

FINE|LINE

COMPANY PROFILE 2025

| ABOUT

Since 2017, Fine Line Production has been turning concepts into visual narratives. From video production to animation and live streaming, we handle it all. Our work with NGOs, INGOs, UN agencies, and global brands speaks for itself.

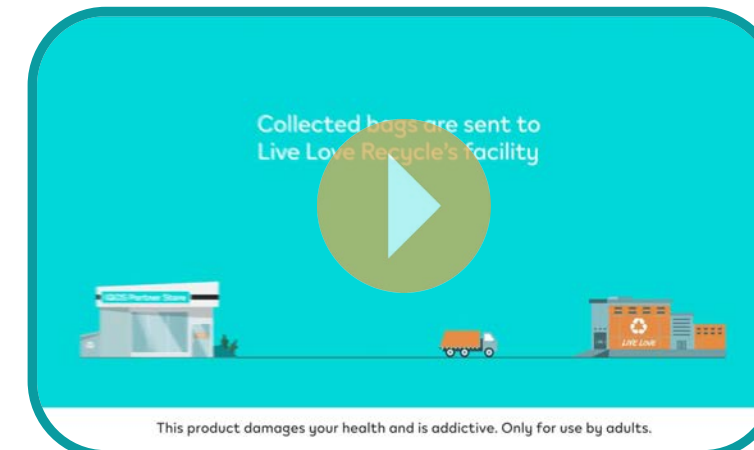
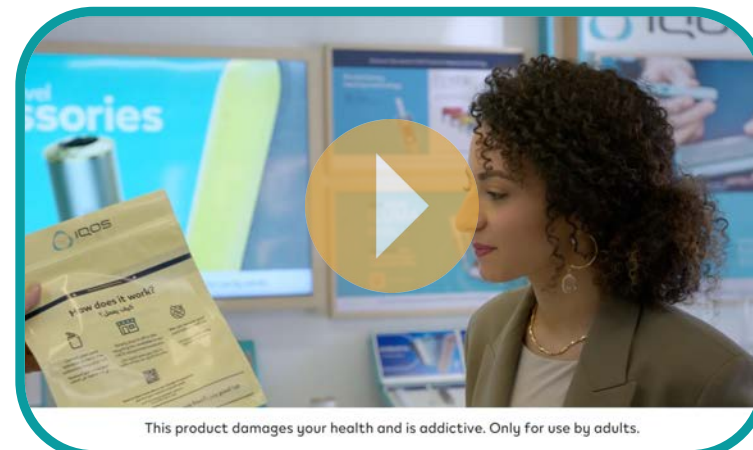
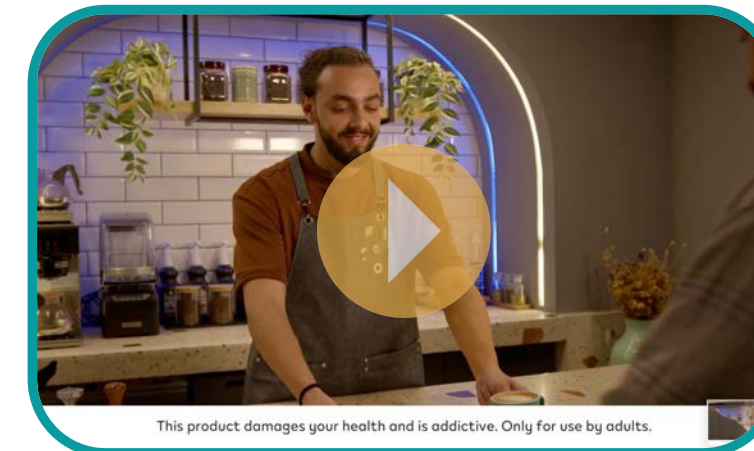
Explore our portfolio to see our journey and the diverse projects we've brought to life. We're here for the next big idea, ready to partner and create something unique together.

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IQOS CAMPAIGN

PMI 2024



PAGANI'S DAVINCI TOWER & SAAB'S LES VAGUES

DAR Global - 2022



We had the privilege of directing and filming two exceptional projects for Dar Global: Davinci Tower by Pagani in Dubai and Les Vagues by Elie Saab in Qatar. We conducted interviews and filming with Elie Saab in Lebanon and Horacio Pagani in Dubai.



Pagani's Davinci Tower blends art and science, inspired by Leonardo da Vinci, focusing on perfection and advanced technology. Saab's Les Vagues features stunning coastal landscapes, expansive terraces, and unique design elements.

Our videos capture these visionary designs, showcasing the luxurious lifestyles they offer, and bringing these architectural masterpieces to life through our lens.

SERVICES

Beginning to completion, Fine Line masters every step!

Campaigns

Crafting smart creative campaigns that drive engagement.

TV Commercials

Producing TV ads that combine creativity and marketing expertise to highlight, promote and sell.

Documentaries

Telling captivating stories through engaging documentaries and insightful narratives.

Social Media Content

Staying on top of trends and creating engaging social media content.

Live Coverage

Providing genuine audience engagement with smooth live event coverage.

Voice Over

Offering high-quality audio and voice-over services for captivating content.

Sign Language

Making content accessible for deaf or hard-of-hearing audiences.

Podcasts & Webseries

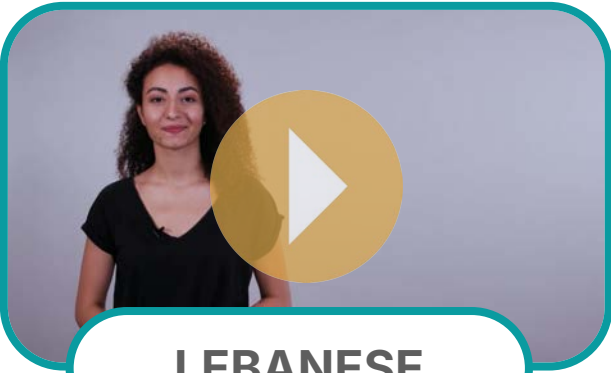
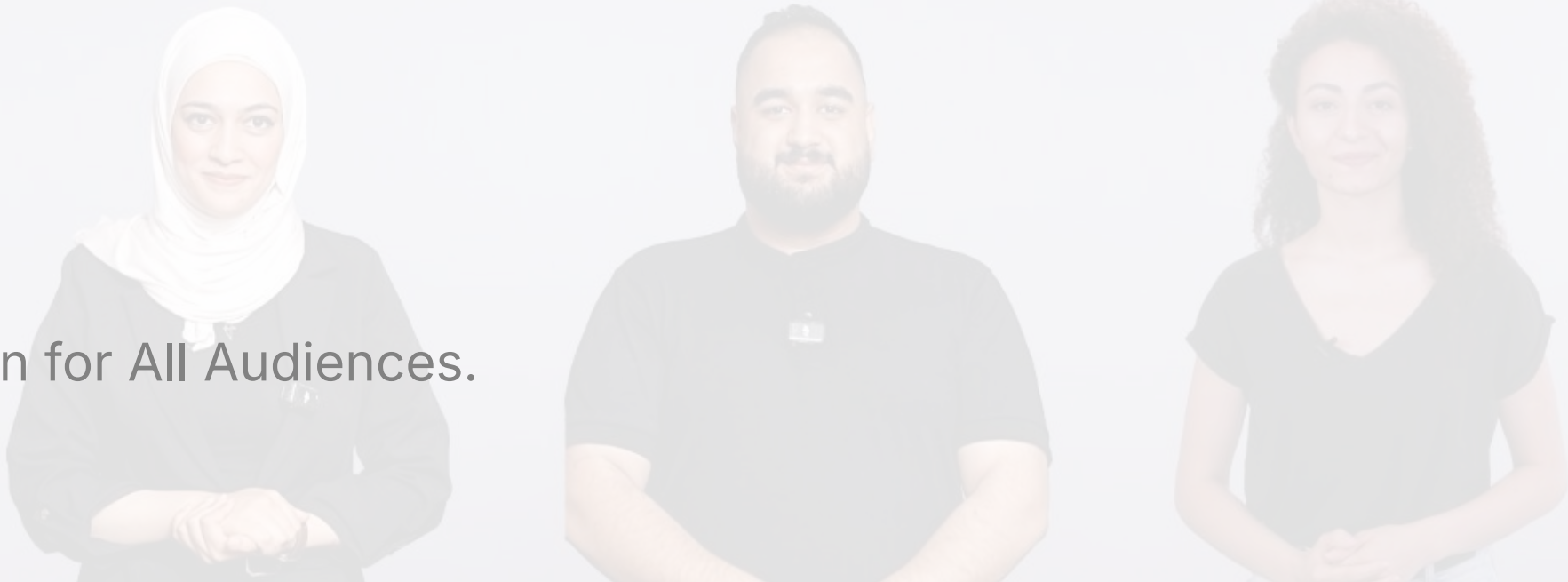
Creating quality podcasts and webseries with a blend of knowledge and entertainment.

Copywriting & Scriptwriting

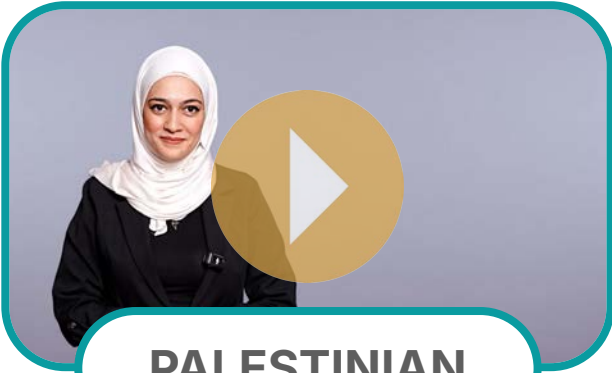
Crafting narratives that captivate and inspire audiences.

SIGN LANGUAGE

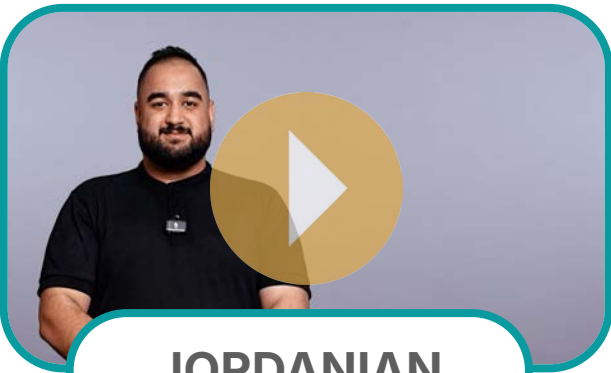
Making Media Accessible Through Sign Language Integration for All Audiences.



LEBANESE



PALESTINIAN

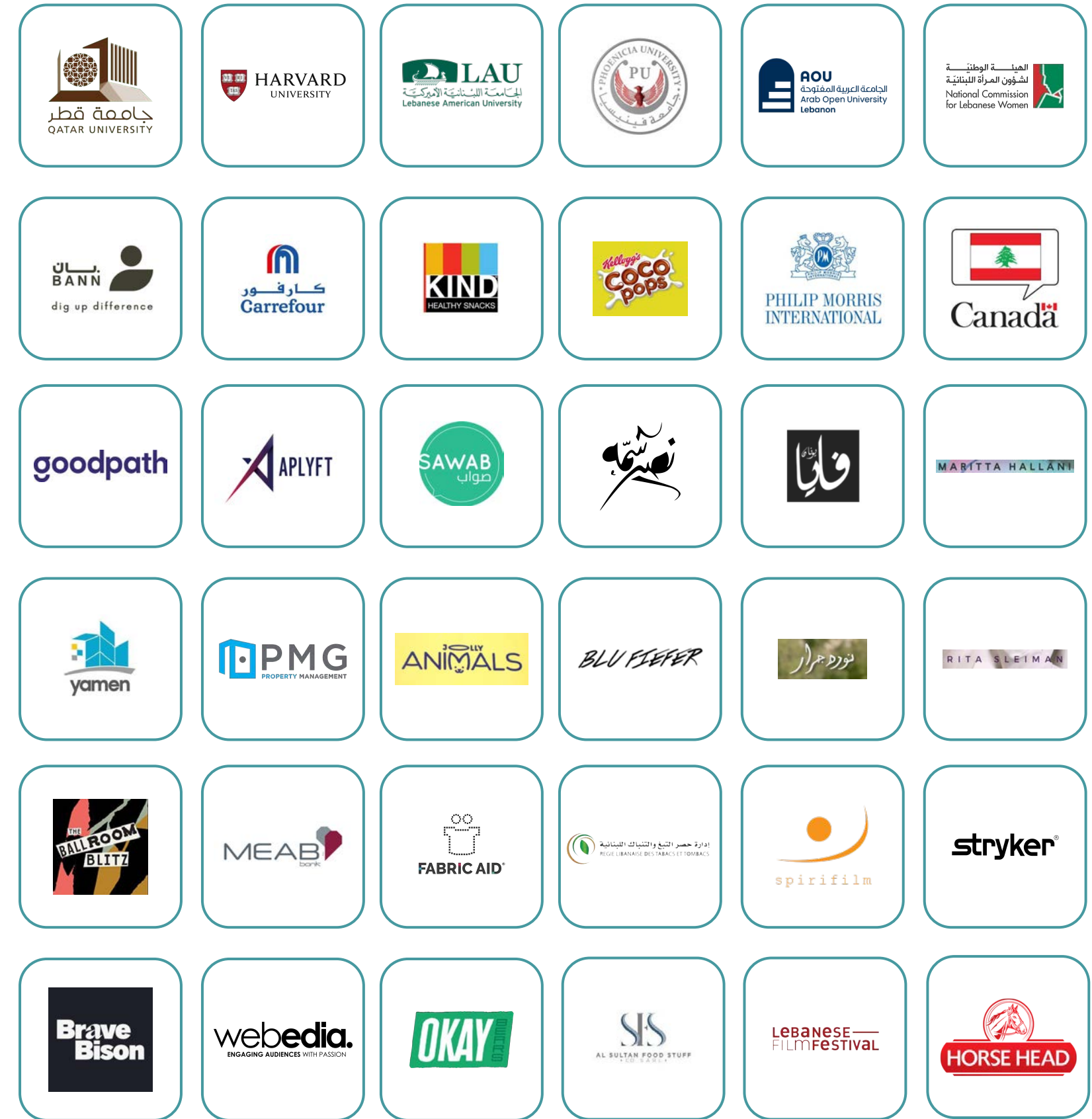


JORDANIAN

At Fine Line, we believe that inclusion should be standard in all media. To reflect this commitment, we proudly offer sign language services for Lebanese, Jordanian, and Palestinian accents, ensuring accessibility for all audiences. We invite you to watch this short video about our sign language services, which we strongly encourage our clients to integrate into their videos.

