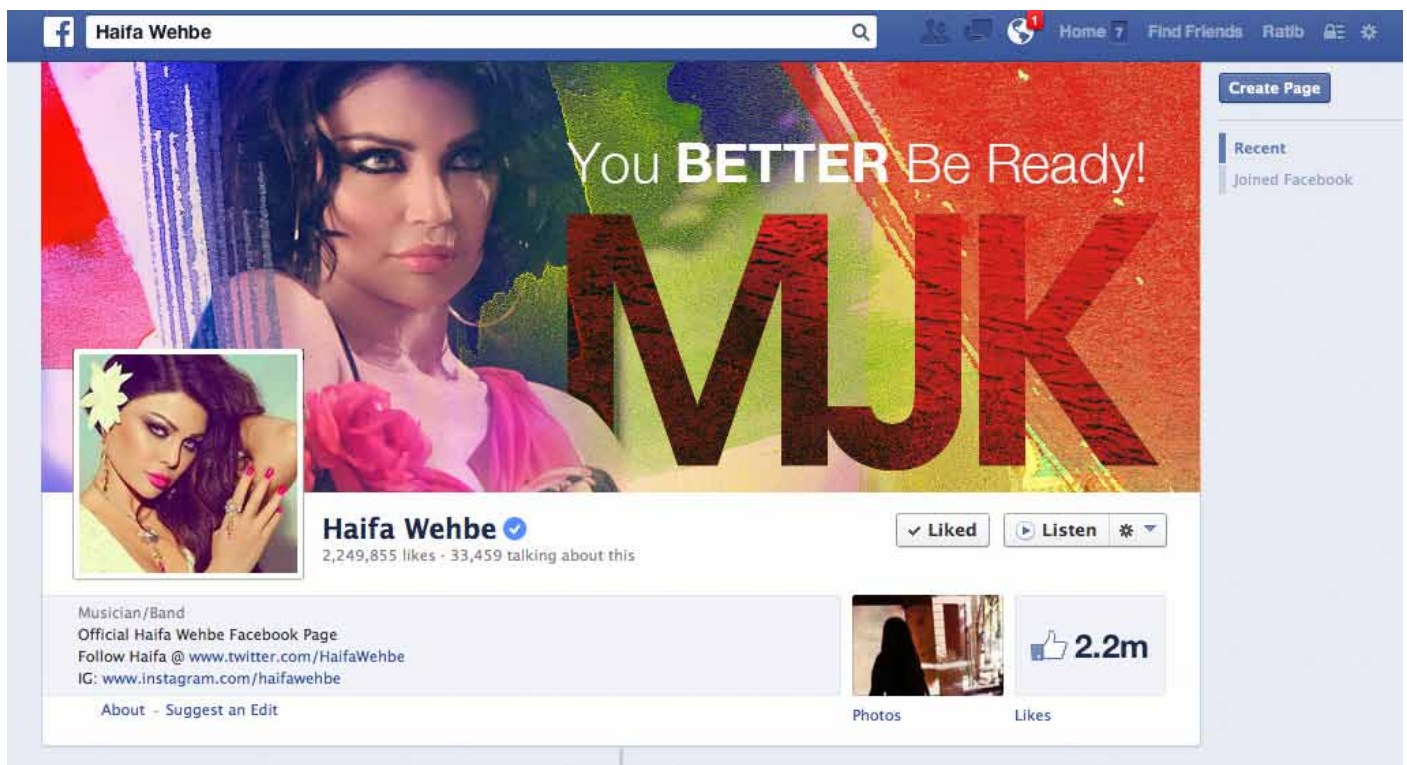
Facebook

During the weeks leading up to the album's release, a soft promotion and introduction of the new album and its visual language was being introduced via Haifa's now-hugely-popular Facebook page.

Every Monday, a new song snippet and a Haifa voice note would be released on her Facebook page along with a brand new cover photo.



Facebook page for Haifa Wehbe. The cover photo features a woman in a green outfit with the text "MJK" in large, stylized letters and "Are you ready?" below it. The page shows 2,249,855 likes and 33,459 people talking about this. The page is categorized as a Musician/Band. Social media links for Twitter and Instagram are provided. A "2.2m" likes badge is visible.



