



MOTIVATE VAL MORGAN

*Presents*

# THE BIG SCREEN BRIEF

**SPIDER-MAN**  
BRAND NEW DAY

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



# A FRESH START. A FAMILIAR HERO.

## Tom Holland's Peter Parker is back:

Alongside Zendaya, Jon Bernthal, Mark Ruffalo, Sadie Sink and Jacob Batalon – a cast built for emotional depth and action alike.

## The first movie in the next chapter:

Four years after No Way Home, Peter Parker returns as an adult living entirely alone, erased from the memories of everyone he loves. A genuine fresh start for one of Marvel's biggest heroes.

## Destin Daniel Cretton directs:

The director of Shang-Chi brings a grounded, character-led sensibility to the franchise's biggest solo outing.

## Street-level Marvel returns to the big screen:

With Punisher and Hulk in the mix, Brand New Day brings Spider-Man back to a New York story with sharper stakes, bigger physicality and a more grounded edge.



# WITH GREAT FRANCHISE COMES GREAT BOX OFFICE.

The Spider-Man trilogy consisting of Homecoming, Far From Home, and No Way Home has earned a staggering \$3.9 billion at the global box office, officially establishing it as the most commercially successful solo superhero trilogy ever made.

## SOLO SPIDER-MAN



Worldwide BO  
**\$880.9M**  
**380K+**  
UAE Admissions



Worldwide BO  
**\$1.33B**  
**486K+**  
UAE Admissions



Worldwide BO  
**\$1.92B**  
**868K+**  
UAE Admissions

## FEATURING SPIDER-MAN



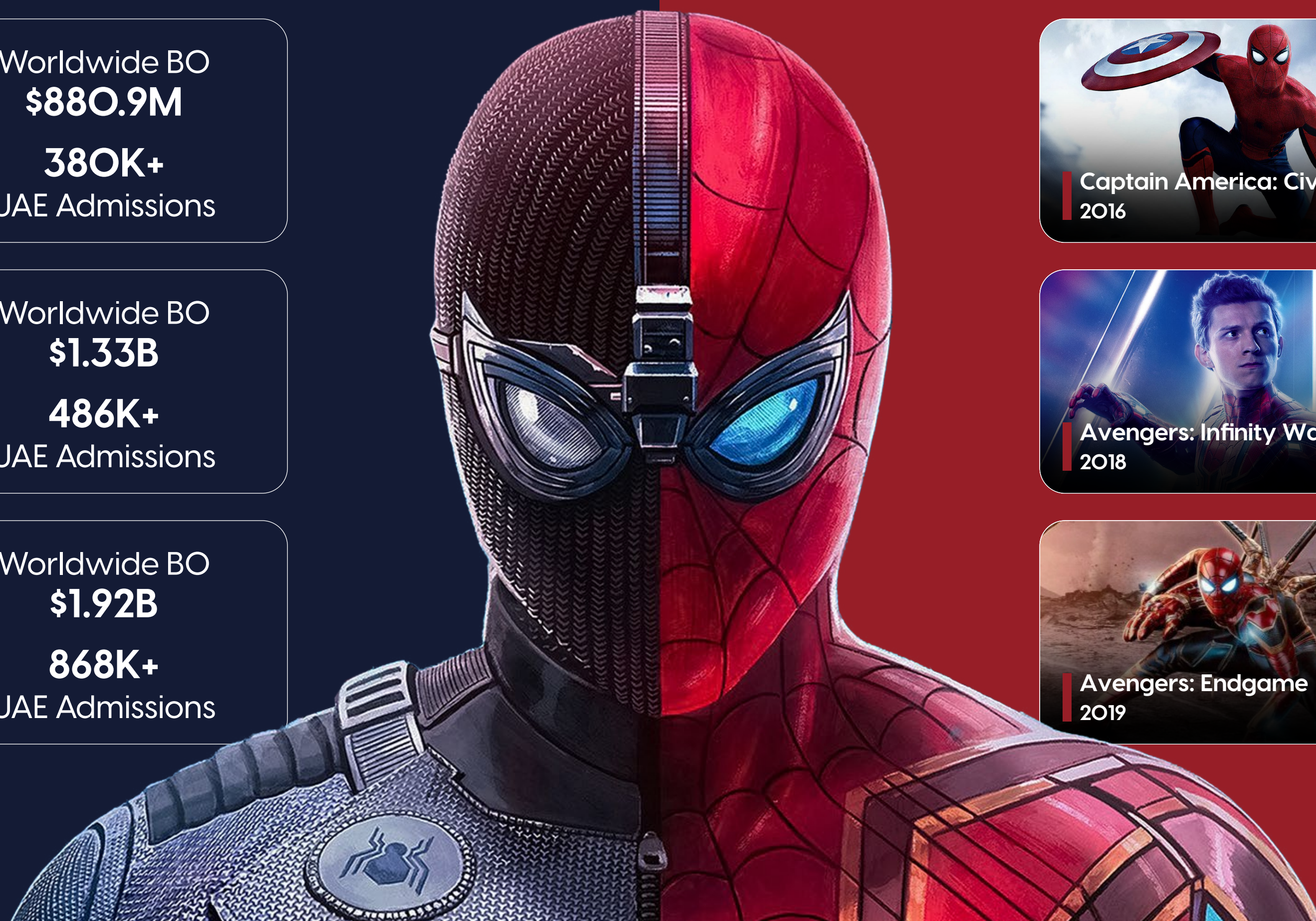
Worldwide BO  
**\$1.15B**  
**458K+**  
UAE Admissions



