



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.



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 **7* 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



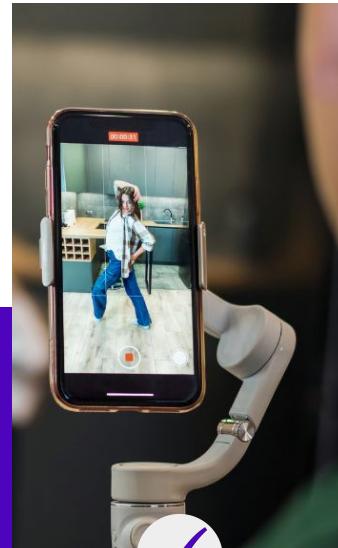
Viewers retain **95%** of a message when it's delivered through video



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

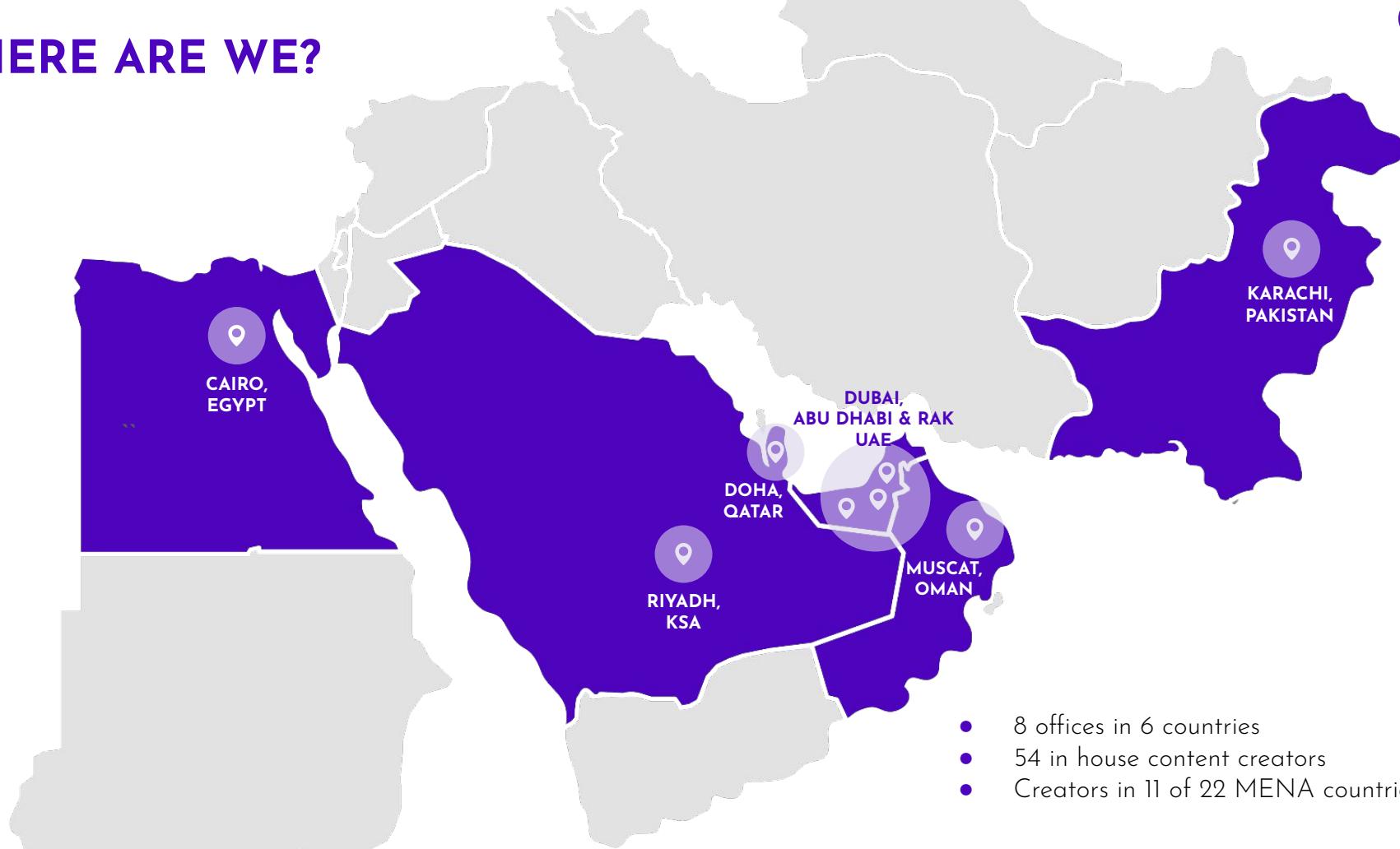


161% conversions for brands using creator-led content.



