

**ELAN Media**

إعلان ميديا

# **CINEMA ADVERTISING ENGAGE YOUR AUDIENCE EMOTIONALLY!**

2018 Media Kit

[www.elan.qa](http://www.elan.qa)



**Deliver your message to a Captive Audience**  
**The only advertising that you cannot skip!**



# Make your brand memorable



# 57%

Feel that they **took more notice** of the ads shown at the cinema than those seen on TV or in a magazine, or heard on the radio, finding these ads **captivating, engaging, unique and having an appealing “movie” quality**



# 360-degree Marketing Environment...

A Unique and Uncluttered environment combining on- and off-screen communication to get your message across, increase awareness, and attract new customers



# Where there is no limit to Creativity

The creative campaign for the launch of FOX Crime in the US generated unprecedented impact

[Click here to watch the video](#)



A photograph of a cinema audience from the back of the theater, looking towards a large screen. The screen displays white text on a dark background. The theater is dimly lit with blue ambient lighting.

# **Cinemas offer highly targeted communication opportunities**

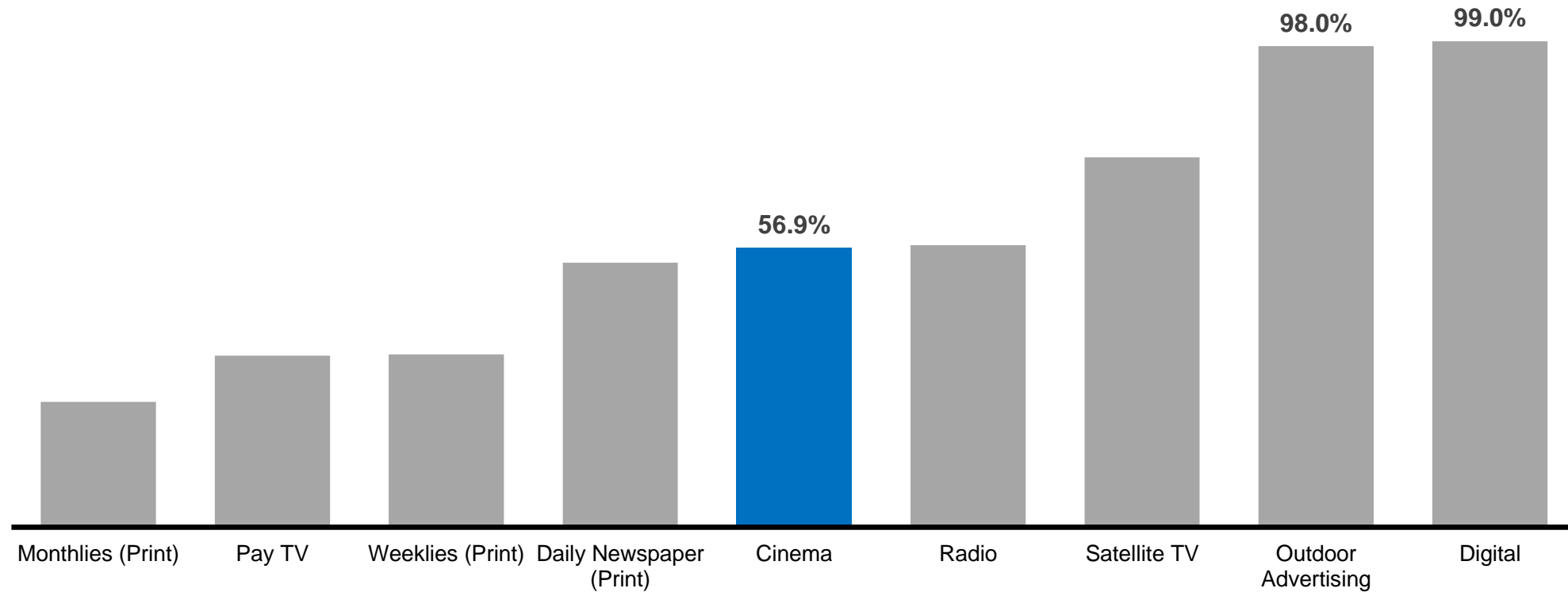
**Affluent, Educated audience**

**Targeted demographics by movie, by experience**

**Geographic targeting**

# Cinemas reach more than half the population of Qatar

Reach by medium in Qatar



Source: TGI Qatar 2017

# Highly sought-after audience

Those who go to the cinema represent:



