



# ODEUM

THE MODERN CONTENT STUDIO



# LEADING DIGITAL-FIRST MEDIA NETWORK

ACCESS TO A REGIONAL DISTRIBUTION ECOSYSTEM VIA AUGUSTUS MEDIA



Lovin reaches 22+ cities across the GCC, Levant, and North Africa, offering seamless branded content integration on platforms like Lovin Dubai and Lovin Saudi for hyper-targeted audiences.



Smashi is a regional platform for youth culture, sharing inspiring stories for the driven, the dreamers, and the doers.



ODEUM is a modern content studio, creating original productions and tailored brand content within the Augustus Media network.



# AUGUSTUS NETWORK

Augustus content is loved and seen by billions every year.

**17M**

FOLLOWERS  
ACROSS CHANNELS

**60K**

TOTAL APP  
DOWNLOADS

**6M**

PAGE VIEWS

**4B**

VIDEO VIEWS

**9.6M**

NETWORK GROWTH

**3.3B**

IMPRESSIONS





# THE MODERN CONTENT STUDIO

**ODEUM** is the content production powerhouse of Augustus Media, specializing in high-quality video production, branded content, animation, audio production, and studio services.





# WHY ODEUM

**Everyone's Consuming. Few Are Creating.**

**ODEUM** is the solution to this new reality.

We specialize in crafting the kind of video content that performs best vertical, short-form, branded storytelling, studio-quality production, and animated formats built specifically for the platforms where audiences spend their time. As video continues to dominate digital and social, Odeum empowers brands to stay relevant, engaging, and ahead of the curve.

According to the IAB MENA 2024 report, video now accounts for 50% of total digital ad spend across the region and a striking 62% of social media ad formats. This isn't just a shift in format; it's a complete transformation in how brands connect with audiences.

## VIDEO ACCOUNTS FOR

**50%**

DIGITAL  
AD SPEND

**62%**

SOCIAL MEDIA  
AD FORMATS

# OUR FOOTPRINT

Big ideas. Bigger results

This is the collective impact of our work performance numbers generated across all client content created by Odeum.

31.5M

REACH

84.3M

IMPRESSIONS

792K

ENGAGEMENT

32.4M

VIDEO VIEWS





# INHOUSE STUDIOS

8 studios fully equipt to produce, videos, shows and podcasts in Dubai, Riyadh and Cairo.



LIVE STREAMING



AUDIO & VISUAL STUDIOS



PODCAST ROOM



GREEN ROOM



RIYADH STUDIO



VR STUDIO



AMPHITHEATRE



PCR ROOM



# OUR COMPETITIVE EDGE

Odeum is where standout content meets serious reach. A Modern Content Studio powered by top-tier production and the regional influence of Augustus Media, built to craft stories that connect, engage, and scale.



## LOCATIONS & FACILITIES

Odeum is the creative engine of Augustus Media, a modern content studio built for brands that want to stand out.

We operate regionally with offices in **Dubai, Abu Dhabi, Riyadh, Cairo**, and **Doha**, and fully equipped in-house studios in Dubai, Riyadh, and Cairo. From video production and animation to audio, original formats, and studio services.

We deliver end-to-end content solutions built to engage, perform, and scale. Backed by the regional reach of Lovin and Smashi, we don't just create we amplify stories that connect.



# WHO WE WORK WITH

Partnering with brands, government organizations, media powerhouses, ambitious startups, and industry-leading corporations.



Lamb Weston



SHEIN



مسك  
مؤسسة محمد بن سلمان  
Mohammed Bin Salman  
Foundation



heart of rak  
قلب رأس الخيمة



المكتب  
الإعلامي  
لحكومة  
رأس الخيمة  
RAS AL KHAIMAH  
GOVERNMENT  
MEDIA OFFICE

LAVAZZA

TORINO, ITALIA, 1895



NOVARTIS



هيئة الأفلام  
Film Commission



dental  
studio.



DUBI  
CARS





# OUR SERVICES





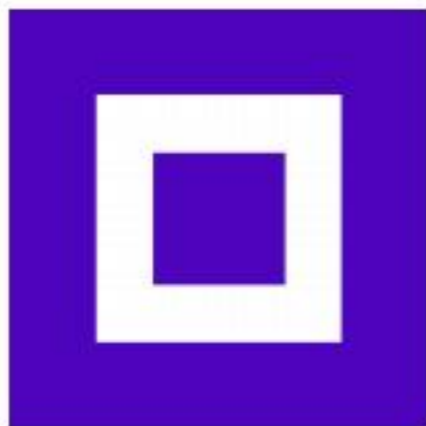
# CORE SERVICES

Core capabilities built to create, elevate, and deliver impactful content

From video and animation to audio, originals, and studio space offerings this is what we do best.



