

PITCH DECK

Project:

Avantcha Content Strategy

Strategic Video & Social Media Content Creation

April 2026 | Presented by: Scalify UAE

Scalify
Dream. Build. Scale.

X

—
AVANTCHA™
—

THE ADVANCE OF TEA

01.

ABOUT SCALIFY

Scalify is a Dubai-based creative studio specializing in strategic video and social content for premium brands. We operate where storytelling meets performance, creating cinematic, platform-native content designed to reflect brand sophistication while driving real engagement across social platforms.

Every project is strategy-led and produced in-house, with each asset crafted to perform not just exist. Backed by professional , grade production equipment and an agile creative team, we deliver consistently high end content without compromise.

02.

CONTENT STRATEGY & CONCEPTUAL IDEAS

PEOPLE OF AVANTCHA

A refined content series spotlighting the individuals behind the experience exploring their craft, personal tea rituals, and the stories that bring each cup to life.





Scalify X Avantcha





Scalify X Avantcha



TEA SOMMELIERS RECOMMEND

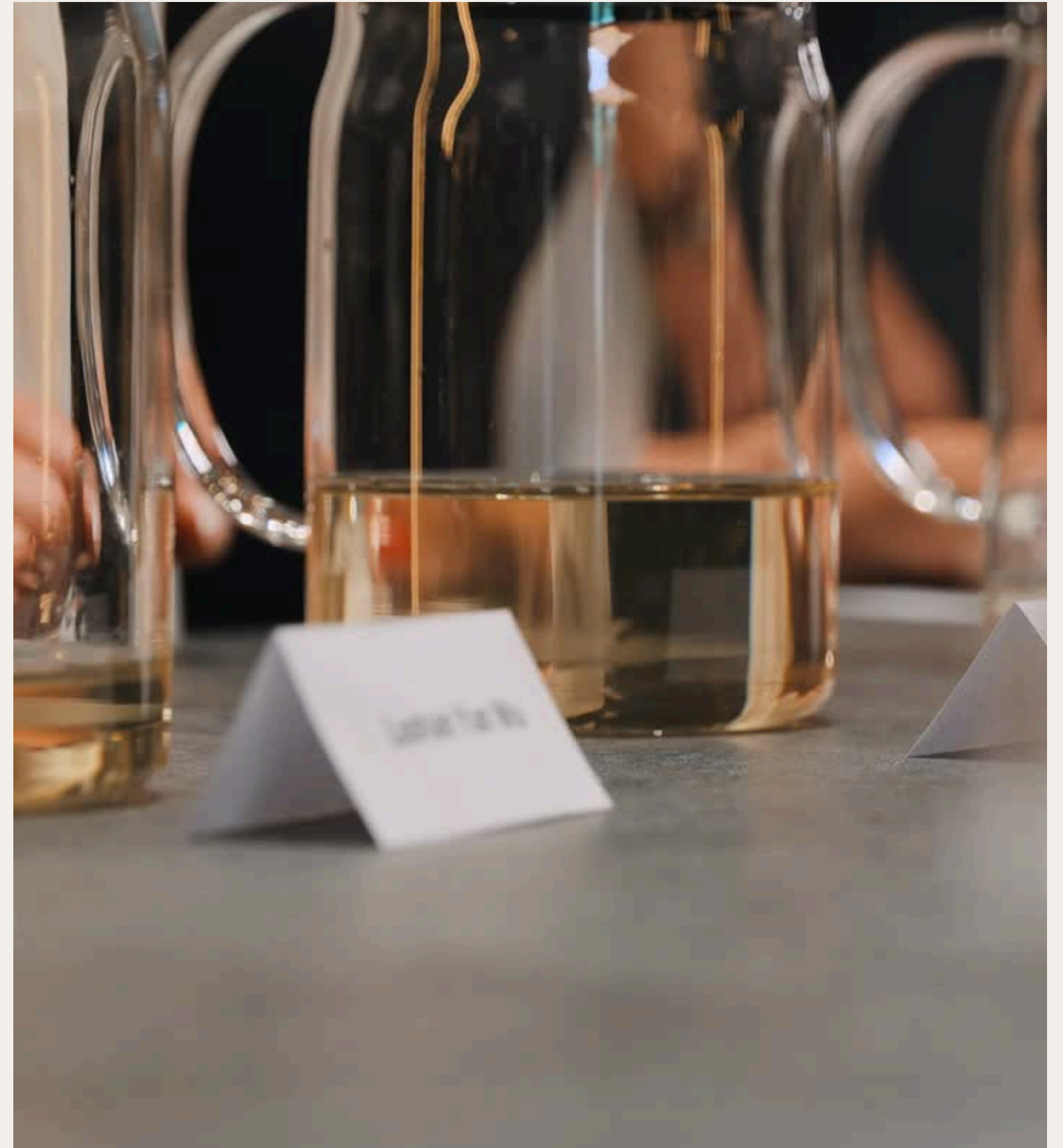
Curated by our sommeliers, each selection is crafted for a moment of your choosing pairing tea with experience, and elevating every cup beyond the ordinary.

