

# Capabilities Deck

## Prepared for Prospective Buyers

**Exclusively for Public Distribution**

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# Definitions

**Term**

**Definition**

**Client**

The client commissioning the services and requesting this capabilities deck or RFP.

**Contractor**

The service provider (ALM Media) undertaking the photography and video production project for the client and having prepared this proposal (RFP).

**Pre-Production**

The initial phase of the project, focusing on planning, strategy, and setup before any photography or filming begins.

**Production**

The phase where actual photography and video recording occur, capturing the content as per the project plan.

**Post-Production**

The phase following filming, where photos and videos are edited, refined, and prepared for final presentation.

**Feedback & Revisions**

The process of reviewing drafts with the client, receiving feedback, and making necessary adjustments to the content before final delivery.

**Final Delivery**

The concluding step where the finished photos and videos are delivered to the client, ready for use as agreed in the project scope.

**Monthly Fee**

The fixed charge paid by the client to the contractor, covering the ongoing costs of the project. Paid at the beginning of each month for the duration of the project.

**Late Fee**

A penalty charge applied for payments made after the agreed due date, calculated as a percentage of the outstanding amount per month.

**Storyboarding**

A visual representation of how the video will unfold, shot by shot. It's a crucial part of the pre-production phase to map out the narrative and visual flow.

**B-Roll Footage**

Supplemental footage included to add depth to the narrative, usually cutaways or scenes not focused on the main subject.

**Rough Cut**

An initial version of a video or film, after preliminary editing, used to refine and define the final cut through feedback and further editing.

**Video Asset Management (VAM)**

Video Asset Management (VAM) involves organizing, storing, and retrieving video content, enabling efficient collaboration, editing, and sharing within teams through features like version control and real-time feedback, commenting and requesting revisions.

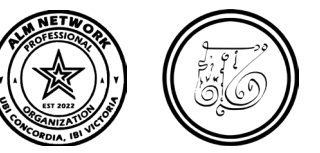
**Strategy**

**Photo**

**Video**

**Talent**





## WHAT WE DO

# Hello

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**Our name is ALM Media.**

**We're a Creative Production Agency based in Dubai, UAE.**

**We help Brands, Organizations and Event Planners suffering from Lack of Awareness/Reach, Low Sales, Audience Distrust, Weak Brand Identity, Low Engagement, Inconsistent Storytelling, Poor Ad Performance, Poor Conversions and Lack of Buzz or Low Event Attendance.**

**We address this by providing Strategy, Photography and Video Production solutions tailored specifically to achieve your goal.**

**Resulting in Enhance Storytelling Authenticity, Improved Audience Reach, Enhanced Brand Trust, Increased Audience Engagement, Boosted Sales, Clear Product Benefits, Market Differentiation, Strong Conversion, Attendance or Anticipation Promotion, Audience Retention, Increased Investor Trust by up to 75% for post sales campaigns, up to 300% pre/post-events and up to 4,000% blended post general campaigns.**

**Ask Me How!**



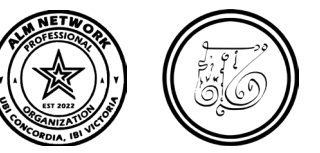
# Welcome!

ALM Media and team is an extension of our creative philosophy — **To create functional solutions** for our clients (you) and not for ourselves.

We begin every problem with an open mind, curious spirit and without preconceived ideas.

We begin with your success as the priority.





## PERSONAL GREETING

**Wealthy Greetings,**

**My name is Joe Almano.**

**Within the following pages, I've outlined our capabilities, how we approach projects, case studies, samples of our work, and our price rates to help you budget our services.**

**This Capabilities Deck will give you an overview of what we're capable to accomplish and how we strategically but consistently achieve results for our clients.**

**I look forward to speaking with you to discover your current situation, constraints and desired goals and to kick start a partnership of success.**

**Are you ready to make an impact and get results together?**

**Joe Almano**

**Founder, Chief Creative, Video Strategist, Producer, Photographer**





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# Who We Are





## Our History

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Since our humble beginning as freelancers in 2017, ALM Media has grown into a full-service production agency driven by a small team of world-class creatives and producers.

Led by Founder and Chief Creative, Joe Almano, ALM Media has helped some of the world's largest brands with creative production solutions and content marketing.

Our mission is simple—**consistently deliver ideas and work that matters and exceeds client expectations.**

Everything we do, we do in an open, transparent and collaborative environment.



# Core Values

**01.** **Excellence**  
Leave it better than when we found it.

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**02.** **Quality**  
Exceeding expectations every time.

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**03.** **Collaboration**  
Together we create, together we succeed.

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**04.** **Sustainability**  
Producing a better future, one shot at a time.

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**05.** **Integrity**  
Honesty and transparency in all that we do.

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**06.** **Empathy**  
We listen, we understand, we deliver.

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# Partial Client List

## HOSPITALITY

ABU DHABI NATIONAL HOTELS (ADNH)  
 ACCOR S.A  
 ARABIAN COURTYARD HOTEL & SPA  
 BELHASA HOSPITALITY  
 CONRAD ABU DHABI ETIHAD TOWERS  
 DAMAC HOTELS & RESORTS  
 DUBAI INTERNATIONAL HOTEL  
 DUSIT THANI ABU DHABI  
 FAIRMONT BAB AL BAHR  
 GRAND MERCURE HOTEL  
 GRAND MILLENNIUM DUBAI  
 GULF HOTELS GROUP  
 JA RESORTS & HOTELS  
 PARK REGIS KRIS KIN HOTEL DUBAI  
 RAMADA HOTEL & SUITES  
 RIXOS PREMIUM DUBAI  
 ROTANA HOTELS AND RESORTS  
 SHERATON DUBAI CREEK HOTEL &  
 TOWERS  
 TIME HOTELS  
 WYNDHAM HOTELS & RESORTS  
 CIEL TOWER

## REAL ESTATE

ARENCO REAL ESTATE  
 BETTER HOMES  
 CANDO REAL ESTATE  
 EMAAR PROPERTIES  
 GOLD MARK REAL ESTATE  
 NAKHEEL PROPERTIES  
 OMNIYAT  
 SBK REAL ESTATE  
 THE FIRST GROUP REAL ESTATE

## FOOD AND BEVERAGE

MASTERCHEF THE TV EXPERIENCE  
 CANDO PERSIAN CUISINE  
 SANTE RIA  
 IKIGAI RESTO + BAR  
 THE BLACKSMITH BAR AND EATERY  
 RISEN CAFÉ & ARTISANAL BAKERY  
 BRAMBLES CAFÉ  
 MOTORINO DUBAI

## FINTECH

QASHIO

## COMMERCIAL SERVICES

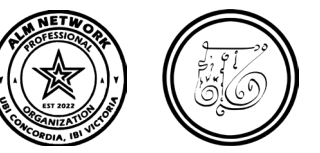
ALTRAD INDUSTRIAL SERVICES UAE  
 AL MANSOOR ENTERPRISES  
 COCKETT GROUP  
 FALCON ZINC METAL INDUSTRIES  
 GULF ELECTRONICS COMPANY  
 HEXA OIL AND GAS  
 HORIZON ARABIA GROUP  
 SPRINT OIL & GAS SERVICES

## RETAIL / CONSUMER GOODS

ARGANA COSMETICS  
 AQUAE JEWELS  
 AL ABBAS GROUP  
 SACOOR BROTHERS  
 SHARAF DG  
 THE ENTERTAINER

## GROUPS / ENTITIES

UAE TEAM ADQ (UAE NATIONAL CYCLING TEAM)  
 NAUTICAL NETWORK



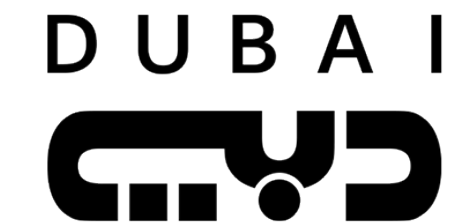
# Trusted by Leading Brands











PARTIAL LIST

## Featured Work and Recognitions

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Our work has been published and featured in Hotelier, The National, BBC Goodfood, Business Traveler, Government of Dubai, Government of Ras Al Khaimah, Dubai TV, Architect MiddleEast, TimeOut Dubai, What's On Dubai, Arabian Business, The Emirates Times, The PRO Chef Middle East, Gulf Today, Hospitality-On, Hotel & Catering News Middle East, Hotelier Middle East, Gulf News, Lovin Dubai, Caterer Middle East and more...





**NBA Basketball Player**



**Celebrity Actor**



**Worlds Tallest Hotel**



**Olympic Gold Medalist (Cycling)**





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# So, What Do We Do?

**Our Services and Capabilities**



WHAT WE DO

# Our Capabilities

We love crafting **beautiful, impactful** and **functional work** that is focused on a business' goals and their audience.

We do this across three touch points to help brands, organizations and event planners achieve their goals.

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## STRATEGY

- DISCOVERY AND DIAGNOSTICS
- RESEARCH AND ANALYSIS
- TARGET AUDIENCE PROFILING
- BRAND VALUES
- CONTENT STRATEGY
- CAMPAIGN / CONTENT OPTIMIZATION
- BRAND STORY DEVELOPMENT
- VISUAL CREATIVE STYLE STRATEGY
- TACTICAL STRATEGY PLANS

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## PRODUCTION (FULL SERVICE)

- CONCEPT DEVELOPMENT
- PRODUCTION PLANNING
- STORYBOARDING AND SHOT LISTS
- LOCATION SCOUTING AND PERMISSIONS
- PRODUCTION SET-UP
- PHOTOGRAPHY AND VIDEO PRODUCTION
- DIRECTING AND CAPTURING
- LIGHTING AND AUDIO MANAGEMENT
- POST-PROCESSING AND EDITING
- RETOUCHING AND VISUAL EFFECTS

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## TALENT CASTING AND MANAGEMENT (MODELS AND ACTORS)

- CONSULTATION AND RESEARCH
- SOURCING AND IDENTIFICATION
- SCREENING AND EVALUATION
- AUDITIONS AND INTERVIEWING
- ACQUISITION AND NEGOTIATION
- PROJECT MANAGEMENT
- CLIENT PRESENTATION
- COMMUNICATION & COORDINATION
- PERFORMANCE MONITORING
- PAYMENT PROCESSING



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# Our Prices, Tailored To You.

## Rate Cards

For Clients Seeking Flexibility With Undefined Project Scopes, Uncertain Timelines And Uncertain Deliverables





PRODUCTION RATE CARD

# Events Rate Card

Event Coverage Services is ideal for Corporate Conferences, Business Events, Trade Shows, Marketing Product Launches, Charity Galas, Sports Events and Sponsorships, Luxury and Lifestyle VIP Events, Brand Activations, Experiential Marketing, Company Retreats, Team Building and Corporate Wellness.

<u>HOURLY RATE*</u>	AED 833 / HOUR BLENDED AVERAGE
<b>CORPORATE CONFERENCES (8 HOURS)</b>	<b>FROM AED 5,500 +</b>
<b>CHARITY GALAS (5 HOURS)</b>	<b>FROM AED 5,000 +</b>
<b>SPORTS EVENTS (4 HOURS)</b>	<b>FROM AED 5,000 +</b>
<b>FESTIVALS (4 HOURS)</b>	<b>FROM AED 5,000 +</b>
<b>VIP EVENTS (4 HOURS)</b>	<b>FROM AED 6,500 +</b>
<b>BRAND ACTIVATIONS</b>	<b>AED 5K - 20K</b>
<b>EXHIBITIONS, TRADE SHOWS, COMMUNITY EVENTS, ALL OTHER CONFERENCES</b>	<b>FROM AED 5,000 +</b>

WHAT'S INCLUDED	
(1) hour of Pre-production Planning, On-site Production, Location Setup and Breakdown, (1) Camera Flash, (1) Camera Operator With (1) Camera, (1) Lens, (2) Microphones, (1) Camera Gimble, (1) Tripod, within Emirate of Dubai only.	
Additional equipment or services are calculated upon receiving A Project Brief, Scope Of Work or Discovery Call. Post-Production Editing billed separately upon receiving Project Brief or Scope of work requirements	

TERMS & CONDITIONS	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 50% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

ADDITIONAL ADD-ONS	
SERVICE	DETAILS
<b>EXTRA AUDIO OR MICROPHONES</b>	AED 150.00 / For 2 Microphones. Options Available Upon Request
<b>TRAVEL EXPENSES</b>	Billed Separately Based On Location
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>SPECIAL EFFECTS &amp; ANIMATION</b>	Additional Charges And Customized Based On Complexity
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known. Price Depends On # Of Hours or % of Value Impact Desired
<b>EXTRA CAMERA OPERATORS</b>	Starting From AED 1,500.00 / 8 Hours
<b>PROFESSIONAL LIGHTING</b>	Starting From AED 260.00 / Per Light with modifier
<b>COPYRIGHT BUY-OUT</b>	Calculated based on usage, image value, licensing fees, and other costs.

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT. \* = Hourly Rates for budgeting purposes only.



PRODUCTION RATE CARD

# Advertising Rate Card

Advertising Services is ideal for Real Estate, Financial Services, Hospitality, Telecommunications, Travel and Tourism, E-commerce, Automotive, Luxury Goods, Food and Beverage, Electronics, Entertainment, Fashion and Apparel, Health and Wellness, Education, Sports and Fitness, Beauty and Cosmetics and Non-Profit Organizations.

<b>HOURLY RATE*</b>	<b>AED 852 / HOUR BLENDED AVERAGE</b>
<b>TV COMMERCIAL (MID-TIER)</b>	<b>FROM AED 28,000 +</b>
<b>DIGITAL ADVERTISEMENT (SOCIAL/WEB)</b>	<b>FROM AED 18,000 +</b>
<b>FULL DIGITAL CAMPAIGN (MULTI-CHANNEL)</b>	<b>FROM AED 30,000 +</b>
<b>BILLBOARD (FULL CONCEPT PRODUCTION)</b>	<b>FROM AED 36,000 +</b>
<b>E-COMMERCE PRODUCT ADS (MID-TIER)</b>	<b>AED 15K – 30K</b>
<b>E-COMMERCE PRODUCT ADS (TOP-TIER)</b>	<b>AED 30K - 50K</b>
<b>LIFESTYLE ADS (LOW TO MID-TIER)</b>	<b>AED 3.8K – 10K</b>

WHAT'S INCLUDED	
<p>(20) hours of Pre-production Planning, (1 day) On-site Production, Location Setup and Breakdown, (1) Camera Flash, (1-2) Camera Operators With (1-3) Netflix approved Cameras, (1) photography camera, (4) Cine Lens, (2-6) Microphones, (1) Gimble, (3) Tripods, (2-4) continuous lights, any location in UAE, (1) year licensed usage.</p> <p>Additional equipment or services calculated upon receiving A Project Brief, Scope Of Work or after a Discovery Call. Post-Production Editing billed separately.</p>	

TERMS & CONDITIONS	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 50% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

ADDITIONAL ADD-ONS	
SERVICE	DETAILS
<b>DRONE SCENES</b>	Starting from AED 12,000 (Based On Complexity)
<b>STUDIO USAGE</b>	Starting from AED 700 / Hour
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>SPECIAL EFFECTS &amp; ANIMATION</b>	Customized Based On Complexity
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known.
<b>EXTRA CAMERA OPERATORS</b>	Starting From AED 2,000.00 / 8 Hours
<b>ALL PERMIT PROCUREMENT</b>	Billed Separately Based On Locations
<b>MAKEUP &amp; HAIR ARTISTS</b>	AED 2000 / PER 4 hours [or] AED 900 per look
<b>CAST OR MODELS</b>	Cast from AED 2500/day Models from AED 1500/day
<b>COPYRIGHT BUY-OUT</b>	Calculated based on usage, image value, licensing fees, and other costs.

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PRODUCTION RATE CARD

# Brand Storytelling Rate Card

Brand Storytelling is ideal for Fashion and Lifestyle, Food and Beverage, Luxury Travel and Hospitality, High-end Automotive, Fitness and Wellness, Sustainability and Social Impact, Real Estate and Architecture, Personal Branding, Retail and E-commerce, CSR and Event planning companies.

