STELLAR / MEDIA

# DECCA

## Make nature visible.
## Make the mandate meaningful.

TECHNICAL PROPOSAL
SOCIAL MEDIA MANAGEMENT
+ DIGITAL COMMUNICATION

Dubai Environment and
Climate Change Authority



# Our commitment to DECCA

See our dynamic visual presentation **decca.stellarmedia.ae**

We will make DECCA the trusted guide to Dubai’s nature: clear on the science, warm in tone, and open to every resident who wants to take part.

We accept the RFP scope, SLA and Appendix F in full, for all 36 months.



01

## Evidence before every post

Every figure is checked against DECCA or Dubai Media Office sources before design starts. AI is never used as environmental evidence.



02

## Arabic first, built in Dubai’s nature

Native Arabic and English, written by senior copywriters, on a glass-wave system drawn from DECCA’s own logo.



03

## One bilingual team from day one

Strategy, creative, motion, community and paid media under one Account Director, mobilised in 30 days.

# How this proposal is organised

01
Understanding DECCA
PAGE 05 →

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Tender task
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Team and experience
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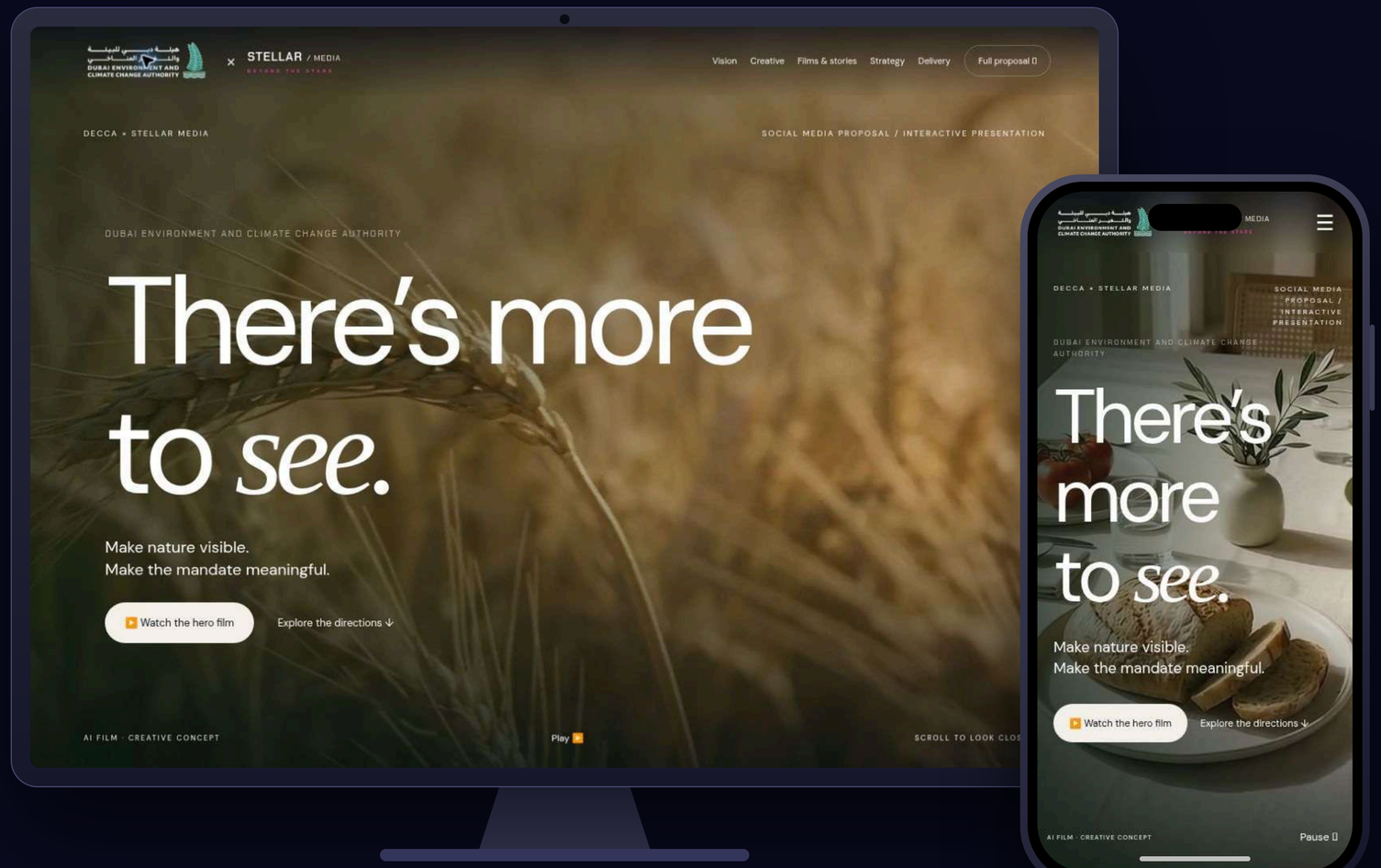
08
Tools, quality and SLA
PAGE 80 →

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Select any section to go straight to it. Every page footer links back here.

# See our dynamic visual presentation




INTERACTIVE PRESENTATION

## The proposal also lives online, with the hero film and the creative directions in motion.

- Watch the hero film
- Explore the creative directions
- Vision, strategy and delivery
- Open the full proposal

Open **decca.stellarmedia.ae**

Works on desktop and mobile. Select the link or type the address.

# 01

# Understanding DECCA

فهمنا لهيئة دبي للبيئة والتغير المناخي

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01 **Understanding DECCA**
02 Landscape analysis
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# Six strategic pillars, reflected in every post

DECCA leads Dubai's environmental and climate agenda, in line with the UAE Net Zero 2050 Strategy, D33 and the UAE Green Agenda 2030.

Every post must connect to one of the six pillars and to approved evidence. No generic eco messaging.



# Seven audience groups, each with its own lens



## Public

Citizens, residents, families, youth, students

PLANNING LENS

Awareness, participation, behaviour change



## Business and regulated sectors

Licensees, operators, SMEs, developers

PLANNING LENS

Regulatory clarity and compliance



## Government and institutions

Dubai and federal entities, academia, research

PLANNING LENS

Coordination, evidence, policy alignment



## Environmental ecosystem

NGOs, experts, volunteers, climate communities

PLANNING LENS

Credibility, knowledge exchange, advocacy



## Economic and investment

Investors, private sector, green economy

PLANNING LENS

Opportunity, policy direction, partnerships



## Media and multipliers

Media, creators, ambassadors, partner channels

PLANNING LENS

Accurate amplification



## International audiences

International bodies, specialists, visitors

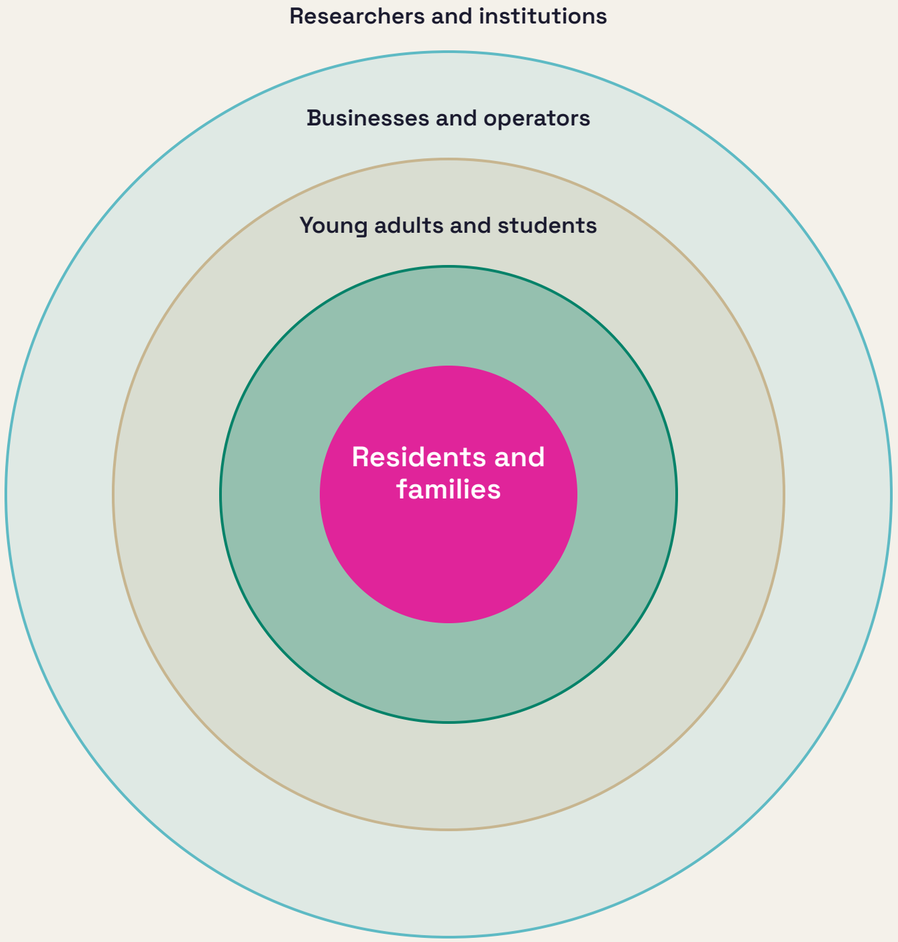
PLANNING LENS

Dubai positioning and relevance

EVERY PLAN MAPS

Audience → Insight → Objective → Message → Format → Platform → Action → KPI

# Priority audiences and what each needs

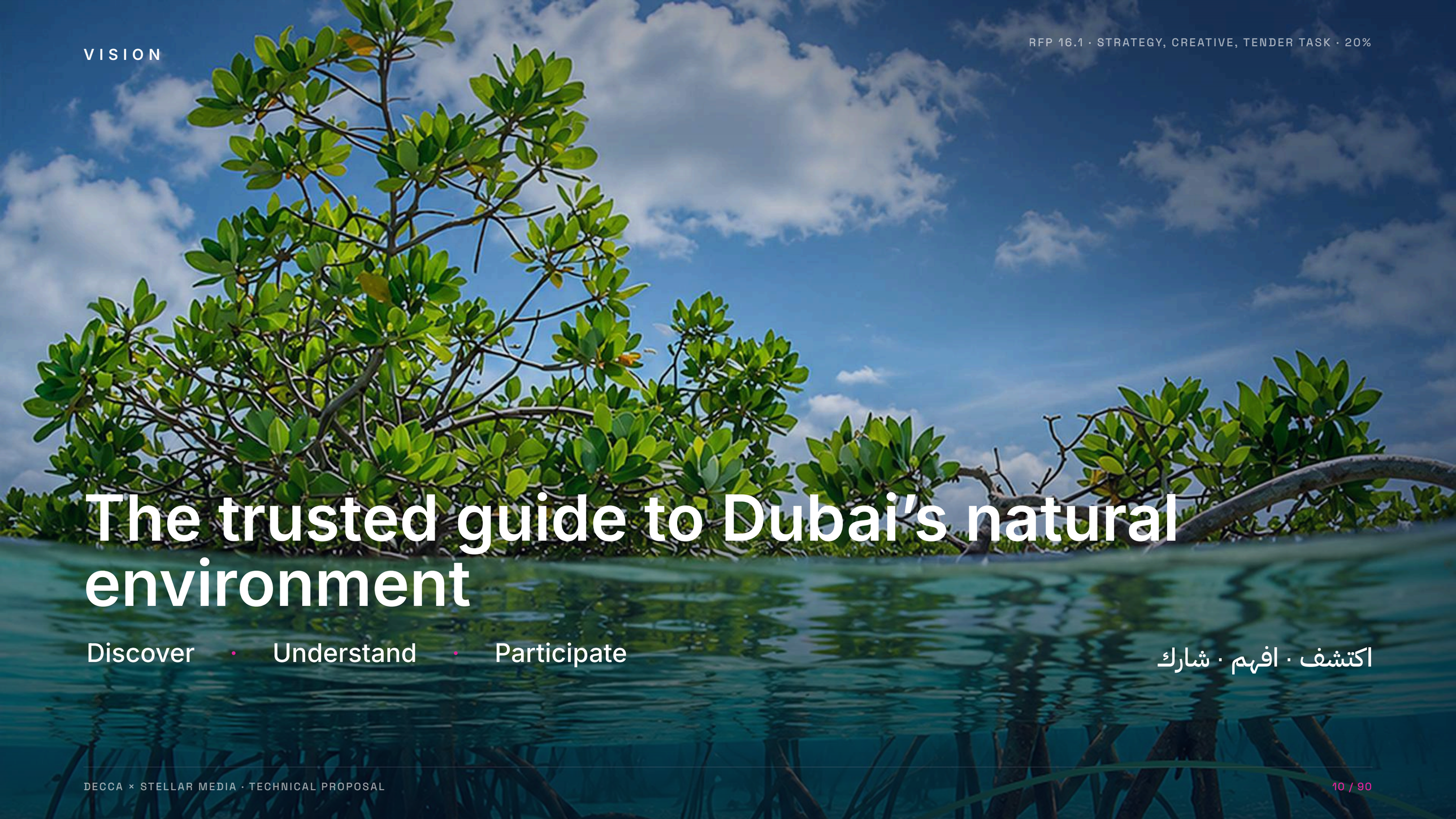



| AUDIENCE | NEED | DESIRED RESPONSE |
|---|---|---|
| **Residents and families** | Nearby nature and simple ways to help | Discover, save and take part |
| **Young adults and students** | Credible science and ways to contribute | Ask, share and volunteer |
| **Businesses and operators** | Policy context, timelines and resources | Understand and comply |
| **Researchers and institutions** | Recognition and routes to collaborate | Connect and amplify |

Residents first: residents and families drive growth; youth, business and research audiences deepen it.

# From challenge to success

| TODAY'S CHALLENGE | SUCCESS BY MONTH 36 |
| --- | --- |
| An announcement-led feed: conferences and reserve news | **Stories of place, people and purpose, with a clear next step** |
| The smallest audience in the peer set (1.5K on Instagram) | **A growing, returning community across six channels** |
| Science that is hard to read at feed size | **Accessible explainers, checked against approved evidence** |
| Two agencies that could duplicate work | **One integrated model under Appendix F, no duplicated cost** |
| Follower growth as the only measure | **Trust, understanding and action, measured from a baseline** |



# The trusted guide to Dubai’s natural environment

Discover · Understand · Participate

اكتشف · افهم · شارك

# 02

# Landscape analysis

تحليل المشهد

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# The landscape: local relevance, wider ambition

UAE / CORE PEERS

## EAD · MOCCAE · EPAA · ADAFSA

Bilingual hierarchy, public guidance, science and institutional clarity.

UAE / ADJACENT REFERENCE

## Emirates Nature-WWF

Community participation and environmental campaign craft.

REGIONAL

## Saudi Green Initiative

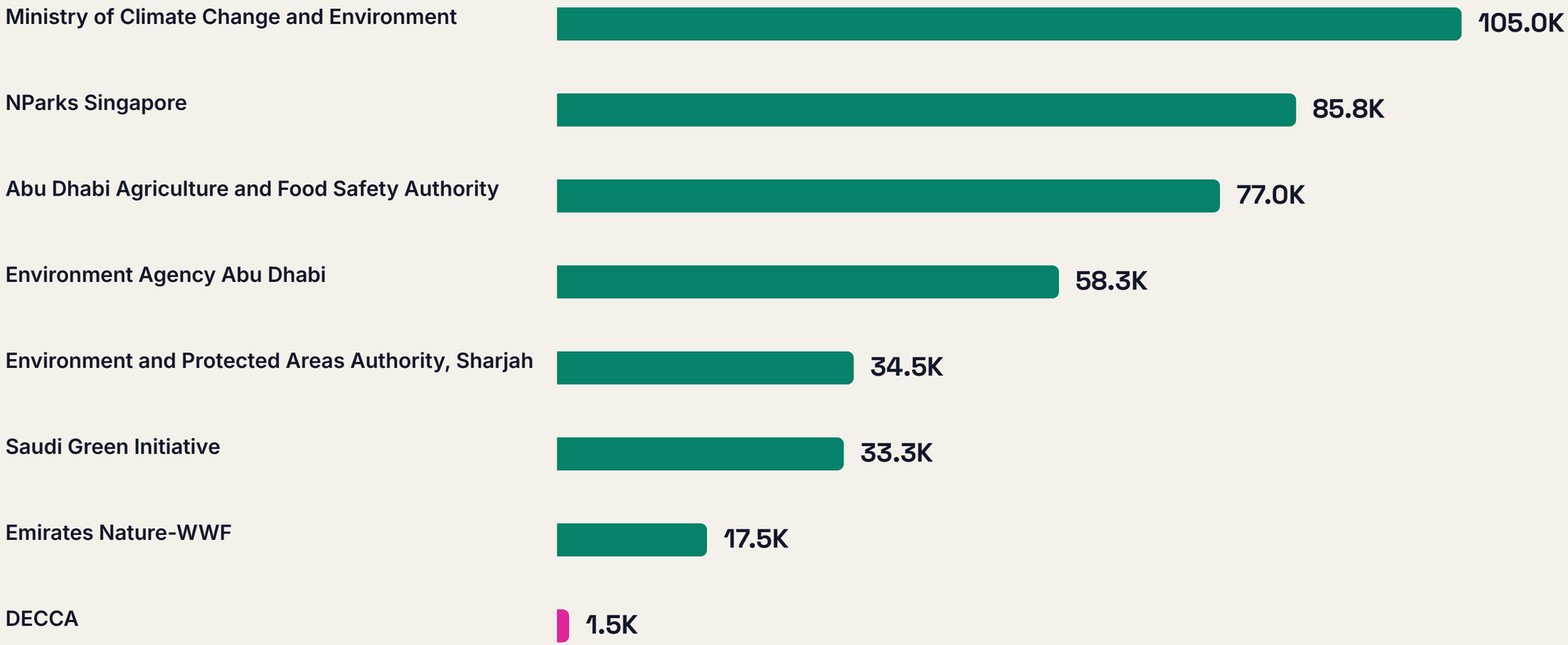
Campaign recognition and strong message hierarchy.

