

Middle East  
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**UAE OOH GUIDE  
2017-18**

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# PIONEERING OUTDOOR ADVERTISING INNOVATION SINCE 1995



Arabian Outdoor UAE

## WE COVER ALL SEVEN EMIRATES

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A member of



Choueiri Group

# Introduction

Those who practise outdoor advertising – and who are involved in the wider out-of-home (OOH) sector – like to point out that outdoor is the original form of advertising. What were cave paintings, if not a proclamation that Ug is good at hunting tigers?

For many people, OOH in some form is what they picture when they think of advertising. Some of the most memorable campaigns have been on outdoor, from Your Country Needs You through Labour's Not Working to Wonderbra's Hello Boys.

And it is writ large in the popular imagination in books and films, from the eyes of TJ Eckleburg looking on as Jay Gatsby's Rolls Royce speeds past to the holograms hounding Rick Deckard in *Bladerunner*.

Outdoor is a great way to communicate. It always has been and I can think of no reason why it won't continue to be. Other media may succumb to second and third screens and grow-your-own playlists. But as long as we can look around us we can see billboards, lampposts, digital signs and sculptures.

OOH can work on many different levels. Satish Mayya, CEO of media agency BPG Maxus, says: "The factors that are considered for choosing an outdoor site would depend on the message and the target audience. If the campaign targets one and all, we tend to take it across the key areas and ensure maximum visibility. If it is a generic brand campaign then larger formats are used. If the client would like to convey multiple messages then we take smaller formats with multiple faces, such as lampposts or megacomms or mupis."

OOH can seem quite a fractured sector of media. We have tried to be as comprehensive as possible in compiling this guide to the key players. We have listed 22 firms in the business of selling OOH space. From billboards to buses, mupis to malls, roundabouts to rooftops. Wherever there is human traffic there is OOH media, and wherever there is OOH media there are firms to sell it.

The very nature of outdoor lends itself to opportunism and ingenuity. In France, the original founder of JCDecaux invented the concept of street furniture when he was banned from posting bills in Lyon. So he offered to build bus stops for the city – if he was allowed to advertise in them.

Outdoor rewards those who think outside the box, but several commentators in these pages lament the standard of creativity in the OOH market. On page 20, Ogilvy's creative boss Paul Shearer throws down the gauntlet for the industry to raise the creative bar in outdoor.

Make your ads clear, clever and concise and they will hit their mark.

And when you are wondering where to place them, this guide and the pull-out maps in the centre should help you decide.

Austyn Allison  
Editor, *Campaign Middle East*

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## A NOTE ON SOURCES

The information in this guide has been obtained from the OOH companies themselves, then collated by *Campaign*. Most of the companies listed were kind enough to give up their time to provide us with the facts, figures and locations we requested, although in a couple of cases we had to rely on corporate websites and online resources. Please treat this guide as just that – a guide, and not the gospel truth. The market changes rapidly and we would encourage you to speak with the suppliers directly when making media plans.



**MOTIVATE**  
ISSUE 222.UAE OOH GUIDE

Got a view?



[campaignme.com](http://campaignme.com)



@campaignME



Campaign ME



[campaignme@motivate.ae](mailto:campaignme@motivate.ae)

## Al Shuala Media

**Founded** 2011

**Chairman of the board** Ziad Toufic Raphael

04 435 7279

www.alshualamedia.com

info@alshualamedia.com

### PROPERTIES

**Dubai** Bridges at Dubai Flower Centre, Deira City Centre, Garhoud Bridge, Festival City, Umm Al Ramool, Mirdiff City Centre, Ras al Khor, Nad Al Hammar, Al Khawaneej, Beirut Street underpass, Wafi Mall; Rooftop at Al Futtaim on Sheikh Zayed Road; Wall banners at Al Rostamani 21st Century Tower and Al Attar on Sheikh Zayed Road; vinyl wraps on Dubai Taxi, Dubai Airport Taxi, standard bus, articulated bus, double-decker bus.

**Sharjah** Bridges at Sonapur, King Faisal, Crystal Plaza, Rolla Tunnel, Sharjah Golf and Shooting Club, Ajman border, Airport, BMW, Al Qusais; hoardings at Al Nahda, Bukhatair, Al Khan, Damas; wall banners at Rolla Mall; lampposts on Al Ittihad Street, Al Wahda Street; unipoles at Al Khan, National Paint; vinyl wraps on Sharjah Taxis, Sharjah Bus.

**Other** Lampposts in Ajman, Fujairah and Ras al Khaimah; megacomms in Umm al Quwain.

### Corporate biography

Operating in the UAE since 2011, Al Shuala has become a leader in the media industry. Starting with a few locations in Sharjah, it now has more than 50 per cent of the advertising locations in the emirate and is planning on growing further. Al Shuala expanded into Dubai in 2012 when it purchased a number of bridge banners from the RTA. In 2011 it secured contracts with the Ajman government for exclusive advertising rights of all lampposts. Al Shuala is present in six emirates and plans to move into Abu Dhabi in the near future.



## Al Wareed Advertising

**Founded** 2006

**Managing Director** Tarek Shakhashiro

04 269 9989

www.alwareed.ae

info@alwareed.ae

### PROPERTIES

Building banners on Sheikh Zayed Road, Karama, Sharjah Corniche; hoarding on Al Ittihad Road in Sharjah; megacomms on Sharjah's Al Wahda Street and Al Arooba Street; rooftop on Sheikh Zayed Road.

### Corporate biography

Al Wareed's activity is supplying outdoor locations that are unique and have the best performances in the UAE.

Its main outdoor types are building banners, hoardings, rooftops and megacomms.

In 2014 Al Wareed constructed the largest wall banners in the world and obtained an award for having the most innovative building wrap in the region. Currently only top brands occupy those outstanding locations.

Al Wareed offers complete media services including media planning, evaluation and execution.

الوريد للدعاية والاعلان  
Al Wareed Advertising



## BackLite Media

**Founded** 1996

**Managing director** James Bicknell

04 446 7540

[www.backlitemedia.com](http://www.backlitemedia.com)

[info@backlitemedia.com](mailto:info@backlitemedia.com)

### PROPERTIES

28 unipoles on Sheikh Zayed Road between World Trade Centre and Interchange 6: (13 @ 10m x 5m; 10 @ 12m x 6m; 5 @ 16m x 8m); 48 lampposts on Sheikh Zayed Road between World Trade Centre and Interchange 2 (@ 3.5m x 1.5m); 30 lampposts on Umm Suqeim Road between Madinat Jumeirah and Sheikh Zayed Road (@3m x 1.5m); 50 high-res digital screens throughout City Walk 2 Plaza, Al Safa Street, Jumeirah.

### Company biography

BackLite Media was established in Dubai in 1996 and immediately earned a reputation as the premier OOH media company in Dubai. BackLite's unique three-part philosophy – selecting only the most prestigious and strategic locations, installing the most elegant and attractive signs and utilising the most up-to-date lighting equipment and printing technology – has been the cornerstone of BackLite's continued ability to attract large international, regional and local clients.



