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Middle East

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#264

PRODUCTION HOUSE
GUIDE 2019



kahuna

/kə'hu:nə/

LIVING UP TO THE NAME.



DUBAI LYNX **GOLDEN PALM AWARD**
PRODUCTION HOUSE OF THE YEAR

BIG KAHUNA FILMS



PRODUCTION HOUSE GUIDE 2019



Founded 2008

Headquartered Paris

Ownership Agence France-Presse (AFP)

Number of Staff 45

www.afp-services.com

mena@afp-services.com

+ 961 7 631 0631

SERVICES video production, filming and editing; photo production, shooting, editing; on-demand news coverage, institutional filming; brand storytelling; sports & entertainment events coverage; documentaries

KEY CLIENTS European Commission, European Parliament, Publicis, WPP, Auditoire, Coca-Cola, Dubai Media Office, Orange, Tencent

AFP-Services is a production company serving brands and institutions. We give access to the quality of services, responsiveness, know-how and experience of a major worldwide news agency (AFP). Hundreds of journalists, photographers, video journalists, audiovisual crew and graphic designers bring their expertise to your service across the world.

LEADERSHIP PANEL



Otman Meriche
Managing director



Hortense de Valroger
Deputy managing
director



Fleur Laurent
Sales and marketing
director



Patrick Baz
Regional director
for MENA



Founded 2002

Headquartered Dubai, with satellite offices in Cape Town and London

Head of company Shane Martin, executive producer and founder
boomtown-productions.com
letschat@boomtown-productions.com
+971 4 390 3970

KEY CLIENTS ADNOC, Expo 2020, Emirates, Netflix, VW, Lincoln, Aldar Properties, Abu Dhabi Department of Tourism & Culture, LG, ENOC, Masdar, Sky News Arabia, DTCM

PARTNER AGENCIES All About Brands, Impact BBDO, MEMAC Ogilvy, M&C Saatchi, Face to Face, Perfect Storm, Leo Burnett, GTB, Focus Advertising

In-house production, creative team with gear (RED, Sony, DJI drone) and post production facilities. Ranging from TVC campaigns and high-end content production through to documentaries and snackable content. We have access to a huge database of quality international film directors. Strong ties to production partners regionally and around the world, backed up by being this region's Production Service Network (PSN) partner.

LEADERSHIP PANEL



Shane Martin
Executive producer
and founder



Rory McLoughlin
In-house director



Mannu Singh
Director's producer and
post-production manager



Daniel Kilalea
Senior producer

Why us?

We make films. Not videos. We're all about quality.

Understanding the message is our job.
Creating stories with personality is our mantra.

We're people people. We speak your language and in tongues with others.

We like a good frame as much as the next person
except we're the ones who created it first.

Sure, doggyface is cute. Did you shoot that on your phone?
Bless.

See we've been making films in this town since 2002.
Chances are, you've either seen or been on a lot of them too.

Our knowledge is vast, spread over many moons
and our breath is fresh like the Prince of Bel Air.

Hear our roar, for we are

Boomtown Productions

and we are the scene.



BIG KAHUNA FILMS

Founded 2007

Regional offices Dubai, Beirut

www.bigkahunafilms.com

hello@bigkahunafilms.com

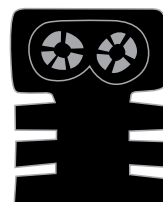
+971 4 432 9399 (Dubai)

+961 1 201 334 (Beirut)

SERVICES Producers of high-end advertising films, creation of digital content, events management and brand activations

Big Kahuna Films is a commercial production house that has been working regionally and internationally since 2007. It has offices in Dubai and Beirut, each being run by a full-time production and post-production team. While the two offices complement each other, they both work independently, catering to different markets. With a great reputation of crafting great content and being able to deliver on the most challenging projects with the highest standards, we are proud to have been awarded the Dubai Lynx Golden Palm Award in 2019.

AWARDS Ranked 3rd Best Production house in Middle East & Africa at the Loeries awards in 2015; awarded Best Production House of the year, Golden Palm at the Dubai Lynx 2019



BIG KAHUNA FILMS



EDDY RIZK,
Managing director,
Big Kahuna Films

INDUSTRY SNAPSHOT

How is the regional production market changing?

We would probably be one of the few who would tell you that we are, to a certain extent, enjoying the change. It shook creativity and the way ideas are born and developed. The industry needed this change; it was starting to become old and boring.

What is the biggest challenge to regional production houses?

