

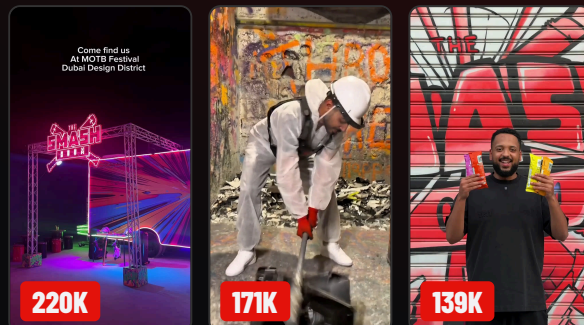
THE SMASH ROOM DUBAI × MDM

8.5M+

VIEWS ON SHORT-FORM VIDEO

15 MONTHS · INSTAGRAM + TIKTOK

For 15 months, MDM planned, scripted, filmed, edited and posted The Smash Room's short-form videos on Instagram and TikTok, turning smashing sessions, themed rooms and events into content people want to watch and share.



8.5M+

TOTAL VIEWS

389

VIDEOS PRODUCED

15 mo

CONTENT PARTNERSHIP

642K

TOP VIDEO VIEWS

THE CLIENT & THE CHALLENGE

The **Smash Room** is Dubai's first smash room, with venues in Al Quoz and Mirdif (Sports Society). Guests safely smash TVs, printers and glass, with kids' packages, group and corporate bookings and a mobile smash unit.

Most people have never tried it, so a caption can't sell it. The Smash Room needed a steady flow of fun, shareable short-form video that shows the experience and keeps both venues top of mind.

IG @thesmashroom.ae · ~24K

TikTok @thesmashroomdxb · ~13.9K

WHAT MDM DID

STRATEGY & PLANNING

Monthly content plan

SCRIPTING

Hook · story · proof · CTA

FILMING

On-site shoots at both venues

EDITING

Short-form reels & TikToks

THUMBNAILS

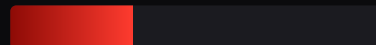
Custom covers for every video

POSTING

Instagram & TikTok publishing

VIEWS BY PLATFORM

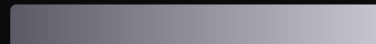
INSTAGRAM



2.1M

188 reels · plays

TIKTOK



6.4M

201 videos · 27K likes

TOP VIDEOS

642K

TIKTOK
"10/10 would smash again": package reaction

526K

TIKTOK
Smash the way your heart wants

383K

TIKTOK
Would you let your kids try this? Smash Mobile

382K

TIKTOK
Why we never skip the safety gear

362K

TIKTOK
Awkward moment? Smash it out

358K

TIKTOK
Welcome to The Smash Room City

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.

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GET A FREE 30-SECOND REEL

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