



# ODEUM

THE MODERN CONTENT STUDIO



# LEADING DIGITAL-FIRST MEDIA NETWORK

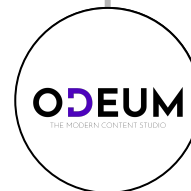
ACCESS TO A REGIONAL DISTRIBUTION ECOSYSTEM VIA AUGUSTUS MEDIA



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.

# THE MODERN CONTENT STUDIO

## ODEUM

is the social-first content studio of Augustus Media - combining creator energy, publisher instinct, and premium production to deliver content built for attention, relevance, and performance.



AUGUSTUS  
media

ODEUM

THE MODERN CONTENT STUDIO

CREATOR ENERGY

PUBLISHER INSTINCT

SOCIAL-FIRST





# AUGUSTUS NETWORK

AUGUSTUS CONTENT IS LOVED AND SEEN BY BILLIONS EVERY YEAR

**17M**

FOLLOWERS  
ACROSS CHANNELS

**175K**

TOTAL APP  
DOWNLOADS

**6B**

PAGE VIEWS

**4B**

VIDEO VIEWS

**10M**

NETWORK GROWTH

**3.7B**

IMPRESSIONS





# WHY ODEUM

Everyone's Consuming - Few Are Creating.

## WE KNOW SOCIAL

Because we literally live on social.

We come from the teams behind **Lovin' & Smashi'**, so we know what **grabs attention**, what **gets skipped**, and what makes people think **"share that."**

## WE DRIVE REVENUE

Our videos consistently get **7x more views** than in-house teams; **boost engagement**; **lower your ad costs**; and **turn scrolls into sales**.

## WE KNOW CREATORS

We're built on true **creator DNA**. Our team has produced millions of views from scratch, **using the best faces for your audience**.

## WE KNOW CULTURE

We're on the ground in **22+ cities**, seeing what people talk about, laugh at, love and care about. **We make authentic content for you that feels like it belongs.**



# SOCIAL-FIRST



**89%** of consumers want to see more video content from brands they support



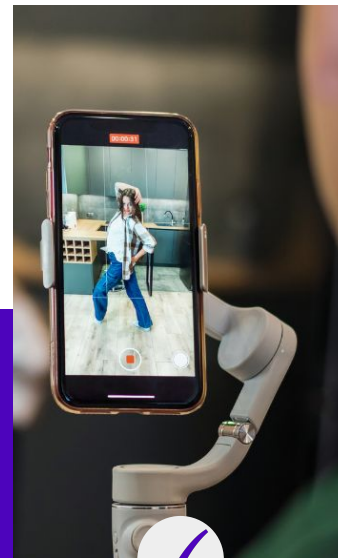
Viewers retain **95%** of a message when it's delivered through video



