

SHARJAH SUSTAINABLE CITY

ALWAYS ON CONTENT



DXP®



**Imagine enjoying the best
production capabilities for all
your social media needs.**

BRIEFING

The project will focus on creating inspirational video content for Sharjah Sustainable City. The objectives of the video content project are to increase awareness of Sharjah Sustainable City online and promote its core values. Through compelling video content, we aim to make a positive impact by showcasing sustainability features and benefits of SSC, and how it aligns with the values of its target audience. Ultimately, we aim to create engaging content that inspires viewers to take action towards a sustainable future (and possibly buy a villa), while increasing the visibility and reputation of Sharjah Sustainable City.

PARTNERSHIP



Delivering the sustainable city of the
future for the people of Sharjah



Offering the best Social Media content using
our top tier production capabilities

OUR STRATEGY

We're reconnecting nature with innovation.

Our content will celebrate a brighter, sustainable future.
Driving investments and driving emotions.
The people of Sharjah are good by nature.
And everyone deserves a planet they can live and thrive on.
There is a place which offers this opportunity.
A place where your good nature is celebrated and nurtured.



Sharjah Sustainable City.

This place reveals who you really are.

#GoodByNature

OUR HERO CAMPAIGN

A group of diverse children, approximately 8 years old, are smiling and holding hands in a circle outdoors. They are standing in a grassy field with trees in the background. The children are of various ethnicities and are wearing casual clothing like t-shirts and jeans.

CONCEPT 01

Invest in your family's future, and the future of the planet.

SSC is a good investment in the world where your children will grow-up.

In this campaign we interview 8 children between 5-8 years old about how they see life in the future and ask them to draw it.

CONCEPT 01

Draw your future

A positive emotional music track plays behind.
We see a super: **What will the future be like?**

The children say things like: "In the future we live in a beautiful house with my family and my friends live nearby. We grow our own food and that makes the planet happy. We use the sun for the lights and to charge daddies car. We have plenty of places to ride our bikes. Our house is made to stay cool in the summer so we don't have to use the AC so much. Our garbage is recycled, and our bath water is used to make the trees grow" etc.



CONCEPT 01

Draw your future

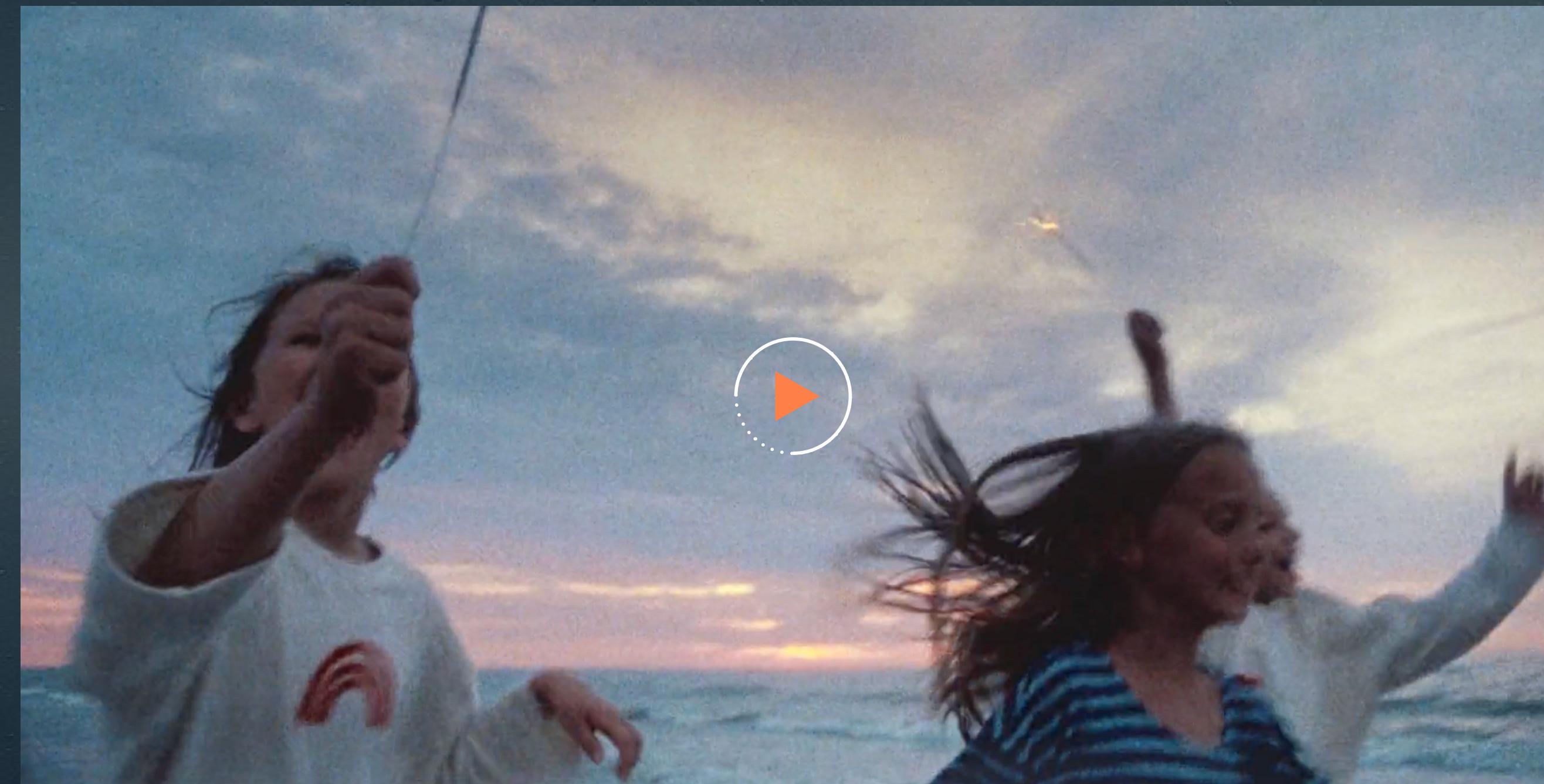
We see the kids drawing how they see the future. All the images are very positive and hopefull. We cut back and forth between the faces of children being interviewed and their drawings and real images of Sharjah Sustainable City. Supers appear over the footage of SSC describing the sustainable feature the child is discussing. The children's comments also focus on the beauty of Sharjahs nature. "We live near the mountains and ocean" and Sharjah's cultural attractions "and fun places to visit with art and music".

We see a child's drawing of a SSC neighbourhood from above. We feature the child's family and friends. Everyone looks happy and cheerful. The drawing merges into a high drone shot of Sharjah Sustainable City.

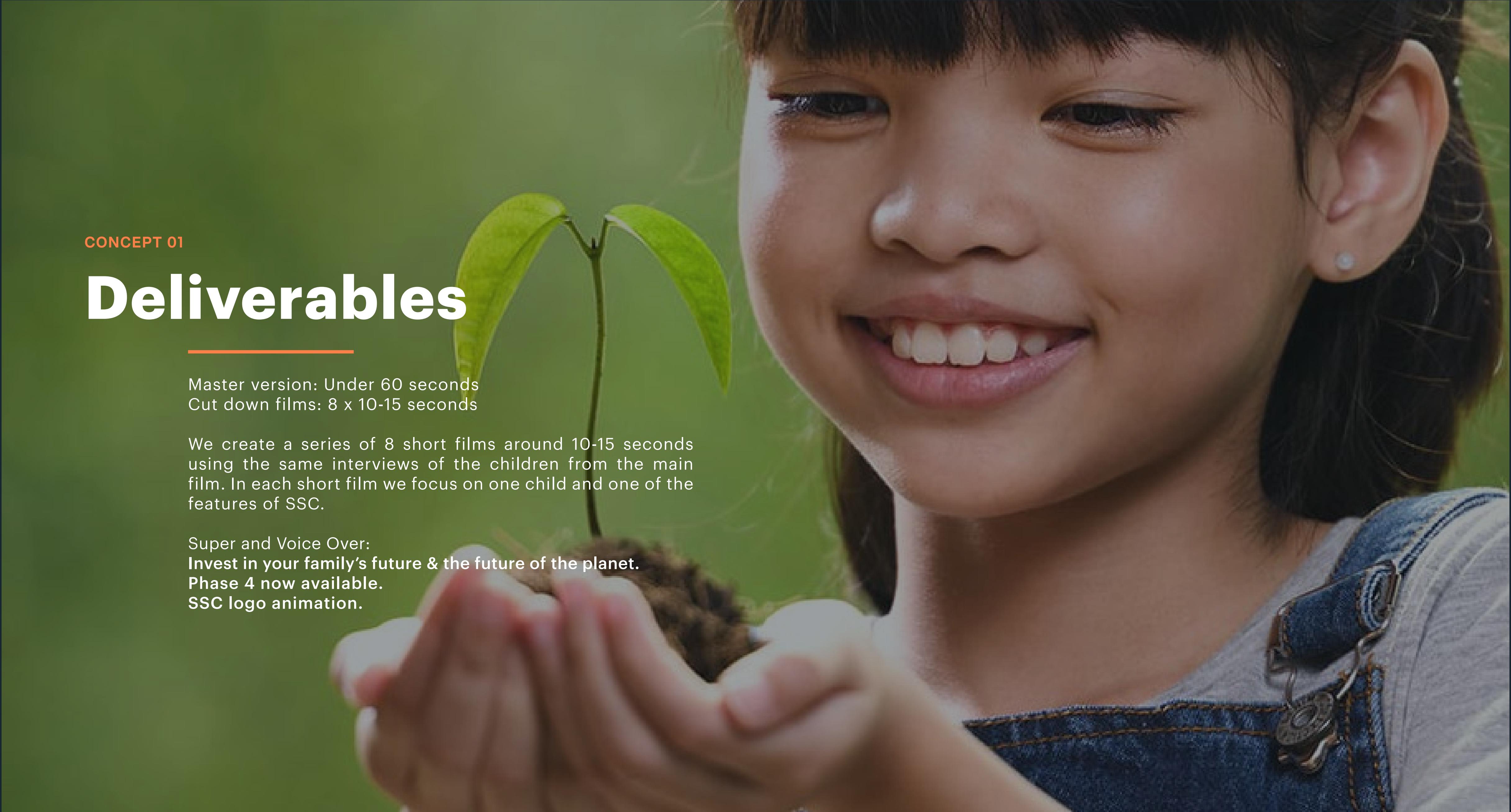
Super and Voice Over:
Invest in your family's future & the future of the planet.
Phase 4 now available.
SSC logo animation.



REFERENCE



KIDS ON THE MOON

A close-up photograph of a young child's face, smiling broadly with their eyes partially closed. They are holding a small green plant with two leaves in their hands. The child has dark hair and is wearing a grey t-shirt with a blue strap across the shoulder.

CONCEPT 01

Deliverables

Master version: Under 60 seconds
Cut down films: 8 x 10-15 seconds

We create a series of 8 short films around 10-15 seconds using the same interviews of the children from the main film. In each short film we focus on one child and one of the features of SSC.

