STELLAR MEDIA

DECCA Creative directions

Social media and film

November 2026



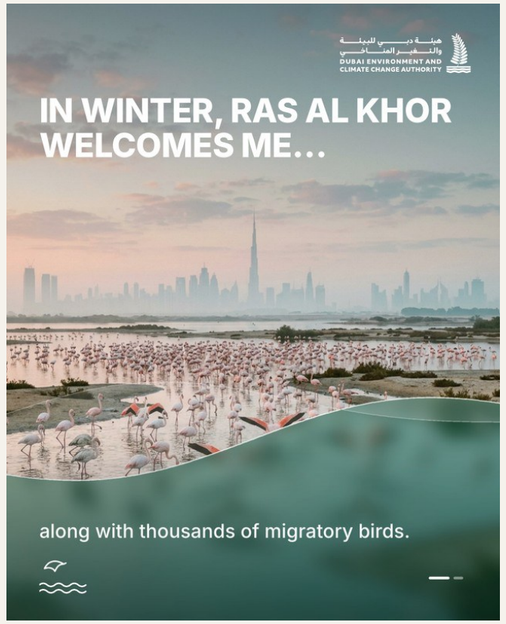
Two directions. One DECCA identity

Distinct ways to bring Dubai’s environment closer to the people who share it.



01
Dubai’s Nature, Part of Our Lives

Immersive imagery, expressive bilingual headlines and a fine flowing line.