GLOBAL

## NParks Singapore · WWF International

Practical education, visitor-centred information design and recognisable global series.

# Where DECCA starts on Instagram




GLOBAL REFERENCE

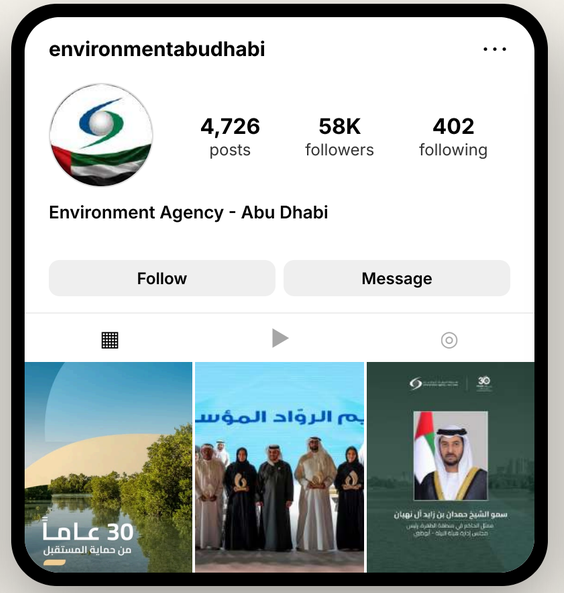
**3M**

WWF International followers, shown apart so it does not flatten the scale.

Instagram followers, public profile snapshot, 13 November 2026.

# UAE core peers on Instagram



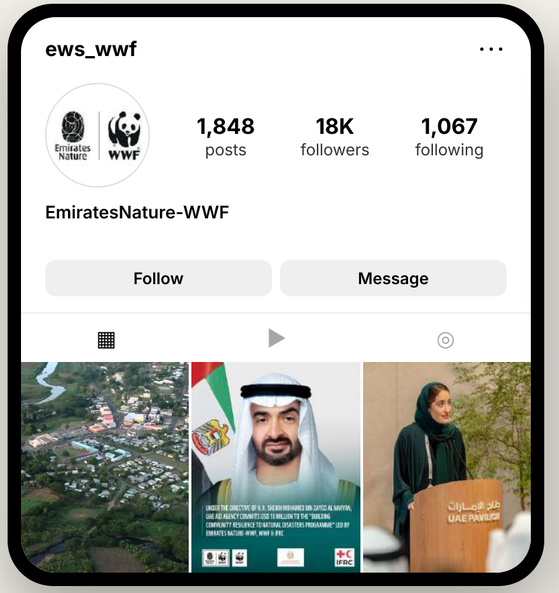






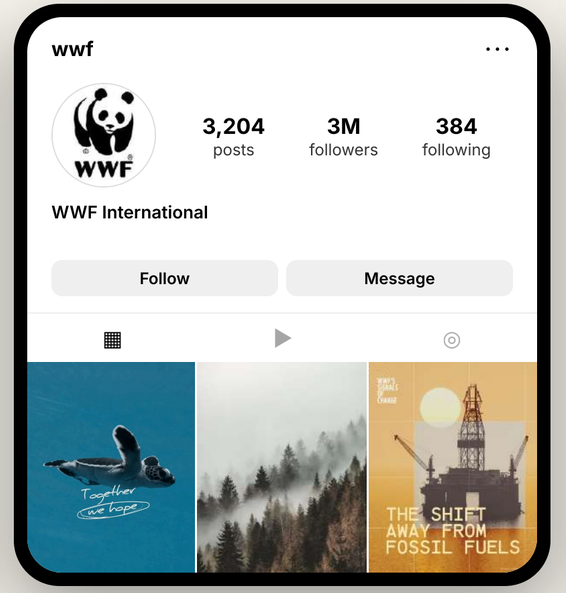

Public Instagram profiles, latest posts, captured 13 November 2026.

# Reference accounts and DECCA on Instagram













Public Instagram profiles, latest posts, captured 13 November 2026.

# EAD / Show the benefit beyond the interface




WHAT WORKS

The paired phones quickly communicate a digital service. Controlled space creates a clear focal point.

ROOM FOR IMPROVEMENT

The benefit and action sit within the phone screens and become small at feed size.

DECCA TAKEAWAY

Lead with a large audience benefit. Enlarge one useful interface detail and demonstrate the next action.

# EAD / Keep the human story visible




WHAT WORKS

Real participants provide human relevance. A green panel separates bilingual text from a busy scene.

ROOM FOR IMPROVEMENT

The central panel obscures the activity. The broad headline gives little sense of the specific moment.

DECCA TAKEAWAY

Crop around a meaningful interaction. Use a shorter headline; explain context on the next card.

# Saudi Green Initiative / One dominant message




WHAT WORKS

Large type establishes an immediate reading order. Parallel lines create a distinctive campaign signature.

ROOM FOR IMPROVEMENT

The small footer is less accessible on a phone. The slogan needs supporting evidence in the wider sequence.

DECCA TAKEAWAY

Use confident headline hierarchy with DECCA’s own water-line device, then show a concrete environmental story.

# NParks / Turn information into useful guidance




WHAT WORKS

A visitor situation leads the message. An illustrated habitat places the subjects and advice in context.

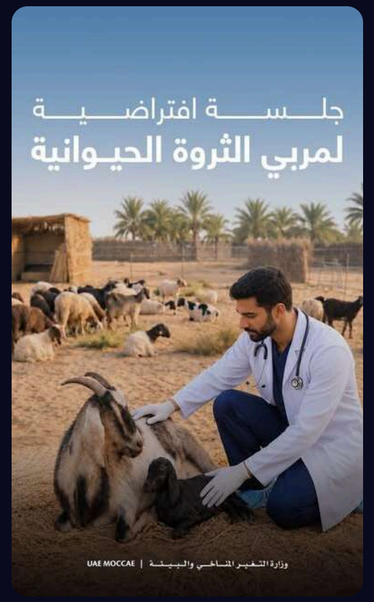
ROOM FOR IMPROVEMENT

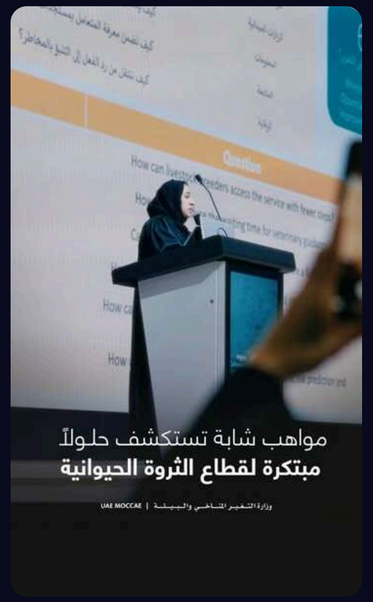
The resource is a detailed poster. Labels and instructions become dense when reduced to a feed tile.

DECCA TAKEAWAY

Adapt the educational logic into a carousel: one situation, one subject per card, one approved action.

# What MOCCAE, ADAFSA and EPAA do well




## MOCCAE 105K

WHAT WORKS

Real field photography carries a bold Arabic headline, with the ministry signature in the same place on every post.

DECCA TAKEAWAY

Arabic-led headlines over real Dubai field imagery, with one consistent signature.




## ADAFSA 77K

WHAT WORKS

Seasonal guidance is packaged as a numbered tips series, in Arabic and English, on a recognisable template.

DECCA TAKEAWAY

Turn seasonal and visitor guidance into numbered, bilingual series.







## EPAA Sharjah 34.5K

WHAT WORKS

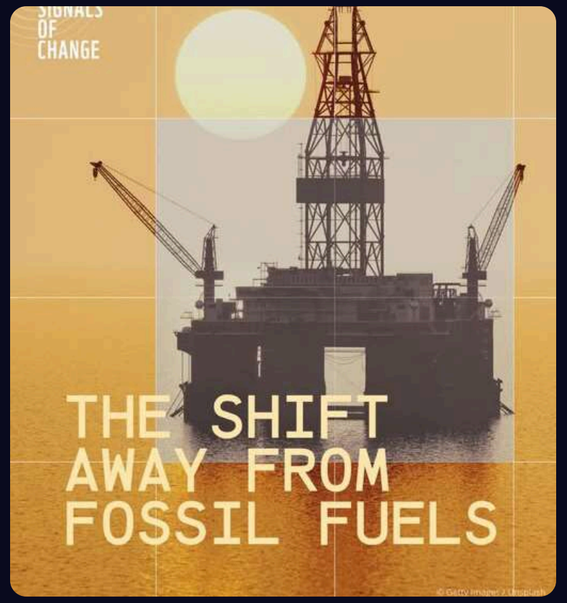
Practical visitor information, such as opening hours of environmental destinations, set out in clear bilingual cards.

DECCA TAKEAWAY

Treat reserve visitor information as a useful, bilingual utility format.

# What the WWF network does well




## WWF International 3M

WHAT WORKS

One emotive image with a short line. Named editorial series, such as WWF's Signals of Change, give the feed recognisable formats.

DECCA TAKEAWAY

Build named series that audiences learn to recognise.






## Emirates Nature-WWF 17.5K

WHAT WORKS

Programmes and events are shown through real people and places, from field locations to speakers at the UAE Pavilion.

DECCA TAKEAWAY

Show the people and places behind each programme, not only the announcement.

# What DECCA should do differently

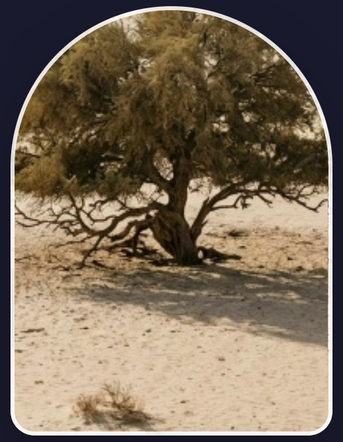
01



## Protect the image

Let the habitat or human interaction remain visible.

02



## Make the message immediate

One audience-facing takeaway before institutional detail.

03



## Explain in sequences

Move from discovery to explanation to a useful next step.

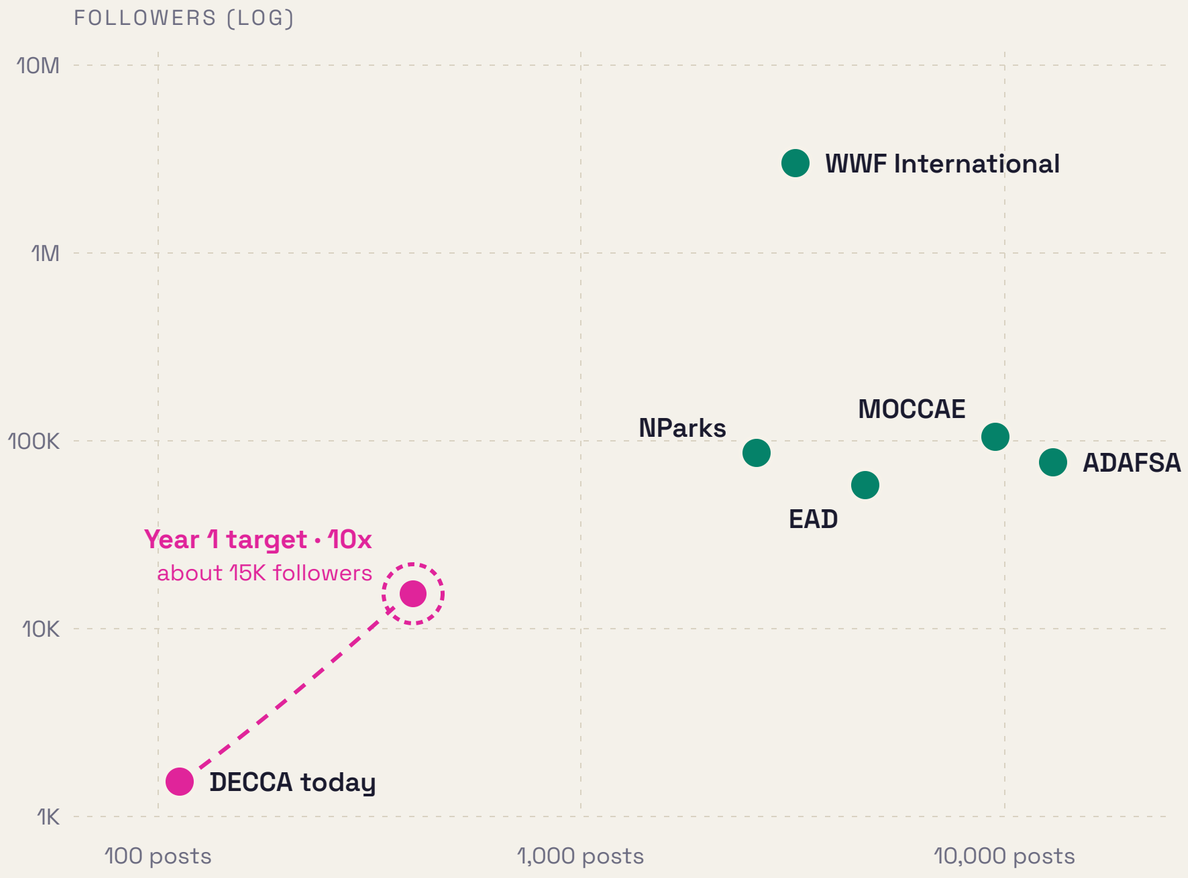
04



## Build recognisable series

Repeat the editorial promise, while varying composition.

# DECCA today, and where we take it




TODAY

**1.5K**

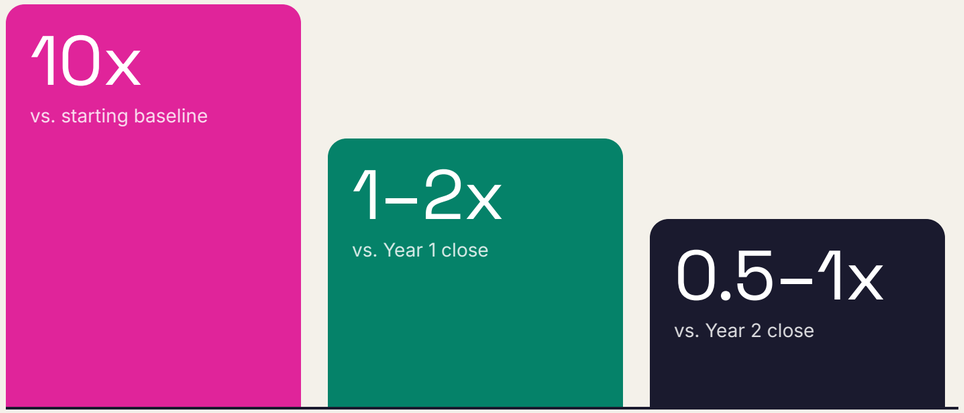
followers · 112 posts

YEAR 1 TARGET

**15K**

10x followers and reach

3-YEAR GROWTH TARGETS · FOLLOWERS AND REACH




**Year 1**

Aggressive growth

Launch the series, test formats, approved paid support.

**Year 2**

Sustained growth

Scale proven series, turn reach into a returning community.

**Year 3**

Consolidate and optimise

Optimise formats, spend and community care.

Targets are fixed against the 30-day baseline audit. Growth multiples are strategic targets, tracked per platform, not guaranteed results.

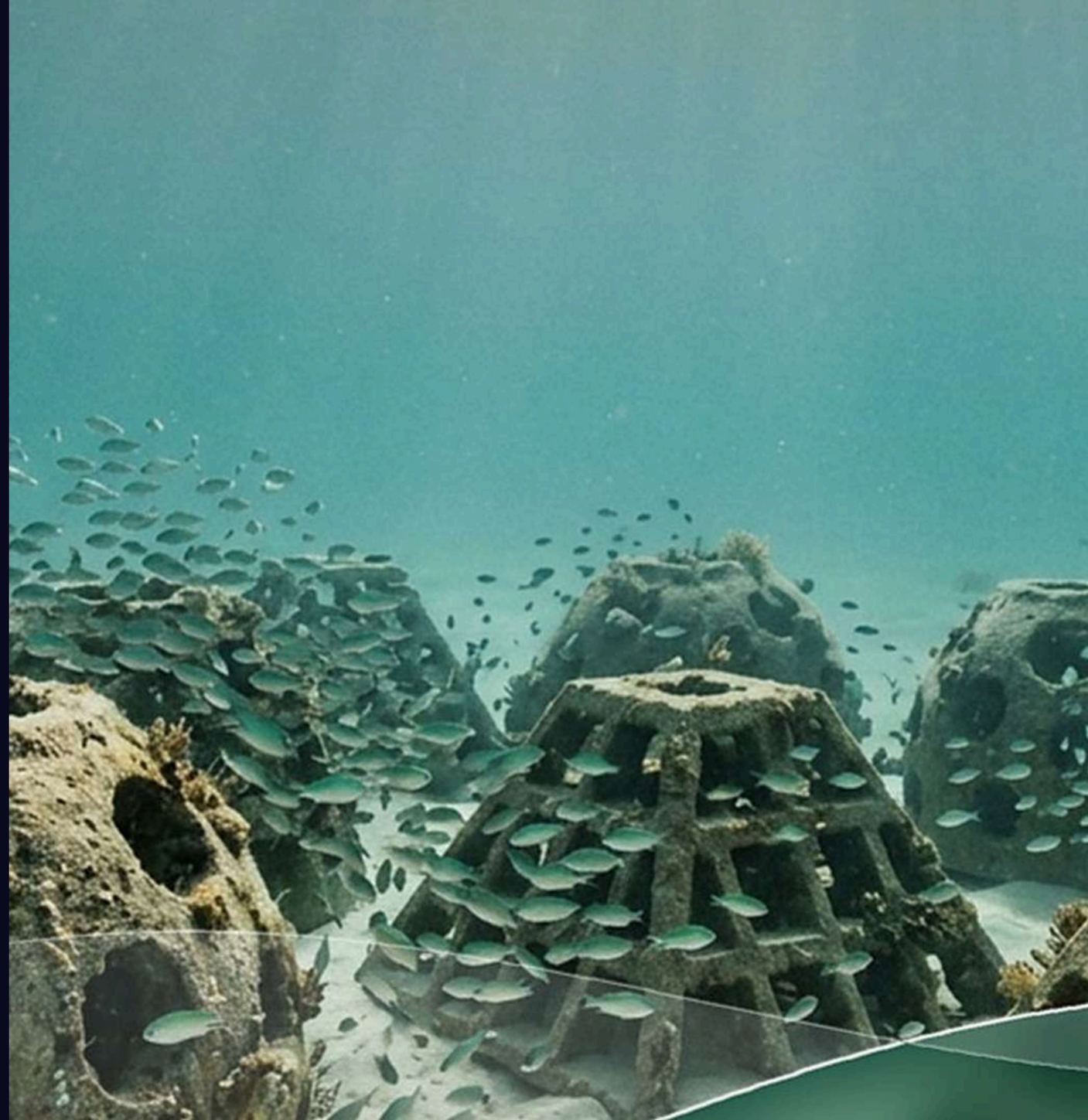
# 03

# Strategy and platforms

الاستراتيجية والمنصات

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# Four objectives, one direction