## Elevison Media

**Founded** 2011

**CEO & founder** Niall Sallam

04 360 8089

[www.elevison.ae](http://www.elevison.ae)

[info@elevison.ae](mailto:info@elevison.ae)

### PROPERTIES

**Dubai** Digital screens in commercial & residential towers: 160 towers, 730 screens; longest digital OOH LED in the region (96 meters long), in front of DIFC's iconic Gate Building.

**Abu Dhabi** Digital screens in commercial & residential towers: 14 towers, 60 screens.

### Company biography

Elevison is fast becoming the regional leader in digital out-of-home (DOOH) media. With a network of more than 790 digital screens inside the elevators of Dubai's most exclusive towers, Elevison offers advertisers unparalleled access to the region's most affluent consumers. Elevison screens provide an elegant platform to deliver brand messages in style. Using state-of-the-art wireless technology, Elevison delivers engaging, up-to-the-minute content to its 200,000 daily viewers. By displaying community, national and international news along with user-generated content, Elevison has developed a loyal community and a captive audience. Elevison reaches people where it matters most, keeping them connected and informed.



# Arabian Outdoor

**Founded** 1995

**CEO** Pierre Choueiri

**COO** Najib Trad

ntrad.aouae@choueirigroup.com

055 551 9517

**Chief sales officer** Paul Abou Chacra

pabouchacra.aouae@choueirigroup.com

055 657 2365

## PROPERTIES

**Dubai** 548 mupis; 436 lampposts; 23 megacomms; tram wrap, station wrap and bridges for Tram Marina; 8 unipoles.

**Abu Dhabi** 349 mupis; 159 megacomms; 30 unipoles.

**Elsewhere** 160 locations in Sharjah; 112 locations in Ajman; 96 locations in Umm Al Quwain; 96 locations in Fujairah.

## Corporate biography

As part of Choueiri Group, the region's largest media representatives, which channelises advertising budgets across the full spectrum of communication platforms (TV, radio, print, digital and outdoor), Arabian Outdoor UAE has served as a market-leading force in the UAE's OOH market since 1995. Today, the fully integrated media house extends to a comprehensive range of outdoor vehicles—lampposts, megacomms, unipoles, sign scaffoldings and the largest and most strategically significant mupi network in the UAE, covering all seven emirates. The company's track record of innovation reflects upon its vast capabilities and dedication to providing advertisers with greater flexibility, creativity and effectiveness.



## Industry Snapshot



**PAUL ABOU CHACRA,**  
CHIEF SALES OFFICER,  
ARABIAN OUTDOOR

### What are the biggest challenges facing the UAE OOH industry at the moment?

The greatest issues facing the OOH industry are related to perception, measurement and creativity. Despite its proven track record of outstanding delivery and effectiveness, outdoor is still considered to be a complimentary or secondary medium. This notion diminishes its value from the outset. Secondly, a lack of proper measurement tools to determine the success of outdoor advertising campaigns hinders our ability to determine and communicate its real value, as well as the ROI for advertisers. Finally, the lack of focus on delivering innovation and creativity across the region's OOH arena also serves as an impediment to our industry's growth.

In addition to these fundamental challenges, our industry (like most others) is feeling the impact of decreasing ad spend in the region, which places an additional strain on it.

Finally, our market still has many players who do not even belong inside a professional industry setting. These passer-by entities practise highly

detrimental, shortsighted business tactics for short-term gains. The need to lift our standards and set basic guidelines for all industry players is therefore another key challenge that must be addressed.

### What are the biggest changes you are seeing?

The era of price inflation, where OOH rates were rising at unmatched levels across the region a few years ago, has ended. Today, the market's reality has changed and value has become the key parameter when evaluating any media buy.

### What are advertisers asking for?

With outdoor not being on the priority list of the majority of top marketers, there is no major push to change its offerings. Despite this fact, OOH's impact and exposure continue to play an important role in making campaigns a success. Consequently, the changing needs of brands and advertisers continue to inspire our industry to deliver more to our clients.

For brands and advertisers who are

savvy to the future, their wish list would include a greater focus on digital boards, which would deliver greater value and ROI via better measurement tools, live targeting and their ability to accommodate more innovative and creative formats.

### How do you expect to see the industry evolve over the next year?

The pace at which we will see the OOH industry progress will largely be set by the level of investments that brands make. The biggest changes will come through more and more digital screens being utilised and technology such as hyper-targeting and integrated targeting raising the bar. In addition, data that can be leveraged in real time via mobiles or any other platform will also play into the OOH arena of the future. Real-time trading of outdoor will allow brands to target audiences live on the spot. Other upcoming technological innovations include billboards that will be able to identify gender, age and even facial expressions to line-up ideal consumer prospects for brands and their offerings.

# LIFTING BRANDS TO GREATER HEIGHTS



**WE COVER ALL SEVEN EMIRATES**

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**E:** [arabianoutdooruae@choueirigroup.com](mailto:arabianoutdooruae@choueirigroup.com) **www:** [www.choueirigroup.com](http://www.choueirigroup.com)

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Choueiri Group

## ENG (Emirates Neon Group)

**Founded** 1969 and changed name in 1976

**Chairman** Hanif Merchant

**Group CEO** Rehan Merchant

800 808 (toll free)

[www.engworldwide.com](http://www.engworldwide.com)

[info@engworldwide.com](mailto:info@engworldwide.com)

### PROPERTIES

#### Corporate biography

ENG (Emirates Neon Group) is one of the leading visual communications and outdoor media solutions companies in the UAE and across the Middle East. It delivers a wide range of products and services, including the creation, installation and maintenance of retail signage, traffic signs, hotel signage, vehicle graphics and outdoor media.

The outdoor media division was set up in 1991 to enable customers to harness the growing prominence of outdoor marketing devices as an effective means of delivering their messages to huge audiences. ENG has by far the largest network of outdoor sites and media across the UAE and is one of the largest independent outdoor media owners across the whole of the GCC region, with expanding offices in Africa, Asia and Europe.



## Eye Media

**Founded** 2003

**Founder and CEO** Abdullah Al Atrash

800 393 (toll free)

[www.eyemedia.ae](http://www.eyemedia.ae)

[info@eyemedia.ae](mailto:info@eyemedia.ae)

### PROPERTIES

**Dubai** Hoardings, unipoles and bridge banners on Sheikh Zayed Road; backlit hoardings at DIFC; a hoarding in Dubai Media City; backlit unipoles on Al Khail Road; backlit lampposts, metro pillars, bridge banners, glass wraps and roundabouts on Palm Jumeirah; backlit lampposts, hoardings and megacomms in Discovery Gardens; various positions at Ibn Battuta Mall and Dragon Mart.

**Abu Dhabi** Hoardings.

**Ras Al Khaimah** Wall banner on Sheikh Muhammad bin Salem Road; a building wrap on Al Jazhan Street; a rooftop at the Manara Roundabout on Al Hisn Street; and Al Naeem Mall.