How new briefs are being designed nowadays; they push us to think of new ways, different solutions and smarter approaches.

How is demand changing?

You are no longer limited to a 30-second spot for television. You can work on a million-dollar campaign of several 6 seconds, or a much lesser budget for a longer format. It's an open book, and this what's making it much more interesting. Of course it is also becoming more challenging, but the strength is how quickly you adapt, and what, as a production house, you can bring in terms of creative added value.

What high-level reform would most improve the industry?

For a reform, we are already moving in the right direction. The complexity of some of the briefs, makes them no longer a one-man-company job and it is setting a trend around which brief goes to who. So unless you have full in-house support and a creatively oriented team, it will not be possible to deliver on some projects while still maintaining the highest standards of quality and crafting.

What changes are you most excited to see in the coming few years?

Adding to that, it's been a couple of years since we started working closely with some agencies prior to ideas being submitted. We are now more involved at the early stages of a project, to evaluate cost and to make sure the ideas will work within clients' budgets. It will be for the benefit of all if, moving forward, this becomes the standard way of working.

Air 3 Creative

Founded 2011

Headquartered Dubai

www.air3.tv

+971 4 454 2729

SERVICES Air3 creates engaging video content from social media through to high-end commercials

Air3 Creative is an independent content-creation agency that brings global storytelling to the UAE. Fluent in every form of visual media, Air3 is here to help your business ideate and execute its next TVC, snackable social or digital promo, corporate video, animation, VR experience, 360-degree video, event shoot or documentary.

Central Films

Founded 2005, Dubai; 2000, UK

Regional headquarters Dubai

Centralfilms.com

Karen@centralfilms.com

Ian@centralfilms.com

SERVICES International service facilitation and local clients; we specialise in cars but we do a whole load of other work too

KEY CLIENTS Apple; Jaguar Land Rover; Hyundai; Toyota; Save The Children; Korea Telecom; Uniqlo; LG; Sunrise Insurance; BBC; National Geographic

Bigfoot Films

Founded 2011

Headquartered Cairo, with an office in Dubai

www.bigfootfilms.tv

info@bigfootfilms.net

Bigfoot Films is one of the region's leading production houses. Founded in 2011, we are currently listed as the MENA region's most awarded Production house. Whether a television commercial, a music video, TV programme, documentary or online content, our aim is to cater effortlessly to the needs of our partners, in a quest to create award-winning films and quality content that stands the test of time and leaves an indelible mark on the industry. Our success has never dimmed our enthusiasm and determination to improve and evolve, and only encourages us to stay focused on providing an exceptional service, which helps our talents thrive and achieve their artistic and creative potential.

Collective

Founded 2012

Headquartered Dubai

www.collective.ae

hello@collective.ae

SERVICES TVC commercials; online/made-for-the-internet videos; corporate videos; live videos; animated videos; event content; AR and VR 360 content; production servicing for international companies; concept development

Collective is a content-creation company based in Dubai that specialises in commercial, creative, immersive and made-for-the-internet content. Founded in 2012 by partners Reem Hameed and Omar Abbas, Collective has created some of the region's most memorable content experiences. It has the most affordable packages for social media content and offers free content consultation so brands can determine how to localise global content.



Founded 2018

Owner Walid Fareed

Headquartered Dubai, with a branch in Beirut

camouflageproduction.com

executive@camouflageproduction.com

+971 56 300 8070

SERVICES Production services for TVCs; branded content; music videos; documentaries and any other short or long formats; events

KEY CLIENTS Coca-Cola, Mars, Emirates NBD, Dubai Holding, Presidential Guards, Yas Waterparks, Unilever

Camouflage is a boutique production house founded by a collective of filmmakers whose love and passion for filmmaking crossed paths throughout our professional years, blending into each other's lives and striving to always raise the standards of our productions with no compromise.

We manage an exceptional roster of talent from all over the globe and work closely with them along with our highly motivated partners to achieve their goals in any type of production belonging to any genre.

We guide our vision and careers with confidence and aim to grow our reputation alongside our distinguished clients to ultimately create distinct work for the betterment of the media industry.

