



CEMA

MEDIA PRODUCTIONS

Company Profile

We create videos that grow brands and boost sales for businesses and personal brands in Dubai, UAE

CEMA
Media Production

COMPANY OVERVIEW

CEMA is a creative studio built to move brands forward. We blend storytelling, strategy, and design to create content that resonates, engages, and drives action — helping businesses and personal brands grow with intention.

VISION

To lead the future of branded content by turning strategy into stories that move people and spark change.

MISSION

We help brands communicate with clarity and impact. Through smart strategy, sharp creative, and high-end production, we turn ideas into content that builds trust, grows audiences, and drives results.

CORE VALUES:

Innovation

We think forward. We explore new tools, trends, and technologies to keep our work fresh and our clients ahead.

Collaboration

We work closely, listen carefully, and build together — with clients, creatives, and each other.

Impact

Every piece of content we create is designed to drive real outcomes — from clicks to conversions, awareness to loyalty.

Excellence

We don't do average. From concept to delivery, we aim for nothing less than exceptional.

COMPANY BACKGROUND



CEMA was born from a simple idea: content should move people — and brands. What started as a passion project by creative minds has grown into a cross-border production company helping businesses tell their story with clarity, style, and purpose.

With our Cairo-based technical office and creators' studio, and our Dubai production hub, we bring regional agility and global standards to every project. From strategy to screen, we deliver impactful content at the speed of culture.



CAIRO, EGYPT
PRODUCTION HOUSE
CREATORS' STUDIO
TECHNICAL OFFICE

DUBAI, UAE
PRODUCTION HOUSE

10+

Years of Experience

2,500+

Videos we have delivered

99%

of our clients recommend us

255+

Clients we have served

SERVICES:

1. Content Production

- Viral Reels & TikToks
- Cinematic Ads & Brand Films
- High-End Photography
- Product & E-commerce Content
- Real Estate & Architecture Visuals
- Podcast & Course Filming

2. Content Marketing.

- Personal Branding Systems
- Instagram Grid Design & Planning
- Scriptwriting & Creative Direction
- Channels Management

3. Corporate Media

- Event Coverage (Photo + Video)
- Executive Portraits & Team Headshots
- Conference Highlights & Interviews
- Office Tours & Company Culture Videos

4. Post Production

- Video Editing & Motion Graphics
- Color Grading & Sound Design
- Reformatting for All Platforms
- Subtitles, Captions & Bites

WHO WE SERVE:

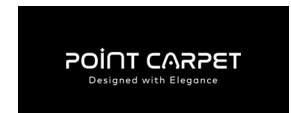
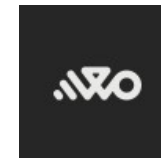
1. Brands & Corporates
2. Agencies & Event Organizers
3. Real Estate Developers, Architects & Interior Designers
4. Founders & Coaches

WHO WE ARE NOT FOR:

1. Not for low-budget content
2. Not for basic social posting
3. Not for brands without clear positioning

OUR BUSINESS CLIENTS

Our Clients we proudly worked with:



COMMERCIAL

CASE STUDIES

CORE CAPABILITIES



- Concept development aligned with brand positioning
- Campaign narrative structuring
- Multi-format content production
- Video and stills integration
- Platform-specific optimization
- We focus on performance, scalability, and brand consistency across all touchpoints.

END-TO-END PROCESS

1. Concept & Creative Development

- We translate strategy into structured creative concepts, scripts, and visual directions.

2. Pre-Production Planning

- Casting, location management, shot lists, production schedules, risk planning.

3. Production

- High-end video and still photography execution with scalable crew structures.

4. Post Production

- Editing, motion graphics, color grading, sound design, subtitles, and digital adaptation.

5. Delivery & Optimization

- Multi-platform formatting and asset structuring for digital deployment.

CLIENT

POINT CARPET

Objective

Reposition brand as premium luxury player and increase digital authority.