01 **Build visibility**

Make DECCA and Dubai’s nature visible. KPIs: reach, follower growth, video views

02 **Deepen understanding**

Explain the science, policy and purpose. KPIs: saves, shares, video completion

03 **Drive participation**

Turn interest into approved action. KPIs: link clicks, sign-ups, questions

04 **Protect trust**

Every claim traced to approved evidence; community care within SLA



WHAT

**Five recurring series that make the mandate meaningful**



HOW

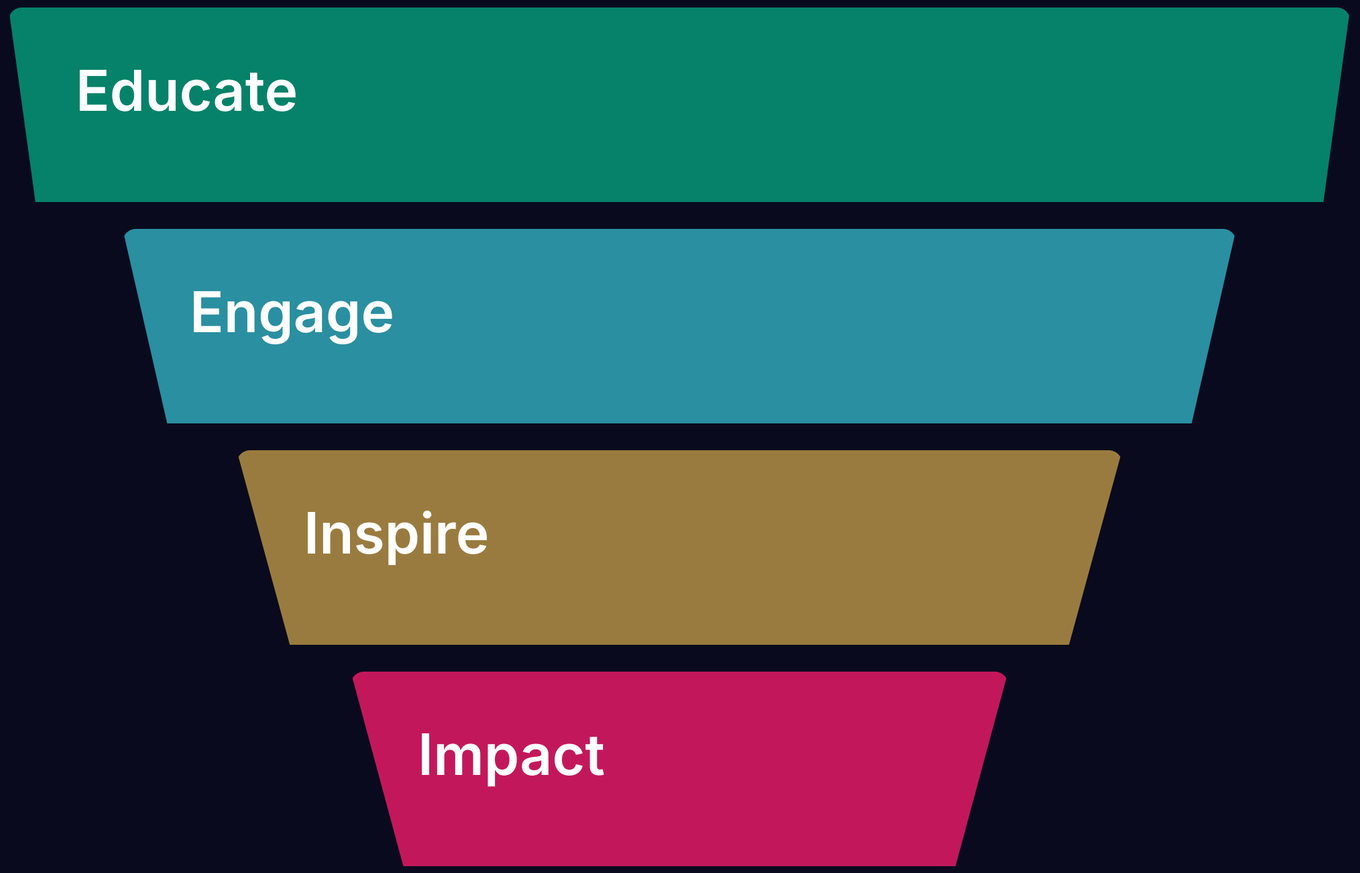
**Video-first, bilingual by design, evidence-checked, paid support**



WHY

**Every post answers: what is it, why does it matter, what can I do?**

# Educate, engage, inspire, impact



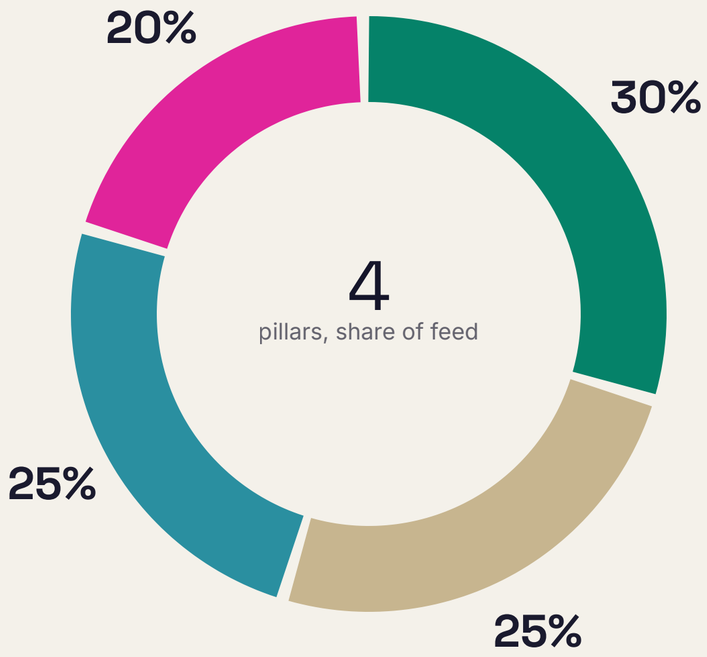

**Explain the mandate, the science and the numbers**
Infographics, data carousels

**Ask, quiz and invite replies**
Polls, quizzes, question boxes

**Show places, species and people**
Reels, AI films, motion

**Move people to act and volunteer**
Calls to action, campaigns

# Four content pillars and their share of the feed




## Nature and Biodiversity
الطبيعة والتنوع البيولوجي

30%

COVERS

Dubai’s eight nature reserves, wildlife, mangroves and marine life.

WHY DECCA

DECCA manages the reserves and protects the emirate’s ecosystems.

## Food Security
الأمن الغذائي

25%

COVERS

Dubai Food Security Strategy 2030, local production, food waste at home, steady supply.

WHY DECCA

DECCA leads Dubai’s food security plans and the new 2030 strategy.

## Climate Action
العمل المناخي

25%

COVERS

Dubai’s green targets, air quality, nature-based solutions and climate adaptation.

WHY DECCA

DECCA sets Dubai’s climate policy, targets and adaptation plans.

## Partners in Sustainability
شركاء في الاستدامة

20%

COVERS

Everyday actions, responsible visits, community input and the people behind DECCA’s work.

WHY DECCA

Turns awareness into participation, and shows the people doing the work.

Running alongside: news and partnerships (leadership visits, agreements, events) on one light template, outside the pillar share.

# Six RFP pillars, carried by five series



## Environmental sustainability

LEAD SERIES

A Closer Look · Behind the Protection



## Climate action

LEAD SERIES

What It Means · From Plan to Progress



## Food security

LEAD SERIES

What It Means · Your Part



## Circular and green economy

LEAD SERIES

Your Part · What It Means



## Innovation and engagement

LEAD SERIES

Behind the Protection · Your Part



## Institutional resilience

LEAD SERIES

From Plan to Progress · Behind the Protection

# Five series that carry the mandate




## A Closer Look

Dubai's habitats, landscapes and verified species

ROLE
Discovery and reach

LEAD AUDIENCE
Residents and families




## Behind the Protection

The scientists, rangers and methods behind protection

ROLE
Trust

LEAD AUDIENCE
Young adults, researchers




## What It Means

Climate, food security and resources, made relevant

ROLE
Understanding

LEAD AUDIENCE
All segments




## Your Part

Approved guidance, participation and useful answers

ROLE
Participation

LEAD AUDIENCE
Residents, businesses




## From Plan to Progress

Projects, partnerships and documented outcomes

ROLE
Accountability

LEAD AUDIENCE
Institutions, media

# Hero story: The Work Behind What We See




## The Dubai we see

دبي التي نراها كل يوم



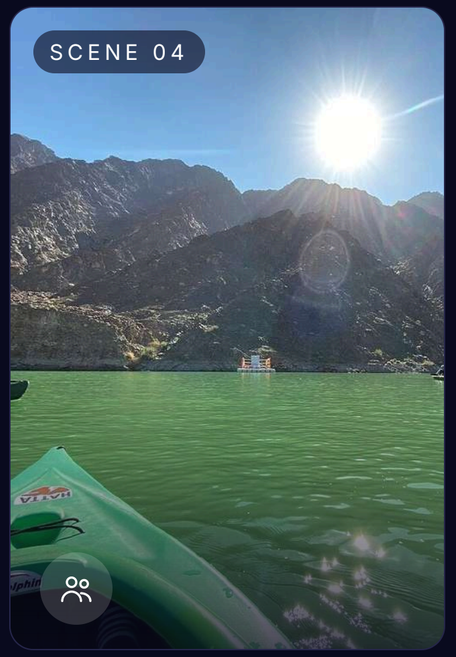

## Look closer

هناك ما هو أبعد مما تراه العين




## The work behind the scene

حماية السواحل · الأبحاث البيئية · العمل المناخي




## Why it matters

لأن بيئتنا جزء من حياتنا اليومية




## A shared responsibility

بيئة متغيرة تحتاج إلى رعاية مستمرة

45 to 60 seconds · Arabic VO, English subtitles · genuine DECCA archive and approved campaign footage only

# Positioning, voice and the 36-month roadmap

POSITIONING LINE

**For Dubai’s residents and partners, DECCA is the trusted guide to the city’s natural environment.**

#طبيعة_دبي

VOICE

Curious not sensational

Credible not technical

Warm not promotional

Clear not bureaucratic

YEAR 1 · MONTHS 1 TO 12

## Establish and grow

Audit, baselines, five series live, test formats and paid support

YEAR 2 · MONTHS 13 TO 24

## Sustain

Scale proven series; turn new reach into a returning community

YEAR 3 · MONTHS 25 TO 36

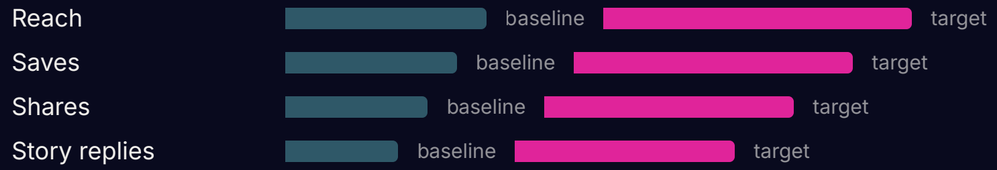
## Consolidate

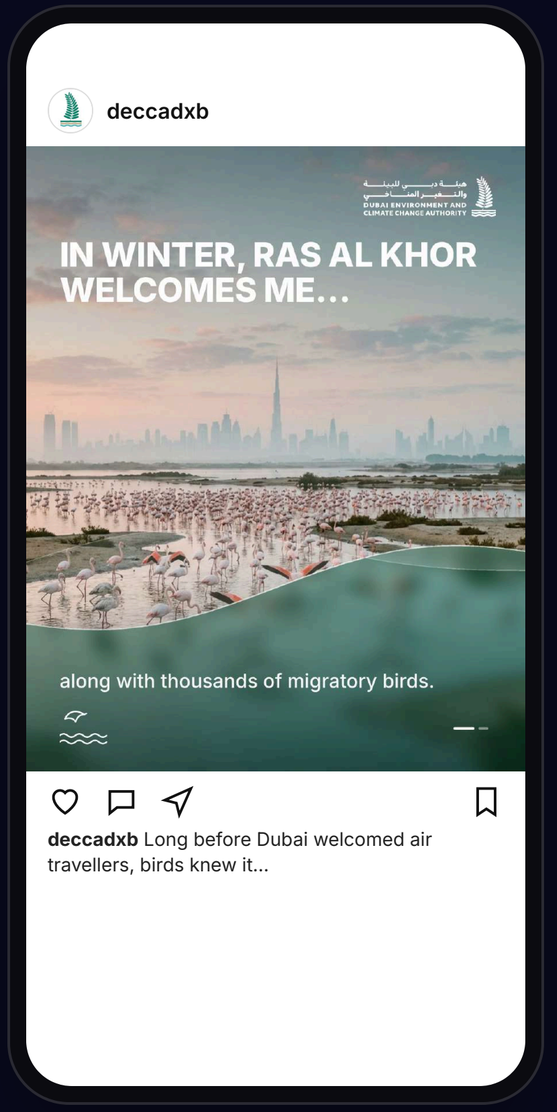
Optimise formats, spend and community care; full handover pack

# IG Instagram

| | |
|---|---|
| Role | Discovery and connection · existing |
| Audience | Residents and families, young adults |
| Mix | Carousels, Reels, motion, stories |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Warm, visual, Arabic first |

KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE



# X x

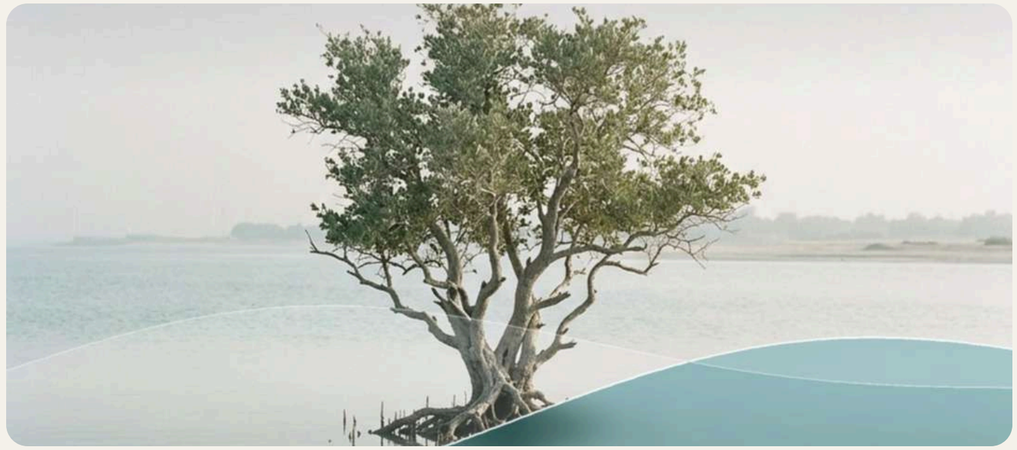
| | |
|---|---|
| Role | Timely official clarity · existing |
| Audience | Media, partners, engaged citizens |
| Mix | Short updates, threads, visuals |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Precise, institutional, timely |

KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE




**Dubai Environment and Climate Change Authority**
@deccadxb

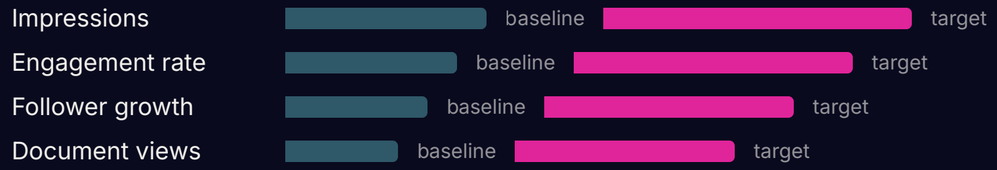
How does the grey mangrove protect the UAE’s shores? Grey mangroves grow in salt water between the high and low tide marks.