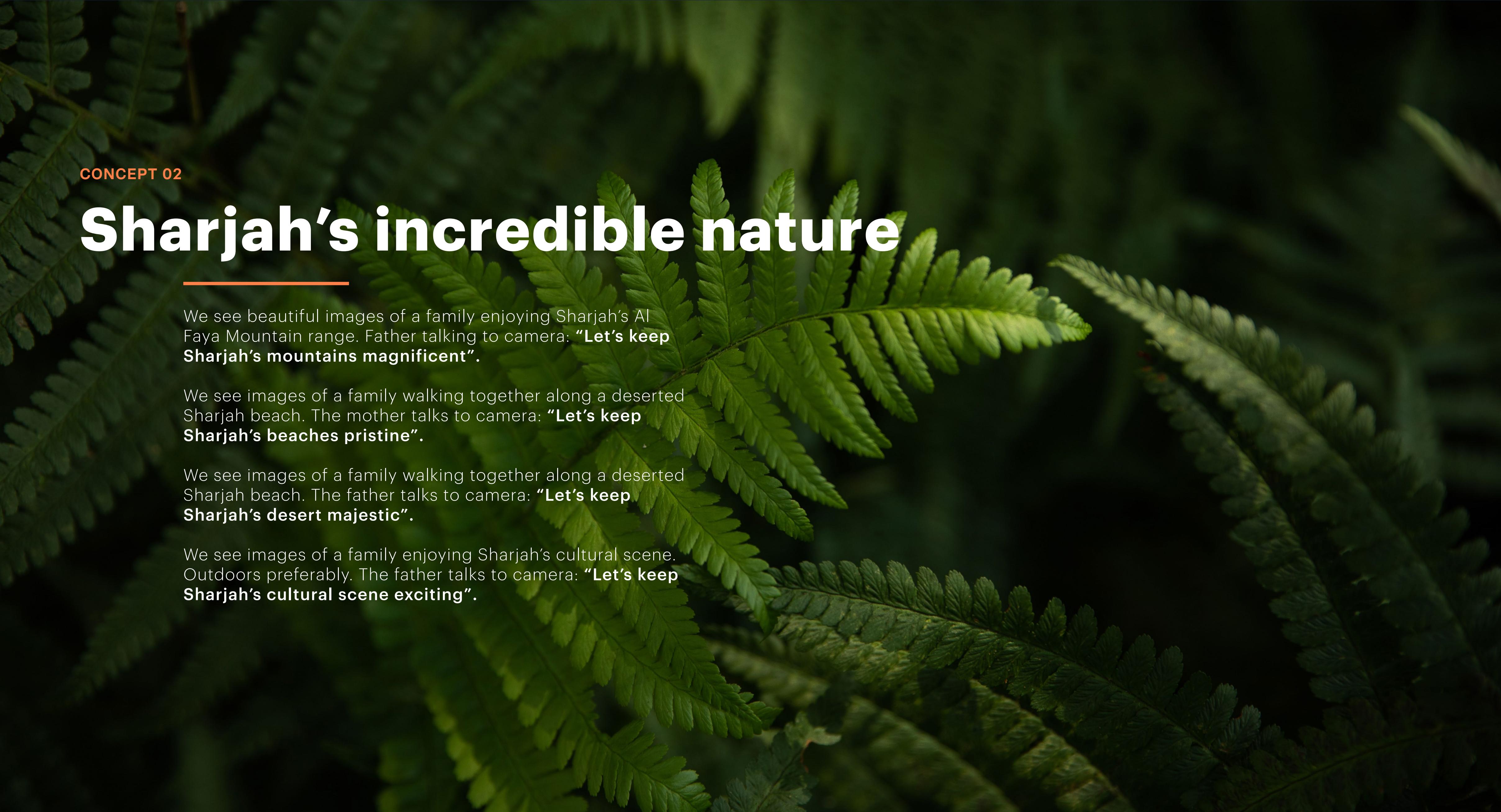
Super and Voice Over:
Invest in your family's future & the future of the planet.
Phase 4 now available.
SSC logo animation.

CONCEPT 02

Sustainability. It's in our nature.

Sharjah has possibly the most beautiful nature of all the Emirates. From pristine beaches and mangroves to rugged mountains, massive sand dunes. Sharjah has it all.

By living sustainably, people who live in SSC, are making sure it stays that way.



CONCEPT 02

Sharjah's incredible nature

We see beautiful images of a family enjoying Sharjah's Al Faya Mountain range. Father talking to camera: "**Let's keep Sharjah's mountains magnificent**".

We see images of a family walking together along a deserted Sharjah beach. The mother talks to camera: "**Let's keep Sharjah's beaches pristine**".

We see images of a family walking together along a deserted Sharjah beach. The father talks to camera: "**Let's keep Sharjah's desert majestic**".

We see images of a family enjoying Sharjah's cultural scene. Outdoors preferably. The father talks to camera: "**Let's keep Sharjah's cultural scene exciting**".

CONCEPT 02

Sharjah's incredible nature

We see the families from the previous shots enjoying the SSC lifestyle and feature the various sustainable aspects of the development.

VO: How? **Sharjah Sustainable City** is the first sustainable master-planned community in the Emirate of Sharjah. SSC is powered with renewable energy and treats 100% of its wastewater, maximizes recycling, produces its own food and promotes the use of clean mobility.

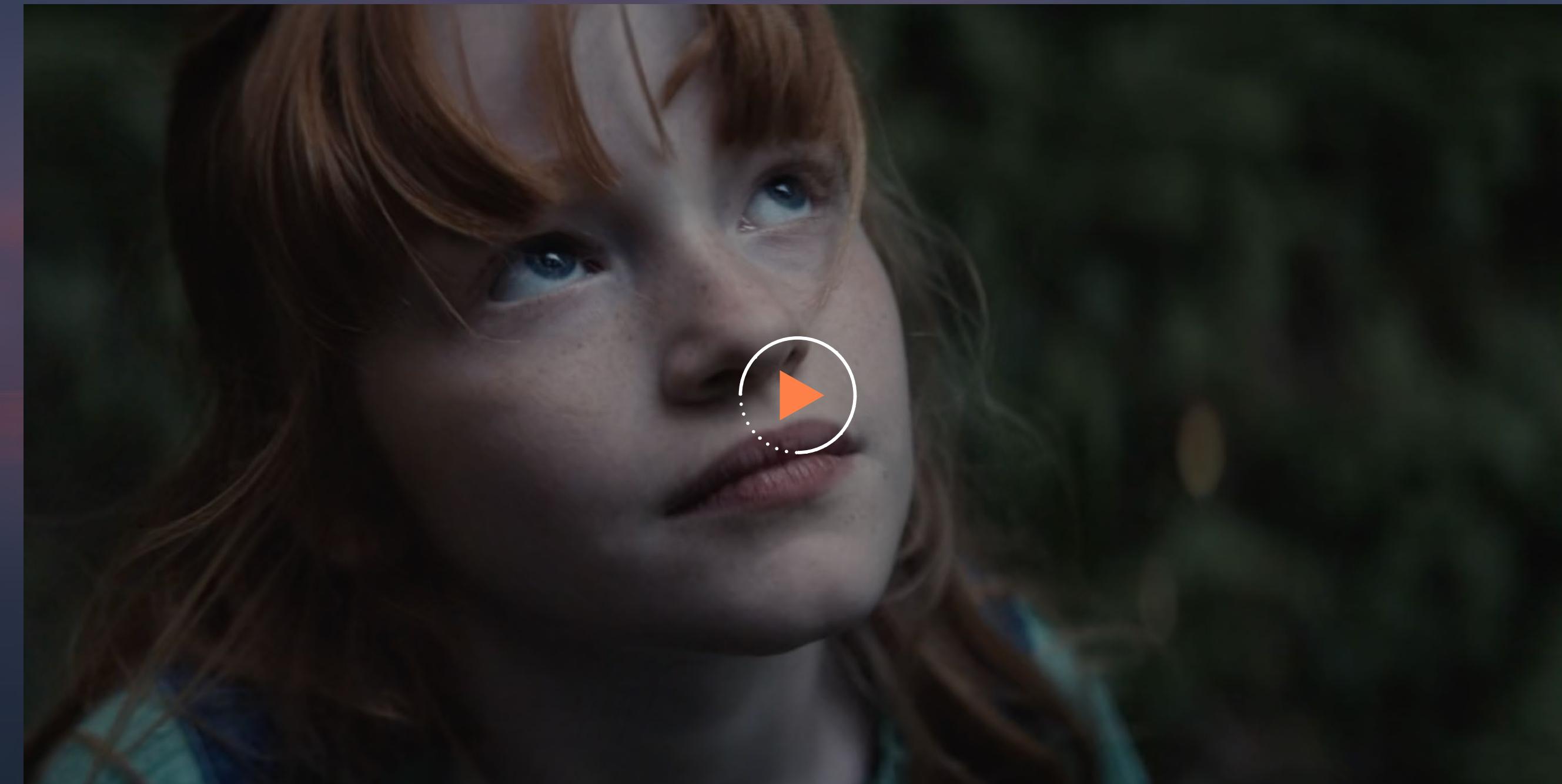
We see a father and young boy from the previous shots talking to camera. The boy says with a smile: "**Sustainability. It's in our nature**".

Super & Voice Over:
Sustainability. It's in our nature.
Phase 4 now available.
SSC logo animation.





REFERENCE



CADILLAC | MADE FOR SUMMER NIGHTS

CONCEPT 02

SSC 10 sec films x 8
Sharjah's Magnificent Mountains



We see beautiful images of a family enjoying Sharjah's Al Faya Mountain range.

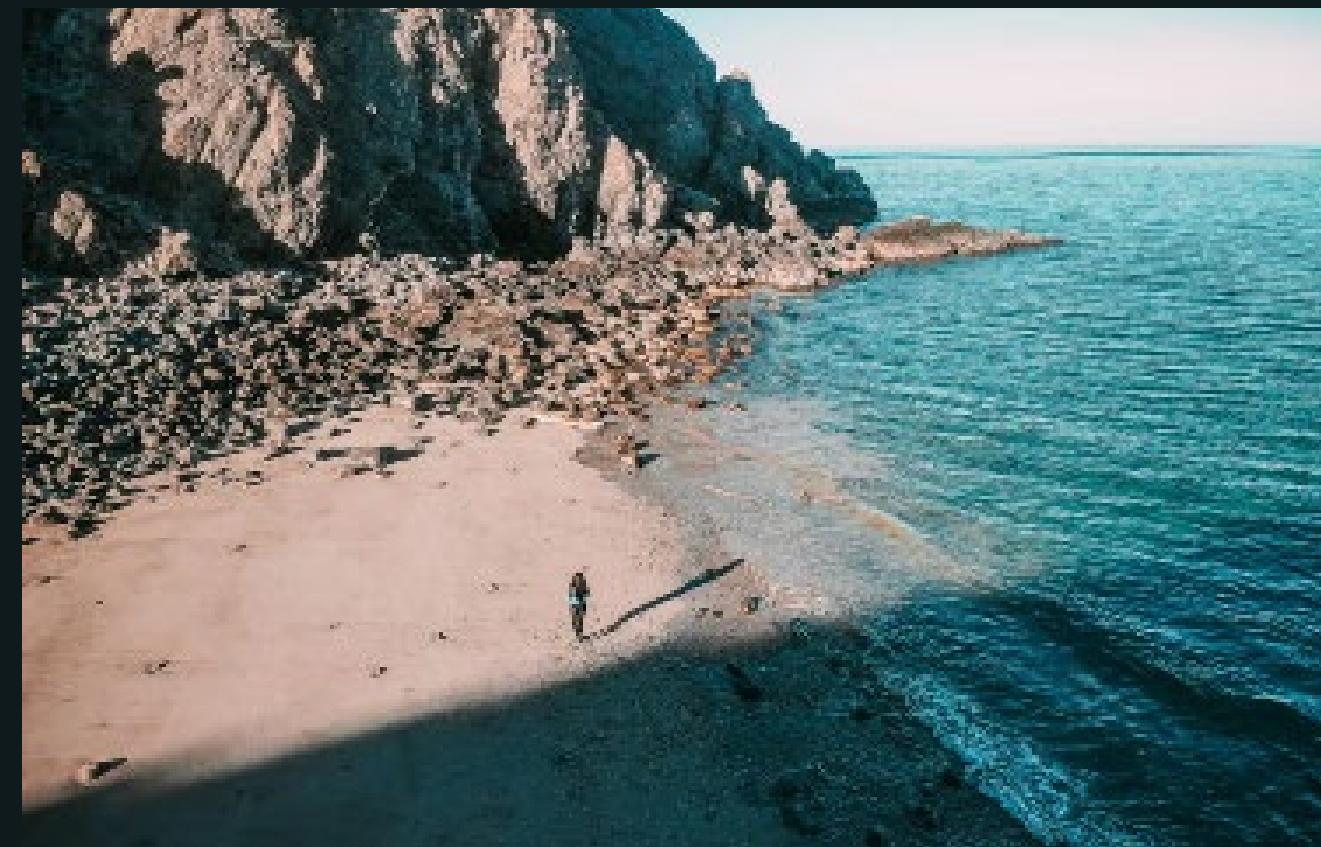
Father talking to camera: "Let's keep Sharjah's mountains magnificent."

Super: How? SSC has a biogas plant to turn organic waste into electricity.

We see the same family enjoying life in SSC.

Father to camera: "Sustainability. It's in our nature."
Super: Sustainability. It's in our nature.
SSC logo. Super: Phase 4 now available.

SSC 10 sec film
Sharjah's pristine Beaches



We see beautiful images of a family walking along a deserted Sharjah beach.

The mother talks to camera: "Let's keep Sharjah's beaches pristine."

Super: How? SSC has walking and cycle paths for cleaner mobility.

We see the same family enjoying life in SSC.
Mother speaks to camera: "Sustainability. It's in our nature."

Super: Sustainability. It's in our nature.
SSC logo. Super: Phase 4 now available.

