

COMPANY PROFILE

2026

SPACE 27

MEDIA CONSULTANCY

DUBAI · GCC · GLOBAL

SPACE27.AE


IDEAS
MOVE
PEOPLE
الأفكار تحرّك الناس

A boutique media consultancy that builds campaigns **in the language of the Gulf**, and carries them to the world.

For founders, CEOs, CMOs and government leaders who need more than an agency: a senior partner who knows the region from the inside, with the craft to make an idea land everywhere.

نبني الحملات بلغة الخليج، ونحملها إلى العالم.







The Gulf is no longer a market brands translate into. **It's where they are being built.**

8.4BN

US$ MENA advertising market forecast, 2026

25%

Of annual budget some brands spend in Ramadan alone

150M

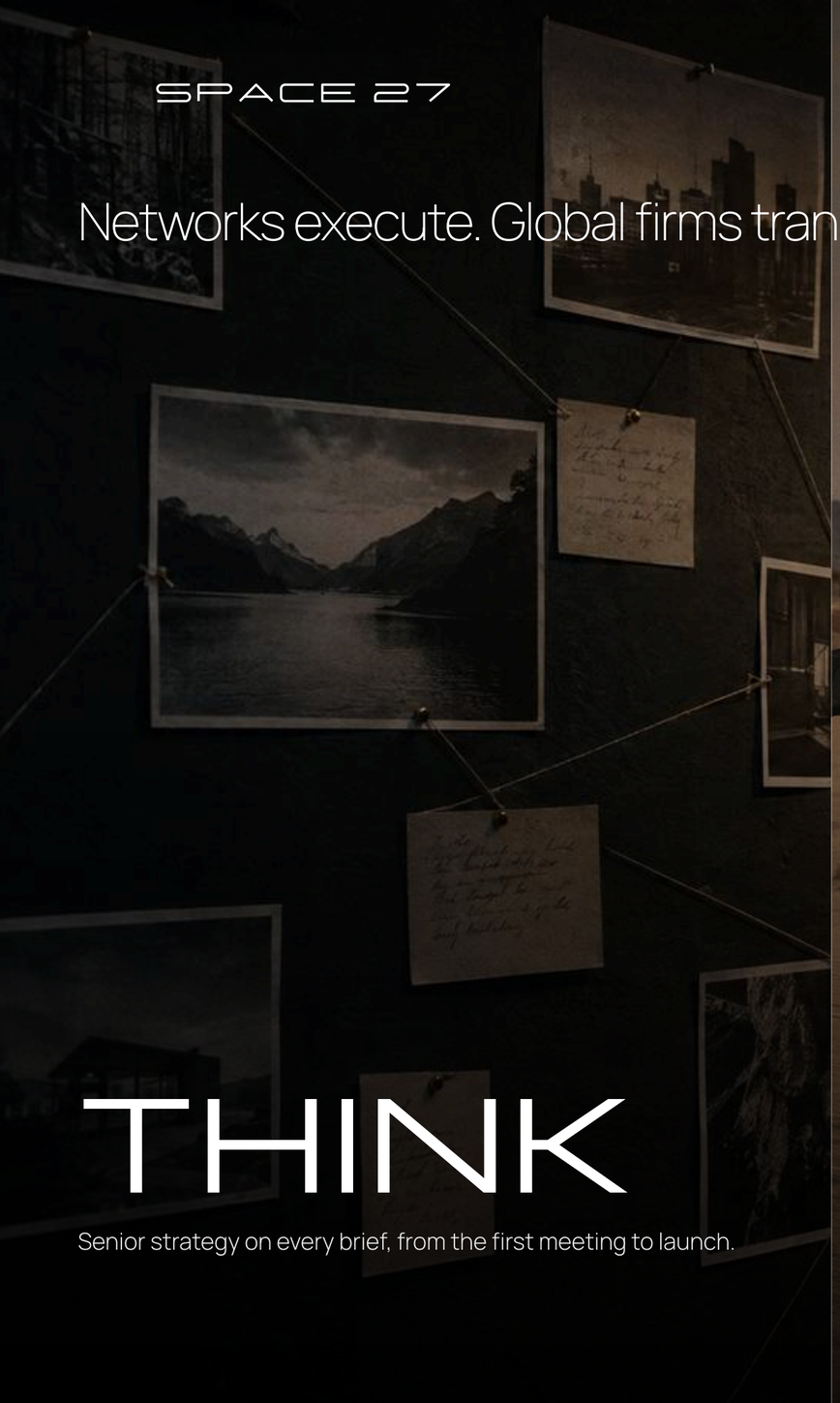
Saudi visitor target for 2030, up from ~122m in 2025

12.8BN

US$ GCC personal luxury market, led by KSA and UAE

SOURCES: WPP MEDIA (2026) · CAMPAIGN MIDDLE EAST · SKIFT · CHALHOUB GROUP (2024)

Networks execute. Global firms translate. **We do all three.**



THINK

Senior strategy on every brief, from the first meeting to launch.