**62%**  
Of Qataris



**72%**  
Of the 15-24  
years old



**41%**  
Live in a Single  
House / Villa



**62%**  
Have a university  
degree

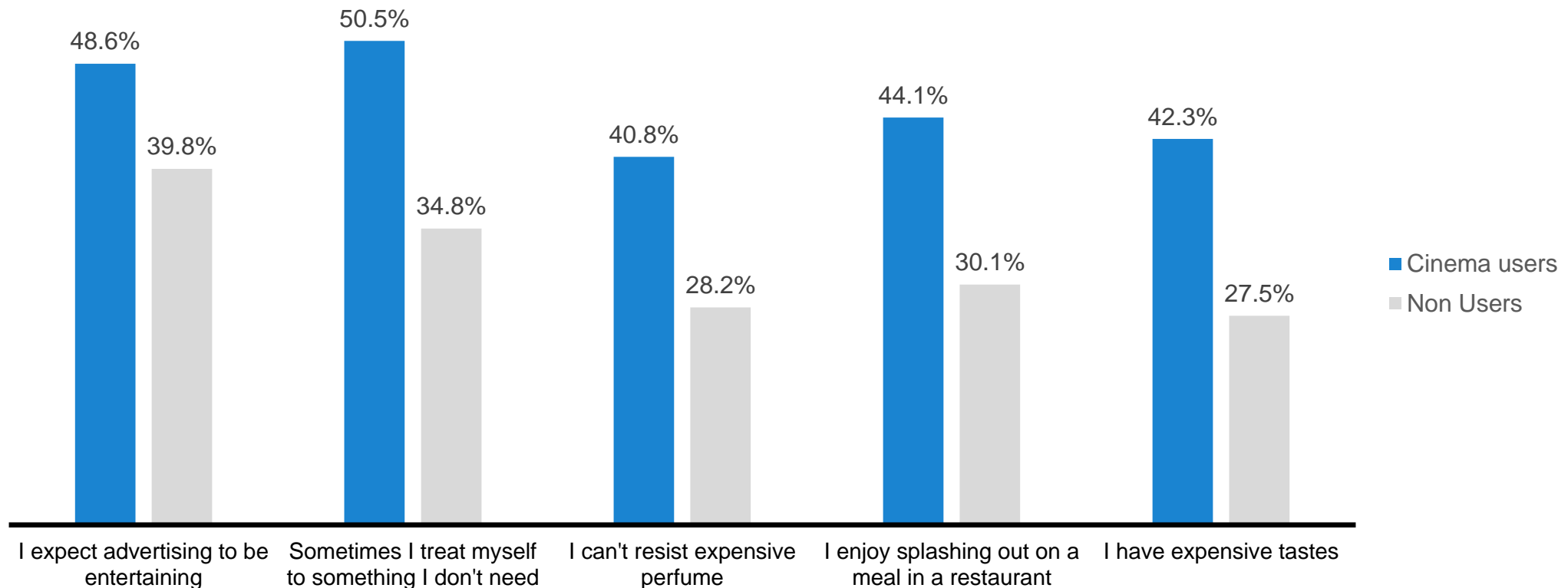
And 26% are below 24  
years old

Source: TGI Qatar 2017



# Cinema goers enjoy advertising and are more likely to make impulsive purchases!

Psychographics of cinema goers vs. non-users in Qatar



Source: TGI Qatar 2017

# ELAN Media offers a Unique Network of Cinemas to reach multiple audience profiles

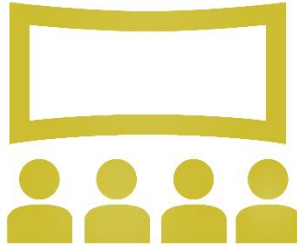


**Two cinema brands reaching over 10M consumers per year**

# We deliver massive coverage across Qatar



**22 locations**



**192 screens**



**30,000+ seats**



**8 cinemas**

**80 screens**

**13,470 seats**



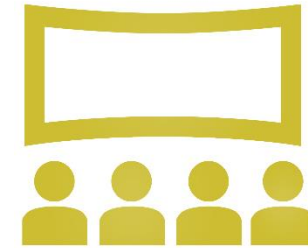
# The most innovative cinema brand in the region

**6M**

Visitors per year



20 locations



140 screens

## A Wealth of Immersive Experiences





Luxury cinema experience with private VIP lounge, personal butler service, fine-dining menu, and fully-reclining, automated seats.







