

Capabilities Deck

Prepared for Prospective Buyers

Exclusively for Public Distribution

Joe Almano
FOUNDER, CHIEF CREATIVE, VIDEO STRATEGIST, FREELANCER

GROUND FLOOR, BUILDING 8
DUBAI MEDIA CITY, DUBAI DUBAI
UNITED ARAB EMIRATES

+971 056 212 4848
JOE@ALMANO.IO
WWW.ALMANO.IO



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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)

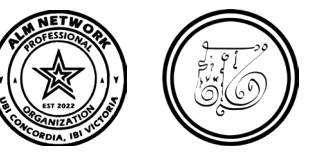
Video Asset Management (VAM) involves organizing, storing, and retrieving video content, enabling efficient collaboration, editing, and sharing within teams through features like version control and real-time feedback, commenting and requesting revisions.

Strategy

Photo

Video

Talent



WHAT WE DO

Hello

Our name is ALM Media.

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

We help Brands, Organizations and Event Planners overcome challenges 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 prices to help budget our services.

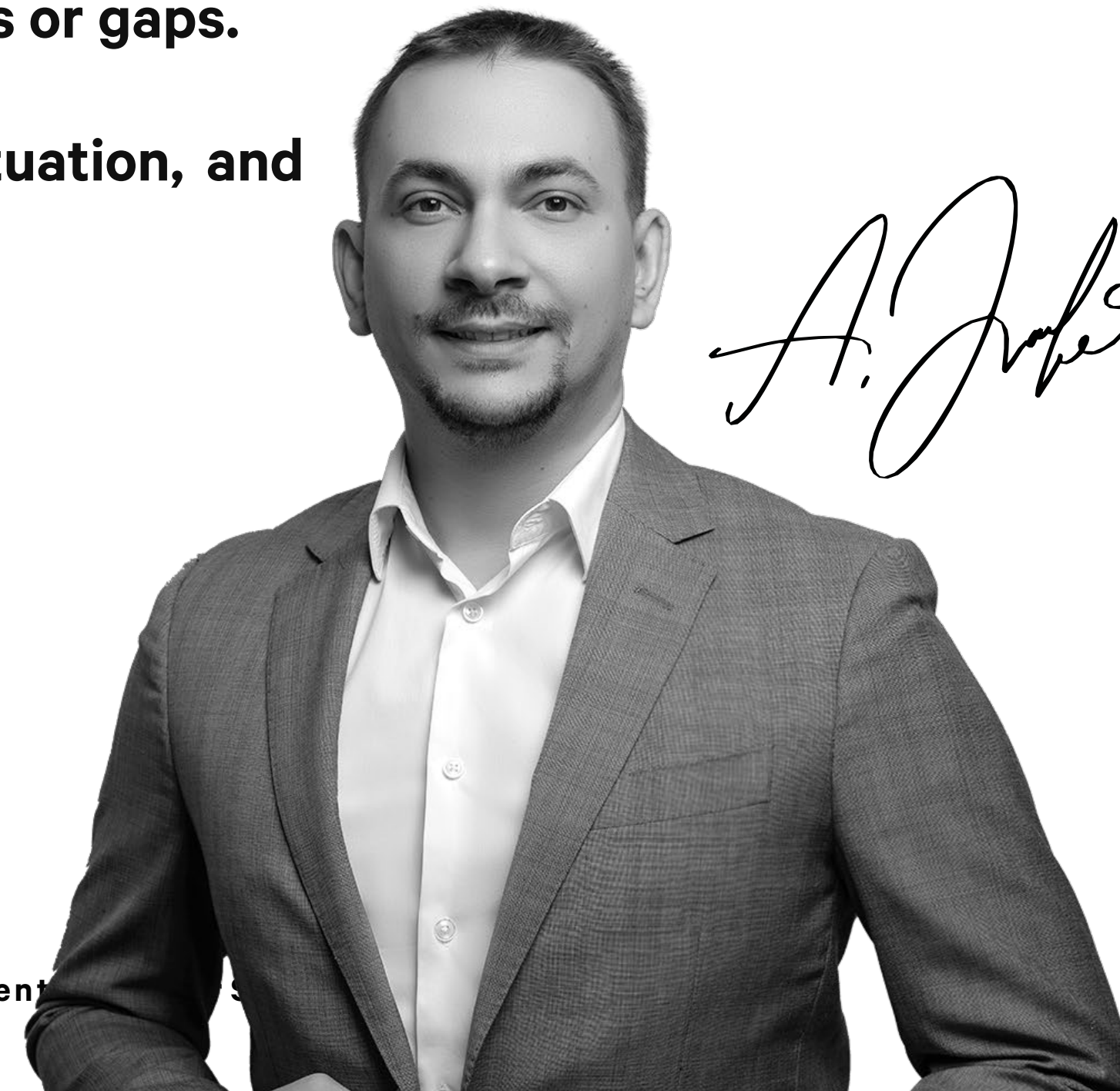
This Capabilities Deck will give you an overview of what we're capable to accomplish and how we strategically achieve results for our clients and accomplish their business goals or solve challenges or gaps.

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

Are you ready to make an impact and get your results?

Joe Almano

Founder, Chief Creative, Video Strategist, Freelancer





Who We Are



Our History

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.

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

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

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

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

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



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

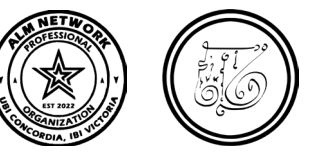
ALTRAD INDUSTRIAL SERVICES UAE
 AL MANSOOR ENTERPRISES
 COCKETT GROUP
 FALCON ZINC METAL INDUSTRIES
 GULF ELECTRONICS COMPANY
 HEXA OIL AND GAS
 HORIZON ARABIA GROUP
 SPRINT OIL & GAS SERVICES

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

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)



So, What Do We Do?

Our Services and Capabilities



WHAT WE DO

Services and 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 events achieve their goals.

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

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

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

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
CORPORATE CONFERENCES (8 HOURS)	FROM AED 5,500 +
CHARITY GALAS (5 HOURS)	FROM AED 5,000 +
SPORTS EVENTS (4 HOURS)	FROM AED 5,000 +
FESTIVALS (4 HOURS)	FROM AED 5,000 +
VIP EVENTS (4 HOURS)	FROM AED 6,500 +
BRAND ACTIVATIONS	AED 5K - 20K
EXHIBITIONS, TRADE SHOWS, COMMUNITY EVENTS, ALL OTHER CONFERENCES	FROM AED 5,000 +

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

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

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

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

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

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

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

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

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

WHAT'S INCLUDED	
(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.	

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

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

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

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

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

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MOBILE PRODUCTION RATE CARD

Mobile Content Rate Card

Captured Exclusively Using Mobile Phone

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

WHAT'S INCLUDED
On-site Production, (1) Mobile Camera, (1) Camera Operator, (2) Microphones, (1) Mobile Camera Gimble, (1) Tripod Stand (small), (1) 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	
PAYMENT	100% Deposit Required To Confirm Booking (T&Cs apply)
CANCELLATION	Cancellations Within 48 Hours Of The Project Start Date Incur A 100% Fee Of The Total Cost
REVISIONS	Image Retouching or Video Editing "Revisions" or "Change Requests" are Billed Starting From AED 300.00 / HR

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

MODELS (PROFESSIONAL) **AED 2000 / DAY / PER HEAD (+ AGENCY FEE)**

LIFESTYLE MODELS **AED 700 / DAY / PER HEAD (+ AGENCY FEE)**

CAST (LEAD / SPEAKING ROLES) **AED 2,500 / DAY / PER HEAD (+ AGENCY FEE)**

CAST (FEATURED / BACKGROUND) **AED 800 / DAY / PER HEAD (+ AGENCY FEE)**

Do It Yourself

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

LIFESTYLE MODELS **AED 600 AGENCY FEE (PER DELIVERABLE)**

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.

HOSTESS **FIXED AED 5000 / 6 HOURS / PER HEAD**

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.

Not sure what's best?

Schedule a call and I'll help you discover
the best solution tailored to your business.

[Schedule Free Discovery Call](#)

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

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

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

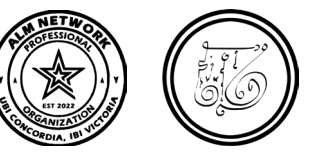
Listed rates are for reference and budget calculation purposes only and subject to change without notice. Final Prices are only calculated upon request and based on complexity, usage, distribution, value impact generated, scope of work or other unique requirements, goals and constraints. All prices are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

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

Purpose Driven

Quality Oriented

People Focused

Clear Desires

Sound familiar? 😊



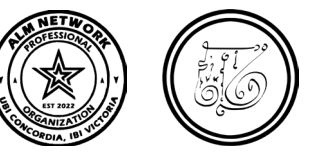
ALM Media is equipped with the latest cameras, production tools, technology and fastest internet speed.

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.





Our Methodology Process



Our Approach: Strategic Thinking

**“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.



FRAMEWORK

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 work that gets it done.

How We Work



Risk Mitigation

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.

