



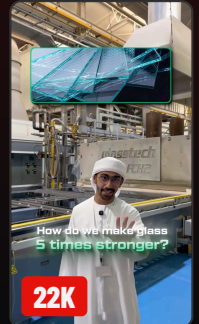
FAZAA AL JABRI × MDM

363K+

VIEWS ON SHORT-FORM VIDEO

6 MONTHS · INSTAGRAM

MDM created Fazaa Al Jabri's Instagram from day one and has planned, scripted, filmed, edited and posted every reel since, turning glass and aluminium processes into short, hook-led videos for homeowners and developers.



363K+

TOTAL VIEWS

28

VIDEOS PRODUCED

6 mo

WITH MDM

72K

TOP REEL PLAYS

THE CLIENT & THE CHALLENGE

Fazaa Al Jabri is CEO of Oxford Aluminum & Glass in Dubai: luxury facades, glazing, tempered and printed glass, and aluminium systems.

It's a technical, low-glamour category, and he had no social presence. The goal: build a personal brand from zero and make the process worth watching.

IG @fazaaofficial · ~2.7K followers

Account built by MDM from launch

WHAT MDM DID

STRATEGY & PLANNING

Monthly content plan

SCRIPTING

Hook · problem · explanation
· proof · CTA

FILMING

Factory & site shoots

EDITING

Short-form reels

THUMBNAILS

Custom covers for every video

POSTING

Instagram publishing

VIEWS BY PLATFORM

INSTAGRAM

28 reels · plays

363K

TOP VIDEOS

72K

INSTAGRAM

Meet Fazaa Al Jabri, CEO & owner

46K

INSTAGRAM

Printing on glass, from start to finish

22K

INSTAGRAM

How fragile glass becomes nearly unbreakable

19K

INSTAGRAM

High electricity bill? Thermal insulation explained

18K

INSTAGRAM

Inside the Alumil architectural aluminium showroom

15K

INSTAGRAM

Tempered glass: 7x stronger than regular glass

Public Instagram counts over the engagement period (account launched by MDM; all reels counted). Instagram play counts are as shown publicly on each reel and include Facebook plays where the reel was cross-posted. Platforms round their public counts, so all figures are approximate. Excludes collab posts co-authored with other accounts, and YouTube.

WANT RESULTS LIKE THIS?

GET A FREE 30-SECOND REEL

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