



MOTIVATE VAL MORGAN

Presents

THE BIG SCREEN BRIEF

TOY
STORY
5

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

THE ONLY FILM WHERE THE PARENT LOVES IT AS MUCH AS THE CHILD

The only film where two generations arrive equally invested.

1995

The beginning of the relationship.

This is where today's parents first met these characters – at a time when stories like this shaped how they saw friendship, loyalty, and growing up. That connection has lasted decades.

2010

The moment the relationship matured.

Toy Story 3 met audiences as they were growing up – and reflected it back to them. What started as childhood entertainment became something more personal: a story tied to identity, change, and letting go. That's when this audience stopped being passive fans and became emotionally invested.

2026

The moment that connection is passed on.

The same audience now returns as parents – introducing a story they trust, to someone who's experiencing it for the first time. That creates a rare dynamic: memory and discovery, happening side by side.



MOST CINEMA AUDIENCES CHOSE A FILM. THIS ONE ARRIVES WITH 30 YEARS OF FEELING BEHIND IT.

For brands, that means attention with emotional context

They arrive emotionally ready

The audience is already leaning in. Toy Story 5 benefits from decades of affection, repeat viewing, merchandise, family rituals, and cultural memory.

Emotion amplifies every touchpoint

That emotional state doesn't just benefit the film. It enhances how people experience, interact with, and remember every brand present – whether seen on screen or encountered in the space.

Your brand lives across this emotional cinema journey

From foyer to seat, this is a controlled, distraction-free space with extended dwell time. On screen, your message plays at peak attention. In-cinema, your brand can show up through activations, sampling, branded spaces, and experiences that become part of the outing itself.





WHY CINEMA DELIVERS FOR BRANDS

In every other medium, you're fighting for attention that belongs to something else. In cinema, the audience paid to sit still. There is nowhere else for them to be.

97% cinema ads watched vs 38% TV / 35% CTV

4-7x higher attention vs. other video environments

+50% ad recall lift DCM campaign databank

+38pts product awareness MVM – BYD SHARK, UAE

86% campaign memorability among cinema-exposed audiences

Source: NCM x Lumen, Cinema Attention Study, 2023, DCM Centre of Attention, Differentology brand uplift databank, 54 campaigns, Motivate Val Morgan x Insightz Club 2025 BYD Brand Lift Study

MOTIVATE VAL MORGAN ADVANTAGE



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Accross 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.





Be part of the moment they'll remember.

THANK YOU

