

FINAL TOUCH

# PRO FILE

2022



# W E L C O M E



**Final Touch** is a multi media, creative production company based in Beirut Lebanon.

**Final Touch** always aim to provide you with ultimate production media services, out of our long field-experience. This is what sets us apart from the competition, and leads our devotion to work hard on making your project a successful and recognized show.

**Final Touch**, is a production house offering full services for all filming projects, from TV commercials and documentaries, to photo shoots, as well as short and feature films to Graphic design services and full digital marketing. Our philosophy is to deliver great production value, in a cost effective approach, within a friendly environment. **Final Touch** has already positioned itself as a dynamic player in the market. Our track record includes works for major clients like Konrad-Adenauer-Stiftung, USJ, CIH, and many others. The production team is lead by *Joanna Abou Antoun*, who has been in the business since 2010, during which she has worked on many projects for local, regional and international clients. Our team is always eager to take on new challenges! With a hands-on approach and close follow-up all throughout, **Final Touch** promises to be your trustworthy partner for an exciting production experience.

Warm Regard,  
*Joanna Abou Antoun*

# BRANDING

We provide all kind of branding design that describes how a brand chooses to visually represent their brand identity to the public. When talking about branding design, it typically refers to key brand elements such as the logo, color scheme, typography, and other design components that makes a brand stand out from competitors, and recognizable to consumers.

Besides these main elements of brand identity design, branding design also more broadly refers to how a brand chooses to express themselves in both the physical and digital world; whether that's on social media, in physical stores, or even the interior design of company office spaces.

It's becoming increasingly important for companies to ensure their brand design is conveyed consistently across all these touchpoints—often by using brand guidelines—in order to strengthen their brand image in the minds of their audience, helping to leave a lasting impression and cement emotional connections with the brand.

Our Branding services includes the following:

### **Logo Design**

**Branding:** Business Card | Letterhead | Envelope | Backdrop | Roll-up Banner | Catalog | Brochure | Poster | Flyer | Book | Calendar | Flag | Packaging | Sticker | Vehicule Branding | Booth | Menu |

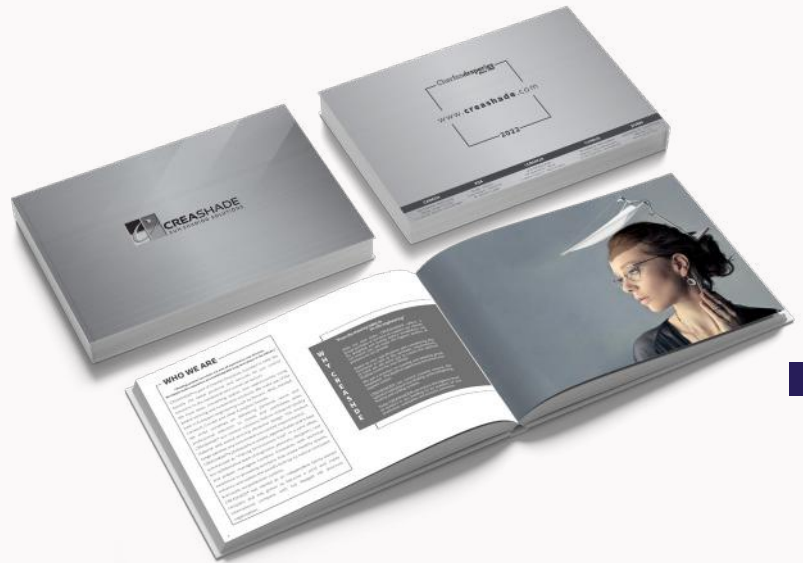


01	BRANDING
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CLIENT :  
Mr. Abdalla AlSharif



Input is an application development company based in UAE - Sharjah  
Project design: Logo | Business Card | Envelope | Letterhead



02	BRANDING
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CLIENT :  
Mr. Gerard Cherfan

Creashade is a sun shading solutions company based in Lebanon with 6 other locations around the world  
Project: Logo | Company Profile Brochure





03

PACKAGING

CLIENT :  
DEEK DUKE

Full Branding for a restaurant based in Lebanon.

