

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 24 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 2,000 · 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 7,000 · 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 10,000 · 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

AED 2,000

Fixed package

Shoot · up to 2 hours · single location

Delivery · 30 retouched photos

Turnaround · 24 hours

Revisions · up to 2

Office content · project progress · site documentation · ongoing visibility

CONTENT · VIDEO

AED 2,000

Fixed package

Shoot · up to 2 hours · single location

Delivery · 1 reel under 45s · 9:16 vertical

Turnaround · 5 business days

Revisions · up to 2

Social cadence reels · single-shoot deliverables · brand updates

CONTENT · BUNDLE

SAVES AED 1,000

AED 3,000

Fixed package

Shoot · up to 3 hours · single location

Delivery · 30 photos + 1 reel under 45s

Turnaround · 48 hrs photos · 5 days video

Revisions · up to 2 each

Comprehensive single-location coverage · maximum content per shoot day

INSIGHT · CINEMATIC

AED 4,000

Fixed package

Shoot · 3-hour · single location

Delivery · 4 short videos · 60–90s each

Turnaround · 7 business days

Revisions · up to 2

Designer commentary · founder content · walkthroughs · podcast-style

No quote needed. Pick a Session, fill the brief, pay 50% deposit — we lock your shoot date within 24 hours.

Book any Session at cema.ae/book-a-session →

ADD-ONS · STACK ONTO ANY SESSION

+ Extra shoot hour	AED 700
+ Interior drone (indoor fly-through only) ①	AED 1,500
+ Additional reel (aspect / length resize)	AED 400
+ Additional reel (full new edit)	AED 1,000
+ Same-day rush delivery (24-hour turnaround)	AED 2,500
+ Creative direction (script · idea · concept) flat fee	AED 1,500

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

Brand Content *Systems*

PORTFOLIO

Apartments & small residences

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 7,000

Fixed package · Half-day

POSITIONING

Villas, townhouses & 3BR+ apartments

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 12,000

Fixed package · Full-day

MOST CHOSEN

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
- ✓ Full day production

AED 18,000

Fixed package · Full-day +

Scope first. Tell us about the project — rooms, sqft, timing — we confirm your tier within 24 hours.

Start your project at cema.ae/book-a-project →

ADD-ONS · STACK ONTO ANY SYSTEM

+ Interior drone (indoor fly-through) ^①	AED 2,000	+ Rush turnaround	AED 5,000
+ Additional reel	AED 1,000	+ Full raw material & footage	AED 1,000

^① 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 10,000

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.

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

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.

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 2,000 fixed</i>	SECTION A Insight Session <i>AED 4,000 fixed</i>	SECTION B Portfolio System <i>AED 7,000</i>	SECTION B Positioning System <i>AED 12,000</i>	SECTION B Authority System <i>AED 18,000</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	—	Core focus	—	—	3–6 videos
PRODUCTION TIME	Per session	Per session	Half-day	Full-day	Full-day +
BEST FOR	Ongoing visibility	Expert voice	Apartments · small residences	Villas · townhouses · 3BR+	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 10,000 — 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 24 hours.

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 →

→ Signature (C) · tell us your story

wa.me/message/TAELMV4SM5HXD1
or info@cema.ae