

# ELUJ



**AUSTRALIA'S BEST KEPT SECRET**  
DIRECTED BY JULE MOUAWAD

**ELUJ.COM.AU**

# THIS COULD BE YOU

So this just happened?? We gave her a new one. #...

28 October 2023 · Duration 0:08

▶  
3.3M

♥  
57K

💬  
410

📍  
742

🔖  
1.2K

## Overview ⓘ

Accounts reached	1,483,126
Reels interactions	59,831
Profile activity	303

## Reach ⓘ

1,483,126  
Accounts reached

0%  
Followers



100%  
Non-followers

Plays

3,293,042





\$35 that's too cheap

**\$35 ALL YOU CAN EAT**  
**1.1M VIEWS, 42K SHARES, 9.8K SAVED**



POV the boss comes to work

**WHEN THE BOSS TRYS TO HELP**  
**1.2M VIEWS, 19K SHARED, 10K SAVED**



Avocado on Toast

**LEBANESE BREAKFAST**  
**540K VIEWS, 12K SHARES, 7.9K SAVED**



**LEBANESE VIBES IN MARRICKVILLE**  
**233K VIEWS, 5.7K SHARES, 6K SAVED**

# INTRODUCTION

Whether we like it or not, Social Media runs the world these days.

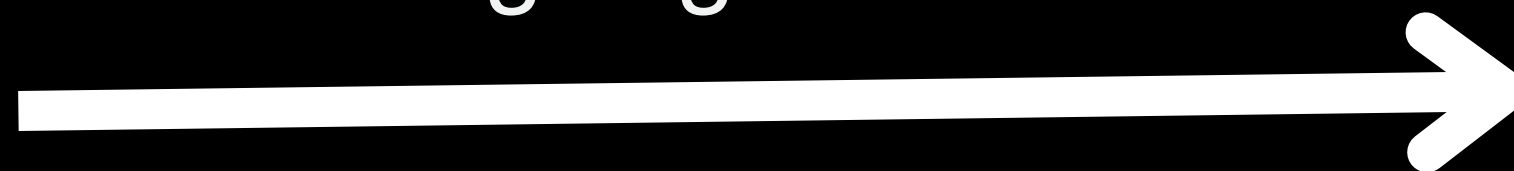
People judge you as soon as they look at your content.

We want to set you up so when someone lands on your page they're impressed.

They're smiling.

They're thinking "DAMN, why didn't I think of this?!".

You're going to love this



# WHAT **MOST PEOPLE** ARE SELLING

Most people are selling an all round average service that they haven't mastered. They're pushing management, SEO, PR, websites, and meh content. The kind that fades away as soon as it's uploaded.

We don't just make content that's here today, gone tomorrow.  
We make content that sticks.  
Timeless content.

People don't do what we do.  
And trust me — they wish they could.

# WHY THAT'S SLOW AND PAINFUL

Most 'agencies' sell you a dream — and a year later, you wake up wondering where the results are. You switch, you hope, you repeat. A decade slips by. Slow. Painful. Yuck?

You have a brand nobody remembers because you just copied what was trending for the month.

We're not here to make you famous for a week.

Great brands aren't built on luck or viral flukes. They're built on consistency, trust, and strong identity.

Sometimes the video no one talks about is the one everyone remembers.

We don't chase trends. We build legacies.

Because trends fade. Legacies last.

# WHAT **WE** ARE SELLING

We make people famous. We make businesses famous. Not every business — we're good, not magical.

But when it works? It works so well it almost feels unfair. It's already worked more than 10 times.  
(11 if you're counting Fishbowl — they started with 7 stores. Now they've got 80+ and they're taking over America).

If we don't make you famous?

We'll still put you somewhere way better than where you started. That's a promise.  
We don't just make you proud of your business — we make you fall back in love with it.

We don't just sell creativity — we sell certainty.

Because let's be honest:

There's nothing worse than hiring a creative, waiting weeks, opening the file... and feeling that awful gut-punch of disappointment.

Bland, stale, lifeless. Yuck.

We do work that makes your heart race — (for the right reasons).

**ELUJ.COM.AU**

# WHY THAT'S UNIQUE, FASTER & EASIER

Nobody touches the commercial/content game like we do in Australia.  
We don't promise views, likes, or shares... But man do we get a lot of them.

Take Beirut St Food, for example:

Empty shop. We step in, start making content.

We get their business. And we make them famous.

Six months later? Millions of views. 2k to 25k followers. Zero ad spend.

The owner? Famous online. People coming from all over Australia just to see his face.

