Content that moves people.

Production, social media, podcasts, influencers and event coverage for government entities and leading brands, in Arabic and English.

FOUNDED BY TWO BROTHERS

Bakri & Anas



The brothers who built Swissulife Media from Geneva to Dubai. One of us reviews every client's monthly plan.

SWISSULIFE.NET

A PERSONAL MESSAGE FROM THE FOUNDER

I would be truly happy to serve you.

My vision for Swissulife Media is simple: every client should feel that their name is in safe hands. When you work with me, you are not hiring a supplier. You are getting someone who treats your name as his own.

I stay close to every project. I plan it carefully, I deliver what I promise, and I stay with you long after the work goes live.

My promise to you: I will work very hard for you, and you will always be able to reach me directly.

Bakri Jarkji

Founder, Swissulife Media

350M+

total reach of the content we make

150+
brands grown

600+
videos a month

0
freelancers on the core work

TRUSTED BY GOVERNMENT

Government and semi-government clients in Dubai and Sharjah

غرف دبي
DUBAI CHAMBERS

DUBAI
HOLDING

غرفة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry

جامعة الشارقة
UNIVERSITY OF SHARJAH

مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

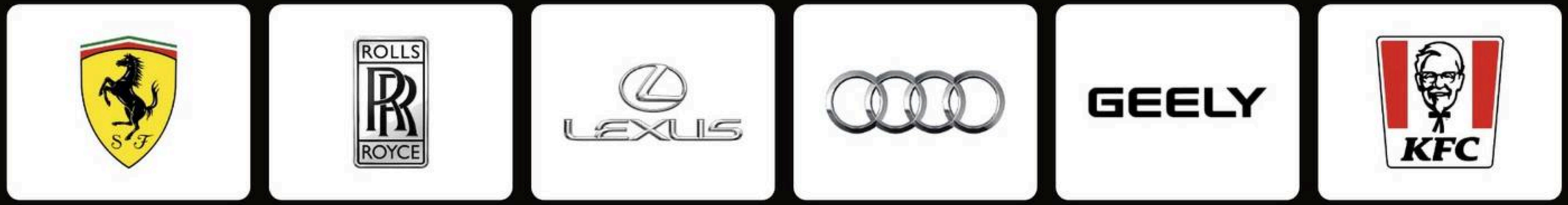
الشارقة س
shjseen
جائزة الشارقة للتميز
Sharjah Excellence Award

نادي الشارقة للجولف والرماية
SHARJAH GOLF & SHOOTING CLUB

SHARJAH
PAINTBALL
PARK

150+ BRANDS

Global brands and the UAE's top developers



REAL ESTATE



OUR WORK

Global and regional consumer brands



LUXURY AND BEAUTY

The beauty and fashion houses we work with

Events, launches and creator content for global luxury brands in the UAE.

DOLCE & GABBANA

CharlotteTilbury

SEPHORA

MAC

erborian KOREAN SKIN THERAPY

MAKE UP FOR EVER PROFESSIONAL PARIS

KAY ALI



Anas, our co-founder, at the Dolce & Gabbana event in Dubai, February 2026.

AND MANY MORE

Hotels, leisure, food, fashion and education



AND MORE

Healthcare, retail, legal, interiors and lifestyle



FOR GOVERNMENT

What we do for government entities

National campaigns

Awareness, national-day and seasonal campaigns, Arabic first, from idea to post.

Leadership and project updates

Interviews, explainers and a recurring video podcast that keep the public informed.

Events and ceremonies

Awards, receptions, forums and exhibitions: photo, video, live stories, same-night edits.

Official channels

Your social media run to an approved monthly calendar, in Arabic and English.

Shows abroad

Our Geneva team covers your stand and delegations at the big European shows.

Internal communication

Films for staff, town halls and leadership, kept strictly internal.

FOR COMPANIES

What we do for companies and brands

Brand films and launches

Showroom films, product launches and opening campaigns, shot by our own crews.

Social media that grows

Reels and posts built for organic reach, with paid campaigns when they pay back.

Personal brands for leaders

Founders and executives on camera, on LinkedIn and Instagram.

Influencers and celebrities

UAE creators and talent matched to your audience, with usage rights agreed.

Podcasts and video series

Recorded at our Sard studio in Dubai or on location with our mobile set.

PR, websites and ads

Press and radio placements, websites, Google Ads and paid social campaigns.

HOW WE START

Strategy before content

01

Discovery

Your organisation, audience and goals, researched first.

02

Strategy

Messages, tone of voice and the channels that matter.

03

Identity

Visual direction, templates and brand rules for every channel.

04

Creative

Campaigns, events and creators mapped to your calendar.

05

Roadmap

A monthly plan with KPIs you approve.

Every plan is measured each month against the KPIs agreed at the start.

HOW WE WORK

A monthly rhythm, approved at every step

01

Brief

Priorities and dates

02

Plan

Calendar for your approval

03

Produce

Film, edit, design

04

Publish

After final sign-off

05

Report

Results and next plan

One account manager as your single contact. Founder review of every monthly plan. Nothing goes live without your sign-off.

EVENT MANAGEMENT

Before, during and after your event

Before

- Event hashtag, web page and social pages
- Speaker and influencer coordination
- Teasers, countdown and paid promotion
- PR packages to media and VIP guests

During

- Photo, video and live stories
- Interviews with guests and speakers
- Same-night highlight edits
- Live streaming on request

After

- Recap film and photo gallery
- Thank-you messages to VIP guests
- Press kit for the media
- Testimonials and post-event content

BEHIND THE SCENES

Our crew, live on site

Multi-camera live switching

Video and photo crews, one team in one kit

On site from setup to the last guest





OUR STUDIO

Sard, our podcast studio in Dubai





5 sets · broadcast sound · 16:9 + 9:16 at once

AL QUOZ, DUBAI · sardstudio971.com

MOBILE PODCAST

The studio comes to you

Your offices

Your venues

Your events

Your destinations

Cameras, microphones, lighting and crew, set up at any destination. Shown: the Sharjah Chamber podcast, recorded on location.



