



**MOTIVATE VAL MORGAN**

**PRESENTS**

# **THE BIG SCREEN BRIEF**

**TRON  
ARE S**

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



# A DIGITAL UNIVERSE **REBOOTS!**

## The Rebirth of a Legend

After 15 years, Disney's iconic Tron franchise returns with Tron: Ares — a high-concept cinematic spectacle built for premium formats

## Cinematic-Only Release

Disney's first major sci-fi theatrical exclusive since Avatar: The Way of Water. No day-one streaming, creating 100% cinema-focused audience attention.

## Cultural Moment

Set for global theatrical release in October 2025, Tron: Ares is positioned to be one of the most **visually immersive, thematically relevant** movies of the year.

## Star Power and Spectacle

Directed by Joachim Rønning (Maleficent, Pirates of the Caribbean) and starring Jared Leto, Jeff Bridges, and Evan Peters, this next-gen sci-fi thriller explores the boundary between technology and humanity — as a sentient program escapes from the grid into the real world.





# WHY TRON: ARES IS BUILT FOR **OUR REGION**

From Dubai to Cairo, futuristic spectacles dominate the box office — and Tron: Ares is poised to electrify the region with its tech-driven story and premium cinematic scale.

**October 2025 Clear Window** Industry analysts project minimal blockbuster competition - major competition doesn't arrive until Avatar: Fire and Ash (December 2025)

**Sci-Fi Thrives in the Middle East** Big-screen sci-fi action is among our highest-performing genres in the GCC, Egypt, and Lebanon, consistently drawing blockbuster admissions.

**Premium Screens, High Engagement** IMAX, 4DX, and Dolby formats elevate futuristic stories (Avatar and Dune), making Tron: Ares a natural fit for immersive viewing.

**Four-Quadrant Appeal** Nostalgic Gen X fans, tech-native Gen Z, and families unite for this franchise reboot — ensuring strong, diverse audience turnout.





# 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

Tron: Ares = futuristic escapism that appeals to both young gamers and nostalgic adult fans.



## 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.



# BEYOND THE GRID LIES REAL ATTENTION



## **Cinemagoers arrive in a positive mood:**

78% of movie audiences say they're in a 'great mood' during films, compared to around 66% for TV viewing. A 2023 study by Hearst confirms that audiences are most receptive when in a good mood.

## **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.

## **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.

## **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.





Tron: Ares brings together decades of storytelling and tomorrow's technology in a way only the big screen can deliver.

By placing your brand alongside it, you join a cultural conversation powered by passion, fandom, and visual wonder — all delivered in the most powerful format there is: cinema.

Plug your brand into this high-voltage event.

# THANK YOU