<b>HOURLY RATE*</b>	<b>AED 1,735 / HOUR BLENDED AVERAGE</b>
<b>BRAND STORY</b>	<b>FROM AED 35,000 +</b>
<b>REBRANDING LAUNCH</b>	<b>QUOTED UPON REQUEST</b>
<b>BRAND AWARENESS CAMPAIGN</b>	<b>FROM AED 30,000 + FOR 20% INCREASE IN ENGAGEMENT</b>
<b>CUSTOMER EXPERIENCE STORY</b>	<b>FROM AED 15,000 +</b>
<b>CLIENT RETENTION SERIES</b>	<b>FROM AED 22,000 + FOR 8% INCREASE IN RETENTION RATES</b>
<b>PRODUCT LAUNCH / REVEAL</b>	<b>FROM AED 35,000 + FOR 10% INCREASE IN PRODUCT SALES</b>
<b>CUSTOMER TESTIMONIAL VIDEO</b>	<b>FROM AED 10,000 + FOR 10% INCREASE IN TRUST SCORES</b>

WHAT'S INCLUDED	
(12) hours of Pre-production Planning, (1) Day On-site Production, Location Setup and Breakdown, (1) Camera Flash, (1) Camera Operator With (2) Cameras, (3) Lens, (2) Microphones, (1) Camera Gimble, (2) Tripods, (2) Continuous Lights, (1) 7" 6K Video Monitor and Recorder, any location in UAE.	
Additional equipment or services are calculated upon receiving A Project Brief, Scope Of Work or Discovery Call. Post-Production Editing billed separately upon receiving Project Brief or Scope of work requirements	
TERMS & CONDITIONS	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 50% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

ADDITIONAL ADD-ONS	
SERVICE	DETAILS
<b>EXTRA AUDIO OR MICROPHONES</b>	AED 150.00 / For 2 Microphones. Options Available Upon Request
<b>TRAVEL EXPENSES</b>	Billed Separately Based On Location
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>SPECIAL EFFECTS &amp; ANIMATION</b>	Additional Charges And Customized Based On Complexity
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known. Price Depends On # Of Hours or % of Value Impact Desired
<b>EXTRA CAMERA OPERATORS</b>	Starting From AED 1,500.00 / 8 Hours
<b>PROFESSIONAL LIGHTING</b>	Starting From AED 260.00 / Per Light with modifier
<b>COPYRIGHT BUY-OUT</b>	Calculated based on usage, image value, licensing fees, and other costs.

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PRODUCTION RATE CARD

# Product Launch Rate Card

Product Launches are ideal for Real Estate, Hospitality, Travel & Tourism, Automotive, Technology, Luxury Goods, Food & Beverage, Consumer Goods/Retail, Fashion & Apparel, Consumer Electronics, Health & Wellness, Beauty & Cosmetics, Education, Home Appliances, Sports & Fitness companies.

<b>HOURLY RATE*</b>	<b>AED 2,314.29 / HOUR BLENDED AVERAGE</b>
<b>PROPERTY TOUR VIDEO (4 HOURS)</b>	<b>FROM AED 10,000 +</b>
<b>HOTEL SHOWCASE (5 HOURS)</b>	<b>FROM AED 12,000 +</b>
<b>CAR LAUNCH VIDEO (5 HOURS)</b>	<b>FROM AED 15,000 +</b>
<b>HIGH-END PRODUCT DEMO (4 HOURS)</b>	<b>FROM AED 15,000 +</b>
<b>INVESTOR PITCH VIDEO (6 HOURS)</b>	<b>FROM AED 15,000 +</b>
<b>VIRTUAL WALKTHROUGH (5 HOURS)</b>	<b>AED 12K - 18K</b>
<b>PRODUCT PROMO (LOW TO MID-TIER)</b>	<b>AED 5K – 10K</b>

<b>WHAT'S INCLUDED</b>	
(8) hours of Pre-production Planning, (1) Day On-site Production, Location Setup and Breakdown, (1) Camera Flash, (1) Camera Operator With (2) Camera, (1) Camera Assistant, (3) Lens, (1) Camera Gimble, (2) Tripods, (2-3) continuous lights, any location in UAE, (2) year licensed usage.	
Additional equipment or services are calculated upon receiving A Project Brief, Scope Of Work or after a Discovery Call. Post-Production Editing billed separately.	

<b>TERMS &amp; CONDITIONS</b>	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 50% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

<b>ADDITIONAL ADD-ONS</b>	
<b>SERVICE</b>	<b>DETAILS</b>
<b>EXTRA AUDIO OR MICROPHONES</b>	AED 150.00 / For 2 Microphones. Options Available Upon Request
<b>TRAVEL EXPENSES</b>	Billed Separately Based On Location
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>SPECIAL EFFECTS &amp; ANIMATION</b>	Additional Charges And Customized Based On Complexity
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known. Price Depends On # Of Hours or % of Value Impact Desired
<b>EXTRA CAMERA OPERATORS</b>	Starting From AED 1,500.00 / 8 Hours
<b>PROFESSIONAL LIGHTING</b>	Starting From AED 260.00 / Per Light with modifier
<b>COPYRIGHT BUY-OUT</b>	Calculated based on usage, image value, licensing fees, and other costs.

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PRODUCTION RATE CARD

# Corporate Storytelling Rate Card

ideal for Real Estate, Hospitality, Travel & Tourism, Automotive, Technology, Luxury Goods, Food & Beverage, Fashion & Apparel, Health & Wellness, and Education sectors. These industries benefit from impact stories, sustainability campaigns, institutional success, CSR and cultural narratives.

<b>HOURLY RATE*</b>	<b>AED 1,088 / HOUR</b> BLENDED AVERAGE
<b>IMPACT STORY (CSR / SUCCESS STORIES)</b> <small>BUILDS TRUST/CREDIBILITY. ATTRACTS INVESTORS AND CLIENTS</small>	<b>AED 40K-60K</b>
<b>SUSTAINABILITY FOCUS (INITIATIVES / LEADERSHIP)</b> <small>BUILDS CORPORATE IMAGE AND STAKEHOLDER CONFIDENCE</small>	<b>AED 30K-45K</b>
<b>INSTITUTIONAL SUCCESS</b> <small>ATTRACTS STUDENTS &amp; ENHANCES INSTITUTIONAL REPUTATION</small>	<b>AED 15K-25K</b>
<b>GREEN ENERGY (CASE STUDIES / ADVANCEMENTS)</b> <small>ENHANCES BRAND REPUTATION AND ATTRACTS INVESTMENTS</small>	<b>AED 12K-18K</b>
<b>CULTURAL STORY</b> <small>ENHANCES VISIBILITY AND ENGAGEMENT WITHIN THE INDUSTRY</small>	<b>AED 8K-14K</b>
<b>SERVICE INNOVATIONS (THOUGHT LEADERSHIP)</b> <small>ATTRACTS NEW CLIENTS AND STRENGTHENS MARKET POSITION</small>	<b>AED 10K-15K</b>

WHAT'S INCLUDED	
(8) hours of Pre-production Planning, (1) Day On-site Production, Location Setup and Breakdown, (1) Camera Flash, (1-2) Camera Operators With (1-2) Cameras, (1) Camera Assistant, (4) Lens, (2) Microphones, (1-2) Camera Gimbles, (2) Tripod, (2-4) continuous lights, any location in UAE, (2-3) year licensed usage.	
Additional equipment or services calculated upon receiving A Project Brief, Scope Of Work or after a Discovery Call. Post-Production billed separately.	
TERMS & CONDITIONS	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 50% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

ADDITIONAL ADD-ONS	
SERVICE	DETAILS
<b>EXTRA AUDIO OR MICROPHONES</b>	AED 150.00 / For 2 Microphones. Options Available Upon Request
<b>TRAVEL EXPENSES</b>	Billed Separately Based On Location
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>SPECIAL EFFECTS &amp; ANIMATION</b>	Additional Charges And Customized Based On Complexity
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known. Price Depends On # Of Hours or % of Value Impact Desired
<b>EXTRA CAMERA OPERATORS</b>	Starting From AED 2,300.00 / 8 Hours
<b>PROFESSIONAL LIGHTING</b>	Starting From AED 300.00 / Per Light with modifier
<b>COPYRIGHT BUY-OUT</b>	Calculated based on usage, image value, licensing fees, and other costs.

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT. \* = Hourly Rates for budgeting purposes only.



MOBILE PRODUCTION RATE CARD

# Mobile Content Rate Card

Captured Exclusively Using Mobile Phone

<b>HOURLY RATE*</b>	<b>AED 441 / HOUR BLENDED AVERAGE</b>
<b>CORPORATE CONFERENCES (4 HOURS)</b>	<b>AED 1,700 (OVERTIME AED 200 / HR )</b>
<b>SOCIAL MEDIA CONTENT (2 HOURS)</b>	<b>AED 2,000 (PER VIDEO)</b>
<b>RESTAURANT CONTENT (3 HOURS)</b>	<b>FROM AED 1,700 +</b>
<b>VIP EVENTS (4 HOURS)</b>	<b>FROM AED 1,500 +</b>
<b>REAL ESTATE AGENT TOURS (2 HOURS)</b>	<b>AED 1,700 (PER PROPERTY)</b>
<b>EXHIBITIONS, TRADE SHOWS, COMMUNITY EVENTS, ALL OTHER EVENTS (4 HOURS)</b>	<b>AED 2,000 (OVERTIME AED 200 / HR )</b>

WHAT'S INCLUDED
On-site Production, <b>(1)</b> Mobile Camera, <b>(1)</b> Camera Operator, <b>(2)</b> Microphones, <b>(1)</b> Mobile Camera Gimble, <b>(1)</b> Tripod Stand (small), <b>(1)</b> small battery LED Light
Additional equipment or services are calculated upon receiving A Project Brief, Scope Of Work or Discovery Call. Post-Production Editing billed separately.

TERMS & CONDITIONS	
<b>PAYMENT</b>	100% Deposit Required To Confirm Booking (T&Cs apply)
<b>CANCELLATION</b>	Cancellations Within 48 Hours Of The Project Start Date Incur A 100% Fee Of The Total Cost
<b>REVISIONS</b>	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

ADDITIONAL ADD-ONS	
SERVICE	DETAILS
<b>EXTRA AUDIO OR MICROPHONES</b>	AED 150.00 / For 2 Microphones. Options Available Upon Request
<b>TRAVEL EXPENSES</b>	Billed Separately Based On Location
<b>RUSH DELIVERY</b>	20% Additional Fee For Expedited Timelines
<b>POST-PRODUCTION EDITING</b>	Billed Separately Once Project Brief Is Known. Price Depends On # Of Hours or % of Value Impact Desired
<b>PROFESSIONAL LIGHTING</b>	Starting From AED 260.00 / Per Light with modifier

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT. \* = Hourly Rates for budgeting purposes only.



TALENT FEES AND SERVICES

# Talent Casting and Management Rate Card

Talent Casting and Management services for Businesses of all sizes, Producers and Directors seeking long-term, consistent support in sourcing and managing talent. Gain authentic brand or film visibility, targeted audience engagement, and a streamlined production process. Ideal for Production Companies, Independent Producers and Directors, Advertising Agencies, Hospitality, Real Estate, Interior Design, Brands, Events, Tourism and Travel, Retail and Automotive. More info on page 65.

## Done For You

INCLUDES FULL AGENCY SERVICES AND MANAGEMENT. IDEAL FOR MOST CLIENTS. WE SOURCE, PRESENT, DEPLOY, WRANGLE, PROJECT MANAGE, COMMUNICATE AND PAY OUT.

<b>MODELS (PROFESSIONAL)</b>	<b>AED 2000 / DAY / PER HEAD (+ AGENCY FEE)</b>
<b>LIFESTYLE MODELS</b>	<b>AED 700 / DAY / PER HEAD (+ AGENCY FEE)</b>
<b>CAST (LEAD / SPEAKING ROLES)</b>	<b>AED 2,500 / DAY / PER HEAD (+ AGENCY FEE)</b>
<b>CAST (FEATURED / BACKGROUND)</b>	<b>AED 800 / DAY / PER HEAD (+ AGENCY FEE)</b>

## Do It Yourself

IDEAL FOR BUDGET CONSTRAINED CLIENTS. WE SOURCE AND HAND-OVER ONLY. CLIENT MANAGES EVERYTHING INCLUDING PAYMENT.

<b>LIFESTYLE MODELS</b>	<b>AED 600 AGENCY FEE (PER DELIVERABLE)</b>
IDEAL FOR SOCIAL MEDIA ADVERTISEMENT CAMPAIGNS FOR HOTELS AND RESTAURANTS. INCLUDES (1) PRESENTATION WITH MODELS INTERESTED IN YOUR CAMPAIGN. MODEL FEE BILLED SEPARATELY. PROJECT BRIEF REQUIRED PRIOR TO START.	
<b>HOSTESS</b>	<b>FIXED AED 5000 / 6 HOURS / PER HEAD</b>
IDEAL FOR LUXURY EVENTS, NIGHTLIFE EVENTS, VIP NETWORKING, ELITE SOCIAL EVENTS, LUXURY REAL ESTATE DEMONSTRATIONS AND PREMIUM BUSINESS CONFERENCES	

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT. "Agency Fee" variable between 5-35% per project and minimum of AED 800 and based on project complexity. "Talent Fees" are not negotiable. Talents below the age of 18 are considered minors, contact us for Minors Rates.

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# Not sure what's best?

Click below to schedule a friendly call  
and we'll help you discover a solution to your desired goal

[Schedule Free Discovery Call](#)



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# Subscription Rates

## 6 month minimum commitment

Designed for clients who value the advantages of a consistent long term partnership.

Our subscriptions guarantee R.O.I and positive measurable Impact to your Brand or Organization and grant bespoke creative services for a fixed monthly fee.

The fee includes; the service, project management, dedicated time and attention, ongoing proactive support, resources, production planning, production (shooting) and post-production (editing).



MONTHLY PRODUCTION COMMITMENT

# Subscription Rates and Packages

Creative services for any size entity seeking consistent long term creative strategy, strategic planning, production and post-production services for digital campaigns, advertising, branding and marketing.

\*SUBSCRIPTIONS CAN BE MODIFIED AND FINE TUNED ACCORDING TO YOUR EXACT NEEDS

## Advertising

**SOCIAL MEDIA ADVERTISING** **AED 5,000 / MONTH**

PROVIDES STREAM OF OPTIMIZED CONTENT FOR MULTI-CHANNEL DIGITAL PLATFORMS AND MAINTAINS STRONG PRESENCE AND ENGAGEMENT.

**PRODUCT LAUNCHES & PROMOTIONS** **AED 6,200 / MONTH**

SUPPORTS THE ONGOING PROMOTION OF NEW PRODUCTS, SERVICES AND F&B OFFERINGS, KEEPING THE BRAND AT THE FOREFRONT OF THE MARKET.

## Corporate Storytelling

**CORPORATE (STORIES & COMMUNICATIONS)** **AED 12,000 / MONTH**

DELIVERS COHESIVE MESSAGING THAT STRENGTHENS CORPORATE IDENTITY AND RESONATES WITH STAKEHOLDERS YEAR-ROUND. CAN INCLUDE FLEXIBLE DELIVERABLES

## Brand Storytelling

**BRAND STORIES (IMPACT & AWARENESS)** **AED 8,000 / MONTH**

DELIVERS COHESIVE MESSAGING THAT STRENGTHENS IDENTITY AND RESONATES WITH TARGET AUDIENCE. RESULTS IN INCREASED SALES, PARTNERSHIPS & AUDIENCE TRUST

## Events

**EVENT COVERAGE (1 EVENT)** **AED 4,000 / MONTH**

**EVENT COVERAGE (2 EVENTS)** **AED 6,800 / MONTH**

**EVENT COVERAGE (3 EVENTS)** **AED 9,300 / MONTH**

ENSURES CONTINUOUS, HIGH-QUALITY COVERAGE OF MULTIPLE EVENTS THROUGHOUT THE MONTHS, MAINTAINING COMMUNICATIONS, BRAND VISIBILITY AND ENGAGEMENT.

