



**FORWARD**  
films worth the rewind

سَمَاءُ  
الْقَلْبِ  
لِلْكَفِّ

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## ABOUT US

Forward is a video production company that helps tell your story in the most compelling way possible, partnering with leading advertising agencies and clients across different industries. Its production capabilities span the spectrum, covering anything you could possibly want from a creative partner and probably more. Its work has been recognized with advertising and craft awards around the world.

Forward was established in 2012 to bridge the gap between clients and audiences by producing in Saudi. Since then, it has successfully produced many big and small projects, working with leading local and international brands.

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## LOCAL

Localization is the way we tell the story. It's reflected in every detail inside and outside the frame, starting with hiring the right director, to choosing the cast and actors, to selecting the wardrobe, choosing the perfect locations, fine-tuning performance, and much more. We understand how things work locally.



## MULTINATIONAL

We work with producers, directors, and filmmakers from all over the world, benefitting from exposure to their different cultures and backgrounds.



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## ON - GROUND

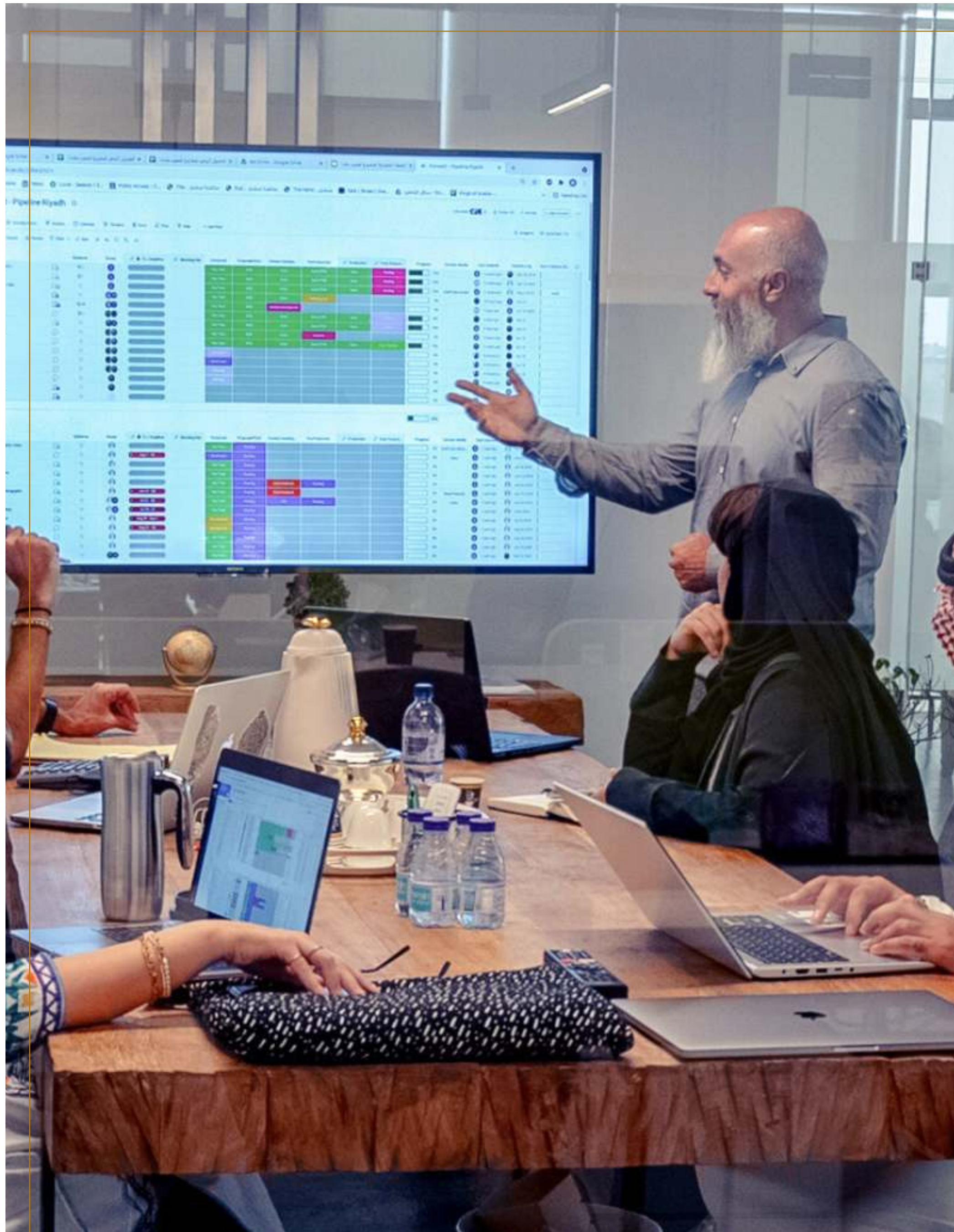
We work harmoniously with authorities who facilitate permitting, such strategic relations spare us time spent on logistics, allowing us to focus on production quality. In addition to our access to the best locations, actors, and crew. That's how we produce efficient industry-class outcomes and earn a sterling reputation.



