



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



# 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

**1100+** Screens

Total Reach in 2025 **37** Million+ Admissions

# Why Cinema Advertising?



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

**2 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

**3 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

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

Cinema offers 360-degree exposure and innovative opportunities to brands utilizing both on and off-screen advertising. Ranging from sampling, activations, promotions, digital foyer branding and much more, advertisers can now get in front of highly targeted and captive audiences with integrated cinema campaigns



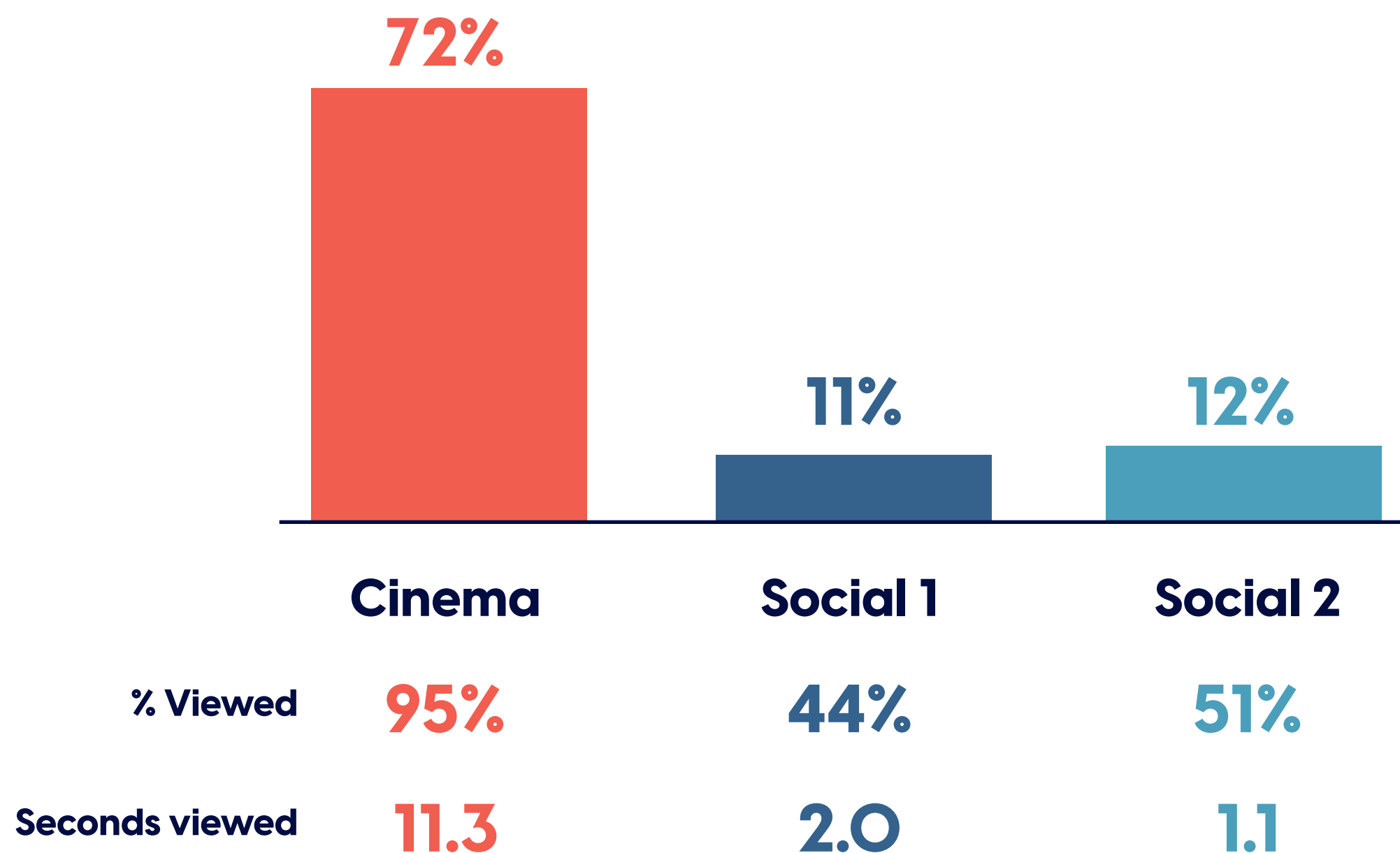
# More Reasons to Advertise in Cinema



# Cinema captures over six times the ad attention of social media and three times that of TV

## 15 sec ad attention by platform

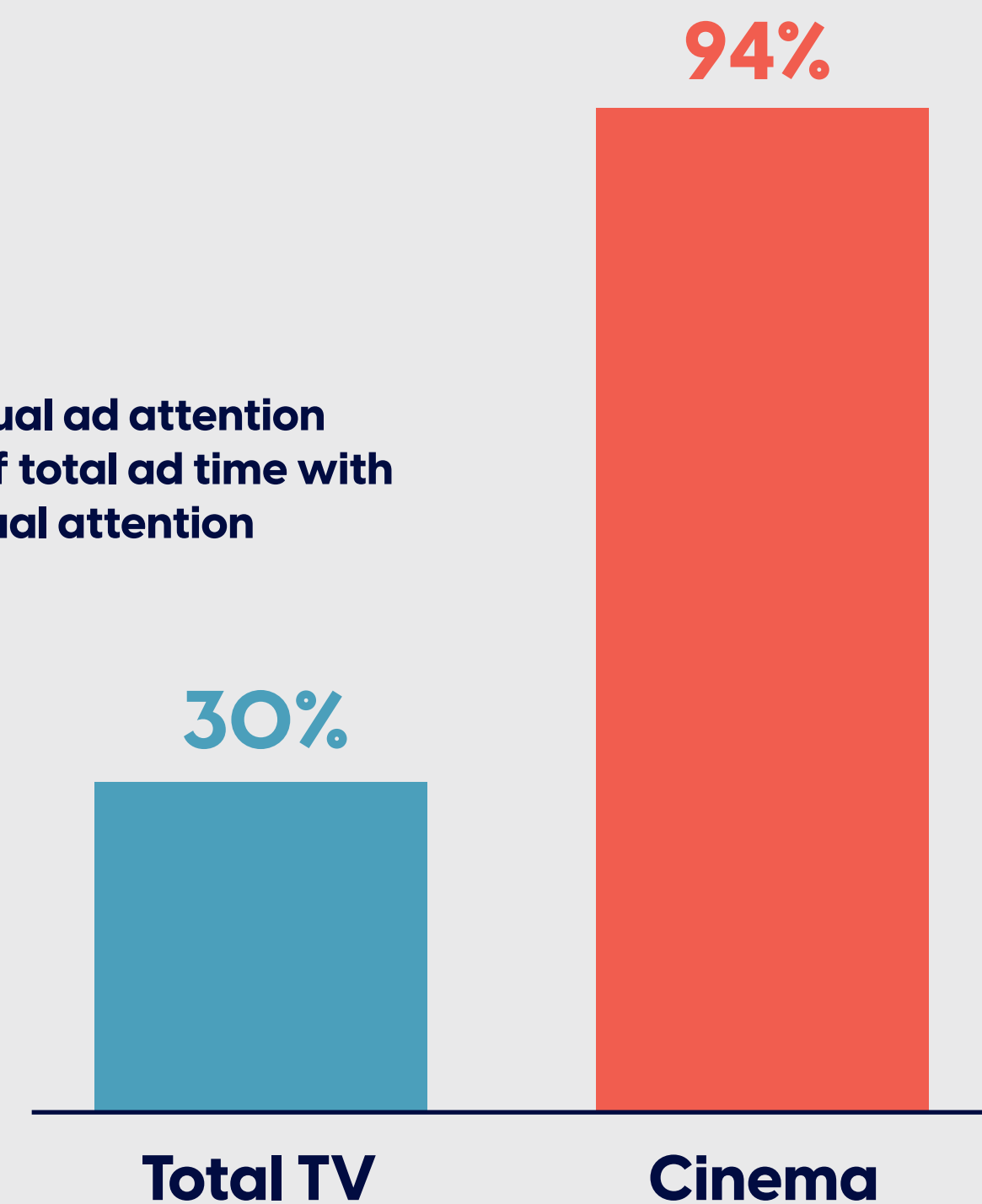