LEADERSHIP PANEL



Walid Fareed
CEO



Dania Salha Quaglio
Executive producer



Elsa Amm
Producer



Khalid Jabaly
Post-production
producer and
director-researcher

Dejavu

Founded 2007

Headquartered Dubai, with offices in Mumbai and Beirut

www.dejavu.ae

+971 4 375 7410

SERVICES Production and post-production for feature films, commercial and digital content

Dubai Film

Founded 2014

Headquartered Dubai

www.dubaifilm.ae

+971 4 328 5276

SERVICES Equipment rental (cinematographic lenses; cinematographic cameras; broadcast cameras; tracking vehicles; helicopter aerial gimbals; drones). Full production facilitation capabilities; film permits; bespoke aerial stock footage library.

We specialise in state-of-the-art equipment that is completely customisable as per the vision of the filmmaker. With the sole aim of taking filmmaking to the next level, our team of dedicated experts is constantly striving to turn the impossible into reality. From small projects to large productions, we have you covered. Be it land, water or air, no location is inaccessible for our troop of professionals. Digital Studio Awards Best Live Action 2016 and Best Content Capture 2017.

Epic Films

Founded: 2012

Headquartered: Dubai, with offices in Abu Dhabi

epicfilms.com

info@epicfilms.me

SERVICES Film production servicing and facilitation; feature films; TV commercials; still photography; documentaries. Specialised in car commercials

Epic Films is a boutique film production company, which was established in 2012 and quickly became known as one of the most trusted production servicing and facilitation companies in the Middle East. It is headed by Irish managing partners and producers Robbie McAree and David Murphy, who have more than 25 years of collective experience in the film industry.

We are passionate film makers and love producing powerful films and content. Our meticulous attention to detail and absolute dedication to each and every project has lead to the worthy reputation we proudly hold today.

Filmmaster MEA

Founded 2007

Regional offices Dubai, Abu Dhabi, Riyadh

Holding group Italian Entertainment Network

filmmastermea.com

heather.mcdonald@filmmastermea.com

SERVICES Production; content strategy; creative



Founded 2016

Holding group Create Media Group

Regional offices Dubai and Abu Dhabi

createproductiondxb.com

hello@createproductiondxb.com

+971 4 442 5674

SERVICES Cinematography; videography; 4k video; drone filming; storyboarding; animation; design; concept; social media content production tailored for mobile consumption; photography; live event coverage; live-streaming; large-scale events such as Red Fest DXB

KEY CLIENTS Emirates Airline, EXPO 2020, Coca-Cola Arena, Audi Middle East, Red Bull, Visa, EMAAR, EGA, W Hotels, Qasr Al Hosn, REEL Cinemas, Nespresso, Accenture

People crave content in today's mobile society. If you're not delivering it to them, your competitors will be. As part of Create Media Group, one of the leading digital agencies in the region, we understand social consumption like few other production houses, and can create the content you need to get your message seen, heard and remembered.

LEADERSHIP PANEL



Dia Hassan
Founder and director



Tom Otton
Co-founder

WHAT'S 40^{years} ON

PARTY IN THE PARK

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FAT BOY SLIM

FATBOYSLIM.NET



FRIDAY 1 NOVEMBER

2 PM - 12 AM

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electriclimefilms

Founded 2010

Regional headquarters Dubai + Singapore + Sydney

electriclimefilms.com

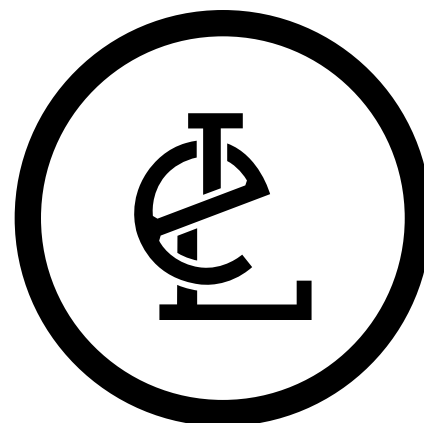
chaza@electriclimefilms.com

+971 950 383 9544 (Chaza Said)

SERVICES Rep | Shoot | Cut | Colour

KEY CLIENTS DDB, BBDO, Ogilvy, Geometry, Vice, M&C Saatchi, McGarrybowen

electriclimefilms was established to bring an expression of art to commercial film, through innovation and vision. The film house represents emerging international Directors + Directors of Photography from diverse artistic disciplines.



Founded 2017**Regional headquarters** Dubai

www.hanzofilms.com

yanny@hanzofilms.com

+971 55 138 6461

SERVICES Live-action and animation films**AWARDS** Dubai Lynx, New York Festivals, Loeries

Hanzo is a boutique production company based out of Dubai, making award winning content across live action and animation mediums. Since its inception in 2017, Hanzo has produced some of the region's most awarded and globally watched campaigns, including work for Emirates NBD, IKEA, Apsara Pearl and Samsonite.

