



SIGNAL HOUSE MEDIA

سيفنال هاوس ميديا

THE PRACTICE

DOSSIER

Clear thinking. Compelling stories. Purposeful delivery.

Strategic communications, film and content production, post-production and digital experiences for institutions and organisations working across complex subjects.

DOHA, QATAR

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SIGNALHOUSEMEDIA.PRO



01 / INTRODUCTION

A focused practice for complex communications.

A senior-led company based in Doha, connecting strategic understanding, editorial craft and production across formats and languages.

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THE ESSENTIAL PROPOSITION

**Make complex ideas clear.
Make important stories move.**



02 / THE PRACTICE

When the subject is complex, clarity is a responsibility.

Institutions and organisations often need to communicate evidence, policy, technical subjects or unfamiliar ideas to audiences with different levels of knowledge and different expectations.

This takes more than polished content. It calls for a sound understanding of the brief, a coherent narrative and execution suited to the audience and channel.

OUR ROLE

Bring strategy, editorial judgement, production and digital delivery into one connected process.

The aim is not more material. It is the right communication, made well and ready for use.



03 / EXPERTISE

Four disciplines. One coherent approach.

Services can be commissioned individually or combined around a broader communications requirement.

01 Strategic communications

Clarify purpose, audiences, messages and editorial direction.

02 Film & content production

Develop, capture and deliver film and content shaped by a clear editorial purpose.

03 Post-production, motion & accessible media

Build coherent edits, graphics, animation, captions and language versions.

04 Campaigns, brands & digital experiences

Translate the message into campaigns, web experiences and content systems.

UNDERSTAND / SHAPE / PRODUCE / AMPLIFY



CAPABILITY / 01

Strategic communications

From the question to a usable narrative.

Strategy begins with an understanding of what needs to be communicated, to whom, and why. We help shape that understanding into messages and editorial plans that can guide practical communications work.

AREAS OF WORK

01 Communications planning

02 Narrative and message architecture

03 Executive and stakeholder content

04 Editorial development

05 Campaign and content strategy

06 Multilingual communications planning

TYPICAL OUTPUTS

Message frameworks, editorial outlines, speech and interview briefs, communications plans, campaign narratives, content briefs and editorial calendars.

Outputs are defined against the purpose and scope of each engagement.



CAPABILITY / 02

Film & content production

A clear editorial idea, translated into film.

Effective film serves a defined communication purpose. From interviews and institutional stories to events and documentary-led formats, we structure production around the audience, the message and the intended use of the material.

AREAS OF WORK

01 Documentary and institutional films

02 Interview-led storytelling

03 Executive and leadership content

04 Event and convening coverage

05 Editorial treatment and scripting

06 Multi-format capture and production

TYPICAL OUTPUTS

Film treatments, interview plans, production briefs, filmed interviews, event highlights, documentary segments and platform-ready versions.

Production scale, crew and equipment are specified according to the brief.



CAPABILITY / 03

Post-production, motion & accessible media

Clarity continues in the edit.

Post-production is where structure, pace, evidence and visual language come together. We develop edits and supporting media designed to remain clear across channels, audiences and language versions.

AREAS OF WORK

01 Editing and narrative assembly

02 Motion graphics and animation

03 Titles, graphics and visual systems

04 Captioning and subtitling

05 Multilingual versioning

06 Finishing and platform adaptation

TYPICAL OUTPUTS

Master films and cutdowns, graphics packages, animated explainers, caption and subtitle files, translated versions and delivery masters.

Accessibility requirements are scoped with the intended format and platform.



CAPABILITY / 04

Campaigns, brands & digital experiences

Make the message work across touchpoints.

Campaigns and digital experiences should connect purpose, content and audience experience. We develop coherent communications assets and web-based experiences that make information easier to find, understand and act upon.

AREAS OF WORK

01 Campaign concepts and creative direction

02 Brand narratives and content systems

03 Websites and editorial microsites

04 Digital storytelling

05 Interactive communication assets

06 Cross-channel content adaptation

TYPICAL OUTPUTS

Creative platforms, campaign assets, digital content structures, editorial websites, microsite concepts and interactive storytelling components.

Technical scope and ongoing support arrangements are agreed per assignment.



04 / WORKING METHOD

One brief. Connected decisions.

A shared understanding of purpose helps keep strategy, production and delivery aligned.

01

UNDERSTAND

Purpose, audiences, evidence and constraints.

Define what success looks like and what must remain accurate.

02

SHAPE

Narrative, formats and production approach.

Decide what the audience should take away and how to present it.

03

PRODUCE

Editorial and technical execution.

Develop content, capture or create media, and refine the material.

04

AMPLIFY

Language versions, channels and delivery.

Prepare assets for intended audiences, platforms and uses.

A brief may involve one capability or all four. The model adapts to the assignment rather than prescribing a fixed production sequence.



05 / WHERE WE WORK

Different contexts. The same editorial discipline.

The communications approach follows the institutional setting, the audience and the evidence.

01 Public institutions & government

Clear public information, policy and programme communications, executive and stakeholder content.

02 International development & multilaterals

Technical subjects, research findings, programme stories and multilingual dissemination.

03 Financial services & private sector

Complex propositions, leadership communications, corporate film and digital narratives.

04 Media, culture & creative industries

Cultural programmes, documentaries, event content and visual interpretation.

05 Education, research & global convenings

Expert ideas, interview series, event coverage and content designed to travel beyond the room.



06 / DELIVERY PRINCIPLES

The standards behind the work.

