

Motivate Val Morgan
Presents

The Big Screen Brief

Michael

**Your Insider Guide to Blockbusters that
Your Brand Cannot Miss Advertising Beside**



This is history, Remastered

The first fully authorized Michael Jackson biopic, backed by the Estate and built around access to the music, performances, and moments that shaped the most influential pop artist of all time.

Authentic Casting: Jaafar Jackson steps into the role with an uncanny physical and emotional resemblance, delivering credibility that anchors the film and elevates it beyond imitation.

Premium Direction: Directed by Antoine Fuqua known for large-scale, emotionally charged storytelling (The Equalizer Series, Southpaw, Olympus Has Fallen) designed to translate powerfully on the big screen.

Built for Cinema: Music-driven sequences, choreography, and spectacle are crafted for immersive sound and scale, turning iconic songs into shared cinematic moments.



A Cinematic event, A Cultural moment.

This Icon Already Lives Here: Michael Jackson was one of the first global superstars to dominate radio, television, and pop culture across the Middle East, which is why his music became part of everyday life rather than imported entertainment.

A Multi-Generational Connection: Parents who grew up with Thriller now share the same references with Gen Z audiences discovering his influence through dance, fashion, and digital culture, creating rare shared fandom across age groups.

Still Playing Today: Michael Jackson continues to pull mass listening at global scale on Spotify, with roughly 59.5M monthly listeners, and his catalog still appears in Saudi Spotify daily chart totals, showing the music remains active in the market, not archived.

Familiar Story, Event Viewing: Because audiences already know the songs and moments, MICHAEL becomes an event film that people plan for, arrive early to, and experience together.



