

 **framedkeys** **Company Profile | 2024**

[www.framedkeys.sa](http://www.framedkeys.sa)

# We are Framedkeys!

Innovative Storytellers.

Our expertise in content creation,  
interactivity, production and digital marketing  
create appetizing viral experiences.



# Partners of Success

2015 - 2021



# Capable Artists

We understand your brand, know the audience,  
deliver international quality with an authentic local flavor.

A woman wearing a light-colored hijab is smiling and looking towards the right. The background is a dimly lit workshop or studio with various objects, including a model airplane on a stand.

# Creative Content

**Expanding** capabilities, writing **journeys**, creating **experiences**.  
We **blend mediums** to serve your vision.



# Challenge-Driven

We're hungry for **accomplishments**, anticipate **challenges**.  
With **extensive experience** in overcoming obstacles.



**We Create Content.**



# Production

## Services

- Commercials
- Documentaries
- Educational
- Corporate
- Historical
- Digital & TV Shows
- Coverage Videos
- Launch Videos
- Process Videos
- Instructional/Technical Videos
- Showcase Videos
- Live Coverage & Broadcast

# Animation

## Services

- Motion Graphics
- Infographics
- 3D Animation
- Cartoons
- Broadcast Design
- Visual Effects
- 360 Videos
- Virtual Reality
- Cinemagraphs
- GIF Loops

# Digital Marketing

## Services

- Digital Strategy
- Content Curation
- Campaign Creation
- Account Management
- Community Engagement
- Promoted Ad Management
- Content Distribution
- Reporting & Analytics

**We Share Content.**

# Watania Insurance

Wataniya Insurance had an uplift in their vision and direction, this needed an uplift to their tone and visuals to portray the change.

We stepped in with the marketing team at Wataniya to formulate digital marketing strategies and rebrand the look and feel of all content created.

Creating content, producing offline and online media, managing social media platforms and creating a voice for the brand to achieve the desired results.



الوطنية للتأمين  
Wataniya Insurance **W**



AVERAGE TWEET  
IMPRESSIONS

# 39.4K

AVERAGE INCREASE  
IN FOLLOWERS

# 1K+

MONTHLY ON LINKEDIN

# Gardenia Residence

Gardenia Residence was established to offer a convenient lifestyle residency in the heart of Jeddah.

Framedkeys worked together with the teams at Wessal, SEDCO & Alahli Capital to formulate the marketing strategy.

Creating content, producing offline and online media, managing social media platforms and creating a voice for the brand to achieve the desired results.



INCREASE IN  
SALES POST MARKETING

**110%**

AVERAGE VIEWER  
RETENTION

**83%**

PER COMMERCIAL VIDEO



# Winter at Tantora

Covering the Winter at Tantora events to create marketing buzz on all social platforms was a delight for us.

Framedkeys creatively produced content that told different kind of stories happening at Alula.

With 5 crews working simultaneously to generate and produce quality videos and imagery.



TOTAL CONTENT  
CREATED

80+

TOTAL CREW  
ON PROJECT

25

ON-GROUND  
AND REMOTE WORKFORCE

# Bridgestone

## “70th Anniversary”

Framedkeys partnered with LIKWID to create an extraordinary event for Bridgestone’s 70th Anniversary.

Creating and producing content for 25+ videos over 12+ screens that take guests on a journey from the projection mapping outside to the history videos in the hall.

Giving them an immersive experience before being seated to enjoy the rest of the evening with videos that narrate the legacy.



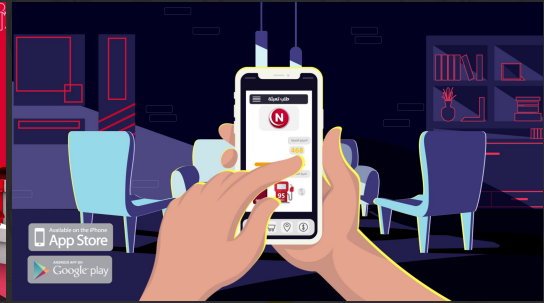
# Naft Pass

## Campaign

Naft created an app and a loyalty program which required assistance to introduce and launch these eServices.

Framedkeys worked together with the marketing team at Naft to conceptualize and create a series of videos that introduce these services.

Content varied between producing films, 2D & 3D Animations that created some ripples on social platforms and gained recognition by marketing gurus.



