

- COMPANY PROFILE 2025 -

FADY RAGHEB

ADVERTISEMENT SERVICES

Cinematic Production · Live Direction · Broadcast

Dubai, UAE · Est. 2001 · 24+ Years of Excellence

24+
Years of Excellence

GCC-Wide
Regional Reach

Award-Winning
Recognized Director

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Why Choose Us

The standard others aspire to



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ABOUT US

24+ Years of Cinematic Excellence

Founded by award-winning director Fady Ragheb, we are a Dubai-based creative production house with more than two decades of experience across Kuwait and the GCC. We craft cinematic event coverage, broadcast production, documentaries, and branded content with the precision, polish, and storytelling depth that top-tier brands expect – creating work that resonates with audiences and elevates every project.

24+

Years of Experience

GCC-Wide

Regional Reach

Award-Winning

Recognized Director



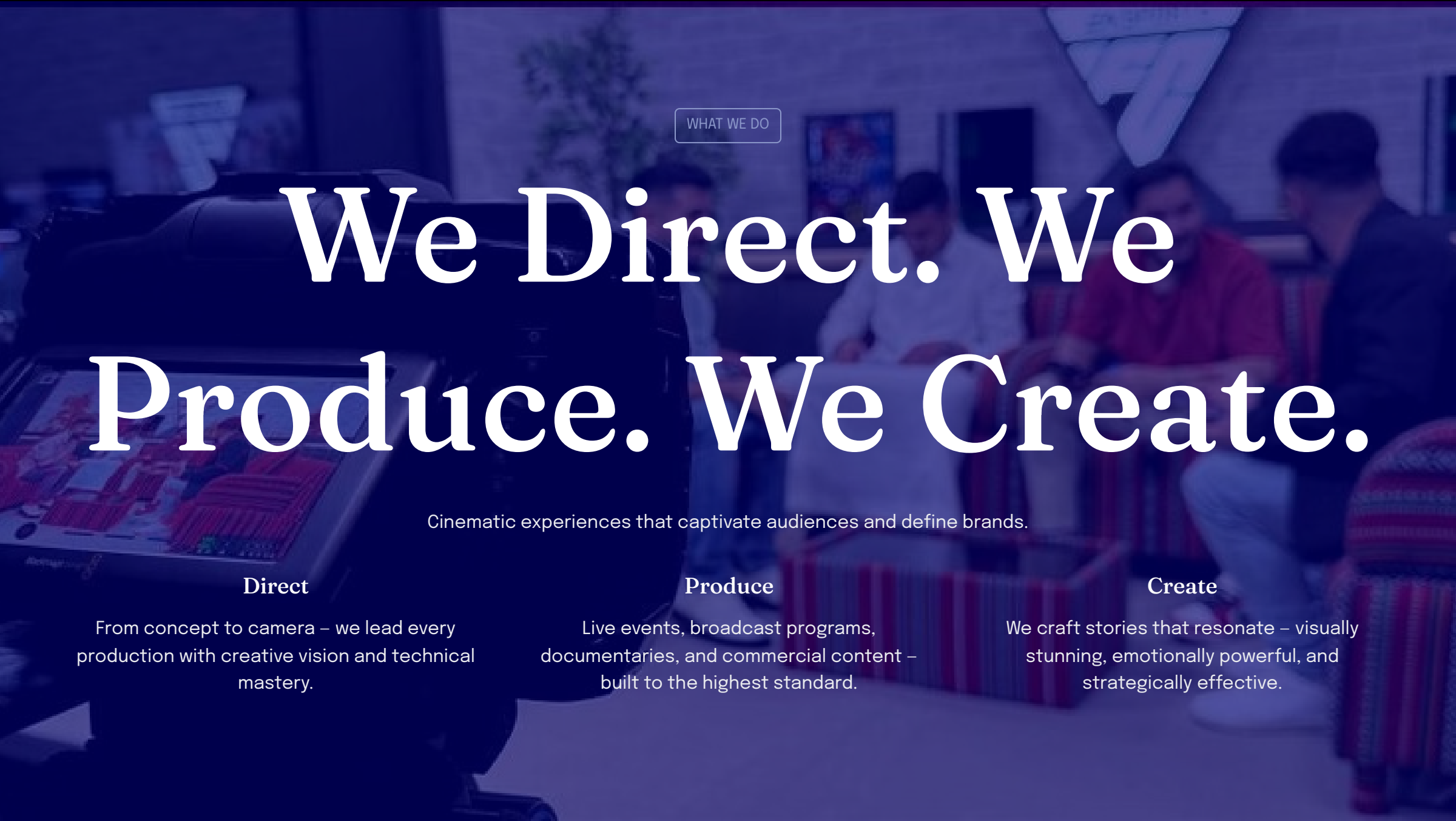
MEET THE DIRECTOR

Fady Ragheb

Award-Winning Director · Producer · Cinematographer

With a foundation in Electrical & Computer Engineering (Higher Technological Institute, 2004) and a passion for visual storytelling, Fady Ragheb has built a career that bridges technical precision and cinematic artistry. Trained at the Kuwait Cinema Club under renowned artist Nasser Karmani, he has spent over two decades crafting stories that move audiences across the GCC and beyond.

- 1** — **2001:** Founded Fady Ragheb Advertisement Services
- 2** — **2005:** Joined Kuwait Ministry of Electricity & Water – led media unit
- 3** — **2013:** Joined Kuwait Cinema Club · Directed first film "Hekayet Watan"
- 4** — **2014:** "Balad Al Insaniya" – screened at Alexandria Film Festival, acquired by Kuwait TV
- 5** — **2018:** "Eyewitness" Documentary – 3 International Awards (NY Movie Awards, Florence Film Awards)
- 6** — **2021:** "The Award" – Won Swedish International Film Festival & Hollywood Gold Awards
- 7** — **2024:** Relocated to Dubai, UAE – Launched UAE operations, executed major events including Fujifilm Shurmooq branch opening, International Security Alliance Conference, Arab League Conference at Mohammed Bin Rashid Library, and documentary "Manarat Al Takharruj"



