

# **JUMEIRAH ROAD, A STRATEGIC TOUCHPOINT FOR BRANDS**

MEDIA OFFER 2021

# CONTENTS

1. JUMEIRAH ROAD, THE ICONIC ROAD
2. AN AUDIENCE BASED APPROACH
3. OUR MEDIA OFFER
4. MEDIA BENEFITS & ADVERTISING PERCEPTION
5. TAKE YOUR CAMPAIGN FURTHER
6. APPENDIX



# 01

## JUMEIRAH ROAD THE ICONIC ROAD

# JUMEIRAH ROAD, AT THE HEART OF DUBAI



The most  
iconic road in Dubai



A destination for  
high-end shopping, dining &  
luxury accommodation



Reaching an **affluent audience**  
in a vibrant area of the city

# MAIN REASONS FOR VISITING JUMEIRAH ROAD

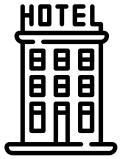


<b>60%</b> Visiting the beach	<b>59%</b> Eating / Drinking out	<b>42%</b> Shopping	<b>28%</b> Medical visits & recreational activities (Sports, Spa...)	<b>26%</b> Work /conduct business	<b>20%</b> Staying in a hotel
-------------------------------------	--	------------------------	--	---	-------------------------------------

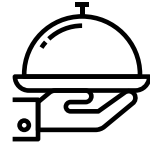


Source: Attest Study "Jumeirah Road, a survey about lifestyle & advertising perceptions", February 2021, Sample base: 250 respondents

# JUMEIRAH ROAD, THE REAL LIFE OF DUBAI



## HOTELS



## RESTAURANTS



## DESTINATIONS



## SHOPPING MALLS



## MEDICAL CENTERS & SPAS



# JUMEIRAH ROAD, THE ONLY UNCLUTTERED MEDIA TERRITORY IN DUBAI

15km of UNCLUTTERED MEDIA EXPOSURE

JCDecaux: the only media owner on Jumeirah Road

Cluttered territory:  
Various media owners in Dubai



# 02

## AN AUDIENCE BASED APPROACH



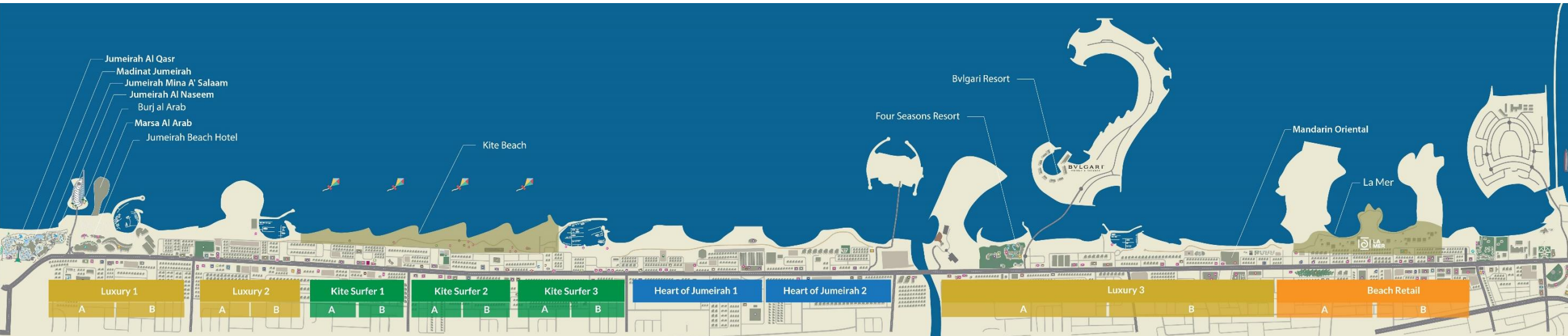


# 03

## OUR MEDIA OFFER

# JUMEIRAH ROAD - MEDIA OFFER OVERVIEW

## 9 MEDIA PACKAGES BASED ON AUDIENCE SEGMENTATION



**3 Luxury Packages**  
Targeting the  
Affluent & Demanding



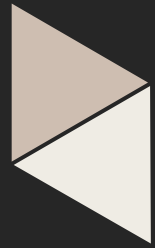
**3 Kite Surfer Packages**  
Targeting the  
Active & Tech-Savvy



**2 Heart of Jumeirah Packages**  
Targeting the  
Influential & Indulgent



**1 Beach Retail Package**  
Targeting the  
Socially Active & Spontaneous



# 03.a

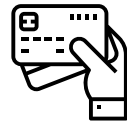
FOCUS ON  
LUXURY 1,2,3

# LUXURY 1,2 & 3 THE VALUE PROPOSAL



## A PREMIUM ENVIRONMENT

Located right by the entrance of the most high-end hotels, venues and trendy restaurants in the city.



## AN AFFLUENT & DEMANDING AUDIENCE

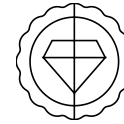
A sophisticated and demanding audience that makes no compromises on quality of products and services.

They expect the best in everything they buy and do.



## EXCLUSIVITY

in an uncluttered territory



## CUTTING-EDGE MEDIA

A highly qualitative platform for brands



# HOME TO LUXURY HOTELS



BURJ AL ARAB®  
Jumeirah



MANDARIN ORIENTAL  
JUMEIRA  
DUBAI

Jumeirah  
BEACH HOTEL

Jumeirah  
MADINAT JUMEIRAH  
DUBAI

BVLGARI  
RESORT DUBAI



FOUR SEASONS RESORT  
*Dubai at Jumeirah Beach*

Jumeirah  
HOTELS & RESORTS

- JUMEIRAH AL QASR
- JUMEIRAH DAR AL MASYAF
- JUMEIRAH MINA A'SALAM
- JUMEIRAH AL NASEEM



NIKKI BEACH  
HOTELS & RESORTS



# MAJOR PROJECTS IN LUXURY RETAIL

Upcoming projects expected to be completed by end of 2021

## Marsa Al Arab

World-class tourist destination, incorporating two islands on each side of Burj Al Arab

