

“Which agency actually makes
people remember a brand?”

WE ARE RED EYE MEDIA.

Creative strategy, content and campaigns
for brands that intend to be chosen, not
just seen.



**Agency Profile
2026**

DUBAI · UNITED ARAB EMIRATES



We're **THOSE PEOPLE**

who make brands worth **choosing**,
not just worth **seeing**.

Red Eye Media is a creative strategy, content and media company based in the UAE. We combine creative thinking, strategic positioning, talent access and commercial execution, and use them to turn attention into business results.

Most agencies are built around a single discipline: a social shop, a production house, a media buyer. We are built around a question instead. **What is this brand trying to make impossible to ignore, and what will it take commercially to get there?**

WORKING FROM

Dubai & the UAE

SERVING

Europe · United States · Worldwide

OUR RULE?

**Attention is rented.
Trust is owned.**

Reach is easy to buy and easy to waste. Brands spending millions still vanish while smaller companies dominate a category because people remember who they are. Paid attention stops the day the budget stops. **Recognition compounds instead.**

Most businesses believe visibility is the objective. It isn't. The value sits in what happens next: the decision, the partnership, the purchase.



The market doesn't have an

ATTENTION SHORTAGE.

**IT HAS A
DIFFERENTIATION
SHORTAGE.**

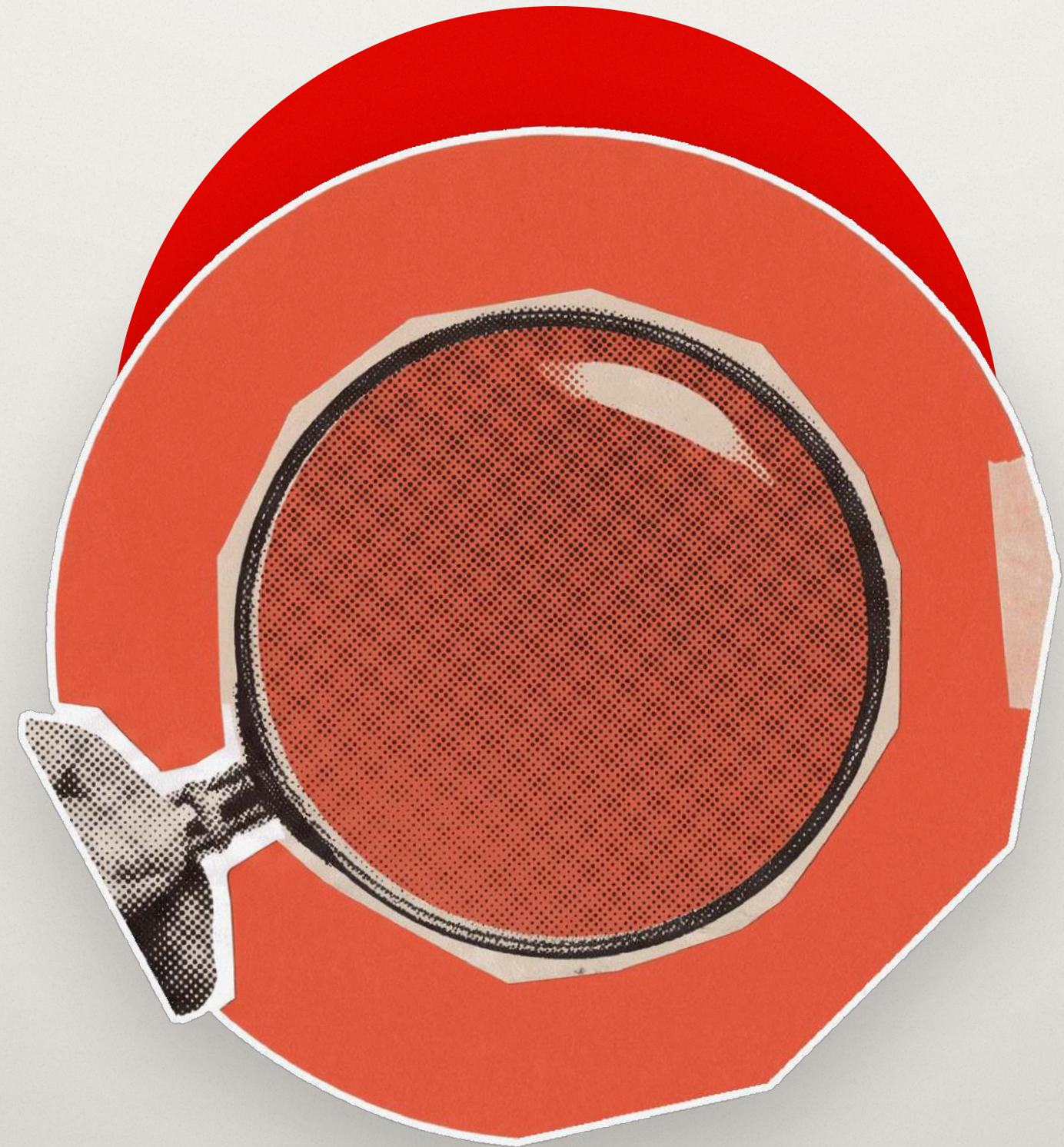
Most companies copy their competitors. The same videos, the same websites, the same reels, the same idea of what premium looks like. Eventually the whole category becomes invisible, and every business inside it has to pay more each year to be noticed at all. **Being different is cheaper than being louder.**