Facebook page for Haifa Wehbe. The cover photo features a woman in a pink outfit with the text "You BETTER Be Ready!" and "MJK" in large, stylized letters. The page shows 2,249,855 likes and 33,459 people talking about this. The page is categorized as a Musician/Band. Social media links for Twitter and Instagram are provided. A "2.2m" likes badge is visible.

Haifa Wehbe

Are you ready?

Haifa Wehbe ✓
2,249,855 likes · 33,459 talking about this

Musician/Band
Official Haifa Wehbe Facebook Page
Follow Haifa @ www.twitter.com/HaifaWehbe
IG: www.instagram.com/haifawehbe

2.2m

Photos Likes

Recent
Joined Facebook

Haifa Wehbe

Are you ready?

Haifa Wehbe ✓
2,249,855 likes · 33,459 talking about this

Musician/Band
Official Haifa Wehbe Facebook Page
Follow Haifa @ www.twitter.com/HaifaWehbe
IG: www.instagram.com/haifawehbe

2.2m

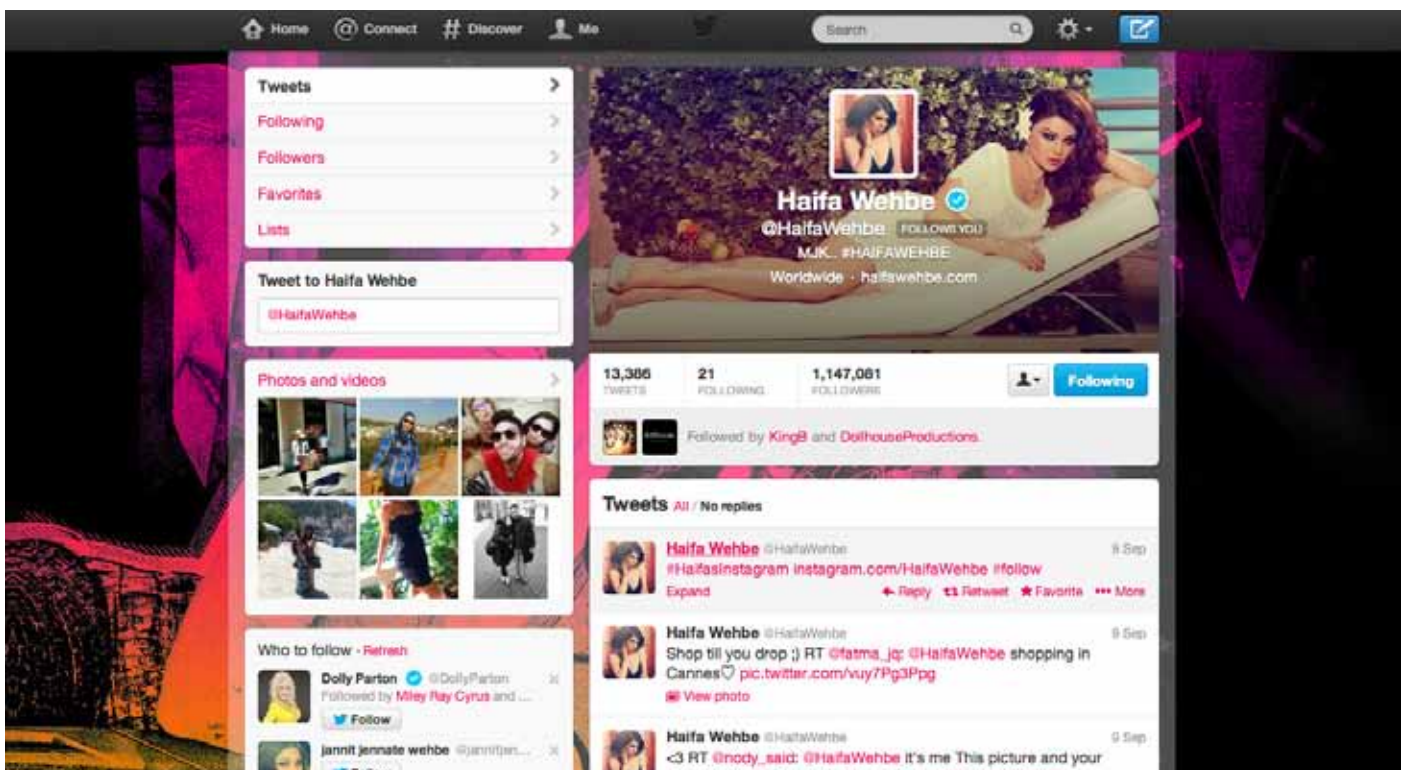
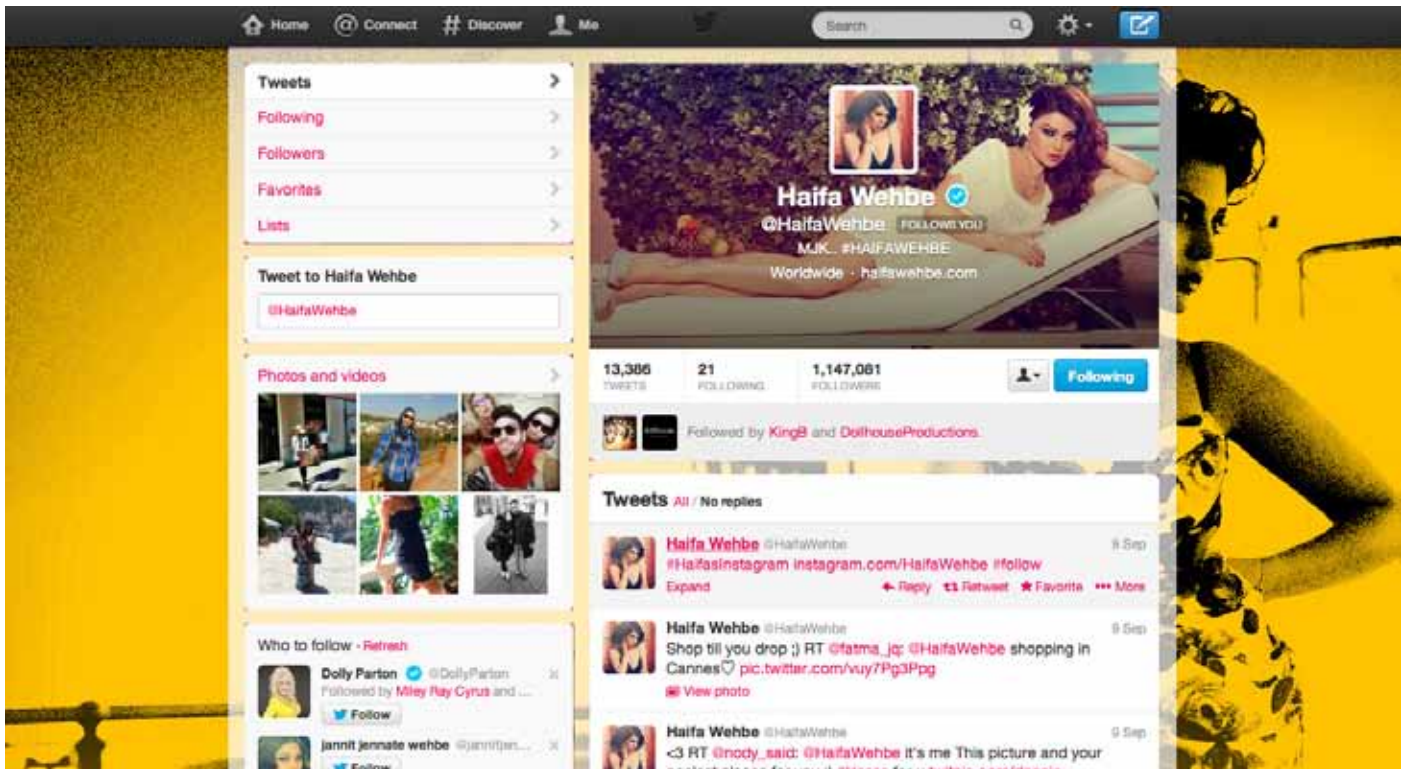
Photos Likes

Recent
Joined Facebook

Twitter

Hailed by many as starting the enormous boom in Arab Celebrity Twitter account trend, it only made sense to take as much advantage of Haifa's Twitter account as possible to promote the album.