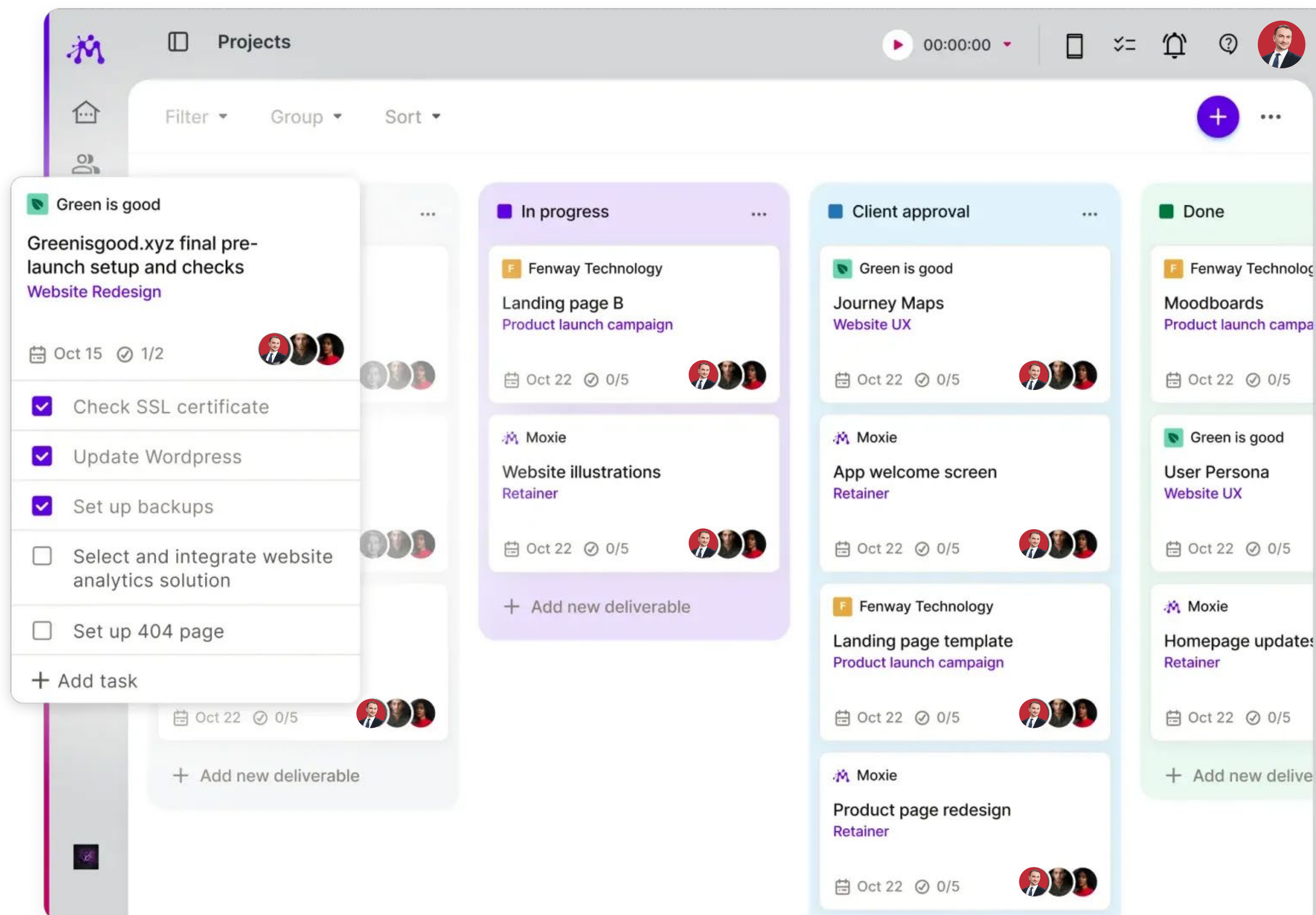
This allows for real-time collaboration and streamlined communication between our team and project stakeholders such as yourself.

Eliminating tedious back and forth.

Project Management

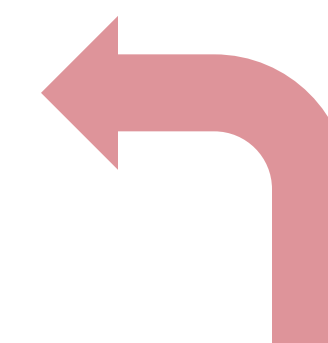
Let us **show you!** →

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 anything.

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

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.



PROJECT MANAGEMENT

Hi Jenna

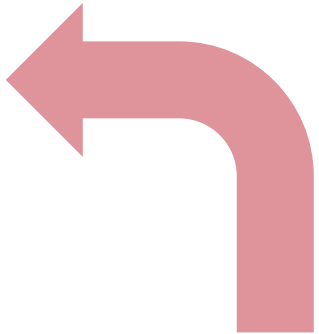
- You have 3 deliverables awaiting approval
 - Content audit
 - April content calendar
 - Homepage copy

[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

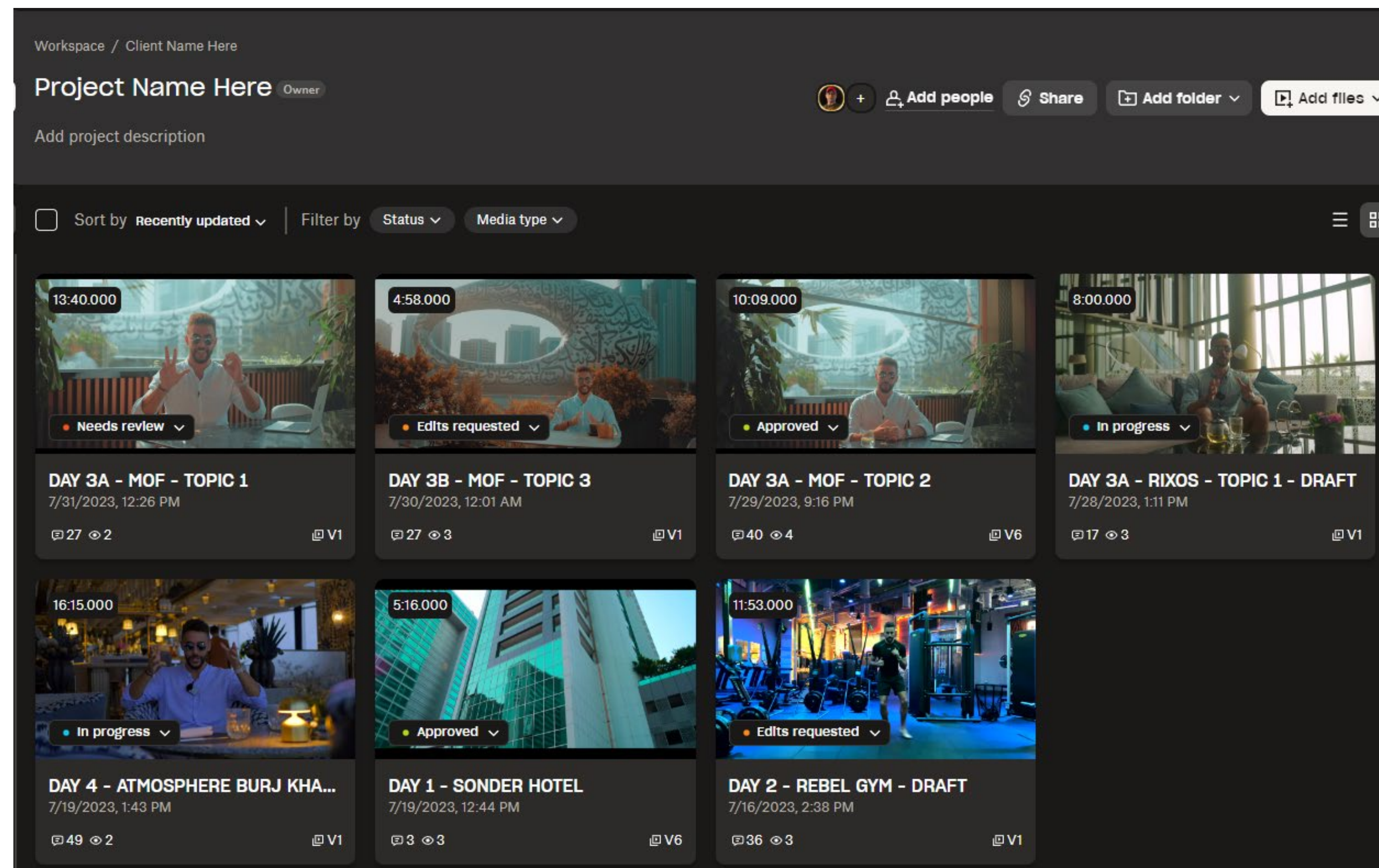
[Review proposal](#)

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



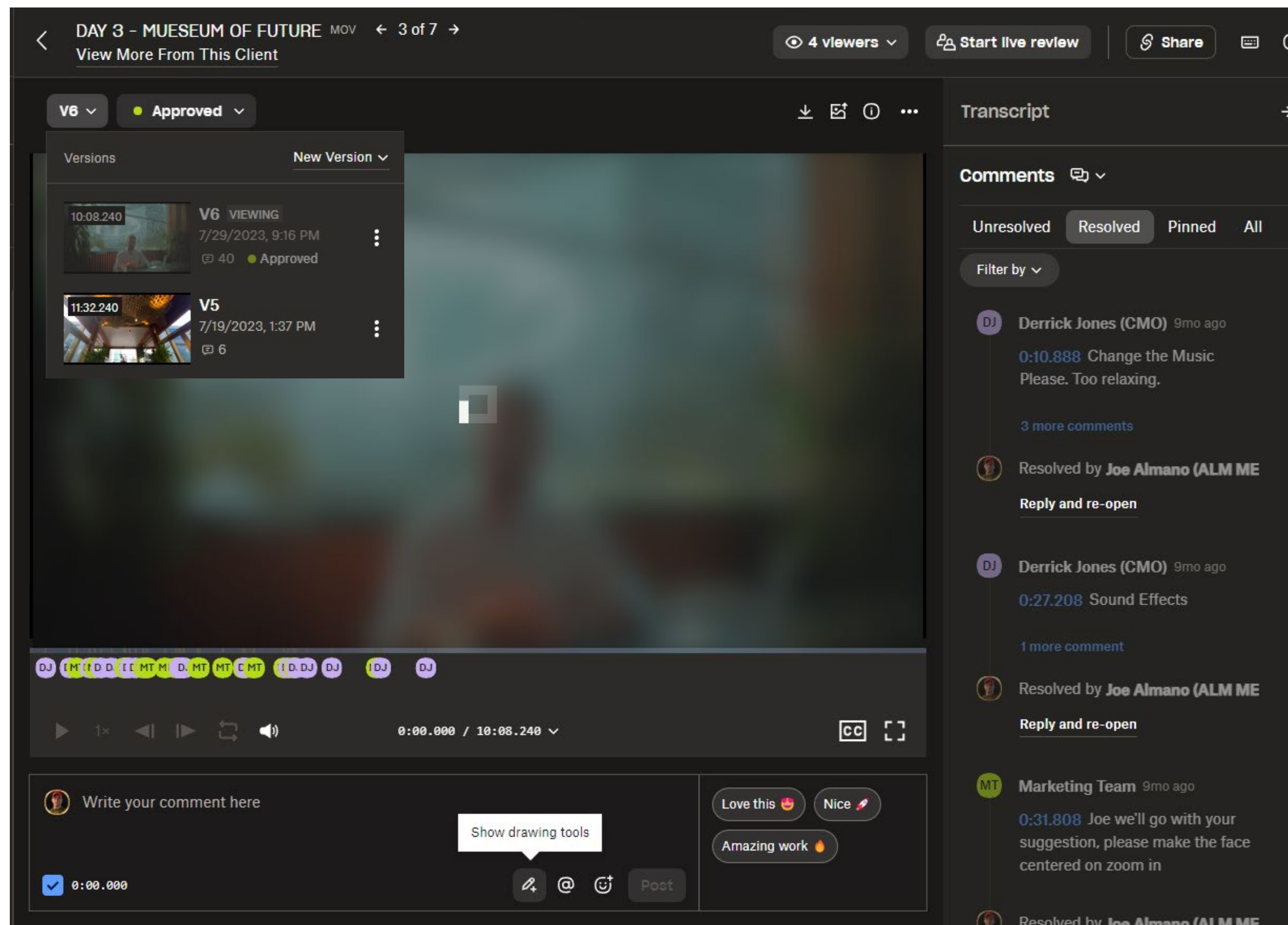
Streamlined Approval Process: Access and take action on video reviews, edits, comments and approvals in one dashboard accessible via the Client Portal.

