أوتورا
OTTORA

CONTENT STUDIO · DOHA, QATAR

WE DON'T GUESS WHAT WILL WORK.

We study what already works in your field, then make it yours: **researched, scripted, filmed, edited and posted** by one team in Doha.







1.5M+
views on the content we've made

8
formats, from sketches to brand films

6
lit sets in our Abu Hamour studio

Al Mandarin · Sherif · Dr. Lahfa · Bumble Bee · Cup and Go · Ottora Studio

▶ WATCH In this PDF, anything marked like this, or with ↗, opens when you tap it. Everything else is a still.

HOW WE WORK

WE DON'T GUESS. WE LOOK AT WHAT ALREADY WORKED.

Most content fails because it starts from a blank page. Ours starts from proof: the videos that already won in your industry. Then we add the part nobody can copy, which is **you**.

01

RESEARCH YOUR FIELD

We pull the best-performing videos in your industry, in Qatar and the region: your competitors, the creators your audience already watches, and the brands doing it well.

02

DECODE WHY IT WORKED

For every winner we write down the reason: the hook in the first seconds, the format, the length, the story and what made people share it.

03

ADD YOUR SIGNATURE

We rebuild those patterns in your voice: your look, your humour, your values and your language. The structure is proven. The taste is yours.

04

MAKE IT, THEN MEASURE

We script, film, edit and post, then read the numbers every week. What works gets more of it. What doesn't is dropped.

RESEARCH IN PRACTICE

SMART PLAYS: A CAROUSEL SERIES BUILT FROM RESEARCH

Ten famous marketing moves, from Red Bull to Michelin, each researched before a single slide was designed, then written in Qatari Arabic with three steps any business here can use.

The same method runs our own account: more than 95% of its views came from people who didn't follow us yet.



CLIENT · FUNNY SKETCHES AND POV REELS

AL MANDARIN

Juice brand in Qatar · since May 2026

We write the idea, cast it, film it, edit it and post it. Comedy that feels local, with the product in every scene. The black-and-white sketch passed 200,000 views on its own, with no paid media behind it.

1M+
views since May

694K
views in the first 90 days

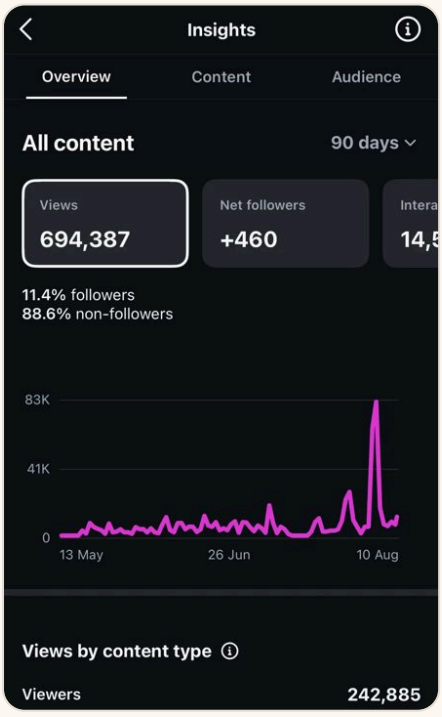
88.6%
of those views from non-followers











The proof: insights for the whole account, 13 May to 10 August: 694,387 views, 460 net new followers.



A low-key scene set up on a shoot day: amber light, a row of juices.



The product filmed up close on a cinema camera arm.

Insights for 13 May to 10 August plus the public count on every reel since, read 2 November 2026. Anything marked ▶ **Watch** opens the reel on Instagram.

All their reels: instagram.com/almandarinqa ↗

CLIENT · PERSONAL BRAND REELS

SHERIF, MA.3ASH.MOBAKER

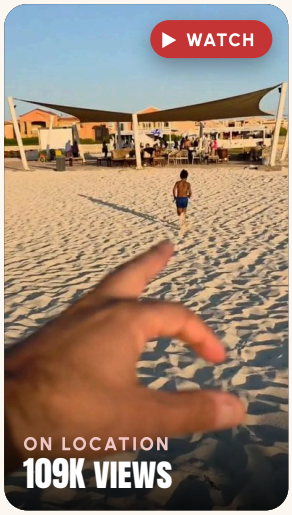
A brand-new account, built around one person

One man, his story and the coast of Qatar. Two of the account's first 13 reels passed 100,000 views.