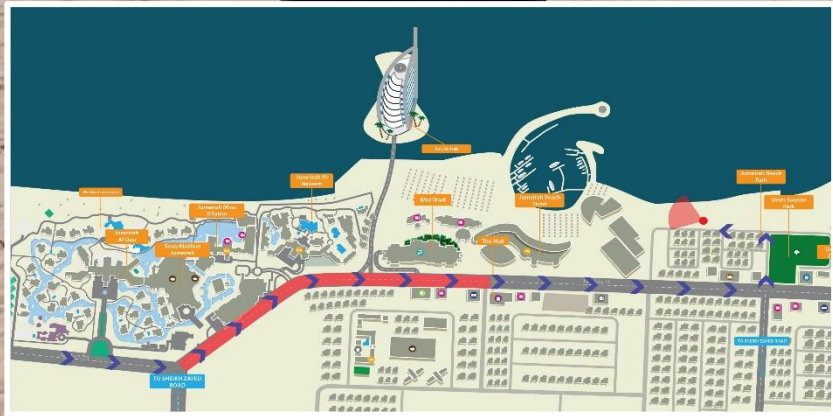


## Madinat Jumeirah Living

The first freehold luxury residential development in Madinat Jumeirah district



# BURJ AL ARAB, ON LUXURY 1A



The most popular and photographed destination in Dubai by Chinese Visitors

# HIGH-END DINING EXPERIENCES



SAL



NAMMOS



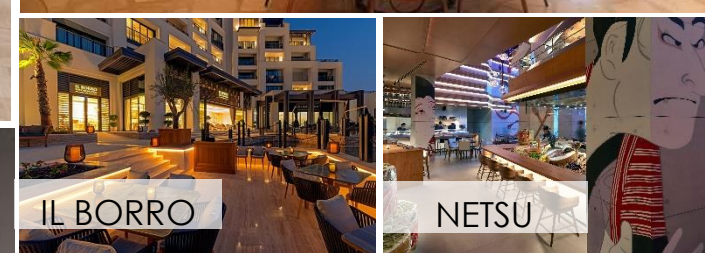
FLAMINGO ROOM



COYA



NUSR-ET STEAKHOUSE



IL BORRO



NETSU



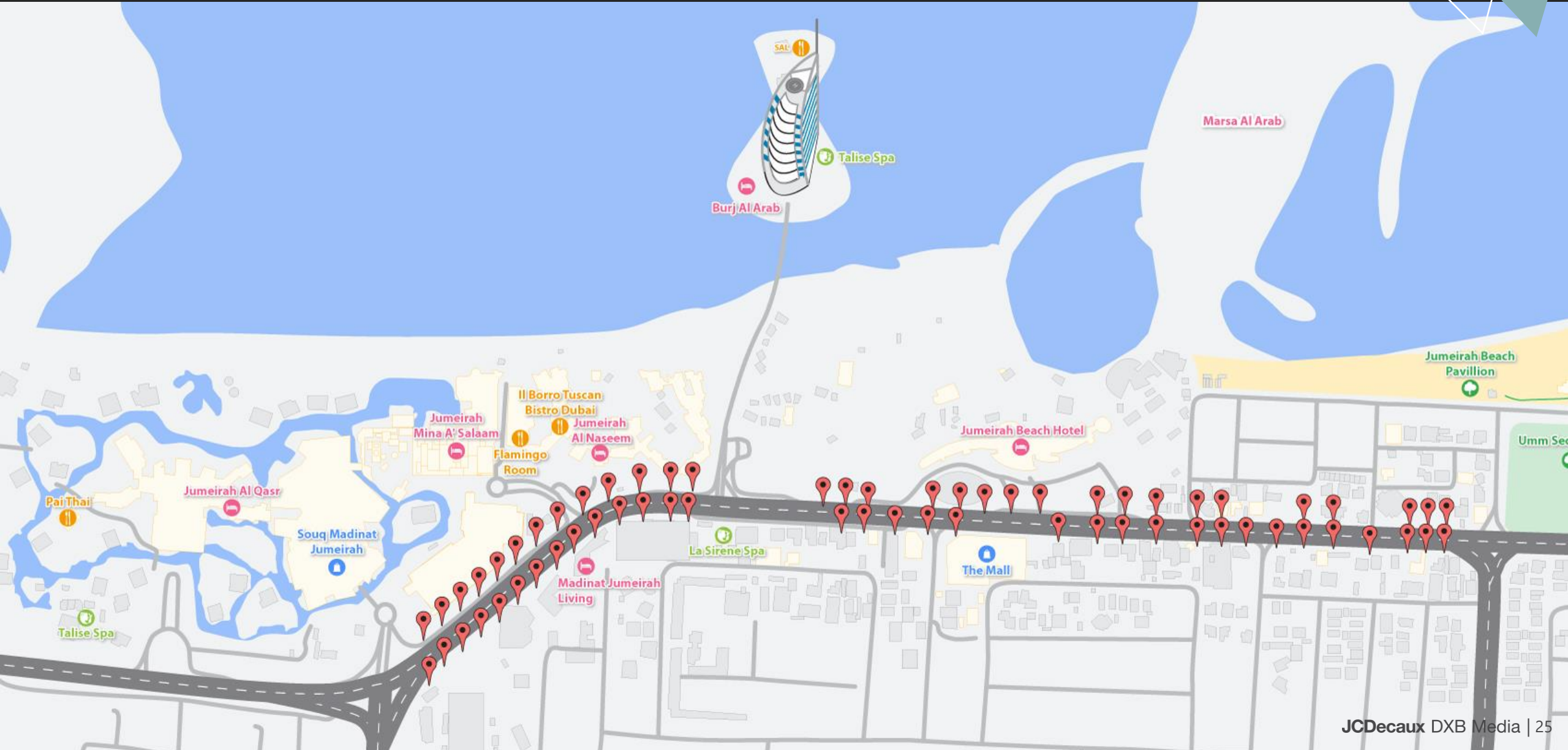
KAYTO



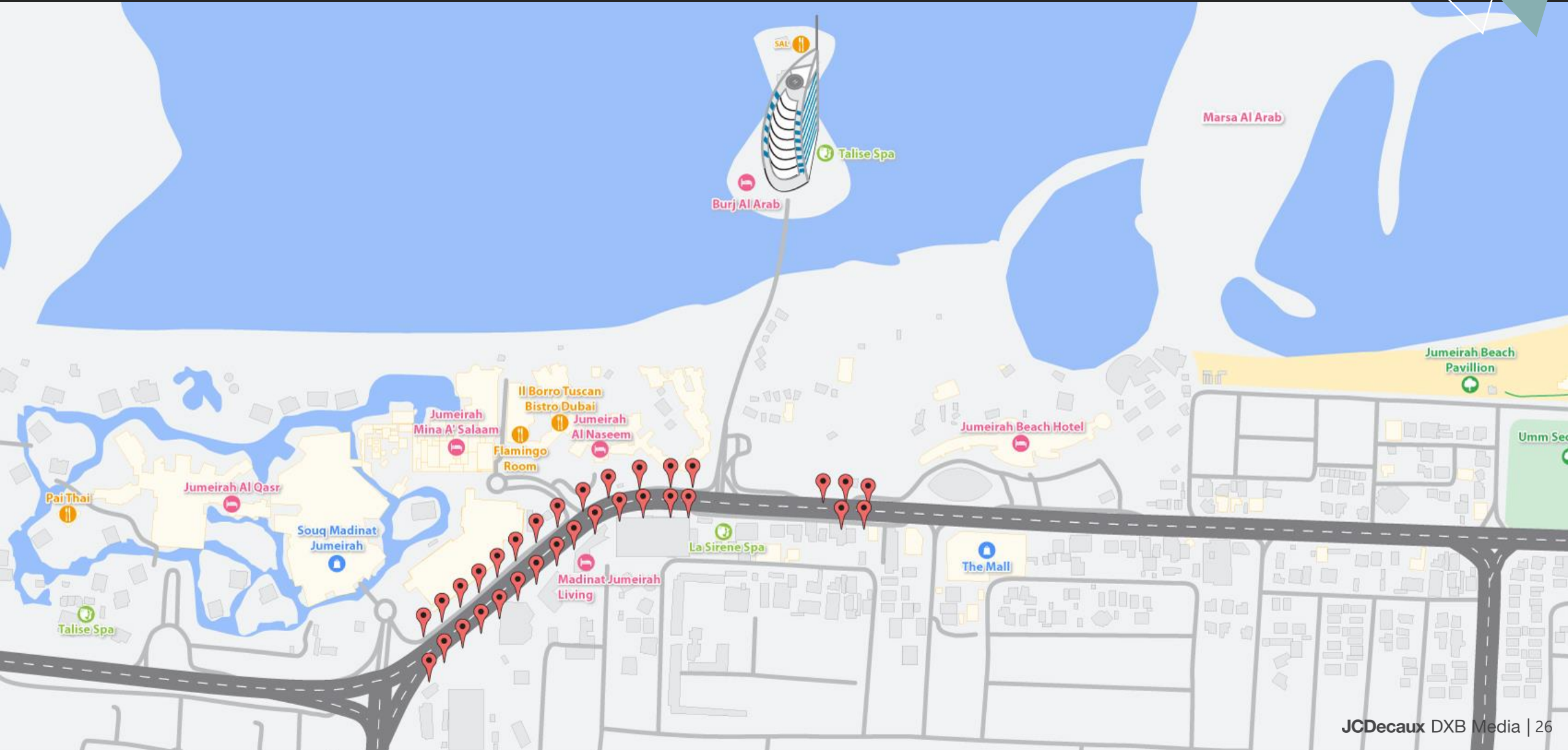
TASCA



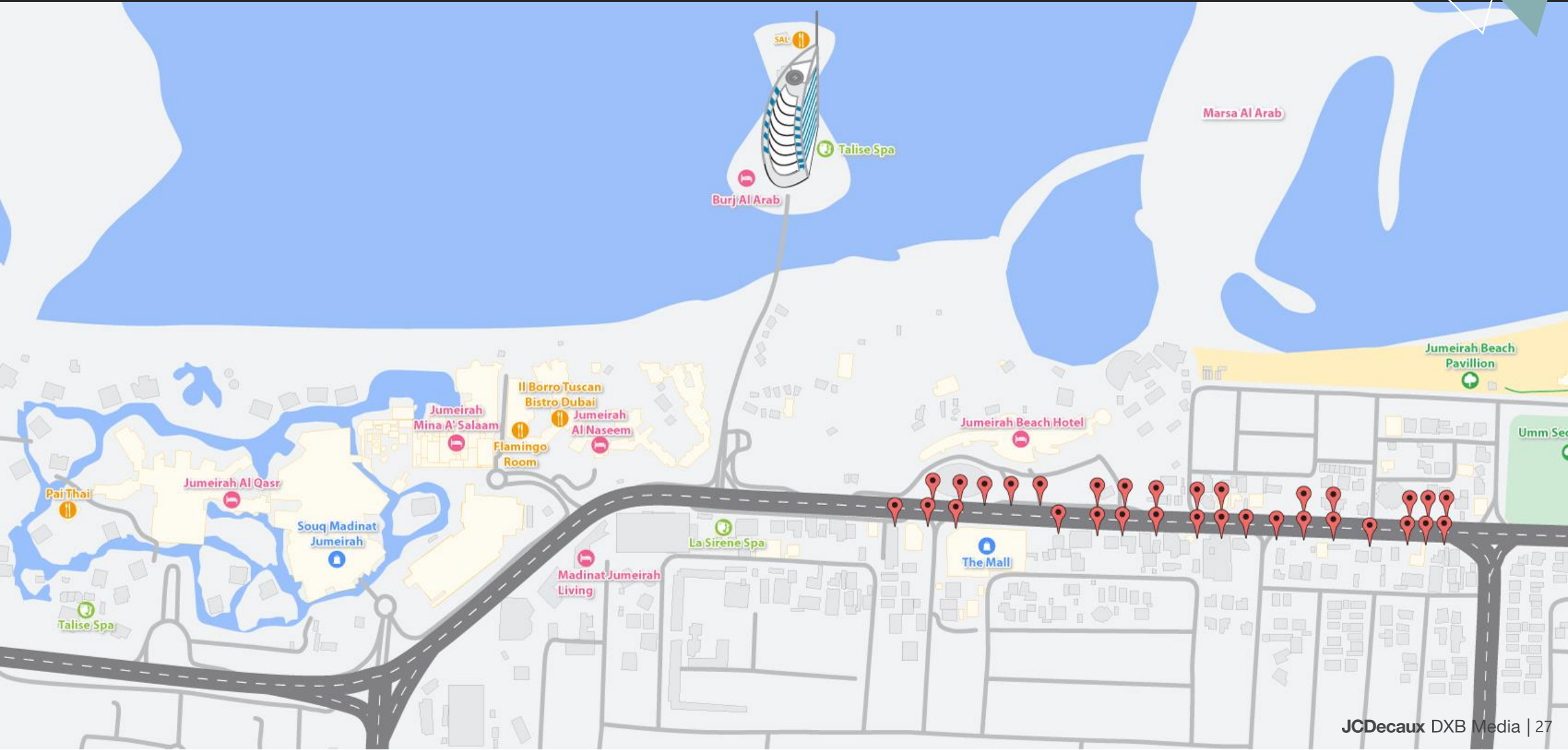
# LUXURY 1



# LUXURY 1A



# LUXURY 1B



# LUXURY 2



# LUXURY 2A





# LUXURY 3

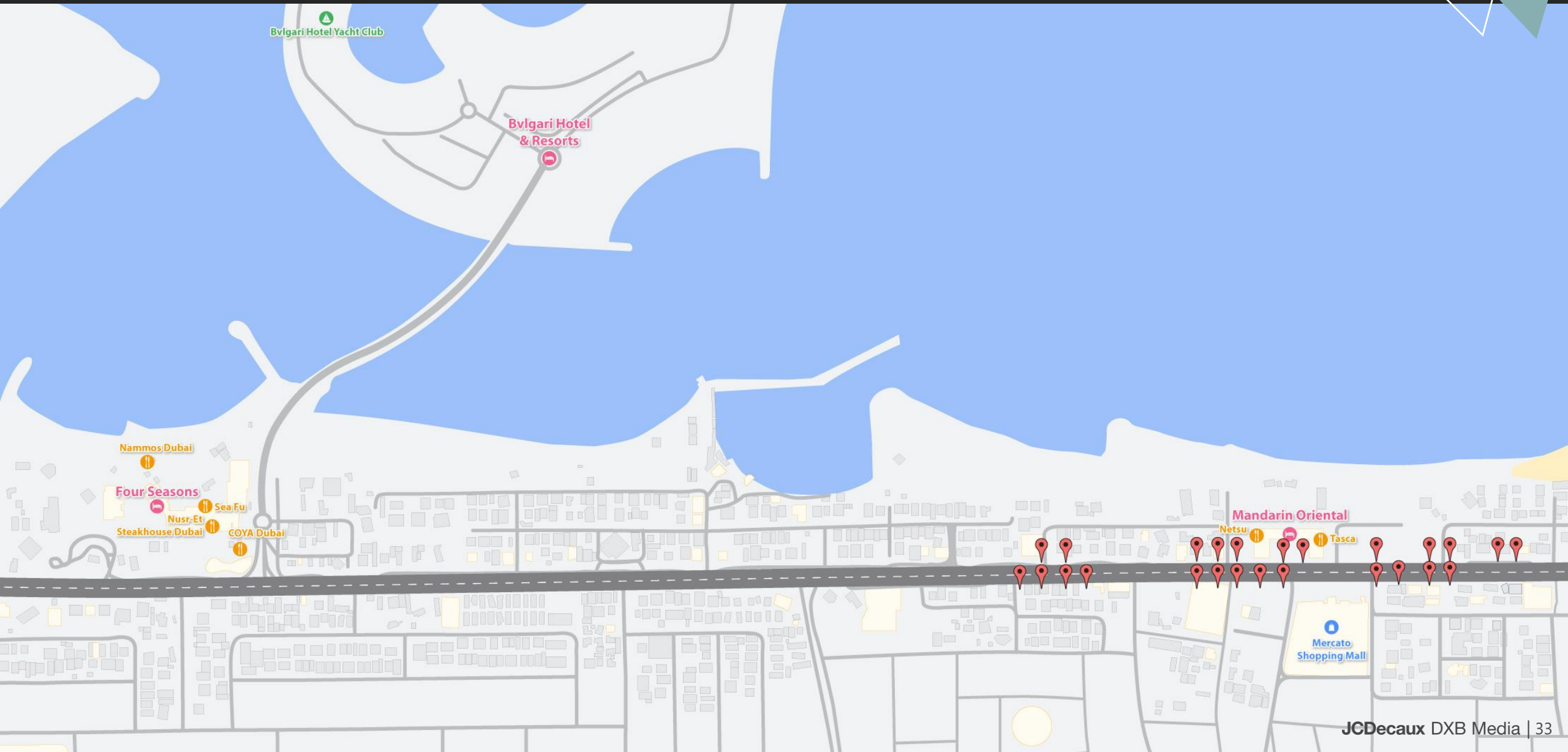


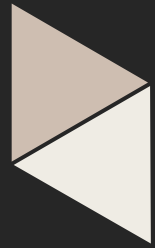
# LUXURY 3A





# LUXURY 3B





# 03.b

FOCUS ON  