(Comparing second x second viewing via eye-tracking methodology\*)



Source: NCM & Lumen, 'Cinema in the Media Mix,' March 2023; Cinema attention is based on an in-theater second-by-second eye tracking study with Lumen Research conducted in November 2022; Social 1 & Social 2 reflects digital norms from Attention Economy figures based on Lumen mobile passive panel data. \*\*Screenvision Media, Screen Engine Data, 2023.

## On average, 94% of the ad captured the attention of viewers in cinema, with ads of different lengths tested

Visual ad attention  
% of total ad time with visual attention



Source: Screenvision and Amplified "Eyes on Screen: Measuring ad attention in-cinema versus at-home"

## Action taken after seeing a cinema pre-show ad\*\*



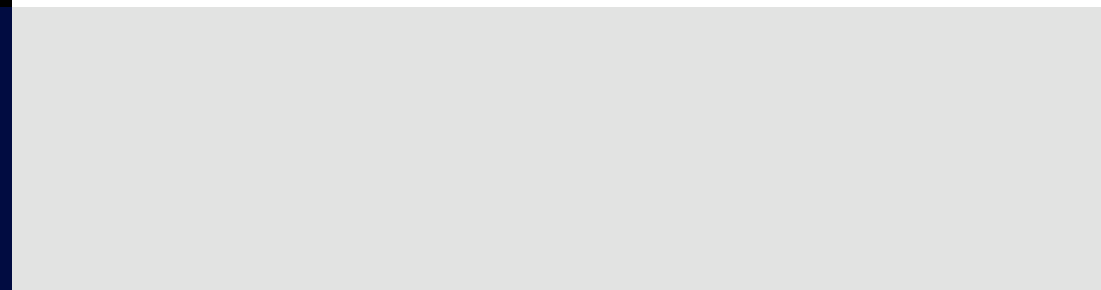
(those who recall seeing pre-show ads)