Execution

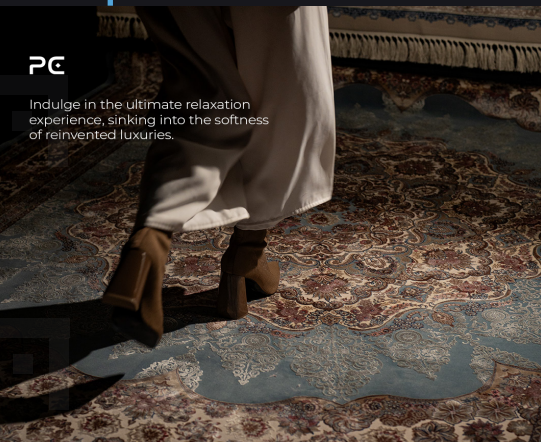
Developed full creative direction and moodboard strategy
 Produced cinematic brand visuals and reels
 Integrated still photography with short-form digital assets

Deliverables

Brand film
 Multiple digital reels
 High-end product photography

Result

Increased perceived brand value, supporting 33% higher pricing acceptance
 Boosted engagement across digital platforms by 3x
 Improved conversion on premium products by 35%
 Contributed to business growth, supporting expansion into 2 new branches





POINT CARPET

LUXURY, CAPTURED.

Every detail was crafted to feel premium — from the rich textures to the dramatic lighting. The visuals speak in the language of elegance, positioning Point Carpet not just as a product, but as a statement.



POINT CARPET

CINEMATIC REELS



CLIENT

BW REAL ESTATE

Objective

Create a memorable digital campaign that differentiates BW in a saturated real estate market while strengthening brand personality.

Creative Strategy

We developed a dark-comedy narrative highlighting the emotional rollercoaster of a real estate broker's daily life.

The concept humanized the brand while reinforcing the message that persistence leads to success.

Execution

Scripted a story-driven short film centered on a broker facing daily rejection and frustration

Used cinematic lighting and tonal contrast to reflect emotional shifts

Integrated subtle brand messaging throughout the storyline

Closed with a deal-winning moment to reinforce optimism and resilience

Deliverables

Narrative-driven brand film

Result

Increased audience retention by 34% through story-driven content

Improved lead quality and inbound inquiries by 20%

Achieved 2x higher engagement vs traditional real estate content

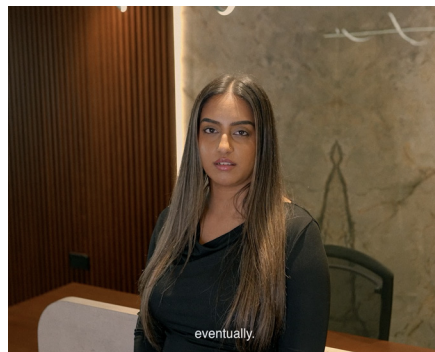
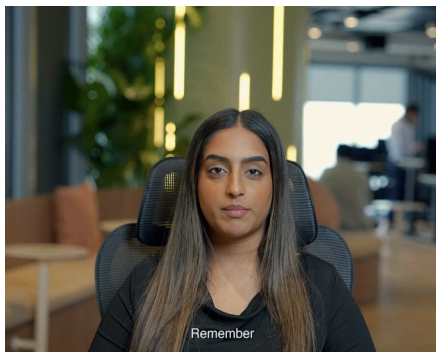
Strengthened brand differentiation in a highly saturated market

Shifted the brand tone from conventional property marketing to story-driven emotional branding.



BW REAL ESTATE

AD SNAPSHOTS



CLIENT

SEDRA – SMART HOME SYSTEMS

Objective

Position Sedra as a premium smart home solutions provider by integrating technology within a luxury lifestyle narrative.

Creative Strategy

Instead of focusing purely on product features, we framed the system as an invisible luxury layer within a high-end villa experience. Technology was presented as seamless, intuitive, and emotionally integrated into daily life.

Execution

- Developed full creative direction and lifestyle-driven storyboard
- Produced cinematic villa-based brand film
- Integrated product interaction moments naturally within scenes
- Created short-form versions for social deployment

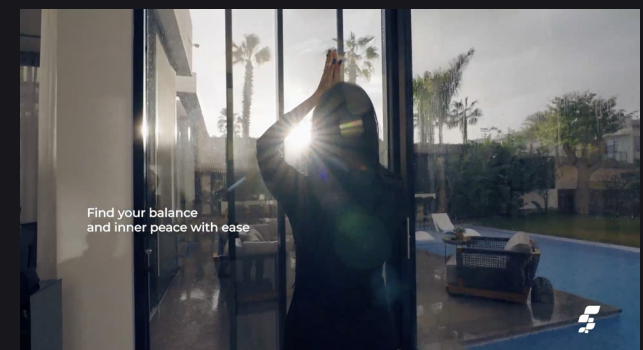
Deliverables

- Primary brand film
- Multiple digital cut-downs
- Lifestyle photography
- Platform-optimized versions for vertical and horizontal use