WHAT WE DO

We Direct. We Produce. We Create.

Cinematic experiences that captivate audiences and define brands.

Direct

From concept to camera – we lead every production with creative vision and technical mastery.

Produce

Live events, broadcast programs, documentaries, and commercial content – built to the highest standard.

Create

We craft stories that resonate – visually stunning, emotionally powerful, and strategically effective.

OUR SERVICES

Content & Production

End-to-end creative production for brands, events, and media.



Brand & Commercial Production

Premium films, branded content, and campaign assets designed to elevate your brand and drive results.



Cinematic Photography & Videography

Editorial-quality coverage for corporate, lifestyle, and live experiences with a cinematic, story-led approach.



Podcast & Audio Branding

Full-service podcast production with refined sound design, editorial polish, and a distinctive audio identity.



Social Media Video Production

Short-form and long-form video content crafted for Instagram, TikTok, YouTube, and LinkedIn – optimized for engagement, reach, and brand impact.

OUR SERVICES

Film & Post-Production

From raw footage to broadcast-ready masterpieces.



Live Event Direction & Broadcast

Precision-led multi-camera direction for conferences, ceremonies, and live broadcast moments. Seamless execution from cue to transmission.



Documentary & Narrative Films

Compelling storytelling shaped with cinematic depth and editorial clarity. Crafted to inform, move, and resonate.



Television & Digital Content

Concept-to-delivery production for television, streaming, and branded digital formats. Built to engage audiences across every screen.



Post-Production & Color Mastering

Refined editing, sound design, and color mastery that elevates every frame. Final polish designed for a premium broadcast finish.



EXPERIENCE

Trusted by Leading Organizations

Over two decades of high-profile productions across Kuwait, Dubai, and the GCC.



Featured Projects

Scan the QR codes below to view each project.