# In **cinema**, viewers watch almost the **entire ad**; not just a third

Visual ad attention  
average visual attention time of: 30 second ads



**9**  
Sec



**Total TV**



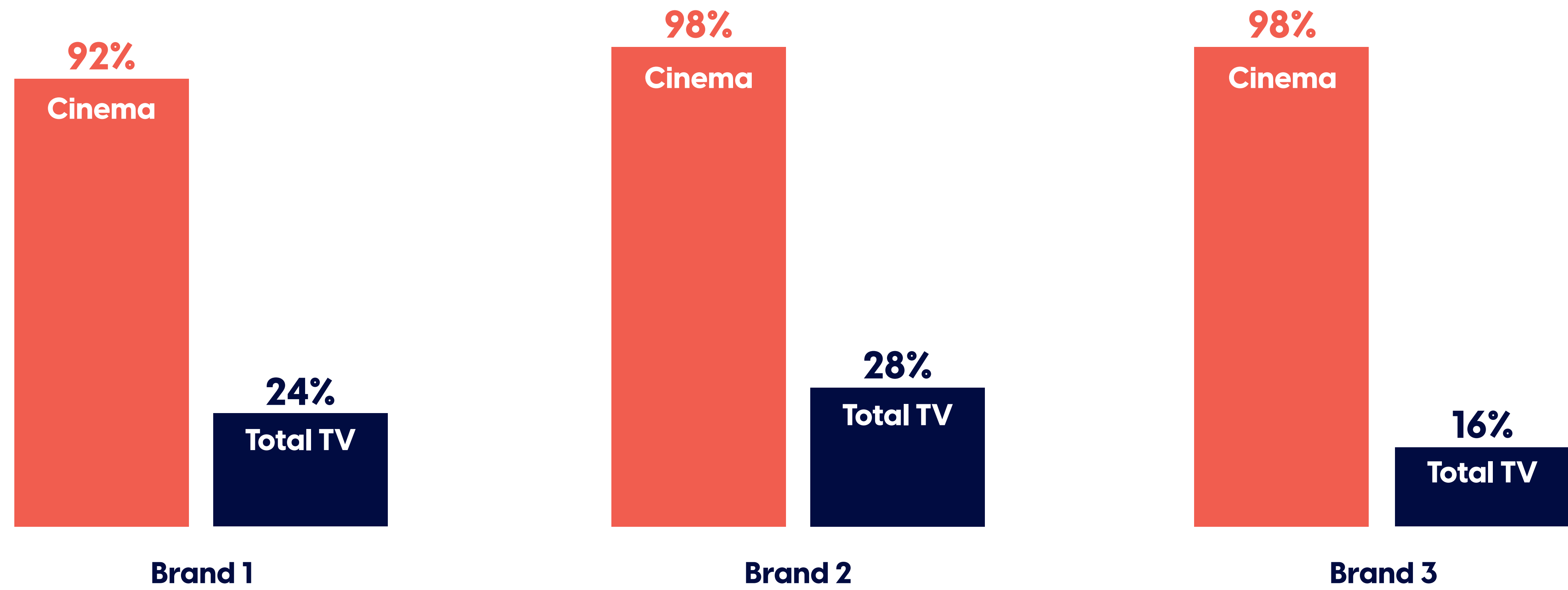
**29**  
Sec

**Cinema**

Source: Screenvision and Amplified "Eyes on Screen: Measuring ad attention in-cinema versus at-home"

# The exact **ad outperforms** in-cinema

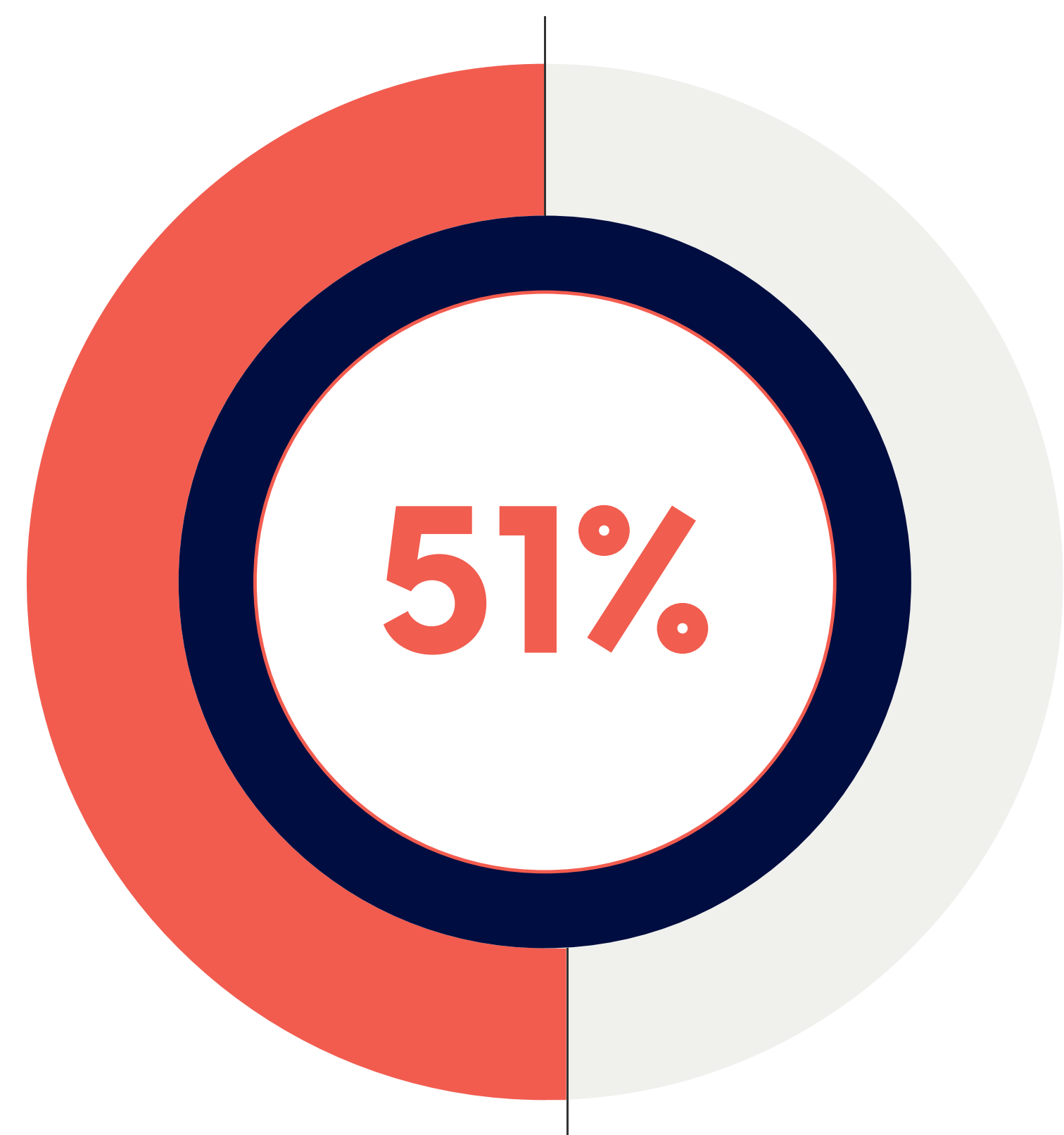
Visual ad attention  
% of total ad time with visual attention same ad for each brand



