



MOTIVATE VALMÖRGÅN
cinema advertising

Connecting Brands to Cinema Since 1999

YEAR END REPORT 2019



OVERVIEW

01 SPOTLIGHT ON MOTIVATE VAL MORGAN

THE POWER OF CINEMA

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SPOTLIGHT ON MOTIVATE VAL MORGAN

2018 MVM CINEMA CIRCUIT




8
COUNTRIES



6
OPERATORS



56
LOCATIONS



491
SCREENS

2019 MVM CINEMA CIRCUIT




8
COUNTRIES



8
OPERATORS



72
LOCATIONS



694
SCREENS

NEW CINEMA EXHIBITORS



American cinema chain which is the largest in the world, and the first cinema to launch in Saudi Arabia in February 2018



The first and only home-grown cinema chain in the Kingdom of Saudi Arabia established in 2019



NEW CINEMA LOCATIONS

UAE



Al Ghurair Centre

18 Screens

1838 Seats

Experiences



The Galleria Al Marya Island

21 Screens

1783 Seats

Experiences



VIP

Al Jimi Mall

8 Screens

646 Seats

Experiences

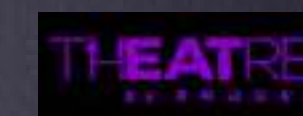


Nakheel Mall

15 Screens

923 Seats

Experiences



*Cine Royal added a kids screen with 61 seats to its cinema at Deerfields Mall. The location now features a total of 14 screens and 1964 seats.

Oman



City Centre Suhar

9 Screens

996 Seats

Experiences



Egypt



City Centre Almaza

16 Screens

1401 Seats

Experiences



Bahrain



City Centre Bahrain

20 Screens

3407 Seats

Experiences



VIP

NEW CINEMA LOCATIONS

Saudi Arabia



Red Sea Mall (Jeddah)

12 Screens 1422 Seats

Experiences



Al Qasr Mall (Riyadh)

15 Screens 1266 Seats

Experiences



The Roof (Riyadh)

8 Screens 545 Seats

Experiences



Kingdom Centre (Riyadh)

8 Screens 228 Seats

Experiences

VVIP

Riyadh Front (Riyadh)

18 Screens 1427 Seats

Experiences



West Avenue Mall (Dammam)

6 Screens 911 Seats

Experiences



KAFD (Riyadh)

1 Screen 405 Seats

Panorama Mall (Riyadh)

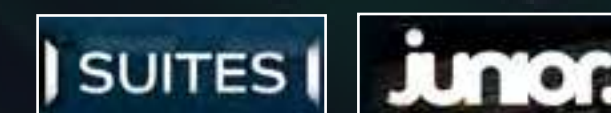
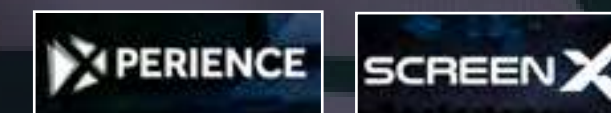
10 Screens 793 Seats



Mall of Arabia (Jeddah)

15 Screens 1926 Seats

Experiences



Al Hamra Mall (Riyadh)

6 Screens 557 Seats

PRIVATE SCREENINGS UAE

AVENGERS ENDGAME

(April 2019)

Motivate Val Morgan hosted our distinguished clients and advertisers to a 'Private Screening' of the most anticipated movie of 2019 **Avengers: Endgame** at **Roxy Cinemas - City Walk**.

The screening was held in partnership with **Roxy Cinemas**, and had an attendance of over 100 clients.

FAST & FURIOUS HOBBS & SHAW

(August 2019)

Motivate Val Morgan also hosted a 'Private Screening' of **Fast & Furious Presents: Hobbs & Shaw** in partnership with **Roxy Cinemas** at **The Beach (JBR)**.

The screening had an attendance of over 70 clients.



PRIVATE SCREENING - KSA

GEMINI MAN

(October 2019)

Motivate Val Morgan held its first-ever 'Private Screening' of *Gemini Man* for disguised clients and advertisers at **Muvi Cinemas - Mall of Arabia** in Jeddah.

The screening was held in partnership with **Muvi Cinemas**, and had an attendance of over 240 clients.





THE POWER OF CINEMA

APPROXIMATE

MOVIE

PRODUCTION

BUDGETS



**US\$
400M**



**US\$
275M**



**US\$
260M**



**US\$
200M**



**US\$
49M**



**US\$
38M-42M**

WORLDWIDE BOX OFFICE FIGURES – SUPERHERO MOVIES



US\$
2.79B



US\$
1.13B



US\$
1.12B



US\$
363M



US\$
246M



US\$
245M

**WORLDWIDE
BOX OFFICE
FIGURES –
ANIMATION
MOVIES**



US\$
1.42B



US\$
1.07B



US\$
522M



US\$
434M



US\$
429M



US\$
200M

Source: The Numbers

**WORLDWIDE
BOX OFFICE
FIGURES –
HORROR
MOVIES**



**US\$
470M**



**US\$
256M**



**US\$
228M**



**US\$
121M**

**WORLDWIDE
BOX OFFICE
FIGURES –
MOVIE
SEQUELS**



**WORLDWIDE
BOX OFFICE
FIGURES -
REMAKE &
REBOOT
MOVIES**



**US\$
1.6B**



**US\$
1.05B**



**US\$
353M**

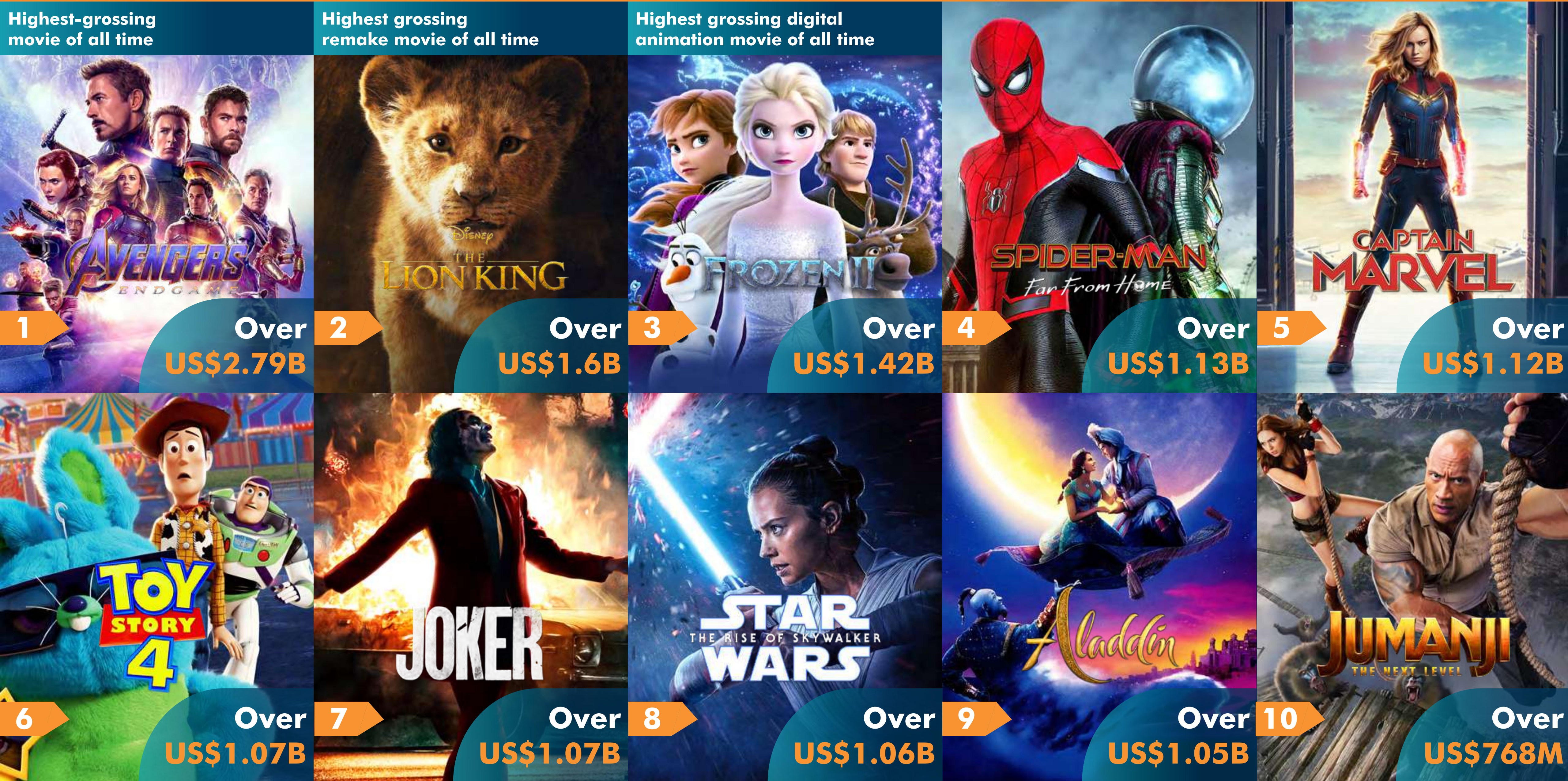


**US\$
252M**



**US\$
250M**

HIGHEST GROSSING HOLLYWOOD MOVIES IN 2019 – WORLDWIDE BO COLLECTION



Source: Box Office Mojo and The Numbers

HIGHEST GROSSING INDIAN MOVIES IN 2019 – WORLDWIDE BO COLLECTION



1 Over **US\$63.8M**
(Hindi)



2 Over **US\$58.8M**
(Telugu)



3 Over **US\$52.5M**
(Hindi)



4 Over **US\$46.4M**
(Hindi)



5 Over **US\$42.9M**
(Hindi)



6 Over **US\$42.6M**
(Tamil)



7 Over **US\$42.5M**
(Hindi)



8 Over **US\$41.5M**
(Hindi)



9 Over **US\$39.5M**
(Hindi)



10 Over **US\$34.7M**
(Telugu)

CINEMA HIGHLIGHTS IN UAE

598 MOVIE RELEASES

OVER 100 BLOCKBUSTER RELEASES

OVER 23M OVERALL ADMISSIONS
(Hollywood, Arabic, Indian and Foreign Language Movies)

OVER 18M MVM ADMISSIONS
(Hollywood, Arabic, Indian and Foreign Language Movies)