The ultra-exclusive experience with private suite, 4-course fine dining meal and personal butler to indulge in the most extraordinary cinema experience in the region







The most immersive cinema experience in the world, bringing the most intense colour, contrast and sound you could possibly encounter in a theatre.







**NOVO**

novo  
cinemas | **MX4D**

Immersive cinema at its best with the total sensory experience of MX4D® Motion EFX Theatre. A unique environment that allow you to “feel” the movie’s jolts and pokes, the wind and water, and even the scents.

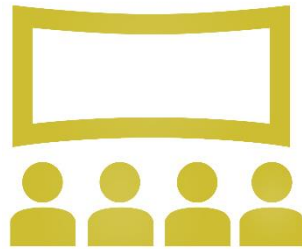


**3M**

Visitors per year



5 locations



46 screens

## Wide coverage in Qatar

- 📍 Doha City Center Mall
- 📍 Villagio Mall
- 📍 Gulf Mall
- 📍 Al Khor Mall
- 📍 Asian Town





# On-screen Advertising Opportunities

**Qatar**

# Optimized Show / Ad Reel for maximum impact



**Trailers**



**Ad Reel**



**Silver Spot**

Premium position at the end of the Ad Reel



**Cinema greeting**



**Gold Spot**

Maximum attention just before the movie starts



**Movie**

# Flexible Targeting and Planning Options



## Follow a Movie

Select a movie to follow and your ad will run with that movie for as long as it is showing, no matter on which screen or on how many screens it is showing on



## Follow a Screen

Target one screen or all the screens with a specific cinema experience for your brand, e.g. IMAX, VIP, Kids...



## Follow an Audience

Let us know your target and we will design a customized plan for you to reach it efficiently