SPEAK

Creative written natively in Gulf Arabic and English. Never translated.



MAKE

A trusted network of directors, studios and creators across the region.



OUR PHILOSOPHY

THE HORIZON

Every brand has a horizon: the line between where it stands and where it could be. We move it, with ideas true to the region and strong enough to travel.



01
STRATEGY



02
BRANDING



03
CONTENT



04
SOCIAL & DIGITAL



05
INFLUENCE



06
PR & EVENTS



07
MEDIA & OOH



08
WEB & APP

STRATEGY الاستراتيجية

01

We find the truth a brand can own in this region, and build the plan to win with it.

QUESTIONS WE ANSWER

Q1 Who are our real audiences across the GCC, and what do they value?

Q2 Where can we win against local champions and global giants?

Q3 How do we enter, grow or reposition in Saudi Arabia and the UAE?

WHAT YOU GET

- Marketing and digital strategy
- Audience and cultural research
- Market entry and go-to-market
- Campaign and annual planning
- Competitor and category mapping
- KPIs, tracking and effectiveness

TYPICAL TIMELINE

3-8 WEEKS

LED BY

STRATEGY DIRECTOR



BRANDING

الهوية

We shape how a brand looks, sounds and behaves, in Arabic and English, so it feels native everywhere it lives.

QUESTIONS WE ANSWER

Q1 What do we stand for, and how do we say it in both languages?

Q2 Do our name and identity work as well in Arabic as in English?

Q3 How do we stay consistent across every product and touchpoint?

WHAT YOU GET

- Brand strategy and positioning
- Naming and bilingual messaging
- Logo and visual identity systems
- Packaging design
- Graphics, iconography and art direction
- Brand books and guidelines

TYPICAL TIMELINE

6-10 WEEKS

LED BY

CREATIVE DIRECTOR



CONTENT

المحتوى

We create and produce the content people stop for, from a single post to a national campaign film.

QUESTIONS WE ANSWER

Q1 What is the idea that makes people care?

Q2 How do we produce world-class work at the right cost?

Q3 How do we create for every screen and format at once?

WHAT YOU GET

- Campaign ideas and creative direction
- Brand films and commercials
- Photography and product shoots
- 3D, CGI, VFX and animation
- AR and VR experiences
- Social-first and vertical content

TYPICAL TIMELINE

PER PROJECT

LED BY

HEAD OF PRODUCTION



SOCIAL & DIGITAL

الرقمي

We run the channels where brands live every day, and turn attention into measurable growth.

QUESTIONS WE ANSWER

Q1 What should we post, where, and how often?

Q2 How do we turn followers into customers?

Q3 Which ads and channels actually pay back?

WHAT YOU GET

- Social media strategy and management
- Account set-up and community management
- Paid social and performance ads
- SEO and search marketing
- Affiliate marketing
- Email, CRM and automation

TYPICAL TIMELINE

MONTHLY

LED BY

AUDIENCE LEAD



INFLUENCE المؤثرون

We connect brands with the creators and talent their audiences already trust, and manage every detail.

QUESTIONS WE ANSWER

Q1 Which creators actually move our audience?

Q2 How do we make creator content feel real, not like an ad?

Q3 How do we turn our founder into a voice people follow?

WHAT YOU GET

- Influencer discovery and vetting
- Creative briefs and campaign structure
- Rate negotiation and contracts
- TikTok and creator-first campaigns
- Talent, model and ambassador casting
- Founder and personal branding

TYPICAL TIMELINE

PER CAMPAIGN · ONGOING

LED BY

AUDIENCE LEAD



PR & EVENTS

العلاقات العامة

We shape what people hear about a brand, and create the moments they talk about.

QUESTIONS WE ANSWER

Q1 How do we earn coverage, not just buy it?