— H A N Z O**KKDD FILM PRODUCTION LLC****Founded** 2004**Owner** Kinjal Jagdish Tanna**Offices** Dubai and Mumbai

www.kkddfllms.com

www.whackyfilms.com

kinjal@kkddfllms.com; kkddfllms@gmail.com

+971 4 396 6999; +971 50 246 0999

SERVICES TV commercials; digital films; documentaries; OTT content; service production; line production; radio commercials; dubbing; post production; animation

We are a creative content production house based in Dubai since 2004 with two post suites, two audio suites and a colour grading suite in-house since 2010. We have shot commercials across all genres in FMCG, automobiles, retail, food, etc. for brands including Jeema, Dettol, Kelloggs, Dabur, Toyota, Colgate, Fanta, Eveready, Noor, Blackberry, McCain Foods, Domex and Zain. KKDD Films has been set up with the intention of servicing our client base in the Middle East and Africa.

LEADERSHIP PANEL

Kinjal Jagdish Tanna
CEO/producer

Filmquip Media

Founded 2007

Headquartered Dubai, with offices in Abu Dhabi

filmquipmedia.com

info@filmquipmedia.com

Film and TV equipment rental supplier. Camera, grip and electrics departments covered. The world's best brands in the hands of the world's best crew. Cameras, lights, dollies, track, cranes, trucks, tracking vehicles, motocrane, generators, supertechno, polaris and much, much more. The largest active freelance crew list in the UAE. Equipment and crew with one phone call.

Filmworks

Founded 1998

Headquartered Dubai, with offices in Abu Dhabi, South Africa and Jeddah

www.filmworksgroup.com

+971 4 457 3132

SERVICES Production of TV commercials, feature films, documentaries, corporate videos, TV series, digital content

Filmworks produces US studio features, TV commercials, TV series, documentaries and digital content. A full-service production entity respected locally and internationally for its professional teams and ability to deliver a quality product on time.

FLC Production & Model Management

Founded 2009

Ownership Ganesh Iyer and Adriana Usvat (FLC Group)

Regional offices Dubai

flc-me.com

talk2us@flc-me.com

SERVICES Print and video shoot production; producer; stylists; line-production support; talents, actors and models

KEY CLIENTS Landmark Group, Apparel Group, Partnership, Y&R, Orangerie, P&G, Huawei, Hisense, MMI, Bacardi, Iffco

Giga Works Virtual Reality Film Studio

Founded 2013

Headquartered Dubai, with offices in Beirut

www.gigaworks.ae

+971 50 350 2735

SERVICES 3D and 360 video content capture; VR content creation; VR post production; VR apps and games production; VR Cardboards production

KEY CLIENTS Daimler, Red Bull, MAF, Emirates, Jumeirah, Dewa, GDFRA, Tecom/ DIFF, Etihad Rail, DP World, TS&S, Strata, YahSat

Giga Works is a VR film studio offering 360-degree content capture and storytelling and virtual reality experiences. We have undertaken many virtual reality experiences across the UAE and worldwide since 2013.



Founded 2013

Ownership MBP Group

Regional offices Cairo, UAE

www.mbeans.tv

https://vimeo.com/magicbeansproductions

Hello@mbeans.tv

+20 111 600 0006

SERVICES Production for TV commercials, feature films, short movies, TV Series, documentaries, TV programmes, music videos, digital content

Having been created with creativity, passion and team work, Magic Beans has succeeded in establishing its own territory in Egypt over the past six years. Its scope of work is not restricted to TV commercials; Magic Beans has co-produced more than six TV series and more than three TV shows. In addition, Magic Beans co-produced one of the most trending TV Shows in the Middle East, *SNL Arabia*. Furthermore, Magic Beans produced the Gouna Film Festival, 1st edition.

LEADERSHIP PANEL



Ahmed El Ganiany
Producer



Abdallah Mohamed
Executive producer



Ramy Abdallah
Head of production



Basma Gomaa
Line producer

Joy Films

Founded 1995 (UK); 2008 (Dubai)

Headquartered Dubai, with offices in Lebanon

joyfilmsme.com

+971 4 435 6019

SERVICES Commercial productions; online content development and production; film production services; photography production

Joy is not a name. It's an experience. It is about the magic of the moment. Since it was founded in 1995 in London by Mehdi Norowzian, Joy Films has won many awards, including an Oscar nomination for the short film *Killing Joe*. We stand for creativity because it makes a difference and it also makes perfect business sense. Joy Films is unique in having in-house, experienced creative resources with a thorough understanding of the strategic needs of clients.