KITE SURFERS

# KITE SURFER 1,2 & 3 THE VALUE PROPOSAL



## THE GATEWAY TO ENTERTAINMENT

Strategically located at the main access to Kite Beach and leisure destinations (beach restaurants, cafes...), the highest density of traffic in one of the city's most popular destination



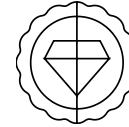
## AN ACTIVE & TECH-SAVVY AUDIENCE

A dynamic audience with an active lifestyle, health conscious, tech-savvy and socially active visiting the beach as part of their weekly routine.



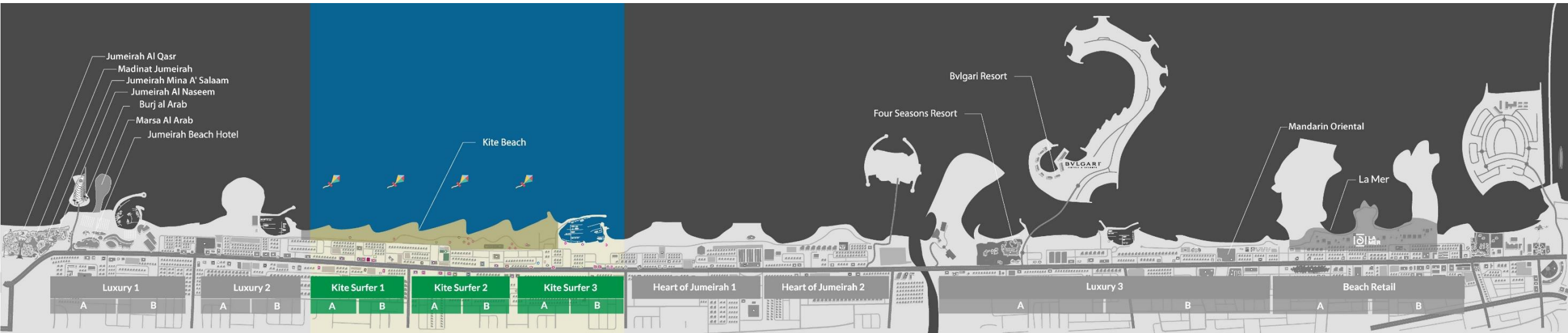
## EXCLUSIVITY

in an uncluttered territory



## CUTTING-EDGE MEDIA

A highly qualitative platform for brands



# AN AUDIENCE WITH AN ACTIVE LIFESTYLE



Which sport do you carry out on a regular basis ?