# LinkedIn

| | |
|---|---|
| Role | Evidence and credibility · existing |
| Audience | Partners, investors, specialists |
| Mix | Data carousels, partner stories |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Expert, evidence-led |

KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE



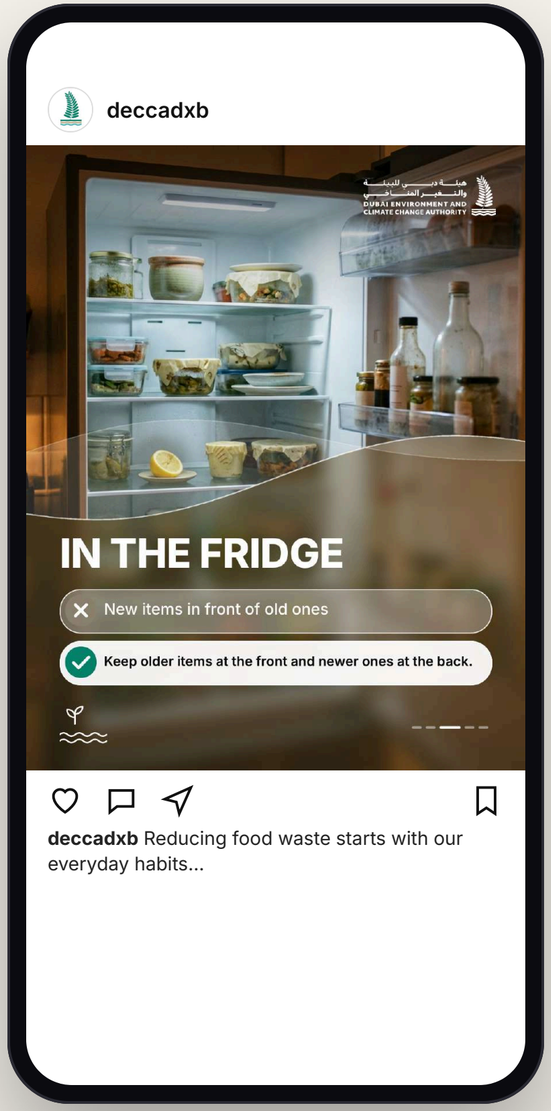



# Facebook

| | |
|---|---|
| Role | Community information · existing |
| Audience | Residents and families |
| Mix | Video, albums, event updates |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Friendly, clear |

KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE

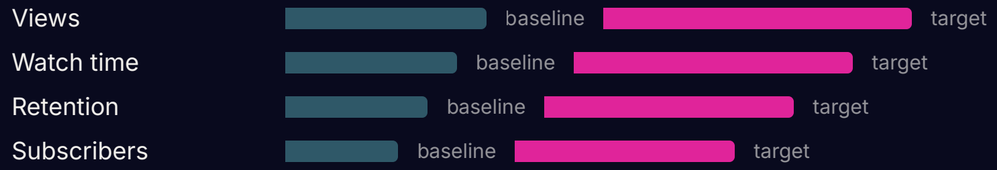


# YouTube

| | |
|---|---|
| Role | Home for films and series · proposed |
| Audience | All audiences, search viewers |
| Mix | Films, explainers, Shorts |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Cinematic, informative |

KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE





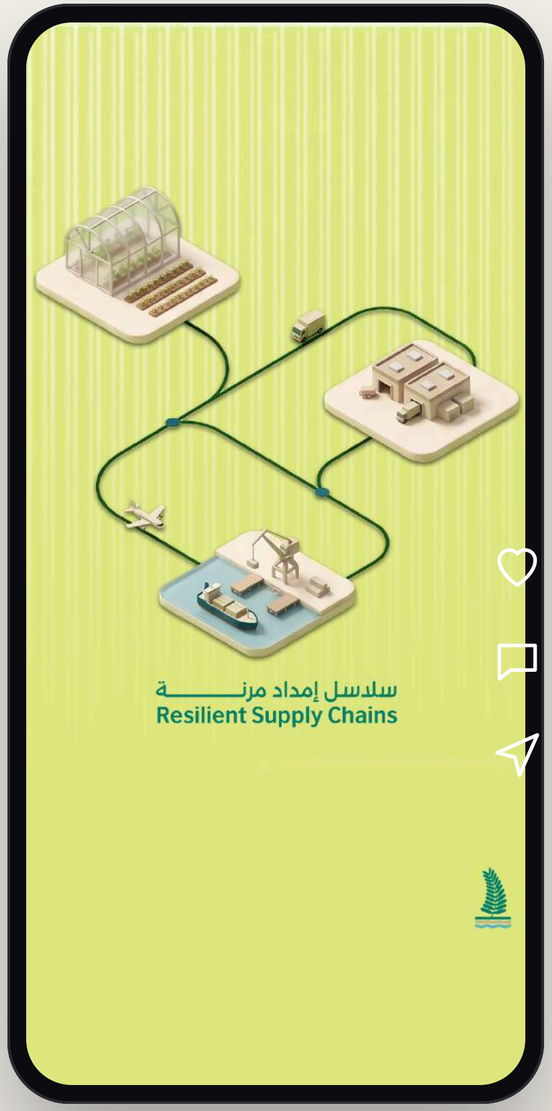


**More Than an Image · AI film**

Dubai Environment and Climate Change Authority

# TikTok

| | |
|---|---|
| Role | Discovery for young audiences · proposed |
| Audience | Young adults and students |
| Mix | Native short video, loops |
| Cadence | Within 24 to 30 original feed pieces, 6+ Reels and 20+ stories a month, set by the approved plan |
| Tone | Curious, light, accurate |




KPI GRAPH TABLE · TARGETS SET FROM THE MONTH-1 BASELINE

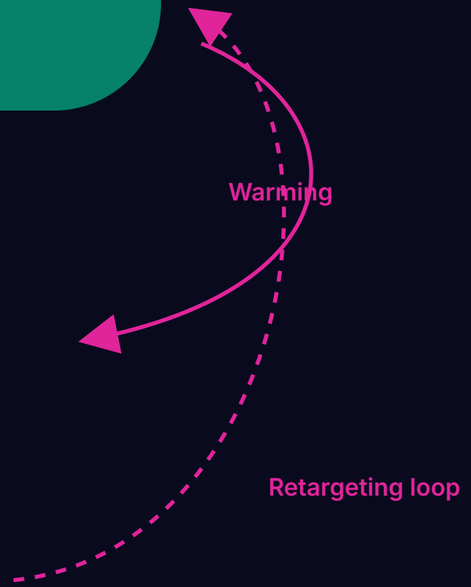


# Awareness to loyalty, with retargeting

**Awareness** — Organic series + paid reach to Dubai residents

**Engagement** — Warm audiences: video viewers, profile visitors, engagers

**Loyalty** — Followers, volunteers, newsletter and event sign-ups




Paid amplification boosts proven organic posts to lookalike and interest audiences in Dubai. Budgets sit in the commercial proposal only.

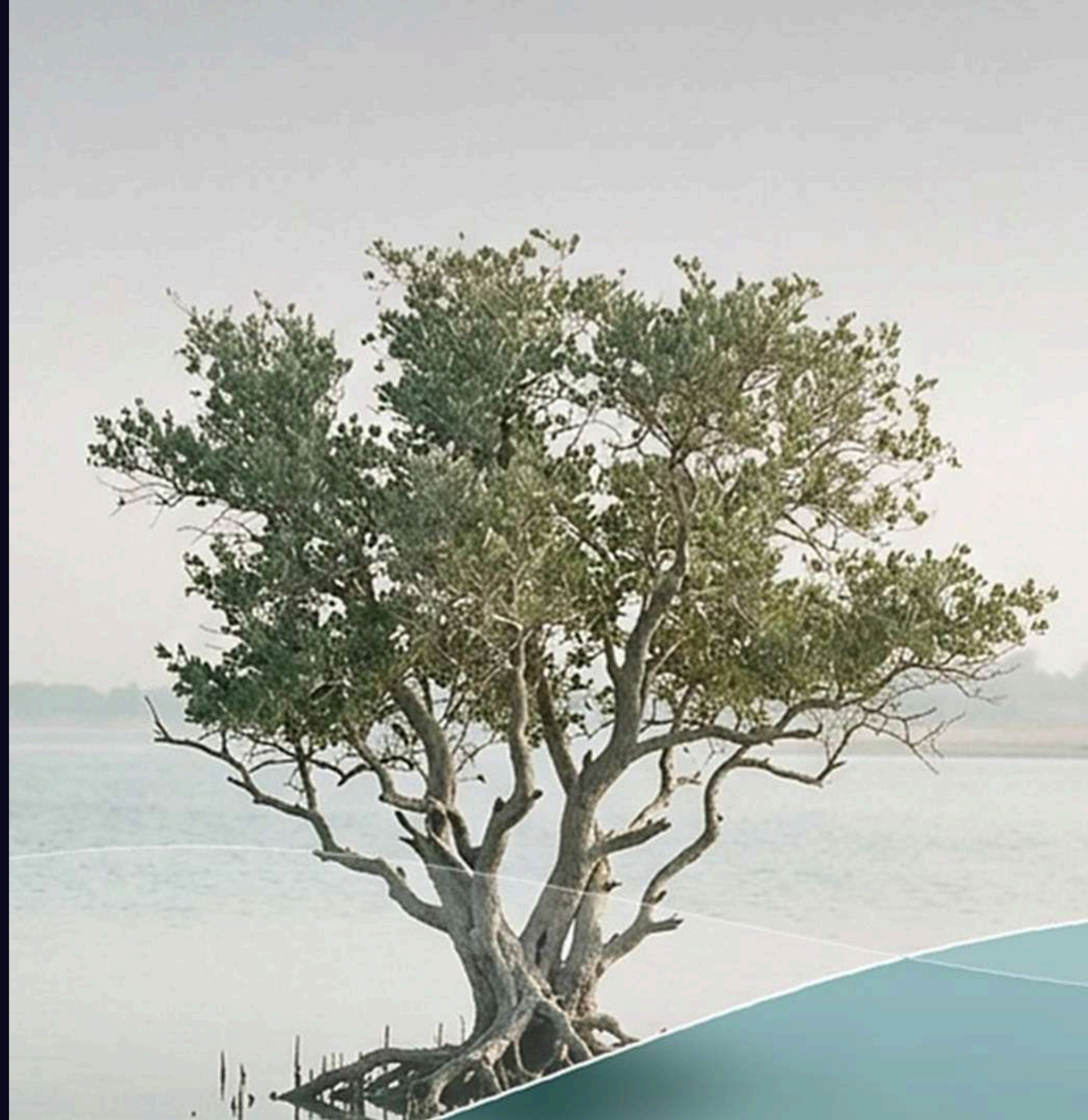
# 04

# Creative direction and motion

التوجه الإبداعي والموشن

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01 Understanding DECCA
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03 Strategy and platforms
04 Creative direction and motion
05 Tender task
06 Methodology and mobilisation
07 Team and experience
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# Three creative directions for DECCA

See the directions in motion **decca.stellarmedia.ae**




ROUTE A · RECOMMENDED

## Glass wave: built like the DECCA logo




ROUTE B

## Where nature tells its story




ROUTE C

## Film-led storytelling in motion

# Design rationale: built like the DECCA logo

هيئة دبي للبيئة والتغير المناخي
DUBAI ENVIRONMENT AND CLIMATE CHANGE AUTHORITY

IN THE LOGO

**The Ghaf frond**

Nature, standing on top.

IN THE LOGO

**Three waves**

Air, earth and water.

Nature on top. A wave beneath it that carries the message.




**1 Nature**

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

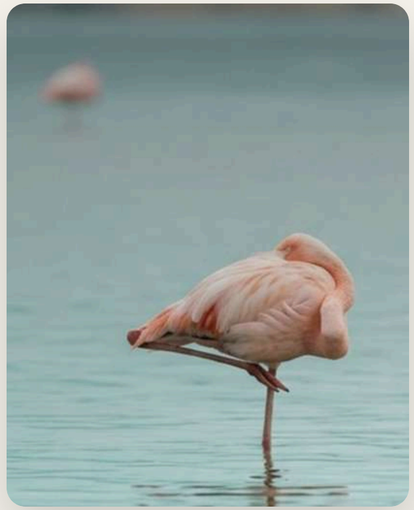
**2 The wave**

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

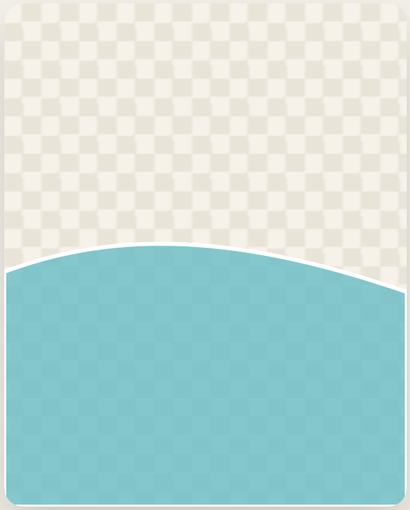
**3 The message**

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

# Route A: from the logo to the post



+



+




=




LAYER 1

## Nature

One calm photograph of Dubai. The frond of the logo.

LAYER 2

## The wave

The logo’s three waves as one sheet of frosted glass, tinted by pillar.

LAYER 3

## The message

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

THE FINISHED POST

هيئة دبي للبيئة والتغير المناخي
DUBAI ENVIRONMENT AND CLIMATE CHANGE AUTHORITY

Nature on top, a wave beneath it that carries the message, in the same order as the DECCA logo.

DECCA / 04 / ROUTE A / COLOUR, TYPE, ICONS

# The DECCA palette, one colour per pillar

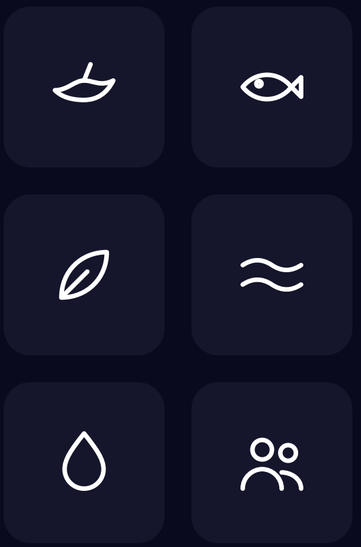
**Ghaf Green**
#058269
Nature & Biodiversity

**Sand Beige**
#C7B58F
Food Security

**Sea Blue**
#5EBAC4
Climate Action

**Soil Black**
#000000
Logo and text

**Air White**
#FFFFFF
Type and icons



ICONOGRAPHY

Fine-line pillar icon above the logo waves on every post.

ENGLISH · OBJEKTIV

## LANDSCAPES THAT SHELTER LIFE.

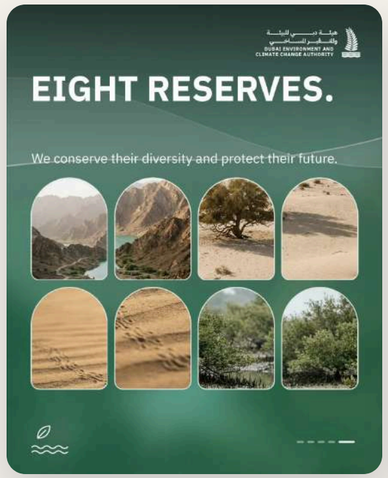
The DECCA wordmark typeface, clear at phone size.

ARABIC · OBJEKTIV ARABIC

## تضاريس تحتضن الحياة.

Same family, same weight and tone.

# One system for every topic, in both languages



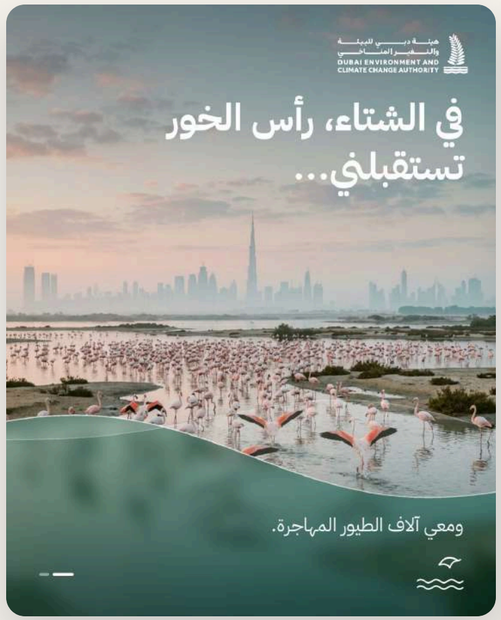

**Nature & Biodiversity**
Ghaf Green

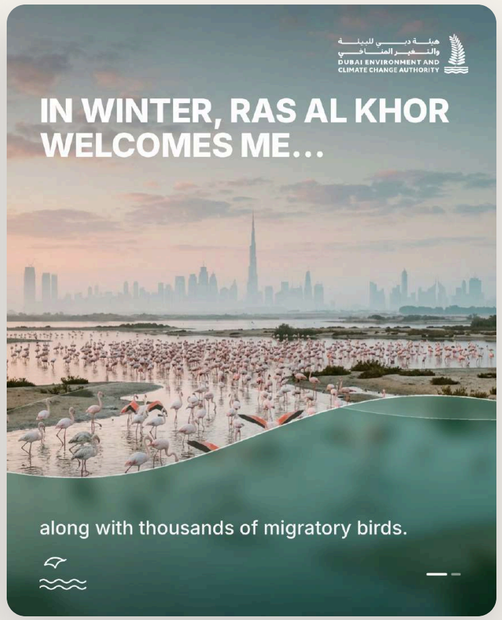



**Food Security**
Sand Beige




**Climate Action**
Sea Blue




WHY IT WORKS

The wave takes the colour of the topic. The structure never changes, so every post is recognised as DECCA before the logo is read.

ARABIC FIRST

Designed in Arabic, then mirrored for English. Logo top left in Arabic, top right in English.

# Logo, typography and the glass wave: the rules

هيئة دبي للبيئة والتغير المناخي
DUBAI ENVIRONMENT AND CLIMATE CHANGE AUTHORITY

هيئة دبي للبيئة والتغير المناخي
DUBAI ENVIRONMENT AND CLIMATE CHANGE AUTHORITY

## Logo

USE

The DECCA logo is used unchanged, as supplied.

ON POSTS

White logo in the top corner of every post: right in English, left in Arabic.

CLEAR SPACE

The height of the letter O in the wordmark, on all sides.

**LANDSCAPES THAT SHELTER LIFE.**

تضاريس تحتضن الحياة.

## Typography

ENGLISH · OBJEKTIV

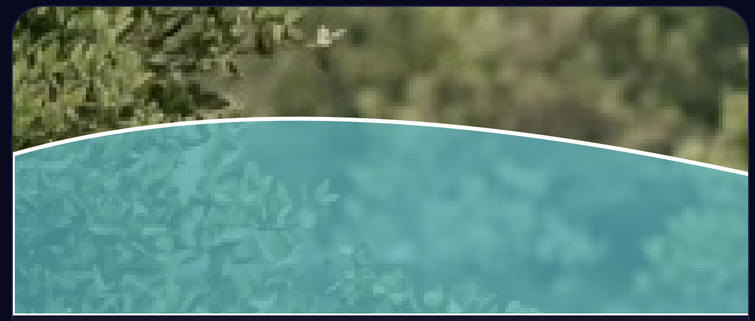
Why: it is the typeface of the DECCA wordmark, clean and easy to read at phone size.

