

BEIRUT · EST. 2017

We Make Films That Inspire **Action.**

We walk the fine line between art and impact.

Since 2017 we have turned briefs into broadcast for 85 clients, from UN agencies and international NGOs to global brands, seven of them on long-term agreements. Documentaries, impact films, commercials, animation and live activations: all handled in-house from the first idea to the final frame.

[↓ Legal Documents](#)

2017

FOUNDED IN BEIRUT

85

CLIENTS SERVED

07

LONG-TERM AGREEMENTS

10

SERVICES OFFERED

Ten Disciplines. One Roof.

01 Campaigns & Commercials

Creative campaigns and broadcast ads that sell the idea, not just the product.

02 Documentaries & Impact Films

Long-form non-fiction storytelling with cinematic depth and purpose.

03 Animation

2D, 3D, hand-drawn, motion graphics and AI, traditional craft to new tools.

04 Social Media Content

Platform-native series made to be watched, not just scrolled past.

05 Podcasts & Web Series

Audio and video series where knowledge meets compelling storytelling.

06 Live Coverage & Streaming

Multi-camera event coverage and broadcast-quality live streaming, anywhere.

07 Copywriting & Scriptwriting

Scripts and copy that earn attention and hold it.

08 Voice Over

Multi-language voice-over production for any screen, format or audience.

09 Sign Language Integration

Inclusive production, so no audience is left watching from the outside.

10 End-to-End Production

Concept to camera to delivery. Full creative and technical ownership.

Trusted by 85 organisations

Public & private sector partners.

PUBLIC SECTOR UN agencies · Government · IGOs

21







PRIVATE SECTOR Brands · Banks · Production

29







Trusted by 35 non-profits

NGOs, foundations & civil society.

NON-PROFIT NGOs · Foundations · Civil society 35







































































The Partners Behind Fine Line



MANAGING PARTNER
Said Halawi

Managing partner and lead producer, Said steers large-scale productions for UN agencies, NGOs and global brands from first call to final delivery. He keeps a shoot on brief, on budget and somehow on time, with the quiet confidence that comes from having done it a hundred times.



OPERATIONS MANAGER
Ilat Knayzeh

Operations manager and mixed media artist, Ilat keeps the studio moving: planning shoots, coordinating crews and resourcing every project. A background in theatre, film and design gives her a creative, people-first instinct for the logistics most people never notice.



CO-FOUNDER & CINEMATOGRAPHER
Hasan Salame

Award-winning cinematographer and co-founder, Hasan brings over seventeen years behind the lens, leading Fine Line from concept through cinematography to colour, VFX and motion graphics. His work spans global brands, feature films and impact documentaries, traditional craft paired with new AI tools.



AI DISCLAIMER

We use AI. No sugarcoating it.

It's a tool we lean on for proofreading, brainstorming, visuals, audio and speeding up our workflow from A to Z.

Prefer a fully AI-free process? Just say so. We're just as happy to deliver that.

And when AI is the brief itself, we go all in: fully AI-driven films and visuals, crafted end to end.

[See our AI work →](#)

The ideas, the craft, the final call?

Still 100% human.

Transparency first. Always.

Because your trust matters more than convenience.

ACCESSIBILITY

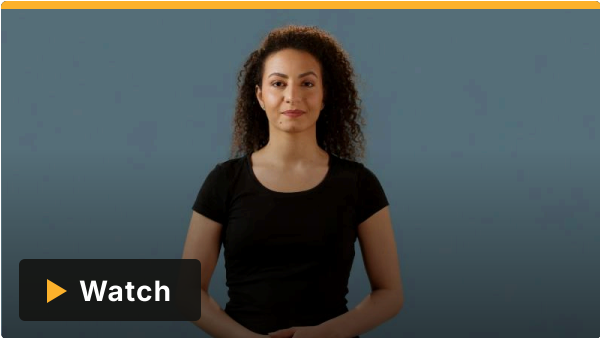
Made to be understood by all.

Every film we make can ship with professional sign language interpretation, fluent across Lebanese, Jordanian and Palestinian dialects.

Inclusion isn't an add-on.

It's built into the production from day one, so your message reaches everyone.

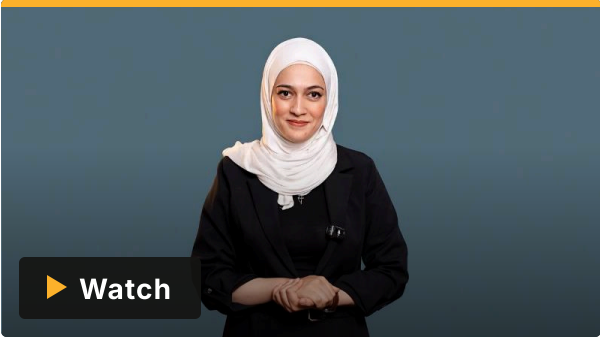
Three regional dialects.
One standard of inclusion.



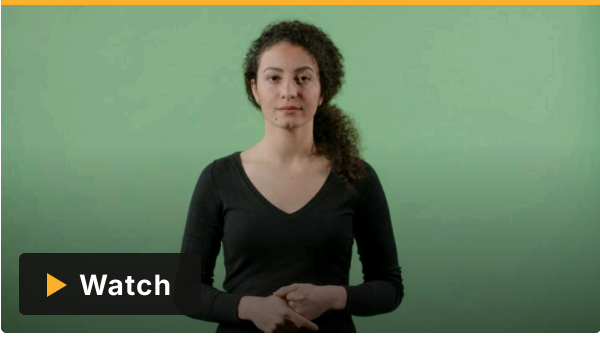
Lebanese
Sign Language



Jordanian
Sign Language



Palestinian
Sign Language



Compilation
Sign Language Reel

PORTFOLIO

Our Work

Every project produced end to end, in-house. Tap any section to jump straight to the work.

WHAT'S INSIDE

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08	Podcasts & Web Series	→
09	Live Streaming	→

PORTFOLIO

Campaigns

Integrated brand campaigns for global names and regional leaders, built to be remembered.

