

# campaign

Middle East

A MOTIVATE PUBLICATION

AED25/USD7/SR25

#242



PRODUCTION  
HOUSE GUIDE  
2018





**PAUL SHEARER**  
Impact BBDO's  
chief creative officer

# THE TORTURED SOUL AND THE EAGER BEAVER

Impact BBDO's chief creative officer **Paul Shearer** says a good relationship between agency and production house can produce magic

**P**roduction houses. Why are they so important to us? Well, I'll tell you. The best thing about being a creative is that you get to bring your ideas to life. That is if you work hard and are lucky enough. And when you are in the process of giving an idea life, a production house is the hospital. That's the power of a production house. They really are that important. So, I'd like to lend you my many years of experience by talking about the relationship a production company should have with creatives and agencies – how that works, how it should work and how it's changing.

For me it's all about relationships. Like all relationships, you have to work on it. But the core pillars of openness, collaboration and good old friendliness are what's key.

I have always felt a great deal of gratitude towards production houses.

They do the impossible and always have a positive outlook on agency problems.

We owe them so much. I encourage all my fellow creatives to pick up the phone to our production partners who have made sacrifices for our ideas and say some big thanks.

It's the least we can do.

They are amazing people with hearts of gold. Always finding a way and always getting it done. Time and time again.

Let's look at the relationship with creatives.

Here we have a relationship of the tortured soul and the eager beaver.

As a creative you always feel you have been on a tumultuous journey to get to this point.

Rounds of briefings, reviews, tissue sessions and presentations. And, if you are really lucky, rounds of research.

Finally, you are at the edge of the production cliff.

Should you fall or dive gracefully in case someone is watching?

Most just hover and wonder if they have vertigo.

This is where the production company comes in.

To the rescue!

But, on the edge of the aforementioned cliff, the creative has been through so many rounds they don't really want to trust anyone with their idea.

This idea is more than words on a page. It's a bullet-proof miracle.

A good production company knows this and handles everyone with care.

A good production company reassures the creative, making them feel that only better things are to come.

That the idea will be respected and given all the expertise that is needed.

But collaboration is vital.

A not-so-good production company will blow smoke. Leading the creative to believe that this idea will soon be an Oscar-winning triumph.

So, that's my take on the creative/production house relationship. Don't blow smoke; it's bad for you.

The relationship with the agency on the other hand is very different.

It's fraught with difficulties.

Money comes into play – the other thing that can suck the life out of an idea.

For me, it's super important that all parties are honest with each other.

If the budget is x then say it's x.

Don't spend time trying to squeeze.

A good production company gets this and asks the right questions.

A not-so-good one gets sidetracked with stuff that will only take it away from the creative idea.

So, my advice: Say it how it is. Be nice and be honest. I'm sure your mum taught you that anyway.

I find a lot of the time creatives actually get in the way of this production house/agency relationship.

So, another good tip... Leave them out.

For the record, there are no bad production houses. Just bad relationships.

Lastly, the change that is happening in the world of production.

As in agencies, there are seismic changes afoot.

To make the creatives' ideas award-winning and still turn a profit is becoming near impossible.

I honestly don't know how some production houses manage.

Be nimble, flexible and agile, they are told.

Bend over backwards, more like!

We as agency people need to start to support our great partners who have helped us out of sticky situations time and time again.

We should be collaborating with them during the creative process and not just when the production starts.

They have so much to add and we don't take advantage of their vast knowledge.

I often call a director or producer and seek out their advice at the concept stage.

These amazing people have amazing ideas and solutions.

They are the one part of our business that still has 100 per cent passion for what they do.

Yes, they have to make a living, but their living is based around their ability to create magic out of words on a page.

It's time for creatives to reevaluate how important the production house is.

Start putting them exactly where they should be.

In the heart of our ideas.

A not-so-good production company will blow smoke. Leading the creative to believe that this idea will soon be an Oscar-winning triumph.



# Online

## VOICE

The UAE Production Forum was launched as an industry body in May 2017. Its chair, Central Films owner and producer **Karen Coetzee**, explains why the industry needs to come together

**T**he UAE production industry is well established and recognised the world over, so a professional trade association for film companies and freelancers specialising in the production of television commercials, content, documentaries and corporate films is well overdue.

At the UAE Production Forum, our members include production companies, freelancers, post-production companies and casting agencies. We have an active steering committee, which includes myself, Reim El Houni, Heather McDonald, Ali Azarmi and Shane Martin, who are focused on driving the forum's main agenda. Then we have a series of working committees that deal with specific industry issues.

We want to make the UAE a global film production hub,

which will attract a more diverse pool of skilled talent as well as partnering with, assisting and facilitating the sustainable growth of the existing local industry.

Simply, we want to make the UAE the country of choice for production.

But to achieve that goal, to enable the sustainable growth of our industry, to keep our freelancers and production companies busy and to bring more foreign business to the

UAE, we must get a few things right.