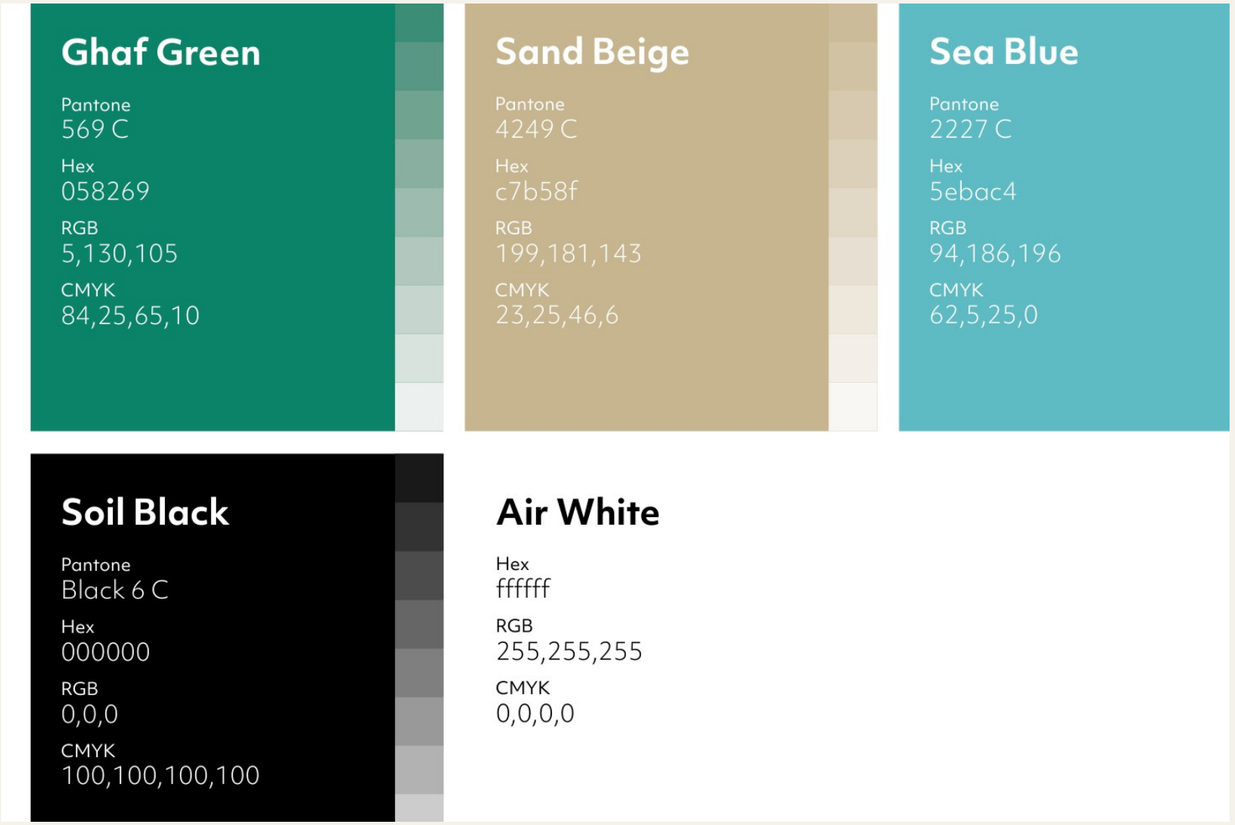


02
The Living Wave

A frosted wave carries the message across a consistent, adaptable social system.

The brand sets the foundation

DECCA’s Ghaf frond and waves connect the identity to air, earth and water.



Typography

Objektiv and Objektiv Arabic lead. Use an approved alternative where required.

Photography

Grounded natural light, a clear subject and recognisable environmental context.

Existing artwork is shown as concept work. Final production follows the supplied brand guidelines.

01 Dubai’s Nature, Part of Our Lives

Nature becomes the starting point for stories about protection, food security and everyday choices.



A question that invites attention



Wildlife as the focal point



A closer look below the surface

Direction 01 The editorial range

One visual language moves from habitats to food systems and the city.



Food security



Everyday consumption



Environmental ambition

Direction 01 Community and leadership

The same photographic approach extends to explainers, participation and leadership communications.



