



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

**LIGHTS, CAMERA, ACTION –  
WHERE THE MAGIC OF CINEMA MEETS  
THE ULTIMATE STYLE ICON**



# About Motivate Val Morgan

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 cover metropolitan and regional areas, and provides advertisers access to young-at-heart, affluent and sophisticated audiences with proven spending power, in a high impact environment

**8**  
Countries

**8**  
Exhibitors

**100+**  
Locations

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**1100+** Screens



# The Barbie Movie

Barbie is a well-known and beloved brand with a strong global following

The movie, though not yet rated, isn't primarily geared at the doll's youngest fans, for its appeal appears strongest among adults and teens eager to awaken, or at least engage, hazy memories of a beloved toy and peek into the world of Barbie, that too, as grown ups. The cross-generational appeal of Barbie is anticipated to boost the movie's global box office performance

Since its release, the movie's trailer has taken the internet by storm and has spotlighted a star-studded cast that includes Margot Robbie, Ryan Gosling, Simu Liu, Issa Rae, Helen Mirren and Will Ferrell. One scene in the trailer features bright colours, whimsical fashion and a Barbie setting off on an adventure in her signature pink convertible

The movie is an eye-catching endeavor for its director, Greta Gerwig, who also directed 'Lady Bird' and 'Little Women'

Barbie is set to release across cinemas in the Middle East on 10 August 2023





# Why Advertise Alongside Barbie

*Step into the spotlight and share the big screen alongside Barbie - one of the best selling toys of all time*

## Target Audience

The Barbie franchise has a strong following among young girls and women, thus presenting advertisers with an exceptional opportunity to effectively target this demographic and showcase their products

## Positive Image

The Barbie brand is renowned for promoting positive values such as diversity, inclusion, empowerment, and self-expression, all of which are expected to be reflected in the upcoming movie. This presents an opportunity for brands to forge a connection with consumers who share these core values, thus enhancing brand loyalty and advocacy

## Chromatic Composition

The movie boasts a vibrant and dynamic color palette that can be leveraged by fearless and bold brands to create a powerful association

## Be Part of the Buzz Brigade

Barbie is poised to generate substantial buzz and media attention, providing an excellent high-profile platform for brands to showcase their products, generate interest, and expand their reach to a wider audience





# On and Off Screen Advertising for Maximum Impact

Leverage the power of an integrated cinema campaign to increase brand visibility through a combination of on and off screen advertising

Digital screens, activation stands in the foyer/concourse area, or sampling within the auditoriums can foster a more personalized connection with cinemagoers, providing an opportunity for them to sample products and potentially convert into new or returning customers



Narciso Rodriguez



Breitling



Parkville



# Female-Centric Movie Admissions

Over the years, Hollywood has witnessed a gradual shift in the portrayal of female characters in films, resulting in the emergence of a new era of female-led movies. These movies not only showcase women as powerful protagonists but also generate significant box office revenue:

**FROZEN II**

17 Weeks,  
Over **499K**  
Admits

**CAPTAIN  
MARVEL**

12 Weeks,  
Over **425K**  
Admits

**Cruella**

15 Weeks,  
Over **226K**  
Admits

**JUNGLE CRUISE**

14 Weeks,  
Over **223K**  
Admits

**BLACK WIDOW**

11 Weeks,  
Over **222K**  
Admits

**WW84**

13 Weeks,  
Over **215K**  
Admits

**A  
QUIET PLACE  
PART II**

10 Weeks,  
Over **183K**  
Admits

**TICKET  
to  
PARADISE**

14 Weeks,  
Over **142K**  
Admits

**BIRDS OF PREY**  
*AND THE FANTABULOUS EMANCIPATION OF  
ONE HARLEY QUINN*

6 Weeks,  
Over **110K**  
Admits

\*Admissions are subject to the UAE



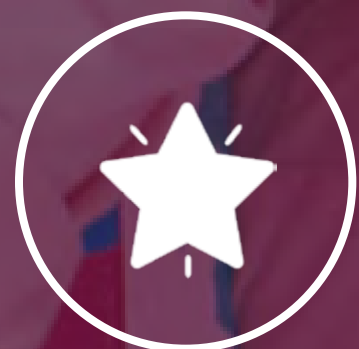
# Why Choose to Partner with Motivate Val Morgan



**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 legacy spanning over two decades, helping brands to effectively reach their target audience



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





MOTIVATE VAL MORGAN  
cinema advertising

Think Cinema for 'Attention-Grabbing' Advertising