VIDEO



ANIMATION



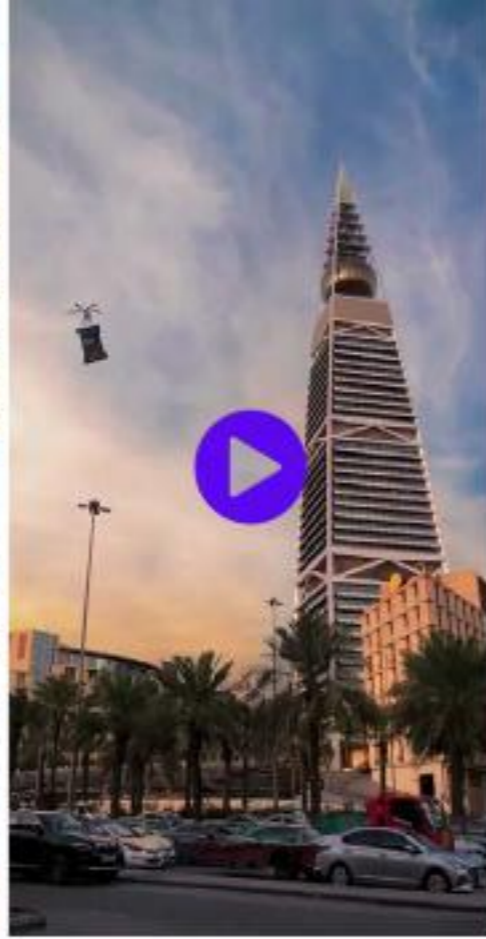
AUDIO



ORIGINALS

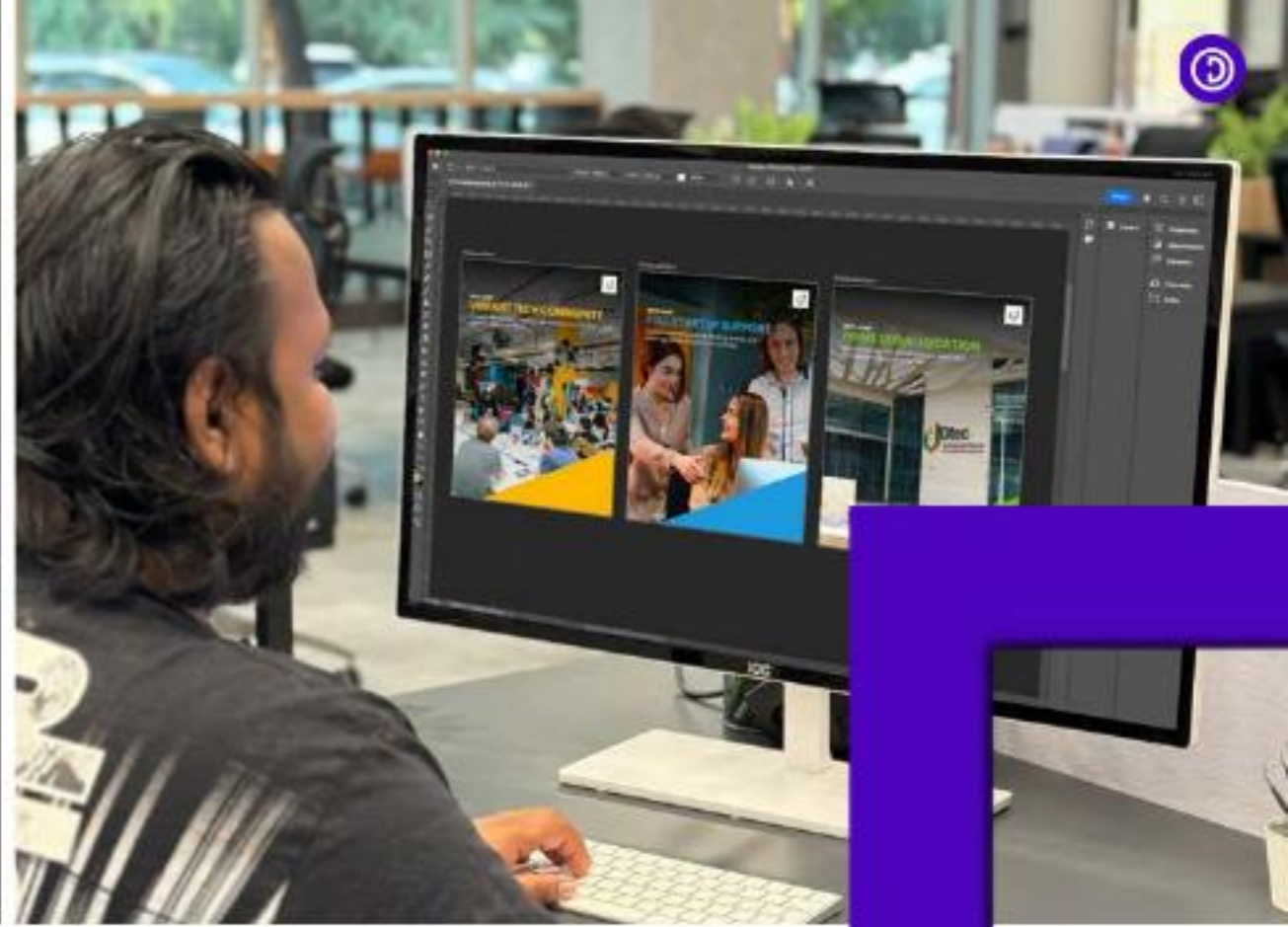


STUDIOS



## VIDEO

- Full-Scale Professional Video Production
- Vertical Video (Reels, Shorts, TikTok)
- AI-Powered Video Creation
- CGI-Enhanced Video Production
- Live Production & Event Coverage
- Branded Content & Commercials



