

MOTIVATE VAL MORGAN

Presents

THE
BIG SCREEN BRIEF
MINIONS
& **monsters**



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



A MONSTER OPPORTUNITY!

The Minions go to Hollywood:

Minions & Monsters is the latest chapter in the Despicable Me universe – a prequel set in 1920s Hollywood, where the Minions attempt to cast real monsters in their very own movie.

The original director returns:

Pierre Coffin, who directed the first three Despicable Me films and the original Minions, returns, with Illumination founder Chris Meledandri producing.

A cast built for every generation:

Christoph Waltz, Jeff Bridges, Allison Janney, Jesse Eisenberg and Zoey Deutch lead a voice cast with broad, multi-generational appeal.

World's biggest animated franchise:

Six films in, the Despicable Me series has grossed over \$5.5 billion worldwide – the highest-grossing animated franchise in history, and the only one to ever cross the \$5 billion mark.



THE STARS HAVE ALIGNED. AND THEY'RE YELLOW.

Peak summer, peak audience:

Across MVM's circuit, summer cinema admissions have risen consistently – from 743,000 in 2022 to nearly 1 million in 2025. Minions & Monsters arrives at the peak of this growth curve.

Comedy is the region's favourite genre:

Comedy is consistently the most-watched genre across the regional cinema markets. This franchise doesn't just fit the moment – it defined it.

The biggest July opening weekend in US history

When Rise of Gru opened in July 2022, Gen Z showed up in suits and broke the all-time record for the biggest July 4th opening weekend in US box office history.

2 million admissions in the UAE alone:

The franchise has quietly built an audience of over 2 million admissions across six titles in the UAE since 2010 – every single one a cinema event.





2 MILLION REASONS TO PAY ATTENTION



Despicable Me
2010

Worldwide BO
\$543M
136K+
UAE Admissions



Despicable Me 2
2013

Worldwide BO
\$971M
271K+
UAE Admissions



Minions
2015

Worldwide BO
\$1.16B
400K+
UAE Admissions



Despicable Me 3
2017

Worldwide BO
\$1.04B
360K+
UAE Admissions



Minions: The Rise of Gru
2022

Worldwide BO
\$940M
463K+
UAE Admissions



Despicable Me 4
2024

Worldwide BO
\$965M
463K+
UAE Admissions

ONE MOVIE. MANY MARKETS. SAME MINION PULL.



38.5K+
Bahrain Admissions

53.6K+
Egypt Admissions

31.3K+
Kuwait Admissions

15.4K+
Lebanon Admissions

33.8K+
Oman Admissions

24.7K+
Qatar Admissions

367K+
KSA Admissions



THEY 'GRU' UP. THEY CAME BACK.