WHERE EVERY ENGAGEMENT STARTS

WHY SHOULD ANYONE REMEMBER YOU TOMORROW?

If the answer is “we have great quality”, so does everyone else, and they say it in the same words. We don’t ask how to get more views. **We ask how to become impossible to ignore.** Every engagement opens on that question and the strategy is judged against it.



What we

BELIEVE

01 Attention is the opening, not the goal.

Reach is easy to buy and easy to waste. The value is in the decision that follows it.

02 Positioning beats volume.

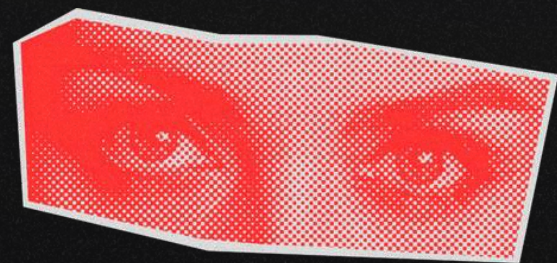
A brand with a sharp reason to exist out-performs one that simply posts more.

03 Culture is the medium.

People don't live in ad breaks. They live in sport, music, fashion and technology.

04 Creative is accountable.

The best work is the most beautiful answer to a real business question.



red eye media.

Red eye (n.)

The refusal to be forgettable.
The work a market cannot unsee.

The name is the standard. If a piece of work would still be invisible with a competitor's logo on it, it isn't finished. That test kills more of our own ideas than any client ever has.



OUR METHOD?

One method. Five moves.



01 • INTERROGATE

The real question

The business, the category and the commercial question underneath the brief.

02 • POSITION

Take a stance

The idea that makes the brand legible, distinctive and worth choosing.

03 • CREATE

Build the work

Identity, site, content and campaign built off one idea, to a premium standard.

04 • DISTRIBUTE

Put it in front of them

Into market across the right channels, talent and partnerships.

05 • ACCOUNT

Report it honestly

Measured against the goal it was built for, with only real numbers.

Twelve services, built to work as

ONE SYSTEM.

01

Brand Strategy

Market, audience and competitor analysis. Positioning, messaging and visual identity direction.

04

Content Strategy & Production

Photo, video and short-form that earns attention and supports the sale. One idea, many assets.

07

Talent & Athlete Marketing

Positioning athletes and talent as brands on and off the field, then matching them with partners that fit.

10

Creator & Talent Partnership Management

Running the partnership itself: deal terms, deliverables, approvals, scheduling, payment and renewal.

02

Website Strategy & Development

Editorial, fast, conversion-focused sites built to be found in search and cited by AI answer engines.

05

Creative Campaigns

One ownable idea across paid, organic and earned, with a commercial job to do.

08

Influencer & Creator Campaigns

Casting, briefing and measurement built on audience trust and conversion history, not reach alone.

11

Marketing Consulting

Senior counsel for founders and teams. What to do, in what order, and what to stop doing.

03

Social Media Management

Strategy, calendar, production and community, built to grow the right audience.

06

Digital Marketing

Paid, organic and lifecycle aimed at pipeline and revenue rather than vanity metrics.

09

Sponsorship Activation

Turning rights and partnerships into cultural relevance and measurable return, not a logo on a backdrop.

12

Commercial Outreach & Lead Generation

Targeted, on-brand outbound that opens real conversations and stays accountable to pipeline.

Engagements usually combine several. Strategy decides which, and in what order.

