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Middle East



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Arabian Outdoor UAE

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# INTRODUCTION

If we are to divide advertising into new media and traditional media, there are plenty of grey areas where long-established channels such as print and television cross over with new technologies to bask in the glory of digital enhancement. But insofar as that distinction is a legitimate one, out-of-home (OOH) advertising falls firmly into the traditional category.

And as such it has its problems. Conflicting reports abound about its health. Some say the category is growing, some that it is on the decline. Even the healthiest estimates of OOH being the fastest-growing (or only growing) traditional media out there acknowledge that it is losing out to digital channels.

Looking at the many comments and insights provided by experts on both the supplier and buyer sides of the market who have been kind enough to share their insights for this report, the industry seems to be quite realistic about the challenges it faces. The bravado of an optimistic outlook for next year and advertising spend's inevitable return to outdoor doesn't stick for long.

Some figures show that outdoor has a great impact on other, more measurable media such as search. And I don't doubt that it does. But it is notoriously hard to measure. Did anyone ever see the sign on top of the 'Toyota Building' at Defence Roundabout and drive straight to Al Futtain to order a new Land Cruiser? I doubt it. Nor did the LG sign next door persuade people to replace their fridges. Does that mean those rooftop locations were bad investments? No. But they were investments that are hard to correlate with direct consumer actions.

Digital out-of-home (DOOH) is more targeted and measurable and will make screens more efficient as it continues to expand into the region. But that doesn't mean it will be massively more effective, only that we will be better able to see how effective it is.

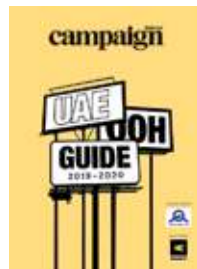
There are some great changes in the OOH market coming our way, mainly linked to the emergence of DOOH. Read on to find out about the promise of technologies including programmatic buying, localisation of content and mobile tracking.

OOH is essentially an awareness medium. It will evolve, but it will not become something beyond its nature. That is one reason OOH operators are taking their time to adopt new technologies. (It is also expensive for even the deepest-pocketed outdoor supplier to upgrade to digital across the board.)

So the traditional side of OOH will be around for a while longer. Though suppliers may have to lower their prices to pander to pushy procurement people who don't want to dig deep without assurances of measurable return on investment.

But marketers will still use out-of-home. No matter how measurable and targetable it is or isn't, it continues to carry a value that is understood, if not explicit.

**AUSTYN ALLISON**  
EDITOR, CAMPAIGN MIDDLE EAST



Cover design by  
Zane Ruyssenaers,  
MullenLowe Dubai

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**MOTIVATE**  
MEDIA GROUP

ISSUE 267. UAE OOH GUIDE 2019

GOT A VIEW?



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



# ARABIAN OUTDOOR

**Founded** 1995

**CEO** Pierre Choueiri

**COO** Najib Trad (ntrad.AOUAE@choueirigroup.com)

**Chief Sales Officer** Paul Abou Chacra

(pabouchacra.AOUAE@choueirigroup.com)

## PROPERTIES

**Dubai:** 800 mupis; 472 lampposts; 23 megacomms; tram wrap; station wrap and bridges for tram in Marina; 8 unipoles; Dubai Metro.

**Abu Dhabi:** 400 mupis; 159 megacomms; 34 unipoles.

## 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 a comprehensive range of outdoor vehicles – lampposts, megacomms, unipoles and the largest and most strategically significant mupi network in the UAE, along with transit media options. The company's track record of innovation reflects upon its vast capabilities and dedication to providing advertisers with greater flexibility, creativity and effectiveness.



**Arabian Outdoor UAE**

## INDUSTRY SNAPSHOT



**PAUL ABOU CHACRA**

**Chief Sales Officer –  
Arabian Outdoor**

### How can OOH work with other media?

By its very nature, OOH has always served as a supporting and complementary media choice, which is rarely ever employed as a stand-alone. This fact in itself has been crucial to the success of outdoor platforms, which have consistently proven to be very natural extensions. OOH has the unique ability to enhance the reach and frequency of any advertising campaign featured across TV, print, digital, etc.

In addition, OOH alone (unlike any other media type) offers the unmatched benefit of round-the-clock exposure and complete ownership of advertising space.

### How is client demand changing?

Demands and requirements vary greatly from client to client in the region, but in general it would be safe to say that when it comes to technological advancements, the region's OOH scene still lags far behind and is in its early infancy stage.

The primary demand is therefore still very much linked to the location of OOH signages, as opposed to the type of format (static vs. digital).

### Is the definition of OOH changing?

In our part of the world, changes come at a slower pace and nothing indicates that the OOH scene will transform drastically in the very near future. At the same time, we can all see that a transformation will arrive in the future, as both outdoor technology and the market begin to embrace digital. Once this occurs, I believe we will see new ways and means of strategising, planning and employing OOH, across the board.