Result

- Elevated perceived value, supporting 26% higher ticket positioning
- Increased qualified inquiries from premium clients by 37%
- Improved product understanding, reducing decision hesitation
- Strengthened positioning within the luxury residential segment

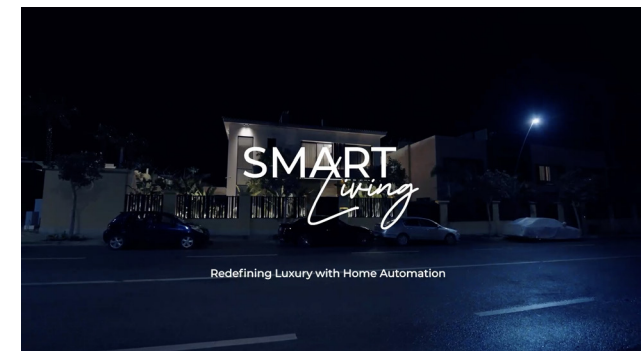
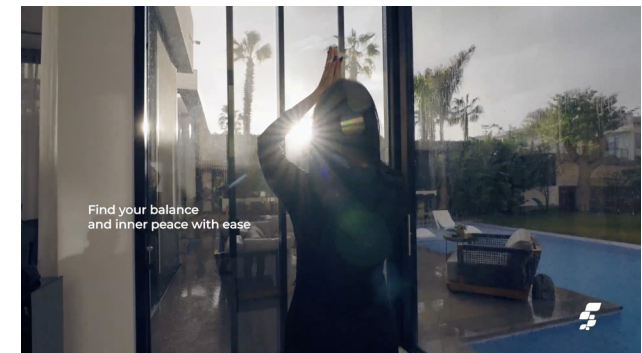
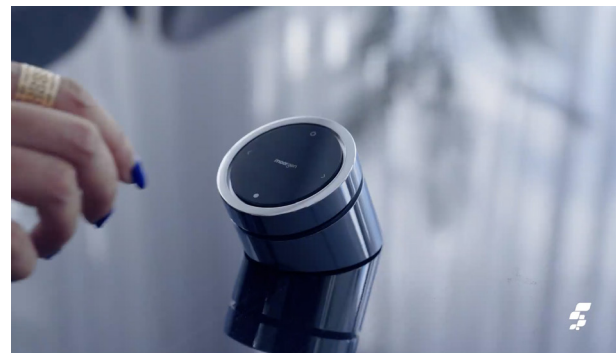
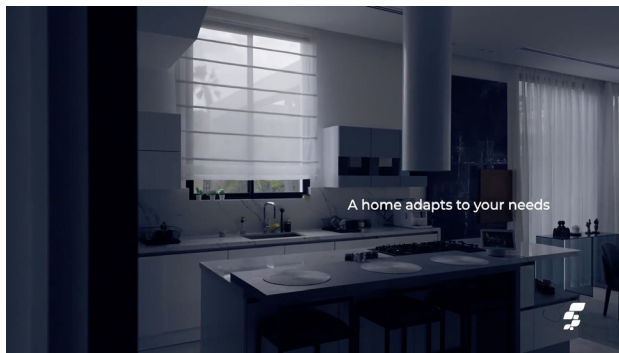
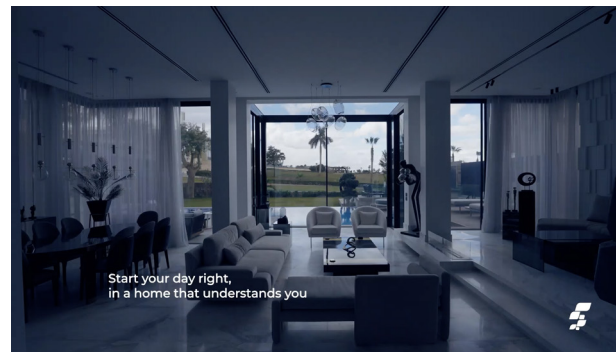
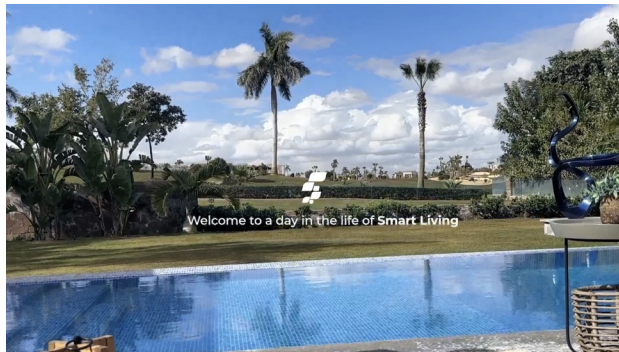
Sedra was repositioned from a technical supplier to a luxury living enabler.