Environmental explainers



Community participation



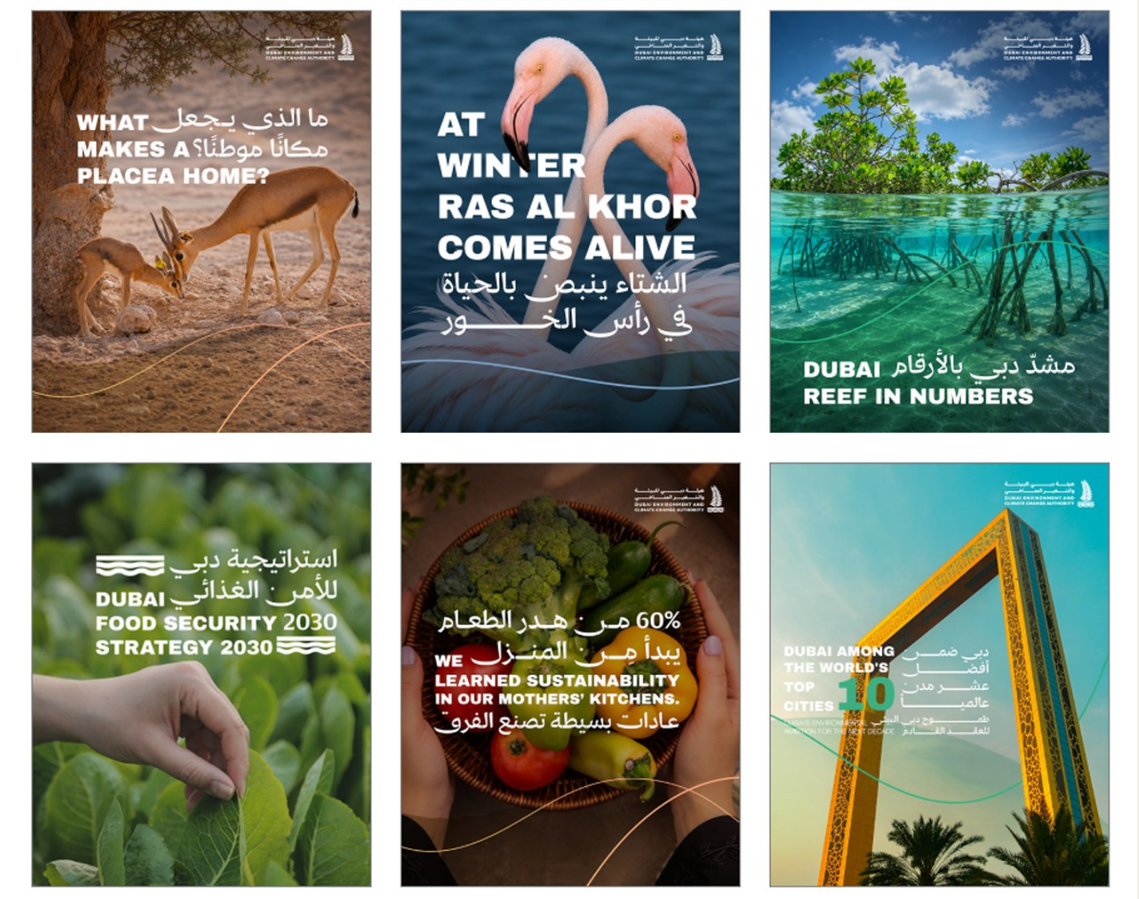
Leadership quotation treatment

Direction 01 The creative signature

A photograph leads. The headline adds the story. A fine line connects the series.

A close relationship with nature

Warm, human and immediate. Each post has its own focal point within a shared photographic world.



Production refinement: clearer Arabic and English reading blocks, with the approved DECCA type family.

02 The Living Wave

Nature above. A translucent wave beneath it carries the message.

Built from the DECCA logo

The wave gives every story a recognisable structure while keeping the environment visible.

Ghaf Green for nature
Sand Beige for food security
Sea Blue for climate action



3 The message

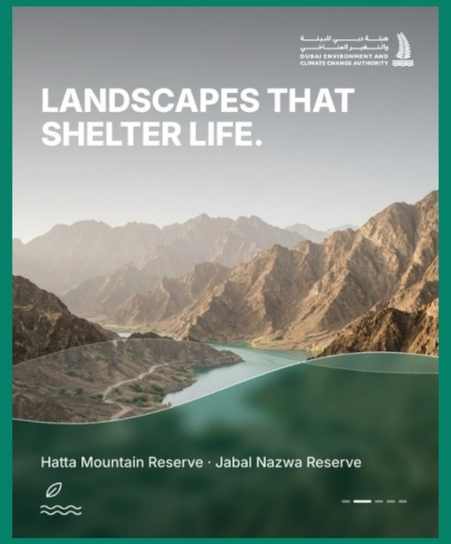
Headline, logo and icon. One idea, Arabic first.

2 The wave

The logo's waves as one sheet of frosted glass, tinted by topic.

1 Nature

One calm photograph of Dubai's environment. The frond of the logo.