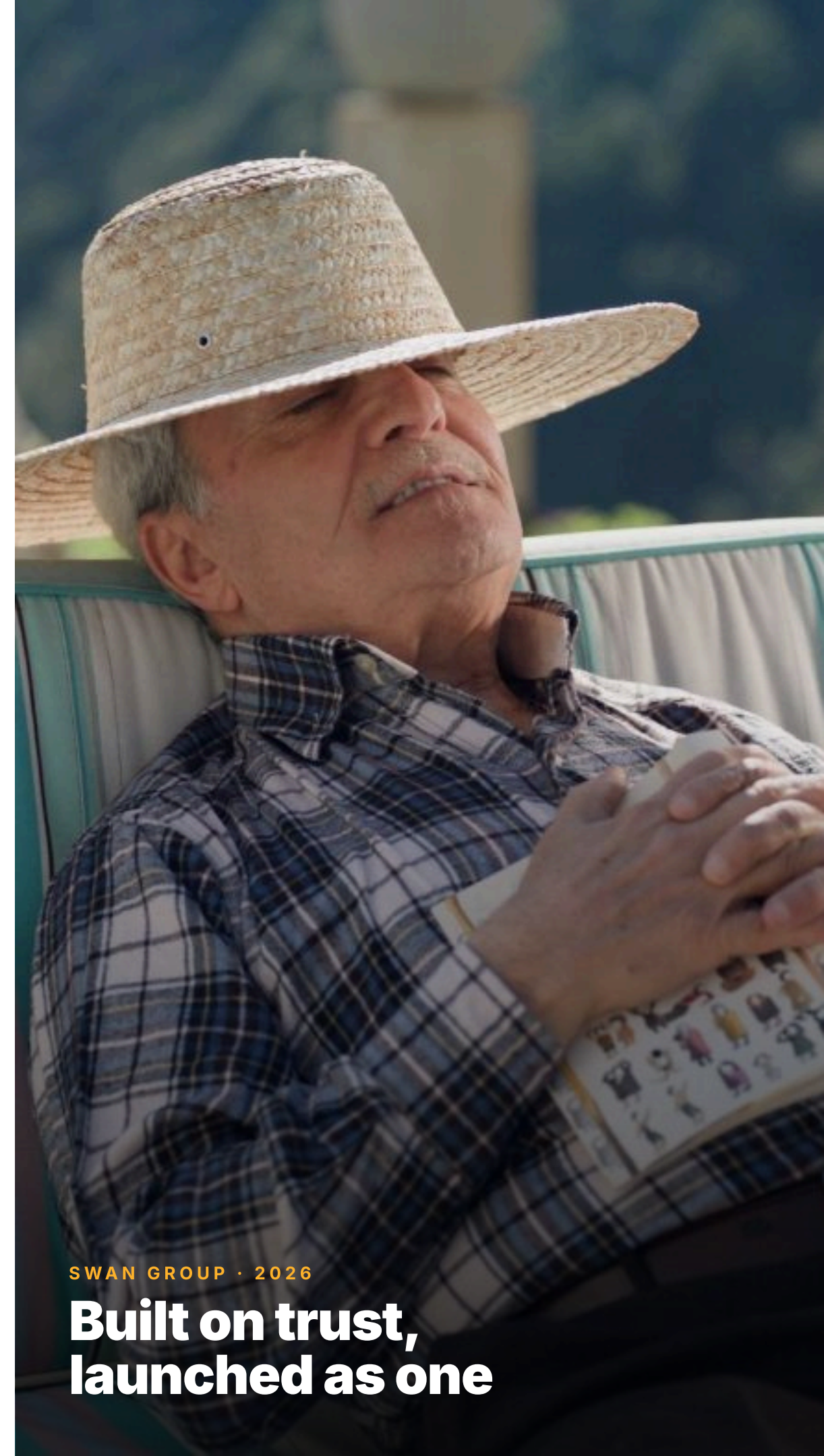
COMMERCIAL • SWAN GROUP • 2026

ROCK Mutual Insurance

Brand Launch Campaign

The launch campaign for ROCK Mutual Insurance, a new Swan Group company built on 30+ years of mutual-insurance experience through its sister company CML, was created by **Spearhead**, who led the brand strategy and identity.

Fine Line executed all video and photography: the corporate and product shoot and the launch films, including an internal campaign of employee stories and a closing address from the founder, bringing ROCK's people-centric, transparent values to life ahead of the public launch.



SWAN GROUP • 2026

**Built on trust,
launched as one**

AWARENESS CAMPAIGN · 2022

UNDP × Dawaer Foundation

Fake News & Hate Speech

“Count Till 10 Before Sharing” #Counttill10

A United Nations Development Programme (UNDP) Peace Building campaign with the Dawaer Foundation, extending UNDP's 2020 anti-disinformation platform. Launched 15 September 2022 with a 5M reach target, it closed on 4 November having reached over 11 million.