We believe that establishing a credible industry body is a defining step towards this end, and so we are working with the Department of Economic Development and their Business Community Engagement Initiative.

A dedicated and reputable industry body would allow us to regulate our industry, make representations in the correct manner, and ultimately speak

with one voice. Also, being able to keep producers up to date with changes in rules and regulations as well as other key issues that affect us and our work will be invaluable.

The success of the Forum is based on the effort the membership puts in, and we look forward to a vibrant, positive and productive forum.

### KEY REASONS FOR CREATING THE UAE PRODUCTION FORUM

□ Create a valued voice for the industry and for government consultation, and build stronger, open channels of communication with government departments. When laws and regulations are made that affect our industry, it is critical that, as a recognised association, we are consulted. We need to lobby the government and other interest groups to ensure that legislation is favourable and

**A dedicated and reputable industry body would allow us to regulate our industry, make representations in the correct manner and ultimately speak with one voice.**

in the best interests of industry growth and development.

❑ Establish international industry standards for all aspects of the film production process, especially health and safety working guidelines for cast and crew, and ensuring that productions are adequately insured and locations are treated correctly.

❑ Build a stronger, more networked community and foster positive collaborations between competitive companies and freelancers. The more we share information and support each other, the stronger and more impactful we can be together.

❑ Quantify the economic importance of our industry through an industry-wide survey, which will also identify new trends and challenges, and indicate how we are reshaping our industry to fit the ever-changing advertising and online content landscape.

❑ Support the next generation by setting up internship programmes and mentorships. Most of what you learn in the film industry is through on-the-job experience, so sharing our knowledge and developing the skills of young professionals is vital for the future of the industry.

## KEY ISSUES & CHALLENGES

### Freelance work permits and visas

Freelancers are the backbone of our industry; we need to make it easy and affordable for them to work here legally. We want the freelancers who are the best in their field to choose the UAE as their permanent place of work – this can only be to the benefit of us all.

We would like to see freelance permits that allow freelancers to work both with mainland companies and freezone companies.

The launch of the Tecom Gofreelance work permit for AED 7,500 is an excellent step forward. The UAE Production Forum was invited by the Dubai Creative Clusters Authority to consult on the initiative. However,

almost all freelancers would need the additional visa component and the added cost of the yearly establishment card, which we feel is still too expensive.

### Location fees

Location fees are a killer for our budgets. We price ourselves out of the market when quoting for international commercials that want to shoot in the UAE, with the knock-on effect being that these commercials end up going to South Africa, Spain, Turkey, Romania, Lebanon or Egypt.

This damages not only our industry but Brand UAE as well, as the opportunity to put Dubai, Abu Dhabi, or any of the other emirates in the world's shop windows is missed.

In Dubai, most semi-government locations have a very high charge, and whether you are shooting a quick online content piece or a full-blown international TV commercial, the fees are the same. Fees need to be flexible and aligned with the type of production that is shooting.

### Permits

Particularly with short-lived content work, we need permits that are cheaper and have a longer shooting window. A general shooting permit at a government location costs AED 3,000 (for processing and permitting); if you are shooting regular, fast-turnaround content, this can get really expensive really quickly.

We'd like to see a renewable monthly permit that covers multiple pieces of online and corporate content, with a system in place for DFTC to easily approve the content. The future is digital and we have to be nimble if we are to succeed.

### Promote the UAE as a world-class location to film

The UAE has so many incredible locations, and within a one-hour radius you have the sea, the city, the desert and the mountains, offering a diverse array of locations, all within easy reach. Rugged mountains with good dirt and tar roads, new eight-lane highways with flyovers, tunnels and bridges that are lined with



**One of the biggest struggles for production companies is late payment terms. These terms restrict growth and damage the payment chain, which ends up putting freelancers and small businesses at risk.**

modern skyscrapers, and so much more.

Unlike in Morocco, where the desert is a day's travel away from the city, UAE cities are within an hour's drive from stunning sand dunes that run to the horizon.

Another great positive is that we have to hand easy-to-access and cost-effective police assistance for road closures, experienced English-speaking film crews and a wide variety of the latest filming equipment.

We believe it is important that the UAE is promoted at all major international events, as a country, and not individually as Abu Dhabi and Dubai. It is also essential that production companies become part of any international promotion, as we best understand how films are produced here.

The Abu Dhabi Film Commission's 30 per cent incentive for both movies and commercials has really grown their industry and skilled up new crew, making Abu Dhabi a hub. Incentives work. And producers around the world will go to the destination that

gives them the best value for money.

At the UAE Production Forum, we believe that by doing all of this, we will become the country of choice for international productions and a presence at major international events.

### Payment terms

One of the biggest struggles for production companies is late payment terms. These terms restrict growth and damage the payment chain, which ends up putting freelancers and small businesses at risk.

It's easy to forget, but most production companies are SMEs with little wiggle-room. When a payment is late – with some coming after 90 days, a year or even longer – the company suffers, growth is damaged and the industry becomes uncompetitive with only a few companies left that have the means to make moves regardless of financial implications.