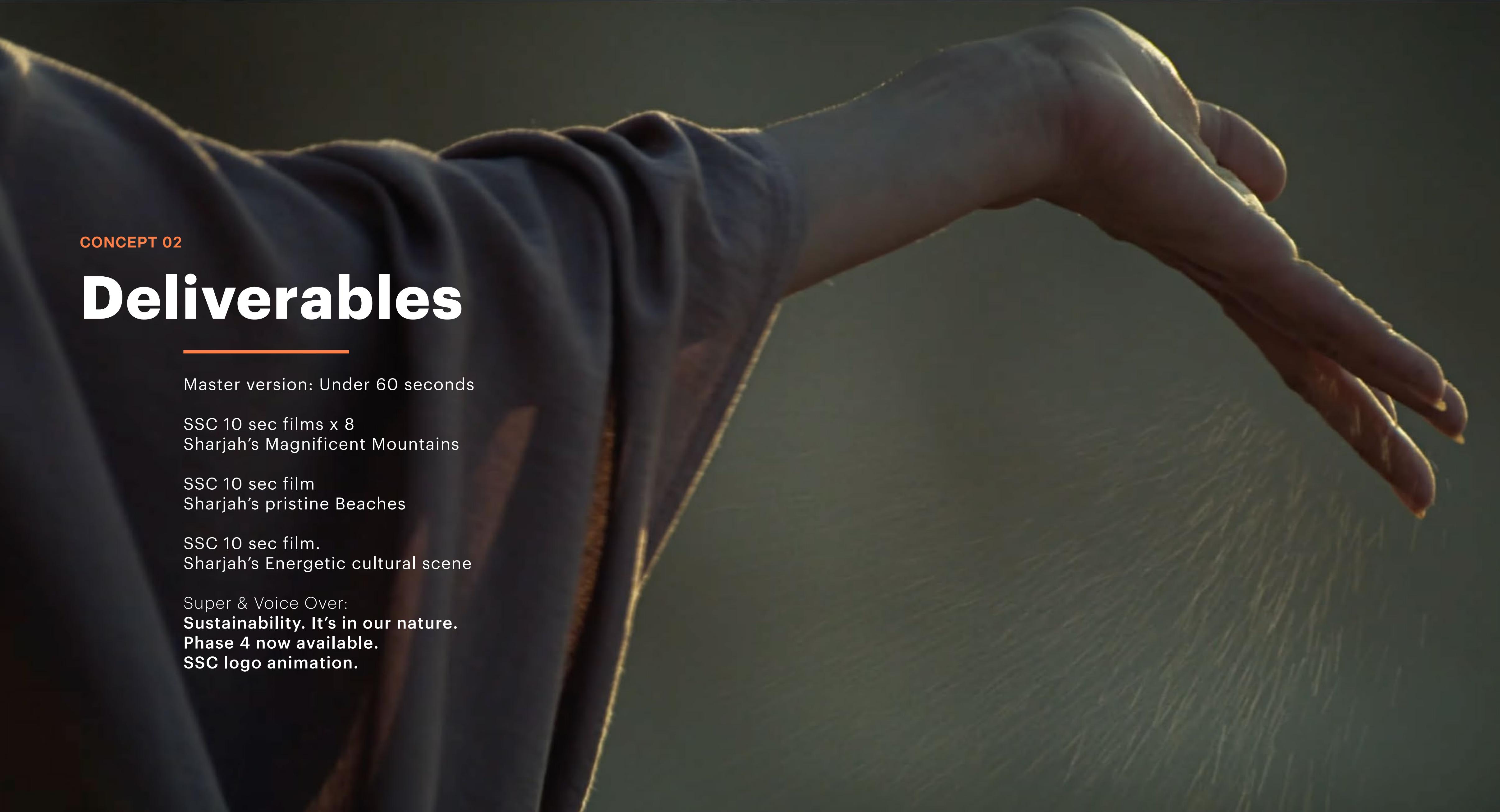
SSC 10 sec film.
Sharjah's Energetic cultural scene



We see beautiful images of a family enjoying Sharjah's cultural scene. Outdoors preferably. The father talks to camera: "Let's keep Sharjah's cultural scene exciting."

Super: How? SSC has Smart irrigation system to conserve water.

We see the same family enjoying life in SSC.
The father speaks to camera:
"Sustainability. It's in our nature."
Super: Sustainability. It's in our nature.
SSC logo. Super: Phase 4 now available.



CONCEPT 02

Deliverables

Master version: Under 60 seconds

SSC 10 sec films x 8
Sharjah's Magnificent Mountains

SSC 10 sec film
Sharjah's pristine Beaches

SSC 10 sec film.
Sharjah's Energetic cultural scene

Super & Voice Over:
Sustainability. It's in our nature.
Phase 4 now available.
SSC logo animation.

CONCEPT 03

RESET LIVING

Humankind has been furiously developing for centuries.

We've created the most fantastic things but also the most destructive.

There is a growing feeling globally that at some point humans have gone off the right path. A path that allowed us to be happy in life. In people's minds our current course has led us to a time of chaos and dissatisfaction.

Us humans need a reset. A fresh start. A new beginning that nurtures our souls and protects our planet from destruction.

The impact of the Global Financial Crisis and the pandemic has changed people. They gave us cause, and time to closely examine where we are, and where we are going.



CONCEPT 03

SSC is a reset on all the ways of living and ideas that people have had in the past.

-
- Reset thinking.
 - Reset living.
 - Reset goals.
 - Reset growth.
 - Reset development.
 - Reset transport.
 - Reset our relationship with the planet.
 - Reset personal relationships.
 - Reset finances.
 - Reset our priorities.
 - And many more.



CONCEPT 03

RESET LIVING

In this film we use a series of rapid-fire images and type.

Large type appears, word by word, on screen.

IT'S TIME TO RESET, NOW!

We visually explore many aspects of the way we live in 2023 and compare them with the way we can live in SSC.

The structure of the film is we see a negative image of today's lifestyle, (for example high density living) the type 'RESET PERSONAL SPACE' appears over this image.

The image 'presses down' and we hear a click. After the click the image switches to a positive image people enjoying living surrounded by greenery, in SSC.

Cut to a Snarling traffic Jam. Type appears. 'RESET TRANSPORT'. The image clicks down and is replaced with people enjoying the cycle paths, in SSC.



CONCEPT 03

RESET LIVING

Cut to a persons face. He's sitting in an office and looking stressed in the ugly light. Type appears. 'RESET WORK' the image presses down, and we see the same mans face and he is now sitting in a home office powered by solar panels with a cat sleeping next to his computer. He breathes deeply and smiles.

Other examples of areas to be RESET:

RESET RELATIONSHIPS. RESET STRESS.

RESET ENERGY. RESET SUSTAINABILITY.

RESET LUXURY. RESET FOOD. RESET SLEEP.

RESET FAMILY TIME. RESET WASTE.

This style continues with negative to positive images separated by the image being pressed down.

SSC Logo. Type: **RESET LIVING.**







REFERENCE



SQUARESPACE | LAUNCH IT



CONCEPT 03

Deliverables

Master version: 60 seconds

Online version: 5 seconds

Posters & Print Media

Social Media Campaign

Radio Ads

Giveaways & Brand Reminders



OUR TONE OF VOICE

As a brand SSC is committed to sustainability, while always remaining approachable and honest. We firmly believe in our principles and are knowledgeable without being elitist.

Our tone of voice is rational, informative and positive about what we are trying to achieve.

We want to leave the viewers feeling uplifted and energized. We aren't elitist or activists, but inclusive and passionate.

Our voice is always one which is engaging and conversational.

ALWAYS ON CONTENT

To resonate strategically across platforms.

We aim primarily at Instagram and TikTok but our content is versatile and can easily be adapted and posted all platforms.



**IDEA 01**

Show us where you live in SSC

CONTEXT:

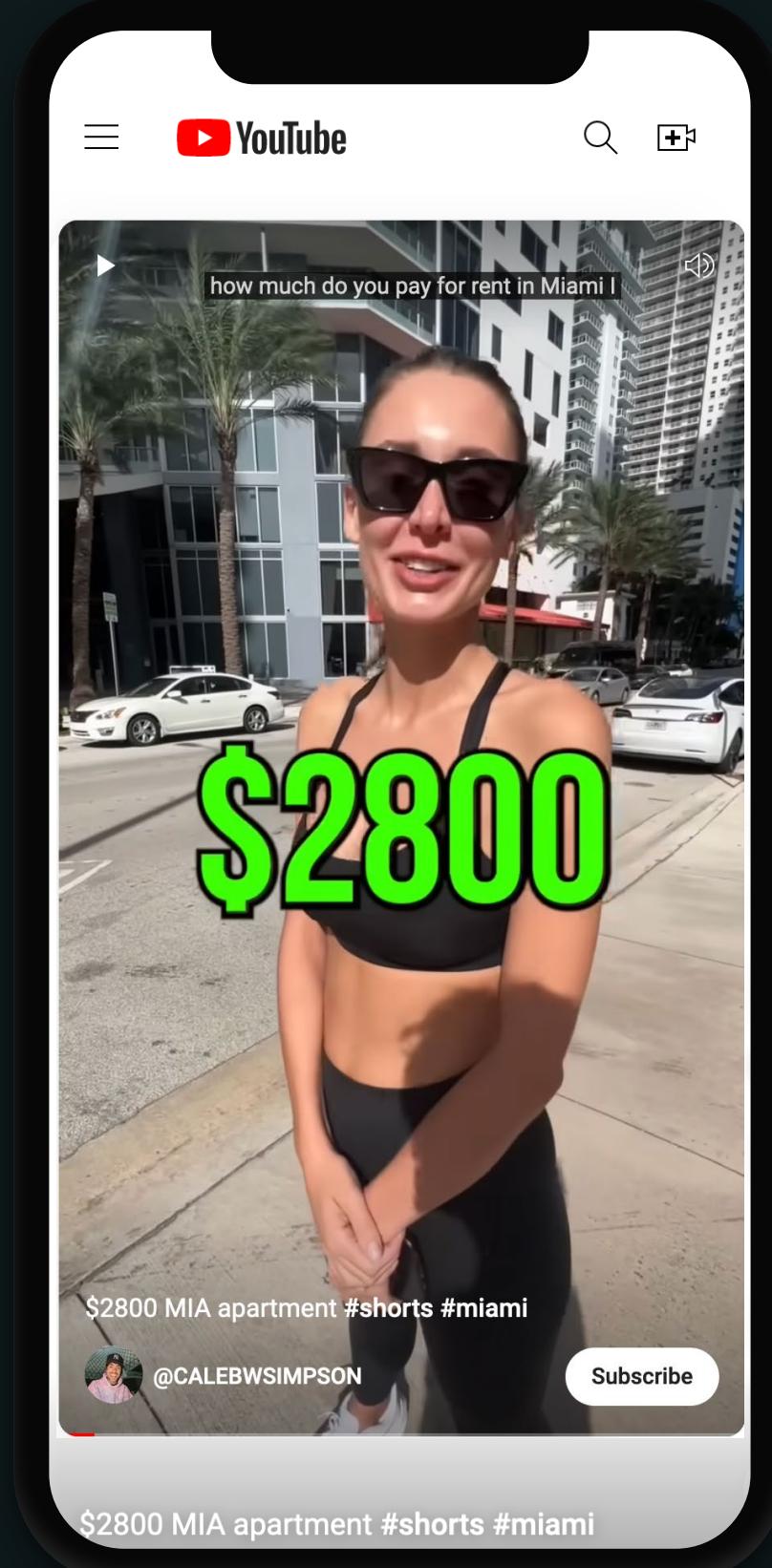
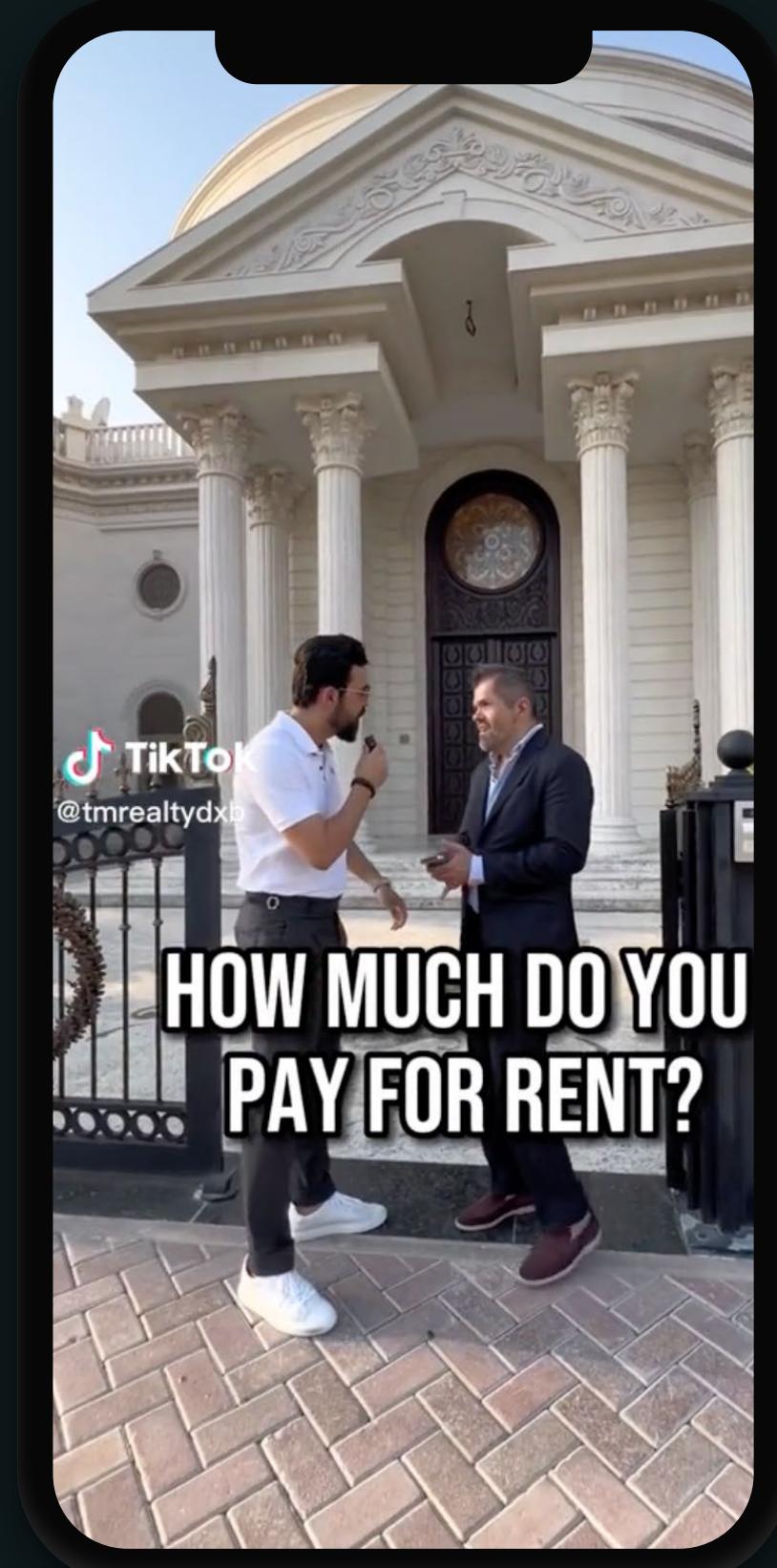
Short format viral content are performing highly on Instagram/TikTok. Let's showcase all the perks of living in Sharjah Sustainable City by meeting their residents.

