

VISUAL PRODUCTION SYSTEMS

# Where design meets *strategy*

Strategic visual production for interior  
designers, architects, and design-led brands.  
We turn projects into positioning tools.

# Three ways to work with *us*

Most clients enter at one level and grow into the next. Pick the starting point — we'll tailor the rest.

## SECTION A · SESSIONS

# A

### Productized. *No quotes.*

Four fixed-price packages — Photo, Video, Bundle, Insight. Pay 50% deposit, lock the shoot date over WhatsApp within 2 hours.

**Best for** office content, founder reels, single-moment shoots

**Output** photos · short reels · talking-head videos

**Time** 24 hours to 7 business days

From AED 1,500 · Fixed packages · Pay 50% to book

## SECTION B · SYSTEMS

# B

### Reposition how your work is read

Strategic productions tied to business outcomes — scaled to your project size, from apartments to villas. Designed to make your work look premium and win preference at higher tiers.

**Best for** positioning, sales, premium pricing

**Output** HDR photos · cinematic film · reels

**Time** half-day to multi-day

From AED 5,000 · Per project

## SECTION C · SIGNATURE

# C

### Build lasting brand authority

Cinematic narrative content scoped to your story — from a single short film to a full multi-episode series. Stand-alone or as an add-on to any system.

**Best for** firms ready to lead a category

**Output** 1 short to multi-episode series

**Time** scoped to story

From AED 8,000 · Modular, scoped per story

*Not sure which fits? Most clients start in Section A or B. The CTA at the back of this book opens a tailored recommendation conversation.*

## Sessions

Four fixed-price packages. No quotes, no back-and-forth — pay 50% deposit, lock your shoot date, get content shipped on a predictable turnaround.

CONTENT · PHOTO	CONTENT · VIDEO	CONTENT · BUNDLE	INSIGHT · CINEMATIC
<b>AED 1,500</b>	<b>AED 2,000</b>	<b>AED 2,500</b>	<b>AED 3,000</b>
Fixed package	Fixed package	Fixed package	Fixed package
<b>Shoot</b> · 1-hour · single location	<b>Shoot</b> · 1-hour · single location	<b>Shoot</b> · 2-hour · single location	<b>Shoot</b> · 3-hour · single location
<b>Delivery</b> · 30 retouched photos	<b>Delivery</b> · 1 reel under 45s · 9:16 vertical	<b>Delivery</b> · 30 photos + 1 reel under 45s	<b>Delivery</b> · 4 short videos · 60–90s each
<b>Turnaround</b> · 24 hours	<b>Turnaround</b> · 5 business days	<b>Turnaround</b> · 48 hrs photos · 5 days video	<b>Turnaround</b> · 7 business days
<b>Revisions</b> · up to 2	<b>Revisions</b> · up to 2	<b>Revisions</b> · up to 2 each	<b>Revisions</b> · up to 2
<i>Office content · project progress · site documentation · ongoing visibility</i>	<i>Social cadence reels · single-shoot deliverables · brand updates</i>	<i>Comprehensive single-location coverage · maximum content per shoot day</i>	<i>Designer commentary · founder content · walkthroughs · podcast-style</i>

No quote needed. Pick a Session, fill the brief, pay 50% deposit — we lock your shoot date within 2 hours.

Book any Session at [cema.ae/book-a-session](https://cema.ae/book-a-session) →

### ADD-ONS · STACK ONTO ANY SESSION

+ Extra shoot hour	AED 500
+ Interior drone (indoor fly-through only) <sup>①</sup>	AED 1,000
+ Extra reel	AED 400
+ Same-day rush (Video + Insight only)	AED 1,000
+ Creative direction (script · idea · concept)	AED 300 / video

<sup>①</sup> Exterior drone work requires GCAA + DCAA permits and a licensed pilot. Quoted separately — typically AED 12,000–15,000.

# Brand Content *Systems*

## PORTFOLIO

### Apartments & townhouses

Polished visual coverage that makes your work look credible at the level of clients you want to attract.

