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TECHNICAL & CREATIVE PROPOSAL / 2026

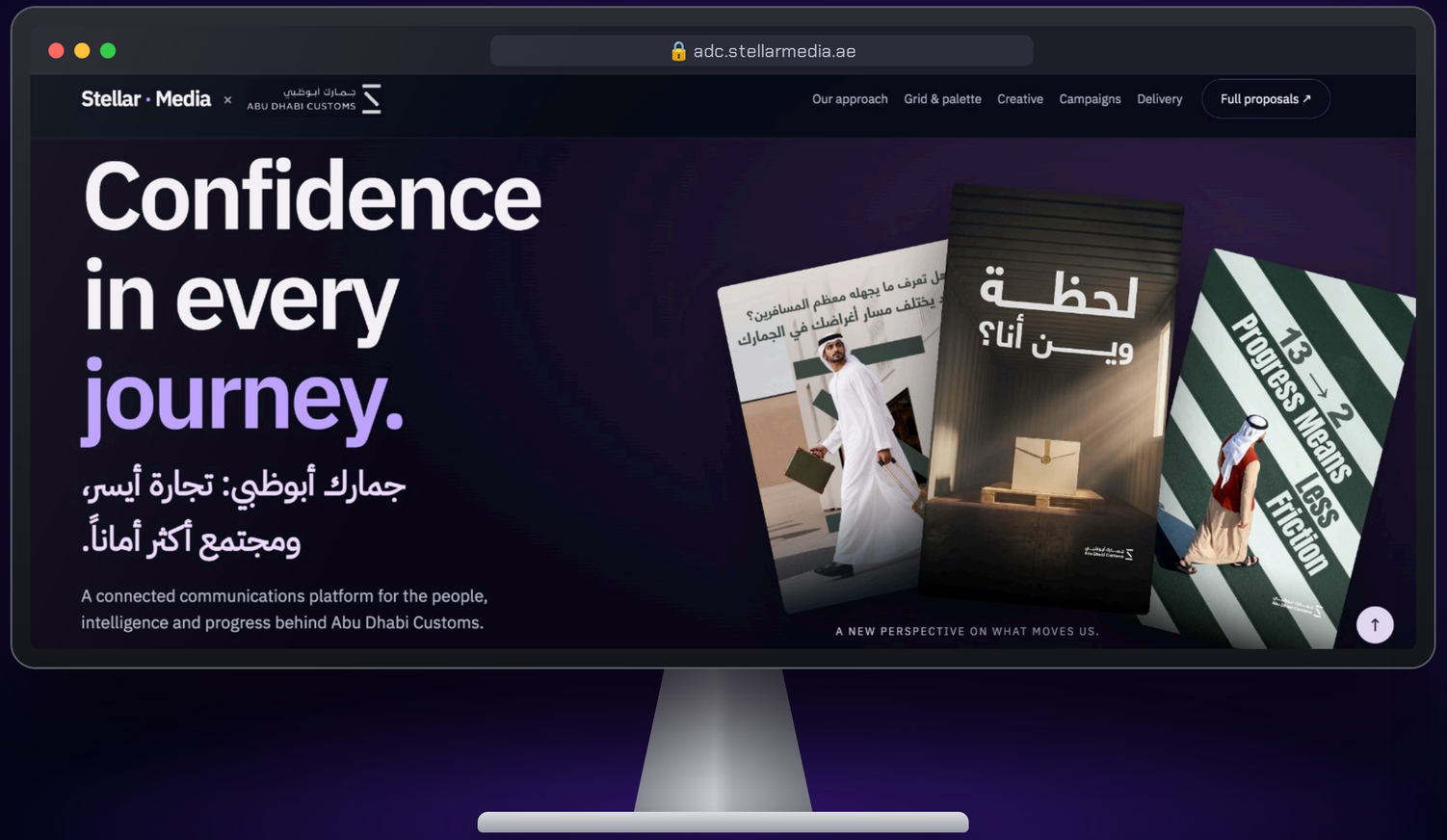
Abu Dhabi Customs

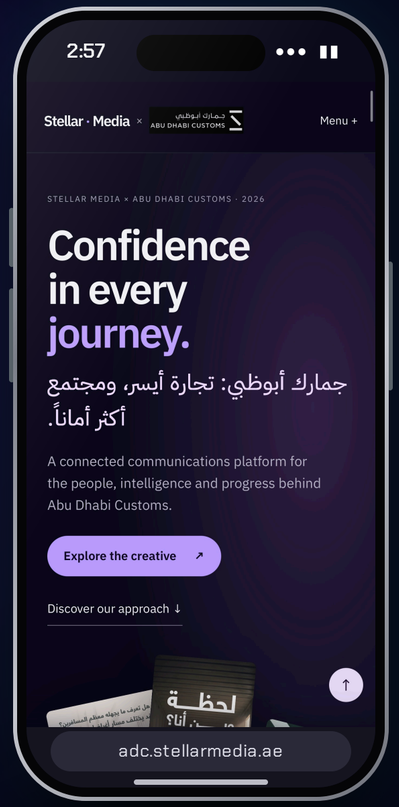
Marketing & Digital Platforms Management

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THE DYNAMIC CREATIVE PROPOSAL

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01

OUR UNDERSTANDING

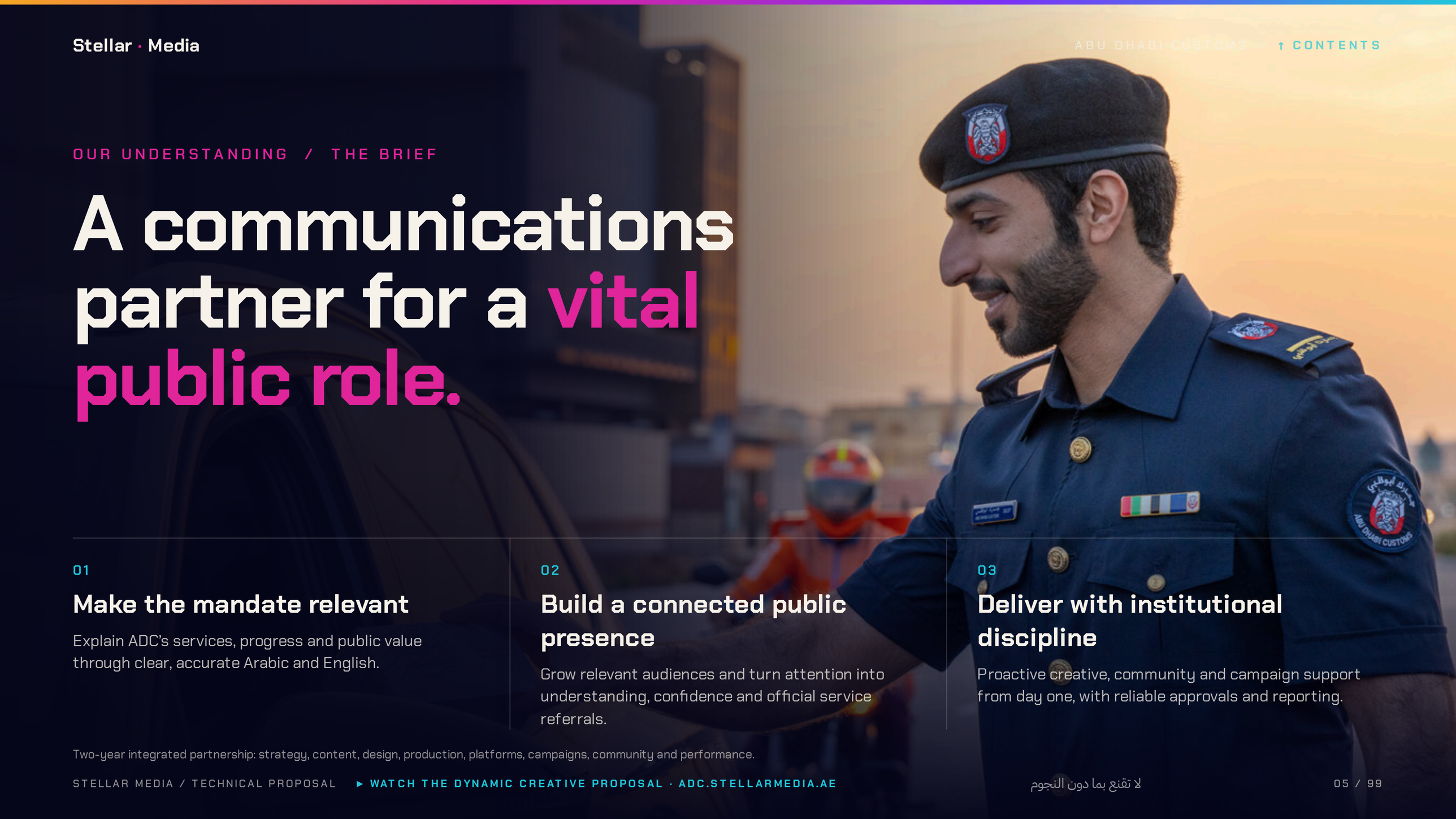
The brief.
The purpose.

ADC’s direction, its numbers and the purpose we propose for this partnership.

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OUR UNDERSTANDING / THE BRIEF

A communications partner for a vital public role.



01

Make the mandate relevant

Explain ADC's services, progress and public value through clear, accurate Arabic and English.

02

Build a connected public presence

Grow relevant audiences and turn attention into understanding, confidence and official service referrals.

03

Deliver with institutional discipline

Proactive creative, community and campaign support from day one, with reliable approvals and reporting.

Two-year integrated partnership: strategy, content, design, production, platforms, campaigns, community and performance.

OUR UNDERSTANDING / ADC'S OFFICIAL DIRECTION

OFFICIAL VISION

"World-Class Customs Authority"

OFFICIAL MISSION / PARAPHRASED

Work with partners to enable safe, legitimate trade and strengthen sustainable growth and Abu Dhabi's competitiveness through innovation and advanced digital technology.



Official vision quoted; mission paraphrased. The five communication territories are Stellar's interpretation.

OUR UNDERSTANDING / ADC IN NUMBERS

A strong operational story to make relevant.



36%

Non-oil trade growth in 2025

A bigger trade story to explain.

83%

Pre-arrival clearance rate in 2025

Make invisible preparation understandable.

91%

Community trust rate in 2025

Build on an existing foundation of trust.

Source: ADC Annual Performance Report 2025, PDF pp. 11 and 21. These are institutional results, not social-media KPIs.

STELLAR × ADC / OUR COMMUNICATIONS PURPOSE

Make confidence the outcome of communication.



OUR PROPOSED VISION

An ADC digital presence people trust to travel, trade and understand Abu Dhabi's progress.

OUR PROPOSED MISSION

Translate ADC's expertise into clear bilingual stories and connected experiences that guide action, build informed communities and make its impact visible.

Stellar's proposed communications vision and mission for this engagement; ADC's institutional statements remain the foundation.

OUR APPROACH / HOW WE WORK

Understand the need. Create. Learn.

01

Understand the real need

Combine ADC priorities, platform data, audience questions and public benchmarks into a focused opportunity map.

OUTPUT →
Audience and evidence brief

02

Create a connected response

Build one approved message, a distinctive creative idea and channel roles that guide the audience's next step.

OUTPUT →
Content and activation plan

03

Learn and improve

Read performance alongside sentiment and service questions. Give each recommendation an owner and review date.

OUTPUT →
Monthly improvement plan

LEARNING FEEDS THE NEXT BRIEF

An embedded team delivers daily work; agency specialists add strategy, production, performance and campaign capacity.

OUR STRATEGY / THE COMMUNICATIONS PLATFORM

Confidence in every journey.

Clarity

that guides action.

Answer a real question and connect it to the right official destination.

Proof

that builds trust.

Make ADC's people, protection and progress visible through verified stories.

Presence

that earns a following.

Repeat useful series across relevant channels and learn from every interaction.

STRATEGIC OUTCOMES

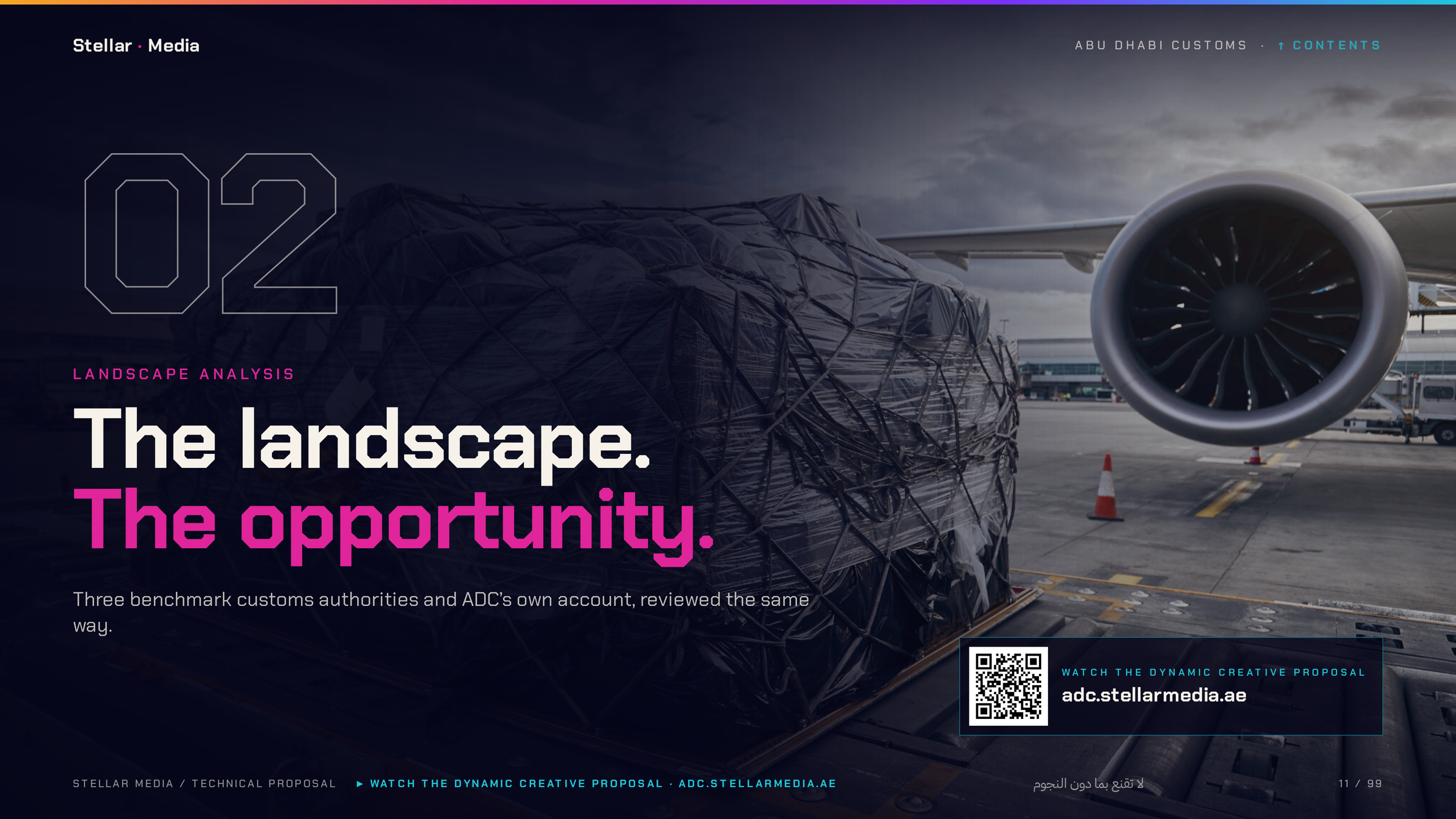
- Better understanding
- Relevant audience growth
- Useful engagement
- Dependable service referrals

02

LANDSCAPE ANALYSIS

The landscape.
The opportunity.