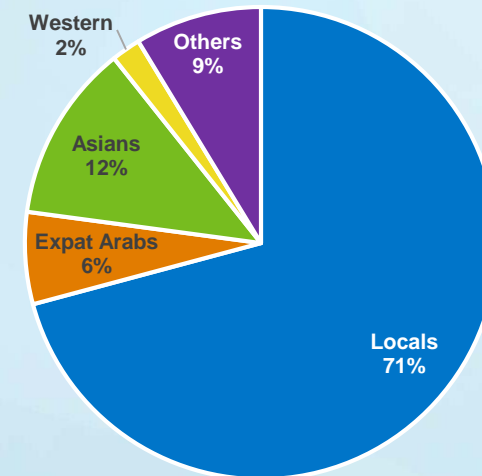


**NOVO**<sup>TM</sup>  
 novo cinemas

## Mall of Qatar

19 screens  
 7star – Majlis – IMAX – MX4D  
 3D – Regular – Bowling

### Audience profile



Source: Box Office visitor survey, Q4 2017

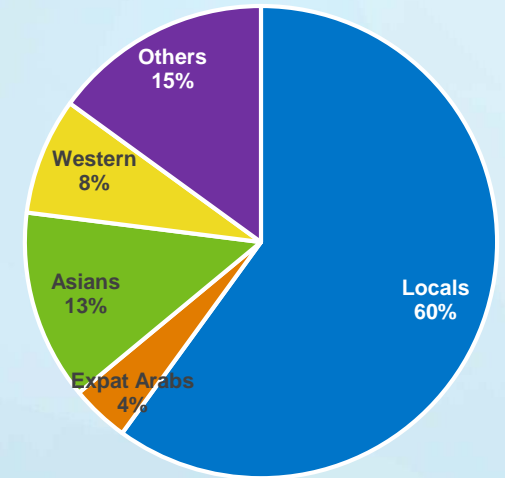




# The Pearl

10 screens  
7star – IMAX – 3D – Regular

## Audience profile



Source: Box Office visitor survey, Q4 2017

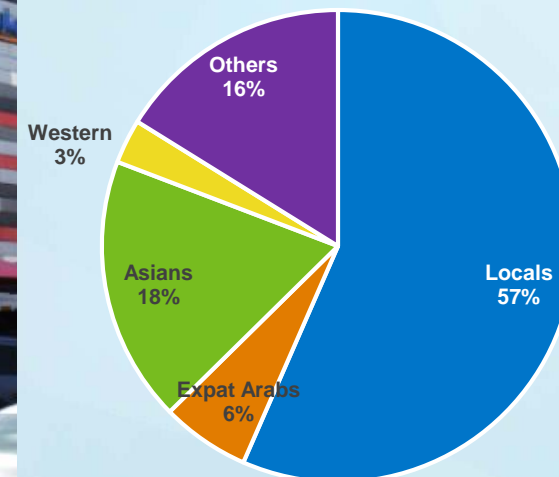


novo cinemas

## 01 Mall

5 screens  
Regular

### Audience profile



Source: Box Office visitor survey, Q4 2017



# On-screen rate card – Qatar

Mall of Qatar			The Pearl			01 Mall		
Screen	Seats	Rate (QAR)	Screen	Seats	Rate (QAR)	Screen	Seats	Rate (QAR)
1 (MX4D)	80	19,800	1	143	12,000	1	163	10,000
2	118	16,000	2	282	16,500	2	163	10,000
3	107	16,000	3	145	12,000	3	163	10,000
4 (Kids)	39	12,000	4	109	10,000	4	64	8,000
5	145	16,000	5	109	10,000	5	122	10,000
6	98	13,200	6	109	10,000			
7	98	13,200	7	109	10,000			
8	227	19,800	8	143	12,000			
9	224	19,800	IMAX	278	18,000			
10	236	19,800	7 Star	39	10,000			
11 (IMAX)	528	33,000						
12 (7 Star)	50	16,000						
13 (7 Star)	48	16,000						
14 (7Star)	49	16,000						
15 (7Star & Majlis)	55	16,000						
16	174	19,800						
17 (7Star)	51	16,000						
18 (7Star)	46	16,000						
19 (7Star)	49	16,000						

All rates based on below:		Other campaign duration		Other spot lengths	
Spot length	30 seconds	1 week	-60% discount	15 seconds	-35% discount
Campaign duration	4 weeks	2 weeks	-35% discount	45 seconds	+20% loading
		3 weeks	-10% discount	60 seconds	+40% loading

Rates for custom spot lengths and campaign duration are available upon request.  
On average 6 shows per screen, per day.



# On-screen rate card – Static Slide

Mall of Qatar			The Pearl			01 Mall		
Screen	Seats	Rate (QAR)	Screen	Seats	Rate (QAR)	Screen	Seats	Rate (QAR)
1 (MX4D)	80	6,600	1	143	4,000	1	163	3,333
2	118	5,333	2	282	5,500	2	163	3,333
3	107	5,333	3	145	4,000	3	163	3,333
4 (Kids)	39	4,000	4	109	3,333	4	64	2,667
5	145	5,333	5	109	3,333	5	122	3,333
6	98	4,400	6	109	3,333			
7	98	4,400	7	109	3,333			
8	227	6,600	8	143	4,000			
9	224	6,600	IMAX	278	6,000			
10	236	6,600	7 Star	39	3,333			
11 (IMAX)	528	11,000						
12 (7 Star)	50	5,333						
13 (7 Star)	48	5,333						
14 (7Star)	49	5,333						
15 (7Star & Majlis)	55	5,333						
16	174	6,600						
17 (7Star)	51	5,333						
18 (7Star)	46	5,333						
19 (7Star)	49	5,333						

All rates based on below:

Spot length	10 seconds
Campaign duration	4 weeks

Rates for custom spot lengths and campaign duration are available upon request.  
On average 6 shows per screen, per day.

	<b>City Center Mall</b>	<b>Villaggio Mall</b>	<b>Gulf Mall</b>	<b>Al Khor Mall</b>	<b>Asian Town</b>
<b>Description</b>	Located at the heart of the economic district in West Bay. It features a range of family entertainment activities. The cinema is located right next to the mall's large food court.	A landmark mall in Qatar, popular among locals, expats, and tourists alike.	A new mall opened in the Gharaffa area, including a wide variety of popular fashion and F&B brands.	The only cinema in the Al Khor town, and a favorite entertainment destination among its high income residents.	Located in the heart of the Asian town, this cinema is a hub for entertainment hungry Asian expats. It is surrounded by an activity center with a cricket stadium, an amphitheater, and a shopping mall & eateries.
<b>Target Audience</b>	Caters to all target groups	Caters to all target groups	Caters to all target groups	Caters to all target groups	Mainly Asians
<b>Capacity</b>	14 screens - 2,117 seats	12 screens - 2,139 seats	13 screens – 2,146 seats	3 screens - 505 seats	4 screens – 2,000 seats
<b>Experiences</b>	VIP, 3D, Regular	IMAX, 3D, Regular	VIP, 3D, Regular	Regular	Regular