## ANIMATION

- 2D & 3D Animation
- Explainer Videos & Educational Content
- Immersive CGI Visuals & Virtual Scenes
- Motion Graphics & Animated Branding
- Animated Product Campaigns & Corporate Videos



## AUDIO

- Podcast Production (Scripting, Recording, Editing)
- Voiceover Recording for Commercials & Narration
- Sound Design & Audio Branding
- Audio Post-Production for Video & Animation
- Live Audio Setup for Events & Broadcasts

unspoken  
أنسبوكن



HOSTS

**Fouad Haidar  
& Sabine Sassine**

GUEST

**ASALLAH KAMEL**

## ORIGINALS

- Original Show Development & Production
- Short Films & Documentary Storytelling
- Episodic Series Development
- Branded Entertainment & Custom Formats
- AI-Driven Content Concepts & Experimental Formats

unspoken  
أنسبوكن





## STUDIOS

- Fully equipped, professional-grade production facilities
- Ideal for video shoots, podcast recording, live streams, and interviews
- Flexible setups for creators, brands, and agencies
- Available in Dubai, Riyadh, and Cairo
- On-site support and access to high-end gear



# PORTFOLIO



# HEART OF RAK

## BRAND DEVELOPMENT

Heart of RAK is the go-to community platform for Ras Al Khaimah, developed in partnership with the RAK Media Office. From insight-driven research and strategic brand positioning to full website design and development, we led the project end to end.

Our scope included creating bilingual editorial content, crafting a tailored launch strategy, and producing a range of original content across editorial, social media, and video all designed to reflect and celebrate the spirit of RAK.



**heart of rak**  
قلب رأس الخيمة



# HEART OF RAK

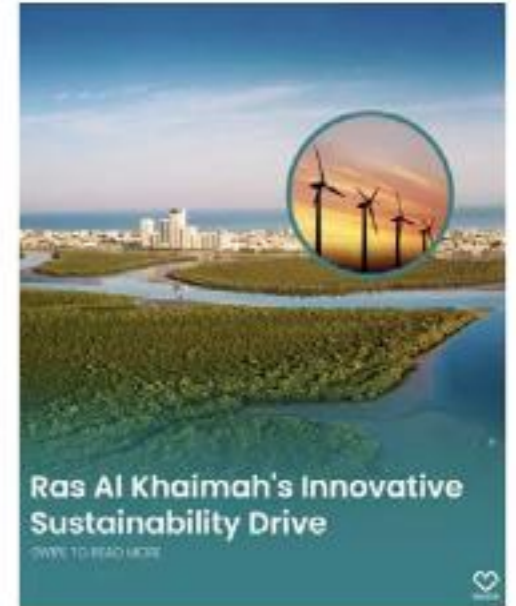
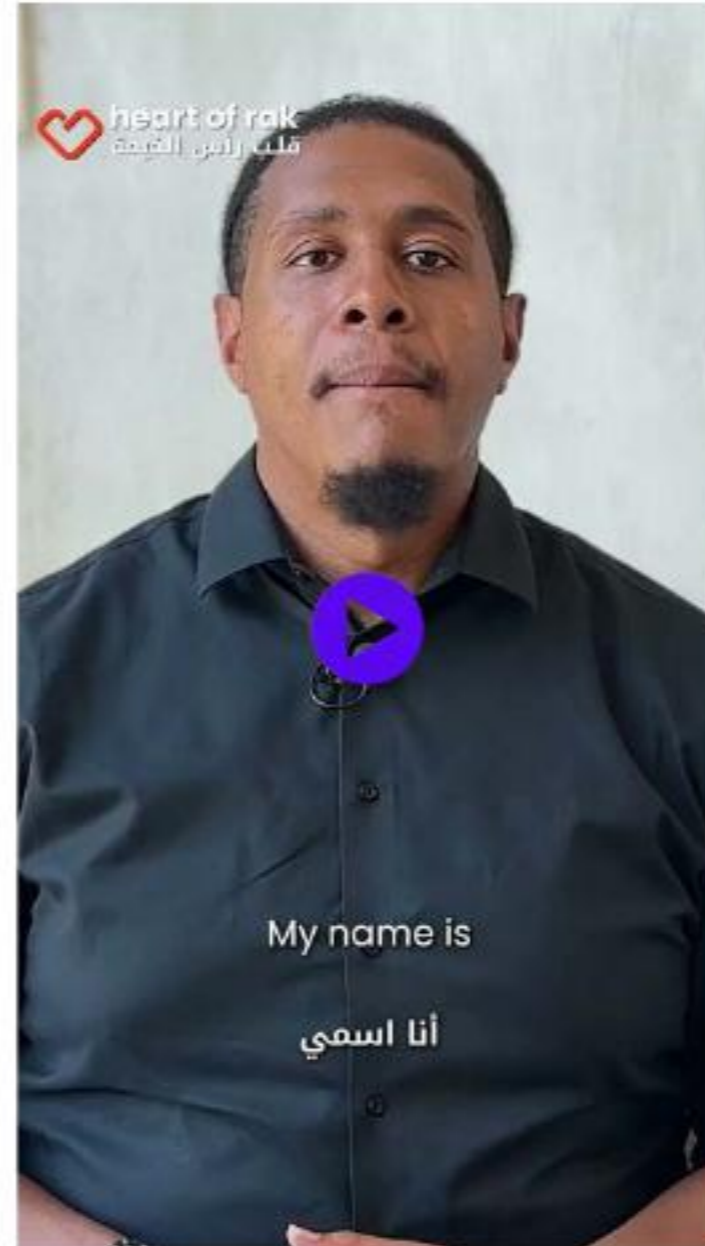
## CONTENT CREATION & MARKETING SERVICES

