

# Advertiser Showcase 2017



***“You don’t have time to be Timid. You must  
be Bold and Daring”***

– Lumière, Beauty and the Beast –



# Seasonal Campaign



## Ferrari World | The Winter Campaign

**Campaign Duration:** 07/12/2017 – 03/01/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Oscar Cinema (Al Wahda Mall), Reel Cinemas (The Dubai Mall) and VOX Cinemas (City Centre Mirdif, Mall of the Emirates, Marina Mall Abu Dhabi and Yas Mall Abu Dhabi)

# Healthcare Campaign



## Medcare

**Campaign Duration:** 16/11/2017 – 13/12/2017

**Commercial Duration:** 30 Sec.

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

**Campaign Duration:** 30/11/2017 – 27/12/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk)

# Event Campaigns

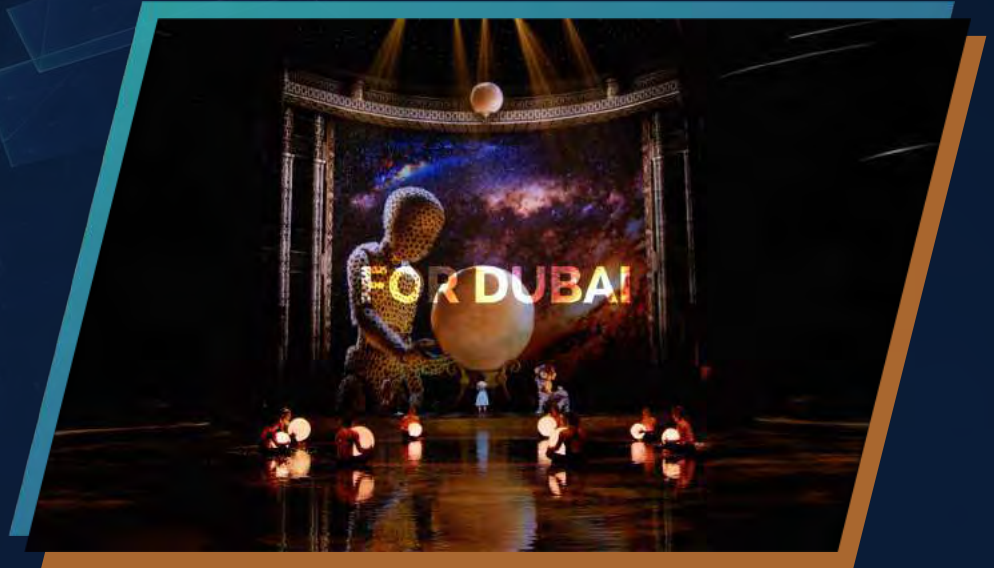


## Dubai Spartan Race

**Campaign Duration:** 05/10/2017 – 05/11/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates)



## La Perle

**Campaign - Follow a Movie** (*Thor: Ragnarok*)

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Mirdif, Mall of the Emirates and Yas Mall Abu Dhabi)



# Luxury Campaigns



## Messika

**Campaign Duration:** 16/11/2017 – 13/12/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates and City Centre Mirdif)

**Campaign Duration:** 23/11/2017 – 20/12/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk)



## Omega

**Campaign Duration:** 23/11/2017 – 20/12/17

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates and Yas Mall Abu Dhabi)

# Banking Campaigns



## Oman Arab Bank

### 1st Burst

**Campaign Duration:** 13/04/2017 – 26/05/2017

**Commercial Duration:** 15 Sec.

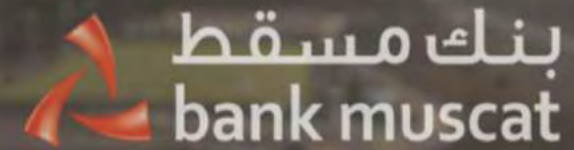
**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, Buraimi, Salalah, Sohar and Sur)

### 2nd Burst

**Campaign Duration:** 22/06/2017 – 03/01/2018

**Commercial Duration:** 15 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, Buraimi, Salalah, Sohar and Sur)



## Bank Muscat

### 1st Burst

**Campaign Duration:** 05/01/2017 – 26/05/2017

**Commercial Duration:** 45 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, MGM, Panorama, Salalah, Shatti, Sohar and Sur)