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.



Introducing the leadership team



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 born in Montreal, Canada, and 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, coaching and mentoring.

As a creative director and video strategist, 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 business challenges are identified and addressed with solutions that are functional and aesthetically pleasing while nurturing relationships and driving growth for audiences.

His mission is to synergize skilled creatives with businesses that seek purpose driven, business centric, innovative solutions. Under his leadership, the agency has merged creative design thinking with quantifiable business solutions, resulting in sustained business growth and the development of a vibrant and collaborative creative community and team helping various clients across industries in Hospitality, Real Estate, Automotive, Food & Beverage, Commercial Services, Sports, Fashion, Jewelry and more.

YOUR NEW LEADERS



Zyra Mariel

ASSISTANT PRODUCER AND TALENT CASTING MANAGER

With extensive experience in casting and production assistance, Zyra shines in her primary roles as Casting Manager and Production Assistant while also supporting us with Communications Coordination between stakeholders. Her background includes impactful roles at renowned Casting 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.



Snezhana “Sne” Paderina

SOCIAL MEDIA SPECIALIST, CREATIVE PRODUCER, INFLUENCER MARKETING

Snezhana Paderina, known as “Sne” is a distinguished CG Art Director and Cinematics Director, with over 12 years of experience in immersive digital production, specializing in Unreal Engine and CGI. She has led teams of 3D artists and animators, directing top-tier cinematic projects, including game trailers and advertising commercials. Combining advanced technical expertise in real-time rendering with a keen sense of visual storytelling, Snezhana ensures that every project integrates cutting-edge technology.

Snezhana is a leader in AR, VR, xR, CGI, and 3D motion, directing innovative 3D cinematics and VR films. Her technical and creative expertise allows her to deliver immersive, cutting-edge content for global brands, redefining standards in digital and cinematic production.

Snezhana's work has earned her recognition in the fashion tech space, partnering with notable industry leaders like Mercedes-Benz and Intel. As a thought leader, she frequently mentors and consults on digital fashion and CG production, establishing herself as a trailblazer at the intersection of technology and visual arts. Her approach consistently elevates brand visibility and impact, making her a sought-after expert in the industry.



MEET THE TEAM

Core Team Roster

	<p>Joe Almano</p>	<p>CREATIVE DIRECTOR, HEAD PRODUCER, VIDEO STRATEGIST, LEAD VIDEOGRAPHER</p>	<p>Oversees project vision, manages production timelines, and directs videography and photography to ensure high-quality content aligns with client objectives.</p>	
	<p>Zyra Mariel</p>	<p>PRODUCTION ASSISTANT TALENT CASTING MANAGER</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>Snezhana Paderina</p>	<p>CGI / AR / VR / 3D MOTION ART DIRECTOR</p>	<p>Tasked with directing cinematic concepts, collaborating with 3D artists and animators on shot lists and production documents, and ensuring each immersive 3D/AR/VR project tells a compelling visual story. Works closely with internal teams to integrate real-time rendering technology like Unreal Engine, delivering high-quality, immersive CGI and VR content alone or blended with live action video production.</p>	
	<p>Erica Milla</p>	<p>PRODUCTION ASSISTANT TALENT COORDINATOR</p>	<p>Oversees production timelines, coordinates logistics for efficient workflow, develops shot lists, and manages talent before and during shoots. Works closely with Talent Casting Manager.</p>	
	<p>Assignment based</p>	<p>PHOTOGRAPHERS VIDEOGRAPHERS EDITORS RETOUCHERS</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 INTELLECTUAL PROPERTY FIRM

TO BE ANNOUNCED

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

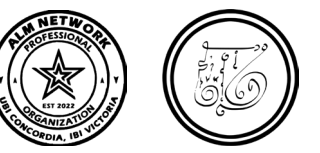
Testimonials

What people are saying about us

“

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.

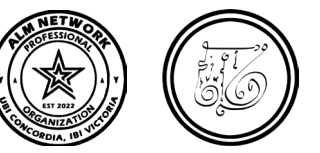
Kareem M.



“

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

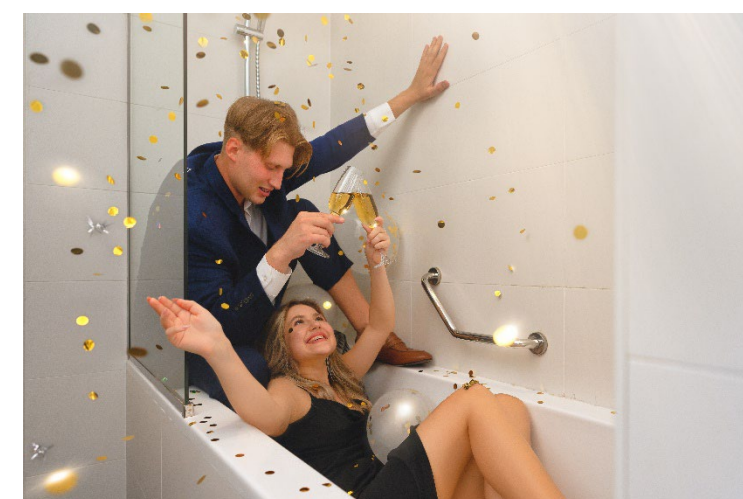
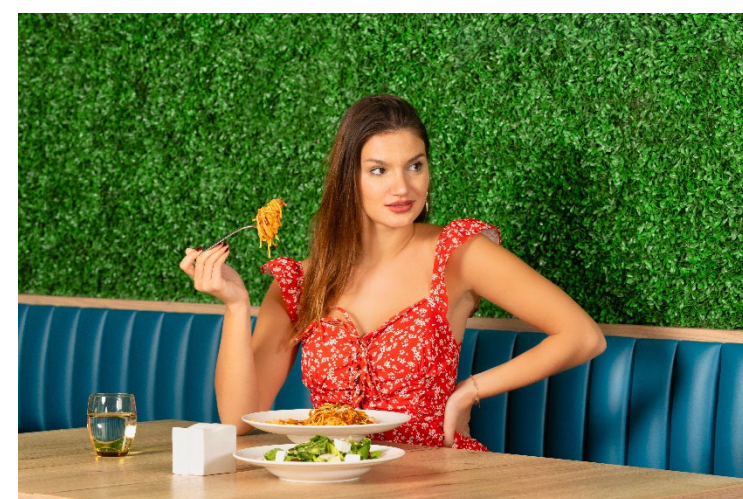
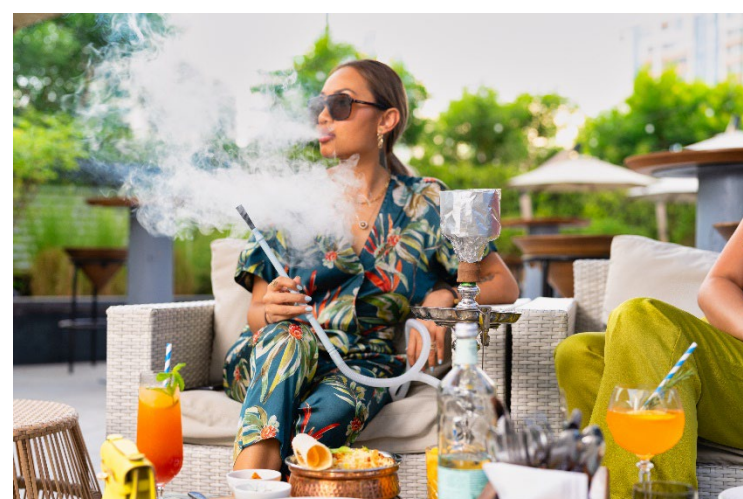
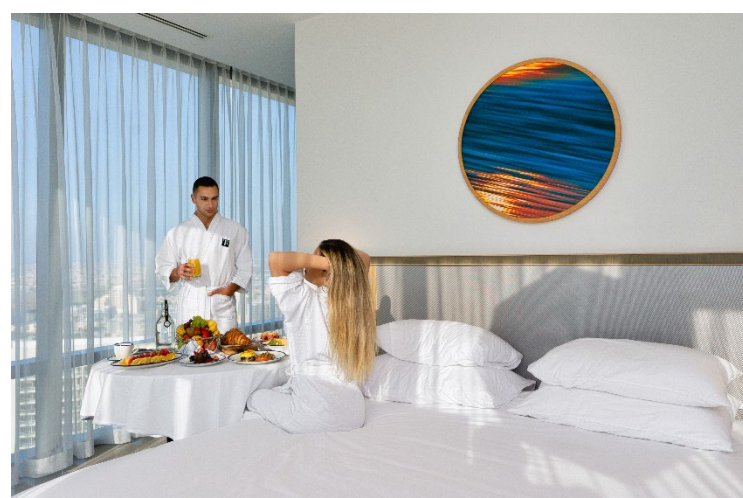
Photography Portfolio

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.