#### Corporate biography

The CEO, Abdullah Al Atrash is one of the driving forces behind Eye Media's success. He has used his 20 years of industry experience to lead the company to greater heights in an ever-changing marketplace. Eye Media's key ingredients and core values are trust, credibility, competitiveness and innovation and growth. Its entire work is based on the beauty of the inventory installed and the quality of visuals it provides to ensure maximum exposure. Over the years it has intensified its product with the latest technologies and trends. Its formats accommodate all types of artworks, with high-end hardware and finishing. Excellent materials guarantee 100 per cent visibility. With 15 years of service in the region, what makes Eye Media strong is owning the biggest workshop, which specialises in manufacturing, installing and maintaining all types of digital screens. This also makes it a pioneer in delivering the best quality product and service.

Eye media is recognised for building the biggest outdoor billboard in the world in 2005 for Abu Dhabi Commercial Bank (ADCB), and also built the biggest 3D structure in the Middle East in 2014 at Yas Waterworld.



## Group Plus

**Founded** 1992

**Founder and chairman** Georges Chehwane

04 275 4700

[www.groupplusmedia.com](http://www.groupplusmedia.com)

[info@groupplus.ae](mailto:info@groupplus.ae)

### PROPERTIES

**Dubai** 11 Abu Baker lampposts; 20 Al Rigga lampposts; 64 Baniyas lampposts; 10 Casablanca lampposts; 45 Ittihad lampposts; 60 Jebel Ali lampposts; 65 lampposts on Sheikh Zayed Road (new hub); 37 lampposts at Mall of the Emirates, Sheikh Zayed Road; 4 LED megacomms on Financial Road; 2 LED unipoles on Financial Road; a 3D scaffolding; an Al Khail unipole; an Ittihad rooftop.

**Sharjah** 18 megacomms; a rooftop; 2 wall banners.

### Company biography

From small and humble beginnings Plus Holding has managed more than success. Today it is a pioneer in all its fields. Focused on strategic diversification, Plus Holding is growing into a company covering the MENA region. Boasting strong capabilities in several sectors, it is recognised as a leader in media, real estate development, real estate sales and marketing, real estate brokerage and investment.

Plus Holding was established to improve people's lives by offering rewarding investment opportunities in real estate and media. It achieves this by delivering world class products coupled with expertise, teamwork and specialised services.



## Hills Advertising

**Founded** 2003

**CEO** Sami Al Mufleh

**General Manager** Hiba Momani

04 325 3130

[www.hillsadvertising.com](http://www.hillsadvertising.com)

[info@hillsadvertising.com](mailto:info@hillsadvertising.com)

### PROPERTIES

More than 5,000 advertising faces, 65 per cent of the outdoor advertising market in the UAE across bridges, unipoles, lampposts, flags, hoardings, building wraps, digital gate, digital media in SZR, Garhood, DFC, Airport Rd, Sharjah, Khail, MBZ, DC Zones, JBR, Dubai South. Hills also works with affiliates in Abu Dhabi and elsewhere outside Dubai.

### Company biography

Established in 2003, Hills Advertising has earned recognition as one of the largest and most experienced owners and operators of outdoor advertising in the Middle East. Hills has exclusive rights to prime advertising locations regionally and internationally and offers creative media solutions for both traditional and digital media, which equates to more than 70 per cent market share in the UAE alone.

With a long-term vision being top priority, Hills has a 10-year contract with its strategic partners – Roads and Transport Authority (RTA), Meraas Holding and Dubai South – which constitute some of the largest and most prestigious governmental and semi-governmental developers in the UAE. These partnerships allow Hills to own more than 5,000 faces in the MENA region and accrue total sales revenue of more than \$70m.

Under a group umbrella, Hills runs several other companies in the fields of healthcare, investments, hospitality and real estate.



# HyperMedia

**Founded** 1999

**CEO** Habib Wehbi

hypermedia.ae

04 390 2293

info@hypermedia.ae

## PROPERTIES

**In-store** 140 hyper- and supermarkets across the region. Trolleys, security gates, what's-on signages, digital what's-on signages, shelf dressing, shelf fixtures, carpet floors and arc, shelf screens, gondola end branding, window branding, check-outs and cashier dressing.

**In-mall** 28 malls across the seven emirates. Digital mupis (dupis), LED and LCD digital screens, promotional stands and static signages.

**Lampposts** 690 lamppost faces scattered around busy parking lots and main entrances of major community centers around the UAE.

**Saudi Arabia** Hajj Terminal, Jeddah, and Abraj Al Bait, Mecca.

### Company biography

HyperMedia is one of the leading retail-focused out-of-home advertising companies, which delivers an unrivaled variety of advertising media across the UAE, Saudi Arabia and the Levant. HyperMedia dominates in-store advertising in the region, with a portfolio of more than 200 supermarkets. HyperMedia successfully partnered with 28 of the best malls in the UAE, including the iconic malls, to create the only nationwide mall advertising network, reaching 290 million shoppers annually. HyperMedia's nationwide digital network currently consists of more than 700 high-definition LED and LCD screens. It leads the media and advertising of unique projects across the region, such as Hajj Terminal, part of King Abdul Aziz International Airport and Abraj Al Bait in Saudi Arabia. HyperMedia manages 690 lampposts across the UAE's seven emirates.



H Y P E R M E D I A

## Industry Snapshot



**HABIB WEHBE**,  
HYPERMEDIA CEO

### What are the biggest challenges facing the UAE OOH industry at the moment?

Although solid, the OOH industry was affected this past year with major budget cuts in the clients' marketing departments. This reflected in their media plans and their prioritisation of where would be best to spend their budgets. Moreover, a lot of technologies and innovations are emerging within very small time gaps. This is not giving us, the suppliers, the leverage of time to educate clients on the new trends and introduce them to these changes adequately.

### What are the biggest changes you are seeing?

The media industry continues to change at an unprecedented rate, and to

compete and thrive in the face of this change, media organisations need to undergo a digital reinvention. At HyperMedia, we have undergone a fundamental ground-up reinvention of strategy, operations and technologies to keep up with this disruption in the media world. As of 2009, the company started investing more in its network within the malls in the region, by installing state-of-the-art digital screens and re-skilling its workforce and integrating them into aspects of the digital world.

### What are advertisers asking for?

Clients have become more data-driven and need deeper insights to drive product development and build their marketing campaigns, leaving only

one option for media companies: to pursue new strategic focus and establish innovative ways of working.

### How do you expect to see the industry evolve over the next year?

Digital reinvention remains a challenging journey for any company. But by exploiting all its capabilities, driving the right product development and keeping up with the pace of technological progress, the industry will surely continue to evolve and cater for its audience reach. Following this past year's budget cuts, the economy in various industries is expected to see an improvement starting in mid 2018; this positive shift will come along with all the developments and preparations for Expo 2020.

