7G MEDIA CONSULTANCIES

Growing brands through innovation



Citadel Tower 404, Business Bay, Dubai
Direct: +971 4 4495427
Email: info@7gmedia.com
www.7gmedia.com

Amani Abuseedo
Director

Mobile: +971 50 635 7749

7G Media Consultancies

Dubai’s leading digital marketing agency

Our success is built on creative thinking inspired by cultural insights.

7G Media is Dubai’s most trusted creative digital agency, with a strong reputation for multi-pronged marketing strategies, backed by regional understanding and a total commitment to excellence. We deliver hard-working, targeted solutions on multiple platforms, from branded content, digital marketing solutions to advertising collateral.

Driving Value for Brands Since 2007

With over 10 years of experience, serving 20+ industries and 700+ satisfied clients, 7G Media has built a strong reputation in the UAE and across the GCC for its expertise and the quality of its work.

Since 2007, 7G Media has been successfully delivering performance-based solutions to clients from diverse industries. With our professional team of experienced creative media experts, we have worked with government entities and leading local and international companies, earning the trust of prestigious clients in both government and private sectors such as the Ministry of Finance, Ministry of Economy, Ministry of Health and Prevention, Mohammed Bin Rashid Space Centre, Sharjah Private Educational Authority, E-dirham, ADCB, Emirates NBD and Emaar.

Delivering quality is our forte. Every project is conducted with heart, passion, and empathy, ensuring excellence at every stage. We create customised strategies based on the targets our clients want to achieve and ensure measurable results, whether it’s a responsive website that meets search engine standards, digital marketing solutions, an animated video, an event that needs a strong concept and flawless execution, a Google Ads campaign, a corporate magazine or an annual business report. Built on experience, rooted in culture, and guided by excellence, 7G Media continues to bring rich ideas to life and drive value through innovation, strategy and creativity.

Marketing Services

Our expertise extends across a multitude of media disciplines and covers the following solutions

Our offering

01. Social Media
02. Web Development
03. Video Production
04. Digital Marketing
05. Publishing
06. Interactive Media
07. Design Services
08. Content Writing
09. Translation
10. Marketing Consultation



MOF Financial Awareness Campaign

Social Media Campaign

For its financial awareness campaign, the Ministry of Finance wanted to promote financial literacy among the youth, thus, targeting students and young professionals. To connect with the younger audiences, 7G Media created a social media campaign that resonated a fresh, trendy and modern feel with information-rich content to boost engagement. To present complex ideas into clear, simple, and comprehensible concepts, we presented interesting financial topics through attractive illustrations, GIFs and videos that used storytelling and animation, bringing different characters into life, which the young generation can relate with.

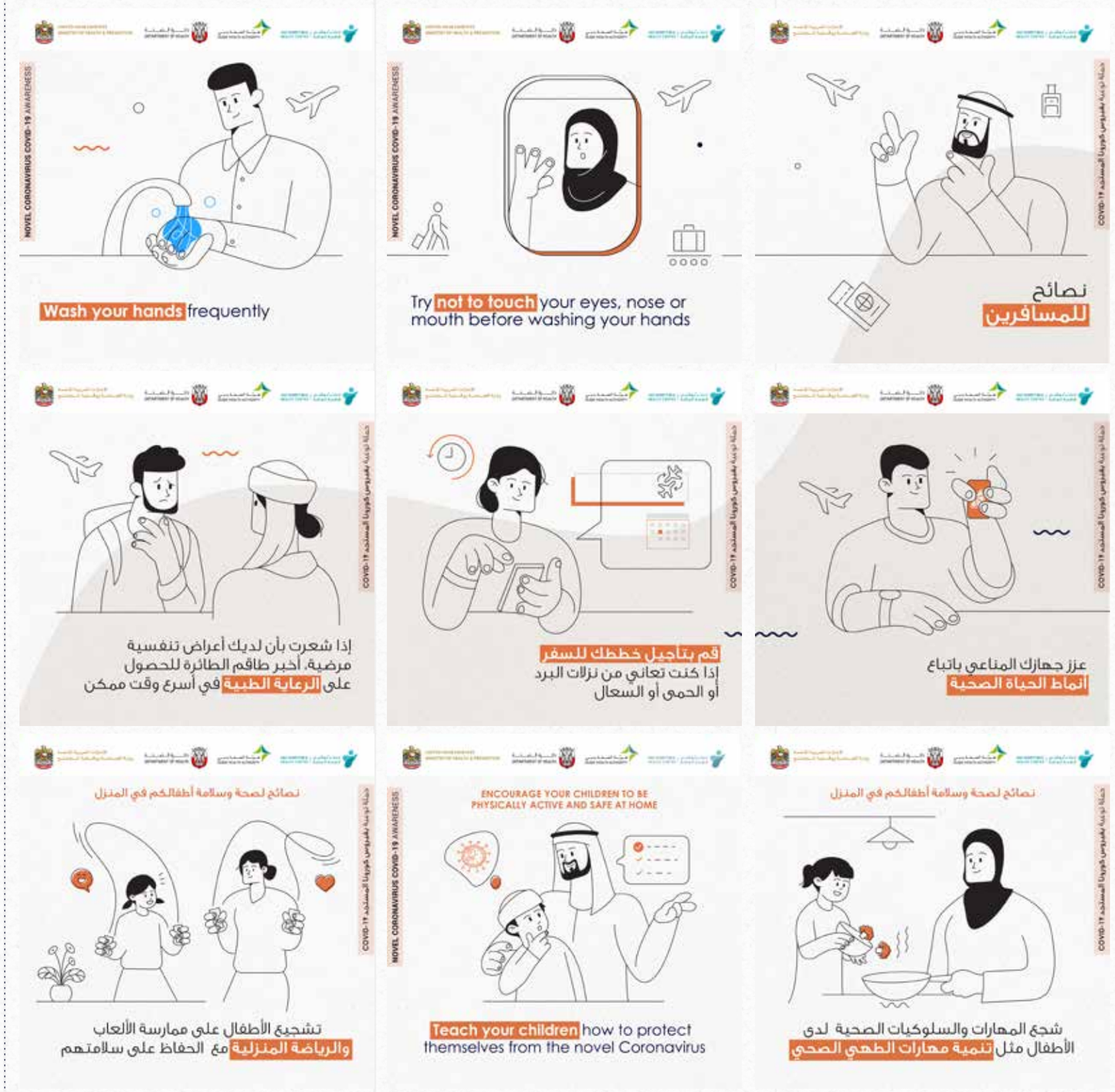
01. Social Media



eDirham
Social Media Management

7G Media developed a social media campaign for the new generation eDirham, with the major goals of fostering awareness and promoting the UAE's national payment system. We created informative posts about eDirham's astounding history of innovations and evolution, useful content on eDirham cards, and exciting teasers in English and Arabic using a standout theme with creative graphics, clean layout and striking colour schemes. The campaign was a great success achieving maximum reach and engagement.

01. Social Media



MOHAP COVID-19 Campaign

Social Media Campaign

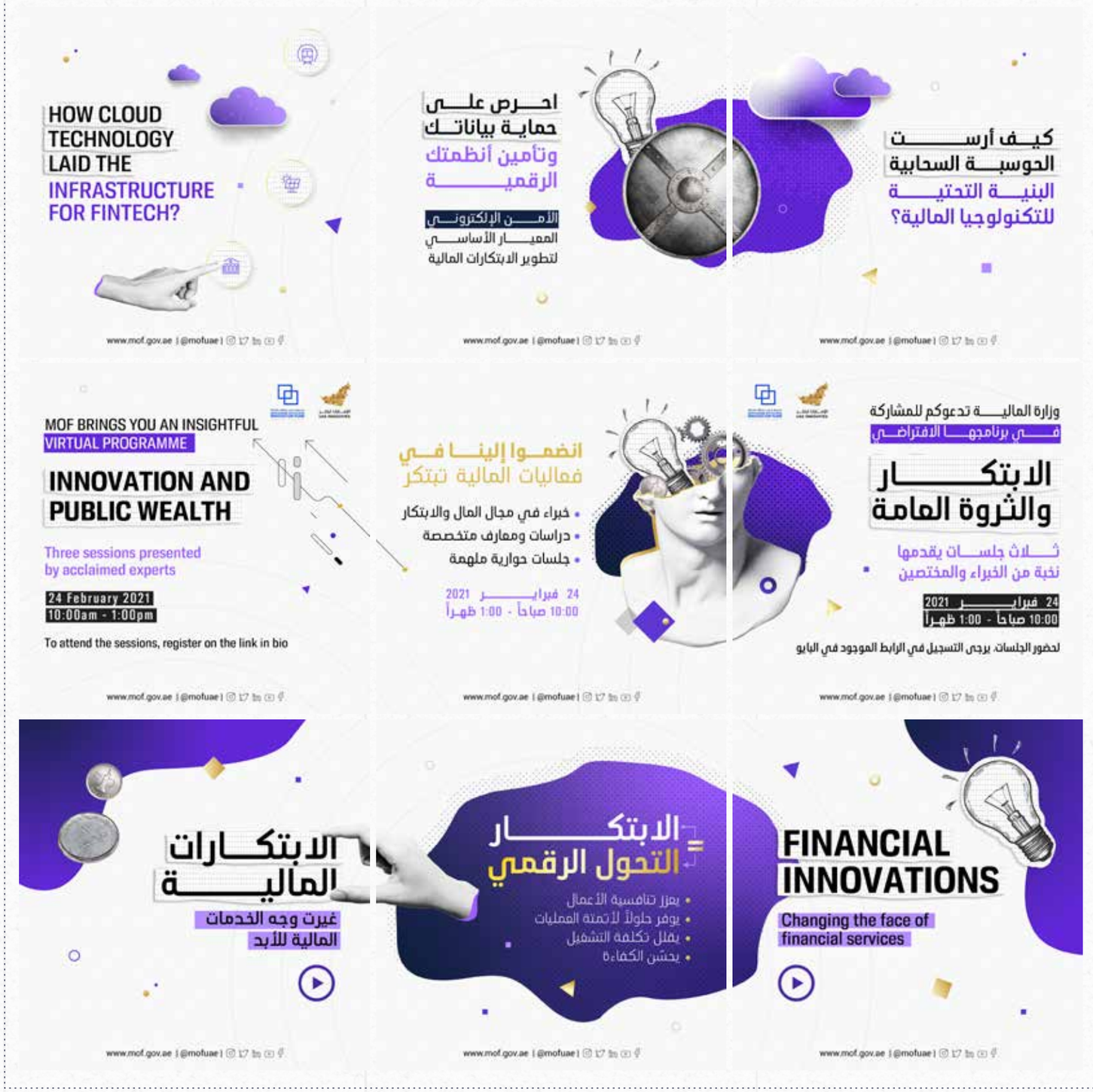
As a part of the COVID-19 awareness campaign of the Ministry of Health and Prevention, 7G Media devised a solid social media strategy that was carefully aligned to the client's objectives. To raise awareness and effectively prevent COVID-19, the campaign highlighted informative posts with short and concise texts and clear calls-to-action in English and Arabic. Using a unique theme, we made use of creative visuals with artistic illustrations and characters that the target audience can identify with and created a strong impact.

