

TechTown Intro Film

Syrian-Saudi Council Event · Monday 24 August 2026 · TechTown, Kafr Souseh

RUNTIME	LANGUAGE	MASTERS	TOTAL
2 min 20 sec	Arabic & English	16:9 event 9:16 social	\$3,155

01 / YOUR REQUIREMENTS, AND HOW EACH IS MET

Every point you raised, answered

"Lab content is not shown"

A named laboratory sequence. Where you can provide footage of the labs in use we will cut it in; where you cannot, the labs are presented as designed information panels.

"It is a game development studio, not a video games area"

Corrected throughout. The card now reads **استوديو تطوير الألعاب / Game Development Studio**.

"The laboratories are not named"

A dedicated named-lab panel in Arabic and English, distinguishing facilities that are operational today from those planned.

"The multipurpose event space does not mention its contents or AV equipment"

A specification panel for the event space covering capacity, configurations and audio-visual equipment.

"There is a missing narrative"

The core of this proposal. A four-chapter film built on your own positioning – that TechTown is an integrated ecosystem, not a building; that tenants are selected to complement one another; and that qualification is casting rather than commercial screening.

"Animated or infographic-style content aligned with the company profile"

The opening and the information layer are animated and infographic-led, drawn directly from the company profile, in the visual language of your existing brand animation.

Why two minutes twenty

Not ninety seconds The film has thirteen distinct points to make. At ninety seconds each gets under seven seconds – and a bilingual card needs roughly 1.7x the time of a single-language one, because Arabic and English must both be readable. Ninety seconds turns the content into a blur, and reads as a teaser rather than an introduction to a visiting delegation.	Not four minutes That is the length of the current cut, and length is precisely why it was returned. Attention on a captive but uncommitted audience falls away well before four minutes. A council run of show grants two minutes readily and four reluctantly.	Two minutes twenty Paced so every point is legible in both languages, with room for the film to breathe at the opening and the close. Final delivery lands between 2:15 and 2:30.
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Length was never the real problem. The current film is organised by geography – floor by floor, eight near-identical beats. The viewer learns the pattern by the third floor and stops watching. Reorganised by *value*, the eight-level stack becomes a single graphic moment rather than eight repeated cards, which recovers roughly thirty seconds and removes the repetition entirely. Longer than ninety seconds, and it will feel considerably shorter than the four-minute cut.

Four chapters, ordered by what the room wants to know

CHAPTER		RUN	
01	The position	TechTown is more than a building. The ecosystem thesis, and the eight-level structure assembling on screen as a single graphic – 2,730 m².	0:35
02	Where you build	The differentiator, and it leads. Named laboratories, the game development studio, the media and podcast studios. What exists here and nowhere else in Damascus.	0:30
03	Where you work and meet	The workspace progression as one movement – hot desks to pods to offices to executive suites. Meeting rooms, the event space and its AV specification, the rooftop.	0:35
04	Who you are with	Tenants, the partners wall, and how companies here are chosen to complement one another. Qualification is casting, not commercial screening.	0:30
–	Close	The regional invitation, and where to go next.	0:10

What is unique comes before what is standard: the laboratories and studios lead, the desks and offices follow. Delivered in your locked brand palette and typefaces. The landscape master is composed for the venue screen so the film fills it rather than sitting in black bars.

Scope and fees

STAGE	DAYS	FEE
01 Discovery, assessment & creative strategy Full review of the existing cut, your brand system and company profile; diagnosis and creative direction.	1.00	\$631
02 Narrative & bilingual script Four-chapter structure built on your ecosystem positioning. All on-screen copy in Arabic and English.	0.60	\$379
03 Graphics system & event-screen layout Bilingual card system, floor-stack graphic, and the landscape layout composed for the venue screen.	0.65	\$410
04 Animated opening sequence Kinetic typography opening, animated eight-level building stack, brand ignition.	0.70	\$442
05 Walkthrough re-cut & card integration Existing footage condensed to the essential beats; corrected cards placed; new footage integrated.	0.60	\$379
06 Laboratories, AV & services panels Named-lab strip, game development studio, event-space AV specification, programmes and services.	0.50	\$316
07 Ecosystem sequence & end card Partners-wall feature, tenant and collaboration graphics, closing lockup and call to action.	0.45	\$284
08 Colour grade & dual-format conform Grade to the TechTown identity; two masters – 16:9 for the event, 9:16 for social.	0.35	\$221
09 Sound design & event-level mix Score, brand audio signature, and a mix levelled for a live room rather than headphones.	0.25	\$158
10 Delivery, QC & on-site screen test All formats delivered, quality-checked, and tested on the venue screen before doors open.	0.20	\$124
Subtotal	5.30	\$3,344
Correction credit Amendments to the first cut – studio naming, laboratory names and the AV reference – are carried at no charge.	-0.30	-\$189
TOTAL · INCLUSIVE OF WEEKEND AND 48-HOUR DELIVERY		5.00 \$3,155

Essential build – ninety seconds

Corrections and re-cut only	\$1,575
01 Discovery, assessment & creative strategy	1.00 \$631

02	Script & card copy, Arabic and English	0.30	\$189
03	Bilingual cards rebuilt, legibility corrected	0.40	\$252
04	Re-cut to 90 seconds	0.50	\$316
05	Colour grade & sound mix	0.40	\$252
06	Delivery & QC	0.20	\$126
Subtotal		2.80	\$1,766
Correction credit		-0.30	-\$191

TOTAL	2.50	\$1,575
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Ninety seconds is the honest ceiling for this version, because without the restructure the film is still organised floor by floor and cannot carry more. Your five amendments are made and the cut is shortened – but it remains a tour of the building, and the audience will be standing inside that building. The laboratories, the services and the ecosystem argument are the parts that tell them something the room cannot, and they are what this option leaves out.

06 / TERMS

Included

- Two finished masters, 16:9 and 9:16
- Arabic and English throughout
- One revision round, Monday morning
- On-site playback test before doors
- Music licensed for public screening
- All source files on request

Not included

- A new professional shoot
- The social reels series
- The individual space campaign
- T-Cafe marketing
- Languages beyond Arabic and English
- Revisions beyond the single round

07 / WHAT WE NEED FROM YOU

By **Sunday 23 August, 12:00**

- **Laboratory names** in Arabic and English, marking which are operational today and which are planned.
- **Event space AV equipment list** – screens, sound, lighting, streaming – with capacity and configurations.
- **The council's exact name** in Arabic and English. It appears on screen and must be spelled correctly.
- **Current number of companies** in the ecosystem, and approval to show the partners wall with logos legible.
- **Programmes and services** you want named – incubation, funding, training tracks.
- **The venue screen specification** – dimensions, orientation, sound path, and who operates playback.
- **One named approver** for Monday morning's review.
- **Thirty to sixty seconds of footage of people at work**, filmed on a phone. A separate one-page brief accompanies this quotation. This is the single highest-impact contribution you can make: the building currently appears empty, which understates it.

Should the laboratory names, AV list or council name arrive after Sunday midday, the full build can no longer be guaranteed for Monday and we would deliver the essential build instead. We would rather say this now than on Sunday evening.

To proceed

Please confirm the selected scope and return one signed copy. Work begins on receipt.

Signed for TechTown Damascus · name, title, date

Scope approved – ☐ Full build \$3,155 ☐ Essential \$1,575