Three benchmark customs authorities and ADC's own account, reviewed the same way.



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LANDSCAPE ANALYSIS / WHY AND HOW

Before we recommend, we look at the field.

Three benchmark customs authorities and ADC's own account, reviewed the same way, so every recommendation that follows has a reason behind it.

WHAT WE REVIEWED IN EACH

- Social presence
- Content formats
- Content themes
- Tone & visual identity
- Key takeaways
- ADC opportunity

01
Dubai Customs
Regional benchmark · UAE

GO TO PAGE 14 →

02
Singapore Customs
Global benchmark · Singapore

GO TO PAGE 15 →

03
Saudi ZATCA
Regional benchmark · Saudi Arabia

GO TO PAGE 16 →

04
Abu Dhabi Customs
Account review · our starting point

GO TO PAGE 17 →

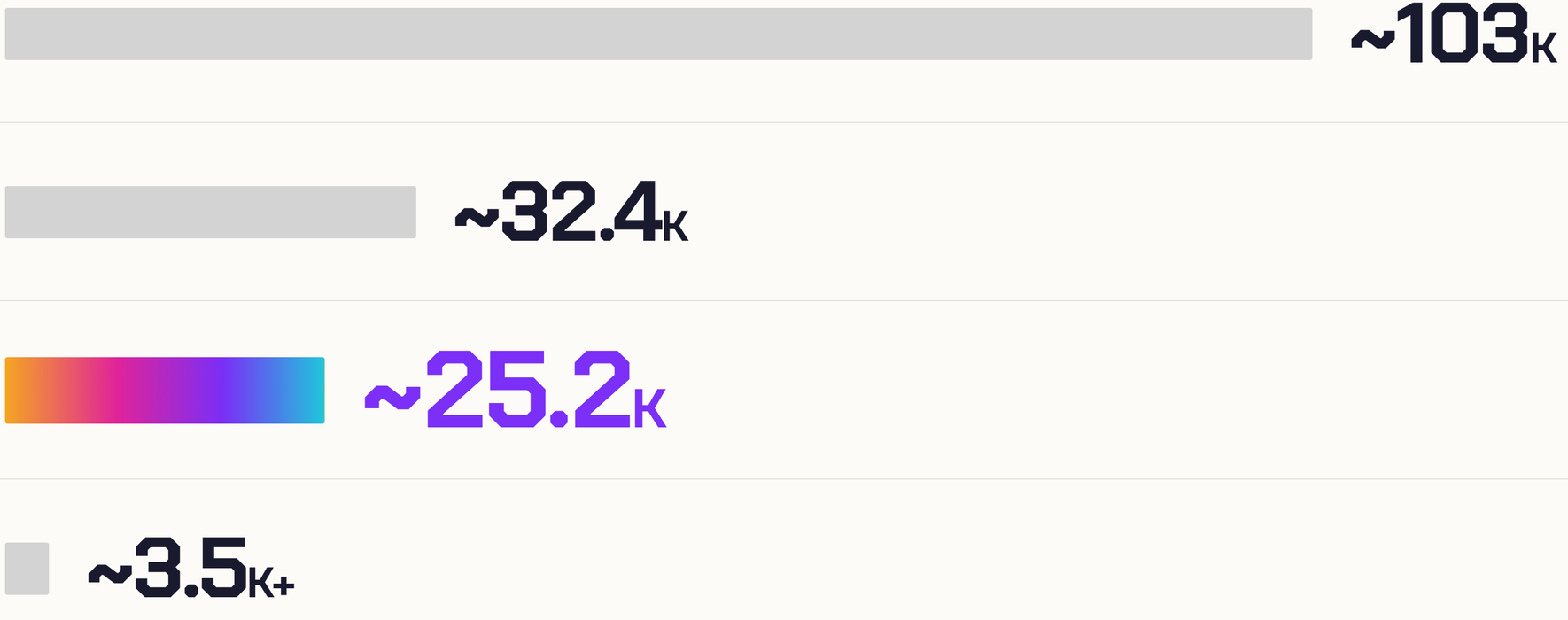
→ Three lessons from the benchmarks p.18 → What ADC does well, and the next opportunity p.19

Public desk review, 7 September 2026: public follower snapshots and published content examples. Qualitative analysis; validate frequency, engagement and conversion with ADC account analytics.

LANDSCAPE / INSTAGRAM BENCHMARKS

Audience scale is context, not a quality score.

Instagram followers
public profile counts



Rounded public search-indexed profile counts, 7 September 2026. Different markets and mandates; not an engagement ranking.

REGIONAL BENCHMARK / UAE

Dubai Customs

Instagram | X | LinkedIn

CONTENT FORMATS

Designed announcements, portrait quotes and short video.

CONTENT THEMES

Digital services, travel seasons and institutional moments.

TONE & VISUAL IDENTITY

Official and benefit-led. Branded layouts connect services and people.



↑ PUBLISHED EXAMPLE 01

MAKASA turns a digital initiative into a clear customer benefit.



↑ PUBLISHED EXAMPLE 02

National moments carry an institutional voice.

ADC OPPORTUNITY **Explain one customs action through one everyday benefit.**

GLOBAL BENCHMARK / SINGAPORE

Singapore Customs

Instagram | LinkedIn

CONTENT FORMATS

Officer photography, branded graphics and short video.

CONTENT THEMES

Employee voices, enforcement stories and trade education.

TONE & VISUAL IDENTITY

Approachable and explanatory. Personal stories make the public role relatable.

ADC OPPORTUNITY

Build “One Person, One Answer”: an officer explains a familiar question.



KEY TAKEAWAY

Officers become the story’s protagonists.

Annual reporting becomes a source of social stories.



LinkedIn · selected published content

REGIONAL BENCHMARK / SAUDI ARABIA

Saudi ZATCA

Instagram | X | Snapchat

1 The process is visible within the post.

Numbered step-by-step graphics and consistent service details.

2 A clear destination turns awareness into action.

The official website closes each guide.

Themes: customs service access, compliance and public awareness.
Tone: direct and instructional.





X · selected published content

ADC OPPORTUNITY

Create saveable service guides with a clear first step and official link.



↑ PUBLISHED EXAMPLE 01

Benefit-led trade story



↑ PUBLISHED EXAMPLE 02

People behind digital progress

ACCOUNT REVIEW / ABU DHABI CUSTOMS

Abu Dhabi Customs

Instagram | X | LinkedIn | Facebook | YouTube | TikTok

CONTENT FORMATS

Photo-led graphics, service explainers and video content.

CONTENT THEMES

Digital services, trade facilitation, milestones and staff initiatives.

TONE & VISUAL IDENTITY

Formal and bilingual. Real officers, navy tones and clear headlines.

ADC OPPORTUNITY

Lead with the traveller's or trader's question, then provide the official answer.

LANDSCAPE / BENCHMARK LESSONS

Three lessons from the benchmark accounts.

BENCHMARK CUE
ZATCA's visible steps

→

Make services saveable

Turn one common question into a short carousel, checklist or pinned guide.

→

FOR ADC
Before You Cross

BENCHMARK CUE
Singapore's officer stories

→

Let people explain

Use officers, customers and partners to make complex subjects understandable.

→

FOR ADC
One Person, One Answer

BENCHMARK CUE
Dubai's service benefit

→

Connect the journey

Carry a useful message through official social, partner channels, search and services.

→

FOR ADC
One message, one next action

LANDSCAPE / STRATEGIC DIAGNOSIS

What ADC is already doing well.





- ✓ Authentic officers and operational settings
- ✓ Recognisable visual identity
- ✓ Arabic and English communication
- ✓ Strong institutional and digital-progress stories

THE NEXT STEP

Where we see the next opportunity.

01 More saveable service content

02 More repeatable series

03 Stronger audience-specific CTAs

04 More visible human expertise

05 Better connection between content and service action

06 Stronger follower acquisition architecture

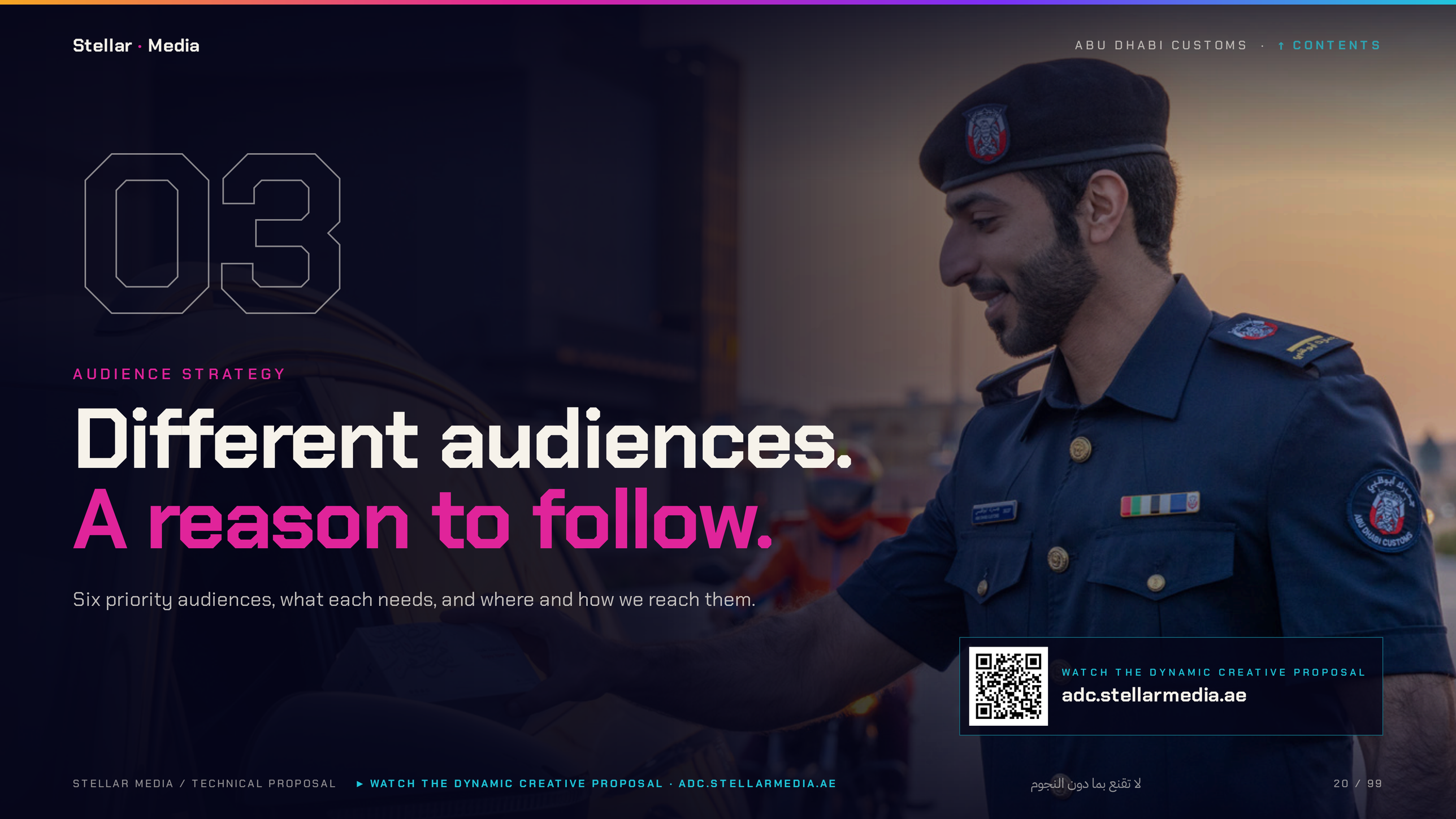
Qualitative recommendations from selected published examples; validate frequency, engagement and conversion through ADC account analytics.

03

AUDIENCE STRATEGY

Different audiences. A reason to follow.

Six priority audiences, what each needs, and where and how we reach them.



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AUDIENCE STRATEGY / SIX PRIORITY GROUPS

Different audiences. A relevant reason to follow.

Travellers & residents

Clear guidance for a journey or an everyday parcel.

CONTENT Before You Cross; package-journey answers
PLATFORM Instagram · TikTok · YouTube
NEXT **→ Save, follow, visit official guidance**

SMEs & importers

Practical first steps and plain-language explainers.

CONTENT Your First Shipment; glossary; expert answers
PLATFORM LinkedIn · Instagram
NEXT **→ Follow the series, consult ADC / TAMM**

Brokers & logistics

Reliable updates for recurring trade operations.

CONTENT Approved service updates and explainers
PLATFORM LinkedIn · X · YouTube
NEXT **→ Open the official source**



PRIORITY

Leadership & decision-makers

Verified evidence of impact, progress and public value.

CONTENT Executive trade brief; leadership perspective
PLATFORM LinkedIn · executive briefings
NEXT **→ Follow ADC**

Investors & partners

Abu Dhabi's trade advantage and credible collaboration.

CONTENT Verified outcomes; cooperation milestones
PLATFORM LinkedIn · partner channels
NEXT **→ Explore official resources**

Community & future talent

The people, expertise and opportunities behind ADC.

CONTENT Human stories; approved career information
PLATFORM Instagram · LinkedIn · events
NEXT **→ Visit official opportunities**

Proposed segments and needs are hypotheses; validate with ADC stakeholders and account analytics. Arabic and English adapted to each audience.

AUDIENCE STRATEGY / PEOPLE & EVERYDAY JOURNEYS

Make the answer useful in the moment.

AUDIENCE / MOMENT	WHAT WE GIVE THEM	CHANNEL → NEXT ACTION
Travellers BEFORE A CROSSING	Packing scenarios, saveable guidance and officer answers through Before You Cross.	→	Instagram, TikTok, YouTube + travel partners **Save, follow and visit official guidance.**
Residents & parcel recipients EXPECTING A DELIVERY	An accessible package journey, common terms and approved answers to everyday questions.	→	Instagram, Facebook + Shorts **Understand the process and follow the next answer.**
Community & future talent DISCOVERING ADC	Human stories, specialist expertise, inclusion and approved career information.	→	Instagram, LinkedIn + events **Engage and visit official opportunities.**

Audience needs are proposed hypotheses. Validate through stakeholder interviews, authorised analytics and recurring community questions.

AUDIENCE STRATEGY / TRADE & BUSINESS

Match the story to a professional decision.

AUDIENCE / MOMENT	WHAT WE GIVE THEM	CHANNEL → NEXT ACTION
First-time importers & SMEs STARTING A SHIPMENT	Your First Shipment: clear first steps, a glossary and expert answers.	→	LinkedIn, Instagram + business partners **Follow the series and consult ADC / TAMM.**
Brokers, logistics & trade teams MANAGING DAILY WORK	Approved service updates, explainers and practical partner perspectives.	→	LinkedIn, X + YouTube **Understand changes and open the official source.**
Investors & institutional partners ASSESSING ABU DHABI	Verified trade outcomes, innovation stories and cooperation milestones.	→	LinkedIn, publishers + events **Engage with evidence and explore official resources.**

Audience needs are proposed hypotheses. Validate through stakeholder interviews, authorised analytics and recurring community questions.

Altana

جمارك أبوظبي
ABU DHABI CUSTOMS



2

leadership-led pieces every month

Proposed starting cadence within the content plan.

AUDIENCE STRATEGY / PRIORITY AUDIENCE: LEADERSHIP

Leadership needs evidence and perspective.