#### INCLUDES

- ✓ Up to 50 editorial photos
- ✓ 1 film · up to 60s
- ✓ 3 reels
- ✓ Art direction included
- ✓ Half-day production

**AED 5,000**

*Fixed package · Half-day*

## MOST CHOSEN

## POSITIONING

### Villas & larger residences

More depth, more rooms, more intention — positions your firm as premium and memorable across every angle.

#### INCLUDES

- ✓ Whole-project photo coverage
- ✓ Up to 100 editorial photos
- ✓ 1 film · up to 2 min
- ✓ 6 reels
- ✓ Art direction included
- ✓ Full-day production

**AED 8,000**

*Fixed package · Full-day*

## AUTHORITY · PREMIUM SUITE

### Full coverage & content suite

A structured content ecosystem — built to compound trust, support sales, and position you as the obvious choice.

#### INCLUDES

- ✓ Whole-project photo coverage
- ✓ Up to 130 editorial photos
- ✓ 1 film · up to 3 min
- ✓ 6 reels
- ✓ 6 talking reels
- ✓ Art direction included

**AED 12,000**

*Fixed package · Full-day +*

## ADD-ONS · STACK ONTO ANY SYSTEM

+ Interior drone (indoor fly-through) <sup>①</sup>	AED 1,500	+ Rush turnaround	AED 2,000
+ Additional reel cut (different aspect or length)	AED 400	+ Full raw material & footage	AED 1,000

<sup>①</sup> Exterior drone work requires GCAA + DCAA permits and a licensed pilot. Quoted separately — typically AED 12,000–15,000.

## SIGNATURE ENGAGEMENT

# Brand *Documentary*

*Long-form authority content for interior design & architecture firms.*

## From AED 8,000

Modular per engagement · A single short film to a multi-episode arc · Stand-alone or add-on.

A cinematic engagement that turns exceptional projects into long-form brand authority. We capture the *thinking*, process, and craft behind your work — then build it into YouTube-first content scoped to your story.

*Most firms only show finished visuals. We show the intelligence behind the work — and that is where authority is built.*

## STORY STRUCTURE · DESIGNED AS A YOUTUBE MINI-SERIES

## EPISODE 01

### The Vision

Client lifestyle, goals, design philosophy.

## EPISODE 02

### Designing the Experience

Space, flow, lighting — the hidden decisions.

## EPISODE 03

### The Challenges

Site limits, sourcing, problem-solving.

## EPISODE 04

### Craftsmanship

Joinery, textures, finishes — premium execution.

## EPISODE 05

### The Transformation

The final reveal — when the project becomes a story.

## BUSINESS OUTCOME

Attracts premium clients, increases perceived brand value, supports business development, and recruits higher-level talent — while extending the lifespan of every project.

## IDEAL FOR

Luxury interior design firms

Architecture studios

Design & build companies

High-end residential & hospitality

Founder-led creative brands

## WHAT YOU RECEIVE

1 short to multi-episode series

Trailer + reels per project

6–10 min per piece

Story-led editing & color

## OPTIONAL ADD-ONS

Drone & FPV

Extra episodes

Channel strategy



CASE STUDY · IMPERIUM GROUP · ARCHITECTURE & FIT-OUT

# Positioning Imperium as a modern architecture & fit-out leader

## THE BRIEF

As Imperium Group continued expanding across architecture, design, and fit-out projects in the UAE, the firm needed visuals that reflected the scale, professionalism, and culture behind the brand. The goal: a stronger digital presence built for social media, recruitment, and online positioning.

## THE SYSTEM

A complete social-first visual content system: architectural & interior photography, cinematic project films, team & culture-focused visuals, social-ready reels, and content optimized for Instagram, LinkedIn, and digital brand positioning.