01. Social Media



MOF Gitex 2021
Social Media Campaign

For MOF's participation in GITEX 2021, 7G Media delivered a social media campaign to encourage its target audience to explore the Ministry's smart and innovative electronic projects and initiatives and get familiarised with the latest on FinTech, artificial intelligence, blockchain technology and the Internet of Things. We used clear and catchy calls-to-action, compelling headlines and informative content in English and Arabic, fused with an artistically cohesive look, a modern feel and appealing colours that surely caught the attention of its social media community.



01. Social Media

MOF Innovation Campaign

Social Media Campaign

For MOF's participation in GITEX 2021, 7G Media delivered a social media campaign to encourage its target audience to explore the Ministry's smart and innovative electronic projects and initiatives and get familiarised with the latest on FinTech, artificial intelligence, blockchain technology and the Internet of Things. We used clear and catchy calls-to-action, compelling headlines and informative content in English and Arabic, fused with an artistically cohesive look, a modern feel and appealing colours that surely caught the attention of its social media community.

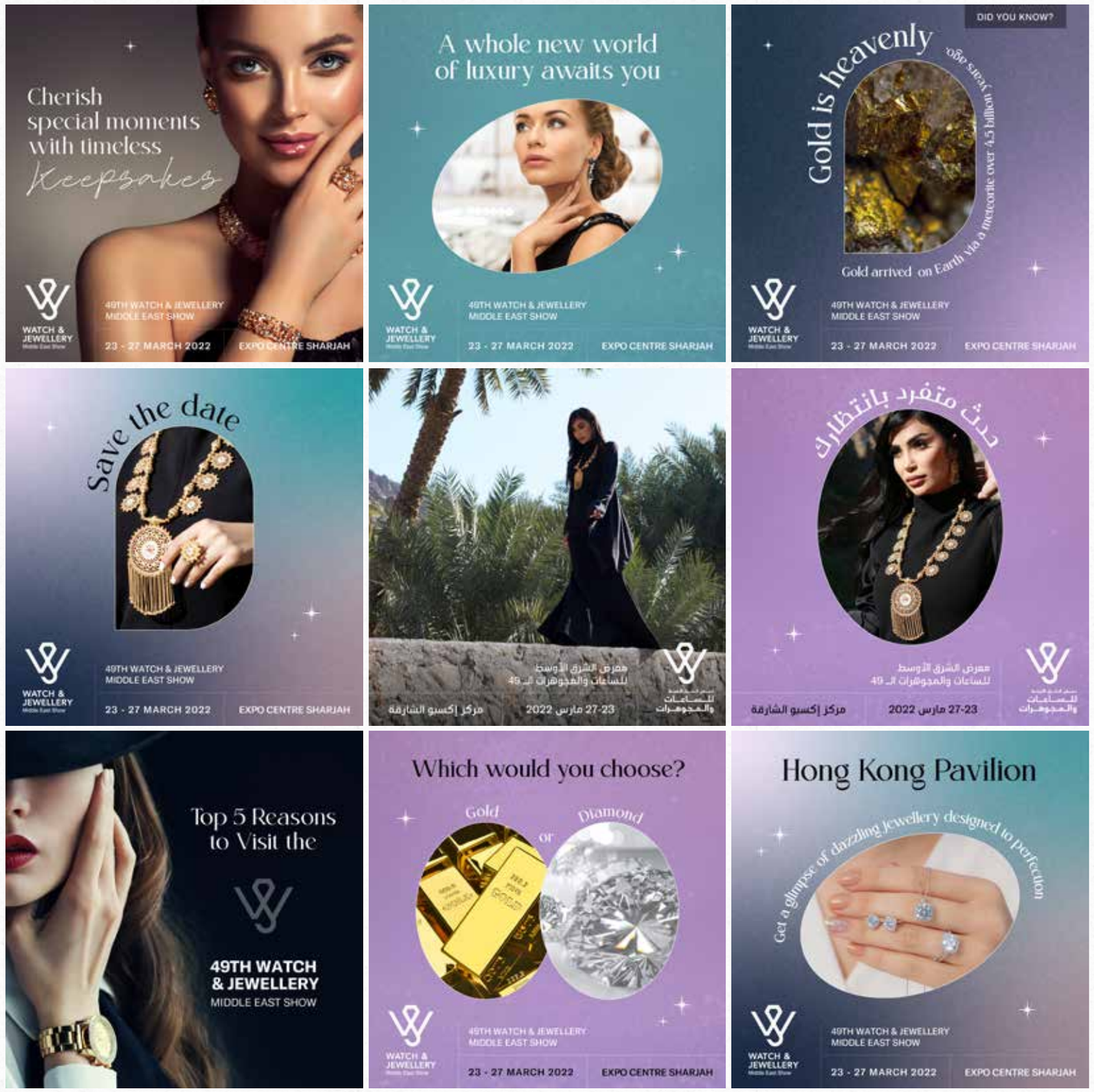


01. Social Media

MBRSC UAE Astronaut Programme

Social Media Campaign

7G Media put together a comprehensive social media campaign strategy to create awareness and motivate Emiratis to apply for MBRSC's UAE Astronaut Programme. We created inspirational stories, informative posts, animated videos, GIFs and live videos shared from the International Space Station. For informative posts about the selection criterion and eligibility for the programme, we used a combination of creative and space footage to grab attention on Facebook, Twitter, Instagram and YouTube. More than 3000 applications were received in just its first month of announcement.

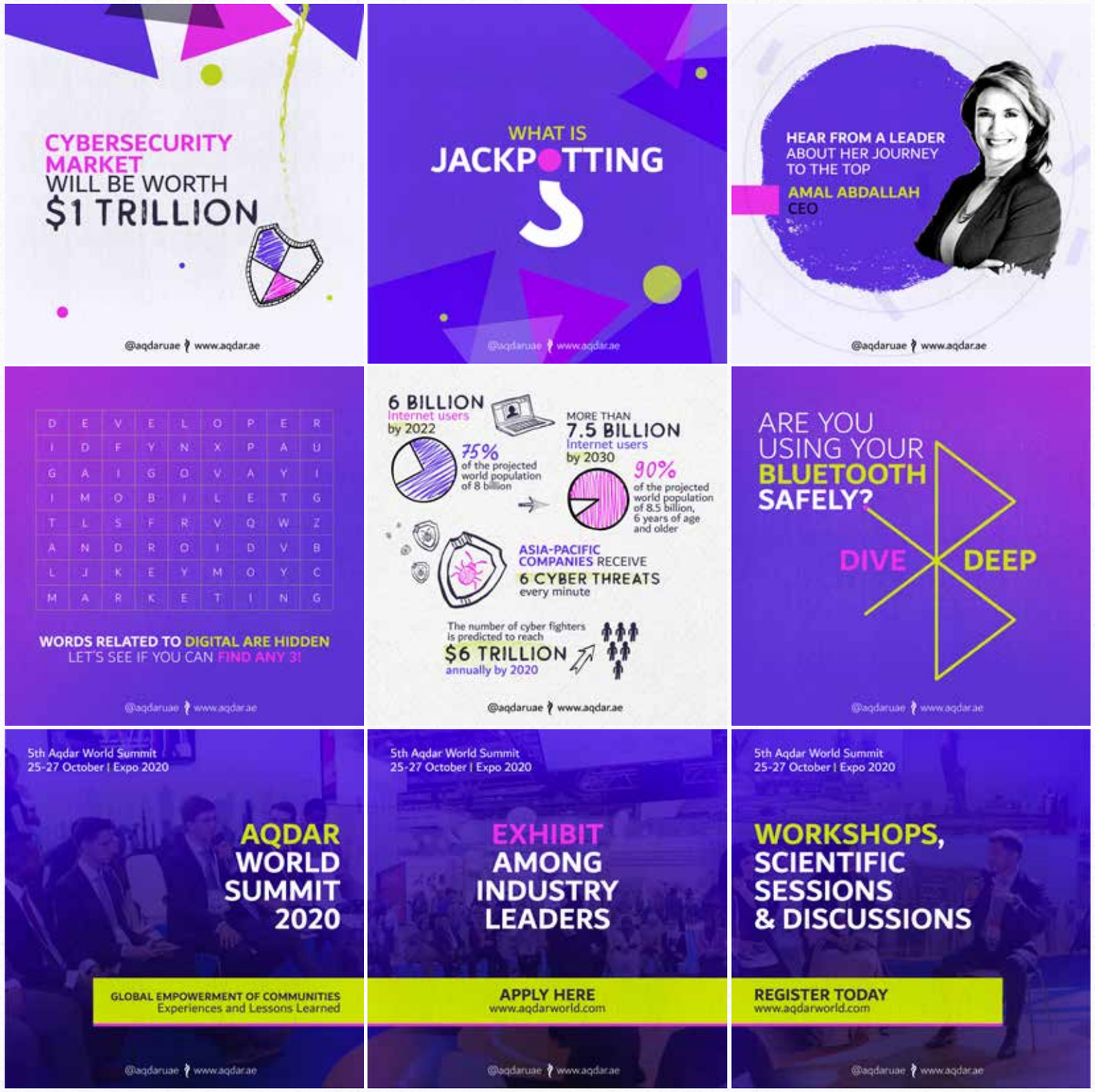


01. Social Media

Watch & Jewellery Show

Social Media Campaign

The 7G Media team devised a powerful social media content strategy to promote the Watch & Jewellery Show and drive registrations. From concepts and content to creative designs, every aspect of our work laid a good foundation for a comprehensive social media marketing campaign. We included promotional posts as well as content that added value to its audience such as informative posts and interactive games and giveaways to increase engagement. Facebook, Twitter, Instagram and LinkedIn were used to target both jewellery brands and the target audience.



