



FTEN

**Strategic, purpose-led content
engineered for 10X performance**

A film crew is working in a desert environment. In the foreground, a man in a black bucket hat and a vest with a UAE flag on the back is looking at a device. To his right, another man in a white shirt and a red and white checkered headscarf is holding a boom microphone. In the background, a man in a white t-shirt and sunglasses is operating a camera on a tripod. A white SUV is parked on the left, and a Red Bull rally car is on the right. The scene is set in a vast, open desert with mountains in the distance.

Our story

Our story

BORN IN THE 90s

At First and Ten Productions (FTEN), our mission has always been to help brands **stand out amongst the noise.**

Founded in 1999 and expanding into the Middle East in 2013, FTEN made its mark in Dubai by producing content for global icons like Netflix, Red Bull and Will Smith, alongside many of the region's leading brands and agencies.

Our founders



Production with Will Smith's bucket list challenge



AS THE INDUSTRY EVOLVED, SO DID WE...

In 2020, FTEN X was born as an agency sub-brand of First and Ten Productions created to challenge the outdated production house model. We saw a gap between premium, well-produced content and the results it was meant to deliver for the market.

FTEN X was built to close that gap.

Now, in partnership with 10X Group, a digital agency mastering the economy of attention, we bring together purpose-led content, smart strategy, and performance-driven delivery to help brands grow, connect, and convert all under one roof.



FIRST & TEN
PRODUCTIONS

Evolved to

FTEN X

Partnered with

10GROUP

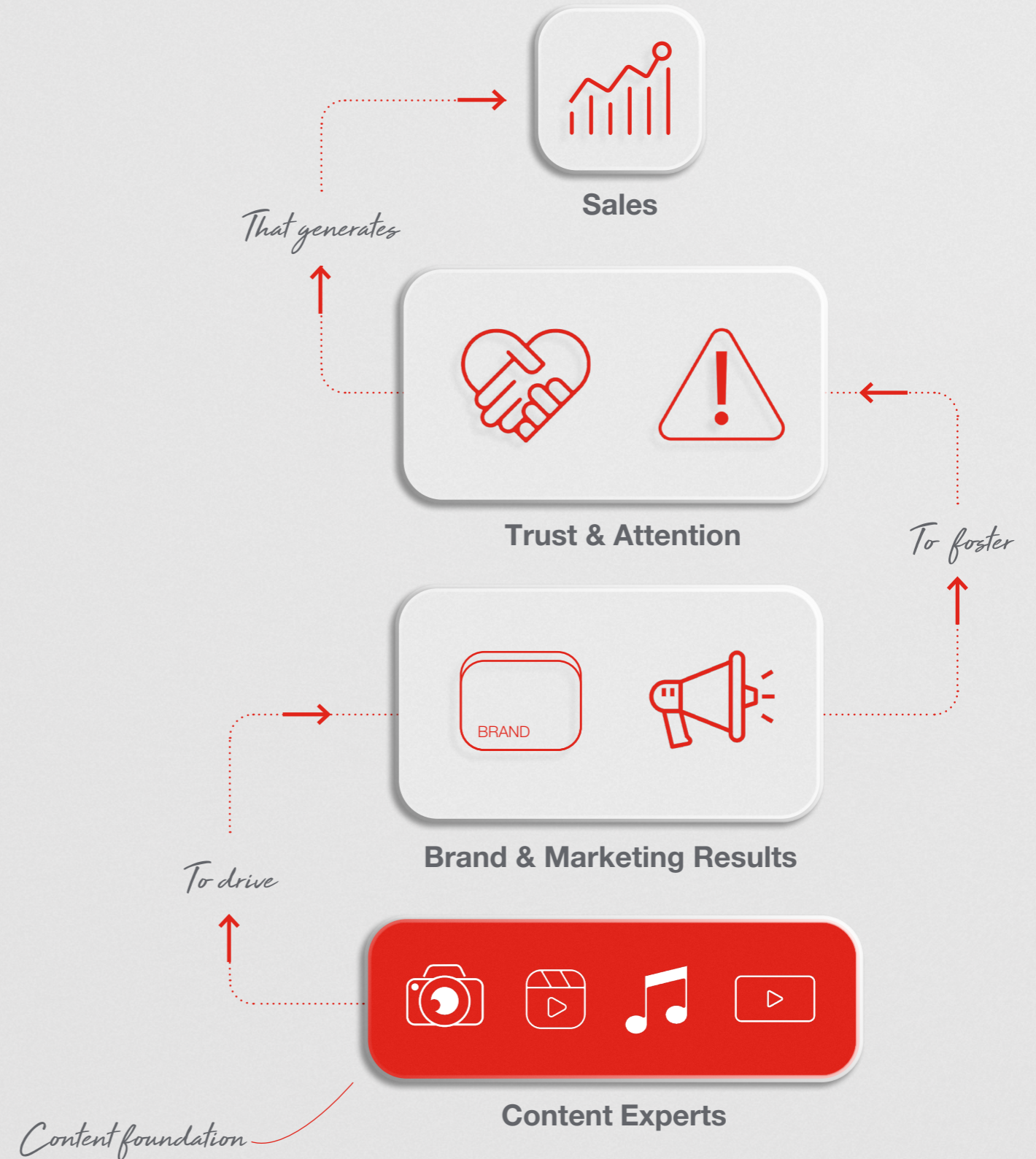
A dimly lit film set with several crew members. In the center, a man in a black t-shirt and shorts is sitting on a camera rig, smiling. To his left, a man in a light green shirt is looking towards the camera. To his right, a man in a black t-shirt with 'FIRST & TEN' on it is looking forward. In the background, other crew members are visible, some operating cameras. The overall atmosphere is professional and collaborative.