**73%**

walking & running

**36%**

ball / racket sports (basketball, baseball, tennis, badminton, cricket...)

**32%**

strength & agility sports (aerobics, gymnastics, skating, boxing, weights...)

**27%**

cycling

**25%**

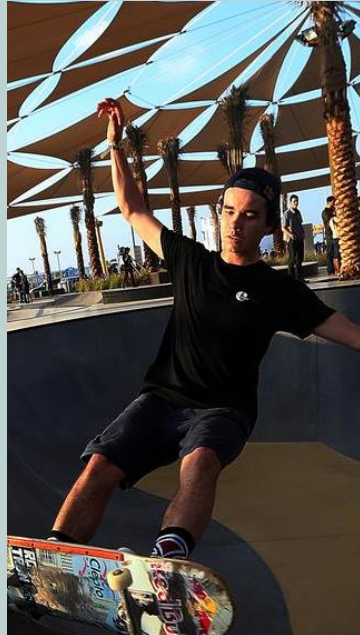
water sports (kite surf, paddle, snorkeling, diving, sailing...)

**16%**

extreme sports (hiking, mountain climbing, sky diving...)

**9%**

golfing



# AN AUDIENCE WITH AN ACTIVE LIFESTYLE

Frequency of buying sportswear

**33%**

at least once a month

**36%**

at least once in 3 months



# AN AUDIENCE WITH AN ACTIVE LIFESTYLE

**30%**

spend  
more than 6000 AED  
a year on sport items (sportswear,  
trainers etc..)

*Source: Attest Study "Jumeirah Road, a survey about lifestyle & advertising perceptions",  
February 2021, Sample base: 250 respondents*



# AN AUDIENCE WITH AN ACTIVE LIFESTYLE

**28%**

of our respondents exercise  
on Jumeirah Beach Road

*Source: Attest Study "Jumeirah Road, a survey about lifestyle & advertising perceptions",  
February 2021, Sample base: 250 respondents*