11.2M

TOTAL REACH

896K

ENGAGEMENT

2.2×

REACH VS. 5M GOAL



#COUNTTILL10

Count Till 10
Before Sharing

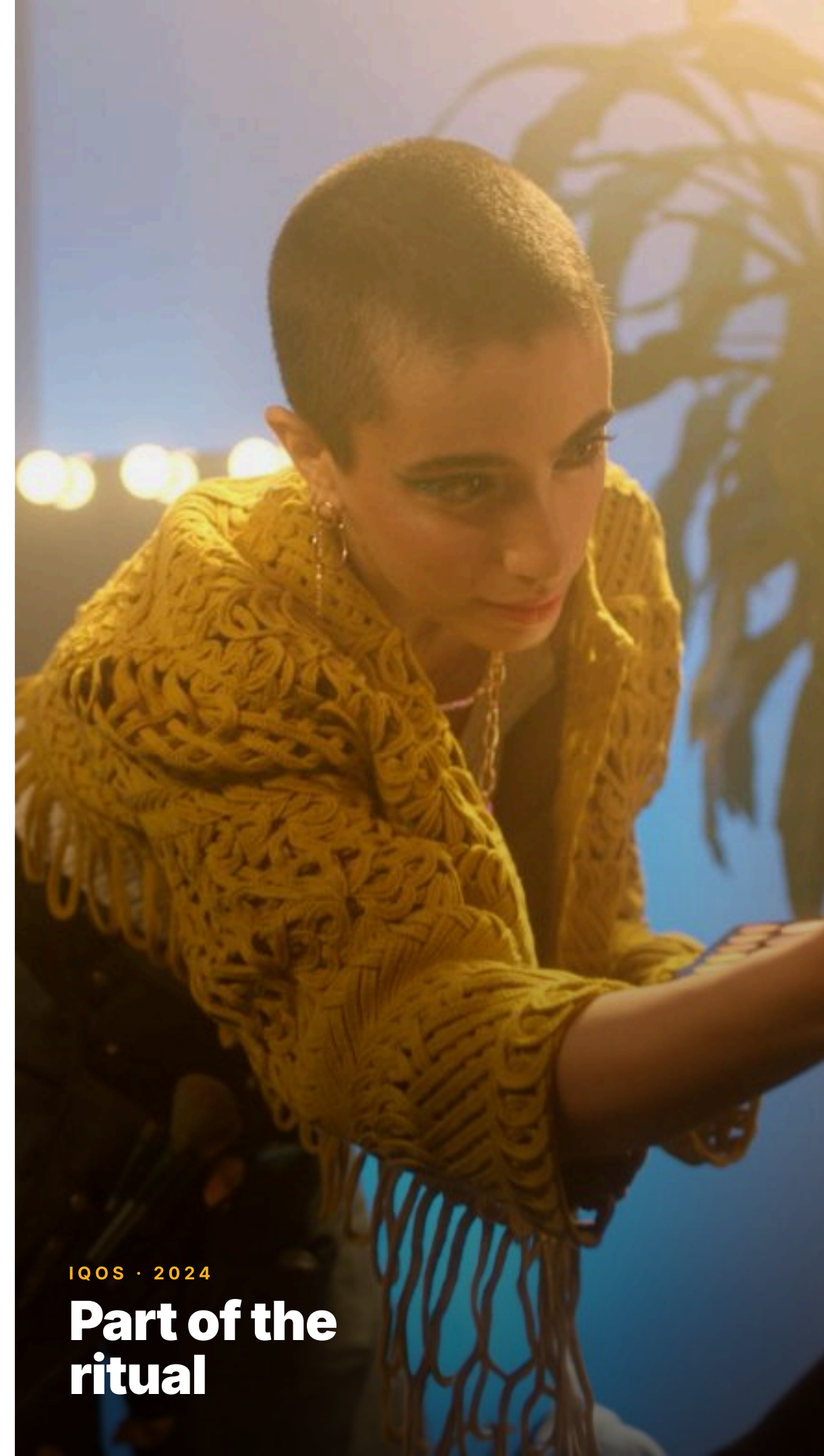
COMMERCIAL CAMPAIGN · 2024

Philip Morris International

IQOS Bonds

A multi-film commercial campaign Fine Line produced end to end, built around one idea: the device as part of a daily ritual. We followed a recurring cast through their crafts in a dramatized, portrait-style language, handling concept, art direction, set, cinematography and post across the full series.

The shared cast and visual language give the whole campaign a continuous, series-like feel. Six films delivered to a single, consistent standard.



IQOS · 2024

Part of the ritual

AWARENESS CAMPAIGN · 2021-2022

EuroMed Feminist Initiative

16 Days of Activism

Two consecutive years with the EuroMed Feminist Initiative on its 16 Days of Activism campaign to end violence against women and girls. In 2021 Fine Line led the campaign end to end, creating the **Be Her Safety** identity later adopted across EFI's MENA offices.

Both years we produced the hero films. **Not a Pawn in Their Game** staged a displaced family on a life-sized chessboard, moved block by block by the sounds of abuse rather than any blow we ever show. **Her Museum** built a large-cast, fully art-directed walk through a woman's life, with set construction, cinematography, lighting, costume and immersive sound carrying her journey toward a reality we can still change.

EUROMED FEMINIST INITIATIVE · 2021-2022

Ending violence against women

EUROMED FEMINIST INITIATIVE · 2021

Not a Pawn in Their Game

A symbolic one-minute campaign, “Be Her Safety”, on the abuse Syrian women face after fleeing war: physical, verbal, emotional and financial. A real chessboard becomes the metaphor, moving a family across the board through evocative sound rather than literal violence, until a symbolic light of hope. Supported by the Government of Sweden.

- CAMPAIGN
- SYMBOLIC
- AWARENESS

▶ Watch the Film



EUROMED FEMINIST INITIATIVE · 2021

Not a pawn
in their game

EUROMED FEMINIST INITIATIVE · 2022

Her Museum

An immersive video journey through a symbolic museum of a woman’s life in the Arab region, from childhood to adulthood. Fine Line led the entire process, from concept to building each space, including the echoey entrance tunnel and its thematic milestones. Scripted across regional dialects, it sparks conversation on equality, empowerment and the need for laws to combat violence against women.

- SET BUILD
- NARRATIVE
- CAMPAIGN

▶ Watch the Film



EUROMED FEMINIST INITIATIVE · 2022

A woman’s
life, on display

CAMPAIGN • UNDP LEBANON • 2025

Self Independence Academy

A behaviour-change campaign reframing everyday domestic skills as pillars of adult independence. Creative direction, production, influencer sourcing and paid social, end to end.

459K

MEN REACHED

20K

LEARNING ENGAGEMENTS

50

VIDEOS PRODUCED

23

INFLUENCERS

CAMPAIGN TEASE

▶ Vertical

▶ Horizontal



CAMPAIGN • UNDP LEBANON • 2025

Independence,
by design

Selected Videos from the Campaign

A sample of five from the campaign for the United Nations Development Programme (UNDP) Lebanon · 2025.



Alaa Ghanem
UNDP Lebanon 2025



Elie Bayram
UNDP Lebanon 2025



Elie Metni
UNDP Lebanon 2025



Omar Abboud
UNDP Lebanon 2025



Elio
UNDP Lebanon 2025

+45

MORE VIDEOS

50 films across 23 creators.

Five shown here. Explore the full Self Independence Academy campaign on UNDP Lebanon.

View Full Campaign ↗

PORTFOLIO

Commercials

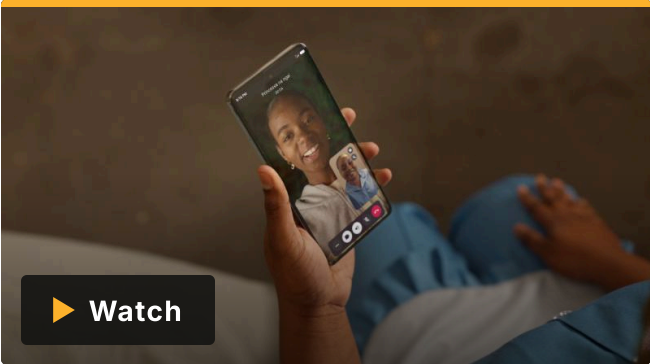
TV commercials and brand films, from initial concept to final broadcast.

Commercials

Brand films, TVCs and awareness campaigns for global brands and organisations.