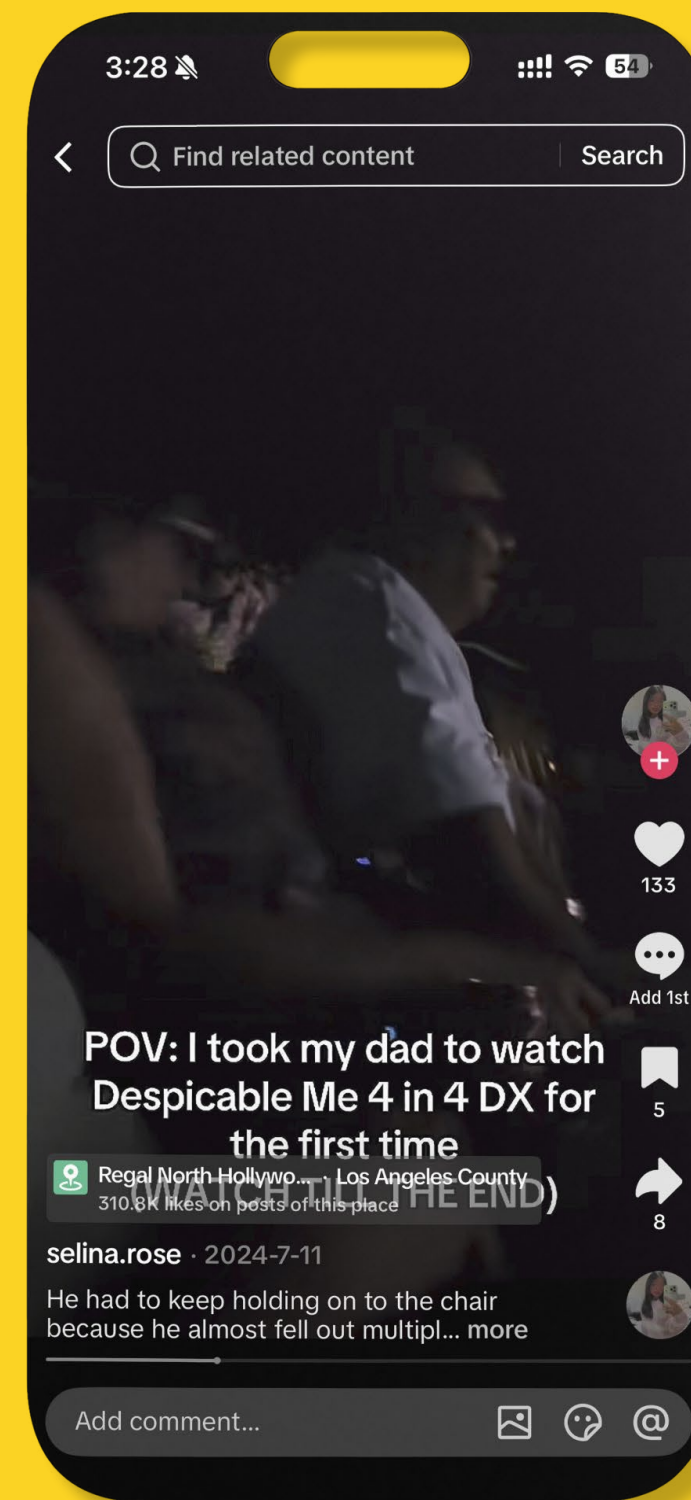
Three generations. One big-screen moment.



The Originals

Kids driving the decision.

The core cinema audience – here for the chaos, the colour and the creatures, and the ones persuading their parents to buy the tickets.



The Ones Paying

Parents who are returning with their children.

They watched Despicable Me in 2010. Now, they are bringing the next generation into a franchise they grew up with.



The Gentleminions

Gen Z turned it into a cultural moment.

In 2022, Gen Z showed up to Rise of Gru screenings in suits, generated over 22 million TikTok views under #GentleMinions, and drove the biggest July 4th US opening weekend in box office history. They claimed this franchise as their own.

➔ From VOX Cinemas Dubai



DOESN'T IT FEEL SO GOOD TO BE SEEN?

 The most effective advertising environment ever built. 



Your brand gets a captive audience of millions:

97% eyes on screen. No skip. No scroll. No second screen. Cinema is the only medium that still commands a room.

78% of cinemagoers walk in already in a great mood

That's your audience – present, relaxed and wide open. No skip button. No doom-scroll. Just your brand, on the biggest screen in Media.

Source: Hearst 'the power of positivity study 2023

4 to 7 times more attention than other measured video channels

Lumen and dentsu have measured it. Cinema doesn't just outperform – it laps the competition.

The data doesn't lie

MVM's BYD SHARK UAE 2025 brand lift study recorded +38pts in product awareness and +26pts in purchase intent from a single cinema campaign – proof of what this medium can do.

EVERYWHERE THAT MATTERS.



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Success with automotive and luxury brands.



Comprehensive Analytics

Our proprietary cinema planning and measurement platform offers detailed audience insights and campaign performance data.



THANK



YOU