### Where are the biggest opportunities for growth?

In today's market scenario, growth opportunities are quite limited and the most important priority becomes maintaining and safeguarding your existing business. At the same time, we at Choueiri Group and Arabian Outdoor always keep our eyes open for new opportunities and these efforts have resulted in examples like us winning the Dubai Metro tender, and employing the first digital network within a confined community in Dubai (Jumeirah Golf Estates).

Today, more than ever before, any potential opportunity for growth needs to be thoroughly evaluated, analysed and judged to ensure its feasibility and commercial viability in the long term.

### What changes are you seeing from the supplier side?

The UAE has always been an open business environment, which continues to welcome both local and international players. Looking specifically at the OOH scene, we believe that the addition of more market players (new local suppliers, or established international specialists) coming in to compete, would only help the market to mature and grow further.

New entrants need to potentially help infuse a greater degree of global best-practices, innovative ideas and greater professionalism into the marketplace. This would ultimately serve to elevate our industry's overall standards and offerings for sustained overall market growth.



**Founded** 1996

**Headquarters** Office 2501, Media One Hotel, Dubai Media City, Dubai  
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[info@backlitemedia.com](mailto:info@backlitemedia.com)  
 +971 4 446 7540

## PROPERTIES

### Dubai

**Outdoor:** 26 unipoles on Sheikh Zayed Road between the World Trade Centre Roundabout and Mall of the Emirates; 2 unipoles on Sheikh Zayed Road at the main entrance to JAFZA; 47 lampposts on Sheikh Zayed Road between the World Trade Centre and the Dubai Canal Bridge; 30 lampposts on Umm Suqeim Road between Mall of the Emirates and Madinat Jumeirah.

**Destinations:** City Walk on Safa Road; La Mer on Jumeirah Beach Road; Al Seef on Al Seef Road; The Beach by Jumeirah Beach Residences.

**Shopping Malls:** Festival City at Festival City.

**Cinemas:** Roxy Cinemas with screens at The Beach, Box Park, City Walk and La Mer.

### Abu Dhabi

**Shopping malls:** The Galleria Maryah Island.

## COMPANY PROFILE

BackLite Media is a specialist media company that has been operating key outdoor locations in Dubai for more than 20 years, and has quickly become a leader in digital out-of-home advertising with our high-profile entertainment and leisure destinations in key locations throughout Dubai and our growing portfolio of shopping malls and cinemas in Dubai and Abu Dhabi.

## LEADERSHIP PANEL



**Bill Fordyce**  
Chief Executive Officer



**Karim Gamal**  
Head of Outdoor



**Ahmed Emam**  
Head of Destinations



**Ali Chab**  
Head of Malls



**Sufyan Siddiqui**  
Head of Cinemas

## INDUSTRY SNAPSHOT



**BILL FORDYCE**

CEO, BackLite Media

### Tell us a little about BackLite Media

BackLite Media is the premier out-of-home advertising specialist recognised as Dubai's leader in the UAE's OOH media landscape. We specialise in assisting our clients and partners with highest-quality OOH media solutions in prestigious locations.

BackLite has been operating in the UAE since 1996 with large-format, premium locations on Sheikh Zayed Road. Additionally, for the past several years, we have strategically partnered with Meraas for their main destinations. Looking ahead towards the next 12 months, BackLite will be also be undertaking major investments and launching one of the world's most advanced outdoor and indoor digital signage networks.

### BackLite is well known for its unipole and lamppost locations on Sheikh Zayed Road. What new solutions can you offer your clients?

BackLite will always focus solely on premium advertising platforms and locations, something we have done for more than two decades. As part of this long-term strategy, we have recently partnered with the leading luxury mall in Abu Dhabi, The Galleria Al Maryah Island. This iconic mall opened a month ago and is already performing well beyond expectations.

We have also partnered with Al Futtaim Group, and will be installing the most advanced and premium digital signage network in the UAE at Dubai Festival City.

We continue to manage the key assets for Meraas, and our partnership goes from strength to strength. The new screen installed on the Roxy Cinema façade at The Beach is an example of the ongoing investments in top advertising signs.

### Digitalisation has been slow to catch on the UAE. Is that about to change?

I agree the outdoor market in the UAE has been slow in the move towards digitalisation, but there have been world class digital signage networks at City Walk and The Dubai Mall for many years. However, the outdoor market is about to experience a revolution.

BackLite and the RTA have recently renewed our long-term partnership and will be launching some of the world's best digital outdoor signs. Keep your eyes peeled for the official announcement and unveiling of the new sign designs in *Campaign* magazine.

### That sounds interesting. What else does the future hold?

BackLite Media is working closely with one of the region's leading geo-location specialists to develop a proprietary 'Smart Data System' that will deliver unparalleled insights into consumer behaviour and help to deliver greater efficiency, ROI and transparency for our unipole clients.