Expat
Rock Mutual Insurance 2026



Motor
Rock Mutual Insurance 2026



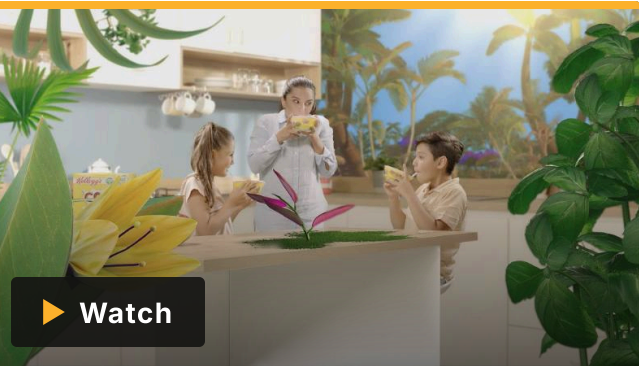
Property
Rock Mutual Insurance 2026



Health
Rock Mutual Insurance 2026



Horse Head Tea
M. M. Sinno & Sons 2023



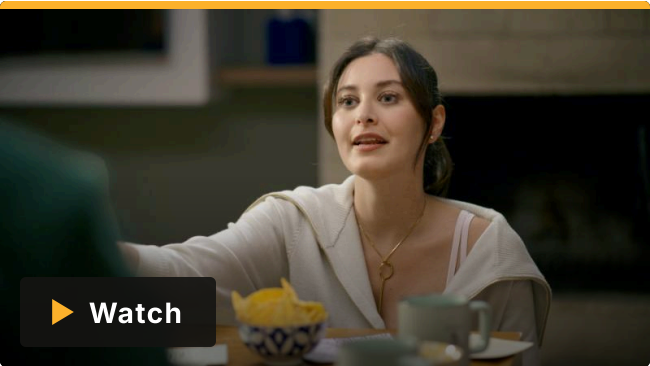
Coco Pops
Kellogg's Arabia 2019



Healthy Milk for Everyone
Koita Milk 2024



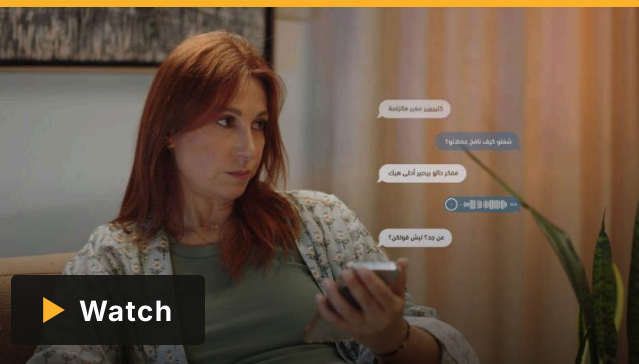
A Kind Reminder
BE-KIND 2020



Step by Step
Embrace x MOPH 2026

Commercials

Brand films, TVCs and awareness campaigns for global brands and organisations.



Family Gossip Night
UNDP × Dawaer · Hate Speech 2022



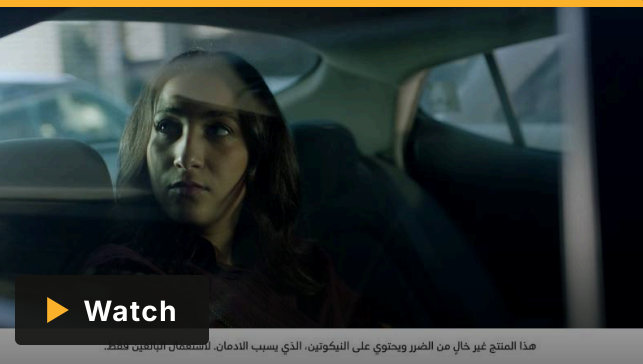
Horses Are the Future
UNDP × Dawaer · Fake News 2022



Layal in the Hospital
UNDP × Dawaer · Fake News 2022



Buying the Centrale
UNDP × Dawaer · Fake News 2022



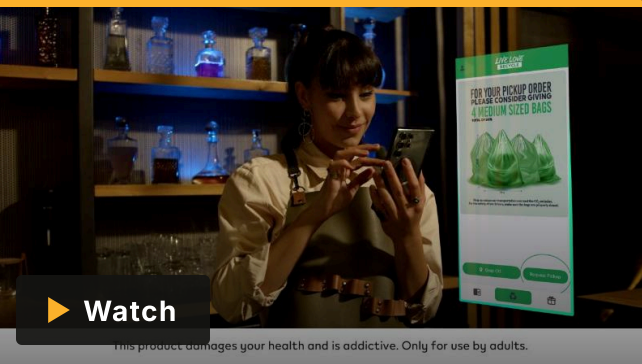
Talk of the Day
Philip Morris · Bonds 2024



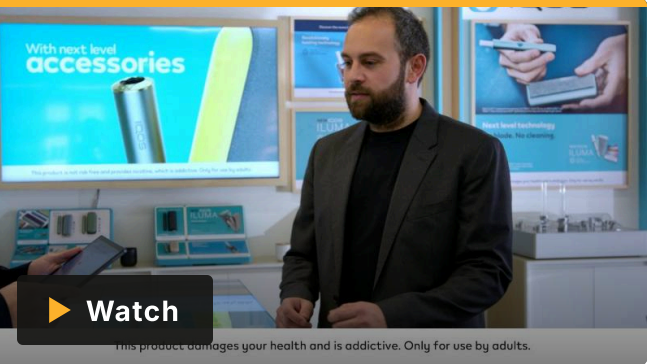
For Everyone
Philip Morris · Bonds 2024



End of Shift
Philip Morris · Bonds 2024



Request Pickup
Philip Morris · Bonds 2024



Drop Off
Philip Morris · Bonds 2024

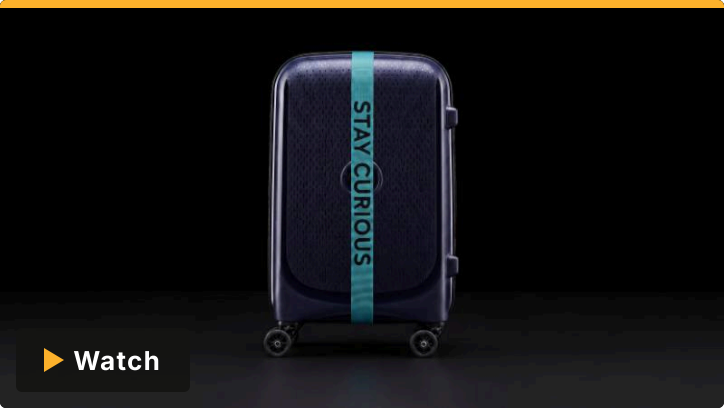
MADE ENTIRELY WITH AI • CONCEPT → DELIVERY

AI Samples

Brand films produced end to end with generative AI: concept, environments, motion, edit and sound, all crafted in-house at Fine Line without a single live shot.



Never Hide
Ray-Ban 2026



Stay Curious
Philip Morris x Delsey 2025



Children's Rights
Save the Children x ECHO 2026



The Education Landscape
Save the Children x ECW 2026



1564 Lifeline
Humanity & Inclusion x Embrace 2025

100% AI • CONCEPT → DELIVERY

Never Hide.

PORTFOLIO

Activations

Premium brand films and retail activations for global brands, luxury real estate and youth culture.

ACTIVATION · PHILIP MORRIS INTERNATIONAL · 2025

Stay Curious

A portrait brand film with Yasmina Keyrouz for IQOS, Philip Morris International. Part of the Stay Curious activation, 2025.

- BRAND FILM
- PORTRAIT
- ACTIVATION

▶ Watch the Film



STAY CURIOUS
Yasmina Keyrouz

ACTIVATION · PHILIP MORRIS INTERNATIONAL · 2025-2026

IQOS Live Activations

Live brand activations for IQOS, Philip Morris International. Event films and recaps across Adriatique, Waterfront and Byblos, 2025-2026.

