



For over fifteen years, Zawayaya has produced the campaigns that the region's *banks, ministries, oil sector and retail giants* stand behind.

A Kuwaiti company at heart, Zawayaya has grown from Kuwait across the wider GCC and into Egypt, bringing 3D, motion, film and design together under one roof, at a scale and standard few studios in the region can match.

A record built on trust

15 years +

Of production excellence, from our roots in Kuwait to the wider GCC and Egypt.

14 years

Of unbroken partnership with the National Bank of Kuwait.

93 %

Of our clients return, renewing their partnership for more than five years running.

4 %+

Average uplift in annual growth our long-term partners achieve across renewals.

Leading the media production behind **Abyat Megastore's** expansion across the Gulf region.

Trusted to deliver the nation's **largest government media plans** and public-sector campaigns.

Our services

A single studio for every stage of high-end production: concept, craft and delivery.

01 3D TVC & Commercials

Cinematic 3D television commercials and hero product films built frame by frame.

02 Motion Graphics

Broadcast-grade motion design, titles and explainers for brands and broadcast.

03 Post-Production & VFX

Editing, compositing, colour grading and finishing to a broadcast standard.

04 Corporate-Scale Campaigns

End-to-end campaign production for national brands and institutions.

05 Documentary & Film

Long-form storytelling for government bodies and the oil and energy sector.

06 Reels & Social Content

Short-form creative engineered for reach and platform performance.

07 Digital Painting & Concept

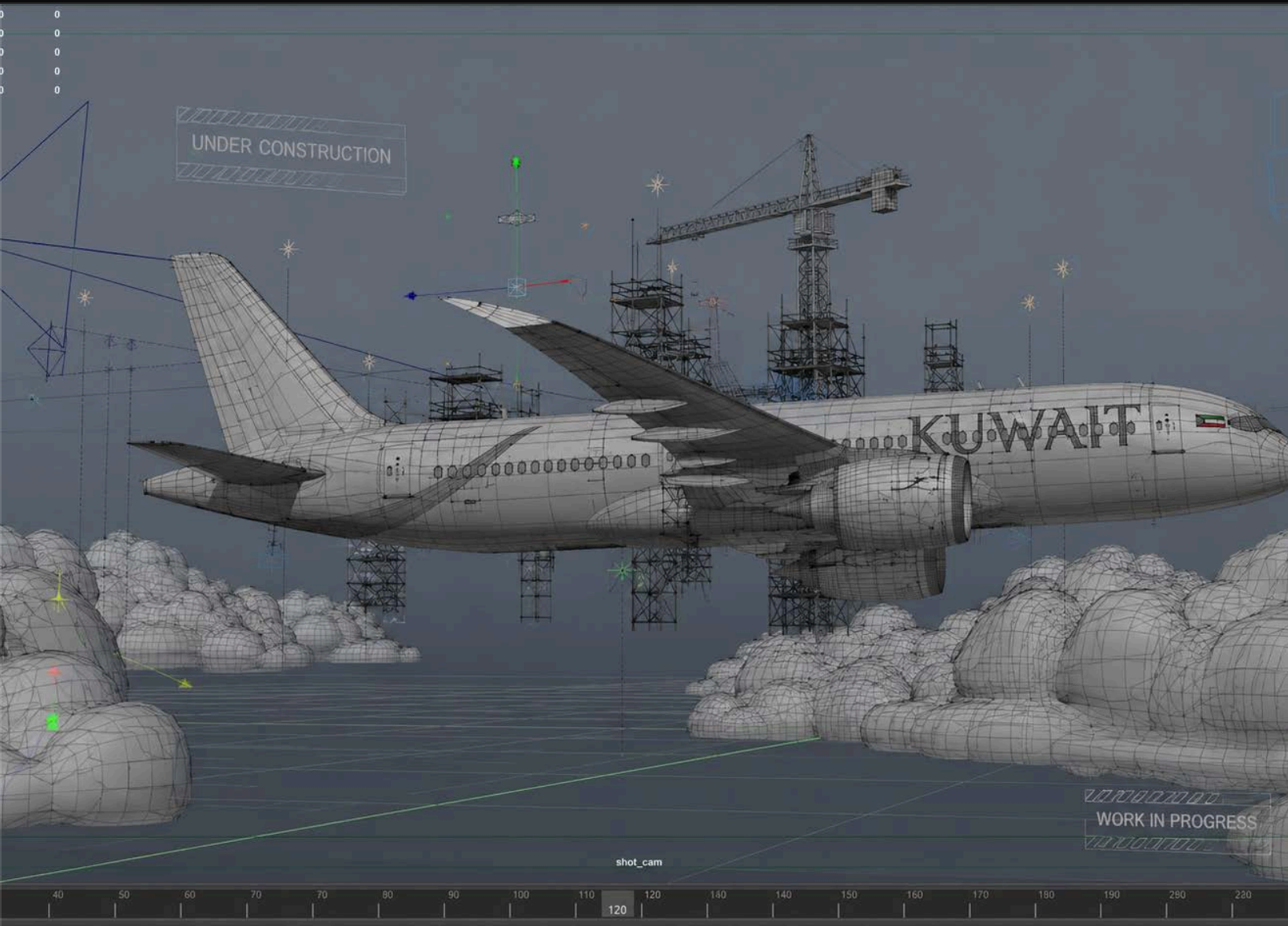
Matte painting, concept development and world-building for every project.