CLIENTS

Businesses



CLIENTS

NGOS & INGOS



ABOUT OUR LIVE STREAMING SERVICE

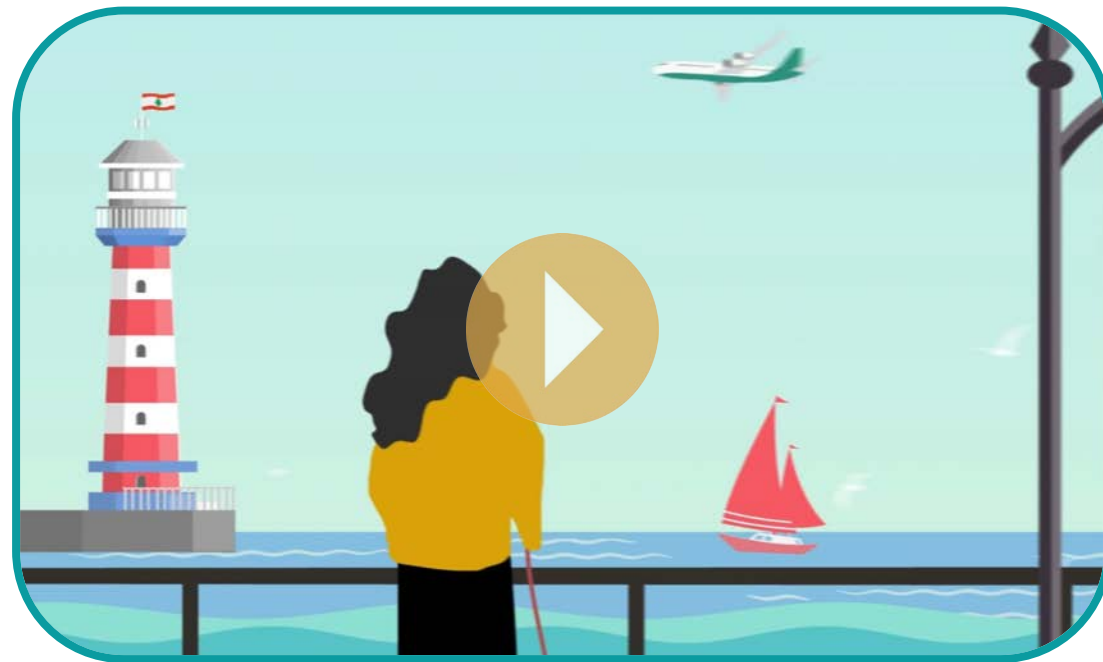
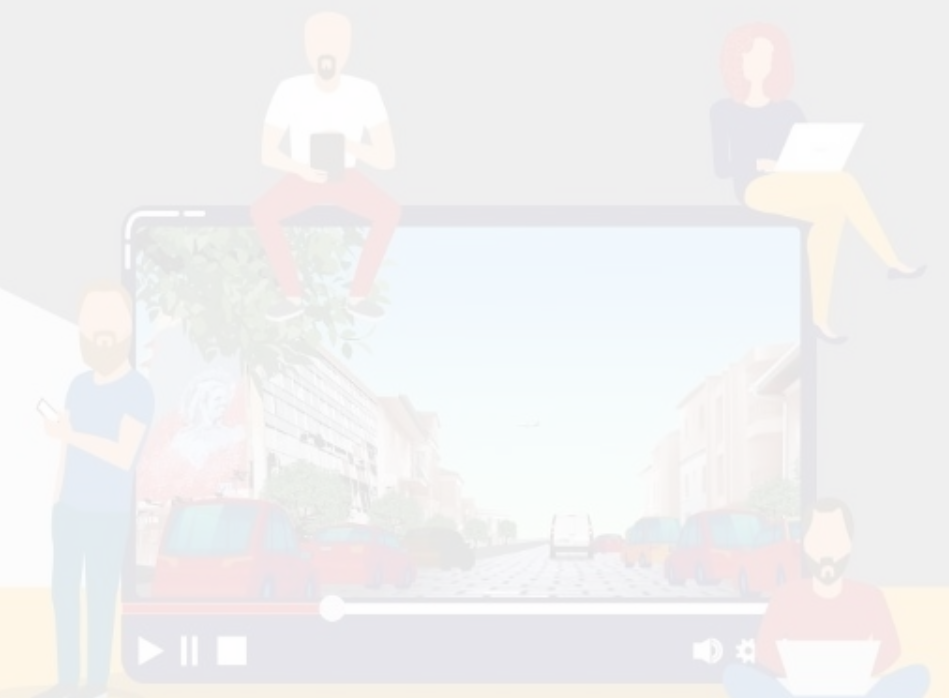
Fine Line 2020



We put together an animation to showcase our live streaming service, using a nostalgic scrapbook style and a Western-themed voice-over. The animation feels like it's been lovingly crafted by hand, with elements like layered paper, old magazine cut-outs, and vintage props like cowboy hats and stagecoaches. Even the digital bits, like pixel-art icons, have a retro vibe. The Western voice-over adds a fun twist, inviting viewers to experience our high-quality live streaming.

CORPORATE ANIMATION

Fine Line 2020



A corporate animation created by Fine Line for Fine Line. It highlights our skills in digital marketing and media production. Using vibrant visuals, dynamic storytelling, and a detailed process from brainstorming to post-production, the animation demonstrates our ability to help brands succeed in a constantly changing market. It underscores our commitment to creativity, quality, and effective brand communication.

PARTNERS



SAID HALAWI

Managing Partner / Producer



ILAT KNAYZEH

Operations Manager / Artistic Director



HASAN SALAME

Senior Cinematographer



Est. June 2017



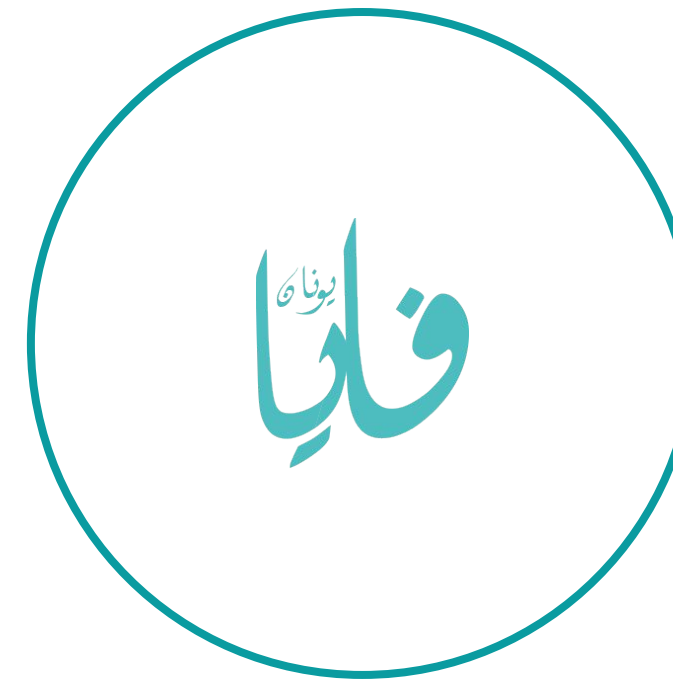
TESTIMONIALS

By our clients



"Our first campaign with Fine Line Production, #MakeInclusionCommon, went viral and has become a reference to talk about its featured stars in no time. Fine Line Production Team has proven high levels of dedication and professionalism during tough circumstances and tight deadlines. Thanks to the expertise shown at every stage of the production process, we were extremely satisfied with the result of our collaboration and we definitely recommend you engage with their creative minds if you are looking for a team that effortlessly understands your needs."

Maria Khoueiry



"It is rare to find a team that is so professional, friendly, creative and super fun all at once. Fine Line Production produced music videos for all the songs in my "Tales of the Heart" album. We knew that it was a challenge, given that we were releasing a song every week or two and filming at the same time. It took long hours of and days of brainstorming, location hunting, planning, filming, editing for days, coloring... It was crazy, but art and crazy people as well. Ilat, Hasan, Said and Yousif thank you for all the great work and the precious memories along the way. Much love to you."

Faia Younan



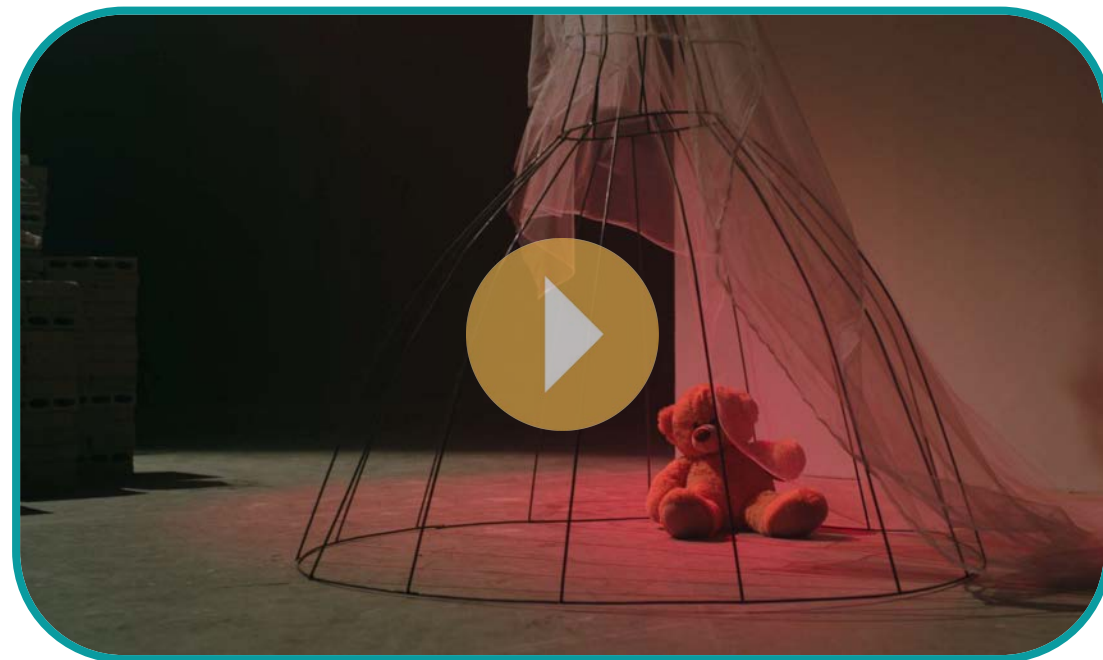
"Notre collaboration avec Fine Line Production est très récente, mais nous avons été épatés par la qualité de leur travail et par leur professionnalisme. L'Équipe est très réactive, s'adapte aux besoins du client, est trouve toujours des solutions pour satisfaire ses demandes et contraintes. Le rapport qualité-prix est excellent. Notre collaboration va certainement s'inscrire sur le long terme puisqu'il s'agit d'une équipe à laquelle nous pouvons faire confiance."

Natalie Bitar

| CAMPAIGNS

16 DAYS OF ACTIVISM

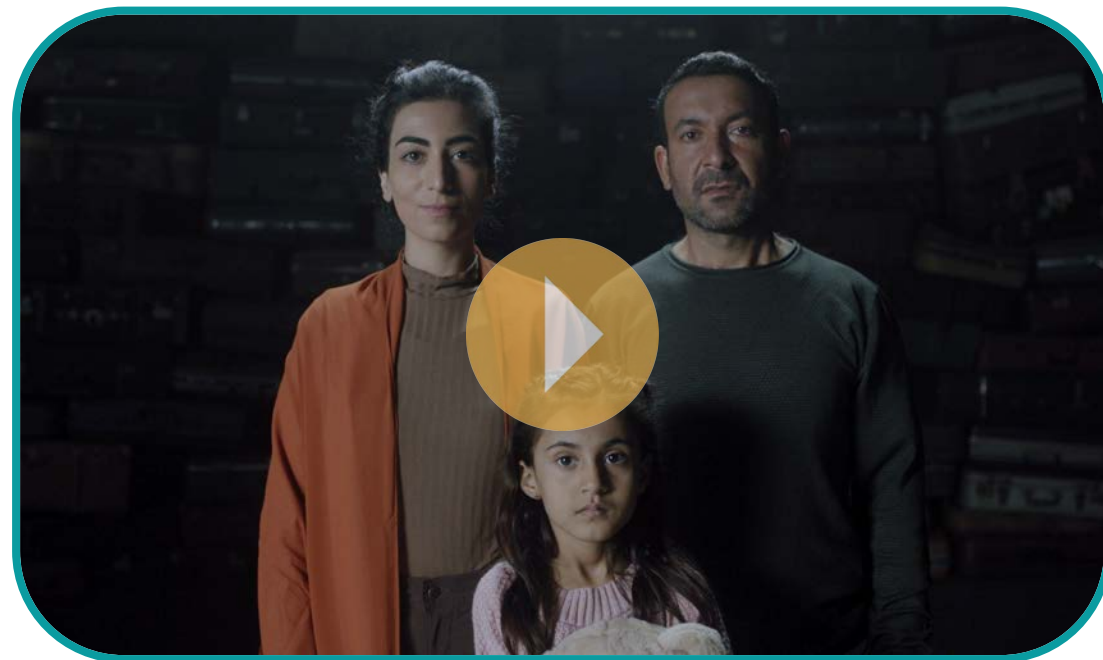
EuroMed Feminist Initiative 2022



We partnered with EFI to produce a video for their 16 Days of Activism 2022 campaign, showcasing the challenges Syrian women face. We aimed for stunning visuals with art direction, set construction, cinematography, lighting, and costumes. Immersive sound design, including effects, voiceovers, and music, enhanced the experience. A large cast and extensive set construction underscored the production value, vividly portraying women's journeys and struggles.