ARABIC · OBJEKTIV ARABIC

Why: the Arabic of the same family, so Arabic and English carry the same weight and tone.

IN THIS DECK

Samples are set in Inter and IBM Plex Sans Arabic as stand-ins.



## Graphic element

WHERE IT CAME FROM

The three waves under the Ghaf frond in the DECCA logo: air, earth and water.

HOW IT IS USED

One frosted glass wave across the bottom of every photograph. It holds the text, takes the colour of the topic, and lets the image show through.

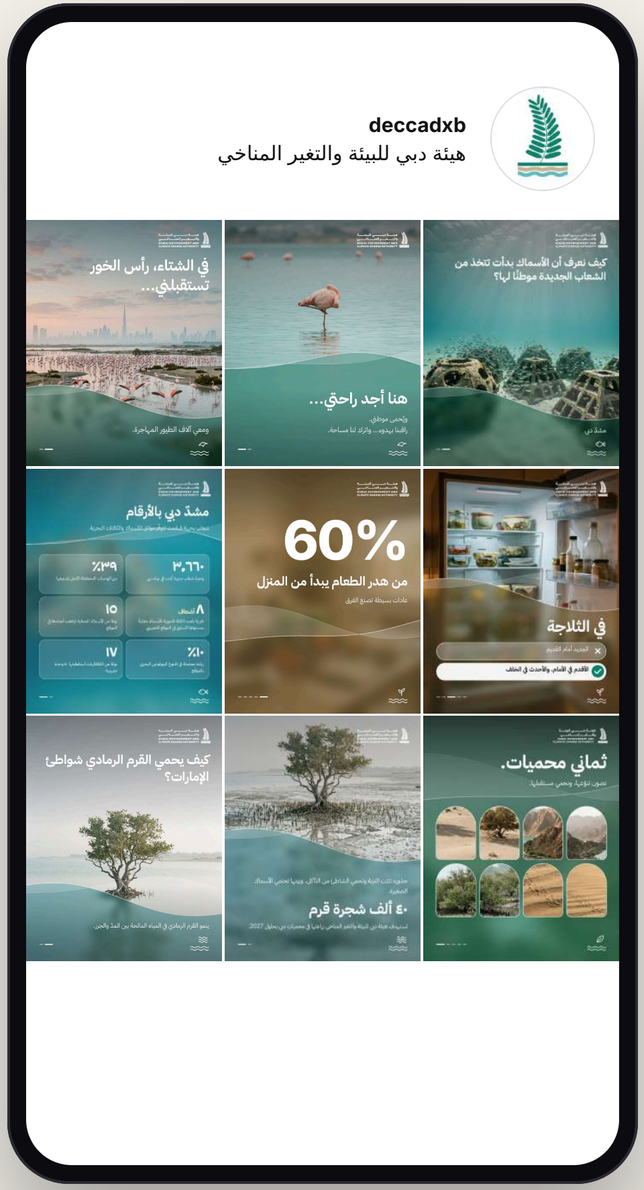
NUMBERS AND STATEMENTS

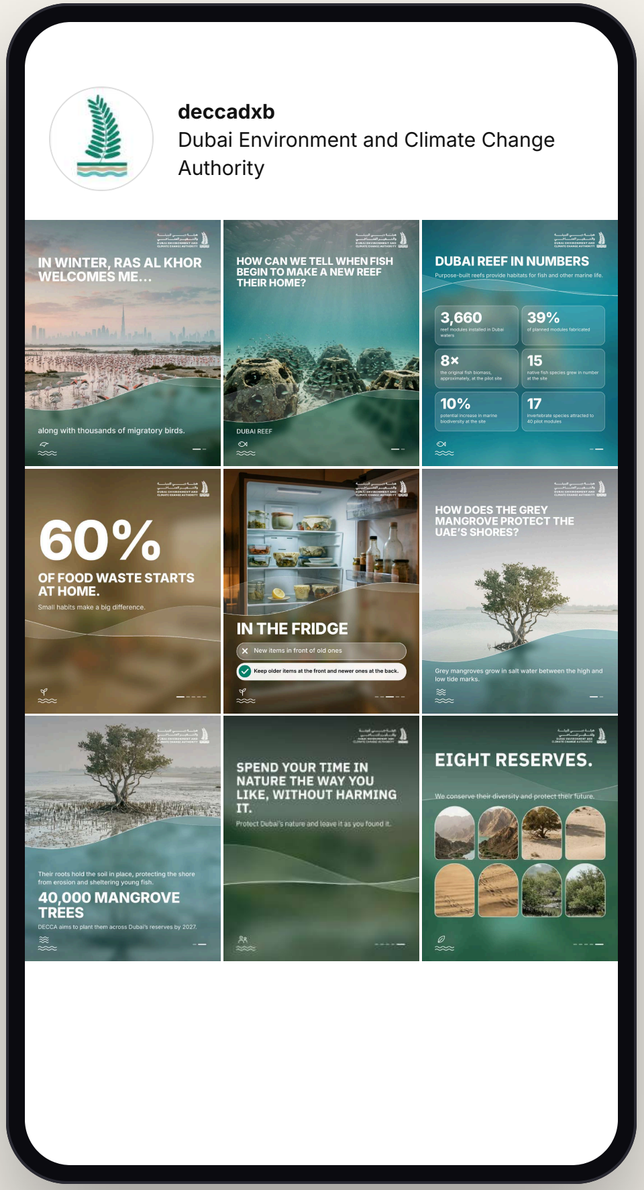
The glass covers the full frame.

CONTENT GRID 1 · ROUTE A

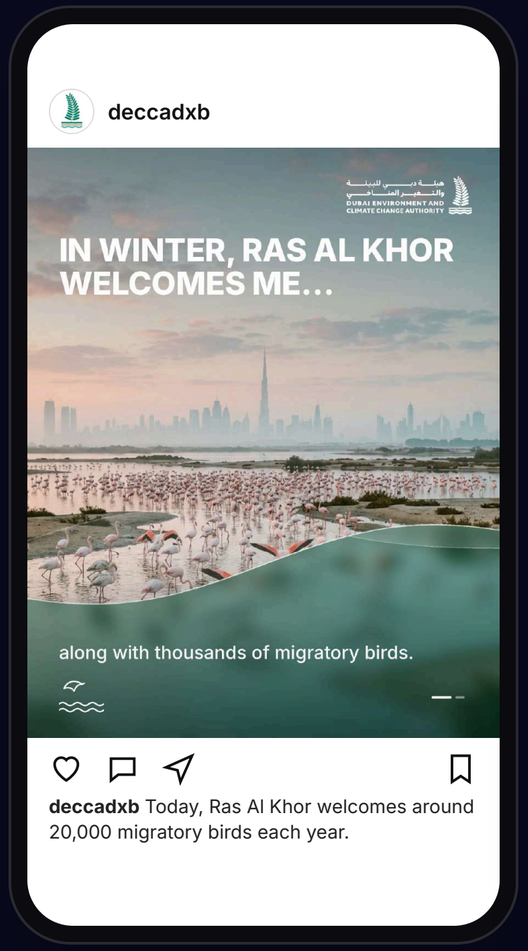
# The glass-wave feed, in Arabic and English

Designed in Arabic, mirrored for English. The wave takes the pillar colour; the structure never changes, so the feed reads as DECCA before the logo is read.

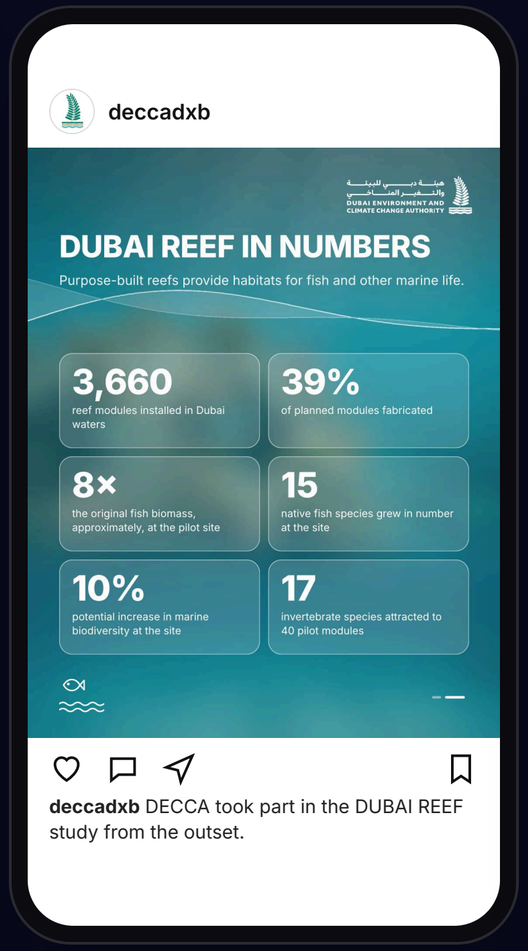


# Route A posts in the feed




CAROUSEL · NATURE & BIODIVERSITY




INFOGRAPHIC · NATURE & BIODIVERSITY

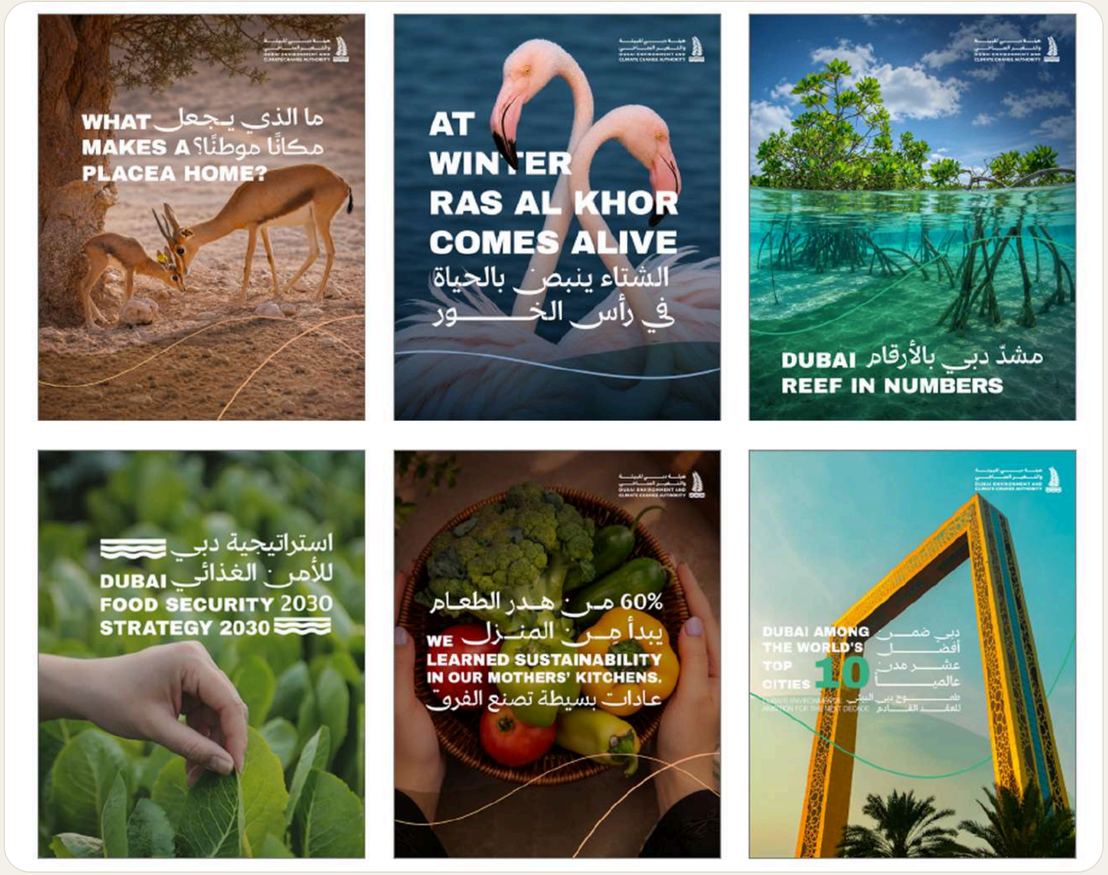



CAROUSEL · FOOD SECURITY




STATIC CAROUSEL · CLIMATE ACTION

# Route B: bold bilingual type on the landscape




ROUTE B · DIRECTION

## The photo is the hero. The words are a caption to it.

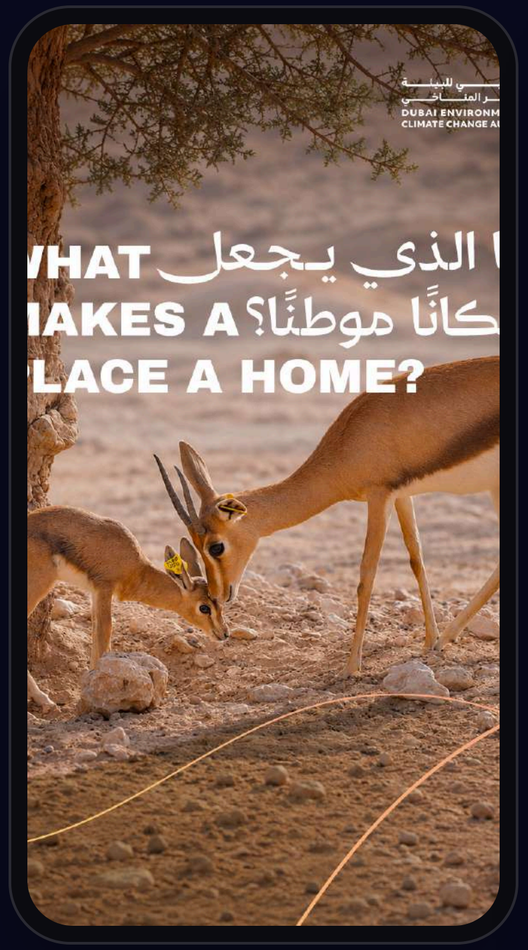
**Calm and immersive**
Full-bleed nature photography, warm natural light, one clear subject

**Bold but quiet**
Heavy white caps headline, never boxed, no panels or stickers

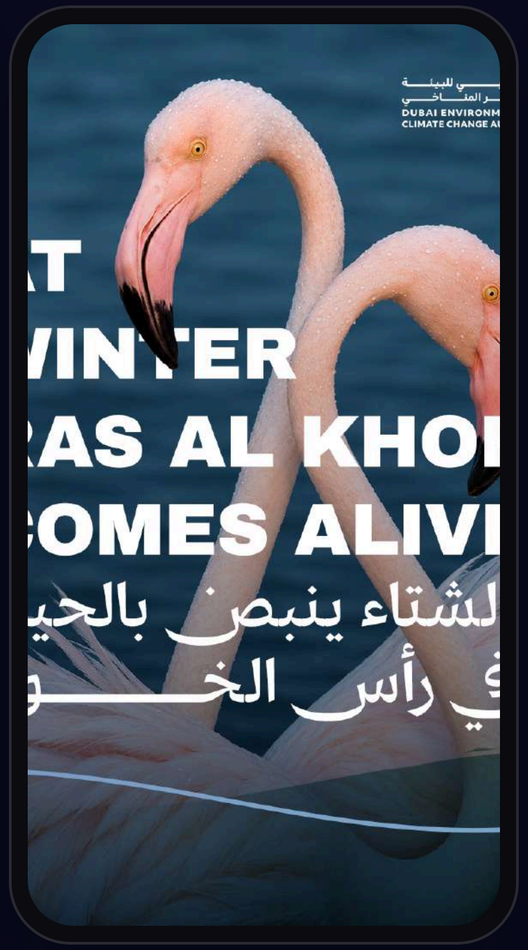
**Always bilingual**
English and Arabic share equal weight in one interlocked block