THE FILMS



Adriatique Recap

Curious X

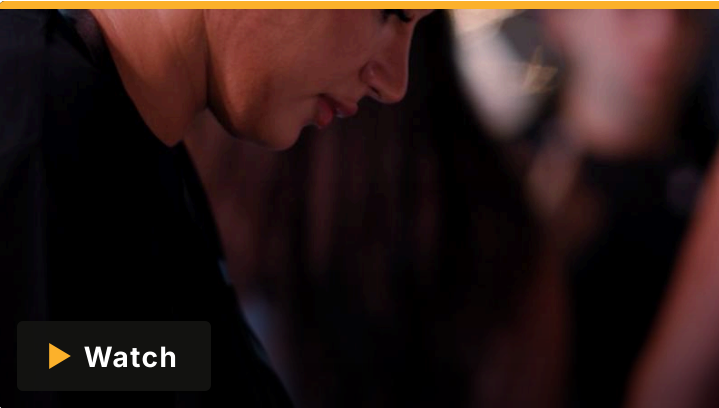
2025



Waterfront Recap

Event Recap

2025



Byblos · Recap Reel

Byblos · Event

2025



Byblos Recap · Landscape

Landscape Cut

2025



Dynamic Reel

Sizzle

2025



Adriatique · Reel 02

Curious X

2025



FEATURED ACTIVATION

Adriatique
Curious X

DAR GLOBAL · DUBAI · 2022

Davinci Tower by Pagani

We directed and filmed Pagani's Davinci Tower in Dubai for Dar Global, a residence blending art and science, inspired by Leonardo da Vinci. Filmed on location with Horacio Pagani.

LUXURY REAL ESTATE

DIRECTOR

ON LOCATION

▶ Watch the Film



DAR GLOBAL · DUBAI · 2022

Design in
motion

DAR GLOBAL · QATAR · 2022

Les Vagues by Elie Saab

For Dar Global we captured Elie Saab’s Les Vagues in Qatar, with stunning coastal landscapes, expansive terraces and signature design. Interviews and filming with Elie Saab in Lebanon.

- LUXURY REAL ESTATE
- DIRECTOR
- ON LOCATION

▶ Watch the Film



DAR GLOBAL · QATAR · 2022

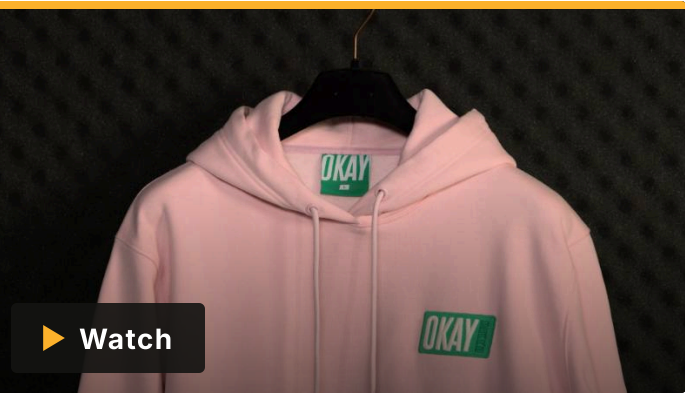
Architecture as couture

BRAND LAUNCH · 2023

Okay Bears

Video and social content for the launch of Okay Bears, a global apparel brand where every drop funds the restoration of community play spaces worldwide.

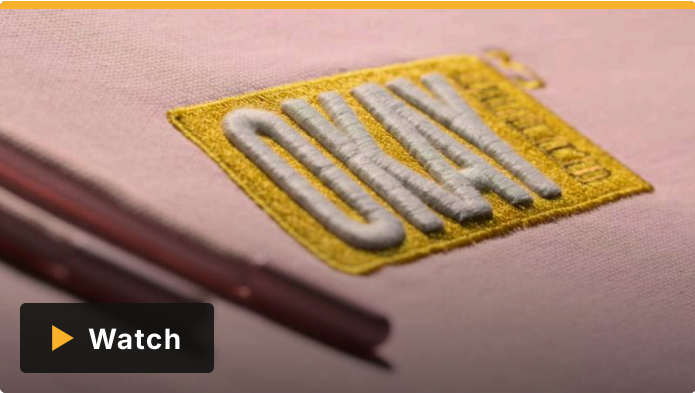
THE FILMS



Okay Hoodie Promotion

Brand Film

2023



Golden Okay Hoodie Promotion

Brand Film

2023

BRAND LAUNCH · 2023

A brand,
launched

PORTFOLIO

Documentaries

Long-form storytelling with cinematic depth for NGOs, UN agencies and international organisations.

DOCUMENTARY · SAVE THE CHILDREN · 2023

Al-Fayhaa Choir

Produced for Save the Children International, a documentary on how music transforms the lives of children from challenging backgrounds. The film follows 30 children, including Syrian refugees and vulnerable members of the Lebanese host community, through a five-month training programme under a dedicated maestro. Beyond preparing for a major performance, it celebrates their resilience and growth in discipline, leadership and self-expression: a testament to the power of community and the arts.

- LONG-FORM
- IMPACT
- MUSIC

▶ Watch the Film



DOCUMENTARY · SAVE THE CHILDREN · 2023

Voices in
harmony

TIF · USAID · 2023

Lebanese Wine

Produced with USAID’s Trade and Investment Facilitation (TIF) activity, a cinematic documentary introducing Lebanese wine to the global market. An immersive narrative spanning 7,000 years, from Phoenician traders to 15 modern wineries and indigenous grapes like Obeideh and Merwah. Part cultural tribute, part strategic marketing tool.

- LONG-FORM
- NARRATIVE
- CINEMATIC

▶ Watch the Film



TIF · USAID · 2023

From vine
to glass

HUMANITY & INCLUSION · 2022

Humanity & Inclusion

In partnership with Humanity & Inclusion (Handicap International), a documentary-style video and photography series on humanitarian demining in Lebanon. Filmed on site in the Aley area of Mount Lebanon as teams cleared contaminated land, with interviews at the Lebanese Mine Action Centre (LMAC) and testimony from mine victims. Delivered as a full visual narrative of the field operations, with technical infographics and professional photography, all in service of a Lebanon free of mines.

- DEMINEING
- IMPACT
- PHOTOGRAPHY

▶ Watch the Film



HUMANITY & INCLUSION · 2022

Clearing the ground

EMBASSY OF CANADA · 2025

I Am Strong

Produced for the Embassy of Canada, a documentary on the resilience of women in Lebanon amidst ongoing conflict. Filmed across Mount Lebanon and the South, it follows diverse women (Lebanese citizens and migrant domestic workers alike) through an arc of normalcy, disruption and hope. A testament to Canada’s belief that gender equality is the foundation for a more peaceful world.

- LONG-FORM
- RESILIENCE
- IMPACT

▶ Watch the Film



EMBASSY OF CANADA · 2025

The women who remain

FINE LINE · DOCUMENTARY

MMKN

A corporate documentary for MMKN, marking 15 years of transforming public education in Lebanon through volunteer-driven academic support, career guidance and STEAM projects. Interviews with President Ghada Feghali, principals, students and former beneficiaries show how MMKN has reached over 23,000 students and lifted Grade 9 pass rates: a moving record of academic resilience in the face of national crisis.

- EDUCATION
- IMPACT
- DOCUMENTARY

▶ Watch the Film



FINE LINE · DOCUMENTARY

MMKN

PORTFOLIO

Impact Videos

Purpose-driven video production for global organisations, from concept to screen.