01

Brand

CAPABILITY 01

Strategy & brand

**A LOGO IS
NOT A BRAND.
A POSITION
IS.**

The work that comes before the work. We define what a brand stands for, who it is for, and why it should be chosen.

Brand Strategy

Market, audience and competitor analysis.
Positioning and value proposition.
Messaging framework and tone of voice.
Visual identity direction, logo included.

Marketing Consulting

Senior counsel for founders and teams.
Clarity on what to do, in what order, and
what to stop doing.

Website Strategy & Development

Editorial, fast, conversion-focused sites
built to be found in search and cited by AI
answer engines.

Content & social

**CONTENT
THAT EARN
THE SECOND
LOOK.**

Channels with a point of view, run properly. Production that holds a premium standard at the volume the platforms demand.



Social Media Management

Strategy, calendar, production and community. Built to grow the right audience rather than feed the algorithm.

Content Strategy & Production

Photo, video and short-form that earns attention and supports the sale. One idea, many assets.

Creative Campaigns

One ownable idea across paid, organic and earned, engineered for attention with a commercial job to do.

Talent & partnerships

**CHOSEN FOR
RELEVANCE, NOT
FOLLOWER
COUNT.**

We position talent as brands, and connect brands with partners that genuinely fit. We work both sides of the table.

Talent & Athlete Marketing

Positioning athletes and talent as brands on and off the field, then matching them with partners that fit.

Sponsorship Activation

Turning rights and partnerships into cultural relevance and measurable return, not a logo on a backdrop.

Influencer & Creator Campaigns

Casting, briefing and measurement built on audience trust and conversion history, not reach alone.

Creator & Talent Partnership Management

Running the partnership itself: deal terms, deliverables, approvals, scheduling, payment and renewal, so the relationship holds up long after the launch post.

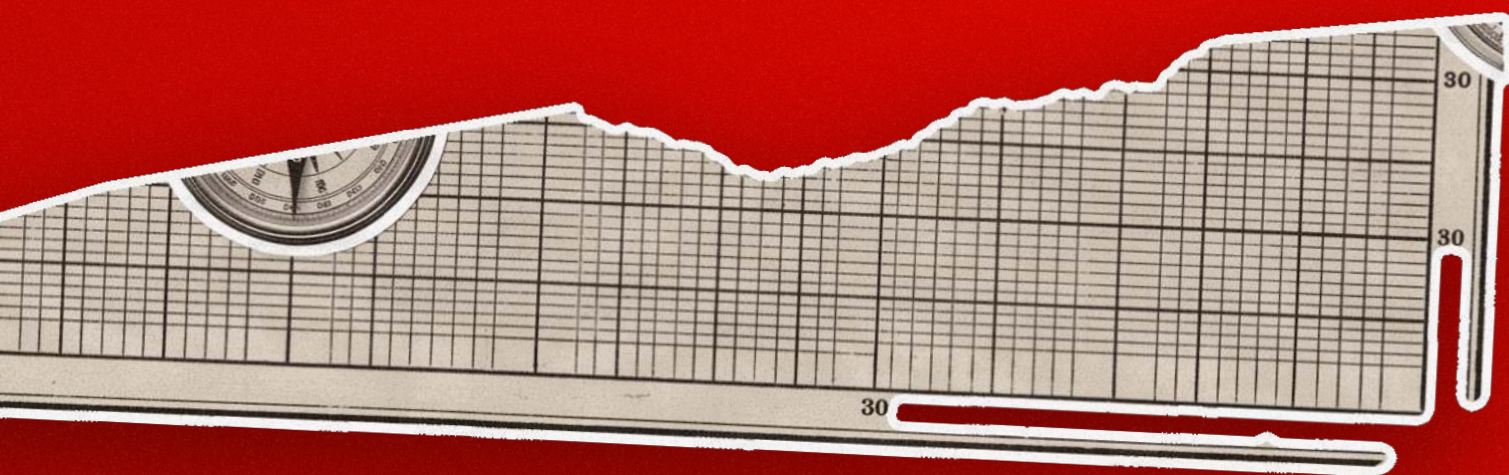
03

Partners

Growth & demand

BRAND CREATES DEMAND. PERFORMANCE CAPTURES IT.

Growth without brand equity gets more expensive every quarter. We run both and report on both honestly.



Digital Marketing

Paid, organic and lifecycle aimed at pipeline and revenue rather than vanity metrics.

