TECHNICAL PROPOSAL · MEDIA SERVICES

Technical Proposal

Media Services

Media coverage and digital content publishing for the Ministry's initiatives, events and official announcements

Submitted to: Ministry of Community Empowerment

Submitted by: Digital Stellar Media LLC | Abu Dhabi

Submitted to the Ministry of Community Empowerment · November 2026



The interactive proposal

A live website with our approach and work, the news studio and the full technical proposal

mocerfp.stellarmedia.ae

The news studio

A working demo: type a story and see it in the Ministry and partner templates, with motion and export

The full technical proposal

Browse every page in Arabic or English, or download the file

Arabic and English

On phone and desktop

Scan to open the proposal



Submission Letter

Ministry of Community Empowerment
Government Communication Department

Dear Sir or Madam,

Digital Stellar Media is pleased to submit its technical proposal in response to the Request for Proposal "Media Services" issued on 11 November 2026.

This proposal presents an integrated operating model that publishes the Ministry's news in Arabic and English on social media, covers its events and initiatives through Stories, video and live streaming, and publishes news banners and official updates accurately and on time.

We confirm our full compliance with the requirements and terms of the RFP, the validity of this proposal for no less than ninety days from the submission date, and that this technical proposal contains no financial information.

Yours sincerely,

Digital Stellar Media LLC



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Compliance matrix

Every RFP requirement, and where it is answered in this proposal

RFP requirement	Page	Status
Company profile and compliance with the RFP requirements	06 - 08	✔ Compliant
Understanding of challenges, robustness of approach and timeline	09 - 12, 22	✔ Compliant
Arabic news publication across social media, on X and on Instagram	13	✔ Compliant
Coverage of Ministry events and initiatives, and Instagram Stories coverage	14 - 15	✔ Compliant
Live streaming of Ministry events	16	✔ Compliant
News banner publication, and publication of key news and updates	17 - 19	✔ Compliant
Key stakeholders and governance	20 - 21	✔ Compliant
Project manager and team experience, CVs and contact details	25 - 29	✔ Compliant
Project schedule with resources in the required format	26 - 27	✔ Compliant
Company information: years, registration, similar projects, resources	07	✔ Compliant
3 to 5 references of similar projects in the UAE and abroad	30 - 33	✔ Compliant
No financial information or bank guarantees in the technical proposal	Entire proposal	✔ Compliant

Who we are

Stellar Media is an AI-first, bilingual creative and government communications agency, established in 2018 and headquartered in Abu Dhabi. We work with federal and local government entities in the UAE on content, production, coverage and paid media, and we are one of the leading paid and performance media agencies.