Heart of RAK is the ultimate hub for the Ras Al Khaimah community, developed in collaboration with the RAK Media Office. We led the brand's foundation from research and strategy to website design and development, bilingual editorial content, and a tailored launch strategy.

Today, we continue to support Heart of RAK through ongoing social media management and content creation, delivering consistent, engaging content across platforms from editorial stories and reels to community-driven campaigns keeping the brand vibrant, relevant, and deeply connected to its audience



heart of rak  
قلب رأس الخيمة



# LAVAZZA

## CONTENT CREATION & MARKETING SERVICES

Lavazza has been a valued retainer client for over four years, trusting us to lead their social media management, content creation, and influencer marketing campaigns across the region.

Our ongoing partnership has been a journey of creativity and innovation consistently bringing Lavazza's brand story to life through engaging digital experiences, authentic storytelling, and meaningful community connections.

# LAVAZZA

TORINO, ITALIA, 1895



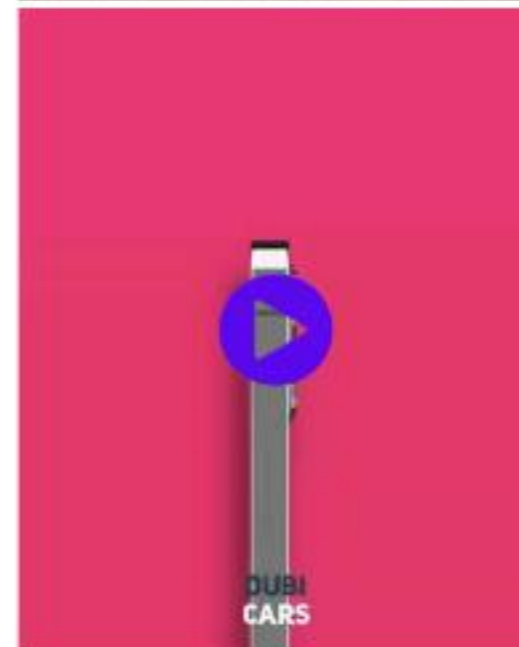
# DUBI CARS

## CONTENT CREATION & MARKETING SERVICES

DubiCars, the UAE's leading car marketplace, has partnered with us for over two years to elevate their digital presence. As a trusted partner, we've delivered social media management, content creation for both social platforms and their website, and high-quality video production.

With a focus on verified car listings and a loyal automotive audience, our work with DubiCars has been both dynamic and impactful driving engagement, visibility, and brand strength across digital channels.

# DUBI CARS



# SHEIN ARABIA

## VIDEO PRODUCTION

For SHEIN's Ramadan campaign, we brought their curated home décor collection to life through a creatively led 4-part video series.

The campaign featured collaborations with regional influencers and included end-to-end execution from creative ideation and scriptwriting to full video production, post-production, and strategic social media distribution.

The result: a visually rich, culturally resonant campaign that connected with audiences across the region.



