



Direct Line
Creative Total Solutions

Based on Direct line's values and strategy which matching United Nations' Global Compact principles, we emphasize our commitment to all clauses included in the Global compact hoping to gather all efforts and initiatives carried out by all the member countries out of nobleness and goodwill to serve humanity as a whole

HUMAN RIGHTS

We are all really in need to highlight the importance of human respect and dignity, especially after the hard situations Syrian people have had in such war, which showed low level of morality and humanity

LABOUR

All conditions are very suitable to work on improving labor criteria and build healthy job environment which innovating productivity and creativity for the next period of rebuilding and economic revolution

ENVIRONMENT

Focusing on this principle in all projects and investments to protect remaining environmental aspects and repairing damaged ones

ANTI-CORRUPTION

Corruption is the reason of any failure especially after its now effecting all processes in all levels
Direct line as a company and employees are committed to anti-corruption and following integrity and professionalism (which is applied in all UN associations and organizations) and fighting prejudice in attitudes and declarations
We do believe in the role of UN and its principles in supporting Syrians to rebuild Syria and handle all community problems.



**General Manager:
Maya Patsalides**

Who we are

Production house & integrated marketing communication services provider.

We are your Shortcut to Media World ...

“The shortest path between 2 points”

Direct Line consists of:

- Media & Marketing Line
- Production Line
- Audio Line
- Tech Line

All our creative teams operate at our four-story building in Free Zone, Damascus.

The meaning of the name “Direct Line”

The idea of the name “Direct Line” came from two very different but related values:

- Personal value:

Originating from the Direct Line Management's vision and principles in life in general... in any direct line there is transparency and honesty... and at the end of the day: “may the truth prevail”

- Professional value:

A direct line at work provides: the best service for the best prices.

A direct line takes us from the concept to its adaptation.

In a direct line, there are no “round-about ways”.

Our Vision

To become the leader in providing a Multidisciplinary Creative Solutions.

Our mission

We are committed to offer our clients solutions throughout the world and access to the newest technologies at an affordable price.

We combined several integrated divisions, each operating independently, yet coordinating efficiently at various levels to provide high quality services and ensure customers satisfaction.

We supply complete communication packages from initial concept to delivery, in all types of multimedia and broadcast

We provide alternative means to the high cost of film and video production and post-production that fit our client's needs and budgets.

Our quality is the result of our dedication to constantly upgrade our technology and skills.

Our Value

At Direct Line, our employees are our company's most valuable assets.

Our work environment is nurtured in a unique way enabling creative thinking to thrive and employees to develop to their fullest potential, thus delivering only the best products and the highest customer satisfaction.

Direct Line consists of 4 integrated divisions that complement and interact with each other:

Media & Marketing Line

Tech Line

Production Line

Audio Line

From idea to realization, the shortest path between 2 points

In line with its policy of providing integrated services; and in response to local market demand; we have developed a special division of Advertising, marketing and Media

Media & Marketing Line

Develops corporate identities, full range of marketing communications, and strategic campaigns with their related promotional support based on solid marketing objectives...

- **Corporate Identities (Logo creation & stationery adaptation...)**
- **Brand and Message Development**
- **Advertising Campaign**
- **Brand Activities**
- **Creative Concepts, Artwork, POSM**
- **Media and Coverage**
- **Printing**
- **Social Media Research and communication campaigns**
- **Advanced Market and Marketing research**
- **Marketing Planning & Execution**
- **Strategic Marketing Consulting**
- **Advanced Corporate Marketing Training**
- **Events Participation and Sponsorship Activation**
- **Brand Activation**
- **Digital Marketing, Programmatic & RTB and many other tools**

Production Line

Coordinates and produces projects partially or entirely. We are equipped to carry out: TV commercials, documentary films, short films, televised series of several episodes, from production, directing...to post-production.

- Film, TV series, Video Clips...
- Visual Identity
- TV Commercials
- C.G.
- Documentaries
- Chroma
- 2D & 3D Animations/ Composing
- 3D Architectural
- Special effects
- Surround photos

In order to cover all work aspects; Direct Line has recently developed a special new section specialized in audio;

Audio Line

Develops corporate identities, full range of marketing communications, and strategic campaigns with their related promotional support based on solid marketing objectives...