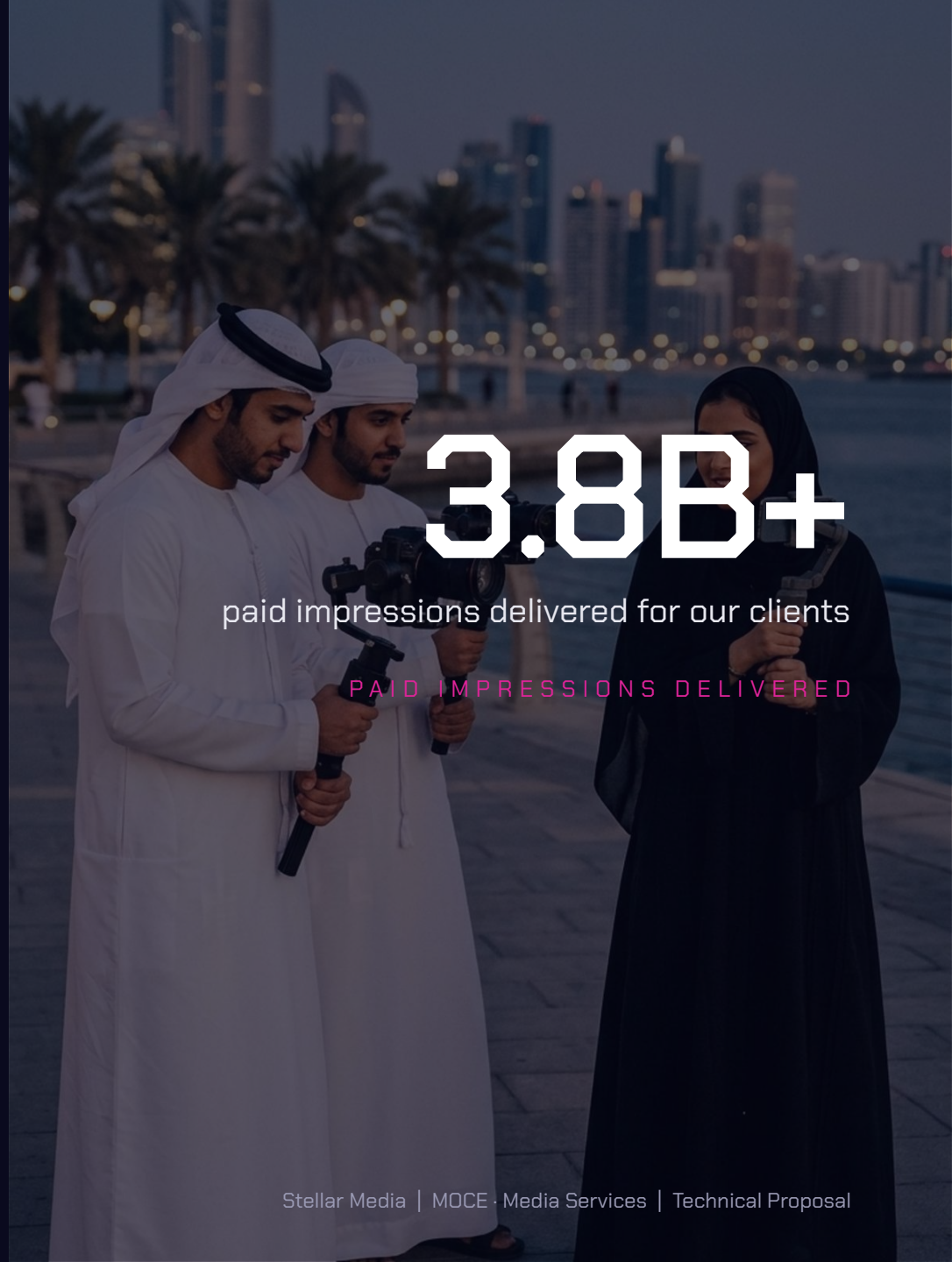
2018
Founded in Abu Dhabi

15+
Government and institutional entities served

6
Direct partnerships with global platforms

AR · EN
Fully bilingual production

Meta · Google · TikTok · Snapchat · Pinterest · Reddit



Company information as required by the RFP

Years in business in the UAE	8 years, since our founding in Abu Dhabi in 2018
UAE registration and trade licence	Digital Stellar Media LLC, trade licence issued by the Abu Dhabi Registration Authority (ADRA), No. CN-2668955, valid until 25 April 2030. Activities: marketing and advertising consultancy, innovation and AI research and consultancy, AI development services
Similar projects in the UAE and globally	More than 15 government, semi-government and institutional entities in the UAE, plus regional and international campaigns with Success Resources since 2019
Relevant resources on payroll	GCC payroll: 8 staff at our Abu Dhabi headquarters. Total: 36 staff, plus remote specialists and an on-demand freelance network
Address	Remah Tower, Office 130114, Zayed The First Street, Al Hisn, Abu Dhabi. P.O. Box 31281

01 · TRUSTED BY

Entities we have worked with

Federal and local government entities and national institutions in the UAE

الهيئة الوطنية للإعلام
NATIONAL MEDIA AUTHORITY

UNITED ARAB EMIRATES
NATIONAL MEDIA OFFICE

UNITED ARAB EMIRATES
MINISTRY OF FINANCE

مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

ADIO مكتب أبوظبي للاستثمار
ABU DHABI INVESTMENT OFFICE

UNITED ARAB EMIRATES
NATIONAL GUARD COMMAND
NATIONAL SEARCH & RESCUE CENTER
دولة الإمارات العربية المتحدة
قيادة الحرس الوطني
المركز الوطني للبحث والإنقاذ

أوقاف أبوظبي
Awqaf Abu Dhabi

الهيئة الاتحادية للهوية والجنسية والجمارك وأمن المنافذ
FEDERAL AUTHORITY FOR IDENTITY, CITIZENSHIP, CUSTOMS & PORT SECURITY

SEHA صحة
شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co.