Good people

Founded 2017

Offices Beirut, Cairo

www.goodpeople.film

+961 1 133 5996

+20 226 174 001

SERVICES Production house

Liwa Content Driven

Founded 1987

Headquartered Dubai, with offices in New York, Colorado and Mumbai

liwa.tv

pri@liwa.tv

sagar@liwa.tv

SERVICES Animation and live-action videos; corporate introductions; thematic campaigns; product/service explainers; how-tos; internal communications; branded content; retail screens; seasonal greetings; VR with intelligence; interactive videos

KEY CLIENTS ENBD, DEWA, Injazat, Mashreq Bank, Smart Dubai, NBF (National bank of Fujairah), Damac, Dubai Customs, Taleem, Gulf Craft

Lizard

Founded 2013

Headquartered Cairo

Head of company Karim Mira, founder

lizardvfx.com

cairo@lizardvfx.com

athens@lizardvfx.com

SERVICES Editing; colour-grading; VFX

KEY CLIENTS Bigfoot Films; Excuse My Content; Rhino Productions; Nojara Productions; DéjàVu; JWT; Impact BBDO; Leo Burnett; FP7; Kairo



Founded 2009

Headquartered Dubai

dev@milkshakeme.com

+971 4 457 2021/2

+971 50 469 2267

SERVICES We specialise in production of commercials, visual content, stills photography and animation

Milkshake Media is a creatively grounded content creation and production house, offering directors and writers to suit any budget and style. In-house post capabilities help craft stories. With a discerning eye and deep understanding of budgeting, we work hard to delight our clients. Some of these are: Mubadala, Landmark Group, Unilever, GSK, Bosch, Samsung, Subaru and Jotun Paints.

AWARDS MENA Cristal Best Film with Dubai Islamic Bank, 2010/2011; Loeries Best Film with Samsung Kalima Lock, 2016; D&AD Creative Excellence with Samsung Kalima Lock, 2016; Dubai Lynx Best Content with Lipton Green Tea Fit Cart, 2017; Digital Studio Excellence in Post Production with Ikea Shadows, 2017; MENA Cristal Best Use or Integration of Experiential Events with Lipton Green Tea Fit Cart, 2017

LEADERSHIP PANEL



Dev Vaswani

Managing director and executive producer



Tom Gattos

International marketing director and creative head



Wijnand Ott

Animator and total post-production wizard

Magnet Connect

Founded 2012

Headquartered Dubai

Holding group N2 Media

ishani@magnetconnect.com

magnetconnect.com

SERVICES Creative; film; photography; facilitation; talent; post-production; locations

KEY CLIENTS Jumeirah; Emirates; TBWA; Emaar; Etihad; Hogarth; Mamac Ogilvy; Dnata; Atlantis

Meraki

Founded 2015

Headquartered Dubai, with offices in London

www.merakiproduction.com

+971 50 559 0 558

Meraki is a production house based in London and Dubai, with more than 10 years' experience in the industry. At Meraki we specialise in photo and film production in Europe, the Middle East and Asia. We've produced for clients including Wunderman, Y&R, Havas, Horizon FCB, BMW, Nike, Samsung, Rimmel, Max Factor, Bourjois, Wella, Saatchi & Saatchi, Ogilvy, Hogarth, Porsche, COS, Dior, P&G, Publicis, Commonwealth, Audi, Momentum, MullenLowe, LinkedIn, M&S, Warner Bros, McDonalds and many more.

Motivate Connect

Founded 1979

Headquartered Dubai

Holding company Motivate Media Group

www.motivate.ae

connect@motivate.ae

We are a team of producers, directors, cameramen, writers and editors who create a vast range of engaging – and often viral – content, corporate videos and animation. Our services include everything from conception and story generation, script writing and storyboarding to full-range production.