What makes us different

WHAT MAKES US DIFFERENT?

We don't just produce content, **we specialise** in it to drive **powerful branding and effective marketing.**

While most agencies treat content as just another tool, we treat it as the foundation because we're often the ones they hire to create it. We craft unique content that builds trust (branding), captures attention (marketing), and ultimately drives sales by aligning both with your company's KPIs.



What makes us different

WE HELP BRIDGE THE GAP

Great-looking content isn't enough anymore, especially now with AI making it easier than ever to create. Which means, without the right ecosystem in place, even the best-looking content becomes noise.

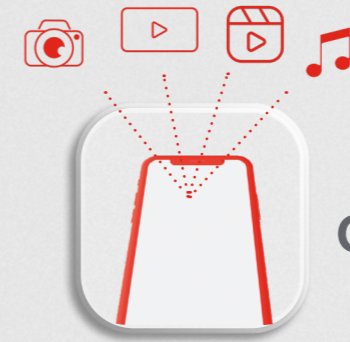
So how do you **stand out amongst the noise** and actually have your content deliver ROI?

Well, it needs to align with your sales, operations, and financial goals.

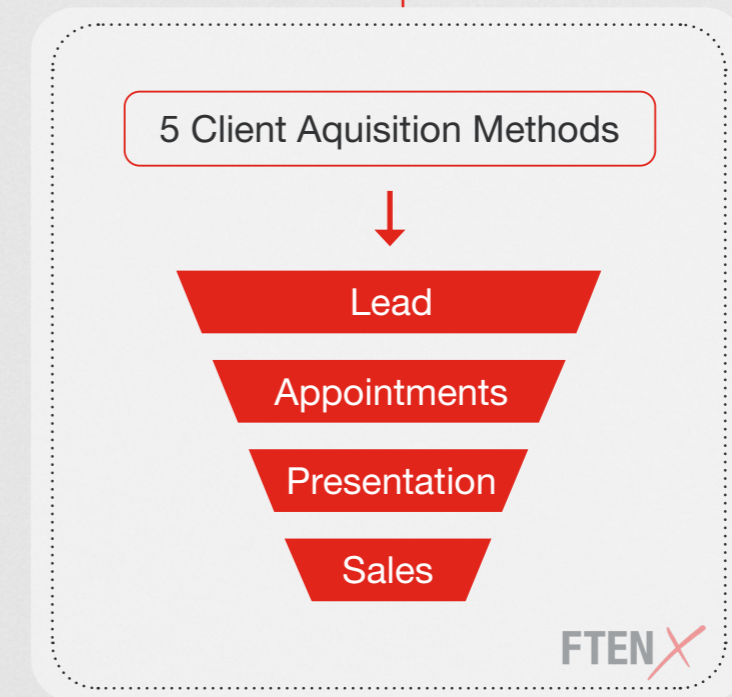
That's why we begin with a audit phase to understand your biggest challenge (e.g. lead generation or low conversion). From there, we map your customer journey and client acquisition methods to identify exactly where content can increase lead volume or improve results within your sales cycle.