MINI-CAMPAIGN · EMBASSY OF CANADA · 2025

Accelerate Action

A six-film mini-campaign for the Embassy of Canada on gender equality and women's economic empowerment, from the Ambassador's address to staff voices and sector stories, in English and French.

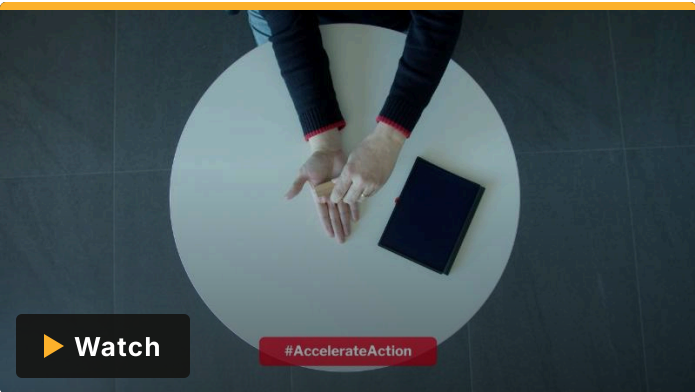
THE CAMPAIGN · 6 FILMS



Ambassador Speech

Feature

2025



Embassy Staff

Voices

2025



Business

Sector

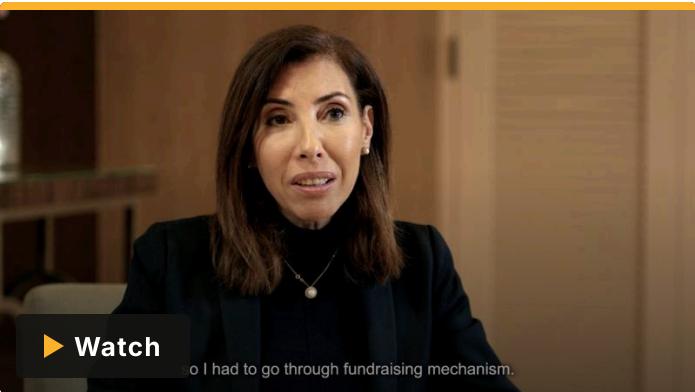
2025



Agriculture

Sector

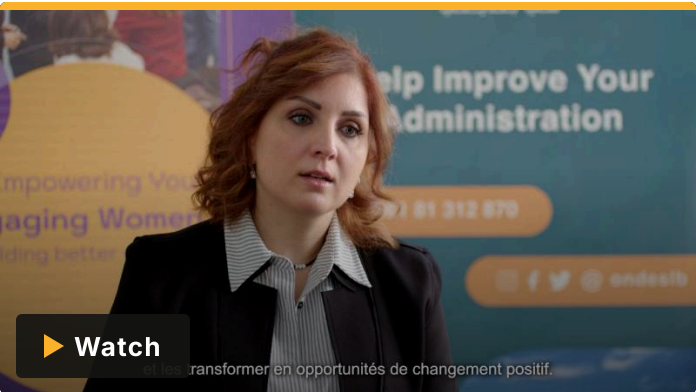
2025



Politics

Sector

2025



Women's Rights Orgs

Sector

2025

Impact Videos

Films for NGOs, UN agencies and international organisations.



Child Labour
Save the Children 2022



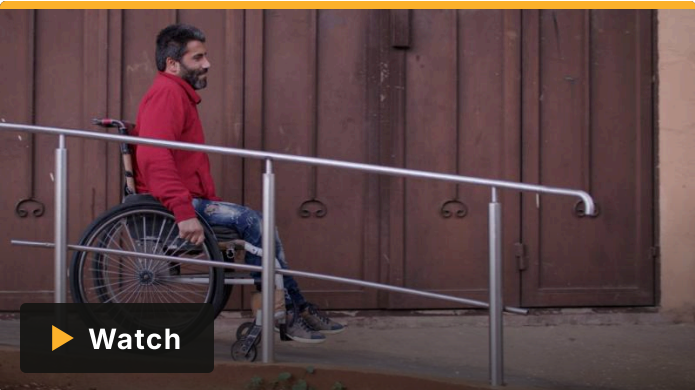
Family-based Care
Save the Children 2023



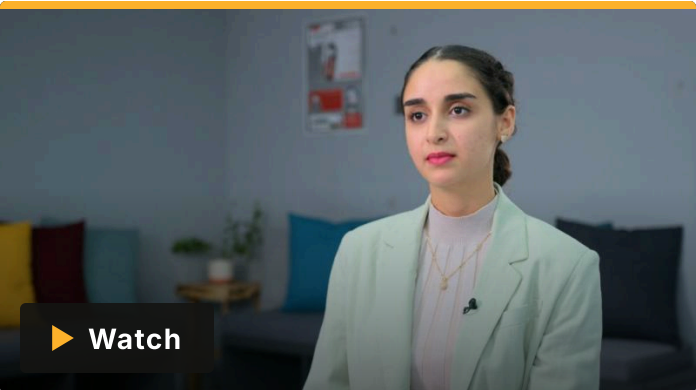
Empowering Women Through Cooking
WFP 2021



Beirut Blast Response
WFP 2021



Food for Training | Asaad
PCPM x WFP 2023



A Tale of Success | Maysan
Mercy Corps · Freelance Academy 2024



A Tale of Success | Cinderella
Mercy Corps · Freelance Academy 2024



Mental Health in the Workplace
IRC x IDRAAC 2024



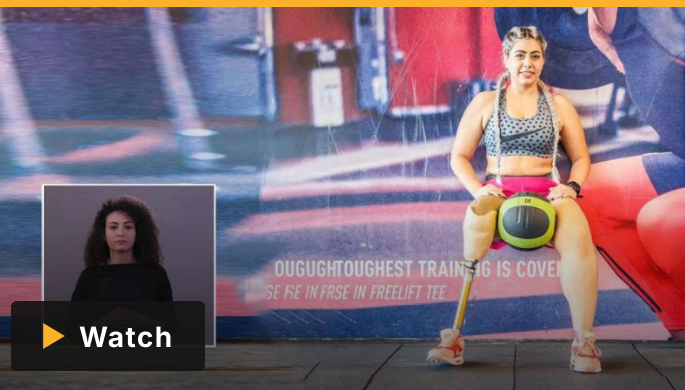
Public Announcement
René Moawad Foundation 2020



BEIRUT · 2020
After the Blast

Impact Videos

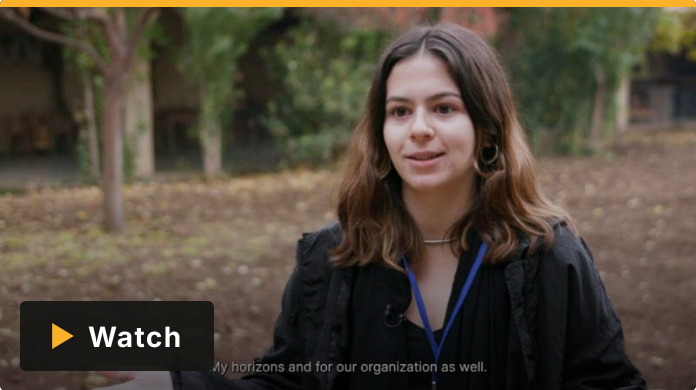
Films for NGOs, UN agencies and international organisations.



