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PICTURE PERFECT: UNISON AND THE MIDDLE EAST INTERNATIONAL FILM FESTIVAL

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Established in 2007, the annual Middle East International Film Festival (MEIFF) is set once again for Abu Dhabi, in the United Arab Emirates, from October 8th through the 17th. The Abu Dhabi Authority for Culture and Heritage (ADACH) produces the festival to affirm the key place Abu Dhabi holds as an emerging cultural center and to foster the growth of its local film community.

As a rapidly emerging international brand consultancy with a formidable Middle East expertise, Unison was enlisted on short notice to “commando” brand the festival, extending the creative application across all channels and materials. Unison’s highly regarded regional focus, combined with its extensive knowledge of the entertainment industry and previous work with MEIFF in 2007, made the agency the clear best choice to brand the festival and carry it through in all its creative applications. With the MEIFF engagement, Unison has solidified its reputation as the go-to agency for branding, design, and strategic communications in the Middle East.

The brand team devised the overarching “A crossroads of cinema” festival theme, and parlayed that into a powerful brand identity based on a lens flare motif. The final result was a comprehensive brand campaign that included everything from identity to way-finding systems, gifts to print/outdoor/broadcast advertising. The strategic team likewise implemented an efficient and targeted web, radio/TV, and print media buy to promote MEIFF locally and internationally. Unison’s work entices people to attend, introduces them to MEIFF at points of entry, and accompanies festivalgoers throughout the 10-day experience.

Unison’s Co-Founder and Creative Director Julius Talvik noted that MEIFF marked a big step for the team onto the world stage. “A lot of hard work went into making the vision of MEIFF a reality, but I think that we accomplished more than that. What the visitor experiences in these ten days will stay with them for a lifetime.” He added, “We are looking forward to a long and fruitful relationship with MEIFF over the coming years.”

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ABOUT ADACH:

The Abu Dhabi Authority for Culture and Heritage (ADACH) is the government institution in charge of conserving and promoting the heritage and culture of Abu Dhabi. ADACH aspires to harness the pride of Abu Dhabi's people by developing the Emirate as a capital of art and culture. ADACH commits all its resources to the preservation of cultural treasures as well as the development of international art, music, literature and cinema. ADACH promotes a holistic vision of culture by creating and promoting projects that encourage the sharing of traditions and experience from all over the world.

For further information please send us an email at info@cultural.org.ae or call +971.2.621.5300.

ABOUT MEIFF:

The Middle East International Film Festival (MEIFF) was established in 2007 and is presented annually in Abu Dhabi, the United Arab Emirates, by the Abu Dhabi Authority for Culture and Heritage (ADACH). MEIFF's mission is to confirm Abu Dhabi's place as a rising center for culture while fostering the development of its local film community. In creating a lively forum for storytellers from the Middle East and around the world, the Festival lauds cinema in its every form.

For further information, please send us an email at contact@meiff.com or call +971.2.417.7444.

ABOUT UNISON:

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

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