Project: Food Menu | Food Box Packaging | Bottle Packaging | Bag | Business Card





04 RESTAURANT MENU

CLIENT :  
Mrs. Cristel Makhoul

Steak Bar Sushi Restaurant  
Project: Food Photography | Menu Design

# ONLINE MARKETING

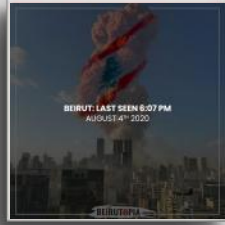
For a brand to stand the test of time, it has to keep evolving to stay relevant. We nurture by creating design, video material and manage your brand to ensure all the pieces are in place so that your brand stands out and remains on top ahead of the competition always.

Ignoring online marketing is like opening a business and not telling anyone about it.

### **LET THE WORLD KNOW!**

Our Marketing services includes the following:

Graphic Design | Video Creation | Reel & Story | Content Creation | Strategy | Promotion | Planning |  
Scheduling | Messaging |



01	BEIRUTOPIA
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CLIENT :  
Mrs. Huda Usta Kaskas

Social Media Marketing for an NGO based in the heart of Mar Mikhael, Beirut.  
Promoting the change that we want to see in Lebanon



02	WE CHOOSE LIFE
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CLIENT :  
Mr. Ziad Al-Sayegh

Social Media Marketing for an ecumenical group of specialists in theology and human and geopolitical sciences.



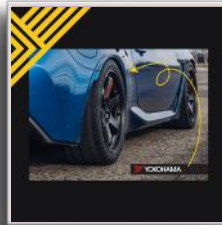


03	FITNESS PLUS
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CLIENT :  
Mr. Khodr Mokalled

Social Media Marketing for fitness gym based in Lebanon.

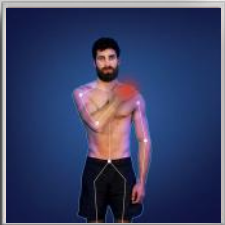
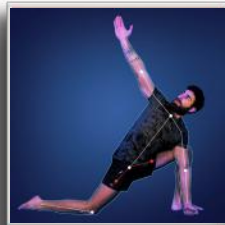




04	CHAMOUN TIRES
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CLIENT :  
Mr. Charbel Chamoun

Social Media Marketing for a tire dealer and retailer shop



05

SYNERGIE

CLIENT :  
Mr. Amaury Daher

Social Media Marketing for a Medical and Orthopedic  
Manual Physical Therapy centre.





06	MAY RIHANI
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CLIENT :

Mrs. May Rihani

Full Campaign Marketing from Branding to Media Production for Mrs. May Rihani's presidential campaign

Project: Branding | Social Media | Photography | Media Production



# PRODUCTION

## **Media Production Process**

### **The Production Process**

Creating a media product is a complex process. It involves developing an idea or concept using qualities such as imagination, creative energy and a capacity to use or innovate with available resources. A media product, like a work of art, requires organisational ability, a clear vision and effective use of resources, materials and technologies required for a specific medium.

The production process refers to the stages (phases) required to complete a media product, from the idea to the final master copy. The process can apply to any type of media production including film, video, television and audio recording. The stages in each medium vary; for example, there is obviously no storyboard in an audio recording. However the same general concepts work for any medium.

**The three main stages of production are:**

- **Pre-production**
- **Production**
- **Post-production**

## Pre-production

Pre-production is a fairly loose term which refers to the tasks undertaken before production begins. Exactly what is included in this stage depends on the medium and situation.

For a small video company, pre-production may refer to everything that happens before shooting begins, for example, meeting with the client, research, storyboarding, location planning...

For feature films, pre-production is more specific and only begins when other milestones have been met such as financing, screenplay, casting and major staffing. In this case pre-production includes:

- Location scouting
- Prop and wardrobe identification and preparation
- Special effects identification and preparation
- Production schedule
- Set construction
- Script-locking (semi-finalisation of the script)
- Script read-through with cast, director and other interested parties

## Production

In film and video, production refers to the part of the process in which footage is recorded. This is what most people imagine when they think of a film being made — actors on sets, cameras rolling, etc. The production phase is also known as principal photography.

In large feature films the beginning of the production phase marks the “point of no return”, i.e. the point at which it is no longer financially viable to cancel the project. At this point it is almost always cheaper to continue until the project is finished than to deal with the financial fall-out of canceling.