16 DAYS OF ACTIVISM

EuroMed Feminist Initiative 2021



Fine Line led a campaign for EFI during the 16 Days of Activism in 2021, focusing on ending Violence Against Women and Girls (VAWG). The campaign addressed forced displacement for Syrian refugees and its impact on Syrian women. Our team created the campaign identity and branding, adopted by EFI MENA offices and spread regionally. We also produced a hero video featuring a life-sized chess board and a displaced family to highlight their struggles.

FAKE NEWS & HATE SPEECH

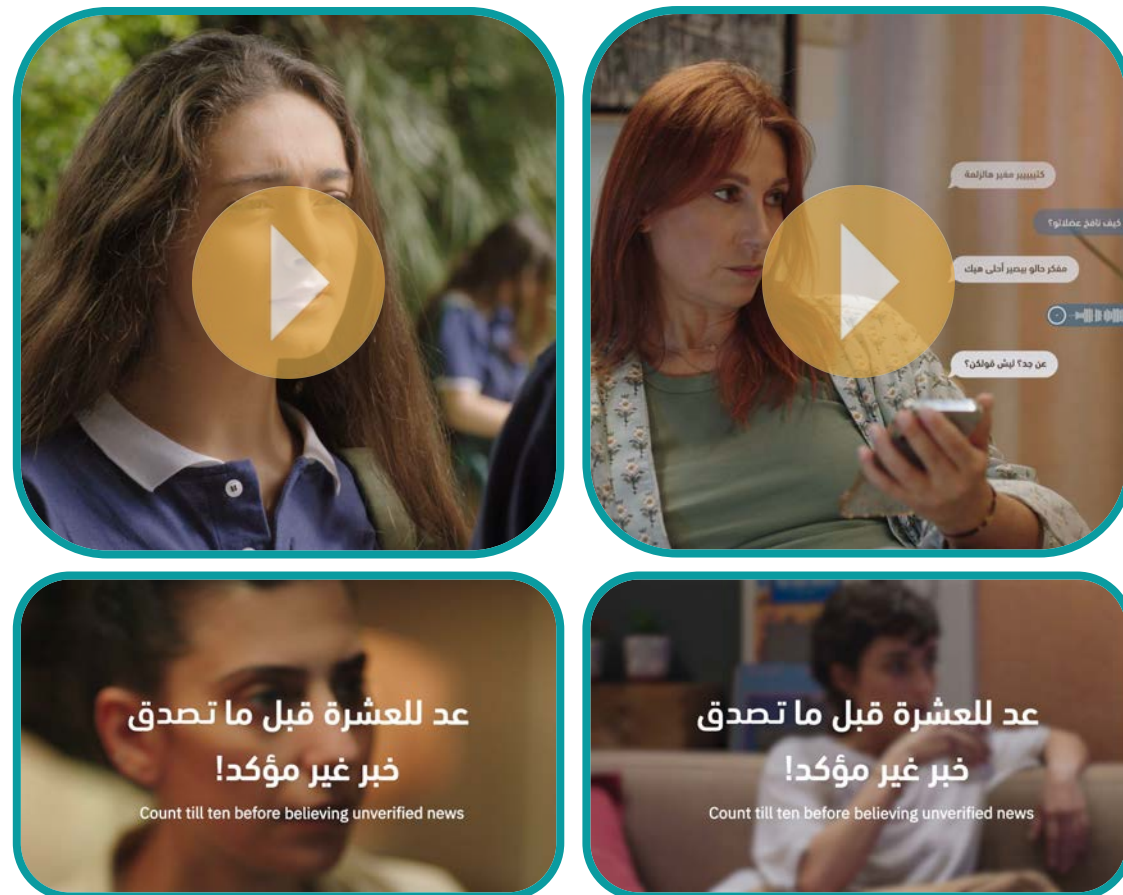
UNDP 2022



The campaign launched by UNDP aimed at stopping the spread of fake news was carefully planned and executed. Following a thorough briefing from UNDP, our team developed a creative strategy with hero videos, visuals, and social media content. We carefully crafted and produced the videos, effectively spreading the campaign message across various platforms. The nationwide campaign was a significant success in fighting fake news.

FAKE NEWS & HATE SPEECH

DAWAER 2022



The Dawaer Foundation launched a national campaign against hate speech and fake news. Thanks to Fine Line's creative approach, the campaign went viral with videos, social posts, and reels, especially on TikTok. Our smart planning, good casting, and high production quality made the content funny and relevant, engaging all age groups and sparking conversations.

FIGHTING VIOLENCE AGAINST WOMEN AND GIRLS (VAWG)

EFI 2023



Fine Line Production managed EFI's VAWG awareness campaign, creating an animation about Ayat Al Rifai tragic fate in 2021, sparking legislative reform proposals for Syrian women's welfare. The campaign promoted these recommendations, yet to be ratified, and covered a Brussels conference, produced social media content, and compiled a detailed report on the legislative changes. A cohesive campaign identity was established, with all visuals and materials aligned.

AWARENESS FOR MIGRATION & CLIMATE CHANGE

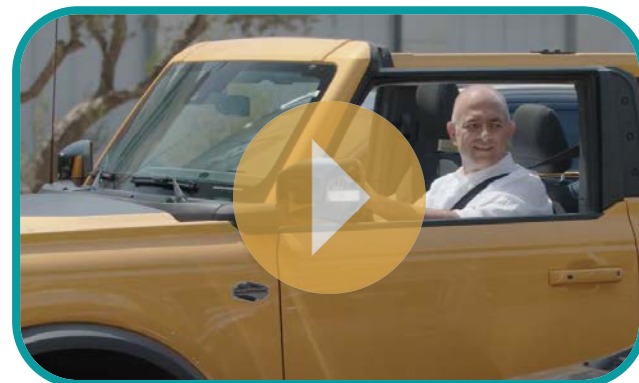
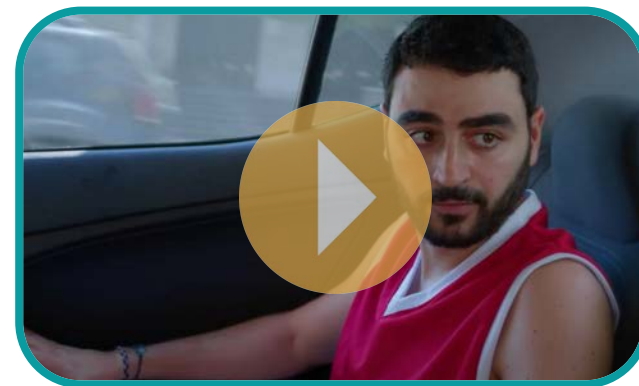
IFRC 2022



This project for IFRC focused on raising awareness about migration and climate change. We created custom illustrations for two music tracks by Mr. Naseer Chamma, the renowned Iraqi composer. Drawing inspiration from the animation themes shared with us, we crafted illustrations to highlight the causes and effects of both migration and climate change. The process was both beautiful and artistic. These animations were showcased at a conference in Cairo in January 2022.

AWARENESS FOR ROAD SAFETY IN JORDAN

UN-ESCWA 2024



Fine Line partnered with UN-ESCWA to develop a road safety campaign in Jordan, focusing on seat belt use and child restraints. Our team produced four unique videos, each conveying powerful messages about the importance of road safety. The videos were shared across digital and social media channels to engage the public, promote awareness, and inspire safer behaviors on Jordan's roads.

| COMMERCIALS

HORSE HEAD TEA

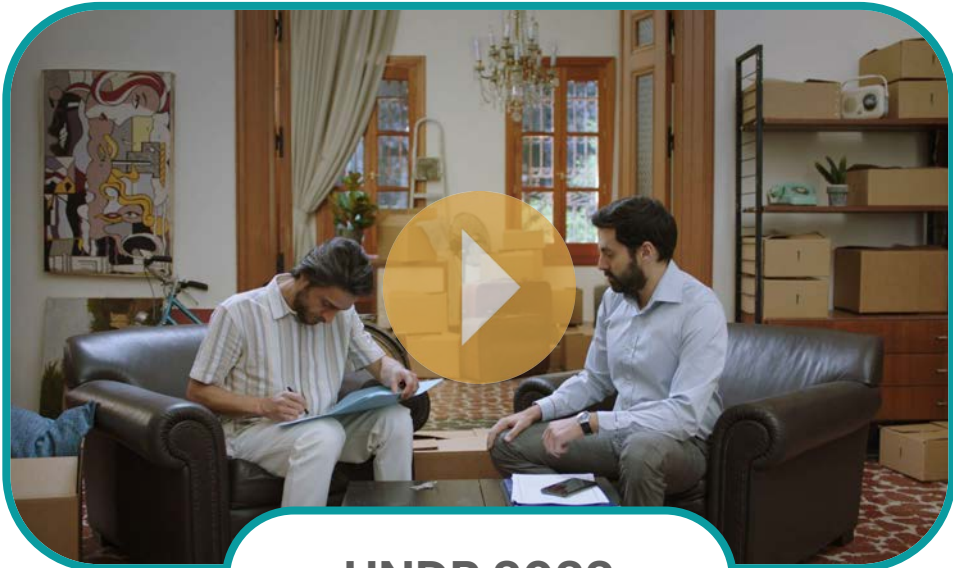
TVC 2023



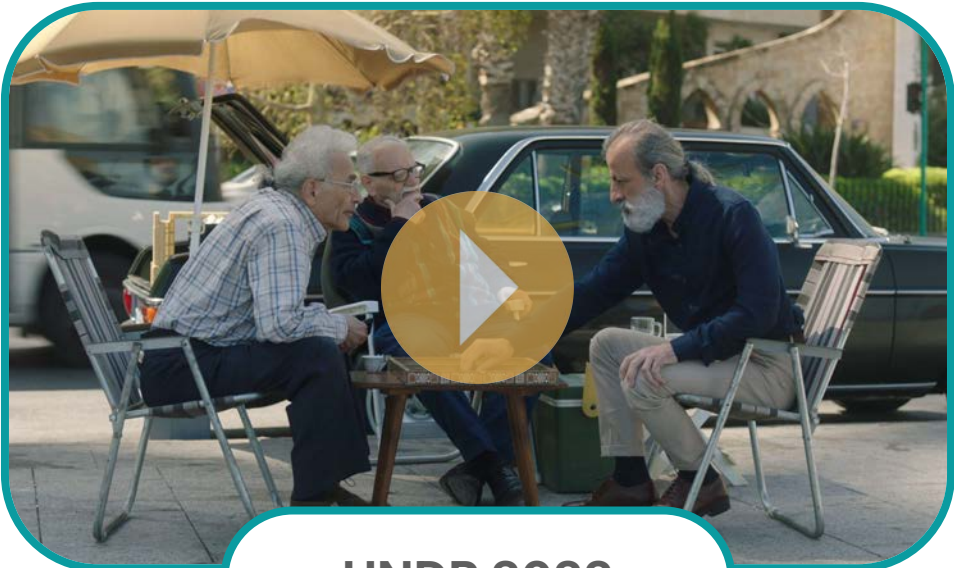
Our creative team worked on a TV commercial to reintroduce Horse Head Tea to the Lebanese market after a long absence. To reconnect with consumers of all ages, our modern ad features a diverse cast enjoying tea in various settings. Inspired by Horse Head Tea's memorable 90s commercial, we updated the original jingle and included iconic phrases from the past. Careful planning helped us select the perfect cast, scout ideal locations, and assemble a talented production team.

COMMERCIALS

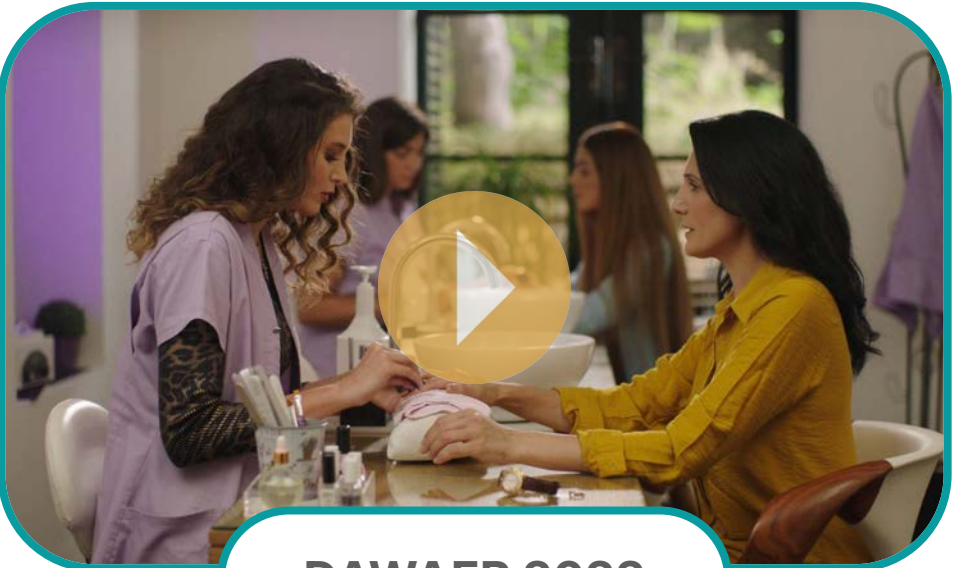
Creating Commercials for Various Clients, From Initial Concepts to Final Broadcasting.