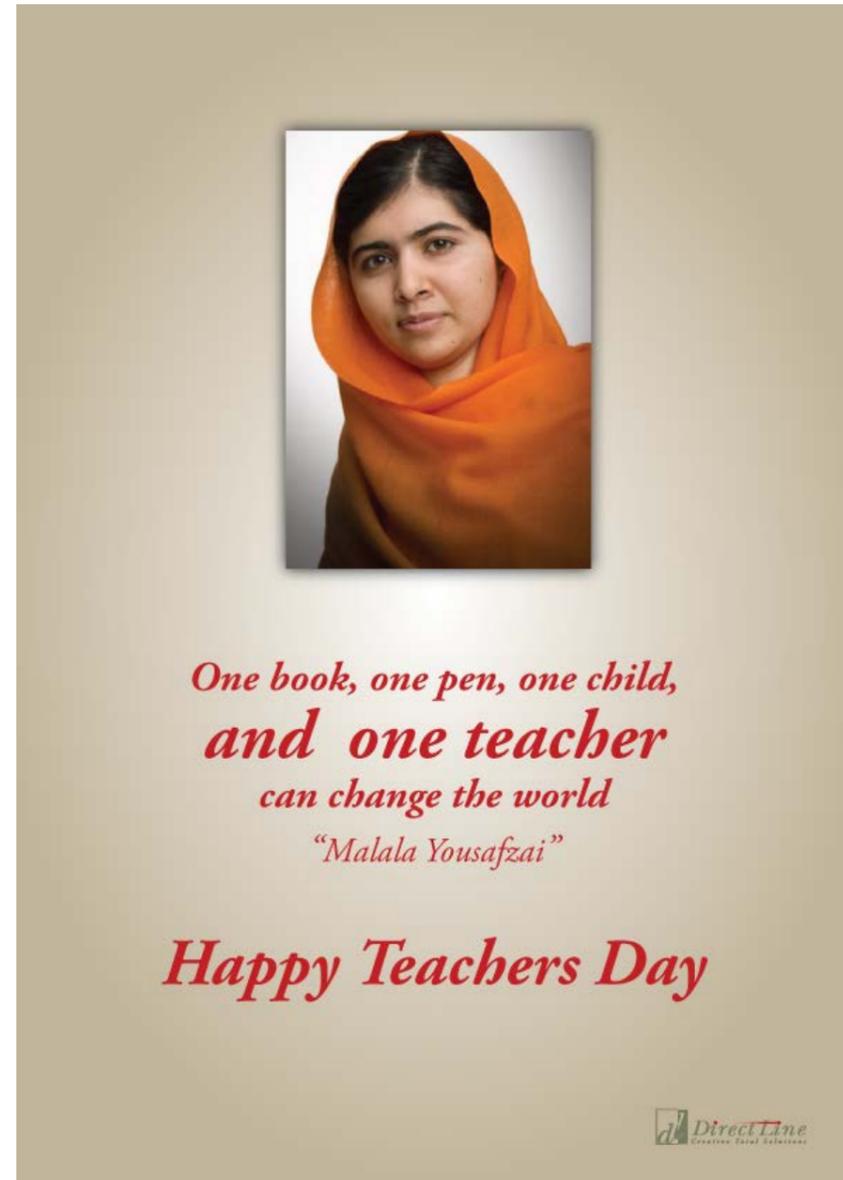
- Corporate Identities (Logo creation & stationery adaptation...)
- Brand and Message Development
- Advertising Campaign
- Brand Activities
- Creative Concepts, Artwork, POSM
- Media and Coverage
- Printing
- Social Media Research and communication campaigns
- Advanced Market and Marketing research
- Marketing Planning & Execution
- Strategic Marketing Consulting
- Advanced Corporate Marketing Training
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In the aim of keeping up with the evolution of information and technology, and out of belief in the importance of the international encounter and cooperation in the field of interactive multimedia production, we have developed a special department charge of various multimedia.

Tech Line

- Website development
- Creative IT interface and solutions
- Interactive presentation DVD
- Multimedia presentation
- CD Business Cards
- Smart Advertising Devices solutions
- Colors/ Materials Application
- iOS and Android development

Devoted to communication in its broadest sense, **Direct Line** ensures the entire process of services related to its function, starting from the idea up to the final film production.



The Ten Principles of the Global Compact

Human Rights:

Principal 1: businesses should support and respect the protection of internationally proclaimed human right; and
Principal 2: make sure that they are not complicit in human right abuses.

In Direct line, all processes, procedures and policies are in consist with Human rights principle

We consider employees special circumstances and support them in any special financial or health status considering humanity and morality before anything else

One of our employee has a chronic disease and we customized all situations to fit his status, also we support employees who have kids to have enough time with their families

Labor

Principal 3: Business should uphold the freedom of association and the effective recognition of the right of collective bargaining;

Principal 4: The elimination of all forms of forced and compulsory labor;

Principal 5: The effective abolition of child labor; and

Principal 6: The elimination of discrimination in respect of employment and occupation.



Direct line is a family which its members represent all political parties, social levels and religions

We support their right of having their own opinions and declaring them in free, lovely and respectful atmosphere Some of employees are volunteer with NGO organizations and some of them are working with political parties

We are interested in volunteering activities and charity events , so we worked on documentary movie for Basma unit in Al Bayrouni hospital for Children with cancer for free , also we started a matchstick challenge most of Syrian celebrities joined it to attract attention to the issue of Children with cancer

Also, we support any initiative serve Syrian youth since we believe in their skills and talents, So Direct line was a sponsor of the event of Syrian Private University on the occasion of Arabic Language Day. In addition to that, Mrs. Maya Patsalides , owner and General Manager of Direct Line was Chairperson of the jury for the competition of creating TV ad and producing it

Direct line believes in Women role in building community side by side to men

Since all must be equal in rights and duties, so Mrs. Maya Patsalides has participated in NOUN campaign for Women's Empowerment. <https://www.facebook.com/SyriaTrust/videos/1333316316773909/>

Also she was one of the judges of Startup weekend Homs Direct Line supported young talented Syrian by offering job and training opportunities

All the employees at Direct Line are older than 19 years of age; 52% of them are men and 48% women

During festive seasons and on special occasions, the Direct Line family grabs the occasion and celebrates collectively either in the company or outside.