Scalify X Avantcha



THE AVANTCHA DOCUMENTARY

From leaf to cup. A cinematic journey into the art of tea uncovering the craft, the people, and the story behind it, told with a depth rarely seen in this space.



SAMPLE CONCEPT STORIES

A look into what happens when content is crafted with intention—where creative direction meets strategy to produce visuals designed not just to capture attention, but to convert.





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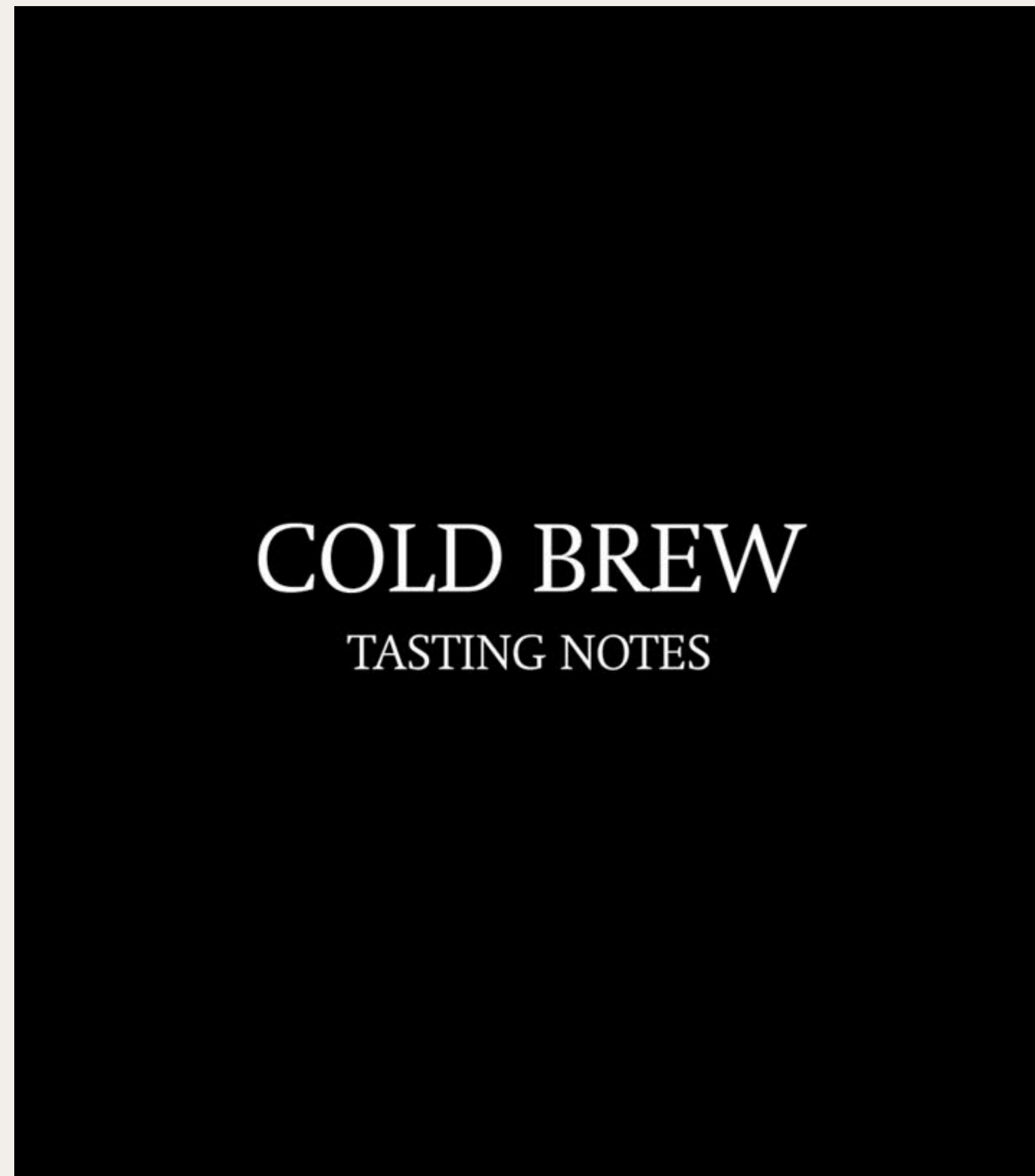




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03.

SCOPE OF WORK

20 STATIC POSTS

Grid + carousels
Concepted, designed,
copywritten.

PRODUCTION SET-UP

Lighting, Camera,
audio and accessories
all inclusive.

10 SHORT-FORM REELS

3 reels per week
Scripted video, Ritual, craft,
culture. Built to scroll.

PRODUCT/LIFESTYLE SHOOT

1 full day shoot per
month to capture
content.

AED 13,500/ MONTH

Flexible month-to-month
engagement with no long-term
commitment or rollover

LET'S SHARE A TEA AND EXPLORE A PARTNERSHIP.

With Scalify's strategy and branding expertise, we can help elevate performance and drive stronger results.

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