Source: Screenvision and Amplified "Eyes on Screen: Measuring ad attention in-cinema versus at-home"

# Cinema attention drives **message recall**

Over half of viewers correctly recalled the brands' message from just a single exposure



Message recall from in-cinema ads

Source: Screenvision and Amplified "Eyes on Screen: Measuring ad attention in-cinema versus at-home"



A single cinema ad delivers the same **brand fame** as 10 digital spots, 9 BVOD spots, or 6 linear TV spots

**1** = **10** = **9** = **6**  
Cinema Ad      Digital Ads      BVOD Ads      Linear TV Ads

# Cinema advertising provides a premium, brand-safe environment with the added benefit of targeted, audience-based buying

The prevalence of ad fraud, which is driven by a lack of transparency, negatively affects the consumer experience across digital platforms

Low-quality advertising environments lead to high consumer annoyance

Annoying, low-quality advertising experience devalues a brand and negatively affects its reputation among consumers

## Examples of ads running in subpar placements



In a small corner or side of a page



In a fully muted video player



'Auto-plays' without any user interaction or initiation



Ad plays continuously on a loop



Multiple video ads playing simultaneously on the same page

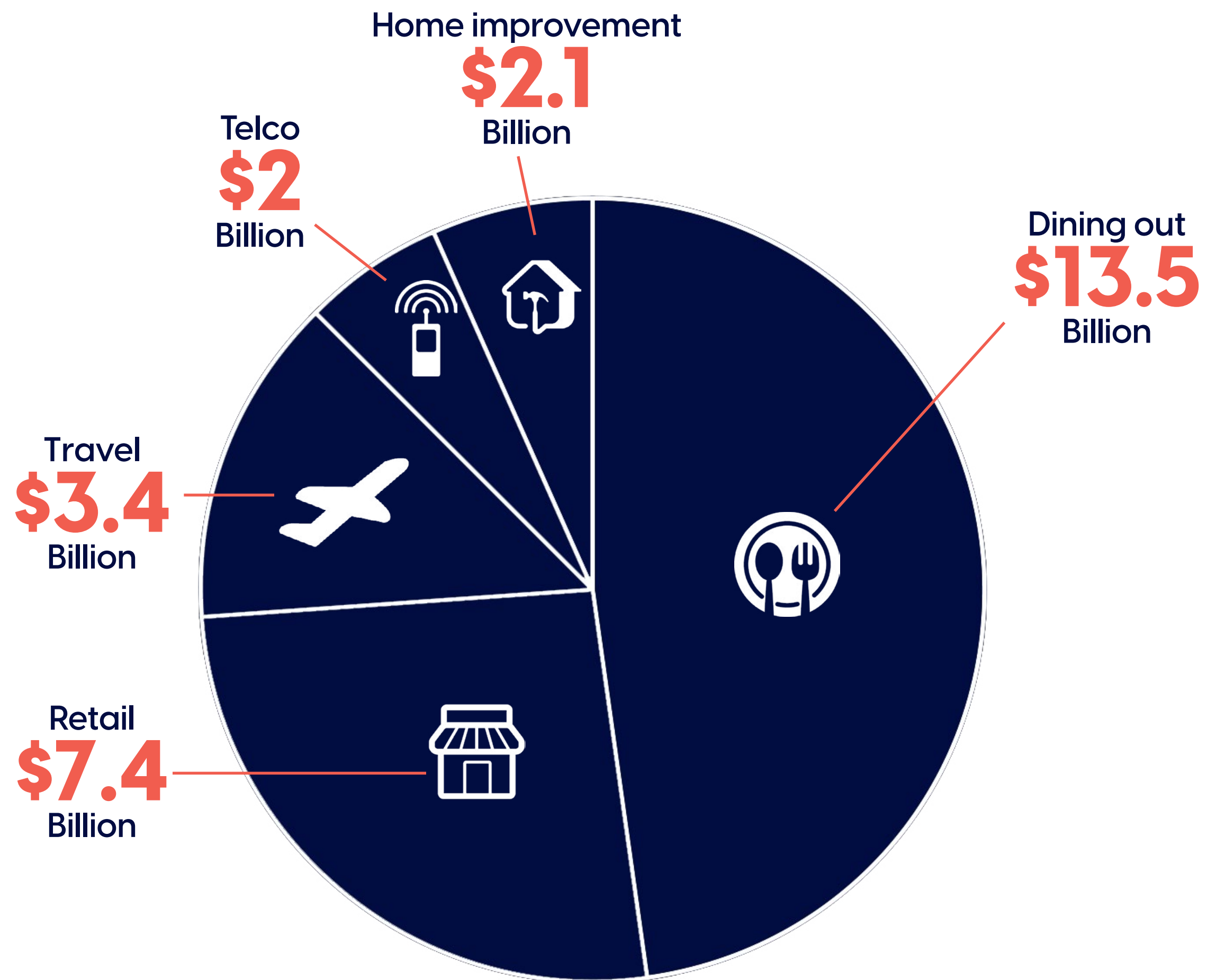


The 'skip' button on a video ad is hidden or obscured



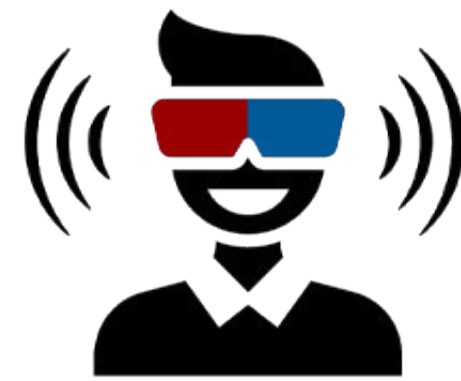
Ads served "stacked" on top of another ad

# Moviegoers spend a total of **\$28.4 billion** dollars quarterly



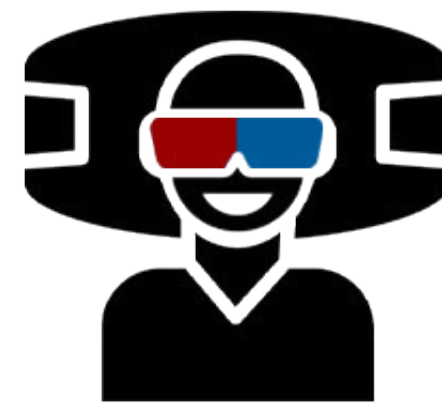
# The communal experience makes **cinema a uniquely powerful environment** where advertisers can connect more deeply through collective reactions

Moviegoers agree with the following statements



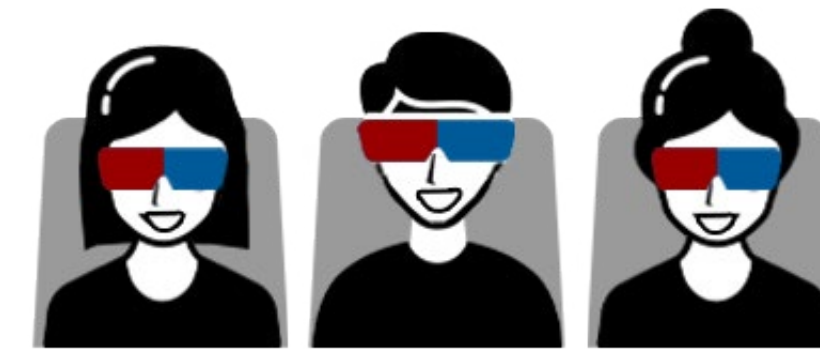
**96%**

The sound and visuals in the theater make the experience feel more immersive



