



# Your partner in crafting visions

Company profile

2024





# About us

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# Fablemill: an award-winning creative advisory firm and production house



## Advisory

**We offer strategic consulting services** to clients in the entertainment and media space

- Film, entertainment and media
- Culture and arts
- Tourism
- Sports



## Production

**We act as producers** on original and shared projects to showcase the authentic Arab voice on a global stage

- Creative production (Original IP<sup>1</sup>)
- Co-production (Shared and acquired IPs)
- Service production (for international filmmakers)

1. Intellectual property (IP)

# Our value proposition is the first of its kind in the region



## Deep understanding of entertainment and media

We understand the intricate dynamics of the media and entertainment industry, particularly in the MENA region with its complexities and nuances



## Local experts, global network

We distill global best practices into local industries, and maintain close relationships with key policymakers and experts in the region and abroad to act as industry shapers



## Proven track record

We have delivered a powerful slate of advisory and production projects across the region and industries, working closely with private and public clients

# Our advisory and creative milestones convey a story of success

## Projects

15+

Productions, completed and in pipeline



20+

Advisory projects



3+

Original IPs

## Achievements

6

International film awards

14+

International festivals

#1

Winner, Startup Bahrain Pitch night



# We work jointly with global partners to bring shared visions to life

Access to a worldwide network of consultants and creatives across:

- Film
- Entertainment and media
- Merchandising
- Program design
- ... and many more



# Our team brings intersectional experience in creative advisory and production



**Eman  
Al Sabah**

*Founder & CEO*



**Alaa  
Al Darazi**

*Co-founder*



**Mariam  
Maki**

*Head of Projects*



**Masooma  
Kadhem**

*Consultant*



**Ghufraan Al  
Hubail**

*Producer*





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# Through our advisory arm, we support organizations in crafting and unlocking powerful visions



## Industries

- Film and television
- Media and entertainment
- Culture and arts
- Tourism
- Sports



## Capabilities

- Strategy
- Operating model
- Go-to-market
- Concept/product design
- Implementation

# A snapshot of our projects

## *Selected advisory projects across entertainment, culture and ancillary industries*

Project	Industry	Scope
1) <b>SME strategy and support schemes</b>	<b>Public sector</b>	Development of SME support schemes and implementation roadmap
2) <b>Digital entity operating model</b>	<b>Public sector</b>	Development of a digital public sector entity's operating model and governance as well as processes redesign
3) <b>Film and television industry incentives program</b>	<b>Film and television</b>	Development of film industry incentive programs as well as incentive calculator
4) <b>Film investment strategy</b>	<b>Film and television</b>	Development of investment framework and commercial strategy for regional feature film
5) <b>Media growth strategy</b>	<b>Media and entertainment</b>	Five-year growth strategy and investment plan for a media company
6) <b>Tourism event strategy</b>	<b>Tourism</b>	Strategic plan and implementation for major regional tourism event
7) <b>Merchandising strategy</b>	<b>Culture and arts</b>	Development of comprehensive merchandising framework and gift shop design for cultural experiences company
8) <b>Culture and arts programming</b>	<b>Culture and arts</b>	Developing arts and culture programming for a GCC entity
9) <b>Cultural institution communication strategy</b>	<b>Culture and arts</b>	Development of PR and communications strategy for major cultural institution
10) <b>Islamic investment framework</b>	<b>Financial services</b>	Development of Shariah-compliant investment guidelines

# Case study #1: Developing film and television incentive programs for a GCC country (1/2)

## Context



- Emerging market film industry faced critical gaps in financing and talent development
- Interventions are mismatched to the industry and do not sufficiently cater to local or international productions
- Difficulty tying support for the industry with economic growth

## Approach



- Conducted deep-dive analysis of leading film markets to identify best-practice incentive structures
- Developed targeted mix of financial and non-financial incentives
- Created tiered support system tailored to both local and international filmmaker needs