Lacking data on that? No sweat, we help you build the right tracking system.

Bottom line: you'll always get more value than you spend.
\$1 in → \$2 out. Simple.



Great Content



The gap inbetween



Real Business Impact

THE STRATEGIC SPLIT: BRANDING VS MARKETING

Content That Builds Brands

As your audience and trust grow, your brand starts to stand out. This leads to stronger positioning and better long-term sales.



Credibility

Develops

Awareness



Affinity

Drives

Engagement



Trust

Draws

Sales



Content That Fuels Marketing

Marketing creates faster wins but works best for short-term goals and specific assets when the right audience, message, and offer align.

LESS IS MORE

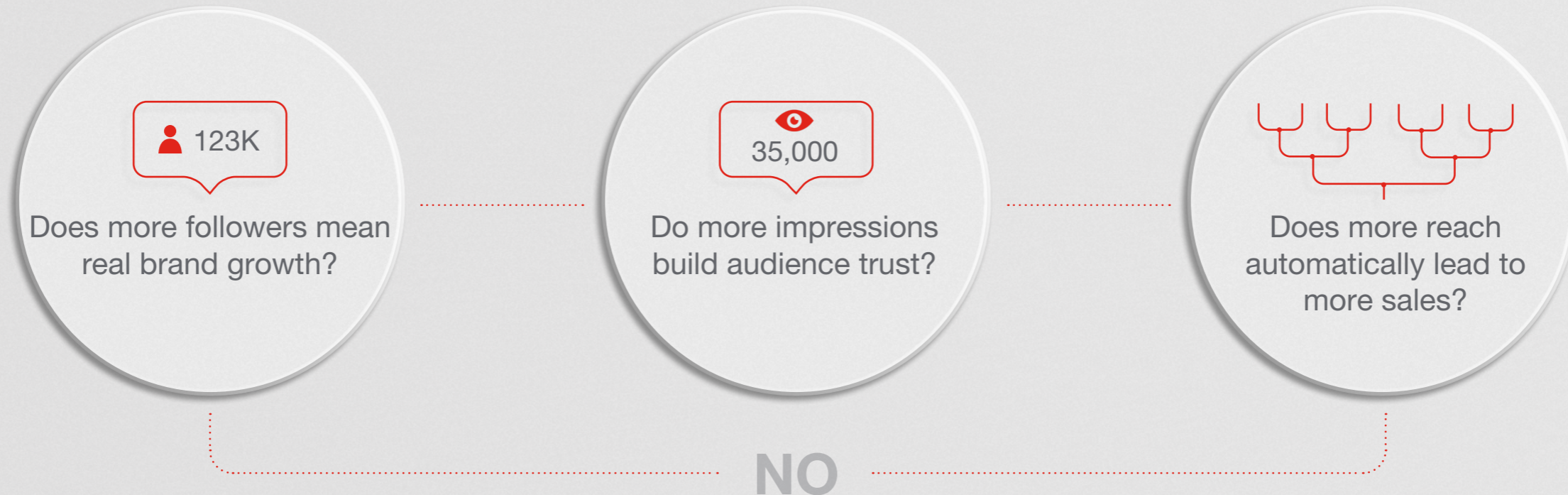
Let's rethink the metrics: It's not about producing more content. It's about creating content that performs.

Quality over quantity. Always.

“ ”

A creator with just 1,000 true followers can outperform a brand with 100,000 if their content is sharper, more intentional and better aligned.