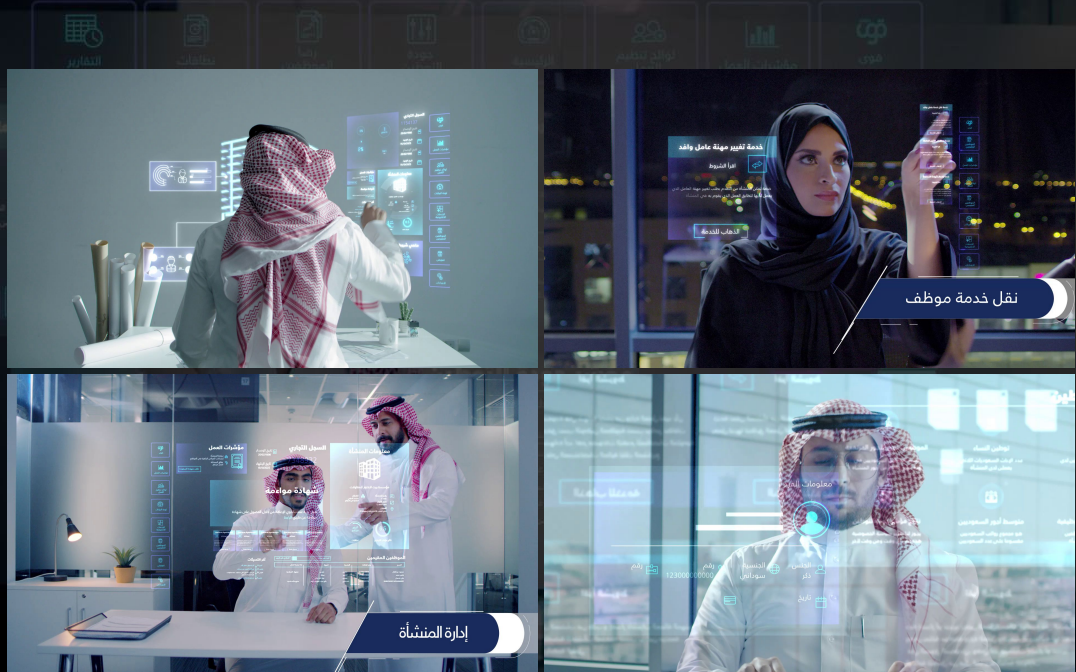
# QIWA

## Platform Launch

The Ministry of Labor had a new initiative that required an entire launch campaign.

Framedkeys worked together with Xelement to create all required assets from walkthrough videos, launch videos, introduction videos, ident animations and digital banners for media platforms.

The campaign took a futuristic look and giving it a unique and distinguished advantage over similar government content.



**We Create Solutions.**

# Technical Services

- Interactive Experiences
- VR/AR/Metaverse Experiences
- Data Solutions
- Machine Learning & AI Services
- Lightning Design
- Lightning Supply
- Sensors & IOT
- Digital Twin Services

# Mini Cooper

## Experience Design

Mini Cooper wanted to participate the Riyadh Winter Season Car festival, and for their booth they wanted people to feel the force and power of the Mini Engine. They also wanted to create an interactive experience involving two synchronized Video Displays.

Our team developed and deployed these experience through the use of a custom made game engine mimicking the Mini cooper engine through a game pedal, while we used Arduino to control the dual screens with a physical button.



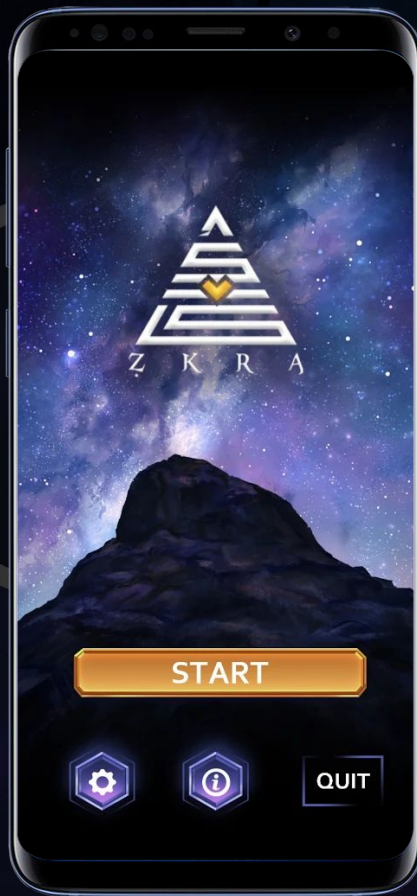
# Zkra

## Application

An Idea manifested into an interactive creation available on both Android and iOS.

Zkra is an app that takes learning, memorizing and reciting the Quran to a new level with both writing and listening features.

Zkra was developed by Framedkeys & fully sponsored by two corporate entities.



78 680 15  
Число релизов Меню Текущая сессия



TARGET ACTIVE USERS  
PER YEAR

30M

TOTAL CREW  
ON PROJECT

16

CREATIVES AND  
DEVELOPERS



PORTFOLIO

CONFIDENTIAL AND PROPRIETARY

# Brilliant Content

Top 10 Shows

**MBC**



# More Content?

Click to Watch  
**Snippets of our Portfolio**





## Creating Viral Content

Let's share impactful stories.

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