



# **We Don't Create Campaigns. We Create Experiences.**

In a world crowded with traditional advertising and repetitive content, IV Edizione chose a different path.

We do not deliver conventional campaigns. We create fully integrated media experiences that invite audiences to live an idea, engage with it, and remember it long after the campaign ends.

IV Edizione is a creative communications company specialising in public relations, content creation, and immersive media experiences. We work with governments, institutions, tourism boards, and leading media organisations across the Arab region.

Our philosophy is simple:

If you want people to see your campaign, make an advertisement.  
If you want them to feel it, create an experience.

## **What We Do**

We turn government, tourism, and media messages into:

- Large-scale programmes
- Interactive competitions and experiences
- On-the-ground adventures
- Games and challenges
- High-production visual storytelling
- Influencer campaigns built around genuine engagement, not direct promotion

Today's audiences do not want to simply watch. They want to participate, explore, and be part of the story.

Our projects are built on:

- Smart entertainment
- Storytelling
- Influencers embedded within the experience itself
- Games and live experiences
- Cinematic production

## **What Makes Our Campaigns Different?**

We do not begin by asking:

## **“How do we advertise this project?”**

We begin by asking:

## **“How do we make people talk about it naturally?”**

That is why we create tailored, unconventional campaigns and experiences for government, tourism, and media partners—rather than offering ready-made solutions.

We do not simply sell influencer marketing.

We build complete worlds around an idea.

# **Selected Projects**

## **Story Post**

### **From the Audience, Back to the Audience**

Story Post is a creative platform that transforms stories shared on social media into artistic work, including animation and filmed sketches.

The idea begins with the audience and returns to them. Built around the slogan **“From the Audience, to the Audience,”** the platform has grown into a digital community of more than 5 million followers across multiple platforms.

With over one billion views, Story Post has become a successful model for transforming everyday digital content into meaningful artistic work with real impact.

## **Mirath**

### **Tourism Inside a Live Adventure**

Mirath is a large-scale adventure and competition programme created in partnership with the Turkish Ministry of Tourism. The project brought together 12 leading Arab influencers and content creators for an unconventional exploration of Turkey’s most important destinations.

The programme was built around:

- Adventures and challenges
- Earning points throughout the journey
- Exploring Turkey’s seas, forests, and natural landscapes
- Travelling through major cities and landmarks

Behind the competition was a carefully designed experience that introduced Turkey visually and emotionally, without direct promotion. The cameras were not merely documenting a contest; they became a window into Turkey’s nature, culture, and character.

The participating influencers had a combined following of more than 50 million people across digital platforms.

## Oyoun

### When an Influencer Lives a Country, Not Just Visits It

Oyoun is a tourism media project created in partnership with the Malaysian Ministry of Tourism.

Rather than presenting Malaysia through conventional documentary episodes or a simple showcase of tourist locations, the project was designed as a reality-style experience. The influencer lived in the country as if they were one of its people—not a visitor passing through with a camera.

Across six Malaysian cities, the journey included:

- Trying local food
- Taking part in activities and events
- Games and challenges
- Direct interaction with local communities
- Discovering culture and traditions from within

One of the programme's key moments was the experience of living with the Orang Asli community in Taman Negara, one of Malaysia's oldest tropical rainforest regions. The project captured their daily life and local culture with honesty and warmth.

The purpose of Oyoun was not simply to help audiences see Malaysia. It was to make them feel as if they were living inside it.

## Master Camp

### When Training Becomes a Media Experience

Master Camp is one of our most distinctive projects: an innovative media training concept that reimagines traditional education.

Instead of classrooms and lectures, participants take part in a complete learning experience built around:

- Games
- Challenges
- Movement
- Competition
- Content creation in real environments

The project is delivered in partnership with the Salalah Tourism Authority.

# Our Partners

We have left our mark alongside:

- Turkish Airlines
- Oman Ministry of Tourism
- Turkish Ministry of Tourism
- Malaysian Ministry of Tourism
- Al Jazeera 360
- Iraqi Parliament
- Holiday Inn

# Our Experience

We have delivered training programmes and media-development projects for dozens of organisations, including:

- Al Jazeera
- Iraqi Parliament
- Libyan Television
- Iraqi Television
- Hewan Platform
- IHR
- Smile Givers

Our work focuses on creating powerful human-centred content that reaches audiences in a real and meaningful way.

# How We See Media

We see media as an experience.

A memory.

An adventure.

Not simply a video that passes across a screen.

At IV Edizione, we do not just deliver campaigns.

We create projects that people live, talk about, and remember.