Along with the Facebook campaign, Haifa's Twitter was also getting new skins and exclusive sneak peaks posted on it.



HAIFA MJK: The Official Website

Always one to break the mold and set industry standards, Haifa's MJK album was the first arab/MENA release to be accompanied with its very own official website.

A treat for the fans, the website included exclusive Haifa images, artwork, downloads and announcements to accompany the release.

HAIFA MJK.COM
VERSION 1.0 | SOFT LAUNCHING

Haifa MJK

The #1 Album out now on CD and Digital Download
[Download Digital Booklet](#)
Download on iTunes

Music Video Premiere
Bokra Btarjeh
[Play Video](#)

About Haifa MJK
Haifa MJK is the long-awaited 4th studio release from International Diva Haifa Wehbe. Following three hit albums, MJK had a lot to live up to.

#WMAForHAIFA
The voting has started for Haifa to win this year WORLD MUSIC AWARDS! The judge is YOU. The fans. People's choice.

To vote, please follow these simple rules:

- 1 - You need to LIKE the WMA page <http://www.facebook.com/officialWMA> before you post your vote. It is a MUST to be a member in the page or else your vote will not be counted.
- 2 - Each member is only allowed to vote only ONCE with ONE post. Multiple votes will NOT be counted.
- 3 - Post your vote on the WMA wall and write #WMAForHAIFA and post the official link to Haifa's latest smash hit video "Bokra Btarjeh" [this link: <http://www.youtube.com/watch?v=C-ndy1FABE>]. ONLY ONCE.
- 4 - Please do NOT reply to the WMA wall posts and post Haifa's videos in commenting under it. It will not be counted. Every fan is allowed to create a wall post with the vote as mentioned and one original post only.

You will also have the chance to WIN a trip to attend the WMA if Haifa wins! Let's make it happen!! #VOTEWMA4HAIFA
<http://www.facebook.com/officialWMA>

Pictures
For more pictures, check out Haifa's official Instagram @haifaMJK now!

Downloads & Goodies
Exclusive MJK downloads! Decorate your desktop with MJK wallpapers and make your forum posts more memorable with Haifa signatures. Click on a wallpaper to enlarge or on a signature to animate.

ر : هكذا احتفلت هيفاء وهبي بال Halloween، و



Her fan-base is actually more intense and dedicated than any Ba members, K*untz etc. collectively. Since she joined **Twitter** and **Facebook** about six months ago, her awareness globally has been unparalleled (for example 43% of album pre-orders have been global outside of the M.E.). Haifa has even collaborated with Snoop Dogg on a track set to drop later this year and is working with RedOne on a cross-over track. The video shot in Italy (which is very Sophia Loren-esque) for her single Bokra Bfarjik directed by Giangi Magnoni is officially on 10 May.

Check out some exclusive images of Haifa by Sharbel BouMansour in the video shoot including a shot of Haifa with her statement and Dolce & Gabbana black dress.

: 2012-11-01 - Music

ة عيد البربارة أو ال Halloween كما هو متعارف عليه في متببعيها على موقع التواصل الإجتماعي تويتر بنشر بلونى البرتقالي والأسود متمنية لجمهورها Halloween أو هدية صغيرة؟ هذه بطاقتي لمناسبة ال veen

HaifaWehbe
ly Halloween card is here and I love it @ratibana
n everyone ^_^ twitpic.com/b96our



Press Coverage

هيفاء وهبي أول فنانة تطلق موقع رسمي لالتيومها

نشر في 2012 - 2012 June نشر كاترينة حروف

كما عودنا يوماً العناية هيفاء وهبي صاحبة الأفكار الجديدة والأولى في العالم العربي، أطلقت موقعها الرسمي ولكن لا بأس من أن نذكر أن هيفاء وهبي ليست الوحيدة من الفنانين العرب والمشرق الذين انخرطوا في هذا اليوم الجديد.

