



R ONE PERFORMANCE DUBAI × MDM

15.8M+

VIEWS ON SHORT-FORM VIDEO

2+ YEARS · INSTAGRAM + TIKTOK

For over two years, MDM has planned, scripted, filmed, edited and posted R One Performance's short-form videos on Instagram and TikTok, turning real diagnoses, repairs and upgrades on supercars into content that reaches car owners across the UAE.



15.8M+

TOTAL VIEWS

465

VIDEOS PRODUCED

2+ yrs

WITH MDM

1.0M

TOP REEL PLAYS

THE CLIENT & THE CHALLENGE

R One Performance is a luxury and performance car garage in Umm Ramool, Dubai: servicing, diagnostics, repairs, tuning and brake upgrades for BMW M, Lamborghini, Ferrari, Porsche and more.

Garage work is invisible until someone shows it. R One needed a steady flow of video that shows real problems being diagnosed and fixed, so owners of high-end cars trust the workshop before they visit.

IG @rone.garage · ~23.3K followers

TikTok @r.one.performance

WHAT MDM DID

STRATEGY & PLANNING

Monthly content plan

SCRIPTING

Hook · problem · explanation
· proof · CTA

FILMING

On-site workshop shoots

EDITING

Short-form reels & TikToks

THUMBNAILS

Custom covers for every video

POSTING

Instagram & TikTok publishing

VIEWS BY PLATFORM

INSTAGRAM



10.4M

238 reels · plays

TIKTOK



5.4M

227 videos · 110K likes

TOP VIDEOS

1.0M

INSTAGRAM

BMW M5 F90 in with turbo trouble, power restored

608K

INSTAGRAM

Buying an M5 F90? Know the common issues first

498K

INSTAGRAM

Power or just sound? Proper tuning vs cheap mods

437K

INSTAGRAM

Precision diagnostics: data, not guesses

425K

INSTAGRAM

When a Lamborghini needs care

425K

INSTAGRAM

Brake upgrades: power needs control

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

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