08 High-Level Media Production

Large-format media plans, launches and events at national scale.

From wireframe to final render

Every frame we deliver travels the same disciplined path, a pipeline refined over sixteen years of production.



01 — WIREFRAME & BLOCK-OUT



06 — FINAL GRADED RENDER

01
Concept & Storyboard

02
3D Modeling

03
Lighting & Texturing

04
Animation

05
Render & Composite

06
Grade & Delivery

ABYAT MEGASTORE · HOME OF HOMES

A Ramadan to Remember

Zawaya's flagship Ramadan production for Abyat, fusing live-action with fully built 3D worlds.

BROADCAST ON **mbc** | AWARD-WINNING · MOST-VIEWED

CONCEPT & SCRIPT

DIRECTION

LIVE-ACTION

FULL MUSIC PRODUCTION

VFX & COMPOSITING

COLOUR GRADE



Craft at cinema scale, with a deep hidden message

Beneath the craft sits a layered message of Saudi women's empowerment. The ballerina is deliberate, a form once unthinkable on screen here, and she takes flight for freedom, ambition and a place at the centre of the frame. Every beat is staged in *lavender* الخزامى, the exact hue adopted for the Kingdom's new political protocol and national vision, so the film reads as culture and country in the same breath. Her rise mirrors the nation's; the palace she moves through opens rather than confines her. Carried by Saudi singer Zaina Emad and ballerina Jenan Kamal, and broadcast on MBC, recognition, not accident.

For Abyat, Home of Homes, Zawaya conceived and produced a flagship Ramadan brand film built to feel like cinema, not advertising. A single performer moves through a dreamlike palace of light and mist, reimagined and extended entirely in 3D.

CLIENT
Abyat Megastore

SCOPE
Full Production

CAMPAIGN
Ramadan TVC

CRAFT
Live-Action + 3D

PORTFOLIO 01

3D & Motion Graphics

Photoreal product films and hero shots produced for the region's leading banks, airlines and retailers.

NBK 247 · NBK AL JAWHARA · NBK × HARRODS · KUWAIT AIRWAYS



Banking, finance & seasonal campaigns

3D MOTION



NATIONAL BANK OF KUWAIT
247 Prepaid Cashback



NATIONAL BANK OF KUWAIT
Al Jawhara, The Jewel



NBK x HARRODS
Visa Infinite



KUWAIT AIRWAYS
Oasis Club Loyalty

A FIRST FOR KUWAIT | National Bank of Kuwait

The first vertical bank cards ever revealed in Kuwait

Zawayya conceived and produced NBK's debut reveal of a fully vertical card portfolio, photoreal 3D craft that reimagined how a card is shown, and set a new visual standard for banking in the region.

CONCEPT & ART DIRECTION

PHOTOREAL 3D & PRODUCT RENDERING

CAMPAIGN REVEAL



One portfolio, rendered to a single standard

Every tier — Signature, Platinum, Privilege, Infinite, Multicurrency and the K-Net debit — modelled and lit as one coherent family.



Music & Sound Production

In a single season, Zawaya became one of the leaders in Kuwait's music industry, producing for the region's top-tier artists and brands.

ABDULMAJEED ABDULLAH · ABDULLAH AL ROWAISHED · RASHED AL MAJED AND MORE

Selected productions

MUSIC



FEATURED CAMPAIGN



مؤسسة الكويت للتقدم العلمي

KFAS · SCIENCE MONTH BOOK FAIR

المحيط *The Ocean*

The animated campaign for an interactive pop-up book, unveiled at Kuwait's Science Month book fair and brought to life in a handcrafted paper world.