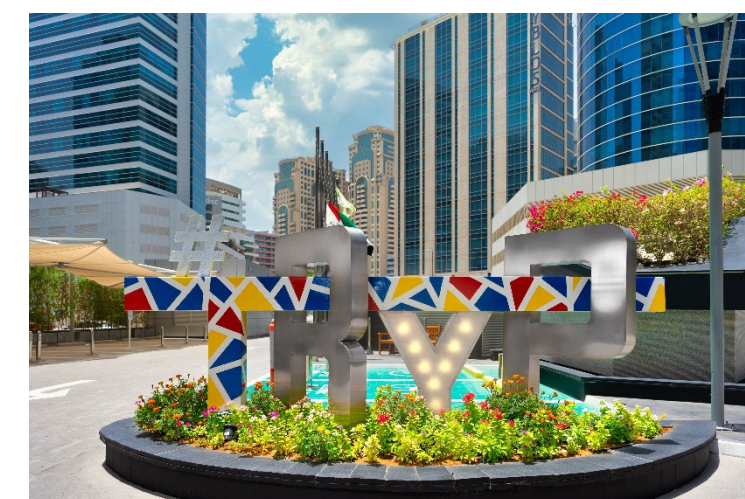
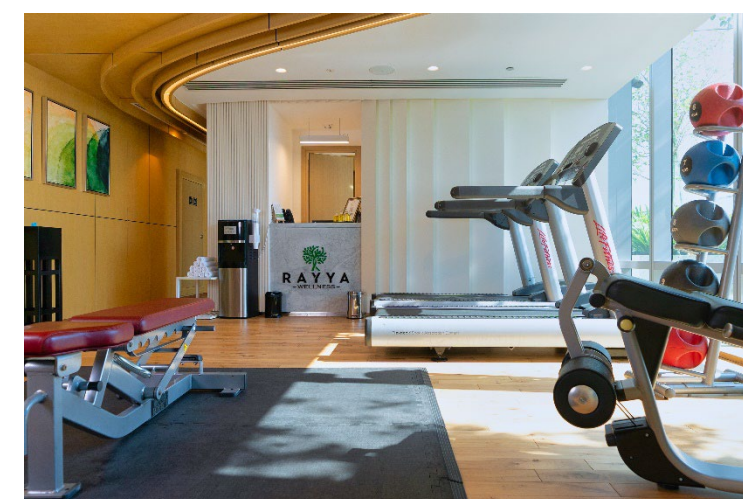
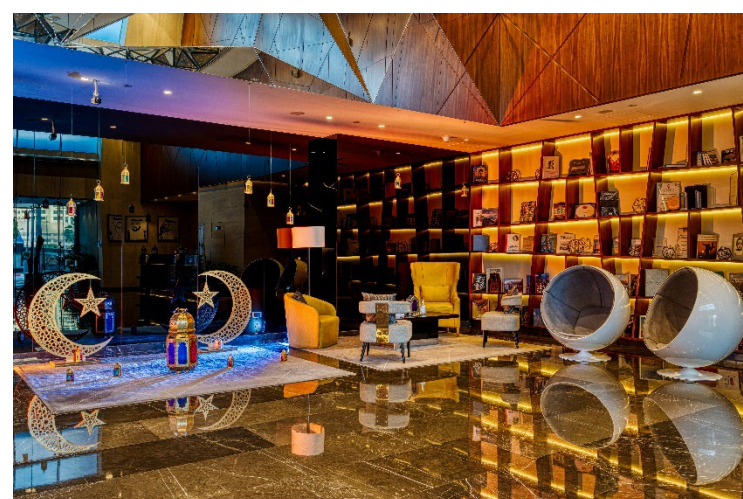
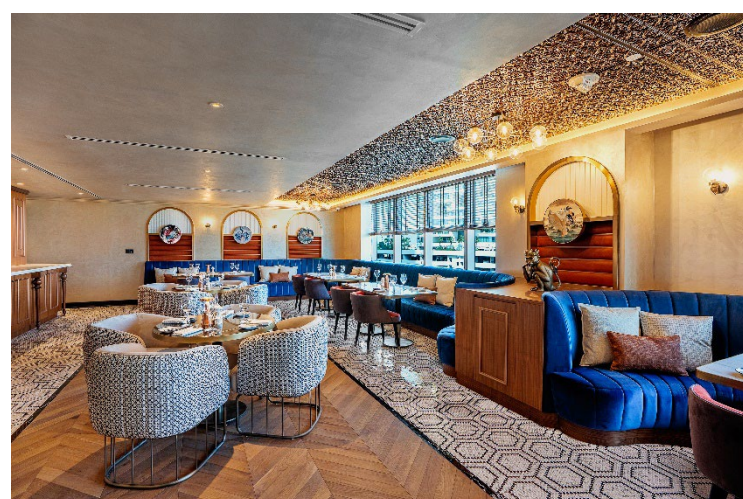
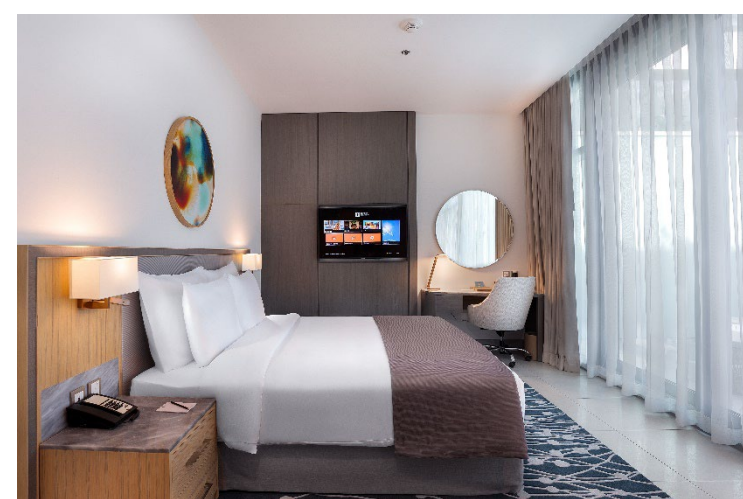
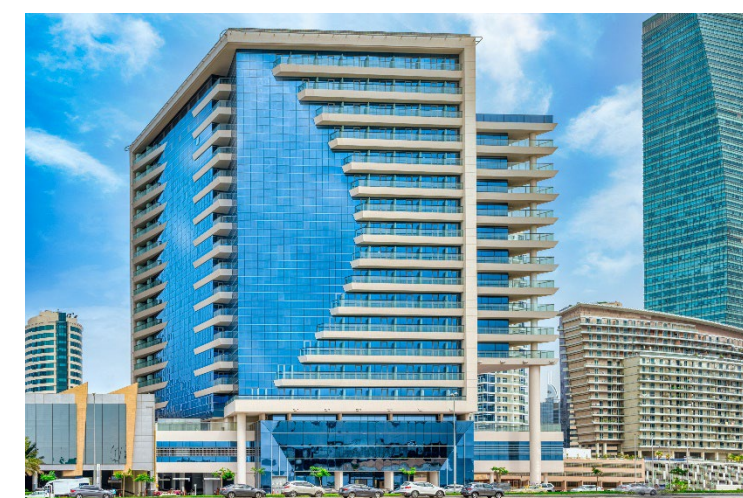
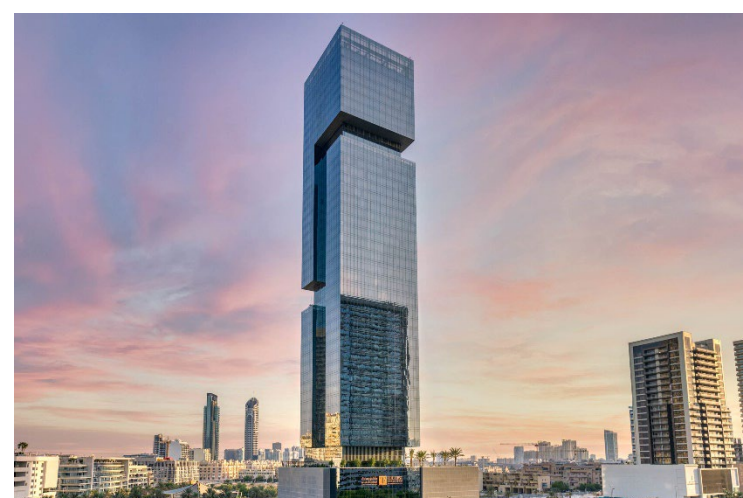
Marketing Benefits (Intentional):
Increases engagement, enhances brand authenticity, and boosts conversion rates through relatable imagery.

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.



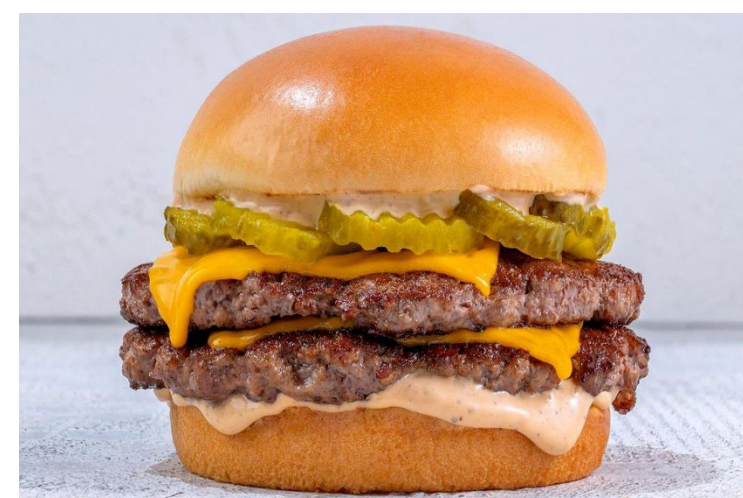
Marketing Benefits (Intentional):
Enhances property appeal, boosts online listings visibility, and attracts higher-quality leads.

Positive Side Effects (Indirect):
Strengthens brand image, increases social media engagement, and supports higher pricing strategies.