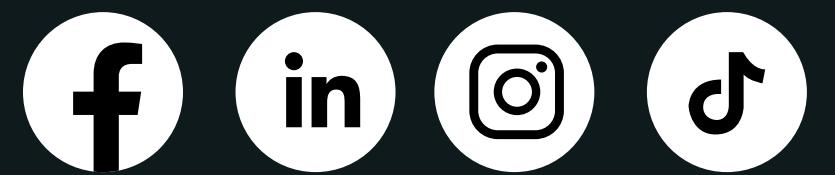
IDEA: Show us where you live in SSC

Social Media influencers meet the residents and get a tour of their sustainable homes with all the insights.

THE EPISODES:

A series of content made by one or more influencers, meeting the residents and following them as they describe their home and their sustainable lifestyle in the SSC.



**IDEA 02**

Celebrate SSC green innovations\tors

CONTEXT:

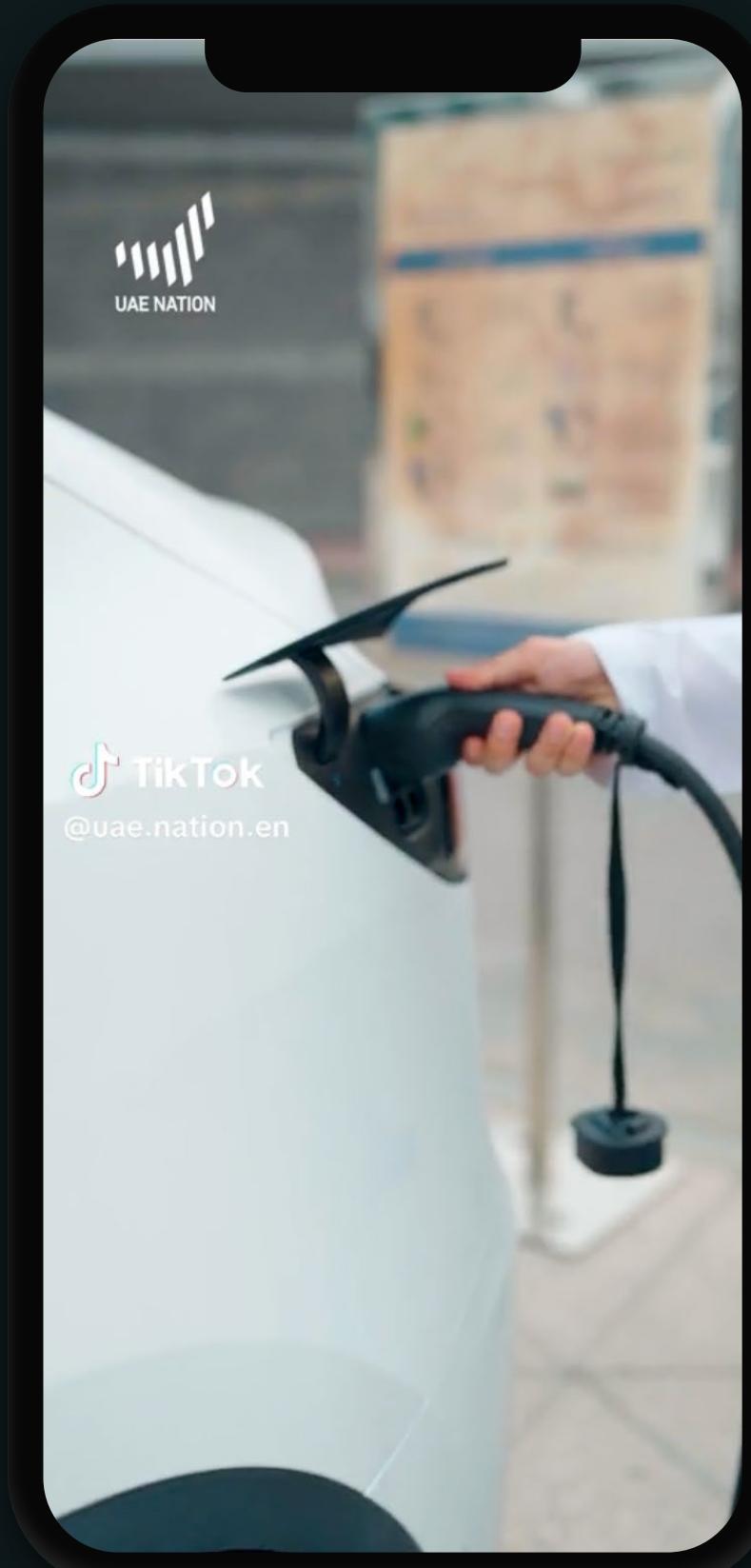
Sharjah is placing itself at the center of the innovation thinking in the GCC. With so many initiatives and brilliant minds, we have an unlimited source of inspiration for our content.

IDEA: SSC green innovations #Greeninnovations

Let's celebrate the green initiatives and innovators from the inspiring setting of the Sharjah Sustainable city.

THE EPISODES:

Content interviewing and reporting on green innovations and innovators who share their vision on their projects and the SSC.





IDEA 03

Easy DIY for your SSC sustainable home

CONTEXT:

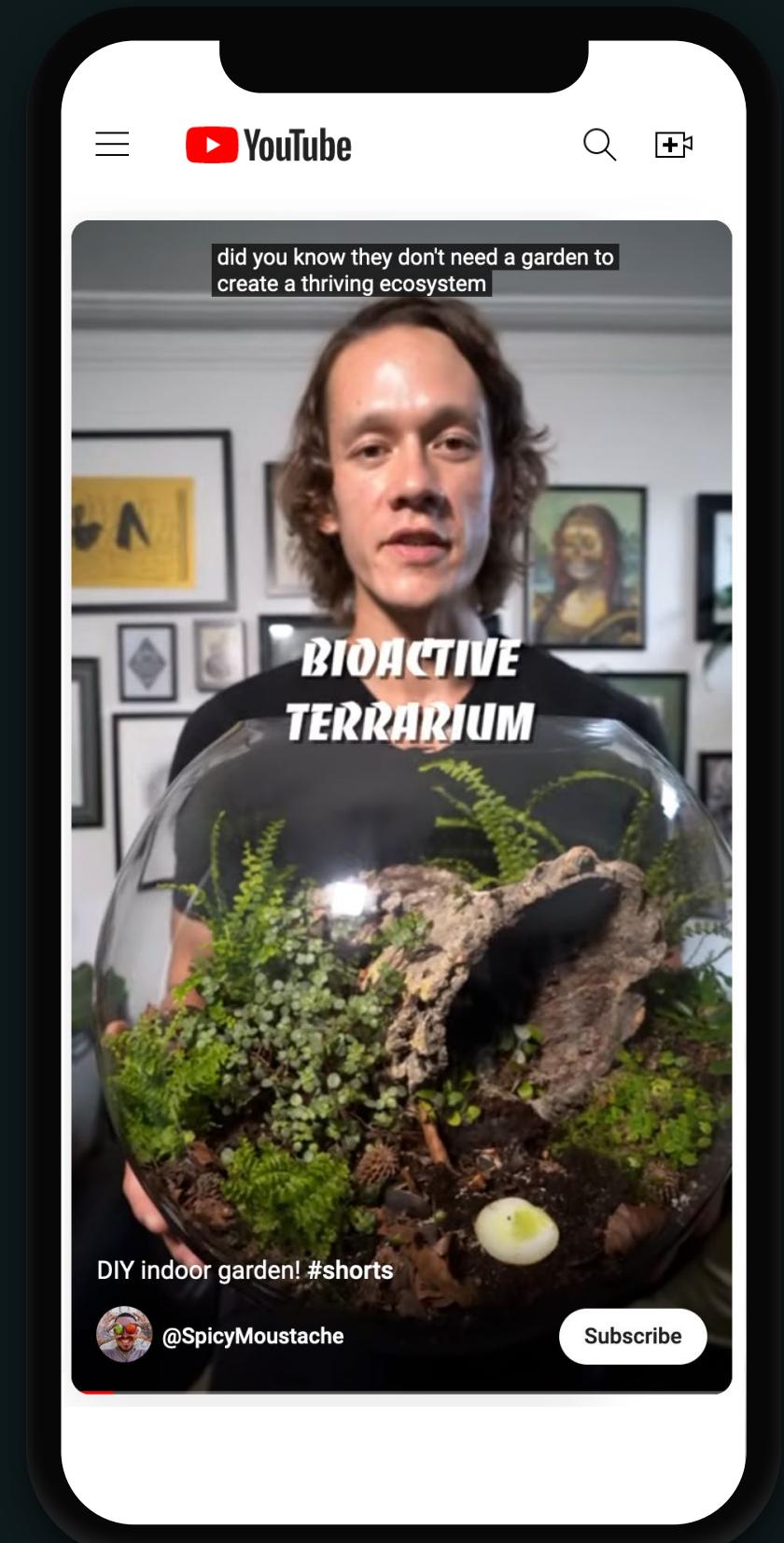
The Sharjah Sustainable City is the home of those who believe in a greener future. Let's enable them with engaging content to inspire them to do more green "Do It Yourself."

IDEA: Green DIY by SSC

Branded content with tips, tricks and easy sustainable DIY for everyone to do from their sustainable homes.

THE EPISODES:

A series of Green DIY content sponsored by Sharjah Sustainable City to promote greener activities.





IDEA 04

Green acts of kindness #GoodByNature

CONTEXT:

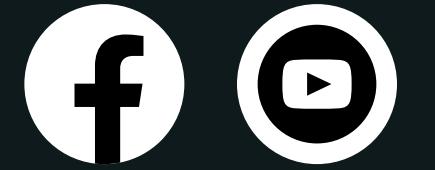
Audiences are craving good deeds and charitable actions on Social Media. Let's demonstrate that SSC is #GoodByNature with positive actions that do good to the community while promoting a more sustainable living.

IDEA: Green Acts of Kindness #GoodByNature
Viral acts of charity leveraging the Good Nature of the Sharjah Sustainable City residents.

THE EPISODES:

Our influencers and creators meet with the SSC people and give them fun charitable challenges to reveal that they are #GoodByNature



**IDEA 05**

Views by Nature

CONTEXT:

In the UAE, audiences are always on the lookout for local gems! Sharjah is the emirate with the views! To show off the ambitious infrastructures of the city we could use drones... Or we could let Nature run its course!

IDEA: SSC Views By Nature

Let's mix innovation with tradition and nature by showcasing the impressive SSC through the eyes of a falcon!

THE EPISODES:

Using local Falcon Masters we produce breathtaking shots of the SSC through the eyes of our royal falcons.




IDEA 06

Good People Green Talk Interviews

CONTEXT:

Ambitious and sustainability oriented characters are found in Sharjah Sustainable city, let's create engaging short format interviews to discuss the challenges of sustainability.

IDEA: Good People Green Talks

Let's engage in a relatable and conversational way with the main characters of the Sharjah Sustainability City.

THE EPISODES:

Let's engage in a relatable and conversational way with the main characters of the Sharjah Sustainability City.





IDEA 07

Our CSO Chief Sustainable Officer

CONTEXT:

To bring the love for sustainability and make the SSC resonate beyond experts and innovators, we need a relatable character to represent us.