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

WHERE ARE WE?



SOME OF OUR PARTNERS

©



LambWeston



SHEIN



مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation



LAVAZZA

TORINO, ITALIA, 1895



dental
studio.



الصكوك الوطنية
NATIONAL BONDS

DUBI
CARS



crypto.com

ΛΛΛΛΛΝ



U'LINEN
ULTRA FABRICS®

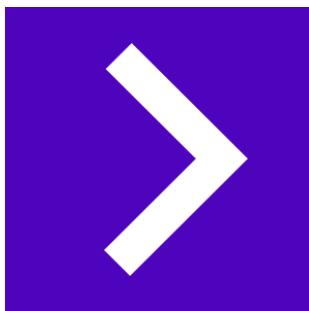
BYBIT



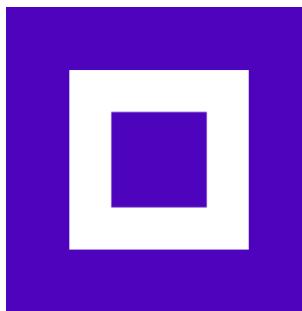
OUR SERVICES

CORE SERVICES

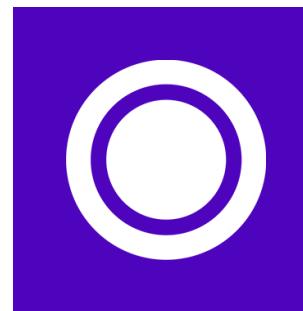
Capabilities built to create, elevate, and deliver impactful content