Zayed Higher Organization
for People of Determination

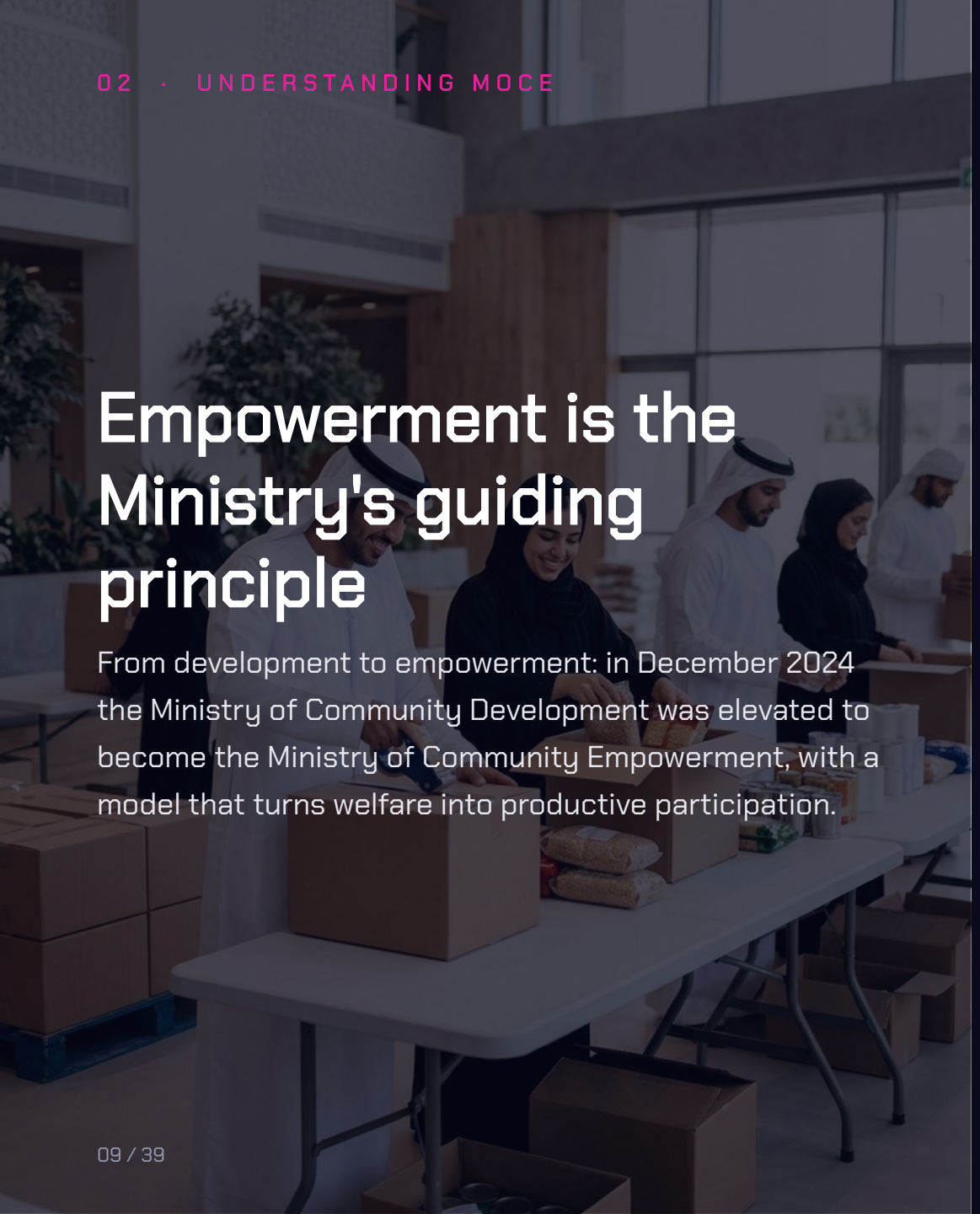
Special Olympics
United Arab Emirates

ETIHAD ARENA

سيتيا

مصرف الشارقة الإسلامي
SHARJAH ISLAMIC BANK

+
and more



Empowerment is the Ministry's guiding principle

From development to empowerment: in December 2024 the Ministry of Community Development was elevated to become the Ministry of Community Empowerment, with a model that turns welfare into productive participation.

Empowering individuals and families

Pathways that move beneficiaries from support to self-reliance, such as the Madar programme and its three tracks

Activating the non-profit sector

Regulating, licensing and supporting non-profit organisations, such as the Institutional Support Framework

Strengthening community values

Community participation, volunteering and the inclusion of senior citizens and people of determination

Source: the Ministry's official website and the Emirates News Agency (WAM)

The challenge as defined in the RFP, and our answer



Visibility

Effective, continuous visibility of the Ministry's initiatives on social media

OUR ANSWER

Every approved story published the same day on news platforms followed by millions on X and Instagram



Event coverage

Digital coverage of events and initiatives through Stories and video

OUR ANSWER

An Abu Dhabi field team that covers before, during and after every event



Live streaming

Live streaming of key events when required

OUR ANSWER

A mobile streaming unit with a backup connection plan for every event



News banners

Important updates shared through visual news banners

OUR ANSWER

A bottom news strip on the partner platforms that runs with every story that day

The shared goal: clear, accessible and timely communication that reaches and engages the public

Community Newsroom

COMMUNITY NEWSROOM

A model that combines Stellar Media's management with a partner news network of UAE BARQ and Abu Dhabi Network (NET AD): we write and check every story and secure the Ministry's approval, then it is published in the news template on platforms followed by millions, with field coverage and live streaming of Ministry events. The result: every story reaches a wide audience, accurately and on time.



