



VOX
CINEMAS سینما
Drive-In



MOTIVATE VÁL MORGAN
cinema advertising



VOX CINEMAS DRIVE-IN MEDIA KIT

A NEW WAY TO SOCIAL DISTANCE WHILE WATCHING A MOVIE

Drive-in Cinema Makes a Comeback

Movie nights have taken a bit of a hit with the closure of cinemas across the globe amid the coronavirus pandemic.

In response to the easing of restrictions imposed during the coronavirus pandemic in United Arab Emirates, while maintaining the safety of audiences by adhering to social distancing guidelines, VOX Cinemas has launched a vintage-style drive-in cinema at Mall of the Emirates in Dubai, UAE.

Situated in the shopping mall's upper parking lot, on level 3, the drive-in cinema features a large screen underneath the Ski Dubai slop, where patrons can park in front of to enjoy a movie under the open air.

The drive-in cinema accommodates 75 cars with a maximum of two people each, with children aged 3 to 12 and adults over 60 not permitted.

Tickets are priced at AED180+VAT, which includes the movie and a robust F&B package - popcorn, nachos, big bag of M&Ms and drinks (plenty for two people to enjoy throughout the film).



How the Concept Works

Step: 1

Purchase tickets online at uae.voxcinemas.com (movie showtimes will be revealed every Monday).



Step: 2

Once patrons arrive at the Mall of the Emirates car park, they will be given clear instructions on how to proceed towards the red-carpeted entrance by VOX usherers.

At the red-carpeted entrance, ticket QR codes are scanned and snacks and soft drinks handed over.



Step: 3

Patrons will then be directed to their designated parking slots and asked to turn off their headlights. Parking spaces are allocated based on the height of the vehicle in an effort to ensure that everyone can clearly see the large screen.

The movie's audio will be transmitted through a FM frequency directly to the In-Car Entertainment System, which will be indicated on the screen prior to the start of the pre-show and movie.



A Glimpse of the VOX Drive-in Cinema Experience



Advertising Packages

On Screen

Media Price: 12,000 AED per week for any commercial duration (should be one creative)

Production + QC Price: 5,200 AED

Deadline for booking and material **48 hours prior**

Please Note:

- Rates not inclusive of taxes
- Only 2 to 3 advertisers (per week)
- Sold on a weekly basis to give equal opportunity and allow a healthy rotation of advertisers
- DCP specifications remain the same

Off Screen

Car Display

Positioning: placed next to the large screen

Media Price: 15,000 AED per week

Please Note:

- Rates not inclusive of taxes
- Only 1 advertiser (per week)
- Sold on a weekly basis to give equal opportunity and allow a healthy rotation of advertisers
- Mall and VOX approvals required prior to confirming activity

Be part of history and the tremendous hype of a classic movie night under the stars



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

Contact you respective Motivate Val Morgan sales manager for further details