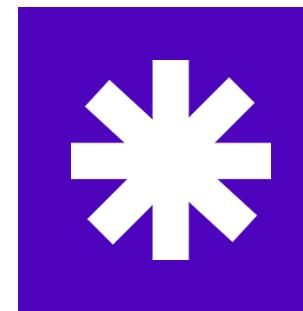
VIDEO



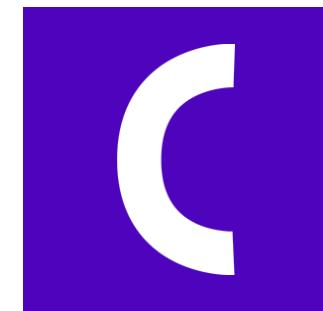
ANIMATION



AUDIO



ORIGINALS

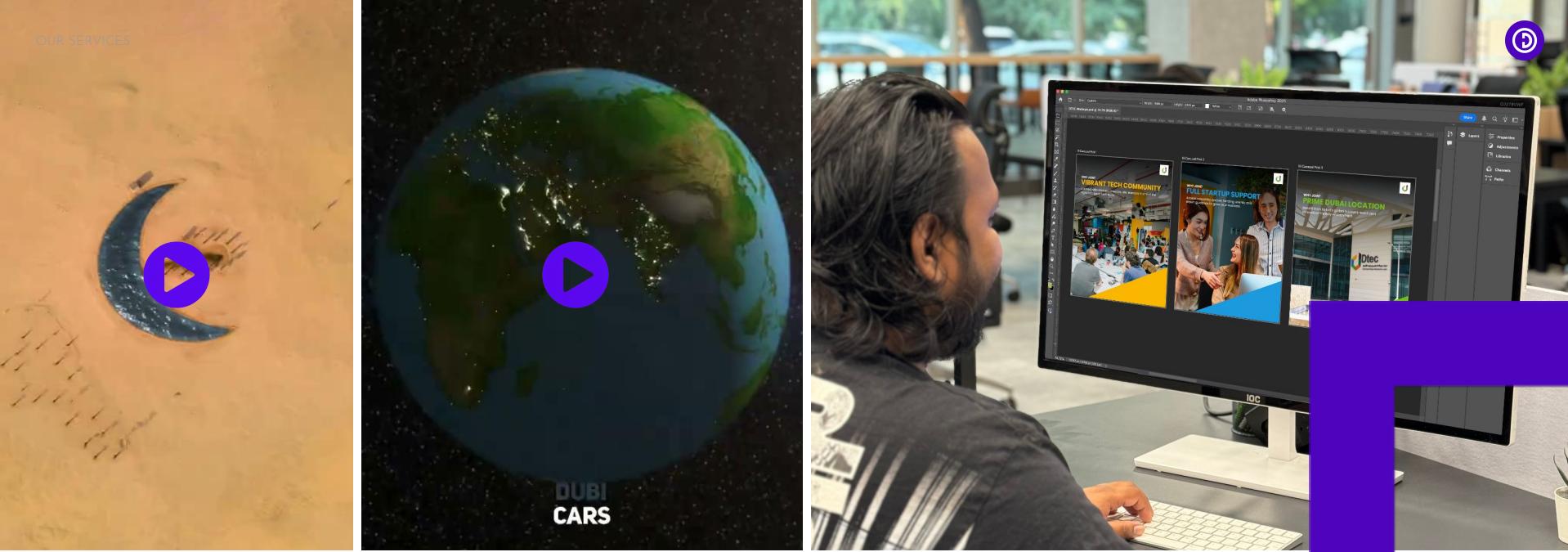


SOCIAL CONTENT



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

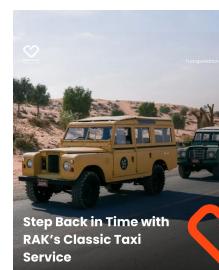
89.8M
VIEWS/IMPRESSIONS

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%

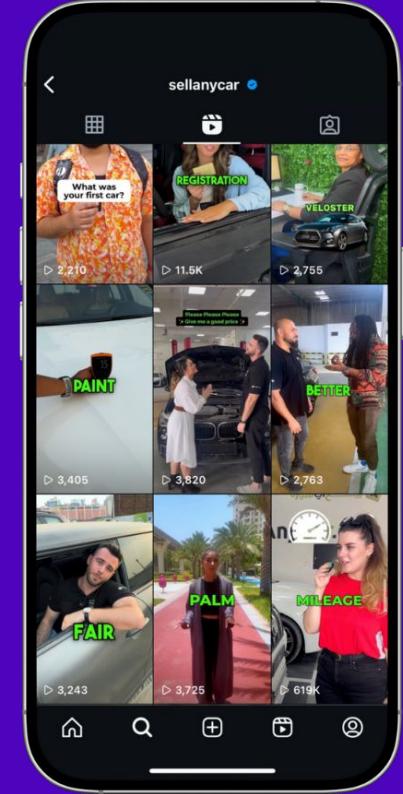
AVERAGE CTR
(Industry Standard 1%)

8x

RETURN ON INVESTMENT



SellAnyCar.com



BYBIT

VIDEO

OUR VIDEOS HIT 100M+ VIEWS FOR BYBIT

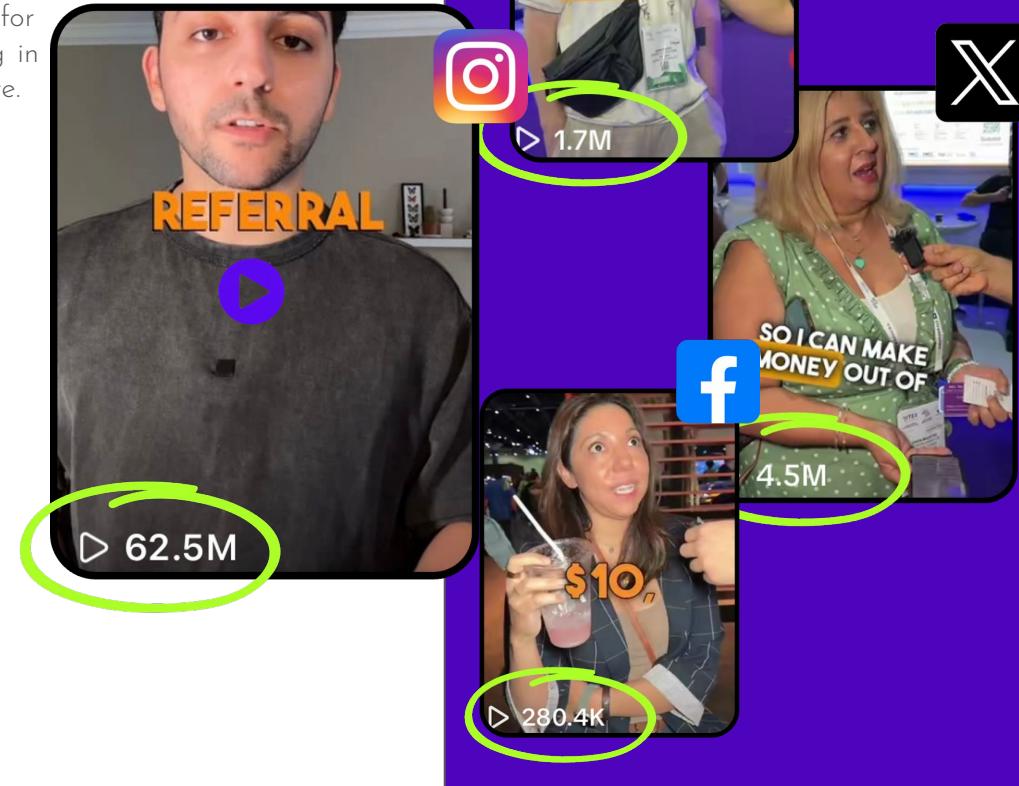
We created videos based around events and product launches for Bybit Global and Bybit Arabic social media channels resulting in over 100 million plus views and an increase in the conversion rate.

