IDEAS AMPLIFIED

House of OCTA

MARCOMS PORTFOLIO 2026

The art of resonance.

Strategy. Story. Experience.
House of OCTA Marcoms portfolio



CONTENTS

Inside the House.

01 Life² & House of OCTA 03—05

02 Brands & clientele 06—07

03 Services & strategic approach 08—11

04 Developer & project delivery 12—15

05 Activation & events 16—17

06 OCTA Isle Interiors by Missoni 19—24

07 Burj Capital 25—30

08 Trio Isle 31—37

01 / WHAT IS LIFE²

life² amplified.

Life² is our philosophy of elevating everyday living into something deeper and more meaningful. Thoughtful design and purposeful spaces enhance the way life is experienced.

Here, comfort meets inspiration, and function meets soul. Connection, continuity, and moments of wonder are amplified.

Within these spaces, life doesn't just exist; it truly flourishes.

02 / HOUSE OF OCTA MARCOMS

Communication, squared.

House of OCTA Marcoms brings Life² to the world of brand communication. Here, ideas are amplified, creativity is elevated, and strategy is crafted to multiply impact and meaning.

Guided by the belief that powerful storytelling doubles connection and meaning, we transform brands into experiences. Every campaign is crafted with intention: clarity is sharpened, visibility expanded and influence maximized. When communication is squared, brands don’t just speak; they resonate.





One name. Five specialist companies.

A connected ecosystem of real estate companies spanning investment, development, commercialization, design and brand.

OCTA Investments

Investment and strategic capital

SEE MORE

OCTA Developments

Real estate development

SEE MORE

OCTA Properties

Development commercialization platform

SEE MORE

House of OCTA Design

Interior design and FF&E

SEE MORE

House of OCTA Marketing

Brand, creative and marketing

THIS PROFILE

This profile presents House of OCTA Marcoms.

Our brands.



MISSONI

ELIE SAAB

PAGANI

MOUAWAD

Hilton

DUBAI
DOWNTOWN
THE RESIDENCES

FRANCK MULLER
GENEVE

MARRIOTT

ROVE
HOME

Our clientele.

al ramz الرمز

AMWAJ DEVELOPMENT

ARTE DEVELOPMENTS

BLOOMINGBOX

CENTURION

MASDAR CITY

DARGLOBAL

DMDC

DURAR GROUP

elysian DEVELOPMENTS

fortimo

Fortune 5 DEVELOPMENTS

GP Global Partners

INDORAMA

IRTH

KASCO DEVELOPMENTS

LONDON GATE

Connecting the narrative.



01 / Consider

Client, developer, project and market. Establish the key considerations that shape the brief.

02 / Discover

Find the hidden gem: the core that connects every consideration and delivers a personal truth for each audience.

03 / Define

Set the KPIs: reach, awareness and traffic.

04 / Connect

Align touchpoints and budget across an integrated ecosystem, the sales centre, PR and personalized messaging to build visibility and affinity.

05 / Optimize

DCO and engagement. Refresh content, deliver immersive events and balance emotional storytelling with rational reasons to believe.

One House.
Every dimension.

Strategy & planning

Digital marketing

Branding

Content creation

Creative

Activations & events

Marcoms solutions, connected
by a single creative vision.



An integrated mindset.



Build credibility

Build the backstory and reasons to believe. Highlight the financial background and stability of the group behind the developer identity.

Collaborate with agents

Work with agents in the market without competing on lead-generation campaigns. Monitor agency campaigns and communication.

Make the offer clear

Create awareness of the essentials: location, spaces, sizes and parking. Use PR to establish the developer's image and market presence.

Optimize visibility

Focus digital channels on awareness: maximize Instagram, LinkedIn and programmatic visibility, supported by on-site videos of fence branding, location and accessibility.

Every point of contact.



Display

Generate clicks through native ads, stay top of mind on the web and increase traffic to the landing page and website.

Website

Create a reference point for clients, with landing pages for releases and campaigns: the brand's main digital image.

Social

Implement the monthly content calendar. Optimize and review dynamic content to remain relevant and engaging.

Sales centre

Establish a journey consistent with the brand narrative. Use spatial branding to highlight the offering.

Launch

Create a thematic developer launch, media event coverage and video assets from the unveiling.

Developer-level delivery.



Identity & strategy

- Developer identity and brand guidelines.
- Corporate assets: business cards, letterheads, envelopes and email signature.
- Communication strategy and launch rollout plan.
- Social strategy and platform management for 3 months.
- Website: landing page, 6 inside pages and stock images.
- Team induction on brand identity.
- Sales centre journey mapping and branding.