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT.





COMPARISON

# What’s the difference? Subscriptions – VS – Project Based

When considering subscription or project-based services, it’s important to assess your objectives. If you need to address a specific aspect of your business with a one-time solution, a “project-based” service may be more suitable. However, if you’re looking to improve multiple areas of your business more sustainably and efficiently, our “subscriptions” would be best. Designed for clients who have ongoing needs and long-term goals, while our project-based services are focused on one-off assignments, campaigns or short-term objectives.

DEFINING

## Subscriptions

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ON GOING NEEDS AND SOLUTIONS

---

FLEXIBLE SCOPE OF WORK

---

LONG TERM OBJECTIVES

---

WIDE VARIETY OF DELIVERABLES

---

PAID PER QUARTER

---

PROACTIVE TO YOUR GOALS

DEFINING

## Project Based

---

SPECIFIC ONE TIME SOLUTION

---

LIMITED SCOPE OF WORK

---

SHORT TERM OBJECTIVES

---

FIXED DELIVERABLES

---

PAID PER PROJECT

---

REACTIVE TO YOUR GOALS

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# Corporate Social Responsibility

**Packages to setup new foundations or continue from pre-existing campaigns.**

**Exclusively for organizations seeking to establish new initiatives that include concept development, activation and production and for entities with pre-existing initiatives only seeking production of corporate stories, stakeholder, cultural, innovation success and social impact content.**





CSR PACKAGE RATES

# Corporate Social Responsibility

Full-Service Creative Services for Organizations seeking to Make Social Impact, Tell Corporate Stories, Gain Brand Credibility, Nurture Audience Trust, Enrich Communities, Document Innovative Success and Attract Investments.

SHORT TERM

## Project Based

**FULL SERVICE CONCEPT DEVELOPMENT OF STORY OR EVENT + PRODUCTION + ACTIVATION** **AED 100K - 450K**

ESTABLISHES AN AUTHENTIC CSR FOUNDATION. BUILDS TRUST/CREDIBILITY.  
IDEAL FOR: MID-SIZED ENTERPRISES, CORPORATIONS, MNCs AND INSTITUTIONS SEEKING FIRST CSR CAMPAIGN AND FOUNDATION SETUP FOR LONG TERM GOALS.

**END-TO-END IMPACT PRODUCTION (SHOOT + EDIT + DELIVER ONLY)** **AED 30K - 100K**

ENHANCES REPUTATION, ATTRACTS CLIENTS, BOOSTS STAKEHOLDER TRUST.  
IDEAL FOR: STARTUPS, NON-PROFITS, AND BUSINESS OR CORPORATE DIVISIONS PROGRESSIVELY STARTING CSR CAMPAIGNS SEEKING ONLY THE ESSENTIALS

LONG TERM

## Subscription Retainer

**ONGOING IMPACT STORY CREATION (MULTIPLE PRODUCTIONS PER YEAR) (SHOOT + EDIT + DELIVER ONLY)** **AED 30K - 80K**

INCREASES VISIBILITY, REINFORCES IMAGE, DRIVES MARKET ENGAGEMENT.  
IDEAL FOR: ESTABLISHED ORGANIZATIONS WITH CONTINUOUS CSR INITIATIVES

Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are inclusive of VAT.

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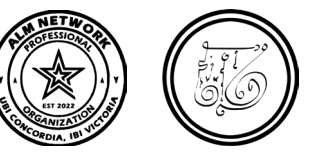
# Ready to take the next step?

Schedule a call and receive a free quote or proposal and an action plan.

[Contact Us](#)

[Schedule Free Discovery Call](#)





# Our Dream Clients

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**Purpose Driven**

**Quality Oriented**

**Impact Ready**

**People Focused**

Sound familiar? 😊





**ALM Media is equipped with the latest cameras, production tools, technology and fastest internet speed.**

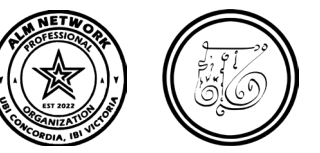
**Our team of camera men, producers, creatives and editors are ready to handle projects of any scale in any location and consistently deliver within timeline constraints.**





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# Our Methodology Process



## Our Approach: Strategic Thinking

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**“People are not interested in you.  
They are not interested in me.  
They are interested in themselves—  
morning, noon, and after dinner.”**

- DALE CARNEGIE  
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

In other words, we produce creative functional solutions for the intended viewer.

This can be applied to products, business models, teams, and visual communication like **photos** and **videos**.

We put the needs of your viewer at the center of everything we create, which is the most powerful way to start and finish any **creative production** project.





To kick things off, we use a fast paced, viewer centric, and facilitated framework that defines and prioritizes viewers needs, creates viewer journeys, surfaces actionable insights, makes strategic recommendations and produces tangible but **creative** results that can be deployed on your marketing channels and social platforms.

This is an integral step in our overall process:

**Discover Insights → Define Goals → Execute Beautifully**

Within this process, we follow the Waterfall Methodology principles in linear sequences with each stage dependent on the completion of the previous on.

**Planning → Production → Post-Production →  
Review & Approvals → Final Delivery**

The result?

Effective, beautiful and beloved photos and videos.

## How We Work

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## Risk Mitigation

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**What**

**We employ comprehensive risk assessments and robust protocols to manage equipment malfunctions, data loss, unscheduled disruptions, and regulatory non-compliance.**

**Why**

**These measures are crucial to ensure continuous quality and timely delivery while safeguarding client interests and complying with professional standards.**

**When**

**Protocols are implemented from project initiation through completion, with real-time adaptations to unexpected changes and challenges.**

**How**

**We use state-of-the-art equipment with regular maintenance checks, backups, multi-layered data management, flexible scheduling, and rigorous quality control.**

**Client alignment is maintained via regular communication and clear service agreements.**

**This proactive and client-centric approach ensures high-quality deliverables and efficient execution while minimizing potential negative impacts across all lifecycle stages.**





PROCESS OVERVIEW





## COLLABORATION

**We understand that effective project management is the cornerstone of any successful project.**

**We utilize state-of-the-art, web-based project management tools designed to keep our projects on track and transparent.**

**This allows for real-time collaboration and streamlined communication between our team and project stakeholders such as yourself.**

**Eliminating tedious back and forth.**

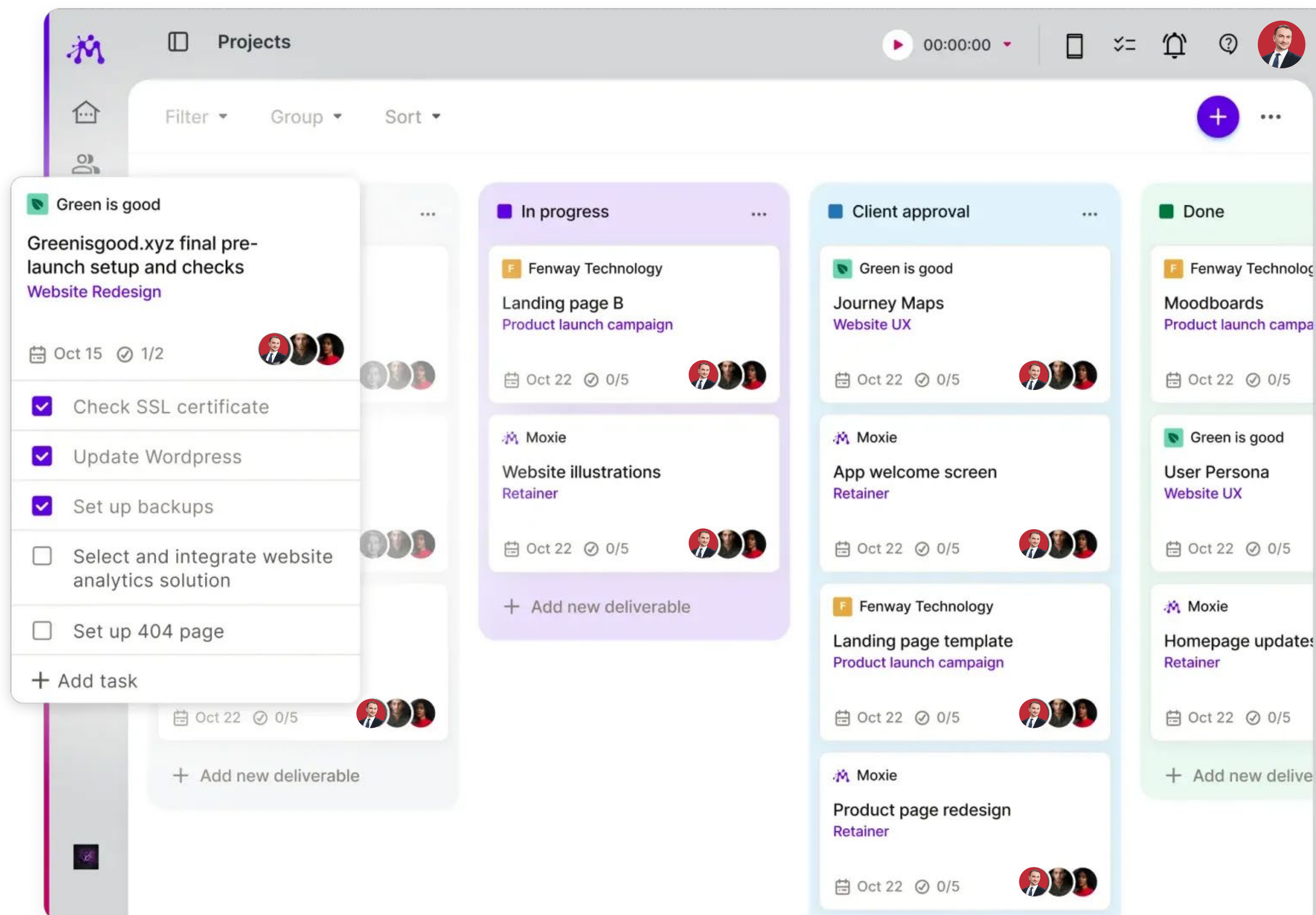
## **Project Management**

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Let us **show you!** →

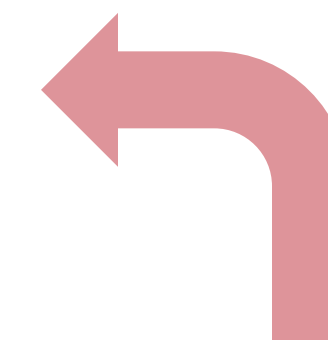


### PROJECT MANAGEMENT



**Real-Time Updates:**  
Keep track of every phase of the project as it progresses.

**Interactive Timeline:**  
View the project timeline, with milestones and deadlines clearly marked.



**Collaborative and Customizable Client Portal Work Space**

### PROJECT MANAGEMENT

**Comments** 99

You Mon, 11:43 AM  
I'll send you a proposal before EOD.

You Mon, 5:32 PM  
Hi Tim, I just put together the terms we discussed. Please let me know if it looks good. I'm here if you need any help.

Timothy Leander Yesterday, 10:30 AM  
Hi Della,  
The proposal looks good. I just need to get it signed off.

You Today, 8:03 AM  
Thanks for accepting the proposal. I'll send you a deposit invoice and the project as soon as I receive the payment.

Timothy Leander Today, 12:21 PM  
Deposit invoice paid. Can't wait to start the project.

Thank you, Tim!

Send email notification

**Proposal accepted**  
Congratulations! Your client accepted the web app development proposal.

**Invoice paid**  
Your client just paid your invoice #0237

**In progress 2**

Fenway Technology  
Landing page B  
Product launch campaign  
Oct 22 0/5

Moxie  
Website illustrations  
Retainer  
Oct 22 0/5

**Client app**

Green is  
Journey Map  
Website UX  
Oct 22 0/5

Moxie  
App welcome screen  
Retainer  
Oct 22 0/5

Fenway Technology  
Landing page template  
Product launch campaign  
Oct 22 0/5

Colin Collins Today, 9:44 AM  
@Tanya I reviewed the copy with the designer. It needs just a little trim. Working on final copy now and will have it ready by EOD.

**Task Activity + Comments**

**Direct Communication:**  
Send messages and receive instant notifications about project updates.

**Personalized Notifications:**  
Stay a step ahead, with instant notifications of what's important you when your attention is required.

**Transparent Partnerships:**  
No need to dig through emails when all of your communication is within your dedicated Client Portal.

Comment, tag, link, attach and bring clarity to our collaborations, all in one place.





Hi Jenna

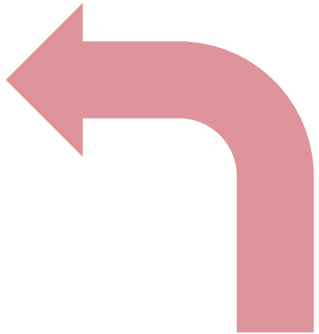
- You have 3 deliverables awaiting approval
  - Content audit
  - April content calendar
  - Homepage copy

[Review deliverables](#)
- You have 1 invoice due soon.
  - Invoice 1032 • \$1,500
  - Received Mar 1st • Due Mar 15th

[Review and pay](#)
- You have 1 proposal pending approval
  - Monthly retainer proposal
  - Received Mar 1st

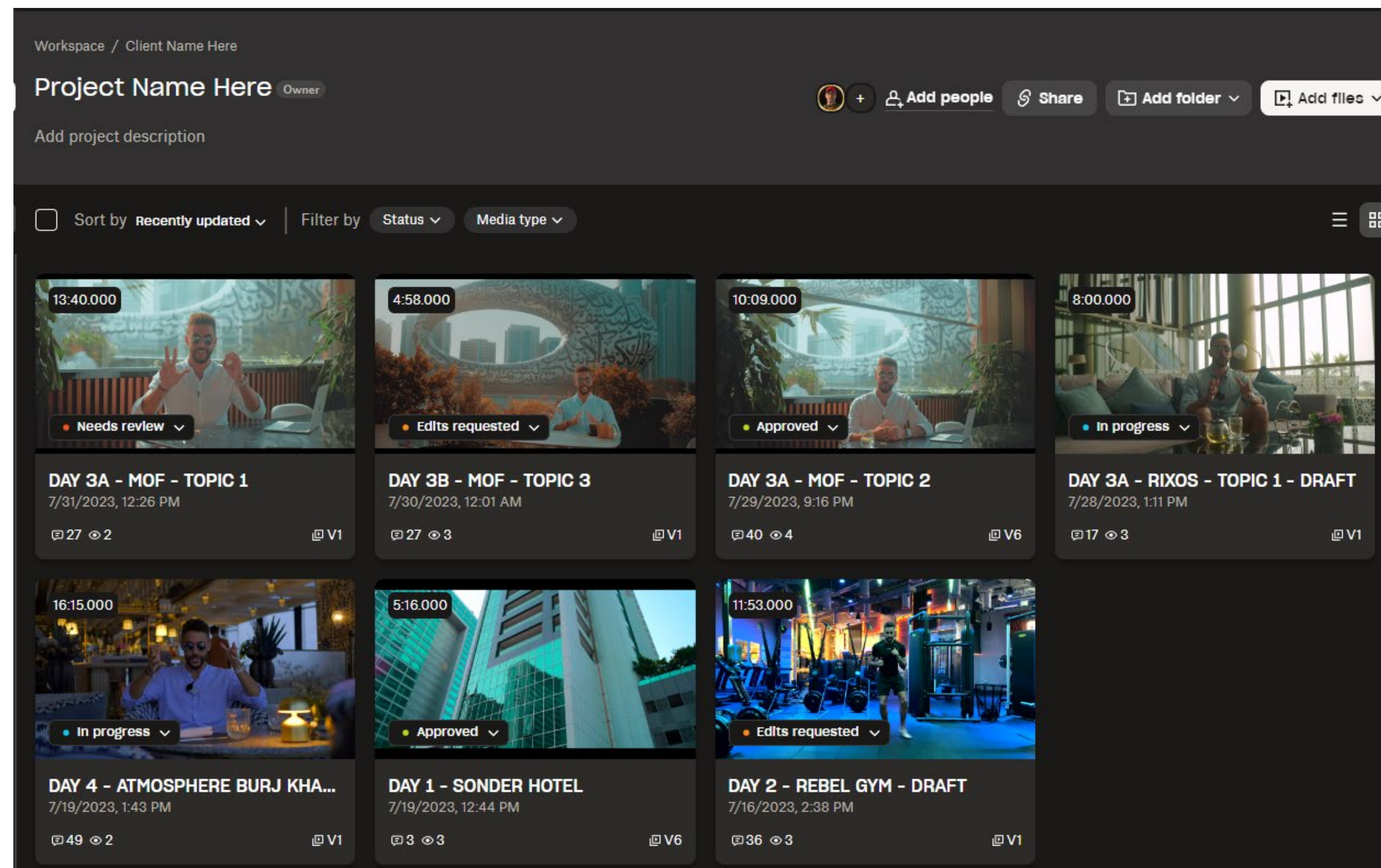
[Review proposal](#)

**Proactive Client Prompts:**  
 After logging into your Client Portal, you'll be prompted to complete actions like paying outstanding invoices, signing change order requests, and approving deliverables or tasks.