Changing this aspect of production will make a big difference for the field as a whole.

# PRODUCTION HOUSE DIRECTORY

Campaign is proud to present its inaugural 2018 guide to the key production houses in the Middle East

## AFM FILMS

**WWW.AFMFILMS.COM**

info@afmfilms.com

**FOUNDED** 2007

**HEADQUARTERED** Al Quoz, Dubai

Production company seasoned in films, commercials and documentaries. Founded by pioneering Emirati filmmaker Ali F. Mostafa, our first major production was the Emirati box office success *City of Life*. We thrive on producing cutting edge work. In the wise words of Kubrick: "If it can be written, or thought, it can be filmed."

## AIR3 CREATIVE

**WWW.AIR3.TV**

+971 4 454 2729

**FOUNDED** 2011

**HEADQUARTERED** 1005 X3 Tower, JLT, Dubai

**SERVICES** Air3 creates engaging video content for 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 video, event shoot or documentary.

## A.K.A. MEDIA

**WWW.AKAMEDIA.AE**

+971 4 447 0635

**FOUNDED** 2011

**HEADQUARTERED** Dubai

**OFFICES** Toronto, Moscow

**SERVICES** Creative development, production and post production

a.k.a. Media is an award-winning full service production and post production company. The world's most recognisable and talented commercial and film directors, DOPs and producers call a.k.a home and have helped us create ground-breaking TVCs, feature films and online content. Five-time winners at NY Film Festivals and three-time Promax BDA.

## BIG KAHUNA FILMS

**WWW.BIGKAHUNAFILMS.COM**

+971 4 432 9399

**FOUNDED** 2007

**HEADQUARTERED** Dubai, UAE

**REGIONAL OFFICES** Beirut, Lebanon

**SERVICES** We are a team of 12, working full time. We cover TV commercials, online films, digital production, content videos and events management.

## CENTRAL FILMS

**WWW.CENTRALFILMS.COM**

+971 4 341 0981; +971 50 640 4672

**FOUNDED** 2005

**HEADQUARTERED** Dubai Media City

**SERVICES** Production service, TVC, corporates, content

Central Films is owned and operated by Ian Ross and Karen Coetzee. We're a dedicated team of professionals with lots and lots of experience, and we apply this to every job we do. Our clients include: Apple, Bulgari, Emirates Airline, Ford, Jaguar Land Rover, Mercedes-Benz, Nike and Toyota.

## COLLECTIVE

**WWW.COLLECTIVE.AE**

hello@collective.ae

**FOUNDED** 2012

**HEADQUARTERED** The Collective Villa, 39th St, Al Barsha 3, Dubai

**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 and 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, including: Guinness World Record – World's Largest Aerial Projection Screen; RTA immersive VR 360 box; National Day celebrations Honda 360 video (a regional first)

**DEJAVU****WWW.DEJAVU.AE**

+971 4 375 7410

**FOUNDED** 2007**HEADQUARTERED** Dubai**REGIONAL OFFICES** Mumbai, Beirut**SERVICES** Production and post production for feature film, commercial and digital content

Multi Award Winning Production Company with offices in Dubai, Beirut and Mumbai.

**DUBAI FILM****WWW.DUBAIFILM.AE**

+971 4 328 5276

**FOUNDED** 2014**HEADQUARTERED** Al Quoz, Dubai

**SERVICES** Equipment rental (cinematographic lenses, cinematographic cameras, broadcast cameras, tracking vehicles, helicopter aerial gimbals, drones). Also offering 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.

**ENTERTAINMENT WORKS****WWW.EWORKS.AE**

+971 4 457 3132

**HEADQUARTERED** Dubai, UAE**REGIONAL OFFICES** Dubai, Abu Dhabi, South Africa, Jeddah**SERVICES** Digital and online content production

Entertainment Works is a digital and online content production house, providing a full service for your digital and online content, from research and development all the way through production and post production. We produce fictional and non-fictional content-based branded videos, in addition to brand entertainment channels and online platforms. We also provide video coverage services for events and activations.

**THE FACTORY PRODUCTION STUDIO****WWW.THEFACTORY.ME**

+971 4 422 8584

+971 55 665 7765

+971 55 106 5514

**FOUNDED** 2015**HEADQUARTERED** Dubai Design District

The Factory Production Studio is a Dubai-based boutique production and event management company with significant UAE market experience and unparalleled business connections capable of managing events in Dubai and attracting key business figures, local and international celebrities and influencers, senior government members and significant general audience.

**FILMWORKS****WWW.FILMWORKSGROUP.COM**

+971 4 457 3132

**FOUNDED** 1998**HEADQUARTERED** Dubai, UAE**REGIONAL OFFICES** Dubai, Abu Dhabi, South Africa, Jeddah.**SERVICES** Production of TV commercials, feature films, documentaries, corporate videos, TV series, digital content

Filmworks proudly celebrates 20 successful years in the MENA region, producing 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. Filmworks, the multi award winning production house is at your service, now and for many years to come.