Source: HubSpot Creator Economy Report, 2023





Who we serve

CUSTOMER TYPE 1: EARLY-STAGE BUSINESS

The Problem:

Early-stage teams know they need content but don't know what to post, how often, or how to make it look premium.

That's when they:

1. Feel overwhelmed and do nothing
2. Post inconsistently
3. Produce low-quality content that doesn't align with their brand

The content never drives real growth. They fall back on cold outreach and referrals, which don't scale or set them apart.



Our Role:

We help lean teams with **limited budget** build **smart, strategic content plans** that fuel both **brand** and **lead generation**.



CUSTOMER TYPE 2: LARGE CORPORATES & FUNDED START-UPS

The Problem:

Larger teams often overspend with traditional agencies, sinking 60,000+ AED per month, before production even begins.

What happens instead:

1. They chase volume over clarity
2. Or produce content without clear targets
3. Or fail to connect content to real business outcomes

So the content looks good but lacks purpose and it just becomes an expense instead of a performance driver.



Our Role:

We help established teams align their content investment with outcomes, using **strategy and data** to drive **long-term KPIs**, not vanity metrics.





How we do it

Our 6P Content Framework



Our Goal:

Based on your discovery session, **we tailor the plan to cover all six areas**, or focus on the few that will drive the most impact. Either way, our approach ensures no stone is left unturned in **maximising your return on investment.**

WE UNDERSTAND THE 'PURPOSE'

Before creating anything, we get clear on the why. (PURPOSE)

We start with a content audit, walk you through our scorecard and define clear objectives, whether it's brand positioning, lead generation, audience growth or product visibility.

Key Activities:

1. Brand and Content Audit
2. Strategic Scorecard
3. Goal Alignment and Clarity



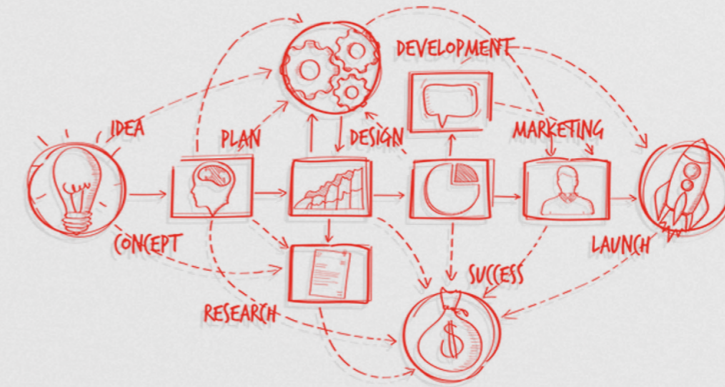
WE 'PLAN' THE EXECUTION

Once the purpose is clear, we map out how to get there. (PLAN)

We build a custom strategy that links content to measurable outcomes aligning with branding, marketing and sales KPIs so every piece drives the business forward.

Key Activities:

1. Strategic Brand Roadmapping
2. Brand, Marketing and Sales Alignment
3. Platform and Audience Targeting Roadmap



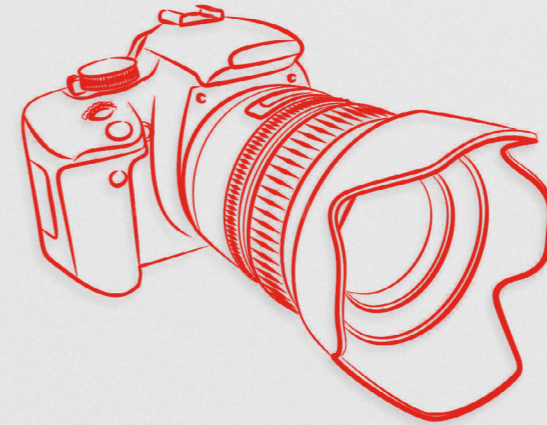
WE 'PRODUCE' THE CONTENT

With the plan in place, we bring it to life. (PRODUCE)

We build a custom strategy that links content to measurable outcomes aligning with branding, marketing and sales KPIs so every piece drives the business forward.