Government leaders · policymakers · senior executives · institutional decision-makers

01 What they need

Understand ADC's contribution to trade, competitiveness, innovation and public protection.

Lead with a verified outcome.

02 What we publish

A concise executive trade brief; a leadership perspective; a case showing what changed and why it matters.

Two leadership-led pieces / month.

03 How we reach them

ADC LinkedIn, approved leadership profiles, partner channels and relevant sector briefings.

A clear invitation to follow ADC.

ADC approves spokesperson, facts and copy. Profile participation and partner distribution are agreed.

AUDIENCE STRATEGY / ACTIVATION

Choose the audience before choosing the media.

01 Prioritise

Travel guidance for the public; trade support for businesses; evidence and insight for leadership.

One primary audience per campaign

02 Adapt

Change the opening, language, evidence and next action for each audience. Keep official facts consistent.

Two openings per priority format

03 Reach

Use relevant partner communities and approved platform targeting. Reach professionals by role and sector.

Re-engage eligible viewers

04 Refine

Review attention, profile visits, follower growth and relevance. Use questions to shape the next brief.

Weekly learning and action

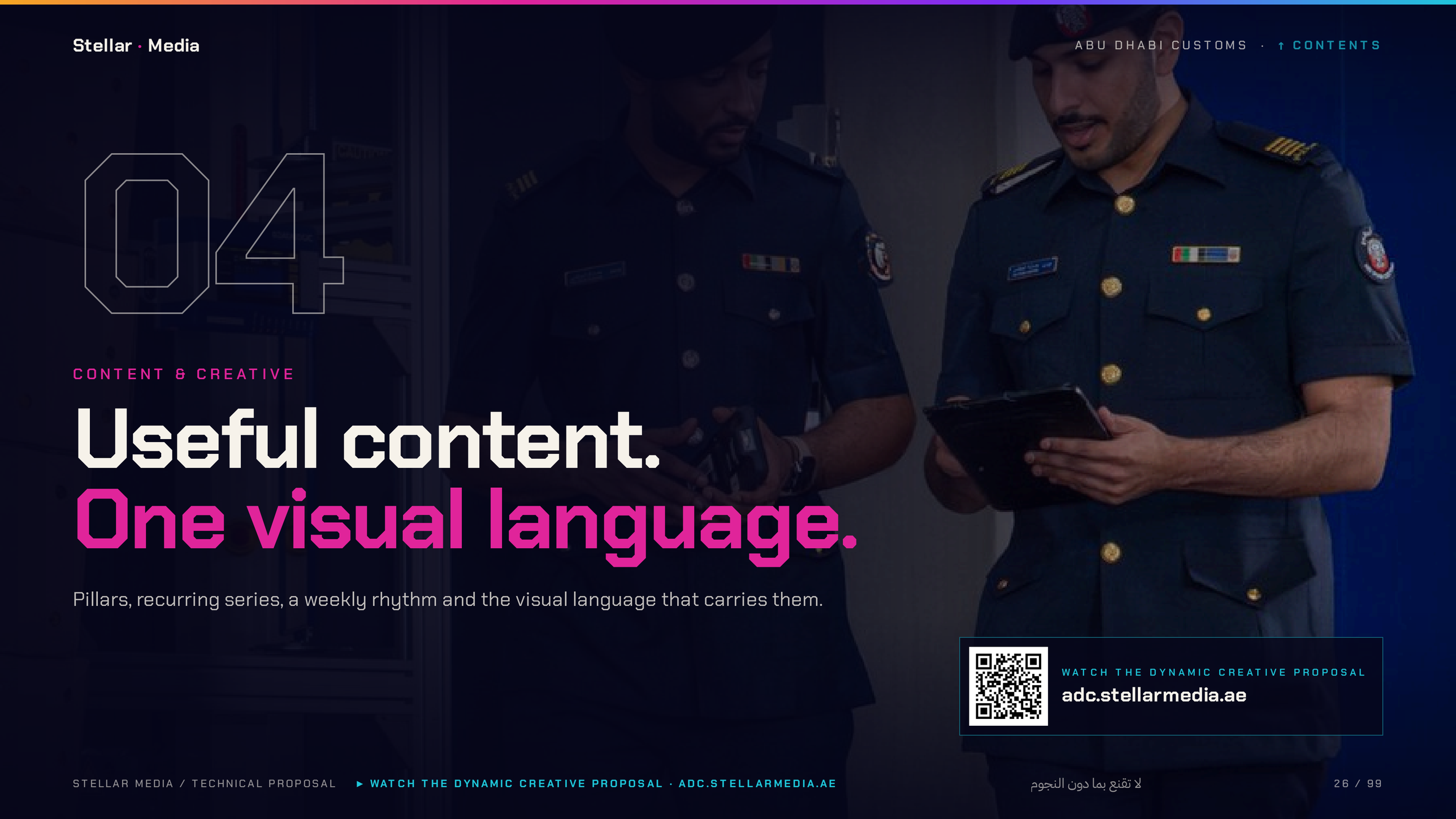
Targeting, retargeting and reporting depend on approved account access, available platform controls and ADC's data permissions.

04

CONTENT & CREATIVE

Useful content.
One visual language.

Pillars, recurring series, a weekly rhythm and the visual language that carries them.



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CONTENT STRATEGY / CONTENT PILLARS

A balanced editorial mix with a clear purpose.



40% **Customs Made Clear**
Guides, FAQs and service explainers.

20% **People Behind the Journey**
Officers, expertise and human stories.

20% **Intelligence in Motion**
Approved innovation made understandable.

10% **Abu Dhabi Connected**
Trade through everyday life.

10% **ADC in Focus**
Milestones, events and announcements.

Starting allocation for planned always-on content, reviewed quarterly. Mandatory and urgent ADC communications take priority.

CONTENT STRATEGY / RECURRING SERIES

Every pillar gets a repeatable content brand.



CUSTOMS MADE CLEAR

Before You Cross قبل أن تعبر

Saveable guides, Q&As and traveller explainers.

MEASURE · Saves, shares, official referrals

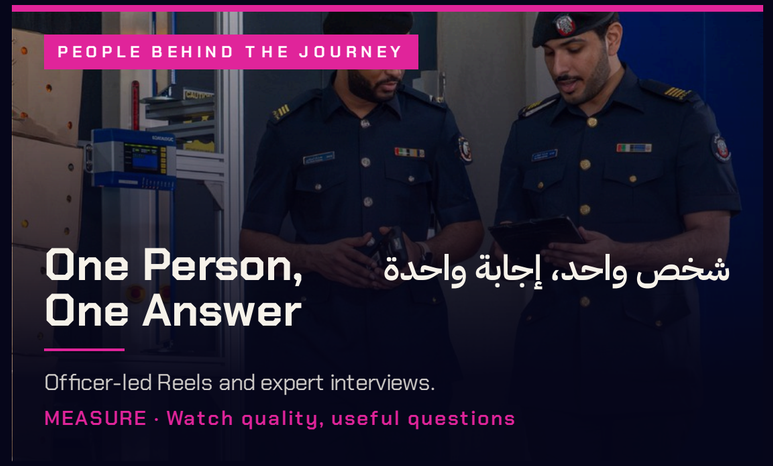


CUSTOMS MADE CLEAR

Your First Shipment شحنتك الأولى

First steps, glossary and expert answers.

MEASURE · Saves, shares, official referrals



PEOPLE BEHIND THE JOURNEY

One Person, One Answer شخص واحد، إجابة واحدة

Officer-led Reels and expert interviews.

MEASURE · Watch quality, useful questions



INTELLIGENCE IN MOTION

Inside the Innovation من داخل الابتكار

Approved system explainers and motion.

MEASURE · Completion, relevant engagement



ABU DHABI CONNECTED

The Journey Behind Arrival حكاية الوصول

Trade stories and partner perspectives.

MEASURE · Shares, professional engagement



ADC IN FOCUS

The Month in Focus الشهر في دائرة الضوء

Milestones, events and public updates.

MEASURE · Reach, destination visits

Series names are proposed working titles for ADC approval. Concept imagery is AI-generated and illustrative; final artwork follows ADC brand guidelines.

EDITORIAL EXECUTION / ALWAYS-ON RHYTHM

A useful rhythm, with room for the unexpected.

Illustrative week

Mon

CONTENT

Traveller knowledge carousel

AUDIENCE ACTION

Save the guide and check the official requirements.

Tue

CONTENT

Package-journey short video

AUDIENCE ACTION

Discover the role of Customs behind an everyday delivery.

Wed

CONTENT

Trade service explainer

AUDIENCE ACTION

Visit the relevant official service page.

Thu

CONTENT

People, systems or partner story

AUDIENCE ACTION

Understand the expertise behind the outcome.

Fri

CONTENT

Approved FAQ or weekly insight

AUDIENCE ACTION

Ask a useful question or share the answer.

Minimum five high-quality posts each week. Submit the next month's bilingual calendar by week three. Urgent posts and event requirements remain supported.

CREATIVE DIRECTION
VISUAL IDENTITY

One recognisable visual language.



PROPOSED LOOK AND FEEL

Existing ADC-specific creative proposal: six content concepts, bilingual captions and linked motion samples.

6
content concepts

2
languages

Explore all six concepts in the original creative deck.

Final applications follow ADC-approved brand guidelines. Original creative deck linked in the notes.

CREATIVE DIRECTION / FEED SYSTEMS

Feed systems, designed by our team.

Creative concepts for UAE government entities: identity, content pillars and recurring series.

CONCEPT



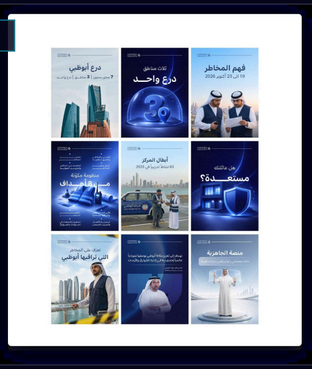
Abu Dhabi Department of Economic Development دائرة التنمية الاقتصادية

CONCEPT



Abu Dhabi Registration Authority سلطة أبوظبي للتسجيل

CONCEPT



Abu Dhabi Shield درع أبوظبي

CONCEPT



Emirates Drug Establishment مؤسسة الإمارات للدواء

CONCEPT



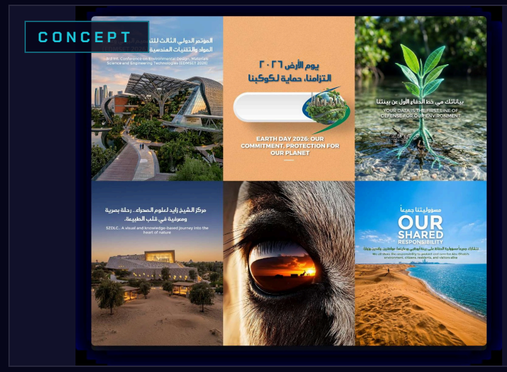
Ministry of Health & Prevention وزارة الصحة ووقاية المجتمع

CONCEPT



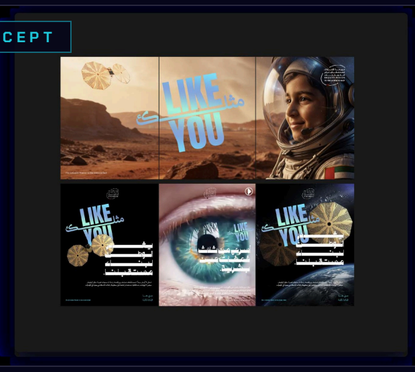
Khalifa University جامعة خليفة

CONCEPT



Abu Dhabi's Environment بيئة أبوظبي

CONCEPT



Emirates Mission to the Asteroid Belt مهمة الإمارات لاستكشاف حزام الكويكبات

CREATIVE DIRECTION / CONTENT APPLICATIONS

Curiosity opens the door to understanding.

01

The package journey

An imagined parcel narrates its route. Reveal the intelligence and coordination behind arrival, without depicting confidential processes.

Format: AI-assisted concept film.

02

Before you cross

A swipe-led traveller carousel explains the difference between permitted, restricted, declarable and prohibited goods.

Verify each example with ADC before release.

03

Everything worked

An ordinary delivery becomes the proof of coordination. Show customer anticipation and a smooth arrival.

Without promising a universal clearance time.

Creative intent: a strong opening, one understandable idea and a useful official destination. Final copy is human-written and quality-assured.

CREATIVE DIRECTION / CONTENT APPLICATIONS

Make complex progress easy to follow.

04

13 to two

Use motion to explain the goods-clearance service request journey announced in 2022. Identify the service and date.

Do not imply all physical clearance takes two steps.

05

Meet RIMAH

Introduce the smart system through an accessible reveal, then explain its publicly documented role in identifying shipment characteristics before arrival.

06

The Invisible Map

Connect land, sea and air through a visual story about trade. Use approved routes and gateway information.

Avoid implying live operational data.

Motion samples and detailed captions remain in the linked creative proposal. All scripts and operational claims pass ADC factual review.

05

FULL-FUNNEL MARKETING

From attention to advocacy.

Move people towards confidence and action, with paid media supporting every step.



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FULL-FUNNEL MARKETING / ATTENTION TO ADVOCACY

Move people towards confidence and action.



	CONTENT + TOUCHPOINT	SUCCESS SIGNAL
01	Hero Reels, paid video, creators and partner distribution.	**Reach, frequency, qualified video views.**
02	Guides, officer answers, YouTube and LinkedIn explainers.	**Watch completion, saves and shares.**
03	Service CTA, search and tracked ADC / TAMM links.	**Official referrals; service events where accessible.**
04	Recurring series, story Q&As and community follow-up.	**Net followers and return engagement.**
05	Partner stories and approved employee voices.	**Earned shares, mentions and partner amplification.**

Journey stages are illustrative, not audience volumes. Clicks indicate referrals; completed services require authorised ADC measurement.

FULL-FUNNEL MARKETING / PAID DISTRIBUTION

Use paid media to support each audience step.

1

Build awareness

Test audience-specific hero cuts and openings. Control reach, frequency and creative fatigue.

MEASURE
Reach + qualified video views

2

Deepen interest

Promote useful explainers and document posts. Re-engage eligible viewers with a clear answer.

MEASURE
Watch quality + engagement

3

Guide action

Match the ad promise to the exact official destination. Check tags, landing experience and referrals.

MEASURE
Tracked official referrals

4

Improve results

Review spend pacing, creative and audience quality. Move investment after a defined test window.