The goal of principal photography is obviously to record all required shots, however it is fairly common to shoot “pick-up” shots in post-production. Pick-up shots may be required when a mistake is noticed, a script change is made (this is unusual), or even if a performance is deemed to be unsatisfactory.

## Post-Production

Post-production is the third and final major phase of the production process. It is often referred to simply as post. e.g. “We can sort that out in post”.

There are many things which can happen in post-production. Common tasks include:

- Editing video footage
- Editing the soundtrack, adding sound effects, music, etc.
- Adding titles, graphics and animation
- Colour and exposure correction
- Adding special effects
- Re-shooting certain scenes if required (“pick-up” shots)

In some cases post-production is relatively straightforward, consisting of choosing and arranging footage in the correct sequence. In most cases however, post-production is a time-consuming job taking longer than the actual production phase.

# MODEL 201

PATHWAYS FOR AN ECONOMIC TAKEOFF

22

01

KONRAD ADENAUER  
STIFTUNG

MODEL 201 Pathways for an Economic Takeoff

Documentary | Production | Live Streaming | Post-Production

For more info, please visit :

[KAS YOUTUBE CHANNEL](#)





ملتقى التأثير المدني  
CIVIC INFLUENCE HUB

02

CIVIC INFLUENCE HUB

10 Years: Committed for Lebanon and its People” Ceremony.

Pre-Production | Production | Live Streaming | Post-Production

For more info, please visit :

[CIH YOUTUBE CHANNEL](#)







03	THE PULSE
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The Pulse in collaboration with Konrad-Adenauer-Stiftung launched a study in 2021 about “**The State of Civil Society in Lebanon**” in which we took part in creating its full branding material, its infographic video, live streaming, media pre-production, production and post production and its marketing on social media.

**Branding:** Study Catalog | Event Roll-up Banners | Drop Back | Invitation Letter

**Marketing:** Facebook and Instagram

**Media:** Pre-production | Production | Live Streaming | Post-Production



For more info, please visit :

[WATCH FACEBOOK LIVE](#)

# ANIMATION

# النموذج الاقتصادي للعرض والطلب



In the world of economics, supply and demand is perhaps the #1 term you come across. Law of Supply and Demand simply explained in this two-minute video from “Ektisad 101” series.

For more info, please visit :

[KAS YOUTUBE SERIES](#)

# WEBSITE

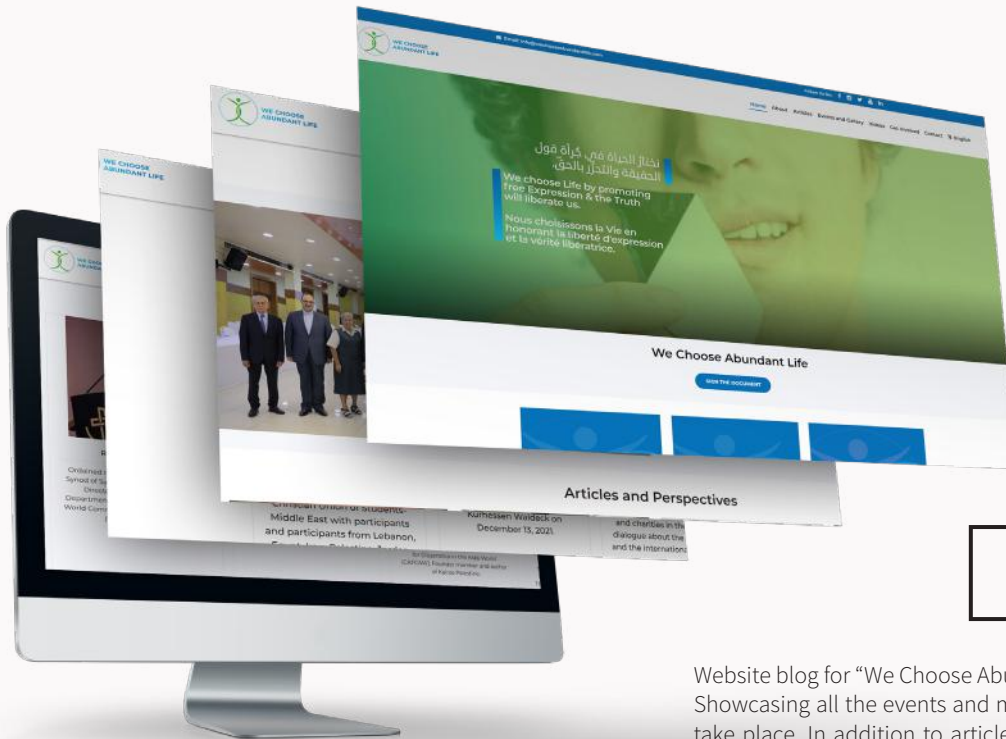
A business's online presence, regardless of industry, can have a massive impact on its success. In this day and age, some businesses still don't realize that a majority of their customers will visit their website before making a purchase.