IDEA: CSO Chief Sustainable Officer

Let's appoint our "Chief Sustainable Officer" an influencer/creator who will be the voice of the SSC for the crowds.

THE EPISODES:

Our influencer will develop certain topics around the SSC and sustainability with his/her character and make it relatable, approachable and understandable to a wider audience.

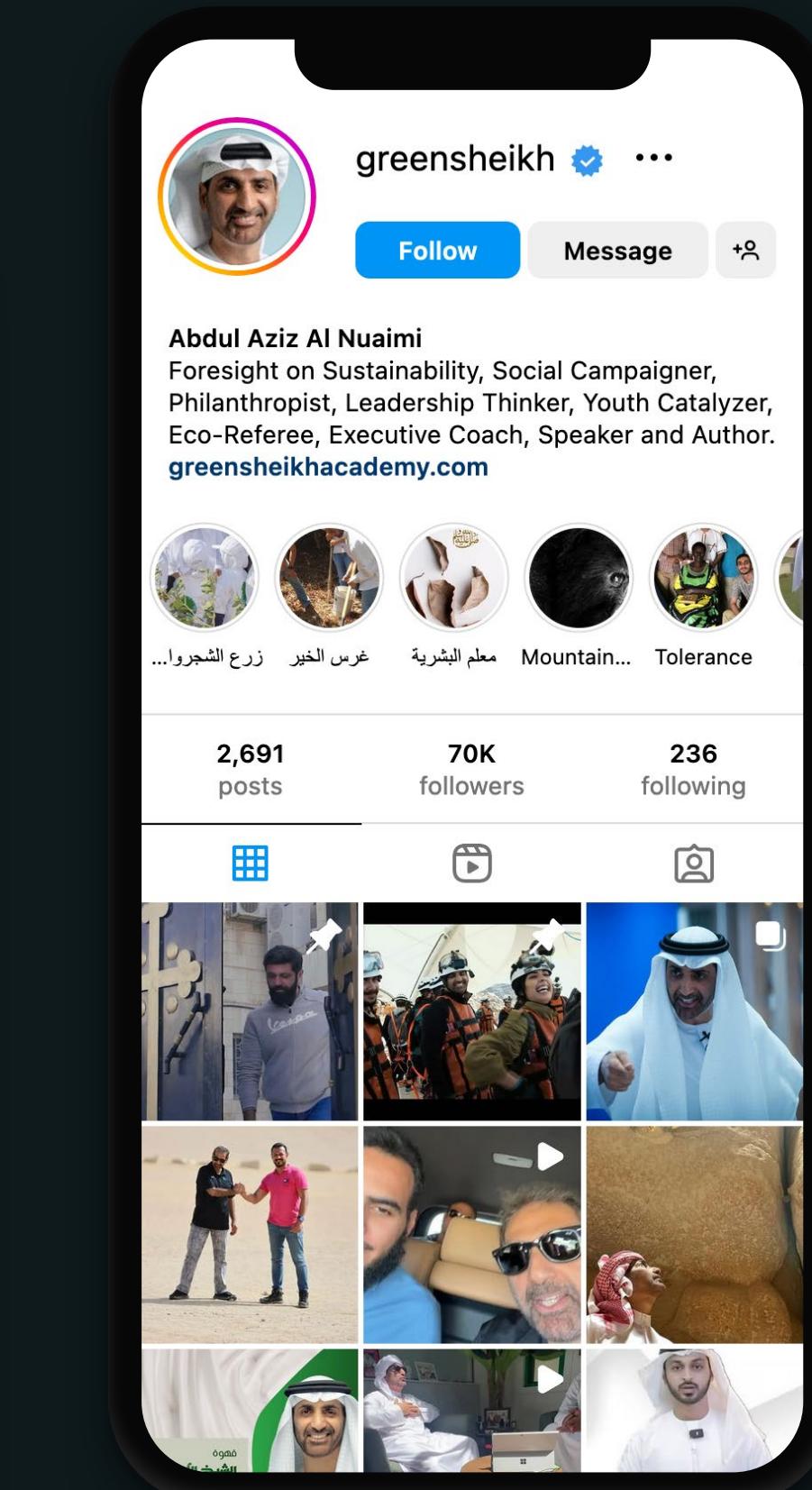
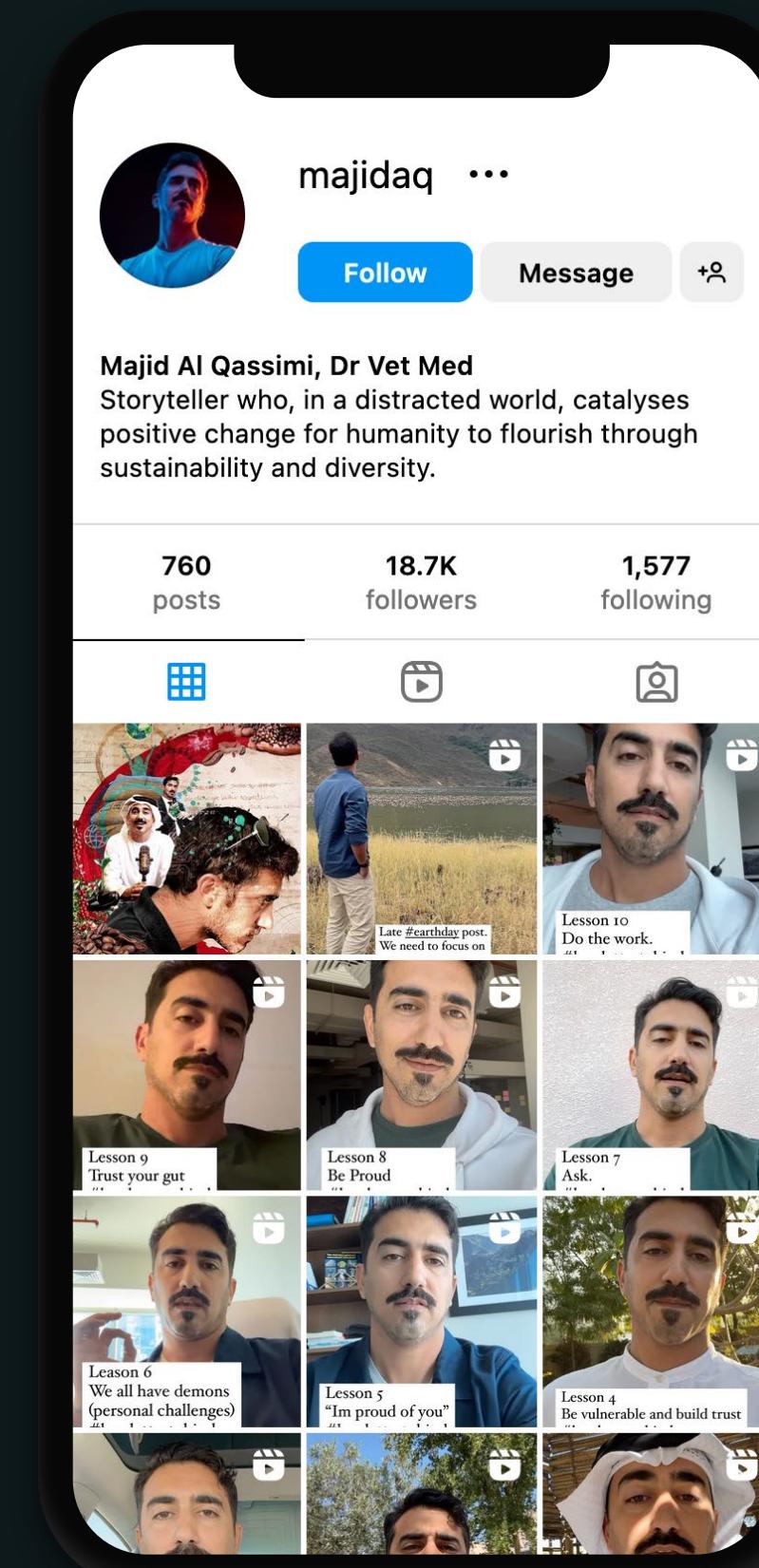


INFLUENCERS & SPEAKERS



Dr Majid Al Qassimi

Dr Al Qassimi is a powerful and eloquent advocate for conservation, whether on social media – which is full of updates on how his garden or latest woodworking project is doing – or in one of his compelling talks.



THE GREEN SHEIKH

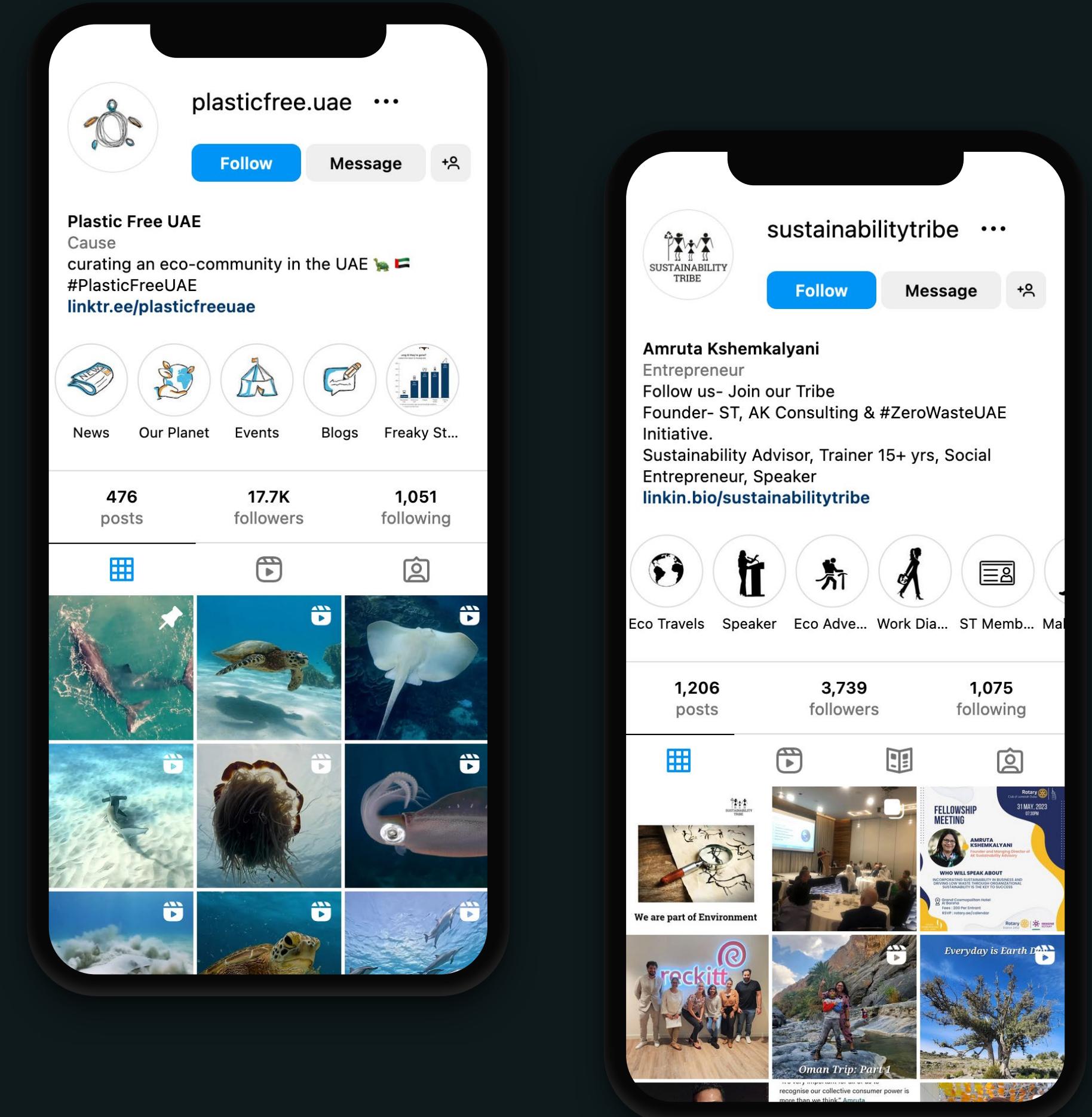
Abdul Aziz Al Nuaimi

Educated in chemical and petroleum engineering, with an MA in environmental management, and a PhD in clean production and industrial ecosystems, the Sheikh hopes to radically reform education and respect for the environment in the Middle East. He has activated and co-ordinated the formation of environmentally and socially responsible non-governmental organisations.

PLASTIC FREE UAE

Tom Dillon

Two years ago, Tom Dillon launched his own community-based campaign to reduce plastic use in the UAE. He started a Facebook group called [plasticfreeuae](#), which garnered 1,500 members within three days and now has more than 4,000. Plastic Free UAE also has a website, Instagram account and its own dedicated team within Dillon's digital marketing company, DigitalFarm.ae, based in Abu Dhabi's Yas Marina.