**Fluid graphic language**
A fine organic line inspired by the movement of nature

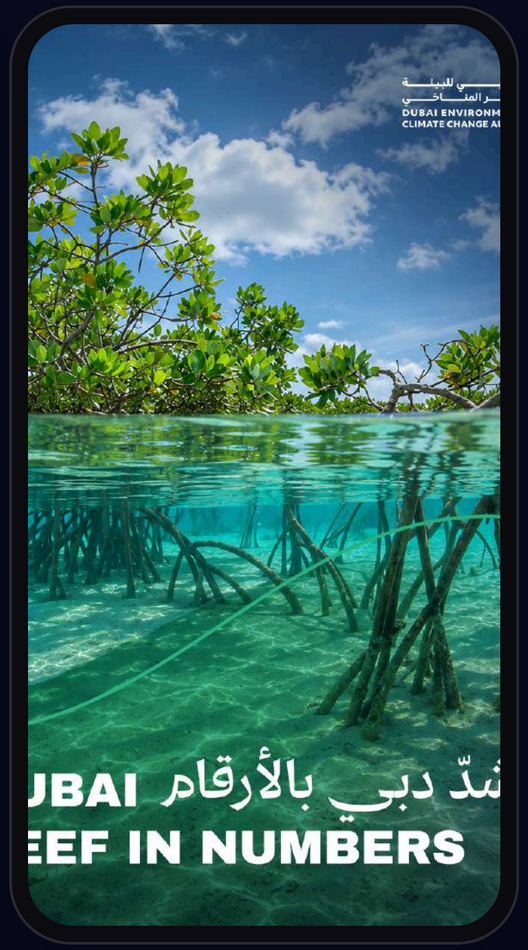
# Route B posts in the feed




NATURE & BIODIVERSITY




NATURE & BIODIVERSITY



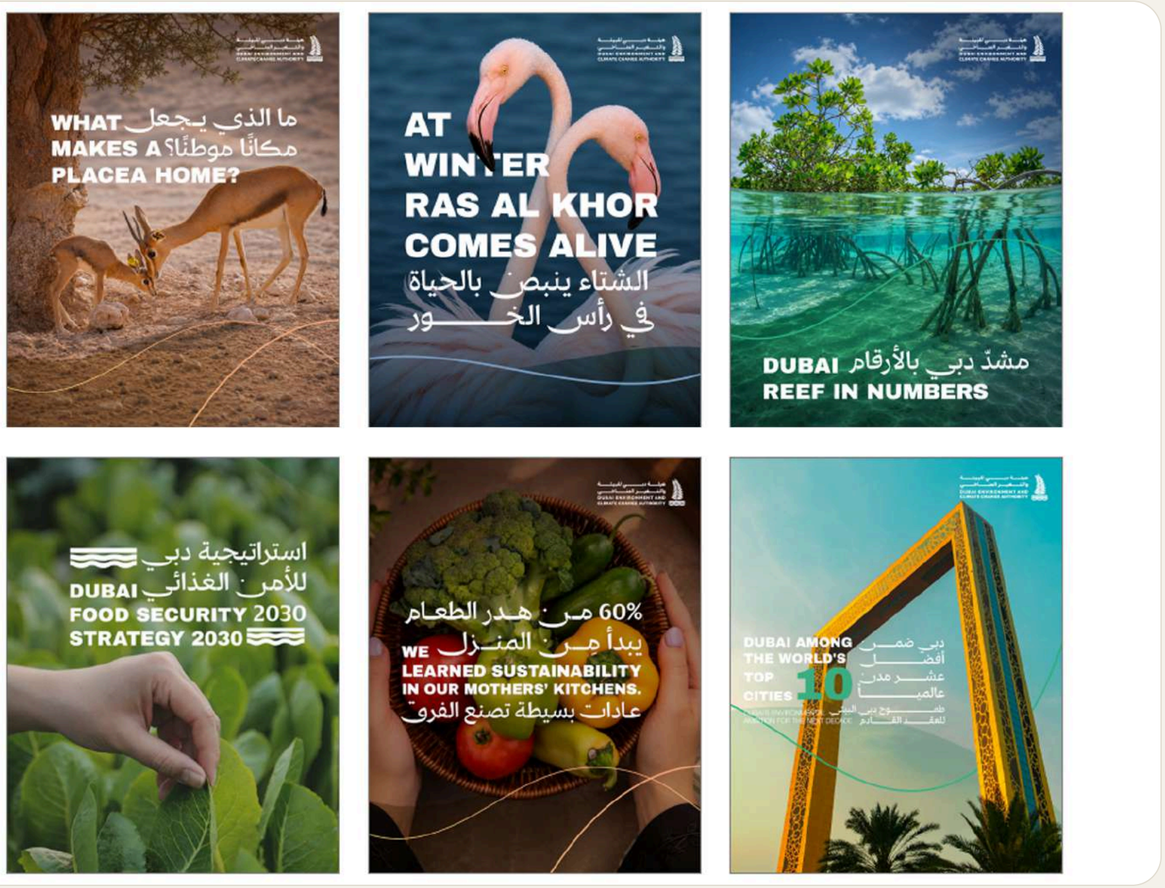

NATURE & BIODIVERSITY

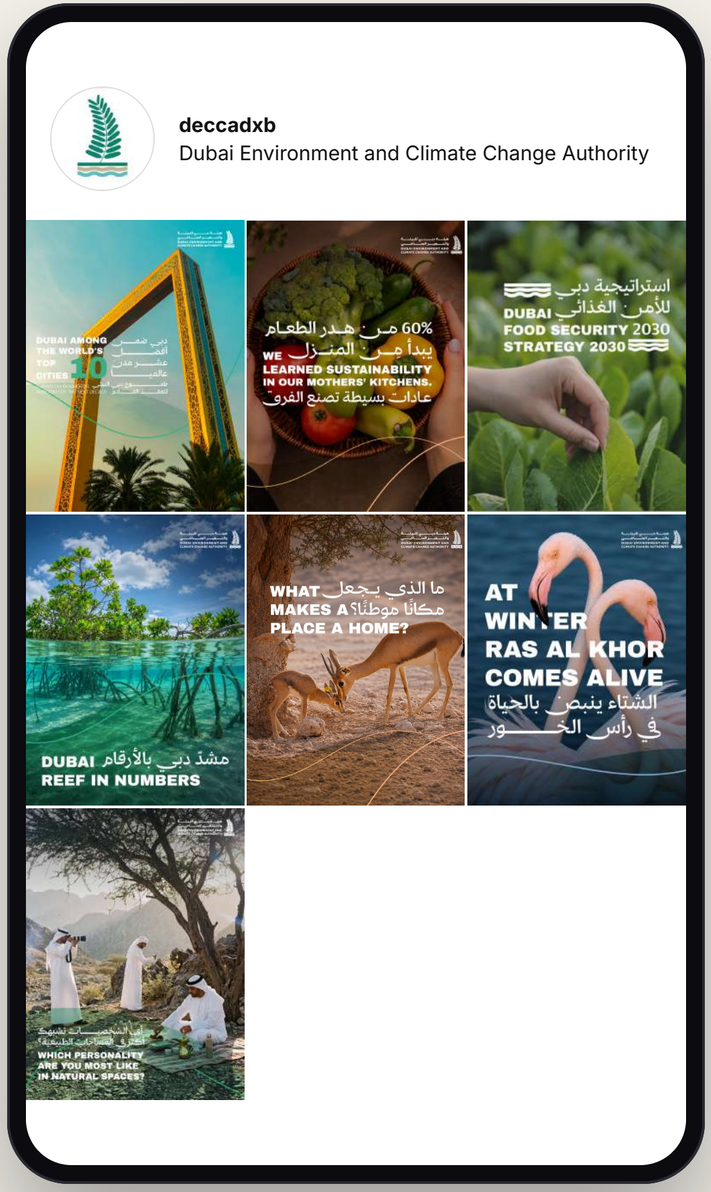



FOOD SECURITY

CONTENT GRID 2 · ROUTE B

# Bold bilingual type on the landscape



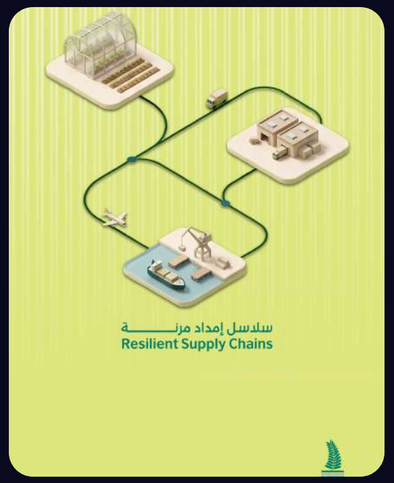



# Route C: film-led storytelling




HERO FILM · DECCA.MP4

**More Than an Image · AI film, 50 to 55 s**




**Post 6 · Frame**

The system explained step by step




**Post 6 · Before It Reaches You**

2.5D motion graphics, 45 s

Click any frame to play. AI imagery is labelled creative framing, never environmental evidence. Layered source files are handed to DECCA.

# 05

# Tender task

المهمة التجريبية

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# Two weeks on one priority topic

| DAY | FORMAT | PLATFORM | AUDIENCE | OBJECTIVE | MESSAGE | CTA | KPI |
|---|---|---|---|---|---|---|---|
| D1 | **Story** | Instagram | Public · families | Spark curiosity | Before the harvest countdown | Vote in poll | Poll votes |
| D2 | **Reel** | Instagram, TikTok, YouTube | Public · youth | Link climate to the table | More Than an Image | Watch and share | Completion, shares |
| D3 | **Story** | Instagram | Public · families | Recall the film | Where does protection start? | Vote | Poll votes |
| D5 | **Carousel** | Instagram, Facebook | Public · families | Change one home habit | 60% of food waste starts at home | Save the habits | Saves |
| D6 | **Post** | LinkedIn | Business and institutions | Explain the strategy | Dubai Food Security Strategy 2030 | Read more | Clicks |
| D8 | **Motion video** | Instagram, TikTok | Public · youth | Show the system | Before It Reaches You | Watch to the end | Completion |
| D9 | **Stories quiz** | Instagram | Public | Test understanding | What it takes for a tomato to reach you | Answer the quiz | Quiz replies |
| D10 | **Thread** | X | Media and multipliers | Official clarity | Strategy initiatives in brief | Repost | Reposts |
| D12 | **Community** | All channels | Public | Answer questions | Replies from the response bank | Ask us | Response SLA |
| D14 | **Report** | DECCA | DECCA | Learn and adjust | Two-week results and next steps | Approve | On time |

# Concept 1: More Than an Image




SCENE 1 · 00–07S

## The familiar ritual

صوت الأطباق… كرسيّ نقرّبه… ومكان نتركه لمن نحب.

SCENE 2 · 07–13S

## A convincing meal

تفاصيل نكرّرها كل يوم، مطمئنّين أن الطعام سيكون هنا.

SCENE 3 · 13–18S

## The failed touch

لكن… ماذا لو لم نجد سوى صورته؟

SCENE 4 · 18–27S

## Beyond the table

قبل أن يصل الطعام إلى هنا، قد تذبل سنابل تحت حرارةٍ قاسية…

SCENE 5 · 27–39S

## The climate threat

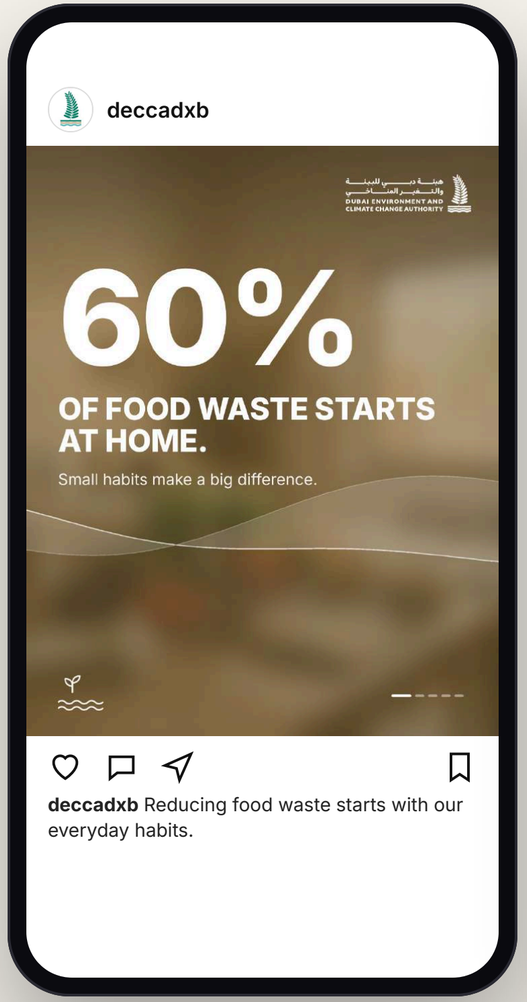
تغيّر المناخ يهدّد ما نزرعه… وما ننتظره… وما نضعه على موائدنا.

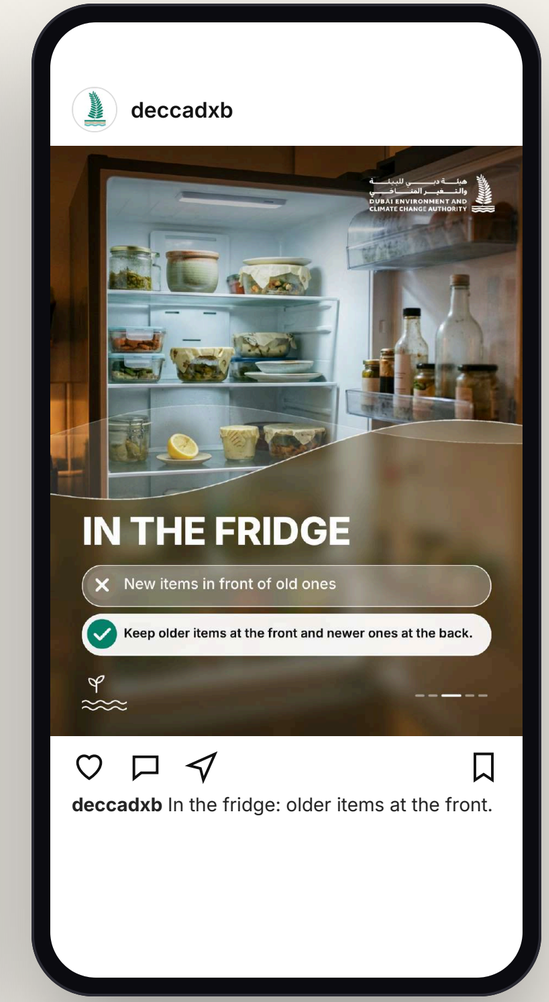
SCENE 6 · 39–55S

## More than an image

خطواتٌ نصنعها اليوم، حتى يبقى على مائدة الغد… أكثر من صورة.

# Concept 2: 60% of food waste starts at home




**BEFORE SHOPPING**

⚠ Shopping from memory

✓ **Take a photo of your fridge before heading out**

**IN THE FRIDGE**

⚠ New items in front of old ones

✓ **Older items at the front, newer ones at the back**

**AFTER A MEAL**

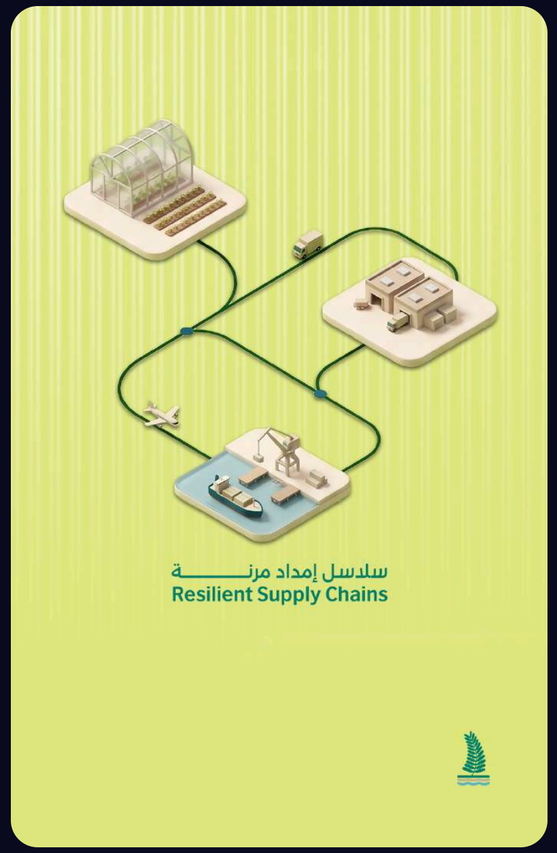
⚠ Leftovers in the bin

✓ **Freeze leftovers for another meal**

Closes on the Food Waste Reduction Programme, part of the Dubai Food Security Strategy 2030. The 60% figure is validated against the approved source before design.

# Concept 3: Before It Reaches You




THE LINE THROUGH THE SYSTEM

| | |
|---|---|
| **Sustainable production** | الإنتاج المستدام |
| **Resource efficiency** | كفاءة الموارد |
| **Resilient supply chains** | سلاسل إمداد مرنة |
| **Planning and coordination** | التخطيط والتنسيق |
| **Responsible consumption** | استهلاك مسؤول |

Followed by a two-story quiz: what does it take for this tomato to reach you? Answer: all of the above, and more.

DECCA / 05 / NATIVE ARABIC AND ENGLISH COPY

# Native copy, side by side




ARABIC · WRITTEN FIRST

تقليل هدر الغذاء يبدأ من عاداتنا اليومية، سواء عند التسوق أو حفظ الطعام أو تحضير الوجبات. أيّ العادتين تشبهك أكثر؟

Modern Standard Arabic, written natively, not translated.




ENGLISH · CAROUSEL CAPTION

Reducing food waste starts with our everyday habits, whether we're shopping, storing food, or preparing meals. Which of these two habits sounds more like you?

British English, context first, one question to invite replies.

**Adaptation note:** same fact, same habit, different rhythm. Arabic opens on the daily routine; English opens on the action.

**Fact check:** our Environmental & Climate Lead reviews every claim against the Approved Evidence and Source Library before DECCA sees it.

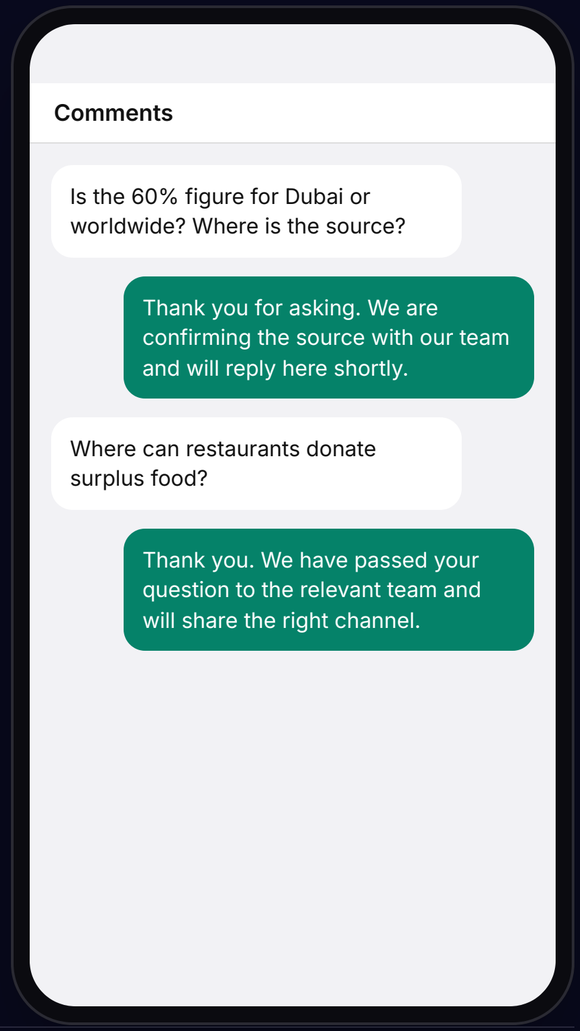
# A community scenario and its escalation path

### Severity 4 · Community Manager
Acknowledge within 1 business hour; reply from the approved bank

### Data question · Environmental & Climate Lead
Checks the approved source; routes to the DECCA data owner

### Escalate within 30 minutes · Account Director
Logs the dependency; the DECCA owner supplies the answer

### If it grows · DECCA classifies severity
PR drafts any statement; we adapt and publish after approval



# One-page paid approach

### Organic test

Publish natively, read the first 48 hours

### Select

Boost only proven posts

### Target

Public audiences in Dubai by interest and lookalike

### Warm

Retarget video viewers and engagers

### Measure

CPM, CPV, completion, CTR, frequency

DECCA-owned ad accounts. No spend without written approval. Organic and paid reported separately, with attribution windows defined. Budgets, rebates and fees sit in the commercial proposal only.