SHEIN

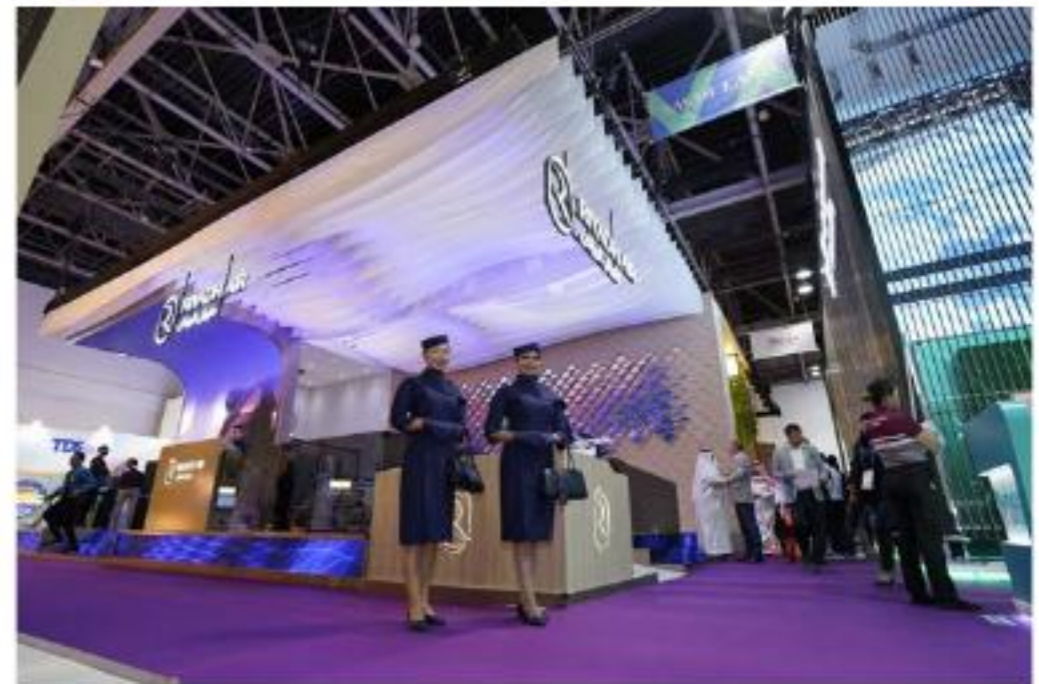


# RIYADH AIR

## VIDEO PRODUCTION, EVENT COVERAGE & CONTENT CREATION

At the Arabian Travel Market (ATM), we partnered with Riyadh Air to deliver on-ground video production and content creation that captured the brand's presence at one of the region's leading travel events.

From dynamic event coverage and branded visuals to real-time content tailored for social media, our team delivered a sleek and engaging content package that reflected the bold identity of the Kingdom's new national carrier.



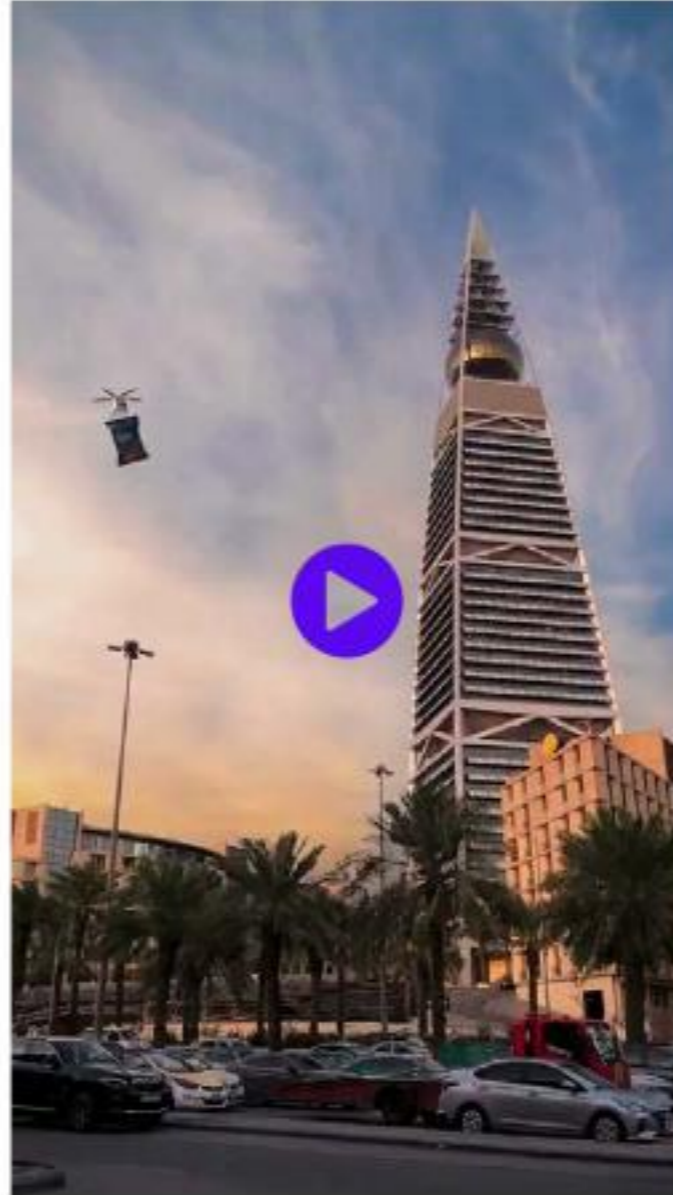
# LAMB WESTON

## CGI VIDEO

We took CGI to the next level for Lamb Weston's latest product launch, crafting an innovative concept that brought their campaign to life through stunning visuals and culturally rooted storytelling.

Featuring iconic landmarks from Dubai and Saudi Arabia, the video seamlessly blended local flavor with futuristic flair delivering a launch moment that was bold, memorable, and uniquely regional.

*Lamb Weston*



# OREO

## CGI VIDEO & VISUALS

For Oreo, we developed an engaging CGI-driven concept designed to captivate audiences and drive in-store traffic. The video creatively followed the consumer journey from spotting eye-catching billboards across the city to walking into a store and making a purchase blending storytelling with strategy to elevate brand visibility and impact.