UNDP 2022



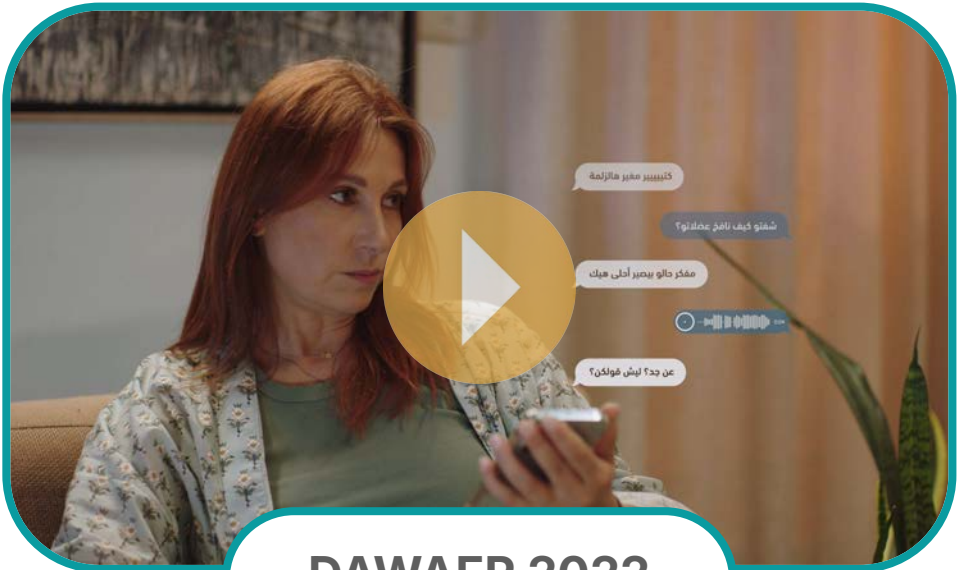
UNDP 2022



DAWAER 2022

COMMERCIALS

Creating Commercials for Various Clients, From Initial Concepts to Final Broadcasting.



DAWAER 2022



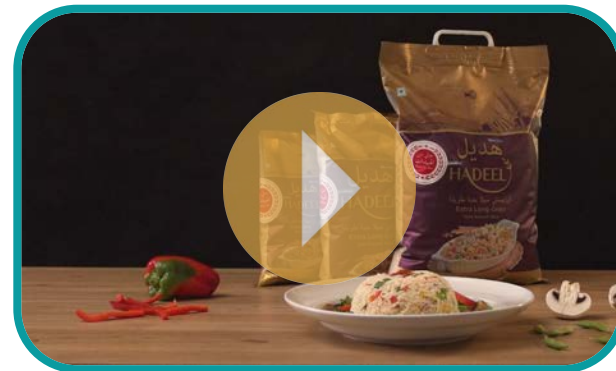
BEKIND 2020



KELLOGG'S 2019

SLOW MOTION FOOD COMMERCIALS

Al Sultan Food Stuff 2021



Four slow-motion videos for Al Sultan Food Stuff, bringing their food brands to life with a fun and creative slow-motion style. Each video captures the food in dramatic and exciting ways, transforming everyday ingredients into spectacular visual experiences. This playful approach not only highlights the quality and appeal of the food but also engages viewers, making the food look irresistible and entertaining to watch. The result is a series of captivating videos that showcase Al Sultan's products in a fresh and dynamic light.

| DOCUMENTARIES

POETIC DOCUMENTARY

Save The Children International 2024



This documentary, shot for Save the Children International, follows kids from the Al-Fayhaa Choir. It highlights how music transforms lives by providing joy, purpose, and emotional expression to children from challenging backgrounds. Guided by a dedicated maestro, the choir teaches valuable life lessons on leadership, discipline, and pursuing dreams. The film celebrates resilience, self-expression, and the profound impact of music and community on young lives.

POETIC DOCUMENTARY

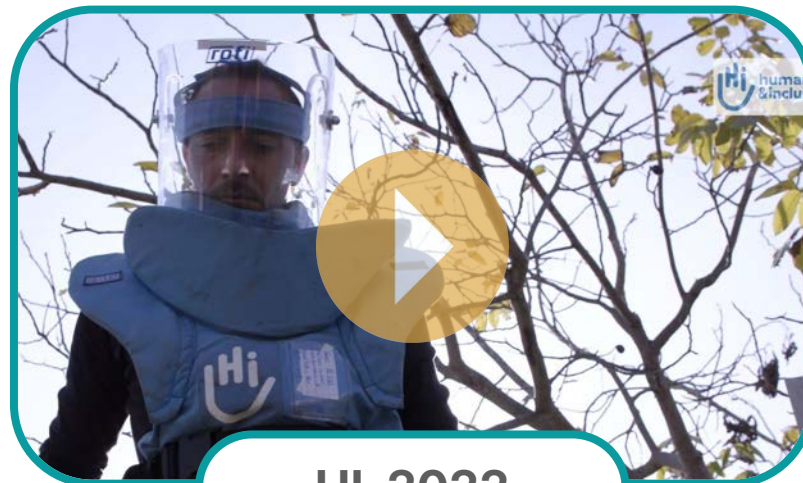
TIF USAID 2023



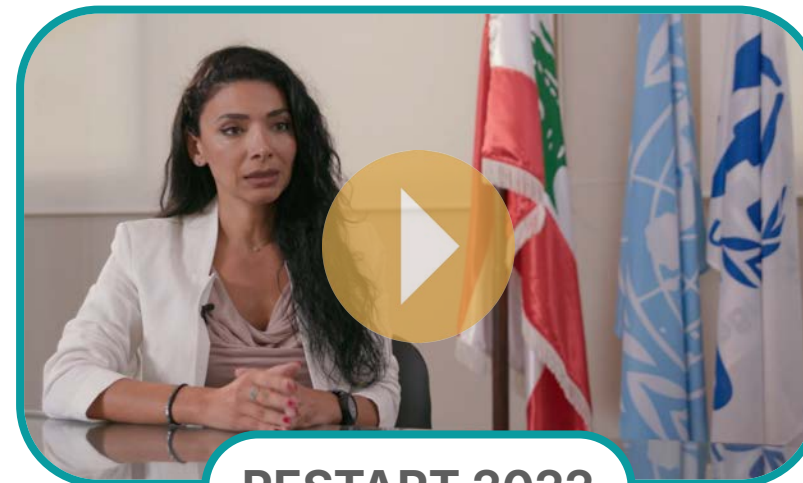
This project by TIF aimed to market Lebanese wine in the US. We sought to craft a poetic narrative, reflecting the rich history of Lebanon and its wineries. Through the journey of a couple touring the country, we showcased the beauty of Lebanon, intertwining scenes of lush vineyards with the vibrant activities that capture the essence of this enchanting land.

INFORMATIVE DOCUMENTARIES

Telling Captivating Stories Through Engaging Documentaries and Insightful Narratives.



HI 2022



RESTART 2022



IFRC 2021



LADE 2018



| SOCIAL MEDIA VIDEOS

SOCIAL MEDIA VIDEOS | PAGE 1

Creating Professional Social Media Videos to Boost Your Online Presence.



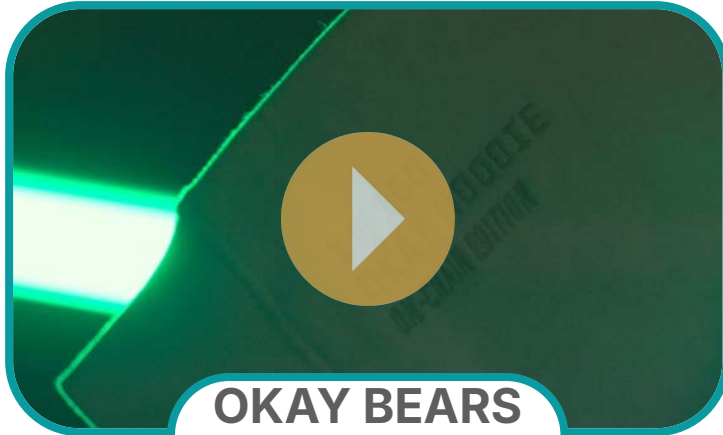
FES 2020



Phoenicia
University 2018



OKAY BEARS
2023



OKAY BEARS
2023



NCLW 2024



KOITA MILK
2023



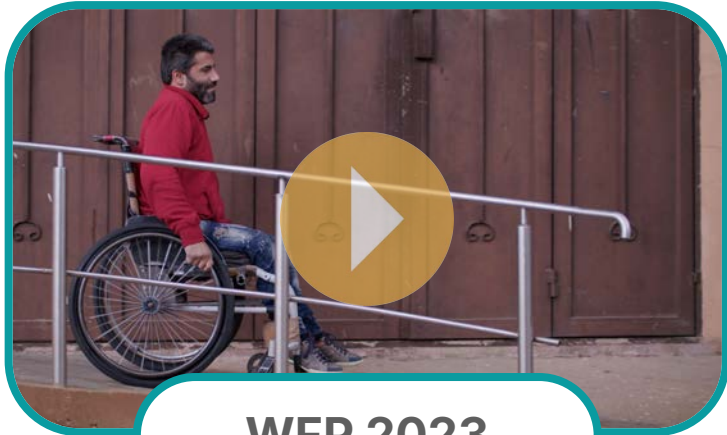
OHCHR 2023



SAWAB 2022

SOCIAL MEDIA VIDEOS | PAGE 2

Creating Professional Social Media Videos to Boost Your Online Presence.



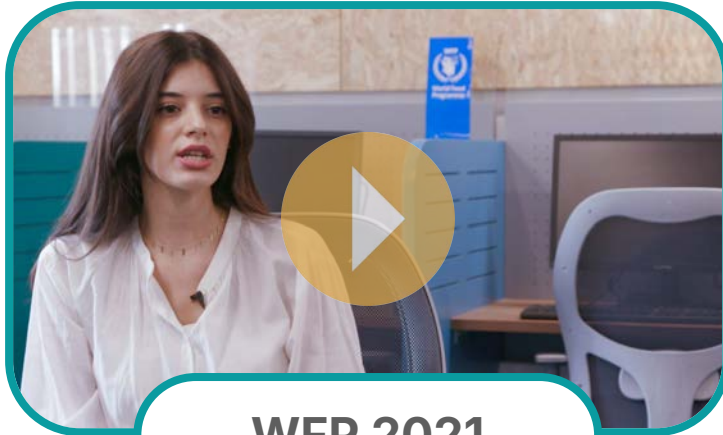
WFP 2023



WFP 2021



WFP 2021



WFP 2021



Save The Children 2023



Save The Children 2023



Save The Children 2023



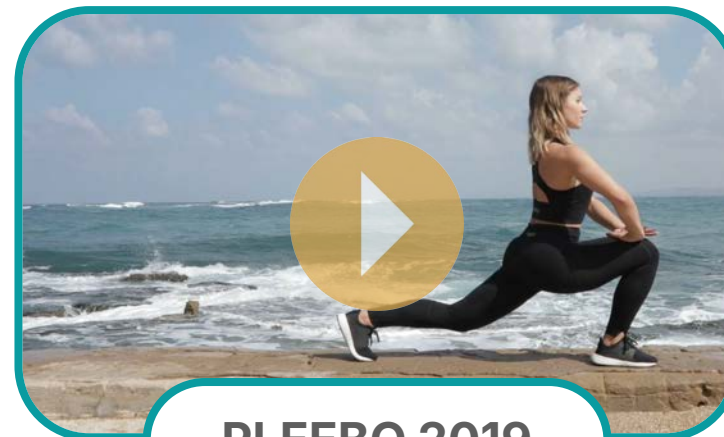
Save The Children 2023

SOCIAL MEDIA VIDEOS | PAGE 3

Creating Professional Social Media Videos to Boost Your Online Presence.



RMF 2020



PLEEBO 2019



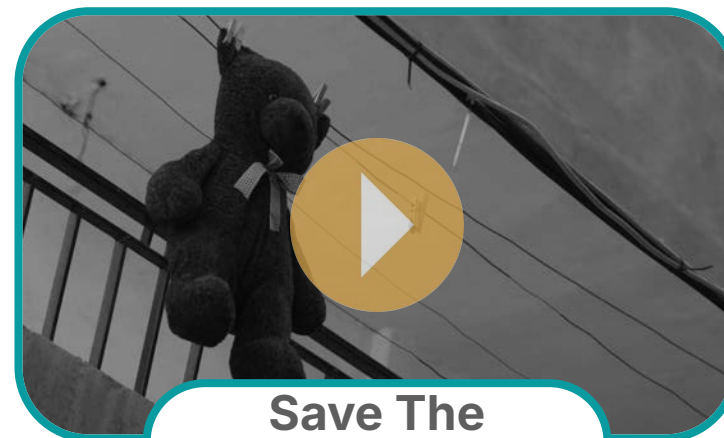
Carrefour 2019



Carrefour 2019



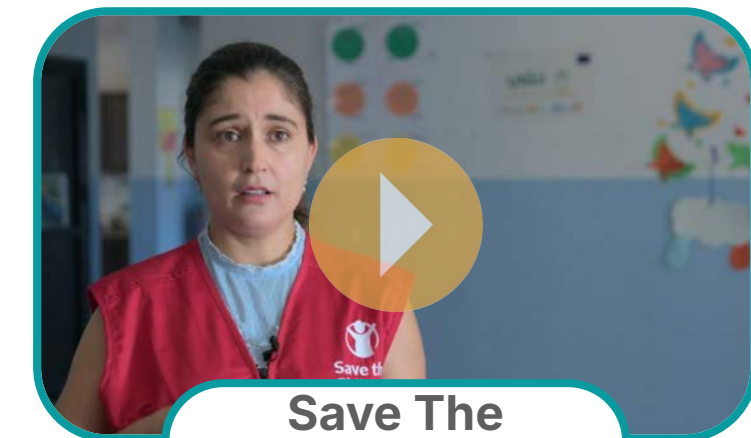
JUSOOR 2023



Save The Children 2022



Save The Children 2023

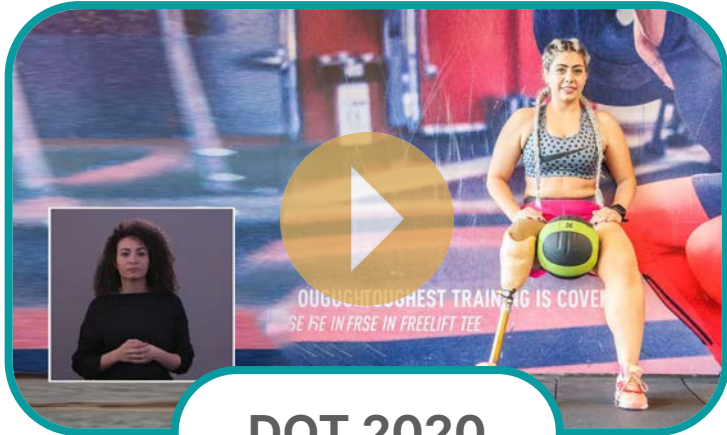


Save The Children 2023



SOCIAL MEDIA VIDEOS | PAGE 4

Creating Professional Social Media Videos to Boost Your Online Presence.