At the presentation, our Environmental & Climate Lead explains how each concept was fact-checked.

# 06

# Methodology and mobilisation

المنهجية والتعبئة

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# Every scope area, covered

7.1 Strategic planning

7.2 Platform strategy

7.3 Monthly content planning

7.4 Joint content mining

7.5 Bilingual copy and QA

7.6 Creative and design

7.7 Video, motion, photo

7.8 Publishing operations

7.9 Community management

7.10 Owned-channel monitoring

7.11 Issues and crisis support

7.12 Campaign workstream

7.13 Paid social

7.14 KOL and creator support

7.15 Partnerships

7.16 Event coverage

7.17 Analytics and reporting

17
scope areas, all inside the retainer

# Baseline quantities we accept

**24–30**
original feed pieces a month

**6+**
videos and Reels a month

**20+**
stories a month

**6**
shoot days a month

**24**
event coverage days a year

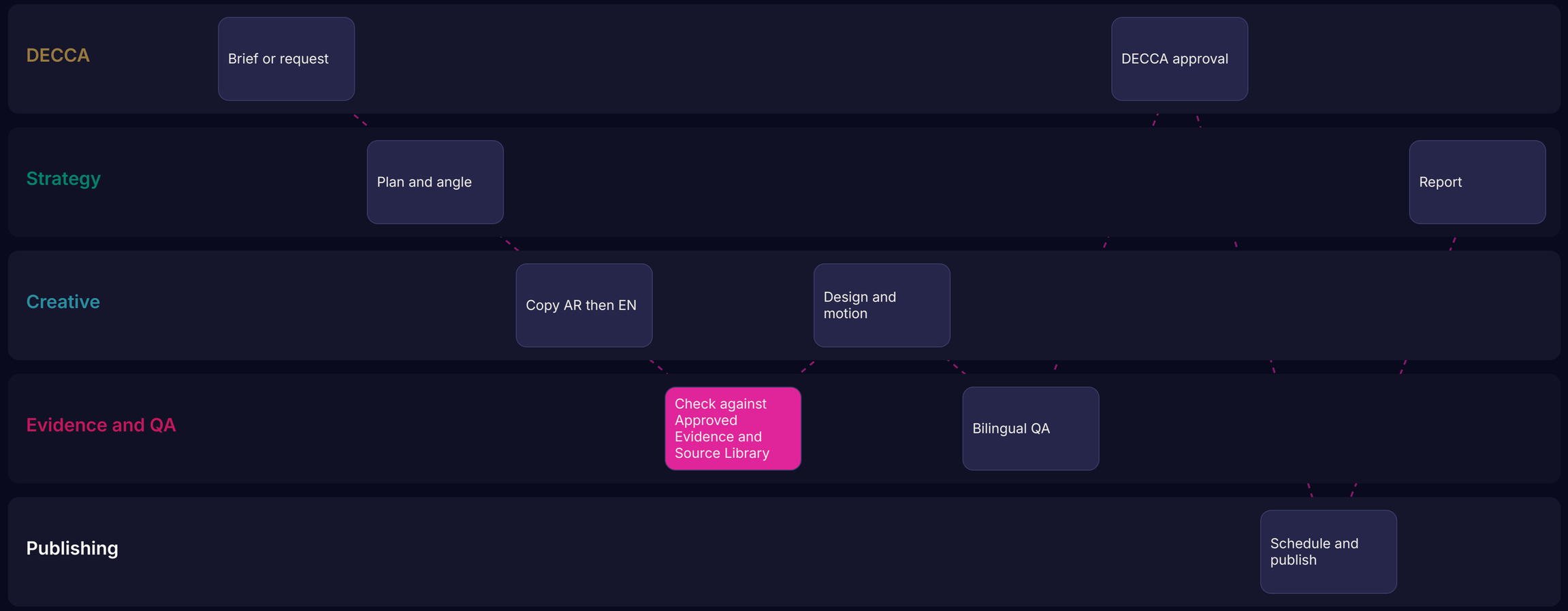
**12**
campaign workstream plans a year

**52**
weekly joint stand-ups a year

**12 + 4**
monthly reports and quarterly reviews

Accepted as baseline capacity in each contract year, alongside the annual strategy, social playbook and response bank, crisis simulation and close-out data export.

# Brief to publish, with evidence built in




No fact is designed until it matches an entry in the Approved Evidence and Source Library.

# Clear roles, one integrated calendar

| | DECCA | Stellar Media | PR Agency |
|---|---|---|---|
| Priorities and strategy | A/R | C | I |
| Authoritative facts | A/R | C | C |
| Concept and first draft | C | A/R | I |
| Scientific validation | A/R | C | I |
| Editorial and creative QA | C | A/R | I |
| Final approval | A/R | C | I |
| Publishing and monitoring | I | A/R | I |
| Crisis position | A/R | C | R |

R · Responsible  A · Accountable  C · Consulted  I · Informed

PR AND SMM INTEGRATION · APPENDIX F

**PR lane**

News, media relations, earned-media monitoring

**One shared calendar · weekly sync · one severity model**

**Social lane (Stellar Media)**

Owned channels, community, paid amplification, owned-channel monitoring

We accept Appendix F in full. External listening, earned-media monitoring and the evidence library stay with PR; we use them and propose no duplicate tool.

# Bilingual QA and community care

1. **Arabic native write**
   Senior Arabic copywriter, Modern Standard Arabic
2. **English native write**
   Same meaning, adapted rhythm
3. **Fact check**
   Against the Approved Evidence and Source Library
4. **Brand and accessibility**
   Logo, glass wave, alt text, captions
5. **Final sign-off**
   Account Director, then DECCA

## COMMUNITY MANAGEMENT

### Coverage hours
07:00 to 16:00, Monday to Friday, UAE time; named senior contacts reachable 24/7

### Response bank
Pre-approved bilingual replies, refreshed monthly with DECCA

### Escalation matrix
Community Manager, Account Director, DECCA focal point, DECCA subject expert. Severity sets the path and the clock.

# One four-level severity model, Appendix F3

ESCALATION RISES WITH SEVERITY →

SEVERITY 4

## Low / routine

1 hr

to acknowledge · business hour

Routine enquiry, spam or isolated criticism. Trends reported.

SEVERITY 3

## Moderate

1 hr

to acknowledge · business hour

Contained issue or inaccurate claim. Respond via approved materials.

SEVERITY 2

## High

30 min

to acknowledge

Significant reach or fast escalation. Coordinated response plan.

SEVERITY 1

## Critical

15 min

to acknowledge · 24/7

Safety, legal or major reputation risk. DECCA activates, PR drafts, we execute.

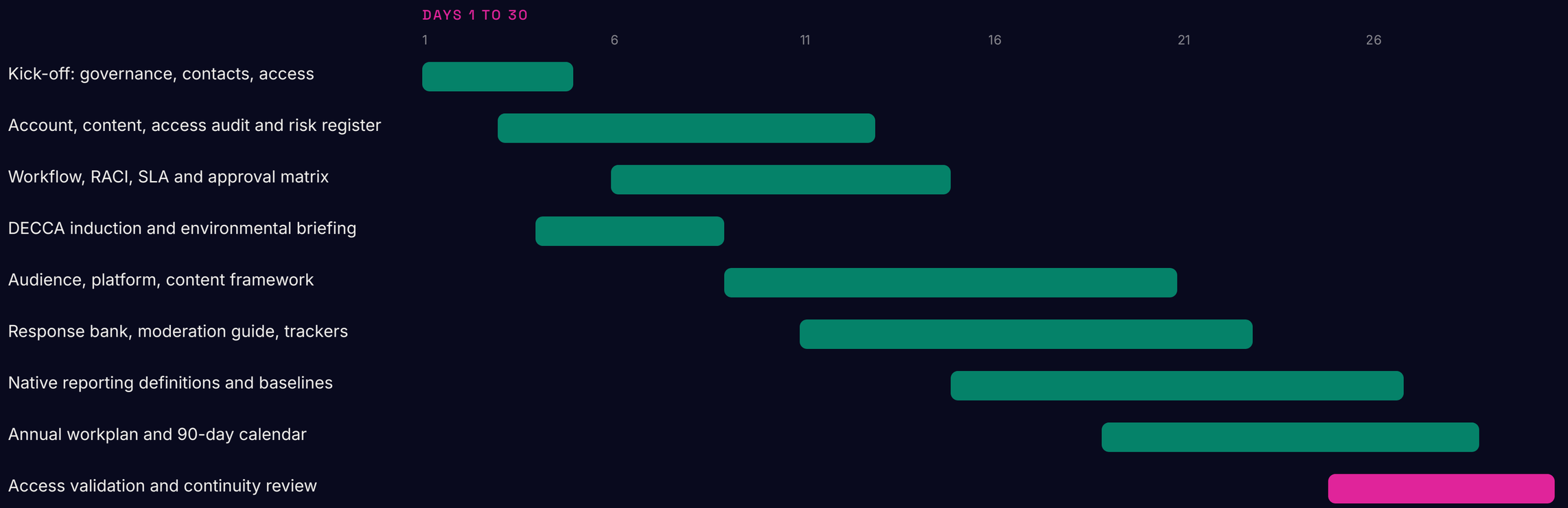
**OWNED-CHANNEL MONITORING BOUNDARY**

We monitor comments, mentions and messages on DECCA's own accounts. External listening and earned media stay with the PR agency. One severity model for both.

**CRISIS EXECUTION**

DECCA classifies and activates. PR drafts holding lines. We preserve evidence, pause scheduled posts, adapt approved messages within 60 minutes and publish only after approval.

# Live in 30 days, steady for 36 months




36-MONTH HORIZON

- **M1** Mobilise
- **M3** Series live
- **M6** Q2 review
- **M12** Year 1 close
- **M24** Year 2 close
- **M36** Exit and handover

# 07

# Team and experience

الفريق والخبرات

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# One bilingual team for DECCA

**Rania Khallaf** — 20%
Account Director / Strategic Lead
Previously account manager on the Ministry of Climate Change and Environment account

Rings show time allocated to DECCA.

**Alex Debare** — 20%
Creative Director
15+ years

**Marwa Elkhawaja**
Senior Art Director, creative lead on DECCA
22 years; rebrands for Allianz, EgyptAir and brands across Saudi Arabia and the UAE

**Nourhan Medhat**
Head of Media Strategy and Performance
Performance Marketing Manager

**Dedicated Account Manager** — 100%
100% DECCA

**Rania Khallaf** — 20%
Environmental & Climate Communications Lead
Named subject-matter lead; factual review before DECCA

**Abdelrhaman Farid** — 100%
Senior Designer
10 years

**Umazaki Anam** — 50%
Motion / Video Editor
Senior Multimedia Designer, 12 years

**Ghadir** — 70%
Community Manager, Reels and TikTok
Senior Content Creator, Abu Dhabi

**Senior Arabic Copywriter / Editor** — 50%
15 years, former newspaper writer

**Senior English Copywriter** — 30%
30%

**Social Media Strategist** — 30%
30%

**Social Insights Analyst** — 30%
30%

**Senior Video Editor and AI Specialist**
Abu Dhabi

**Two Videographer-Photographers**
Abu Dhabi

**Information Security / Platform Admin**
Stellar Media IT team

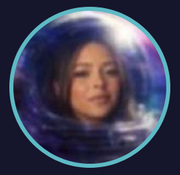
# The people leading DECCA day to day

RK

## Rania Khallaf

Account Director and Environmental & Climate Communications Lead

Previously account manager on the Ministry of Climate Change and Environment account. Reviews every material claim before DECCA sees it.



## Nourhan Medhat

Head of Media Strategy and Performance

Performance Marketing Manager.



## Alex Debare

Creative Director

15+ years.

ME

## Marwa Elkhawaja

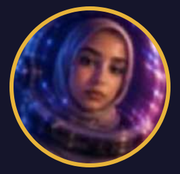
Senior Art Director

22 years. Creative lead on DECCA.



## Asem Mohamed

Head of Production



## Jumana Yousif

Operations and Production Manager

# Capacity behind the core team

**6** Design and art direction
HQ + remote

**11** Motion and video
HQ + remote

**6** Content creators
HQ + remote

**1** Arabic copy
Remote

**3** AI specialists
HQ + remote

**5** Performance marketers
HQ + remote

**2+** Web and IT
Remote + international

**3** Account management
HQ + remote

**Abu Dhabi HQ**
Account, content, shoot crew, video and AI

**Remote production hub**
Design, motion, copy, media, web

**On-demand network**
Freelance specialists ready to scale

# One billion impressions, measured honestly

**1B+**
TOTAL PAID IMPRESSIONS

**280M+**
TOTAL UNIQUE REACH

**14,350**
CONFIRMED PURCHASES TRACKED

**19**
FILMS DELIVERED ON FILE




NSRC · Cospas-Sarsat JC-39




Success Resources · conversion




ADIO · Heading to Shanghai




ZHO · COSP-18, 22 countries

Every number is attributed to a named campaign and can be evidenced.

# Government feeds we run today

Economic development, registration, national campaigns and readiness.




ECONOMIC DEVELOPMENT

Business and investment services, explained for residents.




REGISTRATION AUTHORITY

Procedural content turned into simple steps.




NATIONAL CAMPAIGN

Broadcast campaign adapted for every feed.




READINESS AND CRISIS

Public safety notices, written to be understood at a glance.

**Sixteen live feeds**
Produced weekly, to public sector standards.

**One studio**
Copy, design, motion and film without handovers.

# Education, guidance, culture and heritage

Knowledge, guidance and heritage mandates, in four different registers.



EDUCATION COUNCIL

Curriculum and guidance content for families.




COUNCIL FOR FATWA

Guidance in a formal register, kept readable.




HOUSE OF ARTISANS

Craft and heritage, told through short-form video.




CULTURAL FOUNDATION

Programme content and live event coverage.

# Health and public awareness

Regulation and public health, where accuracy is not negotiable.




DRUG ESTABLISHMENT

Regulatory information, made safe to act on.




HEALTHY LIVING

Bold behaviour campaigns for a broad audience.




MINISTRY OF HEALTH

Service and prevention content, bilingual in Arabic and English.

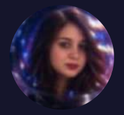
# The studio behind the work



Our in-house crew on set. Strategy, copy, design, motion, film and media in the same studio.



**Abderlahman**
Founder · Managing Director



**Randa Khaled**
Account Manager



**Abin James**
Senior Visual Artist



**Kinraw Sant**
Senior Visual Artist



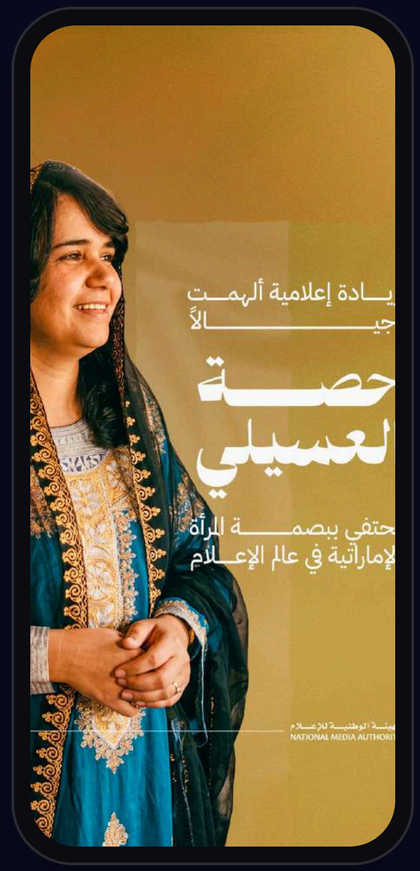
**Katyani Vats**
Performance, Data and Analytics

Arabic-native majority. Named backups on every role, activated within two hours.

# Selected work: National Media Authority



PHOTOGRAPHY · NMA HEADQUARTERS




SERIES

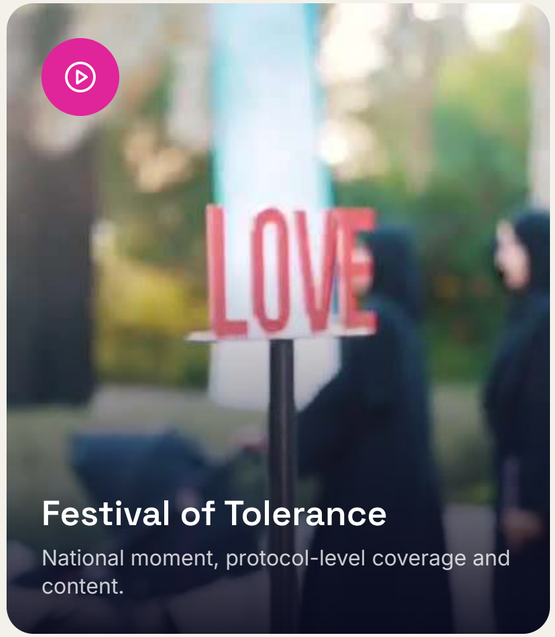
## Emirati Women's Day

A month-long series on Emirati women media pioneers, in NMA identity.

SCOPE

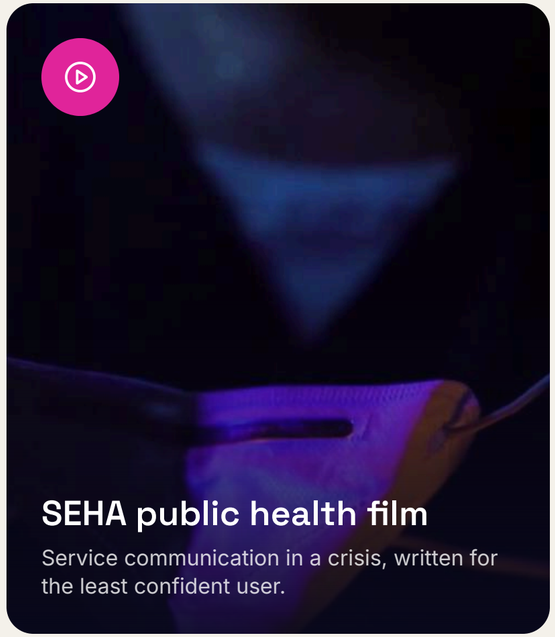
Retainer content, photography, films and motion.