**Notification Summary for Clients and Stakeholders in the Client Portal**

# Video Reviewal and Approval Tracking



**Streamlined Approval Process:** Access and take action on video reviews, edits, comments and approvals in one dashboard accessible via the Client Portal.

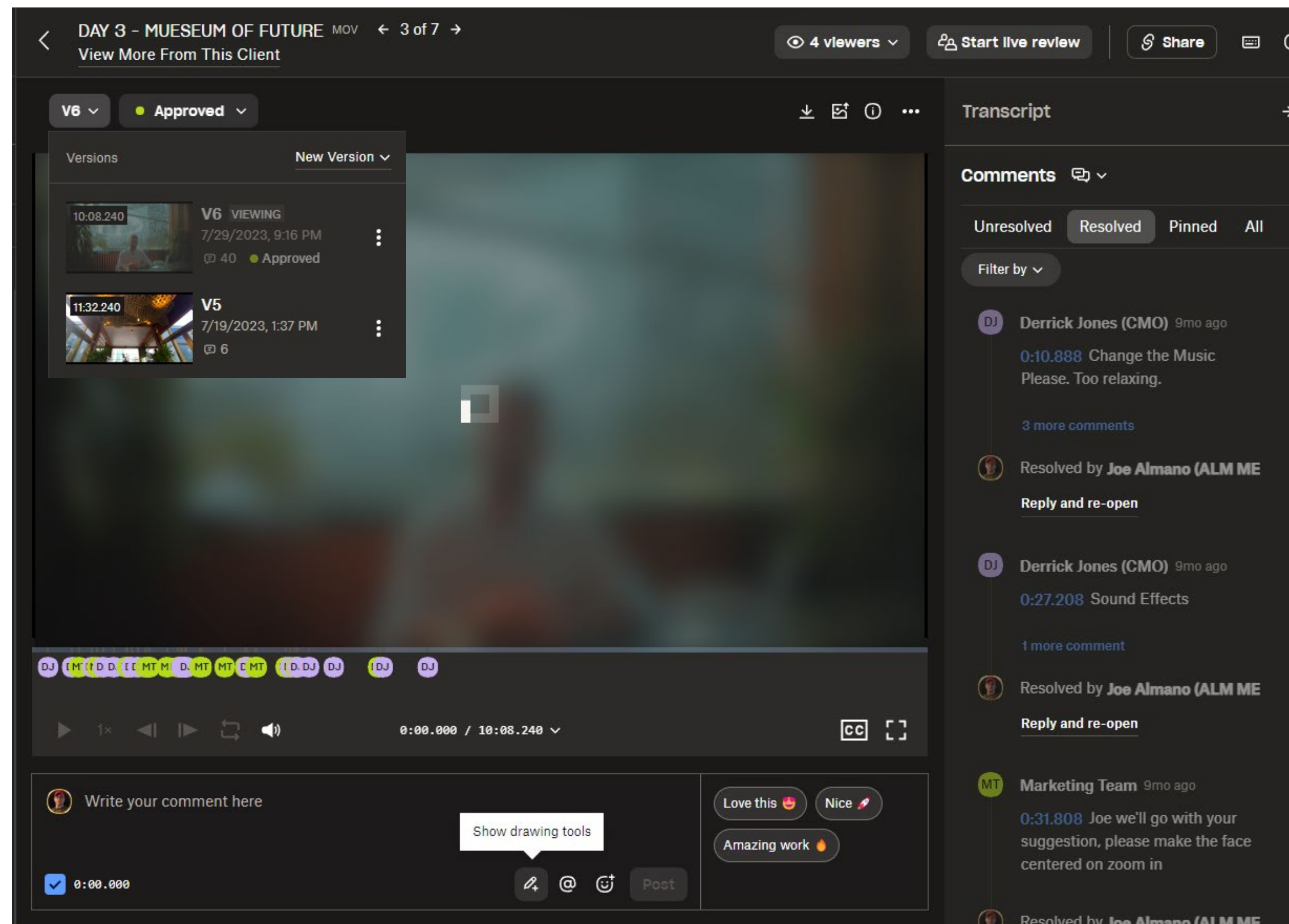
**Version Comparison:** Easily compare video versions directly on the dashboard to streamline decision-making.

**Due Date Tracking:** Stay informed with prominently displayed due dates, ensuring timely project completion.





# Advanced Video Collaboration Tools



**Organized Comments:**  
Centralize and structure feedback with organized comments that are tagged and easily navigable, enhancing clarity and response efficiency within the project dashboard.

**Drawing Tools for Precise Feedback:**  
Use integrated drawing tools to provide visual annotations directly on video frames, facilitating clear and actionable feedback for editors.

**Live Review Showcasing:**  
Launch live review sessions allowing real-time discussions and immediate consensus on video edits to accelerate project timelines while a team member or stakeholder takes notes in the comment section.

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# Introducing the leadership team





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# Joe Almano

CHIEF CREATIVE, VIDEO STRATEGIST, PRODUCER, PHOTOGRAPHER, TALENT DIRECTOR

With 15 years of diverse expertise in creative media, digital marketing, strategy, and technology, Joe, is the founder and lead creative director who was born in Montreal, Canada, and has been established in Dubai, UAE, for the past eight years. Fluent in English, French, and Italian, he embodies the principles of Excellence, Integrity, Unity, and Innovation, continuously seeking personal and professional growth through education.

As a creative director and producer, his approach to client engagement is rooted in a comprehensive understanding of holistic business philosophies, tactical strategies and structured yet creative; frameworks. This process ensures that each client's fundamental challenges are identified and addressed with solutions that are functional and aesthetically pleasing but also nurture positive relationships and drive business growth for everyone.

His mission is to synergize skilled creatives with businesses that prioritize professionalism and innovative solutions. Under his leadership, the company has merged creative design thinking with quantifiable strategic business solutions, resulting in sustained business growth and the development of a vibrant and collaborative creative community.

## YOUR NEW LEADERS



# Zyra Mariel

ASSISTANT PRODUCER AND TALENT CASTING MANAGER

With extensive experience in casting and production assistance, Zyra Mariel shines in her primary roles as Client Relations Manager and Talent Manager while also supporting us with Production Coordination. Her background includes impactful roles at renowned agencies, where she adeptly managed client interactions and project coordination for major Hollywood films in the GCC and promotional campaigns.

Zyra ensures seamless communication across all project stages, from initial client meetings to final deliverables. She orchestrates interactions between stakeholders and the creative team, meticulously managing timelines and deliverables to maintain project alignment and client satisfaction throughout the creative process.

Her professional journey includes contributions to high-profile projects such as 'Mission Impossible 7' and 'Desert Warrior'. Known for her ability to handle complex productions and maintain high client satisfaction rates, Zyra has become a pivotal figure in managing client relationships and project outcomes in our company.



## YOUR NEW LEADERS



# Veronika Rosandić

SOCIAL MEDIA SPECIALIST, CREATIVE PRODUCER, INFLUENCER MARKETING

Veronika brings a rich background as a Social Media Specialist and Creative Producer, with a proven track record in digital content creation and media production. Her experience spans major design studios and creative agencies, where she has spearheaded projects for global brands, enhancing their digital presence and audience engagement across social media.

In her role, Veronika expertly manages the creative process from concept to completion, ensuring each project resonates with the intended audience. She collaborates closely with production assistants to develop shot lists and production documents, maintaining a hands-on approach that guarantees high-quality, impactful media outputs.

Veronika's work has garnered recognition across major platforms, significantly boosting brand visibility and consumer engagement. Her contributions have led to partnerships with notable industry leaders, and she frequently shares her expertise at public speaking engagements, further solidifying her status as a key influencer in the media and social networking space.

MEET THE TEAM

# Core Team Roster

	<p><b>Joe Almano</b></p>	<p><b>CREATIVE DIRECTOR, STRATEGIST, HEAD PRODUCER, LEAD VIDEOGRAPHER</b></p>	<p>Oversees project vision, manages production timelines, and directs videography to ensure high-quality content aligns with client objectives.</p>	
	<p><b>Zyra Mariel</b></p>	<p><b>ASSISTANT PRODUCER AND TALENT CASTING MANAGER</b></p>	<p>Manages and assists with client interactions, ensures smooth communication across stakeholders and creative team, and handles account management to maintain high client satisfaction and alignment. Works closely with Creative Director.</p>	
	<p><b>Veronika Rosandić</b></p>	<p><b>CREATIVE PRODUCER AND SOCIAL MEDIA SPECIALIST</b></p>	<p>Tasked with devising creative interview concepts, collaborating with production assistants on shot lists and production documents, and visually crafting each interview video to tell a compelling and unique success story. Works closely with Creative Director.</p>	
	<p><b>Erica Milla</b></p>	<p><b>PRODUCTION ASSISTANT - TALENT MANAGEMENT AND SUPPORT</b></p>	<p>Oversees production timelines, coordinates logistics for efficient workflow, develops detailed shot lists, and manages interviewee talent before and during shoots. Works closely with Client Relations Manager.</p>	
	<p><b>Assignment based</b></p>	<p><b>PHOTOGRAPHERS, VIDEOGRAPHERS, EDITORS</b></p>	<p>Captures high-quality photos and footage and performs post-production editing tasks to produce polished final photos and videos. Combines technical skill and creative insight to ensure that every frame aligns with the project's artistic vision. Works hand in hand with the Creative Director and Creative Producer.</p>	





WHAT WE DO

## Our Partners

Our partners support ALM Media by indirectly fulfilling our specific needs while we maintain strict management practices. Our partners have no access to client information, ensuring confidentiality. We coordinate closely to ensure their contributions enhance our services without directly involving them.



### GEARBOX.AE

JEAN-LOUIS MASSAUT

OUR PARTNERSHIP WITH A TOP CAMERA RENTAL COMPANY ENSURES ACCESS TO ADVANCED EQUIPMENT FOR HIGH-QUALITY CONTENT PRODUCTION. WE RIGOROUSLY MANAGE EQUIPMENT AVAILABILITY, TESTING, AND SUPPORT TO ENHANCE PROJECT QUALITY AND RELIABILITY.



### DUBAI STUDIO CITY

MAJED AL SUWAIDI

A COMPREHENSIVE HUB FOR MEDIA PRODUCTION, PROVIDING STATE-OF-THE-ART STUDIO RENTALS THAT SUPPORT OUR LARGE-SCALE PROJECTS. WE UTILIZE THEIR RESOURCES TO ENHANCE OUR CAPABILITIES AND MANAGE COMPLEX LOGISTICS EFFICIENTLY, ENSURING HIGH STANDARDS.

### In Negotiation

### LEGAL AND INTELLECTUAL PROPERTY FIRM

TO BE ANNOUNCED

A LAW FIRM PROVIDING US WITH COMPREHENSIVE LEGAL SERVICES AND SPECIALIZING IN COMMERCIAL LAW, ENSURING OUR COMPLIANCE AND SAFEGUARDING THE INTERESTS OF ALL PARTIES ENGAGED IN BUSINESS PARTNERSHIPS OR TRANSACTIONS WITH US.

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# Testimonials

What people are saying about us





## TESTIMONIALS

“

**Amazing experience, the vibes was so cool and i enjoyed every minute of the shooting, they are so professional and everything organized by time , highly recommended if u want professional team for your advertisements.**

---

**Kareem M.**



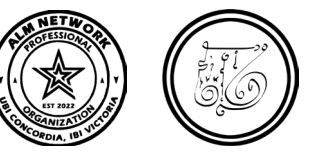
“

**Working with Joe Almano has been an absolute pleasure. Their team of skilled professionals is not only knowledgeable in their field but also dedicated to providing top-notch service and support. Thank you for the lovely day.**

---

**Zakarya B.**





“

**Mr. Joe is a real professional person and very talented photographer and videographer. He has strong positive personality so work with him is always clear and have perfect results. Was happy to work with him already twice and looking forward to work more!**

---

**Irina P.**



“

**As Chairman and CEO, I am consistently amazed by the quality and creativity displayed in Joes photography and video services. They capture the essence of our brand with precision. The dedication of his team shines through in every frame, enriching our visual stories. My heartfelt appreciation to our skilled Joe for his relentless pursuit of excellence.**

---

**Ismail A.**

CHAIRMAN AND CEO

---

**DELIVERABLES**

Production Planning  
Photography  
Videography  
Post-production & Editing





“

**Our company's visual marketing has been significantly enhanced by Joe's exceptional photography skills these past three years. Highly recommended.**

---

**Rob B.**

CEO

---

**DELIVERABLES**

CSR Initiatives Production & Planning

Photography & Video across 15 properties  
(Corporate, Advertising, FnB, Real Estate)

Production Planning across 15 properties  
Post-production & Editing



“

**I had the very great pleasure to work with Joe as a member of the Marketing team twice now. Joe is a vibrant gifted individual with an absolute passion for his work.**