Q2 How do we protect our reputation when it matters?

Q3 How do we make a launch an event people remember?

WHAT YOU GET

- Media relations and press launches
- Digital PR
- Reputation and crisis communications
- Thought leadership and executive profiling
- Events, launches and activations
- Press kits and media assets

TYPICAL TIMELINE

PER LAUNCH · RETAINER

LED BY

FOUNDER & MANAGING PARTNER



MEDIA & OOH

الإعلانات الخارجية

We put ideas where they can't be missed, from Sheikh Zayed Road to the phone in your hand.

QUESTIONS WE ANSWER

- Q1 Where will our audience actually see us?
- Q2 How do we make outdoor feel as sharp as digital?
- Q3 How do we know the spend worked?

WHAT YOU GET

- Billboards and out-of-home
- Digital out-of-home (DOOH)
- Media planning and buying
- Airports, malls and transit
- Ambient and guerrilla activations
- Reach and campaign reporting

TYPICAL TIMELINE

PER CAMPAIGN

LED BY

STRATEGY DIRECTOR



WEB & APP

المواقع والتطبيقات

08

We design and build the websites and apps where a brand's story turns into action.

QUESTIONS WE ANSWER

Q1 Does our website feel as premium as our brand?

Q2 Does it work perfectly in Arabic and on every phone?

Q3 How do we turn visitors into leads and sales?

WHAT YOU GET

- Website design and development
- UX and UI design
- App design and development
- E-commerce and booking platforms
- Bilingual, right-to-left builds
- CRM, analytics and automation

TYPICAL TIMELINE

6-14 WEEKS

LED BY

HEAD OF PRODUCTION



OUR METHOD

01

LISTEN

2–4 WEEKS

Interviews, audits, audience and culture research.

02

LOCATE

3–6 WEEKS

Positioning, strategy and the roadmap.

03

LAUNCH

4–8 WEEKS

The big idea, the campaign bible, the Gulf voice.

04

LIFT

ONGOING

Production and rollout, directed by us.

05

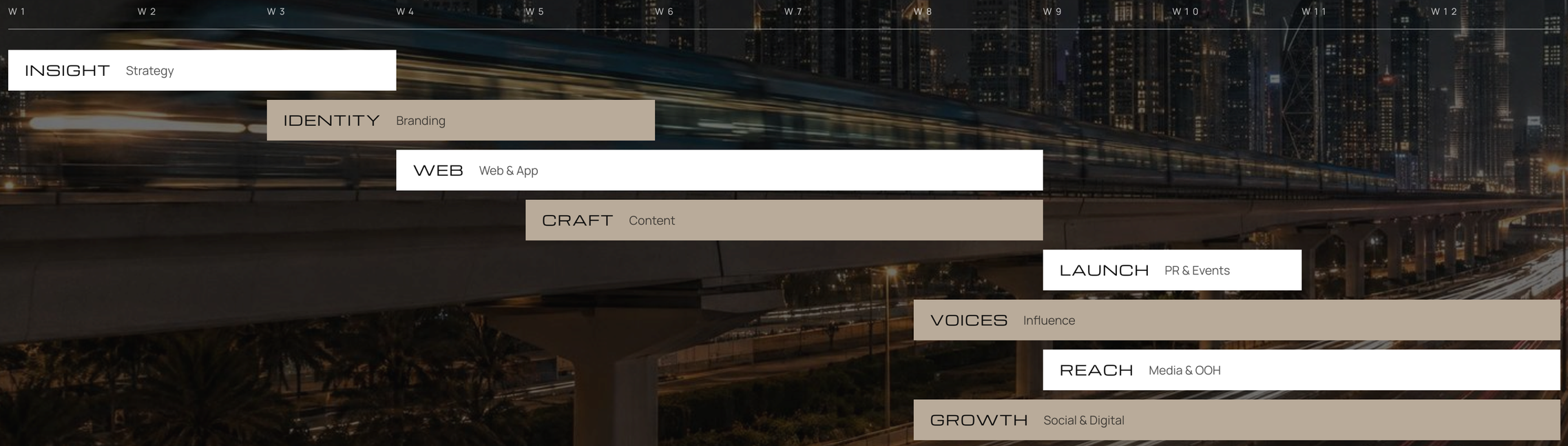
LAST

ONGOING

Measurement, learning and guardianship.