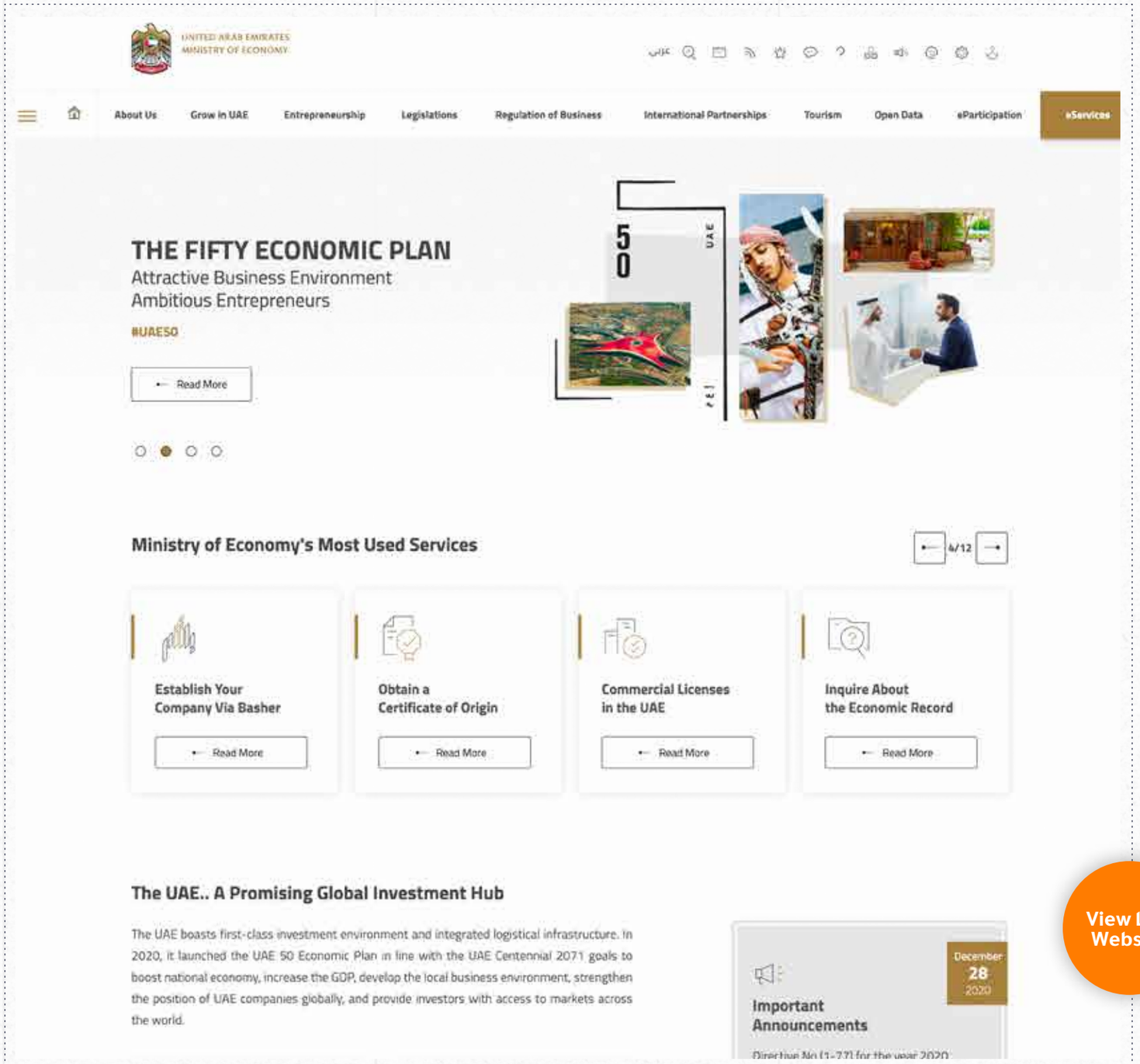
01. Social Media

Aqdar

Social Media Posts

Aqdar or the Khalifa Empowerment Program, an international preventive awareness programme in the UAE that hosts the Aqdar World Summit and the Aqdar e-learning platform. As a part of our social media strategy, we proposed a new theme that are aligned to the organisation's vision and developed a wide array of content that will help maximise its reach and engagement, to eventually increase its number of followers. We included informative and engaging posts such as infographics, brain teaser, statistics and event announcement that were crafted by 7G Media's creative pool of copywriters & designers to give a fresh and modern look to their feed.

02. Web Development

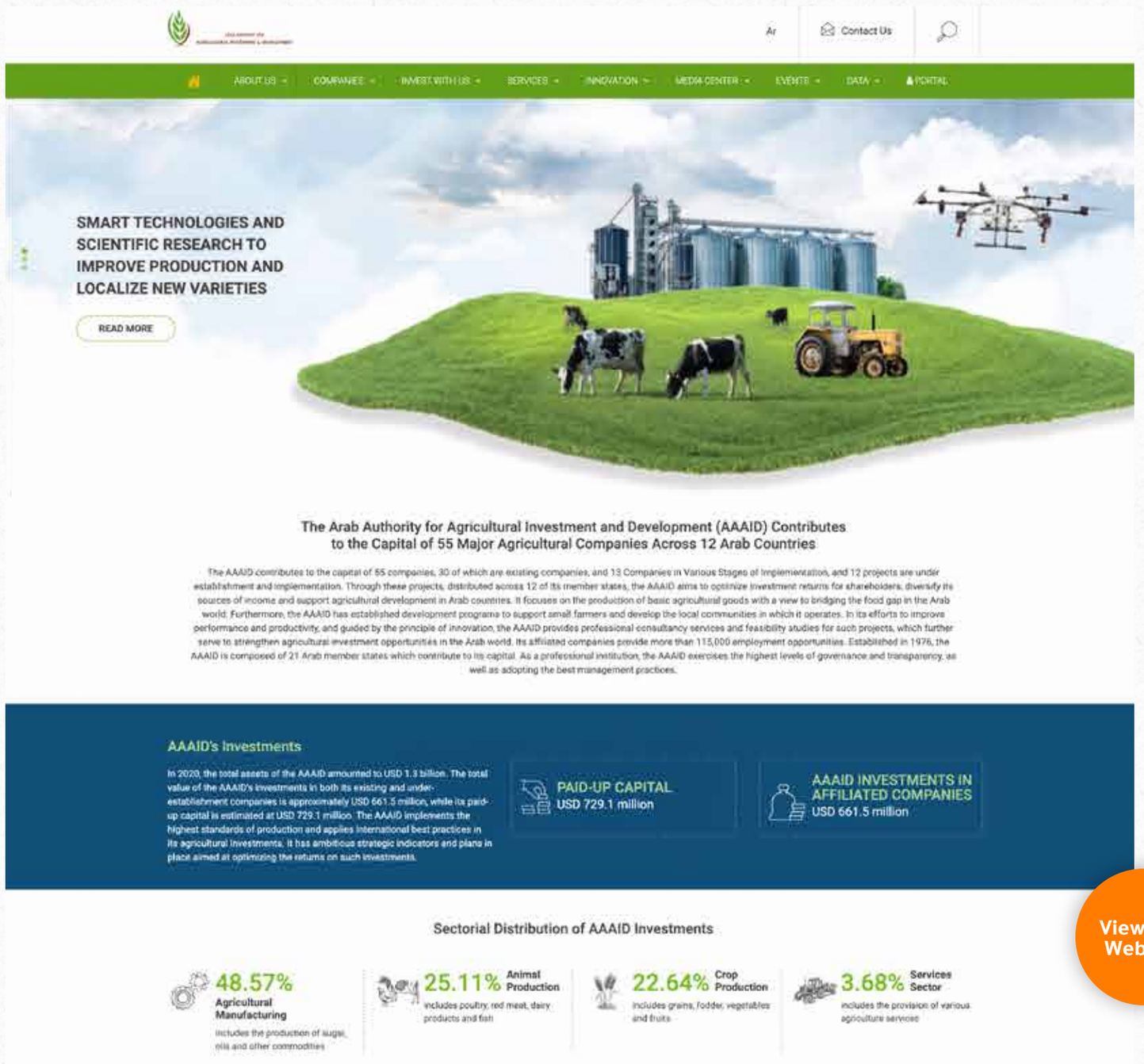


Ministry of Economy
Website Development

7G Media provided a fresh and contemporary look to MOE's website that reflects the Ministry's distinction as an innovative government entity. We developed a highly creative website with a well-structured and responsive website design that's accessible in all devices for a one-of-a-kind user experience. In-depth research was conducted to add rich and engaging content in English and Arabic to further position the UAE as a global destination for investors, businesses and tourists.

View Live Website

02. Web Development



Arab Authority for Agricultural Investment & Development

Website Development

A professional website was developed by 7G Media to reflect AAAID's reputation as a leading financial entity in the field of agricultural investment. We provided an engaging online presence by creating a responsive website design, accessible across various devices with a user-friendly navigation as well as a flawless and easy to understand content in English and Arabic to convey key messages effectively.