Worldwide BO  
**\$2.05B**  
**733K+**  
UAE Admissions



Worldwide BO  
**\$2.79B**  
**848K+**  
UAE Admissions



# NO WAY HOME PROVED THE REGIONAL PULL.



## OTHER MARKETS

**63K+**  
Bahrain Admissions

**180K+**  
Egypt Admissions

**62K+**  
Kuwait Admissions

**37K+**  
Lebanon Admissions

**122K+**  
Oman Admissions

**31K+**  
Qatar Admissions

**743K+**  
KSA Admissions



# THEY SWUNG FOR IT BEFORE. THEY LL DO IT AGAIN.

Spider-Man has a proven fanbase in this region – and the numbers to show for it

## No Way Home set the all-time Saudi Arabia opening weekend record:

\$5.2M on debut. The Middle East combined for \$19.8M opening weekend – one of the strongest regional performances globally.

## This audience grew up with Tom Holland's Peter Parker:

The Holland trilogy alone generated over 1.73 million UAE admissions across three films. That is a fanbase that shows up, every time, without exception.

## Brand New Day arrives at the peak of a growth curve that hasn't stopped:

Across MVM's circuit, summer cinema admissions have continued to grow year on year. Brand New Day arrives at the peak of that curve.

## The last five Marvel films collected 1.51 million UAE admissions alone:

Not one miss. Not one soft landing. This franchise has built one of the region's most consistent recent box office records.



# EVERY GENERATION GETS CAUGHT IN THE WEB.

Spider-Man: Brand New Day doesn't belong to one generation. It belongs to everyone who ever believed in him – and in this region, that's a very large room.

## Gen Z

### **Their Peter Parker, not a throwback:**

Gen Z didn't discover Spider-Man. They grew up with him. For many 18-year-olds today, Homecoming was an early cinema memory. This isn't a franchise they follow. It's one they own.

## Millennials

### **Three Spider-Men. One loyal generation:**

Tobey. Andrew. Tom. Millennials followed all of them – and they're still here, older, more affluent and with the purchasing power to match.

## PG-13

### **The whole family in the room:**

Spider-Man is emotional, spectacular and clean enough for an evening out with older kids. One decision. Every generation covered.





# NO WAY TO LOOK AWAY

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

No skip. No scroll. No second screen. Cinema is one of the few media environments that removes most competing distractions 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 underinvesting 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.



THANK

YOU