01

UAE Spirit Film – Ramee Dream Hotel

A cinematic piece celebrating the pride and identity of the UAE.

Scan to Watch



Watch Now

02

AI vs Real Campaign

Engineered content designed to stop the scroll and turn viewers into clients.

Scan to Watch



Watch Now

03

Podcast Reel Production

A storytelling-driven podcast reel capturing authentic voices and unique perspectives.

Scan to Watch



Watch Now

04

Live Concert Coverage

Capturing raw emotion and audience energy during live music performances.

Scan to Watch



Watch Now

05

AI-Generated Eid Campaign

A fully AI-crafted visual celebrating Eid Al-Fitr with a modern creative approach.

Scan to Watch



Watch Now

06

Restaurant & Lifestyle Coverage – Ajman

Capturing the atmosphere, live entertainment, and unique dining experience.

Scan to Watch



Watch Now

07

Sports Event Coverage – Akuathlon Championship

Full live coverage with cinematic visuals capturing performance and competition.

Scan to Watch



Watch Now

08

Live Event Coverage – Fujifilm Middle East Grand Opening

Full-scale live coverage at Expo City Dubai, capturing a milestone event in the UAE.

Scan to Watch



Watch Now

09

Supercar Event Coverage – Fujairah

Cinematic visuals capturing an elite showcase of luxury and performance.

Scan to Watch



Watch Now

Featured Projects — Vol. 2

Scan the QR codes below to view each project.

10

UAE Real Estate Social Media Campaign

Strategic social media content for real estate marketing. Cinematic visuals crafted to attract attention and drive engagement.

Scan to View



Watch Now

11

High-Impact Client Testimonial

Real client feedback in UAE captured during a live event.

Scan to View



Watch Now

12

The Gulf Medical Conference

Full event coverage · Highlight videos · Live streaming

Scan to View



Watch Now

13

Eyewitness — Documentary

Cinematic documentary on Al-Zour Station during the invasion

Scan to View



Watch Now

14

Kuwait National Elections 2024

Multi-camera live coverage · Promo video · Full broadcast production

Scan to View



Watch Now

15

Alwan Ya Arab

Short documentary – Fady as Director of Photography & Editor

Scan to View



Watch Now

16

The Award — Documentary Film

Multi-award winning film .

Scan to View



Watch Now

17

MBC Trending

Produced segment for national broadcast on MBC network

Scan to View



Watch Now

18

Show Reel — Live Events & Editing

Full production showreel

Scan to View



Watch Now

CASE STUDY

International Security Alliance Conference

A high-profile international security event demanding broadcast-level precision and seamless live execution.

THE CHALLENGE

High-Stakes Live Direction

Deliver full multi-camera live direction for a high-profile international security conference with zero margin for error.

THE SOLUTION

Broadcast-Level Execution

Deployed a precision multi-camera setup with real-time directing, seamless switching, and broadcast-standard production workflow.

THE RESULT

Flawless Delivery

Successful end-to-end execution with high client satisfaction, zero technical failures, and a production quality that exceeded expectations.

Multi-Camera
Setup

100%
Client Satisfaction

Live Broadcast
Quality Standard

WHY CHOOSE US

The Standard Others Aspire To

We don't just produce content – we build lasting impressions.

24+ Years of Mastery

Two decades of live direction, broadcast, and cinematic production across the GCC – with zero compromise on quality.

