



MOTIVATE VAL MORGAN

c i n e m a a d v e r t i s i n g

***Connecting Brands to Cinema -
a Blockbuster Pairing***





Market leader in cinema advertising

Motivate Val Morgan is a joint venture company established in 1999 by Motivate Media Group and Val Morgan Cinema Network to represent on and off screen cinema advertising interests of leading cinema exhibitors in the Middle East.

Our network of cinema screens covering metropolitan and regional areas provide advertisers access to a young-at-heart, affluent and sophisticated audience with proven spending power, in a high impact environment.



Footprint



8 Countries



8 Operators



65+ Locations



600+ Screens

Total Reach in 2018

Over **25** Million Admissions

Forecasted Reach in 2019

Over **30** Million Admissions

Offerings



On-screen Advertising

Creates deep and lasting connections with cinema audiences. On-screen packages are designed to meet advertiser budgets through: spot bookings, follow a movie package and combination packages



Off-screen Advertising

Aims to capitalize on imaginative and exciting offerings that complement on-screen campaigns through the creation of multiple touchpoints, which include: sampling, light boxes, digital screens, displays, popcorn box & ticket branding, etc.



Cinevations

Encourages audience participation and interaction. 'Cinevations' add a new dimension to advertising and create excitement around executions with the potential of social media amplification

Why cinema?

01 Ideal Environment for Advertising

Dark Auditorium & Distraction Free

All eyes on the big-screen and guaranteed attention without interruptions

02 Everything About it is BIG

Larger Than Life Image

Consumers notice cinema ads as they make real use of the big screen with impressive graphics, panoramic landscapes and unusual visual displays

03 Exceptional Audio

Surround Sound & Booming Bass

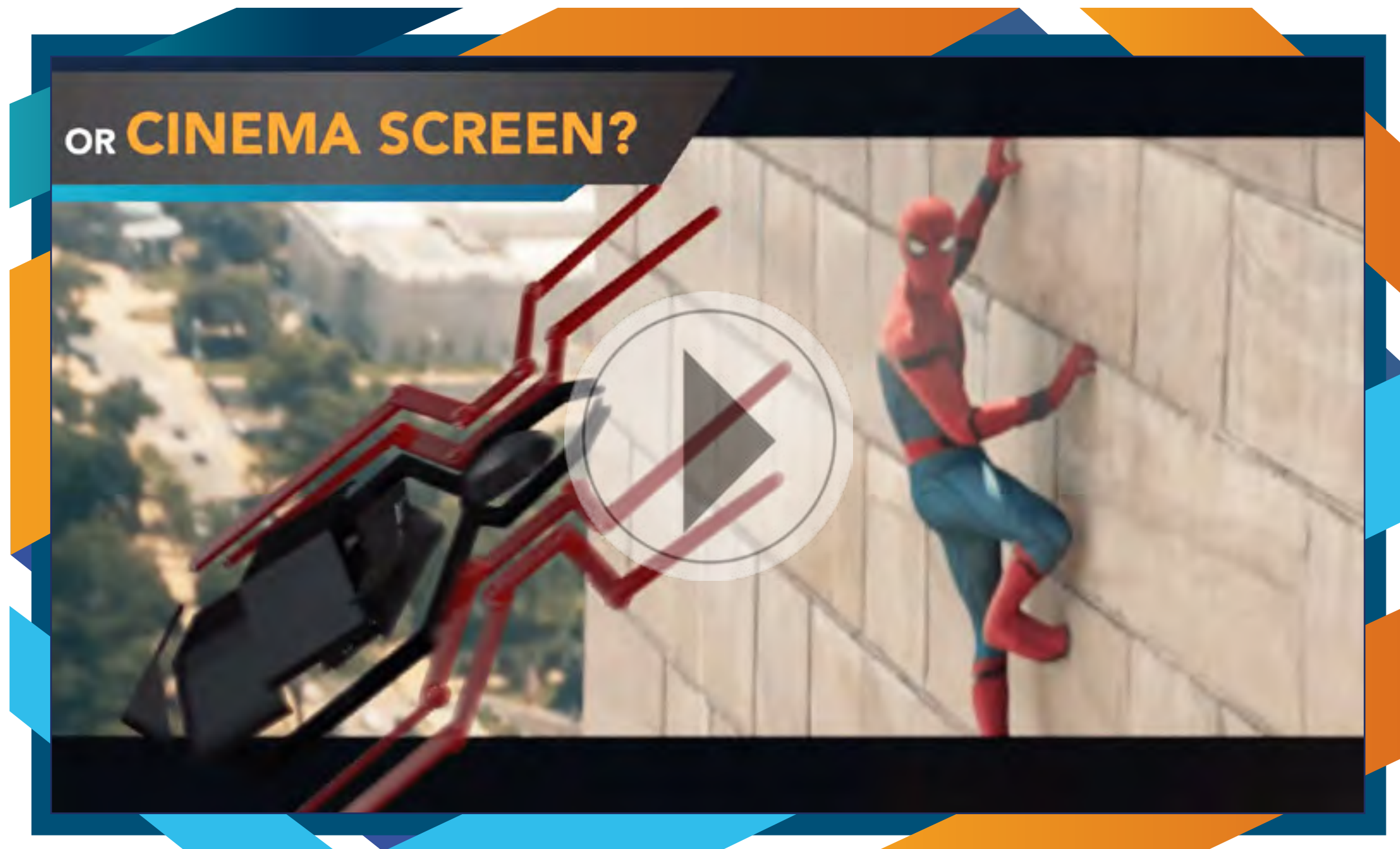
Sound is a key part of the cinema experience, with the best ads using it to optimize its effect

