
MOTIVATE VALMORGAN

PRESENTS

THE
BIG SCREEN
BRIEF

THE
DEVIL
WEARS
PRADA

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



A Fashion-Forward Cinematic Event

A Cultural Icon Returns

Nearly two decades after redefining fashion films, *The Devil Wears Prada* returns as one of the most anticipated sequels in modern pop culture, tapping into nostalgia while speaking directly to today's fashion-driven world.

Fashion at the Center

This is a sequel built around fashion, luxury and creative industries, with costume, setting and attitude playing as big a role as the story itself.

Characters That Became Archetypes

Miranda Priestly, Andy Sachs and the Runway universe shaped how audiences view power, ambition and style, turning the original film into a lasting cultural reference point.

Built for Theatrical Viewing

From runway moments to behind-the-scenes drama, the film is designed for visual richness, sharp dialogue and shared reactions in a premium cinema environment.





Why the Middle East Will Show Up

Fashion Is Part of Daily Life

The Middle East consistently over-indexes on fashion, luxury and personal style, making *The Devil Wears Prada 2* immediately relevant to audiences who already engage deeply with global trends.

A Strong Female-Led Audience Base

The original film became a touchstone for ambitious, style-conscious women across the region, a fanbase that has only grown stronger and more vocal over time.

From Cult Favorite to Event Sequel

What started as a cult classic has evolved into an event release, driven by nostalgia, social media conversation and renewed interest in fashion storytelling.

Conversation-Led Viewing

This is a film audiences plan around, dress up for and discuss immediately after, creating strong opening-weekend momentum.

Why Cinema Delivers for Brands

Guaranteed Attention Window

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

Stronger Memory Encoding

The scale and sensory impact of cinema 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 exposure boosts awareness, consideration and intent simultaneously, rather than optimizing for a single metric.



Target Audience Alignment

Premium, Style-Driven Viewers:

Fashion-conscious audiences with high engagement in beauty, luxury and lifestyle categories.

Strong Female Skew:

A female-led audience with influence on household, fashion and lifestyle purchasing decisions.

Ideal Brand Fit:

Luxury, beauty, fashion, retail, tech, finance and premium FMCG brands.

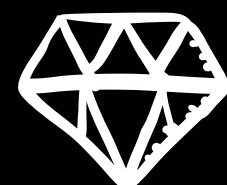
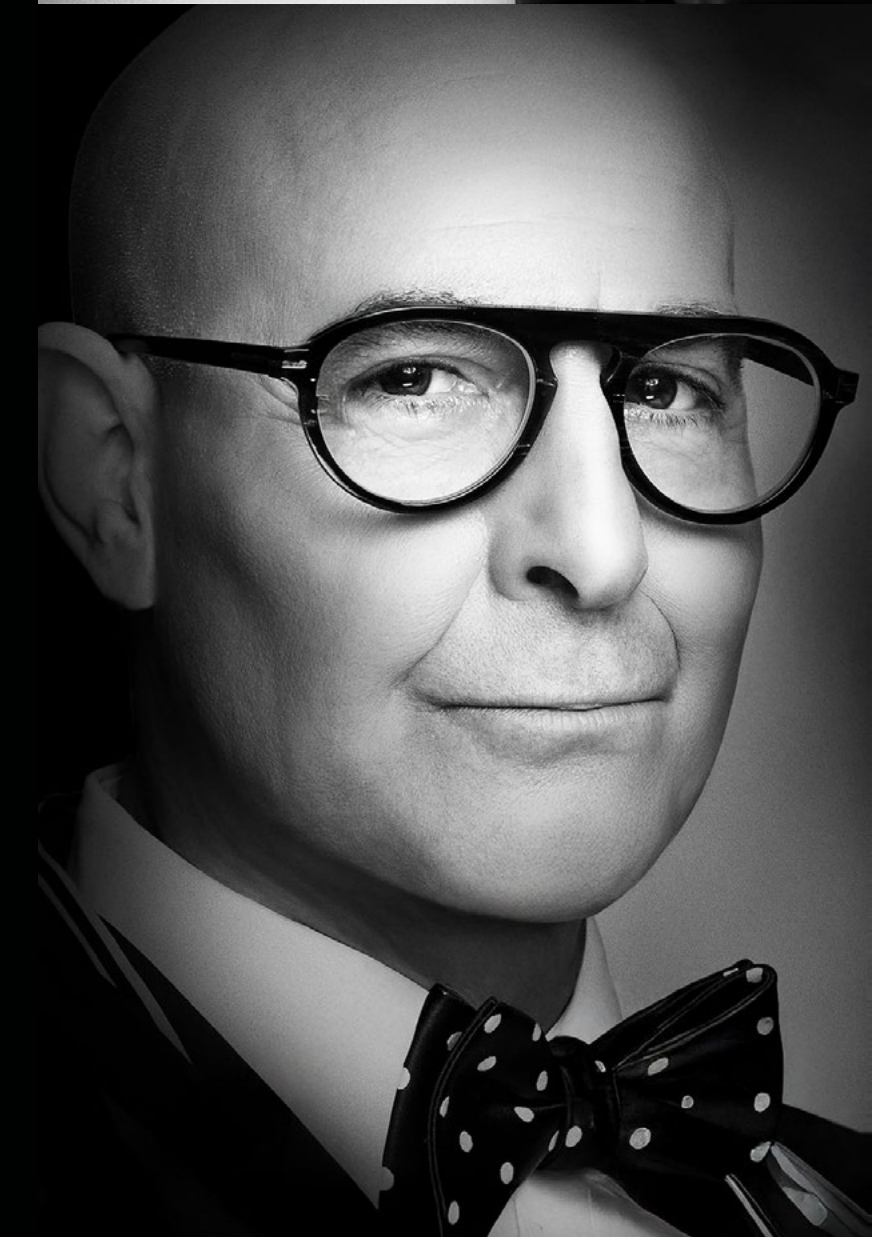
Core Age Sweet Spot:

25–44 year olds balancing ambition, career growth and personal expression.