Make Inclusion Common
Digital Opportunity Trust Lebanon (DOT) 2020



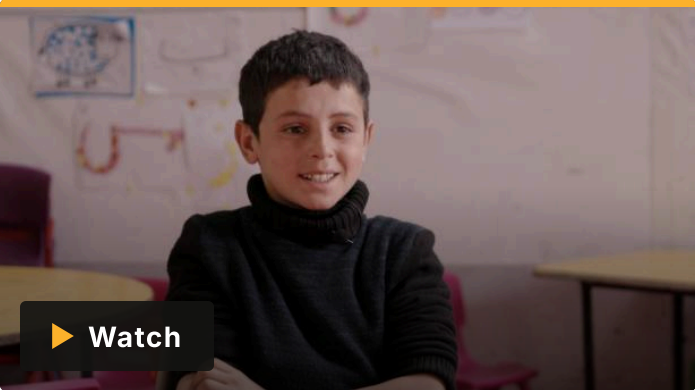
Sect Removal Declaration
Friedrich-Ebert-Stiftung 2020



The Med Youth Meeting Recap
Réseau Euromed France (REF) 2022



Medical Case
Stryker 2023



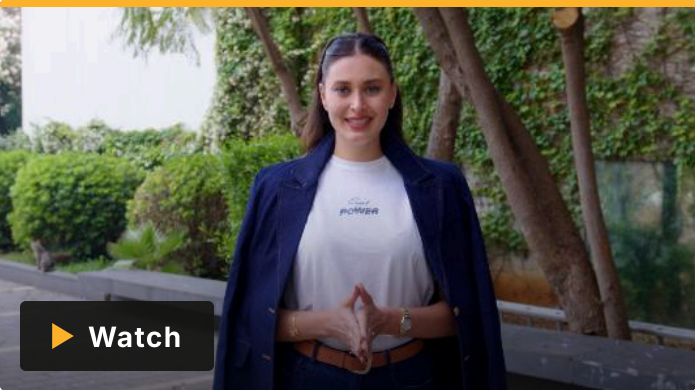
Ali | Jurahiya Centre
Jusoor 2024



Bassam | Jurahiya Centre
Jusoor 2024



Municipal Elections
NCLW × ABAAD 2024



Step By Step App
EMBRACE × MOPH



ICMPD x LBRTS 2025



BEIRUT
Martyrs' Square

PORTFOLIO

Animations

2D, 3D, hand-drawn and motion graphics, conveying your message through dynamic motion.

SELF-PRODUCED · FINE LINE · 2020

Corporate Animation

A corporate animation created by Fine Line, for Fine Line, with vibrant visuals and dynamic storytelling showcasing our digital marketing and media production from brief to post.

- 2D
- MOTION GRAPHICS
- SELF-PRODUCED

▶ Watch the Film



SELF-PRODUCED · FINE LINE · 2020

Our story,
animated

Animation & Motion Graphics

2D, 3D, hand-drawn and AI-driven animation for broadcast, social and live.



Children's Rights
Save the Children × ECHO 2026



The Education Landscape in Lebanon
Save the Children × ECW 2026



1564 Lifeline
Humanity & Inclusion 2025



Live Love Recycle
Philip Morris × IQOS 2024



Migration
IFRC 2022



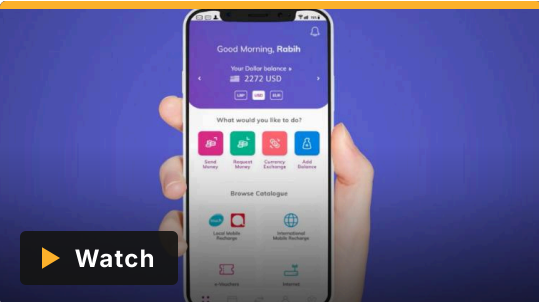
Climate Change
IFRC 2022



Streaming Animation
Fine Line 2023



Rukban
UNICEF 2024



How to Use the App
Zaky 2020



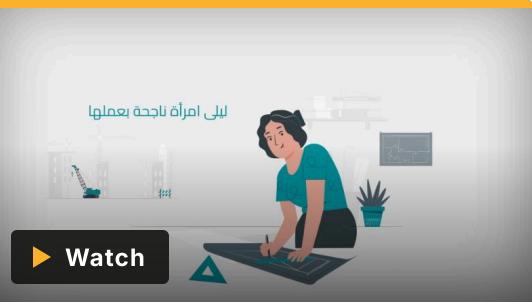
COVID Awareness
UNIDO 2020



Iris Scan
UNRWA 2021



Chou El Hal Competition
DOT 2021



Universal Parental Leave
AiW 2021



Explainer Video
AOU 2019

PORTFOLIO

How-To

Explainer and instructional films that turn complex processes into clear, watchable steps.

EXPLAINERS • INSTRUCTIONAL

How-To & Explainers

Instructional and explainer films that turn complex processes into clear, watchable steps, for institutions, brands and academies.

THE FILMS



Safeguarding Children
Save the Children 2026



Coconut & Date Balls Recipe
Carrefour 2019



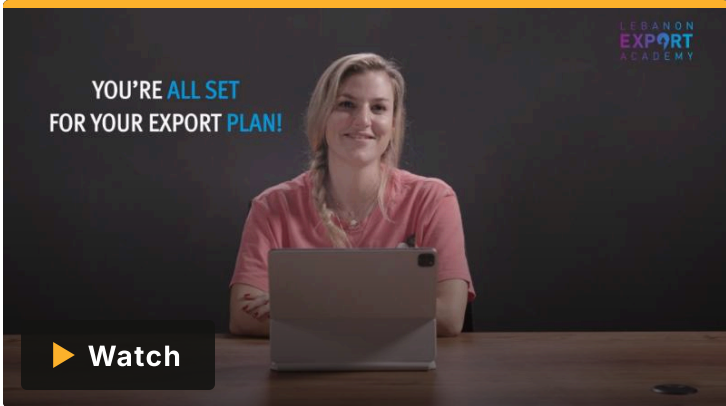
Live Love Recycle
Philip Morris • Bonds 2024



Iris Scan
UNRWA 2021



Green Skills • Male Presenter
OHCHR 2023



Lebanon Export Academy
UNIDO 2023



الإبلاغ الفوري عن أي شك أو قلق
يتعلق بأي إساءة واجب لا خيار

PORTFOLIO

Podcasts & Web Series

Podcasts and web series where knowledge meets entertainment.

PODCAST • 2025-2026 • 2 SEASONS • 18 EPISODES

Kelmeh Wehdeh

A podcast about how we communicate: words, tone, silence. Full series production for @KelmehWehdeh.