SEDRA

SMART HOME AD SNAPSHOTS



CLIENT

NAHDI PHARMACY

Objective

Structure and refine Nahdi's annual campaign concepts into brand-aligned, production-ready scripts that reinforce trust, accessibility, and national presence.

Scope

Development of three campaign scripts:

- Nationwide presence & community integration
- Doctors & staff credibility film
- Services-driven short narrative

Execution

Translated internal ideas into cohesive storytelling frameworks

Ensured brand tone consistency and compliance

Designed creative transitions and emotional scene continuity

Delivered storyboard-ready scripts optimized for multi-platform deployment

Result

Reduced concept-to-production time by 40% through structured scripting

Improved storytelling consistency across campaign assets

Increased audience clarity and message retention by 27%

Enabled scalable rollout across multiple platforms and formats

Deliverables

Three finalized campaign scripts

Detailed storyboard frameworks

Visual transition mapping



CEMA ensured that creative ambition translated into structured, brand-safe storytelling at national scale.

OPERATIONAL CAPABILITY & SCALABILITY

- Dedicated project manager per campaign
- In-house post production and motion graphics team
- Studio and on-location production capability
- Cross-border production efficiency UAE and Egypt
- Ability to scale crews based on campaign scope
- Structured timeline and milestone tracking

We are structured to support both high-volume campaigns and controlled boutique productions and high-volume campaign requirements.

QUALITY CONTROL & GOVERNANCE

- Concept, Script and storyboard approval checkpoints
- Pre-production validation meetings
- On-set supervision and art direction control
- Structured feedback and revision workflow
- Secure file management and data handling
- NDA-compliant operations
- Clear digital asset archiving and organization

Our workflow prioritizes brand integrity, compliance, and execution precision.

CAMPAIGN ASSET STRUCTURING & PLATFORM DEPLOYMENT

- Platform-specific formatting
- Vertical and horizontal delivery
- Subtitles and localization support
- Multi-cut campaign variations
- Usage rights clarity and documentation

We structure content for deployment, not just delivery.

COMPLIANCE & PROCUREMENT READINESS

- Active trade license
- Structured vendor onboarding readiness
- NDA compliance
- Clear procurement communication workflow
- Transparent contractual alignment

We are prepared to operate within structured corporate procurement systems.

PERSONAL BRANDING

CASE STUDIES



DECOROO

INTERIOR DESIGN



Decoroo

@decoroo · 382K subscribers · 156 videos

مهندسه رشا فكري تخصصت في تصميمات داخلية سعادتي في إسعاد الآخرين ونجاحي في تحقيق أحلامهم في منزل أحلامهم وانتهاء كافة...

fb.me/decorooRF and 6 more links

Subscribed

We began our content strategy by creating YouTube tips, but as deals piled up and time became scarce, we pivoted to filming reality show episodes showcasing completed projects. This shift resulted in over **16 million views** on YouTube alone.



اجمل واحداث جولة ديكور شقة 60 متر |
رشا فكري

1.9M views · 2 years ago



شرح مراحل الديكور المطبخ | شقة التجمع
الخامس | م/ رشا فكري

1.2M views · 2 years ago



أساسيات تصميم المطبخ نصائح الديكور |
رشا فكري

1.1M views · 4 years ago

DECOROO INTERIOR DESIGN



decoroo_rashafikry

Following

Message

...

