



MOTIVATE VAL MORGAN

Presents

THE BIG SCREEN BRIEF

SUPERGIRL

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



**SHE DIDN'T COME TO
EARTH TO PLAY IT SAFE.**

Neither should your Media Plan.

Star Power

Milly Alcock leads as Kara Zor-El, with Jason Momoa joining the DC Universe as Lobo. Together, they give the film immediate fandom appeal and strong opening-weekend pull.

A Major DC Milestone

This is the first Supergirl film in over 40 years and the first time GCC audiences will see Kara lead on the big screen. It is a major new chapter.

Origin Story

The film is based on Supergirl: Woman of Tomorrow, one of the most acclaimed DC comic runs in recent years. That gives the release credibility beyond franchise familiarity and positions it as a story with real cultural weight.

Built for Premium Cinema

With its interstellar scale, emotional arc, and premium visual treatment, Supergirl is the kind of title built to perform best in the theatrical environment, where spectacle and storytelling work at full force.



WHY THE REGION IS READY FOR KARA

DCU Already Landed

Superman (2025) drew 574K+ admissions across the MVM circuit. The DCU universe is established. The audience is warm and waiting for the next chapter.

Peak Summer Window:

Supergirl opens 25 June – the heart of the GCC's highest-attendance season. Saudi cinema admissions surged 29.94% month-over-month in summer 2025. This is when the region goes to cinema.

Superhero = Box Office:

Superhero titles are the GCC's most reliable genre year after year. Regionally, superhero films consistently rank among the top 5 highest-grossing titles each year. On average, superhero films deliver around 350K+ UAE admissions.

Milly Alcock and Jason Momoa: Pre-sold to MENA:

House of the Dragon gave Milly Alcock strong visibility across the region on OSN and streaming, while Jason Momoa already carries deep franchise recognition with GCC audiences. Together, they bring both freshness and familiarity to Supergirl, helping the film arrive with an audience that already knows, follows, and is ready to show up on opening weekend.

Rising Female Audiences:

The GCC's fastest-growing cinema demographic. Supergirl is the first female-led DCU film – and they have been waiting 40 years for Kara to have her own story.



TARGET AUDIENCE ALIGNMENT

Super Strength Affluent Viewers

60–70% of premium GCC cinema-goers are in the top income quintile. These are Supergirl's opening-night crowd – and your ideal buyers.

Invulnerability Guaranteed Attention

No scroll. No skip. No rival ads. 70%+ of audiences arrive 15 minutes early. Cinema is the one medium where your message stands alone.

Flight Female Audiences

As the first female-led DCU film, Supergirl broadens the audience mix and creates stronger appeal among women who are increasingly shaping theatrical demand across the region

Super Speed Influencers & First Movers

Momoa + Alcock = enormous social reach. Blockbuster opening weekends concentrate trendsetters. Your brand gets there first.

Heat Vision IMAX & Premium Seekers

Premium format audiences are the highest spenders in the room. Supergirl's interstellar visuals were built to burn on the biggest screen.



CINEMA IS BACK IN ITS HERO ERA IN 2026

Cinema just had its best start to a year since before the pandemic.
Summer is its highest peak. Supergirl opens at the top.

\$6.2B

Q1 2026 global box office

The highest since 2019 – and +19% ahead of the same period last year. 2026 cleared every single year this decade, including the pandemic recovery years.

\$1.95B

March 2026 alone

The second-best March of the entire decade, up +31% on a year ago. Cinema is not recovering. It is surging.

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Consecutive months of growth

The domestic market has grown year-on-year for four straight months – a streak that didn't exist six months ago. And summer hasn't started yet.



CINEMA GIVES YOUR BRAND SUPER POWERS



Full - Funnel

Metrics Moved

Cinema captures audiences when attention is at its peak and mindset is receptive. That's where brand impact compounds. Awareness builds. Perception shifts. Consideration increases. Intent strengthens. Messages don't just reach people here – they stay with them.



Zero

Adjacency Risk

Cinema gives brands a premium, controlled content environment. No unpredictable feed, no compromised context, and no algorithm deciding what sits beside your message.



78%

Arrive Happy

Cinemagoers are in a great mood before a single frame plays. Happy audiences recall brands better, trust messaging more, and act faster. You are not interrupting their evening. You are part of their treat.



Full

Sight, Sound & Scale

Cinema is the only advertising environment built for long-form storytelling. Full sight, full sound, supersized motion. Stories land differently in the dark. Brands that show up here are remembered differently.



At Scale:

MVM Advantage

MVM enables brands to plan and scale campaigns across the GCC, reaching audiences market by market with precision. Powered by CinePlan and CineMeasure, you can identify priority audiences, select the right locations, and optimise campaigns for stronger, measurable results.



A promotional image for the movie 'Supergirl: Woman of Tomorrow'. It features the character Supergirl in her blue and red suit, holding a pair of black sunglasses. The background is dark with blue and red lighting. The text 'Thank You' is written in a large, white, cursive font with a red outline, overlaid on the image.

Thank You

With Supergirl on the big screen, this is more than an advertising opportunity.

It's a chance to embed your brand in the cultural moment the
GCC has been waiting 40 years for.