The campaign delivered impressive results:

**2M**

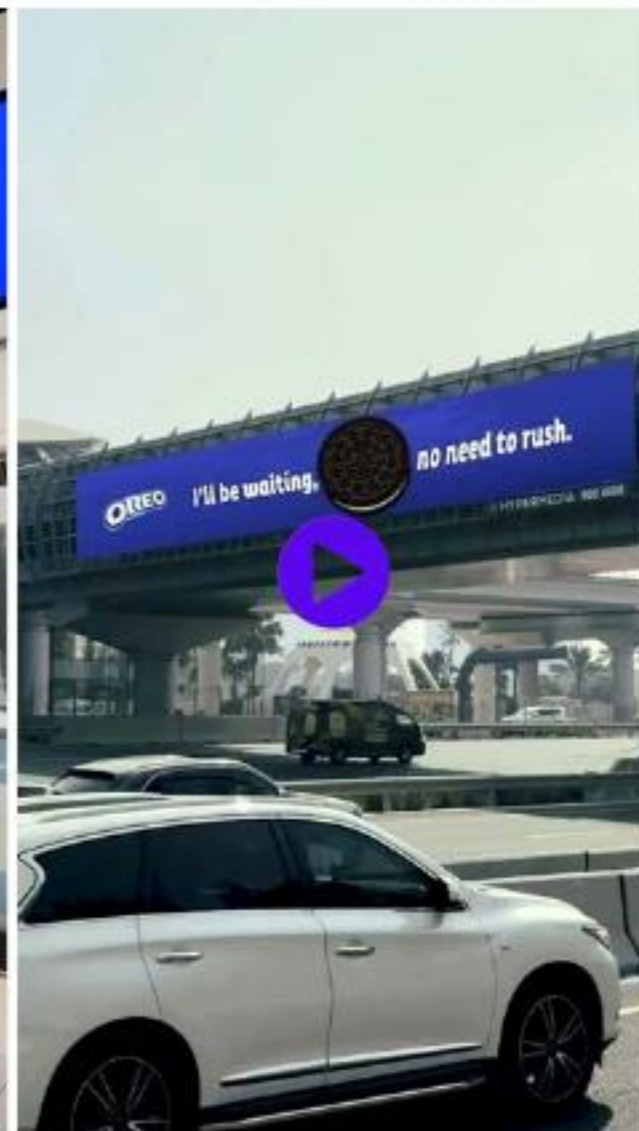
TOTAL IMPRESSIONS

**1.7M**

TOTAL REACH

**4K**

TOTAL ENGAGEMENT

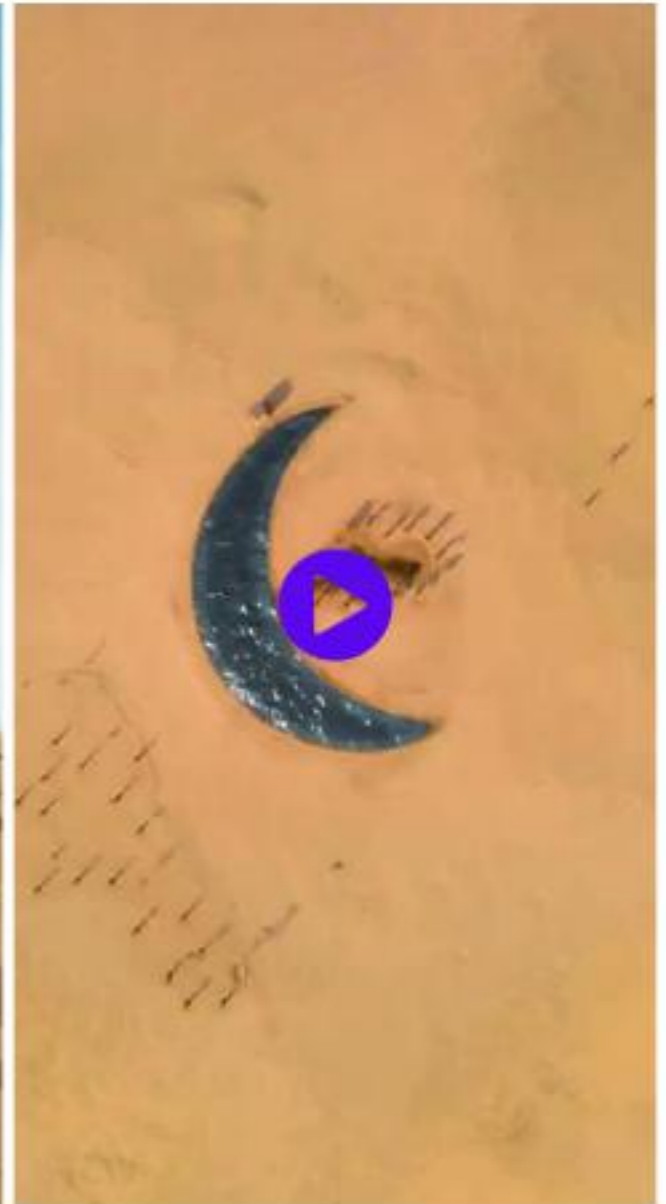


# TANG

CGI VIDEO & VISUALS

For Tang Arabia, we brought Ramadan to life with CGI-powered visuals that beautifully merged cultural tradition with modern creativity.

What began as a simple greeting became a visually striking, scroll stopping campaign capturing the spirit of the Holy Month with warmth, innovation, and style.