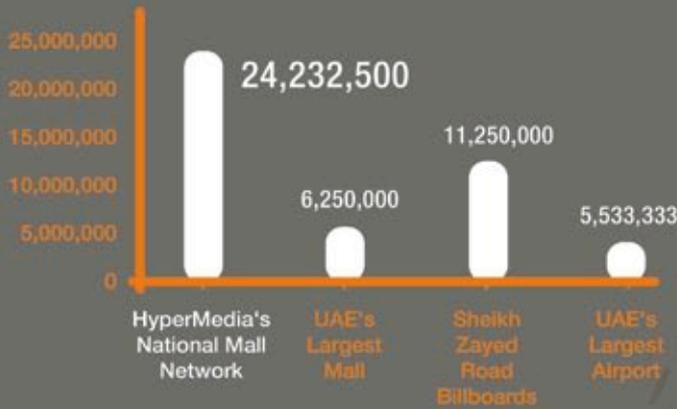
# HYPERMEDIA RIDING THE WAVE OF INNOVATION



WITH THE DATA TO BACK IT UP

HYPERMEDIA

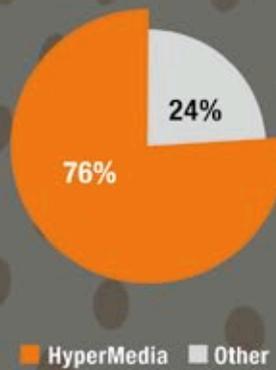
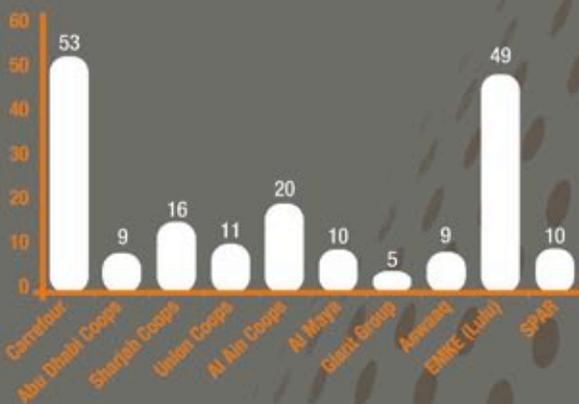
## MONTHLY REACH OF COMPARABLE OOH



## HYPERMEDIA TOTAL NUMBER OF SCREENS



## WE LEAD THE MEDIA IN 140 HYPERMARKETS NATIONWIDE



## EXPOSURE TO DIGITAL OUT-OF-HOME ADVERTISING

Exposure to DOOH is expected to increase to 56 minutes per week in 2017, a rise from 14 minutes in 2013\*. This makes it the second fastest-growing advertising channel worldwide (after mobile):



\*PQ Media's Digital Out-Of-Home Exposure Index.

**H**yperMedia is one of the leading out-of-home (OOH) media specialists in the Middle East, with the biggest digital screens network in the UAE and majority of in-store advertising. The company is investing heavily in converting its network of nationwide in-store and in-mall static branding to a world-class digital signage network.

No advertising has a more direct influence and impact on purchase decisions than at the point of purchase. Since 70% of purchase decisions are made in store, having your brand advertised at the actual point of decision is key for your brand's success.



# JCDecaux Dubai & Northern Emirates

(a member of JCDecaux Middle East, the regional subsidiary of JCDecaux)

**Founded** Jean-Claude Decaux invented the street furniture concept in 1964. In 2008, JCDecaux Dubai & Northern Emirates entered the Middle East market when it signed its first contract with Dubai Airports.

**Middle East CEO** Martin Sabbagh. (In 2000, the Group changed its status into that of a public limited corporation governed by an executive board and a supervisory board. Jean-François Decaux and Jean-Charles Decaux alternate as chairman of the executive board.)  
<http://www.jcdecauxme.com/>

**Bertrand Mouraille**, managing director, Dubai and Northern Emirates  
 055 460 8300  
[bertrand.mouraille@jcdecaux.com](mailto:bertrand.mouraille@jcdecaux.com)

**David Hawkins**, sales director, Dubai and Northern Emirates  
 052 989 0096  
[david.hawkins@jcdecaux.com](mailto:david.hawkins@jcdecaux.com)

**Aude Cicile**, strategic marketing manager, Dubai and Northern Emirates  
 052 956 9409  
[aude.cicile@jcdecaux.com](mailto:aude.cicile@jcdecaux.com)

## JCDecaux Dubai & Northern Emirates

### PROPERTIES

**Dubai** Exclusive airport advertising contracts in Dubai International airport and Dubai World Central airport; unique street furniture formats in Dubai Media City, Dubai Internet City and Dubai Knowledge Park; 418 advertising lampposts on Jumeirah Street; two large formats located at Dubai International Marine Club.

**Abu Dhabi** Abu Dhabi International airport, Al Ain International airport and Al Bateen Executive airport.

**Elsewhere** Exclusive airport advertising contract in Sharjah International airport, and airports and street furniture throughout the rest of the Gulf.

### Corporate biography

As the number one outdoor advertising company worldwide and in the Middle East, JCDecaux Dubai & Northern Emirates has been a leading OOH player in the market since 2008 when it signed its first contract with Dubai Airports through its subsidiary JCDecaux Dicon, to exclusively handle the advertising in Dubai International airport, now the world's busiest for international passengers.

JCDecaux has extended its wide-ranging experience in the Middle East to other GCC countries through exclusive advertising contracts in 35 airports, concessions, street furniture, large format, buses and taxis and mall advertising, where the company is undeniably a key player thanks to its strong footprint.

## Kassab

**Chairman & CEO** Ghassan N Adra  
 04 361 6040  
[www.kassabmedia.com](http://www.kassabmedia.com)  
[info@kassabmedia.com](mailto:info@kassabmedia.com)

### PROPERTIES

**Dubai Metro** including station wraps; pillars; back-lit hoardings; surface branding; bridges; LED bridge at Mall of the Emirates; in-station billboards; floor graphics; escalator, traveller and balustrades; handles on trains; overhead panels in carriages.

**Other Dubai** Large-format hoardings; unipoles.

**Other locations** Point-of-purchase at Adnoc service stations.



## Media 24-7

04 450 4218

[www.media247dubai.com](http://www.media247dubai.com)

### PROPERTIES

Unipoles at Zabeel Park, Times Square, City Walk, Tecom (2), Garhoud Bridge (6), Al Maktoum, Floating Bridge, Sheikh Zayed Road First Interchange (2), Emirates Golf Club (4); Hoardings at Al Kifaf (7), Port Rashid (9), Media City (site of old Hard Rock Café; 5 hoardings), Manara, Tecom (2); window graphics at the Fairmont Hotel on Sheikh Zayed Road and Al Khor Plaza; 3D structures at Al Safa plot on Sheikh Zayed Road and Umm Suqqiem (2).

### Company biography

Media 24-7 is a young and dynamic media company specialised in outdoor media space leasing and outdoor brand production, with more than 13 years of global experience – eight of which have been in Dubai.



## Media Connect Plus Advertising

**Founded** 2011

**Founder** Dileep Ibrahim

04 335 0507

056 288 1270

[www.mediaconnectme.com](http://www.mediaconnectme.com)

[sanghita@mediaconnectme.com](mailto:sanghita@mediaconnectme.com)

### PROPERTIES

Two unipoles on Sheikh Rashid Road: DPO Club Area, Garhoud.