UAE TOP 10 MOVIE PERFORMANCES - 2019



1 Screened for
15 weeks
Over
848K admissions



2 Screened for
20 weeks
Over
790K admissions



3 Screened for
21 weeks
Over
709K admissions



4 Screened for
19 weeks
Over
626K admissions



5 Screened for
13 weeks
Over
560K admissions



6 Screened for **15 weeks**
Over **486K admissions**



7 Screened for **6 weeks**
Over **468K admissions**



8 Screened for **3 weeks**
Over **455K admissions**



9 Screened for **12 weeks**
Over **425K admissions**



10 Screened for **11 weeks**
Over **382K admissions**

UPCOMING BLOCKBUSTER MOVIE LINE-UP

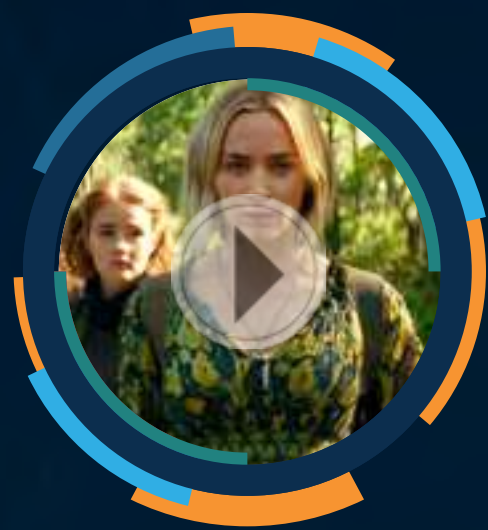
Bloodshot



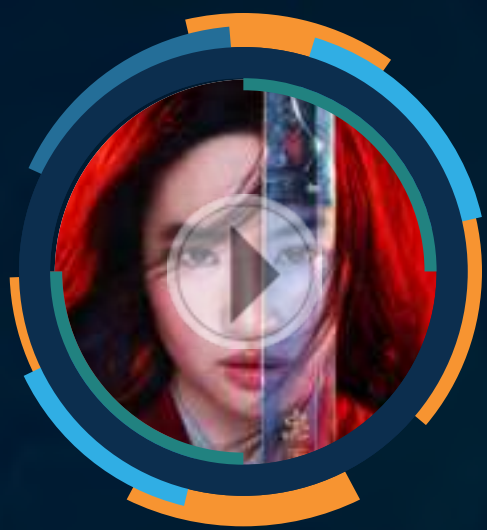
Trolls World Tour



A Quiet Place Part II



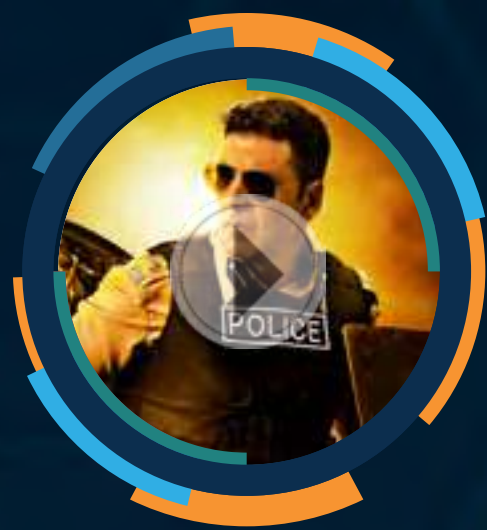
Mulan



Marakkar: Lion of the Arabian Sea



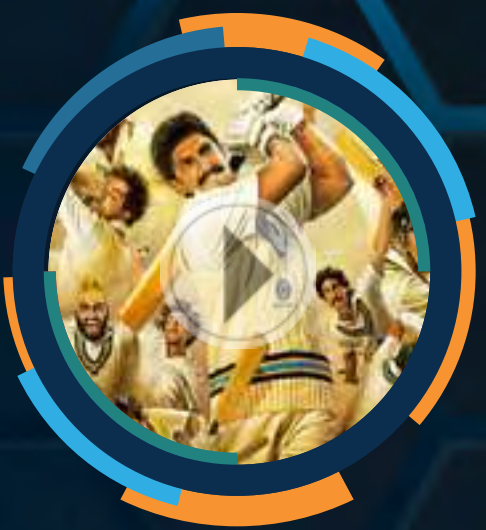
Sooryavanshi (Hindi)



The New Mutants



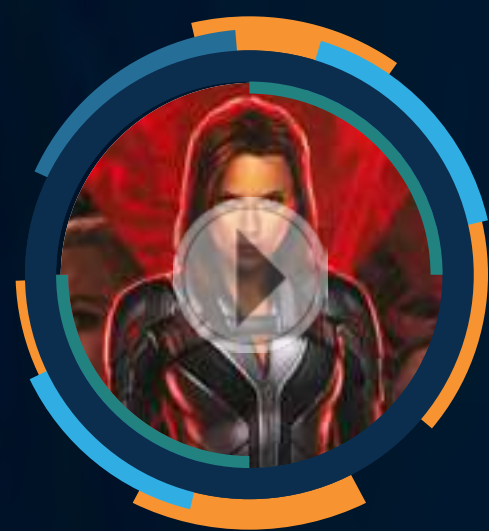
83 (Hindi)



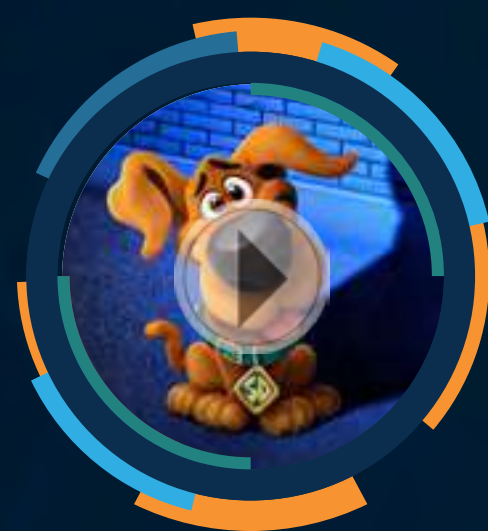
Master



Black Widow



Scoob!



Legally Blonde 3



Artemis Fowl



Wonder Woman 1984



Laxmmi Bomb (Hindi)



Soul



Top Gun: Maverick



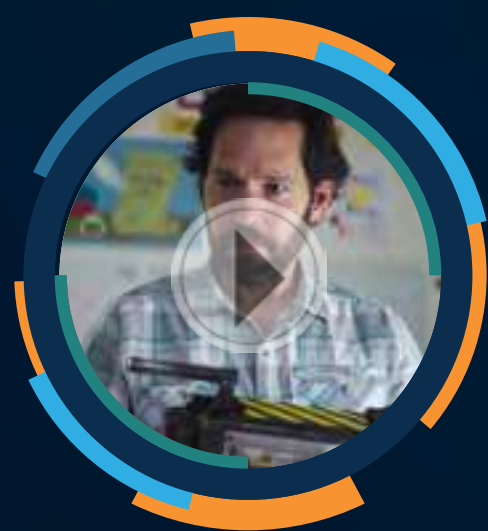
Free Guy



Minions: The Rise of Gru



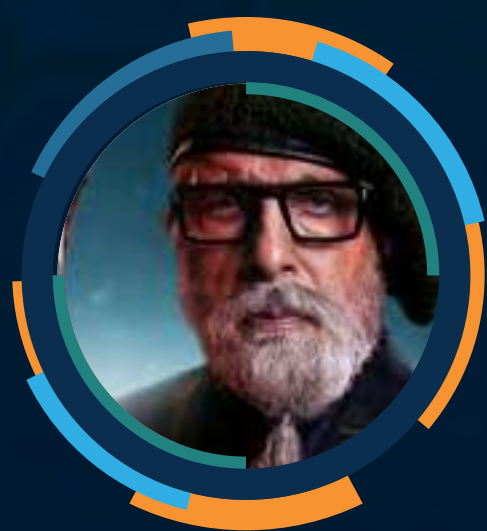
Ghostbusters: Afterlife



Tenet



Chehre (Hindi)



Jungle Cruise



Morbius



Shamshera (Hindi)



Escape Room 2



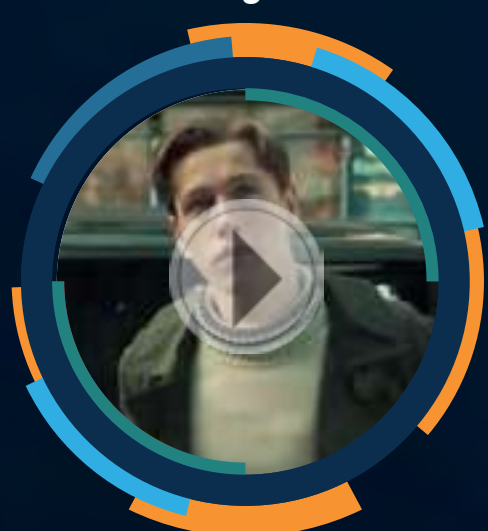
The Conjuring: The Devil Made Me Do It



Gangubai Kathiawadi (Hindi)



The King's Man



Rambo (Hindi)



Eternals



Godzilla vs. Kong



No Time to Die



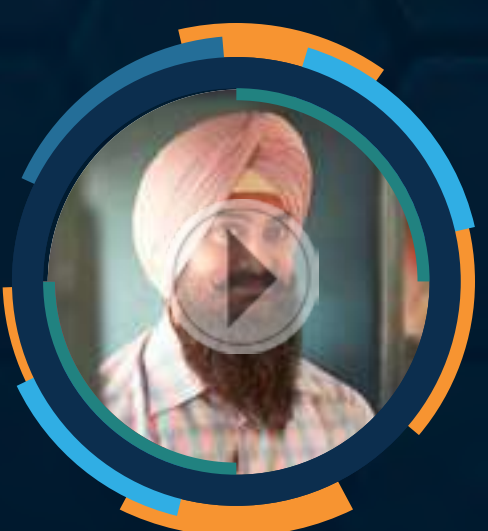
Brahmastra (Hindi)



Bad Mom's Moms



Laal Singh Chaddha (Hindi)



MEGA BLOCKBUSTERS TO WATCH OUT FOR

MULAN

ACTION/ADVENTURE/DRAMA

Disney's remake of the Chinese warrior Hua Mulan is poised to capture the hearts of audiences from around the world, and has already broken a few records. The trailer logged an epic **175+ million views** (globally) in its first 24 hours online. It is the **7th 'Most Watched Trailer'** of all-time after ***Avengers: Endgame*** (trailer 1 & 2), ***Avengers: Infinity War*** (trailer 1 & 2), ***The Lion King*** (teaser trailer) and ***It*** (teaser trailer).

Mulan is a landmark for representation, not just for having a woman director; Niki Caro (***The Zookeeper's Wife***), but for also having a female director of photography; Mandy Walker (***Hidden Figures***), a female first assistant director; Liz Tan (***Spider-Man: Homecoming*** and ***The Hobbit*** Trilogy) and two strong female leads as part of the star cast; Liu Yifei (***The Forbidden Kingdom***) and Li Gong (***Memoirs of a Geisha***).



MARAKKAR

THE LION OF ARABIAN SEA

(MALAYALAM)

ACTION/HISTORY/WAR

Marakkar - featuring Mollywood mega star Mohanlal, is the story of legendary Kunjali Marakkar IV and his epic warfare against the Portuguese. The movie also stars Bollywood and Kollywood actors Sunil Shetty and Arjun Sarja.

Pulimurugan (2016) and **Lucifer** (2019) – with Mohanlal as the lead actor, are the **1st** and **2nd Highest Grossing Malayalam Movies** of all-time, with collections of **1.35B INR** (over **US\$18.8M**) and **1.1B INR** (over **US\$15.3M**) respectively.

Lucifer (2019) also screened for **6 weeks** in the UAE and did over **371K admissions**. The film also appeared in UAE's '**This Week's Top 10 Movies**' for the first **4 weeks** out of its 6 week run.