Digital & media

- 12 social media assets per month for 3 months, across Instagram, Facebook and LinkedIn.
- 3 awareness web banners per month for 4 months.
- Corporate brochure: English, one size, 20 pages, digital format.
- Corporate EDM template.
- Additional languages charged separately on request.

Video

- 30-second corporate film showcasing the company and its plans.
- Four 15-second videos in English and Arabic, supplied in four sizes.
- Launch film in English and Arabic, supplied in three sizes.
- Includes concept, script, design, music, animation and compositing.
- Footage-based execution; filming and production are excluded.
- Teaser and launch films resized for sales-centre LED screens.
- Additional languages available on request at an extra cost.

Imagery

- Lifestyle images for the brochure, with branding.
- Stock image purchase from high-end libraries.

From anticipation to momentum.

3 levels, one coherent story



Pre-launch / 2–3 months

- EOI: EDM, pre-sales deck and agent activation.
- Brand identity, messaging and reasons to believe.
- Marketing collateral and PR delivery.
- Online, digital and social communication assets.
- Production management and third-party supervision, including event and model.
- Render branding and animated assets.

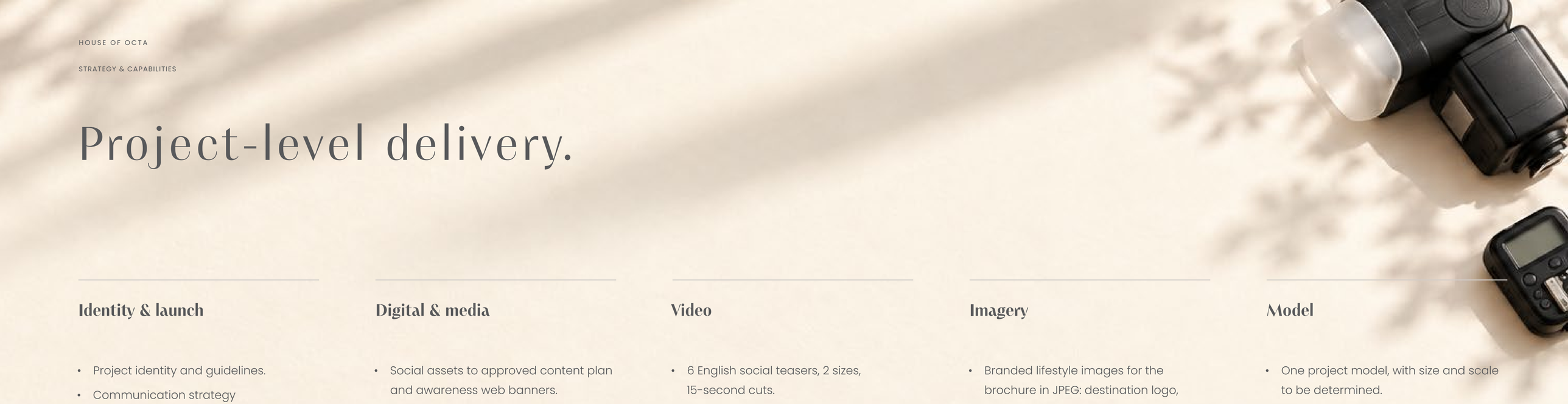
Launch / 1 month

- Event theme and design development.
- Event management and delivery.
- PR support, tracking and on-ground support.
- Campaign and social media management.
- Digital content optimization against the approved media plan.
- Office engagement.
- Agency follow-up and conversion.

Sustain / Until sell-out

- Always-on content from month 1 onwards.
- Campaign reporting and findings.
- Influencers and testimonials.
- Launch highlights and new optimized assets.
- Interview and media-mention snippets.
- Stakeholder content.
- PR support and continuous monitoring.

Project-level delivery.



Identity & launch

- Project identity and guidelines.
- Communication strategy and launch rollout.
- Social strategy and platform management for 3 months: 10–12 posts per month on Instagram, Facebook and LinkedIn.
- Landing page design.
- Sales-team brand training.
- Production management and delivery.
- Sales-office branding.
- Exterior and amenity renders showcasing entrances, façades, building profiles, pools, rooftops and key-unit views overlooking the city and lagoon, across day, dusk and sunrise.
- Interior renders of bathrooms, living and dining rooms, master and secondary bedrooms, entrances, lobbies and interior amenities.