CREATORS AND EVENTS

Influencers and activations, run by one team

Influencers

CREATORS

- UAE creators matched to each destination
- Arabic and English, families to luxury travel
- Our crew films alongside, so you keep the footage
- Usage rights and a reach report per creator

Activations

ON THE GROUND

- Seasonal and family activations at your venues
- National Day and New Year's Eve, on the ground
- Launches, pop-ups and brand partner activations
- Planned, staffed, filmed and posted by one team

CELEBRITY MARKETING

Celebrities and talent, managed end to end

For brands and entities

Celebrity casting and booking for campaigns, launches and national moments

Contracts, briefs and usage rights handled for you

Filmed on set by our own crew

For celebrities and public figures

Digital brand audit and positioning

PR and content strategy across Instagram, TikTok, YouTube and LinkedIn

Press features, podcasts and brand partnerships

Celebrity events

Red carpets, award nights and brand launches

Joy Awards, Saudi Arabia

Dolce & Gabbana, Dubai

Charlotte Tilbury, Sephora, MAC and Erborian launches

OUR POWER

Stars of sport, music and media


Anas Bukhash


Georgina


Thierry Henry


Khabib


Majid Al Mohandis


Assala


Cairokee


Ayed


Ahmed Saad



Dystinct


TUL8TE


Saint Levant

OUR POWER

Creators, presenters and beauty names



Nour Ghandour



Huda Kattan



Kris Fade



Boran Kuzum



The Habdan Twins



Tara Abujarab



Amna Al Qubaisi



Mira Abou Jaoude



Ossy Marwah & Sherin Beauty



Narin Beauty



Ghaith Marwan & Sara Al Wari



Mim Design

OUR OFFICE IN SWITZERLAND

GENEVA

Our European base, with its own crew and studio set. The same team and standards as Dubai, a short flight from WTM London, ITB Berlin, ILTM and MIPIM in Cannes, and FITUR in Madrid.

AVENUE DU LIGNON 27, 1219 GENEVA · +41 77 224 48 89

1–2h

Geneva to London, Berlin, Paris, Madrid or Cannes

6–8h

Dubai to the same cities



CASE 01 · GOVERNMENT

Sharjah Chamber of Commerce and Industry

81.7K

views on one episode of the Chamber's Arabic interview series, filmed, edited and subtitled by our team.

AI Future Sharjah

Content for the Chamber's AI Future Sharjah, February 2026.

The format

The same series can carry any entity's project updates and leadership messages.

CASE 02 · GOVERNMENT EVENTS

Sharjah’s ceremonies and official gatherings

Photo and film coverage of the Sharjah Excellence Award and of Sharjah’s official gatherings and receptions, by our own crew.





CASE 03 · FITNESS AND WELLNESS

Reels people choose to watch

4.2M

views on a single reel

3.1M one reel

2.7M one reel

2.2M one reel

Reels, social media management and member stories for Seventy Fitness & Spa in Sharjah and Altitude The Gym.

CASE 04 · REAL ESTATE

Property films that travel

714K

views, one property film

515K

views, one property film

30M

AED villa tour, filmed and edited by us

RIGHTEOUS Properties · fäm Properties · X-SPACE REAL ESTATE

For developers, brokers and investment projects.

CASE 05 · CELEBRITY BRAND

Ranim Alturki, celebrity makeup artist

We audited her digital brand and wrote her PR and content strategy, positioning her as Celebrity Makeup Artist and Beauty Director, then collaborated with her on content at luxury beauty launches.

10.1K	Charlotte Tilbury Arabia · launch reel, January 2026
5.1K	Charlotte Tilbury Arabia · event evening reel, February 2026
3K	Sephora × Erborian · experience reel, November 2025

Views on the collaboration reels on @swissulifemedia alone.





FROM OUR WORK

Shot by our crews

@swissulifemedia













WORKING WITH US

Made for how government works

Approved at every step

Briefs, plans, scripts and edits are signed off by your team before anything goes live.

One point of contact

A dedicated account manager, with a founder reviewing every monthly plan.

Arabic and English

Native copy, subtitles and voice-over in both languages, in your brand.

Confidential by default

Internal and unreleased material stays internal. NDAs signed on request.

Procurement-ready

We register on your supplier portal and work to your purchase order.

Fast on the day

Same-night edits from events, and studio raw files the same day.

COMPANY DETAILS

The facts for your procurement team

LEGAL NAME	SWISSULIFE MARKETINGS MANAGEMENT EST.
TRADE LICENCE	Dubai Department of Economy and Tourism, No. 1077646
VAT REGISTRATION (TRN)	104297816100003
OFFICES	Dubai, UAE · Geneva, Switzerland · Ljubljana, Slovenia
GENEVA OFFICE	Avenue du Lignon 27, 1219 Geneva
PODCAST STUDIO	Sard, 28B Street, Al Quoz, Dubai
ON REQUEST	Trade licence, VAT certificate, references, signed NDA

CONTACT

Let’s make your next story.

SCAN FOR OUR WORK

Send us the brief for your next campaign, event or channel. We come back with a plan and a quotation.

Bakri Jarkji, Founder

marketing@swissulife.com · +971 50 572 5515 · swissulife.net

SWISSULIFE MEDIA