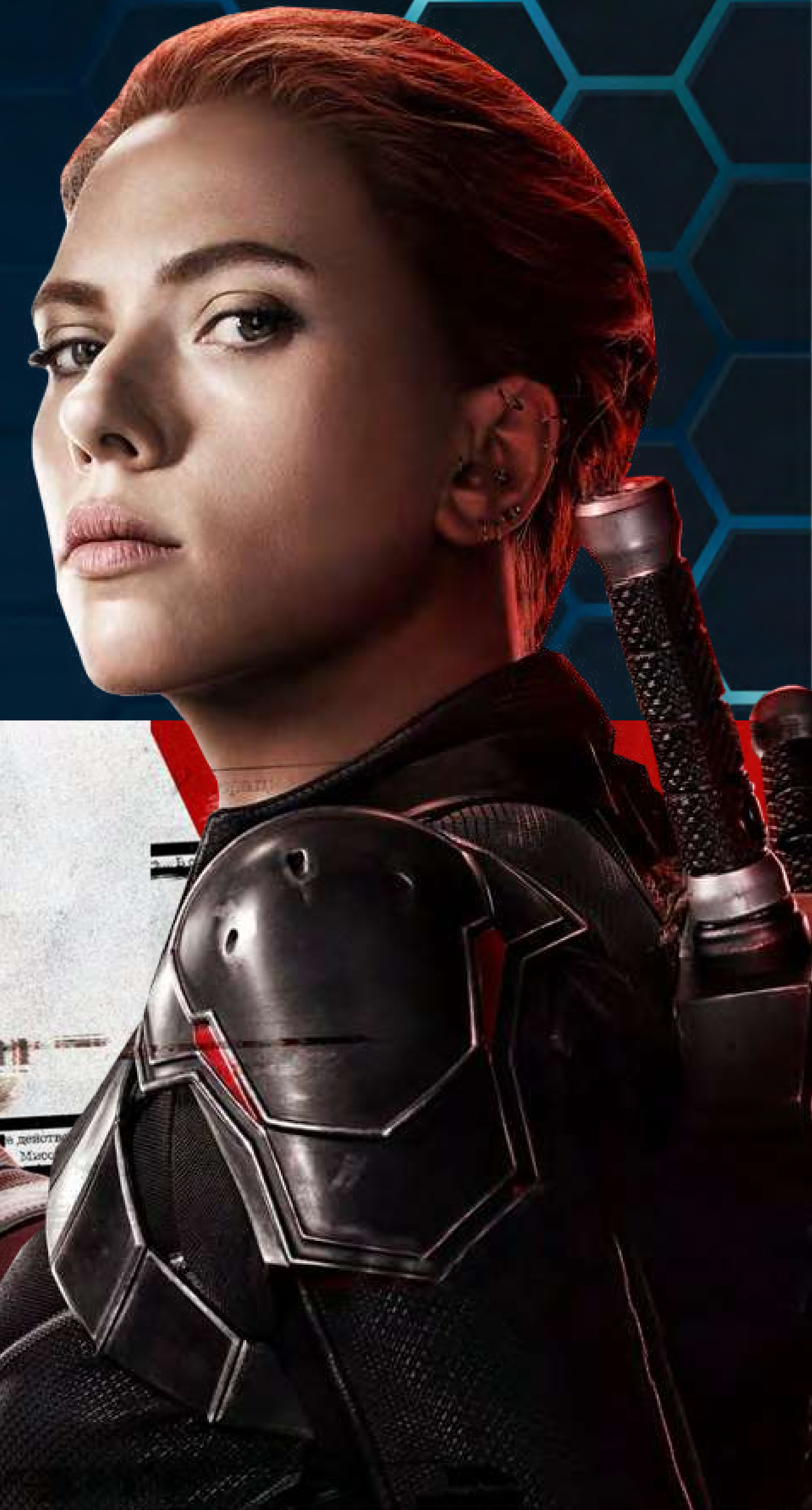


BLACK WIDOW

ACTION/ADVENTURE/SCI-FI

The **Black Widow** movie is set in the immediate aftermath of **Captain America: Civil War**, and it sees Natasha Romanoff (Scarlett Johansson) on the run from the world's authorities.

One of two big films from **Marvel Studios** in 2020 (along with **The Eternals**). Marvel movies do an average of **490K admissions**, and a majority of them appear in '**UAE's Top 10 Movies**' in their respective year of release.



83

BIOGRAPHY/DRAMA/SPORT

(HINDI)

Starring the 'power couple' of **Bollywood** – Ranveer Singh and Deepika Padukone, **83** is the story of India's incredible cricket World Cup victory in 1983.

Padmaavat (2018) – the most recent movie featuring both Ranveer and Deepika, screened for **8 weeks**, did over **357K admissions** and was the '**Highest Ranking Indian language Movie**' in the UAE.



MASTER

(TAMIL)

ACTION/THRILLER

Written and directed by Lokesh Kanagaraj, and produced by Xavier Britto, the film stars Joseph Vijay and Vijay Sethupathi in the lead roles.

Joseph Vijay played the lead role in *Bigil* (2019), which screened for **4 weeks** and did over **158K admissions** in the UAE. The film also appeared in UAE's **'This Week's Top 10 Movies'** for the first **2 weeks** out of its 4 week run.

Vijay Sethupathi played the lead role in *Super Deluxe* (2019), which screened for **3 weeks** and did over **22K admissions** in the UAE. The film also appeared in UAE's **'This Week's Top 10 Movies'** for the first **2 weeks** out of its 3 week run.



WW84

ACTION/ADVENTURE/FANTASY

Gal Gadot returns to save the world and she brings Kristen Wiig and Pedro Pascal along for the ride. The prequel **Wonder Woman** (2017) wasn't just great, it was a beacon for female empowerment.

It was the **3rd Highest Grossing Film** directed by a female (Patty Jenkins) behind **Frozen II** (Co Directed by Jennifer Lee) and **Captain Marvel** (Co-Directed by Anna Boden).

The movie screened for **13 weeks** and did over **329K admissions** in the UAE. It also ranked **10th** in **UAE's Top 10 Movies** of 2017 and was certified **93% Fresh** by Rotten Tomatoes.



TOP GUN MAVERICK

ACTION/DRAMA

Get ready to feel the need for speed all over again – more than three decades since the 1986 film premiered.

The film will bring back original **Top Gun** stars Tom Cruise as Pete (Maverick) Mitchell - the hotshot pilot character that helped make Cruise a superstar, and Val Kilmer as Maverick's rival, Tom (Iceman) Kazansky.

High-tech filming techniques have been used in the film with the intention to give audiences an in-the-cockpit experience. **Top Gun: Maverick** will give nostalgic fans exactly what they're looking for.



JUNGLE CRUISE

ACTION/ADVENTURE/COMEDY

Dwayne Johnson and Emily Blunt lead Disney's *Jungle Cruise* cast.

Jungle Cruise has been likened to both *Indiana Jones* and *Pirates of the Caribbean* movies at various point in its development.

Action/Adventure movies featuring Dwayne Johnson usually screen for a minimum of **10 weeks** and does over **540K admissions** (on average) in the UAE. Dwayne Johnson movies also almost always appear in '**UAE's Top 10 Movies**' in the respective year of release.



T E N E T

ACTION/DRAMA/THRILLER

Warner Bros. present an action epic revolving around international espionage, time travel and evolution - possibly about a man trying to prevent World War 3 through time travel and rebirth.

The film is directed by Christopher Nolan (*Dunkirk*, *Interstellar*, *Batman Begins*, *The Dark Knight*, *The Dark Knight Rises* and *Inception*), and stars John David Washington (*BlackKkKlansman*), Robert Pattinson (*The Twilight Saga* and *Water for Elephants*) and Michael Caine (*Batman Begins*, *The Dark Knight*, *The Dark Knight Rises*, *Now You See Me* and *Kingsman: The Secret Service*).

The reported movie budget for *Tenet* is over **US\$220M**, making it the most expensive original film of Nolan's career. The film is also set to release in IMAX format.



The King's Man

ACTION/ADVENTURE/COMEDY

Matthew Vaughn returns to direct **Disney's *The King's Man***. The film is based on Mark Millar and Dave Gibbons's comic series 'The Secret Service', and follows the Kingsmen's fight to end World War I.

The film is a prequel to ***Kingsman: The Secret Service*** (2014) and ***Kingsman: The Golden Circle*** (2017). The two movies collectively grossed more than **\$825 million** at Worldwide Box Office and did over **415k admissions** in UAE.

Colin Firth and Taron Egerton will not appear in this film. However, the new star cast includes Ralph Fiennes, Harris Dickinson, Gemma Arterton, Tom Hollander and Djimon Hounsou.



Leal Singh
Chaddha
(HINDI)

COMEDY/DRAMA

A Hindi comedy-drama directed by Advait Chandan - loosely adapted from the American drama **Forrest Gump** (1994). The film stars Aamir Khan as the title character, while Kareena Kapoor portrays his love interest.

Movies starring mega star Aamir Khan are globally well received:

- **Dangal** is the **Highest Grossing Indian Film** of all-time earning **US\$311M**. The film ran for a total of 4 weeks and did over **589K admissions** in the UAE (**326K admissions** in its first week of release) – earning **7th** spot in 'UAE's Top 10 Movies' of 2017.
- **Secret Superstar** is the **4th Highest Grossing Indian Film** of all-time earning **US\$154M**. The film screened for **5 weeks** and did over **111K admissions** in the UAE.



OTHER BLOCKBUSTERS AHEAD

ETERNALS

Production Company:



Distributed By:



GODZILLA VS KONG

Production Company:



Distributed By:



DUNE

Production Company:



Distributed By:



The above are anticipated to be Mega Blockbusters.

MOTIVATE VAL MORGAN SIZZLE REEL 2020





CINEMA ADDS VALUE TO ADVERTISING BUDGETS

CINEMAS IN KSA

Commissioned by **Motivate Val Morgan, Ipsos** – global market and opinion research specialist, conducted a study to evaluate the role of cinema advertising as part of the total cinema experience in Saudi Arabia.

The report: **Cinemas in KSA – Audience Profile, Preferences and Perception of Advertising** examines the following:

- Cinema audience viewing habits and preferences
- Cinema as a medium for advertising: impact, recall and how it compares to other forms of advertising

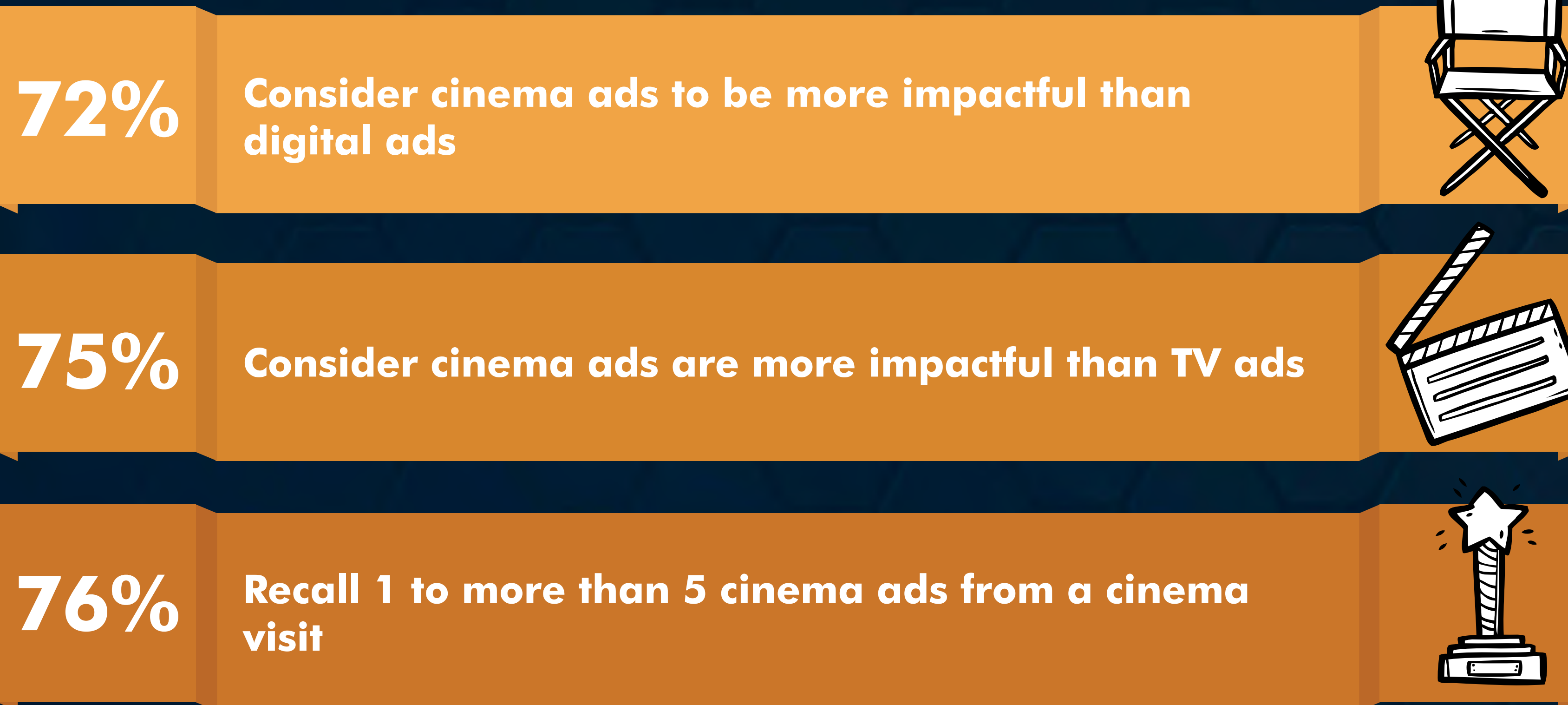
The objective of the study was to determine the value of adding cinema advertising to an advertiser's media mix.