### 2nd Burst

**Campaign Duration:** 22/06/2017 – 03/01/2018

**Commercial Duration:** 45 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Muscat, City Centre Qurum, MGM, Panorama, Salalah, Shatti, Sohar and Sur)



# Mobile Campaign



## Apple

**Campaign Duration:** 22/06/2017 – 22/07/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** Roxy Cinemas (City Walk and The Beach), Reel Cinemas (The Dubai Mall and Dubai Marina Mall) and Cinemacity

# Hotel & Leisure Campaign



## Emirates Palace

**Campaign Duration:** 26/06/2017 – 16/07/2017

**Commercial Duration:** 45 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Mirdif, Mall of the Emirates and Yas Mall Abu Dhabi)

# Restaurant Campaigns



## Burger & Lobster

**Campaign** - Follow a Movie (*Star Wars: The Last Jedi*)

**Commercial Duration:** 15 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates and Mercato) and Reel Cinemas (The Dubai Mall)



## Noodle House

**Campaign Duration:** 20/11/2017 – 17/12/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Burjuman)

**Campaign Duration:** 14/12/2017 – 10/01/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:** VOX Cinemas (Mall of the Emirates)



# Automotive Campaigns



## Volvo XC60

### 2D Ad

**Campaign Duration:** 28/09/2017 – 25/10/2017

**Commercial Duration:** 30 Sec.

**Cinema Locations:**

UAE – VOX Cinemas (City Centre Deira, City Centre Fujairah, City Centre Mirdif, Mall of Emirates, Marina Mall Abu Dhabi and Yas Mall Abu Dhabi)

Lebanon – VOX Cinemas (City Centre Beirut)

Egypt – VOX Cinemas (Mall of Egypt)

Qatar – VOX Cinemas (Doha Festival City)

Oman – VOX Cinemas (City Centre Muscat)

### 4DX Ad

**Campaign Duration:** 28/09/2017 – 25/10/2017

**Commercial Duration:** 60 Sec.

**Cinema Locations:**

UAE – VOX Cinemas (City Centre Ajman, Cineplex Grand Hyatt, City Centre Deira, City Centre Mirdif, City Centre Fujairah, Marina Mall Abu Dhabi, Yas Mall Abu Dhabi and Mall of Emirates)

Lebanon – VOX Cinemas (City Centre Beirut)

Egypt – VOX Cinemas (Mall of Egypt)

Qatar – VOX Cinemas (Doha Festival City)

Oman – VOX Cinemas (City Centre Muscat)

The seats of the 4DX cinema were synced to the sudden jerk experienced by the driver of Volvo XC60 in the commercial - when the vehicle applied breaks as the little girl crossed the road.

## Mercedes E Class

**Campaign Duration:** 21/12/2017 – 03/01/2018

**Commercial Duration:** 30 Sec.

**Cinema Locations:**

UAE – VOX Cinemas (City Centre Ajman, Burjuman, Cineplex Grand Hyatt, Mall of Emirates, City Centre Deira, City Centre Fujairah, City Centre Mirdif, Mercato, Marina Mall Abu Dhabi, Nation Towers Abu Dhabi, Yas Mall Abu Dhabi and Al Hamra Mall), Roxy Cinemas (City Walk, Box Park and The Beach), Cinemacity, Reel Cinemas (The Dubai Mall and Dubai Marina Mall), Cine Royal Cinema (Dalma Mall and Deerfields Mall) and Oscar Cinema (Al Shaab Village)

Oman – VOX Cinemas (City Centre Muscat, City Centre Qurum, Panorama, Salalah, Shatti and Sohar)

Qatar – VOX Cinemas (Doha Festival City)