Digital & media

- Social assets to approved content plan and awareness web banners.
- 20-page English digital brochure, one size.
- Floor plates, unit plans and spec sheet: English PDF, one size.
- Branded destination and location maps: PDF/JPEG.
- Payment plan: English PDF/JPEG.
- Agent EDM: English PDF. Customer EDM: English HTML.
- WhatsApp creative: destination/project USPs, size and price ranges.
- Commission and customer offer: 3-page PDF and JPEG.
- Additional languages charged on request.

Video

- 6 English social teasers, 2 sizes, 15-second cuts.
- English launch film in 3 sizes:
- concept, script, design, music, animation and footage-based compositing. 60–30-second cuts, confirmed after concept approval.
- 4 post-launch assets per month.
- Resize teaser and launch films for sales-centre LED screens.
- Additional languages charged on request.

Imagery

- Branded lifestyle images for the brochure in JPEG: destination logo, project logo and tagline where applicable.
- Stock image purchase from high-end libraries.

Model

- One project model, with size and scale to be determined.
- Scope may include a partial or full model, or a defined cluster.
- Final cost depends on the selected scale and level of detailing.
- Site fence branding; excludes the physical fence.

Precision in every placement.



01 **Strategy & planning**

02 **Supervision & deployment**

03 **Creative asset development**

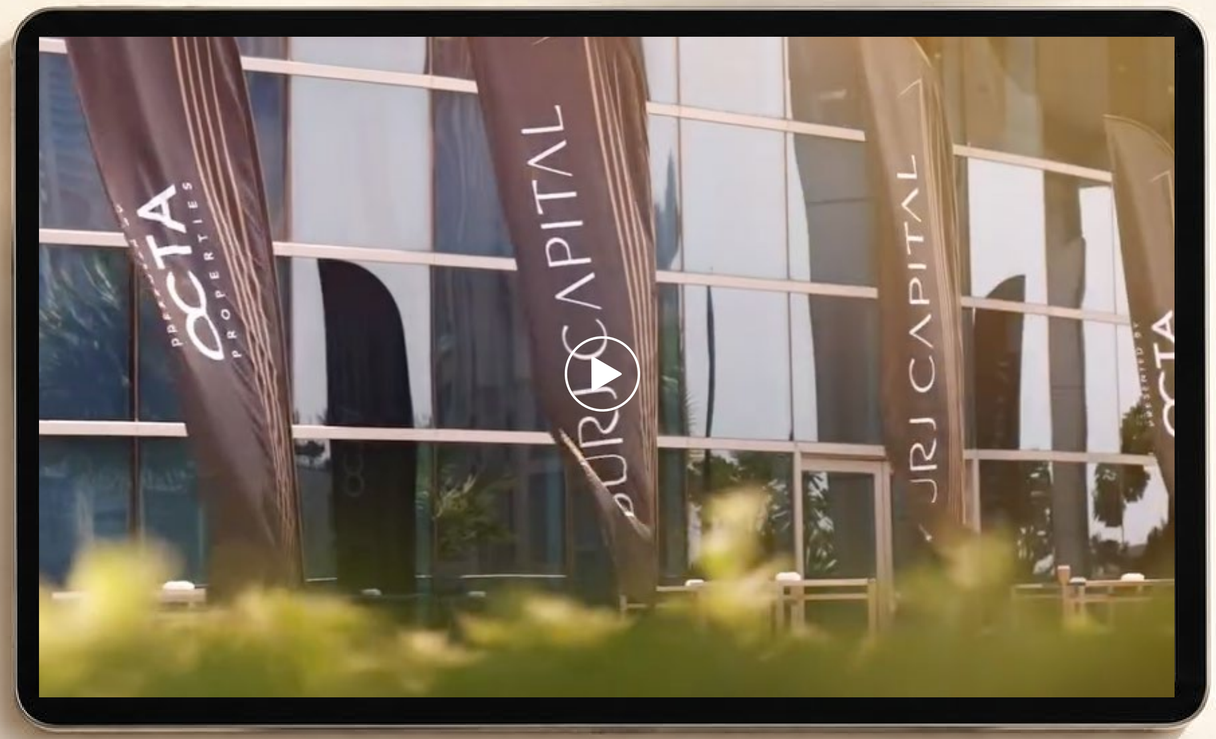
04 **Dynamic content optimization**



Presence.
Reputation.
Confidence.

House of OCTA creates memorable on brand launch events, immersive sales-gallery experiences and engaging broker activations. Each experience connects people with projects, builds sales momentum and moves the market.