**GIGA WORKS VIRTUAL REALITY FILM STUDIO****WWW.GIGAWORKS.AE**

+971 50 350 2735

**FOUNDED** 2013**HEADQUARTERED** Dubai, UAE**REGIONAL OFFICES** Beirut, Lebanon**SERVICES** 3D and 360 video content capture, VR content creation, VR post production, VR apps and games production, VR Cardboards production

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. Our clients include: Daimler, RedBull, MAF, Emirates, Jumeirah, DEWA, GDRFA, Tecom/DIFF, Etihad Rail, DP World, TS&S, Strata and YahSat.

**GTV FILM PRODUCTION****WWW.GTV.AE**

+971 4 368 1771

**FOUNDED** 2005**HEADQUARTERED** Dubai Media City, Al Thuraya 1, 14th Floor, 1401/1409 Office**OFFICES** London, UK; currently establishing Riyadh**SERVICES** A-Z film production with in-house editors, writing, directing, producing. High-end motion graphics, on-air trailer production, documentation of big projects

From one-off YouTube clips to full-scale social media campaigns, with 13 years in Dubai and now in the UK and KSA, GTV is the specialist for story-driven marketing content and branded entertainment. We create for regional and global clients and agencies. Distribution to Arabic and international TV broadcasters.

**HW MEDIA****WWW.HWM.AE**

+971 50 359 6171

**FOUNDED** 2014**HEADQUARTERED** Dubai

**SERVICES** Video and film production for broadcast, corporate and commercial projects: producing, directing, editing, production management. Content creation: messaging, communications, narrative, copywriting, scriptwriting, creative

HWM combines impeccable education, training and credentials with senior experience working at the highest echelons of government and business, internationally and regionally. Clients include global blue-chip brands such as Microsoft and LinkedIn, as well as the region's biggest brands including Dubai's Executive Council, Louvre Abu Dhabi and Abu Dhabi Ports.

**MAGNET CONNECT****WWW.MAGNETCONNECT.COM**

+971 4 428 5700

**FOUNDED** 2002

**HEADQUARTERED** Office 2802, Tower A, Business Central Towers, Dubai Media City, Dubai, UAE

**SERVICES** Magnet is a multi-award-winning stills and video production company based in Dubai. Our services include creative, film, photography, talent, facilitation, locations and post production.

We are passionate about what we do; our Magnets go above and beyond to execute your production to the highest of standards. We source both local and international talent based on the scope of the project to match every story's needs. Having won awards like Clio, Loeries, Dubai Lynx and Cannes Lions, we are always striving to raise the bar higher and work with passionate people who share their love for compelling storytelling. Magnet is part of N2 Media, a holding company for a family of brands specialising in photography, film, talent management and entertainment in the UAE. N2's brands include Bareface, phocal Media and The Studio.

**MILKSHAKE MEDIA****WWW.MILKSHAKEME.COM**

+971 4 457 2021

**FOUNDED** 2008**HEADQUARTERED** 2910, Al Shatha Tower, Dubai Media City,

**SERVICES** Film and video production, facilitation, visual effects animation, creative services, branded content, still photography and event production

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. Wins: Lynx 2017, Loeries 2016, D&AD 2016, Cristal 2016.

**MISFITS CONTENT CREATORS****WWW.MISFITS.AE**

+971 50 738 6234

**FOUNDED** 2016**HEADQUARTERED** Dubai

**SERVICES** Branded content, creative strategy, creative consultancy, creative campaign platforms, production, post production

We love creating comedy-based branded content. We only work with like-minded people on projects that interest us, when we believe we can create something effective. We've won awards but they mean nothing compared with the effective results we see with the high level of engagement our videos get from real people.

**NAYLA AL KHAJA FILMS****WWW.NAYLAALKHAJA.COM**

+971 4 391 0051

**FOUNDED** 2017**HEADQUARTERED** Office 804, 8th floor, Sidra Tower, Dubai, UAE

**SERVICES** Cultural consultancy, speaking, concept development, directing, brand partnership

**NOMAD PRODUCTIONS****WWW.NOMADMEDIATV.COM**

+971 4 551 5368

**FOUNDED:** 2010**HEADQUARTERED** Dubai Media City**REGIONAL OFFICES** Dubai and Abu Dhabi

**SERVICES** Nomad creates compelling, emotive and entertaining broadcast productions for TV and online audiences. From documentaries to sports coverage, reality to magazine shows, Nomad produces a wealth of high-quality Arabic and English-language programming. From conception to delivery, our talented and creative team produces compelling broadcast programming, from engaging branded video content to impactful corporate communications video strategies

We are Nomad. We are an award-winning independent production company, born and bred in the UAE. We are storytellers. We live and breathe film. We are a collective of creatives, producers, editors and graphics artists from across the globe. Together we have created high-quality content for broadcasters, brands and companies worldwide. We are a full-scale production house offering end-to-end production services. From concept development to filming, editing and distribution, we can do it all.

