

MOTIVATE VAL MORGAN

PRESENTS

***THE
BIG SCREEN
BRIEF***



**YOUR INSIDER GUIDE TO BLOCKBUSTERS THAT
YOUR BRAND CANNOT MISS ADVERTISING BESIDE**





A 2025 Cinematic Event

Star Power

Brad Pitt, Damson Idris, and Javier Bardem headline this star-studded cast.

Premium Production

Directed by Joseph Kosinski of Top Gun: Maverick fame with Lewis Hamilton as executive producer.

Revolutionary Filming

Shot at actual F1 races with IMAX release for premium viewing experience.

Filmed in the Middle East

Key scenes were shot in Abu Dhabi, UAE — including the grand finale at Yas Marina Circuit — bringing global spotlight to the region.



Why the GCC Is Revving Up

The GCC is shifting into top gear when it comes to F1 – with four Grand Prix events (Bahrain, Abu Dhabi, Jeddah, and Qatar), the region now hosts more races than the USA.

Unmatched Reach: In 2024, the Bahrain GP drew a record 37,000 fans on race day alone, with 190,000 attending across the weekend – a clear sign of massive public interest. Abu Dhabi's 2024 season finale drew 190,000 over the weekend (up from 170,000 in 2023).

F1 Is Already a Hit in Entertainment: Netflix's *Drive to Survive* turned F1 into a cultural phenomenon, spiking global interest and driving new fans – many of whom are more interested in the drama than the sport.

F1-Themed Movies Perform: Past hits like *Rush*, *Gran Turismo* and *Ford v Ferrari* drew strong box office and critical acclaim. *Ford v Ferrari* grossed \$225M globally, won 2 Oscars, and proved that motorsport stories bring mass appeal.



Engaged, Young, and Diverse: F1's GCC audience is not just growing – it's younger, more digitally active, and increasingly female. These are the same demographics filling cinema seats.

Rising Fanbase: Nielsen data shows an 11% year-on-year growth in Saudi Arabia's F1 fans. The UAE followed closely with a 6% increase – showing consistent momentum across the region.



Target Audience Alignment



Affluent Viewers

Cinema audiences in the GCC consistently over-index on income and lifestyle spending. In the UAE and Saudi Arabia, 60–70% of premium cinema-goers fall within the top income quintile.



Shared Experience

Cinema delivers more than just individual impressions—it creates a collective emotional experience where brand messages are discussed, remembered, and shared, especially among families and peer groups.



Influencers & Trendsetters

Cinema attracts early adopters and social influencers, particularly during blockbuster weekends—making it ideal for shaping opinions and driving cultural relevance.



Guaranteed Window of Attention

Over 70% of audiences arrive 15+ minutes early, creating a captive, undistracted window for brand storytelling—unlike digital ads that are skippable or passive.



Hyper-targeted Screens

Motivate Val Morgan enables planners to target by demographics and income groups—from “Experience Screens” (IMAX/4DX) for tech-savvy audiences to “Ultra-Premium” packages tailored to high-net-worth individuals.



Accelerate Your Brand Impact

Cinemagoers arrive in a positive mood: 78% of movie audiences say they're in a 'great mood' when they arrive at the cinema. A 2023 study by Hearst confirms that audiences are most receptive when in a good mood.

Immersive ads drive big brand lifts: Exposure to cinema ads meaningfully boosts key brand metrics. Studies show cinema exposure generates about a +22% increase in ad awareness and a +23% rise in brand consideration.

High ad recall and attention: Cinema audiences are highly attentive. In the GCC, up to 76% of moviegoers recall at least one ad from each cinema visit.

Significant consumer action: Cinema advertising strongly influences behavior. Moviegoers exposed to cinema ads are about 18% more likely to take a desired action (e.g. purchase or engage) afterwards.

Exceptional ROI and cross-channel impact: Cinema delivers outsized efficiency. 2025 Val Morgan research found cinema accounted for 15% of total campaign impact while consuming only 6% of the media spend.



Motivate Val Morgan Advantage



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Success with automotive and luxury brands.



Comprehensive Analytics

Our proprietary cinema planning and measurement platform offers detailed audience insights and campaign performance data.





With an F1 movie on the big screen, this is more than a sponsorship opportunity – it's a chance to embed your brand into a movement.

Cinematic storytelling, cultural heat, and loyal fandom make this the ultimate ad environment for performance, prestige, and passion.



Thank You

