FOR EDITORIAL APPROVAL

Safari Decor | LinkedIn Editorial Proposal – For Approval

15 LinkedIn posts and a separate Eid Al Etihad greeting

PREPARED BY

NABRA MEDIA & MARKETING

15 LinkedIn posts and a separate Eid Al Etihad greeting

Please review the proposed hooks, caption points and visual assignments. The series shows how Safari Decor works and what a buyer, consultant or project team can look for when assessing its fit-out and joinery capabilities.

Strategic direction

OBJECTIVE	Establish Safari Decor as a trusted interior fit-out and architectural joinery partner for developers, architects, consultants, contractors and corporate decision-makers.
CAMPAIGN NARRATIVE	Introduce the refreshed identity and the principles behind it. Show how technical judgement, coordinated delivery and in-house craftsmanship inform the work, then use project examples to demonstrate range. Close with quality, client care and the brand philosophy.
EDITORIAL APPROACH	Give each post one idea, grounded in a project, process or company principle. Connect it to a question that matters to the people commissioning, specifying or delivering the work.
PUBLISHING APPROACH	Keep the 15 posts as one connected series. Schedule Eid Al Etihad independently.
BRAND LANGUAGE	“Built. The way we Build.” and “Where Interiors Take Shape”.

Editorial sequence

01–03 Identity and lasting values

POST 01 A new identity for the business we've built since 1994.

POST 02 The projects grew. What stayed constant?

POST 03 How will that curved joinery detail be fixed on site?

04–06 Trust and responsibility

POST 04 Approved drawings are one step on the way to site.

POST 05 Who coordinates the fit-out when design decisions reach site?

POST 06 Being asked back is a different measure of a completed project.

07–09 Craftsmanship and specialist expertise

POST 07 An approved finish sample becomes a reference for production.

POST 08 Look at the junction. That's where two finishes have to work together.

POST 09 In a compact dental clinic, the floor plan has to earn its space.

10–12 Project experience

POST 10 A shell-and-core office gives the brief a blank floor plate.

POST 11 What does an interactive gallery ask of its fit-out team?

POST 12 A bank branch and a hotel lobby begin with different questions.

13–15 Quality and continuity

POST 13 A finish can be checked before the piece ever reaches site.

POST 14 What does client care look like once the space is in use?

POST 15 A finished interior is a record of the decisions that built it.

> These points are for editorial approval. Full captions will be drafted once the proposed ideas and angles are approved.

POSTS 01–03

Identity and lasting values

Introduce the refreshed identity and show the principles and experience behind it.

01 A new identity for the business we've built since 1994.

PURPOSE

Introduce Safari Decor's refreshed identity and what it represents.

EXISTING VISUAL

Approved identity launch film. Use it for this post only.

PROPOSED CAPTION POINTS

- The 1994 founding ambition: dependable work, credibility and commitment to clients.
- Growth from small interior projects to fit-out, architectural joinery and in-house manufacturing.
- The new identity reflects that growth. Retain the closing line, "Where Interiors Take Shape".

> JOSEPH HADDAD, FOUNDER | VERBATIM EXCERPT PROPOSED FOR PUBLICATION
>
> *"We began with a modest team and a practical ambition: to build a dependable business through quality work, credibility and commitment to our clients."*

02 The projects grew. What stayed constant?

PURPOSE

Show how Safari Decor's core values apply to everyday project decisions.

EXISTING VISUAL

Existing approved project photography.

PROPOSED CAPTION POINTS

- The founder's three commitments: quality, credibility and respect for agreed timelines.
- Quality in practice: check workmanship against approved drawings, samples and specifications.
- Respect for commitments: align fabrication and logistics with the agreed project programme.

03 How will that curved joinery detail be fixed on site?

PURPOSE

Show how technical judgement makes a design detail buildable.

EXISTING VISUAL

Existing approved project or detail photograph.

PROPOSED CAPTION POINTS

- A curved timber or veneer element as an example of buildability.
- Agree the geometry, material behaviour, build-up and fixing method before manufacture.
- Show how the technical, factory and site teams resolve the interface through shop drawings.

> PROPOSED DESIGN DIRECTOR QUOTE — FOR APPROVAL
>
> *"When we review a detail, we look at how it will be made, fixed and installed. Those decisions need to work together if the finished detail is to stay true to the design intent."*

POSTS 04-06

Trust and responsibility

Show how decisions carry through delivery, who owns the agreed scope and why clients return.