It's awesome. Now they're making serious money. That's all it took for them.

We work fast. We're organized.

Shoot. Edit. You Post. Repeat.

You don't need to hold our hand.

We know what we're doing. We've been doing it for 10 years, actually 11 now — before it was cool.



**WATCH THIS TO FINALLY GET A SENSE OF WHAT WE'RE TALKING ABOUT**

# DON'T MEAN TO BRAG...



WRITTEN BY JORGE SANTOS & EMILY ROSEBUS | FILMED AND EDITED BY JULE MOUAWAD | ASSISTED BY SETH WESSELS



*2025 for ELUJ was nothing short of spectacular. With over 10 million views across our Instagram and TikTok reels, we became the “if you know, you know CONTENT agency”.*

*“You guys are like our lowkey content dealer”.*

*This was said by one of our clients and we absolutely love it.*

*We watched a new clients restaurant go from absolutely dead to fully booked on weekends and steady weekdays. This was amazing to watch happen in real-time.*

*Last year was great. This year, we’re amping it up.*

## A FEW BRANDS WE'VE WORKED WITH



We're damn proud of the brands we've worked with.  
From the small, hungry businesses to the big players in the game, we've had the privilege of partnering with names that are shaping industries.



# STORY OF JULE

JULE has been creating visually stunning videos for 11 years now. He began his journey working out of his backpack with a camera and nothing else.

After only a year his videos were reaching a million views per video on Instagram. Because of these views and a style of video no one had really seen before, a lot of people began to talk.

Jule has had the privilege to create beautiful content for some great companies all around the world. Companies like Coles Australia, Moët Chandon, Westpac Australia, Novotel, Mercure, Fishbowl and many more.

# STORY OF JULE CONTINUED

Fast forward 11 years and JULE has carefully observed and accepted the change of Social Media Content.

Because of the change, ELUJ was born.

ELUJ provides you with stunning and engaging social media content that you are proud of as a business owner.

Filmed both professionally and using iPhone with a curated team, dare I say... We're creating Australia's best content for Instagram and TikTok.



“

*“ELUJ creates timeless content you’re proud of as a business owner.”*

– FILM DIRECTOR, JULE MOUAWAD

# OUR EFFORTLESS STYLE

We have added 4 videos to show you why we get approached to create. Our effortless style leaves people continually coming back and rewatching our videos. They're unsure why they like it so much, but we know. We tap into your body to visually immerse your senses. It leaves you wanting more and more!



