

Ahmed Rafat

مذيع الشارع

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Ahmed Rafat – “Moze3 El Share3” (The Street Host),

one of Egypt’s leading media figures and content creators. We have a strong presence of over 13 million followers across social media platforms, producing people-centered content built on real interactions and wide audience engagement.

Over the years, we have proudly collaborated with more than 50 major brands, including: Pepsi, Coca-Cola, McDonald’s, Vodafone, Etisalat, Orange, WE, Huawei, TikTok, Kwai, Chipsy, Jumia, CIB, ADIB, Schneider, Mountain View, La Vache Qui Rit, Maggi, Sandoz, Bayer, Heart Attack, Marsol, Zanussi, El Abd, Artal, Tank, Sprite, Birrell, Chevrolet, Home Town, Al Safi Group, Dubai Media Office, Zayed Higher Organization, Misk Foundation, Etoile, Lisa, Kellogg’s, Coffee Mix, and others.

AHMED RAFAT
FACEBOOK



AHMED RAFAT
INSTAGRAM



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Creative & Production Approach

- Development of customized concepts aligned with the brand’s objectives.
- Full execution covering ideation, filming, editing, and final delivery.

Scope of Work

- Main Video: Production of one professionally produced video (4–6 minutes).

- Short-Form Content (Reels): Delivery of 3–4 short vertical videos, extracted from the final approved version of the main video, with durations ranging from 15 seconds to 1.5 minutes.

- Publishing: Content will be published on social media platforms only for both parties.

Deliverables

- One final main video delivered in Full HD / 4K (MP4 format).
- Delivery of 3–4 short-form videos optimized for vertical publishing.
- Two revision rounds on the main video to ensure alignment with the brand’s vision.

Workflow & Timeline

1. The collaboration will be executed legally through a formal contract signed by both parties.
2. Full payment is required upfront.
3. A coordination meeting or call to align on campaign requirements.
4. Creative concepts presented within 3 business days.
5. Filming begins upon approval of the creative direction.
6. First draft of the main video delivered within 5 business days after filming.
7. Final content published across both parties' social media platforms with agreed mentions and tags.

Budget & Commercial Terms

- Total Budget: EGP 400,000 (excluding 14% VAT).
- Payment Terms: 100% upfront

REFERENCES

https://www.instagram.com/reel/DSfAEmVjVj8/?igsh=d3p0d3doam52YnVs

https://www.instagram.com/reel/DX2OQ_vKLZz/?igsh=MW1yMzZvZXM0Y3pjbQ==

https://www.instagram.com/reel/DX2OQ_vKLZz/?igsh=MW1yMzZvZXM0Y3pjbQ==