**RAHBANI PRODUCTIONS****WWW.RAHBANIPRODUCTIONS.COM**

+971 4 338 9000

**FOUNDED** 1977**HEADQUARTERED** Dubai**REGIONAL OFFICES** Lebanon and Saudi Arabia**SERVICES** Theatre production, feature films, TV programmes, events, in-flight entertainment, TV commercials, corporate/documentaries films, music videos, music composition and design, graphics and animation, dubbing, subtitling

Rahbani Productions is the 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 is another big division, established in 1996 and servicing more than 25 airlines.

**SPOTLIGHT PRODUCTIONS****WWW.SPOTLIGHTPRODUCTIONS.AE**

+971 50 534 6988

**FOUNDED** 2017**HEADQUARTERED** Sharjah Media City**REGIONAL OFFICES** Al Barsha, Dubai**SERVICES** Video production, photography, broadcast news reports and MC/presenter**TIC MOTION STUDIO****WWW.TICMOTIONSTUDIO.COM**

+961 3 443 990

**FOUNDED** 2008**HEADQUARTERED** Camille Edde street, Makdessi building, 6th floor, Ashrafieh, Beirut, Lebanon**SERVICES** Motion design, 2D/3D animation, character design and animation

Tic Motion is an award-winning motion design and animation studio. We specialise in narrative videos with strong, illustration-based visuals. Winner: Best Music Video, Erie International Film Festival, USA, 2017; Winner: Best Music Video, Golden Kuker Festival – Bulgaria 2018; Finalist: Al Gomra TV Awards, 2016.

**BIGFOOT FILMS****WWW.BIGFOOTFILMS.NET**

+20 100 660 1473

**FOUNDED** 2011**HEADQUARTERED** 32 Ahmed Heshmat, Zamalek, Cairo, Egypt**SERVICES** TV production, digital production, content and graphics.

An Egyptian independent production house, specialised in high-quality film production for advertising, content videos, corporate videos, documentaries, editing and graphics. Bigfoot Films is the most awarded production house in the Middle East, with several awards from Cannes Lions, D&AD, Andy, Loeries, Dubai Lynx, Epica, LIA and a lot more.



The logo for Bigfoot Films features the word "bigfoot" in a large, bold, lowercase sans-serif font. Below it, the word "FILMS" is written in a smaller, all-caps, spaced-out sans-serif font. A registered trademark symbol (®) is located to the upper right of the word "bigfoot".

## T PRODUCTIONS

[WWW.TPRODUCTIONS.TV](http://WWW.TPRODUCTIONS.TV)

+971 4 456 2329

**FOUNDED** 2012

**HEADQUARTERED** Dubai Media City, building 7, office 109, PO Box 502265, Dubai, UAE

**REGIONAL OFFICES** Lebanon, Egypt

**SERVICES** Production (film/TV and radio), direction, editing, casting direction, art department, wardrobe styling, voice recording

We are a boutique film production company based in Dubai with a subsidiary office in Cairo and operating throughout the Middle East. We specialise in TV commercials, high-end branded content and corporate films. As part of a long-term strategy we have recently produced our first full-length feature film.

## WILD MEDIA

[WILDMEDIA.COM](http://WILDMEDIA.COM)

+971 56 198 7198

**FOUNDED** 2013

**HEADQUARTERED** Dubai, UAE

**OFFICES** Delhi

**SERVICES** Cultural, arts and luxury films. Full production services, research and creative development, facilitation

We are a creative production 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. Our clients include the Louvre Abu Dhabi, Burberry, Emirates, Conde Nast Traveller, Atlantis The Palm, Framestore, The Art Newspaper, Dubai Tourism, Tashkeel, Virgin, Google Art Project, BBC Arts, Instagram, Saudi Arabia Ministry of Housing, Lonely Planet, Expo 2020 Dubai and Lexus. With more than 20 years' experience in the industry, our award-winning team works to all scales of production, whether facilitating for international clients or creating original content. We are proud supporters of Free the Bid and stand by our commitment to foster new and diverse talent.

## BOOMTOWN PRODUCTIONS

[WWW.BOOMTOWN-PRODUCTIONS.COM](http://WWW.BOOMTOWN-PRODUCTIONS.COM)

+971 4 390 3970

**FOUNDED** 2003

**HEADQUARTERED** Dubai, UAE

**OFFICES** London, Capetown

**SERVICES** Production, service, in-house directors, collaborative creative, post-production, content, long-form, TVC, corporate, documentaries, animation

Boomtown Productions are creative go-getters and always add value to every film, big or small. We care about the end result and love to collaborate with likeminded individuals. We've done some of the most notable productions in the region and have a plethora of awards to boot.