Hoping to be so productive in spreading positivity and prosperity in Syrian community

Environment

Principal 7: Businesses should support a precautionary approach to environmental challenges;

Principal 8: Undertake initiative to promote greater environmental responsibility and;

Principal 9: Encourage the development and diffusion of environmentally friendly technologies.

In last years, so many factors negatively impact to environment because of all bombs and Explosions caused by terrorists supported by Governments claiming environment protection and work on publishing environmental signs

As a company, we did our best to highlight environmental issues and stand against of all kinds of pollutions and damages, so we worked on simple initiatives to protect our environment

In order to continue business in our office and protect the environment from pollution, we decided to replace a diesel-powered generator with a sophisticated inverter at a higher cost of purchase. That said, we have protected our staff and environment from the increased pollution, have oriented the use of power, and have contributed towards our modest standard through minimizing the emission of gases and protecting the ozone layer. Thanks to the Lord's great mercy and to "double-layered glass" we were protected against mortar splinters shelled by terrorists on the Damascus Free Zone where our company exists.

After examining the steps mentioned above, we find that Direct Line is constantly and instinctively oriented towards the conservation of the environment, always supporting initiative to that end.

Anti-Corruption

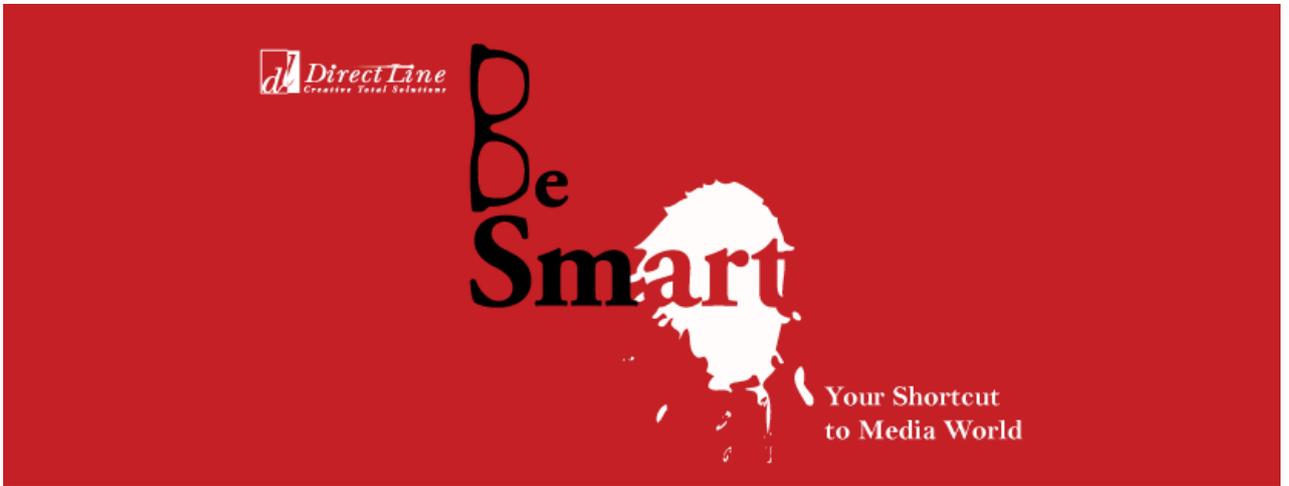
Principal 10: Businesses should work against corruption in all forms, including extortion and bribery.

Internationally, the media being our line of business, we have noticed the huge corruption worldwide and the perilous sectarian incitation prevailing in information and TV stations. We have organized several seminars to counsel our employees on the risk of corruption and information lies and on making them feel that we are one and the same people living together under the roof of one and the same nation, despite our various doctrines and beliefs.

All reforms sought worldwide will be doomed to failure if not started with combating the corruption and the fight against sectarian incitement, beginning from the highest levels down to family and child...

Locally: in this phase of economic prosperity, it's a must to be against any kind of corruption, and committed professionalism and limpidity in business world to start from these rules in rebuilding process hiring Syrian experiences and skills and considering Syria weal away from any personal benefits.

In the company: We offer a flexible, transparent atmosphere, as we strengthen the relationships between each other, aiming to get rid of every cause of the corruption, as our company have never encountered any kind of corruption, extortion or bribery at all during the last period.



Final notes

We hope United Nations Global Compact principles have been committed by all concerned parties to make difference in all communities, wishing UN can support Syria and Syrian through the following points

- Working to cancel the Economic blockade which obstruct the economic revival to maintain business level which can affect all other aspects of living
- Hiring Syrian experts and skilled people in all projects and investments which UN is involved in
- Using UN power and authority to spread positivity, peace and forgiveness between Syrians instead of instigation, and sectarianism demonstrated last years

**To all respected and kind members of the Compact,
Best Regards.**

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