CINEMAS IN KSA - KEY FINDINGS (1/2)



CINEMAS IN KSA - KEY FINDINGS (2/2)



CINEMAS IN KSA - TAKEAWAYS FOR ADVERTISERS

There is presently great demand for cinema in KSA. Based on our findings, cinema operators will not have a problem in attracting crowds to their existing and upcoming locations over the next couple of years.

Cinema advertising is also well received in KSA. With cinema's unique ability to deeply engage with a captive and attentive audience in a unique environment - creating positive impact on recall, perception and comprehension of advertisements, there is a significant opportunity for brands to connect and engage with potential consumers in KSA like never before.

Given the overall findings from our research, we suggest the following to advertisers:

1

Cinema advertising is the new growth medium in KSA. Make cinema advertising an integral part of your brand's broader media mix for greater campaign impact.

2

Effective on-screen cinema advertising requires a slightly different approach to Digital and TV ads. Aim for running longer duration cinema ads over a lengthier time frame with more story-telling to make them more memorable

3

Each cinema operator offers unique cinema experiences which are in demand. For greater campaign effectiveness, choose a mix of locations

4

Take an integrated approach by combining off-screen with on-screen advertising for greater brand recall

Click [HERE](#) to access full report

MOTIVATE VAL MORGAN - 2019 ADMISSIONS & 2020 FORECASTED ADMISSIONS

Over **33.3M** admissions in 2019 across the MVM Regional Circuit

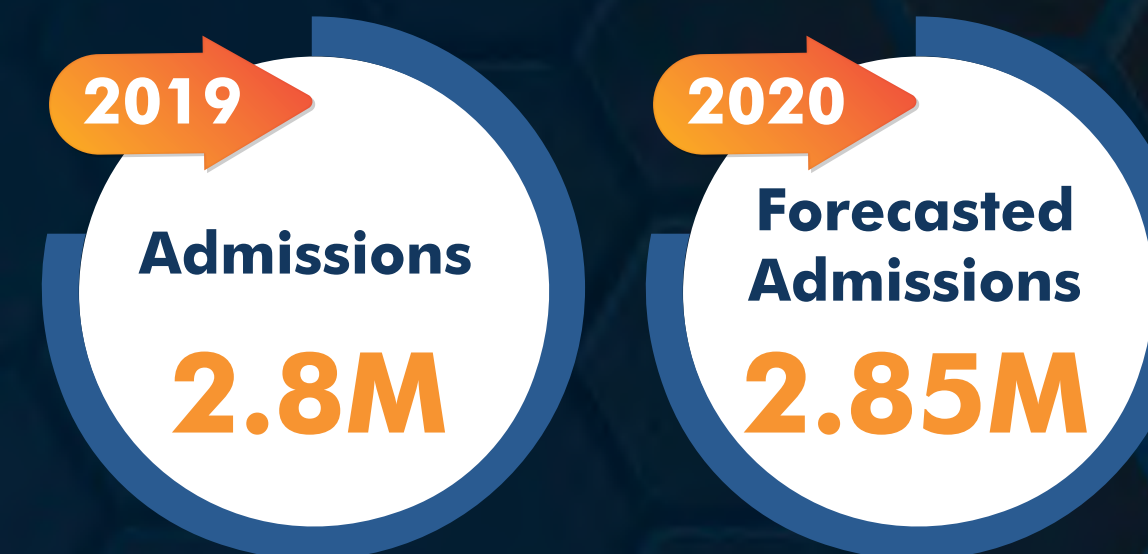
UAE



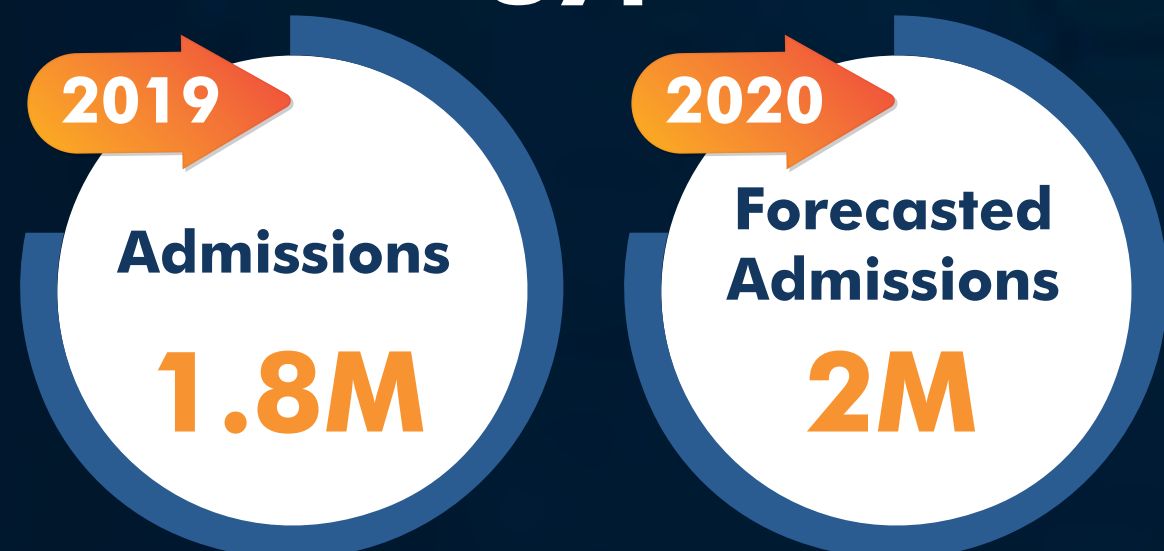
Lebanon



Oman



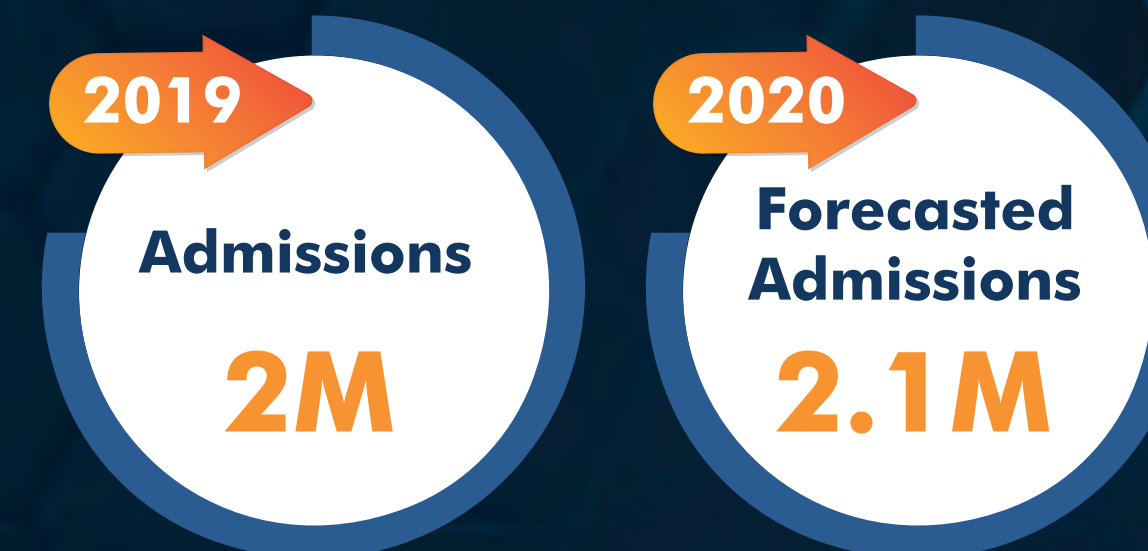
Egypt



Qatar



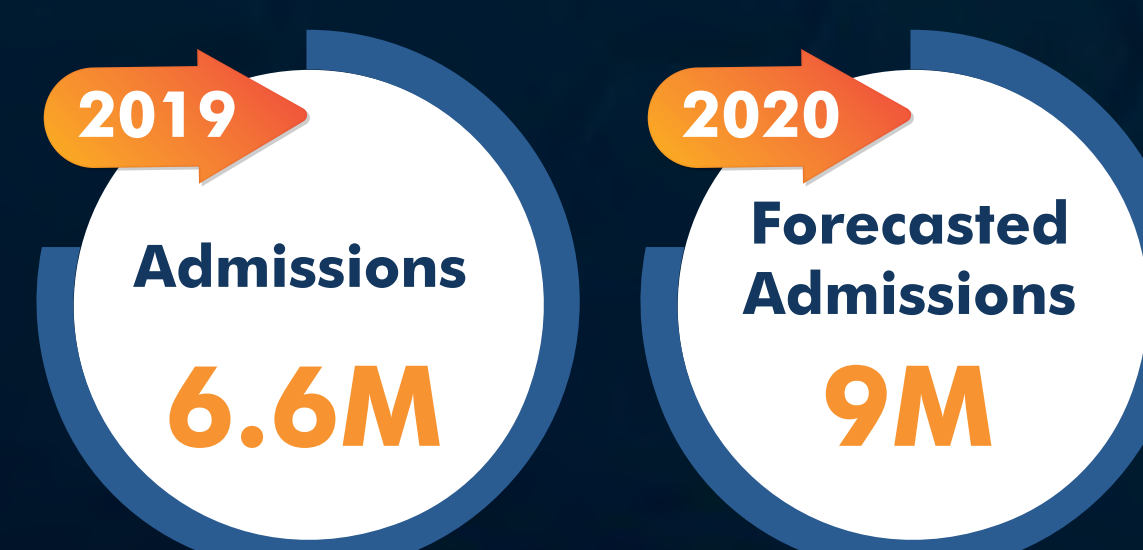
Bahrain



Kuwait



Saudi Arabia





ADVERTISER SHOWCASE

TOP 5 MOTIVATE VAL MORGAN ON-SCREEN ADVERTISERS (INDUSTRIES) – 2019

UAE

- TELECOMMUNICATIONS
- EVENTS, EXHIBITIONS & CONFERENCES
- AUTOMOBILES & SERVICES
- AMUSEMENT, RECREATION & LEISURE
- PROPERTIES & REAL ESTATE

OMAN

- BANKING, FINANCE & INSURANCE
- TELECOMMUNICATIONS
- AUTOMOBILES & SERVICES
- MOBILE PHONES & ACCESSORIES
- FOOD & BEVERAGE