**Boomtown Productions.**

## CAMOUFLAGE PRODUCTIONS

WWW.CAMOUFLAGEPRODUCTION.COM

+971 50 300 8070

FOUNDED 2017

HEADQUARTERED Dubai Studio City, Building 4, Office 203

SERVICES Film production, TV commercials production, documentary production, photography, events management

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



### DANIA SALHA QUAGLIO

Executive producer  
Camouflage productions

## INDUSTRY SNAPSHOT

**You have been named the Most Instrumental Woman in Media Production 2018 by Corporate Vision, and have been a producer and executive producer for the most successful production companies in the region. Now that you founded your own, Camouflage Productions, please tell us more about it**

This endeavour was conceived as we decided to take what we have mastered for years to the next level. Camouflage Productions is a boutique production house I founded with my business partner Walid Fareed – specialised in event management – and a team of media professionals striving to always raise the standards of our productions with no compromise. We manage a roster of talent from all over the globe and work closely with them along with our partners to achieve their goals in any type of production belonging to any genre. The core of our team's expertise consists of film and TV commercial productions, photography, post production, digital content, and event management.



**What in your opinion makes Camouflage Productions a leader in the industry despite the fact that it is a brand new company?**

We have a thorough understanding of the clients' strategic needs in these changing markets, and of course, the ability to adapt to all new circumstances and business models. We guide our vision with confidence and aim to grow our reputation alongside our distinguished clients to ultimately create distinct work for the betterment of the media industry. Our in-house team consists of one of the best director researchers in town and top notch producers with more than 10 years of international experience in the field, from South Africa to the USA,

Europe and the MENA region. We also represent Harald Zwart, international film director, exclusively in the region. Harald directed several international feature films including *The Karate Kid* and *Pink Panther*.

**As a start-up, how are the regional market and business treating you?**

With more than 20 bids and three actual productions we have been handling for major brands since we started operating in July 2018, I can assure you that the market is doing well; it only does it to those who are ready to adapt to its new model and needs, though.

**What is Camouflage Production's biggest challenge today?**

Our biggest challenge is showing clients that producing is art, not just business. Major productions can come from passionate smaller players, non-traditional players, people who dare, believe in their dreams and make them come true.

# FILMMASTER PRODUCTIONS

WWW.FILMMASTERMEA.COM

+971 4 445 8530

**FOUNDED** Globally founded in 1976, and established in Dubai in 2006

**HEADQUARTERED** Milan

**OFFICES** Dubai, Abu Dhabi, Riyadh, Milan, Rome, Madrid, London, Rio

**SERVICES** TVC and content production, creativity, post production and in-house directors



Having catered to the MEA region for the last 12 years, Filmmaster Productions is uniquely able to provide deep local insights and a strong international presence through the Filmmaster Group and its eight global offices. In the Middle East we are a team of 80 multi-skilled professionals producing TVCs, content and large-scale events.

## INDUSTRY SNAPSHOT



### TONY LEHAL

Head of content,  
UAE and KSA  
Filmmaster MEA

#### How is the regional production market changing?

The market is evolving – as budgets have been shrunk down more and more over the last couple of years, briefs have changed as production diversifies its deliverables. We’ve found that clients want more ‘snackable’ content; bitesize chunks that can easily and quickly be consumed, compared with the longer, more story-focused content. Nevertheless, the demand for TVCs still remains, however the ‘snackable’ content is almost seen as the audience’s doggy bag, ready to be gobbled up at the viewer’s convenience.

#### How is demand changing?

We will always face the classic price/quality/speed battle. We have adapted our team over the last few years to be one of the few production houses in the region to have a multinational team of in-house director/editors, director/producers, TVC producers, technology researchers and creatives that support our clients with price, speed and quality demands. Production houses need to adapt and cultivate multidisciplinary teams to ultimately answer the market’s needs.

#### What is the biggest challenge to regional production houses?

There’s no question, location fees really have made the region uncompetitive as a shooting destination. The same can be said for challenges with flexibility on normal logistics like aerial permits, which take a long time to approve, making last-minute shoot changes near impossible. It’s hard – almost impossible – to be financially competitive when bidding for local agency work against international production houses, so regional production houses end up losing out to cheaper destinations like South Africa, Spain, Turkey and Romania. It’s a shame to lose local work to international suppliers.

#### What high-level reform would most improve the industry?

I really applaud the new Gofreelance work permit by Tecom for AED 7,500, meaning freelancers are able to live and work in the UAE legally and easily. This move is really going to transform the industry and build a better pool of talent and tech crews for productions in the region. But, looking forward, I would love to see location costs slashed and rebates offered to international clients to come and shoot more projects in the UAE.

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

I think we’ve come to a stage in production where content is more device- and platform-agnostic than ever before. What I’m most excited about is the convergence of content with technology/innovation, and content becoming borderless. What we watch will become almost omnipresent, jumping out of the devices and into our lives. Exciting times ahead!

## GOOD PEOPLE

WWW.GOODPEOPLE.FILM

+961 133 5996

+20 226 174 001

FOUNDED 2016

HEADQUARTERED Beirut, Lebanon

REGIONAL OFFICES Cairo, Egypt

SERVICES Production house

Founded in Beirut in 2016, Good People is already the region's most awarded production house. Today they operate across the region from Beirut, Cairo and, soon, Dubai, They've been named Production House of the Year at the Dubai Lynx for three consecutive years. Good People also generate their own content, via their creative outfit Good People Content, and are the region's only directors' collective whereby they exclusively represent some of the regions best talent, in addition to some highly acclaimed global directors.