## OUR STANDARDS

We believe high ethical and moral standards are a necessity. Experience has also taught us that loyalty pays. That's why we provide comprehensive support. We don't compromise and we don't limit the number of edits. We focus on storytelling, cost-effectiveness, performance, and production values. We continue to follow production trends and best practices around the world.

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## HOW WE MANAGE OUR PROJECTS

Forward Films is the home of experienced production teams that work in harmony to produce high quality work.

To be able to manage multiple projects at the same time our teams run their projects through one of the most effective project management applications; “Monday”, allowing them to communicate effectively and to track their projects progress easily while observing our effective pipeline and managing the jobs completion and delivery.

# AWARDS



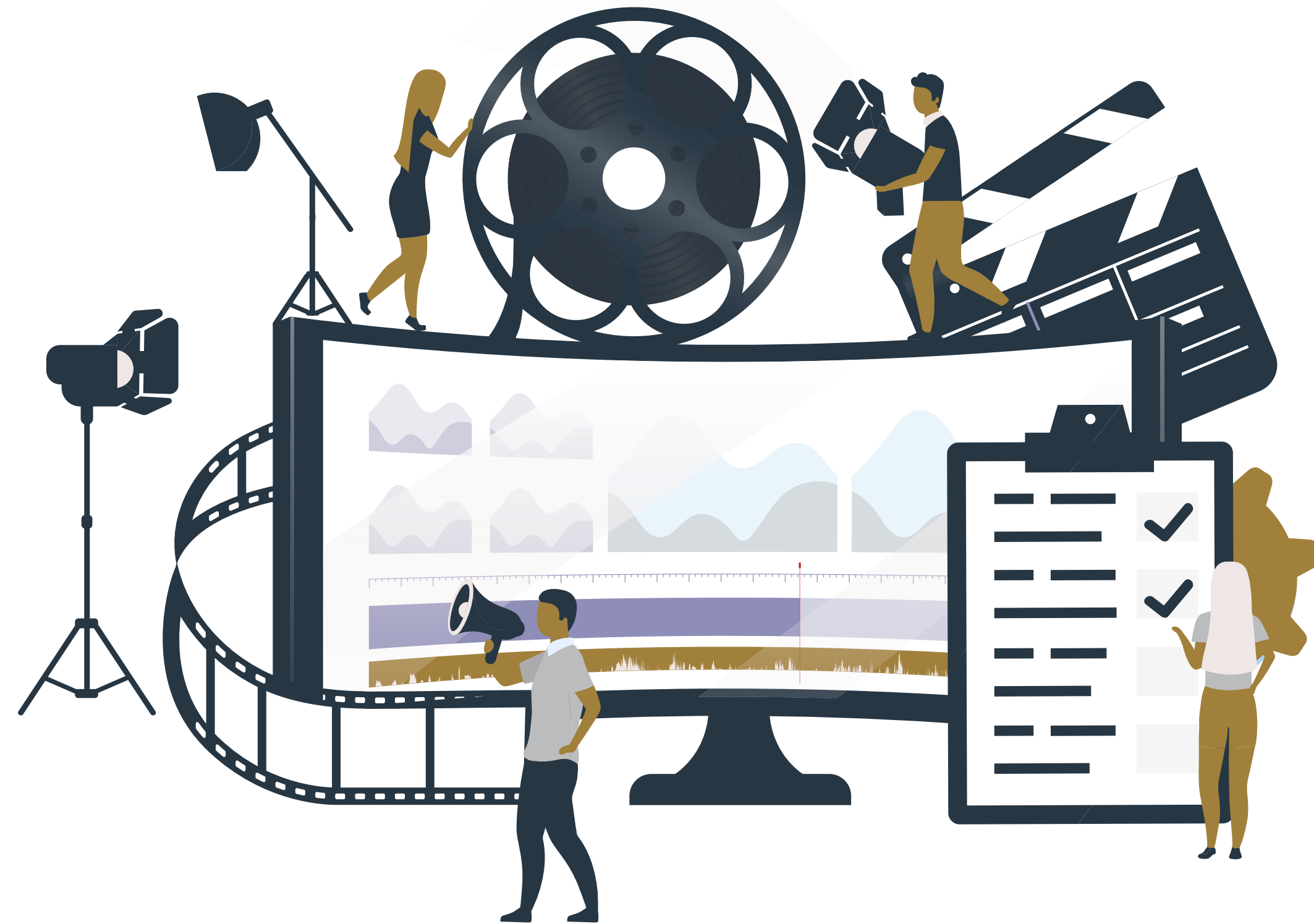
# OUR SATISFIED PARTNERS





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# OUR WORK





## Wildlife

In this film, we captured stories of wildlife within different environments, from the heated deserts to the snowing mountains. Going through Land and Sea. We explore the charming underwater environment with its rich colors and creatures. To the narrow valleys, and life of the mountain. Following the stream of water leaving the mountains into the harsh yet magical deserts. And finally, observing the efforts to preserve these beautiful creatures and their environments from extinction.



## The Royal Institute of Traditional Arts

Client



Director: Silverio Canto

In this campaign tells one of the traditional arts (Sadu weaving) and how this art has been going on since the first generation and the work has been inherited until the new generation.



# مرحلة صعبة

## Hard Phase

Client



Agency



Director: Abdulaziz AlSuwailem

Forward company made the initiative to creat, develop, and produce Hard Phase which was produced during the covid-19 curfew.

We are proud to win five different awards for this historical documentary.



# عالمنا

## **AL WAAD**

**Client** 

**Directors:** Faisal Al Khamaali  
Fahad Al Shebani