# SAUDI FILM COMMISSION

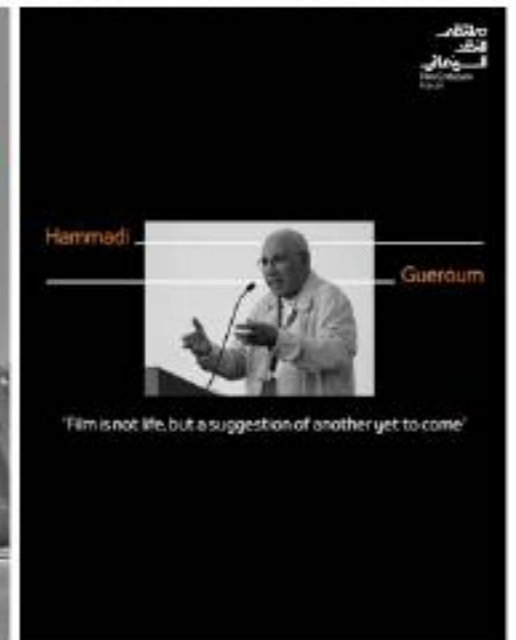
FCF 2023 EVENT COVERAGE, CONTENT CREATION & MARKETING SERVICES

We had the pleasure of partnering with the Saudi Film Commission to support the Saudi Film Criticism Forum 2023, delivering a full suite of services from event marketing and strategic PR to live streaming, social media management, and high-impact video production.

Our team captured the energy of the forum through dynamic content creation and real-time coverage, helping amplify its reach and cultural impact.



هيئة الأفلام  
Film Commission





# MISK FOUNDATION

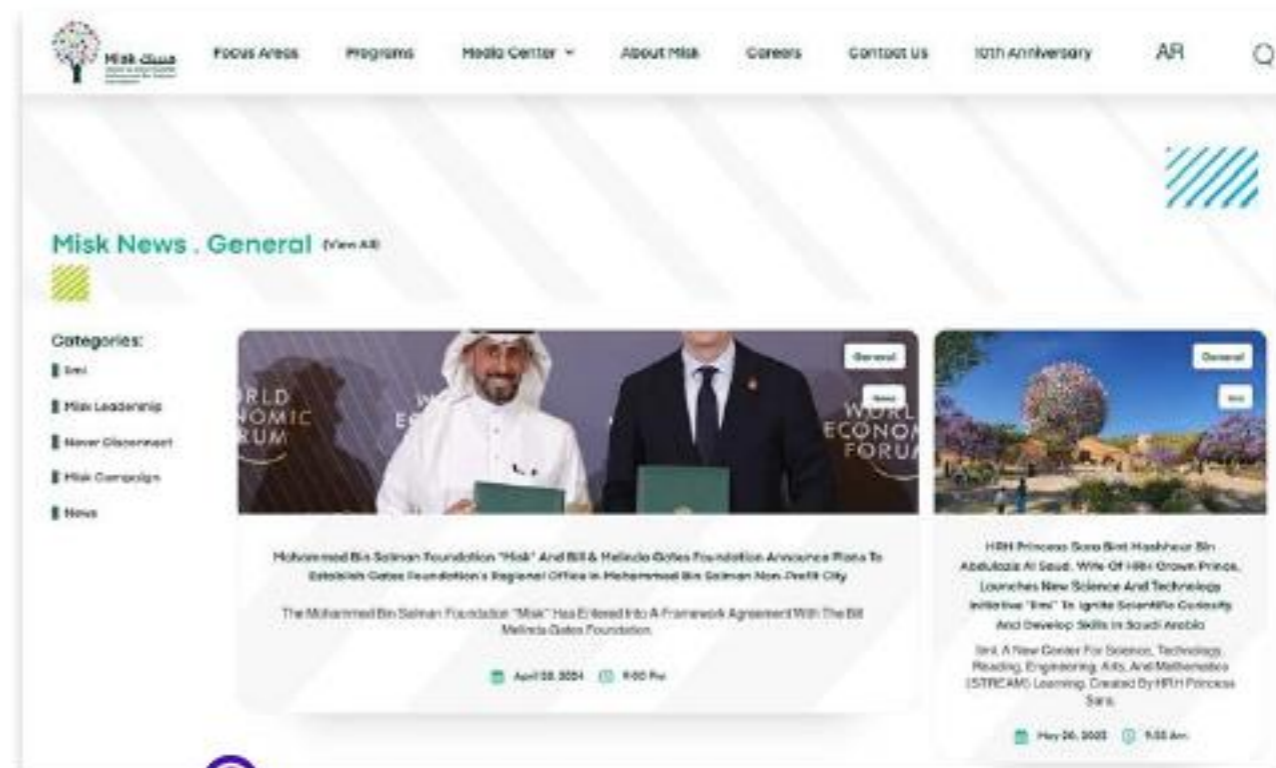
## CONTENT DEVELOPMENT

We partnered with Misk Foundation to produce bilingual editorial content (Arabic and English) for the Misk News platform.

Our team crafted engaging, SEO-optimized articles that aligned with Misk's mission delivering meaningful stories that resonate with their diverse audience while boosting the foundation's online visibility and content credibility across search and social platforms.