View Live Website

02. Web Development

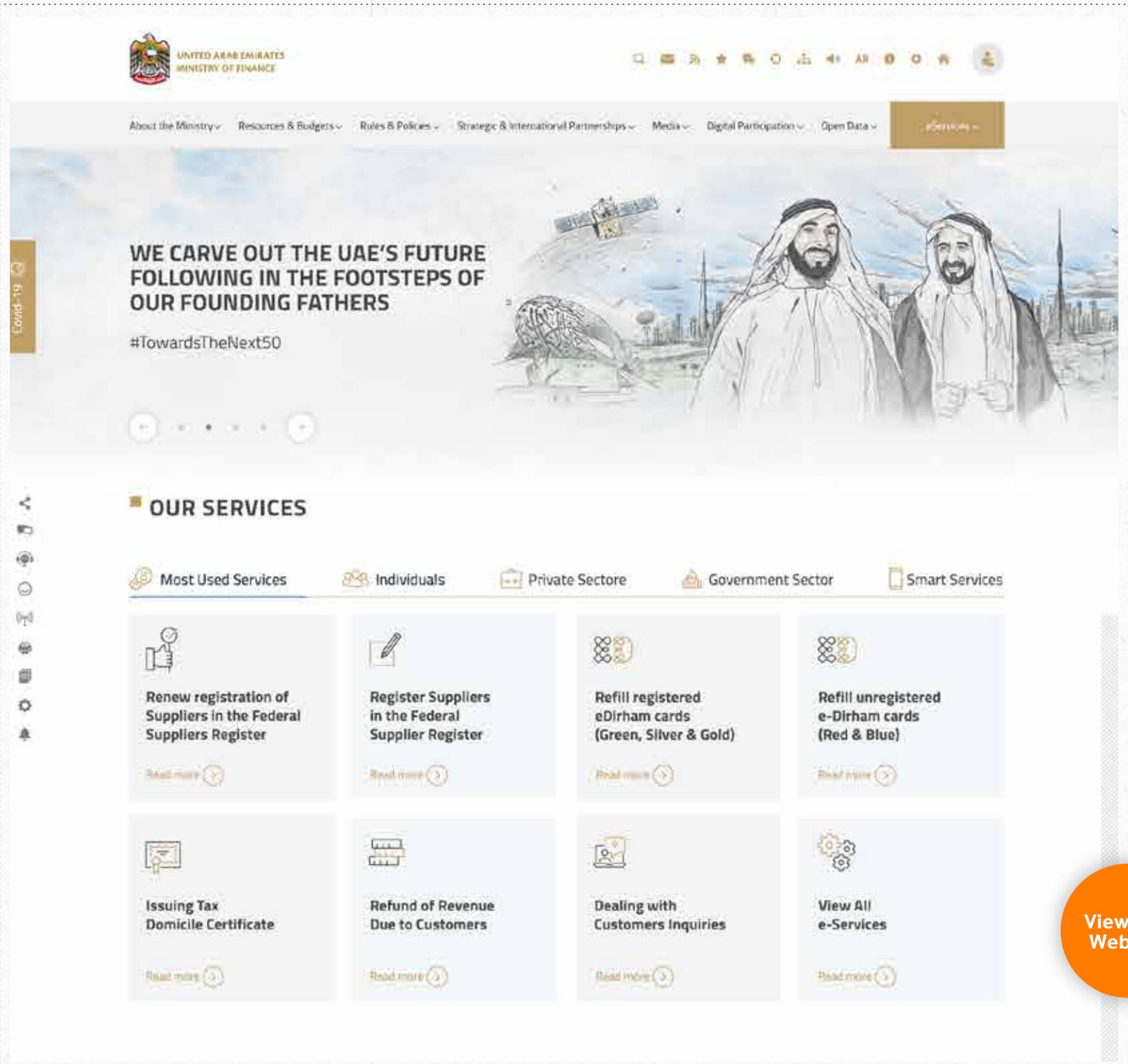


MBRSC - KhalifaSat

Website Development

We designed and developed the KhalifaSat website of the Mohammed bin Rashid Space Centre, as a platform to present information on the first ever satellite to be built in the UAE by a team of Emiratis. Presented in both Arabic and English, this high-end website development project carried the core messages of its mission complemented by an interactive design and layout.

02. Web Development



View Live Website

UAE Ministry of Finance

Website Development

7G Media was tasked to do a complete rebranding and redesigning of MOF's website. To make it more engaging and aligned to the standards of Telecommunication Regulatory Authority (TRA), we reimagined the entire user-interface and simplified the user journey across the website providing clear and detailed content with a blend of creative web design that enhanced its overall look and feel.

03. Video Animation



Emirati Women's Day
Animated Video

In celebration of Emirati Women's Day, our creative talents used cutout animation to develop a heart-warming and visually captivating story. 7G's professional video production highlights our experience and expertise to provide effective animated video services. Our content writers crafted a simple, uplifting script before handing over to 7G's animation wizards to illustrate and bring the storyboard to life using character animation and motion graphics.

03. Video Animation



7G Media
Animated Video

What better way to highlight our animation expertise but to showcase it through our portfolio video? Providing animated video services that appeal to the eye and convince the viewers' minds - this is how we are making animated videos a great selling tool for small business and enterprises. This animated video showcases a memorable character, rich story board and amazing effects created by our expert animators and copywriters.

03. Video Animation

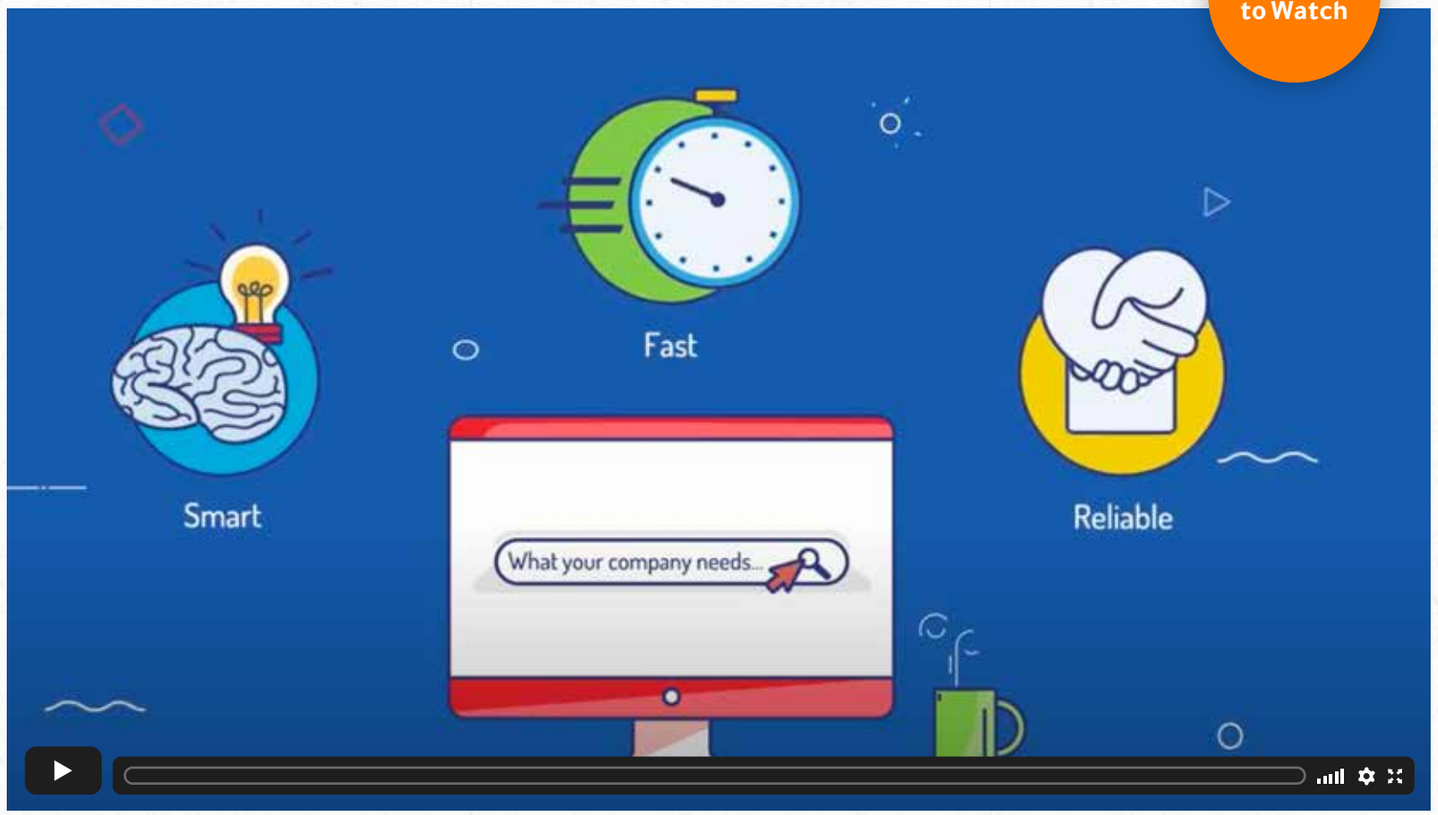


Ministry of Health and Prevention (MOHAP)

Animated Video

After a detailed brainstorming with our creative pool of animators and copywriters, 7G Media developed a unique explainer video for MOHAP about the complete procedures of registering a private medical facility. We used a well-written informative script to clearly articulate the message and make complex information easier to grasp. To add a warm and friendly approach to the video, we created characters that the target audience can identify with. MOHAP's explainer video offered an extraordinary & enjoyable experience to its viewers with easy-to-understand language, clear call-to-action and smartly crafted visuals.

03. Video Animation



IDox Video
Explainer Video

We created an animated explainer video for iDOX Document Management System, a product powered by iLead Integrated Solutions. We highlighted the product's cutting edge features and integrated solutions using exciting illustrations and a winning script done from scratch by the in-house creative team at 7G Media. With our high-quality animated explainer video services, the client's unique selling proposition is presented in a fun and engaging approach, creating a positive impact on its target audience.

03. Video Animation



Managing Financial Resources - MoF

Explainer Video

7G Media developed an animated explainer video for MOF on managing financial resources during COVID-19 as they aim to support businesses and help them thrive during and post pandemic. As it also talked about the importance of digitisation and making the most of technology, we conceptualized a modern and innovative approach for the video, utilising a high-tech animation vibe and sound effects to make it more engaging for its target audience.

03. Video Animation



Ministry of Finance Open Data video

Explainer Video

We produced an explainer video on Open Data for the MOF which is displayed on the Open Data landing page of its website. The video talks about the advantages of open data such as promoting transparency, stimulating innovation and supporting research and studies. To ensure the best engagement, we created a high-quality modern-style explainer video specifically designed to capture the target audience's attention using a concise and on point copy that is easy to understand, blended with striking animations and a great soundtrack.

03. Video Animation



MOF Innovates 2022
Promotional Video

7G Media created an engaging video animation for the Ministry of Finance as a teaser for the event, 'MOF Innovates 2022 - Journey into the Future of Finance' at Infinity des Lumieres. The animated video included relevant infographics about the global economic and financial outlook presented in a creative manner with appealing music and visual designs as well as concise and impactful messages to promote the event.

03. Video Animation



MOF Innovation Video

Social Media Video

The engaging social media video we made for the MOF on financial innovations demonstrated the superior skills of our in-house creative team when it comes to video editing, animation, and copywriting. With the goal to encourage businesses to embrace digital transformation, we used eye-catching and modern illustrations, and a winning copy in Arabic & English to grab the target audience's attention. We also chose a futuristic theme with visually appealing color schemes and a fitting soundtrack to deliver the message in an impactful way.