# A HIGHLY TECH-SAVVY AUDIENCE



**AED30,000**

worth of their estimated personal tech collection



**+52%**

more likely to intend to buy a smart watch



**82%**

use banking apps





# KITE SURFERS 1



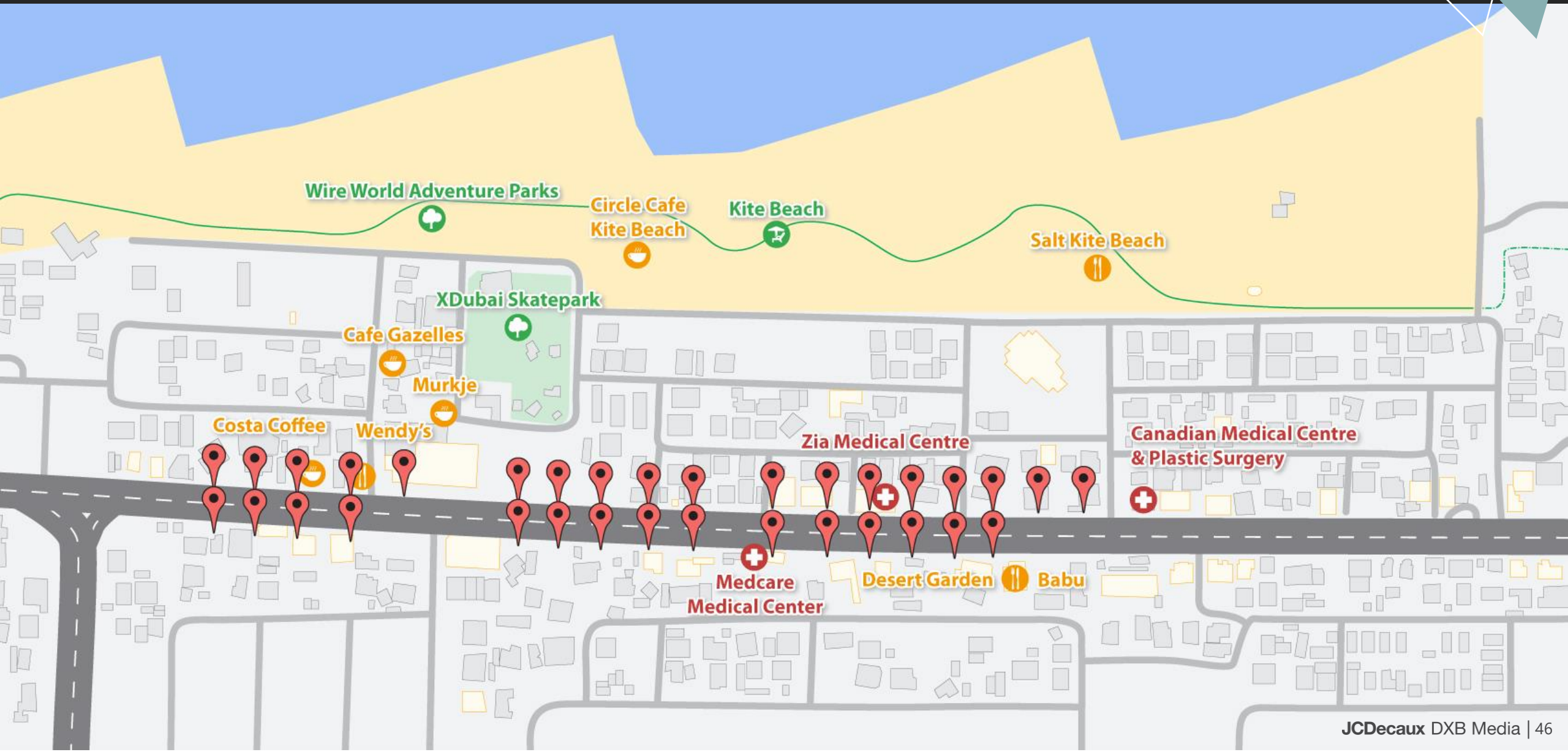
# KITE SURFERS 1A



# KITE SURFERS 1B



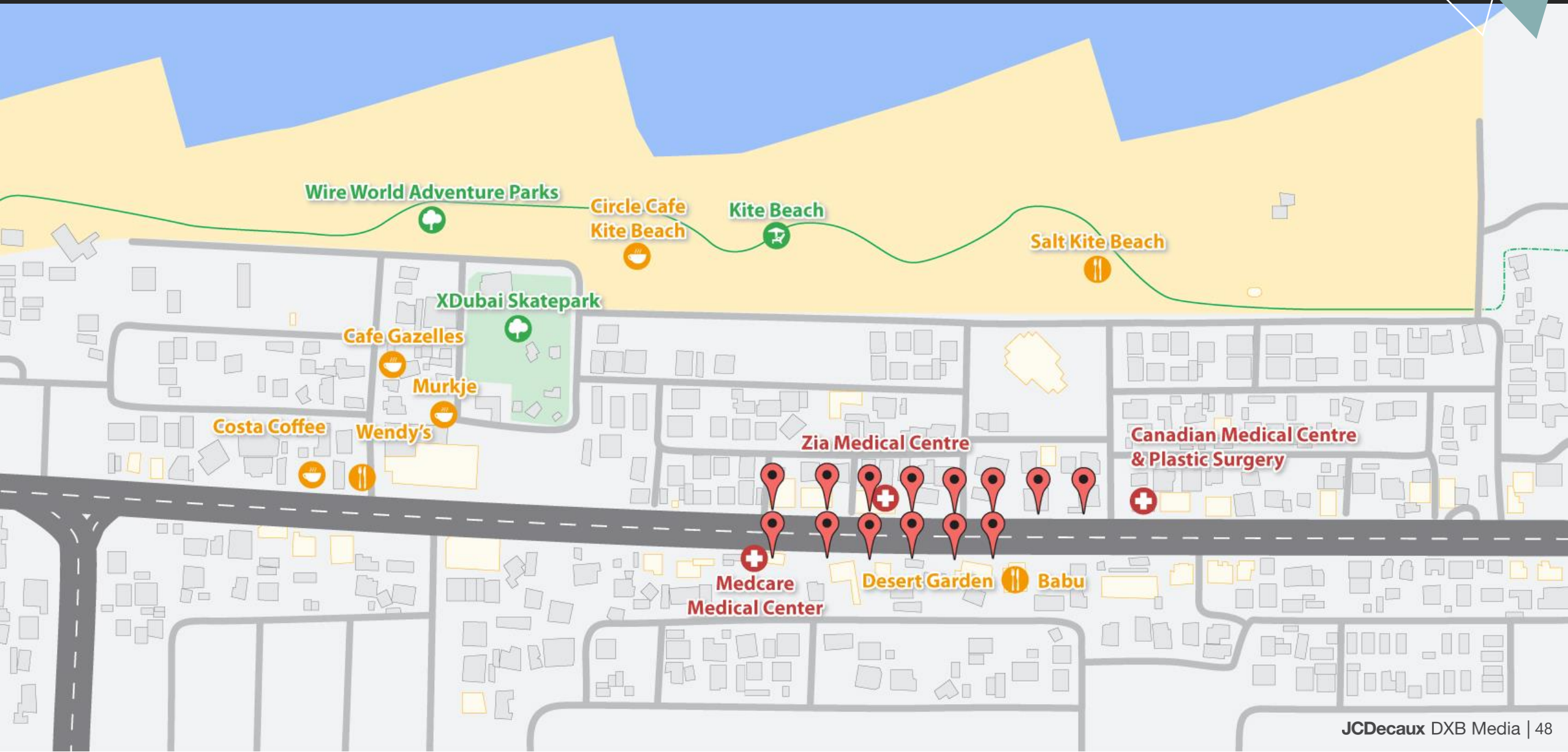
# KITE SURFERS 2



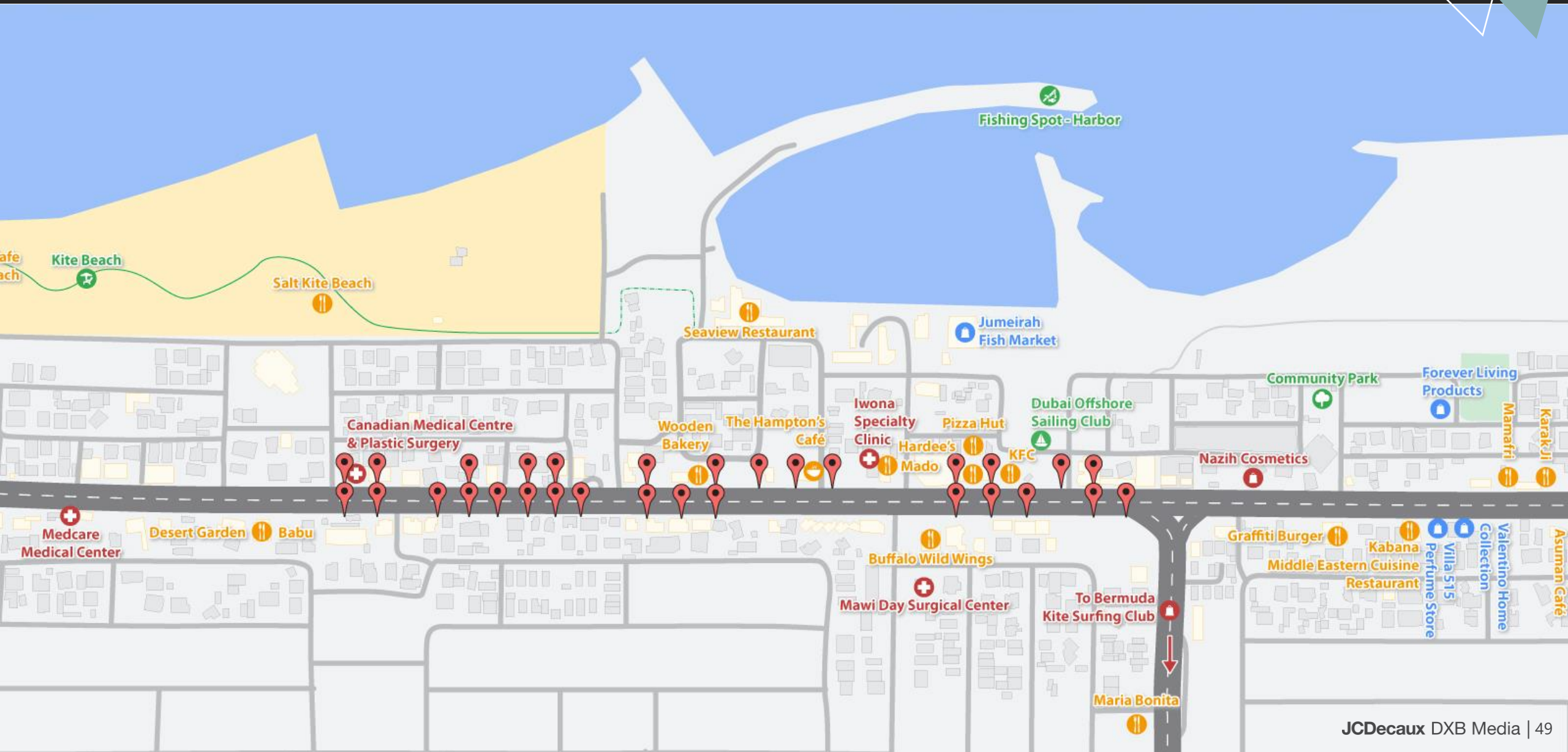
# KITE SURFERS 2A



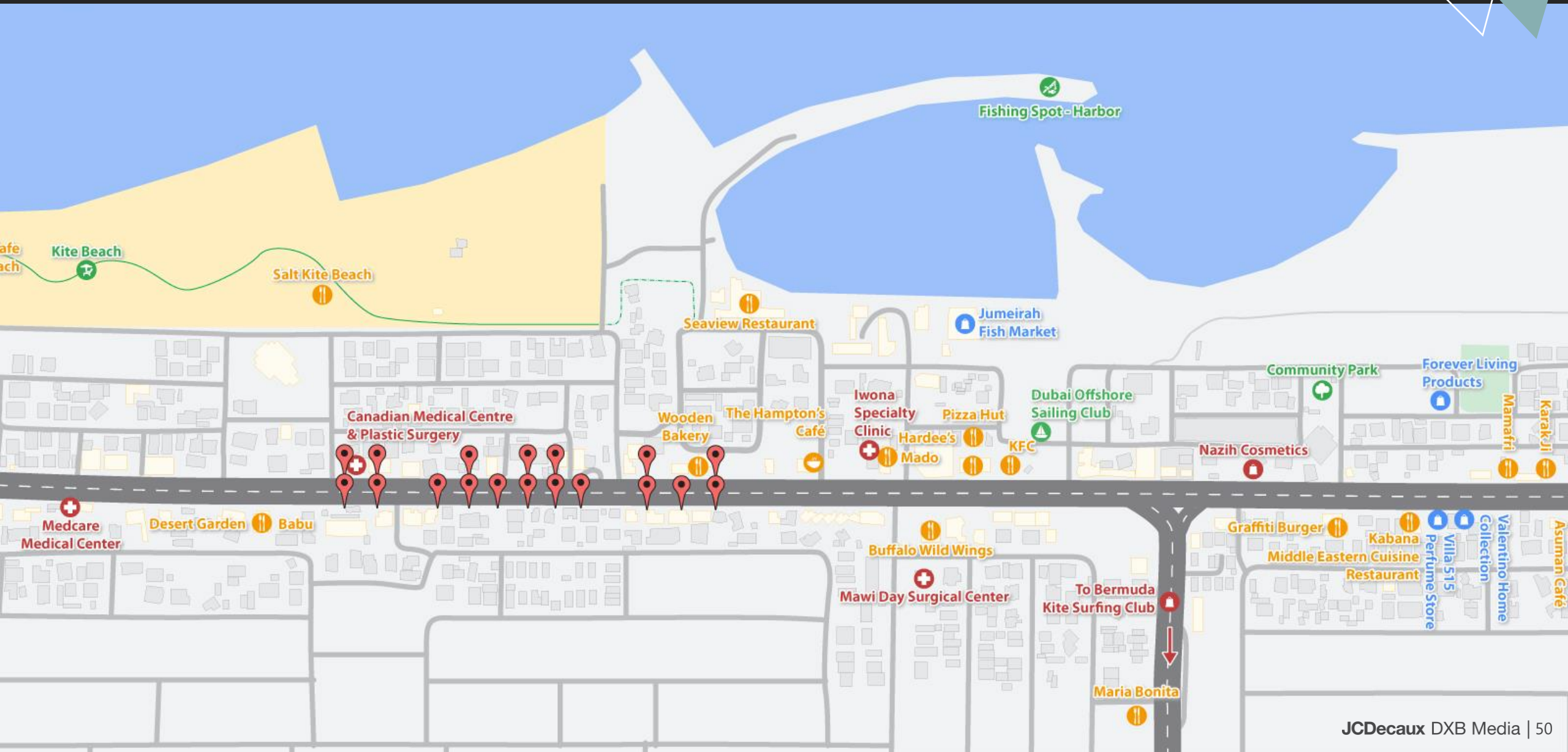
# KITE SURFERS 2B



# KITE SURFERS 3



# KITE SURFERS 3A





# KITE SURFERS 3B





# 03.c

FOCUS ON  
HEART OF JUMEIRAH

# HEART OF JUMEIRAH 1 & 2 THE VALUE PROPOSAL



## A LOCAL COMMUNITY ENVIRONMENT

A premium residential area: a lively neighborhood with a high proportion of affluent families, full of specialized restaurants, premium medical facilities and clinics