Commercial Outreach & Lead Generation

Targeted, on-brand outbound that opens real conversations and stays accountable to pipeline.

Search & Answer Engines

SEO for visibility in results, AEO for citation inside the answer itself, in ChatGPT, Google AI Mode, Perplexity, Gemini and Copilot.

We work where

ATTENTION AND COMMERCE MEET.

- 01 **SPORT**
- 03 **LUXURY**
- 05 **FASHION & BEAUTY**
- 07 **TECHNOLOGY**

- 02 **ATHLETES & TALENT**
- 04 **LUXURY HOSPITALITY**
- 06 **ENTERTAINMENT &
CULTURE**
- 08 **PROFESSIONAL SERVICES**

OUR EDGE?

We say no far more often
than we say yes.

To an idea that tests well and says nothing. To a channel your
buyer isn't on. To a trend that will date the brand in six
months. To a project we don't think we'd be the best team
for. **Editing is most of the job. The rest is nerve.**



And by

A TEAM

we mean a small, senior one.

Six disciplines, no account-management layer between you and the people doing the work, and no junior learning on your budget. The same names in every meeting from kickoff to launch. **That is the whole reason we cap how many clients we take.**

- 01
- 02
- 03
- 04
- 05
- 06
- STRATEGY CREATIVE CONTENT PRODUCTION GROWTH PARTNERS

We are deliberately

SELECTIVE

**Fewer clients than we could
take.**

On purpose.

We look for three things: a real budget behind the ambition, a decision-maker in the room rather than a committee relaying feedback, and a business worth being remembered for. If two of the three aren't there we'll tell you, rather than take the engagement and disappoint you slowly.



~~MOST AGENCIES~~ ~~STOP AT DELIVERY.~~

The files get handed over, the invoice clears, and whether any of it moved the business becomes somebody else's problem. We stay in it: what shipped, what it did, what we change next quarter.

We're accountable to the

OUTCOME.



Selected

CLIENTS

A limited number of live client relationships, by choice. Written case studies publish as they are ready. **No invented numbers in the meantime.**

SPORT · ATHLETE MARKETING

Alycia Parks

WTA Tour professional tennis player.
Athlete brand positioning, identity and website.

CORPORATE · TALENT AGENCY

Verde Talent Agency

Talent representation. Brand and digital work.

CORPORATE · CAPITAL

Verde Global Capital

Investment group. Brand and digital work.

CORPORATE

MixRim Global

Trading and distribution group. Selected client work.

Self-initiated

CONCEPTS

Concept work made on our own initiative to show a point of view rather than fill a brief. Real business names are used only so each concept reads as a genuine build rather than a template. **None of the businesses shown commissioned, approved, purchased or endorsed this work.** All are viewable live.



SPORT

Premier Sports Academy · ASC Ville de Dakar · Maktown Flyers

Tennis and padel academy in Dubai. Professional basketball club in Dakar. Basketball Africa League club in Makurdi.

HOSPITALITY

SoTasty · Belly Bump · Barracuda Seafood · Cartel Dubai Cafe

Business Bay, Jumeirah and Sidra Tower dining brands. Menus, story, reservations and ordering.

BEAUTY & GROOMING

MK Barber Shop · Lash Artistry

A three-location Dubai barbershop group and an eyelash-extension studio, both with direct booking.

When the work ships,

THIS IS HOW WE ACCOUNT FOR IT.

01 Challenge

The commercial problem the brand came to us with, stated plainly and agreed before any work starts.

02 Strategic insight

The observation everyone else in the category missed, and the angle that unlocked the work.

03 Creative approach

The idea, exactly how it was made, and where it was put into market.

04 Results

What actually happened, measured against the goal that was set at the beginning.

Monthly on retainers, at close on projects. **Only ever real numbers, including the ones that went the wrong way.** A report that never shows a miss is a report nobody should trust.

How it **WORKS**

01

Project

A defined piece of work with a defined outcome: a positioning sprint, an identity, a website, a launch campaign. Fixed scope, priced before we start.

02

Retainer

Ongoing strategy, content and channel management for brands that need a consistent rhythm rather than a one-off push. Reviewed every quarter.

03

Advisory

Senior counsel without the full team. For founders and in-house marketers who need direction, not delivery.

BEFORE ANY OF IT

Every engagement is scoped precisely before a timeline or a number is quoted.

So the recommendation is built on your numbers rather than a template, and so you can judge how we think before committing to a larger scope. **You own everything we make, outright, including working files.**

We publish what we

ACTUALLY THINK.