### Company biography

Media Connect is headed by Dileep Ibrahim, who has more than 12 years of experience in the Dubai market, across various media. From 2006 to 2011 he worked as a part of the Arab Media Group, in Shoof Outdoor, where he was the head of the sales department.

Media Connect is currently functional in Saudi Arabia and the UAE. In Saudi its office is in Riyadh; in the UAE the firm's headquarters is in Karama, in Dubai.

Previously Media Connect held eight unipoles, four star masts, four hoardings, two bridge banners and a building banner. Now it holds only two unipoles.

**MEDIA CONNECT**

# Multiply Marketing Consultancy

**Founded** 2003

**Managing director** Samia Bouazza

02 650 2444

[www.multiply.ae](http://www.multiply.ae)

[media@multiply.ae](mailto:media@multiply.ae)

## PROPERTIES

**Abu Dhabi** 130 lampposts and four hoardings within Reem Island; special operations such as cutout hoardings, arches, fences, free standing flags. Coming soon: a unipole and digital screen on Reem Island.

## About Multiply

Since 2003, our team has taken an analytical approach to marketing – a thoughtful process that blends research, communication strategy and creativity. Through the alignment of traditional and digital advertising, we ensure an effective blueprint for success that complements our out-of-home (OOH) media assets. We believe in working passionately, learning a lot and pursuing innovation. We think smart, strive for success and are driven by achievement.

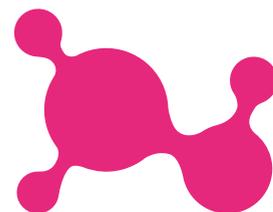
At Multiply Marketing Consultancy, our OOH media division is the exclusive provider of outdoor media on Reem Island. With our dedicated team of professionals, our OOH media presence is escalated by our expertise to determine the best possible platforms for consumers to discover our clients' brands and engage with them.

Reem Island is an up-and-coming hub of the capital, which is fast becoming the rising star of outdoor. How do we know? Well, it's our island home. With some of the city's most affluent residents living and working on the island, and media strategically placed on all major intersections of the island, our OOH takes advantage of the more than 80,000 captive commuters the island sees daily, and helps maximise our clients' ROI.

With coverage including Marina Square, Shams Abu Dhabi, Sorbonne University, Paragon Bay, Beach Residences, The Gate and City of Lights, our OOH offering includes lampposts, hoardings, unipoles, building wraps and special operations including 3D hoardings and installations. And now, with our strategic partnership with Motivate Val Morgan in four CineRoyal cinema locations, our reach extends far out into the emirate.

As a marketing consultancy, we live by the mantra 'positively contagious', making it our mission to spread our clients' messaging by pairing strategy, creativity and industry-leading research. Whether we're creating an activation or outdoor campaign, building a brand or establishing your digital presence, we ensure that your unique message is delivered to the intended audience with the highest degree of impact. With a team of multidisciplinary marketers, strategists and creatives, we work on campaigns, projects and local CSR initiatives. Our clients span industries from real estate and entertainment companies to hospitality, banking, FMCG, agribusiness, healthcare and the public sector corporations.

So, what does this all mean? With our team of research and marketing professionals poised to deliver on our promise and values – paired with our OOH itinerary – our offering is truly integrated. And thanks to this flexibility we're able to spread our positively contagious energy everywhere we go, and at every stage.



**MULTIPLY**  
MARKETING CONSULTANCY

# BE HEARD. BE SEEN. BE FELT.

Do you want your brand to have maximum impact and exposure?

We specialize in showcasing high energy campaigns and creating special operations in one of the most dynamic areas of the capital.

So, if you want your next outdoor campaign to be

**HEARD, SEEN** and **FELT**, contact Multiply to energize your brand.



**MULTIPLY**  
MARKETING CONSULTANCY

02 650 2444  
multiply.ae

# Media Squared Outdoor

**Founded** 2010

**Founder and CEO** Ghani Abou Chacra

04 446 7576

[www.mediasquared.ae](http://www.mediasquared.ae)

[info@mediasquared.ae](mailto:info@mediasquared.ae)

## PROPERTIES

**Dubai** 10m x 20m rooftop (two faces) at first interchange, Sheikh Zayed Road; special operation between second and fourth interchange on Sheikh Zayed Road; 18 lampposts on Sheikh Zayed Road between Marina Mall and Ibn Battuta Mall; building wraps on Escape Tower and City Tower on Sheikh Zayed Road; unipole at entrance to IMPZ on Mohammed Bin Zayed Road; and a 140m hoarding nearby; National Paint rooftop on Mohammed Bin Zayed Road.

**Abu Dhabi** Hoardings at Al Defaa/Hazza Bin Zayed Street, Hamdan Khalifa, Muroor, Nadi Syahi, Reem and Shahama (6 hoardings); building wraps at Grand Stores, Aliya Tower and Al Hilal Bank on Old Airport Road.

**Elsewhere** Lampposts, unipoles and bridge banners across the Northern Emirates; mupis in Riyadh and Jeddah.

### Company biography

Media Squared has been specialised in outdoor advertising and out-of-home media placement for more than five years. It offers creative media solutions, representing multiple locations across the UAE and Saudi Arabia.



# Nearbuy

**Founder and CEO** Nicolas Standaert

04 369 9703

<https://nearbuygroup.com>

[info@nearbuygroup.com](mailto:info@nearbuygroup.com)

## PROPERTIES

**Dubai** 5 interactive screens and 15 signage screens at Dubai Festival City mall; 15 interactive and 36 signage screens at IMG theme park; 6 interactive and 12 signage screens at Arabian Centre mall; 2 interactive and 4 signage screens at Lamcy Plaza; 4 interactive screens at Level Kids.

**Abu Dhabi** 14 interactive and 43 signage screens at Al Wahda Mall.

**Elsewhere** 161 interactive and 276 display screens throughout the GCC; 11 interactive screens in Lebanon; 71 interactive and 20 display screens throughout Asia and Europe.

### Company biography

Nearbuy is a global B2B tech company that engages people with retail and visitor attractions through a pioneering, proprietary digital platform. The company was founded in February 2014, and offers advanced digital solutions such as wayfinding (utilising touchscreens or via autonomous robots), responsive digital signage, mobile applications and on-ground digital activations. These solutions, which utilise data to offer a personalised digital experience for customers, are now being used across the world by leading shopping malls, tourist attractions, retailers and public sector entities. The data insights Nearbuy provides, via its integrated platform, allow companies, places and brands to understand more about their customers and to build increased engagement levels with their end users. The company is the largest operator of media screens in out-of-home locations in the Middle East. It is also leading the market in the provision of programmatic advertising and artificial intelligence solutions to engage visitors in public spaces.



