

CLIENT CASE STUDY

FREEJ.AE

DUBAI.

FREEJ.AE

AWARD-WINNING, DIGITAL BRAND ENGAGEMENT

 Dubai Lynx 2009 **GOLD AWARD**
INTERACTIVE CATEGORY - WWW.FREEJ.AE



OVERVIEW

Premiering annually during Ramadan, and running weekly, the animated television show Freej is enjoyed by millions of families throughout the Middle East. The family show is the brainchild of producer/director Mohammed Saeed Harib and has acclaimed excellent raves from both the audience and media, and has become a household name since its first release, in 2006.

CHALLENGE

Now in its third year, Freej is an established part of our television culture and as such, Lammtara turned to Breathe for a website that would help reflect the shows new found maturity.

SOLUTION

www.Freej.ae was launched on September 1st 2008. Since then, the site has seen a continual increase in site traffic, increasing 120% per month during the height of the season. The site has been so successful that, in 2009, Breathe won Interactive Gold at the Dubai Lynx Advertising Awards – an accolade and achievement our creative team are particularly proud of.





عنده الصبايل كل شي يبارك



About | Meet The Cast | Characters | Episodes | News & Media | Corporate | FREEJ Festivities |

FREEJ; the Middle East's first 3D animated series is the brainchild of Mohammed Saeed Harib who also directs the fifteen standalone episodes of fifteen minutes each, launched September 2006 on national television. FREEJ is the tale of four old national women living in a secluded neighborhood in modern day Dubai. The show's main characters; Um Saeed, Um Saloom, Um Allawi and Um Khammas try to live a peaceful life in the midst of the ever-expanding city around them, but the city's boom unveils new social issues every day that they would have to tackle solve in their own simple way. For those four old women, there is no issue too hard to crack with a good cup of coffee at Um Saeed's house.

FREEJ started of as a six page study book in 1998 but it never materialised until



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Abood

This mischievous 7-year-old is Saeed's grandson. He is a real recipe for disaster. In the company of the old ladies, you better cover because Abood causes absolute mayhem when they're around.



“BREATHE SUCCESSFULLY
MANAGED TO CREATE THE
IDEAL ONLINE PLATFORM –
**ALLOWING US TO INTERACT
WITH FANS AND GIVE THEM
AN ENJOYABLE BROWSING
EXPERIENCE”**

MOHAMMED SAEED HARIB, CREATOR, FREEJ