Social ads with creators deliver an average **7x ROI** on spend

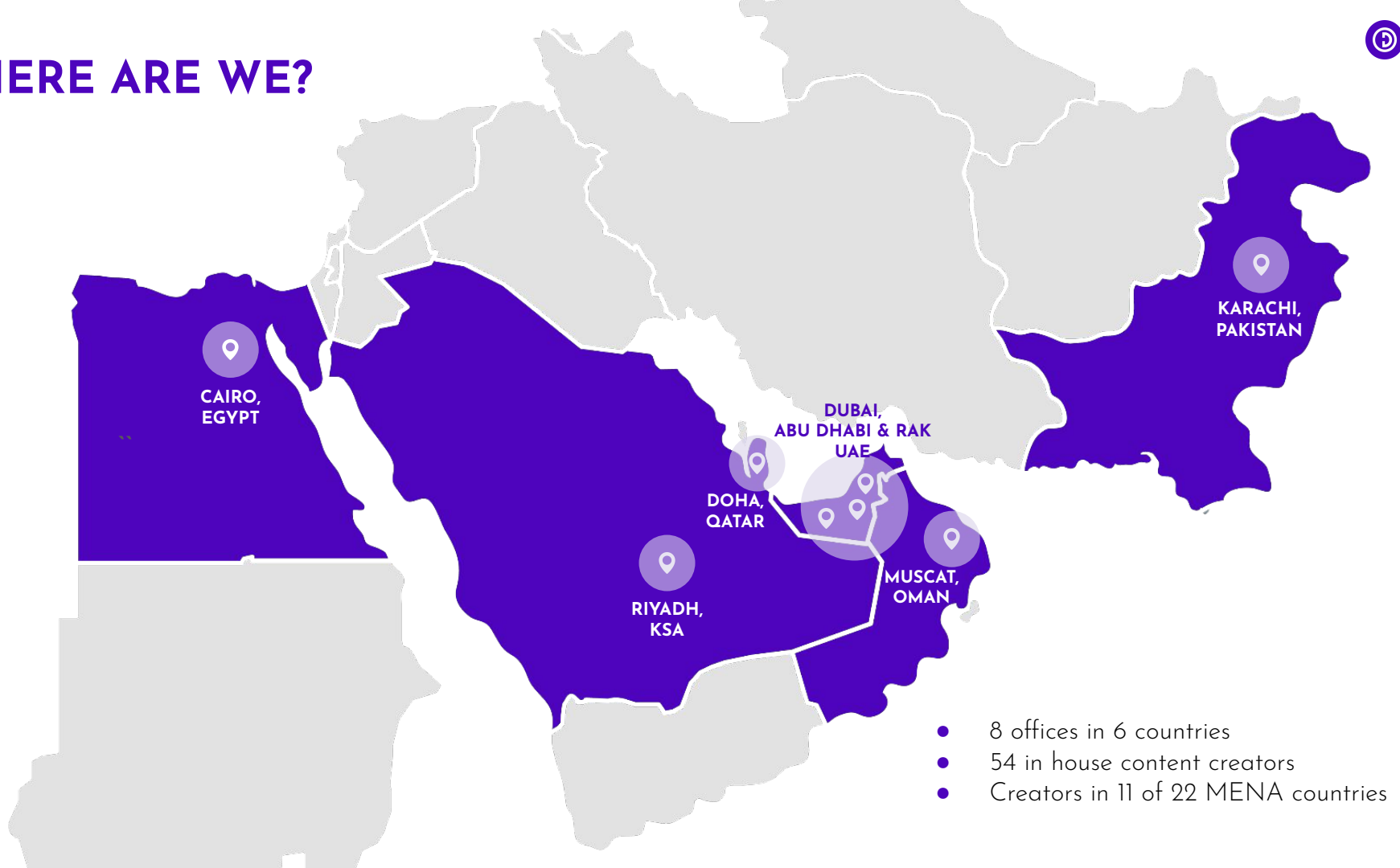


**161% conversions** for brands using creator-led content.



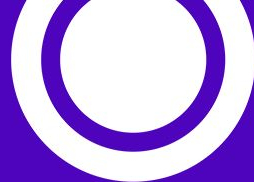
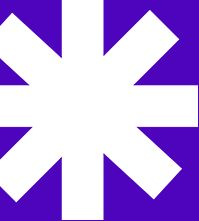
Pages with video are **50x** more likely to rank on **1st** page of Google Search Results