# GoodPeople®

# Production House of the Year.

# Every year.\*

*\*2016, 2017, 2018 Dubai Lynx Production House of the Year.*

For three consecutive years, and since our inception, Good People has been named the best production house in the region, by the top awards show in the region.

[www.goodpeople.film](http://www.goodpeople.film)

## JOY FILMS

WWW.JOYFILMSME.COM

+971 4 435 6019

FOUNDED 1995 in UK; 2008 in Dubai

HEADQUARTERED Dubai

REGIONAL OFFICES Lebanon

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 an in-house experienced creative resources with a thorough understanding of the strategic needs of clients.

JoyFilms



**ALI  
AZARMI**  
Managing partner  
Joy Films

## INDUSTRY SNAPSHOT

### How is the regional production market changing?

The regional production market has been through a phenomenal transformation in terms of growth and quality. Especially considering the lack of support and resources. Creative standards of agencies and production companies from our region have been recognised internationally. But we have now reached a decisive junction to navigate. We have to diversify, change and redefine our processes. Unsettling as changes always are, they also present new opportunities. Joy Films, for example, has merged with Film Streetwise to become a diversified film production company with capabilities to perform in all forms of video storytelling.

### How is demand changing?

Demand is not changing; it is driving the change and it's accelerating the time to get there. Substance and content became a priority over style for a while, and then style came back, faking both substance and content. Demand is the biggest driving factor in human progress and now it is amplified through the social media mob. Necessity is the mother of invention, after all. Everyone wants more for less; it's human nature. The challenge is that everybody sees a cost and too few see the value. The casualty in this will be that which takes time to craft and perfect, until craftsmanship becomes a trend or people will once again appreciate its value.

### What is the biggest challenge to regional production houses?

Shrinking budgets, without the understanding or acceptance that processes and scope need to change to accommodate them. But there are different types of production companies with different formulas and different challenges. Commercial film production is no longer the generic descriptor in our field. Production companies in this region must stop defining themselves by their region. Some are more than capable and able to be considered as international. Just because they are based in Dubai, Beirut or Cairo does not mean that this is their operational boundary. They can and should compete internationally.

### What high-level reform would most improve the industry?

The fact is that we are not yet an industry. The UAE Production Forum is working very hard on behalf of the whole production community to transform it into an industry. Establishment of industry standards and best practices is one important factor in growing and expanding our market. With its recognition and collaboration with government entities, we can help make the UAE a more economical and profitable production hub for the region, and by attracting more talent it can also grow to become a global production hub.

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

Peace where there is conflict in our region, and the application of Dubai's mindset as a blueprint for progress prosperity. Everything else pales into insignificance, even our evolution from a production company to broadcasting. It would be good to see big corporations realise the benefits of interdependence and take responsibility to preserve the business ecosystem.

## KKDD FILM PRODUCTION

WWW.KKDDFILMS.COM

WWW.WHACKYFILMS.COM

+971 4 396 6999

+971 50 246 0999

FOUNDED 2017

HEADQUARTERED Dubai, UAE

OFFICES Mumbai, India

**SERVICES** We are a production and post production house based in Dubai with two post suites, two audio suites and a grading suite to facilitate production of TV commercials, digital/corporate films and radio and music production under one roof. We also have a production company – Whacky Films in Mumbai

We have team of crazy and creative highly talented individuals who have a fun approach towards work and who take pride in every single project we have done. We have produced more than 75 TV commercials across various genres in the past few years for clients across the Middle East, India and Africa. We also have various partners to service and facilitate production for clients in MENA and Asia.



**KINJAL J  
TANNA**

Producer  
KKDD Film Production

## INDUSTRY SNAPSHOT

### How is the regional production market changing?

Regional markets are changing and constantly evolving. We have to keep pace with other campaigns done across the Middle East and see how we can be a step above or work on certain creative ideas/styles of delivering. There are new production and post-production companies coming up in the region, which goes to show business is growing.

### How is demand changing?

Demand is ever increasing and we are constantly on the move to take care of different agency/client requirements – which have been evolving with new and innovative ideas. With new ideas to execute we look for new techniques of delivering them better. Certain times we get challenges with timelines of delivery. A couple of months back we had a client who confirmed a digital film shoot on a Thursday – we shot on Saturday and delivered the film on Sunday and it went live on the Monday.

### What is the biggest challenge to regional production houses?

I feel the current challenge we are facing as a production house is being able to deliver a high-quality film or content with certain budget constraints. Although production budgets have come down slightly, the scope of work has not. So we are always looking for a fine line on matching budgets and client requirements and deliverables. Hence we sometimes look at shooting commercials in other countries, which might be more cost effective but ensures a great film at the end of the day.