# Films and video production



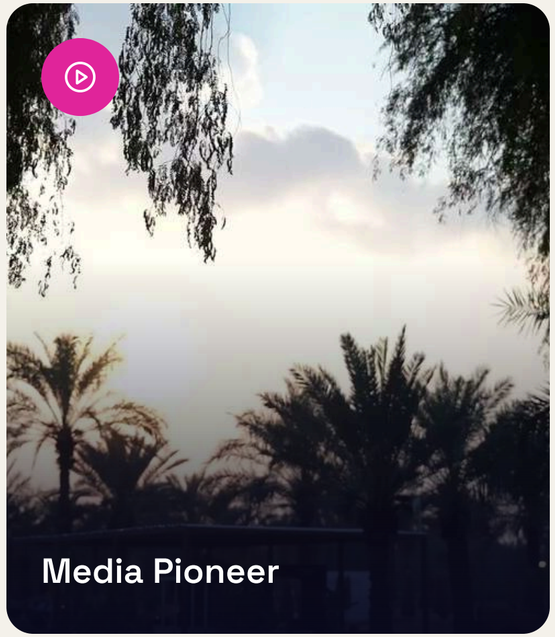

## Festival of Tolerance

National moment, protocol-level coverage and content.

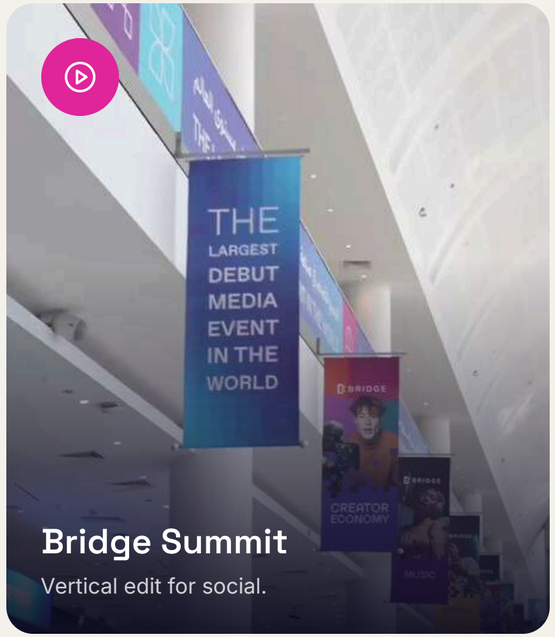


## SEHA public health film

Service communication in a crisis, written for the least confident user.



## Media Pioneer




## Bridge Summit

Vertical edit for social.

ALSO ON FILE · 19 FILMS IN TOTAL

- The Call · NMA aerial federal film
- Eid Al Etihad 54 · National Media Office
- UAE media history campaign
- NMO × Brazil MoU signing
- ADNOC Abu Dhabi Marathon coverage
- Central Bank of the UAE

# Event coverage




ETIHAD ARENA · UAE FLAG DAY







NATIONAL FESTIVAL OF TOLERANCE

Vertical and landscape edits for social, cut from the same coverage.

# 08

# Tools, quality and SLA

الأدوات والجودة واتفاقية مستوى الخدمة

CONTENTS

01 Understanding DECCA
02 Landscape analysis
03 Strategy and platforms
04 Creative direction and motion
05 Tender task
06 Methodology and mobilisation
07 Team and experience
**08 Tools, quality and SLA**
09 About Stellar Media
A Appendices A, B, C



# Tools, technology and responsible AI

### Publish and schedule
Native platform tools and DECCA-approved scheduler

### Community inbox
Owned-channel comments and messages

### Analytics and reporting
Native insights into a monthly dashboard

### Creative production
Design, motion, edit; layered source files

### AI-assisted production
Drafting, versioning and motion support under human review

## Security and responsible AI

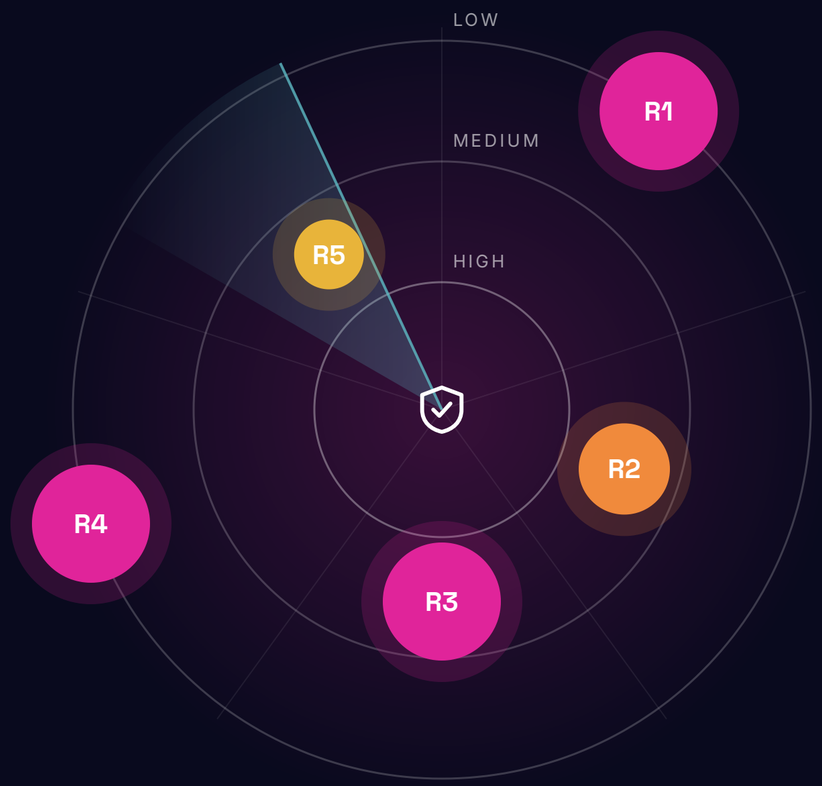
Named admins, MFA on every account, DECCA owns all accounts and ad accounts, access removed on exit.

AI is never used as environmental evidence. No AI-generated wildlife presented as real.

No duplicated listening licence is proposed.

# Risk radar and QA flow

RINGS = LIKELIHOOD ● High impact ● Medium ● Low




| | | | |
|---|---|---|---|
| R1 | **Factual error** | Every figure checked against the Approved Evidence and Source Library; Environmental and Climate Lead review. |
| R2 | **Late approval** | Approval calendar; monthly calendar delivered 10 days before month start. |
| R3 | **Negative comment spike** | Response bank and severity escalation; Severity 2 handled within 30 minutes. |
| R4 | **Account access issue** | Named admins, MFA on every account, access revoked within 30 minutes. |
| R5 | **Key person absence** | A named backup for every role. |

QA FLOW, EVERY POST

Write → Fact check → Design → Bilingual QA → AD sign-off → DECCA approval

# SLA accepted in full, KPIs set from baseline




Severity 1 acknowledgement, 24/7




Severity 2, complaints, escalations




Response-bank enquiries




Approved social-response adaptation




Standard post first draft




Approved-version publishing accuracy




Calendar before month start




Access revocation

KPI FRAMEWORK · BASELINE, THEN TARGET

| | |
|---|---|
| **Strategic delivery** | Quarterly actions implemented |
| **Content quality** | First-time approval, error rate |
| **Audience and community** | Saves, shares, response SLA |
| **Reach and growth** | Qualified reach, video completion |
| **Action and service** | Clicks, registrations, participation |
| **Paid media** | CPM, CPC, CPV, completion, frequency |
| **Operations** | On-time delivery, SLA, accuracy |

Baselines in mobilisation, targets agreed with DECCA before routine reporting. Organic and paid separated. No vanity metrics, no multiplier promises.

# 09

# About Stellar Media

## Stellar Media عن

CONTENTS

01 Understanding DECCA
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Stellar ★ Media

Beyond the stars

لا تقنع بما دون النجوم

DIGITAL STELLAR MEDIA LLC · ESTABLISHED 2018

# An AI-first government communications agency

### AI-first, bilingual
Arabic and English government communications agency

### Abu Dhabi headquarters
Licensed for marketing and advertising consultancy, AI development and AI consultancy

### Federal catalogue supplier
Ministry of Finance federal catalogue, Creative Agency Services, Lot 1

**8**
**years**
established 2018

**1B+**
**paid impressions**
delivered for clients

**280M+**
**unique reach**
across campaigns



EVENT COVERAGE · NATIONAL FESTIVAL OF TOLERANCE

# Trusted by UAE government entities

## GOVERNMENT

الهيئة الوطنية للإعلام
NATIONAL MEDIA AUTHORITY

National Media Office

UNITED ARAB EMIRATES
MINISTRY OF FINANCE
الإمارات العربية المتحدة
وزارة المالية

الهيئة الاتحادية للهوية والجنسية والجمارك وأمن المنافذ
FEDERAL AUTHORITY FOR IDENTITY, CITIZENSHIP, CUSTOMS & PORT SECURITY

مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

ADIO مكتب أبوظبي للاستثمار
ABU DHABI INVESTMENT OFFICE

صحة
SEHA

AHS
Ambulatory Healthcare Services

هيئة زايد لأصحاب الهمم
Zayed Authority for People of Determination

NSRC UAE

Awqaf

Endowments and Minors' Funds Authority

National Festival of Tolerance

## SEMI-GOVERNMENT AND PRIVATE

مصرف الشارقة الإسلامي
SIB

ETIHAD ARENA

مجلس سيدات أعمال الشارقة
SHARJAH BUSINESS WOMEN COUNCIL

VOYAH

SUCCESS RESOURCES
YOUR LEARNING PARTNERS

Social media retainers · Campaigns and paid media · Event coverage · Films and motion · AI production

# In our clients' words

"Stellar Media consistently delivers high-quality content creation with precise execution."

**Noura Al Tamimi**
Senior Specialist, Threat Intelligence and Security Assessments · Central Bank of the UAE

"Their attention to detail and ability to capture the essence of the event were truly remarkable."

**Khawla Tarish**
Endowments' & Minors' Funds Authority

"It is as though you are working on your own account, with exceptional care and professionalism."

**Ahmed Al Yamahi**
National Search & Rescue Center (NSRC UAE)

"The localized content is highly engaging … leading to strong lead generation and conversion."

**Nour Kazem**
Regional Director, Success Resources

# Assumptions, exclusions and deviations

## Assumptions 5

- Term is 36 months; Section 2 refers to a 12-month retainer, raised for clarification
- Coverage 07:00 to 16:00 Monday to Friday; extended coverage for campaigns agreed in advance
- The PR Agency maintains the Approved Evidence and Source Library; we use it
- Reactive post allowance and rates are stated in the commercial proposal (RFP 8, 17.4)
- DECCA owns all accounts, ad accounts, data and editable files

## Exclusions 3

- External Social Listening and earned-media monitoring (PR Agency scope)
- Net media spend, platform taxes and creator fees
- Talent, locations, permits, drones, licensed music and travel unless pre-approved as third-party costs

DEVIATIONS LOG · APPENDIX C

## No deviations

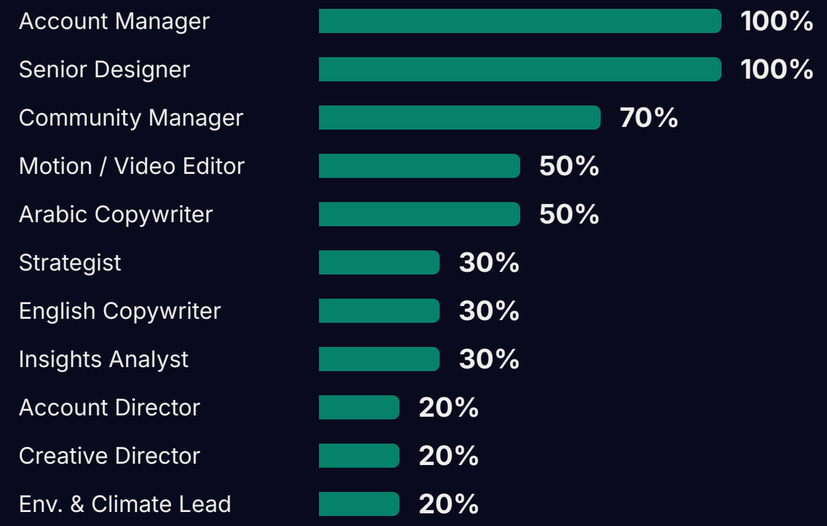
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We accept the RFP terms, SLA and Appendix F without deviation.

# Compliance matrix and team allocation

| | | | | | |
|---|---|---|---|---|---|
| A1 | All owned channels end to end | Comply | A2 | Native Arabic and English | Comply |
| A3 | Named team, allocations, substitutes | Partial | A4 | Annual strategy and rolling planning | Comply |
| A5 | Baseline content capacity | Comply | A6 | Community management and SLA | Comply |
| A7 | Owned-channel monitoring boundary | Comply | A8 | Listening and earned media excluded | Comply |
| A9 | Single four-level severity model | Comply | A10 | DECCA crisis authority | Comply |
| A11 | PR drafts, SMM executes | Comply | A12 | Joint content mining and evidence library | Comply |
| A13 | DECCA owns master brief and calendar | Comply | A14 | SMM campaign workstream ownership | Comply |
| A15 | One visual-production lead | Comply | A16 | Appendix F protocol | Comply |
| A17 | Security, data residency, 1-hour notice | Comply | A18 | Responsible-AI disclosure | Comply |
| A19 | DECCA owns accounts and files | Comply | A20 | Two revision rounds | Comply |
| A21 | Exit and transition | Comply | A22 | Commercial schedules completed | Comply |
| A23 | No duplicated charges | Comply | A24 | Threshold and presentation | Comply |

TEAM ALLOCATION · APPENDIX B




CVs supplied in Appendix B.

STELLAR / MEDIA

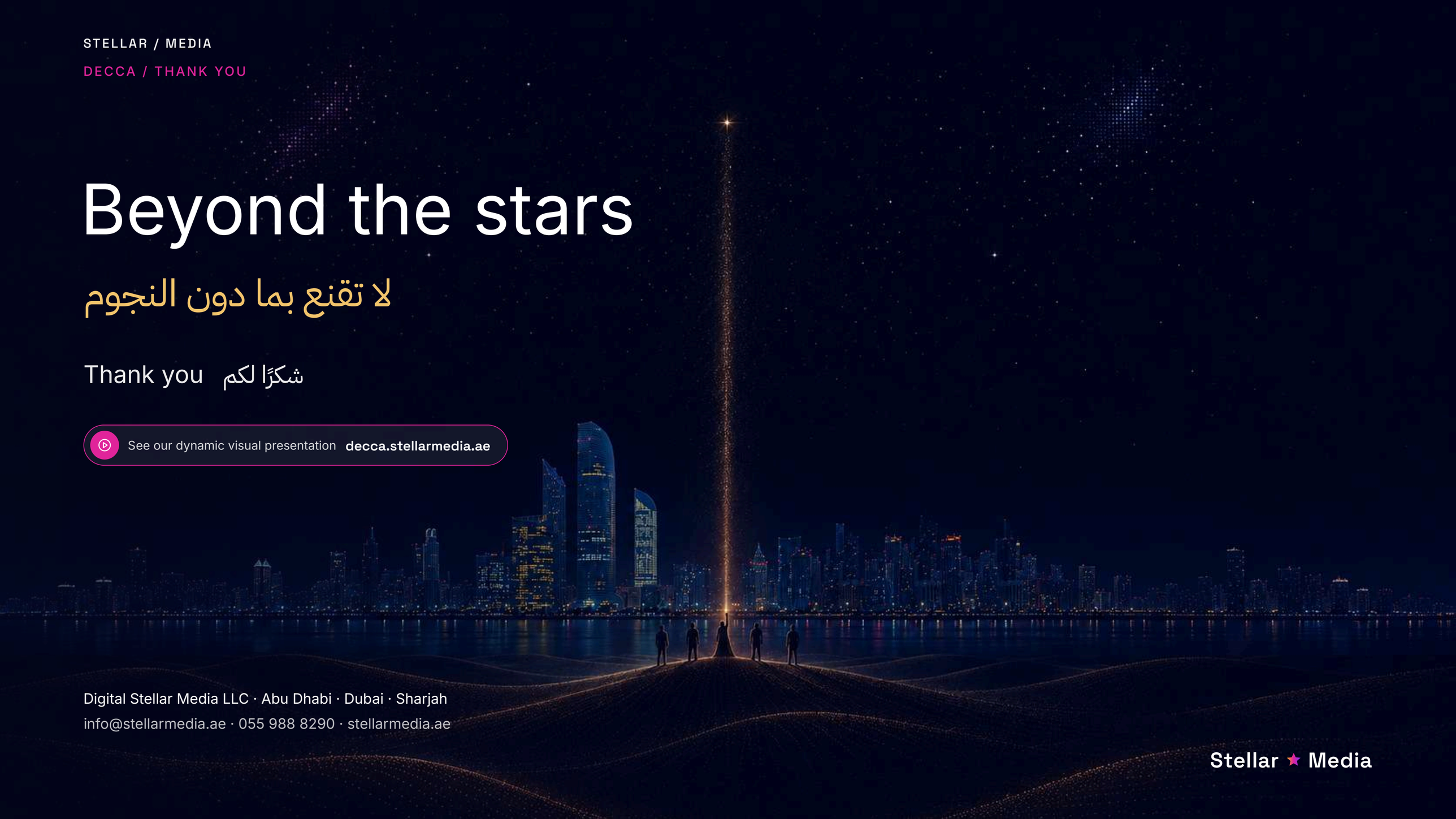
DECCA / THANK YOU

# Beyond the stars

## لا تقنع بما دون النجوم

Thank you  شكرًا لكم

See our dynamic visual presentation **decca.stellarmedia.ae**



Digital Stellar Media LLC · Abu Dhabi · Dubai · Sharjah

info@stellarmedia.ae · 055 988 8290 · stellarmedia.ae

Stellar ★ Media