04 Approved drawings are one step on the way to site.

PURPOSE

Explain how coordinated decisions carry design intent through to the completed interior.

EXISTING VISUAL

Approved drawing-to-reality film. Use it unchanged.

PROPOSED CAPTION POINTS

- Use the film's transition as a starting point for the decisions between the two views.
- The technical handoff: coordinate shop drawings and interfaces, then align approved information and material selections with fabrication priorities.
- The production-to-site handoff: review readiness for installation and coordinate the work against the relevant site interfaces.
- Buyer relevance: show which information needs to move with the work from one team to the next.

05 Who coordinates the fit-out when design decisions reach site?

PURPOSE

Show what coordinated delivery and clear accountability mean within an agreed fit-out scope.

EXISTING VISUAL

Existing approved TROI Skin Clinic photography.

PROPOSED CAPTION POINTS

- TROI Skin Clinic, Al Jaddaf, Dubai: the documented scope includes treatment and general consultation rooms. Use the finished reception as the visual introduction.
- Safari Decor's documented design and build and full interior fit-out scope for the clinic.
- Use the case to explain a single delivery structure across design development, technical detailing and site execution within that scope.
- Buyer relevance: clarity on who coordinates the agreed works where design decisions and site execution meet.

06 Being asked back is a different measure of a completed project.

PURPOSE

Show how long-term trust is earned through the experience of working together.

EXISTING VISUAL

Existing approved project photography.

PROPOSED CAPTION POINTS

- Repeat commissions and recommendations as measures of confidence in delivery.
- Long-standing relationships in banking and hospitality as documented examples, without implying that the project pictured was a repeat commission.
- The practices behind that confidence: clear communication, care with the agreed programme and attention to workmanship.
- Buyer relevance: repeat appointments offer a useful line of enquiry when assessing a team's track record.

POSTS 07–09

Craftsmanship and specialist expertise

Connect the Ajman factory, the finished joinery detail and the demands of a specialist healthcare brief.

07 An approved finish sample becomes a reference for production.

PURPOSE

Show how in-house manufacturing connects approved technical information to specialist workmanship.

EXISTING VISUAL

Approved Ajman factory film. Use it unchanged.

PROPOSED CAPTION POINTS

- Trace how an approved shop drawing, specification or sample informs the making of a project-specific element.
- Use the film to illustrate the relevant part of the process: fabrication, assembly, upholstery or finishing, as the footage allows.
- Show how the Ajman factory brings architectural joinery, bespoke furniture, upholstery and surface finishing into the production process.
- Buyer relevance: a direct route between project detailing and the team making the element.

08 Look at the junction. That's where two finishes have to work together.

PURPOSE

Show how finished architectural joinery contributes to the coherence of an interior.

EXISTING VISUAL

Existing approved close-up of a finished detail or an existing approved detail asset.

PROPOSED CAPTION POINTS

- Let one visible junction anchor the post: the meeting line, the way an edge returns, or the alignment of two finishes.
- Explain the relationship between dimension, material and finish using only what the image shows and the project record confirms.
- Connect the detail to the wider design intent: how the element meets adjoining surfaces and fits the proportions of the room.

09 In a compact dental clinic, the floor plan has to earn its space.

PURPOSE

Show how a specialist healthcare fit-out responds to operational needs within a constrained footprint.

EXISTING VISUAL

Existing approved photography of The Dental Boutique.

PROPOSED CAPTION POINTS

- The Dental Boutique at MBL Royal, Cluster K, Jumeirah Lakes Towers: a dental clinic with a constrained footprint.
- Safari Decor's documented scope: full interior fit-out. Use space planning and technical coordination to explain the demands of the brief.
- Discuss circulation and day-to-day clinical use as planning considerations, without claiming a specific layout change or operating result.
- Buyer relevance: the value of resolving function and movement early when the available floor area is limited.

POSTS 10–12

Project experience

Use different project conditions to show the range of Safari Decor's work across ten sectors.

10 A shell-and-core office gives the brief a blank floor plate.

PURPOSE

Use the Voyage Tours offices to show how the brief and site conditions shape an office fit-out.

EXISTING VISUAL

Existing approved Voyage Tours office photography from the two locations discussed.