QATAR

- TELECOMMUNICATIONS
- AUTOMOBILES & SERVICES
- MOBILE PHONES & ACCESSORIES
- BANKING, FINANCE & INSURANCE
- MUSEUMS

KUWAIT

- AUTOMOBILES & SERVICES
- BANKING, FINANCE & INSURANCE
- GOVERNMENT DEPARTMENTS
- RESTAURANTS, CAFES, CRUISE DINING
- MOBILE PHONES & ACCESSORIES

LEBANON

- ENERGY, OIL & GAS, SOLAR
- FASHION, CLOTHING, READY WEAR
- FOOD & BEVERAGE
- BANKING, FINANCE & INSURANCE
- COSMETICS, PERFUMES, HYGIENE

EGYPT

- BANKING, FINANCE & INSURANCE
- MOBILE PHONES & ACCESSORIES
- EDUCATION & KNOWLEDGE CENTRE
- HEALTHCARE, MEDICAL, HOSPITALS
- AUTOMOBILES & SERVICES

BAHRAIN

- AUTOMOBILES & SERVICES
- AIRLINES & AVIATION
- MOBILE PHONES & ACCESSORIES
- EDUCATION & KNOWLEDGE CENTRE
- SPORTS EVENTS AND TOURS

SAUDI ARABIA

- AUTOMOBILES & SERVICES
- ELECTRONICS & ELECTRICALS
- GOVERNMENT DEPARTMENTS
- FOOD & BEVERAGE
- COSMETICS, PERFUMES, HYGIENE

INTEGRATED ***CINEMA CAMPAIGNS***

HERE'S A SNAPSHOT OF SOME CAMPAIGNS

KIBSONS

Kibsons International booked its second cinema campaign in April 2019, which included a sampling activity and three on-screen advertisements at various cinema locations across the UAE.

The sampling activity was booked to be executed in three bursts at VOX Cinemas:

- **1st Burst** (26th April - 28th April 2019) - Nation Towers and Yas Mall in Abu Dhabi
- **2nd Burst** (2nd May - 4th May 2019) - Marina Mall, Nation Towers and Yas Mall in Abu Dhabi, and City Centre Mirdif in Dubai
- **3rd Burst** (6th June - 8th June 2019) - Marina Mall, Nation Towers and Yas Mall in Abu Dhabi, and City Centre Mirdif in Dubai

As part of the sampling activity, a box filled with fruits was distributed to moviegoers at the entrance of three screens at each cinema location.

The three on-screen advertisements were booked to screen on rotation at the following locations:

Exhibitor: VOX Cinemas

Locations: Marina Mall, Nation Towers, Yas Mall in Abu Dhabi and City Centre Mirdif in Dubai

Campaign Duration: 25th April 2019 - 8th May 2019 (2 weeks)

Exhibitor: Reel Cinemas

Locations: The Dubai Mall, Dubai Marina Mall and Al Ghurair Centre

Campaign Duration: 24 weeks

- **1st Burst:** 25th April 2019 - 8th May 2019 (2 weeks)
- **2nd Burst:** 30th May 2019 - 30th October 2019 (22 weeks)

Exhibitor: Cine Royal Cinema

Locations: Khalidiyah Mall, Dalma Mall and Deerfields Mall in Abu Dhabi

Campaign Duration: 28 weeks

- **1st Burst:** 25th April 2019 - 8th May 2019 (2 weeks)
- **2nd Burst:** 30th May 2019 - 27th November 2019 (26 weeks)



Wego booked a cinema campaign (in collaboration with VisitBritain) at Reel Cinemas (UAE), VOX Cinemas (KSA) and AMC Cinemas (KSA).

An engaging off-screen 'Foyer Display' embedded with augmented reality technology was installed at Reel Cinemas – The Dubai Mall in UAE from 27th February to 5th March 2019.

A similar display was also set up at VOX Cinemas – Riyadh Park Mall in Saudi Arabia from 11th March to 17th March 2019.

Technique - When cinemagoers stood in front of the screen, the image of the cinemagoer, together with a background of one of Britain's most iconic sites (Buckingham Palace, Big ben, etc.) displayed on the screen.

Objective - To encourage cinemagoers to search, compare and book a trip to Britain through Wego.

Two on-screen ads were booked to screen at VOX Cinemas – Riyadh Park Mall and Red Sea Mall, and AMC Cinemas – KAFD (Riyadh) from 14th March to 20th March 2019.



NESTLÉ PURE LIFE

Nestlé Pure Life booked a cinema campaign – through Zenith Media, at VOX Cinemas – Mall of Egypt. The campaign included an on-screen commercial and a sampling activity inside the Kids cinema.

A 30 sec. on-screen commercial was booked to screen from 3rd April to 7th May 2019.

The sampling activity was executed in 4 bursts over 4 weekends during the month of April:

- **1st Burst:** 04th - 06th April 2019
- **2nd Burst:** 11th - 13th April 2019
- **3rd Burst:** 18th - 20th April 2019
- **4th Burst:** 25th - 30th April 2019

Ushers were hired to distribute flyers to cinemagoers entering the Kids cinema.

During the execution, an on-screen ad informed the kids to look inside the water bottle (placed in their seat cup holders), for a message pertaining to hydration and the importance of water. The ad also displayed a message asking the audience to look under their seats for another bottle. Kids who found a second bottle under their seats received a discount voucher from Toys'R'Us.



Zain Saudi Arabia booked a cinema campaign through OMD for the launch of 5G technology in KSA.

The on-screen component included a 30 sec. ad which screened for a period of 4 weeks (12th December 2019 to 8th January 2020) at the following cinema locations:

- AMC Cinemas – KAFD (Riyadh)
- VOX Cinemas – Riyadh Park Mall (Riyadh)
- VOX Cinemas – West Avenue Mall (Dammam)
- VOX Cinemas – Red Sea Mall (Jeddah)
- VOX Cinemas – The Roof (Riyadh)
- VOX Cinemas – Al Qasr Mall (Riyadh)
- VOX Cinemas – Kingdom Centre (Riyadh)

The off- screen component included an advertisement (of the same content) on the LED screen at the entrance of VOX Cinemas – Riyadh Park from 12th December 2019 to 8th January 2020.



ÜLKER

Ülker booked a cinema campaign - through Arab Reach Media Services, for the launch of O'lala Sufle in Saudi Arabia.

The on-screen component included a 13 sec. ad which screened for a period of 4 weeks (3rd October to 30th October, 2019) at Muvi Cinemas – Mall of Arabia and VOX Cinemas – The Roof.

The off-screen campaign included a sampling activity at the same cinema locations over the weekend of 24th to 26th October 2019.



PEUGEOT

Peugeot booked a cinema campaign at VOX Cinemas – Mall of Egypt.

The off-screen campaign included two car displays in the Foyer area of VOX Cinemas – Mall of Egypt from 3rd - 16th October 2019.

The first week witnessed the display of the Peugeot 508, while the second week showcased the Peugeot 3008 SUV.

Along with the car displayed in the foyer area of VOX Cinemas - Mall of Egypt, the on screen component of the campaign included two 15 sec. ads screening in rotation from 2nd October to 12th November 2019.



AMA INTERNATIONAL UNIVERSITY

AMA International University booked a cinema campaign – through Albayan Media Group, at VOX Cinemas City Centre Bahrain.

The 15 sec. on screen ad was booked to screen for a period of 4 weeks on Screens 1 and VIP 1 - from 18th July to 21st August 2019.

The off screen campaign included two components: an ad on the Giant Screen in the Foyer Area of the cinema from 18th July to 17th October 2019, and a Display set up near Screen 9 in the concourse area of the cinema from 11th August to 13th August 2019.



MCVITIE'S

McVitie's booked a cinema campaign - through Arab Reach Media Services, for the launch of Digestive Nibbles Hobnobs in Saudi Arabia.

The on-screen component included a 20 sec. ad which screened for a period of 4 weeks (17th November to 14th December 2019) at VOX Cinemas – Red Sea Mall, Al Qasr Mall, and The Roof.

The off-screen campaign included a sampling activity and was executed in two phases at the above mentioned VOX locations:

- **Phase 1** ran from 21st to 23rd December 2019
- **Phase 2** ran from 28th to 30th December 2019



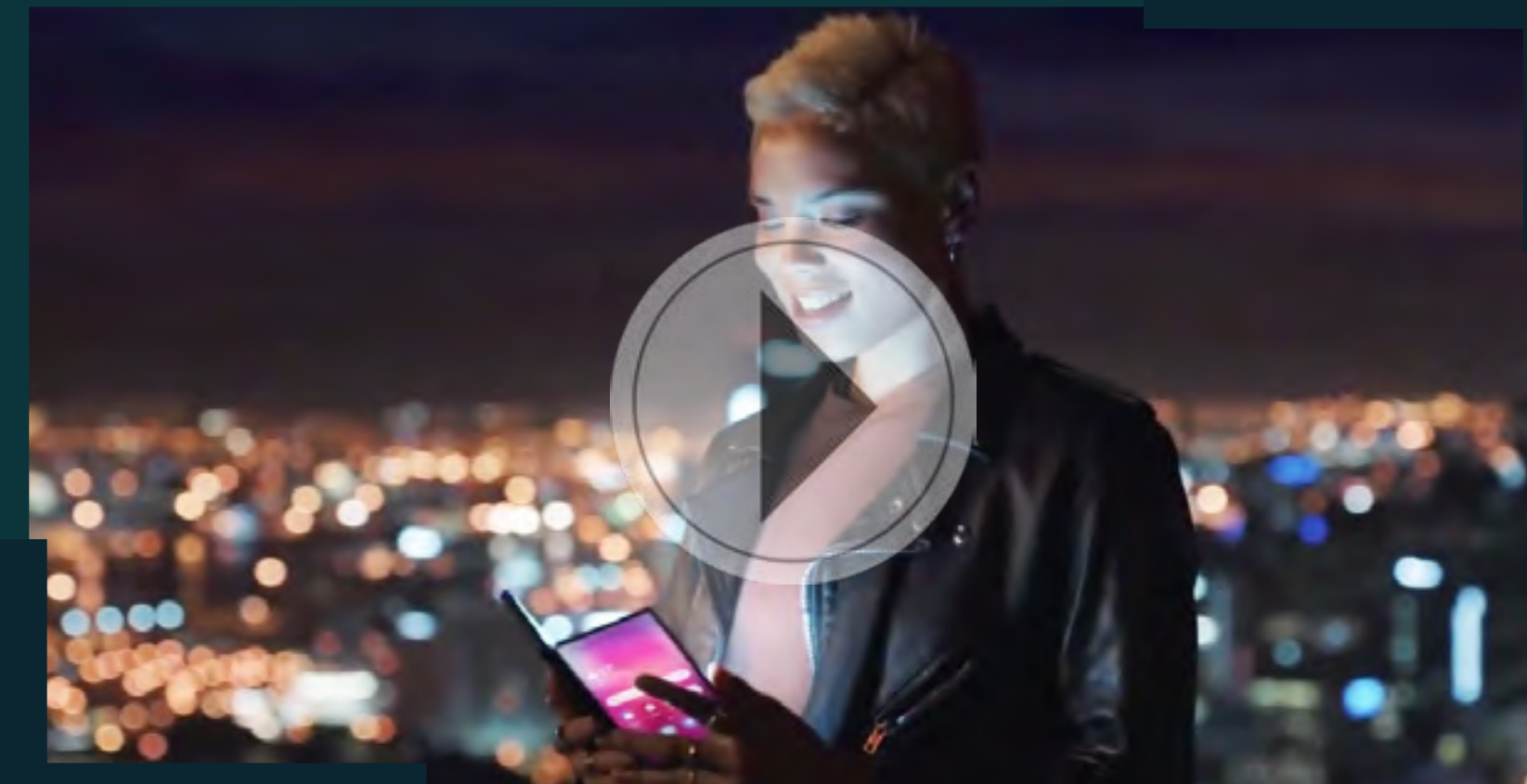
SAMSUNG

Samsung completed 10 years in 2019 since the launch of its **Galaxy S** series, and to celebrate this joyful occasion, the brand presented their most recently launched flagship smartphone – Galaxy S10, to select people at various locations across the UAE.