SUSTAINABILITY TRIBE

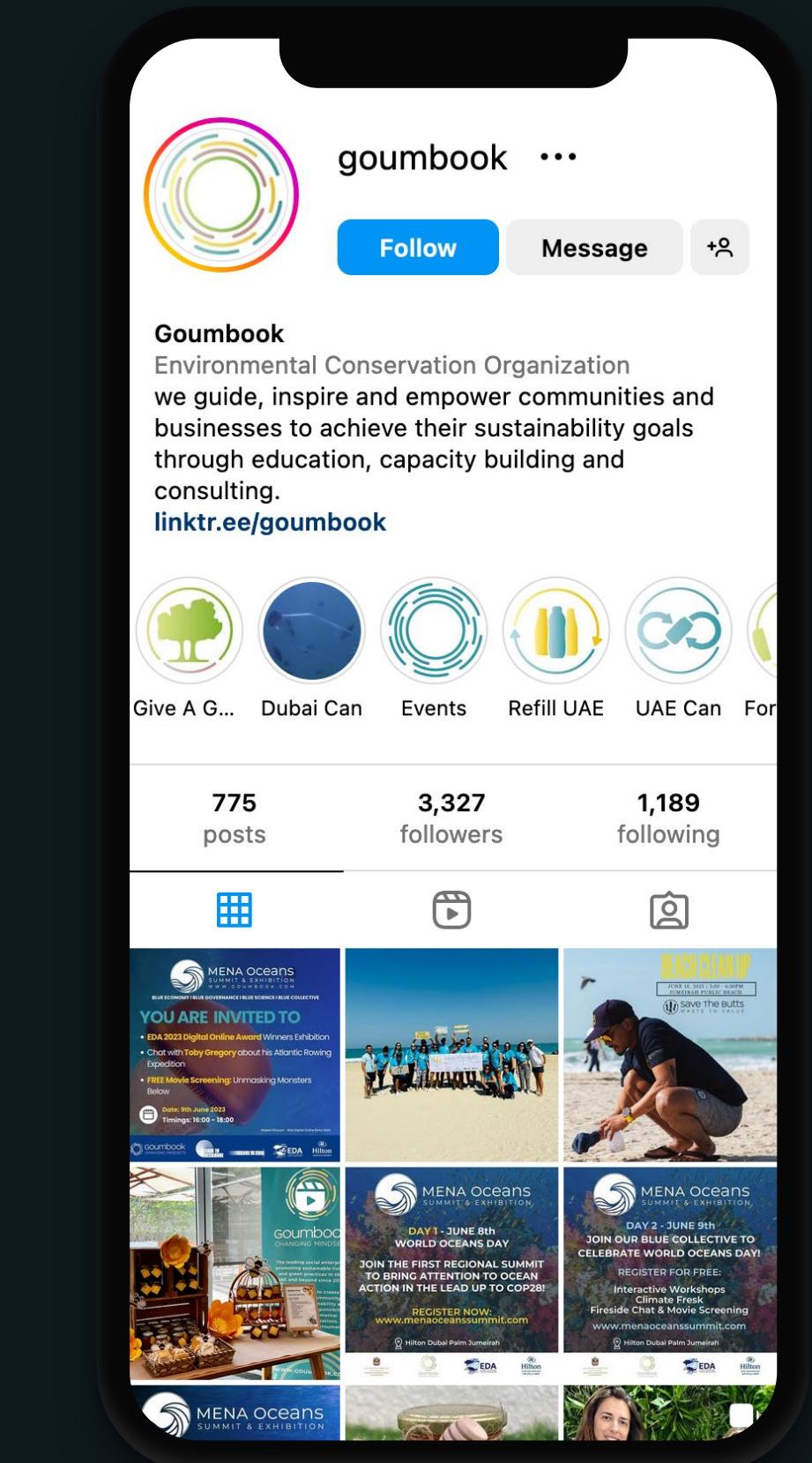
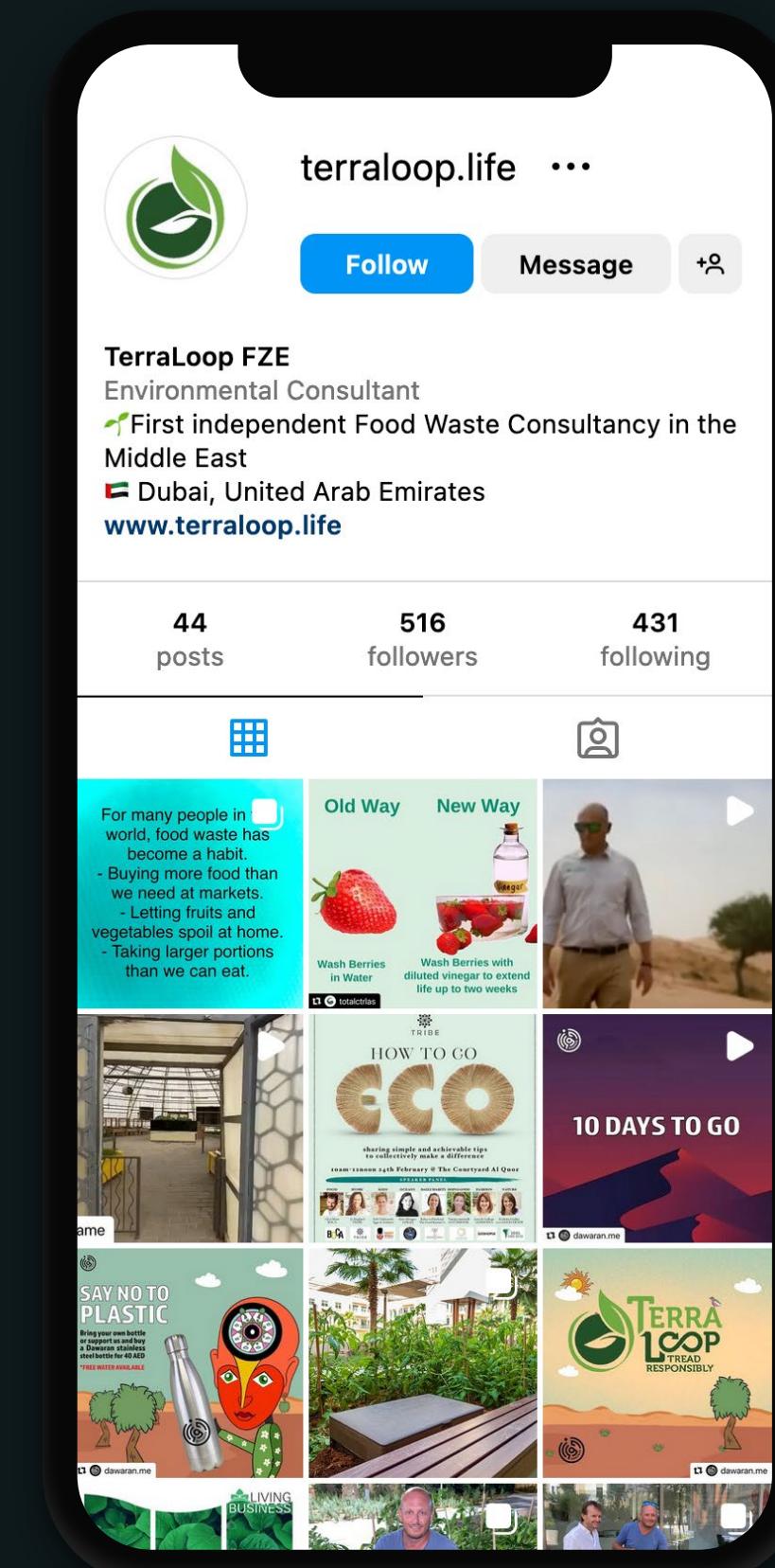
Amruta Kshem Kalyani

Amruta started writing a blog and founded Sustainability Tribe to raise awareness among both the business community and the general public aenvironmentally-conscious way by recycling, re-using and re-purposing more.

Now a professional sustainability consultant based in Dubai, Kshemkalyani praises the UAE's efforts on promoting eco-consciousness.

TERRALOOP Ryan Ingram

Born and raised in South Africa, Ryan Ingram grew up observing nature and studied environmental conservation. But it was in Ras Al Khaimah, where he set up and managed a nature reserve for a hotel and then set up Terraloop, the first food loss and waste consultancy in the Middle East, in 2016.



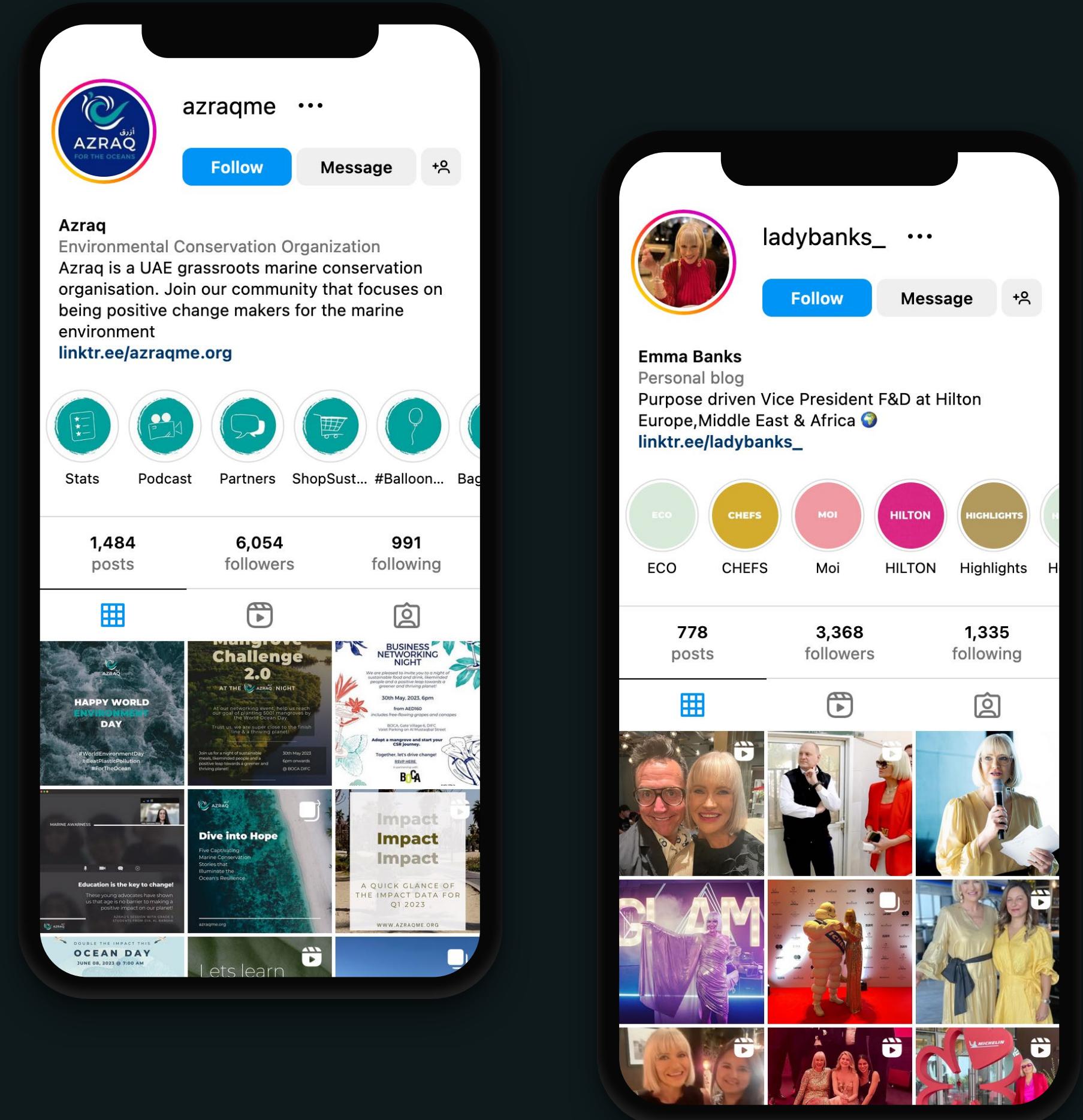
GOUMBOOK

Tatiana Antonelli Abella

Goumbook is the umbrella for a range of green initiatives, including Sustainable MENA, a directory listing local green businesses; Give a Ghaf Tree, which encourages tree-planting; and the Drop it campaign, which persuades people to drink tap water and reduce plastic use.

AZRAQ ME
Natalie Banks

A former journalist and media adviser to the Australian government, Banks was drawn to marine conservation through her love of scuba-diving. She helped change environmental policy in her home country before moving to the UAE and entering the nonprofit sector full-time. She founded Azraq, which means “blue” in Arabic, in 2018.



