

We are a production house and integrated marketing communication services provider.

Specializing in sophisticated media production, research, media tech and marketing services.

We offer wide range of media production, from video, audio, printing, atmospheric design, to developing classy web systems and mobile apps.

## **Direct Line**

### *“Your Shortcut to Media World”*

#### **Who we are**

Production house & integrated marketing communication services provider.

*We are your Shortcut to Media World ...*

*“The shortest path between 2 points”*

Direct Line consists of:

- Media & Marketing Line
- Production Line
- Audio Line
- Tech Line

All our creative teams operate at our four-story building in Free Zone, Damascus.

#### **The meaning of the name “Direct Line”**

The idea of the name “Direct Line” came from two very different but related values:

- **Personal value:**

Originating from the Direct Line Management’s vision and principles in life in general... in any direct line there is transparency and honesty... and at the end of the day: “may the truth prevail”

- **Professional value:**

A direct line at work provides: the best service for the best prices.

A direct line takes us from the concept to its adaptation.

In a direct line, there are no “round-about ways”.

## **Our Vision**

To become the leader in providing a Multidisciplinary Creative Solutions.

## **Our 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 cost of film and video production and post-production that fit our client's needs and budgets.

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

## **Our 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.

**Direct Line consists of 4 integrated divisions that complement and interact with each other:**

**Media & Marketing Line**

**Tech Line**

**Production Line**

**Audio Line**

*From idea to realization, the shortest path between 2 points*

In line with its policy of providing integrated services; and in response to local market demand; we have developed a special division of Advertising, marketing and Media

## **Media & Marketing Line**

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

- Corporate Identities (Logo creation & stationery adaptation...)
- Brand and Message Development
- Advertising Campaign
- Brand Activities
- Creative Concepts, Artwork, POSM
- Media and Coverage
- Printing
- Social Media Research and communication campaigns
- Advanced Market and Marketing research
- Marketing Planning & Execution
- Strategic Marketing Consulting
- Advanced Corporate Marketing Training
- Events Participation and Sponsorship Activation
- Brand Activation

## **Production Line**

Coordinates and produces projects partially or entirely. We are equipped to carry out: TV commercials, documentary films, short films, televised series of several episodes, from production, directing...to post-production.

- Film, TV series, Video Clips...
- Visual Identity
- TV Commercials
- C.G.
- Documentaries
- Chroma
- 2D & 3D Animations/ Composing
- 3D Architectural
- Special effects
- Surround photos

In order to cover all work aspects; Direct Line has recently developed a special new section specialized in audio;

### **Audio Line**

We own Studios and cooperate with leading composers, poets...

- Dubbing
- Musical Identities
- Jingles
- Children Songs
- Linear/ Flash, Break in & Break out
- Theme & Mood
- Talent VO
- Enhancing Slogan
- Radio Ad.
- Lyrics
- SFX
- Sound Track
- Arabic for non-native speakers

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.

### **Tech Line**

- Website development
- Creative IT interface and solutions
- Interactive presentation DVD
- Multimedia presentation
- CD Business Cards
- Smart Advertising Devices solutions
- Colors/ Materials Application
- iOS and Android development

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.