EIGHT PRACTICES. ONE CAMPAIGN.

A typical 12-week launch, from first insight to first results. The practices overlap by design, so nothing is lost in hand-offs.



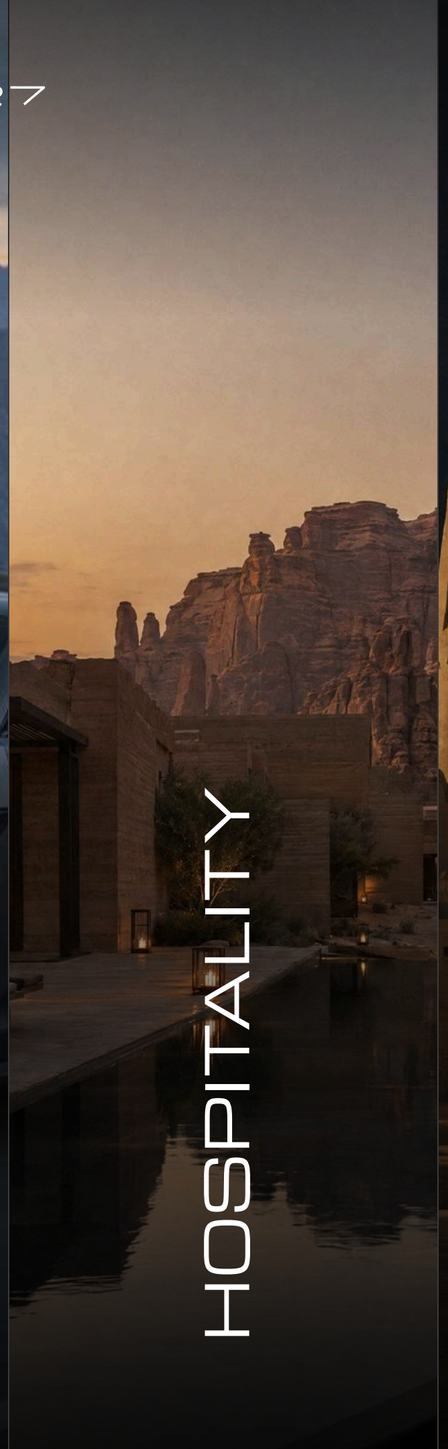
الفكرة الزينة
ما تحتاج تصارخ.

"A good idea doesn't need to shout."

Not one Arabic, the right Arabic. We write each voice natively and know which one a moment needs.

EMIRATI	SAUDI	FORMAL	ENGLISH
For people in the UAE	Najdi & Hijazi	For government	For the world