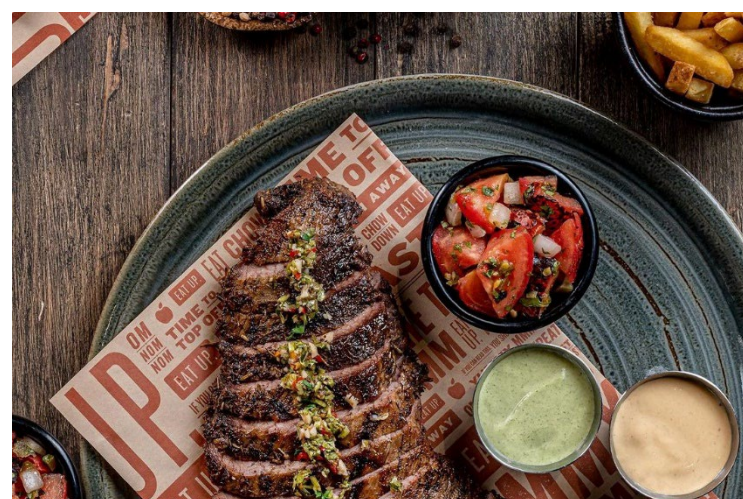
Ideal Clients or Buyers:
Ideal for real estate agencies, architectural firms, interior designers, hospitality businesses, and construction companies seeking to showcase their projects and attract high-value clients.

Food and Beverage

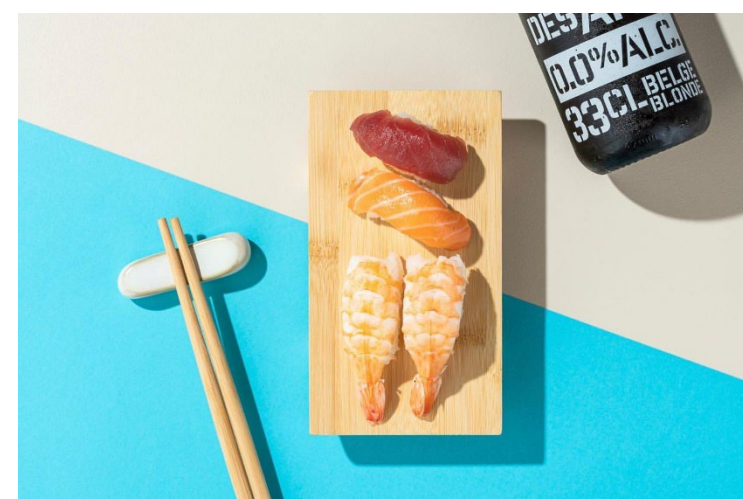
Food and Beverage photography captures the allure of dishes and drinks, highlighting textures, colors, and presentation to entice the viewer.



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.

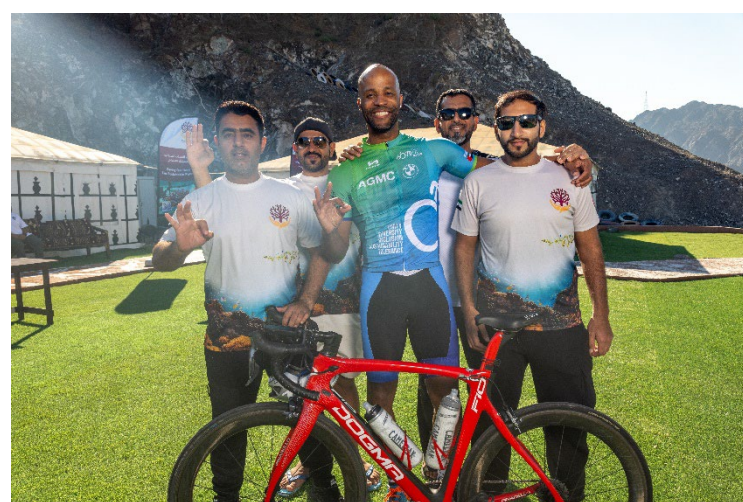
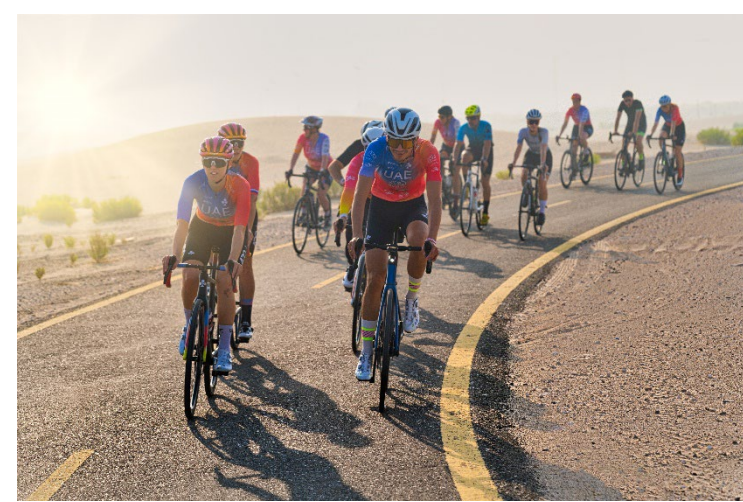
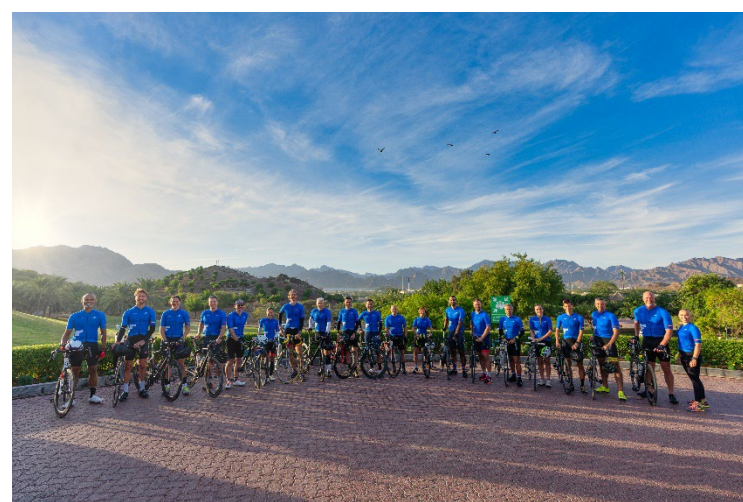
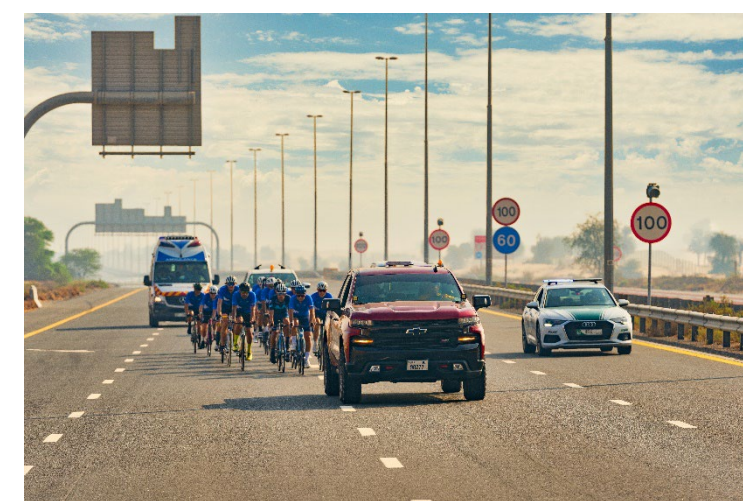
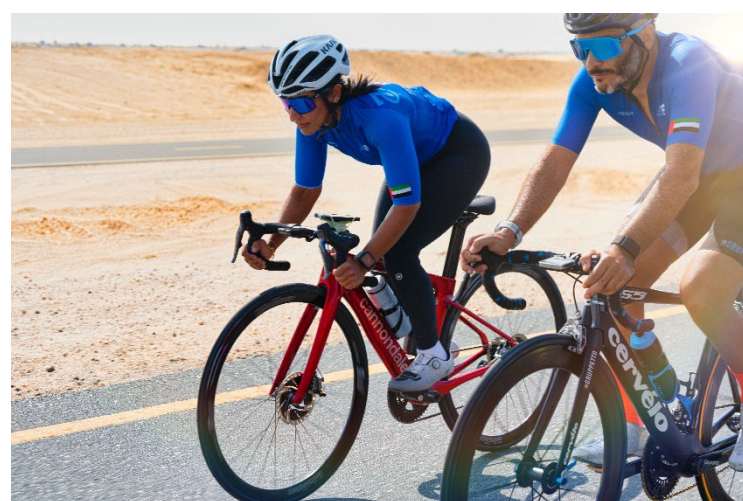


Ideal Clients or Buyers:
Suitable for restaurants, cafes, food manufacturers, caterers, food bloggers, cookbook authors, and marketers seeking to visually captivate and gastronomically allure their audience.

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.

PHOTOGRAPHY PORTFOLIO

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.