Having a strong online presence, particularly a website, can be make or break for generating more revenue. Yes, the quality of your website impacts results, we've helped numerous companies of varying sizes create their digital presences. In some cases, organizations are hesitant to get online because they feel they are not tech-savvy enough and don't understand how to manage a website. Other times, companies are concerned about the price.

The good news is that we provide a solution that will work for you.

Why do you need a website?

Credibility | Brand | Leads | Organic Traffic | Saving you time + Customer Service | Updates and Announcements | Digital Marketing |



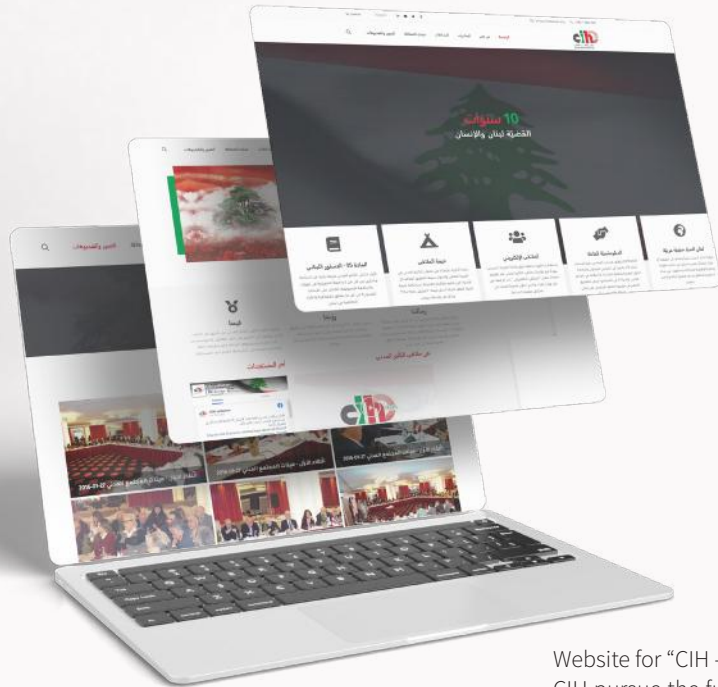
01

**WE CHOOSE  
ABUNDANT LIFE**

Website blog for “We Choose Abundant Life”.  
Showcasing all the events and meetings that took place and that will take place. In addition to articles and announcements sub-pages to keep you up-to-date.

For more info, please visit :

[www.wechooseabundantlife.com](http://www.wechooseabundantlife.com)



02	<b>CIVIC INFLUENCE HUB</b>
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Website for “CIH - CIVIC INFLUENCE HUB”.  
CIH pursue the fundamentals of good governance, sustainable social and economic policies for the benefit of every citizen. Showcasing all the live events, announcements and broadcasts that took place.

For more info, please visit : [www.cihlebanon.org](http://www.cihlebanon.org)

P O R T



# F O L I O

Al-Sudani Brothers  
Serving you the finest  
SINCE 1963

Al-Sudani Brothers  
ORDER ONLINE  
COMING SOON

Al-Sudani Brothers  
FROM THE HEART OF THE SEA

Al-Sudani Brothers  
THE LARGEST IMPORTER OF FISH

Al-Sudani Brothers  
ORDER ONLINE

Al-Sudani Brothers  
STRAIGHT FROM THE SOURCE

barakat  
travel & holidays

barakat  
travel & holidays

barakat  
travel & holidays

barakat  
travel & holidays

barakat  
travel & holidays

التحريم مثل كل شيء  
ممنوع اللبس  
باركات

34  
G E F F  
WE GIVE VOICE TO GREEN ECONOMY

HOUSEKEEPING SERVICES

BE A HERO  
DINNER SAUNG COMPUTER

Apple  
FROM THE GARDEN TO YOUR HOME.  
ORDER ONLINE  
www.appleflowers.com

have a full color season  
Enjoy the most colorful time of the year. Happy Holidays  
Omega