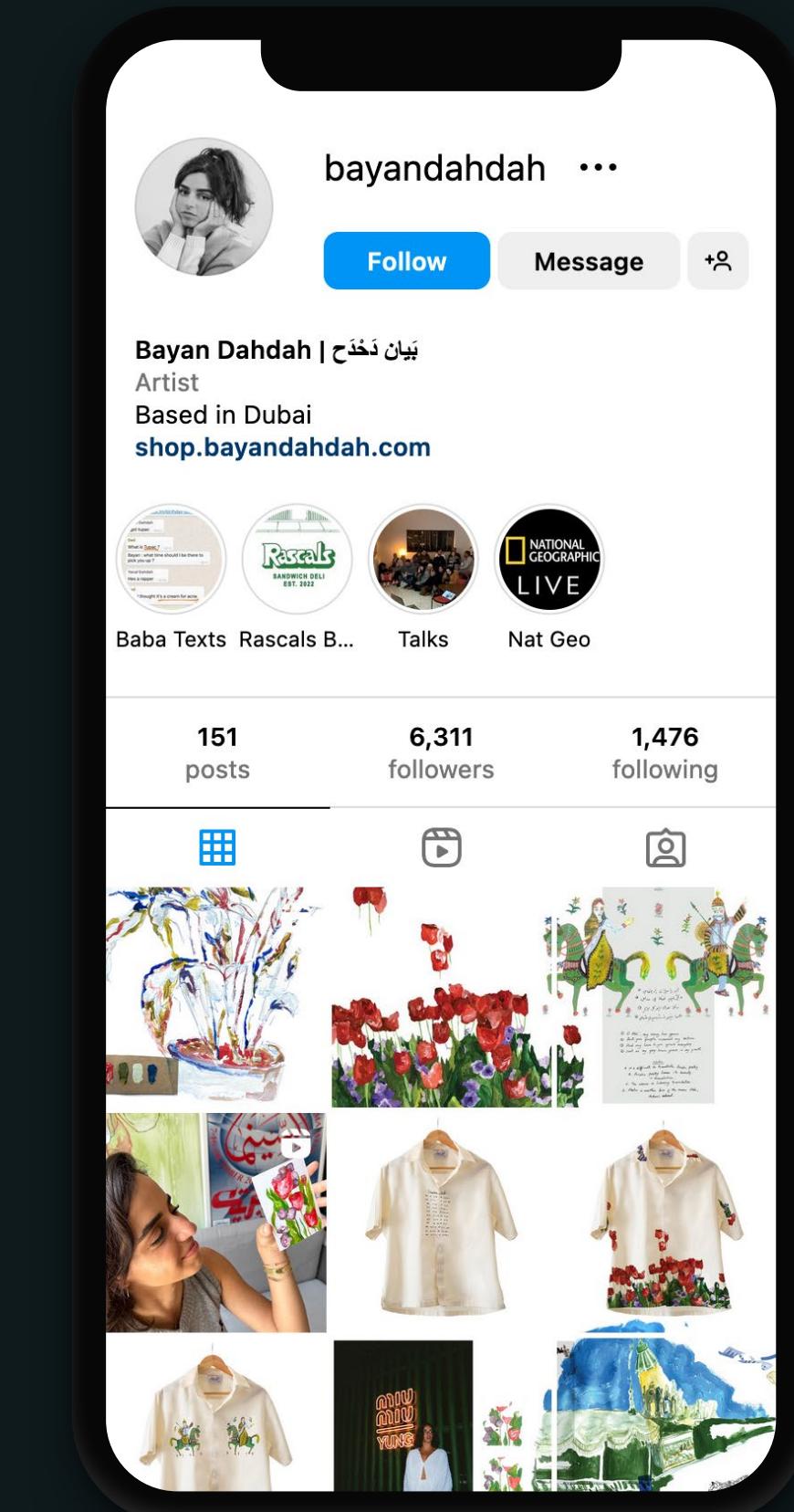
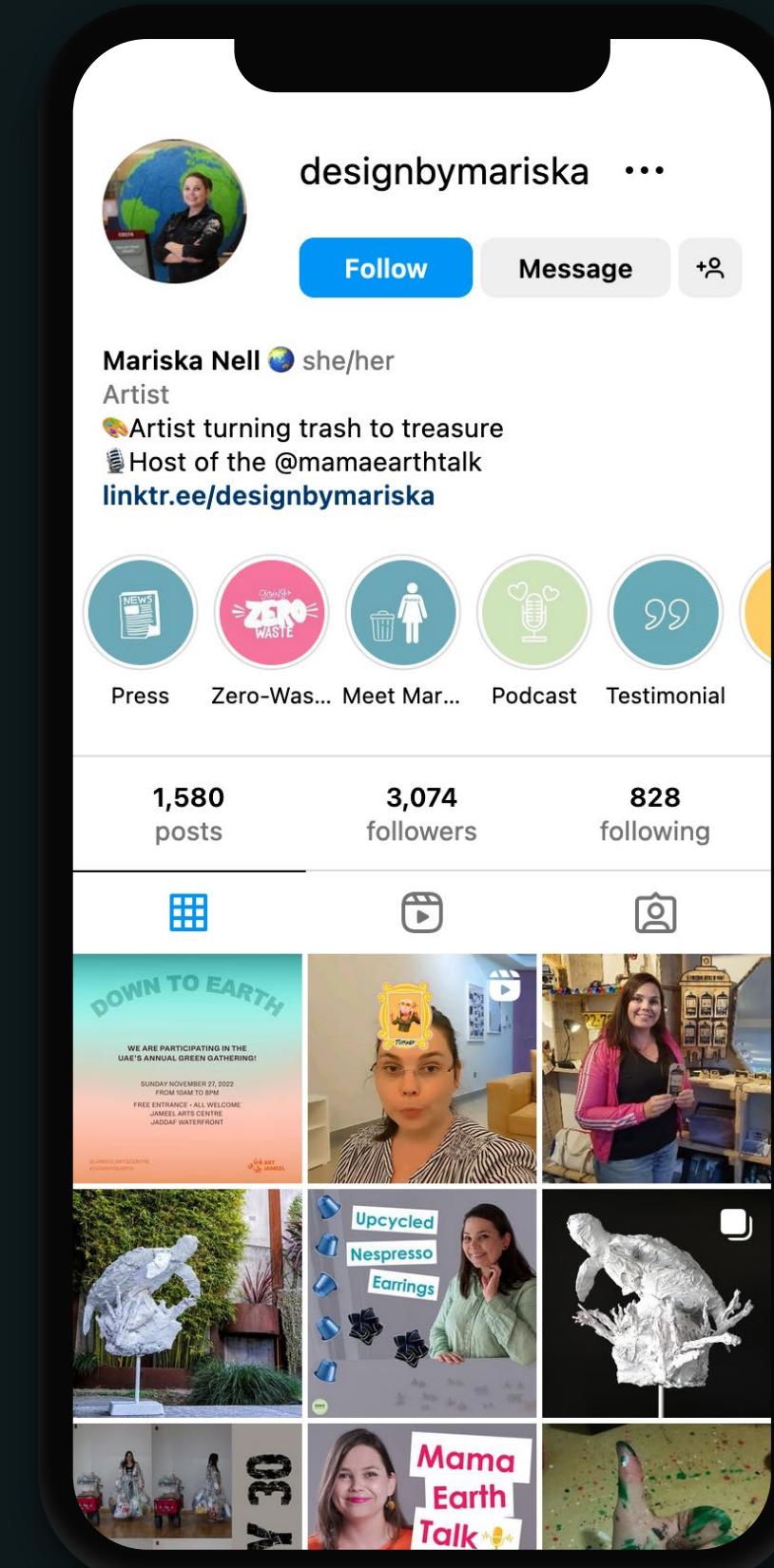
JUMEIRAH RESTAURANT GROUP

Emma Banks

March 18, 2018 was literally the last straw for the Jumeirah Restaurant Group; it was the day that the company went plastic-free. No more plastic straws, toothpicks, stirrers or swizzle sticks and biodegradable packaging for takeaway food and home deliveries. There was also an “amnesty day” at all branches of The Noodle House. Anyone who brought unwanted plastic cutlery in with them got a 50% discount on their food bill.

In 2018, Nell, a South African by birth, started hosting the Mama Earth Talk podcast, in which she and her like-minded guests share ideas on how to live more sustainably by following the "5 Rs": reduce, reuse, recycle, refuse and rot (your waste).

MAMA EARTH TALK Mariska Nell

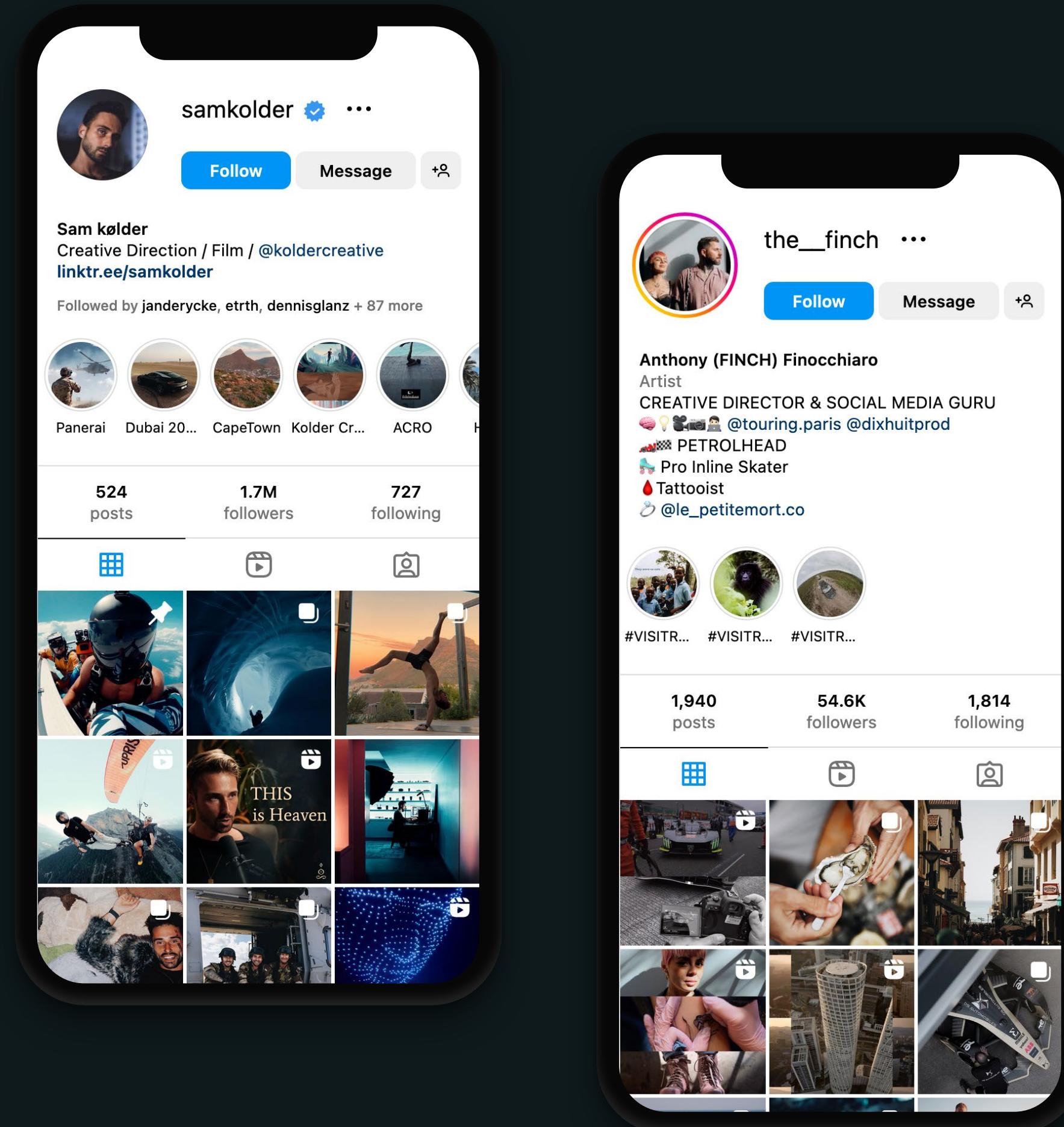


SUSTAINABLE FASHION ARTIST **Bayan Dahdah**

Bayan Dahdah is a Palestinian multidisciplinary designer, based in Dubai, interested in fusing the realms of physical and digital art, with sustainability in mind. Her work is a self-reflection on identity, culture, and philosophical musings on the fusing of digital and real life; an earnest artist's glimpse into how modern day innovation affects our personal lives and deeply rooted histories.

INSPIRATIONAL SUSTAINABLE DIRECTOR **Sam Kolder**

Sam Kolder is a world-renowned filmmaker that inspired a generation of content creators from all around the world. His work drove him all around the world where his curiosity and pursuit of progress made him a fervent director of content recognized by all. Eager to celebrate a more sustainable world he would be an amazing storyteller for the Sharjah Sustainable City.



THE CONTENT MAKING ARTIST

Anthony Finch

Anthony Finocchiaro (born September 4, 1986) is a young artist French Filmmaker / Photographer director and Professional inline-skater. He is best known for his DSLR filmmaking, photography, blog, workshop and his Steadicam skills.