**Location:** Riyadh

The first social talk-show of its kind in the region. Presented by the beautiful singer Waad and filmed inside the theater of the Saudia Media Commission. The show invited many figures from all around the field of entertainment including actors, singers, tv broadcasters, and social media influencers.



## KIRAM

Client: **mbc** **بهاهد**

Director: Obaida Al Hammami

Location: Saudi Arabia

A 9 episodes weekly television show aired on MBC in collaboration with The Saudi Ministry of Tourism. Contributing to the vision of the ministry, the show was filmed in 6 different touristic locations in the kingdom of Saudi Arabia and showcased more that 27 different talents in the field of touristic activities who were competing for the grand prize of 500,000 Saudi Riyals.



**MY STC**

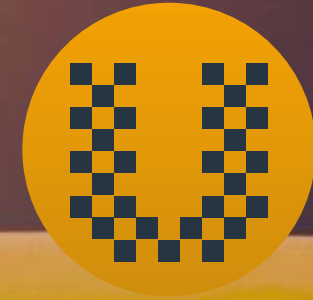
Client: **stc**

Agency: **+ WUNDERMAN  
THOMPSON**

Director: Courtney Philips

Location: Riyadh

Surreal moments happening arouse the users, introducing the new facilities of the new app and its new branding.



أوريم  
UREEM

## UREEM SERIES

Client **mbc**

Directors: Abdullah Bamajboor  
Abdullah Al Arrak

Location: Riyadh

UREEM is a unique TV Series from MBC. The series tells the story of "Nasser", a teenager addicted to video games, which called his father to expel him from the house, so that he learns to rely on himself, and finds a job instead of sitting at home, so "Nasser" implemented the advice of his colleague "Raed", and worked in a job Delivering passengers through an application called "UREEM".





## ▶ MCDONALDS PERI - PERI

Client 

Agency: **ethos.**

Directors: Mostafa Moones

Location: Riyadh

The campaign introduce the new product of McDonald's which is PERI – PERI in hip – hop genre.



# MONSHA'AT RAMADAN

Client  **monsha'at**

Agency:  **WUNDERMAN  
THOMPSON**

Director: Malek Al Hammami

Location: Riyadh

The campaign shows young entrepreneurs starting their small businesses, working hard until their businesses grows.



**AWSEMA**

**Client**  **SBA**  
هيئة الإذاعة والتلفزيون  
SAUDI BROADCASTING AUTHORITY

**Director:** Osamah Salih

**Location:** Riyadh

Awsema is a TV Show showcasing the people who had made significant act in different fields and they get a medal of appreciation ( King Abdulaziz Medal of Honor ).