DOT 2020



UNIDO 2023



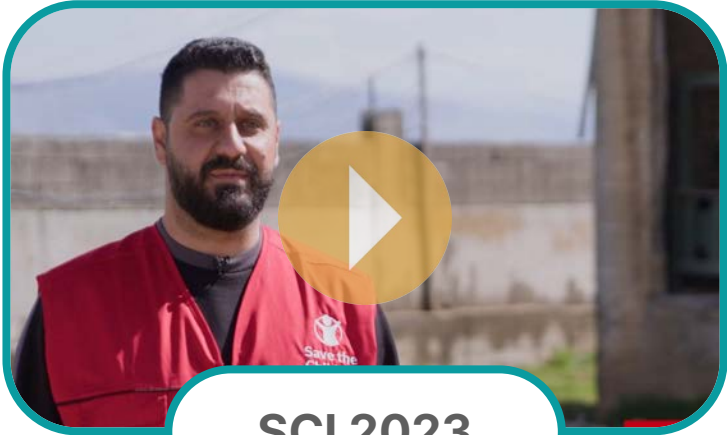
IRC 2024



RMF 2019



SCI 2023



SCI 2023



MED YOUTH 2022



UNRWA 2021

SOCIAL MEDIA VIDEOS | PAGE 5

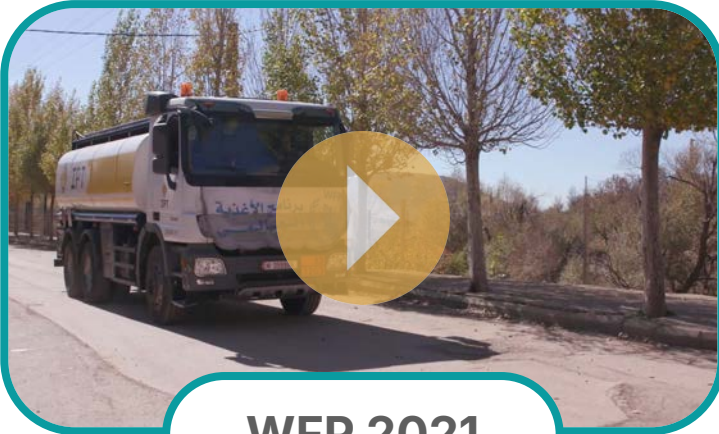
Creating Professional Social Media Videos to Boost Your Online Presence.



MERCY
CORPS 2024



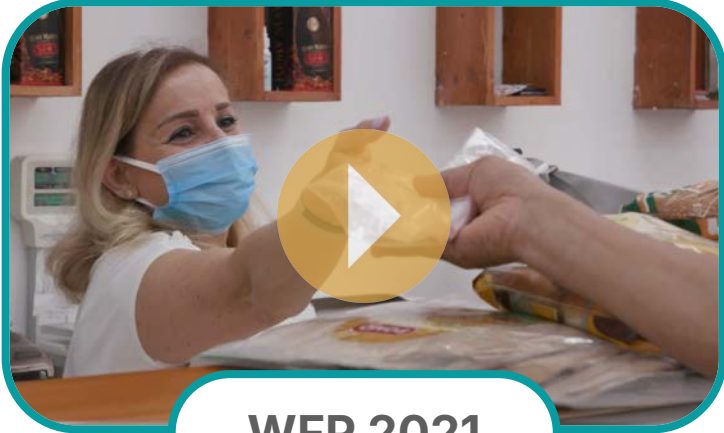
MERCY
CORPS 2024



WFP 2021



STRYKER
2023



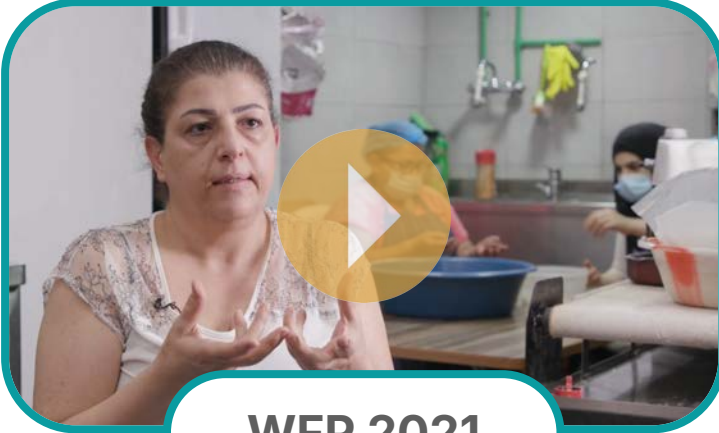
WFP 2021



WFP 2021



WFP 2021



WFP 2021

SCHOOL RAMADAN CAMPAIGN

Jusoor - 2024



We worked with Jusoor for Ramadan 2024 to share the stories of Syrian kids living in camps who are finding hope through education. Despite facing many challenges, these kids are grateful for the chance to learn and grow at Jusoor's school. They talk about how their teachers support them and their dreams for a better future. This campaign shows how important it is for all kids to have access to education and the positive impact it can have on their lives.

| VERTICAL SOCIAL MEDIA VIDEOS

VERTICAL SOCIAL MEDIA VIDEOS | PAGE 1

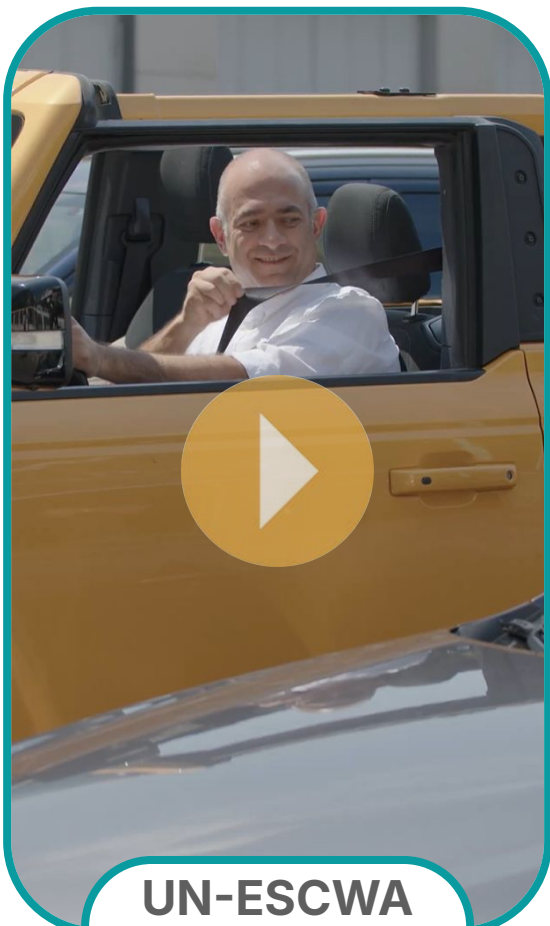
Creating Professional Vertical Videos to Boost Your Online Presence on Platforms Like Tiktok & Instagram.



UN-ESCWA
2024



UN-ESCWA
2024



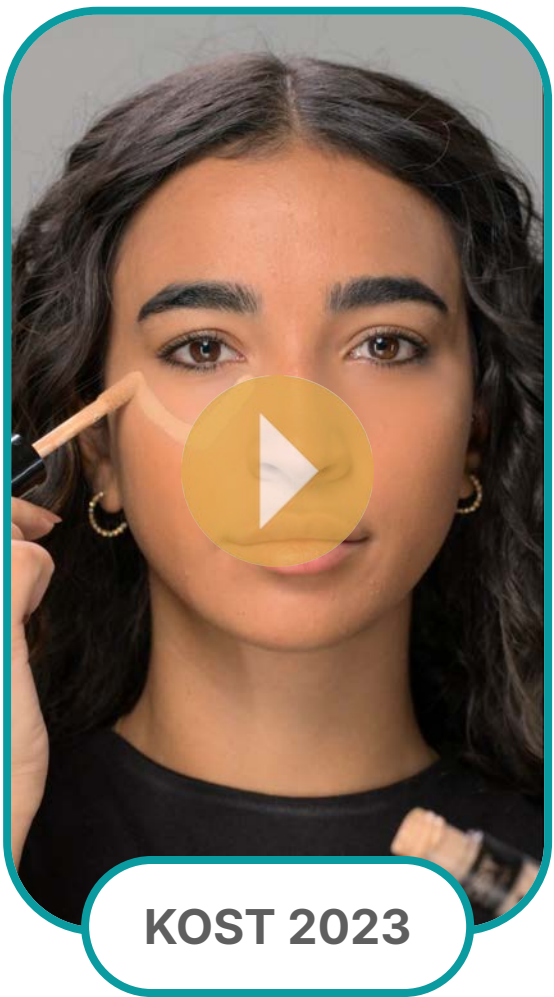
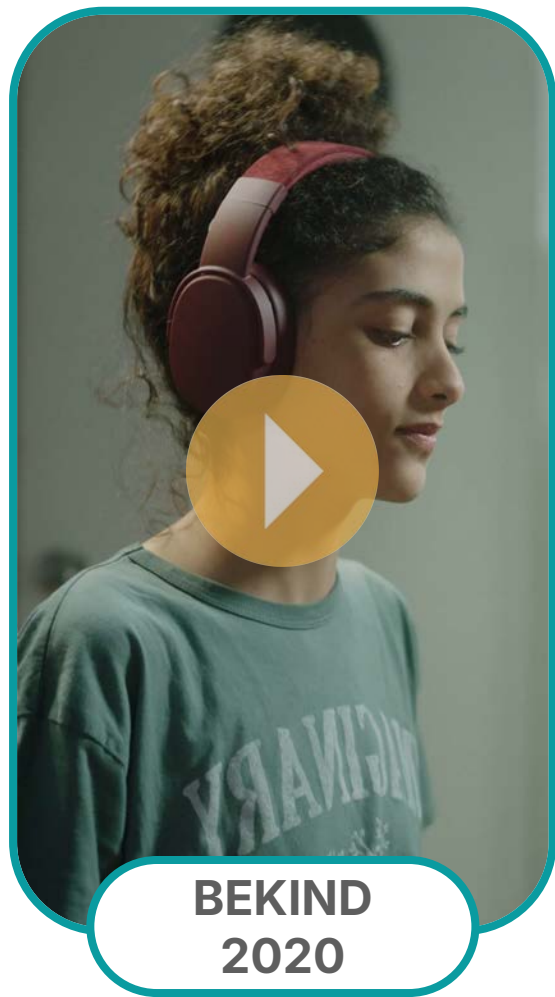
UN-ESCWA
2024



