

MOTIVATE VAL MORGAN

*Presents*

**THE  
BIG SCREEN  
BRIEF  
7 DOGS**

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





# AN ARABIC FILM WITH A GLOBAL CAST

## **An SAR150 million Arabic action flick**

The biggest budget ever for an Arabic-language film. Shot in Riyadh, with the city doubling for Shanghai, Mumbai, and Las Vegas. Two Guinness World Records broken: largest cinematic explosion (past: Spectre) and largest single-take detonation (past: No Time to Die).

## **Produced by Turki Al-Sheikh's Big Time Studios**

The Chairman of Saudi Arabia's General Entertainment Authority – and the man behind Riyadh Season – putting Saudi production muscle behind a film built for the world.

## **From the directors behind Bad Boys' modern comeback**

Adil El Arbi and Bilall Fallah – the duo behind Bad Boys: For Life and Ride or Die, the franchise's two highest-grossing entries. Stunt team from John Wick. Composer from Mission: Impossible.

## **A cast built for the region's many**

Ahmed Ezz and Karim Abdel Aziz lead, reunited after Kira ʔ El Gin. Monica Bellucci as a mafia boss. Bollywood's Salman Khan and Sanjay Dutt. Max Huang from Jackie Chan's stunt team. Tara Emad, Hannah El-Zahed, and Nasser Al-Qasabi anchor the regional cast.

# ARABIC CINEMA IS THE MAIN EVENT

## Local productions are driving regional box office

Arabic-language content demand has risen sharply across the Middle East and North Africa, with Saudi Arabia leading the upsurge. In Egypt and Saudi specifically, local titles now arrive with the commercial ambition, genre range, and release-corridor strength previously reserved for Hollywood.

## Cultural closeness is the unfair advantage

Arabic films pull audiences who see their own language, humour, settings, and stories on screen. For brands, it means cinema audiences arriving with a different kind of attention – invested before the lights go down.

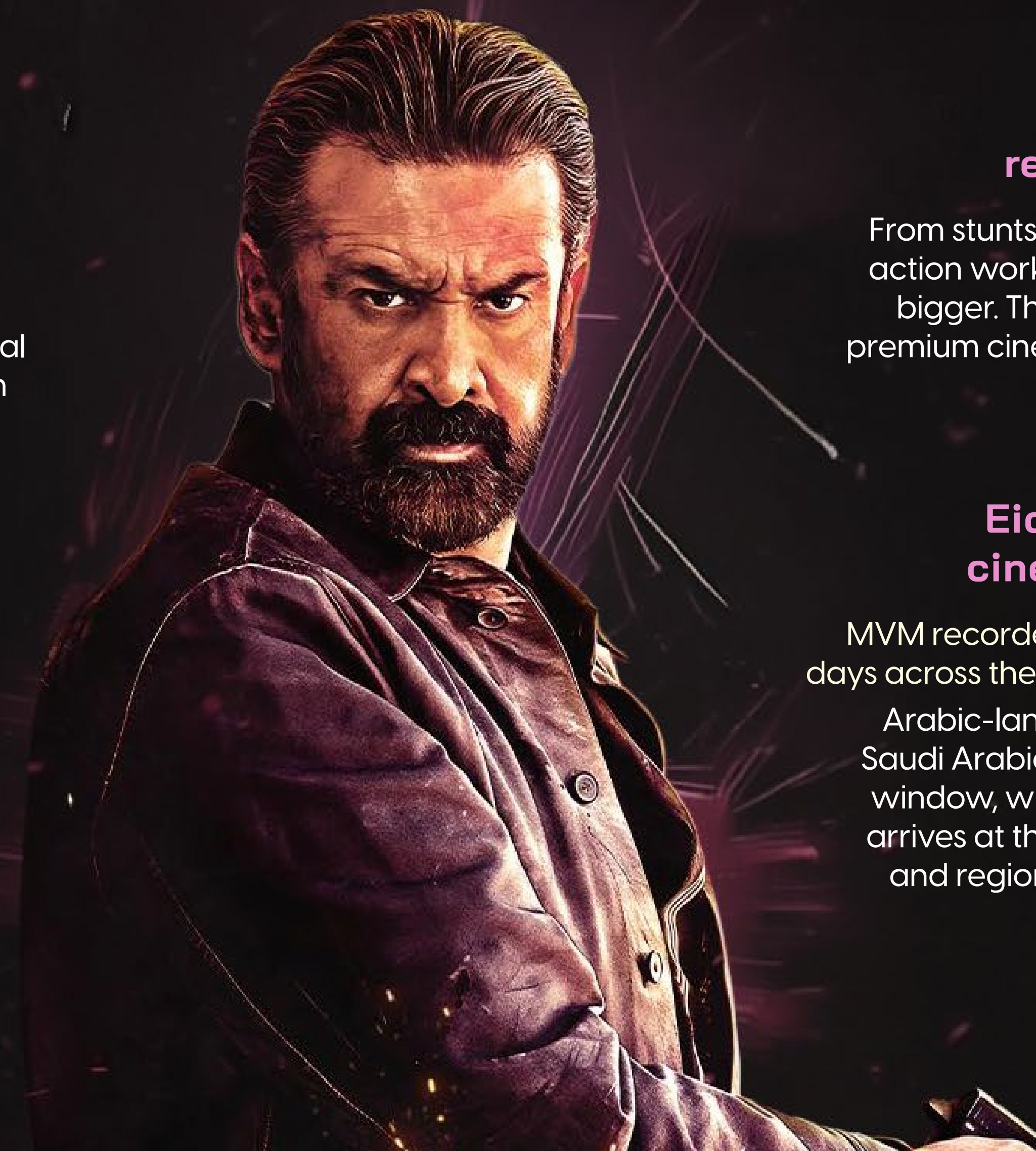
## Action is built for the region's biggest screens

