



MOTIVATE VAL MORGAN
PRESENTS

THE BIG SCREEN BRIEF

THE ODYSSEY

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

THE EVENT

Not every film is an event. This one has been one since the day it was announced.

THE NOLAN EFFECT

Nolan is the closest thing cinema has to a guaranteed event. Coming off *Oppenheimer*'s Best Picture win and seven Oscars, his name alone moves tickets. Every film since *The Dark Knight* has opened to cultural moment status — not just box office.

BUILT FOR THE BIGGEST SCREEN ONLY

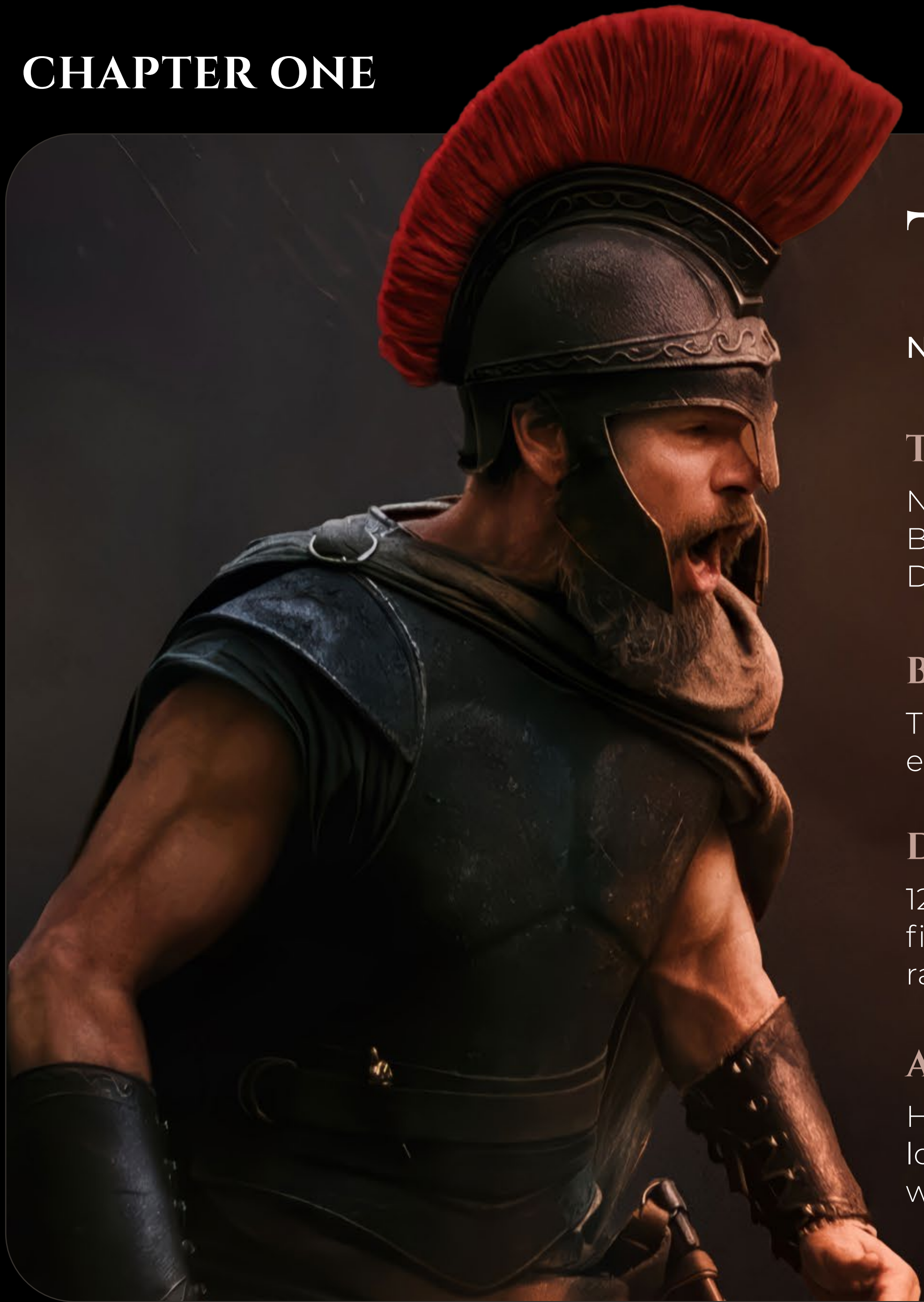
The first film ever shot entirely on new IMAX 70mm cameras. The film physically cannot be experienced the way it was made anywhere except a cinema.

DEMAND THE NUMBERS DON'T LIE ABOUT

121 million trailer views in 24 hours — per *TheWrap*, more than double *Oppenheimer*'s first-day total. Select IMAX 70mm screenings went on sale a full year early and sold out rapidly. Pre-release demand with no recent parallel.

A STORY THE WHOLE WORLD ALREADY KNOWS

Homer's *Odyssey* is 2,700 years old and taught across every culture. Themes of homecoming, loyalty, and endurance against impossible odds resonate here as deeply as anywhere in the world — and the cast extends the reach to every generation.