---

**Sarah B.**

MANAGING DIRECTOR



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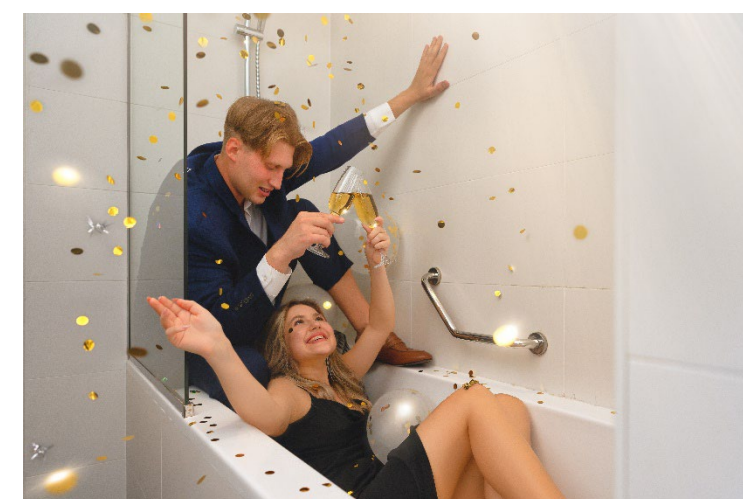
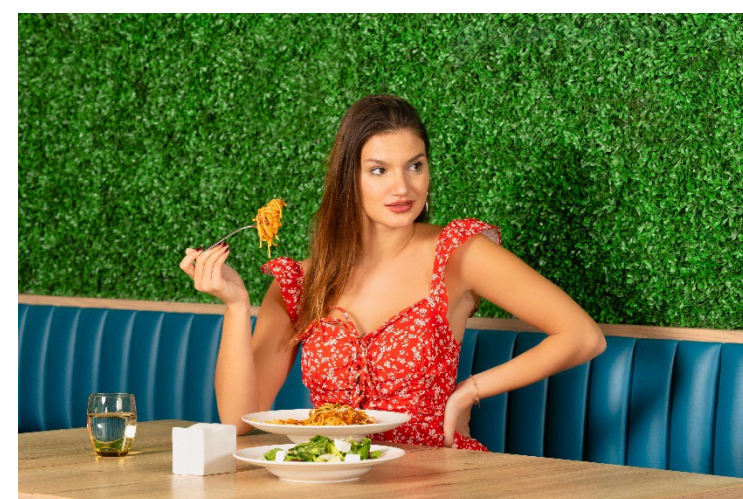
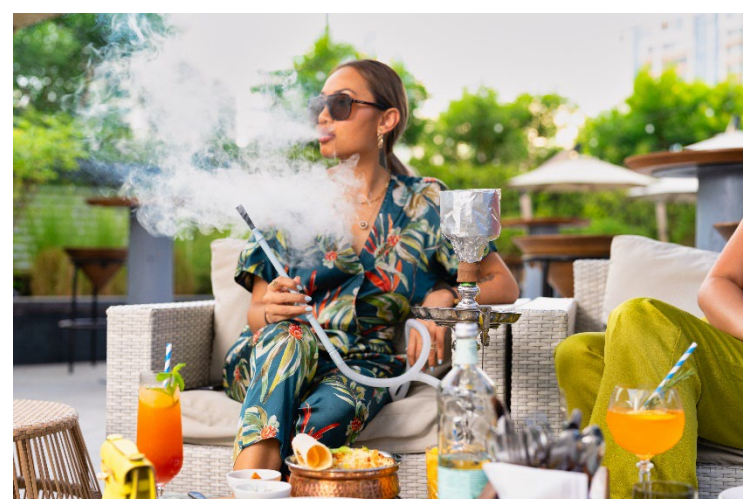
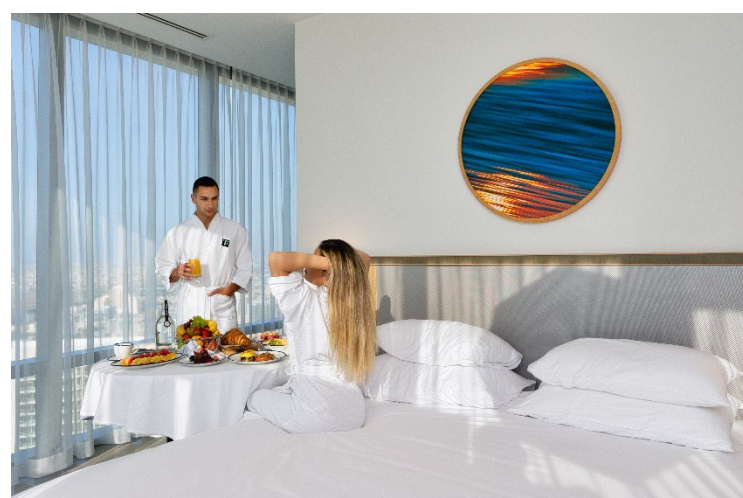
# Photography Portfolio

An overview of creative style and competency across diverse verticals



# Lifestyle

Lifestyle photography captures natural, real-life moments to reflect genuine emotions and everyday experiences, emphasizing authenticity over staged scenes and focused on highlighting a product, service, location, specific lifestyle or experiential activity or destination.



**Marketing Benefits (Intentional):**  
Increases engagement, enhances brand authenticity, and boosts conversion rates through relatable imagery.

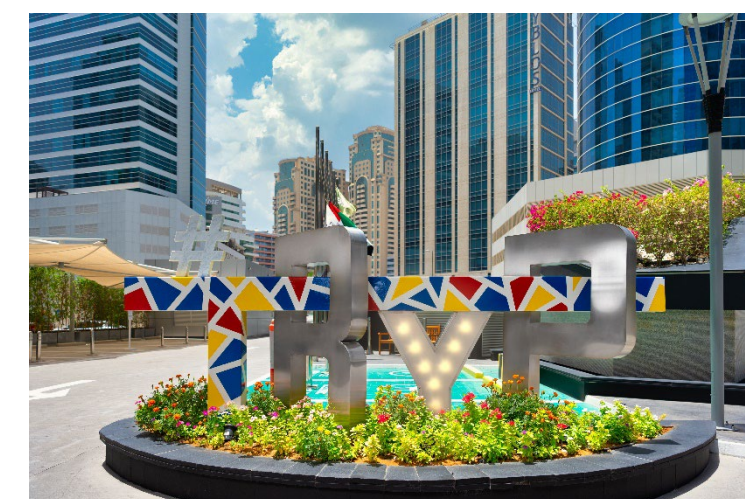
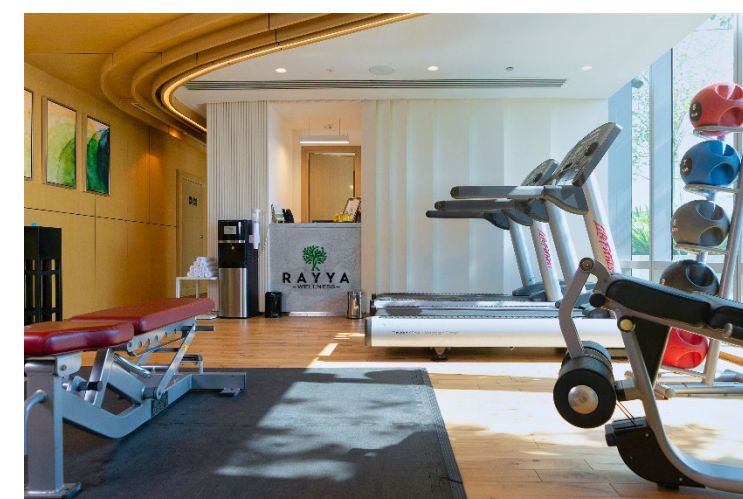
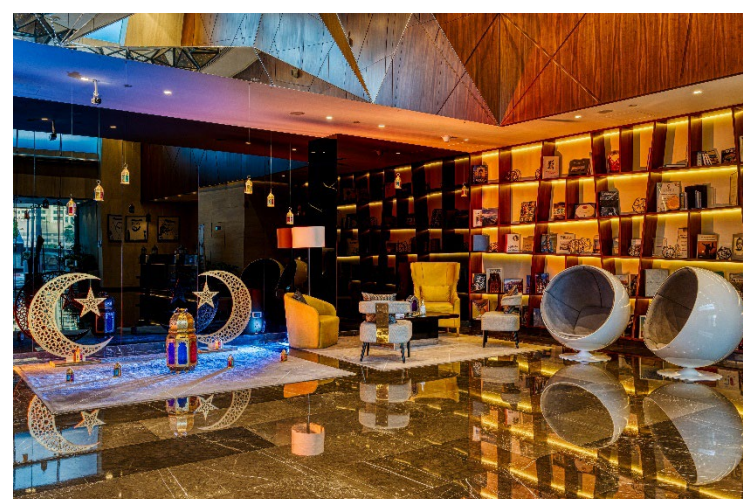
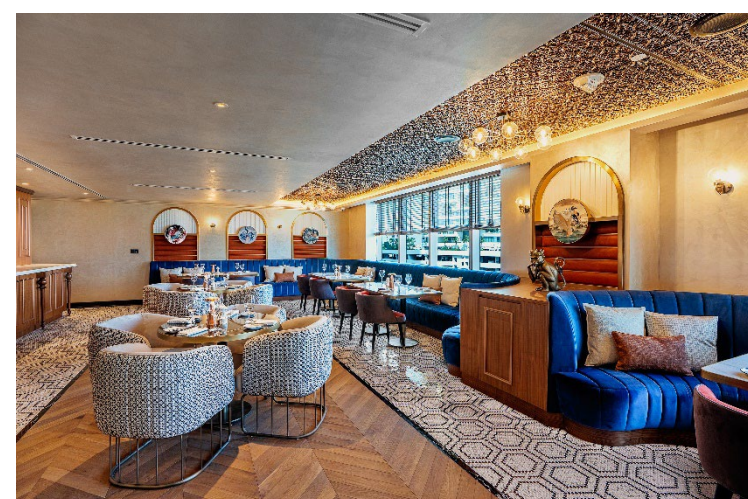
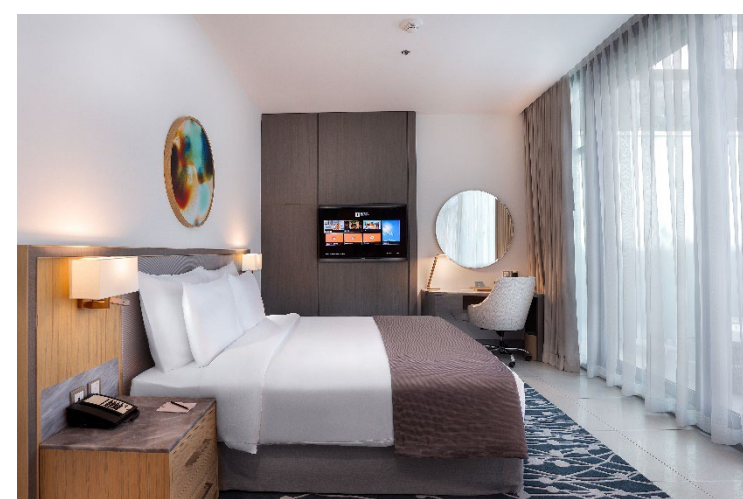
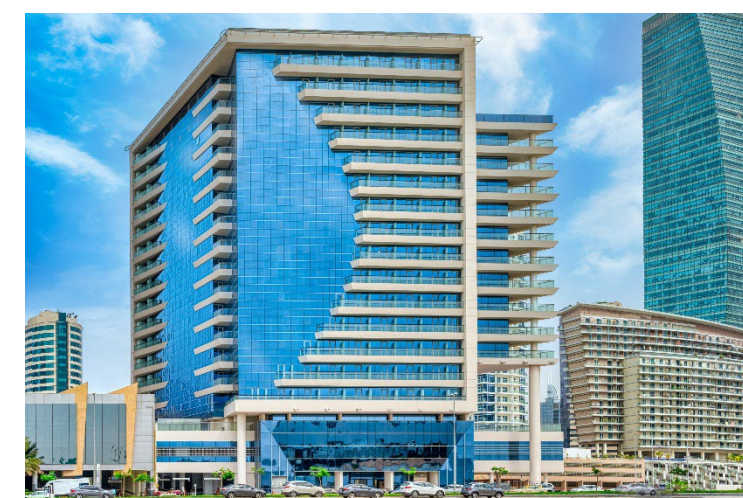
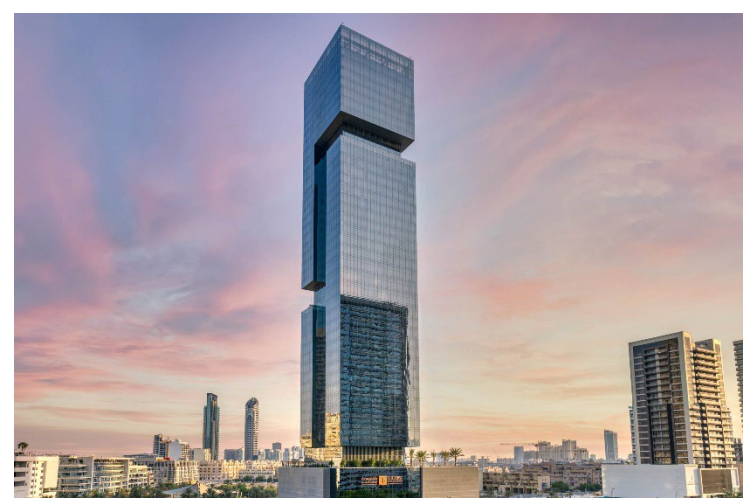
**Positive Side Effects (Indirect):**  
Builds stronger emotional connections with the audience, enhances brand loyalty, and improves social media sharing.

**Ideal Clients or Buyers:**  
Brands in tourism, hospitality, fashion, health, and home décor industries, as well as companies looking to humanize their marketing efforts and connect deeply with their audience.



# Interiors and Architecture

Interiors and architecture photography showcases spaces and structures, emphasizing design, ambiance, and structural details through professional, aesthetic images.



### Marketing Benefits (Intentional):

Enhances property appeal, boosts online listings visibility, and attracts higher-quality leads.

### Positive Side Effects (Indirect):

Strengthens brand image, increases social media engagement, and supports higher pricing strategies.

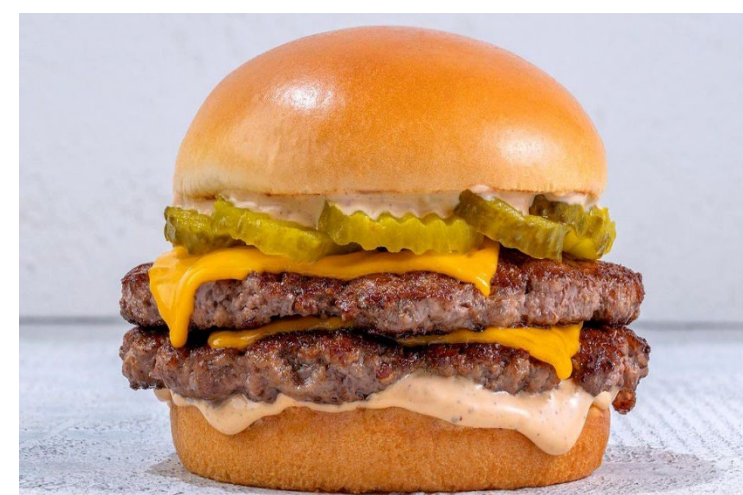
### Ideal Clients or Buyers:

Ideal for real estate agencies, architectural firms, interior designers, hospitality businesses, and construction companies seeking to showcase their projects and attract high-value clients.

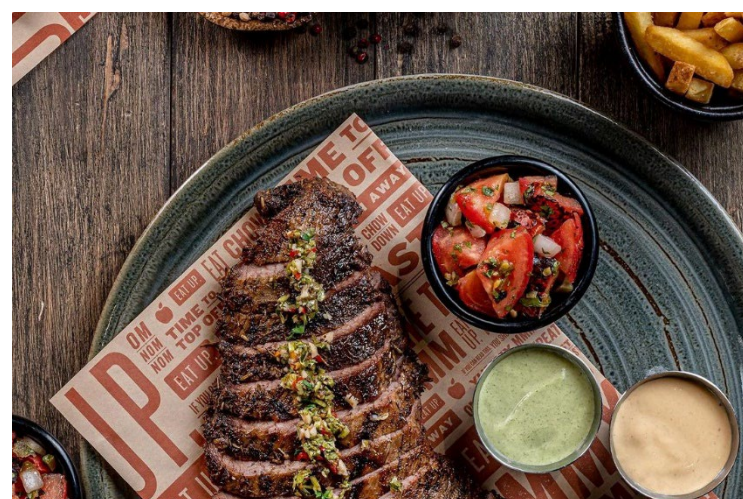


# Food and Beverage

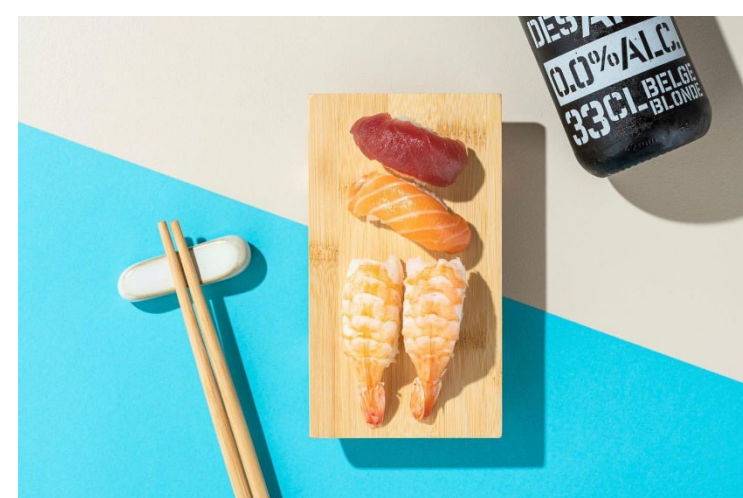
Food and Beverage photography captures the allure of dishes and drinks, highlighting textures, colors, and presentation to entice the viewer.