From stunts and chases to sound and scale, action works hardest when the screen gets bigger. That makes 7 Dogs a natural fit for premium cinema formats and high-attention pre-show environments.

## Eid al-Adha is the busiest cinema window of the year

MVM recorded 1.06 million admissions in four days across the circuit during Eid al-Adha 2025.

Arabic-language Project X opened at #1 in Saudi Arabia, Egypt, and Kuwait during that window, with 150,000+ admits. The 7 Dogs arrives at the exact moment Arabic cinema and regional cinemagoing peak together.





# THE BIGGEST ARABIC MOVIE OF 2026. THE RIGHT AUDIENCE TO MATCH.

## A multi-generational, multi-market audience showing up together

Eid al-Adha is when families and friends turn cinema into a shared outing. 7 Dogs has action for spectacle-seekers, regional icons for Arabic cinema fans, global names for crossover appeal, and a scale that rewards the trip out.

## A Bigger Audience Beyond the Core Arabic Base

Salman Khan and Sanjay Dutt in an Arabic film is a regional first. Millions of Bollywood-loyal expats – a group that drives household spending and remittances across the Gulf – now have a reason to buy into an Arabic-language release. Few campaigns will reach them this cleanly.

## Action's audience is the audience brands fight for

18–44, decisive, high disposable income, cinema-loyal. Action consistently leads premium-format upgrades – IMAX, ScreenX, 4DX – meaning these viewers self-select toward higher-engagement experiences. They came for spectacle. They're paying attention.



# ATTENTION MATTERS

## **97% of eyes on screen**

No skip. No scroll. No second screen. Cinema is the only medium that physically removes every alternative and puts your brand in front of a room that has nowhere else to look.

## **4 to 7 times more attention than any other video channel:**

That is not a marginal gain. That is the difference between being seen and being ignored – measured, documented and consistent across every study that has ever looked at it.

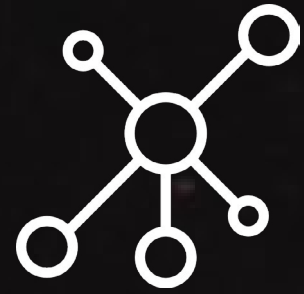
## **Your audience walked in excited, invested and emotionally wide open:**

Cinema audiences don't arrive casual. They arrive primed. The most receptive state a brand can find an audience in – and cinema delivers it before your ad even starts.

## **15% of the impact. 6% of the spend:**

Cinema consistently punches above its weight in the media mix. Val Morgan research confirmed it – the most efficient channel in the plan is the one most brands are under-investing in.

# 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.



A record-breaking Arabic action film. An Eid release window.  
A cast built across markets. A genre made for the big screen.

**Make the first move before the action begins.**

# THANK YOU