290K+
views

136K
views, top reel







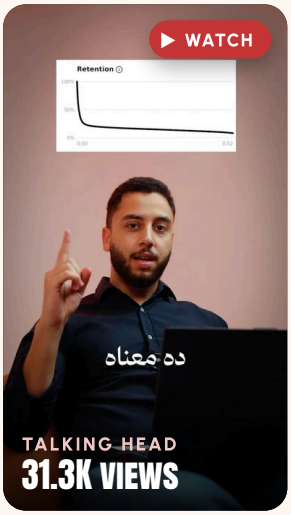
OUR OWN ACCOUNT · TALKING HEADS

OTTORA STUDIO

@ottorastudio, run the way we run our clients'







194K+
views from just these 3 reels

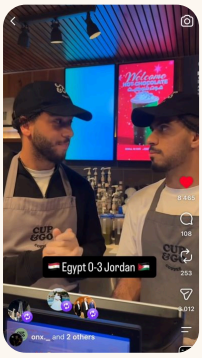
1,600+
new followers from these reels alone

Research what works, recreate it in our own voice, review the numbers. The same three steps we use for every client.

OUR CO-FOUNDER'S ACCOUNT · BRAND COLLAB

CUP AND GO × @AMRO.KA

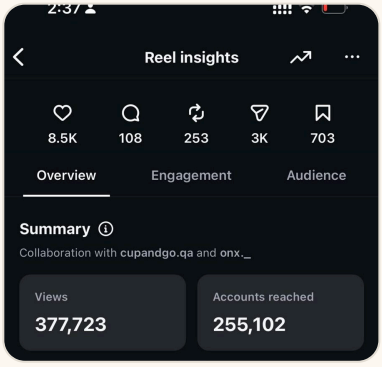
A collab reel with Cup and Go, filmed and edited by us



377K
views on one reel

3K
shares, 703 saves

255,102 accounts reached and 26 seconds of average watch time, on a single collab reel.



All the reels: instagram.com/ma.3ash.mobaker ↗ · instagram.com/ottorastudio ↗

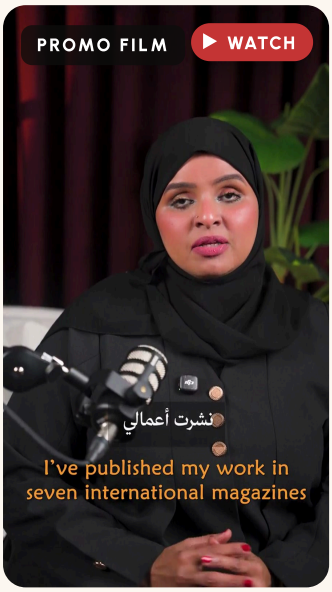
Sherif: public counts, 2 November 2026. Ottora: public counts, 17 November 2026; one of the three was boosted; followers from Instagram insights. Cup and Go: Instagram insights screenshot.

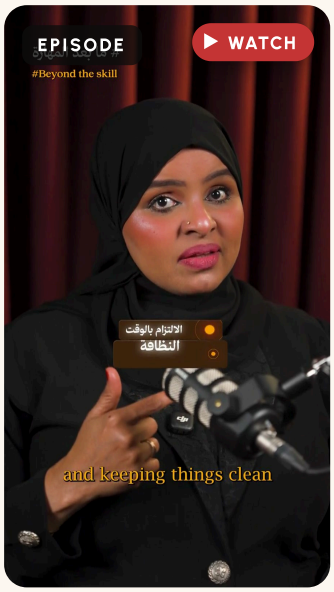
CLIENT · TALKING HEADS AND A PROMO FILM

DR. LAHFA

Trichologist and trainer · November 2026

An expert with a lot to teach. We filmed her in our studio and cut each idea into a short episode: **Arabic and English captions, b-roll, chapter titles and verse cards**, plus a promo film for her training.