04 Captive & Receptive Audience

"Opt in" Medium

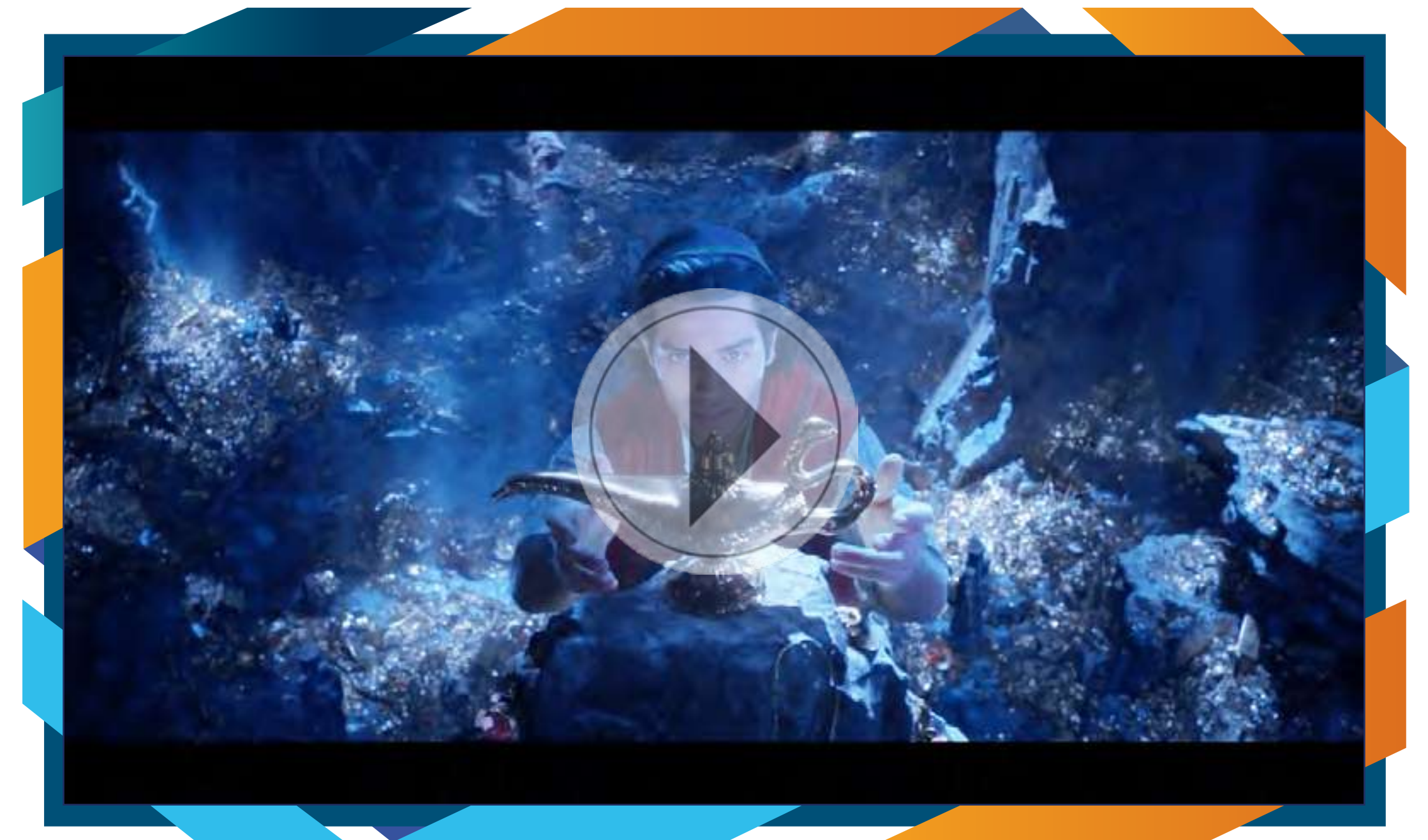
With the audience choosing to visit the cinema, your brand reaches out to a relaxed and receptive audience

Cinema - ultimate platform for memorable storytelling



For Effective Advertising, Think Cinema!

Cinema advertising offers brands an unparalleled opportunity to be as creative as the film that follows. Carefully crafted content delivered to the correct audience over a superior screen is the ideal strategy for marketers!



MVM Sizzle Reel 2019

A round-up of the best cinema hits slated for release in 2019. Don't miss out on advertising alongside these mega blockbusters. Make cinema an integral part of your media mix!

Why Partner with Motivate Val Morgan?



LEADER in cinema advertising across the Middle East



Most **AWARDED** cinema advertising partner in the world



Highly **RECOGNIZED** for inherent knowledge, understanding and execution of different aspects of cinema advertising



An **ESTABLISHED** cinema advertising company with a two-decade legacy of helping brands reach out to their target audience



EXCLUSIVE partnerships with leading cinemas (by admissions) in UAE, Lebanon, Oman, Egypt, Qatar, Bahrain, Kuwait and Saudi Arabia



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