Nestlé  
Pure Life  
YOU CAN DRINK FROM THE APP

SMILE LIKE A SUPERSTAR  
HOLLYWOOD

5 YEARS GUARANTEE

kunhadi  
THE END  
A GUARANTEE OF SAFETY

kunhadi  
THE END  
A GUARANTEE OF SAFETY

kunhadi  
THE END  
A GUARANTEE OF SAFETY

Think It Makes You Satisfied?



ADOPT A HEALTHY HABIT



Think It Makes You Smarter?



ADOPT A HEALTHY HABIT



Think It Makes You Gifted?



ADOPT A HEALTHY HABIT



LET THE DARKNESS OUT!



LET THE DARKNESS OUT!



LET THE DARKNESS OUT!



INNER CHILD HEALING



INNER CHILD HEALING



35

بتيغونيت البيتزا أو الباسا؟



ARZU\_KUWAIT

653101008

قصة ترد الروح



ARZU\_KUWAIT

653101008

شئنا أطيب شئنا عندك؟



ARZU\_KUWAIT

653101008

حماية بدي

كامل  
نصفية  
كيوت

تواصلو معنا 99306866

تقليل حراري

تواصلو معنا 99306866

صيف رجات مطاطية

تواصلو معنا 99306866

SAAB PETROLEUM

فول عارطاطة!

تواصلو معنا 99306866

SAAB PETROLEUM

لخدمتكم ليلاً نهاراً

تواصلو معنا 99306866

SAAB PETROLEUM

الاختيارات السهلة بتوصلك لسيارة سهلة

تواصلو معنا 99306866

عنا ما زوت بضيي كل بيروت

تواصلو معنا 99306866

غمض عين، مفتح عين، opening التنين!

SAAB PETROLEUM

STAY TUNED!

تواصلو معنا 99306866

أهلاً بكم في عالمنا

تواصلو معنا 99306866





ZAINAB PERFUME

THE  
BRAIN  
TUMOR  
CHARITY



**AUTISM SOCIETY**

**MY SENSES WEIGH ME DOWN**

People diagnosed with autism may show signs of sensory overload when in view of their senses. For example, people taking in a certain tone of voice may react too hard to the point of being unresponsive.

**Cedar Rehab**

**CONQUER YOUR ADDICTION!**

**المخدرات تُفكك بشباب لبنان**

**ذهب مع الزبح**

**USAID** **جماعة** **الاميدان** **AM YOUNG**

**AUTISM SOCIETY**

**MY BRAIN CANNOT FILTER OUT INFORMATION**

As people with autism see the world in their own personal information and therefore process all the details around them. Such as the perception of things or understanding amount of information which their brain has difficulty in processing.

**WINGS**  
Transformative Learning

THE ONLY WAY OUT IS IN

f @ i n a WINGSINTCOM ☎ 76-877773

**BEIRUTOPIA**  
**TAKE THE LEAD**  
AND VOLUNTEER FOR THOSE IN NEED.

01-561615 - 76-877773 f @ BEIRUTOPIALB

**IMCA**  
CONSULTANCY

IN PARTNERSHIP WITH  
idp IELTS tef AMERICAN  
UNIVERSITY

REGISTER PREPARE TESTING  
**HERE**  
SUCCEED

☎ 01-561615 - 76-877773 f @ BEIRUTOPIALB

**AUTISM SOCIETY**

MY SOCIAL SKILLS ARE BROKEN

It is difficult for an autistic individual to interpret non-verbal expressions by other people, to initiate their own and to be understood. Please Play your efforts communicating what they want to convey.

[www.finaltouchl-mediaservices.com](http://www.finaltouchl-mediaservices.com)

## **FINAL TOUCH**

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LEBANON

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