# WHERE ARE WE?



# SOME OF OUR PARTNERS





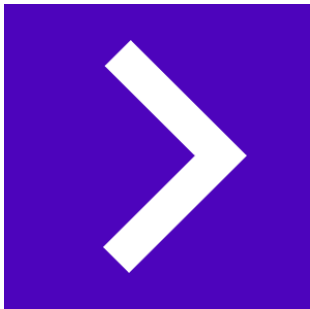
# OUR SERVICES



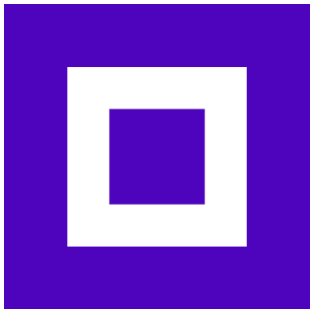


# CORE SERVICES

Capabilities built to create, elevate, and deliver impactful content



VIDEO



ANIMATION



AUDIO

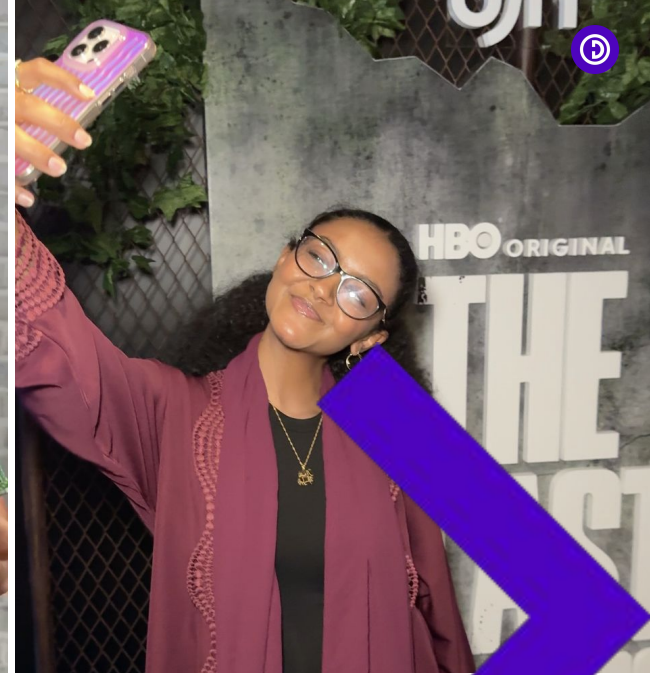
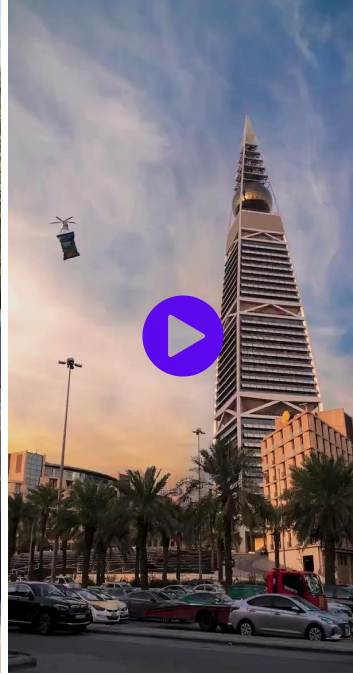


ORIGINALS



SOCIAL CONTENT

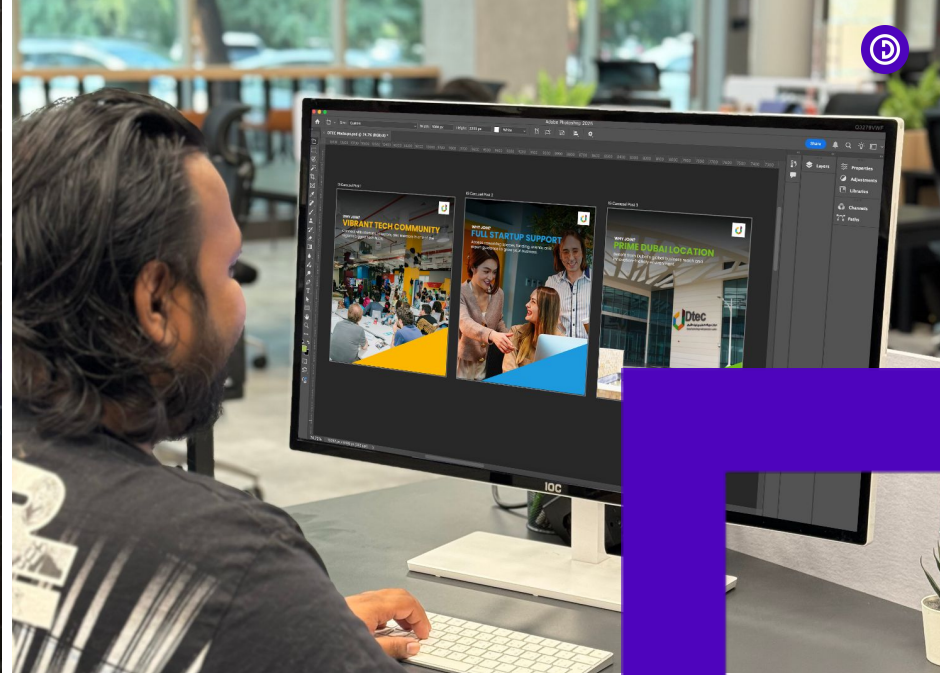




## VIDEO

- Premium Social-first Content
- Branded Storytelling
- Creator-Led Videos
- AI-optimized Content Solutions
- Live & Social Event Coverage





# ANIMATION

- Motion Graphics Built for Social
- Short-Form Animated Content,
- Animated Explainers & Product Demos
- 2D, 3D & CGI Visuals



# 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

## THE CHEF SERIES



## ORIGINALS

- Short-Form Originals
- Episodic Docuseries for Social
- Branded Entertainment Formats
- Creator-Led & Interview-Based Shows