404 posts

179K followers

70 following

Decoroo

@decoroo_rashafikry

Home decor
Interior Design Studio
High End Residential & Commercials
رقم التسجيل التجاري: 328-159-115
decoroo-designs.com/en + 3

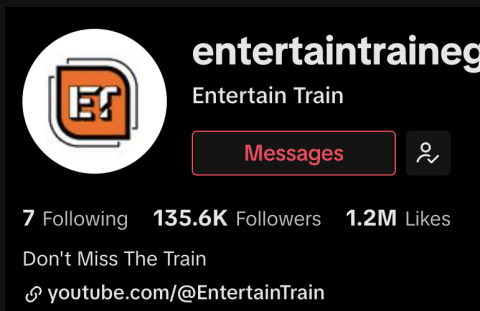


As the demand for short-form content grew, we integrated short-form tips into our strategy. One video alone garnered **over 10 million views**, contributing to a total of **more than 40 million views across all platforms**.



ENTERTAIN TRAIN COMEDY PLATFORM

Entertain Train, a comedy platform crafted by our creative team at our studio, has garnered more **20 millions+ views in under 60 days**



entertaintraineg
Entertain Train

Messages

7 Following 135.6K Followers 1.2M Likes

Don't Miss The Train

youtube.com/@EntertainTrain

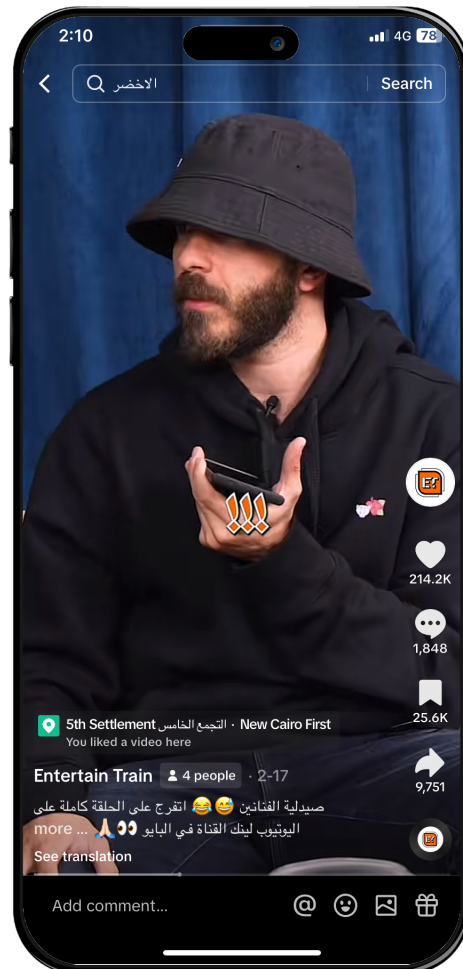


83.4K subscribers

71 videos

13,849,383 views

Joined Dec 25, 2023



MAI EL SHAWATFY

BEAUTY ADVISOR



maielshawatfy

Following

Message

570 posts

73.9K followers

783 following

Mai El Shawatfy | مي الشواطفي

@maielshawatfy

Makeup Artist

Beauty Advisor in Dubai

تعليم ميكب بالعربي

اشترك في كورس الميكب الشخصي

mai.zone/courses/personal-makeup-course



mai.el.shawatfy

Mai El Shawatfy

Messages

Profile

51 Following

68.5K Followers

231.6K Likes

Makeup Artist | YouTuber +340

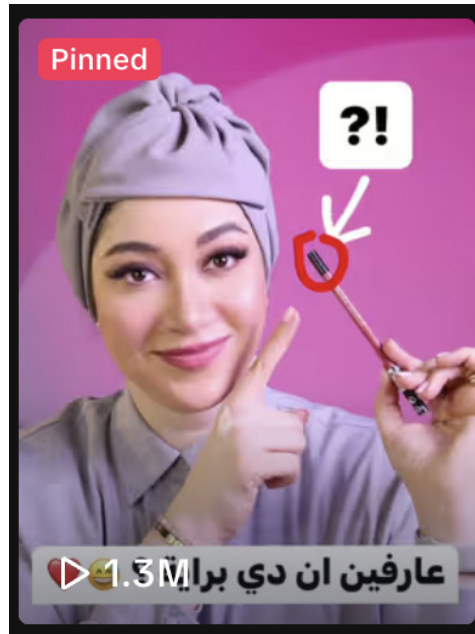
Dubai

لينك اشترك كورس الميكب للمبتدئين

mai.zone/courses/personal-m...