SHOWREEL



The story, experienced.

Activations & events

CONCEPT / PRODUCTION / EXPERIENCE

Projects Highlights



01 / OCTA ISLE

Island living, expressed.

OCTA Isle / Interiors by Missoni

INTERIORS BY MISSONI

OCTA Development’s first signature project brings architecture and interiors together with quiet confidence. The signature Missoni palette moves between bold lines and soft transitions, balancing structure with style.



EDITORIAL / BROCHURE DESIGN

A world, bound in print.

The island-inspired narrative becomes a considered editorial journey. Architecture, interiors and the Missoni design language come together with concept, unit mix, amenities and investment highlights in one coherent story.

NARRATIVE / ART DIRECTION / DESIGN

DIGITAL / SOCIAL MEDIA

A signature in every frame.

A curated social approach translates island living, signature patterns and design-led appeal into brand-led visuals and content. The intention is clear: build awareness and give prospective buyers a distinctive world to engage with.

BRAND-LED CONTENT / VISUAL CONTINUITY



MOTION / PROJECT REVEALER



A cinematic first impression.

The revealer film introduces OCTA Isle through the interplay of architecture, interiors and the signature Missoni aesthetic, revealing the project's character and design intent.

CONCEPT / NARRATIVE / MOTION

INFORMATION DESIGN / PLANS

Space, revealed.

A three-dimensional presentation of the amenity floor and two-bedroom unit brings layout, landscape and interior character into focus.

3D VISUAL STUDIES / OCTA ISLE

EXPERIENCE / LAUNCH FILM



The moment of introduction.

The launch film captures the in-house unveiling of OCTA Isle, shaping the presentation into a polished visual experience for invited guests. The project's design narrative remains the focus.

NARRATIVE / CAPTURE / EDIT

02 / BURJ CAPITAL

Ambition, given an address.

BUSINESS BAY / DUBAI

A distinguished commercial destination in Business Bay. A limited collection of premium office spaces combines architectural strength, panoramic views and world-class amenities, framing the workplace around prestige, performance and clarity.





HOUSE OF OCTA

BURJ CAPITAL / BROCHURES

EDITORIAL / BROCHURE DESIGN

A confident corporate narrative.

Architectural strength, a strategic location and refined office environments shape a premium commercial story. Planning, amenities and investment highlights are presented with clarity and a confident corporate voice.

NARRATIVE / ART DIRECTION / DESIGN

DIGITAL / SOCIAL MEDIA

Presence with a point of view.

Strong architectural imagery, location advantages and premium office positioning shape the social narrative. Content speaks to investors and business professionals while reinforcing the project's commercial identity.

BRAND-LED CONTENT / VISUAL CONTINUITY



MOTION / PROJECT REVEALER



Architecture in the spotlight.

The revealer film focuses on the striking façade, elevated office environments and Business Bay setting, introducing Burj Capital with a clear and distinctive visual presence.

CONCEPT / NARRATIVE / MOTION

INFORMATION DESIGN / PLANS

Structure meets clarity.

Technical office layouts are refined into clean, legible compositions. A structured visual system improves clarity and reflects the project's professional character.

SPATIAL CLARITY / COLOUR / HIERARCHY



EXPERIENCE / LAUNCH FILM



A defining reveal.

The launch film captures a high-profile unveiling for industry professionals and VIP guests. The 3D model reveal becomes the defining moment in the introduction of this premium commercial destination.

NARRATIVE / CAPTURE / EDIT

03 / TRIO ISLE

Three buildings.
One coastal rhythm.

AL MARJAN ISLAND

A waterfront residential concept defined by balance and connection. On Al Marjan Island, three buildings bring architecture, landscape and lifestyle into one living experience, connecting beach, pool and garden.





HOUSE OF OCTA

TRIO ISLE / BROCHURES

EDITORIAL / BROCHURE DESIGN

The full vision, beautifully connected.

The three-building concept, waterfront setting and amenity offering form a clear editorial narrative. Location, unit mix, lifestyle and investment highlights bring the full vision together with a refined visual approach.

NARRATIVE / ART DIRECTION / DESIGN

DIGITAL / SOCIAL MEDIA

A rhythm made for the feed.

Curated visuals and content express Trio Isle's waterfront lifestyle, architectural rhythm and distinct three-building identity in a consistent social language.

BRAND-LED CONTENT / VISUAL CONTINUITY



MOTION / PROJECT REVEALER



Coastal life, in motion.