UN-ESCWA
2024

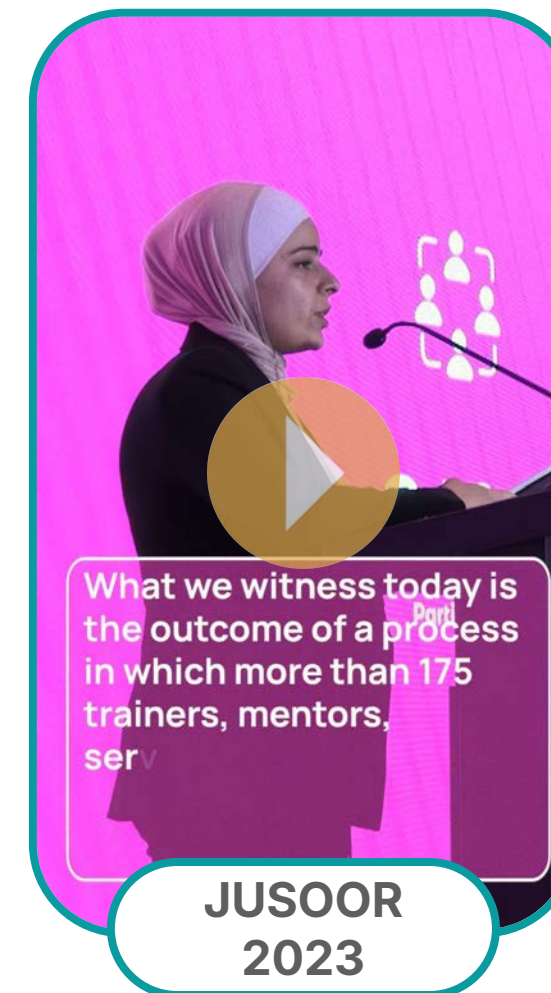
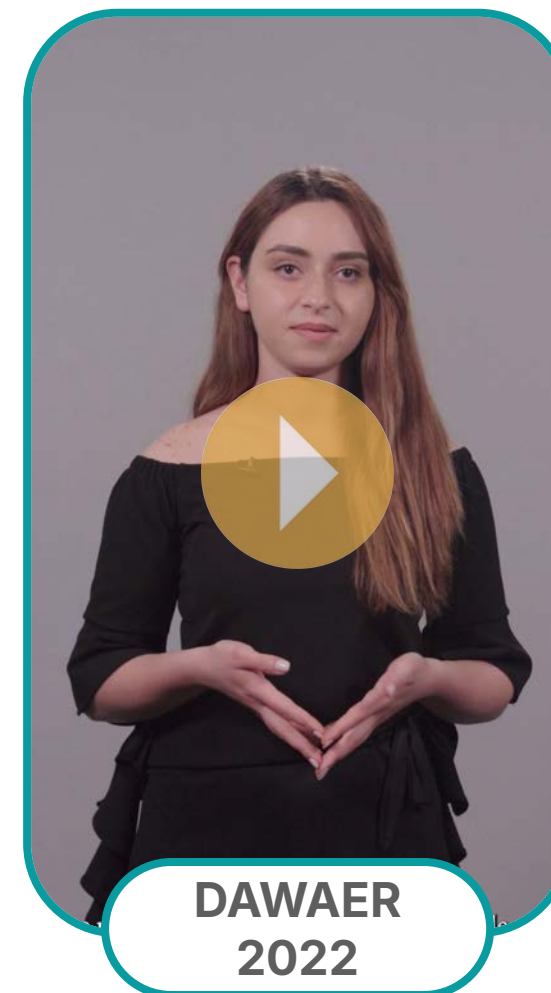
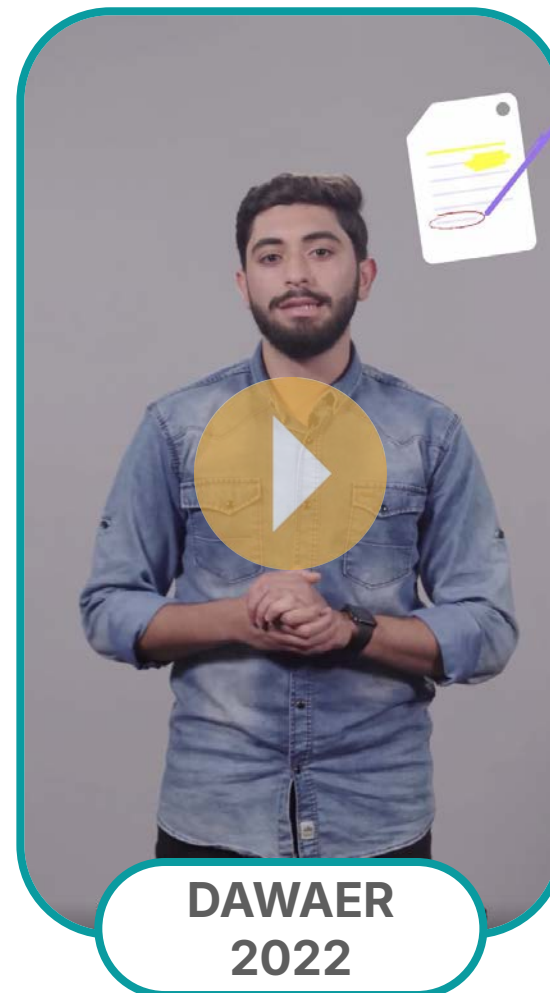
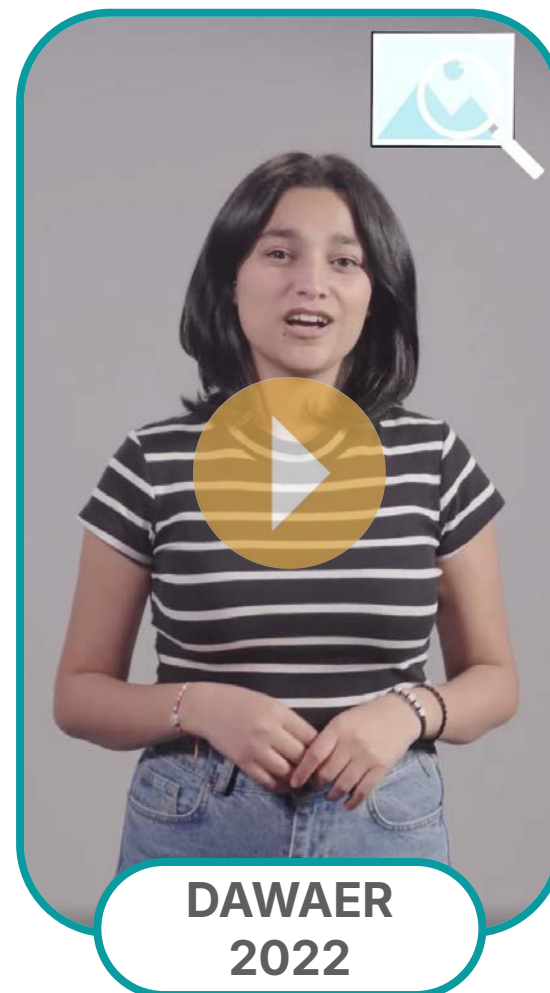
VERTICAL SOCIAL MEDIA VIDEOS | PAGE 2

Creating Professional Vertical Videos to Boost Your Online Presence on Platforms Like Tiktok & Instagram.



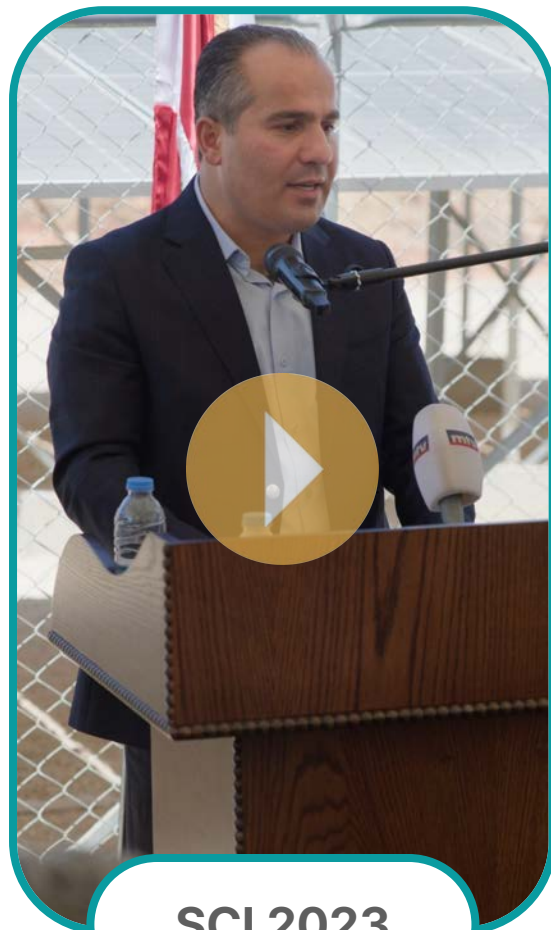
VERTICAL SOCIAL MEDIA VIDEOS | PAGE 3

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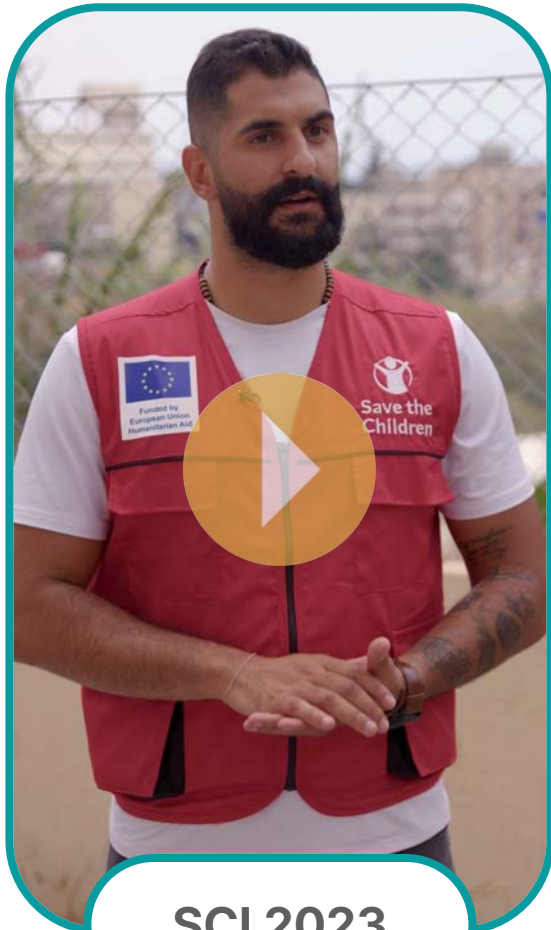


VERTICAL SOCIAL MEDIA VIDEOS | PAGE 4

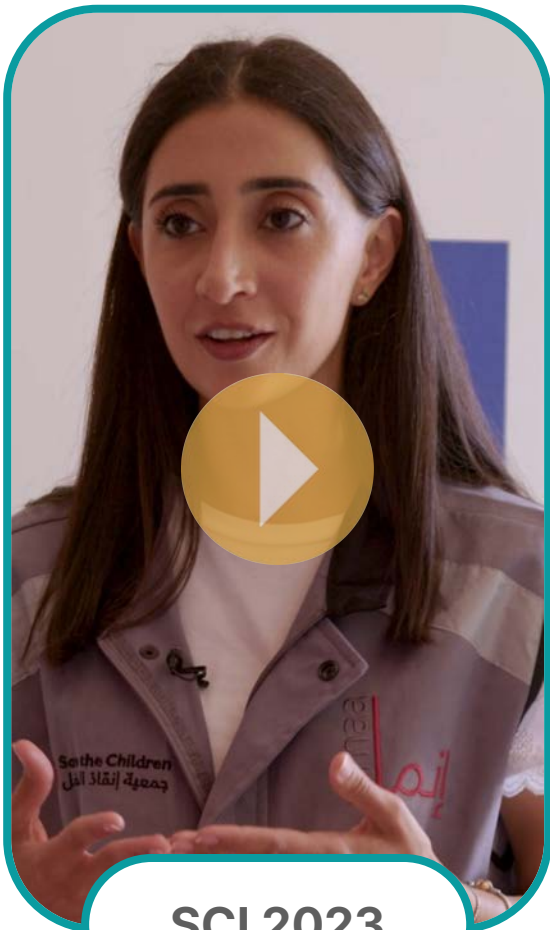
Creating Professional Vertical Videos to Boost Your Online Presence on Platforms Like Tiktok & Instagram.



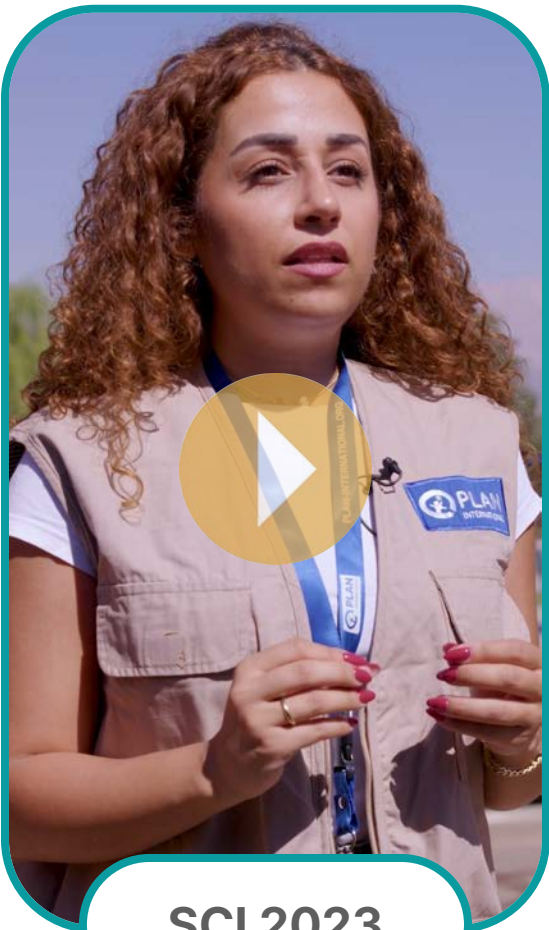
SCI 2023



SCI 2023



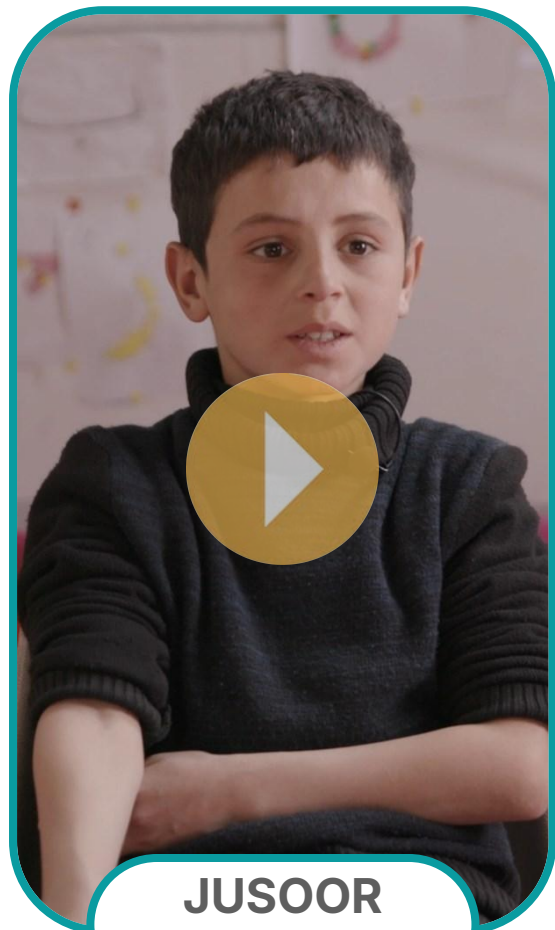
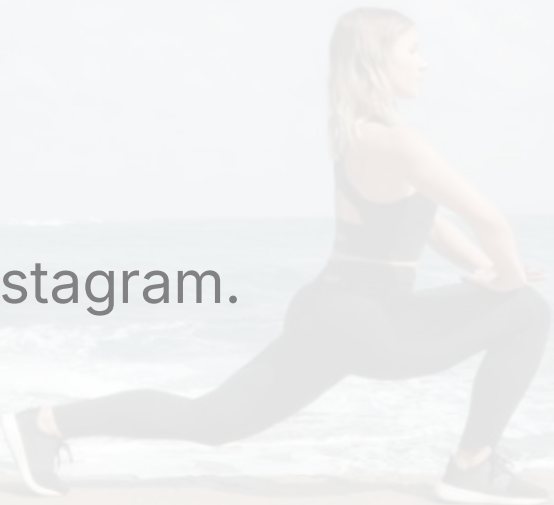
SCI 2023



SCI 2023

VERTICAL SOCIAL MEDIA VIDEOS | PAGE 5

Creating Professional Vertical Videos to Boost Your Online Presence on Platforms Like Tiktok & Instagram.