Assisting her with strategy, filming, and establishing her personal studio, we filmed her online course, developed a website, and implemented a marketing and sales infrastructure for her course.





ZIYAD ALMAAYOUF

INSPIRATIONAL REELS



427 posts 70.9K followers 1,400 following

Ziyad Almaayouf | زياد المعيوف

therealzizo

Athlete

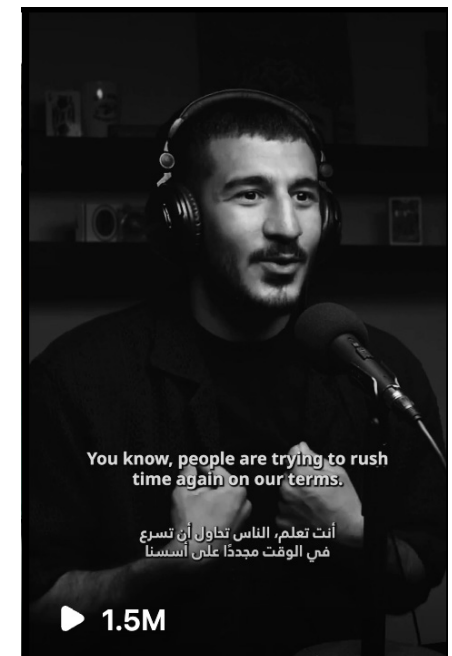
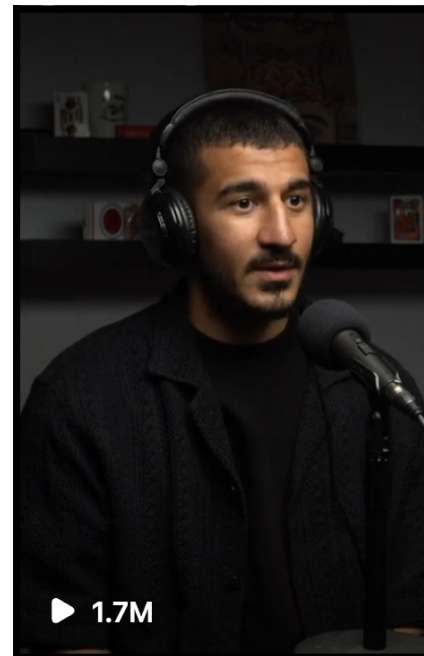
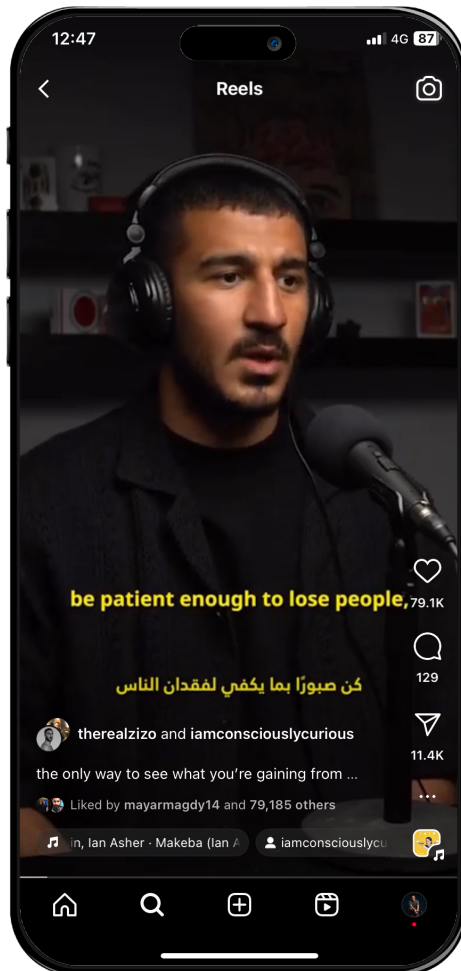
Int. Saudi Professional Boxer w @buddymcgirtboxing