MEASURE
Cost + outcome + quality

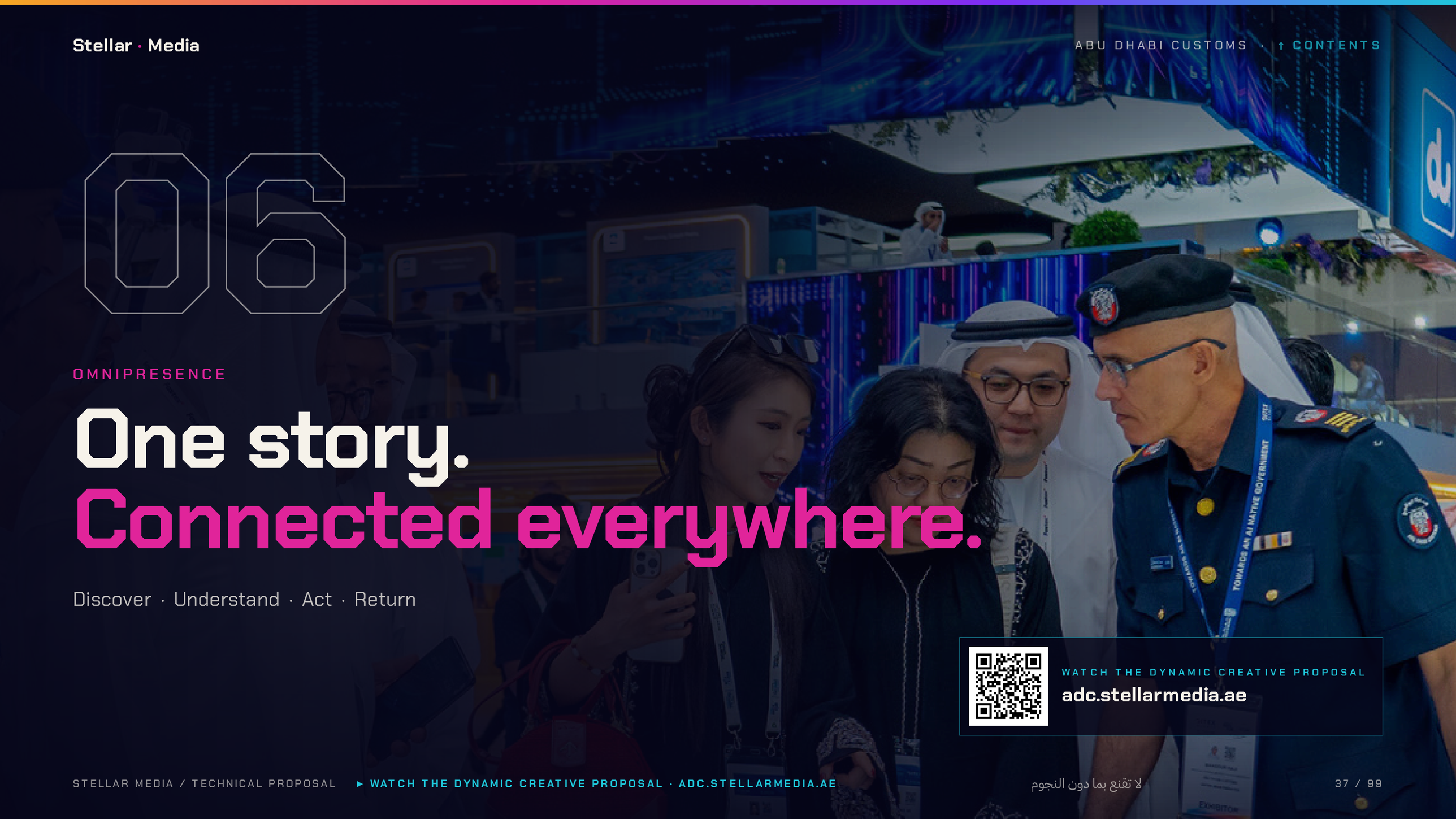
Media plan, spend and expected results require ADC approval. Scale based on evidence; followers are tracked separately from paid clicks.

06

OMNIPRESENCE

One story.
Connected everywhere.

Discover · Understand · Act · Return



WATCH THE DYNAMIC CREATIVE PROPOSAL

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OMNIPRESENCE MARKETING STRATEGY / CHANNEL HANDOFFS

Build connected routes into ADC's channels.

Paid discovery

Reach relevant new audiences.

Partners & leadership

Bring trusted communities in.

Events & publishers

Turn a moment into a visit.

ADC SOCIAL CHANNELS

Instagram

Guides · officer answers · Reels

LinkedIn

Trade insight · leadership · proof

Grow the audience

Follow an ongoing series. Return for the next answer.

Support service action

Open the exact ADC / TAMM page through a tracked link.

One message and shared calendar; native formats and a clear next step. Community questions and performance feed the next content brief.

OMNIPRESENCE MARKETING STRATEGY / HOW WE OPERATE

Give every touchpoint a clear handoff.

TOUCHPOINT	ITS JOB	HOW IT CONNECTS
Instagram + short video	Make a public question understandable.	Reels → pinned guides → follow the series; Stories link to official guidance.
LinkedIn + leadership	Explain trade impact to professionals.	Executive insight → ADC Page; partner posts tag ADC and invite a follow.
YouTube + search	Make detailed answers discoverable.	Searchable explainers → approved ADC / TAMM page with tracked links.
Partners, publishers + events	Reach people beyond ADC's followers.	Shared kit → ADC handle or official link; approved QR codes connect offline moments.

One campaign brief, one approved fact set, one calendar and one dashboard. Tailor formats and CTAs; avoid identical copy across platforms.

OMNIPRESENCE MARKETING STRATEGY / AUDIENCE JOURNEY

A traveller meets one connected campaign.

01 DISCOVER

“What can I bring?”

A packing Reel appears on ADC, an approved partner account or paid placement.

→

02 UNDERSTAND

“Save this before you travel.”

A native checklist answers the question. An officer explainer adds useful detail.

→

03 ACT

“Check the official requirements.”

A Story link or video description opens the exact approved guidance page.

→

04 FOLLOW & RETURN

“Follow for the next travel guide.”

A clear series promise invites a follow. The next Q&A answers a related question.

This is a planned sequence of touchpoints. Follow and service actions are measured separately; individual cross-platform journeys are not assumed traceable.

OMNIPRESENCE MARKETING STRATEGY / A LAUNCH WEEK

Deploy one idea across a coordinated week.

Illustrative campaign launch week

	Monday LAUNCH	Tue–Wed EXPLAIN	Thursday ADD AUTHORITY	Fri–Sun LEARN
ADC CHANNELS	Hero Reel + LinkedIn perspective. Pin the series and official link.	Checklist + officer short video. Answer questions in Stories.	Executive insight on LinkedIn. Give a professional takeaway.	Publish the top recurring answer. Maintain community cover.
CONNECTED AMPLIFICATION	Start approved paid discovery. Send partners the content kit.	Partners share tailored content. YouTube links to official detail.	Leaders / partners tag ADC. Invite relevant people to follow.	Refresh weak creative; scale winners. Review net growth and referrals.

Illustrative campaign launch week. Campaign deliverables remain separate from the recurring content quota; media and distribution are approved.

FOLLOWER ACQUISITION / INSTAGRAM TO 50,000

Turn useful discovery into a repeat following.

INSTAGRAM / MONTH 12 TARGET

50,000

From ~25,200 today

01 Attract relevant people

Watch quality · profile visits

Lead with Before You Cross, officer answers and relatable parcel stories. Test Reel openings; amplify the strongest with approved media.

02 Convert the profile visit

New follows · profile-visit trend

Pin Start Here, Travel Guidance and For Business. Make the next episode clear and use a specific follow invitation on series content.

03 Keep the new follower

Net growth · saves · shares

Publish weekly recurring answers and saveable guides. Use community questions to brief the next episode; track unfollows.

Starting plan: two discovery-led Reels and one saveable guide each week within the editorial mix, with approved platform adaptations and campaign assets.

FOLLOWER ACQUISITION / LINKEDIN TO 100,000

Build professional authority and distribution.

LINKEDIN / MONTH 12 TARGET

100,000

From ~81,600 today

01 Earn professional relevance

Publish useful trade explainers, executive briefs and evidence-led ADC progress stories. Give leaders a clear perspective to share.

Relevant engagement · Page visits

02 Activate people and partners

Agree two leadership-led pieces monthly; support approved partner and employee sharing. Use Page invitations where available.

Partner delivery · organic follows

03 Scale qualified acquisition

Test LinkedIn Follower Ads alongside strong sponsored content. Select relevant roles and sectors; review paid follows and quality separately.

Paid follows · cost per follow

Proposed cadence within the approved plan. Leader / partner participation, ad eligibility, audience selection and media budget are confirmed with ADC.

PLATFORM STRATEGY / THE WIDER ECOSYSTEM

A distinct job for every active platform.

LinkedIn	**Trade expertise and professional confidence.**	Expert perspectives, document explainers and partner case stories.
TikTok	**Accessible discovery and human explanation.**	Presenter-led answers and short scenario-based videos.
YouTube	**Durable, searchable understanding.**	Service explainers, playlists and Shorts leading to relevant detail.
X / Threads	**Timely clarification and conversation.**	Approved updates, concise context and answers adapted to each platform.
Facebook / Google Maps	**Community reach and service confidence.**	Accessible guidance; reviews and questions across up to 10 Maps profiles.

All active RFP platforms remain in scope. Arabic and English are adapted for meaning, reading speed and channel behaviour.

OMNIPRESENCE / OUTLETS, PARTNERS & CREATORS

Reach the communities ADC needs to reach.

01 Digital publishers

Proposed: Al Ittihad, The National and Gulf News. Match each story to relevant editorial and social formats.

02 Partners and creators

Seek travel, SME and logistics audiences through approved partners and credible specialist voices.

03 Confirm the delivery

Agree content, usage, disclosure, distribution and reporting. Earned coverage remains editorially independent.



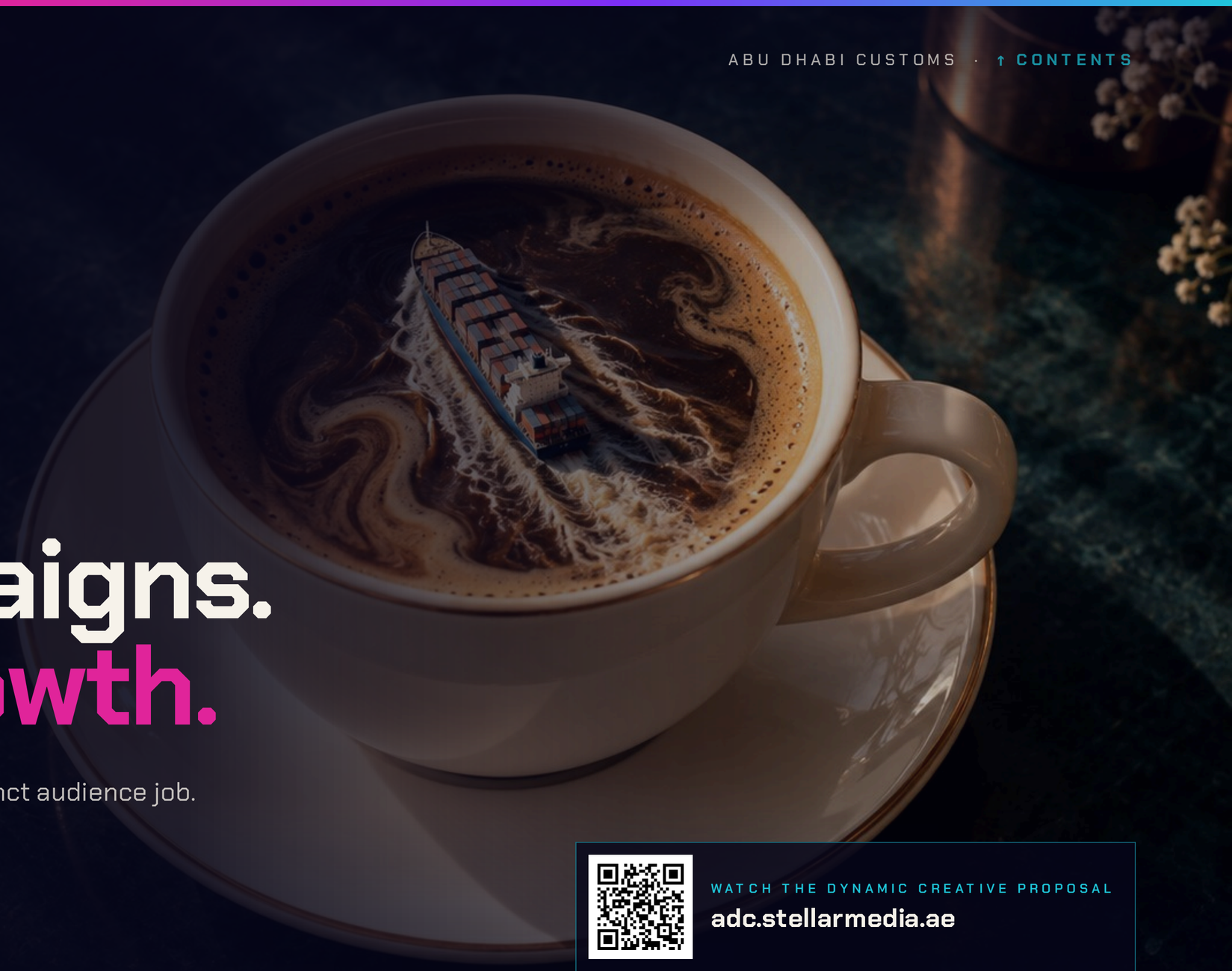
Proposed shortlist, not booked inventory or agreed partnerships. Earned coverage is editorially independent. Confirm usage, disclosure, distribution and reporting before activation.

07

CAMPAIGNS

Eight campaigns. Built for growth.

Eight campaigns over two years, each with a distinct audience job.



WATCH THE DYNAMIC CREATIVE PROPOSAL

adc.stellarmedia.ae

CAMPAIGN STRUCTURE / THREE CONNECTED WORKSTREAMS

Build audience growth into every campaign.

01
One primary audience

02
One useful promise

03
One official destination

04
One follow reason

Creative & content

One hero story, short videos and useful supporting posts. Each format answers an audience question and introduces the next episode.

Measure attention and saves.

Distribution & reach

Coordinate ADC channels, paid media, partners, leadership and relevant events. Each placement directs people to ADC or approved guidance.

Measure qualified visits and delivery.

Acquisition & retention

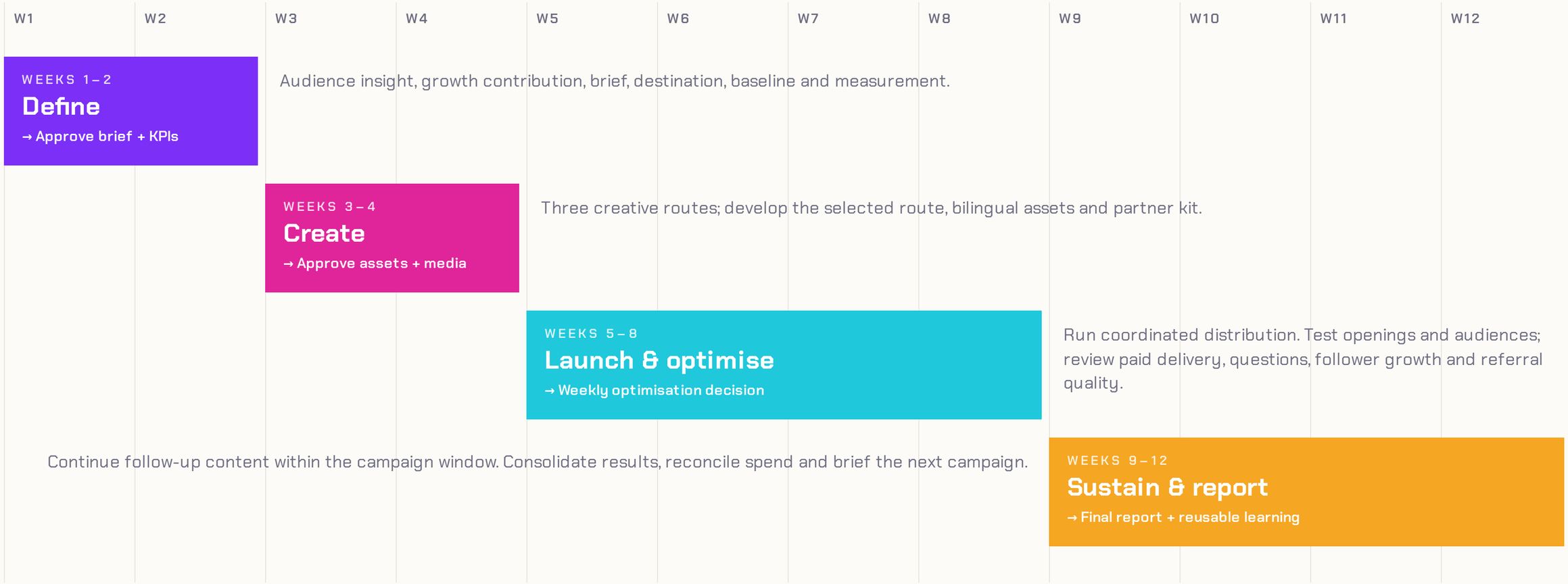
Prepare the profile and Page before launch. Use a clear follow promise, recurring follow-up content and approved follower acquisition tests.

