



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

Pioneering | Trailblazing | Innovative

Tourism Industry Presentation

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 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

8

Countries



8

Exhibitors



100+

Locations

1000+

Screens

MVM SIZZLE REEL 2022



OVERVIEW

Why Cinema for Advertising

Benefits of Advertising in Cinema to Promote Tourism

MVM Cinema Advertising Offerings

On Screen Advertising

Example Tourism On Screen Cinema Ads

Off Screen Advertising

Example Tourism Off Screen Cinema Execution

Why Choose to Partner with MVM



WHY CINEMA FOR ADVERTISING

01 Ideal Environment for Advertising
Audiences pay for a storytelling experience that can't be recorded, rewind, fast forwarded or blocked

02 Everything About it is BIG
Give your brand the attention it deserves with the power of cinema. The largest screen for showcasing audio-visual ads and ensuring greater brand experience

03 Captive & Receptive Audience with Higher Ad Recall
Make your brand more memorable by reaching out to a relaxed and receptive audience, primed to pay attention to the biggest screen, thus delivering higher ad recall

04 Integrated Solutions Delivering on Campaign Goals
Customised solutions to give your campaign the cut-through it deserves

Want your creative and message to have impact with higher recall?
Using cinema as a platform guarantees powerful brand impact.



“ Let’s not forget the incredible emotion and viewability of cinema and what wonderful things cinema advertising can do for brands ”

- Mark Ritson -

BENEFITS OF ADVERTISING IN CINEMA TO PROMOTE TOURISM



- Cinema audiences are young, outgoing and savvy with a high disposable income
- Distraction free advertising environment
- Space limited for a few advertisers, hence exclusive
- Cinemagoers spend 15 minutes on an average in the foyer area
- Digital off screen media is in large format and vibrant, hence hard to miss
- Due to its large format and capability of stirring emotions and transporting audiences to the world they see on screen, cinema is the perfect platform to display a travel destination/event with a storytelling worthy creative

MVM CINEMA ADVERTISING OFFERINGS



ON-SCREEN ADVERTISING

Our on-screen buying options are guaranteed to create deep and lasting connections with audiences. They are created to meet advertiser/brand budgets through - spot bookings, follow a movie package, combination packages and sponsorships



OFF-SCREEN ADVERTISING

Our off-screen advertising aims to capitalize on imaginative and exciting offerings that complement an on screen campaign through the creation of multiple touchpoints, which could include digital screens, sampling, light boxes, displays, popcorn box & ticket branding, etc.



CINEVATIONS

We created 'Cinevations' to encourage audience participation and interaction. Cinevations add a new dimension to advertising, creating excitement around executions and has the potential for social media amplification

ON SCREEN ADVERTISING

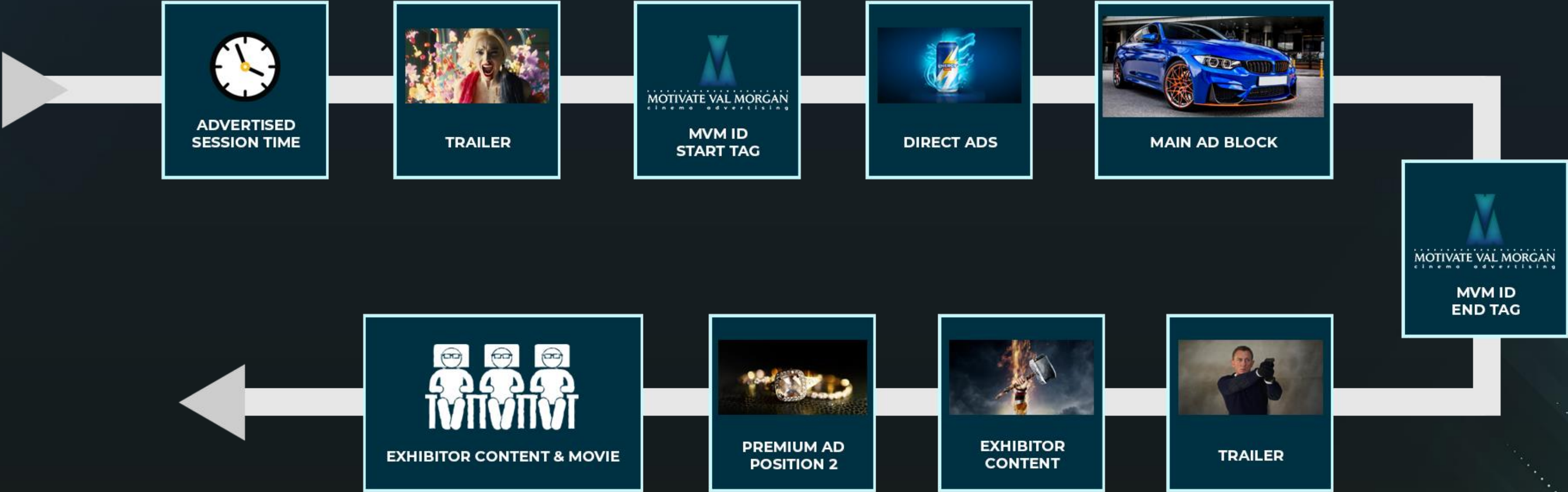
- We offer on screen advertising in four formats:
 - Circuits – national circuits, circuits by city and by demographic
 - Top Screens – bouquet packages or individual screens
 - Movie Title – blockbusters and/or by language
 - Admissions –
 - Experiences
 - Premium
- We also offer 3D and 4D advertising content as unique cinema experiences

Advantages of on screen advertising:

- 100% digital circuit
- A variety of packages are available based on budget and target group
- Limited availability – 12 minutes of advertising per session
- Flexibility to target specific audiences



MOTIVATE VAL MORGAN PRESHOW STRUCTURE



EXAMPLE TOURISM ON SCREEN CINEMA ADS



Saudi Tourism - KSA



Swiss Tourism - Oman



Singapore Tourism - UAE



RAK Tourism - UAE



Dubai Tourism – KSA



EXAMPLE ON SCREEN ADS – TOURISM



Visit Korea – KSA



Visit Hatta - UAE



Oman Tourism - UAE



Sharjah Tourism – Oman & KSA



The Seychelles Islands - UAE



Wonderful Indonesia - Oman

OFF SCREEN ADVERTISING

- We use available cinema in-lobby and concourse platforms to offer advertisers a variety of off screen advertising options
- Advertisers are encouraged to use a combination of on and off screen to create integrated cinema campaigns

Advantages of off screen advertising:

- It is not necessary to have an on screen campaign to run an off screen campaign
- Flexibility to design 'tailor made' packages for extensive campaigns involving multiple off screen executions



EXAMPLE OFF SCREEN EXECUTION – TOURISM



Saudi Tourism

WHY CHOOSE TO PARTNER WITH MVM



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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Connecting Brands to Cinema - a Blockbuster Pairing