# On-screen rate card – Qatar

City Center			Gulf Mall			Villaggio			Asian Town		
Screen	Seats	QAR	Screen	Seats	QAR	Screen	Seats	QAR	Screen	Seats	QAR
1	439	21,600	1 (VIP)	52	14,400	1	211	18,000	1	500	18,000
2	187	18,000	2 (VIP)	27	FOC w Scr.5	2	213	18,000	2	500	18,000
3 (VIP)	37	FOC w Scr.1	3	115	14,400	3	387	21,600	3	500	18,000
4	221	18,000	4	123	14,400	4	164	14,400	4	500	18,000
5	134	14,400	5	526	30,000	5	164	14,400			
6	184	18,000	6	172	18,000	6	164	14,400			
7	125	14,400	7	156	14,400	7	164	14,400			
8	125	14,400	8	229	18,000	8	164	14,400			
9	64	14,400	9	310	21,600	9	203	18,000			
10	125	14,400	10	123	14,400	10	98	12,000			
11	113	14,400	11	123	14,400	11	108	12,000			
12	125	14,400	12	95	12,000	12	99	12,000			
13	113	14,400	13	95	12,000						
14	125	14,400									

Al Khor Mall		
Screen	Seats	QAR
1	146	15,000
2	82	15,000
3	277	18,000

**All rates based on below:**

**Spot length** 30 seconds

**Campaign duration** 4 weeks

**Other campaign duration**

**1 week** -60% discount

**2 weeks** -35% discount

**3 weeks** -10% discount

**Other spot lengths**

**15 seconds** -35% discount

**45 seconds** +20% loading

**60 seconds** +40% loading

Rates for custom spot lengths and campaign duration are available upon request.  
On average 6 shows per screen, per day.



# On-screen rate card – Static Slide

City Center			Gulf Mall			Villaggio			Asian Town		
Screen	Seats	QAR	Screen	Seats	QAR	Screen	Seats	QAR	Screen	Seats	QAR
1	439	4,620	1 (VIP)	52	3,080	1	211	3,850	1	500	5,500
2	187	3,850	2 (VIP)	27	FOC w Scr.5	2	213	3,850	2	500	5,500
3 (VIP)	37	FOC w Scr.1	3	115	3,080	3	387	4,620	3	500	5,500
4	221	3,850	4	123	3,080	4	164	3,080	4	500	5,500
5	134	3,080	5	526	6,600	5	164	3,080			
6	184	3,850	6	172	3,850	6	164	3,080			
7	125	3,080	7	156	3,080	7	164	3,080			
8	125	3,080	8	229	3,850	8	164	3,080			
9	64	3,080	9	310	4,620	9	203	3,850			
10	125	3,080	10	123	3,080	10	98	2,567			
11	113	3,080	11	123	3,080	11	108	2,567			
12	125	3,080	12	95	2,567	12	99	2,567			
13	113	3,080	13	95	2,567						
14	125	3,080									

Al Khor Mall		
Screen	Seats	QAR
1	146	3,850
2	82	3,850
3	277	4,620

All rates based on below:

Spot length	10 seconds
Campaign duration	4 weeks

Rates for custom spot lengths and campaign duration are available upon request.  
On average 6 shows per screen, per day.

# Absolute Cinema Takeover Package

The absolute cinema advertising package, where your ad will run on ALL cinema screens in our network. Ideal for launching new products and large scale promotions.

Locations	# of Screens	# of Seats	Absolute Network takeover	Novo takeover	Cineco takeover
Novo Mall of Qatar	19	2,422	✓	✓	-
Novo The Pearl	10	1,466	✓	✓	-
Novo 01 Mall	5	675	✓	✓	-
Cineco City Center	14	2,117	✓	-	✓
Cineco Villaggio	12	2,139	✓	-	✓
Cineco Gulf Mall	13	2,146	✓	-	✓
Cineco Al Khor Mall	3	505	✓	-	✓
Cineco Asian Town	4	2,000	✓	-	✓
<b>Total screens</b>	-	-	80 screens	34 screens	46 screens
<b>Total seats</b>	-	-	13,470 seats	4,563 seats	8,907 seats
<b>Total value</b>	-	-	<b>QAR 1,257,300</b>	<b>QAR 498,900</b>	<b>QAR 758,400</b>
<b>Special Package</b>	-	-	<b>QAR 600,000</b>	<b>QAR 300,000</b>	<b>QAR 425,000</b>



All rates are based on 30seconds spot and 4 weeks campaign. Rates for custom spot lengths and campaign duration are available upon request. On average 6 shows per screen, per day.

