



PRIMA AUTO DUBAI × MDM

3.1M+

VIEWS ON SHORT-FORM VIDEO

17 MONTHS · INSTAGRAM + TIKTOK

For 17 months, MDM has planned, scripted, filmed, edited and posted Prima Auto's short-form videos on Instagram and TikTok, showing body kit, carbon fiber and interior transformations on G-Class, Urus, Cullinan and Lamborghini.



3.1M+

TOTAL VIEWS

235

VIDEOS PRODUCED

17 mo

WITH MDM

1.1M

TOP VIDEO VIEWS

THE CLIENT & THE CHALLENGE

Prima Auto is a Dubai supercar customisation brand: OEM-grade body kits, dry carbon fiber parts and bespoke interiors for G-Class, Urus, Cullinan and Lamborghini.

Body kits sell on looks, and photos don't show fit and finish. Prima needed cinematic video of real transformations that lets supercar owners picture the result on their own car.

IG @prima.automotive · ~19K followers

TikTok @primaautomotive

WHAT MDM DID

STRATEGY & PLANNING

Monthly content plan

SCRIPTING

Hook · problem · explanation
· proof · CTA

FILMING

Showroom & supercar
shoots

EDITING

Short-form reels & TikToks

THUMBNAILS

Custom covers for every
video

POSTING

Instagram & TikTok
publishing

VIEWS BY PLATFORM

INSTAGRAM



1.6M

138 reels · plays

TIKTOK



1.5M

97 videos · 26K likes

TOP VIDEOS

1.1M

TIKTOK
Visit Prima Auto: where transformations begin

478K

INSTAGRAM
Prima Auto showroom: where transformations begin (Arabic)

108K

INSTAGRAM
Carbon fiber done right on a Rolls-Royce Cullinan

92K

INSTAGRAM
Lamborghini Urus transformation, up close

71K

INSTAGRAM
Aventador to SVJ presence with a body kit

66K

INSTAGRAM
G-Class 2025 B800 dry-carbon body kit

Public Instagram and TikTok counts over the engagement period. 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

sultaan@mdmarketing.ae

IG @marvels_digital_marketing

linktr.ee/mediamarvelsagency