- Daily publishing
- Field coverage
- Live streaming
- News banners

From approved story to publication: one clear path

Every story follows five fixed steps, with target times agreed with the Ministry at contract start

01 Intake

The story or statement is received from the Government Communication Department or programme teams

02 Editing

Formal Arabic writing, English adaptation and a version for each platform

03 Design

The story is prepared in the partner platform's approved news template

04 Approval

Internal language review, then Ministry approval

05 Publish and monitor

Publishing on the partner platforms on X and Instagram and monitoring engagement

Proposed target times

Within 1 hour

Urgent news banner from receipt of approved text

Same day

Regular news published on X and Instagram

Live

Instagram Stories during the event

Within 24 hours

Event recap video

Arabic news publication on X and Instagram

X: the speed platform

Official news first: short, accurate text, the news visual on the template and the Ministry's approved hashtags. Threads for longer stories

Instagram: the visual platform

A visual news post or a multi-page post that explains the initiative step by step, with a caption that tells the story

Arabic first, English always

Every story is written in formal Arabic first, then published in an adapted English version, never a literal translation

Zero tolerance for errors

Language review by a senior Arabic editor, and names, titles and figures checked against the official release before approval





Event and initiative coverage: before, during and after

Every event has a coverage plan approved at least three working days in advance



BEFORE

Before the event

Announcement post, date banner, Stories reminder on the day



DURING

During the event

Live Stories, instant photos, short clips, live streaming when required



AFTER

After the event

Official news the same day, photo album, recap video within 24 hours

The Abu Dhabi field team: two videographer-photographers and a senior content creator for Stories, with a video editor cutting the recap on site

Instagram Stories system

LIVE

Live Stories from the venue

Event moments as they happen, in the Ministry frame with a LIVE badge

INFO

Information Stories

Explain a programme or service in short frames with a registration link

RECAP

Recap Stories

The day's highlights with a link to the full video

HIGHLIGHTS

Highlights

Saved in fixed sections: news, events, programmes, initiatives







Live streaming of Ministry events



Bilingual lower third in the Ministry identity; the stream is saved and re-published as short clips

Streaming plan

Site survey, connection test, and platform and timing agreed with the Ministry

Streaming crew

Two professional videographers and a stream operator, with professional camera and audio kit

Backup connection

A primary and a backup connection, plus full local recording so no moment is lost

Content control

A short broadcast delay and an instant stop for any incident, supervised by the account director

News banner system







Urgent

Instant updates in a single alert colour, published within one hour of approved text

Announcement

Dates, workshops and registration, with date, time and venue made clear

English version

Every banner has an adapted English version in the same identity

Formats: square 1:1, portrait 4:5, landscape 16:9, Stories 9:16

Partner news network: UAE BARQ and Abu Dhabi Network

Two UAE news platforms publish the Ministry's news in their own news templates, after Ministry approval

UAE BARQ

@uae_barq

The widest-reaching UAE news outlet on social media, active 24 hours a day

2.7M	2.7M	300K+	8M
Instagram	X	TikTok	across 13 accounts

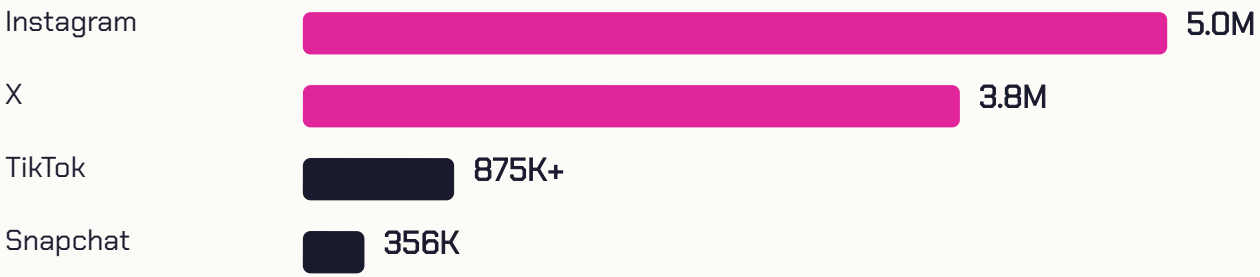
Abu Dhabi Network

@net_ad

A licensed UAE digital media network with more than 4 million followers

2.3M	1.1M	575K	289K
Instagram	X	TikTok	Snapchat

Combined reach of the two networks



Source: UAE BARQ and Abu Dhabi Network media kits, 2026

Each story goes to the platform that best fits its topic and audience, or to both networks for key news