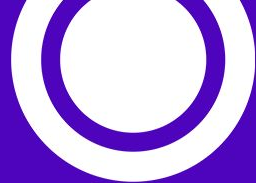
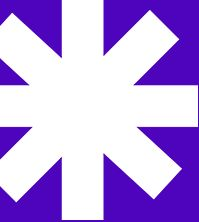






## SOCIAL CONTENT

- Platform-Specific Content Creation
- Copywriting for Social
- Static & Motion Social Assets
- Creative Templates & Brand Kits
- Campaign & Launch Content Support



# PORTFOLIO



# HEART OF RAK

## FULL SERVICE

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

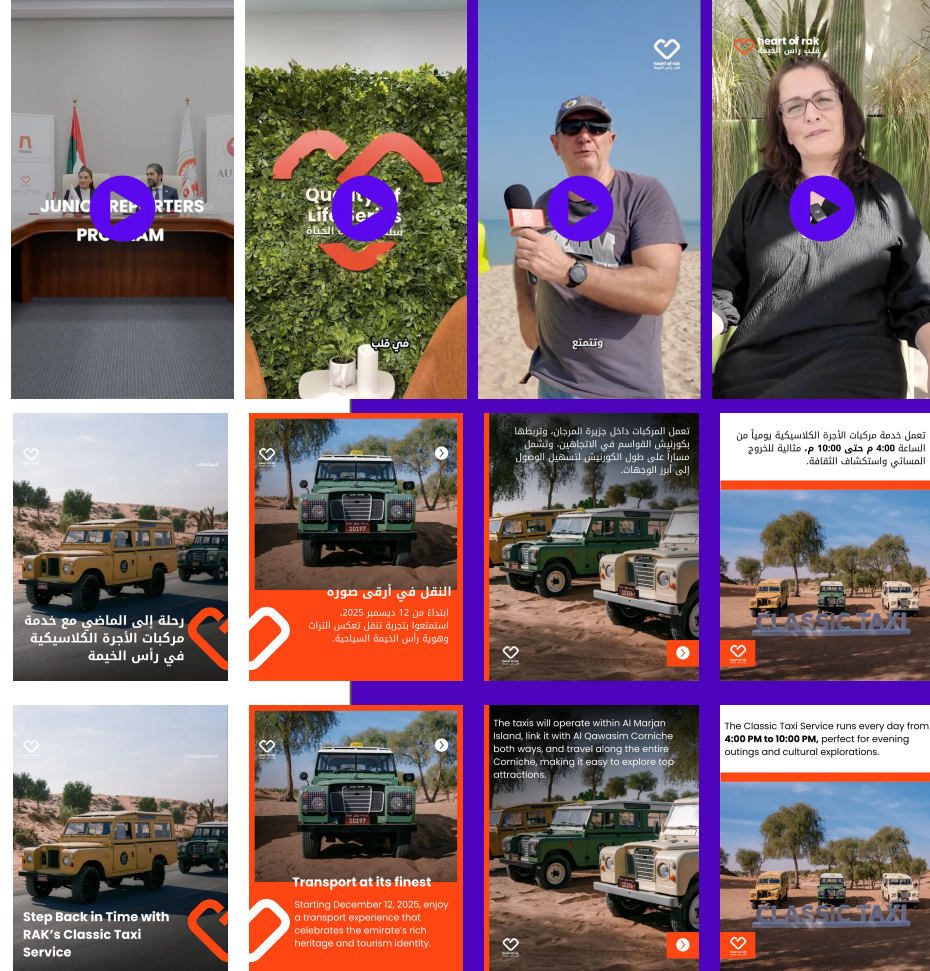
- Brand development
- Website design & development
- Launch strategy, and producing
- Strategic campaigns
- Events Coverage
- Content creation (editorial & videos)
- Social media management

**89.8M**  
VIEWS/IMPRESSIONS

**370K**  
TOTAL ENGAGEMENT



heart of rak  
قلب رأس الخيمة



# SELL ANY CAR

## VIDEO

Working with Sell Any Car for 2 years, we developed creator-led ad & organic strategies for their 4 brands, in both the UAE & KSA.

Through utilising Creators, we were able to bring the brand's story to life in a way that was engaging & visual.