## Prime Zone

**Founded** 2007 (as a sister company of BTR, founded 1998; member of Al Hawai Group)

**CEO** Basel Joudeh

**Chairman** Mohamed Obaid

**Chairman, BTR** Emad Al Hawai

04 388 9965

050 399 6638

[www.primezone.ae](http://www.primezone.ae)

[info@primezone.ae](mailto:info@primezone.ae)

### PROPERTIES

17 unipoles with 34 faces, 3 of them LED; 500 lampposts; 213 megacomms; one 20m x 15m hoarding panel; two 28m x 10m rooftop panels; one 35m pedestrian bridge; one glass wrap on AWR 21st Century Tower.

### Corporate biography

A member of the Al Hawai Group, Prime Zone was established in 2007 and subsequently diversified into outdoor advertising in 2012.



prime zone

برایم زون ذ.م.م.  
Prime zone L.L.C.

## Reach International

**Founded** 2001

**Founder** Ahmed Lizzaik

04 390 2479

[www.reachadv.com](http://www.reachadv.com)

[info@reachadv.com](mailto:info@reachadv.com)

### PROPERTIES

**Dubai** One neon rooftop signage in Deira; one backlit wall banner in Bur Dubai.

**Fujairah** 65 lampposts

**Ras Al Khaimah** Six unipoles

### Company biography

Established in 2001, Reach International is among Dubai's oldest outdoor media specialist firms. Headquartered in Dubai Media City, Reach International simplifies multiple market outdoor buys for both agencies and advertisers. Within the markets where it operates, Reach International will work with the client or the agency to design an outdoor media program that best suits their needs and budget.

Reach International has worked with a variety of clients in the UAE and Lebanon, including advertising and event companies and governmental bodies. It offers production and installation of billboards, wall banners, building wraps, lampposts, unipoles and flags.



# Sabha Advertising

**Founded** 1992

**General manager** Majed Ewaida

050 310 6540

www.sabhaadv.com

Ahmadowida@sabhaadv.com

## PROPERTIES

**Abu Dhabi** Two hoardings on the Corniche, one at Hilal Clock Tower and one by the Hilton, both with countdown timers; a 70m hoarding on the corner of Al Salam and Al Falah Streets; a 70m hoarding on Electra Road (Zayed 2nd Street) by Abu Dhabi Mall and Le Meridien Hotel; a hoarding at Khalifa park; a hoarding on Electra Street; a trivision roof top above the Tourist Club post office; also mupis, scaffolding, building wraps and trucks.

## Company biography

Founded in 1991, Sabha Advertising Gifts & Printing – or simply Sabha Advertising – started as a small gifts company specialising in screen printing and corporate gifts. Business was tough as there were bigger competitors in the early years of the company. But thanks to the people working behind the scenes, Sabha Advertising grew to be one of the leading advertising agencies in the UAE up to this day.



# Trinet Outdoor Advertising

**Founded** 2000

**Owner** Mahmoud Ismail Abu Al Haj

04 453 9466

www.trinet.ae

info@trinet.ae

## PROPERTIES

**Dubai** Hoardings on Sheikh Zayed Road at Fairmont Hotel, Fraser Suites, Sama Tower, Wellington International School, on Casablanca Road next to Al Bustan Hotel, on Sheikh Mohammed Bin Zayed Road next to Silicon Oasis; 3D model on Sheikh Zayed Road at Al Manara; bridge on Sheikh Zayed Road at Media City; 10 unipoles on Sheikh Mohammed Bin Zayed Road; 6 unipoles on Al Khail Road; 2 unipoles on Al Khawaneej Road, near Etihad Mall; unipoles on Sheikh Khalifa Bin Zayed Road at Immigration and Dubai Police; unipole on Sheikh Zayed Road at Al Safa near Mardoof Building; unipole on Beirut Street in Al Qusais; 2 unipoles in Karama; 2 wall banners on Sheikh Rashid Road by Metha Plaza; wall banners on Sheikh Zayed Road at Fraser Suites and Mall of the Emirates, and in 5 other locations; 2 rooftop banners on Sheikh Zayed Road, and one on Al Ittihad Road.

**Sharjah** 1 roof banner; 123 lampposts.

## Company biography

Trinet Outdoor Advertising was formed in 2000 and has properties in Dubai and Sharjah.



# Viola Outdoor

**Founded** 2004

**CEO and board member** Ammar Sharaf

02 644 9444

<http://www.voutdoor.ae>

[marketing@viola.ae](mailto:marketing@viola.ae)

## PROPERTIES

Lampposts, bridge banners and buses throughout Abu Dhabi. All locations and routes are carefully and strategically selected. Abu Dhabi Downtown is the heart and the business hub of the emirate. There is also coverage in the suburbs of Abu Dhabi, the Eastern Region, including Al Ain, and Al Dhafra and the Western Region.

### Corporate biography

Viola Communications is a well-established and fast-growing UAE-based investment group specialising in providing fully-integrated marketing and communications solutions.

Viola Outdoor has established itself as the leading provider for OOH turnkey advertising solutions and offers an unparalleled competitive edge for its clients through a wide range of products including skylight (bridge banners), spotlight (lampposts) and bussight (buses). With more than 15 years of experience in the Abu Dhabi market, Viola Outdoor has gained keen insights into the society, with outstanding market knowledge. To evaluate campaign performance, Viola Outdoor measures viewership impressions through providing daily effective circulation figures. Also, strict quality control systems and maintenance work in synergy around the clock to ensure perfect appearance and timely delivery.



## Market outlook



**ELIE BACHAALANI**,  
HEAD OF INVESTMENTS, OMD

Investments in outdoor media have somehow been maintained across the past years. Since the 2008 recession, prices have been regulated and we do not see any sites selling for tens of millions any more. The outdoor market has seen a drop like all other mediums this year, since we witnessed an extended summer time. However Q4 is a very fruitful period for all outdoor suppliers, with occupancy rates exceeding 80 per cent.

Outdoor has maintained its investments over the past two years, with about a 20 per cent drop this year. Media owners will more than ever go to direct clients as the competition is fierce, especially on the Sheikh Zayed Road locations. Other areas are suffering as clients want to focus investments on the main road in Dubai. We estimate outdoor to be at 20-25

per cent of the total media billings, dropping from about 30 per cent in the past few years. Investment in outdoor will maintain its share in the coming years.

When planning for outdoor, many factors are taken into consideration, starting with impact versus frequency; and here it is important to note that the tendency in outdoor is shifting towards large formats. Other factors include budgets, time of launch, availability and prices.

When choosing outdoor sites, we start by looking at the city or cities we plan to cover and whether the brief is for tactical messages, corporate, impact or frequency. After that, availability and budgets are key in choosing the locations.

Outdoor is a timeless medium despite the stagnation, though we have witnessed more digital platforms being

introduced to the outdoor scene lately. We'll be using proper measurement of reach and impact using real-time mapping apps like Google Maps. This way we can know who has seen the ad, how many times, and so on.