# The “Big Screen” Network Package

A condensed version of the Absolute package, the “Communicate” package is focused on the largest screens in each location to optimize spend whilst achieving country-wide visibility

Locations	Big Screen Platinum (2 screens per location)				Big Screen Gold (1 screen per location)			
	Screen #	# of Seats	Prime network	Full network	Screen #	# of Seats	Prime network	Full network
Novo The Pearl	2 & IMAX	564	✓	✓	IMAX	278	✓	✓
Novo Mall of Qatar	10 & 11 (IMAX)	782	✓	✓	11 (IMAX)	528	✓	✓
Cineco City center	1 & 4	660	✓	✓	1	439	✓	✓
Cineco Villagio	2 & 3	600	✓	✓	3	387	✓	✓
Cineco Gulf Mall	5 & 9	836	✓	✓	5	526	✓	✓
Novo 01 Mall	5	176	-	✓	5	176	-	✓
Cineco Al Khor Mall	3	277	-	✓	3	277	-	✓
Cineco Asian Town	1	500	-	✓	1	500	-	✓
<b>Total</b>	<b>13 screens</b>	<b>4,395 seats</b>	<b>5 locations</b>	<b>8 locations</b>	<b>8 screens</b>	<b>3,111 seats</b>	<b>5 locations</b>	<b>8 locations</b>
<b>Total value</b>	-	-	<b>QAR 218,100</b>	<b>QAR 264,100</b>	-	-	<b>QAR 124,200</b>	<b>QAR 170,200</b>
<b>Special Package</b>	-	-	<b>QAR 145,000</b>	<b>QAR 155,000</b>	-	-	<b>QAR 93,000</b>	<b>QAR 120,000</b>

All rates are based on 30seconds spot and 4 weeks campaign. Rates for custom spot lengths and campaign duration are available upon request.  
On average 6 shows per screen, per day.



# VIP Cinema Package

Reach the consumers with the highest purchase power with our network of luxury 7 Star and VIP theaters across Qatar

Locations	Screens	# of Seats
Novo Mall of Qatar	7 Star (screens 12,13,14, 15,17,18,19)	374
Novo The Pearl	7 Star	39
Cineco City Center	VIP (screen 3)	37
Cineco Gulf Mall	VIP (screens 1 & 2)	79
<b>Total</b>	<b>11 screens</b>	<b>529 seats</b>
<b>Total value</b>	<b>QAR 188,000</b>	
<b>Special Package</b>	<b>QAR 145,000</b>	



All rates are based on 30seconds spot and 4 weeks campaign. Rates for custom spot lengths and campaign duration are available upon request. On average 6 shows per screen, per day.

# Follow a Movie Packages – Hollywood movies

Achieve maximum brand exposure among a large and diverse audience.

<u>Location</u>	<u>Rate per movie for 30s spot (QAR)</u>
Novo The Pearl	27,000
Novo Mall of Qatar	36,300
Novo 01 Mall	15,000
Cineco City Center	32,400
Cineco Villagio	32,400
Cineco Gulf Mall	32,400
Cineco Al Khor Mall	22,500
Cineco Asian Town	27,000

Pay for 2  
movies & get  
1 FREE

Pay for 3  
movies & get  
2 FREE



Rates for custom spot lengths are available upon request.  
On average 6 shows per screen, per day.  
Packages valid for movies purchased within the same location



# Follow a Movie Packages – Asian movies

**Ideal package for targeting Asian expats with maximum efficiency.**

<u>Location</u>	<u>Rate per movie for 30s spot (QAR)</u>
Novo The Pearl	18,000
Novo Mall of Qatar	24,000
Novo 01 Mall	12,500
Cineco City Center	21,600
Cineco Villagio	21,600
Cineco Gulf Mall	21,600
Cineco Al Khor Mall	18,750
Cineco Asian Town	27,000

Pay for 2  
movies & get  
1 FREE

Pay for 3  
movies & get  
2 FREE



Rates for custom spot lengths are available upon request.  
On average 6 shows per screen, per day.  
Packages valid for movies purchased within the same location



# Follow a Movie Packages – Arabic movies

The perfect opportunity to achieve an almost 100% Arab audience.