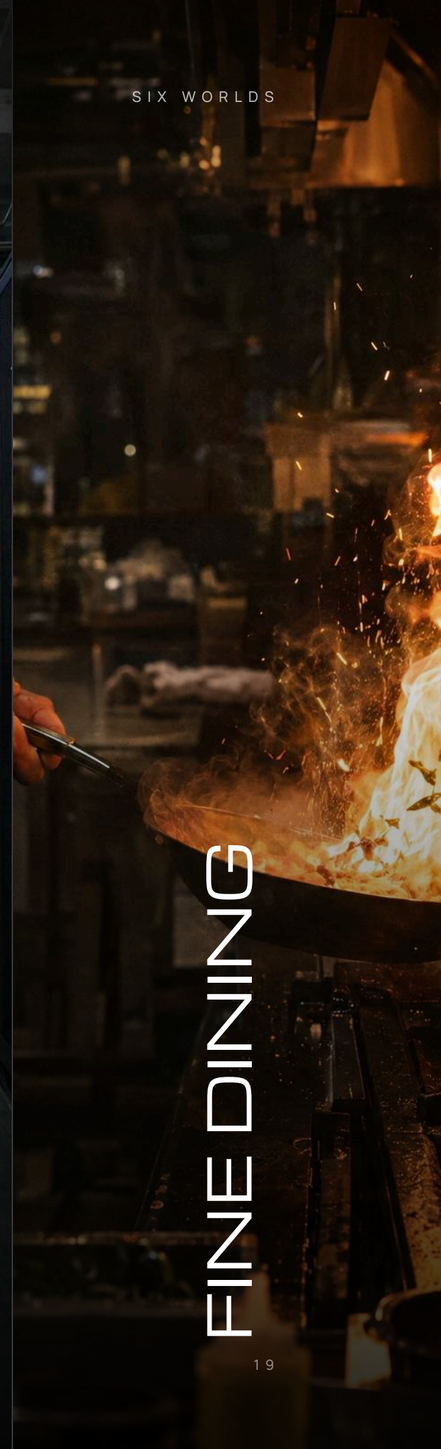

AUTOMOTIVE


HOSPITALITY

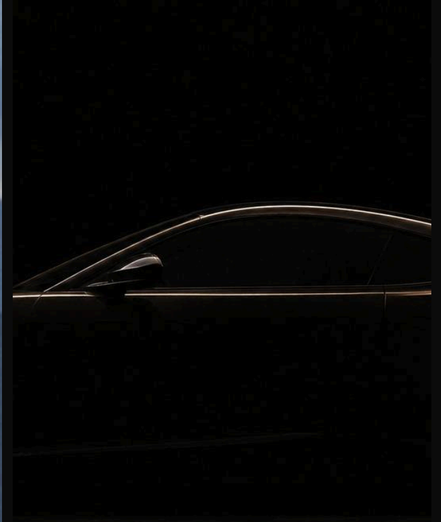

GOVERNMENT


FASHION


TECHNOLOGY


FINE DINING







01

السيارات

AUTOMOTIVE

One of the world's most demanding car markets, where launches now happen in Riyadh and Dubai.

2026

The year Saudi Arabia's first national EV brand begins production

WHO WE WORK WITH

- Manufacturers and distributors
- Dealer groups
- EV and mobility brands
- Luxury and performance marques

HOW WE HELP

01 Launch platforms for new models and EVs

02 Brand building and localisation in Arabic

03 Clienteling, events and experiences

الضيافة

HOSPITALITY

A wave of hotels, resorts and destinations is opening across the region.

19.6M

International visitors to Dubai in 2025, a third straight record

WHO WE WORK WITH

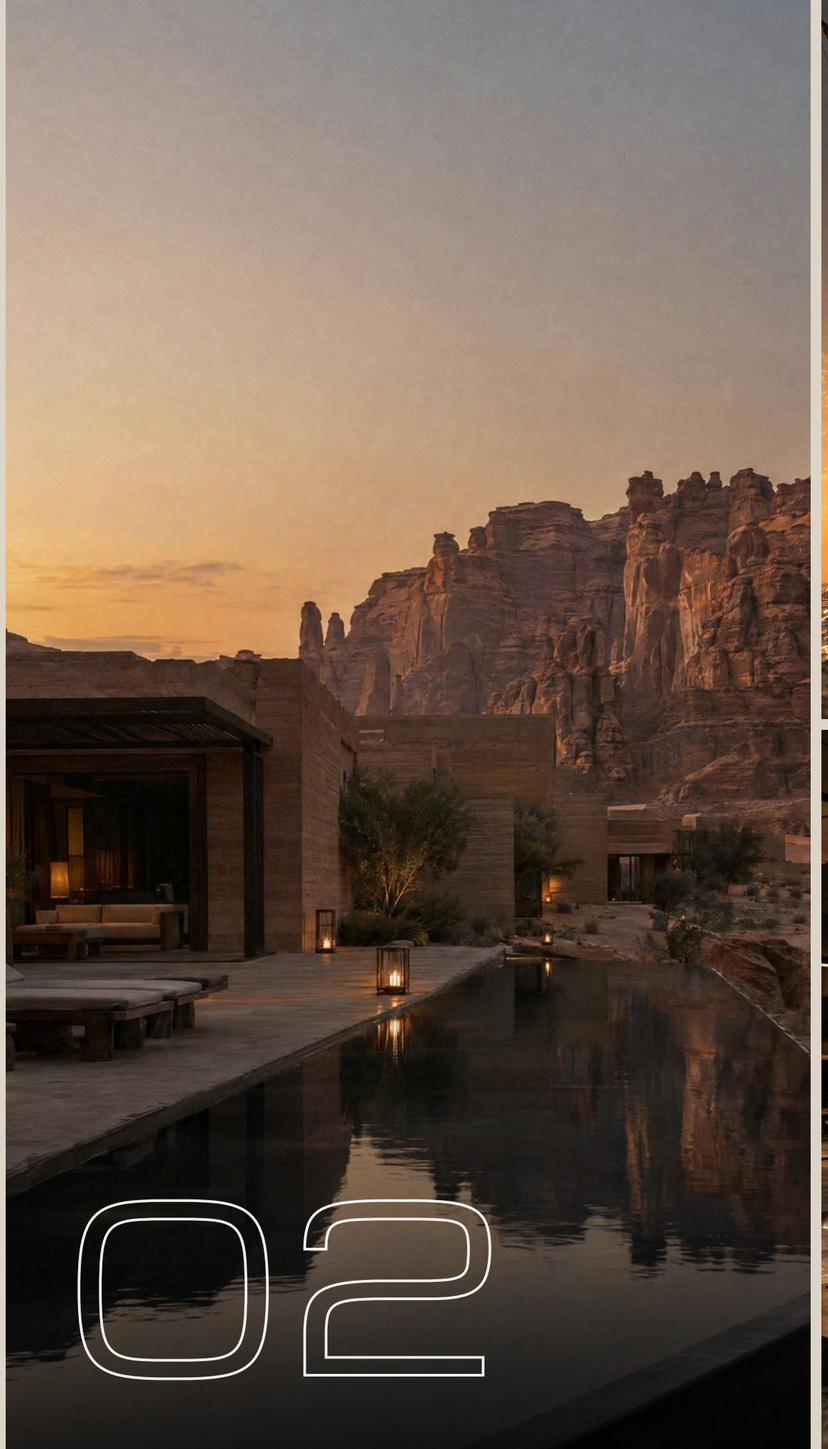
- Hotel and resort groups
- Destinations and tourism boards
- Developers
- Members' clubs and spas