PROPOSED CAPTION POINTS

- Focus on The Opus and Westbury Business Tower in Dubai, both documented as shell-and-core starting points.
- Safari Decor's scope for these locations: design development and full interior fit-out.
- Explain how an unfinished floor plate has to be considered against the office brief and the conditions of the existing building.
- Buyer relevance: why the brief and the site need to be read together, even for two offices for the same client.

11 What does an interactive gallery ask of its fit-out team?

PURPOSE

Show the planning and technical coordination required by a gallery with non-standard spatial and technology requirements.

EXISTING VISUAL

Existing approved 37xDubai Gallery photography.

PROPOSED CAPTION POINTS

- 37xDubai Gallery, Burj Daman, DIFC: an immersive exhibition environment that incorporates interactive technology.
- Safari Decor's documented role: full interior fit-out, with technical study and coordination around the gallery's spatial and technological requirements.
- Use the completed gallery image to illustrate how the fit-out sits within the visitor experience; attribute only the documented interior works to Safari Decor.
- Buyer relevance: what to resolve at the interface between the built interior and specialist exhibition requirements.

12 A bank branch and a hotel lobby begin with different questions.

PURPOSE

Show the breadth of Safari Decor's ten-sector experience and why the approach varies with the brief.

EXISTING VISUAL

Approved Ten Sectors Carousel. Use it unchanged.

PROPOSED CAPTION POINTS

- Use the carousel to present all ten sectors under their approved names.
- Use banking and hospitality to illustrate different operational priorities: movement through customer-facing areas and the guest arrival experience.
- Explain how technical coordination, architectural joinery and in-house manufacturing can support different briefs within the agreed scope.
- Buyer relevance: identify the sector experience and delivery capabilities most relevant to the project under review.

POSTS 13–15

Quality and continuity

Show what gets checked, what client care means after handover and how both inform the brand's closing message.

13 A finish can be checked before the piece ever reaches site.

PURPOSE

Explain what Safari Decor checks during manufacture, installation and preparation for handover.

EXISTING VISUAL

Existing approved quality, detail or finished-space image.

PROPOSED CAPTION POINTS

- Use approved drawings, samples and specifications as the reference for checking the work.
- In production: fabrication, assembly, dimensions and finish consistency. Before release to site: junctions and installation readiness.
- On site: review the installed work and adjoining interfaces; at handover, complete final inspection and snagging within the agreed scope.
- Buyer relevance: show where quality is checked and what the team checks at each stage, rather than relying on the final photograph.

14 What does client care look like once the space is in use?

PURPOSE

Explain how Safari Decor approaches the client relationship after handover.

EXISTING VISUAL

Existing approved completed-interior photography.

PROPOSED CAPTION POINTS

- Handover as the point at which the client takes the completed space into everyday use.
- Responsiveness to reasonable, manageable enquiries after handover, assessed case by case and within the applicable arrangements.
- Buyer relevance: clarify what a constructive conversation after handover can involve without promising an extension of warranty or service coverage.

15

A finished interior is a record of the decisions that built it.

PURPOSE

Close the series by connecting the brand motto to the way Safari Decor delivers its work.

EXISTING VISUAL

Existing approved brand or project visual.

PROPOSED CAPTION POINTS

- Use the finished space as the record of a sequence the audience has now seen: technical judgement, in-house craftsmanship and coordinated execution.
- Connect that sequence to the company's experience since 1994 and to the relationships built through delivery.
- Bring the series back to the approved brand motto, "Built. The way we Build.", as an expression of how the work is done.

INDEPENDENT OCCASION POST

Eid Al Etihad

Schedule this greeting separately from the 15-post series.

PURPOSE

Mark Eid Al Etihad with a corporate greeting to the UAE.

EXISTING VISUAL

Existing Eid Al Etihad artwork assigned for reuse. Refer to the supplied design alongside these points.

PROPOSED CAPTION POINTS

- Acknowledge the occasion and the UAE's ambition, progress and spirit.
- Recognise the communities and businesses that call the UAE home, including Safari Decor's connection to the country since 1994.
- Extend the company's greetings to the UAE leadership, its people and everyone who is part of its journey.

safari decor SINCE1994 L.L.C.

THE NEXT STEP

Every interior starts with an approved drawing. So does a great LinkedIn page.

Approve the strategy as it stands, or send us your questions and comments. Together, we'll build the best LinkedIn page for Safari Decor.

APPROVE

We draft the full captions for the series.

ASK

Any question on a hook, a visual or the order.

COMMENT

Mark anything you'd like changed, slide by slide.

PREPARED BY



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