أخبار

آخر الأخبار

محتوى



الموقع العربي - الموقع الرياضي - Multimedie - Official Facebook Page - advertise with us

أخبار الصور - مشاهير - ضمن خبرتي - سيرة - مقالات - صلاحيات - وثائق - رأي دبي - لاد من المركز

هيفا وهبي.. حيلة في "ملكة جمال الكون"

حيلة ميرة وحللة هكذا يمكن وصف هيفا وهبي في صورة ألبومها الجديد MJK.

في صيفه وسنتر ألبوم بلاغث الفرق في الاطلاقه الجديدة لهذا بدأ من المايكج كي الشعر في الطرة وفلور...
 مرة جديدة نمت هيفا وهبي ان جوتسها لم تأن من عند هوي عرف اليد وهي لعب الأظفار لها تكون حيث الساعه وسط الأظفار.
 فمنه أظنت أن ألبومها سيحمل عنوان ملكة جمال الكون حتى لوها أن ألبوم سيحمل تمبرا



Find us on Facebook

Zasmyan.com
Like

12,008 people like Zasmyan.com

Facebook share popup

الأكثر تعبيراً
الأكثر قراءة

ماديس الراسي نقل الى العالمية وحللت لناد
 بياضه ...
 مانتها ماجدة الرودي تصعب في رها
 ماركس: ماذا فعل ملكة جمال لبنان 2013
 كثر في عروفي ...
 والجمهور يقعون لعارهم لشخص لأعنه بولا
 وألها
 مودلة ولد ضمن الأثبة الشابة بوبك كرم

الالكترونية الفنية

الصفحة الرئيسية - النشره السياسية - النشره الرياضية - النشره الاقتصادية - الصور الفيديو الصوت من نحن - اتصل بنا

الانيس 07 أيار 2013 تم تحديثه 10:34

هيفا وهبي ملكة جمال الكون .. على غلاف ألبومها

نشرت الصفحة هيفا وهبي عبر صفحتها الشخصية على موقع التواصل الاجتماعي تويتر، صورة الغلاف لألبومها الجديد "ملكة جمال الكون".

وفي كل مرة نلاحظنا هيفا بطله جميلة ومعمرة وكاملة الأثوبه كما عودنا.

ذكر ان هيفا أصدرت كتاب "مكرا بمرحلتك" يوم 3 أيار وهو كتاب رائع من ناحية الغصه وطله هيفا وبهيرها الطلث بالها، كما ان ألبوم النسخه هيفا وهبي الجديد MJK حقق نجاحاً غير عادي عبر مختلف منصات التواصل الاجتماعي، حتى قبل إصداره في الأسواق، خصوصاً عبر منصة ITUNES التي احتل فيها العرته 19 من بين 200 ألبوماً عالمياً.

وتجدر الإشارة إلى أن غلافه هو موجه إصدار الألبوم بشكل رسمي.




إختار هيربطه

- حسن الرباد: هيفا وهبي فانه متواصه جداً
- هيفا من بخره هفا التي نعمة بومه
- صور من لركه والد بولوك كرم
- صورة هيفا وهبي بلباس كمر إلى جانب تحدي كرم في أداء والنها
- فارس كرم: "كلو سيات على كلو" ولا يوجد إلا هيفا وهبي وأحبه
- هيفا وهبي متمسكه جداً .. وهذا هو السبب!
- أوجه هيفا وهبي بمسئلتها الأسر بملف أناس مسموم بالصور
- مادة عبد الرزاق: على مائدة عشاء هيفا وهبي
- هيفا وهبي تسجده بملابسها العسير
- حسن الرباد: "هيفا وهبي فانه مثيره جداً ومتواصه جداً"