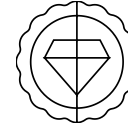
## AN INFLUENTIAL & INDULGENT AUDIENCE

Predominantly local & HNW expats who live in the area and indulge in communal activities with a high purchasing power



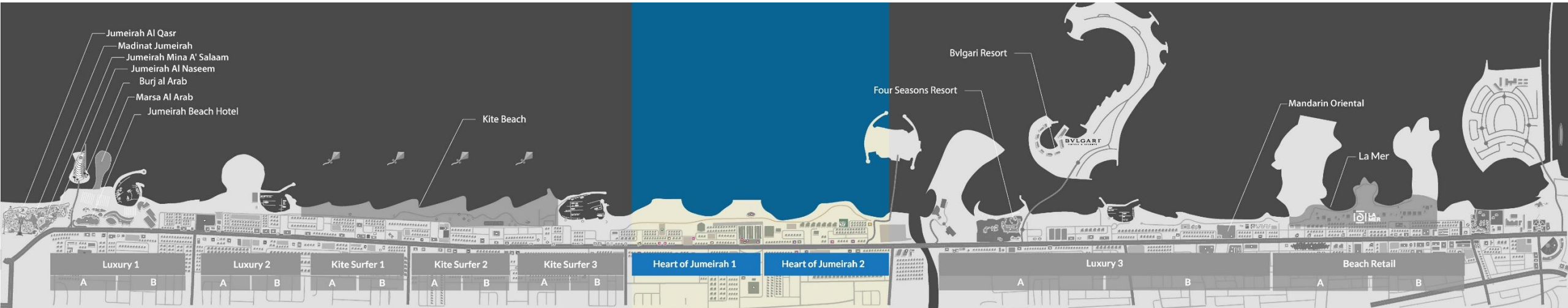
## EXCLUSIVITY

in an uncluttered territory



## CUTTING-EDGE MEDIA

A highly qualitative platform for brands



# FREQUENTLY EATING OUT IN THEIR COMMUNITY

Frequency of eating out / ordering food online from restaurants on Jumeirah Road

**46%**

at least once a week

**36%**

at least once a month



# A WELLNESS CONSCIOUS AUDIENCE

**28%**

of our respondents often visit  
Jumeirah Road for  
medical & recreational purposes

*Source: Attest Study "Jumeirah Road, a survey about lifestyle & advertising perceptions",  
February 2021, Sample base: 250 respondents*

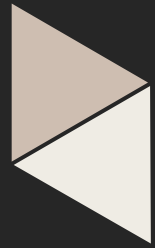


# HEART OF JUMEIRAH 1



# HEART OF JUMEIRAH 2





# 03.d

FOCUS ON  
BEACH RETAIL



# BEACH RETAIL THE VALUE PROPOSAL



## THE GATEWAY TO 'LA MER'

Strategically located to cover all the access to La Mer, Dubai's eclectic beachfront, and key shopping destinations



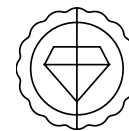
## A SOCIALLY ACTIVE & SPONTANEOUS AUDIENCE

A lively audience comprised of families looking for entertainment, shopping oriented fashionistas & connected youngsters looking for bustling experiences, prone to spontaneous purchases



