



MOTIVATE VAL MORGAN

PRESENTS

THE BIG SCREEN BRIEF

THE SUPER
MARIO
GALAXY
MOVIE

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

THE BIGGEST IP IN ENTERTAINMENT GOES BIGGER

The franchise everyone knows. The world nobody's seen.

Illumination and Nintendo's sequel to the \$1.36 billion global phenomenon takes Mario, Luigi and Peach beyond the Mushroom Kingdom and into outer space. Franchise storytelling at theatrical scale: new characters, new worlds, and the spectacle that only cinema can deliver.

What Makes It Unstoppable

Illumination + Nintendo: the partnership that redefined video game adaptations and created the second-highest-grossing animated film of 2023.

Galaxy-scale adventure: space exploration, cosmic spectacle, and visual ambition built for premium formats.

A Family Affair: Mario is one of the few franchises that genuinely spans generations. Parents who grew up with the games now bring their own kids to the cinema – making this as much a shared experience as a film release. Three decades of fandom, one screen, one family outing.



PROVEN FRANCHISE. EXPANDING UNIVERSE.

Two years ago, The Super Mario Bros. Movie proved that gaming IP could dominate cinema at global scale.

The first Super Mario Bros. Movie (2023) earned **\$1.36 billion** globally and became one of the highest-grossing animated films of all time.

In the UAE alone, the film delivered **489,000+** admissions across **22 weeks**—sustained, repeat-driven attendance that extended well beyond the opening weekend.



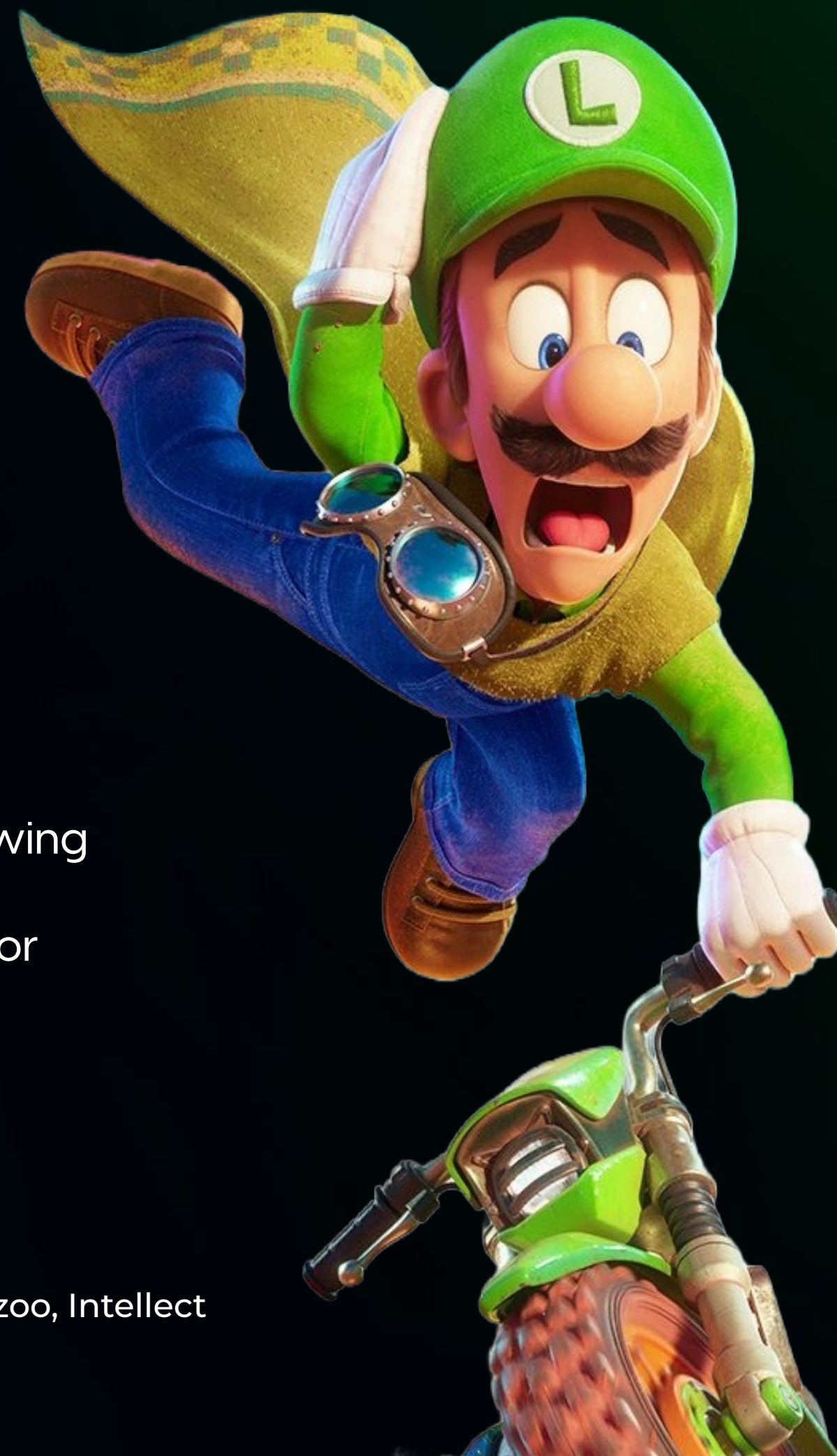
MARIO RETURNS TO THE MIDDLE EAST — ON THE BIG SCREEN

The Cultural Context

Mario is the world's most recognized entertainment character. The UAE ranks among the highest gaming engagement markets globally. Parents who played Super Mario Galaxy are now bringing their kids raised on Mario Kart and the Nintendo Switch. Three decades of fans. One theatre.