Measure new follows minus unfollows.

Dedicated Campaign Project Manager owns integration; creative, media and community specialists deliver. ADC approves the brief, assets, media and launch.

CAMPAIGN STRUCTURE / UP TO 12 WEEKS

A complete campaign, from brief to learning.



Up to 12 weeks includes planning and reporting. The campaign PM owns approvals and dependencies; always-on publishing continues.

CAMPAIGN 01 / BEFORE YOU CROSS

Every suitcase carries a question.

في كل حقيبة سؤال.

Travellers and residents · Q1

AUDIENCE INSIGHT

Packing prompts practical Customs questions. Answer them before the journey begins.

THE CREATIVE IDEA

Pack a sculptural question mark inside a suitcase. Reveal one audience question and an approved answer in every episode.



Proposed AI concept image. Packed questions · tactile still life · green and ivory. Final artwork follows ADC approval.

CAMPAIGN 01 / CREATIVE APPLICATIONS

Before You Cross in the feed.



Instagram Reel cover

BEFORE YOU CROSS / 01

Travelling with gifts?

هدايا في حقيبتك؟

Start with the official answer.

Saveable carousel cover

HERO FILM / UP TO 60 SECONDS

0–5 sec

Open

A suitcase opens. A fabric question mark is packed inside.

5–20 sec

Reveal

The question appears: “Travelling with gifts?”

20–45 sec

Answer

An ADC expert explains the approved guidance in plain language.

45–60 sec

Invite

Close on the series promise and the official information link.

→ Follow ADC for the next travel answer.

Collect travel questions in Stories; the next episode answers a recurring one. Sample copy and applications are proposed for ADC approval.

CAMPAIGN 02 / YOUR FIRST SHIPMENT

Small box. Big beginning.

صندوق صغير. بداية كبيرة.

First-time importers and SMEs · Q2

AUDIENCE INSIGHT

A first shipment is a milestone. Unfamiliar terms can make the next step feel daunting.

THE CREATIVE IDEA

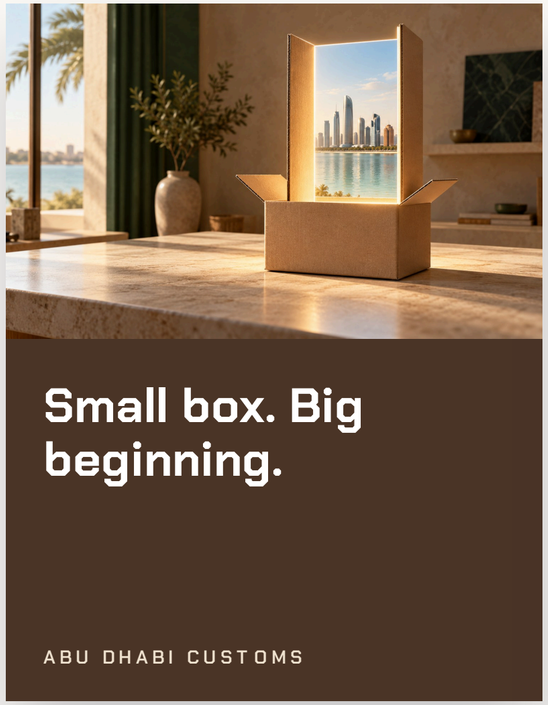
Open a small box into a world of possibility. Pair a founder's first-shipment story with one practical step per episode.



Proposed AI concept image. Cardboard doorway · warm paper · hopeful daylight. Final artwork follows ADC approval.

CAMPAIGN 02 / CREATIVE APPLICATIONS

Your First Shipment in the feed.



Instagram campaign post

YOUR FIRST SHIPMENT / 01

Your first shipment. Start here.

شحنتك الأولى

One question. A clear next step.

LinkedIn document cover

HERO FILM / UP TO 60 SECONDS

0–5 sec

Open

A founder writes “My first shipment” on an unbranded box.

5–20 sec

Reveal

The box opens into a doorway: a visual for the next business chapter.

20–45 sec

Explain

Founder and ADC expert take one approved question at a time.

45–60 sec

Invite

Introduce the next episode and link to the correct official service.

→ Follow ADC for the Your First Shipment series.

Business partners share the guide; founders submit questions for future episodes. Sample copy and applications are proposed for ADC approval.

CAMPAIGN 03 / THE JOURNEY BEHIND ARRIVAL

More behind every arrival.

وراء كل وصول حكاية.

Residents, community and trade audiences · Q3

AUDIENCE INSIGHT

People see what arrives. The expertise behind ordinary objects often remains unseen.

THE CREATIVE IDEA

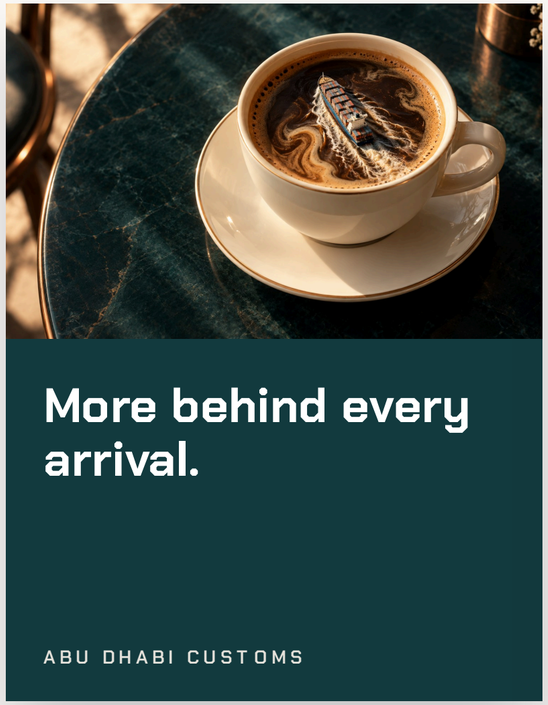
Reveal a journey inside an everyday object, then meet the real people behind it. Begin with a ship inside a coffee cup.



Proposed AI concept image. Unexpected scale · cinematic match cuts · teal and copper. Final artwork follows ADC approval.

CAMPAIGN 03 / CREATIVE APPLICATIONS

The Journey Behind Arrival in the feed.



Instagram Reel cover

THE JOURNEY BEHIND ARRIVAL

One object. A hidden journey.

حكاية الوصول

Discover the people behind it.

LinkedIn story cover

HERO FILM / UP TO 60 SECONDS

0–5 sec

Open

A quiet morning. A miniature ship appears in a cup of coffee.

5–20 sec

Reveal

A match cut moves from the cup to a filmed trade journey.

20–45 sec

Explain

Approved people, partners and facts show the work behind arrival.

45–60 sec

Invite

Return to the everyday object and tease the next journey.

→ Follow ADC for the next story behind arrival.

Ask audiences to nominate the next everyday object; publish the selected story. Sample copy and applications are proposed for ADC approval.

CAMPAIGN 04 / CONNECTED BY TRADE

One connection opens another.

روابط تفتح آفاقا.

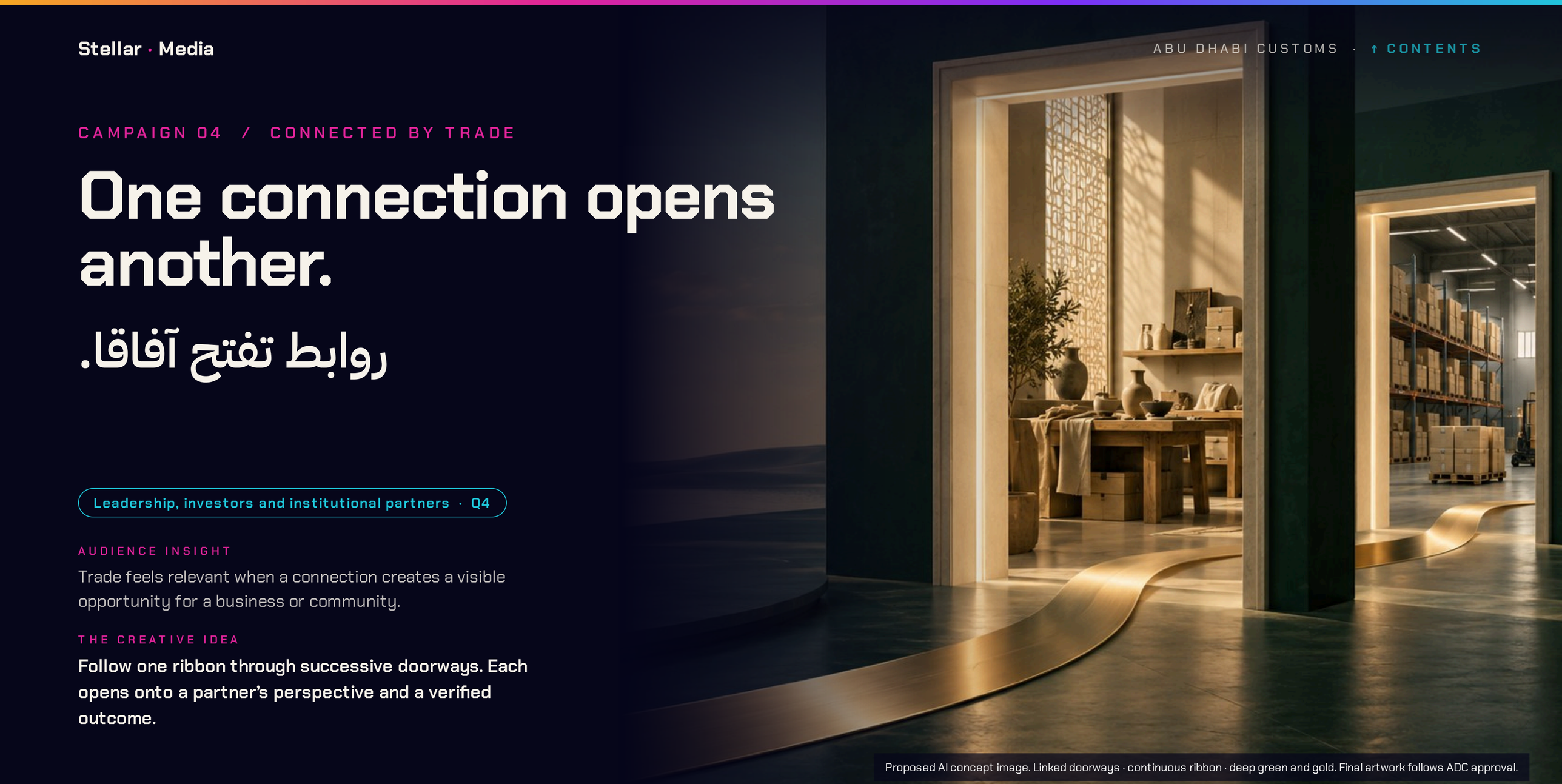
Leadership, investors and institutional partners · Q4

AUDIENCE INSIGHT

Trade feels relevant when a connection creates a visible opportunity for a business or community.

THE CREATIVE IDEA

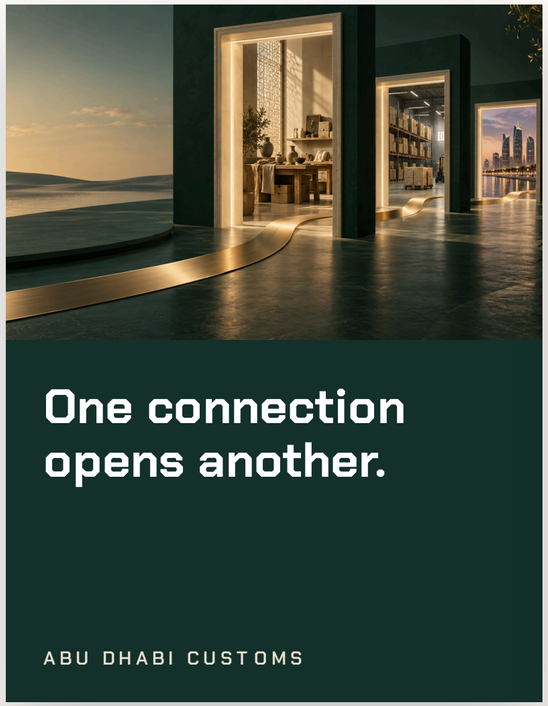
Follow one ribbon through successive doorways. Each opens onto a partner's perspective and a verified outcome.



Proposed AI concept image. Linked doorways · continuous ribbon · deep green and gold. Final artwork follows ADC approval.

CAMPAIGN 04 / CREATIVE APPLICATIONS

Connected by Trade in the feed.



LinkedIn campaign post

CONNECTED BY TRADE / 01

One link. New horizons.

تجمعنا التجارة

Follow the next trade perspective.

Partner story cover

HERO FILM / UP TO 60 SECONDS

0–5 sec

Open

A gold ribbon crosses the first doorway into a founder's world.

5–20 sec

Reveal

A seamless transition carries the ribbon into a partner setting.

20–45 sec

Explain

Approved leadership and partner voices explain one verified outcome.

45–60 sec

Invite

The next doorway opens; invite the audience to follow the series.

→ Follow ADC for the next trade perspective.

Release paired ADC and partner posts with a shared story and a clear follow invitation. Sample copy and applications are proposed for ADC approval.

CAMPAIGN PROGRAMME / TWO YEARS

Eight campaigns, each with a distinct audience job.

Y1
YEAR ONE

CAMPAIGN 1
Before You Cross

CAMPAIGN 2
Your First Shipment

Outcome: Practical preparedness and confident first steps.

CAMPAIGN 3
The Journey Behind Arrival

CAMPAIGN 4
Connected by Trade

Outcome: Understand the systems and connections behind daily life.

Y2
YEAR TWO

CAMPAIGN 5
One Question, Clearly Answered

CAMPAIGN 6
People Behind the Journey

Outcome: Build service understanding and human trust.

