



Direct Line
Creative Total Solutions



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Direct Line

“Your Shortcut to Media World”

Direct Line was founded with the goal of helping clients thrive in today's highly competitive marketing environment. We have bolstered our integrated marketing communication capabilities, expanding our team with seasoned creatives professionals and pioneers to support our clients' traditional and digital needs.

Direct Line is an award-winning agency, a **UN Global Compact Network** prestigious member, with a **deep** knowledge of **The Syrian Market**, *Direct Line* relies on three core values

- Integrity
- Innovation
- Dedication

These three pillars form the foundation for everything we do for our clients or on their behalf in the aim of protecting their brand and name, and helping them in growing up and penetrate new markets.



Who we are

Integrated marketing communication services provider & Production House. Specializing in strategy building, communication consultancy, sophisticated media production (video, audio, printing, atmospherics design...), research, media tech and marketing services.

With many years' experience, working **Locally** and **Internationally**, our creative team operate from our four-story building in free zone, Damascus.

We are your

Shortcut to Media World ...

Direct Line consists of several lines, its work structure allows each unit to work independently and at the same time harmonically with the other units, which provides flexibility and effectiveness in working on different levels.



Clients



Corporate Social Responsibility



Vision

TO BECOME THE LEADER IN
PROVIDING A MULTIDISCIPLINARY
CREATIVE SOLUTIONS.



Mission

We are committed to offer our clients solutions throughout the world and access to the newest technologies at an affordable price.

We combined several integrated divisions, each operating independently, yet coordinating efficiently at various levels to provide high quality services and ensure customers satisfaction.

We supply complete communication packages from initial concept to delivery, in all types of multimedia and broadcast.

We provide alternative means to the high quality of film and video production and postproduction that fit our client's needs and budgets.

Our quality is the result of our dedication to constantly upgrade our technology and skills.



Value

At *Direct Line*, our employees are our company's most valuable assets.

Our work environment is nurtured in a unique way enabling creative thinking to thrive and employees to develop to their fullest potential, thus delivering only the best products and the highest customer satisfaction.



Our Lines

Marketing Line

Communication Line

Advertising Line

Event Line

Media & Public Relations Line

Production Line

Audio Line

Tech Line

Digital Line

Innovation Line

M Marketing Line

Starting from Market research techniques to understand cultures, brands and consumer motivation around the world.

We develop corporate identities, full range of marketing communications, and strategic campaigns with their related promotional support based on solid marketing objective.

- Quantitative and qualitative Marketing research.
- Purchase behavior analysis.
- Blind test analysis.
- Marketing Planning & Execution.



ommunication Line

In today's marketplace, Image is everything.

How your organization communicates and looks, delivers a message to the world about what you've accomplished with media reaching from print to web and mobile, setting the tone for all of your interactions.

We pride ourselves on being an end-to-end provider of digital and traditional Communication Strategy services including:

- Strategic Marketing Consultancy.
- Communication Strategy building.
- CSR.
- Key messages & copywriting.
- Action Plan.
- Capacity Building & Training.



Advertising Line

We use creativity to solve business challenges and reimagine our client's future. We exist to help companies navigate the market, and drive long-term growth.

Creativity has the power to transform human behavior. That's why everything we do for brands is designed with a human purpose in mind.

- Build solid branding communication.
- Corporate Identities (Logo creation & stationery adaptation...).
- Brand and Message Development.
- Advertising Campaign, IMC method.
- Brand Activities.
- Creative Concepts, Artwork, ATL, TTL, BTL, POSM.
- Modern Trade Branding (MTB).
- Printing, Promotional Item, Stand.
- Strategic Marketing Consulting.
- Events Participation and Sponsorship Activation.
- Brand Activation.



E

vent Line

Forging strong relationships between brands and their specific target Audiences, where direct contact is a must.

- Specially tailored theme.
- Atmospheric design.
- Creative idea & Implementation.
- Multimedia stage.
- Media coverage & Public relation.
- Logistic Coordination with suppliers for implementations.

M

edia & Public Relations Line

Finding the best channels to speak to your audience and making the most of those channels is integral to the effectiveness of a campaign. Through careful planning, and buying, brands can optimize the reach of their messages.

Performance Media is our approach to media planning and buying, rooted in our single-minded mission to convert consumer intentions into revenue for our clients.

We are Agent of the Arab Advertising Organization in Syria.

- Media Booking, traditional and digital.
- Media Coverage.
- Monitoring.
- Reporting.



roduction Line

One of our strongest traits. Coordinating and producing projects partially or entirely. We are equipped to carry out: TV commercials, documentary films, short films, and televised series of several episodes, from initial concept production, to post-production.

We are Member of the Cinema And TV Industry Committee.

- Film, TV series, Documentaries, Video Clips...
- Visual Identity & Logo Animation.
- TV Commercials.
- C.G. & VFX.
- 2D & 3D Animations/ Composing.
- 3D Architectural.
- Special effects.
- Photography.



Audio Line

Direct Line have their **OWN STUDIOS** and cooperate with leading composers, poets...

- Dubbing.
- Musical Identities.
- Jingles, Songs, SFX, Sound Tracks, Talent VO...
- Radio Ad.
- Audio Books.
- Arabic for non-native speakers.



Tech Line

In the aim of keeping up with the evolution of information and technology, and out of belief in the importance of the international encounter and cooperation in the field of interactive multimedia production, we have developed a special department charge of various multimedia.

- Website development.
- Creative IT interface and solutions.
- Interactive & Multimedia presentation.
- Smart Advertising Devices solutions.
- Application development.

Digital Line

Social Media Marketing is a key element of any successful digital marketing campaign. By utilizing different social media channels, you can connect with new customers and build loyalty with your current and future client base.

- Analysis.
- Strategy creation, (Management, Advertising, Posting, Page Optimization, Monitoring, Reporting).
- Planning & Insights.
- Keyword researches and analysis.
- Content development and optimization (SEO copywriting).
- Social Engagement.
- Link building.
- Google algorithm Updates.
- Performance Content.
- Performance Media.
- 24/7 Reporting.
- Develop Brand Awareness.
- Campaigns: (WhatsApp campaign, SMS campaign, paid followers, packages, pages & groups advertising...).



I

nnovation Line

We pride ourselves in being the **PIONEER**.

We are always exploring cultural shifts and converting them into opportunities for brands. It is an immersive sensory experience that digitally simulates a remote environment.

Applications have been developed in a variety of domains, such as education, architectural and urban design, digital marketing and activism, psychology...

- Virtual reality (VR).
- Augmented reality (AR).

Commitment

Direct Line is committed to providing clients with the highest level of service and quality control over all aspects of the design process, starting from the start to the final delivery.

STAY IN TOUCH WITH US

Devoted to communication in its broadest sense, *Direct Line* ensures the entire process of services related to its function, starting from the idea up to the final film production.

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