**92%**

Watching movies in a theater helps them feel immersed in the story



**84%**

The shared reactions of the audience enhance their enjoyment of the movie

# The collective experience of cinema does more than generate common feelings—it stimulates the brain in ways that make **brands memorable**


Cinema increases brain activity in four measured neuroscience areas



**+21%**  
Global memory



**+16%**  
Personal relevance



**+14%**  
Detail memory



**+2%**  
Approach / withdrawal

Source: The Media Leader, Neuroscience explains why cinema ads are 'significantly' more impactful and memorable, November 29, 2023. "Global memory", or right brain, influences more "big picture" holistic processing while "detail memory", or left brain relates to how people remember brands, key messages, calls to action, and ad creative. "Personal relevance" refers to how personally relevant participants found the content, whereas "approach/withdrawal" links to the lean in/lean out emotional direction to the content they were exposed to.

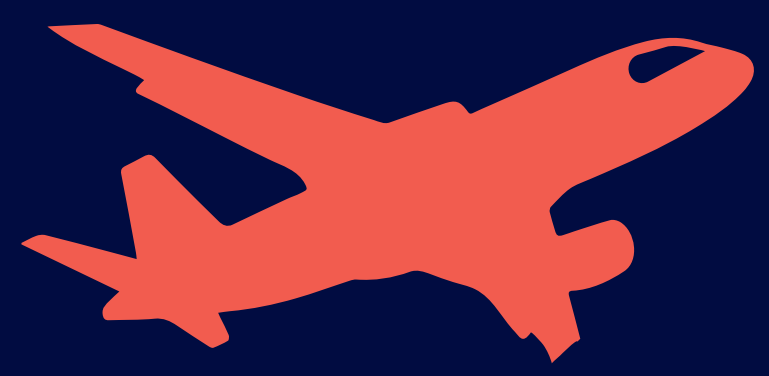
# Cinema delivers **sophisticates**

Moviegoers (Adults 25-44) are sophisticates who enjoy a premium experience

This demographic consists of early adopters who are highly persuasive among their family and friends

They are inherently active and enjoy spending their money across a wide variety of categories and activities

## % of adult 25-44 sophisticated movie goers who say



**64%**

of respondents are more likely to travel in the coming months and are willing to pay a premium for high-quality accommodations



**53%**

of consumers are willing to pay extra for products that align with the image they wish to convey



**66%**

of individuals are prepared to pay virtually any amount for an electronic product they truly desire



**61%**

have ordered goods or food through online websites or apps.