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.

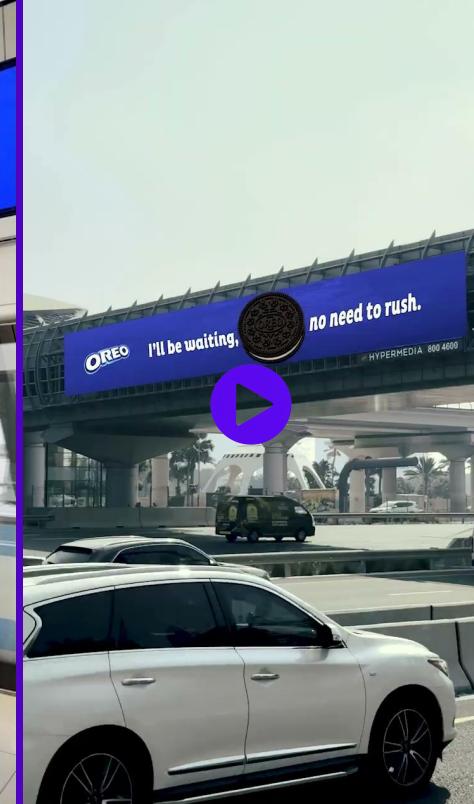
The campaign delivered impressive results and included:

- 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

 **FANFIX**

انها وناس
بدون فلتر

POWERED BY
OFANFIX



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



LAVAZZA

SOCIAL CONTENT

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

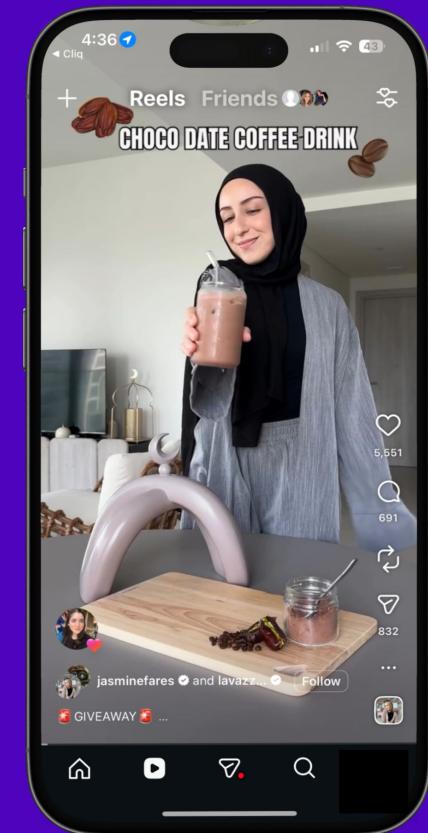
Our long-standing partnership has been built on **creativity and innovation, consistently** bringing Lavazza's brand story to life through engaging digital experiences and authentic storytelling.

Scope includes:

- Social media management
- Content localization
- Influencer marketing campaigns

LAVAZZA

TORINO, ITALIA, 1895



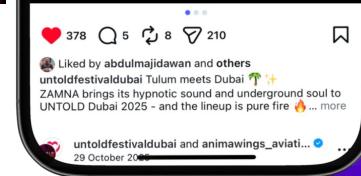
UNTOLD

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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odeumstudio.com