Template system: one identity for every story

01 Pre-approved templates

We use the partner platform's approved news template and prepare the Ministry's banner, Stories and live templates with it. They are approved once, so every story after that takes minutes

02 Aligned with the federal identity

Colours, logo and fonts follow the UAE Federal Government visual identity guidelines and the Ministry's guidelines, with no change to the logo

03 A clear label for every story

A story-type badge: launch, news, urgent, announcement, occasion, Q&A, so followers know what they are reading at first glance

04 Open files for the Ministry

Templates and source files are handed to the Ministry to use whenever it wishes



The samples shown are illustrative proposals; the copy is based on the Ministry's published news

Governance and approvals

Key stakeholders

Government Communication Department

Service owner and final approver

Media and Digital Communication teams

Provide news and coordinate platforms

Programme and service teams

Validate information and key messages

Meeting rhythm

Daily	Weekly	Monthly	Quarterly
News coordination	Editorial meeting	Report and review	Strategic review

Responsibilities

Task	Stellar	Ministry
Providing the story and official statement	Support	Responsible
Writing, translation and design	Responsible	Consulted
Language review and proofreading	Responsible	Informed
Approval before publishing	Execute	Approver
Publish and monitor	Responsible	Informed
Event coverage plan	Responsible	Approver
Monthly report	Responsible	Informed

Sensitive news and service continuity

Sensitive news protocol

No sensitive story is published without text approved in writing by the Government Communication Department, and scheduled posts are paused immediately at any national development

Weekends and public holidays

A rota announced in advance, with an editor and a designer available to publish any urgent update outside working hours

A backup for every key role

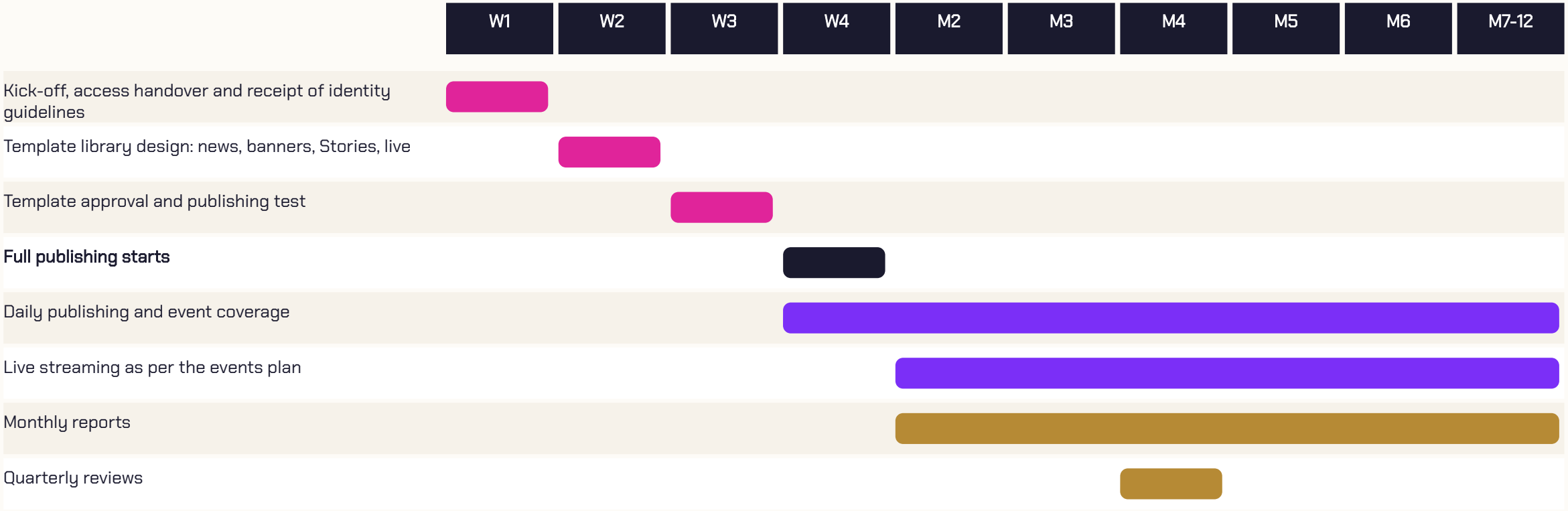
Every key team member has a named backup with the same or higher qualifications, replaced only with Ministry approval and at no extra cost