HOW WE HELP

01 Pre-opening and launch campaigns

02 Destination storytelling

03 Social, creators and PR for openings

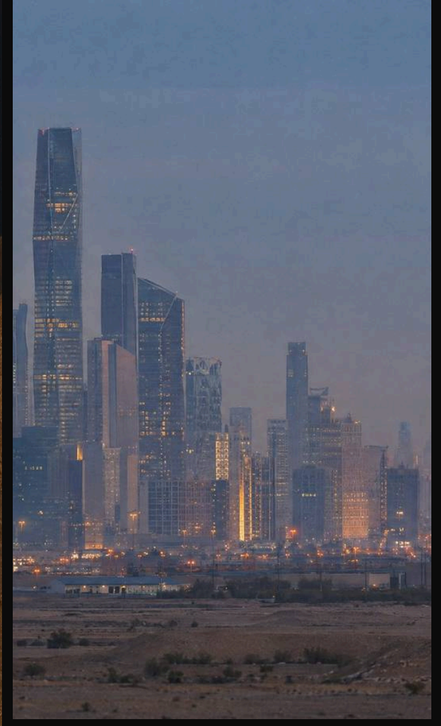


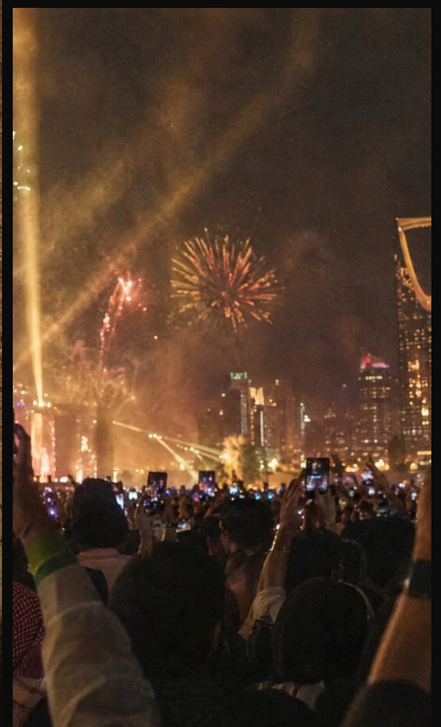






03





القطاع الحكومي

GOVERNMENT

Gulf nations now compete as brands, for talent, investment and visitors.

#10

UAE in the Global Soft Power Index 2026; Saudi Arabia ranks 17th

WHO WE WORK WITH

- Ministries and authorities
- National programmes
- Cultural and heritage bodies
- Giga-projects and developers

HOW WE HELP

01 National moments and entity brands

02 Behaviour-change campaigns, measured

03 Formal Arabic and English communication

الأزياء

FASHION

The GCC is one of luxury's fastest-growing regions, and Ramadan is its defining season.