**Marketing Benefits (Intentional):**  
Increases menu appeal, boosts sales, and enhances online engagement with visually compelling content.



**Positive Side Effects (Indirect):**  
Attracts more social media attention, promotes sharing of images, and builds a stronger brand identity.



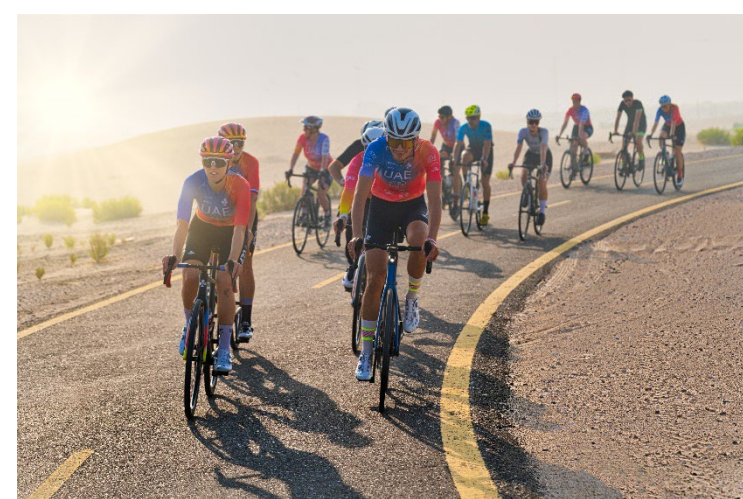
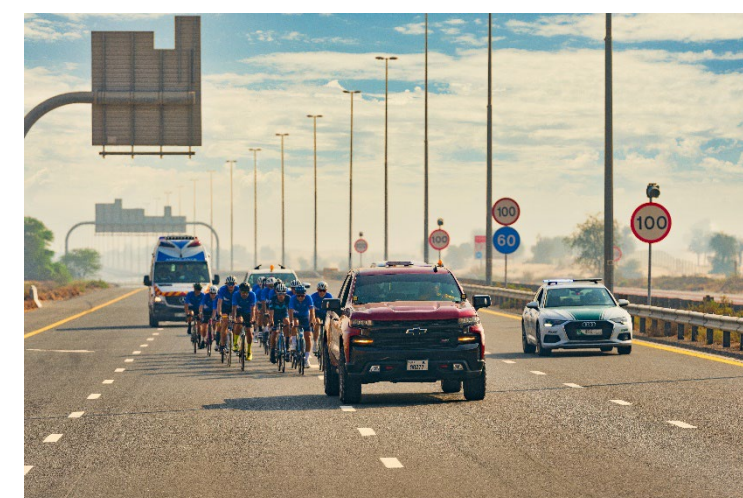
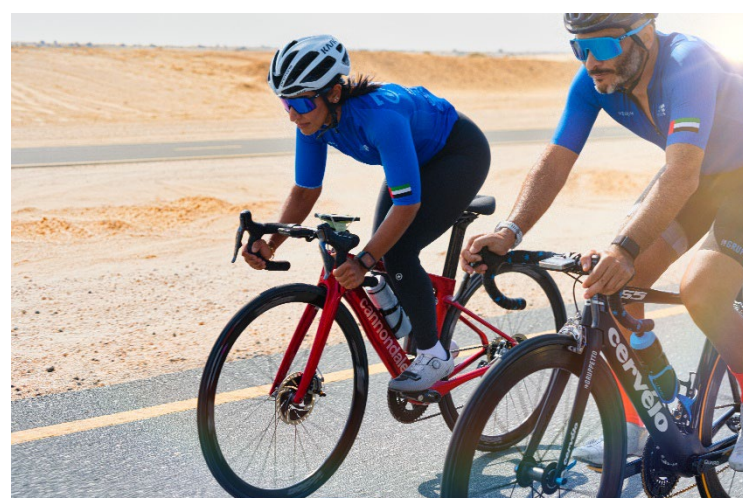
**Ideal Clients or Buyers:**  
Suitable for restaurants, cafes, food manufacturers, caterers, food bloggers, cookbook authors, and marketers seeking to visually captivate and gastronomically allure their audience.



PHOTOGRAPHY PORTFOLIO

# Sports (Cycling)

Sports cycling photography captures the intensity and dynamic action of cycling, highlighting the speed, skill, and energy of cyclists in motion.



**Marketing Benefits (Intentional):**  
Enhances brand excitement, showcases product durability, attracts sports enthusiasts, promotes attendance and drives sentiment.

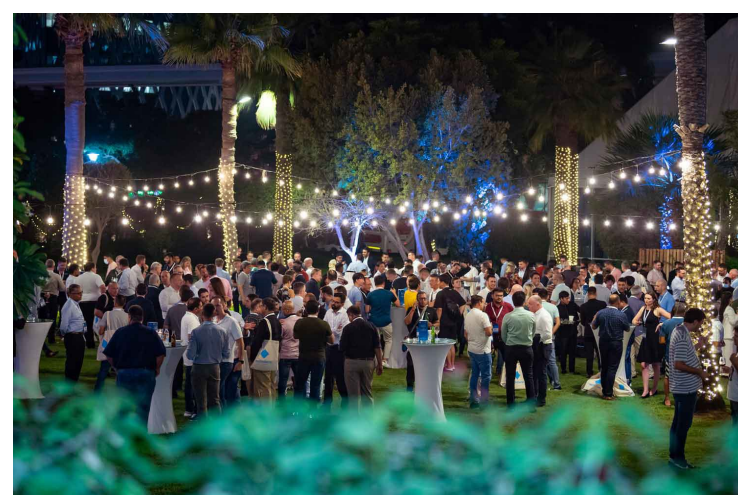
**Positive Side Effects (Indirect):**  
Increases brand visibility in sports communities, boosts follower engagement, and enhances event sponsorship appeal.

**Ideal Clients or Buyers:**  
Sports apparel brands, bicycle manufacturers, event organizers, pro teams and magazines seeking to captivate and energize passionate cycling and outdoor sports audiences.



# Events Coverage

Event coverage photography captures key moments and details of events or speakers, conveying the atmosphere and highlighting interactions, celebrations, and important products, services or happenings.



**Marketing Benefits (Intentional):**  
Boosts event visibility, enhances promotional content, and captures memorable experiences for attendees.

**Positive Side Effects (Indirect):**  
Encourages social sharing, extends event impact beyond physical attendance, and strengthens community engagement.

**Ideal Clients or Buyers:**  
Corporate functions, cultural festivals, sports events, themed venues, exhibitions, seminars, workshops, conferences. Essential for event planners, PR agencies, and corporate marketers aiming to maximize outreach and engagement.



# Corporate

Our corporate photography services are designed to showcase the professional atmosphere and dynamic of your company. Through high-quality imagery, we capture the essence of your corporate identity, enhancing your branding and communication efforts.



**Marketing Benefits (Intentional):**  
Corporate photos boost engagement and credibility, enhancing brand perception and strengthening internal cohesion.



**Positive Side Effects (Indirect):**  
Enhances brand loyalty, strengthens team unity, and boosts visibility across digital and social media platforms.



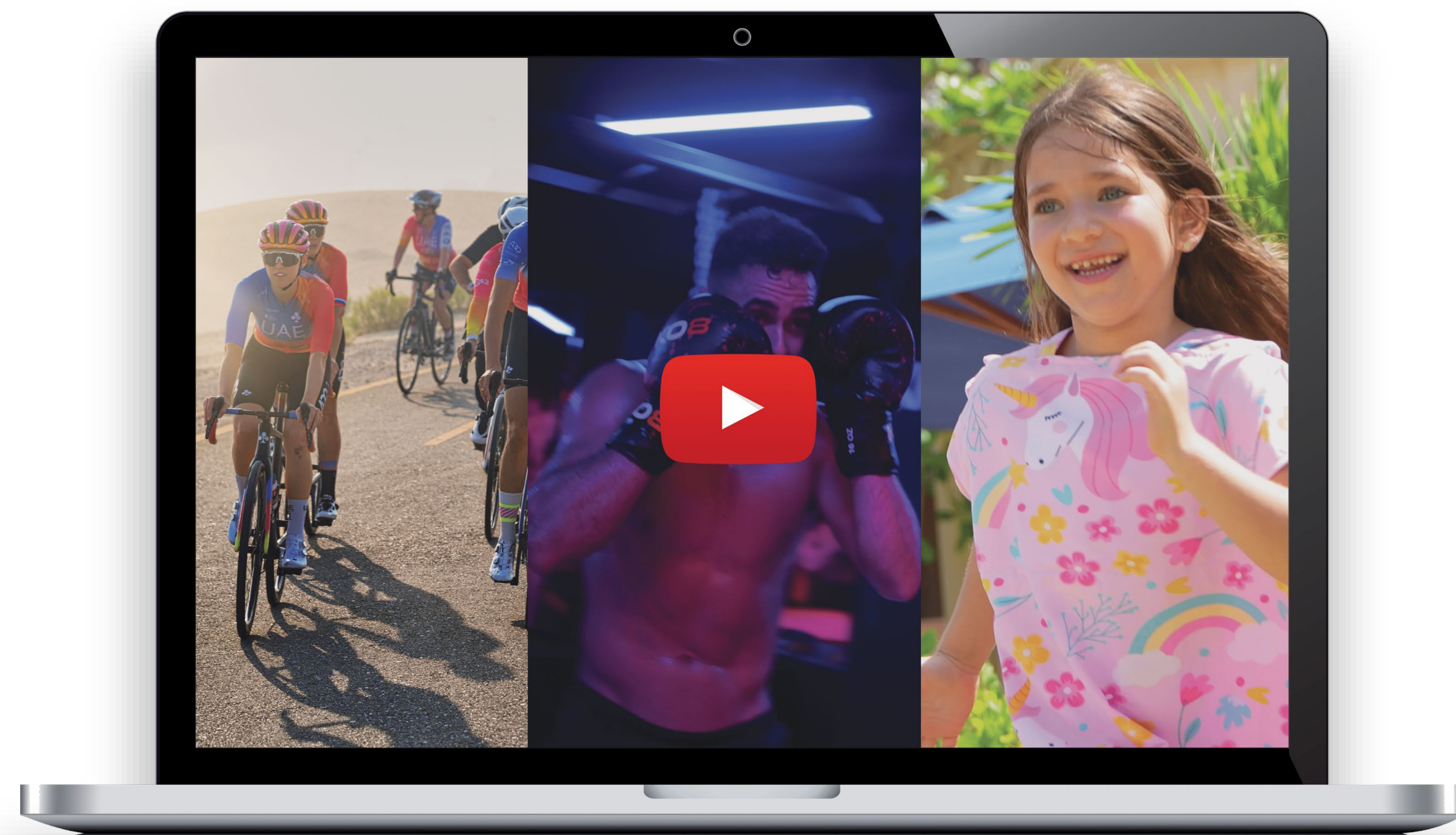
**Ideal Clients or Buyers:**  
Corporations and businesses aiming to elevate their professional image and enhance internal or external communications.



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# Brand Story and Advertising Videos





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## Video Showreel

From dynamic video productions to stunning photography, our showreel highlights our expertise across a variety of verticals and industries.

We've crafted impactful visuals that resonate with our audiences across advertising, CSR, lifestyle campaigns and brand storytelling.

In this link, we've curated a few examples of our work.

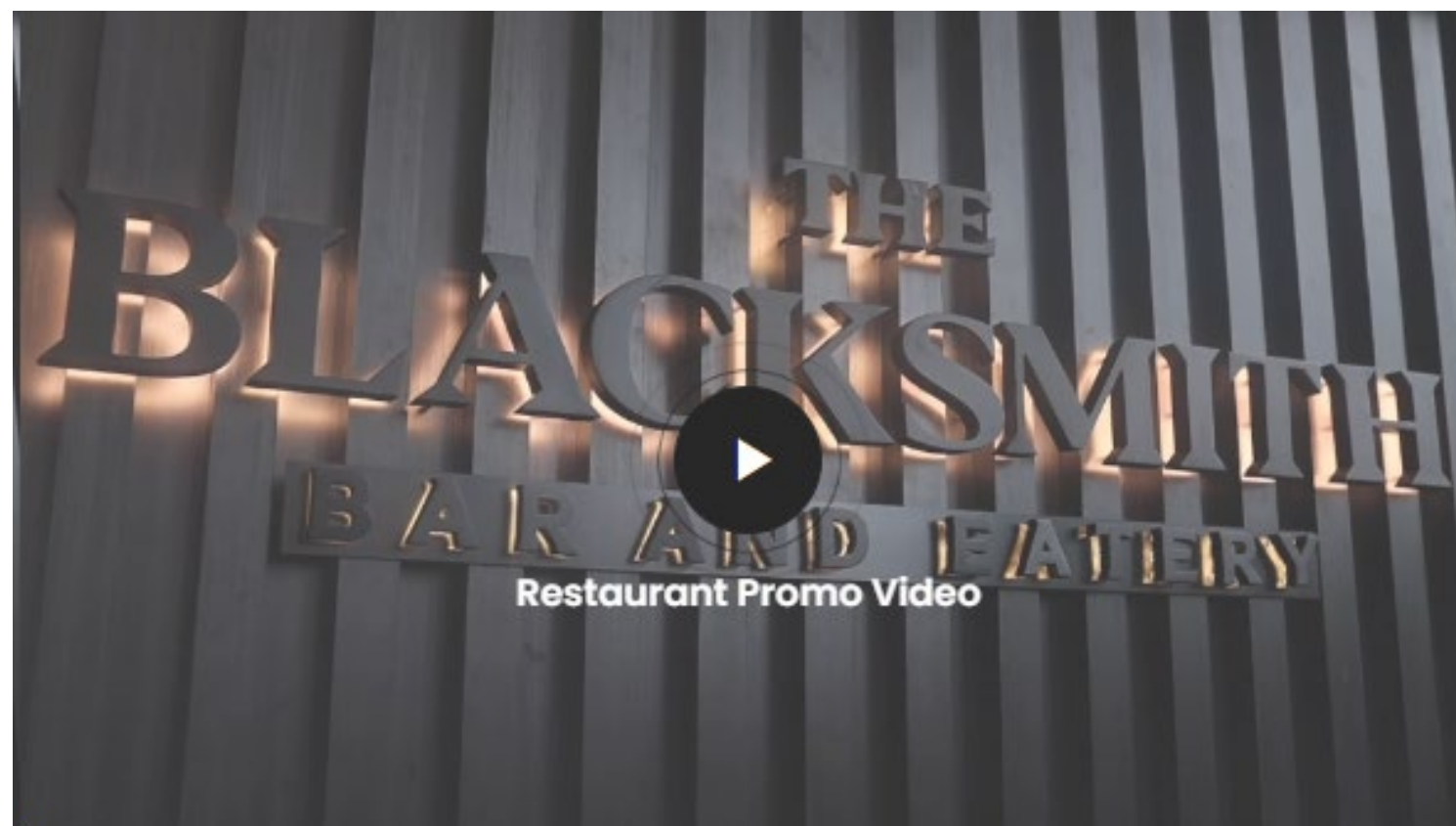
[Link to reel.](#)