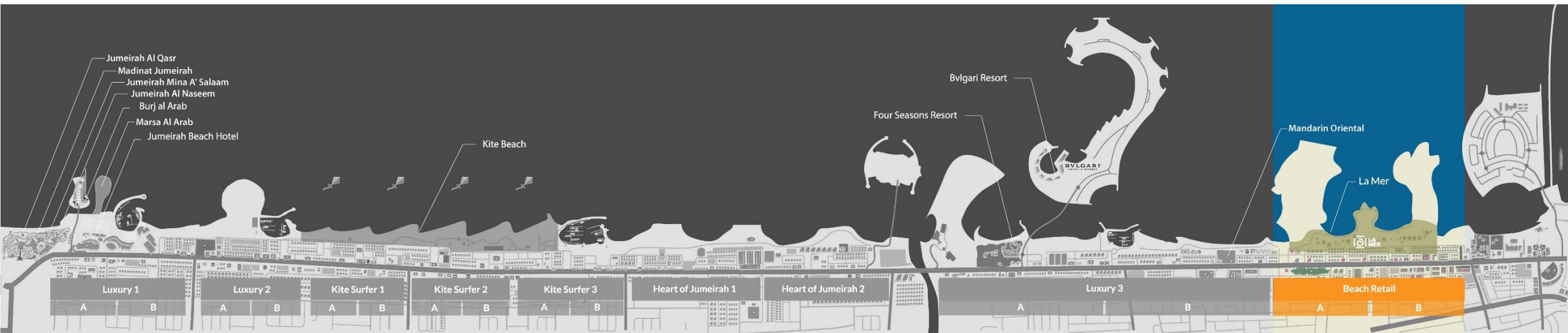
## EXCLUSIVITY

in an uncluttered territory



## CUTTING-EDGE MEDIA

A highly qualitative platform for brands



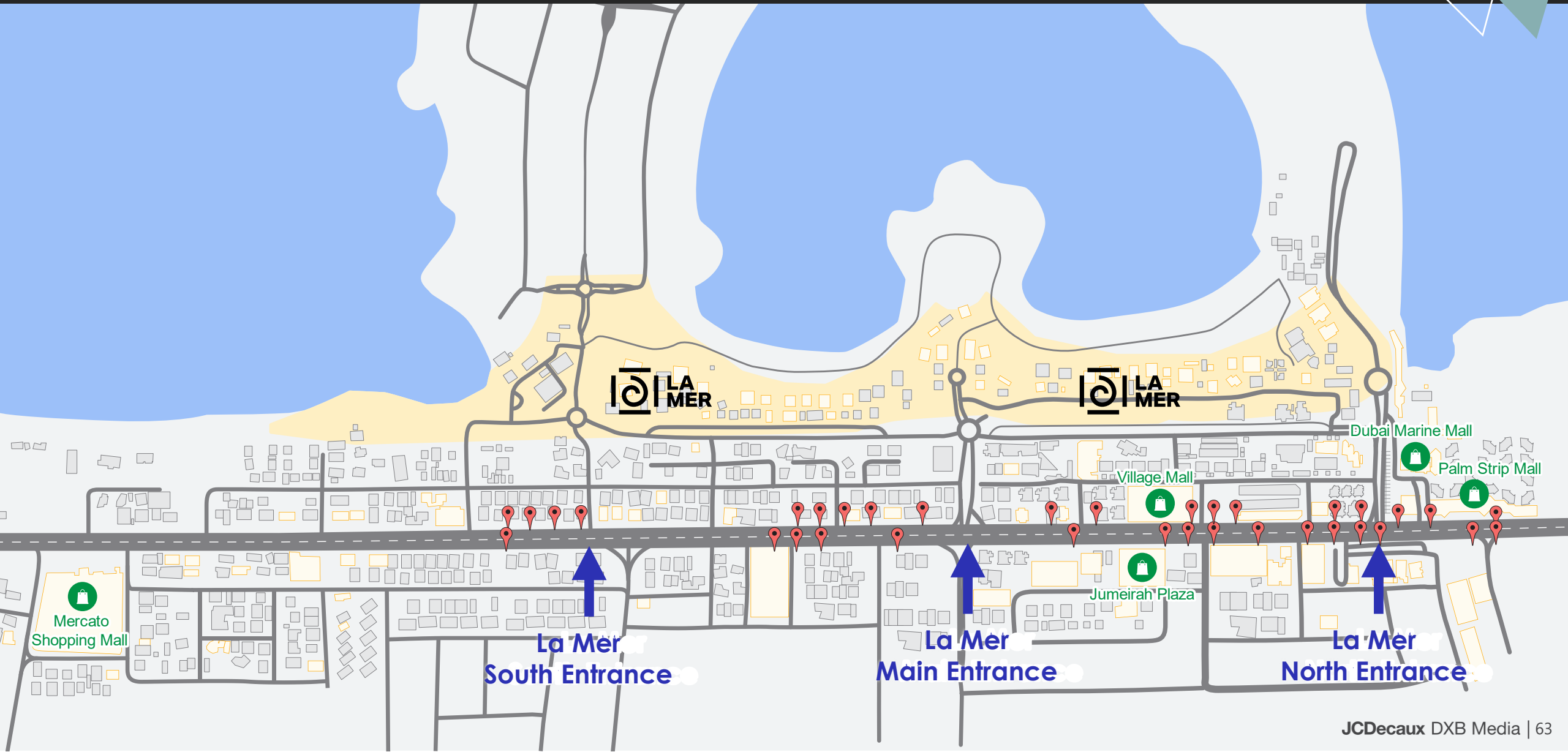
# BEACH RETAIL 'LA MER', A STRATEGIC RETAIL & LEISURE DESTINATION



Something for everyone  
SHOP / DINE / PLAY / BEACH / STAY



# BEACH RETAIL, A STRATEGIC ACCESS TO LA MER



# A SHOPPING-SAVVY AUDIENCE

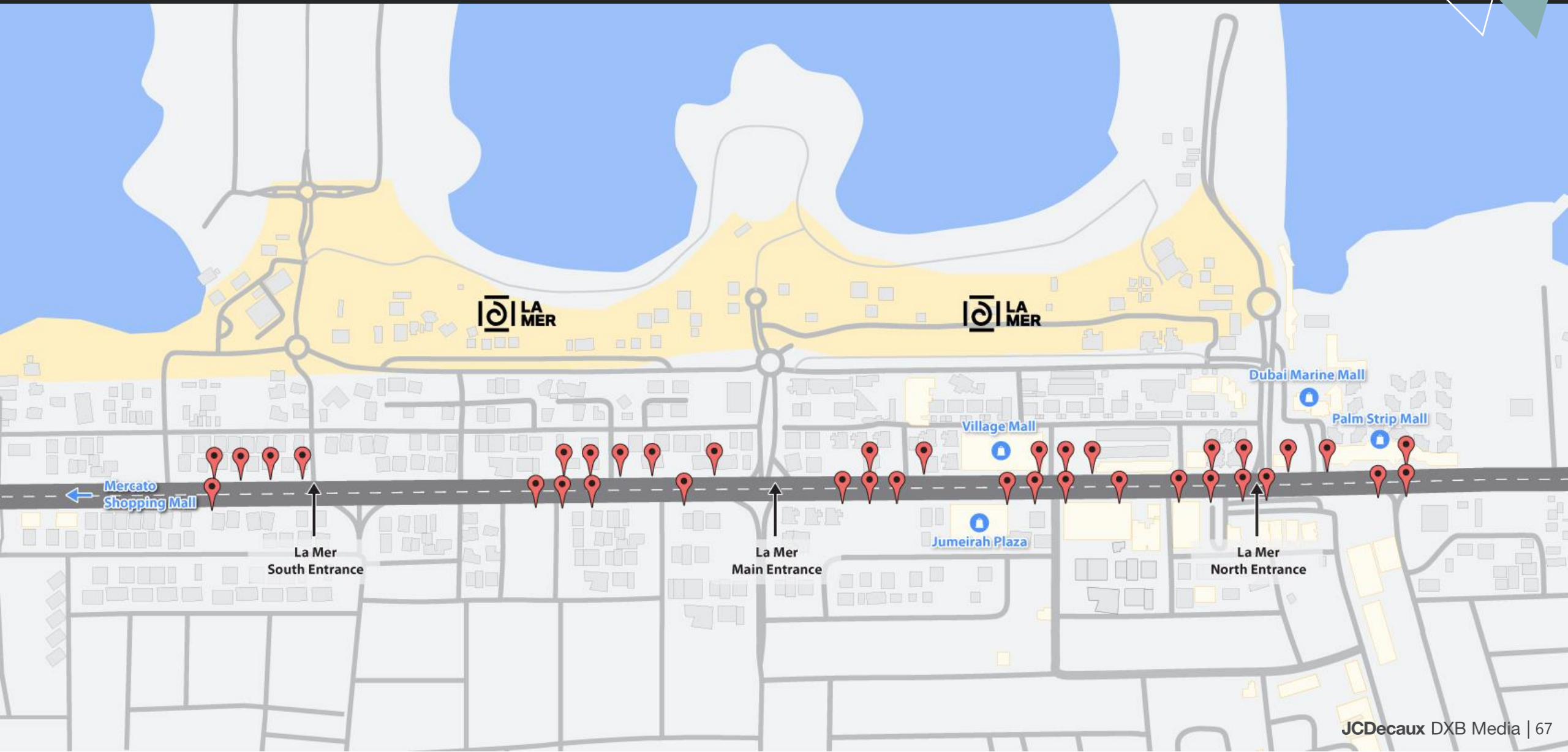
**42%**

of our respondents shop on  
Jumeirah Road

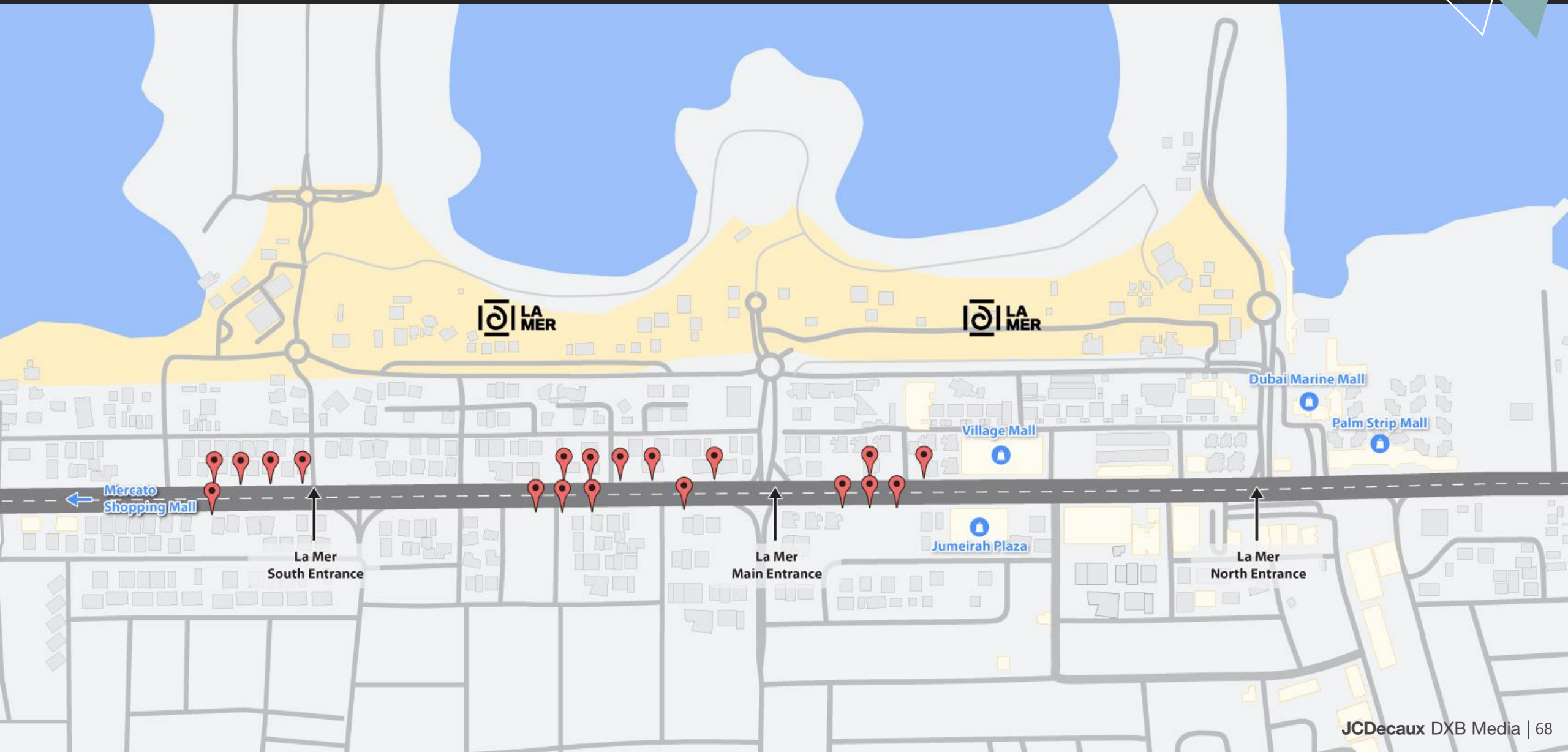
*Source: Attest Study "Jumeirah Road, a survey about lifestyle & advertising perceptions",  
February 2021, Sample base: 250 respondents*