Nomad Productions

Founded 2009

Regional offices Dubai and Abu Dhabi

nomadmediatv.com

info@nomadmediatv.com

SERVICES Documentaries, TVCs, branded content, corporate films, motion graphics, high-end production and post production

KEY CLIENTS DTCM, ADNOC, ENOC, Disney, Emirates, EY, Mubadala, Masdar, Flash, Abu Dhabi Media Office



Founded 2012

Headquartered Dubai, with offices in Abu Dhabi

www.salukimedia.com

action@salukimedia.com

+971 4 375 2435

+971 50 103 9117

SERVICES Corporate films; documentaries; TVCs; episodic television; opening ceremony films; foreign facilitation; aerial cinematography; event coverage; radio commercials; animated content creation

KEY CLIENTS ADNOC, EXPO 2020, Masdar, Vox Cinemas, Majid Al Futtaim Group, National Geographic, Image Nation, CNBC, NBC Universal, BBC, Abu Dhabi Media Company, Fairmont Hotel Group, DMG Events

We're Saluki Media. Storytellers and moviemakers. We believe in creating emotional stories with a distinctly human touch. We're a diverse team of filmmakers specialising in corporate, documentary, TVC, episodic television and animated content creation. Having filmed in more than 40 countries, our award-winning work plays on international networks, in theatre chains throughout the MENA region, and at Expos and major events worldwide. From development through delivery, Saluki collaborates with agencies and works directly with our diverse client base to create films that make an impact. Because the audience deserves it.

AWARDS Winner of 2018 Transform Awards MENA

LEADERSHIP PANEL



John Sammon

Director and
executive producer



Nancy Saade

Executive producer



Bashir Wagih

Creative director

Odeum

Founded 2019

Headquartered Dubai, with an office in Riyadh

Holding company Augustus Media Holding
weareaugustus.com
hello@weareaugustus.com

SERVICES Video; social; written; content; events; audio; online advertising; show sponsorship

KEY CLIENTS Lavazza Middle East

Odeum, the in-house content studio of Augustus Media, owners of Lovin' Dubai, Lovin' Saudi and Smashi TV, is powered by data and insights, designed to produce new media formats, in real time for clients that live across our brand channels. We connect brands with communities and culture.

Rahbani Productions

Founded 1977

Head of company Marwan Rahbani, president/CEO

Offices Dubai, Lebanon
rahbaniproductions.com
rahbani@rahbaniproductions.com

SERVICES Theatre production; feature films; TV programmes; events; TV commercials; corporate/documentary films; music videos; music composition and design; graphics and animation; dubbing; subtitling

Rahbani Productions is the leading creative source in the Middle East in the world of theatre production, feature films and events. The company produces and organises mega events for the Arab and international world. In-flight entertainment (Rahbani - X) is another independent major company providing Western, Hollywood, Arabic and Asian content. It was established in 1996 and services more than 25 airlines.

Seven Production

Founded 2011

Offices Dubai, Riyadh

7production.net
pierre.tabet@7production.net

SERVICES Video production; film and broadcast services; studio facilities

KEY CLIENTS MBC; Al Jazeera; Imagic; OSN; Dubai Media; Abu Dhabi Media; TwoFour54; BeIn Sports; IEC In Sports; Studio Vision; Talpa

Truffle

Founded 2017

Headquartered Beirut

www.truffle.film
+9611 321 455

SERVICES Production house focusing mainly on TV commercial productions

Truffle was founded by Michel Abou Zeid and Cynthia Chammas with the aim of producing world-class work and setting a new standard in the market. Truffle has received accolades from regional and international shows including The Loeries, One Club for Creativity, MENA Cristal, Lynx and Cannes Lions.



Founded 2013

Headquartered Beirut, with offices in Dubai

Heads of company Charbel Aouad and Rita El Hachem, co-founders
rita@stokedfilms.com; charbel@stokedfilms.com; info@stokedfilms.com
www.stokedfilms.com

+9611 587 890

+961 3 824 192

+961 3 360 023

SERVICES Creative production; film production; post production; audio production; TV and digital content; documentaries; photo-shoots and feature films. We specialise in integrated campaign production, working with agencies from inception to completion

KEY CLIENTS UN-WFP; International Committee of the Red Cross; Nestle; Johnson & Johnson; PepsiCo; Visa; Mercedes; GM; Toyota; Infiniti; Nissan; Ford; Nike; McDonald's; Emirates NBD; HSBC; Ooredoo; Omantel; Etisalat; Alfa Telecom; Diageo; Canon; Garnier; KFC; Bic

Stoked is a creative production company with main offices in Beirut and the UAE.

Stoked produces and facilitates commercials, TV and digital content, short films, documentaries, photoshoots, activations and feature films across the Middle East.