Location	Rate per movie for 30s spot (QAR)
Novo The Pearl	18,000
Novo Mall of Qatar	24,000
Novo 01 Mall	12,500
Cineco City Center	21,600
Cineco Villagio	21,600
Cineco Gulf Mall	21,600
Cineco Al Khor Mall	18,750
Cineco Asian Town	27,000

Pay for 2  
movies & get  
1 FREE

Pay for 3  
movies & get  
2 FREE



Rates for custom spot lengths are available upon request.  
On average 6 shows per screen, per day.  
Packages valid for movies purchased within the same location

# Follow a Movie Packages – Kids movies

Target an audience of families with animation and other movies for children.

Location	Rate per movie for 30s spot (QAR)
Novo The Pearl	27,000
Novo Mall of Qatar	36,300
Novo 01 Mall	15,000
Cineco City Center	32,400
Cineco Villagio	32,400
Cineco Gulf Mall	32,400
Cineco Al Khor Mall	22,500
Cineco Asian Town	27,000

Pay for 2 movies & get 1 FREE

Pay for 3 movies & get 2 FREE



Rates for custom spot lengths are available upon request.  
 On average 6 shows per screen, per day.  
 Packages valid for movies purchased within the same location

# Technical Specifications

## All commercials have to be delivered in digital format:

- Default JP2K 125Mbps
- Mxf packaging format: Interop
- Mxf default category: feature

## Video options:

- Video codec: JP2K FOR DCINEMA
- Maximum bitrate for HD files: 125 Mbs

## Scaling and resolution option:

- Scope : 2048 x 858 2k (full screen without masking)
- Flat : 1998 x 1080 2k

## Image sequence option:

- Frame rate: 24 fps.
- Interlaced: No
- Preserve alpha channel: No

**Copy deadline: maximum 5 days prior to transmission**

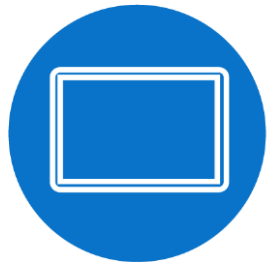


# Off-screen Sales Packages

**Qatar**

# From the moment your target steps in, till they leave the cinema!

## A Wealth of Opportunities to Reach your Audience



**LED / LCD Screens**



**Promotional booth**



**F&B**



**Tickets**



**VIP**



**Seats**



**Light boxes**

# Off-screen rate card – LED/LCD Screens



Capture the audience as soon as they step into the cinema.

Locations	# of screens	Screen Location	Loop length	Campaign Duration	Rate (30 seconds)
Novo Mall of Qatar	2 LED (3m x 2.5m)	Main lobby	5 minutes	4 weeks	QAR 70,000
Novo The Pearl	1 Video Wall (5m x 3m)	Main lobby	5 minutes	4 weeks	QAR 32,000
Cineco City Centre	4 LCD	Concessions	5 minutes		
Cineco Gulf Mall	1 Video Wall (7m x 4m)	Main lobby	5 minutes	4 weeks	QAR 59,000
Cineco Al Khor	2 LCD	Main lobby	5 minutes		



Rates for custom spot lengths and campaign duration are available upon request.  
Rates for other off-screen activations available upon request