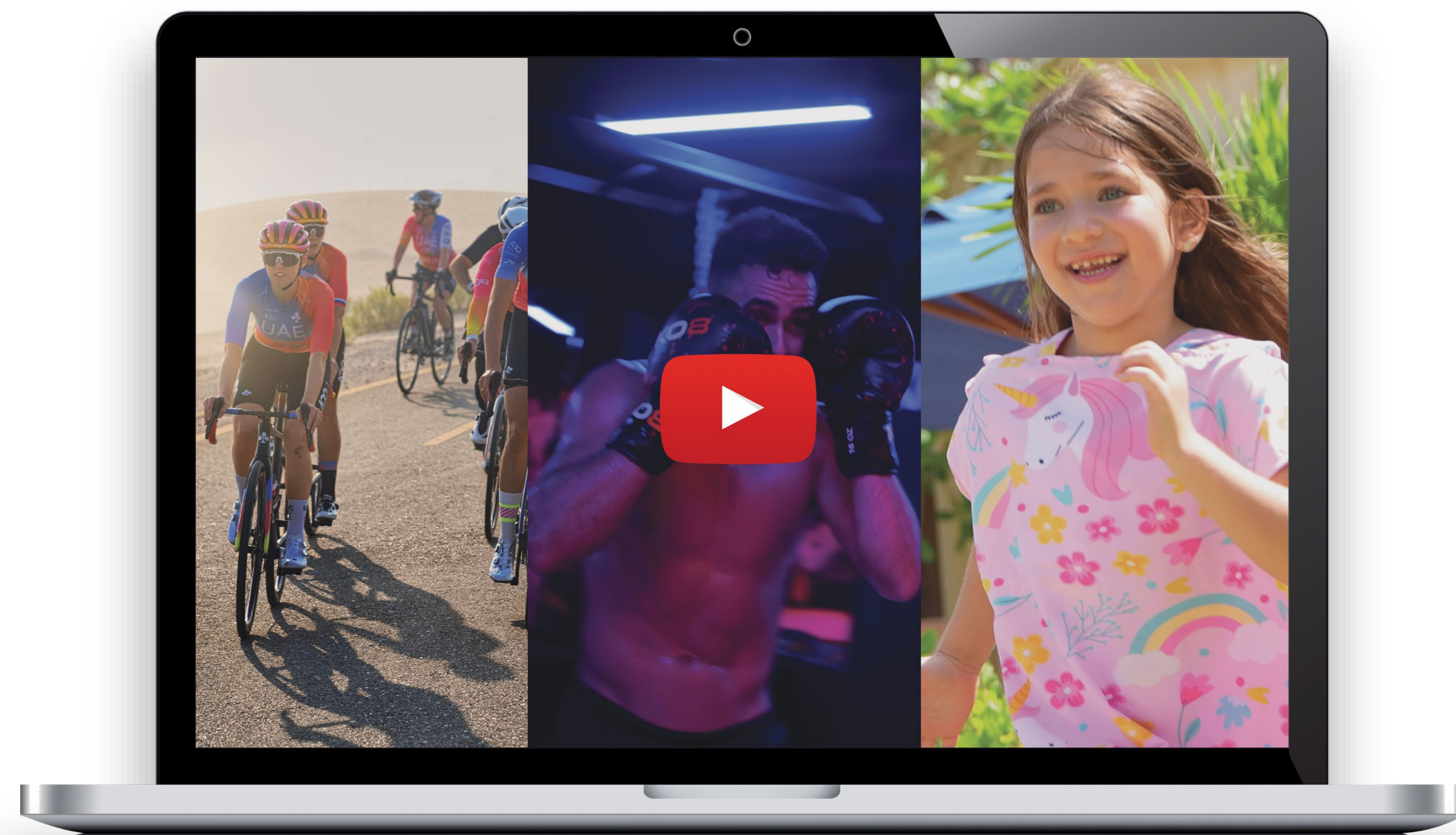


Positive Side Effects (Indirect):
Enhances brand loyalty, strengthens team unity, and boosts visibility across digital and social media platforms.



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

Brand Story and Advertising Videos



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

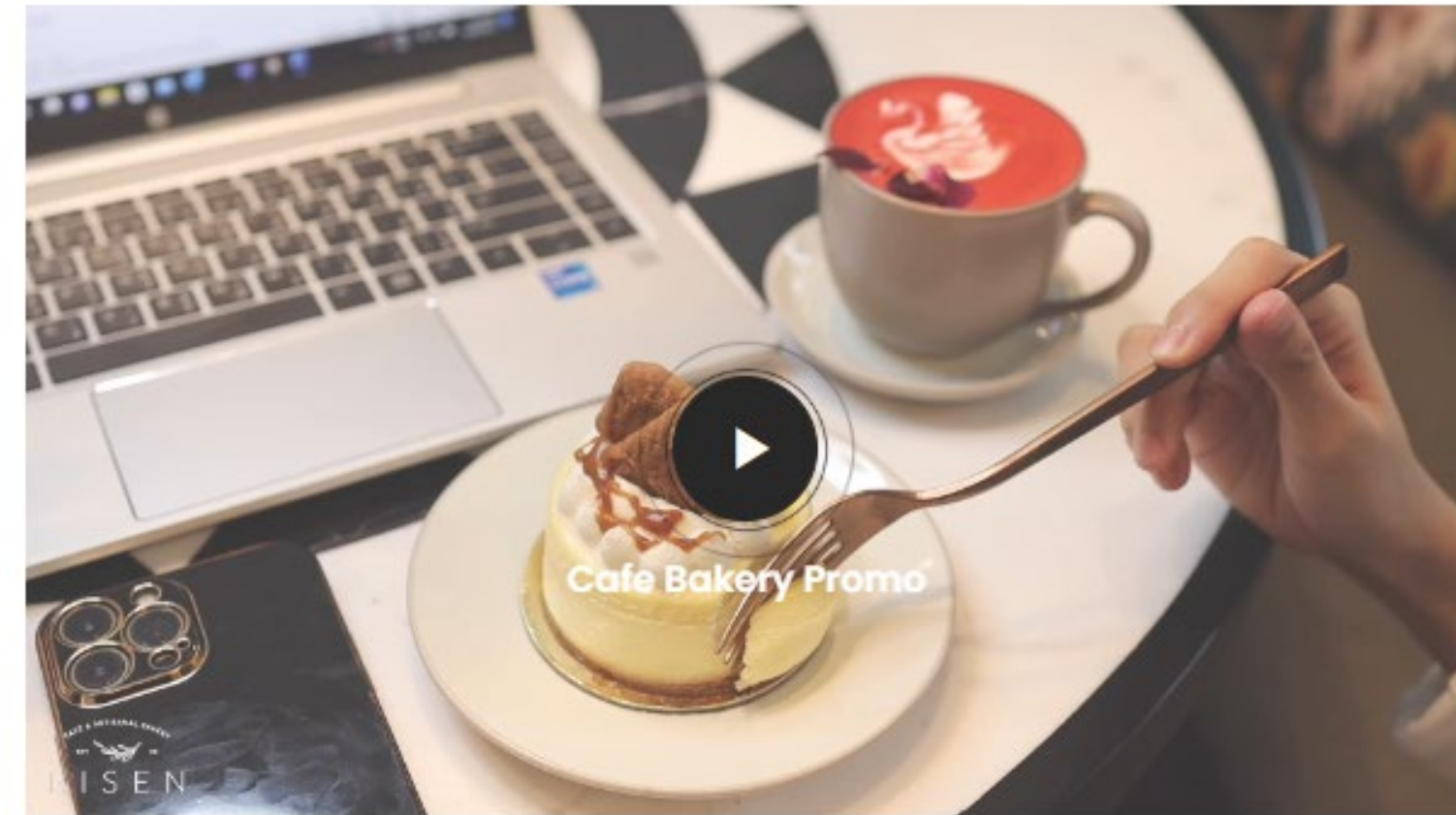
Restaurant Promo

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING



Restaurant Social Media Sprint

VIDEOGRAPHY, EDITING, CONCEPT DEVELOPMENT, PLANNING, TALENT MANAGEMENT



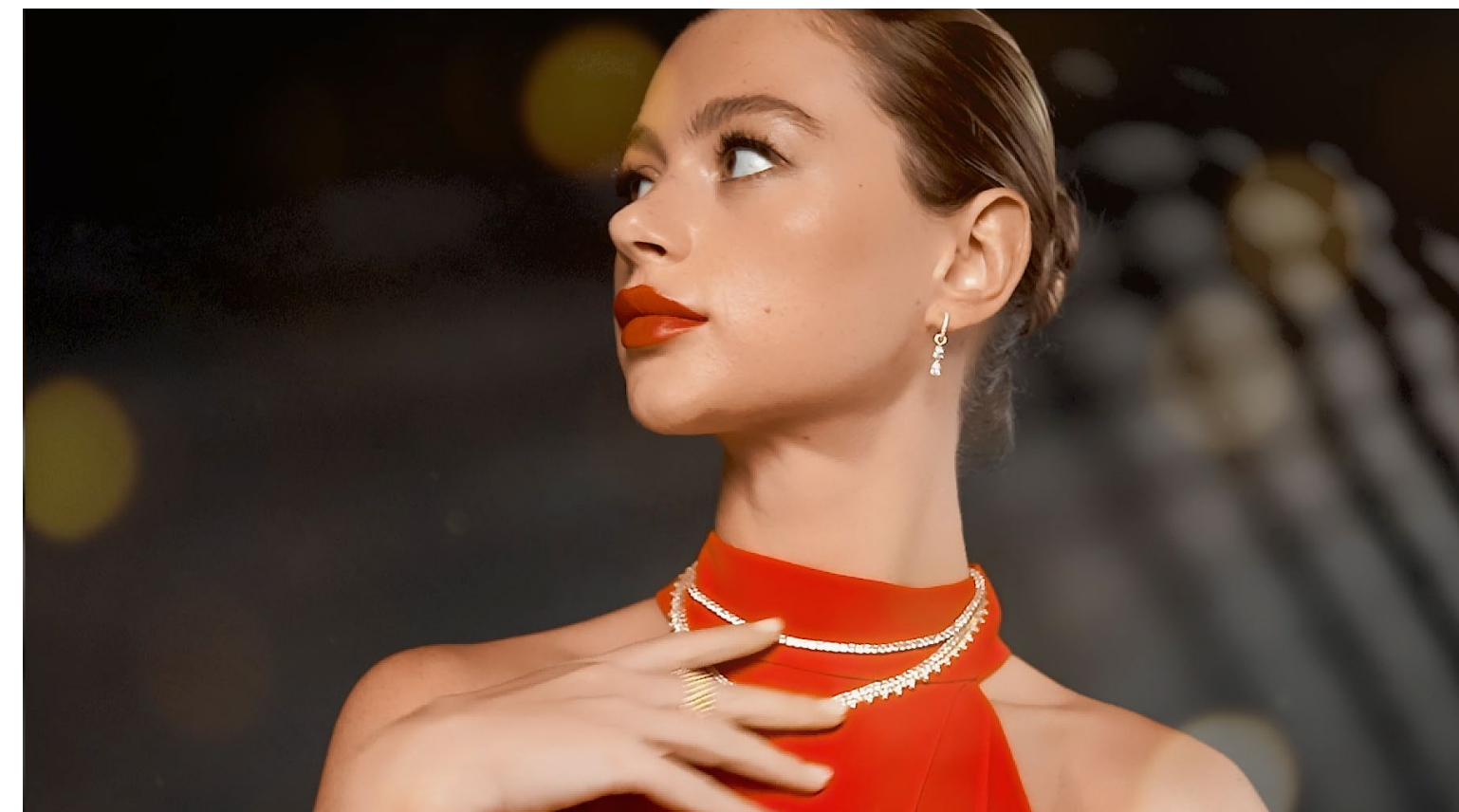
Hotel Seasonal Promo (Ramadan)