03. Video Animation



MOF Tolerance Video

Social Media Video

The MOF's social media video for the Year of Tolerance was an out-of-the-box concept originated from the creative minds of our expert team. To uniquely showcase the celebration of cultural diversity & the values of tolerance, co-existence and respect, we created a visually captivating animation, adding a human touch with a rich story board and amazing effects, grabbing the viewers' attention within the first few seconds and keeping them engaged until the very last frame. The result was an impressive short video with increased reach, engagement, and views.

03. Video Production



MOF Innovates 2022
Event Coverage Video

As part of our comprehensive coverage of the 'MOF Innovates 2022' event, we conducted impactful interviews of the event speakers to shed light on the future of finance. To provide value to its target audience, we featured the insights of the fintech experts about the growth of the cryptocurrency and blockchain ecosystem in the UAE and the opportunities that the country provides for businesses.

03. Video Production

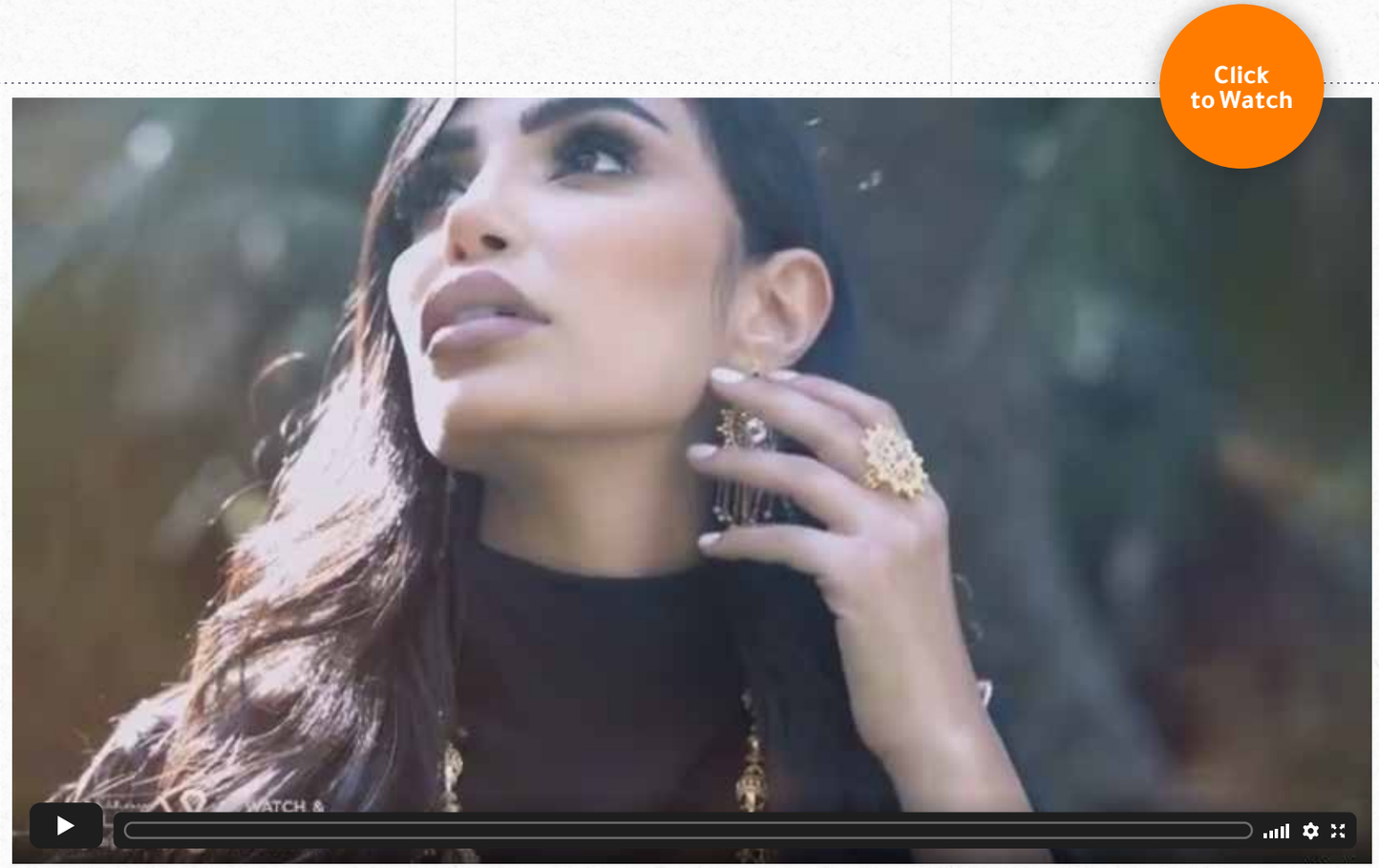


SPEA Video

Event Coverage Video

We covered SPEA's participation at the Sharjah International Book Fair, the world's largest book fair. Our professional videography services, complemented by our excellent filming techniques, enabled us to showcase the highlights of the event, including interviews of private school students in Sharjah who talked about their personal experiences as they joined the interactive activities hosted by SPEA.

03. TV Commercial

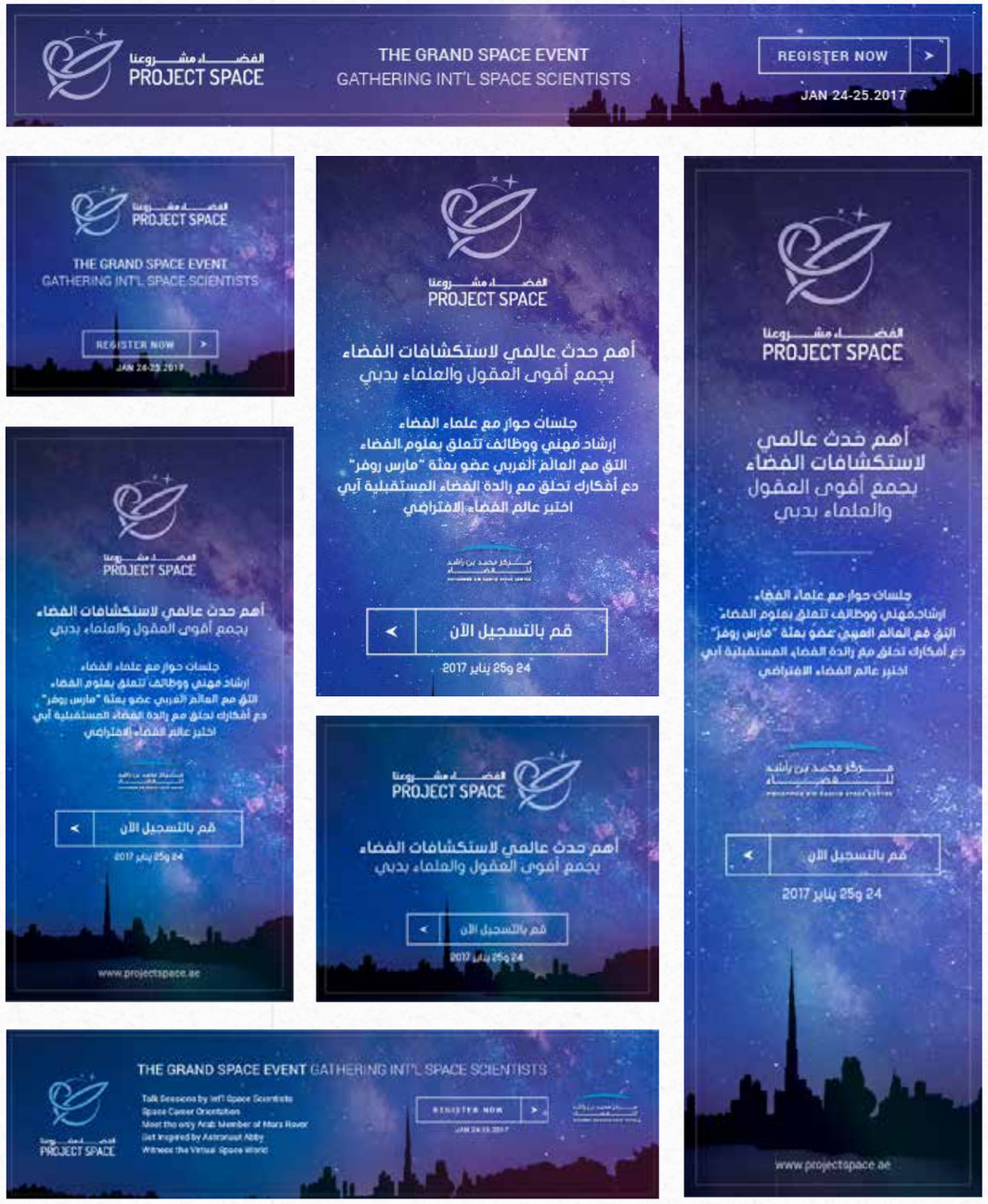


Watch & Jewellery Middle East Show

TV Commercial Production

We provided a unique approach to promote the latest edition of the Watch & Jewellery Middle East Show by filming a TV commercial that strongly appealed to the women in the Middle East. The creative team used its expertise in all phases of TVC production, from script development, storyboarding, and choosing the right location, model, and props, to the actual shooting and video editing to ensure that everything was seamlessly executed and effectively brought into life.