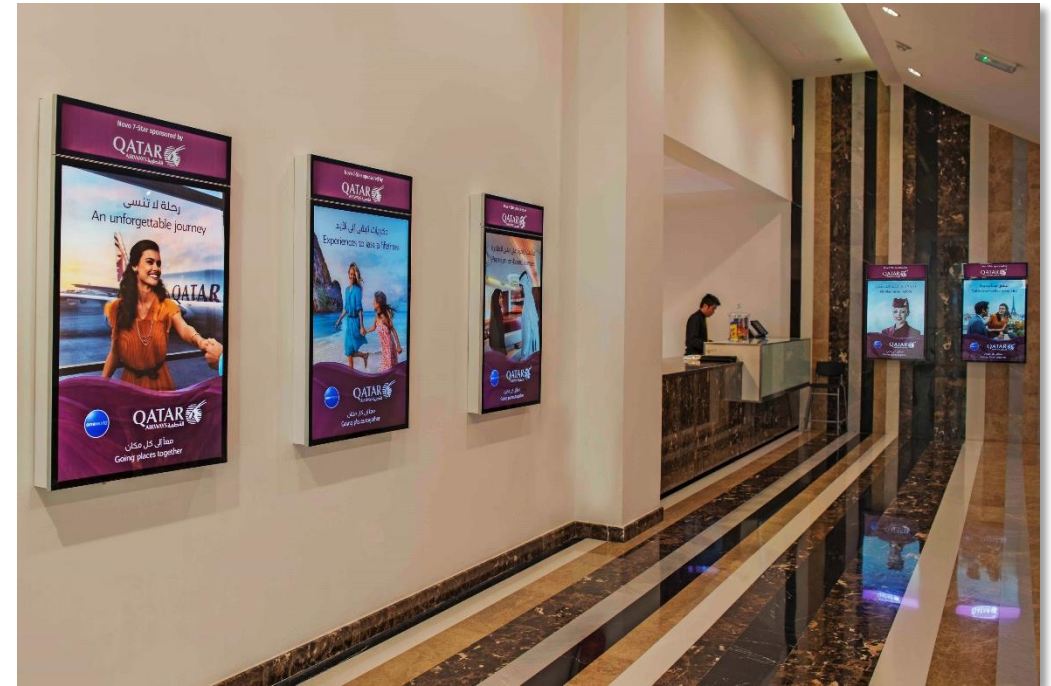
# Off-screen rate card – Lightboxes



Accompany your audience as they walk to the movie theater, and as they leave the cinema

	Locations	# of screens	Screen Location	Display time/loop	Loop length	Campaign Duration	Rate
Digital Lightboxes	Novo Mall of Qatar	5	Across cinema	15s	1m30s	4 weeks	QAR 15,000
	Cineco Gulf Mall	5	Across cinema	15s	1m30s	4 weeks	QAR 15,000
	Cineco Al Khor	4	Main lobby	15s	1m30s	4 weeks	QAR 12,000

	Locations	# of screens	Screen Location	Campaign Duration	Rate	Production
Print Lightboxes	Novo The Pearl	3	Across cinema	4 weeks	QAR 7,500	QAR 300
	Cineco City Centre	3	Across cinema	4 weeks	QAR 7,500	QAR 300
	Cineco Villagio	3	Across cinema	4 weeks	QAR 7,500	QAR 300



Rates for custom spot lengths and campaign duration are available upon request.  
Rates for other off-screen activations available upon request

# Off-screen rate card – Promotional Booths



An outstanding opportunity to interact with your audience face-to-face.

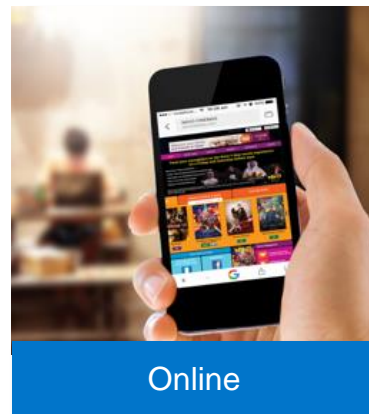
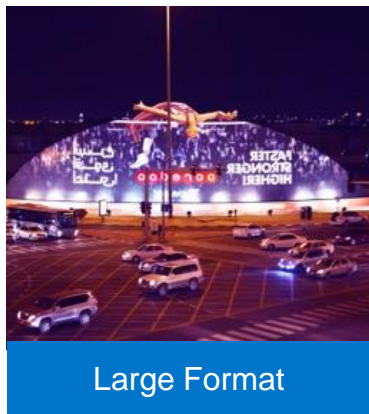
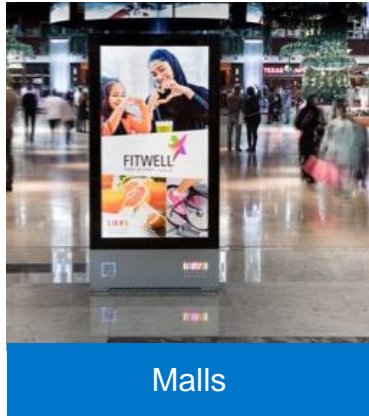
Locations	Size of the booth (W x L x H)	Campaign Duration	Rate
Novo Mall of Qatar	3x3x2.4m	4 weeks	QAR 32,000
Novo The Pearl	3x3x3m	4 weeks	QAR 32,000
Cineco Villaggio	3x3x3m	4 weeks	QAR 35,000
Cineco City Centre	3x3x3m	4 weeks	QAR 35,000
Cineco Gulf Mall	3x3x3m	4 weeks	QAR 35,000



Rates for custom spot lengths and campaign duration are available upon request.  
Rates for other off-screen activations available upon request

# Don't stop here!

## Complete the 360 for maximum exposure





**ELAN Media**

إعلان ميديا

# THANK YOU...

For further information and bookings please contact:

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