الحمد لله. PRIDE OF THE ARAB WORLD

Mgmt @paulsmithjnr @258mgt

@innerguidebookpodcast Host

Transforming lengthy podcast episodes into concise and trendy reels, reaching more than **7 millions of views**



AHMED KASEM

EDITING REELS



ahmedkasemofficial

Following

Message



71 posts

28.9K followers

165 following

Ahmed Kasem

ahmedkasemofficial

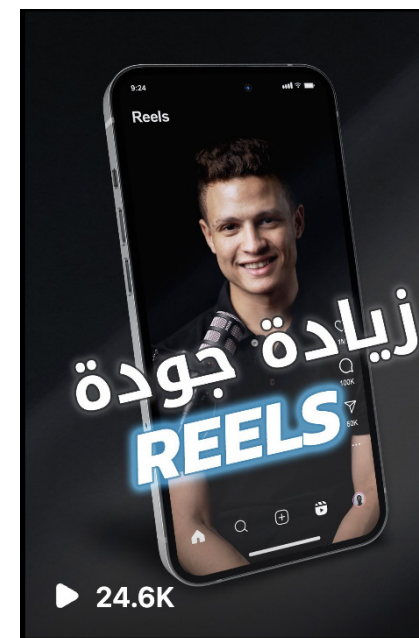
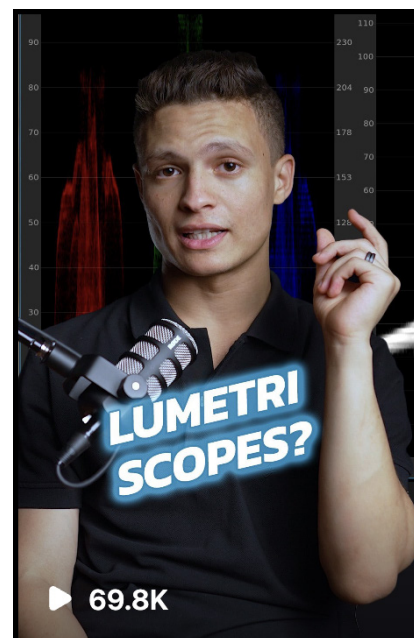
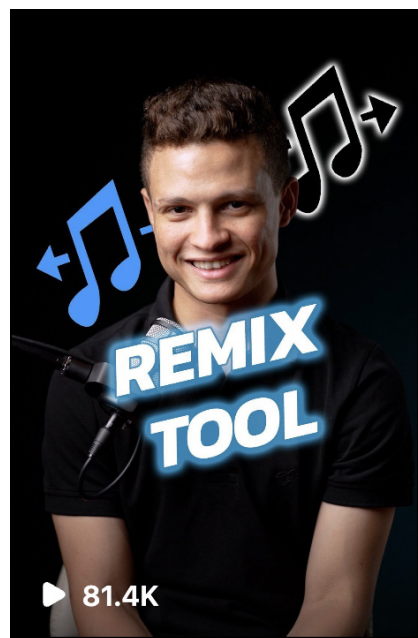
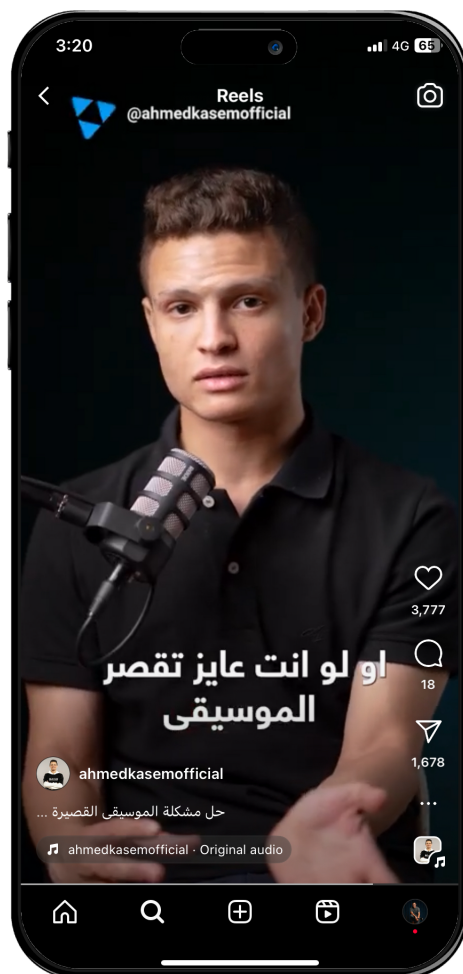
Video creator

Video editing tips

wjz.go.link?adj_t=124tyv4k_12lufz6o&adj_campaign=ahmed_kassem + 2



Generating ideas, filming, and editing these trendy reels packed with editing tips.