## Outcome

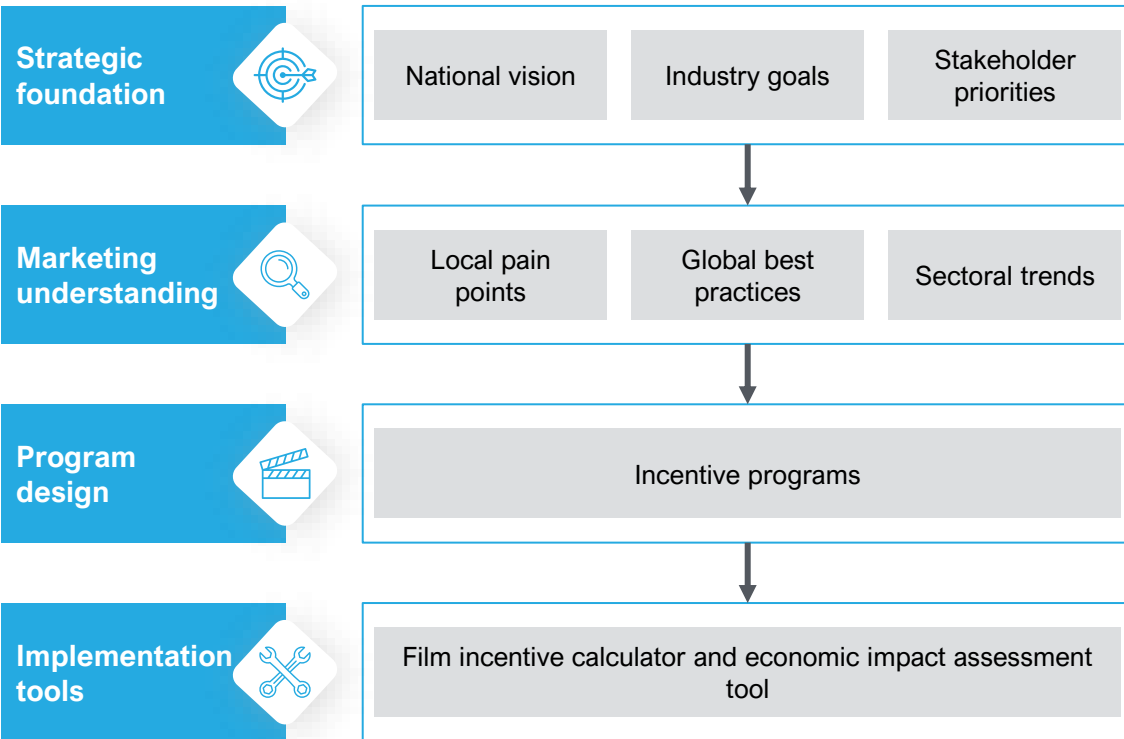


- Program approved nationally with wide stakeholder alignment
- Established foundation for sustainable film sector development through comprehensive support pillars
- Clarity on economic impact of the program on the direct sector and larger economy

# Case study #1: Developing film and television incentive programs for a GCC country (2/2)

## Deliverables

- **Market understanding**  
Survey of film markets of 30 countries, with a deep dive on 7 leading nations to extract and apply best practice learnings to local context
- **Incentive program design**  
Three detailed program frameworks including training program, cash rebates, and development funding
- **Economic impact assessment**  
Detailed analysis of direct and indirect economic benefits including GDP contribution, job creation, and tax revenue generation
- **Project assessment calculator**  
Customized tool for assessing production eligibility and calculating incentive amounts based on qualified spending



# Case study #2: Developing merchandising strategy for leading entertainment company in GCC (1/2)

## Context



- Leading entertainment company in GCC sought merchandising strategy for a new concept
- Gift shop needed diverse product mix to reflect concept
- Concept required developing merchandising strategy, product mix, go-to-market, and operating model

## Approach



- Conducted global benchmarking of successful experiential retail and cultural merchandising programs
- Developed end-to-end merchandising strategy that focuses on target customers and product mix
- Created detailed customer personas to inform product mix and shop design

## Outcome



- Delivered comprehensive strategy with shop design and customer journey
- Developed tailored product mix across multiple categories aligned with visitor personas
- Created operating model with clear processes and implementation roadmap

