

# CASE STUDY 06: SET DESIGN + PRODUCTION

Client: Manoto Television

Campaign: Manoto Daily News

## Challenge:

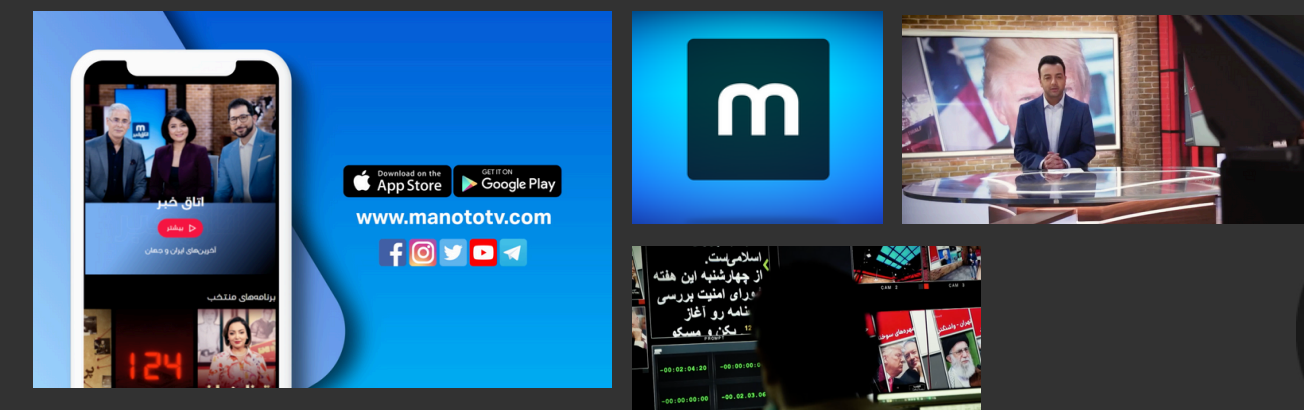
Revitalise **Manoto's** current News service into a dynamic storytelling News and Current Affairs beacon for the Persian market.

## Creative + Strategy:

I led the full creative branding, delivering the asset integration with real-time broadcast graphics to 'live' video servers, enhancing dynamic channel branding for in-vision studio filming. Additionally, I creatively directed the internal and external teams on the £2 million renovation project, with a 5,000 sq ft studio makeover to create an exceptional news broadcasting environment.

## Results:

Innovative updates solidified **Manoto** as the Middle East's most regular trusted, leading news source. This drove continuous superiority over competitors in viewership.



KEEP  
CREATIVE!