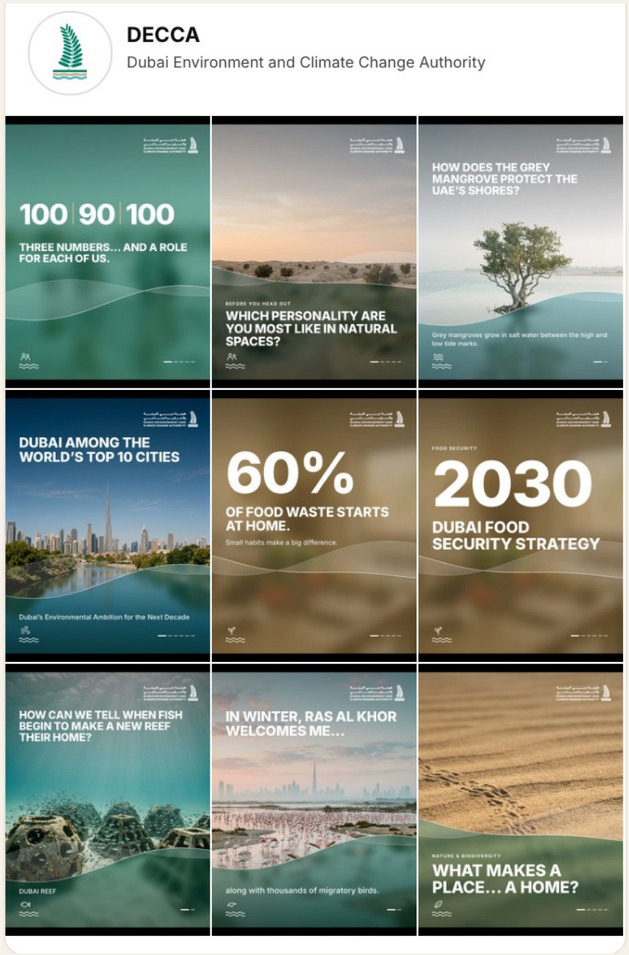
The finished post

Three layers, in the same order as the logo.

Direction 02 The complete feed

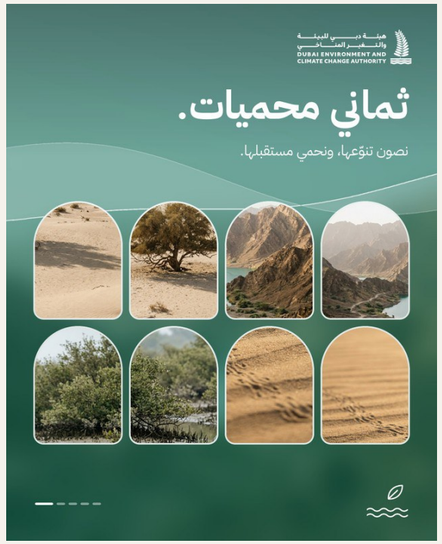
Arabic and English editions share the same visual hierarchy.

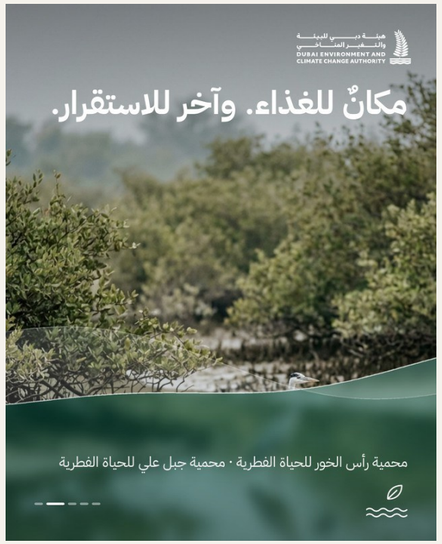


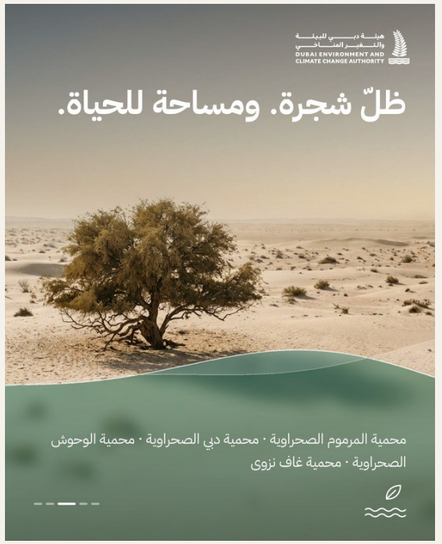


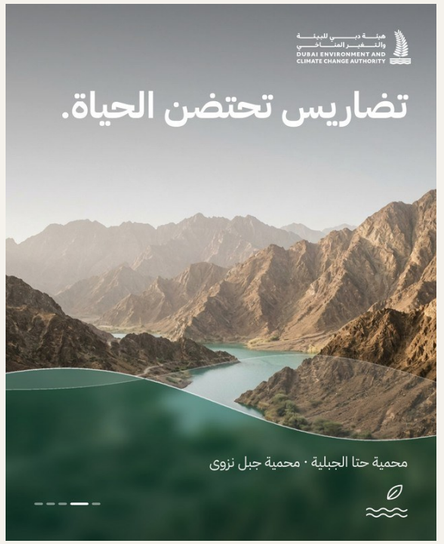
Direction 02 Nature and biodiversity

A cover question develops into a visual story across a carousel.