# Case study #2: Developing merchandising strategy for leading entertainment company in GCC (2/2)

## Deliverables

- **Merchandising strategy**  
Comprehensive merchandising strategy framework including customer persona analysis, global benchmarking, and guiding principles aligned with cultural and business objectives
- **Gift shop layout and design**  
Retail experience shop layout with technology-enabled customer journey mapping
- **Operating and financial model**  
Operating model including organizational structure and core processes, in addition to a financial projection of profitability and breakeven

### Strategic foundation



Guiding principles

Customer personas

Best practices

### Experience design



Product mix

Shop layout

Customer journey

### Operating model



Organizational structure

People and capabilities

Processes

### Implementation plan



Execution timeline

# Case study #3: Ongoing support for a tourism entity across various initiatives (1/2)

## Context



- Key tourism entity sought comprehensive support across strategic initiatives
- Required expertise in investment attraction, international positioning, and promotional content
- Needed to align initiatives with national tourism strategy and economic objectives

## Approach



- Created detailed frameworks for international tourism forums and events
- Developed strategic positioning and promotional materials for key tourism assets
- Conducted benchmarking of global best practices in tourism development and promotion

## Outcome



- Delivered strategic frameworks for hosting major international tourism events
- Created comprehensive tourism promotion materials highlighting key attractions and experiences
- Developed detailed implementation roadmaps with clear stakeholder responsibilities

# Case study #3: Ongoing support for a tourism entity across various initiatives (2/2)

## Deliverables (across multiple projects)

- **Investment attraction support**  
Structured approach for attracting tourism investment through strategic events, promotional materials, and stakeholder engagement programs
- **Strategic tourism event planning**  
Developed comprehensive framework for international tourism forum including thematic development, stakeholder mapping, and detailed implementation roadmap
- **Promotional strategy**  
Created tourism promotion materials showcasing key destinations and experiences, with targeted messaging for different visitor segments and markets



Identified **core tourism offerings** for country

Creating **event strategy pillars**





# Case study #4: Strategy to promote the film sector in GCC country, including the design of a production manual (1/2)

## Context



- Support requested by a public sector entity interested in promoting film and TV production
- Aim was to formulate strategy and concrete initiatives to grow production
- Request to develop a production manual for other stakeholders highlighting best practices for film in the region

## Approach



- Benchmarked regional production resources against best international practices
- Created case studies of successful strategies aimed to attract international and local production
- Developed a comprehensive production guide with detailed available offerings

## Outcome



- Strategy recommended leveraging country's unique strengths, including collaboration plan for public stakeholders to execute detailed strategy
- Developed manual was shared with international producers
- Received stakeholder buy-in for the strategic plan via targeted discussions

# Case study #4: Strategy to promote the film sector in GCC country, including the design of a production manual (2/2)

## Deliverables (across multiple projects)

- **Comprehensive strategy**  
Strategy report outlining recommendations on leveraging the country's unique strengths and emphasize unique selling points, target markets, and strategic priorities
- **Production manual**  
Comprehensive guide for international producers that outlines essential permits, cultural guidelines, resources, and logistical information to streamline filming processes
- **Public stakeholder collaboration plan**  
A structured collaboration plan, detailing roles, responsibilities, and timelines for public sector stakeholders



A primer on film production in the GCC – with emphasis on challenges and opportunities in the sector and in-depth case studies on best practices



Overview of production, key trends and sector dynamics



Challenges and opportunities for global investment in GCC



Country studies, with analysis of challenges and opportunities



# Case study #5: Commercial offerings for a media entity serving two GCC countries (1/2)

## Context



- National broadcaster seeking to enhance revenue streams and commercial partnerships
- Need for sector-specific engagement models across diverse industries
- Opportunity to further leverage existing audience base through advertising

## Approach



- Conducted detailed industry analysis across key sectors (finance, telecom, education, retail, tourism)
- Developed tailored commercial offerings for each sector based on audience insights
- Created integrated engagement models combining traditional and digital channels