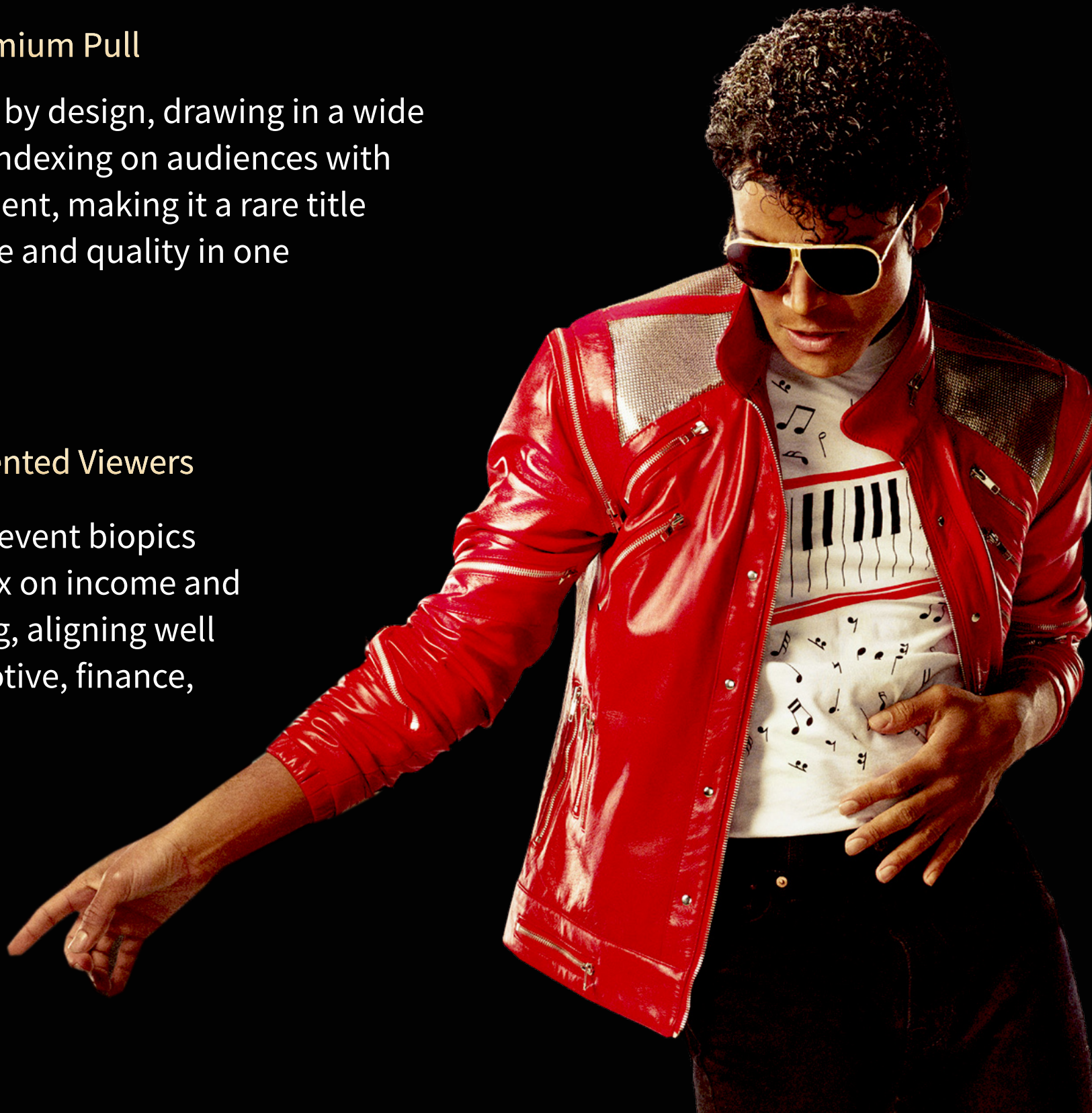
Broad Reach, Premium Mindset

Mass Appeal With Premium Pull

MICHAEL skews broad by design, drawing in a wide age range while over-indexing on audiences with high cultural engagement, making it a rare title that delivers both scale and quality in one release.

Affluent, Lifestyle-Oriented Viewers

Cinema audiences for event biopics consistently over-index on income and discretionary spending, aligning well with brands in automotive, finance, tech, fashion, travel, and premium FMCG.



Core Age Sweet Spot

Primary appeal sits with 25–44 year olds who grew up with Michael Jackson’s music and now attend cinema with partners, friends, or families, while secondary reach extends strongly into Gen Z through dance, fashion, and pop culture influence.

Culture Shapers and Social Amplifiers

Socially active viewers who share, discuss, and amplify moments beyond the cinema.

A Brand-Safe Environment

MICHAEL offers a globally recognizable, emotionally resonant setting where brands can align with creativity, excellence, and legacy, without niche targeting or audience fragmentation.

Cinema is where memory, mood, and movement align

Mass Appeal With Premium Pull

Cinema offers uninterrupted viewing with no skipping, scrolling, or second-screen behavior, driving higher recall.

Stronger Memory Encoding

Neuroscience shows cinema's scale and sound hard-wire brand memories more effectively than smaller, distracted screens.

Positive Audience Mindset

Moviegoers arrive in a good mood, increasing receptivity to brand messaging before the film even begins.

Brand Metrics Lift Together

Cinema offers uninterrupted viewing with no skipping, scrolling, or second-screen behavior, driving higher recall.

One Exposure, Multiple Touchpoints

Cinema advertising creates a priming effect, where brand exposure lifts performance in subsequent channels by making audiences more receptive, more curious, and more likely to respond when they encounter the brand again.

Creative Integrity Preserved

Cinema is a controlled, premium environment where brand films play exactly as intended, full screen, full sound, correct framing, and brand-safe context, ensuring creative quality is never compromised at the moment of exposure.



Motivate Val Morgan Advantage



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Automotive. Tourism. Retail. Finance. We've delivered.



Hyper-targeted Screens

Motivate Val Morgan enables planners to target by demographics and income groups.



Comprehensive Analytics

Proprietary planning tools. Real audience data. Post-campaign proof.

*When culture goes global, don't just watch the moment.
Be part of it.*

Thank you