## Retail Campaign



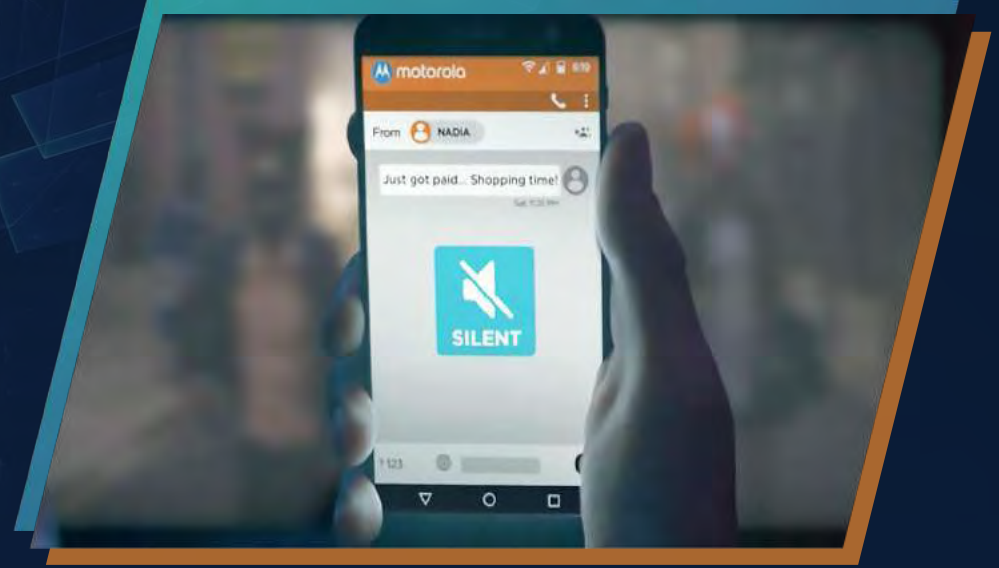
### Centrepoint | Unleash Greed

**Campaign Duration:** 21/12/2017 – 03/01/2018

**Commercial Duration:** 60 Sec.

**Cinema Locations:** VOX Cinemas (City Centre Mirdif, City Centre Deira, Mall of the Emirates, Burjuman, Marina Mall Abu Dhabi, City Centre Ajman and City Centre Fujairah), Oscar Cinema (Al Foah Mall, Al Raha Mall, Al Wahda Mall and Al Ain Sports Club) and Cine Royal Cinema (Dalma Mall)

## Special Positioning Campaign



### Motorola

**Campaign Duration:** 11/05/2017 – 17/01/2018

**Commercial Duration:** 15 Sec.

**Cinema Locations:** All locations of VOX Cinemas, Oscar Cinema, Cine Royal Cinema and Cinemacity

The 'silence your mobile phone ad' is a specially positioned creative spot asking moviegoers to put their phones on silent mode – prior to the start of a movie. It is a spot exclusively sold to 1 advertiser at a time. The ad spot has to be a maximum of 10 seconds long and has to be booked on an annual basis across all screens in the Motivate Val Morgan circuit (VOX Cinemas, Oscar Cinema, Cine Royal Cinema and Cinemacity).

# Sampling



## Desert Stallion

As part of its launch, Desert Stallion - a premium Belgian non-alcoholic malt beverage, booked sampling activities over the weekend of 13th to 15th April 2017.

Desert Stallion bottles were placed in the cup-holders of seats – prior to selected sessions of ***The Fate of The Furious*** at VOX Cinemas (Mall of the Emirates) and Reel Cinemas (The Dubai Mall). A flyer was hung on each bottle that read – “Twist the cap and enjoy the movie with Desert Stallion.”

Additionally, a 30 sec. on screen commercial following the Movie ***The Fate of The Furious*** was booked from 13th to 10th May 2017 and screened at VOX Cinemas (Marina Mall Abu Dhabi, Yas Mall Abu Dhabi, Mall of the Emirates, City Centre Mirdif, Mercato, City Centre Ajman, City Centre Fujairah and Al Hamra Mall), Reel Cinemas (The Dubai Mall) and Roxy Cinemas (City Walk).



## Double Delights

On the weekend the movie released, Double Delights – a product of Al Seer Group (FMCG distributor), conducted a 3-day sampling activity from 3rd to 5th August 2017 at VOX Cinemas (City Centre Deira, City Centre Mirdif and City Centre Muscat). The client selected which shows they wanted to sample the product at, and placed packs of Double Delight Original Dutch Caramel Waffles on the seats of the auditoriums.

Additionally, a 7 sec. on screen commercial following Bollywood blockbuster Jab Harry Met Sejal was booked at the following locations:

VOX Cinemas City Centre Deira – 3rd August to 30th August  
VOX Cinemas City Centre Mirdif – 3rd August to 23rd August  
VOX Cinemas City Centre Muscat – 3rd August to 16th August



# Foyer Stands

## Johnson & Johnson Baby Products

Johnson & Johnson baby products booked one of the busiest weekends of this year by effectively targeting Asian audiences during the release of *Baahubali 2: The Conclusion*.