# BEACH RETAIL



# BEACH RETAIL A



# BEACH RETAIL B





# 04

## MEDIA BENEFITS & ADVERTISING PERCEPTIONS



# WHY COMMUNICATE ON JUMEIRAH ROAD



## RELEVANT ENVIRONMENT



Premium and exclusive visibility



High Traffic



Slow speed for cars (70km/hour)  
with multiple traffic signals & speed bumps



Long dwell time at crossroads  
(average 3min)



3 Lanes of traffic high exposure to media  
for drivers

## MEDIA CHARACTERISTICS



High repetition of media



High coverage



Double Sided media



Large advertising visual 3.22 sqm2



Elegant Design & Uniform Lighting

# JUMEIRAH ROAD, THE IDEAL ADVERTISING CHANNEL

## FREQUENCY

High number of lampposts  
per package



## COVERAGE

Large portion  
of the road covered



## BRAND RECALL



# ADVERTISING PERCEPTION ON JUMEIRAH ROAD

**76%**

declare that seeing this type of advertising on Jumeirah Road is likely to make them consider the advertised brand's products / services



# ADVERTISING PERCEPTION ON JUMEIRAD ROAD

After seeing this type of advertising, what actions are you likely to take ?

**54%**

search for additional info  
(browse online / on social media)



**37%**

look into other products  
/ services from the  
advertised brand



**37%**

talk about or  
recommend the brand  
to someone else



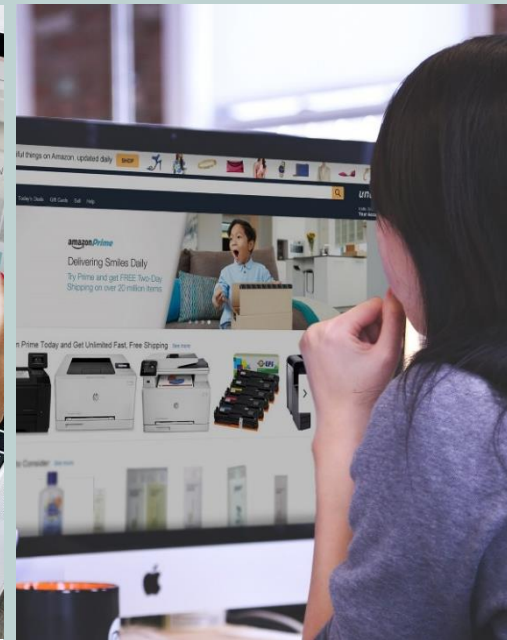
**26%**

buy the advertised  
product / service



**24%**

look for other brands that  
offer the same product /  
service for comparison



# MEDIA OFFER 2021



## Gross price per package for a 2-week campaign:

<b>Luxury 1</b> 128 faces 320,000 AED	<b>Luxury 2</b> 60 faces 150,000 AED	<b>Luxury 3</b> 116 faces 290,000 AED
<b>Kite Surfer 1</b> 60 faces 138,000 AED	<b>Kite Surfer 2</b> 66 faces 151,800 AED	<b>Kite Surfer 3</b> 60 faces 138,000 AED
<b>Heart Of Jumeirah 1</b> 44 faces 101,200 AED	<b>Heart Of Jumeirah 2</b> 42 faces 96,600 AED	
<b>Beach Retail</b> 74 faces 151,700 AED		

# MEDIA OFFER 2021 – LUXURY



## Luxury 1

**64** lampposts  
**128** faces

**AED 2,500**  
Gross price per face

**AED 320,000**  
Package Gross rate

**2 weeks** campaign



## Luxury 2

**30** lampposts  
**60** faces

**AED 2,500**  
Gross price per face

**AED 150,000**  
Package Gross rate

**2 weeks** campaign



## Luxury 3

**58** lampposts  
**116** faces

**AED 2,500**  
Gross price per face

**AED 290,000**  
Package Gross rate

**2 weeks** campaign

# MEDIA OFFER 2021 – LUXURY



## Luxury 1

### Luxury 1 A

32 lampposts  
64 faces

**AED 176,000**  
Package Gross  
rate

### Luxury 1 B

32 lampposts  
64 faces

**AED 176,000**  
Package Gross  
rate

**AED 2,750**  
Gross price per face

**2 weeks** campaign

## Luxury 2

### Luxury 2 A

18 lampposts  
36 faces

**AED 99,000**  
Package Gross  
rate

### Luxury 2 B

12 lampposts  
24 faces

**AED 66,000**  
Package Gross  
rate

**AED 2,750**  
Gross price per face

**2 weeks** campaign

## Luxury 3

### Luxury 3 A

33 lampposts  
66 faces

**AED 181,500**  
Package Gross  
rate

### Luxury 3 B

25 lampposts  
50 faces

**AED 137,500**  
Package Gross  
rate

**AED 2,750**  
Gross price per face

**2 weeks** campaign

# MEDIA OFFER 2021 – KITE SURFERS



## Kite Surfer 1

**30** lampposts  
**60** faces

**AED 2,300**  
Gross price per face

**AED 138,000**  
Package Gross rate

**2 weeks** campaign



## Kite Surfer 2

**33** lampposts  
**66** faces

**AED 2,300**  
Gross price per face

**AED 151,800**  
Package Gross rate

**2 weeks** campaign



## Kite Surfer 3

**30** lampposts  
**60** faces

**AED 2,300**  
Gross price per face

**AED 138,000**  
Package Gross rate

**2 weeks** campaign



# MEDIA OFFER 2021 – KITE SURFERS



## Kite Surfer 1

### Kite Surfer 1 A

18 lampposts  
36 faces

**AED 2,530**  
Gross price per face

**AED 91,080**  
Package Gross rate

**2 weeks** campaign

### Kite Surfer 1 B

12 lampposts  
24 faces

**AED 2,530**  
Gross price per face

**AED 60,720**  
Package Gross rate

**2 weeks** campaign

## Kite Surfer 2

### Kite Surfer 2 A

19 lampposts  
38 faces

**AED 2,530**  
Gross price per face

**AED 96,140**  
Package Gross rate

**2 weeks** campaign

### Kite Surfer 2 B

14 lampposts  
28 faces

**AED 2,530**  
Gross price per face

**AED 70,840**  
Package Gross rate

**2 weeks** campaign

## Kite Surfer 2

### Kite Surfer 3 A

18 lampposts  
36 faces

**AED 2,530**  
Gross price per face

**AED 91,080**  
Package Gross rate

**2 weeks** campaign

### Kite Surfer 3 B

12 lampposts  
24 faces

**AED 2,530**  
Gross price per face

**AED 60,720**  
Package Gross rate

**2 weeks** campaign

# MEDIA OFFER 2021 – HEART OF JUMEIRAH



## Heart of Jumeirah 1

**22** lampposts  
**44** faces

**AED 2,300**  
Gross price per face

**AED 101,200**  
Package Gross rate

**2 weeks** campaign



## Heart of Jumeirah 2

**21** lampposts  
**42** faces

**AED 2,300**  
Gross price per face

**AED 96,600**  
Package Gross rate

**2 weeks** campaign

# MEDIA OFFER 2021 – BEACH RETAIL



## Beach Retail

**37** lampposts  
**74** faces

**AED 2,050**  
Gross price per face

**AED 151,700**  
Package Gross rate

**2 weeks** campaign

## Beach Retail A

**19** lampposts  
**38** faces

**AED 86,450**  
Package Gross rate

## Beach Retail B

**18** lampposts  
**36** faces

**AED 81,900**  
Package Gross rate

**AED 2,275**  
Gross price per face

**2 weeks** campaign

# **JUMEIRAH ROAD, A STRATEGIC TOUCHPOINT FOR BRANDS**

MEDIA OFFER 2021