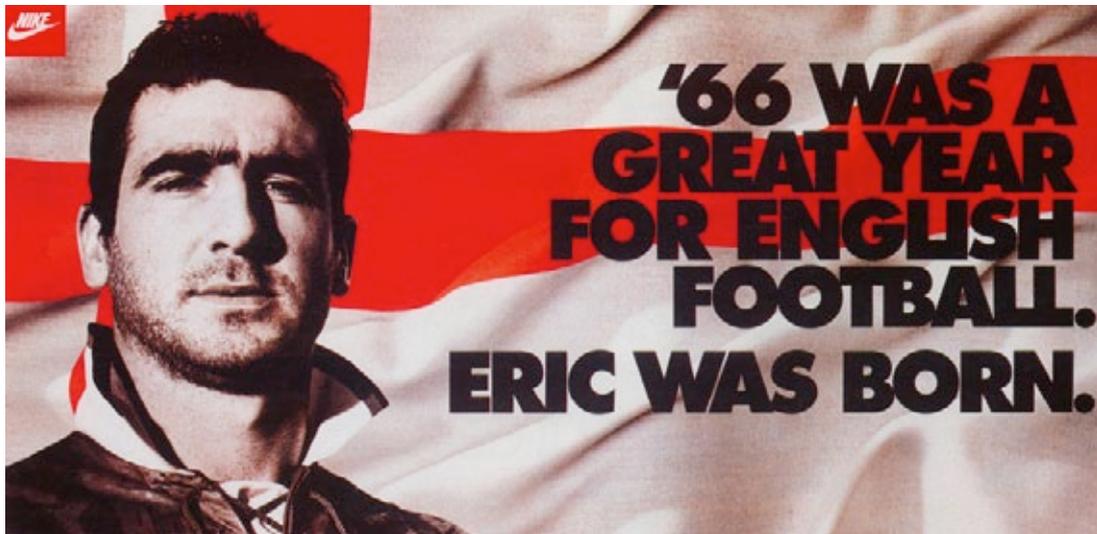
On another front, we have witnessed the birth of programmatic outdoor in London and other markets. Although this is not yet coming to maturity in this region, it could change the way outdoor business is done, particularly as more and more outdoor sites are becoming digital rather than static. Inventory will be vast, with higher frequency but less share of voice.

The room for creativity isn't vast on outdoor, with the few creative executions done over the last few years mainly limited to die cuts. There's definitely a lot of potential for us to use it in more creative way.

# Brilliant simplicity

Memac Ogilvy's **Paul Shearer** says the region's outdoor needs to raise its game, and it's up to creatives to make their mark

By Paul Shearer, chief creative officer, Memac Ogilvy



**Say no to pointless outdoor ideas. Challenge the client. Aim as high as the iPhone campaign. I guarantee you will achieve better response from your clients and their customers.**

**M**y heart bleeds when I see some brands wasting their outdoor spaces.

What an opportunity to get noticed.

Customers right there, waiting to be caught in our web of incredible mind-blowing communication.

A chance to make customers smile, think and buy. Time and time again.

It's so basic and simple. Right there in front of our eyes.

And yet so many produce messaging that just wants to hide.

It meekly says: "Hi, please look at me. If you have time."

Come on! Outdoor is our oldest form of advertising.

The USA army poster, "Your country needs you," is one of my all-time favourites.

And now I would suggest, Your outdoor needs you.

The standard is dropping and we simply must step up.

Through the years its importance seems to come and go, and this is certainly true about the standard of creative.

It has made a resurgence over the last decade thanks to the shift towards activation in outdoor.

The Xbox poster, with real humans standing on the billboard, and the Fearless Girl in New York are two great examples.

But I have to say that I haven't seen the same resurgence in the Middle East.

Dubai especially has a wealth of outdoor sites and venues. All waiting to be covered in hard-sell, Cannes-winning communication.

So why are we not taking advantage?

Why are most of the ideas on our outdoor sites so boring?

My gut tells me it's sheer laziness. But I am sure there are many reasons.

I hate talking about the old days but it's the only way I can explain what I mean.

When I first started out in advertising, the agency I was at had the Nike outdoor account.

Every single creative would work day and night to get their outdoor idea up on the streets.

Our creative director made us go through so much pain.

"That's not wow enough." "We need the whole world to talk about this."

The end result was messaging and visuals that would make people stare.

A Nike poster would be debated at half time by sports presenters on TV, published in news articles and talked about in pubs for hours.

So why do we not see the opportunity that sits in front of us? Especially in Dubai. The

outdoor sites are monsters waiting to be tamed.

Why do so many advertisers fall into the same old hole?

Is it because they have all this space and feel the need to fill every inch?

Or is it that they don't know how to tell the consumer just one thing?

Or is it that their agencies are too lazy to work on something magical?

All I know is that the media is fighting against itself.

I often wonder if it's us, the ad people, who are to blame.

And I think it probably is.

We should never let an outdoor opportunity pass us by.

Even when the client demands a basic idea we should always go back with one that makes him take another look.

We as agencies fall into so many bad habits.

We are not doing our job if we are not doing what we think is right.

There is no shame in losing a battle over what we think is right.

The shame is not trying.

But let's start with the positives.

The iPhone campaign of last year. The Twitter campaign from this year's Cannes.

And our very own Ikea "It's that affordable" campaign from Jeddah.

All strikingly distinctive.

Most of all they all follow the same philosophy.

They are brilliantly simple ideas that make you work out the message.

When you do, you feel rewarded. And when you feel rewarded you bond with the brand or product.

These are ideas that make consumers look and look again.

I always think the best outdoor makes you take notice every time you see it.

Whether it be on a 98-sheet or a lamppost, it should connect and make you act.

Is it that hard?

I don't think so.

All we need to do is snap out of the bad habit of taking the easy way.

Easy gets you one place only: nowhere.

Say no to pointless outdoor ideas. Challenge the client. Aim as high as the iPhone campaign. I guarantee you will achieve better response from your clients and their customers. Maybe even change the world like Fearless Girl. Or just sell a 25-riyal table light for Ikea.

So here's the deal. I am going to push all creatives to up their game in outdoor.

I challenge all my fellow creatives to do the same.

# Signs of things to come

Publicis Media's **Amer El Hajj** looks at the history of out-of-home advertising round the world and what the future might look like in Dubai

By Amer El Hajj, chief investment officer, Publicis Media MENA

**C**an you imagine Times Square without its iconic neon signs, or the Shibuya Crossing without its LED lights?

Outdoor advertising goes as far back as the ancient Egyptian era, when laws and treaties were communicated on tall stone obelisks. Following that, the ancient Greeks advertised the Olympic games on wooden columns along roadsides.

This type of media evolved with time, from a sticker on a shop's window to signage across the top of the same shop, to a bigger billboard, and finally to giant LED screens.

Even sci-fi movies featured futuristic billboard signs. Do you remember the scene in *Minority Report* featuring addressable outdoor digital signs? Or the kids' movie *Wall-E* promoting specific messages at different times to the right audience? This is where outdoor advertising will be heading – we are not too far from that – and it will continue to evolve with time.

With advancement in technology came the progression of out-of-home advertising. Advanced quality printing machines meant improved printing quality. Bluetooth connectivity ushered in push messages from outdoor, facial recognition, data capturing panels and social media feeds to hoardings. Very soon, billboards will be able to recognise passers-by, target them with customised adverts that reflect their personal interests, and personalise the message with the use of their names.

