

Alfardan Properties Brand Video

Objective:

Create an awareness lifestyle video for Alfardan Properties that will be utilized as a tool that highlights its brand promise of offering “Distinctive Living” across its residential and commercial community

Channels:

Social media platforms / website / property screens / YouTube

Duration:

60 sec YouTube – Website

15 Second Cutdowns for social media

Vibe:

- Energetic, catchy, hyped, dynamic, engaging, bold
- Not monotone / not descriptive (no need to include supers on locations and amenities)
- <https://www.youtube.com/watch?v=oULP1f670r8> – reference
- <https://www.youtube.com/watch?v=95J5OS038aM> – reference
- <https://www.youtube.com/watch?v=Caja30PKFA8> – reference
- To stand out from all other videos we have done

What does the video need to include?

- Footage of Doha (if needed)
- Interior / exterior footage of our properties
- New cast can be proposed to feature in this video
- Can include VO or not (following the direction we have in mind)
- Needs to include a shot throughout of the cast showcasing our mobile app usage

Requirements:

- Script/storyboard as a first step
- Cast sourcing
- Videographer sourcing – once we have a script approved
- Additional Reels, videos, and photography shots on set

Launch date (LIVE):

June 2022