$12.8BN

GCC personal luxury market, led by Saudi Arabia and the UAE

WHO WE WORK WITH

- Luxury houses
- Regional designers
- Retail groups
- Beauty and fragrance

HOW WE HELP

01 Gulf localisation for global houses

02 Brand strategy for regional designers

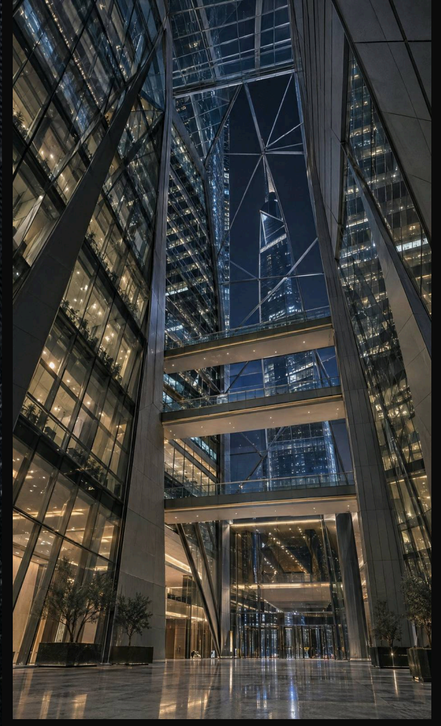
03 Ramadan and Eid campaigns, talent and casting

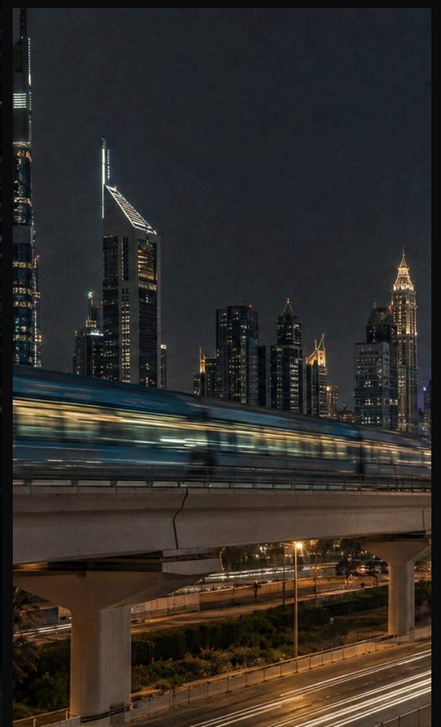












05

التكنولوجيا

TECHNOLOGY

The region is investing billions in AI, cloud and digital infrastructure.

$15BN

Investment deals announced at LEAP 2026 in Riyadh

WHO WE WORK WITH

- Enterprise and SaaS
- Telecoms
- AI and cloud
- Fintech and start-ups

HOW WE HELP

01 B2B and enterprise positioning

02 Launches and government-facing narratives

03 Arabic search and AI visibility

المطاعم الراقية

FINE DINING

Michelin has arrived in Dubai, Abu Dhabi and Saudi Arabia, and the stakes have risen.

52 Restaurants in Saudi Arabia's first Michelin Guide, December 2025

WHO WE WORK WITH

- Chef-led restaurants
- Hospitality and F&B groups
- Homegrown concepts
- Districts and landlords

HOW WE HELP

01 Concept and chef-brand building

02 Opening campaigns and PR

03 Content, creators and reservations growth

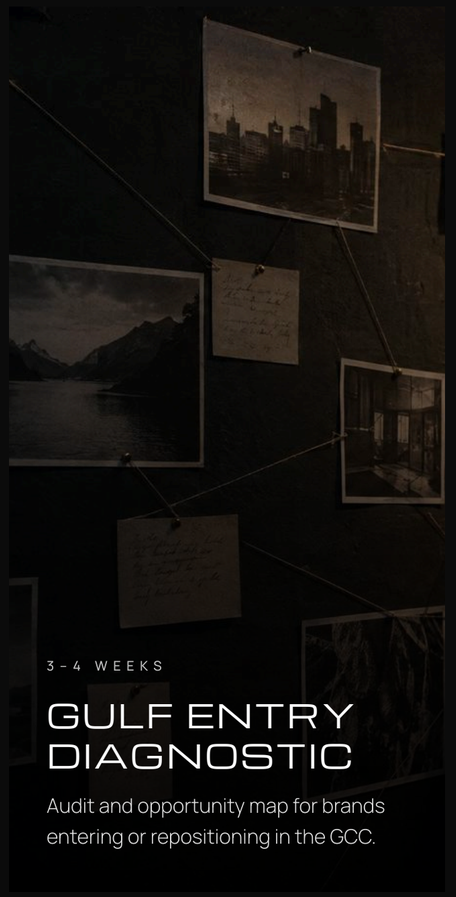







CULTURE
CREATES
DEMAND

ENGAGEMENTS



3–4 WEEKS

GULF ENTRY DIAGNOSTIC

Audit and opportunity map for brands entering or repositioning in the GCC.