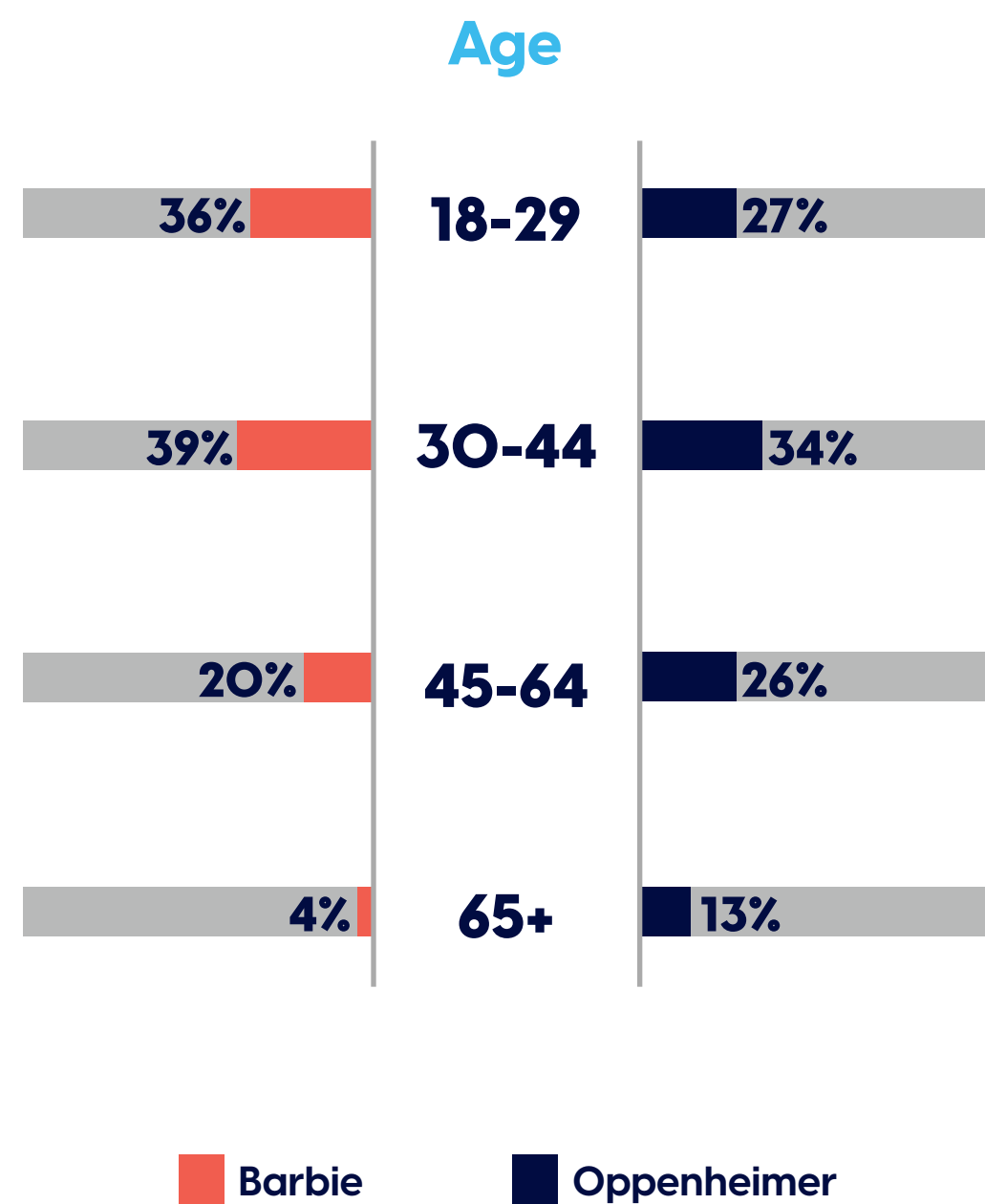
# Cinema offers a **unique audience**

**70%** of movie-goers are unique  
Finding based on MVM 360 study

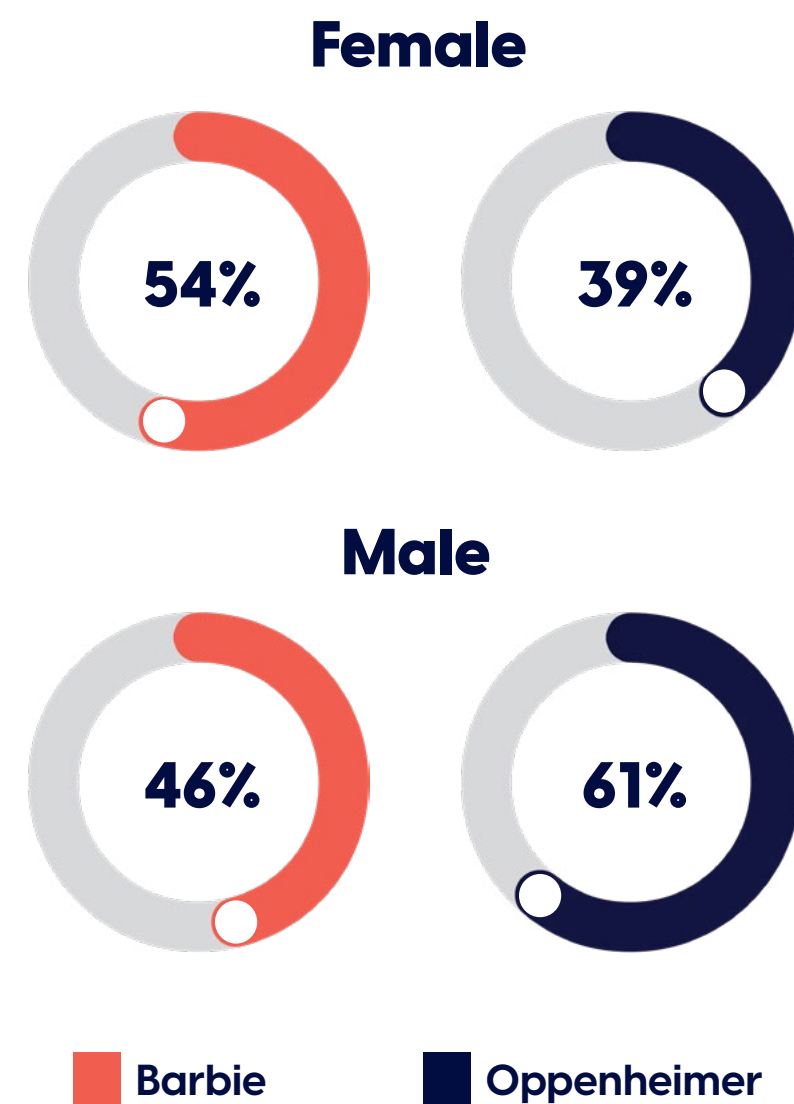