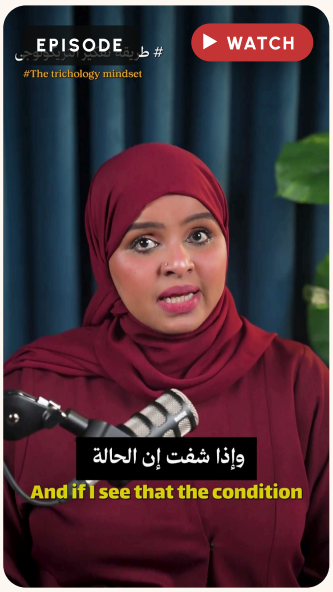


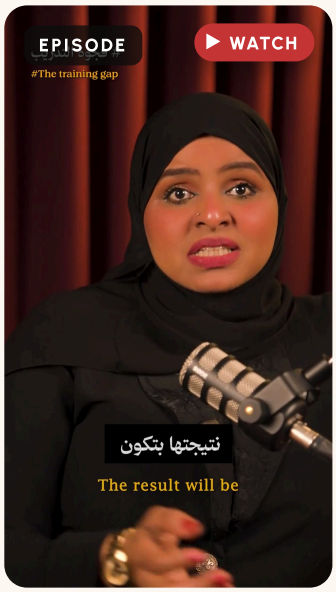












LIT LIKE TELEVISION

Our sets come lit and rigged, so the first take already looks finished.

EDITED TO HOLD ATTENTION

Chapter titles, b-roll and captions in both languages keep people watching.

HER VOICE, HER VALUES

The verse cards and the wording are hers. We shape the structure.

Just delivered, so no numbers yet. Stills marked ▶ **Watch** open the finished episode.

CLIENT · ON LOCATION, BRAND FILM AND REELS

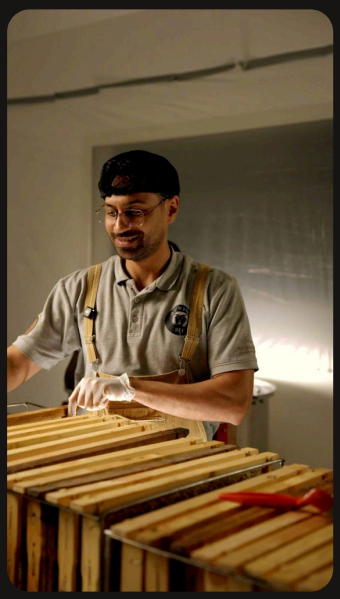
Bumble Bee

Honey farm in Qatar · in the edit now

From the hives to the extractor. We spent a day at the farm filming nine reels and one high-production film, shot in 4K and colour-graded in the edit.







Stills from the shoot day, November 2026, with a first colour pass. The finished film and reels are in production.

FORMATS

ONE TEAM. EVERY FORMAT.

Different goals need different formats. We pick the one your audience already responds to, then make it properly.



COMEDY SKETCHES

Scripted, cast and filmed. Al Mandarin's best passed 200K.



POV REELS

One situation everyone knows, filmed from the viewer's eyes.



TALKING HEADS

Experts on camera, lit and edited to keep people watching.



ON LOCATION

Beaches, deserts, farms. We take the crew where the story is.



PODCASTS

Recorded and edited in our studio, or out in the desert.



BRAND FILMS

A high-production film for your brand, shot in 4K.



INFOGRAPHIC CAROUSELS

Researched stories turned into slides people save and share.



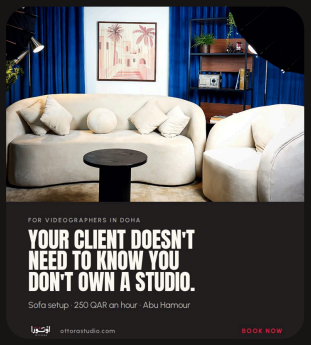
STATIC ADS

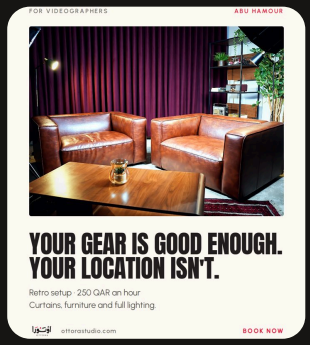
Designs for paid campaigns, in English and Arabic.