الإلكترونية الاقتصادية
LNASHRA FINANCE
الأخبار الاقتصادية
لحظة بلحظة

LNASHRA
الالكترونية اللبنانية

- أخبار خريطة**
- حسن الرزاد: هيبا وهي قبله متواضعة جدا
 - هيبا من نجمة حواء التي نجمة تومر
 - صور من تراك والد نجوم كرم
 - صورة هيبا وهي تارتس كبراً إلى جانب نجاد كرم في عراق والشفا
 - فارس كرم: "كلو نيكات على كلو... ولا يوجد إلا هيبا وهي واحدة"
 - هيبا وهي متحمسة جداً - وهذا هو السبب!
 - أوتة هيبا وهي بمنسبتها الأمير جلف أناس مسمواً بالصور
 - عائدة عبد الرزاق على مائدة عشاء هيبا وهي هيبا وهي سعيدة في بلاكبايها المميز
 - حسن الرزاد: "هيبا وهي لانا مخرمة جدا ومتواضعة جدا"


LNASHRA
 الإلكترونيات المتقدمة
 الإلكترونيات الاقتصادية
LNASHRA FINANCE
 الأخبار الاقتصادية
 لحظة بلحظة

اليوم النجمة هيبا وهي يحتفل المئوية الأولى على الـ "iTUNES"



بعد أقل من 24 ساعة على إصدار اليوم النجمة هيبا وهي رسمياً في الأسواق العربية، احتل الحزبة الأولى على سبحة الـ "iTUNES" متفصلاً بذلك 200 ألبوم عالمي لأهم نجوم العالم.

وفي التفاصيل احتلت هيبا المراتب العشر الأولى في أكثر من بلد كما جاء في لائحة الألبومات المصنر الأفضل في العالم، فقد احتل ألبوم "HOK" لهنيا الحزبة الرابعة في الولايات المتحدة، الخامسة في إسرائيل، والأولى في كندا.

يذكر أن اليوم النجمة هيبا صدر اليوم عن شركة روتانا ويضم 24 أغنية تعاونت فيها هيبا مع أهم الملحنين والمغنيين، وهي: لارا ألسان - ما تلوطني، ملكة جمال الكويت، باينة، بلا ما ساء، سمسمي، نوب من سبحة، عارف، نيب فلك حجاب، كته، بكرة بعرحك، كته حفلات أبة، يلوثة أبة يا عو، داي سوف بعنت حبه، جواهري قلوب.

Vol. 1	Vol. 2	Vol. 3
1. Vol. 1 Hiba & Ghaleb	1. Vol. 2 Hiba & Ghaleb	1. Vol. 3 Hiba & Ghaleb
2. Rodrigo y Gabriela Rodrigo y Gabriela	2. Rodrigo y Gabriela Rodrigo y Gabriela	2. Rodrigo y Gabriela Rodrigo y Gabriela
3. Vol. 2 David Greco	3. Vol. 2 David Greco	3. Vol. 2 David Greco
4. MK Moby	4. MK Moby	4. MK Moby
5. 11.11 Rodrigo y Gabriela	5. 11.11 Rodrigo y Gabriela	5. 11.11 Rodrigo y Gabriela

Celebrities

Haifa Wehbe goes online, stomps the competition

May 06, 2012 01:34 AM
By Juana Salham
The Daily Star



Haifa has nearly twice the number of followers as the most popular Lebanese politician, "The Daily Star".

BEIRUT: While Lebanese politicians have recently taken their battles for influence online with Twitter, they still languish in the shadow of one celebrity's very high heels.

JUSTIN SALHAM

Politicians come into Twitter to try to bridge gap with voters.

Few MPs could help identify suspects in assassination attempt.

Cathedral explodes late night in Lebanon; extent in question.

Third of Lebanese want less based on Quran values.

EDL, combat workers block roads.

