

Quarter page format

Eyestudio

Founded: 2019
Office: Dubai
Ownership: Simi Kommunications Advertisement
Number of staff: 30
 www.eyestudio.ae
 050 690 5849, 04 548 7397
 juhi@eyestudio.ae, contact@eyestudio.ae



Your tailored boutique agency for all things branding, production and social media. We craft unique solutions to meet each brand's precise needs.

SPECIALISMS: CGI animations, videography, photography, social media management, branding, social media strategy, performance marketing

KEY CLIENTS: Orfali Bros Bistro, Pizza Hut, Four Seasons, Dubai Media Office, Emaar

AWARDS WON: Cannes, Loeries, The One Club For Creativity, Lynx, Mean Crystal and LIA

Free Listing format

Epic Films

Founded: 2012
Offices: Dubai (HQ) and Abu Dhabi, UAE.
Number of staff: 8
 info@epicfilms.me

SPECIALISMS: Film production servicing; feature film facilitation

KEY CLIENTS: RSA (Ridley Scott & Associates), Legendary Pictures, Image Nation Abu Dhabi, MGM (Metro-Goldwyn-Mayer), UFC

Feel Productions

Founded: 2015
Headquartered: Dubai
Number of staff: 10
 info@feelproductions.tv

SPECIALISMS: Production; post production; audio recording studio, radio recording and shooting floor; photography; line production.

Filmmaster MEA Productions

Founded: 1974 (Milan); 2005 (Dubai)
Holding group: Italian Entertainment Network
Offices: Dubai, Riyadh, Milan, Madrid, Rio and London
Number of staff: 80
 heather.mcdonald@filmmastermea.com

SPECIALISMS: Creativity; production; post-production; international servicing

Full page format

Offices: Dubai, London and Sydney
Number of staff: 25+
Founded: 2023
 unitecollective.co
 +971 55 611 5773
 hello@unitecollective.co

Emerging from MENA's electric pulse, Unite Collective Co. is where bold visual production, crafted colour palettes, and boundary-defying VFX meld. Beyond a studio – it's a movement, an anthem for the audacious. Three creative titans have joined forces, elevating narratives and crafting tales that seamlessly weave brand ethos into consumers' lives. This is a transformative company that sees each production unit within, offering agencies and brands a world-class skill set that encompasses all things visual.

CRATER: The Creative Visual Production House. Representing an international roster of directors with end-to-end services across film production in branded content, commercials, promos and socials.

COVERT: A proudly people-first creative studio. In a nutshell - making great work with great people. That great work in question being, but not limited to CG, VFX and animation.

COLOUR: A finishing and colour studio that offers access to a leading roster of international colourists and artists.

The collective beckons. This is our invitation.

SPECIALISMS: Commercials, branded content, documentaries, TV, social

KEY CLIENTS: NEOM, MAKE UP FOR EVER, AMV BBDO, Formula E, Droga 5



LEADERSHIP PANEL



Simon Dewey
Co-Founder



Camille Laborde
Executive Producer



Max Murphy
Managing Director



Ben Dubois
New Business

Half page format



PRODUCTION WITH PASSION

Founded: 1998
Number of staff: 20
HQ: Dubai
 www.filmworksgroup.com
 +971 4 457 3132
 info@filmworksgroup.com

Driven by passion, Filmworks has carved a niche by specialising in a myriad of creative pursuits, fulfilling the unique needs and vision of our clients. Over the past 25 years, Filmworks has solidified its reputation through reliability and professionalism. In collaboration with our international partnerships, we remain adaptable and prepared to provide comprehensive solutions globally.

SPECIALISMS: Filmworks is a multimedia content production company, servicing clients both regionally and internationally. Our expertise lies in TV commercials, digital content, brand narratives, documentaries, TV series, feature films, theme park entertainment and immersive interactive media.

KEY CLIENTS: SeaWorld Abu Dhabi, Qiddiya, Audi, Genesis, Saudia Airlines, Ithra, Expo City, Zodi & Tehu (feature film), Three Days Left (feature film), Das Beste Commit Noch (feature film)

LEADERSHIP PANEL



Julie Smythe
CEO



Ramzi Selouan
CFO



Jax Dyer-Donaldson
Head of Production



Melissa Jarvinen
Project Director



Massimiliano Bibbo
Executive Creative Director

INDUSTRY SNAPSHOT

SIMON DEWEY

Co-Founder of COVERT



YOU'VE SET THE INDUSTRY ABUZZ WITH UNITE. WHAT'S THE STORY BEHIND THIS VENTURE?

Simon: At its core, UNITE emerged to offer its clients a streamlined production workflow that encompasses strategy, creative, production and post-production. But more than that, we've incubated a space for awe-striking visuals. It's a vehicle where we offer regional clients a global collective of incredible talent.

HOW FLEXIBLE IS THE UNITE MODEL FOR CLIENTS?

Camille: Flexibility is paramount. Clients can either immerse fully in our end-to-end process or cherry-pick the stages they wish to engage with us. We're all about crafting the best quality visuals without the ego fuss.

Simon: Collaboration is how each of the production units that make up UNITE was formed. It's in our DNA. We're redefining partnerships, where we steer away from transactional relationships and instead engage and involve all parties in creative teamwork from the get-go. It creates a highly efficient way of working where mutual passion for the craft is the driving force.

AS DEMANDS SKYROCKET IN THE INDUSTRY, HOW DOES UNITE NAVIGATE THIS INSATIABLE APPETITE FOR MORE AND CREATE CONTENT THAT STANDS OUT?

Simon: It's undeniable; budgets are tighter, yet expectations soar. But that's where our remote model shines. We offer world-class talent and cost-effective solutions through a streamlined workflow. With our leadership's rich regional

experience, UNITE stands as a beacon, offering a bespoke workflow where collaboration with the finest local and international talent is combined.

Camille: In a saturated digital realm, the real question is: how do you resonate? So much of the content we consume feels superficial and is, by nature, forgotten by the next week or in reality, by the next story you consume. We're staunch believers in the power of emotion. When you strike that heart chord, content ceases to be just 'content'. It becomes an experience, eliciting feelings and thereby driving interactions and connection to the brand. That's the kind of entertainment that lingers. That has meaning. Audiences know instantly when the work has a truth behind it, and that creates the bond between consumer and brand.

LAST BUT NOT LEAST, WITH SO MUCH ON OFFER, HOW DO YOU AIM TO UPLIFT THE REGIONAL CAPABILITIES?

Camille: It's undeniable that the region has some incredible talent within, but more is always better right. Our workflow has been honed over years of operations around the world. Take colour grading for instance. We've roped in the industry's elite legion of colourists, with pedigrees from the world's top post-houses, and offer remote capabilities to all our clients. This is just one example of how UNITE is here to change the narrative.

Simon: We're cultivating a hub, a nexus of global creativity. UNITE is more than a company, it's a thriving community that will continue to evolve and change. It's where the talent who are shaping the future of content come together. It's the future of production. Now.

CAMILLE LABORDE

Executive Producer at CRATER