CAMPAIGN 7
Trade with Confidence

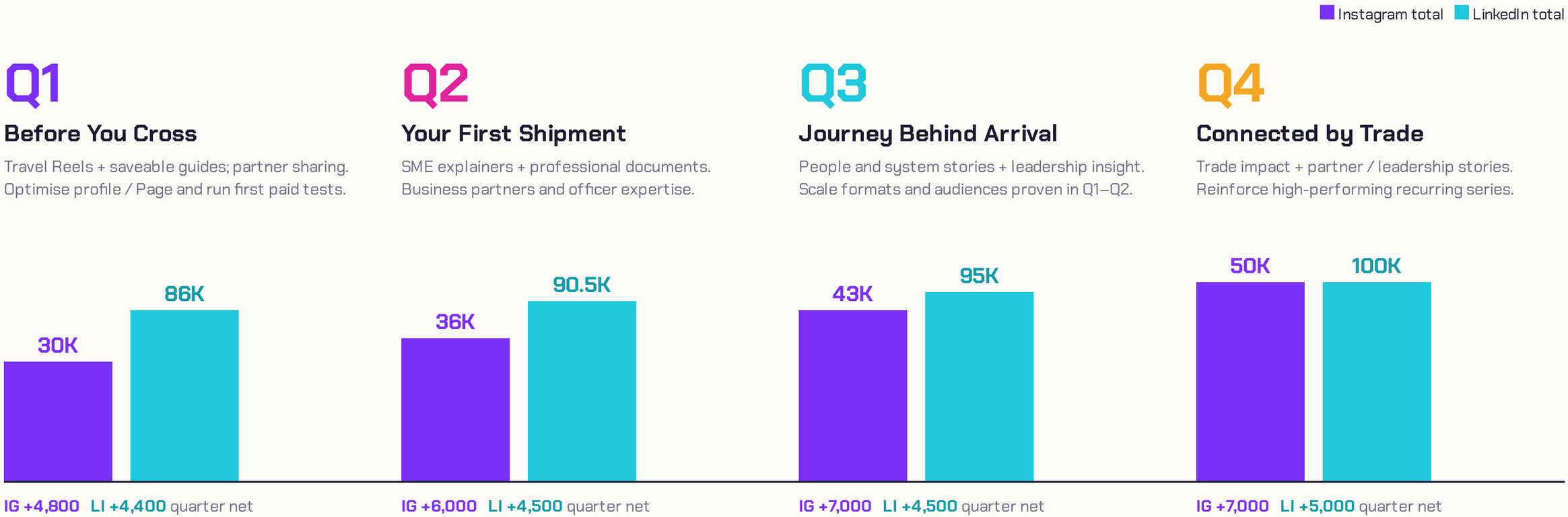
CAMPAIGN 8
Ready for What Moves Next

Outcome: Reinforce useful knowledge and explain approved innovation.

Four campaigns per year, each up to 12 weeks. Final briefs and timing follow ADC priorities; proposed names are working creative directions.

CAMPAIGN PROGRAMME / YEAR-ONE GROWTH CONTRIBUTION

Four campaign waves support the annual targets.



Quarterly targets cover campaigns, always-on content and amplification together. They are proposed milestones, not claimed campaign-attributed results. Bars are indexed to each platform's month-12 target.

DELIVERY ASSURANCE / CAMPAIGN DELIVERABLES

The complete standard campaign package.

Strategy and creative

- Strategy, implementation plan, measurement and governance

3 creative routes

1 master visual, bilingual copy and channel adaptations

Content and communications

1 hero video, up to 60 seconds

3 short videos, each up to 60 seconds

6 social posts

≤36 direct-message copy deliverables across six message sets

Activation and evaluation

1 landing-page content brief

≤2 display banners

- Bilingual email signature and campaign email banner

1 PR plan and one bilingual release; up to three PR support materials

- Media plan and final report

Campaign-specific production is tracked against the approved campaign package. The same deliverable is not also counted against recurring services or the 200-video animation quota.

CAMPAIGN REPORTING / BEFORE, DURING & AFTER

Measure before launch. Learn while it is live.

Before

the campaign

Agree baselines, KPI definitions, audience segments and targets. Test links, tags and authorised conversion events.

DELIVER

Measurement plan + readiness check

LAUNCH

During

the campaign

Check delivery, spend and risk daily. Review creative, audience quality and referral performance weekly.

DELIVER

Live dashboard + action log

CLOSE

After

the campaign

Compare actuals with targets and spend. Read outcomes alongside sentiment and service questions; capture what to repeat.

DELIVER

Final report + next-campaign brief

Proposed campaign review cadence; final report timing follows the approved brief and RFP. Urgent issues are escalated immediately.

08

KPIS & PERFORMANCE

Every number has an owner.

Year-one targets, the milestones that govern them and how we report.



WATCH THE DYNAMIC CREATIVE PROPOSAL

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ANALYTICS / EVIDENCE INTO DECISIONS

Explain what happened, why and what changes.

What happened

Make the data dependable

Use native platform and paid-media exports, ADC's community tracker and authorised service data. Align dates and definitions.

Separate paid / organic and available / unavailable

→

Why

Find the meaning

Compare formats and audience groups fairly. Link performance spikes to creative, timing, distribution and question themes.

Distinguish observation from hypothesis

→

What changes

Commit to an action

State the finding, implication, recommendation, owner and due date. Check whether the change worked at the next review.

One accountable improvement log

Do not add platform reach figures into a claimed unique audience. Attribute completed services only where authorised data supports the link.

DELIVERY ASSURANCE / REPORTING

Reporting ends with a decision and an owner.

Monthly social + consolidated ORM reports	**By the fifth calendar day**	Editable designed PowerPoint and summary sheet; all platforms, insights and next actions.
Quarterly review	**Within 10 working days**	Trends, benchmarks, KPI progress and next-quarter recommendations.
Semi-annual review	**Within 15 working days**	Cumulative performance, strategic assessment and revised priorities.
Annual review	**Within 20 working days**	Annual KPI achievement, learnings and strategy recommendations.
Campaign / influencer / ad hoc reports	**On completion / agreed request timeline**	Activity evidence, outcomes, lessons and supporting exports.

Retain the RFP's complete metric schedule: posts, videos, new/total followers, impressions, reach, views, visits and engagements by platform. Mark unavailable metrics transparently.

KPIS / YEAR-ONE TARGETS

Two platforms. One year.

INSTAGRAM TOTAL

50,000

From ~25,200: +24,800 net

LINKEDIN TOTAL

100,000

From ~81,600: +18,400 net

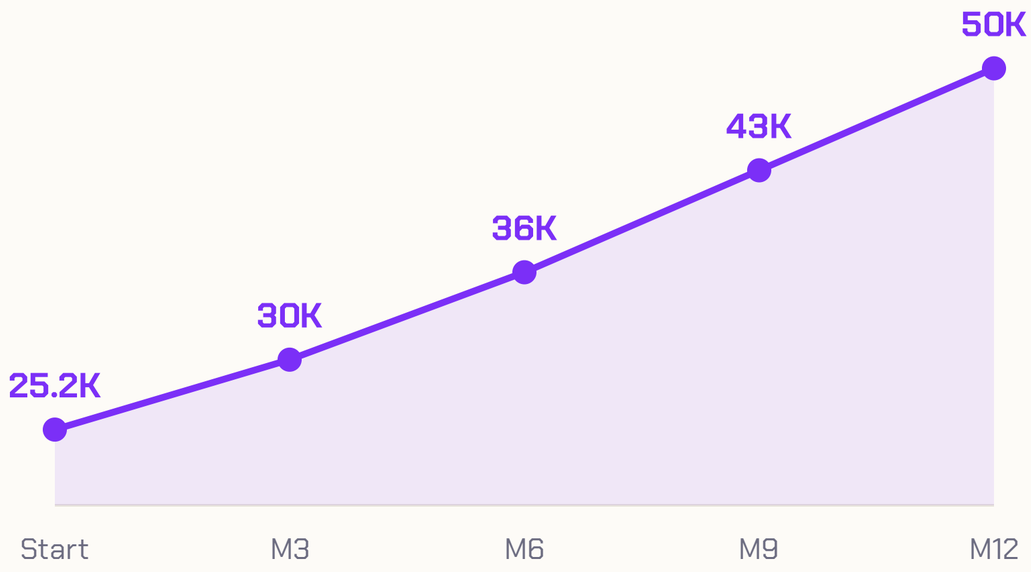
MONTH 12

Both targets are for month 12 from contract commencement. Baselines are indicative public counts; confirm with ADC analytics within 60 days.

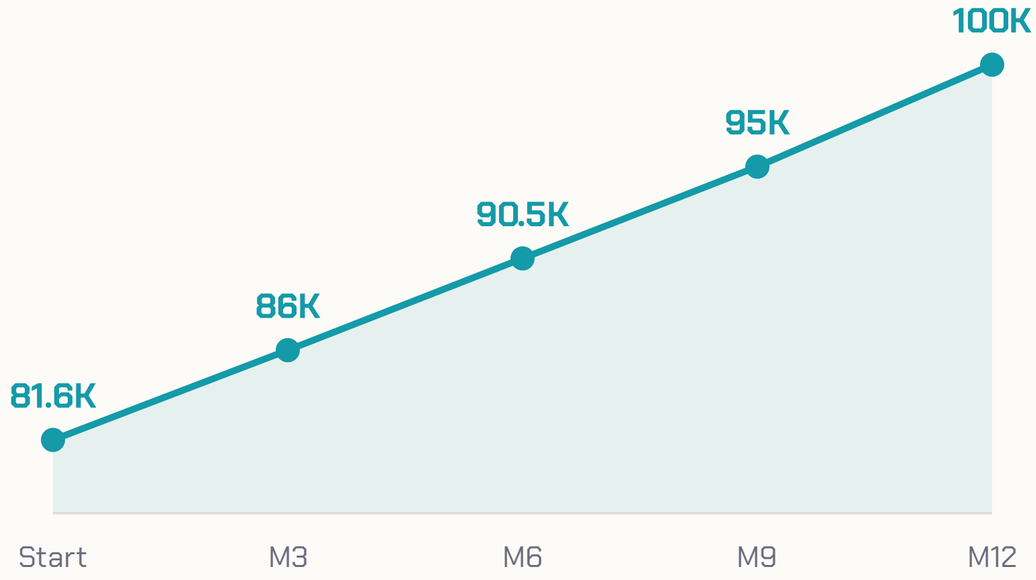
PERFORMANCE / QUARTERLY MILESTONES

A clear growth path for both platforms.

Instagram



LinkedIn



Proposed trajectory, not a forecast of guaranteed monthly gains. Review actuals monthly; separate paid and organic results.

GROWTH DELIVERY / THE MONTHLY CONTROL PLAN

Close the follower gap with weekly action.

INSTAGRAM

+2,067

Average net followers / month

LINKEDIN

+1,533

Average net followers / month

1

Validate the growth model

First 30 days: measure content, profile / Page visits, new follows and unfollows. Test paid acquisition with an approved budget.

2

Set a weekly acquisition plan

Translate the remaining follower gap into a monthly requirement. Size media using observed cost per follow and conversion proxies.

3

Correct a shortfall early

If two weekly reviews miss the agreed pace, refresh creative, fix the follow journey and shift approved spend to proven audiences.

Average monthly net growth is rounded; quarterly milestones govern. Final targets require approved media, timely approvals and a validated acquisition plan.

PERFORMANCE / BALANCED SCORECARD

Growth must come with usefulness and trust.

MEASURE	TARGET / DEFINITION	REVIEW
Year-one followers	Instagram 50,000 total; LinkedIn 100,000 total.	Monthly net growth against quarterly milestones.
RFP follower commitment	At least 20% annual combined growth, excluding LinkedIn; retained across the two-year contract.	Separate contractual measure; agree denominator in writing.
Content effectiveness	Proposed: +25% median organic reach per post by month 12.	Against first-60-day baseline; compare like formats.
Useful engagement	Proposed: +20% saves + shares per 1,000 reached by month 12.	Instagram content where metrics are available.
Service and delivery	At least 95% responses within SLA; minimum five posts weekly.	Timestamped response and publishing records.

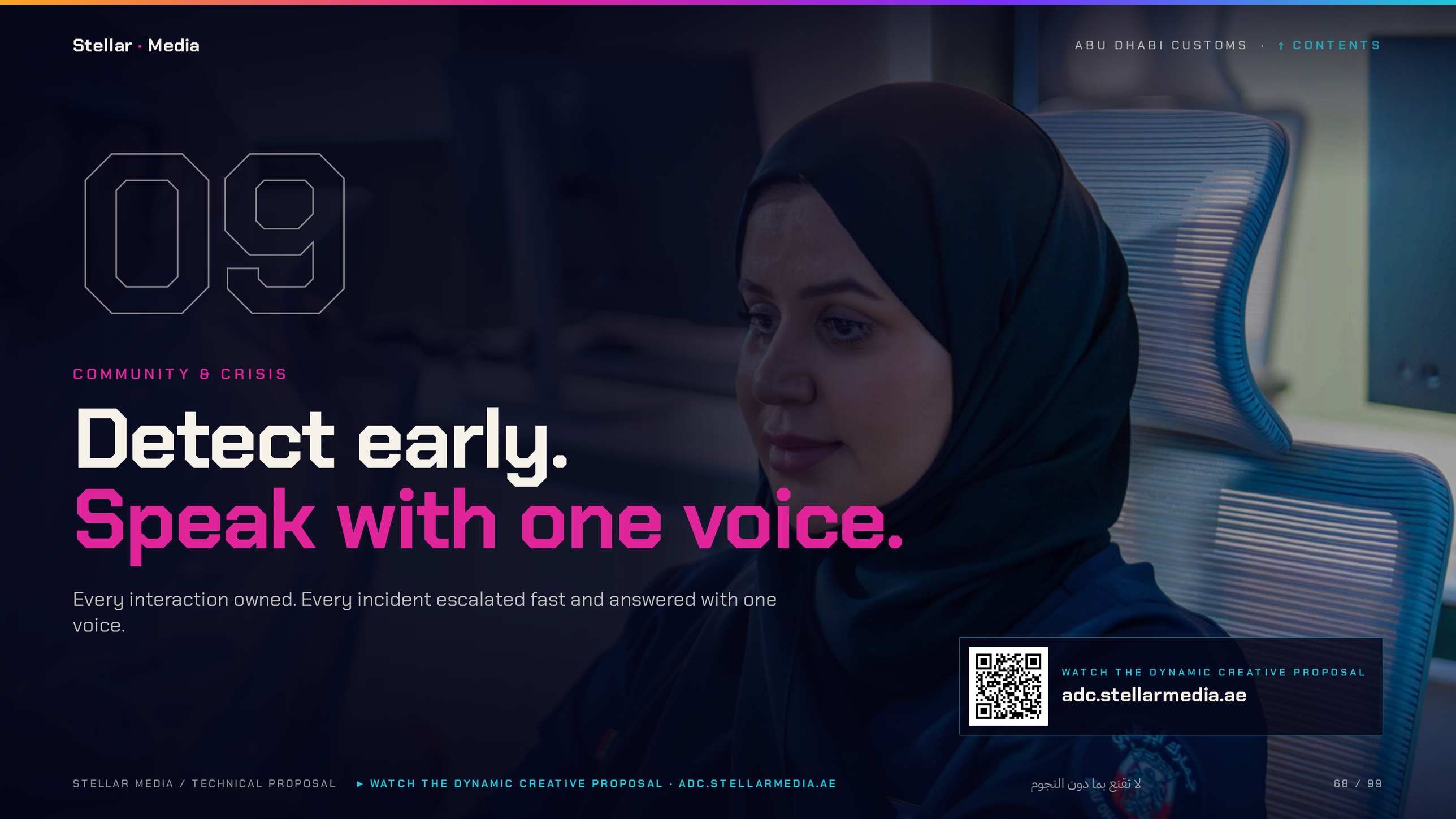
Additional effectiveness targets are proposed for baseline agreement. Report paid / organic separately; clicks are not proof of completed services.

09

COMMUNITY & CRISIS

Detect early.
Speak with one voice.

Every interaction owned. Every incident escalated fast and answered with one voice.



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COMMUNITY MANAGEMENT / THE DAILY PROCESS

Every interaction has an owner and a next step.

01 — Community Manager

Listen & capture

Monitor comments, DMs, mentions and Maps. Record the case and timestamp.

→

02 — Community Manager

Classify & prioritise

Tag enquiry, complaint or compliment; assess sentiment, urgency and sensitivity.

→

03 — CM → ADC Marketing Lead

Answer or escalate

Use approved FAQs for routine cases. Escalate new, sensitive or high-risk issues to ADC.