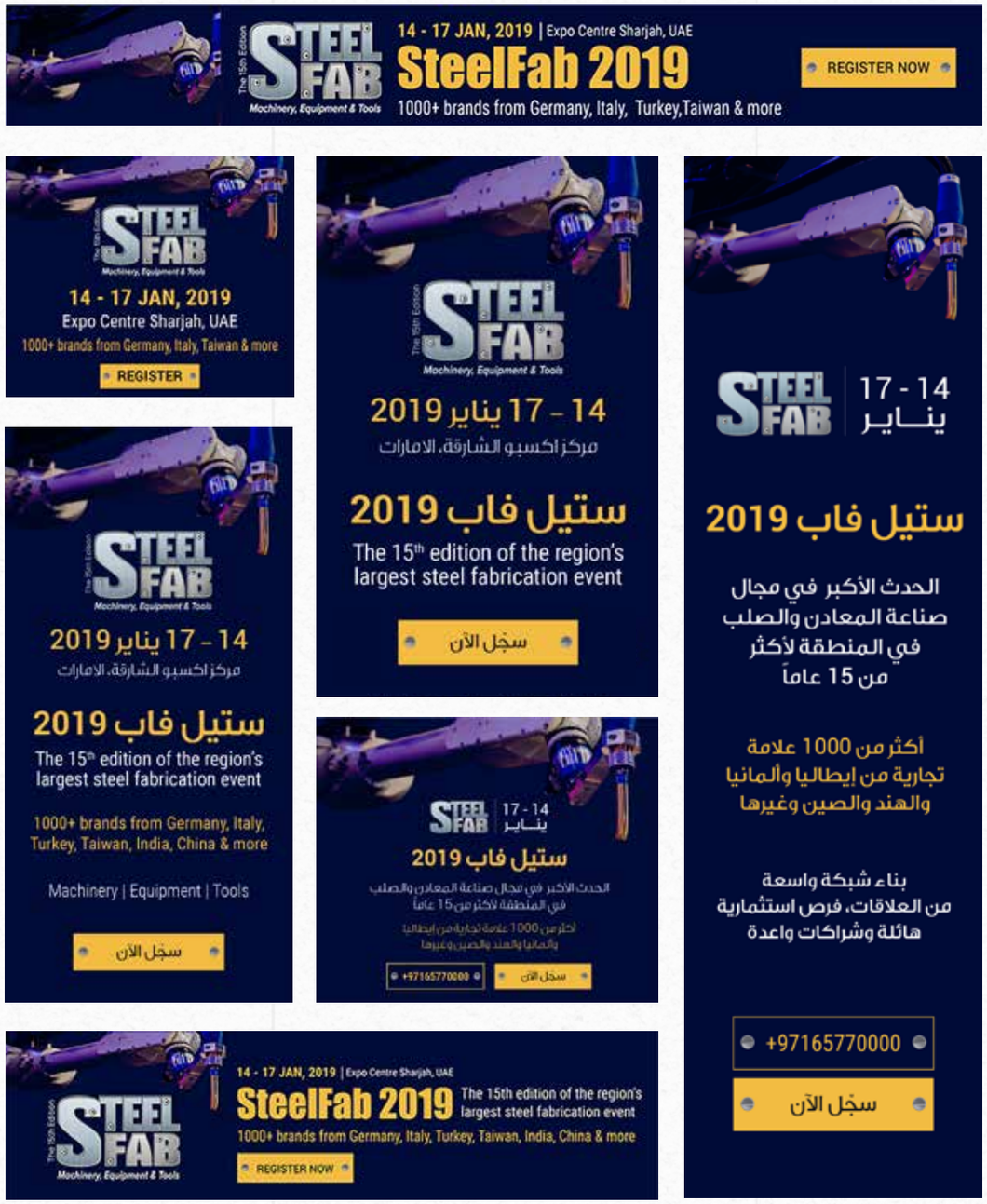
04. Digital Marketing



Project Space
Digital Marketing

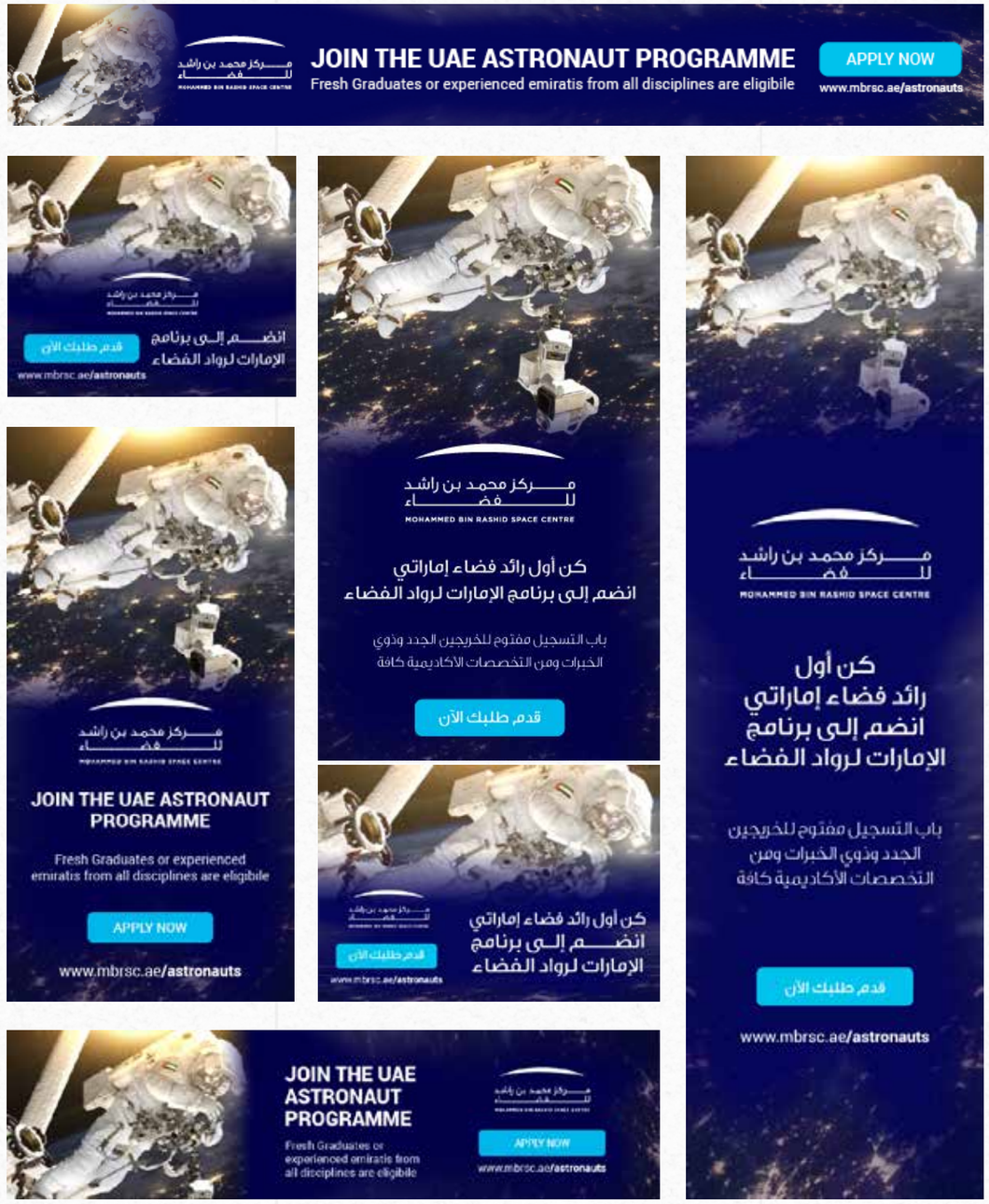
Project Space, one of the most prestigious space forums in the Arab region hosted by the Mohammed bin Rashid Space Centre, teamed up with 7G Media to significantly increase its digital presence and footfall. We developed a comprehensive digital marketing strategy, including search engine optimisation and an advertising campaign with highly targeted Google ads, which generated a buzz and drove traffic to the event's registration page. The campaign resulted to a multitude of online registrations and thousands of visitors, including government officials and students from across the UAE.

04. Digital Marketing



SteelFab
Digital Marketing

SteelFab, an annual B2B event, required an uplift in terms of its brand presence and digital marketing. Our Google campaigns targeted the UAE, GCC & African regions. Campaigns across various social media channels, along with Google search and display ads, were divided strategically to ensure that the most appropriate platforms were used for the relevant audiences. We also created a landing page with a persuasive structure and content, using the keywords most relevant to the steel fabrication industry. Both the display and search campaigns succeeded in encouraging traffic and achieved good CTRs.



MBRSC UAE Astronaut Programme

Digital Marketing

When the UAE started developing its first-ever manned space mission, the UAE Astronaut Programme, 7G Media was chosen to work on its digital marketing campaign to create awareness and motivate people to apply to join the Emirati Astronaut Programme. A comprehensive paid advertising campaign was run on Google Ads to generate awareness in target audiences in Arab countries, the US and the UK, and reach out to Emiratis to motivate their applications. The campaign managed to bring in over 3,000 applications in its first month of announcement.



Watch & Jewellery Show

Digital Marketing

7G Media was tasked to use digital marketing to promote the Watch and Jewellery Show, reach out to its target audience and create a strong brand image. We handled every aspect of digital marketing for the event, from ad copy to campaign planning and execution, all with efficient budget optimisation and effective results, leading to a significant increase in its visitor count. Display and search campaigns were run on Google Ads, bringing relevant traffic to its landing page and creating a strong brand image for the event.

05. Interactive Media



Dubai Police Touchscreen App

Interactive Touchscreen Services

7G Media transformed complex information about the cutting-edge technology utilized by Dubai Police and its forecasting for future security challenges into visually exciting infographics and animated explainer videos through a high-end digitally interactive touchscreen with user-friendly screen designs and optimized navigation to ensure total customer engagement on all platforms.