Our scope included:

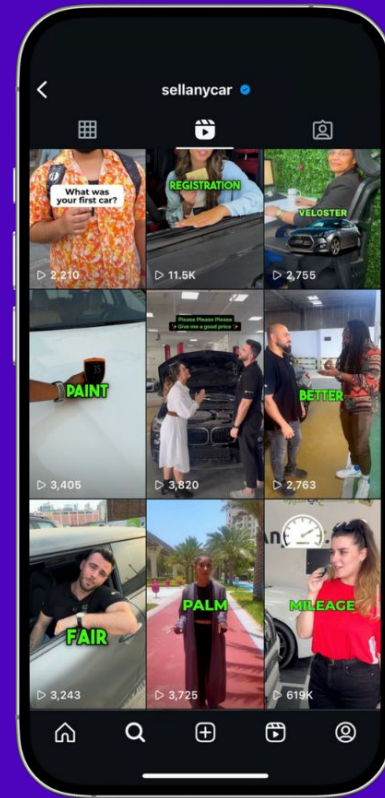
- Concept development
- Content localization
- Scriptwriting
- On location production
- Editing

**4.9%**

AVERAGE CTR  
(Industry Standard 1%)

**8x**

RETURN ON INVESTMENT





# BYBIT

## VIDEO

### OUR VIDEOS HIT 100M+ VIEWS FOR BYBIT

We created videos based around events and product launches for Bybit Global and Bybit Arabic social media channels resulting in over 100 million plus views and an increase in the conversion rate.

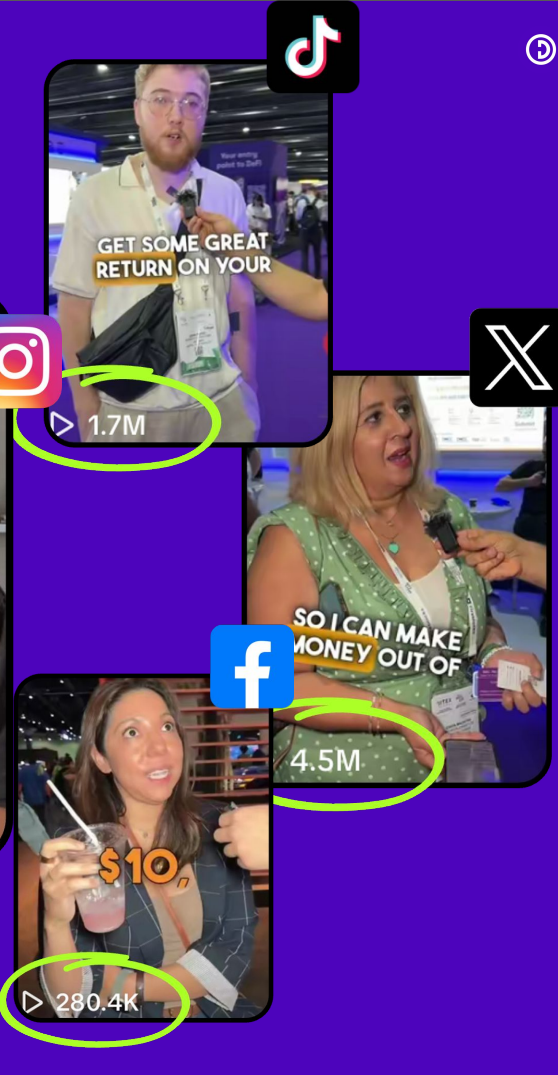
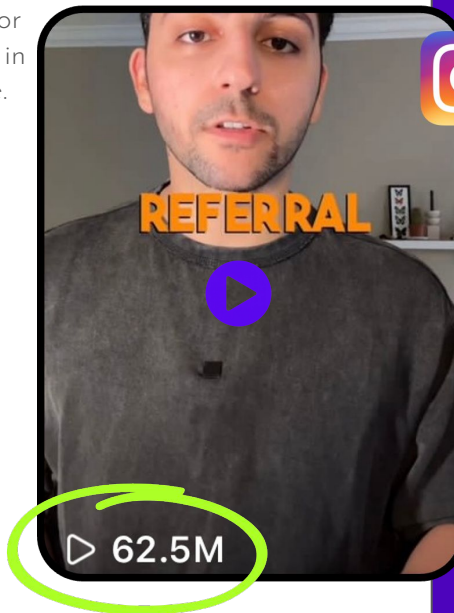
Our scope included:

- Concept development
- Scriptwriting
- Production
- Editing

## 100M+

VIEWS ACROSS SOCIAL  
MEDIA

# BYBIT





# OREO

## ANIMATION

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.