Key Activities:

1. Concept and Scripting
2. Filming, Animation, AI Generation, Photography and Creative Direction
3. Editing, Animation and Post



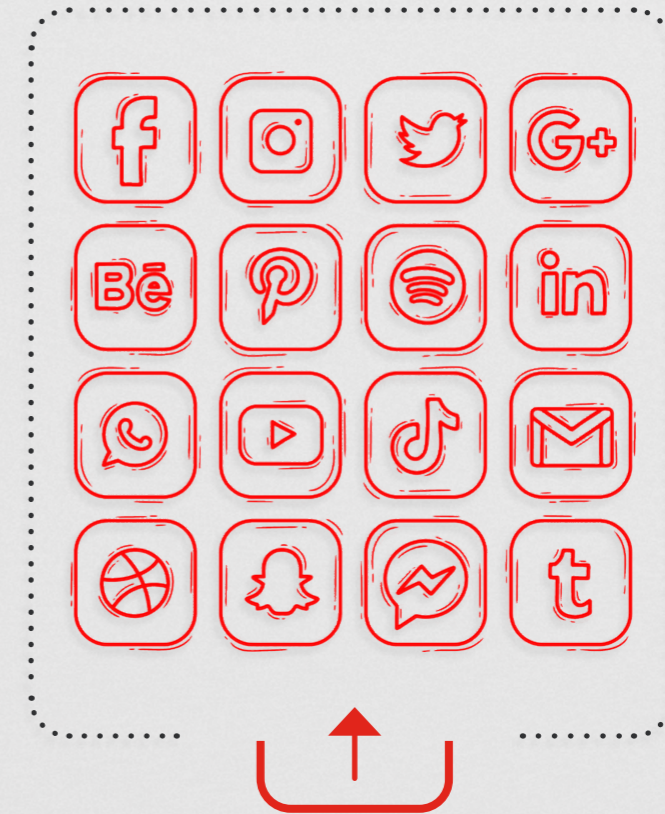
WE 'PUBLISH' THE CONTENT

We don't just hand over files, we make sure your content lands where it matters. (PUBLISH)

From scheduling and distribution to engagement and community management, we handle the rollout so your brand is not just seen but felt.

Key Activities:

1. Content Scheduling and Distribution
2. Publishing Strategy for each Platform
3. Community and Engagement Management



WE 'PROMOTE' THE CONTENT

Great content deserves the right audience. (PROMOTE)

We run targeted ad campaigns that amplify your reach and deliver real business results, managing platforms, budgets and performance every step of the way.

Key Activities:

1. Ad Campaign Strategy
2. Platform Management (Meta, YouTube, LinkedIn and more)
3. Budget Optimisation and Performance Tracking



*AD spend is excluded from any budget**

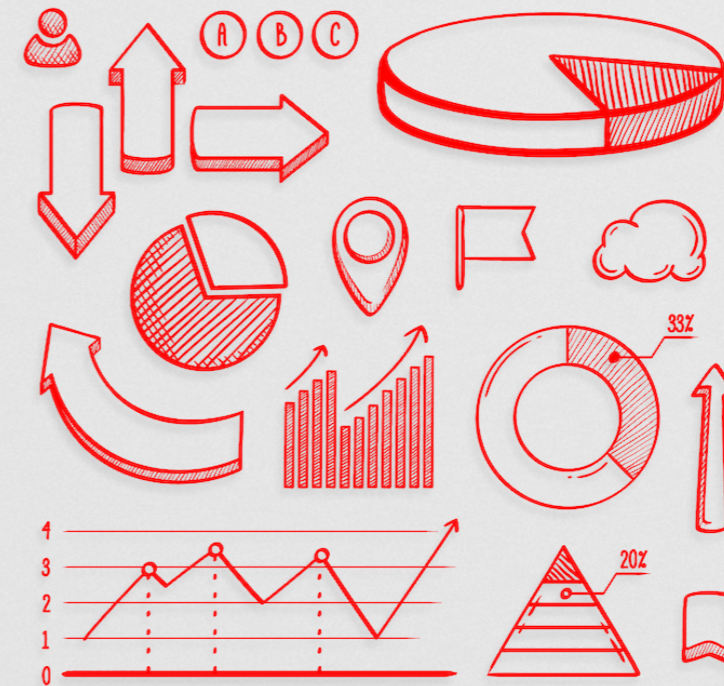
WE MEASURE THE 'PERFORMANCE'

We close the loop by tracking what matters. (PERFORMANCE)

Through detailed analytics and KPI reviews, we measure impact across all channels and refine your strategy for even stronger future results.