VIDEO PORTFOLIO

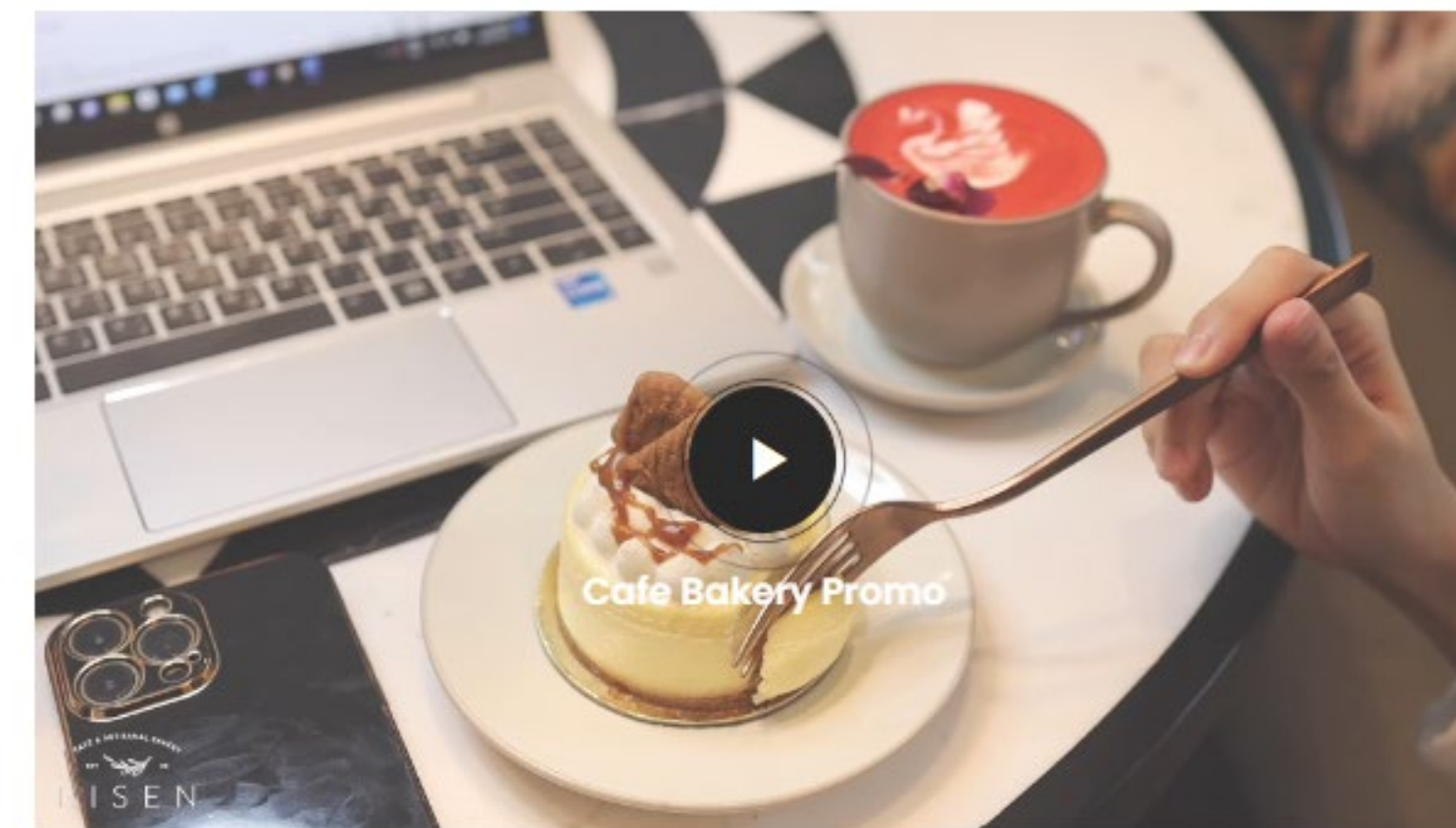
# Restaurant Promo

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING



# Restaurant Social Media Sprint

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING, TALENT MANAGEMENT



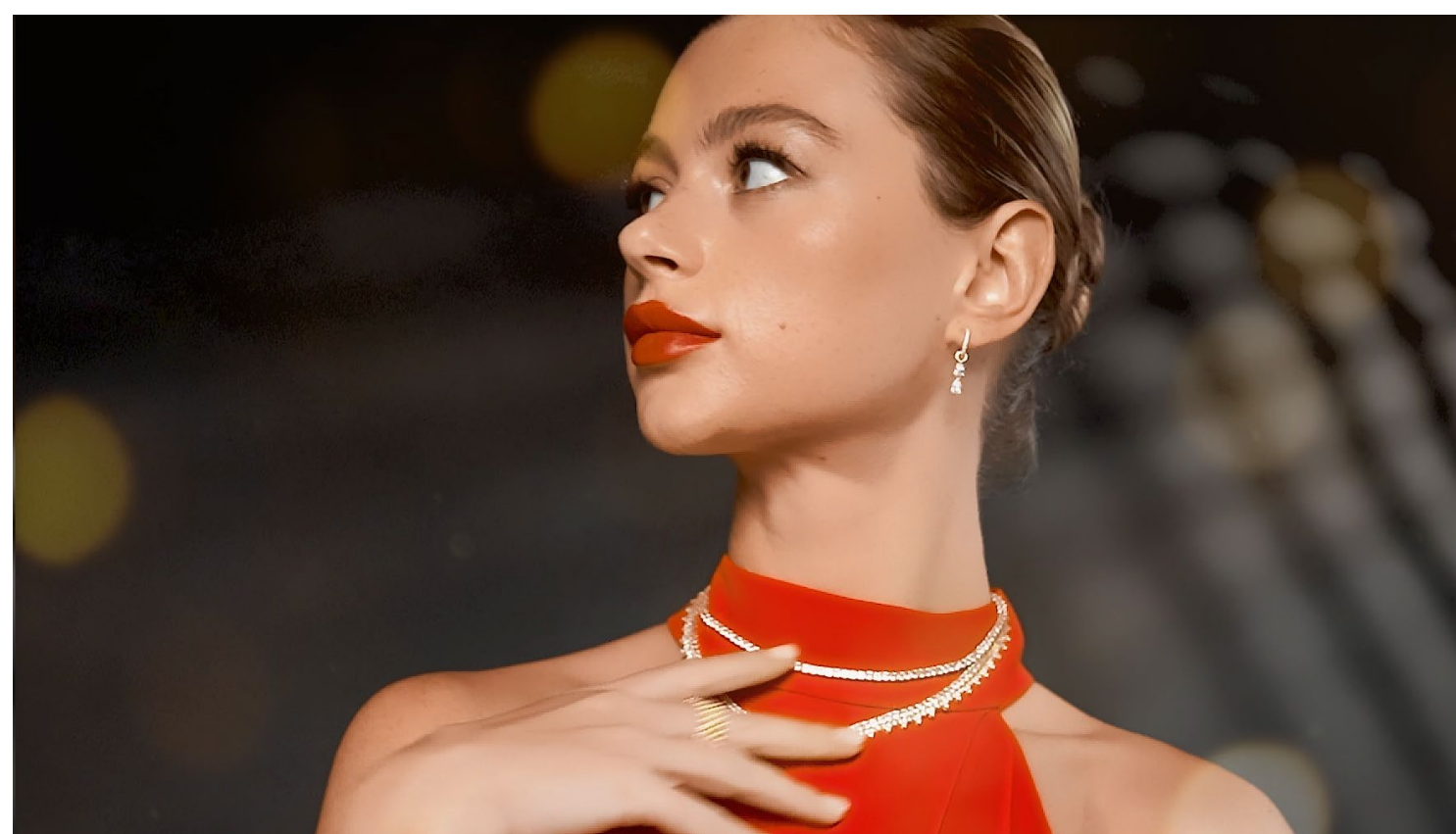
# Hotel Seasonal Promo (Ramadan)

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING, TALENT MANAGEMENT



# Jewelry Social Media Content

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING, TALENT MANAGEMENT





VIDEO PORTFOLIO

## Hotel Launch Video

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING, TALENT MANAGEMENT



## Action Vlog for Personal Brand

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PERMIT PROCUREMENT, LOCATION SCOUTING



## Social Vlog for Personal Brand

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PERMIT PROCUREMENT, LOCATION SCOUTING



## CSR For Non-Profit Holding Group

PHOTOGRAPHY, VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PERMIT PROCUREMENT, RECRUITMENT, LOCATION SCOUTING





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**Proof that we have achieved  
goals and generated impact  
for our clients**





**The following pages cover a few case studies that demonstrate an overview of our process. These projects also share key challenges outlined by our select clients.**

**These challenges include photography, video production and talent casting to address concerns in awareness, brand trust, engagement, brand authenticity, conversion and audience loyalty.**

# Case Studies

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## CASE STUDIES

# MG Motors' Product Launch

**CLIENT**

SAIC Motor Middle East

**SUMMARY**

We helped MG Motor secure the perfect talent for their new SmartInspect glasses advertisement, aligning with their goals of showcasing innovative after-sales service technology.

**DELIVERABLES**

Talent Casting and Management (2 actors)

**CHALLENGE**

Showcasing an innovative after-sales technology product to resonate with their target audience in the GCC region.

**OUTCOME**

We meticulously selected actors who could embody the brand's values and deliver a powerful, engaging performance that would resonate with their target audience. The commercial successfully captured the essence of MG Motor's after-sales service excellence, thanks to the standout performances of the casted talent. [View Commercial Here](#)





# Impact by numbers

**4.7m**

Awareness reach

---

**2.2%**

Engagement rate

---

**25%**

Generalized sales growth

---

**30%**

Boost in customer inquiries

---

**72.6%**

Increase in web traffic

---

**882k**

Direct web traffic

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CASE STUDIES

# La Toalla Product Launch

**CLIENT**

La Toalla

**SUMMARY**

We helped La Toalla, a new ecommerce startup, promote their innovative microfibre towels and ponchos targeting kids, beach goers and sports enthusiasts. The campaign focused on positioning select product lines as alternative towels for beach, pool and sports use, highlighting their quick-drying, fun designs and sand-resistant properties.

**DELIVERABLES**

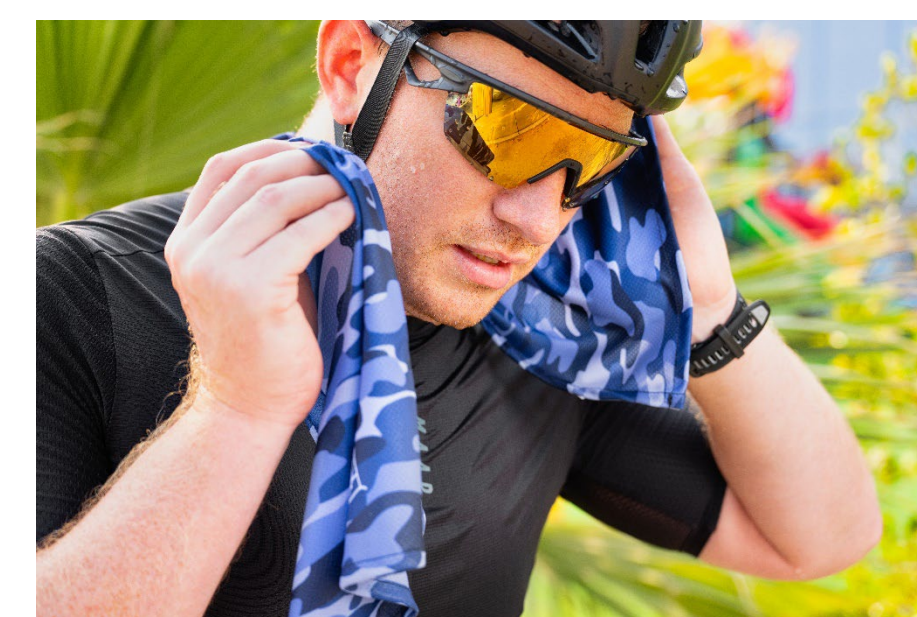
- Talent Casting and Management
- Advertising Photography (Lifestyle)
- Video Production & Strategy

**CHALLENGE**

To create engaging visual content that effectively promotes the unique features of La Toalla’s microfibre towel products and appeals to a targeted audiences.

**OUTCOME**

The content highlighted key features of the towels and ponchos, portraying real-life scenarios where enthusiasts, families and children enjoyed the products at the beach, pool and sports. The visuals emphasized ease of use, quick-drying capability, and sand-resistant nature of the products, creating a strong appeal to the target audience.





# Impact by numbers

**7.6k**

Organic Audience Reach

---

**162%**

Audience Reach Growth

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**2.31%**

Web Market Dominance

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**100%**

Growth in Organic Search

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**670%**

Increase in web traffic

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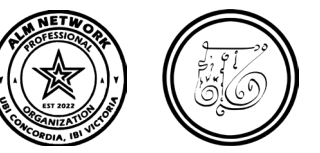


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# Talent Casting & Management

**The benefits, who needs it and how the service works for :**

- **Film, Advertising and Marketing Productions**
- **Events and Conferences**



# What is it?

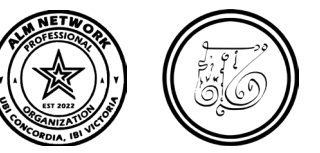
**Talent casting management streamlines the selection and hiring process of professional models and actors, eliminating the extensive effort typically required from clients. By managing auditions, negotiations, and contracts, we ensure a seamless experience.**

**Our expert team, with extensive experience in casting and talent management, provides a clear roadmap from casting call to final selection. We demonstrate a proven track record of successful placements, showcasing our ability to deliver top talent tailored to your project needs.**

**We mitigate common issues such as mismatches in talent and role, delays, and communication errors. Our meticulous vetting process and continuous coordination ensure that only the most suitable, reliable, and professional talent represents your project.**

**The Benefits:** Engaging professional talent enhances the authenticity and appeal of your projects, significantly boosting audience engagement and overall marketing effectiveness.





WHO

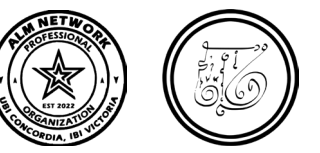
# Ideal Clients

Our talent management and casting service is suited for a wide range of clients across various sectors, including **advertising agencies, film and commercial production companies, independent directors, producers and brand marketers.**

Whether it's a **blockbuster film, a commercial ad shoot, or an independent photo or video shoot** for social media, our service enhances the production by providing the perfect match of talent.

Our service **boosts production quality and engagement by precisely matching talent to roles, reducing delays and costs, and fostering strong, lasting relationships** between clients and talent.

By understanding the specific needs and challenges of these industries, we ensure that our casting solutions are not only effective but also innovative and responsive to current trends.



WHERE

# Ideal Industries

**Hospitality** - Models and actors can be used in promotional videos and photoshoots showcasing luxury hotel accommodations, amenities and services.

**Real Estate** - Actors can play roles in virtual tours and promotional videos to help potential buyers envision living in residential properties.

**Interior Designers** - Models can be featured in staged home photoshoots to enhance the aesthetic appeal of the designs.

**Lifestyle Brands** - Utilizing models for campaigns that showcase a luxurious or aspirational lifestyle in apparel, accessories, wellness and all other types of **products**.

**Advertising** - Models and actors for diverse media campaigns including television commercials and digital content.

**Event Planners** - Hiring actors to perform in live entertainment or as brand ambassadors during corporate events, exhibitions, trade shows, conventions.

**Tourism and Travel** - Using actors in travelogues and promotional materials to attract tourists by showcasing attractions and experiences.

**Retail** - Models for in-store fashion shows and promotional events to drive foot traffic and enhance the shopping experience.

**Healthcare** - Actors in informational videos and advertising campaigns to humanize and explain complex medical treatments or products.

**Automotive** - Using models and actors in car launches and promotional events to introduce new car models and features to the market.