Throughout time, the one thing that has not wavered is how crucial location is to an OOH campaign.

At Publicis Media, we have innovated OOH research and introduced Oculus, a proprietary eye-tracking solution that gives us the ability to unobtrusively measure and evaluate subconscious behaviour of consumers and provide a true measure of their



experiences. This research enabled us to understand the noticeability of any outdoor sign based on visibility, which varies according to location and signage format.

With this, we now know that 70 per cent of commuters look at the outdoor messages all the time and more than 40 per cent see the ad most of the time. In outdoor advertising, a first impression is the only impression, which means brands never get a second chance to make that first impression. Think back on the times you passed an outdoor sign that was so cluttered you couldn't read the entire message or even know what brand it advertised. What were you able to take out of the communication? I do not know about you, but I never remember a telephone number or website

mentioned on a billboard. All I look at is the brand name and the general message, then I google it to find out more about it.

The research also told us that 75 per cent of commuters shop on their way home, 65 per cent make their shopping decision while in the car and 25 per cent are motivated by an outdoor ad. This tells us that outdoor advertising is effective in influencing behaviour. The trick is to ensure the creative is appealing and the message short, simple and clear, given that people do not have the time to read or see a complex message.

Sheikh Zayed Road is rich with examples of eye-catching outdoor advertising. Some might remember the famous Emirates building wrap about 10 years ago; a very simple communication

demanding of your attention. Adidas came out with the first 3D hoardings and Samsung housed the largest hoarding screen, featuring Dubai tweets. There are plenty of other examples, all of which were based on simple, innovative, relevant and appealing creative.

Therefore, given its ability to attract eyeballs and influence behaviour, the next logical question one should ask is: what importance is given to outdoor advertising by marketers? The majority of advertisers allocate roughly 25 per cent to 30 per cent of their local budget on OOH, while a few others, such as telcos, increase their budgets to 50 per cent because they rely on this media to communicate their continuous offers.

Being an expensive commodity compared with other local media channels, outdoor's revenues are inextricably linked to economic conditions. If the market situation is good, budgets are more abundant. When budgets are limited and cut, it becomes very difficult for brands to afford out-of-home advertising. This is why outdoor has seen a decrease in revenue in the past two years, dropping by 30 per cent in 2017.

I ask again: can you imagine Times Square without its iconic neon signs, or the Shibuya Crossing without its LED lights? The reality is it can and may happen.

Governments are getting involved and passing legislation that affects outdoor advertising. In 2007, São Paulo's mayor Gilberto Kassab (luckily not related to the Kassab outdoor company in the UAE) passed a 'Clean City Law', removing 15,000 billboards and 300,000 oversized storefront signs in one year.

Although we could stand to benefit from the municipality dismantling a few sites that serve no purpose other than visual pollution, I hope that government-driven removal of outdoor never makes its way to the UAE.

# Flying start

As the technology associated with air travel develops, OOH suppliers are moving to keep up, writes Posterscope's **Federica Fattorusso**

By Federica Fattorusso, business development director at Posterscope

**T**he aviation industry, like almost all other industries, has not been immune to the momentum of the digital revolution, changing significantly due to the increasing prevalence of technology in all aspects of travellers' daily lives. When considering that last year young tourists alone spent \$217bn on travel, with millennials seeing travel as more important than buying a home or paying off debt, we face a huge global trend that will only continue growing.

Our region has not been shying away from this trend, but is riding the wave with full force. Dubai International airport is the world's busiest for international travellers, with a 6.3 per cent year-on-year (Aug 2016 to Aug 2017) cumulative traffic increase. And 59,353,368 passengers were recorded during the first eight months of the year.

Similarly, Abu Dhabi airport, the UAE's second-busiest commercial hub, handled 10.1 million passengers in the first five months to May 31, an increase of 1.8 percent compared with the same period last year, which is in line with the prediction it will handle approximately 25 million passengers in 2017, compared with 24.5 million last year.

As the numbers taking to the skies increase, the flight experience can potentially become frustrating and disorganised. However, technology and data streams are instead transforming this increased traffic into seamless, personalised and connected experiences – a new golden era for travel.

Dubai International airport, already equipped with smart gates requiring digital fingerprints to grant access to the baggage claim area, is taking technology to the next level. Its new project foresees an advanced high-tech security tunnel straight out of *Total Recall*. The tunnel, fitted with 80 different cameras positioned at various angles, will rely on artificial intelligence instead of X-rays to verify that a traveller poses no threat. Designed to look like a virtual aquarium, the walls will be



equipped with face-scanning fish, which will attract the attention of the passengers passing through in order for the cameras to capture different facial prints. The tunnel's installation is scheduled for the end of summer 2018 in Terminal 3, and in the remaining terminals in the following two years.

Airlines are also looking to deliver personalised and seamless experiences. On-board connectivity has already begun to roll out and will be commonplace by 2025. Emirates airline, for example, now supplies wifi on almost all of its flights, with the new A380 fleets providing unlimited access. Whilst five years ago a seven-hour flight was a black hole of connectivity, today we can check our Facebook

feed, upload a picture of #clouds on Instagram and pick up office emails as though we were still in the lounge. What will this mean for inflight behaviours that have never existed before?

In-flight entertainment is also evolving, with companies such as Virgin and Jet Blue partnering with Netflix and Amazon Prime, enabling passengers to select content such as e-books, movies and music and download them onto their iPhones or iPads in order to enjoy the content at any stage during their journey.

The evolution will continue, and today there are already ideas about seat sensors that will alert cabin crews to individual passenger responses to the flight, such as

temperature, hydration, and anxiety, in order to enable staff to supply support or change the cabin environment to provide more comfort.

From an advertising perspective, we are already reaping the benefits of technology in the airport environment. The growing number of applications and programs that are improving travellers' experiences are potentially new advertising containers. The access to the much richer degree of data is also allowing us to tailor advertising experiences to individual travellers, delivering content that is relevant to them, at the right times and in the right locations.

As client requests become increasingly specific, with many brands wanting to focus on first- and business-class passengers, for example, advertising opportunities need to become similarly targeted. Today we are seeing a growing number of dynamic campaigns, thanks to the growth of digital out-of-home, plugging into real-time passenger, airport and airline data feeds. Our recent research has revealed that ad-serving relevant content to the appropriate audience at the right time can show an increase of 15 per cent in campaign effectiveness. However these campaigns still remain few, considering the opportunity available.

Data, technology and connectivity are giving rise to new media and brand partnership opportunities and the future will most certainly see more seamless forms of direct and indirect advertising in the airport environment. The ability to understand travellers and their behaviours will give airlines and airports incredible leverage, and retailers in duty free a new currency with which to work. The infinite amount of data will give us incredibly valuable insight for incisive marketing activities.

The future is bright, and in a few years' time, from a consumer perspective, a six-hour flight may be of more interesting and effective marketing value than 10 hours of TV.

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**E:** [arabianoutdooruae@choueirigroup.com](mailto:arabianoutdooruae@choueirigroup.com) **www:** [www.choueirigroup.com](http://www.choueirigroup.com)

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