Key Activities:

1. Analytics, Content Performance Review and Reporting
2. KPI Review and Optimisation
3. Strategic Refinement and Next Steps



Way forward

OUR SERVICES AT A GLANCE

We offer four tailored service routes **designed to meet you where you are.**

Some are available as monthly retainers in Bronze, Silver and Gold tiers, others as one-off projects based on your goals.

Our Products:

Brand Elevation Service



BES

Helping brands sharpen their image, story, and reputation.

10X Brand & Marketing Retainer



FTEN X

Monthly growth-driven content for your branding and marketing, all under one roof.

Digital Product Expansion Service



DPES

Transform your knowledge into revenue with a course or community.

FTEN One-Off Production Service



FTEN

Or need a one-off, high-impact production.

PRODUCT 1: BRAND ELEVATION SERVICE

A one-time project for brands ready to **level up their visual identity, messaging and credibility.**

We audit your current assets, refine your voice and visuals, and produce flagship content that clearly positions who you are and what you stand for.

Best for: Founders, startups or businesses in a rebrand phase or needing a larger volume of content.

Whats included:

- Brand and content audit
- Voice and messaging refinement
- Visual clean-up
- Core content production (brand film, key visuals)

Engagement: Bronze, Silver or Gold packages available



Pay upfront for a discount or choose a flexible plan over a few months.



Advice Reels



Brand Story Film



Headshots



Event Coverage



Podcasts

Some formats we produce in this offer



Culture Assets



Case Studies



Product Walkthroughs

PRODUCT 2: 10X BRAND & MARKETING RETAINER

Your full-service content and marketing engine
built for consistent, strategic growth.

We manage everything month-on-month, aligning content with your brand, marketing and sales goals. Strategy / purpose, production, publishing, promotion and performance all in one place.

Best for: Brands ready to scale visibility, positioning and performance with consistency. (Content designed to make an impact on your business monthly).

Whats included:

- Monthly strategy and planning
- Ongoing content creation and publishing
- Paid media management
- Performance tracking and optimisation

Engagement: Bronze, Silver or Gold packages available



Rolling annual agreement, billed monthly.
Fixed-contract. (Excludes Ad-Spend)

FTEN X

10GROUP



META Ads



Reels



Podcasts



Service Overview



Commercials

Some formats we produce in this offer



Proposals



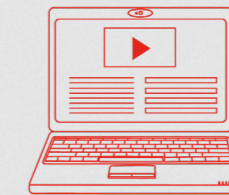
Social Campaigns



Recruitment Videos



Stories



Visual News Releases



Personal Branded Content

PRODUCT 3: DIGITAL PRODUCT EXPANSION SERVICE

Turn your knowledge into revenue. Build scalable digital IP.

For creators, coaches, educators and personal brands, we help you develop, package and launch community-driven digital products like courses, memberships and scalable educational content.

Best for: Experts and brands ready to monetise their knowledge or build community-led revenue.