CONCEPT & ART DIRECTION

PAPER-CRAFT 3D

ANIMATION

VFX

OUT-OF-HOME

من الأعماق نكتشف، ومن الكتب نتعلم

From a child's desk to the ocean floor

FEATURED — KFAS



An interactive pop-up book for KFAS, brought to life in tactile paper-craft, from a child's desk to the ocean floor. Screen to street, with billboards across Kuwait in partnership with The Scientific Center and Science Month.

CLIENT
KFAS

CAMPAIGN
The Ocean

STYLE
Paper-craft 3D

MEDIUM
TVC + OOH



FEATURED — ASCC · 3-YEAR PARTNERSHIP



مركز الشيخ عبد الله السالم الثقافي
SHEIKH ABDULLAH AL SALEM CULTURAL CENTRE

Three years shaping a cultural landmark

Since its launch in Kuwait, Zawaya has handled the marketing content and branded campaigns for the ASCC across three years, from documentaries and commercials to social media and event advertising. It began with the ASCC's first official ad, for which we produced the music, sound design and mix.



COMMERCIAL AD · SOUND DESIGN & MIXING

- DOCUMENTARIES
- COMMERCIALS
- SOCIAL MEDIA
- EVENT ADVERTISING
- SOUND DESIGN & MIXING

3 years of one cultural voice



Documentaries



Social Media
Content



Seasonal
Campaigns



Music
Production



Animations

بكويت جاء ليلهمنا

A nation that inspires the journey of mankind

A cinematic lyric video for the ASCC, produced by Zawaya, carrying Kuwait's story of ambition from Earth to the stars. Performed by Humood Alkhudher and written by Saif Fadhel.

CLIENT
ASCC

FORMAT
Lyric Video

CRAFT
Graphics



Government & Culture 13 BODIES



Banking & Finance 8 BANKS



Oil & Energy 6 COMPANIES



Telecom 10 OPERATORS



Education INSTITUTES



Broadcast & Media ON-AIR PARTNERS



Trusted by the region's defining institutions

From national ministries and the country's largest banks to its energy giants and telecom leaders — Zawaya is the production partner behind the Gulf's most important brands.

70+

National & regional clients

7

Core sectors served

GOVERNMENT	BANKING	ENERGY	TELECOM	RETAIL & CONSUMER	DENTAL & MEDICAL	EDUCATION
Ministry of Education	National Bank of Kuwait - NBK	Kuwait Petroleum Corp.	Ooredoo - Qatar	Abyat	Asnan Tower	Kuwait University
Ministry of Interior	Kuwait Finance House	Kuwait Oil Company	Ooredoo - Kuwait	Xcite	Asnan Kids	Gulf University for Science &
Ministry of Information	Boubyan Bank	EQUATE	Zain Group	Acico	Bayan Dental	Technology
Ministry of Justice	KIB	Oula	Zain - KSA	Alghanim Industries	Clinica	KFAS
Ministry of Electricity & Water &	Warba Bank	SOOR Fuel Marketing	Zain - Kuwait	Al Oula Metal Co.	Almaidan Clinic	Qatar Foundation
Renewable Energy	Kuwait Credit Bank	ALFA	STC - KSA	Trolley	Al Jarallah German Center	Sabah Al Ahmad Talents & Creativity
Ministry of Commerce & Industry	Industrial Bank of Kuwait		STC - Kuwait	Talabat & Carriage	Dasman Diabetes Institute	Center
KDIPA	Riyad Bank		VIVA	Oxygen Gyms	Pharmazone	Kuwait Science Club
Kuwait Industries Union	KFH Capital		Wataniya Telecom			ASCC
Kuwait Credit Bank	Weyay Bank		Etisalat - UAE			Abdullah Al Salem University
Jaber Al Ahmad Cultural Centre	Tam Bank		Qualitynet			Jeem TV
Kuwait Airways			Mobily			

Why the region's most demanding clients keep coming back

We know how to understand you

We grasp exactly what each client needs, and deliver work of genuine impact, because your return is what earns ours.

Trusted at national scale

Fourteen years with NBK and the country's largest government media plans speak for themselves.

Everything under one roof

Concept, 3D, motion, film, sound and finishing, all from a single accountable partner.

One of the region's largest studios

A deep bench of 3D, animation and film talent capable of absorbing the most ambitious briefs.

Fifteen years, no compromise

A standard of craft we have never lowered, the reason our clients renew, season after season.

LET'S WORK TOGETHER

Let's create the work your
brand will be remembered for.

WWW.ZAWAYAGCC.COM