Account security

Least-privilege access, two-factor authentication, a log of every post, and full confidentiality of Ministry information

Timeline: ready to publish within four weeks

A short set-up phase, then full operation for the length of the contract



W = week, M = month. The schedule is updated to the approved contract length and start date

Week 4: Full publishing starts

Every month end: Performance report and recommendations

Every three months: Review and improve the model

Quality control and risk management

Quality gate before every post

- Formal Arabic free of errors
- Names, titles and positions match the official release
- Figures and dates match the source
- Logo and colours follow the approved identity
- English version matches the meaning
- Images used with rights, faces with consent
- The Ministry's written approval is recorded

Risk register

Risk	Impact	Mitigation
Approval delay	Medium	Pre-approved templates and a short approval path for urgent news
Language or name error	High	Double language review and checking against the official release
Connection loss during a live stream	High	Backup line, local recording and re-publishing once restored
A team member is absent	Medium	A named backup for every key role
Sensitive news outside working hours	High	Announced rota and written approval before publishing
Account breach	High	Two-factor authentication and least-privilege access

Measurement and reporting

A fully visual monthly report with results, lessons and recommendations, and a quarterly review that improves the model. Baselines are set in the first month from the current account performance, then targets are agreed with the Ministry.

Publishing speed

Time from approval to publication, and the share delivered within agreed times

Reach and impressions

Reach and impressions per platform and per story

Engagement

Engagement rate, saves, shares and replies

Video and live

Views, completion rate and live stream viewers

Stories

Story reach, tap-forward, exits and link clicks

Audience sentiment

Comment analysis and the most frequent questions

Project team

A named team with government account experience, led by an account director accountable to the Government Communication Department

Rania Khallaf
Account Director and Project Manager

AD	ME	AF	UA	G	N
Alex Debare	**Marwa Elkhawaja**	**Abdelrhaman Farid**	**Umazaki Anam**	**Ghadir**	**Nourhan**
Creative Director	Senior Art Director	Senior Designer	Senior Multimedia Designer	Senior Content Creator, Abu Dhabi	Head of Performance and Strategy
15+ years	22 years	10 years	12 years	Stories and coverage	Measurement and reporting

Support team

- **Senior Arabic Editor** — 15 years, former newspaper writer
- **Two videographer-photographers** — Abu Dhabi, on site
- **Senior Video Editor and AI Specialist** — Abu Dhabi
- **Freelance network** — Ready for large events

Resource schedule in the required format

Based on a twelve-month contract (264 working days), adjusted to the approved length

Name	Languages	Brief experience	Years of experience	Role in the project	Man-days	Onsite involvement
Rania Khallaf	Arabic, English	Federal and local government account management	Federal government experience	Account and project director	80	40%
Alex Debare	English	Creative direction for campaigns and identities	+15	Creative Director	40	10%
Marwa Elkhawaja	Arabic, English	Rebrands for Allianz, EgyptAir and Gulf brands	22	Art director: template system	53	Remote
Abdelrhaman Farid	Arabic, English	Government content and campaign design	10	Senior designer: news and banners	158	Remote
Umazaki Anam	English	Motion, video and multimedia	12	Multimedia: video and recaps	106	Remote
Ghadir	Arabic, English	Short-form video and Instagram Stories	Abu Dhabi	Content creator: Stories and coverage	132	80%
Nourhan	Arabic, English	Paid media, performance and reporting	Head of department	Measurement and monthly reports	26	10%

The named team is supported by a senior Arabic editor, two Abu Dhabi videographers present at every event, and a senior video editor and AI specialist

Resource table: expertise and deployment

#	Resource name	Area of expertise	Role	Deployment duration
1	**Rania Khallaf**	Government account management	Account and project director	Full contract term
2	**Alex Debare**	Creative direction	Creative Director	Full contract term
3	**Marwa Elkhawaja**	Art direction and identity	Template system and art supervision	Set-up, then monthly
4	**Abdelrhaman Farid**	Graphic design	News posts and banners	Full contract term
5	**Umazaki Anam**	Motion and video	Event videos and recaps	Full contract term
6	**Ghadir**	Short-form content and Stories	Field coverage and Instagram Stories	Full contract term
7	**Nourhan**	Performance and analytics	Measurement and reporting	Monthly and quarterly