A habitat begins with shelter, food and space. The wave connects the sequence while each frame works independently.

Direction 02 Food, behaviour and ambition

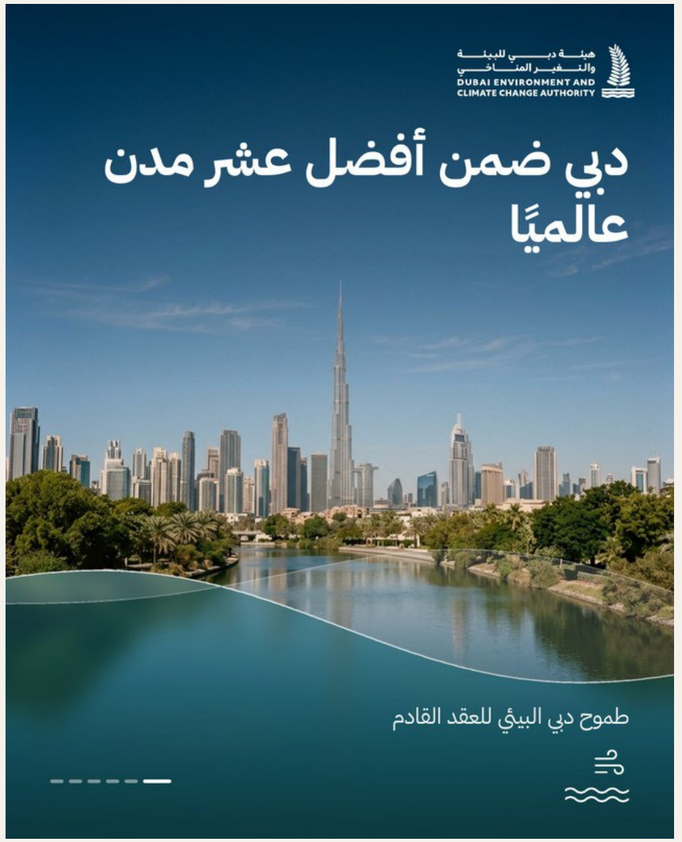
The treatment adapts to film covers, everyday advice and information-led motion.



Food-security film



Food-waste carousel



Environmental targets animation

Direction 02 Participation and shared responsibility

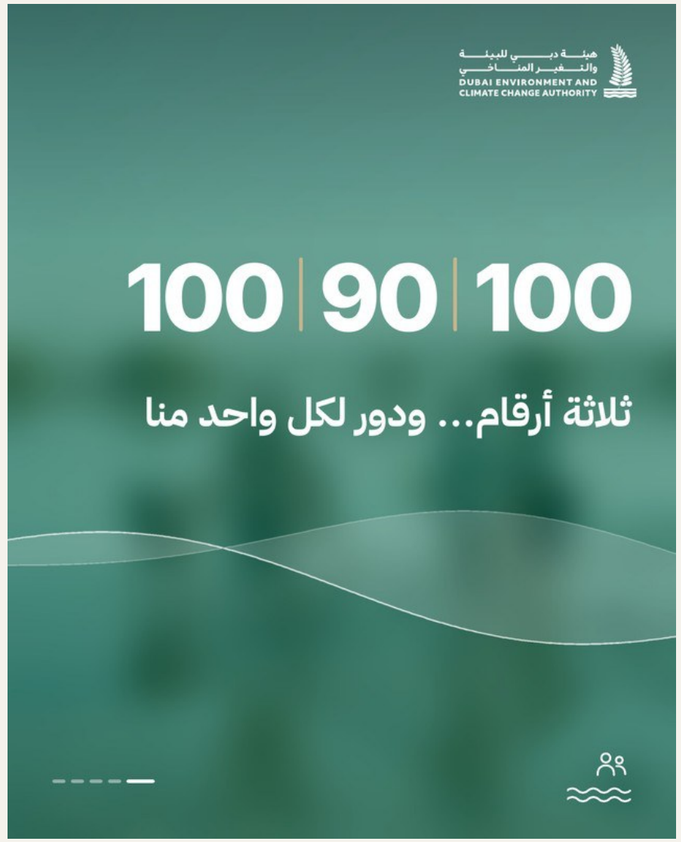
Human stories and practical actions give the environmental message a place in daily life.



