



MOTIVATE VAL MORGAN

PRESENTS

**THE
BIG SCREEN
BRIEF**

S U P E R M A N

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

A Cinematic Icon Returns in 2025

The Rebirth of a Legend

James Gunn brings Superman back to life in a bold reboot that redefines hope, legacy, and justice – for a new generation.

Cultural Touchpoint

A story that resonates with global themes of truth, responsibility, and resilience — values that align with powerful brand narratives.

Global Event Film

Part of DC Studios' new era — with major marketing and fan anticipation worldwide.



Superhero Films Drive Event-Level Attendance

Superhero films are more than entertainment — they're cultural events that spark repeat visits, fill premium screens, and extend marketing impact over weeks.

Regionally, superhero films consistently rank among the top 5 highest-grossing titles each year.



LOOK UP

400K - 600K+
UAE Admissions

DOCTOR STRANGE
IN THE
MULTIVERSE OF MADNESS

15 Weeks

DEADPOOL
& WOLVERINE

14 Weeks

300K - 400K+
UAE Admissions

THE
BATMAN

10 Weeks

BLACK
ADAM

10 Weeks

BLACK PANTHER
WAKANDA
FOREVER

10 Weeks

200K - 400K+
UAE Admissions

THE
FLASH

10 Weeks

GUARDIANS
OF THE
GALAXY

12 Weeks

VENOM
THE LAST DANCE

10 Weeks

AQUAMAN
LOST KINGDOM

15 Weeks

The Heat Is Building

Superman is the first film in James Gunn's DC Universe (DCU Chapter One: Gods & Monsters) — **a full reimagination of the franchise.** Think of it as DC's version of Iron Man (2008).

Summer Blockbuster Heat: A July release means peak footfall, high occupancy, and maximum visibility in IMAX, Dolby, and THEATRE screens.

Fan-Fueled Fandom:

Superhero audiences in this region are digitally native and highly engaged — with Marvel & DC content dominating local pop culture conversations.

Shared Screen Experience: Superman's legacy appeals to families, nostalgic adults, and Gen Z alike, making it ideal for shared-viewing in premium formats.

Box Office Heroics: DC movies have strong regional pull. Superhero tentpoles are among the top-grossing genres regionally.



Target Audience Alignment



Affluent Viewers

Cinema audiences in this region 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.



Multi-Gen Appeal

From nostalgic parents to comic-book fans and new Gen Z recruits — Superman reaches across age groups and cultures.



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.

Fly Above the Clutter

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. MVM's 'Cinema 360 study' revealed that a staggering 76% of moviegoers can recall at least one advertisement 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 leading brands across multiple industries.



Comprehensive Analytics

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



With Superman back in cinemas, this isn't just another release — it's the revival of a global symbol of strength, truth, and legacy.

Aligning with this film puts your brand beside a story the world has waited a decade to see.

Let your message fly — alongside the most iconic “S” in the world.

Thank You