THECHEFZ

ذا شفـز



## THE CHEFZ

Client THECHEFZ  
ذا شفـز

Director: Osamah Salih


Location: Riyadh

A commercial campaign for The Chefz titled with “#ذاشـفـزـللذوقك” in which it contains a series of short videos that promote different features of the app and its services.



 **UM SAUD**

**Client** 

**Agency:** سماعات  
smaat 

**Director:** Malek Al Hammami

**Location:** Riyadh

This campaign went viral with more than 150,000 followers in 48hrs, 200 verified accounts, more than 3M views on Twitter and 6M on YouTube.



# Burger King Value Meal

Client:



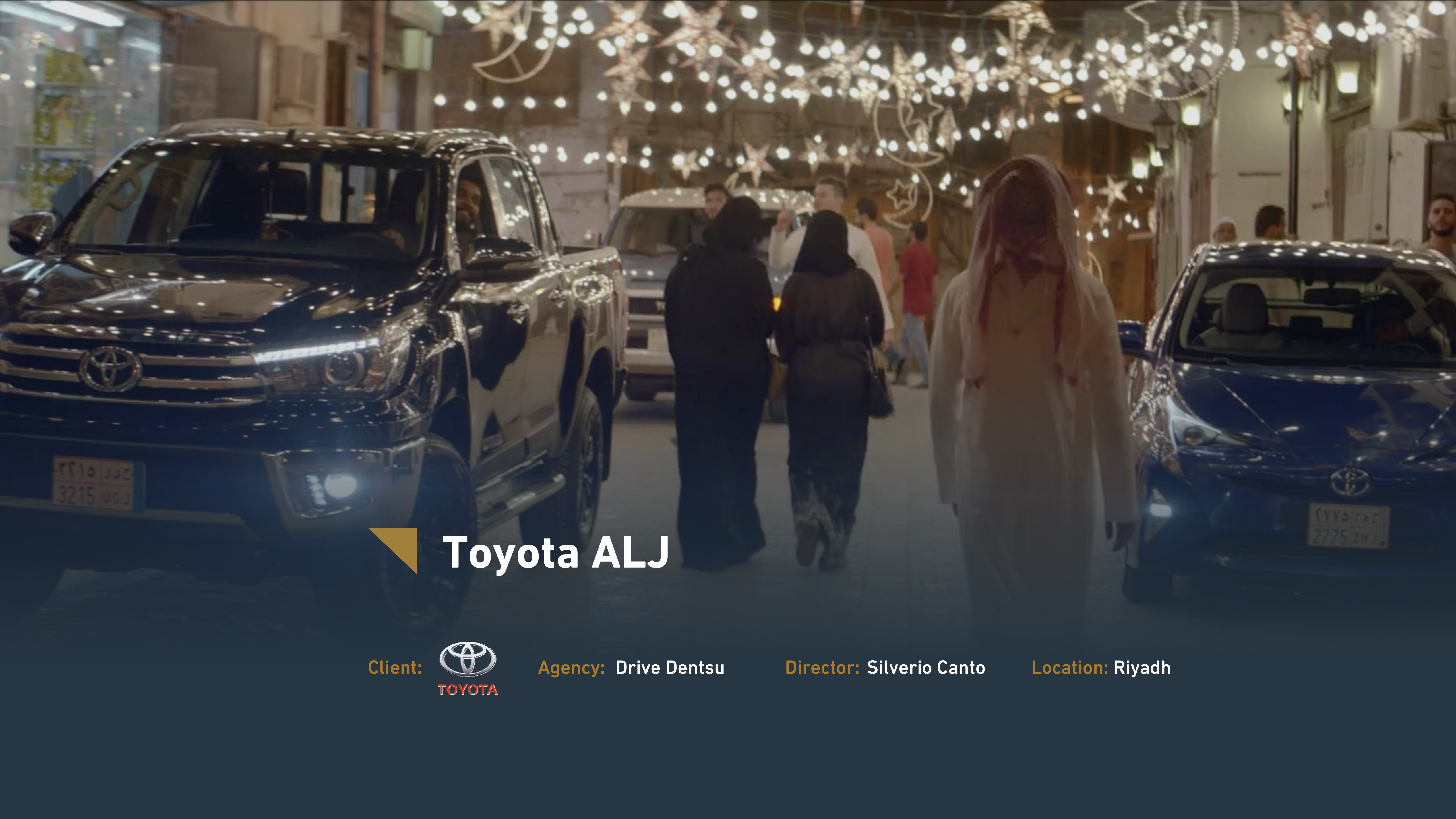
Agency:



Director: Shendi

Location: Riyadh

THE DOPPELGÄNGER campaign won a gold lynx at the Dubai Lynx 2021 in the creative strategy category



# Toyota ALJ

Client:   
TOYOTA

Agency: Drive Dentsu

Director: Silverio Canto

Location: Riyadh



# TRAFFIC TRANSFORMATION

Client:



Director: Silverio Canto

Location: Riyadh

Almoror film won Silver award in Cannes Corporate Media & TV Awards Festival.  
Almoror is film to raise awareness in regards to driving safety, the style of direction helped to present an intriguing documentary.





▼ **CUT**

Client **mbc**

Director: Osamah AlKhuraiji

Location: Los Angeles - USA

Forward Films Co. produced the daring out of the box Saudi show "Cut". A series of 9 episodes aired on MBC, portrays the life of four young men who went all the way to Hollywood to study film directing where we see them put themselves in awkward funny situations in both school and personal life.



# MDL BEAST

Client



الهيئة العامة للترفيه  
General Entertainment Authority



MDL BEAST  
F E S T

Director: Osamah AlKhuraiji

Location: Riyadh

Forward production produced a short documentary on MDL Beast great achievement of building a stage from scratch that hosts around 60,000 people in 60 days. As well as coverage of the new exciting scene of different genres of music. The shot film succeeded in transmitting this peculiar vibe to the viewer.



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# OUR TEAM



# Board members



## ABDULAZIZAL-SUWAILEM

- Abdulaziz is a Saudi director, producer, and director of photography, with 13 years of experience in the field.
- Abdulaziz is the Integrated Production Company, A Board Member and the Managing Director.
- Abdulaziz has a Bachelor Degree in Marketing and Communication at Imam Muhammad Bin Saud University, and student of EMBA at CASS Business School ( London ).
- Abdulaziz studied cinematography in UCLA, as well as attending a variety of workshops related to filmmaking.



## Sari Almayouf

- Holds a Bachelor's Degree in Electrical Engineering from California State University.
- Has 17 yrs of experience in senior roles both in the kingdom and international, in distribution and retail combine.
- Seven years in the financial services sector having worked at ING and MEFIC Capital.



## Salman Al-Asmari

- Holds Bs. In Management Information Systems from King Fahad University of Petroleum & Minerals, Dhahran, KSA.
- Has more than 18 yrs of experience in banking and financial industry.
- Currently the managing director and CEO of Adeem Capital in addition to being the board member at the Arabia Food & Dairy Factories Co. ( FADECO ) and board member of Orient Real Estate Company.
- He has more than 18 yrs of experience in the investment and financial industry.

# Executives



**MARWAN ABINADER**

**COO / EXECUTIVE PRODUCER**

- 21yrs of experience in media industry, he is known for the production of various TV Commercials in the Middle East.
- He founded "Vission2" in 2008, He worked with many advertising agencies such as Bates, Impact BBDO, JWT and Mamac Ogilvy.
- In 2014, he participated in Leige 3D Film Festival in Belgium as the Executive Producer of shortlisted film " From Beirut with Love" written by Director Salim El Turk.



**RAWAA ALQURAISHI**

**PROJECT MANAGER**

- More than 9 years in business development and partnerships in the private sector. worked on account management for several projects
- Experience in project management for the private and government sectors
- Holds a degree in Business Administration, majoring in leadership, from the University of California, Los Angeles.



**ANA MARTINEZ**

**SR.LINE PRODUCER**

- Director of Production of 3 advertising spots for social networks for the International brand TAG HEUER.
- Personal assistant to the Executive producer and chief coordinator of the technical and artistic team of Spain and Italy of the feature film "Hasta el amor" by Anna di Francisca,
- Internal communication coordinator of FFACE (Federation of European Film and Audiovisual Composers) during the Spanish Presidency with SGAE in the international meetings of Spain, Belgium, Poland and France.



**CHARBEL MADI**

**SENIOR PRODUCER**

- With more than 20yrs of experience in production, Produced large advertisements for well known company, such as Toyota, STC and Coca-Cola Subway.
- Worked as a producer with MBC on CPM, and over 18yrs of experience in TV Commercials, TV Series and movies.
- He started his career in Lebanon, then worked in Dubai, Jordan and recent in Saudi Arabia, expert in supervising the pre-production, production and post production phases of the project.