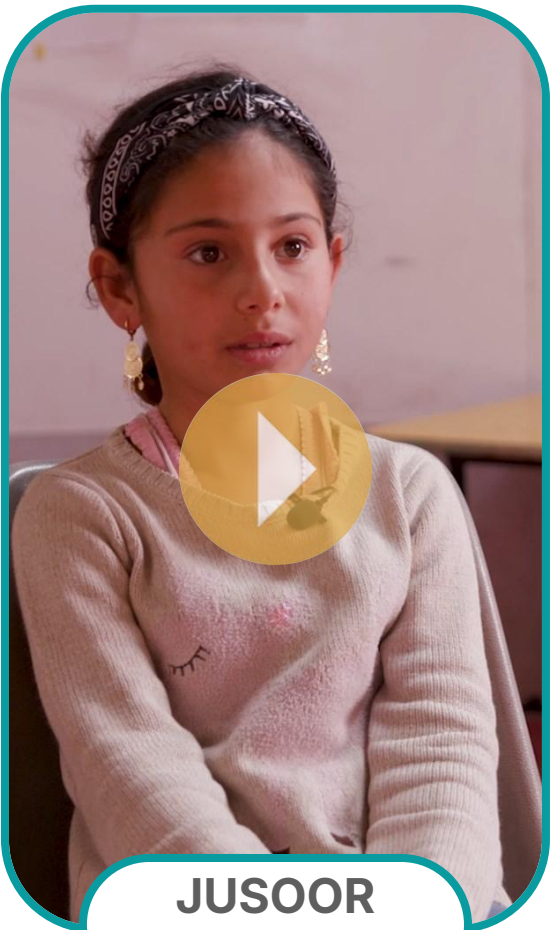
JUSOOR
2024



JUSOOR
2024



JUSOOR
2024



JUSOOR
2024

VERTICAL VIDEOS MADE FOR INSTAGRAM & TIKTOK

BOT 2022



Five Instagram Reels for BOT, with each team member sharing insights about their work. The Reels covered BOT's focus on data security, client onboarding, project management, and workforce strengths. We used creative on-screen handwritten text and animated scratches to make the videos lively and engaging. This project shows how Fine Line can craft eye-catching social media content that tells your story effectively.

| ANIMATIONS

ADVOCATING FOR WOMEN'S WORKPLACE RIGHTS

AiW 2021



An animation campaign created for AiW focused on advocating for women's workplace rights, presented on social media and TV. This campaign, consisting of five animations, highlighted key issues and rights related to family leave, nursery provisions, and parental sick leave. Each video combined impactful storytelling with detailed illustrations, aiming to raise awareness and advocate for better policies to support working parents in Lebanon. The animations were designed to engage viewers and prompt them to learn more about these important issues.

MOTION GRAPHICS

Conveying Your Message Through Dynamic Motion Graphics, and Infographic Videos.

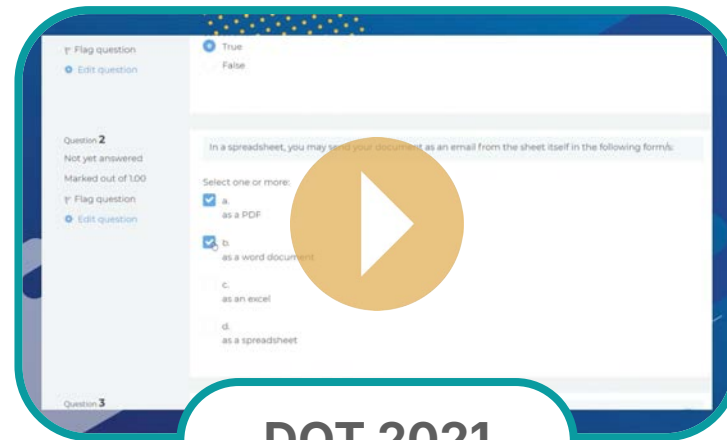


MOTION GRAPHICS

Conveying Your Message Through Dynamic Motion Graphics, and Infographic Videos.



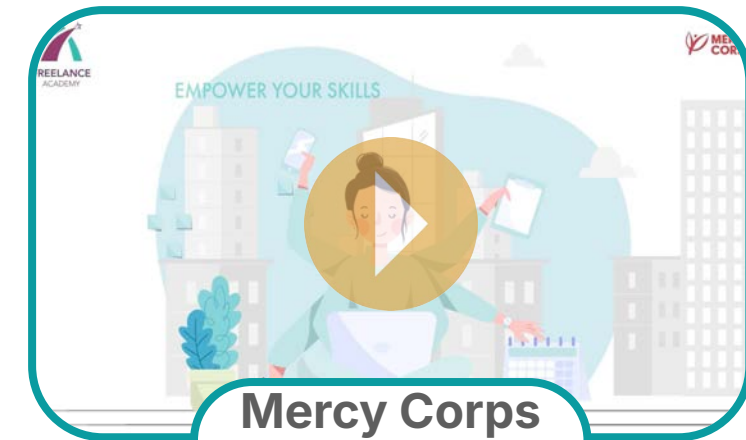
HI 2023



DOT 2021



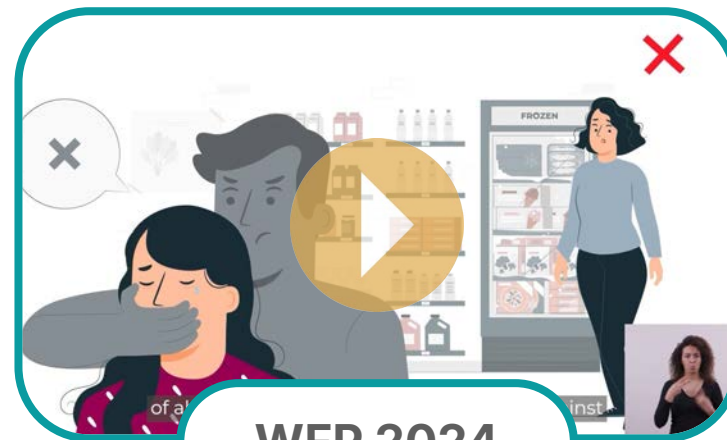
Ecovision
Festival 2023



Mercy Corps
2024



UNRWA
2022



WFP 2024



WFP 2024



QATAR UNI
2022

MOTION GRAPHICS

Conveying Your Message Through Dynamic Motion Graphics, and Infographic Videos.



UNRWA 2021



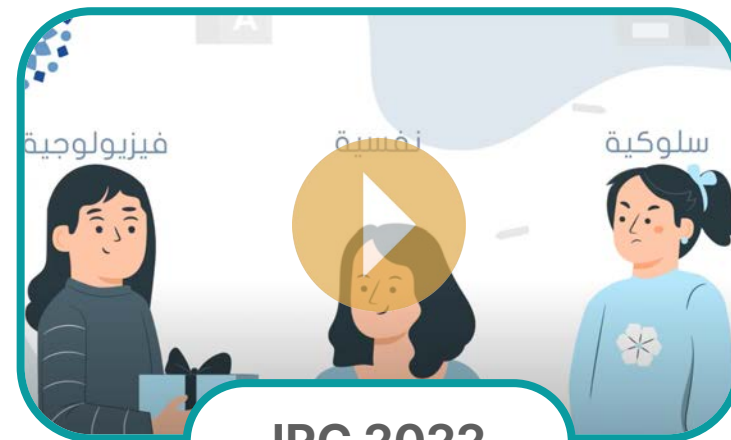
DOT 2021



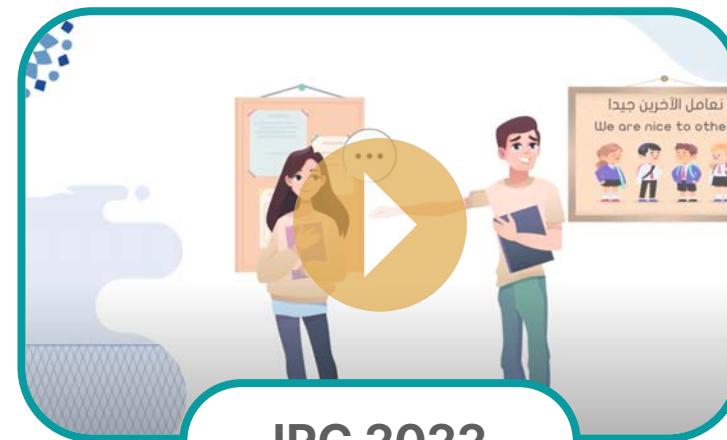
UNIDO 2020



Zaky 2022



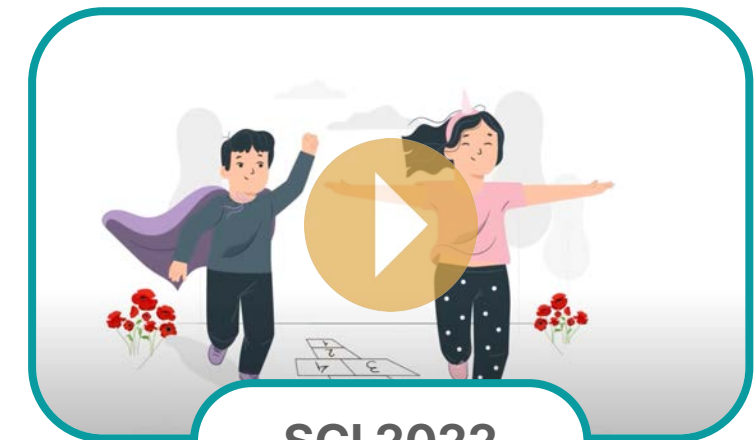
IRC 2022



IRC 2022



SCI 2022



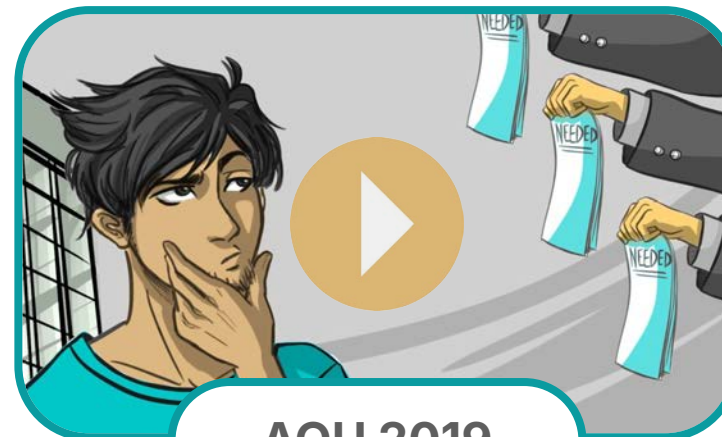
SCI 2022

HAND DRAWN ANIMATION

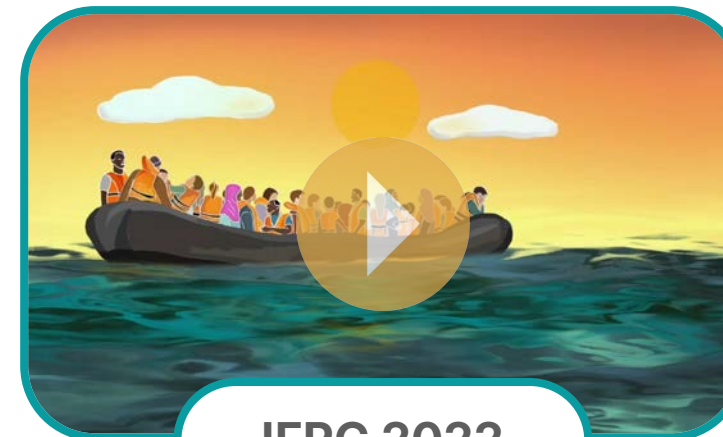
Expressing Your Message Through Animated Hand Drawings and Artistic Animations.