**24.5M** unique viewers yearly  
Based on **35 million** admissions achieved by MVM cinema circuit

## Comparing the unique audiences of Barbie and Oppenheimer

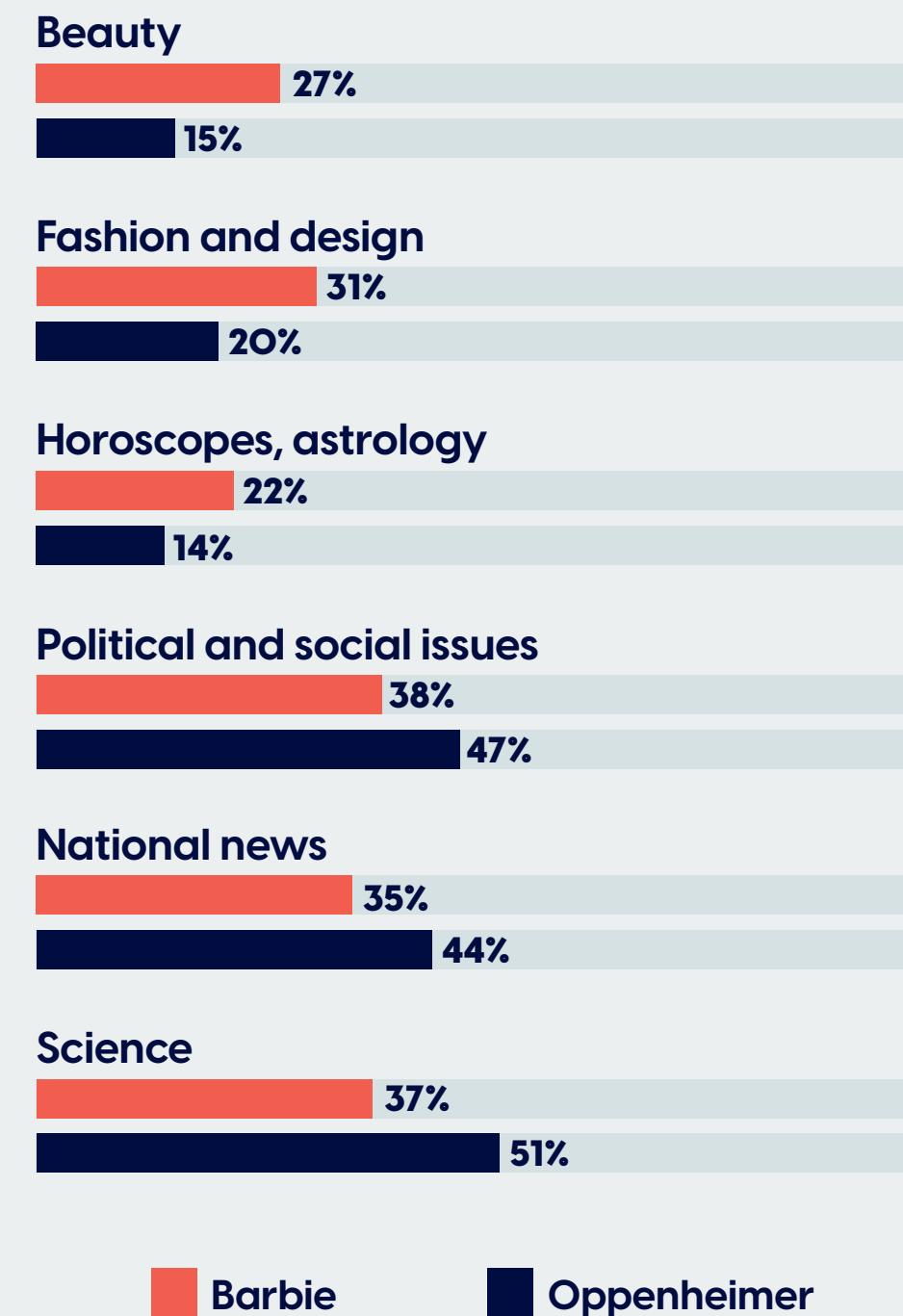
### Who are Barbie and Oppenheimer fans?