04 — ADC Marketing Lead / CM

Approve & respond

ADC approves sensitive replies. Publish a clear answer or the authorised holding response.

→

05 — Account Manager / ADC owner

Follow through

Track handover, response and resolution. Record status in ADC's hosted tracking sheet.

→

06 — CM + editorial + ADC

Improve the system

Update approved FAQs and turn recurring questions into the next content brief.

Coverage: 7 days, 09:00–18:00 GST, excluding UAE public holidays. Critical support 24/7. Routine responses within 4 hours; ≥95% SLA.

CRISIS MANAGEMENT

Protect trust when the pressure rises.

Detect early.
Escalate fast.
Speak with one voice.

24/7
Critical incident support

≤30 min
High-priority risk alert

30 min–1 h
Critical response window

ADC leads official incident decisions. Stellar monitors, escalates, coordinates approved communication and tracks the response.

CRISIS MANAGEMENT / RECOGNISE & ESCALATE

Classify the issue and alert the right owner.

Routine Service question or isolated complaint	Log the case and use approved FAQs. Route unresolved cases to the ADC service owner.	**Routine reply within 4 hours.** CM owns the response.
High priority Rising complaint or misleading claim	Preserve evidence and assess spread. CM alerts ADC Marketing Lead directly; AM supports.	**Alert within 30 minutes.** ADC direction before a substantive reply.
Critical Safety, security or major disruption	Activate 24/7 cover and an incident log. Request ADC direction on statements and scheduled content.	**Critical response within 30 min–1 hour.** CM → ADC Marketing Lead immediately.

Risk alert and public statement are different steps. ADC confirms facts and approves the response; agreed holding lines support the critical response window.

CRISIS MANAGEMENT / COMMAND & APPROVAL

One escalation route. One approved response.

1

Community Manager

Capture the source, time and evidence. Classify urgency and alert ADC directly.

Monitor + alert

2

ADC Marketing Lead

Convene the relevant ADC service, leadership and specialist owners. Confirm the incident lead.

Coordinate + verify

3

ADC authorised approver

Approve facts, holding line, channels, update cadence and any pause or resumption of content.

Approve + direct

4

Stellar publishing & community team

Publish only the approved wording. Monitor reactions and maintain the incident log and follow-up.

Publish + report

The Account Manager coordinates follow-through without delaying the direct alert. ADC controls official statements, spokespersons and incident status.

CRISIS MANAGEMENT / A WORKED SCENARIO

A misleading Customs post starts spreading.

ILLUSTRATIVE EXERCISE / NOT AN ACTUAL ADC INCIDENT

01

Detect & verify

The CM captures the post and spread, checks the approved source and flags the misleading claim.

High-priority alert: ≤30 minutes

02

Align & respond

ADC verifies the facts and approves a correction or holding line. Stellar publishes it across affected channels.

One fact set and update location

03

Monitor & recover

Track repeat claims and community questions. ADC approves resumption; review the incident and update the playbook.

Incident log + lessons + owner

If safety, security or major disruption is involved, move immediately to the critical route. Agree the post-incident review date and corrective actions with ADC.

10

TOOLS, AI & MOBILISATION

AI that supports expert judgement.

The toolset, an AI workflow with human gates, and the first 90 days.



WATCH THE DYNAMIC CREATIVE PROPOSAL

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OUR TOOLS / CONNECTED DELIVERY & VISIBILITY

A practical toolset with clear ownership.

WORKSTREAM	TOOL / SYSTEM ROLE	ADC VISIBILITY
Publishing & paid media	Native platform administration, scheduling and approved advertising accounts.	Content status, access roles, spend and platform exports.
Creative & production	PowerPoint, Adobe Illustrator, Photoshop and professional editing / motion tools.	Editable source files, brand templates, asset licences and version history.
Community & listening	ADC-hosted tracking sheet plus an approved professional listening platform.	Case ownership, sentiment, escalations and source-level evidence.
Analytics & reporting	Native analytics, campaign tracking and an approved shared reporting workspace.	Dashboard, designed PowerPoint, summary sheet and action log.

Tool access, licences and data handling follow ADC approval. Named AI software is subject to separate selection.

ADVANCED AI / THE PROPOSED WORKFLOW

Use AI to support expert judgement.

AI-ASSISTED

Creative exploration

Use approved enterprise tools for visual routes, storyboards, image adaptation and permitted AI animation.

HUMAN GATE

Craft, factual accuracy and rights

AI-ASSISTED

Analytical assistance

Explore topic clusters, summarise approved data and flag anomalies for investigation. Verify Arabic and English context.

HUMAN GATE

Source checks and interpretation

AI-ASSISTED

Accountable output

Keep approvals, source records and version history. Editors write and quality-check final bilingual copy before ADC review.

HUMAN GATE

Publication and formal approval

Restricted ADC material requires written approval before any AI processing. No autonomous crisis replies, fabricated evidence or invented performance.

MOBILISATION / FIRST 90 DAYS

Learn quickly. Deliver from day one.

DAY 1 — DAY 90

Days 1–15

Activate delivery; audit accounts, content and audience questions.

Days 16–30

Present strategy; launch approved series and creative tests.

Days 31–60

Agree baselines; review conversion and growth drivers.

Days 61–90

Scale winners; activate the first approved campaign.

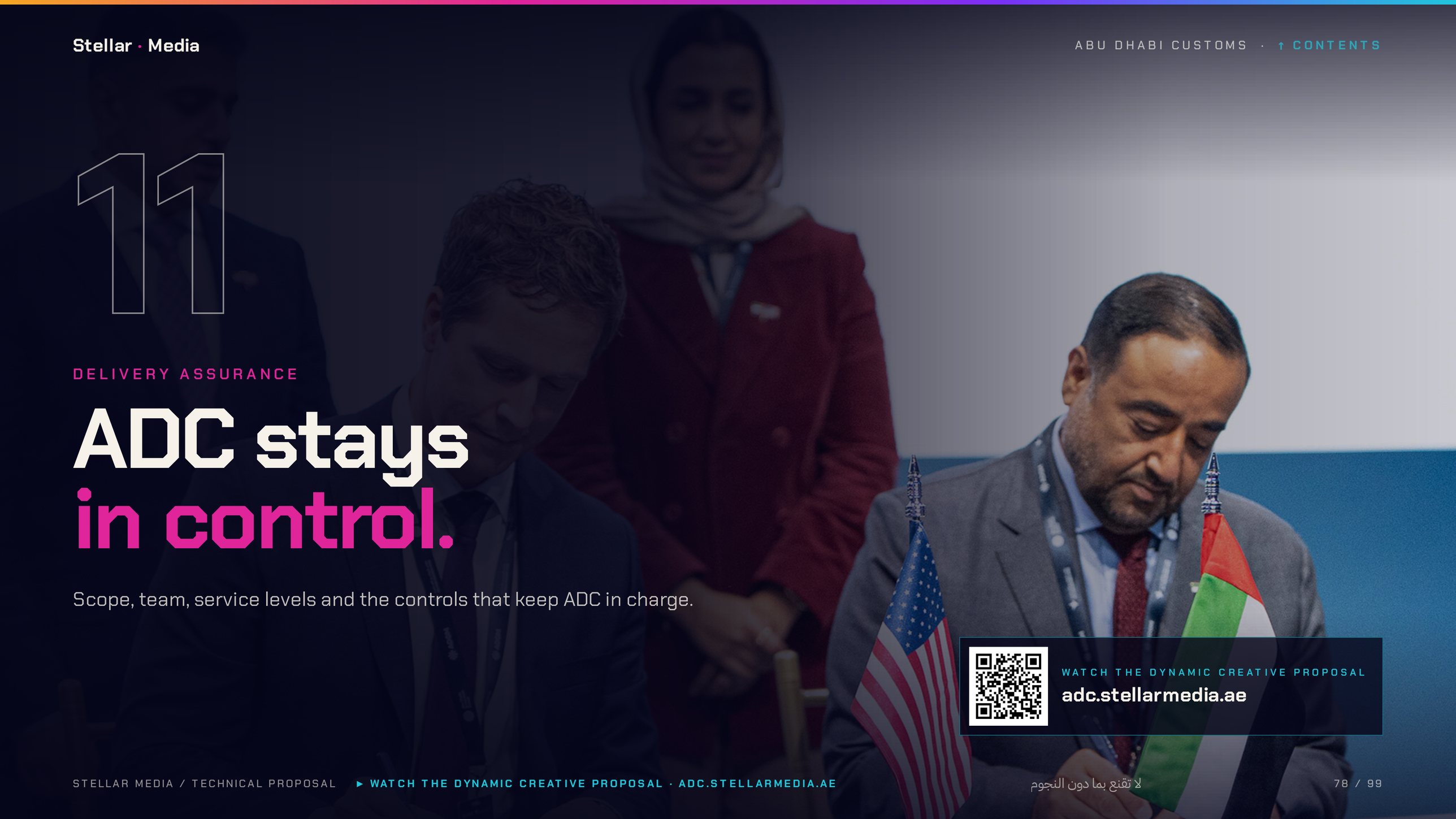
Live publishing, staffing and service levels begin at commencement. The audit does not defer contractual delivery.

11

DELIVERY ASSURANCE

ADC stays in control.

Scope, team, service levels and the controls that keep ADC in charge.



WATCH THE DYNAMIC CREATIVE PROPOSAL

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DELIVERY ASSURANCE / SCOPE UNDERSTANDING

Built for the full two-year scope.

3

exclusive resources at ADC HQ

One Account Manager and two senior designers, full-time.

1,000

photography working hours

Production quota.

1,000

actual filming hours

Production quota.

200

animated videos

Up to 60 seconds each.

8

complete campaigns

Each a separate project lasting up to 12 weeks.

Recurring services

Bilingual editorial, publishing, design, community, listening, reporting and uncapped footage-based editing.

Agency capacity

Approved backup and overflow resources, urgent support, specialist production and monthly management visits.

DELIVERY ASSURANCE / EMBEDDED TEAM

Three exclusive resources at ADC headquarters.

01

Dedicated Account Manager

ACCOUNTABILITY

Owns strategy coordination, requests, publishing, approvals, events, creator coordination and escalation.

REQUIRED STANDARD

Exclusive, full-time at ADC HQ; empowered to direct delivery.

02

Senior Graphic Designer 1

ACCOUNTABILITY

Bilingual digital, campaign and social design; approved rapid-response work.

REQUIRED STANDARD

At least 10 years' professional experience; full-time at ADC HQ.

03

Senior Graphic Designer 2

ACCOUNTABILITY

Presentations, animated PowerPoint, executive materials, infographics and brand applications.

REQUIRED STANDARD

At least 10 years' professional experience; full-time at ADC HQ.

Both designers cover the full design scope and support each other. ADC may prioritise and approve directly; creative oversight must not delay urgent delivery.

DELIVERY ASSURANCE / AGENCY SUPPORT

Specialist depth keeps delivery moving.

WORKSTREAM	ASSIGNED ROLES	CONTINUITY
Direction and quality	Account Director; Creative Director; supporting senior designer	Senior escalation and monthly on-site management review.
Editorial and community	Arabic Copywriter; English Copywriter; Community Manager and cover	Independent language checks, seven-day community rota and critical on-call cover.
Video and animation	Primary UAE-based Video Editor; approved UAE-based backup; specialist animator	Eight-hour editing capacity, approved overflow and urgent on-site support.
Field production	Photographer; Videographer; supporting photographer and videographer	Qualified backup for simultaneous requirements.
Performance and insight	Performance Marketing Manager; Reporting and Data Analyst	Verified reporting, approved media activation and optimisation.
Campaign delivery	Campaign Project Manager and separate campaign specialists	Campaign-specific allocation; no default reliance on the retainer team.

DELIVERY ASSURANCE / SERVICE LEVELS

Clear response times, recorded in one tracker.

30 min–1 h
24/7

Critical complaint / crisis response
Escalate for ADC guidance where required.

30 min

High-priority risk alert
Notify ADC within 30 minutes of receiving or identifying the issue.

4 h
≥95%

Standard DMs and comments
Target at least 95% within the required timeframes.

30 min–1 h

Approved ad hoc publishing
Across required channels after approval.

1 h

Urgent event editing
Start within one hour of footage receipt or filming completion, whichever is later, with required inputs.

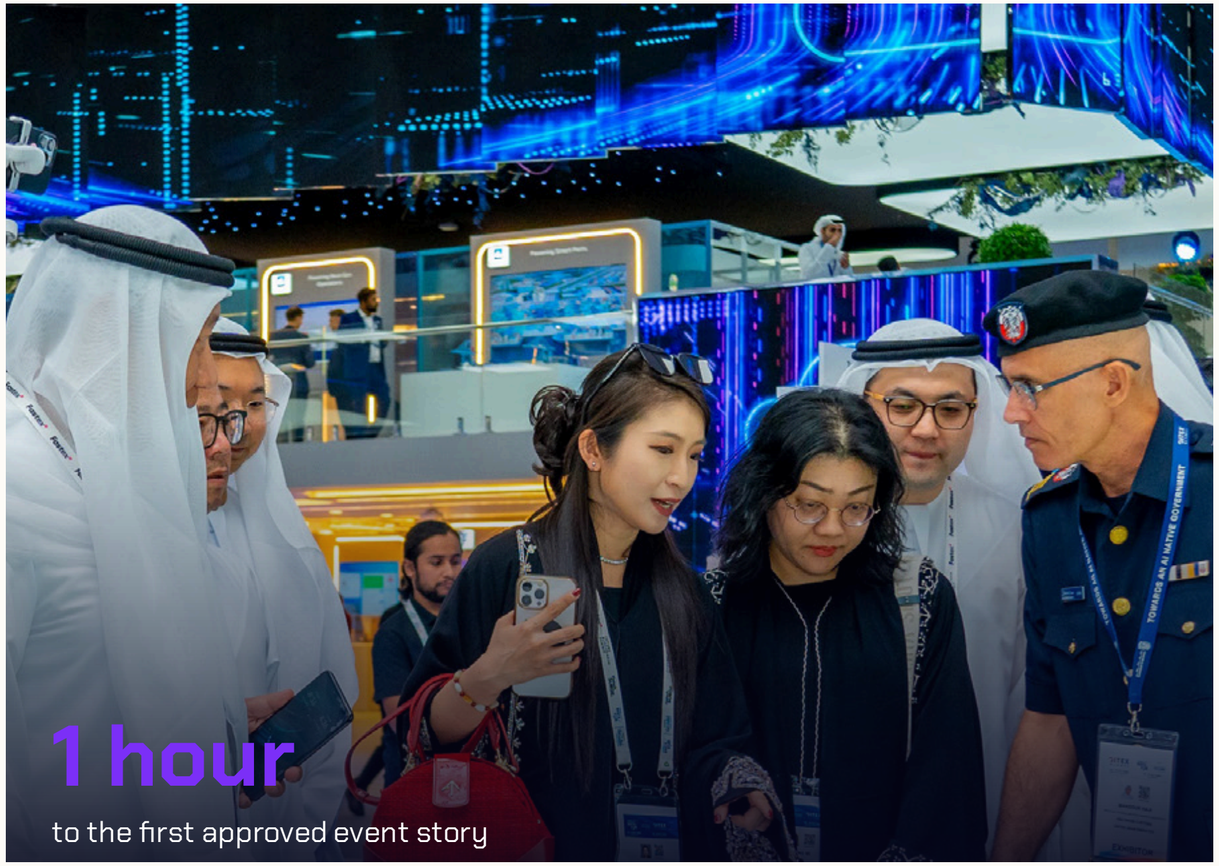
1 h / 5 days

Out-of-hours contact / planned absence
Urgent acknowledgement within one hour; planned absence notice at least five business days ahead with proposed cover.