AWARDS 6 Cannes Lions; 14 Awards at the Dubai Lynx including 4 Grands Prix; 3 Awards at the Loeries including 2 Grands Prix and 1 Gold; 1 award at the One Show; 1 Gold at Kinsale; 1 Silver at the Clio awards; 1 Grand Prix at the WARC; 3 awards at NY Festivals; 3 Golden Drum; 4 Red Apple Awards; 1 Facebook Award; 11 Cristals; 2 Silver and 2 Bronze in the Clios 2019 for the Toxic Flag

LEADERSHIP PANEL



Charbel Aouad
Co-founders



Rita El Hachem
Co-founders

Viola Producers

Founded 2001

Headquarters Abu Dhabi

Head of company Ammar Sharaf, CEO and board member

Holding group Viola Communications

viola.ae

marketing@viola.ae

Creatively inspired, we develop and deliver meaningful corporate communications, specialising in high-quality video production, 2D and 3D animated videos, virtual reality videos, interactive media, branded assets, CSR, health and safety, events and theme videos.

Wild Media

Founded 2013

Headquartered Dubai, with offices in Delhi

Ownership Wild Beast Media

wildmedia.com

hello@wildmedia.com

KEY CLIENTS Google, DTCM, Etisalat, Louvre Abu Dhabi, BBC, National Geographic, Emirates, Tencent, She's Mercedes, Conde Nast, Hala (Careem)

We are a creative production and research agency specialising in content for the cultural, arts and luxury markets. We produce everything from digital content to documentaries, commercials to campaigns, exhibitions to events. From our offices in Dubai and Delhi, we work across the Middle East and South Asia, collaborating with partners and creative talent to bring a constant stream of fresh ideas, engaging stories and insight into regional cultural trends.

ZIA Studio

Founded 2009

Holding group ZIA Creative Network

Offices Abu Dhabi, Dubai, Halifax

zianetwork.com

info@zianetwork.com

SERVICES Filming and video production; photo shooting; 2D/3D animation; scriptwriting; storyboarding; motion graphics; special effects

KEY CLIENTS Dubai Police; Ministry of Interior; Al Tayer Motors Jaguar Land Rover; Abu Dhabi Retirement Pension & Benefits Fund; Guinness World Records Middle East; Sharjah Charity International



Founded 2001 (Dubai); 1972 (Beirut)

Owner Rafic Tamba

Regional offices Dubai and Beirut

hello@vipfilms.com

+971 4 391 4789 (Dubai)

+961 1 669 360 (Beirut)

SERVICES Film and video production for platforms including cinema, television and social media

VIP Films is an award-winning production house in the Middle East, producing films and videos for more than 40 years. We have catered to the refined audience of the GCC and MENA region, gaining insight into the variety of regional and local tastes dictated by clients' markets.

AWARDS ADSports TV idents – Promax BDA Europe 2016 Gold; Dubai Lynx 2015 Shortlist – Film Craft Achievement in Production; Sharjah Tourism Film – International Tour Film Fest Bulgaria's Special Award of the Team 2016; Toyota TRD – Dubai Lynx 2015 Shortlist, Film Craft, Cinematography; QNB Achievers – Dubai Lynx 2015 Shortlist; Beirut Aftershave – Golden Cesar Award for Best Short Feature, France; Fnac Award in Clermont Ferrand France; Nominated for Best short feature at Cannes; Mabrouk Again (short feature) – more than 10 awards for Best Film in international festivals; Ksara Wine – IAA Awards, Lebanon; Exotica 'Pencil' – IAA Awards, Lebanon (Silver); Asthma Awareness – IAA Awards, Lebanon; Chevrolet Trailblazer 'Kung Fu' – IAA Awards, Dubai (Gold); DDIA 'Invest in Dubai' – IAA Awards, Dubai (Silver); MBC television – IAA Awards, Dubai; Nissan Patrol 'Conquering the City' – Sword Awards, KSA (Silver); Cadillac Escalade 'The Chase' – IAA Awards, Dubai; Al Wasat Magazine – IAA Awards, Dubai; Toyota Corolla – IAA Awards, Dubai; Dubai Sports Bumpers – Gold Award at Promax BDA Arabia 2011, Dubai; Mention D'Honneur web award at the 2011 FICTS, Milan

LEADERSHIP PANEL



Rafic Tamba

CEO/Executive Producer



Paula Tamba

Executive Producer



Martha Nassar

Regional Producer

Private View

CAMOUFLAGE PRODUCTION

Production house



BURGER KING (1)

A very nice and comedic piece that resonates with many people across the region, even though it targets the Saudi Market. The execution of it is straight to the point and very simple, yet a lot of work had been put on directing the cast to bring out their comedic and well-timed performances. The comedic beats are on-point and convey the nuances of the script convincingly. The visual style of the TVC portrays the genre really well with the quirky and exaggerated camera set ups. With regards to the visual identity, it is constructed through details using all conventions – faces, colour and location – although the cinematography could have paid more attention to creating more texture and depth. All in all, a lovely comedic piece that engages the viewer from start to finish.