05. Interactive Media



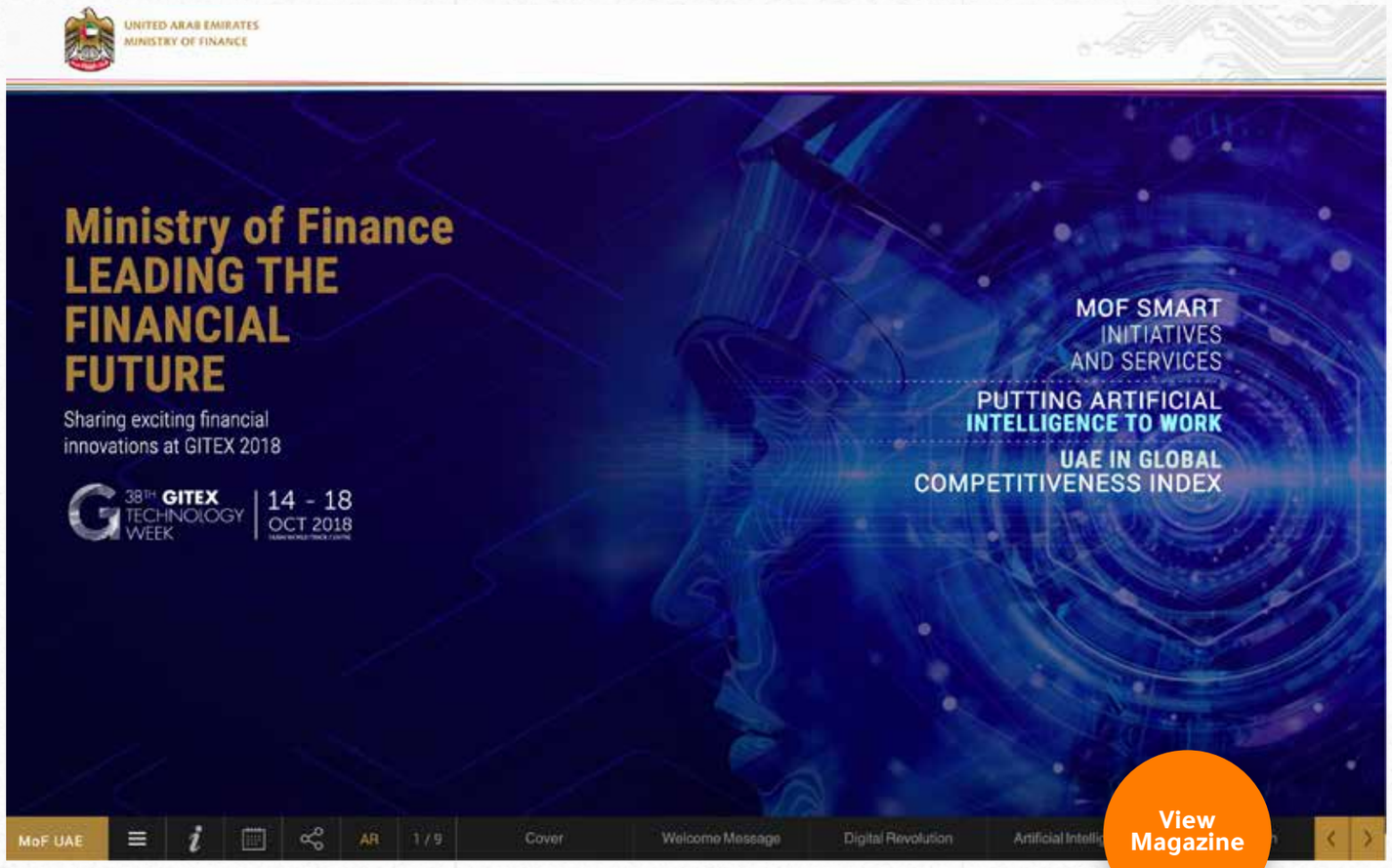
View Magazine

Esharat Digital Magazine

Digital Publishing

7G Media's creative team created a fully responsive digital magazine for Dubai Electronic Security Center that provided an amazing user experience for its audience with its immersive digital content about DESC's cybersecurity initiatives, extensively researched cyber safety articles, and local & international news complemented with captivating animated videos, images, and illustrations.

05. Interactive Media



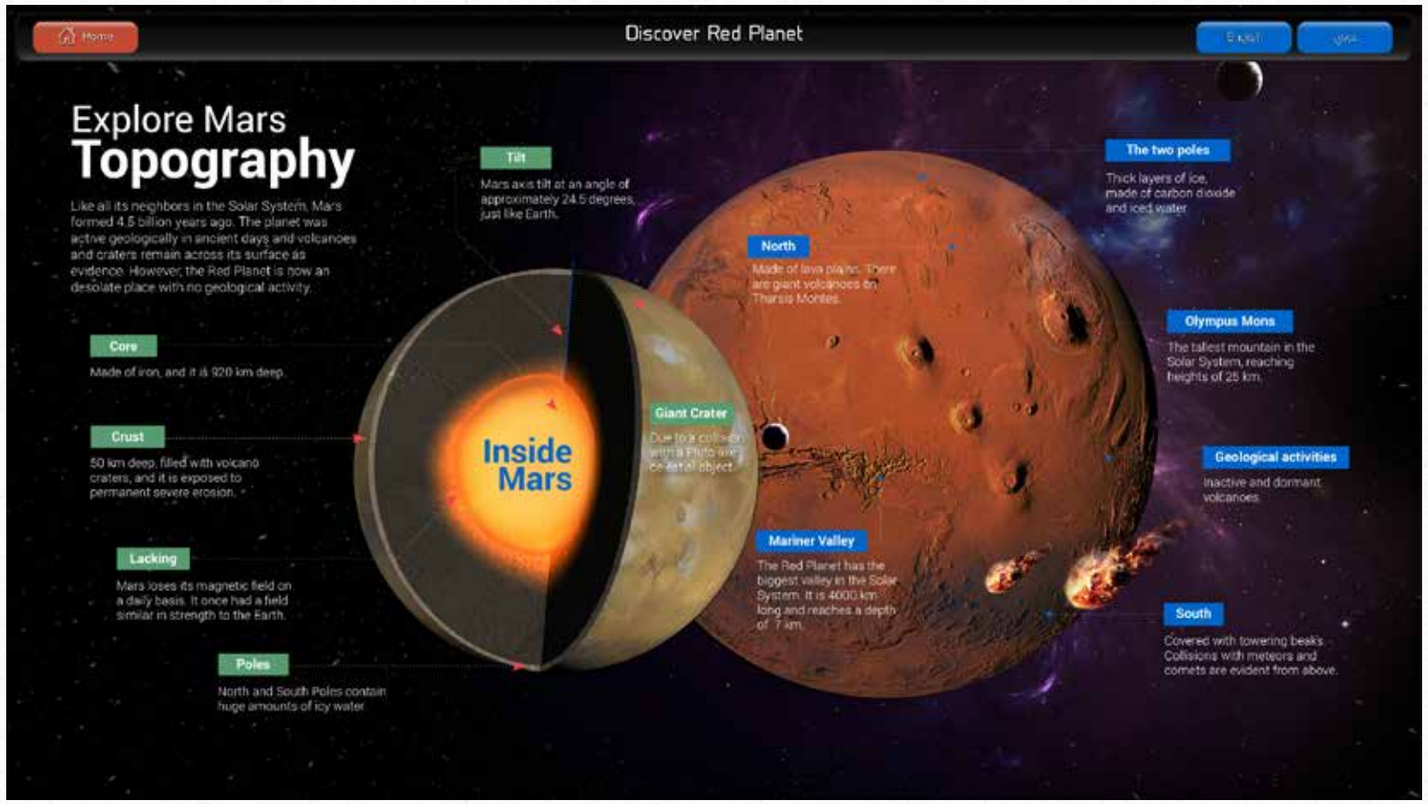
View Magazine

GITEX Digital Magazine

Digital Publishing

To enhance MoF's participation at GITEX, 7G Media created an innovative digital magazine with a fully responsive design, made accessible on numerous mobile platforms and combined in-depth technological articles and exciting videos & infographics. 7G also added a vibrant social media campaign and click-through emailer enabling MoF to reach over 200,000 direct addresses.

05. Interactive Media

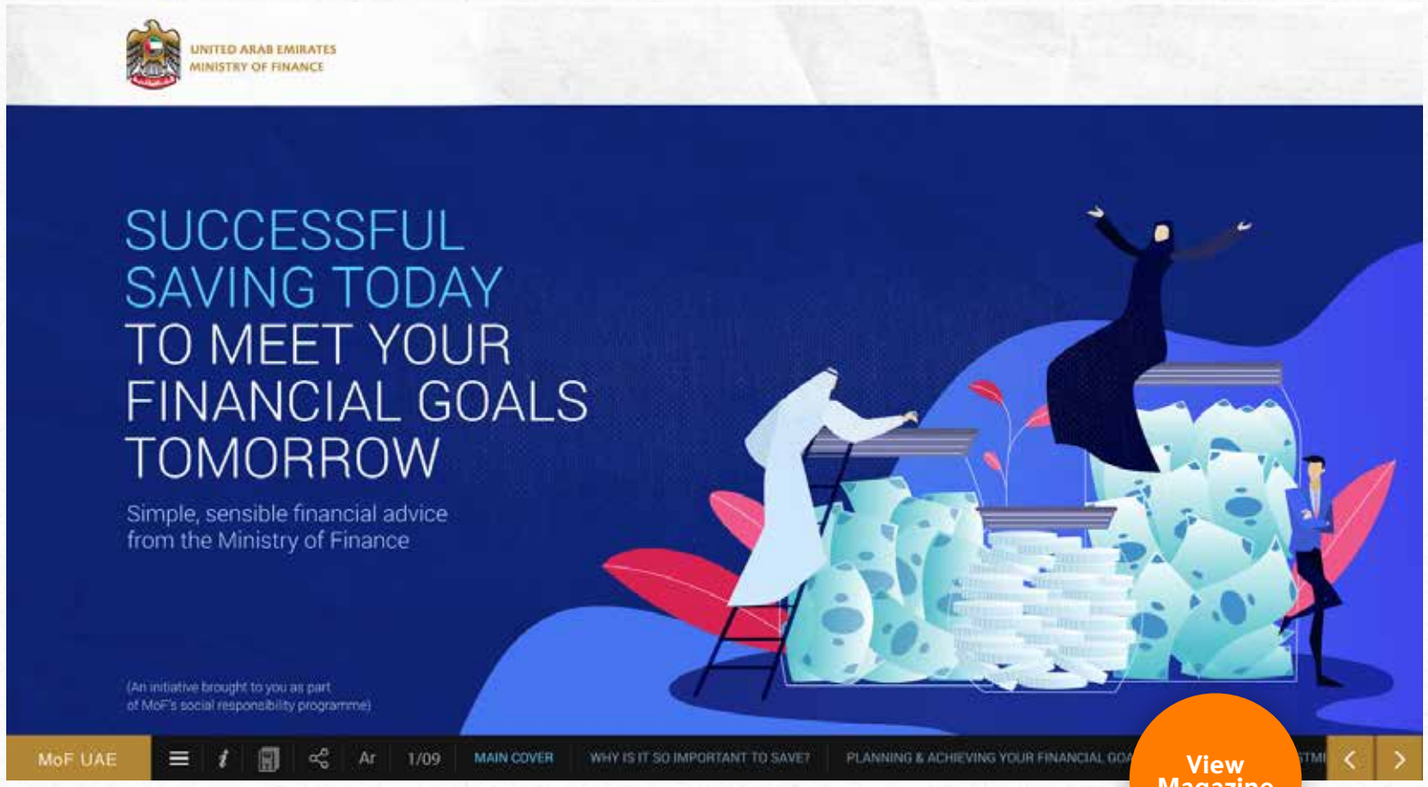


Project Space by MBRSC

Interactive Touchscreen Services

After conducting thorough research, 7G Media presented a host of in-depth scientific findings and information on Mars in Arabic and English using an interactive touch screen. The platform provided a one-of-a-kind experience for the attendees of MBRSC's Project Space event as they unlock the secrets of the Red Planet.