We confirm the proposed people are available for the full contract term; none will be replaced without the Ministry's written approval, and only by someone with the same or higher qualifications at no extra cost

CVs of the key team

RK

Rania Khallaf

Rania Khallaf

Account Director and Project Manager

- Leads government accounts at Stellar Media as senior account manager
- Previous communications experience at a UAE federal entity
- Runs the daily approval path with the Government Communication Department

Languages: Arabic, English

AD

Alex Debare

Alex Debare

Creative Director

- More than 15 years in creative direction
- Leads the idea, visual style and creative quality
- Oversees the template system and its evolution

Languages: English

ME

Marwa Elkhawaja

Marwa Elkhawaja

Senior Art Director

- 22 years in art direction and visual identities
- Rebrand work for brands including Allianz and EgyptAir
- Designs the Ministry template library and oversees its use

Languages: Arabic, English

AF

Abdelrhaman Farid

Abdelrhaman Farid

Senior Designer

- 10 years in content and campaign design
- Responsible for daily news posts and update banners
- Experienced in bilingual government content

Languages: Arabic, English

Team contact details via: info@stellarmedia.ae | +971 55 988 8290

CVs of the key team (continued)

UA

Umazaki Anam

Umazaki Anam

Senior Multimedia Designer

- 12 years in motion, video and multimedia
- Produces event videos and recaps within 24 hours
- Designs live stream graphics and lower thirds

Languages: English

G

Ghadir

Ghadir

Senior Content Creator, Abu Dhabi

- Specialist in short-form video, Instagram Stories and TikTok
- Leads field coverage at Ministry events
- On site in Abu Dhabi

Languages: Arabic, English

N

Nourhan

Nourhan

Head of Performance and Strategy

- Leads the paid media and performance team at Stellar Media
- Designs measurement frameworks and visual monthly reports
- Turns results into practical recommendations

Languages: Arabic, English

SA

Senior Arabic Editor

Senior Arabic Editor

Editing and proofreading

- 15 years in writing and editing
- Former newspaper writer
- Final language reviewer for every story before approval

Languages: Arabic, English

Team contact details via: info@stellarmedia.ae | +971 55 988 8290

Similar work with documented results

National Search and Rescue Center

Cospas-Sarsat JC-39 meeting

44.1M
impressions

15.2M
reach

2.91x
frequency

Zayed Higher Organization for People of Determination

COSP-18

126M+
impressions

National Media Authority

Content and production since 2025

Armed Forces Unification campaign, Media Content Standards campaign, UAE media history documentary

Abu Dhabi Investment Office

Rebranding campaign

Paid media, daily updates and a live dashboard

Our government event coverage



Full coverage work available on request

National Media Office
UAE and Brazil MoU signing

National Media Office
Eid Al Etihad 54 celebration and internal communication

Central Bank of the UAE
Event coverage and content

Awqaf Abu Dhabi
Ramadan events coverage

National Festival of Tolerance
First edition coverage

Bridge Summit
Vertical coverage for social platforms

Etihad Arena
Content and internal communication

References for similar projects



Abu Dhabi Investment Office

Rebranding campaign and paid media

CONTACT

Mahra Al Mansoori

mmalmansoori@adio.gov.ae



National Search and Rescue Center

Cospas-Sarsat JC-39 campaign

CONTACT

Ahmed Al Yamahi

National Search and Rescue Center



Central Bank of the UAE

Content and social media management

CONTACT

Noura Al Tamimi

Senior Specialist, Threat Intelligence and Security Assessments



Awqaf Abu Dhabi

Ramadan events coverage

CONTACT

Khawla Tarish

Endowments and Minors' Funds Authority

Client testimonials

مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

"

Stellar Media consistently delivers high-quality content creation with precise execution. Their exceptional work and professionalism make them highly recommended for anyone seeking expert social media management, content creation, and viral marketing solutions.

Stellar Media consistently delivers high-quality content creation with precise execution.

Noura Al Tamimi

Central Bank of the UAE

ADIO مكتب أبوظبي للاستثمار ABU DHABI INVESTMENT OFFICE

"

We were pleased with Stellar Media's work on our rebranding campaign. Their fast response, daily updates and live dashboard kept us informed throughout the project. We appreciated how quickly the team worked and how easy it was to follow progress.

Their fast response, daily updates and live dashboard kept us informed throughout the project.

Mahra Al Mansoori

Abu Dhabi Investment Office

المركز الوطني للبحث والإنقاذ

"

Your efforts are tremendous, and the results are clear. Thank you for this effort and care. It is as though you are working on your own account, with exceptional care and professionalism.

Your efforts are tremendous, and the results are clear.