UNICEF 2024



AOU 2019



IFRC 2022



DRC 2022



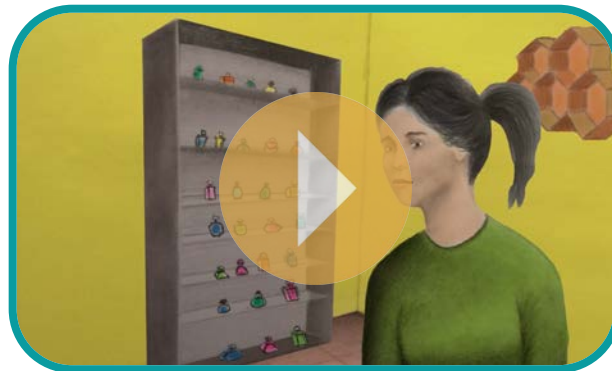
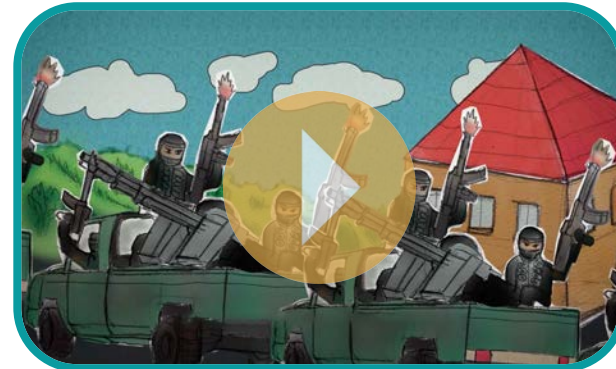
EFI 2023



IFRC 2022

SERIES OF HAND DRAWN ANIMATIONS

IMC 2021

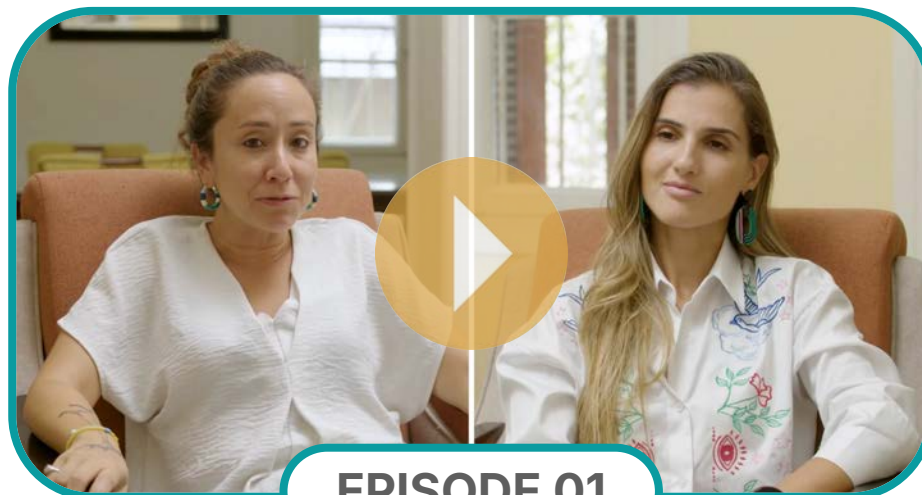


We worked on these animations for the International Medical Corps to highlight the incredible resilience of four women as they journey from war-torn Syria to Lebanon, facing psychological and social hurdles along the way. We decided with IMC on a simple, dramatic, rough hand-drawn animation style. This approach adds a layer of authenticity and intensity, drawing viewers into the stark realities these characters confront and amplifying the dramatic mood that shapes their lives. Talented voice actors were hired, adding depth to these stories with their powerful performances, highlighting the refugees' incredible resilience.

| PODCASTS & WEBSERIES

PODCASTS

Kelmeh Wehdeh, a podcast about communication 2025



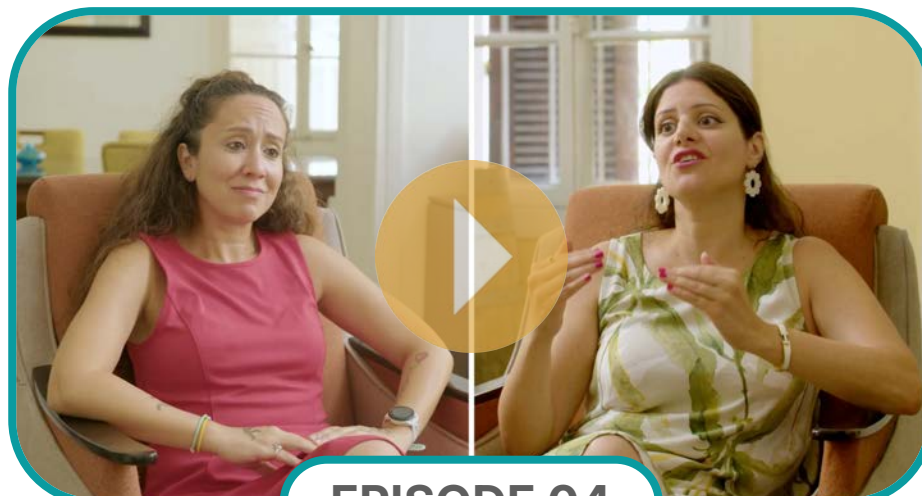
EPISODE 01



EPISODE 02



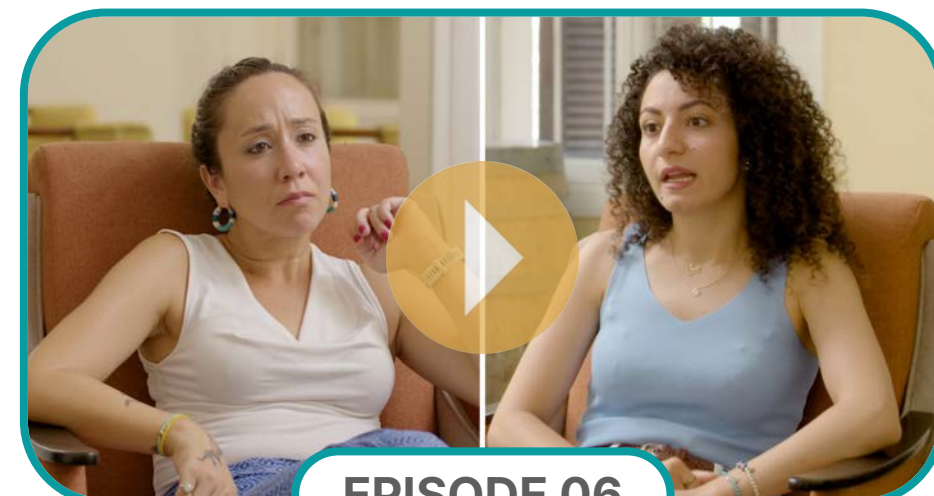
EPISODE 03



EPISODE 04



EPISODE 05



EPISODE 06

PODCASTS

KONRAD 2021



EPISODE 01



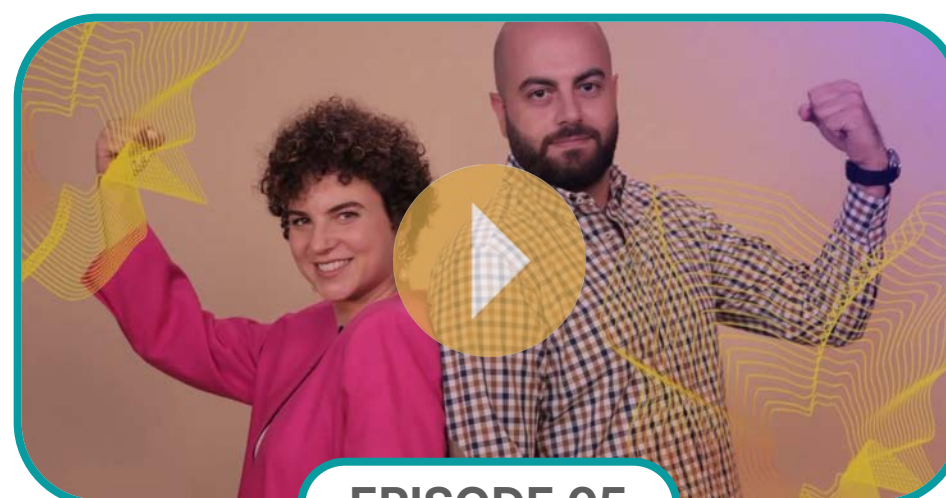
EPISODE 02



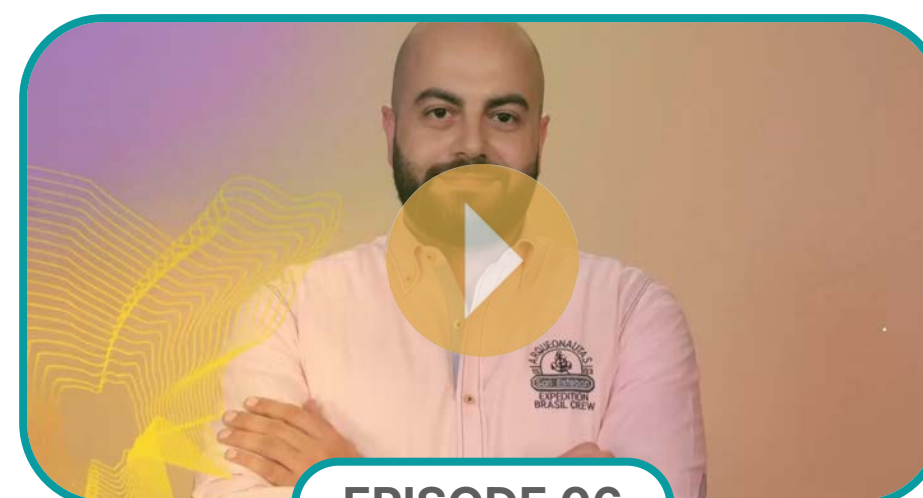
EPISODE 03



EPISODE 04



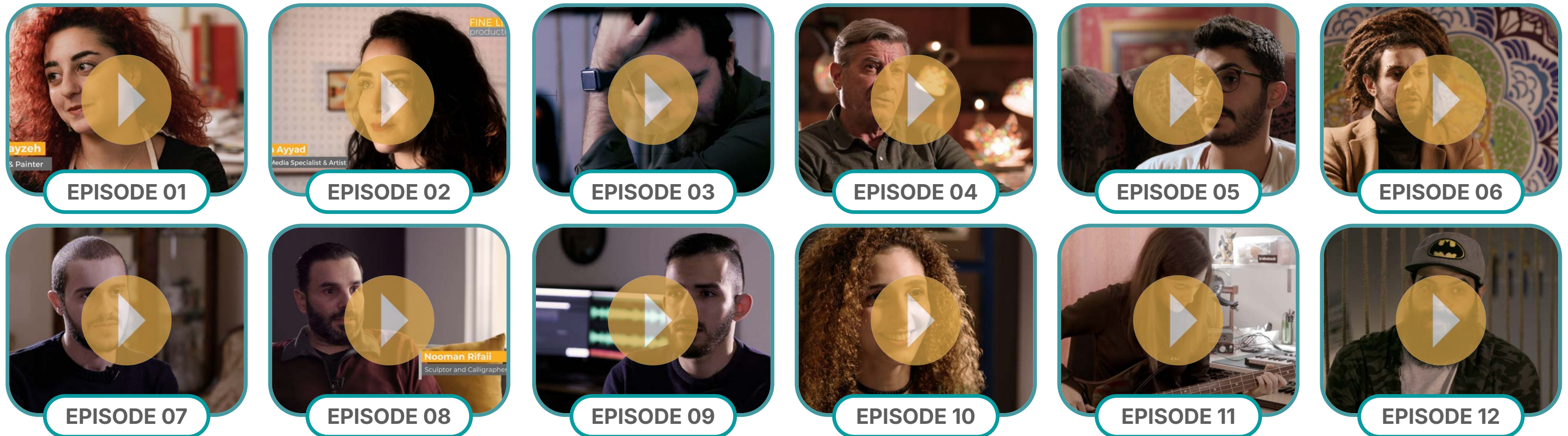
EPISODE 05



EPISODE 06

WEBSERIES

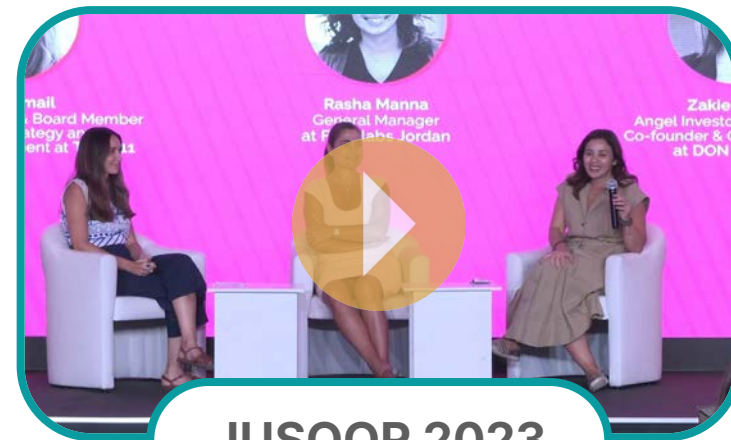
Fine Line - ArtLine Season 1 | 2017-2018



| EVENTS COVERAGE & LIVE ONLINE STREAMING

LIVE STREAMING & EVENTS COVERAGE

Creating Authentic Audience Connections With Event Coverage & Live Online Streaming.



JUSOOR 2023



AUF 2021



FNF 2023



OHCHR 2023



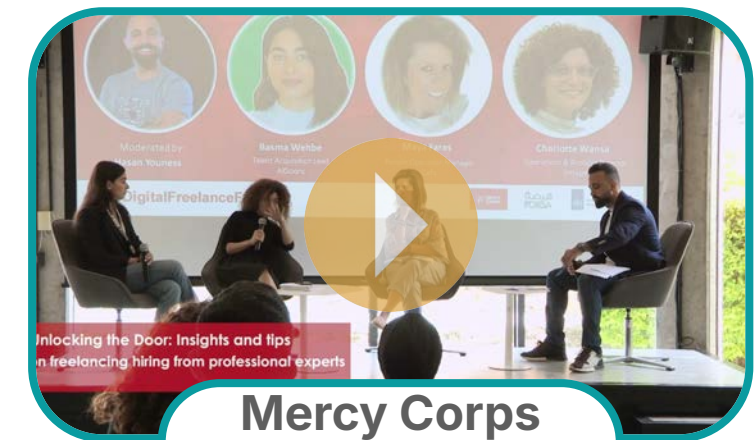
Phoenixia
University 2019



PRIO 2022



RIGHT TO PLAY
2019



Mercy Corps
2023

| SHORT FILMS

SHORT FILM - 48 HOUR FILM PROJECT

Fine Line Team - 2022



Synopsis:

In Beirut, two lifelong friends go on a drive that turns into a nostalgic trip as they remember their lost best friend. Their journey becomes a heartfelt exploration of memories, laughter, and longing.

About the 48 Hours Film Project:

The 48 Hours Film Project is a fun and intense challenge where filmmakers have one weekend to make a short film from scratch. It starts on Friday night with teams drawing a genre and getting a few required elements. Then, they dive into writing, shooting, and editing to finish their film by Sunday night. The best part is seeing the film on the big screen and watching the audience's reactions, celebrating the joy of creating stories together.

[CLICK HERE FOR FINE LINE LEGAL DOCUMENTS](#)

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