05. Interactive Media



View Magazine

MoF Savings Digital Magazine

Digital Publishing

7G Media's e-magazine publishing for the Ministry of Finance provided a highly engaging experience at its audience's fingertips. A modern digital magazine creatively designed with artistic illustrations and easy to navigate format, it featured professionally written content on financial management, budgeting and practical tips in English and Arabic, with a downloadable budget template that users can personalise.

06. Design Services



Abu Dhabi Commercial Bank
Annual Report

ADCB required an Arabic version of their annual report to be produced within 10 days from the auditors' issuance of the official figures to the board meeting presentation. 7G Media provided comprehensive annual report design services, implementing the correct typesetting and layout to present the report. Then, our senior proofreading and editing team took over to ensure 100% accuracy and perfection of the project.



Al Ferdous Olive Oil
Design Services

Our creative branding services entail developing a unique brand identity that will stand out and leave a lasting impression. We first conducted a thorough analysis of the competitors' branding designs and strategies and an in-depth study of the client's strengths and values. After a detailed evaluation, our creative team came up with a creative logo design and packaging that are not only creative and memorable but reflect the product's attributes and the client's goals.

06. Design Services



Dubai Foundation for Women & Children

Corporate Identity Design

7G Media developed a creative and meaningful brand identity for DFWAC that does not only meet aesthetic standards, but is also aligned with its noble mission. Our team conducted an in-depth study of the foundation and its services to deeply understand its culture and institutional values. We came up with a visual identity, including a creative logo design and a slogan, that incite serenity and harmony and create a strong impact on its target audience.

06. Design Services



Esharat - Dubai Electronic Security Center

Magazine Publishing

This project included research, content origination, translation, design, and publishing of DESC's corporate magazine, Esharat. Apart from its cybersecurity projects and initiatives, 7G Media added thoroughly researched and expertly written articles to generate interest, from the cost of cybercrime to AI developments. The pages were brought to life with a corporate magazine design using original illustrations and captivating designs. 7G also oversaw the final high-quality print work, ensuring an outstanding publication service.

06. Design Services





Family Development Foundation

Corporate Identity Design

We created a new brand identity to align the Family Development Foundation with the Family Centre and to create a synergy between the two entities. 7G Media's design team completed numerous studies before presenting three branding options to the client. The new brand featuring a creative logo design and the slogan "Choose Harmony", ignite a feeling of peace and calmness and reflect the foundation's mission to support and protect families, women, and children.

06. Design Services













Majarat
Magazine Publishing

7G Media formulated a new magazine brand, design and content dedicated to space science and technology to raise awareness of the UAE's space programme and the work of the Mohammed bin Rashid Space Centre. Majarat was created with a unique corporate magazine design and rich content in Arabic and English featuring interviews with the UAE's leading figures in the space sector and pioneering scientists worldwide, the latest space news and image galleries.

06. Design Services



Calendar - Mohammed bin Rashid Space Centre

Design Services

To commemorate its 10-year history, we featured the greatest accomplishments of the MBRSC in its 12-month calendar of 2016. To ensure first-class corporate branding services, we conceptualised and designed a table-standing calendar in Arabic and English, while research was conducted to highlight the milestones accomplished by the centre. it was packaged in a unique gift box with an inspirational message from His Highness Sheikh Mohammed bin Rashid Al Maktoum.



06. Design Services

Gift Package Mohammed bin Rashid Space Centre

Design Services

As a professional branding agency, we conceptualised an inspirational welcome package for MBRSC new employees that reflected the values of the space centre, containing a newly created employee orientation handbook originated in Arabic, a notepad, a pen and a USB presented in a beautifully designed box which we designed, and for which we devised an inspirational quote to inspire new starters.



06. Design Services

Red Planet - Mohammed bin Rashid Space Centre

Magazine Publishing

As a part of MBRSC's mission to inspire and engage the Arab youth, 7G Media created a unique, illustrated magazine about space and science for children between six and 14 years old across the UAE. We adopted the latest in design techniques and technology to craft an exciting magazine design with a rich content in Arabic and English, that includes inspirational recurring stories, interviews with astronauts and Emirati role models, and scientific infographics.

06. Design Services



Manual - Roads and Transport Authority

Publishing, Content Origination & Design

7G Media produced a manual for RTA that presents its overall profile in English and Arabic. The project covered information collection, research, photo shoots, design, layout and publishing services. We conducted interviews and in-depth research to gain a holistic view of RTA services. We originated the copy, designed and printed the RTA Manual, which is a complete profile of its transport agencies – public transport, traffic and roads, rail, and Dubai taxi.

07. Translation



Sarareed
Book Translation

Originated in Arabic and presented beautifully on behalf of the Tourism Development & Investment Company (TDIC) of Abu Dhabi, Sarareed is the first of its kind cook book that promotes traditional Emirati cuisine, values and hospitality. With the aim to pay homage to the Emirati heritage, our professional translation services include conducting an in-depth research on time-honoured recipes and making a special effort to preserve the Emirati dialect within the Arabic writing while highlighting the Emirati lifestyle, traditional terminology and its rich hospitality culture.

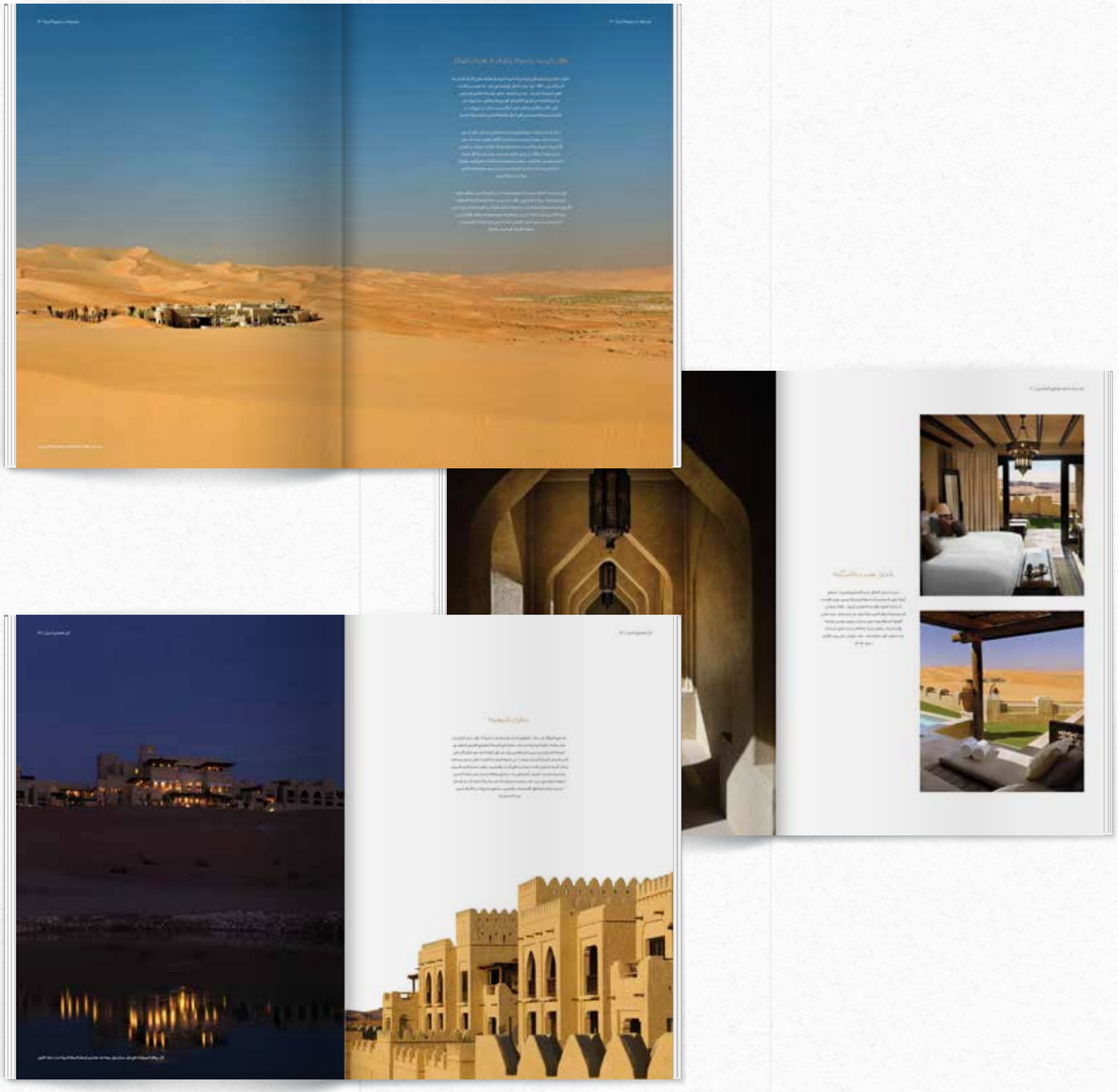


07. Translation

La Femme
Magazine Translation

La Femme is a high-end fashion magazine, which we brought to an Arab audience for the first time since its establishment. As a reputable translation agency in Dubai, we produced an accurate and culturally appropriate Arabic translation and added original content to effectively reach and satisfy its regional market. We featured Arab designers and interviewed Arab women to provide relevant topics that will catch the interest of its audience in the Arab region.

07. Translation



Qasr Al Saarab
Book Translation

As a professional translation agency in the UAE, we creatively translated this amazing coffee table book featuring Qasr Al Sarab from English to Arabic using an unconventional approach that caught the attention of its Arab audience. Our creative team stayed at the resort for two days to experience the concept, before embarking upon a ‘trans-creation’ project. Poetic yet informative Arabic text was used to invoke nostalgic sentiment and create an emotional link with the reader. The project was well-received by the Abu Dhabi Tourism Authority and the Anantara brand.

Thank you..