Embedded hours: Monday-Friday, 08:00-16:00 GST. Urgent assignments receive the required extended support and approved backup.

DELIVERY ASSURANCE / EVENTS AND PRODUCTION

Ready to capture, edit and publish on the day.



01 Plan early

Plan 30 days ahead, or promptly after short-notice confirmation. Set key moments, access, crew, approvals and publishing.

02 Track actual service time

Confirm actual photography and filming time separately with ADC. Travel, setup, waiting, editing and logistics do not consume those hours.

03 Deliver while the event matters

First approved story: within one hour of kickoff. Recap: submit two hours before day-end; approved publication before 18:00.

04 Maintain production continuity

Use ADC-approved UAE editors and backup. Deliver same-day outputs, licensed assets and source files, with approved overflow support.

05 Cover the geography

Manage crew, equipment, permits and logistics for Abu Dhabi Emirate and Dubai. Other locations follow prior written ADC approval.

DELIVERY ASSURANCE / QUALITY AND EDITORIAL

ADC receives work that has already passed review.

✓

Language and facts

Human-written Arabic and English final copy. Independent proofreading, official terminology, verified names and figures, accurate translations and source checks.

✓

Craft and accessibility

Review typography, layout, contrast, subtitles, safe areas, audio, aspect ratios and export quality. Check brand consistency across both languages.

✓

Approval and revisions

Maintain version history and consolidated comments. Unlimited recurring-service revisions; up to five rounds for animation and campaign deliverables, as specified.

∞

recurring-service revisions

5

rounds for animation and campaign deliverables

Notify ADC by email when two limited revision rounds remain. Agency errors, factual corrections and brand fixes do not consume those rounds.

DELIVERY ASSURANCE / CONTROL AND CONTINUITY

ADC retains control of information and assets.

01

Secure access

Use licensed professional tools, approved access roles and ADC-authorised workflows. Never upload restricted ADC material to public AI tools without prior written approval.

02

Ownable assets

Maintain editable files, raw footage, project files, licensing records and approval history. Disclose third-party restrictions before use; keep a complete exit archive.

03

Continuous service

Maintain approved backup resources, documented handovers and equal-or-higher replacement standards. Obtain written approval for material subcontracting.

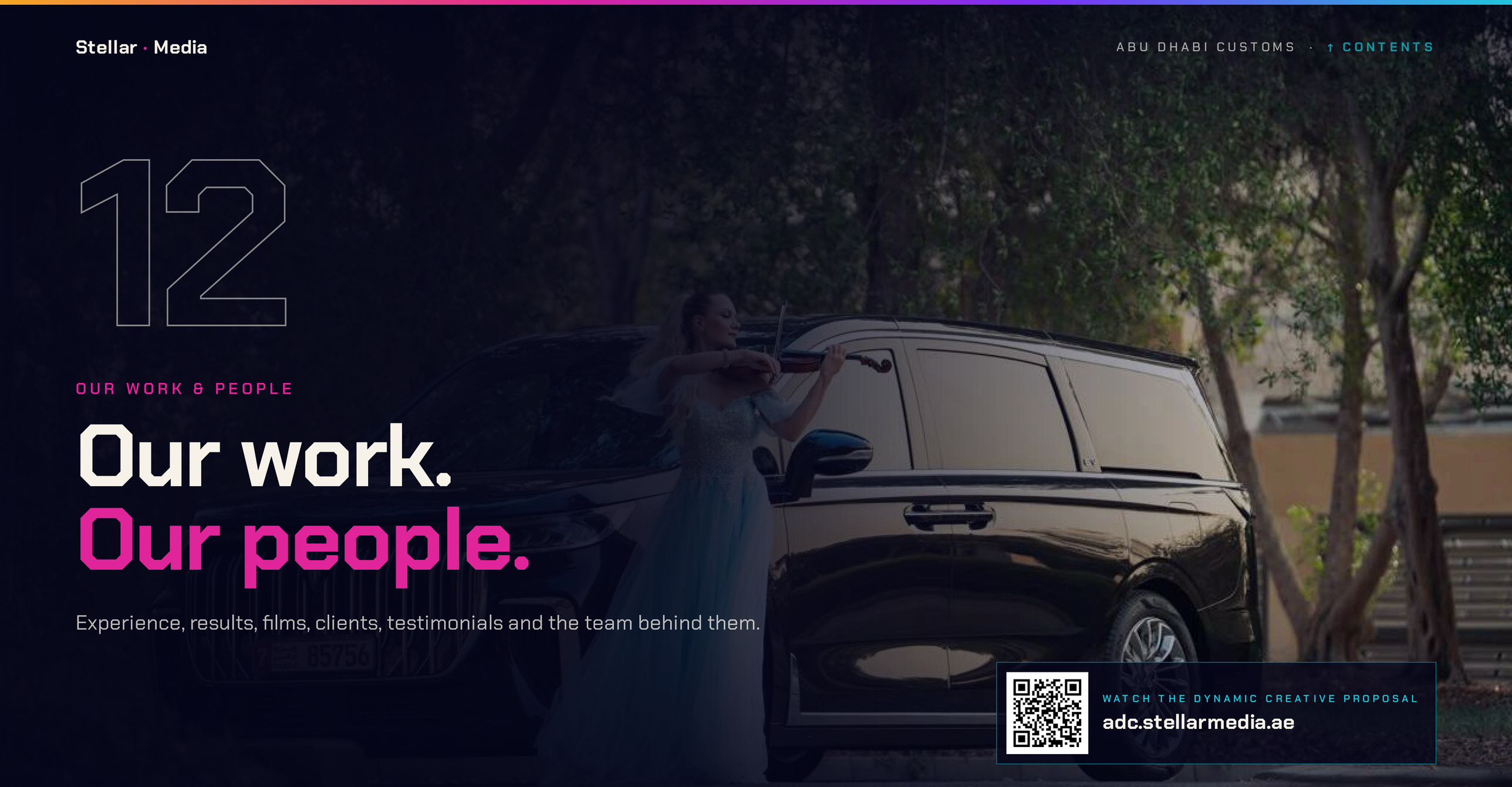
Formal approvals remain on email or an approved workflow. Record authorised urgent-channel decisions and confirm key actions by the next business day.

12

OUR WORK & PEOPLE

Our work.
Our people.

Experience, results, films, clients, testimonials and the team behind them.



WATCH THE DYNAMIC CREATIVE PROPOSAL

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5M+
Impressions

2.6M
Reach

COSP18 – ZHO | Supplied Stellar portfolio

STELLAR MEDIA / RELEVANT EXPERIENCE

Bilingual storytelling with government relevance.

COSP18 – ZHO

The supplied portfolio reports a campaign across 22 countries: 5M+ impressions and 2.6M reach.

Public-interest storytelling

Relevant supplied work includes SEHA / AHS and the National Festival of Tolerance.

Submission evidence

Confirm campaign dates, reports, client permissions and proposed-team authorship.

Source: supplied UAE Space Agency proposal, pp. 38–43; NMO proposal, pp. 63–66. Results are reported portfolio claims, not independently audited here.

OUR WORK / ACHIEVEMENTS

One billion impressions, measured honestly.

Eight years of paid media for governments, cultures and brands. Every figure is an attributed result from a named campaign.

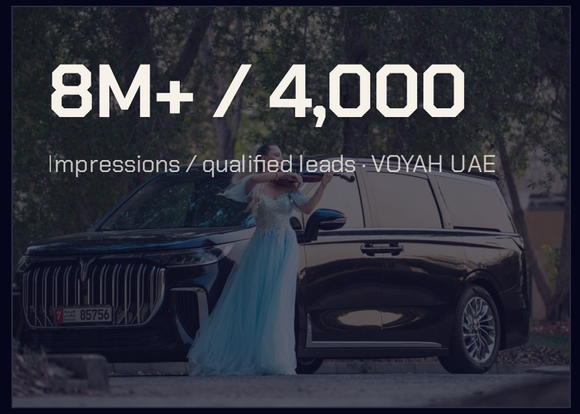
1B+
TOTAL PAID IMPRESSIONS

280M+
TOTAL UNIQUE REACH

14,350
CONFIRMED PURCHASES

44.1M
Impressions · NSRC

9M+
Impressions · ADIO rebrand



8M+ / 4,000
Impressions / qualified leads · VOYAH UAE

22
Countries · ZHO campaign

Figures as reported in the Stellar Media company profile 2026; campaign reports available on request.

OUR WORK / CASE STUDIES

Content, film and performance, produced in house.



AUTOMOTIVE · CONTENT + PERFORMANCE

VOYAH UAE

A premium automotive brand entering the UAE needed buyers, not just reach. Cinematic launch content, platform-native cuts and full-funnel paid media optimised to test-drive intent.

8M+ impressions · 4,000 qualified leads



SPORT · OFFICIAL PROMO FILM

UAE Boxing Federation

A cinematic film that carried a national federation onto the continental stage for the Asian Youth Boxing Championships 2019: concept, scripting, cinematography and broadcast edit, in house.

Official promo film · 2019



FILM · NATIONAL MEDIA MANDATE

The Call

A cinematic aerial film carrying a national call across the Emirates: helicopter and drone cinematography, an original score and a broadcast finish, delivered in house.

Aerial federal film

OUR WORK / GOVERNMENT & INTERNATIONAL

Results from national institutions and global stages.

ABU DHABI INVESTMENT OFFICE

ADIO Rebranding & Launch

Full brand identity and launch campaign: brand strategy and governance, bilingual creative, and persona-led campaigns for global investors and a destination audience.

9M+

impressions · dual-mandate reach

NATIONAL MEDIA MANDATE

UAE Media History Campaign

How the UAE's media was built, from the first presses and broadcasts to today's digital voice: archival research, restored imagery and an episodic bilingual film series.

6

decades of history, feed-first

GLOBAL KNOWLEDGE EVENTS

Success Resources

Digital strategy, live coverage and the conversion funnel for Tony Robbins UPW Virtual 2020 and the National Achievers Congress.

15.9M

impressions · 14,350 purchases

INTERNATIONAL AWARENESS CAMPAIGN

COSP18 · Zayed Higher Organization

Inclusion and accessibility messaging with targeted media buying and market-by-market creative across 22 countries.

5M+

impressions · 2.6M reach · 22 countries

OUR WORK / FILM & VIDEO

The filmography.

Nineteen films on file, from national campaigns to brand launches, produced in house.







- Flag Day 2025
- Eid Al Etihad 54
- SEHA · Healthcare films
- The Call
- UAE Media History
- ADAFSA AI Film
- UAE Always Stronger
- Kuwait x UAE
- Flag Day · Etihad Arena
- Abu Dhabi Retail
- WAM
- House of Artisans
- NMO x Brazil MoU
- Bridge
- Festival of Tolerance
- NMO x NHMA
- Boxing Federation
- Luci

OUR CLIENTS

Stars of our galaxy.

Eight years of work for national institutions and global brands, delivered to public-sector standards.



TESTIMONIALS & REFERENCES

In their words.



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

“

Stellar Media consistently delivers high-quality content creation with precise execution. Their exceptional work and professionalism make them highly recommended for anyone seeking expert social media management, content creation, and viral marketing solutions.

Noura Al Tamimi
Senior Specialist, Threat Intelligence and Security Assessments
+971 56 299 9053



أوقاف أبوظبي
Awqaf Abu Dhabi

“

Stellar Media delivered exceptional event coverage for our Ramadan activities at AWQAF. Their attention to detail and ability to capture the essence of the event were truly remarkable. The content they produced resonated deeply with our audience, and their professionalism throughout the process was commendable.

Khawla Tarish
Endowments’ & Minors’ Funds Authority
+971 50 650 8118



“

Your efforts are tremendous, and the results are clear. Thank you for this effort and care. It is as though you are working on your own account, with exceptional care and professionalism.

Ahmed Al Yamahi
National Search & Rescue Center (NSRC UAE)
+971 50 484 4363

TESTIMONIALS & REFERENCES

Trusted by government and global brands.



ADIO مكتب أبوظبي للاستثمار ABU DHABI INVESTMENT OFFICE

“

We were pleased with Stellar Media’s work on our rebranding campaign. Their fast response, daily updates and live dashboard kept us informed throughout the project. We appreciated how quickly the team worked and how easy it was to follow progress.

Mahra Al Mansoori
Abu Dhabi Investment Office (ADIO)
mmalmansoori@adio.gov.ae

SUCCESS RESOURCES
YOUR LEARNING PARTNERS

“

Abdelrahman and his team have been very professional and dedicated in creating and curating our social media footprint, not only in English but also in Arabic. The localized content is highly engaging and has resonated with our local target group in the Middle East, leading to strong lead generation and conversion.

Nour Kazem
Regional Director, Success Resources
+971 58 530 1076

Reference contacts are shared with the clients' agreement for verification by ADC.

OUR PEOPLE / THE TEAM

The people behind the work.

Strategy, creative and production under one roof, accountable from brief to broadcast.



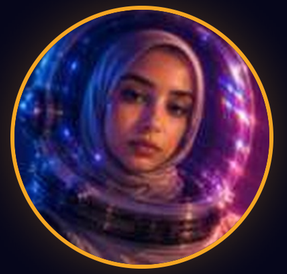
Abdelrahman Hossni
Founder · Managing Director



Alex Debare
Strategic Creative Director



Asem Mohamed
Cinematographer / Head of Production



Jumana Yousif
Operations / Production Manager



Nourhan Medhat
Head of Media Strategy & Performance



Randa Khaled
Account Manager



Abin James
Senior Visual Artist



Kinraw Sant
Senior Visual Artist



Katyani Vats
Performance, Data & Analytics

13

SUBMISSION

The evidence.
Behind every choice.

The supporting evidence and the sources behind our strategic choices.

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SUBMISSION / SUPPORTING EVIDENCE

Complete the evidence before submission.

MANDATORY SCHEDULE	REQUIRED EVIDENCE	DRAFT STATUS
Team and organisation	Named profiles for every role; experience, portfolios, languages, availability, reporting lines and backups.	**Personnel evidence required.**
Creative authorship	At least two ADC post designs and one animation/video made by the proposed team.	**Creative deck linked; team authorship and playable files to confirm.**
Portfolio and campaigns	Relevant samples; client scope/duration; at least two executed digital campaigns from the past five years with verified outcomes.	**Portfolio supplied; dates, outcomes and qualifying campaign evidence to confirm.**
Client references	Company, contact, email, phone and relationship duration.	**Five references with contacts supplied (Testimonials); confirm relationship duration.**
Company and partners	Legal and ownership records; office details; in-house and partner capability.	**Supporting corporate and partner records required.**

Review draft. Confirm personnel, qualifying case evidence, references and creative authorship before submission.

RESEARCH / SOURCES & MEASUREMENT

Evidence behind the strategic choices.

SOURCE	USED FOR
ADC official website + strategic pillars	Official vision, paraphrased mission and institutional direction.
ADC Annual Performance Report 2025	Official figures, context and ADC photography.
ADC + Dubai + Singapore + ZATCA accounts	Public follower snapshots and authentic published content examples.
ADC RFP + supplied creative references	Scope, staffing, SLAs, quotas and creative direction; Stellar / Toys R Us analysis structure.

Sources are linked in the PDF and detailed in slide notes. Public desk review: 7 September 2026. Archived examples support qualitative analysis.

Thank you

لا تقنع بما دون النجوم

Beyond the stars.

Digital Stellar Media

Abu Dhabi, United Arab Emirates

info@stellarmedia.ae

+971 55 988 8290 / stellarmedia.ae

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Scan or click to open