Clear communication relies on sound editorial decisions and practical delivery discipline.

01 Accuracy before effect

Distinguish confirmed facts from interpretation. Check names, figures, quotations and the context in which evidence is used.

02 Audience before format

Choose the form of communication according to the audience, intended action and channel - not by default.

03 Rights and confidentiality

Agree what can be recorded, reused, attributed or published. Respect the sensitivities and permissions of each assignment.

04 Clear review and delivery

Define review points, language versions, deliverables and acceptance requirements before final output.



07 / MULTILINGUAL DELIVERY

One narrative. Three editorial environments.

English, Arabic and French require more than a change of words. Language affects tone, typography, reading direction and the way information is understood.

ENGLISH

Editorial precision

ARABIC

Right-to-left design

FRENCH

Natural institutional tone

A PRACTICAL MULTILINGUAL WORKFLOW

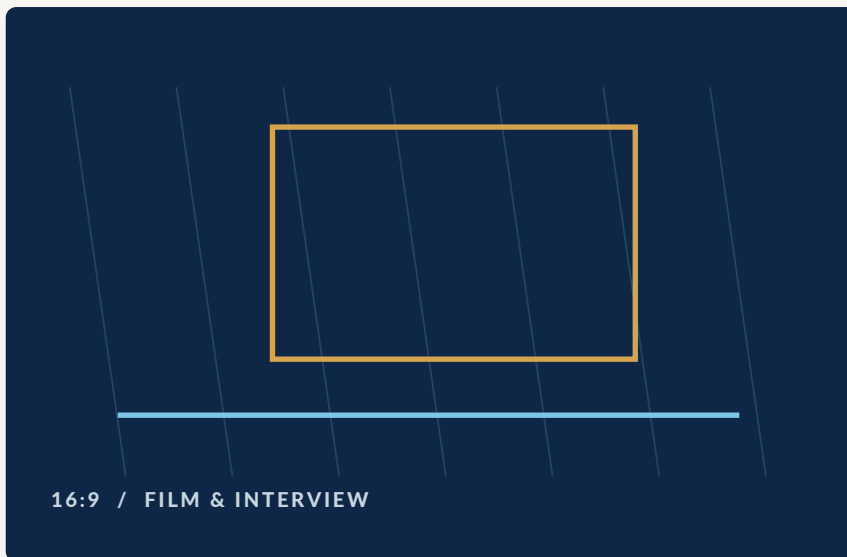
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|----|----------------------------------|--|
| 01 | Editorial adaptation | Retain meaning and intent without mechanically translating every construction. |
| 02 | Graphic and layout parity | Plan line breaks, hierarchy and reading direction for each language version. |
| 03 | Accessible formats | Scope captions, subtitles, transcripts and alternative formats according to use. |



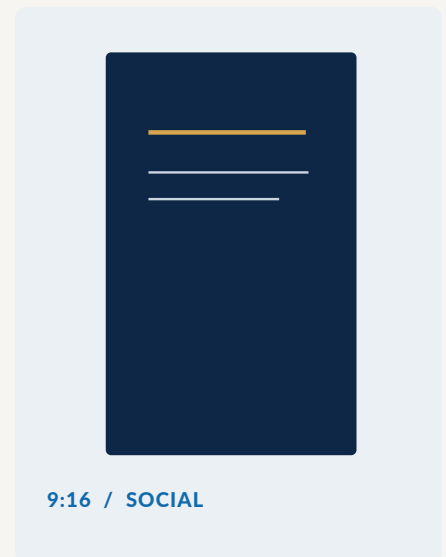
08 / OUTPUTS

Designed for the way content is used.

A single brief can lead to a coordinated set of assets rather than one isolated deliverable.



16:9 / FILM & INTERVIEW



9:16 / SOCIAL

01

Institutional film

Documentary, interviews, executive content, event films and explainers.

02

Editorial and graphics

Messaging, writing, motion graphics, illustrations and accessible versions.

03

Digital and campaign

Web pages, content systems, microsites, cross-channel assets and distribution-ready versions.



09 / WAYS TO ENGAGE

Start with the brief - or the challenge behind it.

The scope of an engagement is shaped by the problem, deadlines, formats and level of support required.

A

Defined assignment

A clearly scoped film, editorial package, campaign component or digital output with agreed milestones and deliverables.

B

Integrated programme

A connected series of communications activities involving strategy, content creation, production and channel adaptations.

C

Specialist collaboration

Editorial, production, post-production or digital support alongside a client team or an agency partner.

D

Ongoing support

Recurring communications or content services organised around a defined cadence and agreed capacity.

HOW TO BEGIN

Share the objective, audience, timing and intended outputs.



10 / THE COMPANY

Senior-led, with the brief at the centre.

Signal House Media LLC was established in Doha in 2026. Its operating model is built around direct involvement in editorial and production decisions.

FOUNDED AND LED BY

Ibrahim Ajaja

The practice draws on its founder's professional background in institutional communications, editorial production, film and digital content. Individual project references are provided where publication and attribution are authorised.

CORPORATE IDENTITY

Legal entity	Signal House Media LLC
Place of incorporation	Qatar Financial Centre, Doha
QFC registration	05438
Year of incorporation	2026

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SIGNAL HOUSE MEDIA

سيفنال هاوس ميديا

LET US BEGIN WITH THE QUESTION.

Bring us the brief. Or the problem before the brief.

Whether you are shaping an institutional narrative, preparing a major convening, producing a film or developing a digital experience, we can help define the right communications response.

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