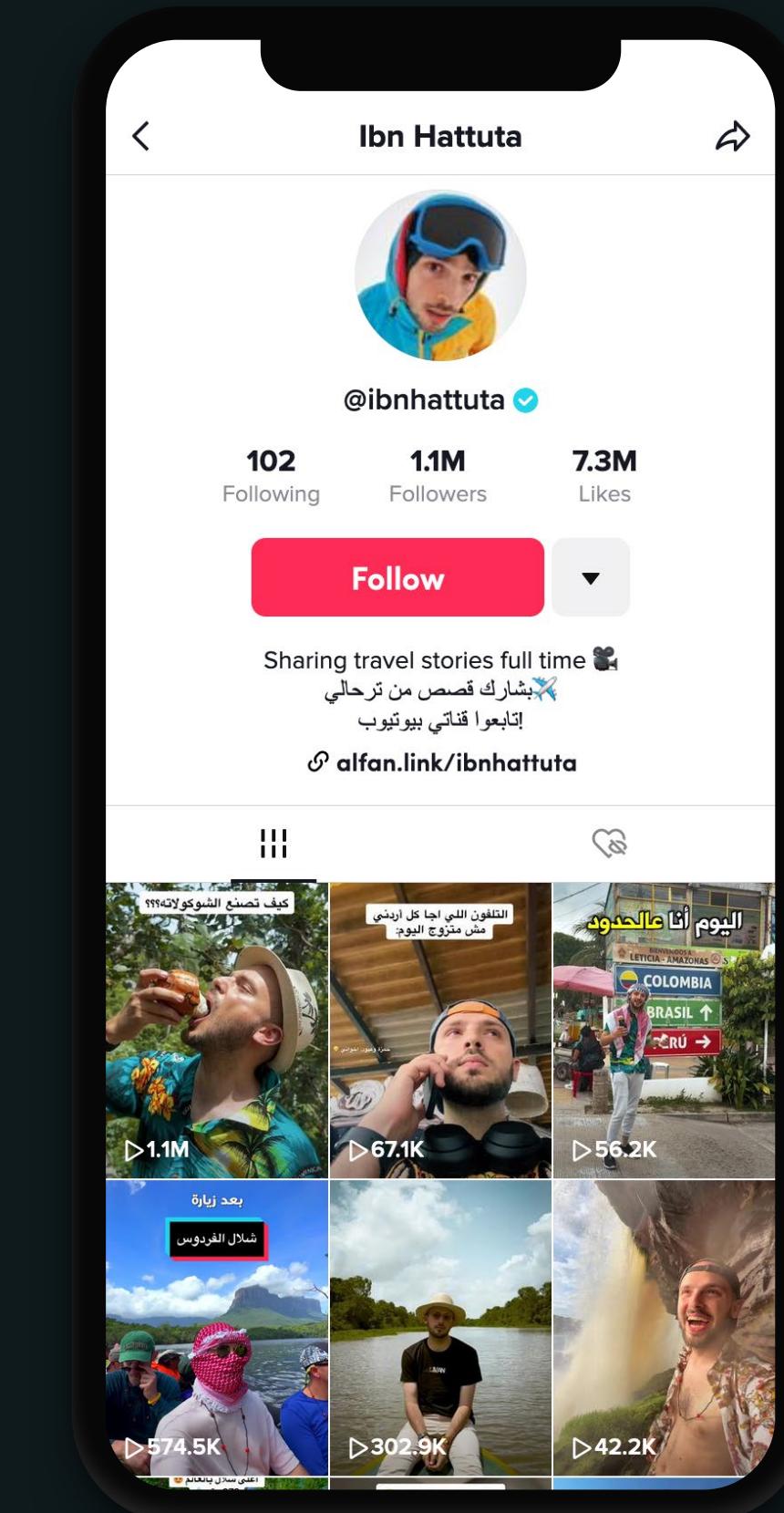
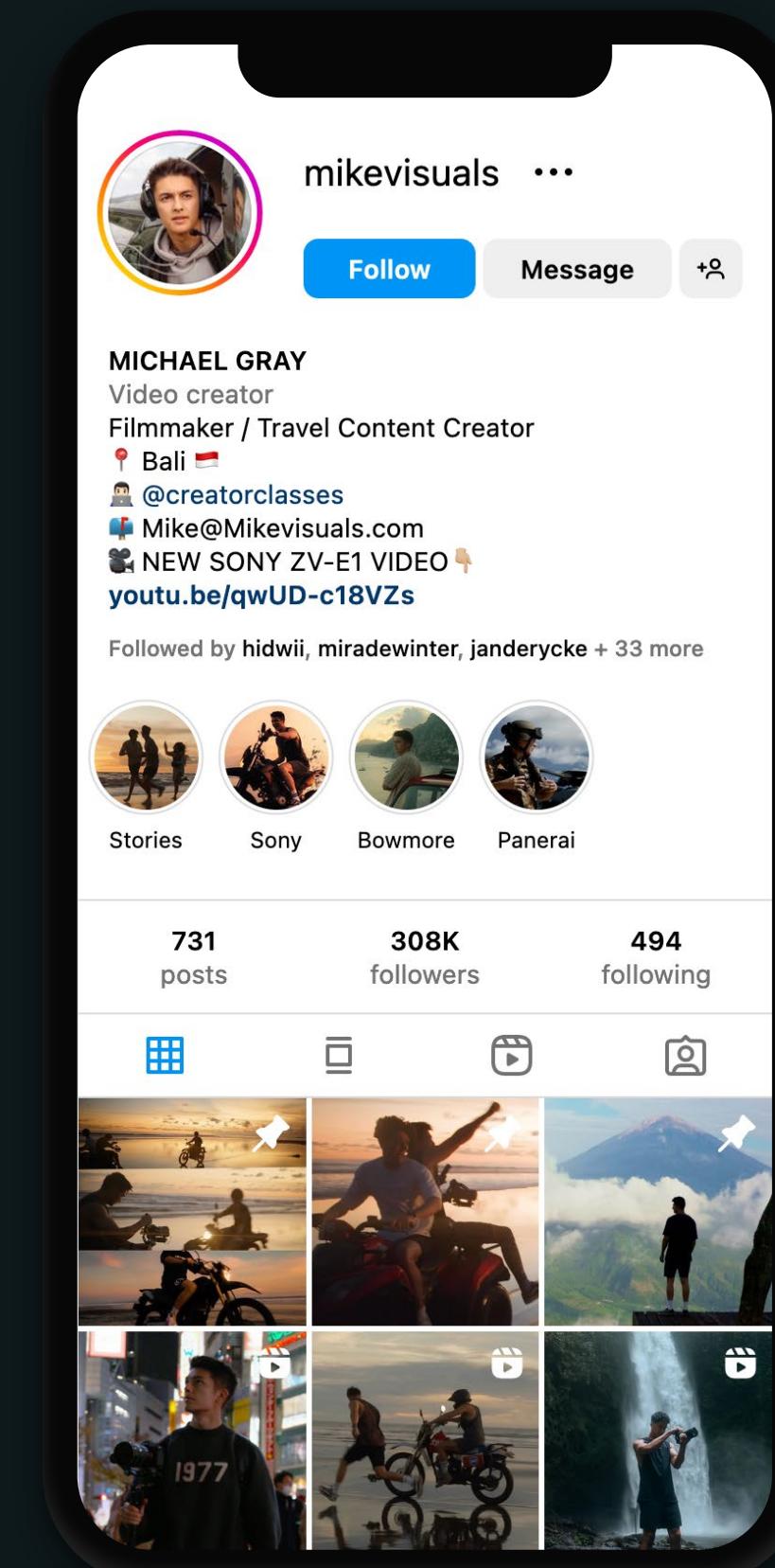
Anthony has been working on many artistic and innovative projects involving sustainability and well being.

Currently still directing the inline skates brand "SEBA SKATES" since these last five years he has developed long-standing professional relationship.

SEIZING THE BEAUTY OF SUSTAINABILITY AROUND THE WORLD

Mike Visuals

Michael Gray (aka Mike Visuals) is a UK based photographer and travel filmmaker. If you've seen his work, you'll know Mike is a VFX wizard. This comes at no surprise when you learn that he first started playing with After FX when he was only 13 years old. What started off as a hobby quickly turned into a burning passion. Mike tells us how he relentlessly put his work out there which eventually landed him dream jobs with the likes of Beautiful Destinations such as the GCC countries.



CONTENT CREATOR

Ibn Hattuta

Why Ibn:

Reliable and used to working with brands
Qualitative travel vlog with a focus on sustainability and environment

Very engaged/inspired audience

Have track records of efficient Social Media campaigns with environmental

Are influential within the UAE but his audience resonates in the whole GCC region

Sep 23**Oct 23****Nov 23****Dec 23****Jan 24**

CAMPAIGN LAUNCH 4 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN V2 4 Assets TOTAL
<ul style="list-style-type: none"> - 1x Campaign Hero Film - 1x Cutdown 1 - 1x Cutdown 2 - 1x Cutdown 3 	<ul style="list-style-type: none"> - 1x Cutdown 4 - 1x Cutdown 5 - 1x Always On content 	<ul style="list-style-type: none"> - 1x Cutdown 6 - 1x Cutdown 7 - 1x Always On content 	<ul style="list-style-type: none"> - 1x Cutdown Best performing - 1x Cutdown Best performing - 1x Always On content 	<ul style="list-style-type: none"> - 1 x Campaign Hero Film - 1x Cutdown 1 - 1x Cutdown 2 - 1x Cutdown 3

Feb 24**Mar 24****Apr 24****May 24****Jun 24**

CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN V3 4 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL
<ul style="list-style-type: none"> - 1x Cutdown 4 - 1x Cutdown 5 - 1x Always On content 	<ul style="list-style-type: none"> - 1x Cutdown 4 - 1x Cutdown 5 - 1x Always On content 	<ul style="list-style-type: none"> - 1x Cutdown Best performing - 1x Cutdown Best performing - 1x Always On content 	<ul style="list-style-type: none"> - 1 x Campaign Hero Film - 1x Cutdown 1 - 1x Cutdown 2 - 1x Cutdown 3 	<ul style="list-style-type: none"> - 1x Cutdown 4 - 1x Cutdown 5 - 1x Always On content

Jul 24**Aug 24****Sep 24**

CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL	CAMPAIGN FOLLOW UP + ALWAYS-ON 7 Assets TOTAL
<ul style="list-style-type: none"> - 1x Cutdown 4 - 1x Cutdown 5 - 1x Always On content 	<ul style="list-style-type: none"> - 1x Cutdown Best performing - 1x Cutdown Best performing - 1x Always On content 	<p>New content strategy approach for Year 2</p> <ul style="list-style-type: none"> - 2 whole Routes with 2 new whole Hero films - Continue high performing Always On Content - Ideate on new Always On content for the low performing formats

SHARJAH SUSTAINABLE CITY
CONTENT CALENDAR

SHARJAH SUSTAINABLE CITY

MONTHLY CONTENT CALENDAR

POSTING SCHEDULE EXAMPLE

1	2	3. Show us where you live in SSC	4	5	6. CUTDOWN 1	7
8	9	10	11. Celebrate SSC green innovations/tors	12	13	14
15	16	17	18	19. Easy DIY for your SSC sustainable home	20	21
22. Green acts of Windness #GoodByNature	23	24	25	26	27. CUTDOWN 2	28
29	30	31. Good People Green Talk Interviews				

HOW WE SEE THE FUTURE



SHORT FORMAT SERIES

SOLUTIONS Now

SOLUTIONS Now is a documentary series that examines all aspects of modern living and solutions for a more sustainable and responsible lifestyle.

We look not only at food and plastic pollution, but also fashion & beauty, energy, travel, education, well-being and our economy. As the population slowly approaches 8 billion, a unique set of challenges begins to present themselves. Things we take for granted today could become devastatingly complex problems in the world that is quickly reaching its carrying capacity. It is imperative that we tackle the issues of sustainability. In an era where sustainability is often associated with and dismissed as bohemian or hippie lifestyles, our society needs a radical paradigm shift in our thinking. In order to bring about this change in mass-mentality, we will need the minds of extraordinarily brave and bold thinkers who aren't afraid of gargantuan challenges. In SOLUTIONS Now, we take a journey through some of the world's most sustainable cities in the region sharing ideas on sustainable-living and learning new ideas in exchange.

REFERENCE



WHAT IS YOUR 2040?



EXPERTISE MARKETING

THOUGHT LEADERSHIP

One challenge nearly all our clients and B2B marketers face today is how to stand out on social. And who better to learn from than influencers? We've been examining on what is arguably the most powerful type of marketing today, a \$21 billion industry that shows no sign of slowing down.

We're not advocating for businesses to look outside their organisations for influencers but rather **harness the power of the expertise** they have within. We know that some of you are doing this already and others would like to do more. This new era of **expertise marketing** as we are calling it.

We want to give your experts a voice and platform to share their knowledge about sustainability.



THANK YOU



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