As part of this celebration, an integrated cinema campaign was booked through **Motivate Val Morgan**, which included an exciting and engaging cinema activation (or as we like to call it – ‘Cinevation’) and a 30 sec. on-screen ‘special position’ advertisement.

The ‘Cinevation’ - Booked through **Cheil**, was executed on 1st March 2019 at VOX Cinemas – Yas Mall in Abu Dhabi (6:30 movie session) and Mall of the Emirates in Dubai (7:50pm movie session) – alongside the movie **Fighting with My Family** (starring Dwayne Johnson and Florence Pugh), was one of many activations executed by Samsung across the UAE. Other touchpoints included Dubai Football Club, Gemayze, UFC Gym, Carrefour, Knowledge Park and The Dubai Mall.

In addition to the ‘Cinevation’, a ‘special position’ on-screen ad – booked through **Starcom MediaVest Group**, screened for a period of 4 weeks from 14th February 2019 at VOX Cinemas – Yas Mall (Abu Dhabi), Mall of the Emirates (Dubai) and City Centre Mirdif (Dubai), and Reel Cinemas – The Dubai Mall and Dubai Marina Mall.



GODIVA

Godiva Chocolatier booked a cinema campaign for the launch of their newest chocolate flavors in KSA.

The 15 sec. on-screen commercial screened for a period of 4 weeks (21st November to 18th December, 2019) at AMC Cinemas – KAFD and VOX Cinemas – Red Sea Mall, Riyadh Front and West Avenue Mall.

The off-screen component included a sampling activity at VOX Cinemas - Red Sea Mall, Riyadh Front and West Avenue Mall over the weekend of 12th - 14th December 2019. Promoters were hired by the brand to oversee the 3-day sampling activity at the respective cinema locations, and to assist with the distribution of chocolates to cinemagoers walking out of the auditoriums at which the brand's on-screen ad was playing



ATHENA PRIVATE SCHOOL FOR SPECIAL EDUCATION

Athena Private School for Special Education - a special needs school and the biggest of its kind in Bahrain, booked a cinema campaign through Radius Media Co. WLL at VOX Cinemas – City Centre Bahrain, with the objective to promote student enrollments.

The on-screen ad was booked to screen from 4th June to 1st July 2019, while the off-screen campaign had two components:

- **Component 1** - a sampling stand in the ground floor foyer area – over the weekend of 2nd May to 4th May 2019
- **Component 2** - a static ad on the giant screen and screens at the back of ticket counters from 4th June to 3rd July 2019.



ON SCREEN
CINEMA CAMPAIGNS

HERE'S A SNAPSHOT OF SOME CAMPAIGNS

MOBILE PHONE



Huawei P30/P30 Pro

Campaign Duration: 2 Bursts (11th April – 8th May 2019 and 6th June – 3rd July 2019)

Commercial Duration: 30 Sec.

Country: Oman

Cinema Locations: VOX Cinemas – City Centre Muscat and City Centre Qurum

MEDIA



Sky News

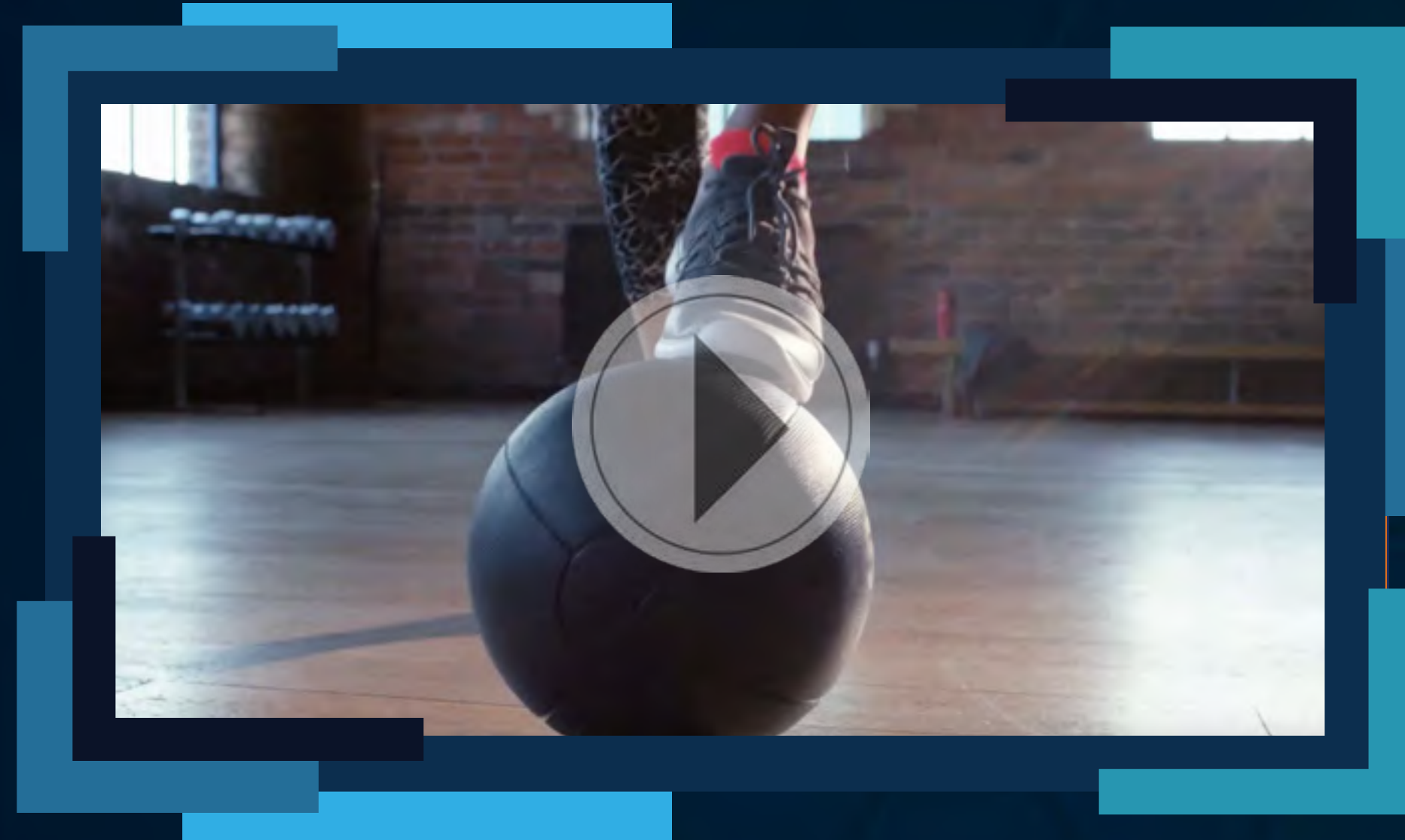
Campaign Duration: 3 Bursts (29th April – 5th May 2019, 6th June – 12th June 2019 and 13th June – 26th June 2019)

Commercial Duration: 90 Sec.

Country: UAE and KSA

Cinema Locations: VOX Cinemas (City Centre Mirdif, Mall of Emirates, Yas Mall, Red Sea Mall, Riyadh Park Mall and Kingdom Centre), Roxy Cinemas (City Walk), Reel Cinemas (The Dubai Mall) and AMC Cinemas (KAFD)

FITNESS



Fitness Time

Campaign Duration: 8th August – 4th September 2019

Commercial Duration: 30 Sec.

Country: UAE

Cinema Locations: VOX Cinemas - Al Hamra Mall

PLATFORM/APP



B.TECH

Campaign Duration: 2 Bursts (28th April – 4th May 2019 and 5th June – 11th June 2019)

Commercial Duration: 2 creatives (30 sec. each)

Country: Egypt

Cinema Locations: VOX Cinemas – Mall of Egypt

TRAVEL/TRANSPORT



Tajawal

Campaign Duration: 2 Bursts 'Follow a Movie' Campaign (*Captain Marvel* and *Avengers: Endgame*)

Commercial Duration: 2 creatives (30 sec. each)

Country: UAE

Cinema Locations: Select VOX Cinemas, Reel Cinemas, Roxy Cinemas, Cinemacity and Oscar Cinema locations

Careem

Campaign Duration: 14th November – 11th December 2019

Commercial Duration: 30 sec.

Country: Bahrain

Cinema Locations: VOX Cinemas – City Centre Bahrain

PERFUMES/FRAGRANCES



Hermes Twilly

Campaign Duration: 12th September – 9th October 2019

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: Reel Cinemas (The Dubai Mall, Dubai Marina Mall, Jebel Ali Club, Rove Downtown, The Springs Souk, The Pointe and Al Ghurair Centre) and Roxy Cinemas (City Walk and JBR)



Narciso

Campaign Duration: 3rd September – 30th September 2019

Commercial Duration: 15 sec.

Country: UAE and KSA

Cinema Locations: Select VOX Cinemas, Reel Cinemas, Oscar Cinemas and AMC Cinemas locations

RESTAURANTS



McDonald's

Campaign Duration: 14th November 2019 – 8th January 2020

Commercial Duration: 2 creatives (30 sec. each) screened in rotation

Country: UAE

Cinema Locations: Oscar Cinemas (Al Wahda Mall), VOX Cinemas (City Centre Mirdif, Mall of the Emirates, Yas Mall and City Centre Sharjah) and Reel Cinemas (The Dubai Mall and Al Ghurair Centre)



Burger King

Campaign Duration: 28th April – 4th May 2019

Commercial Duration: 45 sec.

Country: KSA

Cinema Locations: VOX Cinemas – Riyadh Park Mall and Red Sea Mall

LEISURE



Yas Island

Campaign Duration: 3rd October – 30th October 2019

Commercial Duration: 60 sec.

Country: UAE

Cinema Locations: VOX Cinemas, Reel Cinemas, Cine Royal Cinema and Oscar Cinema locations



Legoland

Campaign Duration: 'Follow a Movie' Campaign (*Frozen II*)

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: Select VOX Cinemas, Reel Cinemas, Cinemacity, Oscar Cinema and Roxy Cinemas locations

**This advertiser also ran two other 'Follow a Movie' campaigns alongside *The Lego Movie 2: The Second Part* and *The Lions King*.*



O'Lite

Campaign Duration: 14th March – 24th April 2019

Commercial Duration: 15 sec.

Country: KSA

Cinema Locations: VOX Cinemas – Riyadh Park Mall and Red Sea Mall



Mazoon Dairy

Campaign Duration: 18th November – 22nd December 2019

Commercial Duration: 30 sec.

Country: Oman

Cinema Locations: VOX Cinemas – City Centre Muscat, City Centre Qurum, City Centre Suhar, Azaiba, MGM, Ruwi, Shatti and Suhar Plaza



Abukass

Campaign Duration: 5th December 2019 – 1st April 2020

Commercial Duration: 30 sec.

Country: KSA

Cinema Locations: VOX Cinemas (Riyadh Park Mall, Red Sea Mall, Riyadh Front, Kingdom Centre, Al Qasr Mall and West Avenue Mall), AMC Cinemas (KAFFD) and Muvi Cinemas (Mall of Arabia)

LUXURY



Cartier

Campaign Duration: 3rd June – 9th June 2019 (EID Campaign)

Commercial Duration: 45 sec.