The revealer film brings the three-building composition and waterfront setting into focus. Architecture, amenities and landscape combine to express the project’s lifestyle.

CONCEPT / NARRATIVE / MOTION

INFORMATION DESIGN / PLANS

A considered view of space.

Clear, visually engaging floor plans preserve technical accuracy. Considered colour and hierarchy reveal space planning and unit distribution across the three buildings.

SPATIAL CLARITY / COLOUR / HIERARCHY

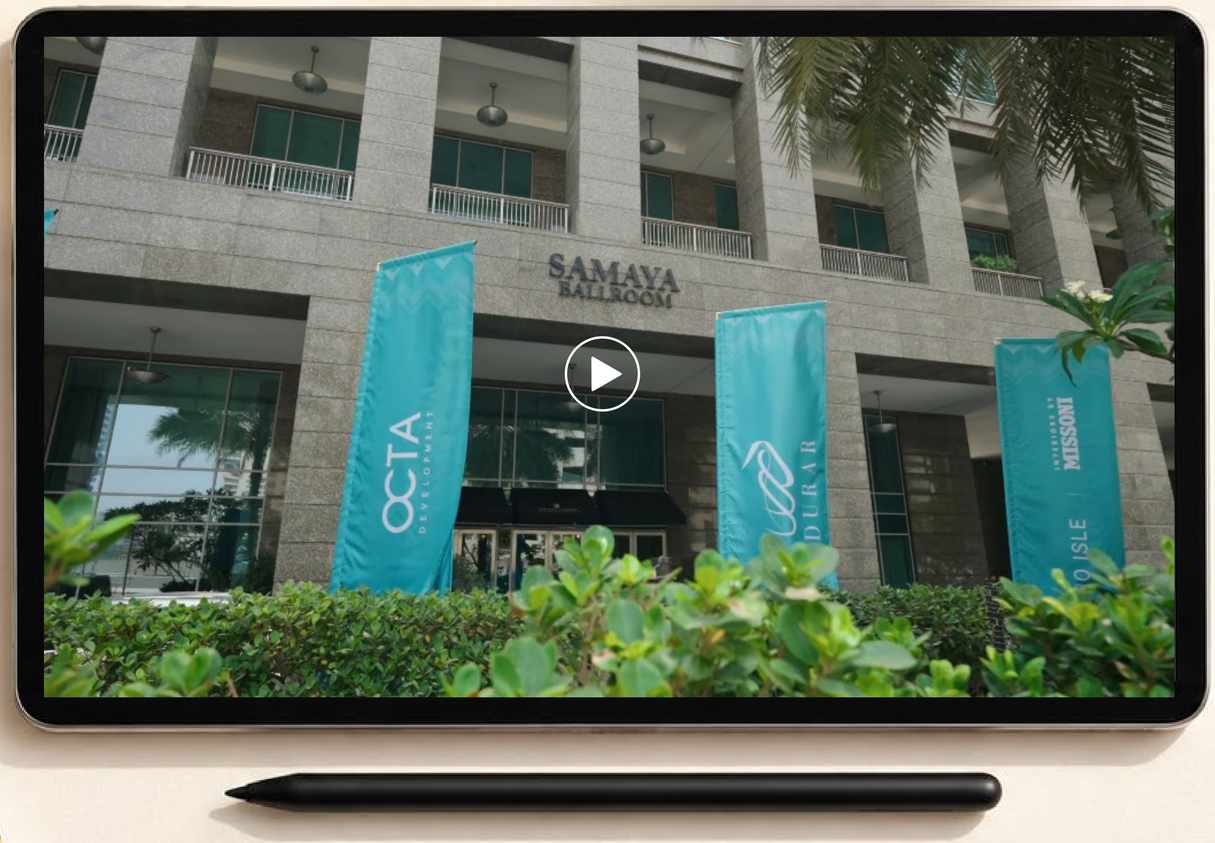


Queen B edition.

Queen B Edition at Trio Isle pairs beachfront living with the expressive artistry of interiors by Missoni. A celebration of confidence and individuality, inviting you to rule your life ocean-wide.

CONCEPT / NARRATIVE / MOTION

EXPERIENCE / LAUNCH FILM



A waterfront vision unveiled.

The launch film presents Trio Isle to a curated audience through a polished, engaging experience. It communicates the project's scale and ambition as a waterfront destination.

NARRATIVE / CAPTURE / EDIT

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Experience the difference.

EXPLORE THE DIGITAL EDITION



House of OCTA

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Thank you.

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