Internationally Awarded

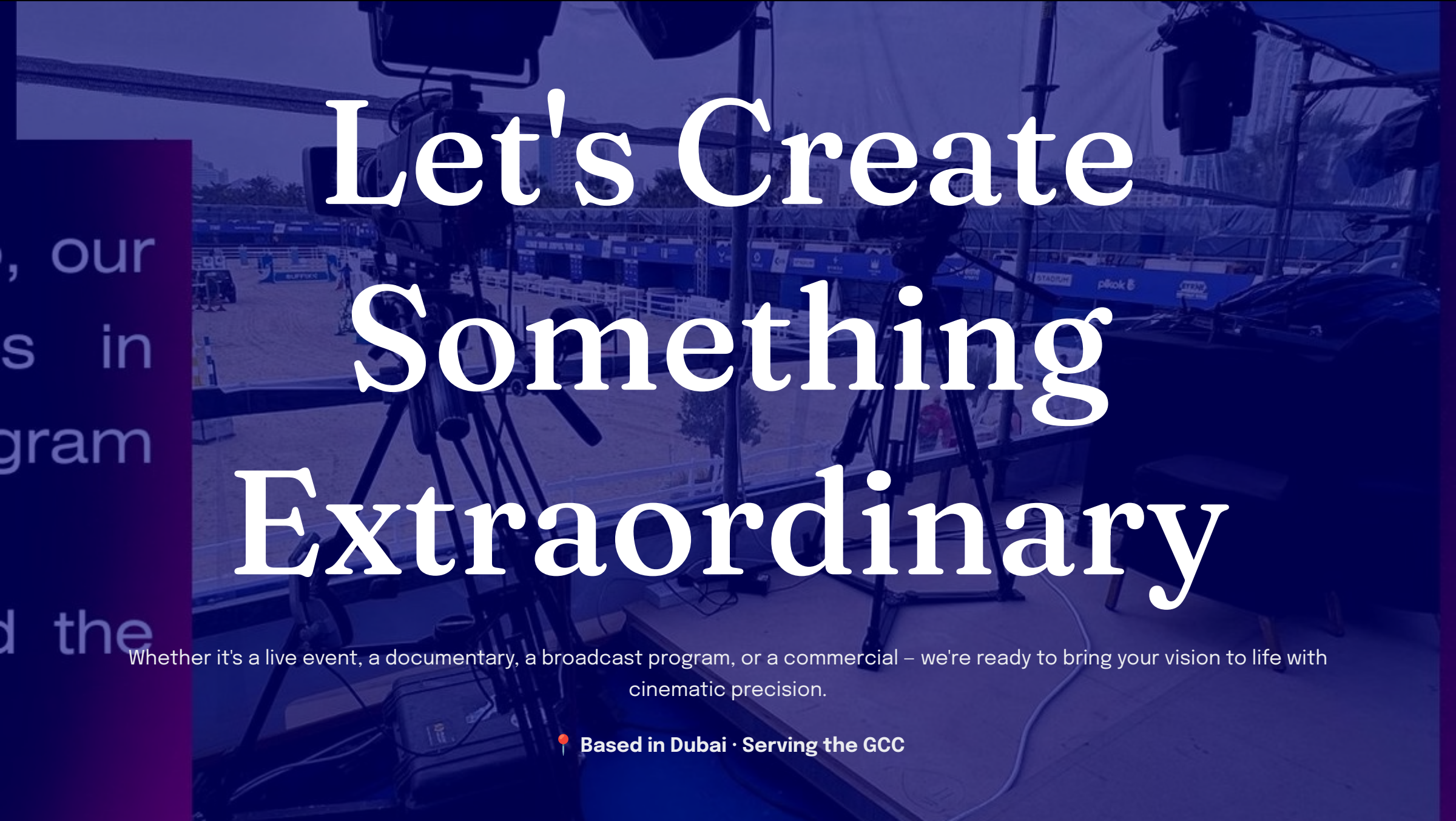
Recognized on global stages – FilmFreeway, MBC broadcast, and international film festivals.

Full-Cycle Production

From concept and script to final delivery – every stage handled in-house with precision and creative control.

Regional Authority

Deep cultural fluency, broadcast-standard knowledge, and trusted relationships across Kuwait, Dubai, and the GCC.



Let's Create Something Extraordinary

Whether it's a live event, a documentary, a broadcast program, or a commercial – we're ready to bring your vision to life with cinematic precision.

📍 Based in Dubai · Serving the GCC

You Imagine ... We Create

Start Your Project Today

Let's build something extraordinary together.



Phone

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Location

Dubai, UAE



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