Attention is not a strategy

Positioning before production

Why most brand social looks the same

The content engine

Sponsorship is changing

Choosing talent for fit, not followers

Performance marketing without cheapening the brand

Outbound that sounds premium

Building a brand in Dubai

What a conversion-focused website actually does differently

Written for people making these decisions, not for search engines. redeyecreatives.com/insights

READY TO BE REMEMBERED?

Fair warning: we don't do forgettable.

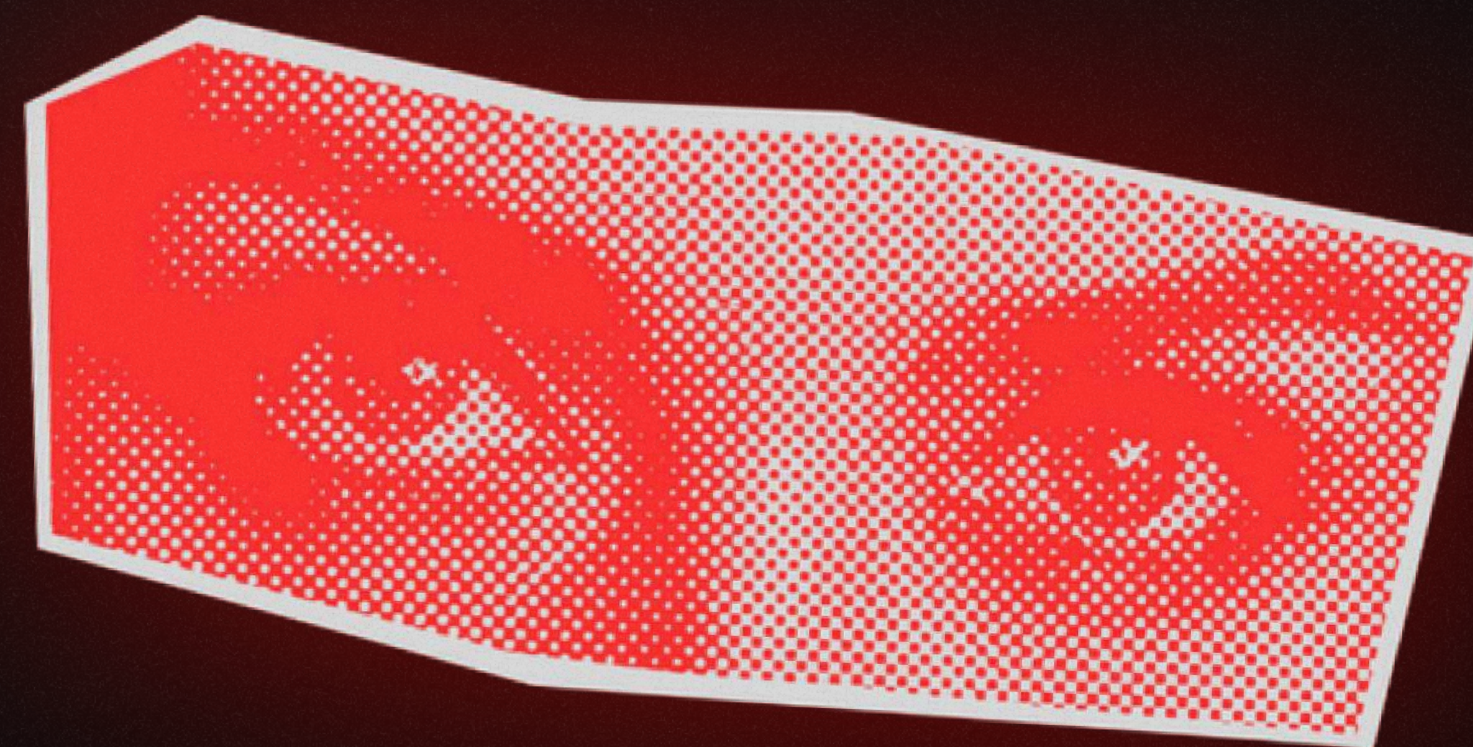
EMAIL

hello@redeyecreatives.com

WEB

redeyecreatives.com

Tell us the commercial problem rather than the deliverable you think you need. We'll come back with a point of view and an honest read on whether we're the right team.



Red Eye Media is a brand operated by Verde Global Consulting FZ-LLC, registered in the Ras Al Khaimah Economic Zone, United Arab Emirates.