ALSO IN-HOUSE

PHOTOGRAPHY AND GRAPHIC DESIGN

Product and model shoots, retouching, posters, menus and ad designs, from the same team that films your reels.







BEHIND THE SCENES

OUR STUDIO, AND WHEREVER THE STORY IS

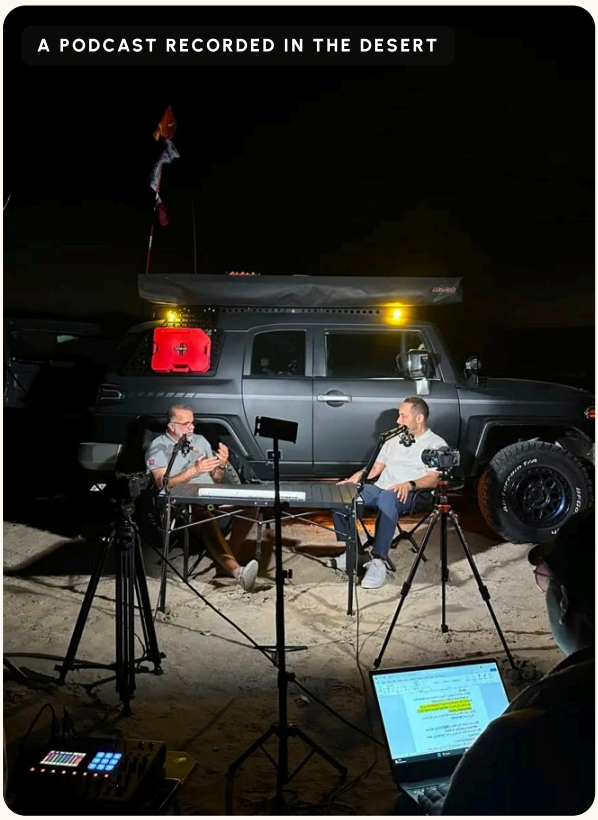
Six sets in Abu Hamour, lit and rigged before you arrive, with cameras, lights and microphones in-house. When the story needs a bigger set, we take the studio to it.

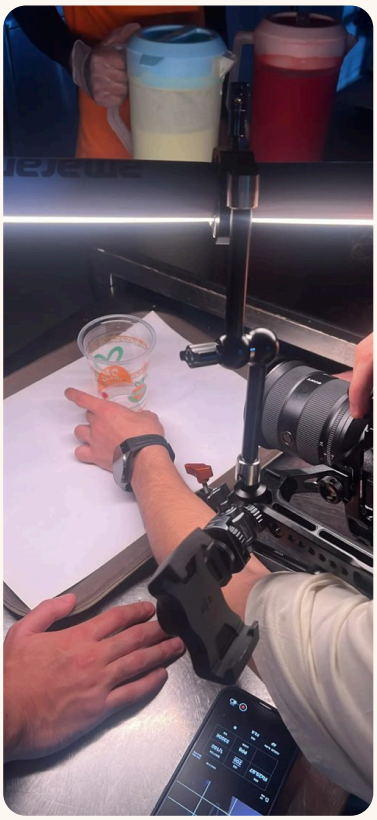

THE STUDIO FLOOR, ABU HAMOUR


CYCLOWALL


RETRO SET


MODERN SOFA SET


A PODCAST RECORDED IN THE DESERT





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NEXT STEP

WANT THIS FOR YOUR BRAND?

Tell us what you sell and who you want to reach. We'll research your field and come back with a plan, before you commit to anything.

WHATSAPP
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Scan to message us on WhatsApp. Studio: Wholesale Street, Zone 56, Building 212, Level 1, Office 91, Abu Hamour, Doha.

Numbers come from Instagram insights and the public view count on each reel, read 2 November 2026.