Franchise Commitment

The question isn't if audiences will show up - it's WHEN. Advance bookings are building, premium formats are drawing crowds, and theatres are extending runs. The Super Mario Galaxy Movie hits theatres April 3, 2026 - perfectly timed for family season with little competition.



Regional Gaming Market Scale

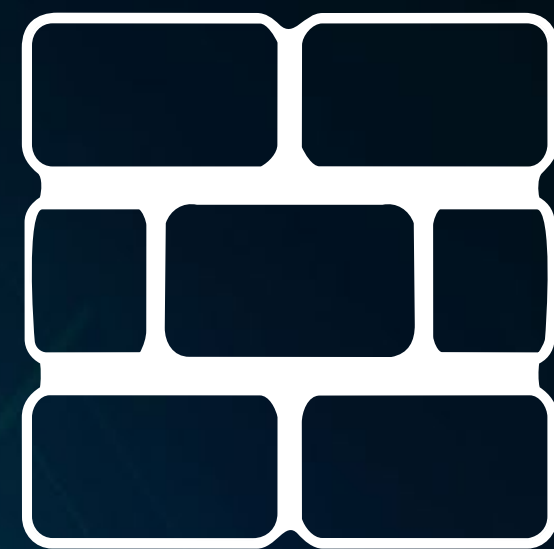
The Middle East gaming market is valued at \$4.56 billion (2024), projected to reach \$9.57 billion by 2030. The UAE alone represents \$484 million with 6.16% annual growth. Over half the GCC population is under 25 – a prime gaming demographic.

Arabic Dub Extends Reach

The Super Mario Bros. Movie's Arabic dub release ensured a broader demographic reach—extending beyond English-speaking audiences to multigenerational family groups across the region.

THE SUPER MARIO BROS. MOVIE ADMISSIONS

Across the Region



Bahrain
over
42.7K
Admissions

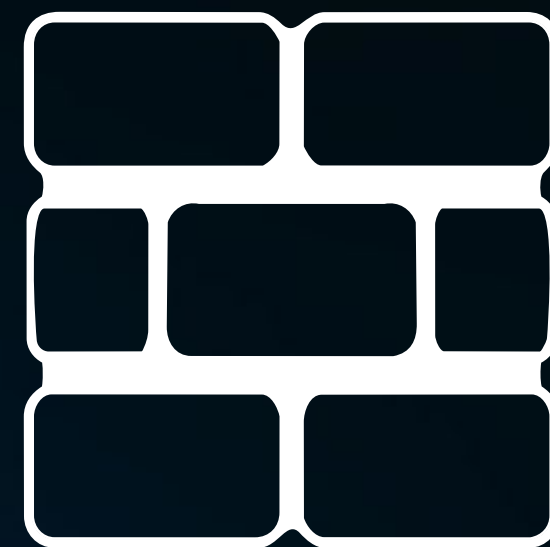
Egypt
over
24.4K
Admissions

KSA
over
398.8K
Admissions

Kuwait
over
53.2K
Admissions

Lebanon
over
9.9K
Admissions

Oman
over
32.9K
Admissions

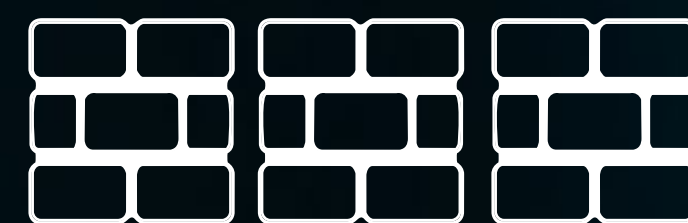


Qatar
over
39.7K
Admissions

UAE
over
381.4K
Admissions



Total Over **983.3K** Admissions





WHY CINEMA WORKS

Complete Immersion

96% of moviegoers feel completely absorbed by sound and visuals. No scrolling. No second screen. Just your message and a sensory experience that's impossible to ignore.

Level 1: Capture Attention – Completed.

Positive Mindset Advantage

78% of cinemagoers are in a great mood when the lights go down. Happy audiences remember brands better, trust messaging more, act faster.

Level 2: Activate Invincibility Mode – Completed.

Audiences That Spend

Cinema delivers high-value affluent audiences with disposable income and intent to use it. MRI Simmons 2024 study proves moviegoers outspend non-moviegoers across 19 categories.

Level 3: Unlock the Big Spenders – Completed.

Memory That Lasts

Neuroscience proves cinema creates deeper memory structures than other platforms. The immersive environment rewires how audiences process brand messages – making your brand as memorable as a first playthrough. **Level 4: Memory Implant – Completed.**

Proven Brand Lift

Cinema works where it counts. A BYD SHARK cinema campaign lifted product awareness by 38 points among exposed audiences. Your brand doesn't level up by accident.

Final Level: Brand Lift – Achieved.

Source: MVM Brand Lift Study, Differentology/DCM UK, DVJ Insights, Publicis Groupe Denmark, Screenvision & Alter Agents 2024, DCM, Hearst, MRI-Simmons 2024, DCM UK, DVJ Insights, InsightzClub by Moving Walls, UAE 2025

MOTIVATE VAL MORGAN ADVANTAGE



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Across varied Industries and Brands. 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