▶ Watch

Wardé Bou Daher
@kelmeh_wehdeh



▶ Watch

Elie Mitri
@kelmeh_wehdeh



▶ Watch

Naila Al Hares
@kelmeh_wehdeh



▶ Watch

Walid El Kabbani
@kelmeh_wehdeh



▶ Watch

Darine Ammache
@kelmeh_wehdeh



▶ Watch

مهي غزالي
معالجة نفسية بالعلاج باللعب،
والصحة النفسية للرضع والأهل

Maha Ghazali
@kelmeh_wehdeh



Two seasons, 18 episodes, and counting.

A new episode every week. Watch them all on YouTube, or scroll every reel on Instagram.

All Episodes on YouTube ➤

All Reels on Instagram ➤

WEB SERIES · SINCE 2017 · 2 SEASONS · 21 EPISODES

ArtLine

Fine Line's original web series, where art meets storytelling. One artist per episode.



Ilat Knayzeh
Lebanese Painter



Kamal Hmaydan
Lebanese Up-cycling Artist



Ghaleb Hawila
Lebanese Calligrapher



Nassib Bou Chebel
Lebanese Multi-Instrumentalist Musician



Tala Dughman
Lebanese Painter & Tattoo Artist



Dana Fakhoury
Lebanese Music Producer



Yamane el Hage
Musician, Songwriter, Singer



21

EPISODES

Two seasons, 21 artists, one line.

Seven artists featured here. Watch both full seasons on YouTube.

Season 1 Playlist ↗

Season 2 Playlist ↗

PORTFOLIO

Live Streaming

Multi-camera event coverage and broadcast-quality streaming, live on every platform.

SELF-PRODUCED · JUST FOR FUN

Live Streaming, Our Way

A just-for-fun animation showcasing our live streaming service, a nostalgic scrapbook style with a Western-themed voice-over, lovingly crafted by hand.

- ANIMATION
- SELF-PRODUCED

▶ Watch the Film



SELF-PRODUCED · JUST FOR FUN

Live,
our way

CAPABILITIES & SCOPE

Broadcast-quality live, on every platform

Our live system cuts up to 8 sources in real time (cameras, slides, clips and remote guests) and streams to YouTube, Facebook and Instagram at once, with separate custom feeds when an event calls for them. Every camera and audio channel is recorded in isolation, so clean material is ready for edits right after, with edited deliverables in a few working days.

We have streamed for AUF, Phoenicia University, PRIO, Mercy Corps and the Friedrich Naumann Foundation, from innovation hubs to remote field sites. This TikTok Live is our showcase: a behind-the-scenes look at how we prepare, set up and stream a live event.

- UP TO 8 SOURCES
- MULTI-PLATFORM
- 4-5 CAMERAS
- 6K · ISOLATED RECORDING

▶ Watch the behind-the-scenes



TIKTOK · 2025

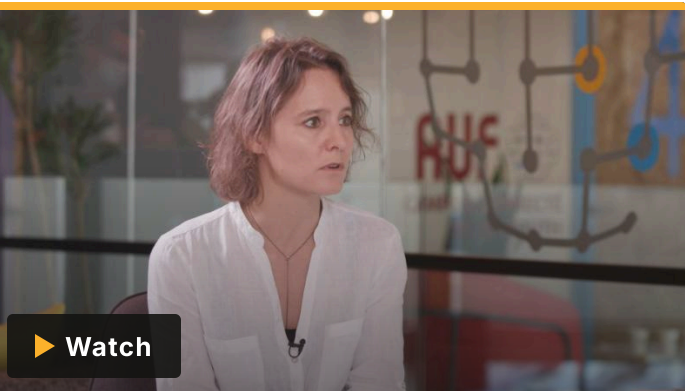
TikTok Live

LIVE COVERAGE • MULTI-CAMERA

Live Events

Multi-camera live coverage and broadcast-quality streaming for universities, foundations and international organisations, on site and online.

SELECTED EVENTS • 6



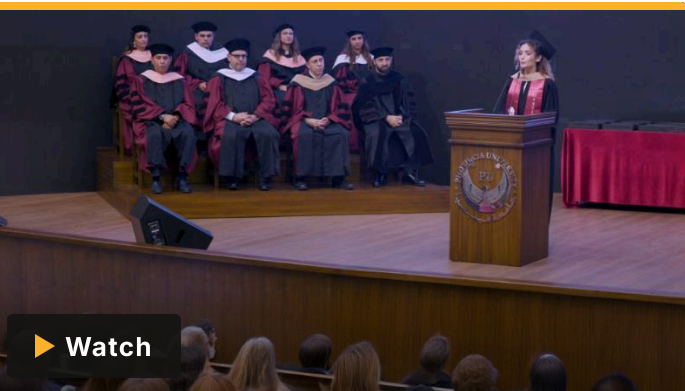
Agence Universitaire de la Francophonie
Live Event 2021



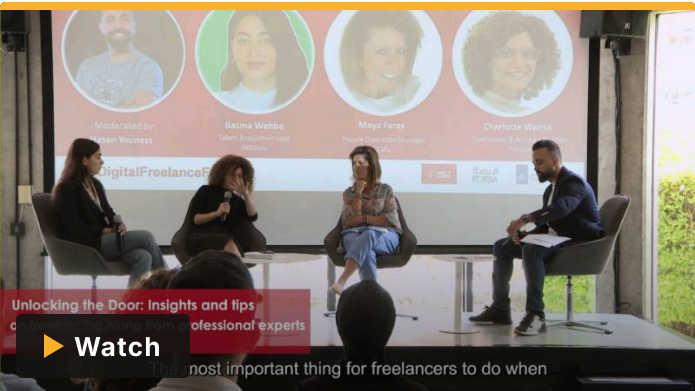
Friedrich Naumann Foundation
Live Event 2023



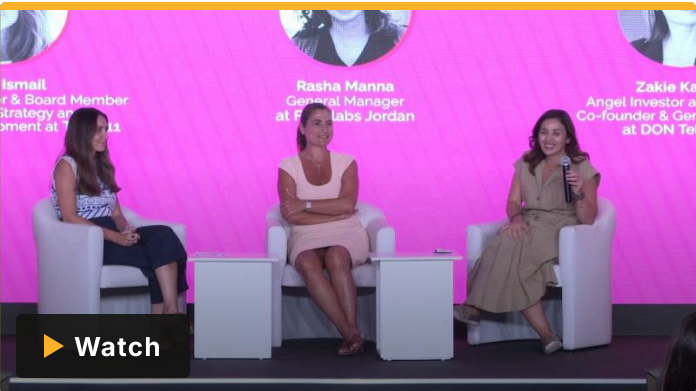
Peace Research Institute Oslo
Live Event 2022



Phoenicia University
Live Event 2019



Mercy Corps
Live Event 2023



Jusoor
Live Event 2023



FEATURED • TIKTOK LIVE • 2025

On the floor

Let's create.

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STUDIO

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