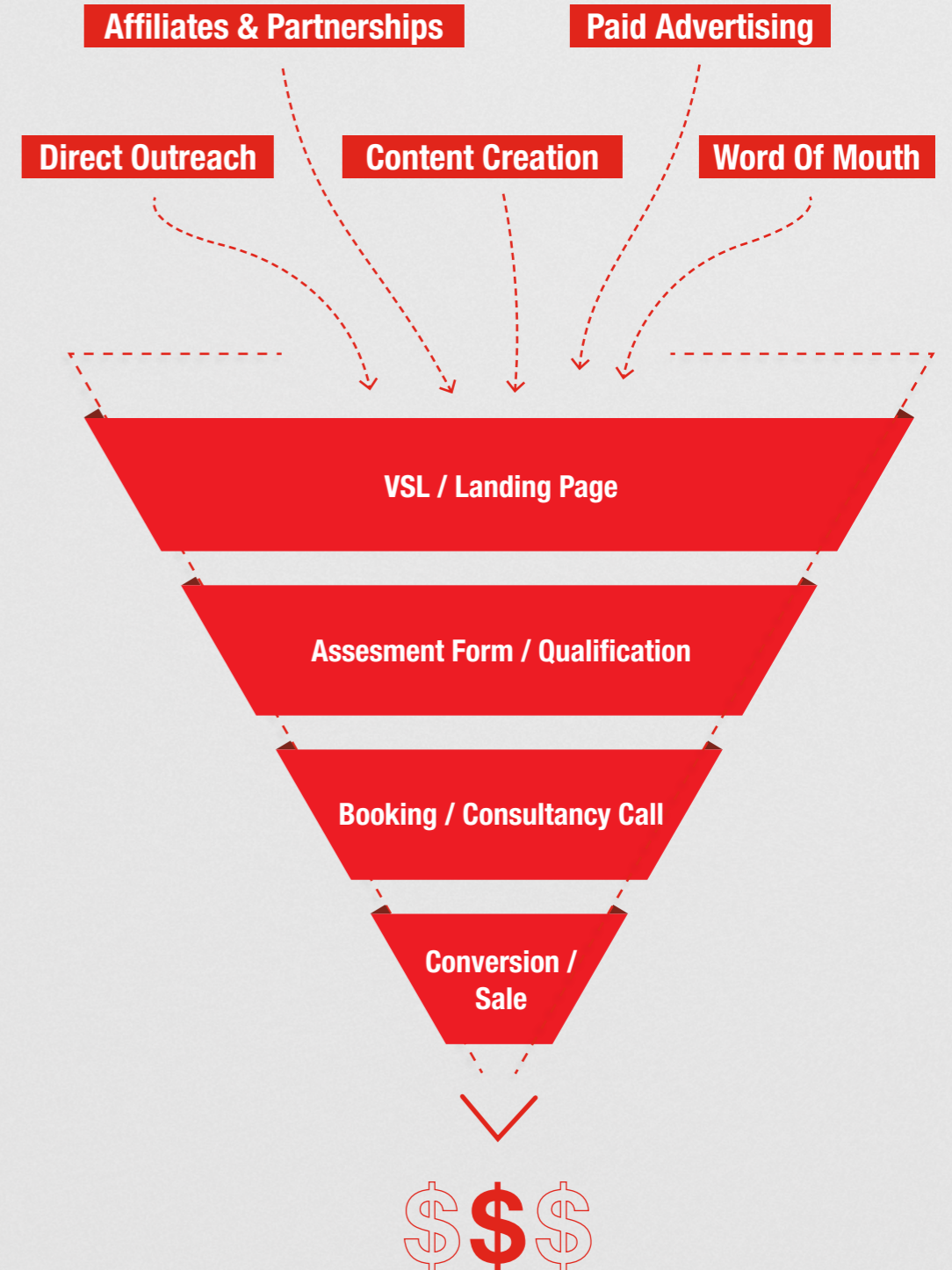
Whats included:

- Product and community strategy
- Course content creation (filming, editing, platform setup)
- Branding, launch and content funnels
- Community management support

Engagement: Bronze, Silver or Gold packages available



Pay upfront or choose a flexible plan. No fixed-contract.
(Excludes Ad-Spend)



PRODUCT 4: ONE-OFF PRODUCTION SERVICE (POWERED BY FTEN)

Premium content. High-impact results.

For brands that need cinematic, campaign-driven content, our award-winning First and Ten Productions team delivers bespoke, large-scale productions built to leave a mark.

Best for: High-end commercials, event coverage and brand-defining campaigns.

Whats included:

- Custom scope tailored to your brief.

Bespoke only. No tiers — pricing available on request.



THANK YOU

If you have any other questions or need more assistance feel free to contact us:

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