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



Case Studies

Proof we have achieved business goals or cured challenges with a focus to generate positive impact for our clients and their audiences



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

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 / SERVICE PROVIDED

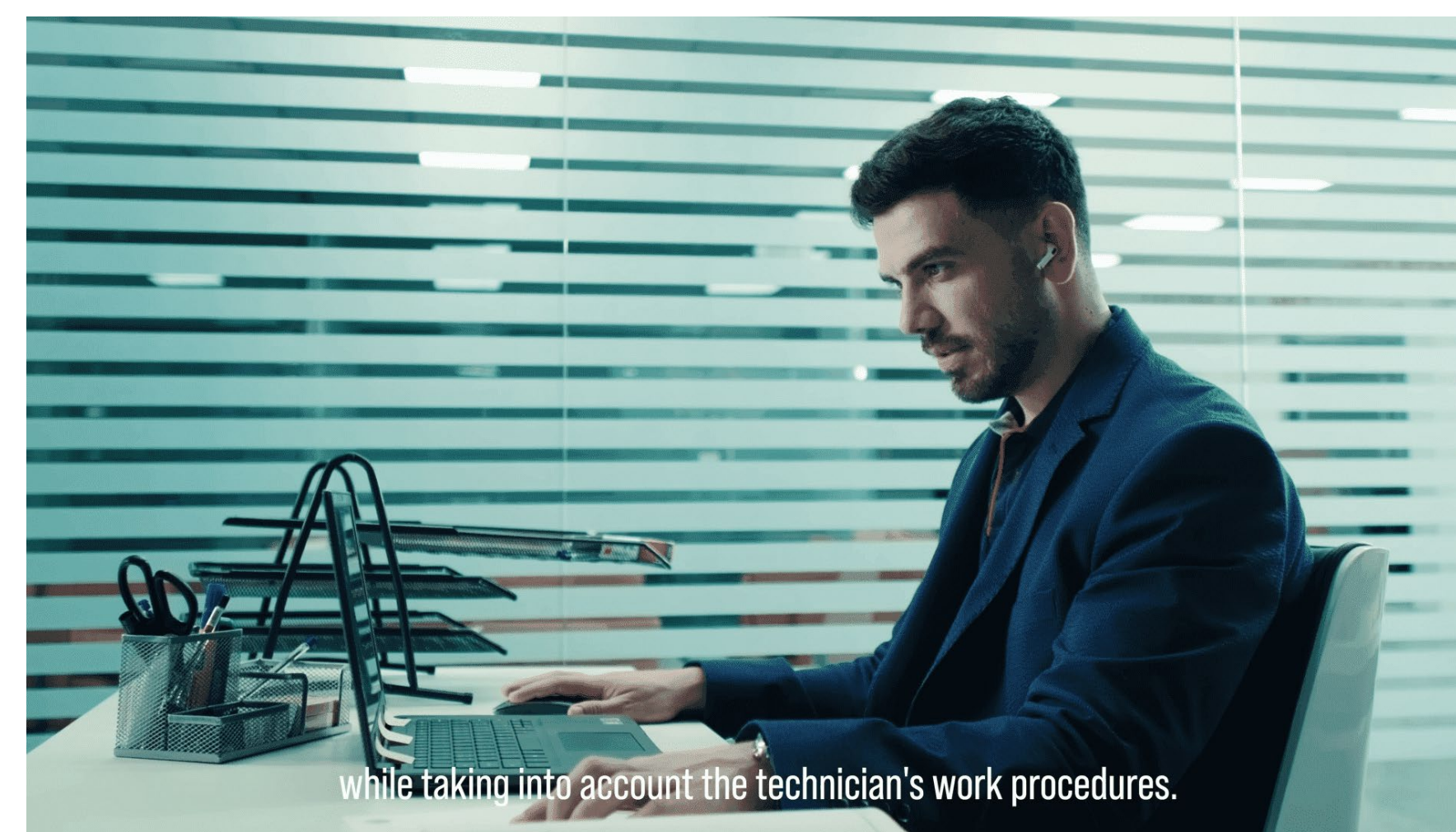
- Talent Casting and Management (2 Actors)

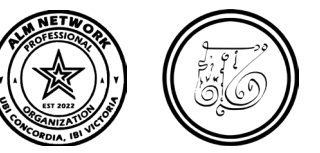
CHALLENGE

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](#)





RESULTS

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

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 / SERVICE PROVIDED

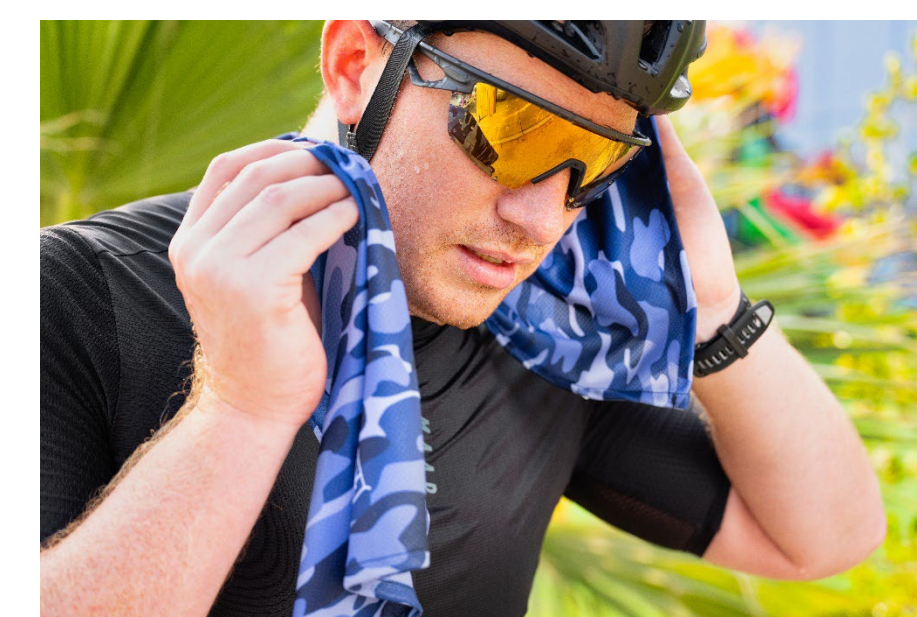
- Talent Casting and Management
- Advertising Photography
- Video Production
- Creative Strategy

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.



RESULTS

Impact by numbers

7.6k

Organic Audience Reach

162%

Audience Reach Growth

2.31%

Web Market Dominance

100%

Growth in Organic Search

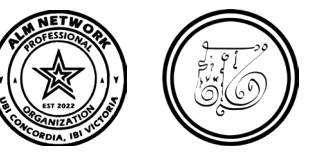
670%

Increase in web traffic

Talent Casting & Management Service

Its benefits, who needs it and how the service works for clients in:

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



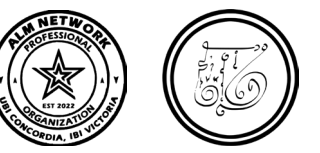
What is it?

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 WILL BENEFIT

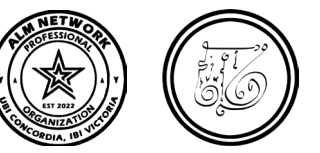
Ideal Clients

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.



FOR WHO

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

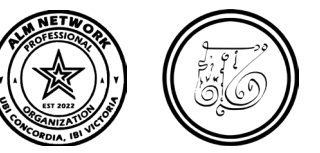
Our talent management and casting service is designed to cater to the diverse and dynamic needs of the events, entertainment and advertising industries.

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

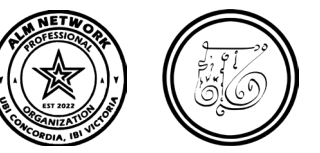
The Benefits

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.

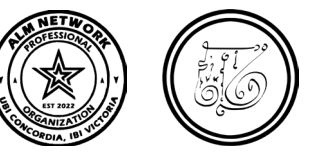
How

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.