Country: UAE and KSA

Cinema Locations: VOX Cinemas (Mall of the Emirates and Kingdom Centre) and Reel Cinemas (The Dubai Mall)



Chanel J12

Campaign Duration: 10th October – 6th November 2019

Commercial Duration: 4 creatives (60 sec. each)

Country: UAE

Cinema Locations: VOX Cinemas (City Centre Mirdif, Mall of the Emirates and Yas Mall), Reel Cinemas (The Dubai Mall, Jebel Ali Club and The Pointe) and Roxy Cinemas (City Walk and JBR)

ELECTRONICS



Toshiba

Campaign Duration: 14th February – 13th March 2019

Commercial Duration: 3 creatives (30 sec. each)

Country: UAE

Cinema Locations: Select Reel Cinemas and Roxy Cinemas locations



Apple

Campaign Duration: 28th November – 25th December 2019 (Christmas Campaign)

Commercial Duration: 60 sec.

Country: UAE

Cinema Locations: Reel Cinemas – The Dubai Mall

RETAIL



Sephora

Campaign Duration: 5th December 2019 – 1st January 2020

Commercial Duration: 3 creatives (35 sec., 41 sec. and 42 sec.)

Country: KSA

Cinema Locations: VOX Cinemas (Riyadh Park Mall and West Avenue Mall), AMC Cinemas (KAFF) and Muvi Cinemas (Mall of Arabia)



Carrefour

Campaign Duration: 'Follow a Movie' Campaign (*Avengers:Endgame*)

Commercial Duration: 20 sec.

Country: Qatar

Cinema Locations: VOX Cinemas – Doha Festival City

EVENTS



Expo 2020

Campaign Duration: 2 Bursts (28th March – 24th April 2019 and 17th October – 13th November 2019)

Commercial Duration: 2 creatives (60 sec. each)

Country: UAE

Cinema Locations: Select VOX Cinema, Cine Royal Cinema, Oscar Cinema, Cinemacity, Reel Cinemas and Roxy Cinemas locations



Abu Dhabi Science Festival

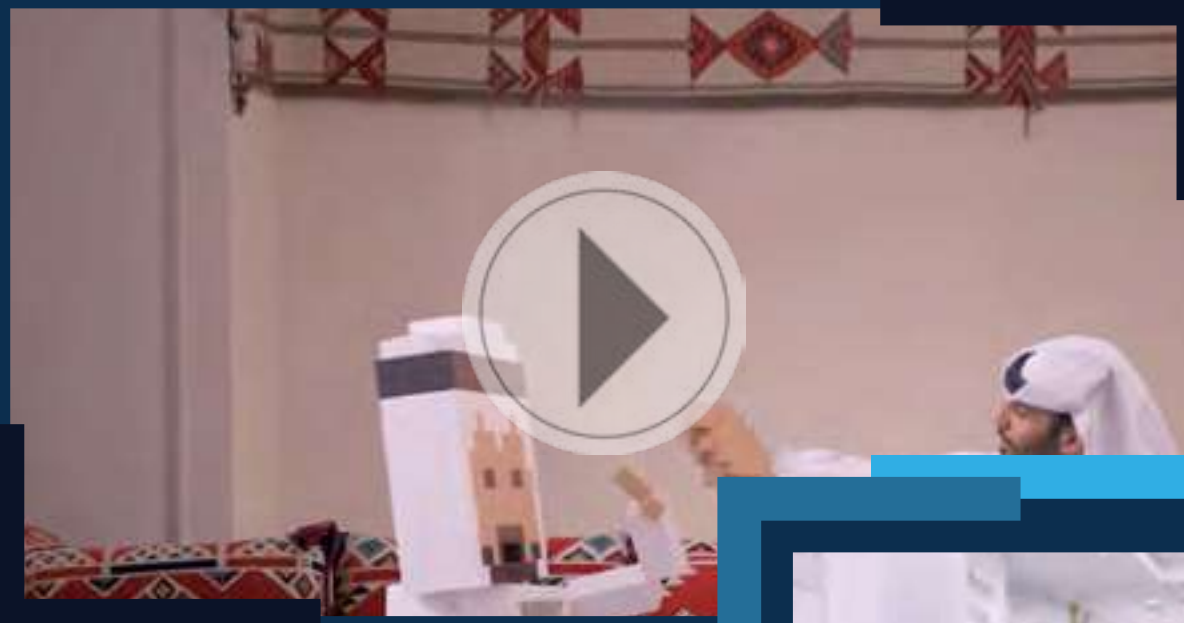
Campaign Duration: 17th January – 9th February 2019

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: VOX Cinemas (Marina Mall, Yas Mall and Nation Towers Galleria) and Oscar Cinemas (Al Foah Mall)

TELECOMMUNICATION



Ooredoo

Campaign Duration: 28th December 2019 – 10th January 2020

Commercial Duration: 2 creatives (30 sec. each)

Country: Qatar

Cinema Locations: VOX Cinemas – Doha Festival City



STC

Campaign Duration: 19th December 2019 - 13th December 2020 (Annual Campaign)

Commercial Duration: 30 sec.

Country: Kuwait

Cinema Locations: VOX Cinemas – The Avenues

PROPERTIES



MBR City – District One

Campaign Duration: 3 Bursts (25th April – 22nd May 2019, 6th June - 3rd July 2019 and 17th October – 13th November 2019)

Commercial Duration: 4 creatives (60 sec. each)

Country: UAE

Cinema Locations: Select VOX Cinemas, Reel Cinemas, Roxy Cinemas and Oscar Cinema locations



Sobha Realty

Campaign Duration: 31st October - 28th November 2019

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: VOX Cinemas – Mall of the Emirates and Reel Cinemas – The Dubai Mall



Aldar

Campaign Duration: 19th September – 2nd October 2019

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: VOX Cinemas – Mall of the Emirates and Reel Cinemas – The Dubai Mall

*This advertiser also ran another on-screen campaign from 23rd May to 19th June 2019, for which we do not have the creative in MP4 format

GOVERNMENT



Ministry of Cabinet Affairs and The Future – Nation Brand

Campaign Duration: 19th December - 25th December 2019

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: Select VOX Cinemas, Cine Royal Cinema, Oscar Cinema, and Cinemacity locations



Drug Control Authority

Campaign Duration: 5th June - 16th July 2019

Commercial Duration: 37 sec.

Country: Egypt

Cinema Locations: VOX Cinemas – Mall of Egypt



National Youth Commission

Campaign Duration: 25th October – 31st October 2019

Commercial Duration: 30 sec.

Country: Oman

Cinema Locations: VOX Cinemas – Azaiba, Buraimi, MGM, Panorama, Salalah, Shatti, Suhar Plaza and Sur

FURNITURE



Marina Home

Campaign Duration: 20th June – 3rd July 2019

Commercial Duration: 30 sec.

Country: KSA

Cinema Locations: VOX Cinemas – Red Sea Mall and Riyadh Park Mall

BANKS



Arab Bank

Campaign Duration: 1st May 2019 - 28th January 2020

Commercial Duration: 82 sec.

Country: Egypt

Cinema Locations: VOX Cinemas – Mall of Egypt and City Centre Almaza



Gulf Bank

Campaign Duration: 21st February – 27th February 2019

Commercial Duration: 60 sec.

Country: Kuwait

Cinema Locations: VOX Cinemas – The Avenues

HOSPITALS/CLINICS



HealthPlus Fertility

Campaign Duration: 2 Bursts (8th August - 14th August 2019 and 5th September – 2nd October 2019)

Commercial Duration: 45 sec.

Country: UAE

Cinema Locations: Select Roxy Cinemas, Cine Royal Cinema, Reel Cinemas and VOX Cinemas locations



Mediclinic

Campaign Duration: 5th September 2019 – 23rd September 2020 (Annual Campaign)

Commercial Duration: Multiple 10 sec. creatives (screened in rotation)

Country: UAE

Cinema Locations: Select VOX Cinemas, Oscar Cinema, Cine Royal Cinema, Reel Cinemas and Roxy Cinemas

*Though this is an annual campaign, the ads screen for only a 2 week period each month



Healthpoint

Campaign Duration: 17th October 2019 – 8th January 2020

Commercial Duration: 3 creatives (30 sec. each)

Country: UAE

Cinema Locations: Select VOX Cinemas, Oscar Cinema, Cine Royal Cinema and Cinemacity locations

AUTOMOTIVE (1/2)



Toyota

Campaign Duration: 8th December 2019 – 4th January 2020

Commercial Duration: 2 Creatives (30 sec. each)

Country: Qatar

Cinema Locations: VOX Cinemas – Doha Festival City



BMW 3 Series

Campaign Duration: Follow a Movie' Campaign (*Alita: Battle Angel*)

Commercial Duration: 30 sec.

Country: UAE

Cinema Locations: Select VOX Cinemas, Cinemacity and Reel Cinemas locations



Porsche

Campaign Duration: 2nd May – 8th May 2019

Commercial Duration: 30 sec.

Country: Kuwait

Cinema Locations: VOX Cinemas – The Avenues

AUTOMOTIVE (2/2)



GMC

Campaign Duration: 'Follow All Asian Movies' for 4 weeks (Diwali Campaign)

Commercial Duration: 20 sec.

Country: UAE

Cinema Locations: (Burjuman, Mall of Emirates, City Centre Deira and Cineplex Grand Hyatt) and Reel Cinemas (The Dubai Mall and Al Ghurair Centre)

*This advertiser also ran multiple other campaigns throughout 2019



Ford

Campaign Duration: 2 Bursts (12th September – 9th October 2019 and 19th September – 16th October 2019)

Commercial Duration: 60 sec.

Country: UAE, KSA and Kuwait

Cinema Locations: VOX Cinemas (Marina Mall, Nation Towers Galleria, Mall of the Emirates, Red Sea Mall, Kingdom Centre and The Avenues), Reel Cinemas (The Dubai Mall and Dubai Marina Mall) and AMC Cinemas (KAJD)



Mercedes-Benz S-Class

Campaign Duration: 12th December – 25th December 2019

Commercial Duration: 60 sec.

Country: UAE

Cinema Locations: VOX Cinemas (City Centre Mirdif, Nation Towers Galleria and The Galleria Al Maryah Island) and Reel Cinemas (The Dubai Mall)

OFF SCREEN
CINEMA CAMPAIGNS

HERE'S A SNAPSHOT OF SOME CAMPAIGNS

POPCORN BOX BRANDING

Nezo booked a popcorn box branding campaign in the UAE at VOX Cinemas: Mall of the Emirates, Cineplex Grand Hyatt, Mercato, City Centre Deira, City Centre Mirdif, Burjuman, City Centre Sharjah, City Centre Ajman, Marina Mall (Abu Dhabi) and Al Jimi Mall (Al Ain).

A total of 50,000 branded popcorn boxes (5,000 per location) were distributed to moviegoers across the ten VOX locations from 21st November 2019 – till stocks lasted.

With salt being a main ingredient of popcorn, the brand took advantage of branding popcorn tubs to highlight the importance of adding Nezo salt in food for a tastier meal.



CAR DISPLAY

Chevrolet booked a car display – through Benchmark, at VOX Cinemas – Mall of Egypt.

The display featured the all-new Chevrolet Malibu 2020, and was positioned in the foyer area of the cinema from 25th November 2019 to 1st December 2019.