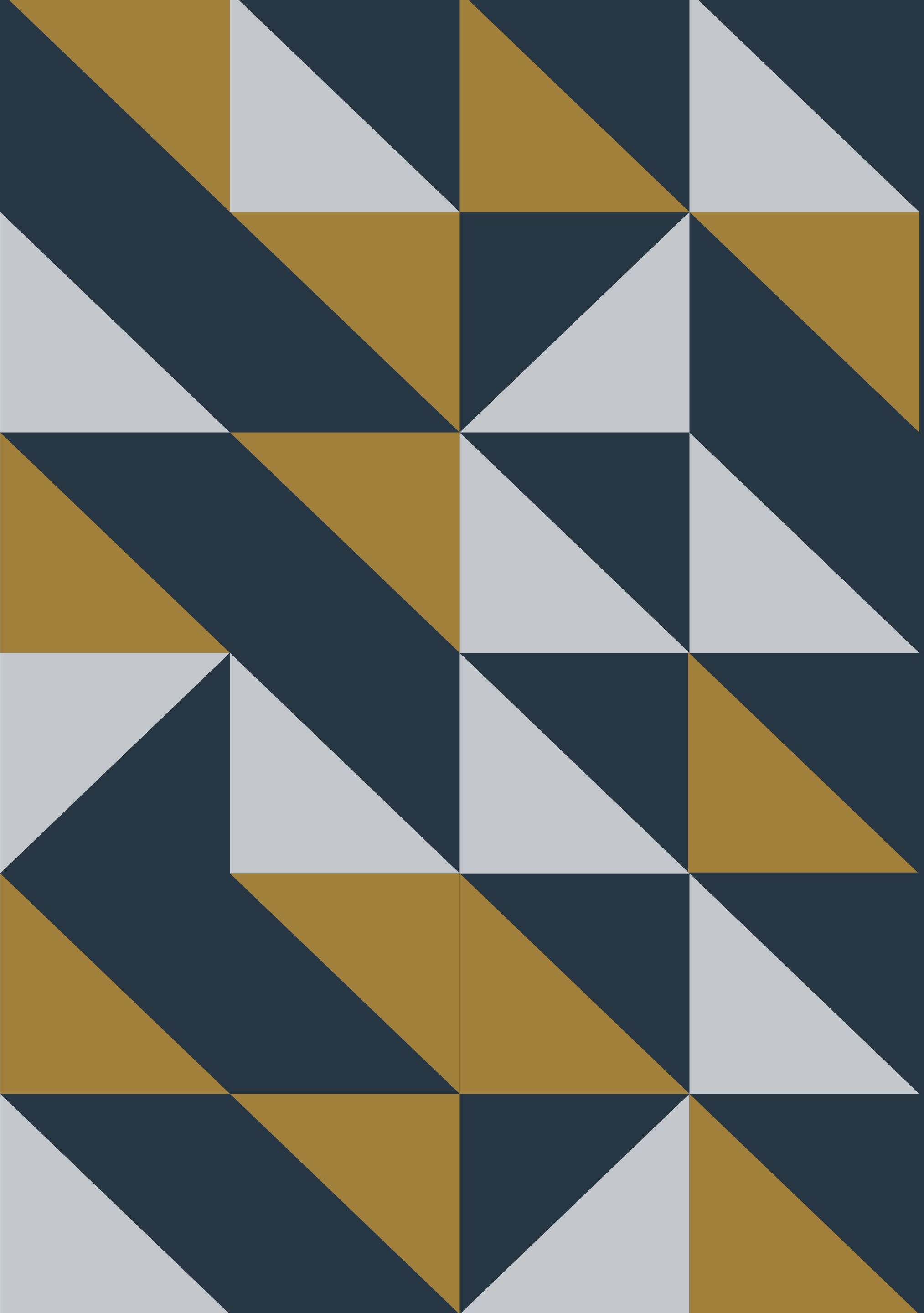


**MOHAMMED ALARFAJ**

**ACCOUNT MANAGER**

- 18 years experience in the media field. Direct many projects and many media events.
- Produce many television programs, films, and documentaries that have been shown on some local and Gulf channels.
- Produce many government films that have been shown in some relevant authorities' accounts.





LET'S  
MOVE  
FORWARD

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