Mangrove heritage



Nature-outing personalities



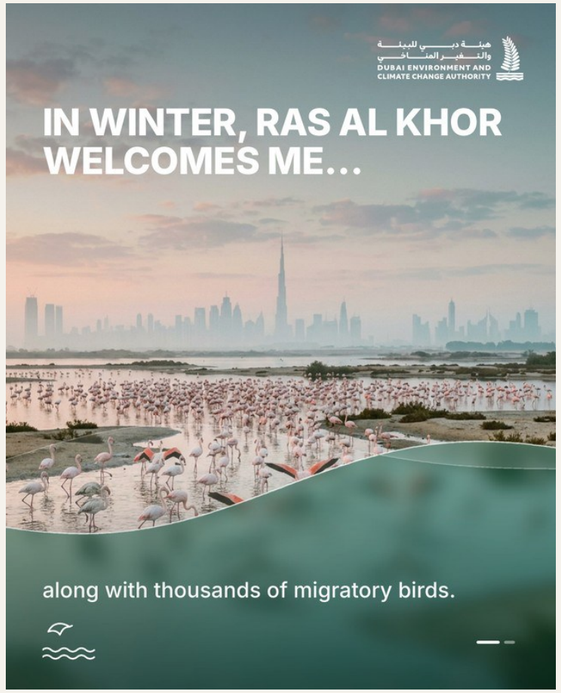
A shared role in change

Direction 02 Two languages, equal clarity

Separate language editions give Arabic and English enough room to read naturally.



Ras Al Khor / Arabic



Ras Al Khor / English



Marine life / Arabic



Marine life / English

Film Beyond the table

A familiar meal opens a story about the systems that make food possible.



The everyday table



The plate becomes a story



The work behind our food

Food security / AI concept film / approximately 52 seconds

WATCH THE FILM

Film The Ghaf story

An illustrated journey connects heritage, ecosystems and a greener future.



Heritage



Life beneath the water



The next generation

Campaign storytelling / illustrated animation / 16:9 / approximately 55 seconds

WATCH THE FILM

Stories Roots, science and tomorrow

Vertical storytelling puts people inside the DECCA world.



Roots and belonging



Knowledge and action



A greener tomorrow

WATCH ARABIC FILM

WATCH ENGLISH FILM

Additional motion and occasion samples

Direct access to the supplied films and motion work.

Eid Al Etihad

National occasion reel / Open sample

Commemoration Day

Vertical occasion film / Open sample

Additional Reel

Direction 01 / Post 10 / Open sample

Motion carousel

Direction 02 / Post 1 / Open sample

Food-security motion

Direction 02 / Post 4 / Open sample

Animation and shared action

Direction 02 / Posts 6 and 9 / Open sample

Our recommendation

Lead with The Living Wave as the recurring social system.





A consistent feed, with room for stories

The Living Wave offers the clearest repeatable structure for Arabic and English content.

Keep Direction 01 as the photographic alternative. Use the selected films to show the breadth of campaign storytelling.

Concept artwork shown for creative evaluation. Final copy, statistics, quotations and assets follow DECCA approval.

STELLAR MEDIA

Beyond the Stars

Creative direction for DECCA

November 2026