DIGITAL BRANDING (1/2)

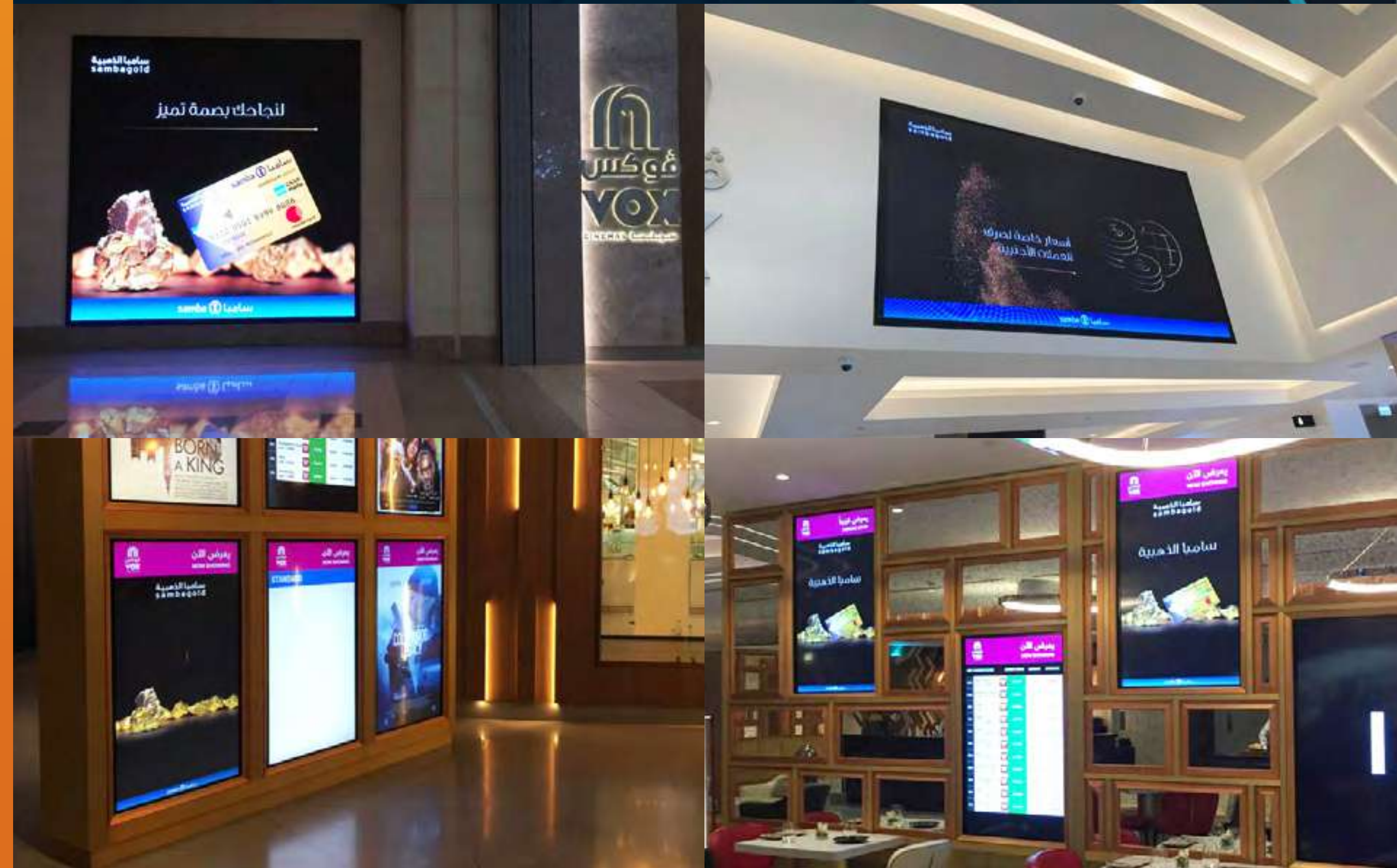
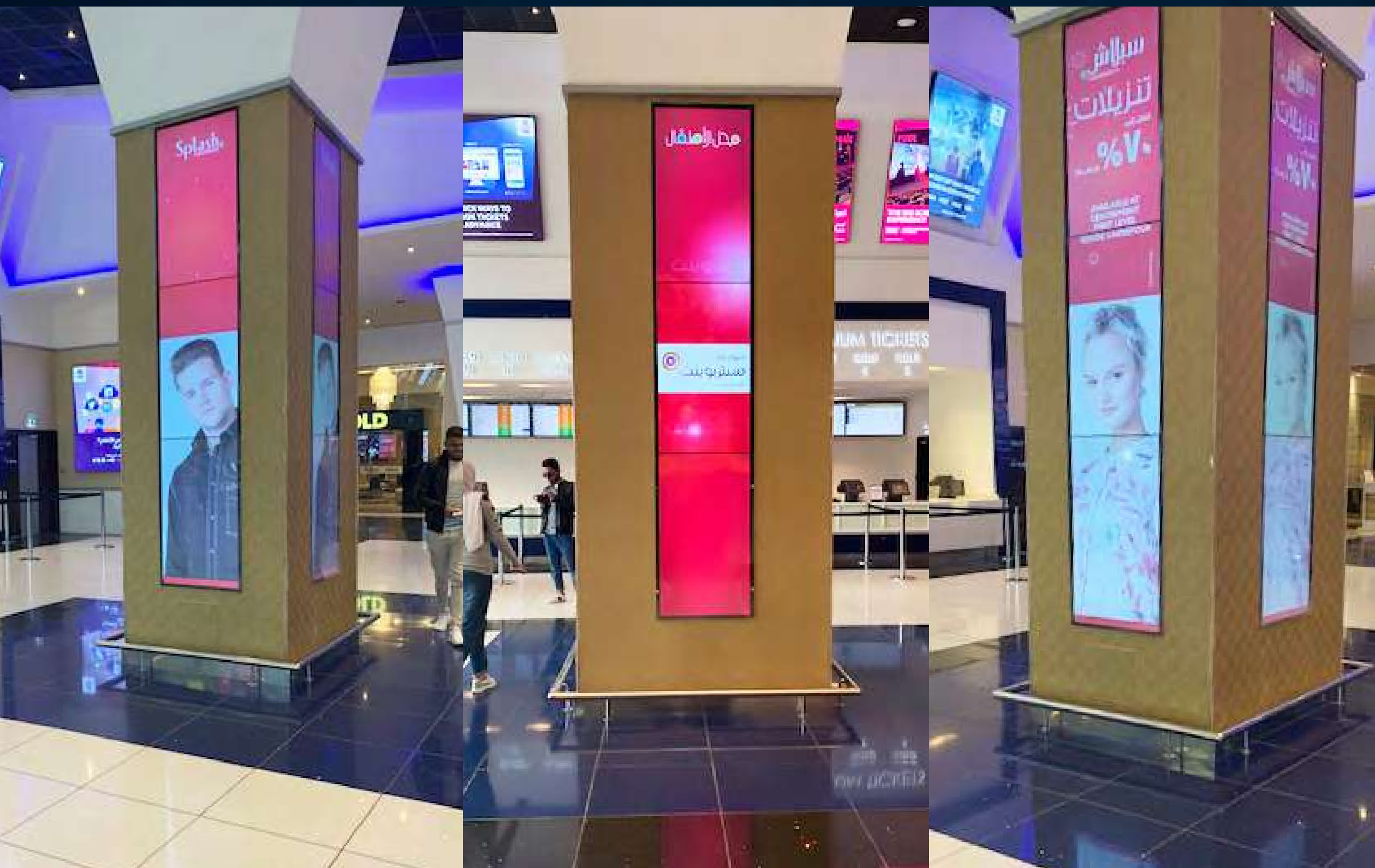
Landmark Group booked an off screen digital pillar for brands Splash and Babyshop at VOX Cinemas – Mall of Egypt.

The campaign was booked from 20th January 2019 to 23rd February 2019, and screened on the 4 digital pillars in the foyer area of the cinema – displaying a discount offer of up to 70% at both retail outlets.

Samba booked an off-screen campaign – through Zenith Media, to promote its Sambagold credit card offering from 9th October 2019 to 16th November 2019 at VOX Cinemas – Red Sea Mall and Kingdom Centre in Saudi Arabia.

Off screen advertising options booked included:

- Red Sea Mall – Hero Screen Display and Pillar Branding
- Kingdom Centre – Digital Posters at the entrance and concourse area



DIGITAL BRANDING (2/2)

Rivoli Group booked an off-screen campaign at VOX Cinemas - City Centre Bahrain from 1st June to 30th June 2019, which included a static ad on the giant screen and screens at the back of ticket counters.

The static ad promoted Tissot's 'Scratch and Win up to 100% value back' – featuring Indian cricketer Virat Kohli.



Takhzeen booked an off-screen campaign from 4th June to 3rd July 2019, which included a static ad on the giant screen and the screens at the back of ticket counters to promote their special storage facilities.





ENDORSEMENTS

AGENCY

“ We at Starcom Jeddah would like to wish Motivate Val Morgan all the best for their business in KSA, since we believe that their experience in the advertising and media industry is essential to lift and enhance the Saudi cinema experience.

The team in KSA are very knowledgeable and supportive, in terms of restrictions and limitation that we might be facing in our market. Cinema advertng is new in our market and somehow very promising. We do believe that Motivate Val Morgan is the right partner to secure the best ROI for all our esteemed clients.

With the expansion in KSA we believe cinema will play a bigger role and will add more weight in the media mix. ”

Edmond Bouez

Genreal Manager, Starcom Jeddah

“ We developed a great partnership with Motivate Val Morgan and their dedication to our business is evident in all aspects of their professionalism. We appreciate their constant support and flexibility in bringing the new era of KSA cinema to life. ”

Hani Al Dajani

General Manager, OMD Jeddah

“ Motivate Val Morgan is a great partner to rely on! The team is highly professional, and provide invaluable support to ensure the launch of flawless campaigns.

The demand for cinema advertising in KSA is expanding exponentially, and their righteous capabilities and leadership match and manage this flow in the most effective way. ”

Nameer Abou Ismail

Media Director, Magna KSA

“ Launching a major media channel in a huge market like Saudi Arabia raised initial concerns amongst advertisers, but these concerns were instantly diminished through the seamless penetration of Motivate Val Morgan into the market, and the immediate positioning it secured as a true dependable partner rather than being another media supplier.

We trust that the promising future of cinema advertising in KSA is in safe hands with this mix of global expertise and local market knowledge. ”

Rabah Assaf

Business Director, Carat Saudi Arabia

CLIENT

“2019 was our first year of working with Motivate Val Morgan. We admire their cinema presence across KSA, which has given additional exposure to our brand. We value their knowhow in the field of cinema advertising and their amazing customer service and benefits.

We look forward to working with Motivate Val Morgan in the coming years and we recommend cinema as a medium for better brand exposure. 🙌

S Mohammed Abdulkhader
Marketing Manager, Abukass

“Motivate Val Morgan was very supportive and collaborated with us to shortlist the best cinema advertising options that would give us good exposure to the right audience. Ahmed from Motivate Val Morgan is always available and upfront and keeps us updated about all things relating to cinema in the UAE and Middle East. 🙌

Nishant Mishra
Assistant Marketing Manager, Sobha Realty

“Motivate Val Morgan has been a great partner in 2019. They have been so supportive since the opening of the first VOX cinema in Jeddah, until the successful execution of our campaign in cinemas across the Kingdom.

Dealing with Motivate Val Morgan has been super smooth, thanks to their amazing team. I recommend other brands to start booking cinema campaigns with Motivate Val Morgan. 🙌

Leen Kurbah
Senior Trade Marketing Executive, L'Occitane

darkened
auditorium

premium
content

captive
audience

cinema
turns audiences
into customers



MOTIVATE VALMORGAN
cinema advertising

Peter Rabbit 2: The Runaway
Releasing: 2nd April 2020