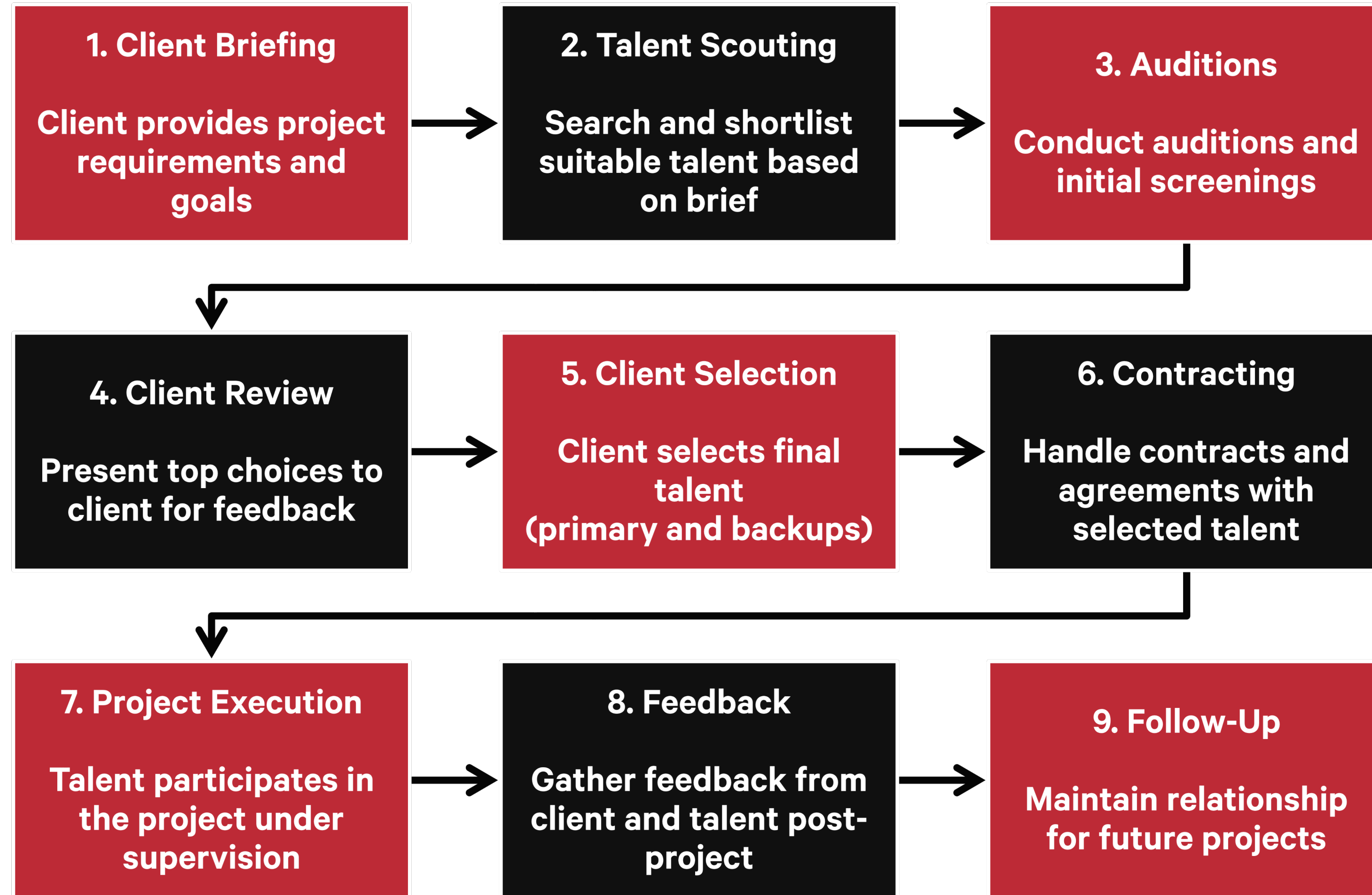
Benefit

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	0B1222F4-71F... .jpeg 95.64 KB	Yes of course!
Date of birth:	Are you open to TFP and / or Barter Projects?	27C94405-FF... .jpeg 2.16 MB	Newsletter Optin - Can we send you Emails?
[Redacted]	Barter / Paid is OK!	4910BA57-C1... .jpeg 1.69 MB	Yes, Send emails about new Projects
Email	Describe your fashion style in a few words (optional):	4F03D79D-16... .jpeg 67.55 KB	Submissions Counter
[Redacted]	Business, Luxury, Bohemian, Minimalist, Western	61CD723E-74... .jpeg 981.78 KB	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:

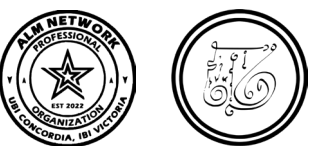
Our talent database is incredibly diverse, featuring models and actors from a wide array of backgrounds, skills, and appearances to meet any casting or production need.

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.

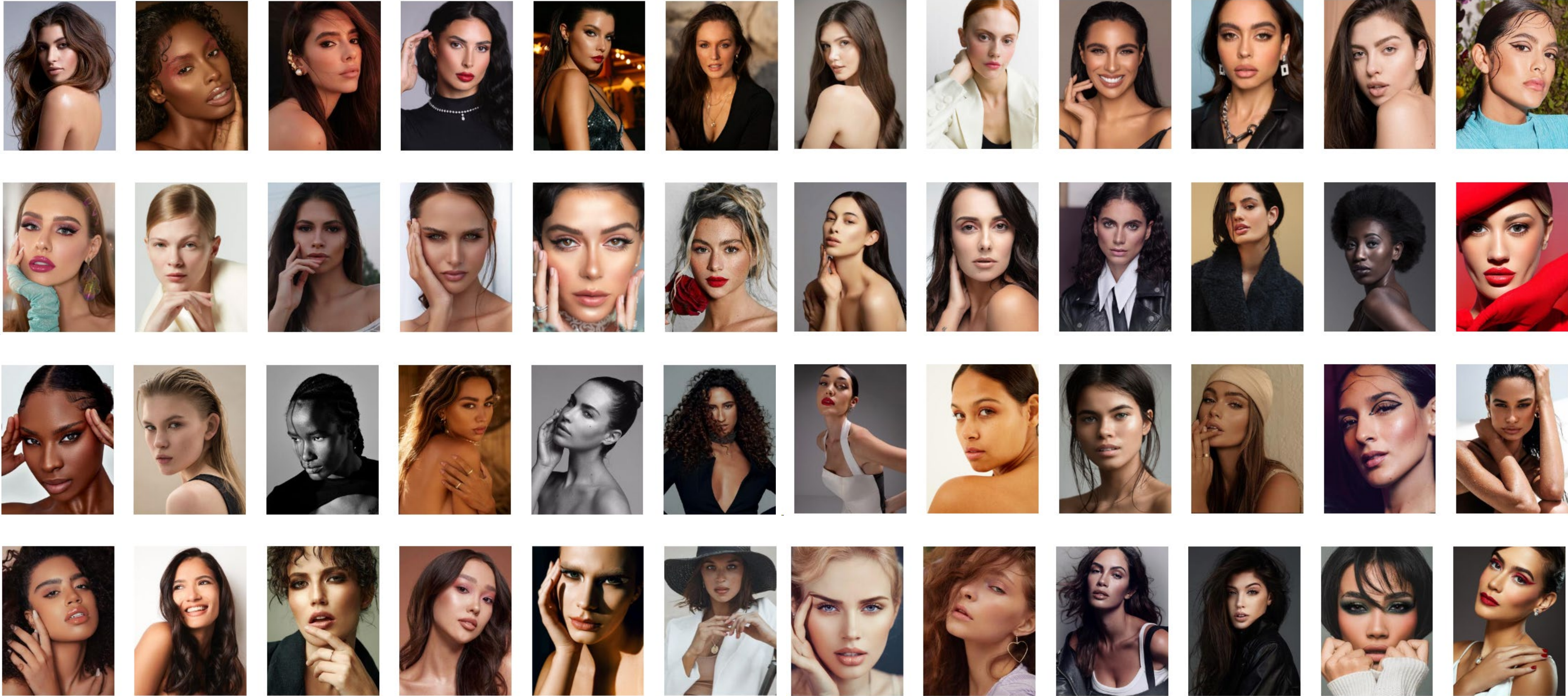
Cost-Effective:

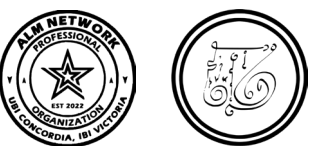
Our talents offer cost-effective solutions thanks to years of long-term, nurtured relationships that lead to preferred pricing and easier cost flexibility, making it more economical for clients to hire our talents over other competitors and agencies.



TALENT POOL

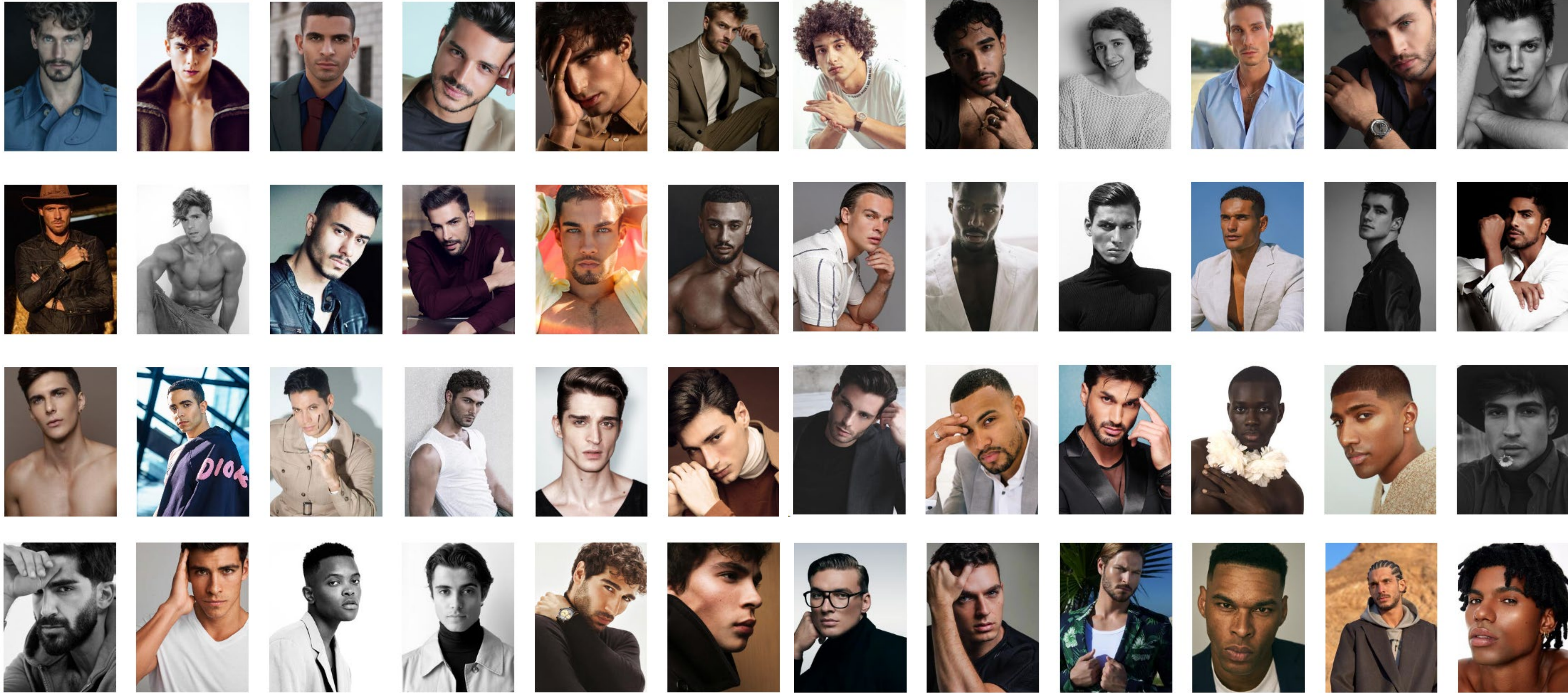
Over 7,000 + UAE Based Models, Cast and Lifestyle Talent





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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Take Action

[Schedule Free Discovery Call](#)





Thank you.