### What high-level reform would most improve the industry?

I guess a high level reform would mean trying to create a producers' guild/forum where we could interact on a platform with our colleagues across the region and also allow us to have meaningful debates and gain a better understanding of regional markets' operations and function. This would also allow us to have a form of unity and, although we sometimes compete for a TVC amongst us, it would also let us discuss the various changes and trends amongst agencies and clients. This platform would also give us an opportunity to interact with the likes of the IAA to discuss ideas and means of improving industry relations.

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

I feel technology is constantly evolving and it is vital to understand and adapt to new trends as they come along. We are currently in talks with teams looking at ideas to develop content for various online platforms. In countries like India and SE Asia, Netflix and Amazon Prime are coming out with some great content and it would be fantastic to work on some local shows – drama, comedy etc. – in Arabic, as well as dubbed into other languages.

## MAGIC BEANS

[WWW.VIMEO.COM/MBEANSTV](http://WWW.VIMEO.COM/MBEANSTV)

+20 111 600 0006

**FOUNDED** August 2013

**HEADQUARTERED** Cairo

**REGIONAL OFFICES** UAE, and soon in Europe

**SERVICES** TV commercials, film production, TV series production, documentary productions, programme productions

The logo for Magic Beans Productions features the words "Magic Beans" in a large, red, cursive script font. Below this, the word "PRODUCTIONS" is written in a smaller, red, all-caps, sans-serif font.

We are a production house that is full of passion and energy. In the past five years, we have managed to put this company in a good position and we still have a lot more to give. Other than TV commercials, which is our main speciality, we co-produced more than six TV series and three TV shows. One of them is one of the biggest shows in the world, *SNL Arabia*. We also produced the first edition of the Gouna Film Festival.

A large version of the Magic Beans Productions logo, centered within a large white rectangular frame. It consists of the words "Magic Beans" in a red cursive script and "PRODUCTIONS" in a red sans-serif font below it.

 [vimeo.com/mbeanstv](http://vimeo.com/mbeanstv)

# STOKED

WWW.STOKEDFILMS.COM

+961 1 587 890; +961 3 824 192; +961 3 360 023

FOUNDED 2013

**HEADQUARTERED** Beirut, Gemmayzeh, Pasteur street, Chemaly Building 3rd floor.

**REGIONAL OFFICES** Iridium Building, Dubai, United Arab Emirates

**SERVICES** Creative production, film production, post production, audio production. We specialise in integrated campaign production, working with agencies from inception to completion

Stoked is a creative production company, driven by passion for film making, best production quality and innovative thinking. 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. Since its inception in 2013, Stoked has won numerous awards including four Cannes Lions, 14 awards at the Dubai Lynx including four Grands Prix, two awards at the Loeries including a Grand Prix and a Gold, an award at the One Show, a Gold at Kinsale, a Silver at the Clio Awards, a Grand Prix at the WARC, three awards at NY Festivals, three Golden Drums, four Red Apple Awards, a Facebook Award and 11 Cristals.



## CHARBEL AOUAD

Co-founder/partner  
and executive  
Stoked

## INDUSTRY SNAPSHOT

### How is demand changing?

More fast content, low budget content. This is creating a clutter instead of enhancing brands' reach and recognition. We still have some amazing concepts that stand out, by great creatives and clients. And I think after a while we will see more of those again.

### What is the biggest challenge to regional production houses?

Lack of syndication and organisational standards, coupled with the lack of transparency.

### What high-level reform would most improve the industry?

Syndication. We should have our own regional APA [Advertising Producers Association]. Then improvement will be on a forward fast track.

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

Technology and creative freedom will lead to new forms of content, be it TVCs, long-form, VR or activations. New platforms mean new forms of communication. At Stoked we are always excited to produce unconventional and creative campaigns like Johnny Walker The Flame, Nissan Camel Power, and for the ICRC VR The Right Choice, which will launch soon on Google Play and the App Store.

## TRUFFLE

**WWW.TRUFFLE.FILM**

+961 1 321 455

**FOUNDED** 2017

**HEADQUARTERED** Beirut, Lebanon

**SERVICES** Production house focusing mainly on TV commercial productions

# truffle®

Truffle was founded by Michel Abou Zeid and Cynthia Chammas a year ago, with the aim of producing world-class work and setting a new standard in the market. Since then Truffle has received accolades from regional and international award shows: Loeries, The One Club for Creativity, Mena Crystal, Lynx and Cannes.

truffle®  
since last year

+



2 GOLD  
1 BRONZE  
3 CRAFT  
CERTIFICATE



1 MERIT



1 GRAND  
2 GOLD  
5 SILVER  
3 BRONZE



2 BRONZE



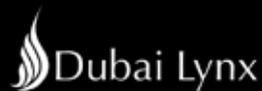
SHORTLISTS

TRUFFLE FILM

# bigfoot

DUBAI

MENA'S 2017 MOST AWARDED PRODUCTION HOUSE



[www.bigfootfilms.net](http://www.bigfootfilms.net)