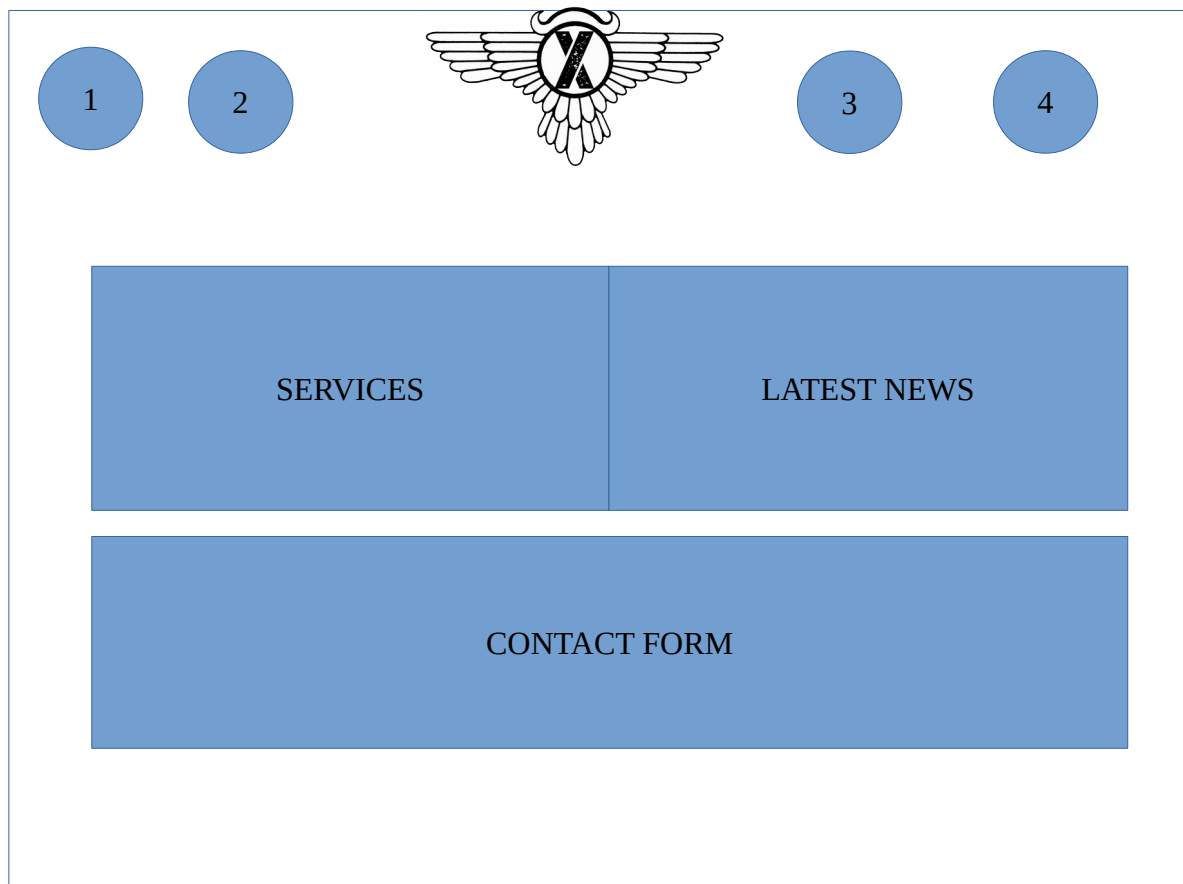


Website Brief:

Theme:

Website should be cool, cutting edge with a lot of monochrome in the styling, with the styling/backgrounds etc focused around the logo – which is a sumerian eagle. Think something like TRON – LEGACY but with black and white.

The home page should look something like this:



1 – About US

10 Forward is a media production, digital marketing and branding consultancy based in 2454 in Abu Dhabi, United Arab Emirates. Founded in 2015, we combine a unique experience in business operations and management with an intuitive and holistic understanding of brand perception and engagement. Underlying this is the desire to remove the opaque mysteries surrounding our business, we offer a clear and transparent approach that includes training elements to ensure that when we enter a business relationship with a client, we enrich them with knowledge, skills, tools and systems all designed to ensure relative self-sufficiency in a wide variety of platforms.

Meet the Team:

Omar Al-Jaddou BSc (Hons), MA

Director – Business Development

Omar graduated with a Double BSc (Hons) in History and Business, before going on to gain a Masters Degree in International Business and Management from the Westminster Business School in London. A mixed upbringing juxtaposed the culture he knew growing up in Saudi Arabia with the western social fabric he experienced moving to London at a very young age. An innate understanding of culture and perception across cultural boundaries, providing for a unique vantage point from which to note the similarities and differences in the realities engineered by different societies. His working life has been equally varied, he worked in the City for a short time before moving to Dubai in 2008 to take a role in Corporate Governance for a local investment and finance firm, where he became the secretary to the board of directors and managed the office of the CEO, representing the CEO at various committees. Omar left the corporate world in 2012 to found Yas Beach, where his creativity was allowed an avenue for expression, solely responsible for the Marketing and Events at Yas Beach, he transformed what was a stretch of sand and a dream into a name that has become a destination to a very targeted niche. The success at Yas Beach focused on Social Media, with a shoe-string budget, he designed an array of tools and campaigns designed to generate engagement and awareness, Omar excelled in creating an online presence that dwarfed even established Abu Dhabi venues. An avid adventurer, reader and writer, Omar has developed screenplays, climbed mountains and enjoys the works of Edward Bernays and Bertrand Russell.

2 – Our Clients

- * Fitness HQ
- * All Star Sport
- * Kids HQ
- * SnapSights
- * Sense
- * American College of Dubai

Case Study

Yas Beach

Fitness HQ

American College of Dubai

3 – Services

4- Portfolio