## Outcome

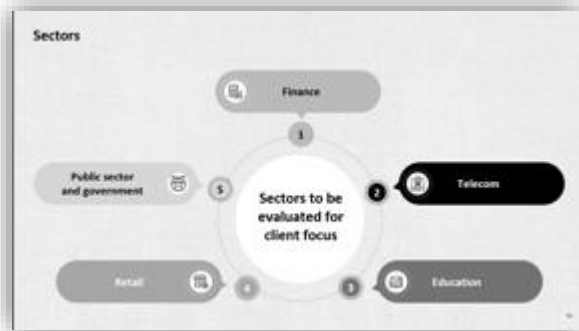


- Comprehensive commercial strategy with sector-specific approaches
- Clear engagement frameworks for key industry verticals
- Revenue growth roadmap with measurable targets

# Case study #5: Commercial offerings for a media entity serving two GCC countries (2/2)

## Deliverables (across multiple projects)

- **Industry-specific insights and ideas**  
Leveraging deep sector knowledge to provide relevant campaign concepts and case studies tailored to finance, telecom, public sector, education, retail, and tourism verticals
- **Integrated brand partnerships approach**  
Harnessing a multi-channel ecosystem including app, web, social, and experiential platforms to maximize client reach, engagement, and impact



Identified **core client focus areas** depending on service offerings

Leveraged **best practices** and applied case learnings to client's ambitions

Case study: Lloyds Bank's "The M Word" campaign

Background	Campaign elements	Takeaways for client
<ul style="list-style-type: none"><li>• Experienced "The M Word" campaign in 2019 for Lloyds Bank</li><li>• Aimed to address family "taboo" around money discussions</li></ul>	<ul style="list-style-type: none"><li>• Multi-platform approach consisting of TV ads, radio segments, posters, and charity collaboration</li><li>• Expert advice from entrepreneurs, financial advisors, and life coaches</li></ul>	<ul style="list-style-type: none"><li>• Use radio's trust to address sensitive topics</li><li>• Develop multi-channel campaign</li></ul>
<p><b>Campaign objectives</b></p> <ul style="list-style-type: none"><li>• Encourage open money conversations</li><li>• Position Lloyds as supportive of financial well-being</li></ul>		

Source: Lloyds Bank, Reuters news search



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# In production, we develop concepts, support productions, and co-produce



## Creative production

We serve as an idea factory and craft and package compelling content for our IPs and others



## Service partnership

We support on-ground productions and partner with vendors to deliver across the MENA region



## Co-production

We partner on shared IPs and collaborate on regional projects to deliver authentic storytelling

# We are a female-led company working to amplify Arab voices on the global stage

## 1 Female-led



We are a female-led company focusing on under-represented voices and unique content that showcases a new point of view

## 2 Arab stories, global appeal



We create content that is authentic to MENA with global appeal, with our understanding of universal story structures

## 3 Positioned to create & facilitate



We are deeply embedded within the local MENA landscape, collaborating with partners in the private and public sector to deliver co-productions and other strategic partnerships

# We empower creatives to celebrate the Arab experience

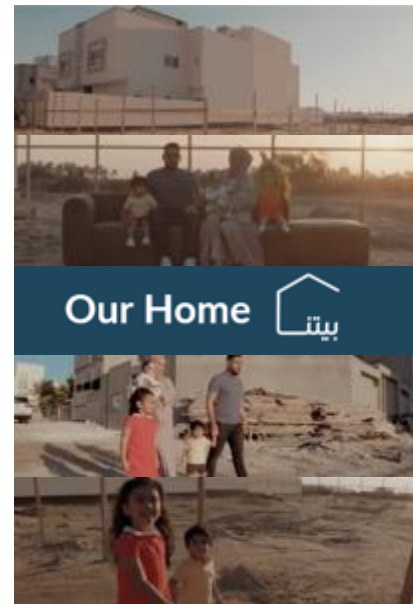
We enable creatives to craft authentic stories of the Arab experience with universal themes that travel globally



**Firstborn**  
Psychological  
thriller/limited series



**A Small Dream**  
Drama/  
Short film



**Our Home**  
Lifestyle/  
docuseries



# Our projects span a range of genres across film and television

## TV – Live action

- 1 Firstborn**  
*Psychological thriller*
- 2 Our Home**  
*Lifestyle docuseries*