THE MOMENT

A great film at the wrong moment is a missed opportunity. The *Odyssey* arrives at exactly the right one.

THE INDUSTRY

Gower Street Analytics projects 2026 global box office at \$35 billion, explicitly naming new Christopher Nolan titles as part of the industry upside. Cinema's recovery is structural. The audience came back and stayed.

THE CALENDAR

The *Odyssey* opens in July — the heart of peak GCC cinema season. Summer is the highest-footfall period in the region, with no comparable prestige title competing for the same adult audience in that window.

THE STORY

Homer's Mediterranean — the sea routes, the ancient civilisations, the themes of homecoming and perseverance — is the shared heritage of the Arab world's classical imagination. This story has a natural regional resonance.

THE CAST

Matt Damon (35–50), Tom Holland and Zendaya (Gen Z), Hathaway and Theron (premium female), Pattinson and Nyong'o (cinophile). One film. The full room. A multi-generational convergence rare for any single title.





THE ROOM

Premium. Adult. Culture-engaged. In the market before opening day.

HIGH-VALUE BUYERS

ECONOMICALLY ATTRACTIVE

Upper-income adults are materially more likely to attend cinemas — and frequent moviegoers skew more affluent than they did five years ago. Event-cinema buyers are not simply reachable. They are the right room.

THE NOLAN AUDIENCE

CRAFT OVER NOISE

Nolan's audience indexes strongly on news, science, travel, and culture. They respond to intelligence, craft, precision, and status. They are less likely to reward flippant or obviously opportunistic creative. This matters for how you show up.

MALE AT LAUNCH

BROADENS WITH BUZZ

Nolan's biggest titles launch with a strong men-over-15 profile, then broaden materially once the cultural conversation starts. Oppenheimer is the proof. The Odyssey's ensemble cast accelerates that crossover.

BRAND FIT ROUTES

WHERE YOU BELONG

Journey & navigation (auto, travel, telco). Epic craft & status (luxury, watches, fashion). Cunning over chaos (tech, finance). Homecoming & reward (FMCG, QSR). Survival & endurance (health, sport, wellness).

THE ATTENTION

Video reach is everywhere. Real attention is not. Cinema is the one place the two consistently meet.

97%

Cinema ads watched
vs 38% TV / 35% CTV

4-7x

Higher attention vs
all video channels

+50%

Ad recall lift(DCM
campaign databank)

+38pts

Product awareness
(MVM — BYD SHARK)

+26pts

Purchase intent
(MVM — BYD SHARK)

THEY CAME. THEY SAT. THEY PAID ATTENTION

Cinema is a controlled, premium environment. No competing feeds, no algorithm-chosen neighbours.

ONE BIG SCREEN. EVERY METRIC

Awareness, favourability, consideration, and intent move simultaneously. Not optimised for a single metric — the entire funnel, lifted in one buy.

THE POWER OF POSITIVITY

Cinemagoers arrive in a great mood before a single frame plays. Happy audiences recall brands better, trust more, and act faster. You are part of their treat.

FULL SIGHT, FULL SOUND, FULL FOCUS

The scale and sensory impact of cinema hard-wire brand memories more effectively than any other screen. This is what it means to really land.

THE NETWORK

Cinema earns the attention. MVM delivers it with precision

LARGEST REGIONAL NETWORK

Premium theatres across the GCC, Egypt, and Lebanon. The widest cinema advertising reach in the Middle East — bringing The Odyssey's audience within reach of your brand across every key market simultaneously.

CINEPLAN — HYPER-TARGETED INVENTORY

Target by demographics, income groups, geography, and film genre. Admission-based buying. On-screen and off-screen formats. Precision at the scale only the region's largest network can offer.

PROVEN ACROSS EVERY CATEGORY

We have delivered campaign results across every major advertiser category in the region. We know this audience and we know how to reach them.

CINEMEASURE — POST-CAMPAIGN PROOF

Proprietary measurement. Real audience data. Post-campaign brand lift through our research partnerships, including InsightzClub by Moving Walls. You don't just spend — you see what it did.



THE IMAX INTERLUDE


A man in a Roman-style helmet and armor stands on a rocky path in a stormy sea. The scene is dramatic, with waves crashing on either side and a bright light source in the background.

THE BIGGEST SCREEN GETS THE BIGGEST BELIEVERS

Across the region, 20 IMAX screens will bring The Odyssey to audiences at its most powerful scale.

With MVM's Follow-a-Movie package, your brand follows the film across every screen playing the title, including IMAX screens.

When the audience chooses the biggest version, your brand is already there.

A large wooden Trojan horse is the central focus, set against a dramatic, fiery background of orange and yellow light with falling sparks. The horse is positioned in the center, facing right. The overall mood is one of intense action and historical significance.

THANK

YOU

THE GREATEST STORY EVER TOLD.

THE GREATEST LIVING EVENT FILMMAKER.

THE MOST ATTENTIVE ROOM IN MEDIA.