MOSTAFA ABOZED LAWYER



mostafaadelabozed

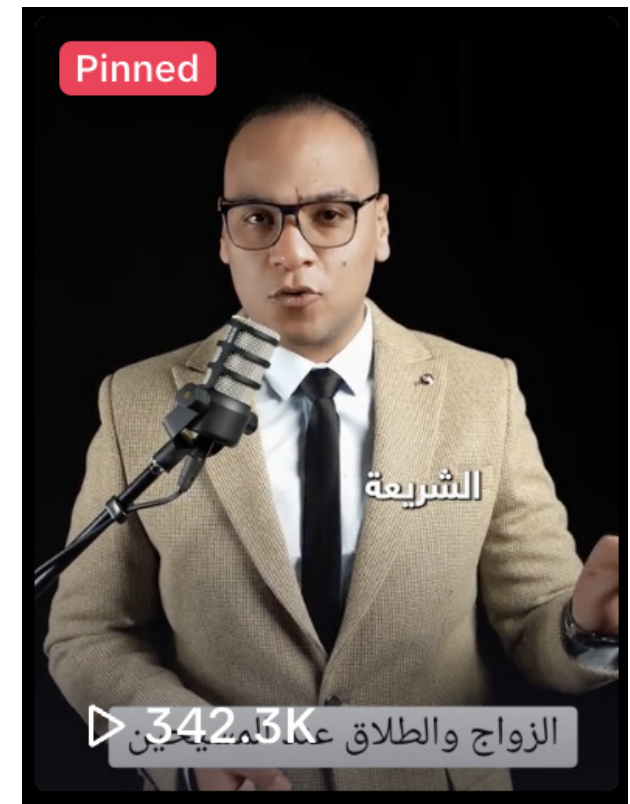
مكتب | مصطفى ابو زيد المحامي

Follow

100 Following 8341 Followers 50.7K Likes

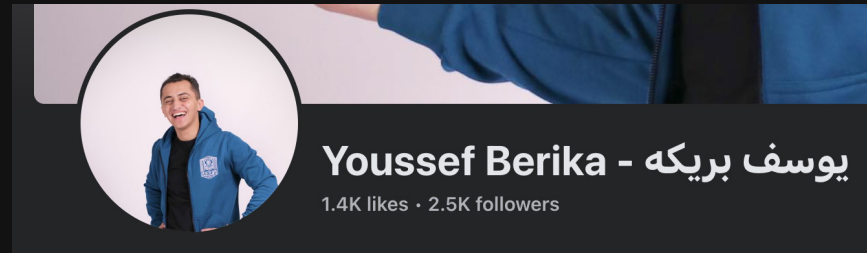
مكتب | مصطفى ابو زيد المحامي و (الدراسات القانونية)

Together, we initiated the account from scratch. Remarkably, **the second video amassed over 890,000 views within just one week!** In total, the first four videos garnered more than 1.6 million views.



YOUSSEF BERIKA

LIGHT FB VIDEOS



Capturing and editing these educational entertainment Facebook videos.



3.6K 106 comments 272 shares 286K views



1.1K 74 comments 103 shares 111K views



1K 37 comments 61 shares 84.7K views

PROFESSIONAL PHOTOGRAPHY

SAMPLES

CEIINA
Media Production

EDEN HOUSE

REAL ESTATE PHOTOGRAPHY





LUXURY HOUSE INTERIOR PHOTOGRAPHY



MIZA - MA3AN

EVENT PHOTOGRAPHY



BOOK A DISCOVERY CALL

Let's talk about where your brand can go — and how content can take it there.
Schedule a call with CEMA to explore smart, high-impact solutions tailored to your business.

CONTACT US

info@cema.ae
+971 565668869



www.cema.de