6–10 WEEKS

BRAND PLATFORM

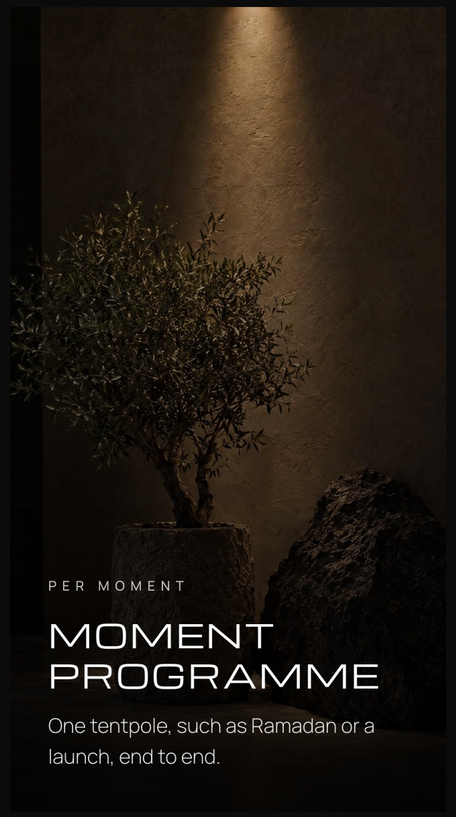
Positioning, messaging and bilingual identity direction.



8–12 WEEKS

CAMPAIGN PLATFORM

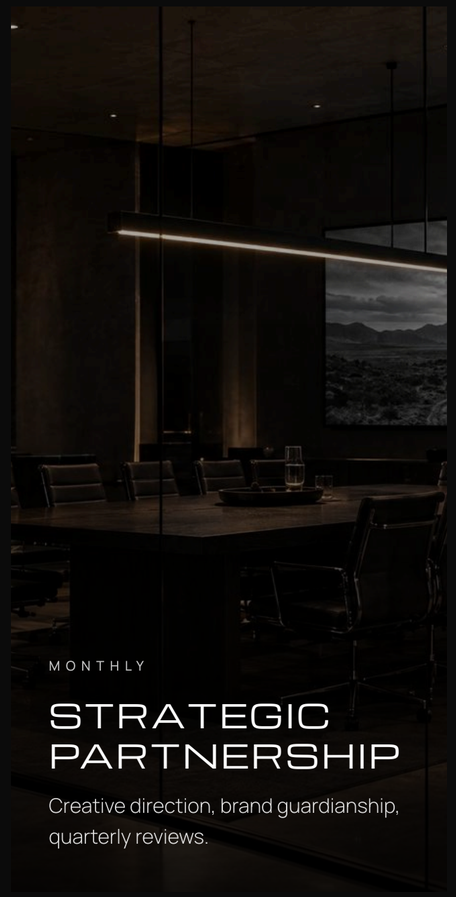
The big idea, the campaign bible and a 12-month plan.



PER MOMENT

MOMENT PROGRAMME

One tentpole, such as Ramadan or a launch, end to end.



MONTHLY

STRATEGIC PARTNERSHIP

Creative direction, brand guardianship, quarterly reviews.

SMALL ON PURPOSE. SENIOR BY DEFAULT.

01 A senior partner leads every account, start to finish.

02 A limited number of clients at a time.

03 The right team for each idea, from a trusted network.

04 Discretion is part of the service.

The people in the room **are the people who do the work.**

27

FOUNDER & MANAGING PARTNER

Every client relationship and strategy.

STRATEGY DIRECTOR

Insight, positioning, market entry.

CREATIVE DIRECTOR

Ideas, platforms, Arabic voice.

HEAD OF PRODUCTION

Craft, partners and delivery.

AUDIENCE LEAD

Creators, community, media.



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