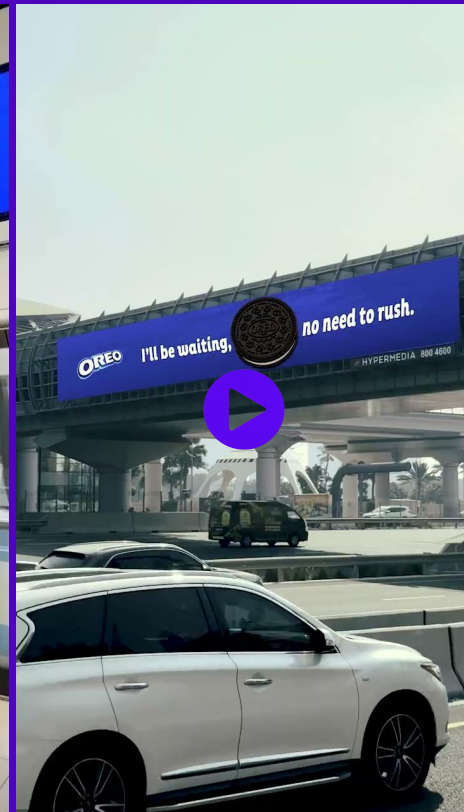
The campaign delivered impressive results and included:

- Concept development
- Scriptwriting
- Storyboarding
- Live-action shoot
- 3D modelling

**2M**  
TOTAL IMPRESSIONS

**1.7M**  
TOTAL REACH

**4K**  
TOTAL ENGAGEMENT



# FANFIX SNAPCHAT SHOW

## ORIGINALS

"Influencer Without Filter" is a **Snapchat original series**, produced by **Odeum**, in partnership with FanFix.

The series celebrates Saudi Arabia's dynamic creator culture, following FanFix creators and Lovin Saudi presenters through their daily lives, meetups, and hangouts across Riyadh.

- Concept development
- Full production services
- Pre, during, & post production planning
- Scriptwriting
- Talent management

**6.9M**  
VIEWS



# SHEIN ARABIA

## ORIGINALS & AUDIO

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

The campaign featured collaborations with regional influencers and included

- End-to-end execution
- Creative ideation
- Pre, during, & post production planning
- Scriptwriting
- Storyboarding

**2.5M**

VIEWS

**80K**

TOTAL ENGAGEMENT

**SHEIN**



# LAVAZZA

## SOCIAL CONTENT

Lavazza has been a valued retainer client for **over five years**, trusting us to lead their **social media presence**.

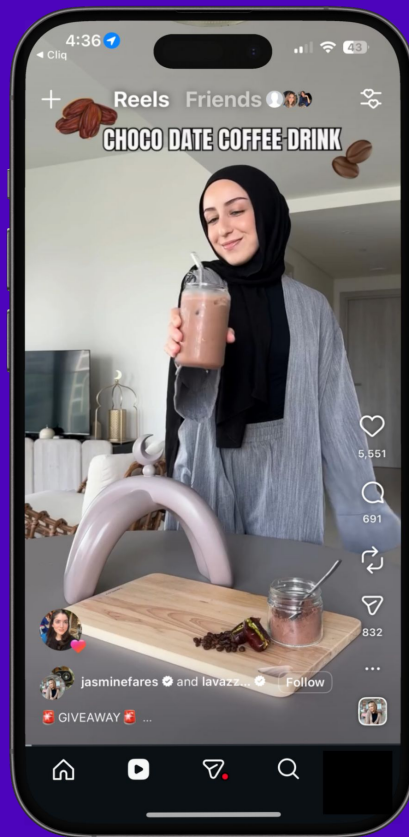
Our long-standing partnership has been built on **creativity and innovation, consistently** bringing Lavazza's brand story to life through engaging digital experiences and authentic storytelling.

Scope includes:

- Social media management
- Content localization
- Influencer marketing campaigns

# LAVAZZA

TORINO, ITALIA, 1895





# UNTOLD

## SOCIAL CONTENT

We partnered with UNTOLD to **create community-first storytelling** around the festival's journey to Dubai, delivered through **real-time, fan-focused festival updates**.

The content brought audiences closer to the experience on the ground, highlighting key moments, atmosphere, and energy while keeping the community engaged throughout the festival.

- Creative ideation
- Developed a new visual style
- Content creation
- Copywriting



# THANK YOU!

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