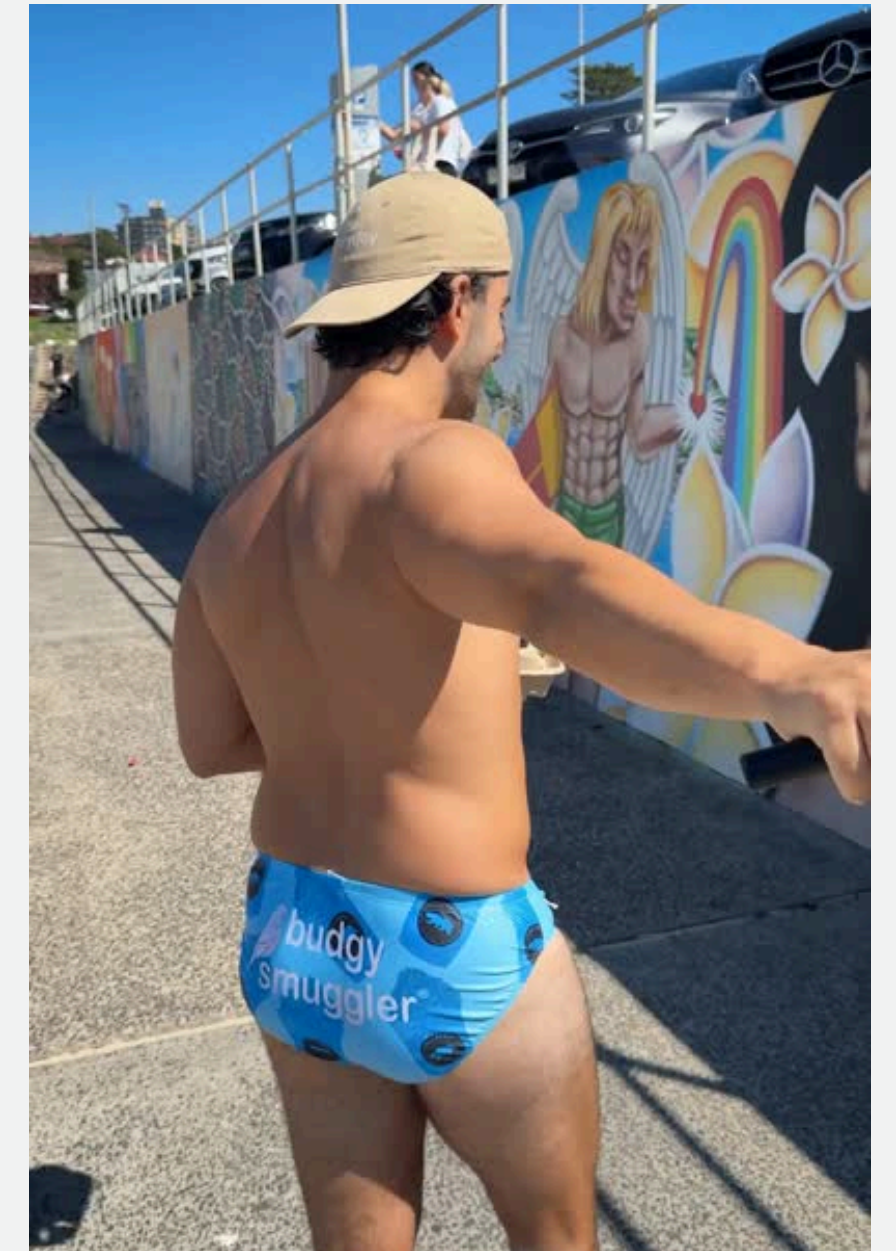
**HENRIETTA**  
FALAFELS DONE RIGHT



**JOJI**  
A GIRLS NIGHT AT JOJI



**MISC PARRAMATTA**  
THE NEW BLACK BURRATA



**CALIPRESS X BUDGY SMUGGLER**  
PROMOTING EVERYDAY SEAMOSS

SERIES - S PRD

# IT'S NOT JUST CONTENT

It's not just content. It's an experience. It's a way of making someone feel something when they watch.

Every frame is designed to make you feel something. We speak to your eyes, your mind, and your soul, drawing you in, stirring emotions, and leaving you craving more. You can almost taste it, hear it, and touch it.

This is the best part about it for us.

This is what we're proud of and why we have built success in the social media industry.



# WE DON'T DO EVERYTHING

That's correct. There's nothing more annoying than when we see agencies trying to sell the narrative that "we're the masters in everything". Websites, Management, SEO, PR, Posters and Content! WE DO IT ALL! Really? The masters in ALL that?

I don't want to bring anyone down, but the reality is... they do all those things at its bare minimum. You sign up with an agency to find the content they create for you has no innovation, it looks exactly the same as every other thousands of business' trying to stay relatable and trendy. They have no filmmaking or editing skills.

ELUJ dedicates 100% of its time to creating CONTENT.



# BEIRUT ST FOOD CASE STUDY

We took over Beirut St Foods restaurant in Marrickville.  
They had a struggling online presence.  
1500 followers. No engagement, no steady customers or fan base.

After 6 months we have naturally grown their page to 20.5k followers, a strong 'cult' following, with audience members eager to see what they post next. The restaurant fully booked on weekends and steady on weekdays.

As an agency, this is always an amazing feeling to see your work bringing a restaurants success.



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233K VIEWS, 5.7K SHARES, 6K SAVED



**WHEN THE BOSS IS GONE**  
40.3K VIEWS, 343 SHARED, 400 SAVED

# HOW IT WORKS

YOU GIVE US THE **GREEN** LIGHT.

WE WRITE 8 REELS TAILORED TO YOUR BUSINESS.

WE HAVE A MEETING, GO THROUGH THE IDEAS,  
BRAINSTORM AND ELEVATE THEM TO PERFECTION.

WE COME IN AND SHOOT THESE VIDEOS IN A HALF DAY.

WITHIN 2 WEEKS, THE EDITED VIDEOS ARE READY FOR YOU.

WE SEND YOU A DROPBOX FOLDER WITH THE AMAZING  
REELS. YOU PROUDLY SHOW YOUR FRIENDS AND  
POST TO YOUR SOCIAL MEDIA.

**IT'S AS SIMPLE AS THAT**

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**WHEN YOU CAN, ENJOY SOME OF  
OUR BIGGER PRODUCTIONS**





**ANY QUESTIONS OR THOUGHTS?  
OR MAYBE YOU JUST WANT  
TO SAY HELLO?**

Contact **ELUJ** via email on  
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or via mobile on **0400377740**

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