WHAT

# Our Approach

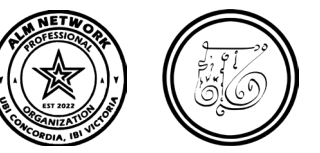
**Our talent management and casting service is designed to cater to the diverse and dynamic needs of the events, entertainment and advertising industries.**

**By understanding the specific requirements of directors, producers, agencies, and other stakeholders, we have developed a robust database of local talented models and actors.**

**Our service excels in matching the right talent with the right project, ensuring that both client expectations and creative visions are seamlessly met.**

**Our approach is tailored to maximize the fit between the talents' skills and the clients' project requirements. We utilize a detailed talent profiling system that includes not just physical attributes, but also skills, experience, attitude, zodiac, empathy abilities and past project feedback.**

**This allows us to provide personalized casting options that are aligned with the specific creative and technical needs of each project.**



WHY

# The Benefits

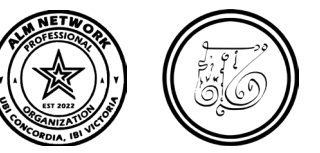
**Talent management is crucial for clients aiming to sell experiences, lifestyles, or products through the authentic and appealing portrayal offered by professional models and actors.**

**Industries such as hospitality, cultural, tourism, event planning, real estate, film and television production, advertising, fashion, retail, health and wellness, automotive, tech companies, educational institutions, sports marketing, and food and beverage sectors can all benefit significantly.**

**Without professional talent management, projects may suffer from casting misfits, lack of professionalism, and missed deadlines, potentially undermining the project's credibility, effectiveness and damaging brand reputation.**

**By integrating professional talent, clients can expect enhanced brand perception, deeper audience engagement, and measurable increases in marketing ROI. This strategic approach not only elevates the aesthetic value of any campaign but also aligns with the sophistication and aspirations of the target audience.**





HOW

# Implementation

**Implementation involves a thorough vetting process, including auditions and callbacks, to ensure quality and suitability.**

**We handle all logistics, from the initial casting call to final selection, ensuring a smooth process for both clients and talents.**

**Our dedicated talent coordinators are involved at every step to manage schedules, handle negotiations, and ensure clear communication between all parties.**



# Risk Mitigation

**What**

**In our talent casting and management processes, we proactively identify potential risks such as mismatched talent and scheduling conflicts early on.**

**Why**

**This focus helps ensure smooth project execution, preserve budgets, and strengthen professional relationships.**

**When**

**We implement our risk mitigation strategies from the pre-casting phase, maintaining vigilance throughout the project.**

**How**

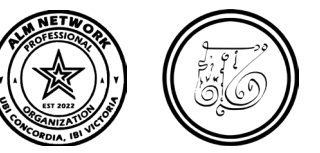
**We use state-of-the-art equipment with regular maintenance checks, backups, multi-layered data management, flexible scheduling, and rigorous quality control.**

**By utilizing detailed contracts, fostering a diverse talent pool, conducting thorough auditions, and ensuring clear communication, we minimize negative impacts and enhance client satisfaction.**

**Benefit**

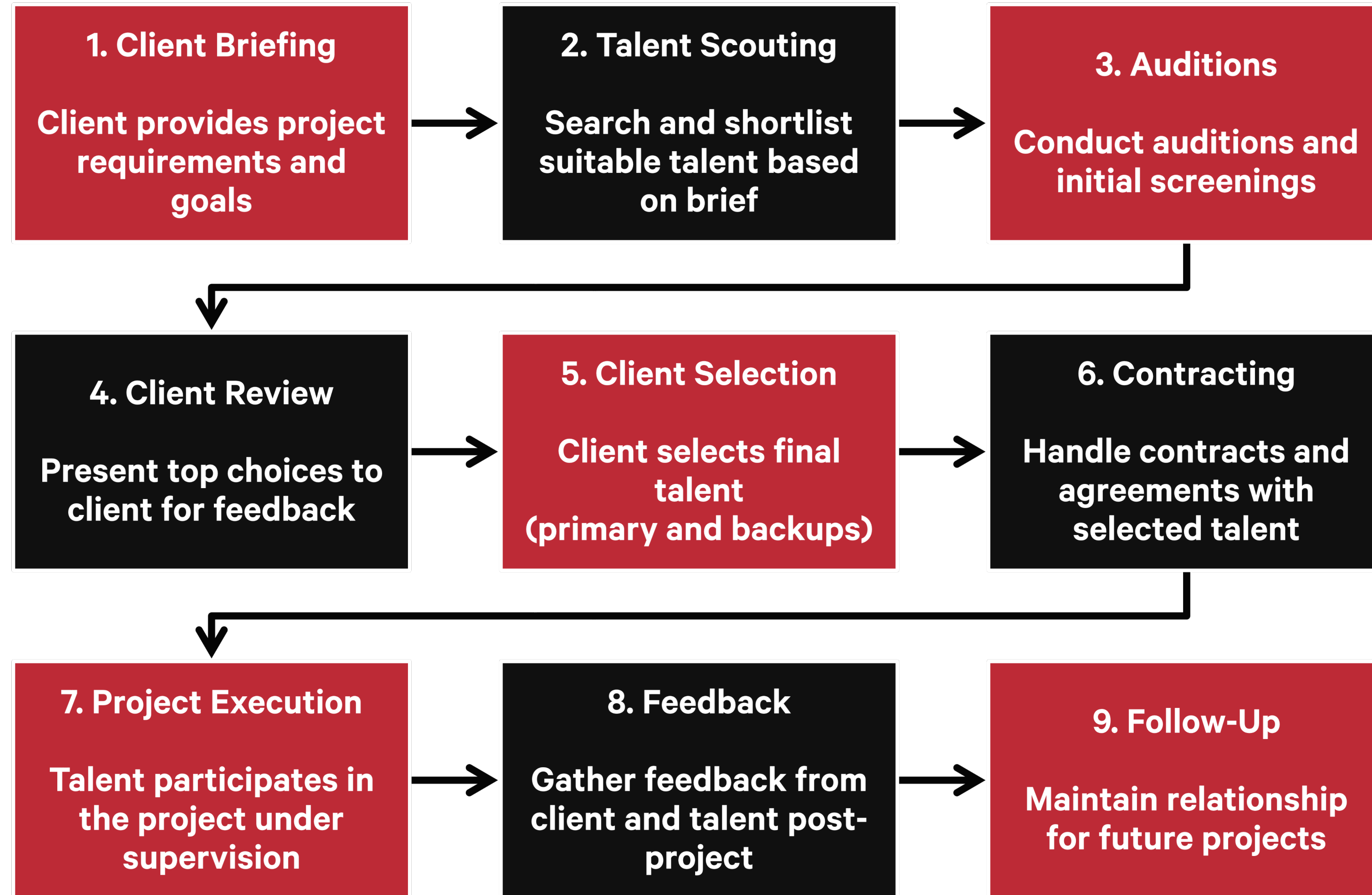
**Resulting in enhanced production quality and viewer engagement, our clients enjoy reduced costs, less time micromanaging, superior talent matches, and strong relationships with top-tier talent.**





PROCESS FLOW

# Key Steps





### DATABASE PREVIEW

Submission Date	Where do you reside? (You are coming from which location in UAE for our Dubai projects?)	Do you have any food Intolerance or Allergies?	What is your typical availability
Jul 27, 2021 3:44 PM	Dubai	No	Flexible
First name / middle name	Years of modeling experience?	Instagram Account:	Half-day or Full-day preferred?
[Redacted]	3 - 5 years	[Redacted]	I'm Flexible / No preference
Last name:	What is your commitment level in Modeling and/or Acting?	Secondary Instagram Account (Optional):	When is the best time to call you?
[Redacted]	Full-Time Professional Model	[Redacted]	Anytime
Nationality:	Do you have any visible birthmarks?	Portfolio link / Website / Modeling portfolio:	(LADIES ONLY QUESTION) How comfortable are you being paired with a Male Model for basic P.D.A? 5 / 5
Ukraine	No	[Redacted]	
Gender	Do you have tattoos?	Click this button to upload your photos or videos to your application	Consent to share copy of EID and Passport Prior to Project Rewarding?
Female	No		Yes of course!
Date of birth:	Are you open to TFP and / or Barter Projects?		Newsletter Optin - Can we send you Emails?
[Redacted]	Barter / Paid is OK!		Yes, Send emails about new Projects
Email	Describe your fashion style in a few words (optional):		Submissions Counter
[Redacted]	Business, Luxury, Bohemian, Minimalist, Western		448
Mobile number:	Can you consume Alcoholic Beverages?		
[Redacted]	Yes!		
WhatsApp number:	Can you consume raw proteins/food, such as fish (Sushi)?		
[Redacted]	Yes!		

### Diversity:

Our talent database is incredibly diverse, featuring models and actors from a wide array of backgrounds, skills, and appearances to meet any casting or production need.

### Unique Talent Matching Capability:

We maintain a detailed profile of over 250+ personal data points per talent, far exceeding the industry norm in Dubai, which allows us to match very specific talent requirements and pinpoint candidates with unique characteristics.

### Cost-Effective:

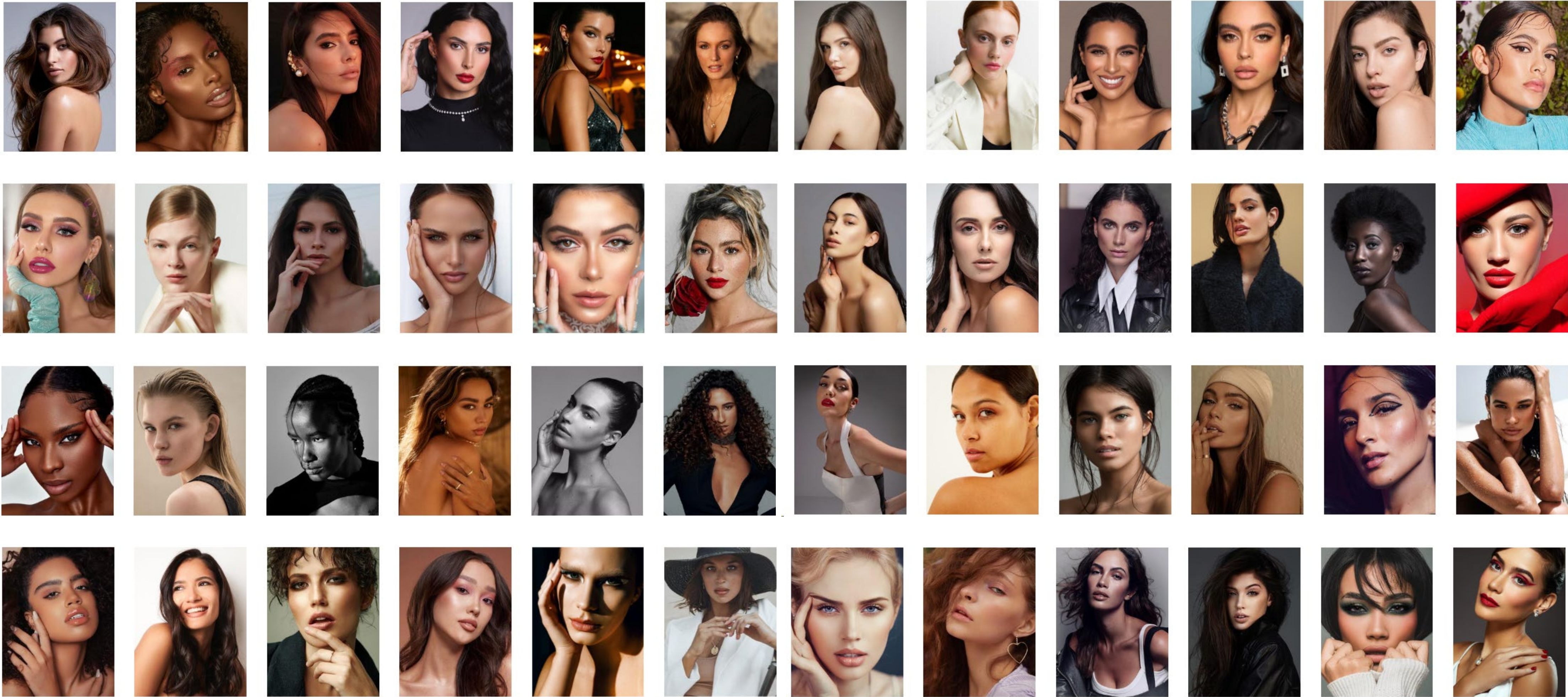
Our talents offer cost-effective solutions thanks to years of long-term, nurtured relationships that lead to preferred pricing and easier cost flexibility, making it more economical for clients to hire our talents over other competitors and agencies.





TALENT POOL

# Over 7,000 + UAE Based Models, Cast and Lifestyle Talent

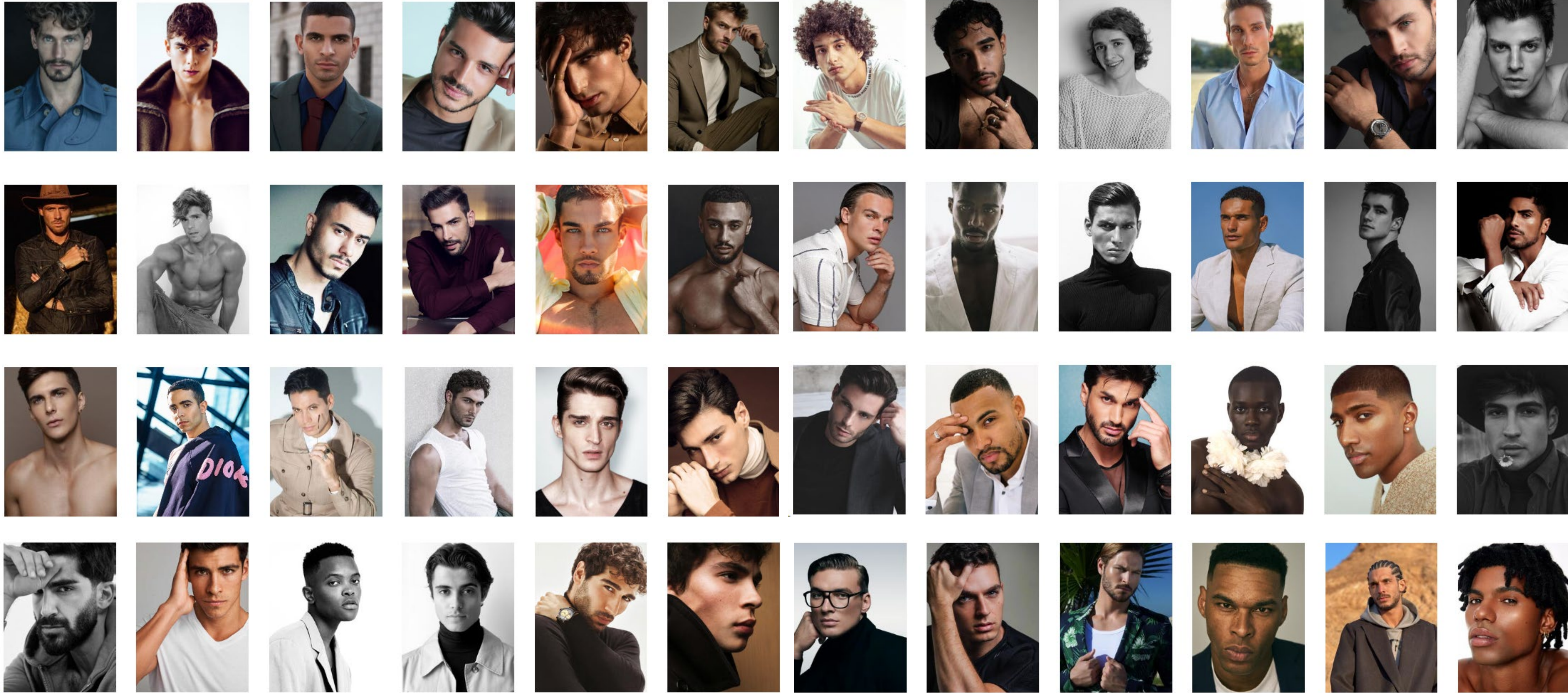






TALENT POOL

# Over 7,000 + UAE Based Models, Cast and Lifestyle Talent







TALENT POOL

# Over 7,000 + UAE Based Models, Cast and Lifestyle Talent







TALENT POOL

# Over 7,000 + UAE Based Models, Cast and Lifestyle Talent







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# Thank you.