### Gender



### What do they like to do?



The recent Indian blockbuster Kalki 2898 AD enabled advertisers to reach a unique blend of young sci-fi enthusiasts and Indian mythology aficionados

# Why partner with **Motivate Val Morgan**?



**LEADER** in cinema advertising across the Middle East



Most **AWARDED** cinema advertising partner in the world



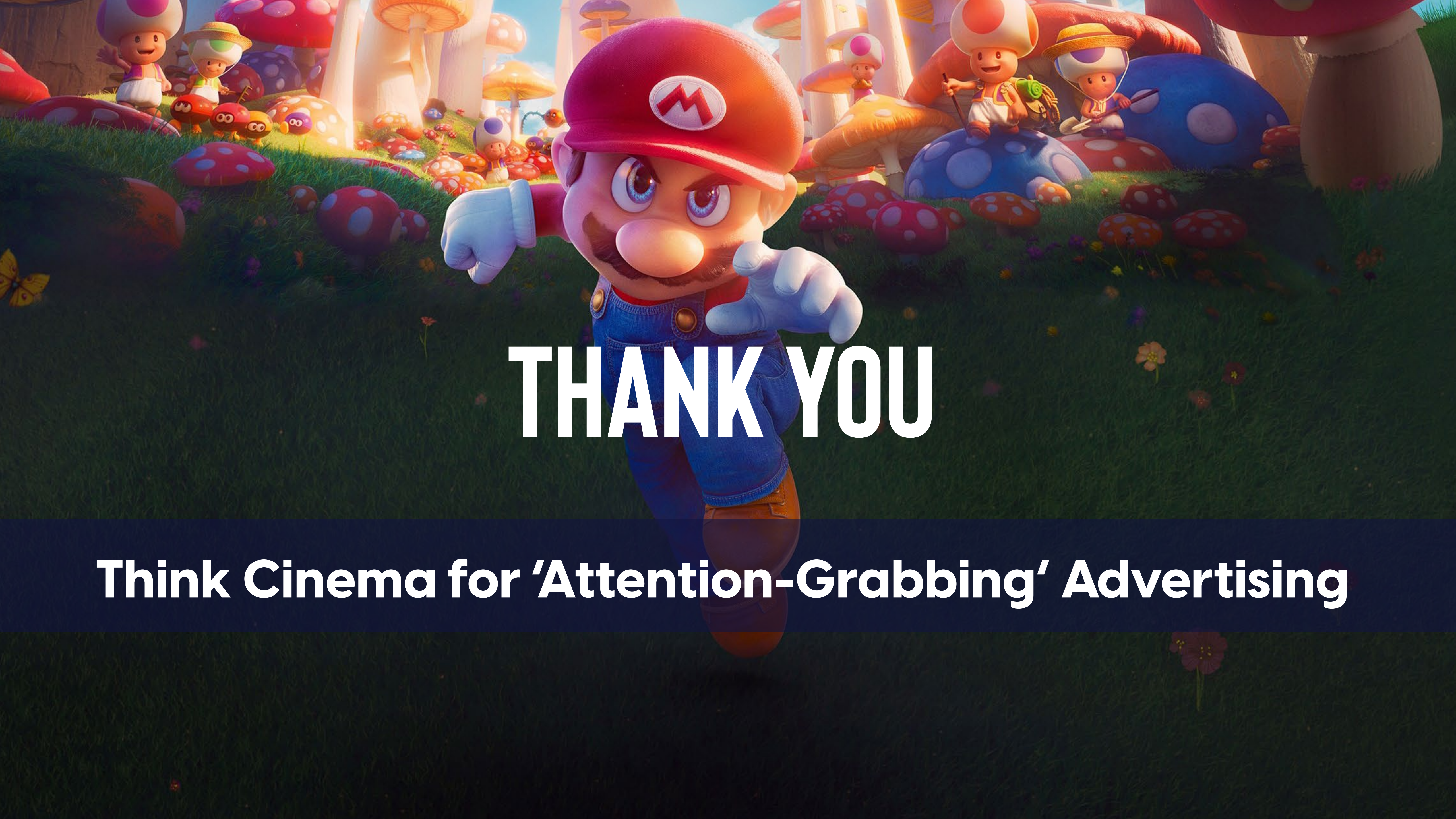
Highly **RECOGNIZED** for inherent knowledge, understanding and execution of different aspects of cinema advertising



An **ESTABLISHED** cinema advertising company with a 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



**THANK YOU**

**Think Cinema for 'Attention-Grabbing' Advertising**