SPECIAL

SYRIAN CRISIS
Full coverage & analysis

MOST POPULAR

VIEWED SEARCHED E-MAILED

1. ACR maintains rank as others in region fall
2. Embassies in Lebanon on high alert
3. Syrian concession raises hopes of last-gasp deal
4. Jordan MP shoots at fellow lawmaker: report
5. Film festivals get glimpse of Lebanese design
6. Syria backs chemical weapons plan, bombs Damascus

Photo Albums on Facebook

www.facebook.com
Upload and Share Funny Photos to Facebook. Create a Profile now!

Download Free Software

mszoogen.com/download-software
Download Free PC Manager Software, Easy File Transfer. Download now!



[HOME PAGE](#)
[NEWS](#)
[MULTIMEDIA](#)
[CHARTS](#)
[CALENDAR](#)
[CONTACT US](#)

[الغنية الأصغر](#)

آخر خبر: هيكلا | حطبت هيفاء ورفيق بال Halloween، وما صحة | احتفائها في ال USA



بمناسبة عيد الهالوين أو ال Halloween كما هو معروف عليه في مختلف دول العالم، فأجأت الغنية اللبنانية هيفاء وهبي، منسجها على توج التواضل الإجتماعي، بوضع بطنها صورة لها بردي فيها الحاج وقد صممت حبسها للحناسية بلون البرتقالي والأسود بحسبة لجمهورها ال Happy Halloween وقد طلعت هيفاء على الصورة بشاره قلب فيها: "برحة أو هدية منورقة هذه بخلاني لحناسية ال Halloween... أحسها، هاكون سعيد لكم سعيدة".

2014 11 01 - [Music Nation](#)

Haifa Wehbe (@haifaweb)
 Trick or Treat? My Halloween card is here and I love it! [@rabibani](#))
 #HappyHalloween everyone ~.~ [@tuzex](#) [@corineolour](#)
[New photo](#)

ليست المرة الأولى التي تشر فيها هيفاء هيكلا بطنها بجمهورها من صور، تصاميم، استديوهات صوتية وأشرطة فنيشاز، كما بجمهورها العاشقات الإجتماعية والآباء بطريقة محبة وصدق برونجا حاسما على كل مناسبه لدى محسها.

أخر الإضافات

- ملكي ساميوس غاريا بالمثل في كسها لأمير...
 13 أكتوبر 2014
- شارات القصص التي من The Voice هيكلا ما...
 13 أكتوبر 2014
- عمرو مياك وهبي حاكك شوكات بلمسها حد...
 13 أكتوبر 2014
- جيمار لومر بالكو سموت في دو مرفسها...
 13 أكتوبر 2014
- هيفاء هيكلا نسوي من صور كسها الأسوي...
 13 أكتوبر 2014
- أمير مجموعة القصص العاشقة العاشقة بامام...
 13 أكتوبر 2014

أحدثه الأسوي



[← BACK HOME](#)

ARTWORK: HAIFA WEHBE BY RATIB ANANI FOR MJK

Lebanese pop and fashion icon Haifa Wehbe has just released the artwork for her new album MJK/Malikat Jamal Al Kawm (meaning "Miss Universe" or "The Most Beautiful Woman In The World") which drops on Tuesday 8 May. The artwork was created by graphic artist **Ratib Anani**.

For those of you who are new to Haifa and her work – she is the Middle East's equivalent of Madonna, Nicki, Rihanna, Britney and Katy combined. Her fan-base is actually more intense and dedicated than any Barot, Newy members, K'untz etc. collectively. Since she joined **Twitter** and **Facebook** about six months ago, her awareness globally has become unparalleled (for example 43% of album pre-orders have been global – outside of the M.E.). Haifa has even collaborated with Snoop Dogg for a track set to drop later this year and is working with RedOne on Western cross-over track. The video shot in Italy (which is very Sophia Loren-esque) for her single Bokra Bfarik directed by Gianl Magnoni is out officially on 10 May.

Check out some exclusive images of Haifa by Sharbel BouMensour from the video shoot including a shot of Haifa with her statement and iconic Dolce & Gabbana black dress.



[NIK THAKKAR'S BLOG](#)



THE ART OF PACKING



THE OPEN ROAD WITH LOUIS VUITTON



PREVIEW: SHOOTING CHEZ GAULTIER

[TWEETS](#)