**Misk** مسك  
مؤسسة محمد بن سلمان  
Mohammed Bin Salman  
Foundation

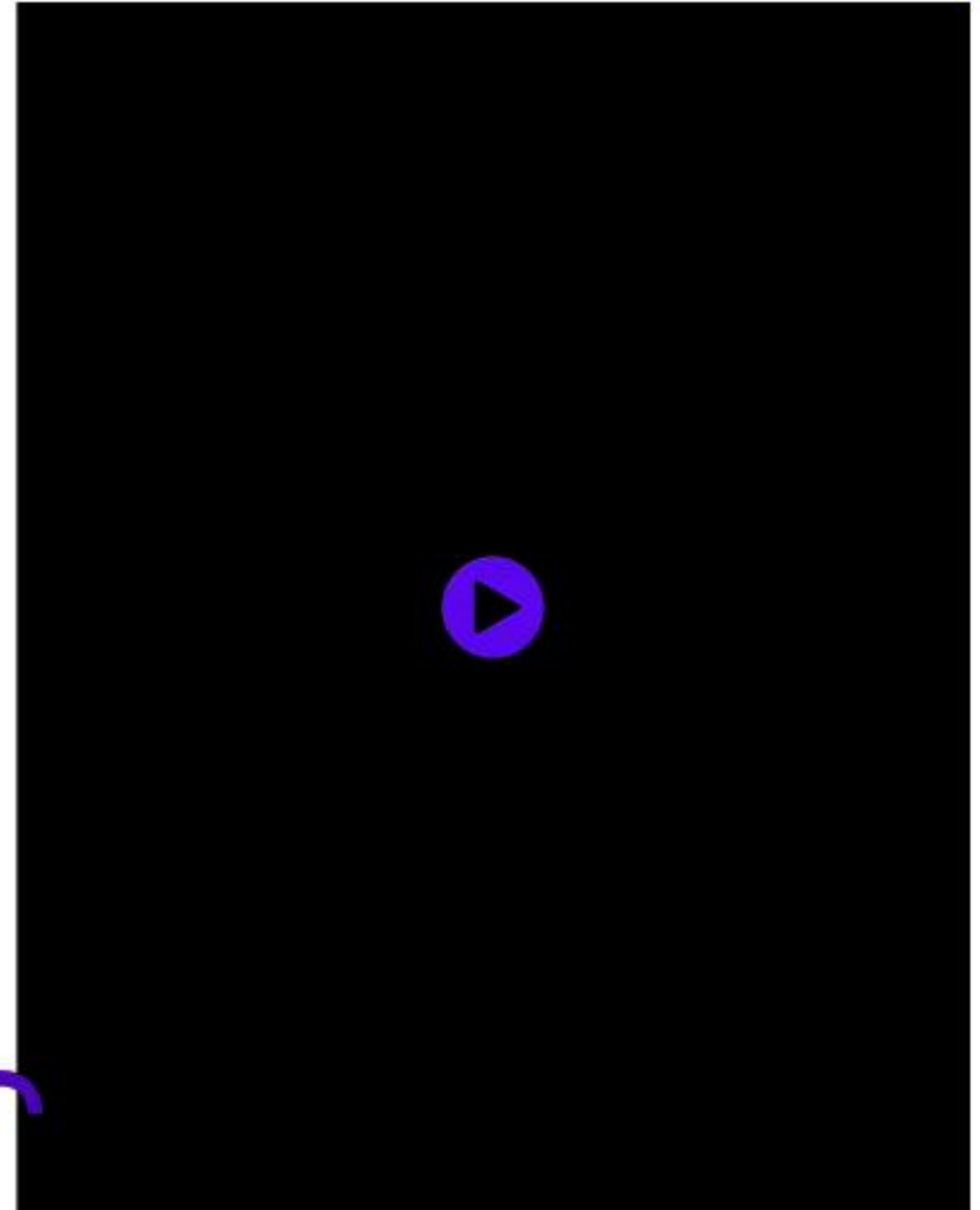


# EA SPORTS TOURNAMENT

LIVE STREAMING & STUDIO RENTAL

In partnership with Zawaya Gaming, we hosted the EA FC Ramadan Tournament at our fully equipped studios, bringing gamers together for a high-energy, community-driven event.

The tournament was live-streamed directly from our studios, showcasing our end-to-end production capabilities from dynamic studios to broadcast-quality streaming and content capture. A perfect blend of gaming, culture, and live entertainment during the Holy Month.



# EMIRATES DRIFT CHAMPIONSHIP

## EVENT COVERAGE, PRODUCTION & CONTENT CREATION

As the content production partner for the Emirates Drifting Championship (EDC), we captured the adrenaline and atmosphere of the region's premier drifting event.

From on-ground filming and high-octane highlight reels to driver interviews, behind-the-scenes coverage, and dynamic social content, our team delivered a full content experience bringing the thrill of the track to audiences across digital platforms.



# NOVARTIS - MS TALKS 2.0

## SHOW PRODUCTION

Novartis partnered with us to produce the second season of MS Talks, a podcast series aimed at raising awareness and addressing common misconceptions around multiple sclerosis.

From concept to execution, we handled the full show production, including set design, recording, editing, and delivery helping bring critical conversations to the forefront in an engaging and accessible format.



# NOVARTIS



# THANK YOU!

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odeumstudio.com

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