Ahmed Al Yamahi

National Search and Rescue Center

أوقاف أبوظبي
Awqaf Abu Dhabi

"

Stellar Media delivered exceptional event coverage for our Ramadan activities at AWQAF. Their attention to detail and ability to capture the essence of the event were truly remarkable.

Stellar Media delivered exceptional event coverage for our Ramadan activities.

Khawla Tarish

Awqaf Abu Dhabi

SUCCESS RESOURCES
YOUR LEARNING PARTNERS

"

Abdelrahman and his team have been very professional and dedicated in creating and curating our social media footprint, not only in English but also in Arabic. The localized content is highly engaging and has led to strong lead generation and conversion.

The localized content is highly engaging and has resonated with our target group in the Middle East.

Nour Kazem

Regional Director, Success Resources

In-Country Value

ICV certificate

ICV certificate for financial year 2025 with a score of 23.62%

A UAE company licensed in Abu Dhabi

Our headquarters and field team have been in Abu Dhabi since 2018

Production and coverage in the UAE

Filming, streaming and editing are delivered in the UAE by a resident team

Local suppliers

We work with suppliers and service providers in the UAE for production and print

23.62%

In-Country Value score, financial year 2025

ICV SCORE · FY2025

Optional addition: the news on the Ministry's own accounts

The same model on the Ministry's X and Instagram accounts, activated at the Ministry's choice

A Ministry-identity version of every story

Every story published on the partner platforms gets a Ministry-identity version for its X and Instagram accounts

Instagram Stories

A Story for every news item and event on the Ministry's account

Publishing after approval

We publish on the Ministry's accounts after approval, using the same templates

One combined report

The Ministry's accounts and the partner platforms in one monthly report



The result: a steady presence on the Ministry's own accounts, and wider reach through the partner platforms

Optional addition: amplifying key news with sponsored ads

Sponsored ads from the Ministry's accounts take key news to the target audience in every emirate

Choosing priority news

We agree with the Ministry which news and initiatives deserve wider reach

Precise targeting

By emirate, age group and interests, in Arabic and English

Platforms

Instagram, Facebook, X, TikTok and Snapchat, by audience

Weekly measurement and optimisation

Reach, impressions, engagement and view rates, continuously optimised

Stellar Media's track record: more than 3.8 billion paid impressions for government and private clients





Optional addition: how the sponsored campaigns run

A steady monthly plan, with stronger bursts around major occasions and events

Awareness

Wide reach for the Ministry's key news

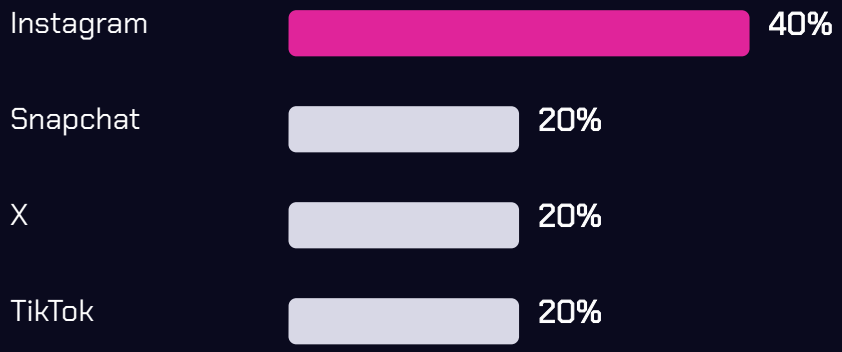
Engagement

Video views, Stories and engagement

Participation

Sign-ups to programmes, volunteering and events

Suggested budget split across platforms



Three ad sets per campaign, and 3 to 5 ads in each

Emiratis

By emirate and age group

Broad audience

All UAE residents, in Arabic and English

Lookalike

People like those who engage with the Ministry

Measurement

Weekly report, moving budget to the best-performing ads

Why Stellar Media

Speed

A newsroom with a daily rhythm and pre-approved templates, ready to publish within four weeks

Government experience

More than 15 government and institutional entities, with documented client testimonials

Strong Arabic

A senior Arabic editor with a journalism background, and fully bilingual production

Proven results

More than 3.8 billion paid impressions delivered for our clients

Instant reach to millions

Two news networks with more than 5 million followers on Instagram and 3.8 million on X

On-site presence

An Abu Dhabi field team for coverage and live streaming

لا تقنع بما دون النجوم

Beyond the stars

Thank you



Digital Stellar Media LLC · Abu Dhabi | info@stellarmedia.ae | +971 55 988 8290 | stellarmedia.ae