Social and Culturally Active:

Viewers who share looks, lines and moments online, extending brand visibility beyond the cinema.

Motivate Val Morgan Advantage



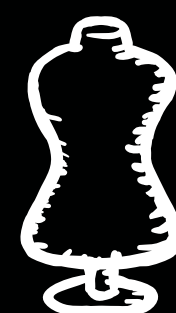
Largest Regional Network

Premium theaters across GCC, Egypt and Lebanon.



Proven Track Record

Activewear & Lifestyle. Fashion. Retail. We've delivered.



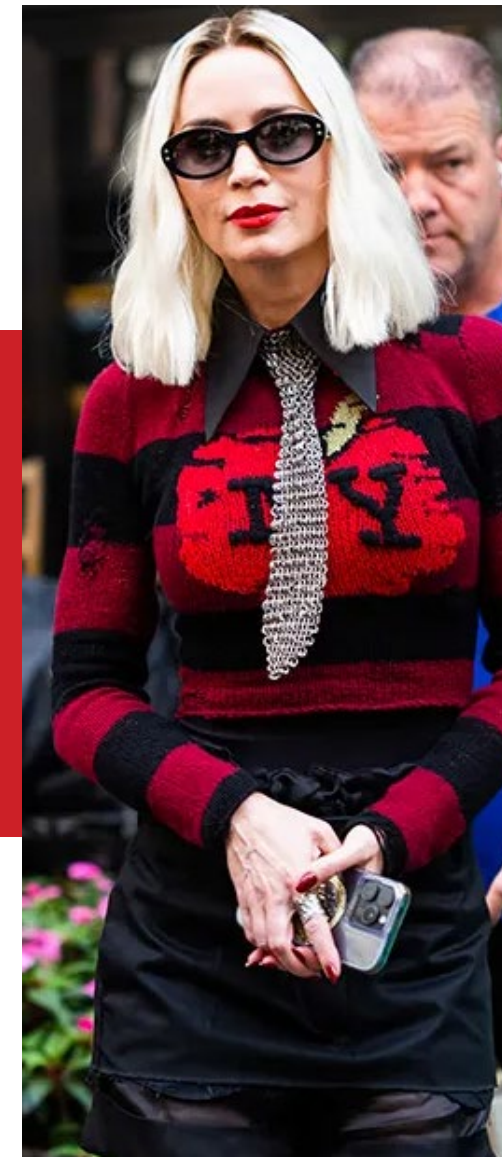
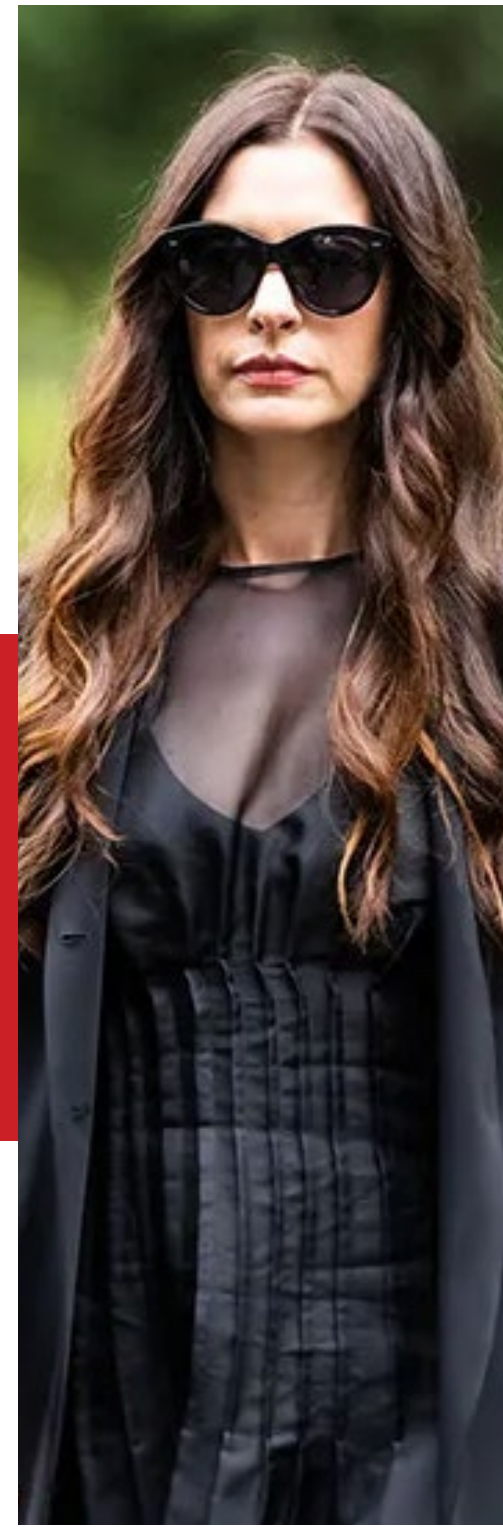
Hyper-targeted Screens

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



Comprehensive Analytics

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



Thank You