## TV – Animation

- 1 Underworld**  
*Pre-teen/  
Explorative*
- 2 Planet Universe**  
*Children*

## Feature films

- 1 Angels in the Grave**  
*Horror/thriller*
- 2 The Fire That Burns Within**  
*Horror/thriller*
- 3 Spinster**  
*Drama*

## Short films

- 1 A Small Dream**  
*Drama*

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# Eman Alsabah

*Founder and CEO*

## About Eman

Eman is a producer, writer, and consultant with over 15 years of experience advising on creative industries and executing large-scale projects. She is the Founder and CEO at Fablemill, where she leads creative strategy. She also founded Indiesouq, a crowdfunding platform supporting MENA creatives. After a decade in engineering and management consulting, Eman transitioned full-time to media and entertainment.



## Reference works:

- Executive Producer and Writer, *Our Home*
- Producer, Writer, Director, *A Small Dream*
- Producer and Director, *The End is Here*
- Producer, *The Remains of Love*
- Writer, *The Skeleton Whale*

## Previous roles

- 2020-Present: Fablemill - Founder and CEO
- 2017-20: McKinsey & Co. - Consultant
- 2012-15: AECOM Middle East - Project Manager
- 2010-12: URS Corporation - Structural Engineer

## Education

- 2019: UCLA - Professional Certificate in Screenwriting
- 2017: NYU Stern - MBA
- 2010: Purdue University - BSc



# Mariam Maki

## Head of Projects

### About Mariam

Mariam is a consultant and writer with over 10 years of experience advising public and private sector clients in the GCC. Currently, she is Head of Projects at Fablemill, where she oversees all work-streams under the production, publishing and advisory units. After spending a decade in management consulting, Mariam transitioned full-time to media and entertainment. She is a script and novel writer with a focus on fantasy, gothic and psychological thrillers.



### Reference works:

- 4 novels (psychological thriller, gothic, alternative history)
- Writer, *Firstborn*
- Writer, *Convolutad*
- Producer, *Our Home*

### Previous roles

- 2022-Present: Fablemill - Head of Projects
- 2018-21: Roland Berger - Senior Consultant
- 2016-17: Newton Consult - Consultant
- 2015-16: OFDPM - Research Specialist

### Education

- 2021: University of Oxford - Certifications in Creative Writing
- 2015: LSE - MSc
- 2014: Columbia University - BA



# Masooma Kadhem

## Consultant

### About Masooma

Masooma is a Consultant at Fablemill with over 8 years of experience in marketing, communications, and consulting across the GCC. In her current role, she supports public and private sector clients in media, entertainment, and tourism. Masooma also serves as an Associate Producer in the advisory stream. Prior to joining Fablemill, she worked with international communication consultancies, including Consulium and BCW Global. Her focus was on developing comprehensive marketing strategies to boost visibility and support brand-building objectives for various sectors, including tourism.



### Reference works:

- Associate Producer, *Our Home*

### Previous roles

- 2022-Present: Fablemill - Consultant
- 2021-22: Consulium - Associate, Gov't Advisory
- 2019-21: Asda'a BCW - Account Manager
- 2018-19: Brinc MENA - Associate

### Education

- 2016: American University of Cairo - BA



# Ghufran Al Hubail

## Producer

### About Ghufran

Ghufran is a Producer at Fablemill, specializing in stories that explore womanhood, self-identity, and societal issues. Since joining the team in 2021, she has quickly become an integral part of the creative process, leading multiple high-profile projects. Ghufran's work spans various aspects of production, from concept development to sales strategy, with a particular emphasis on bringing diverse and authentic stories to life.



### Reference works:

- Producer, *Firstborn*
- Writer and Producer, *Our Home*
- Producer, *A Small Dream*

### Previous roles

- 2021-Present: Fablemill - Associate Producer
- 2020-2021: BIBF - Part-time Research Assistant
- 2019-2020: Bahrain Science Centre for SDGs - Research Assistant

### Education

- 2018: University of Bristol - BSc




# Thank You




## CONTACT US




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