HSBC PERSONAL LOANS (2)

This ad looks like it was initially driven by natural performances, almost verging on an observational identity; however, as soon as it grabs you in, it pushes you away as it falls into the traditional sense of the typical vignette, where everything is staged to spoon-feed the viewer. The supers are distracting round-ups of a message that is inconsistent with the scenes that have gone before. The music is also extremely generic. It tries hard to provoke the viewer; however, it adds a layer of incompetency to the edit and mistrust to its content. It seems that it's constructed with the assistance of stock footage, which disrupts the mood, especially with its slow tempo.

ABSOLUT (3)

An Intriguing and thought-provoking illustration. This challenges the global undertones of advertising.

AUTOPRO (4)

Nice to see that such a thing exists. However, it is visually inconsistent and editorially repetitive. It lacks a cinematic or production identity and consistency. For what the ad is, it serves its purpose; however, it is very fast-paced and cluttered with lots of information, cuts and supers that don't give the viewer enough time to absorb the content.

ALEX SKIDMORE

Associate creative director,
Filmmaster MEA



Creativity is a risk-taking business. When you win, you win. When you lose, you learn. But the biggest risk you can take as a creative is to take no risk at all.

Burger King is a brand that knows all about taking risks, from the introduction of the Impossible Whopper to the 'Whopper Takeover' and every whopper of a campaign in between.

But to pull off a campaign that truly talks to your local audience elevates risk-taking to a whole new level. Luckily for **BURGER KING: THE GENUINE TASTE OF LOCALISATION (1)**, the risk paid off.

Saudi Arabia is – apparently – split down the middle; half of Saudis pronounce it 'burger' and the rest say 'burjer'. But who's right? Apparently neither: "It's called WHOPPER!" clarifies the unseen drive-through employee.

The base insight was strong, the creativity was sound, the execution was simple, spot-on and comedically perfect. And the risk translated into millions of social media views, parodies, and a genuine connection between brand and consumer.

On the other hand, it seems HSBC is quite happy to play it safe with their latest **#PLAYGROUNDEARTH (2)** campaign.

They say: "A recent poll revealed that 79 per cent of parents say their kids spend too much time indoors during the summer holidays." That may be true, but what does HSBC offer to these parents as an antidote? Dancing with an African tribe, spray-painting a wall or heading to your nearest white-water rapids.

It's 2019, not 1999. A US teen just walked away with \$3 million after winning a Fortnite world championship. Kids are trading Bitcoin and building apps before breakfast. I'm not buying the forced negativity of 'being indoors', especially when the blistering heat of the Middle East is out there.

The **ABSOLUT GLOBAL CREATIVE COMPETITION (3)** is an interesting concept, but it's one that's tried and tested: the world looks better through 'the bottle'. It's a good start, but could have been pushed further; after all, it's a brief for a creativity competition.

And finally, I'm a sucker for environmentally conscious campaigns (or enviro-tising if you will), so the **ENVIROMAT FROM AUTOPRO AND ENOC (4)** is definitely my kind of campaign. Swapping car wash paper mats with a '100 per cent recycled rubber mat made from old AutoPro tyres' can only be a step in the right direction – let's keep stepping forward!

1

Burger King

Title: *The Genuine Taste of Localisation*
Agency: J. Walter Thompson KSA
ECD: Rayyan Aoun
Director: Aziz Al Jassmi
Production house: Mis/Nojara

2

HSBC

Title: *#PlaygroundEarth*
Agency: Rain Creative

3

Absolut

Title: *Global Creative Competition*
Agency: Interesting Times

4

AutoPro

Title: *AutoPro EnviroMat*
Agency: C2 Communications
Creative director: Leslie Paul
ACD: Tameem Sankari
Sr. English copywriter: Theo von Aspern
Art director: Luan Cesar De Almeida
Designer: Ravishankar Pottavatri

YOUR VISION

+



1139116128, Lars Baron/Getty Images Sport

OUR NETWORK

=



923396210, Venturelli/WireImage/Getty Images

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