## IN THEIR WORDS

*"The new visuals gave the company a stronger and more premium online presence."*

IMPERIUM GROUP · DUBAI

# 200+

EMPLOYEES

Company growth milestone captured through a cinematic team campaign

# Social-first content

DISTRIBUTION-READY

System built for Instagram, LinkedIn & digital brand positioning

# Premium presence

BRAND OUTCOME

Stronger visual consistency across online platforms & company content

# Compare every system on *one page*

A reference view across all five engagements. Most clients start in Section A or B and grow into the next as their brand goals shift.

	SECTION A Content Session <i>From AED 1,500 fixed</i>	SECTION A Insight Session <i>AED 3,000 fixed</i>	SECTION B Portfolio System <i>From AED 5k</i>	SECTION B Positioning System <i>From AED 8k</i>	SECTION B Authority System <i>From AED 12k</i>
EDITORIAL PHOTOS	As scoped	—	30–60	50–100	50–100
CINEMATIC FILM	—	—	Up to 60s	1–2 min	Premium film
SHORT-FORM REELS	As scoped	3–6	2–3	4–6	4–6
EXPERT / TALKING	—	<b>Core focus</b>	—	—	3–6 videos
PRODUCTION TIME	Per session	Per session	Half-day	Full-day	Full-day +
BEST FOR	Ongoing visibility	Expert voice	Apartments · townhouses · offices	Villas · larger residences	Premium content suite
BUSINESS OUTCOME	Stay top of mind	Be understood faster	Look the part	Win preference	Become the obvious choice

Brand Documentary (Section C) is modular — from a single cinematic short to a full multi-episode arc. Stand-alone or add-on to any system. From AED 8,000 — see page 5.

# A simple four-step *rhythm*

Every system follows the same predictable shape — the only thing that changes is depth and scope. Here's what to expect from the moment you say go.

**Brief · Shoot · Ship.**

## 01

STEP 1 · BRIEF

### Positioning intake

A focused call to align on audience, projects, and visual direction — before any camera comes out.

30-min intake call

Project shortlist

Creative direction

## 02

STEP 2 · PRODUCTION

### On-site shoot

Half- or full-day shoot, directed on the day so every frame ladders to the brief.

Half- or full-day shoot

HDR photography + film

On-set direction

## 03

STEP 3 · POST

### Editorial finish

Edit, color, and grade tuned to your brand. One preview, one revision — no endless loops.

Photo edit & color

Film + reels cut

One preview · one revision

## 04

STEP 4 · DELIVERY

### Hand-off + assets

Final delivery, ready to launch. Every asset platform-ready for immediate use.

Web · social · print ready

Quick usage guide

30-day support window

#### TURNAROUND BY TRACK

**Sessions** 48 hrs – 7 days · **Systems** 2–3 weeks ·  
**Signature** scoped per story

#### WHAT YOU PROVIDE

Project access, key dates, and one decision-maker for sign-off. We handle the rest.

#### RUSH DELIVERY

Available on request — typical turnaround compresses to 7–10 days for a flat add-on.

THE CLOSE

# Two ways to *start*.

*The work doesn't get translated into Arabic. It's born in it.*

MOST CLIENTS START HERE

→ FOR SESSIONS (SECTION A)

## Pick. *Pay 50%*. Shoot happens.

Choose your Session, scope your add-ons, pay 50% deposit. We confirm your shoot date via WhatsApp within 2 hours.

[cema.ae/book-a-session](https://cema.ae/book-a-session) →

Prefer to talk first? [15-min intake call](#) →

→ FOR SYSTEMS & SIGNATURE (SECTIONS B + C)

## Tell us about your project. *Tailored scope* in 24 hours.

Send a brief, a deck, or just a sentence. We come back with the right tier, the right scope, no over-selling.

→ Projects (B) · scope it in 30 seconds

[cema.ae/book-a-project](https://cema.ae/book-a-project) →

→ Signature (C) · tell us your story

[wa.me/message/TAELMV4SM5HXD1](https://wa.me/message/TAELMV4SM5HXD1)  
or [info@cema.ae](mailto:info@cema.ae)