The foyer areas of VOX Cinemas City Centre Deira and Burjuman were booked and featured a foyer stand for a period of 3 days (27th to 29th April). Promoters were hired to approach cinemagoers, provide a consultation and recommend the most suitable baby products – baby oil, shampoo, lotion and powder, for their babies.

The theme of the foyer stand was – ‘For Every Little Wonder’.

Based on the success of the activation at both VOX Cinemas (City Centre Deira and Burjuman), the client went on to book a second week at VOX Cinemas (City Centre Deira and City Centre Shindagha) from 4th to 6th May 2017.



## Lodha Properties

Lodha Properties – one of the largest developers based in India, booked a foyer stand from 22nd to 28th June 2017 (the week of EID) at VOX Cinemas (City Centre Deira) alongside the release of Bollywood blockbuster *Tubelight* – with the intent to reach out to its desired target audience (Indian expats in the UAE).

The foyer stand with a promoter was on display in the center of the cinema’s Foyer Area, where one of their most prominent projects – Palava (India’s fastest growing city) was promoted. Cinemagoers were able to register their interest (from the UAE), which in-turn helped generate many leads for the client.



# Cinema Light Box & Digital Branding

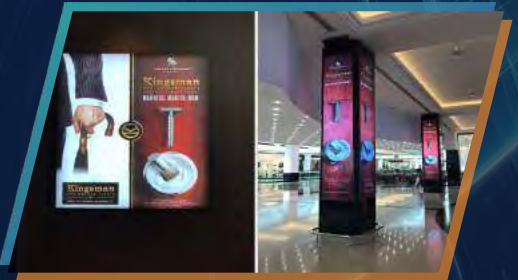
## The Art of Shaving

The Art of Shaving – a sought-after brand in the UAE and one of the global sponsors of the movie *Kingsman: The Golden Circle* (which released on September 21st 2017), booked 2 Cinema Activities at VOX Cinemas (Mall of the Emirates) from September 6th to October 6th 2017.

The activities are as follows:

**Light Box in the Concourse Area** – at the entrance of Theatre by Rhodes (clearly visible from the ‘Foyer Area’)

**4 Digital Pillars in the Foyer Area**



# Cinevation

## Uber

Uber – global taxi technology company, booked a cinema campaign in December 2017 which included a 4-week on screen commercial and a cinema activation (Cinevation) alongside the release of *Star Wars: The Last Jedi*.

The cinema campaign was part of a larger Uber campaign which also extended to Radio and Outdoor advertising around strategic consumer touchpoints, residential areas with parking difficulties and in-mall parking areas.

The 15 sec. 4-week on screen commercial played in two bursts on the Top Screens of VOX Cinemas (Mall of the Emirates), Reel Cinemas (The Dubai Mall and Dubai Marina Mall) and Roxy Cinemas (City Walk)

### 1st Burst

**Campaign Name:** Advantages of Using Uber

**Commercial Duration:** 14/12/2017 – 20/12/2017

### 2nd Burst

**Campaign Name:** Always Ahead of Time

**Commercial Duration:** 21/12/2017 – 10/01/2018

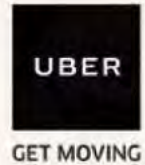
The 2 min. Cinevation took place on Saturday 16th December 2017 alongside the movie *Star Wars: The Last Jedi* at the following locations:

VOX Cinemas – Mall of the Emirates: IMAX screen at 8:30pm

Reel Cinemas – The Dubai Mall: Screen 4 at 8:30pm and 11:30pm

Reel Cinemas – Dubai Marina Mall: Screen 4 at 8:00pm

Roxy Cinemas – City Walk: Screen 3 at 8:00pm





MAKE CINEMA AN INTEGRAL PART OF YOUR MEDIA PLAN

darkened  
auditorium

premium  
content

captive and  
active audience

cinema turns audiences  
into customers



MOTIVATE VAL MORGAN  
cinema advertising

*Hotel Transylvania 3: Summer Vacation*  
Releasing: 12 July 2018

*"Help me, help you"*

— Jerry Maguire —