In addition, we will be launching a unique booking platform for our BackLite Cinema division, which manages advertising for Roxy Cinema. Our cinema clients will be able to book by cost-per-view to better target their key audience.

### Who is leading the drive to encompass digital technology? Clients or the OOH industry?

Both. If you look at the OOH markets around the world, in particular Europe and North America, the drive for greater efficiency and accountability is being demanded by clients and actively championed by the OOH industry.

Those that fail to recognise the unprecedented impact that is happening in our industry today will, unfortunately, be yesterday's memory.





The best OOH media for strategic, digital and retail advertising



# BSA

**Founded** 2014**Founder** Wissam Traboulsi**Headquarters** Al Salam Building, 7th floor, Office 760, Abu Dhabi

www.blueshieldadvertising.com

info@blueshieldadvert.com

+971 50 555 8949; +971 50 396 8339

**PROPERTIES****Dubai:** 6 hoardings at Al Khail; 1 unipole at Hessa Street.**Abu Dhabi:** 12 hoardings; 1 building wrap.**COMPANY PROFILE**

BSA is headed by Wissam Traboulsi, who has more than 15 years of experience in the UAE market, across various media. BSA has been specialised in outdoor advertising and out of home media placement for more than six years. The company is the largest operator of outdoor media in out-of-home locations in Abu Dhabi and Al Khail.

**LEADERSHIP PANEL**

Wissam Traboulsi  
Managing Director



Charly Saade  
Media Director

**INDUSTRY SNAPSHOT****WISSAM TRABOULSI****Founder and managing director, BSA****How can OOH work with other media?**

The broad reach and high frequency of OOH is effective for brands, both in creating brand awareness and providing a strong call to action with consumers. OOH complements other media channels and increases overall media performance. OOH ads bring a sense of hyper-locality that gives those 'aha' moments to people. It allows a digital community to feel connected in a physical way.

When paired with mobile, the ubiquity of OOH ads provides tech brands with a catalyst to drive immediate consumer action. Nielsen recently reported that OOH ads spur 38 per cent of users to either visit a Facebook page or engage with a brand on Facebook within six months of seeing an ad. And 46 per cent of users searched for brand information after viewing an OOH ad. Building on this strength, companies should make OOH a key pillar in their integrated strategy to complement mobile, social, retail and other channels.

**How is client demand changing?**

Thanks to the rapidly increasing digitisation of the OOH medium, consumer expectations for responsive experiences and an explosion of location data, advertisers and media agencies are fundamentally changing their perception of OOH advertising. With the deployment of IP-enabled digital screens in public spaces, the state of affairs is changing. Those screens present an opportunity not just to show advertising, but to deliver various forms of content. Some leading OOH companies are starting to do just that: delivering utility content – such as transit updates, weather and news – that informs consumers on their daily journeys; local content such as trending places, fun facts and upcoming local events; cultural content such as art collections, poetry and local history; seasonal content oriented around heritage months or holidays; and even premium entertainment content.

**Is the definition of OOH changing?**

I believe with the introduction of 5G, the OOH medium is going to change drastically forever. A more connected media landscape provides innumerable advantages for marketers, but more

connections means more complexity, making it even more important to create campaigns that stand out and resonate with their audiences through engaging content that is scalable and translates across mediums.

The size, prominence and relative permanence of OOH give marketers the opportunity to have a highly visible campaign cornerstone that can connect video, experiential marketing, social media activation and mobile targeting all together.

OOH will serve as both a visual anchor and a physical node for connectivity to deliver more engaging content. In environments where full motion video is permitted, marketers and advertisers can use digital OOH to engage and entertain while leveraging the increased connectivity to provide companion experiences, interactivity or paths for action.

**Where are the biggest opportunities for growth?**

It's a given nowadays that DOOH holds the biggest growth opportunities for the OOH medium. According to Warc, digital OOH is expected to grow 10 per cent a year between 2018 and 2021. And the digital share of total OOH spend reached 37 per cent in 2018. Alongside the growing penetration of digital sites, growth in the value of DOOH spending is being driven by the higher cost-per-thousand impressions (CPM) the format commands.

**What changes are you seeing from the supplier side?**

There isn't that much change on the supplier side. However, new technologies and formats are being introduced every day, which unlocks more opportunities to be creative and deliver more meaningful and impactful brand stories.



A high-contrast, black and white close-up photograph of an elephant's head. The elephant's eye is visible on the right side, looking towards the camera. A large, curved tusk is prominent in the lower-left foreground. The elephant's skin is covered in deep, intricate wrinkles and folds, creating a complex texture. The lighting highlights the contours of the skin and the texture of the tusk.

# THINK BIG! THINK BSA

**BSA**

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P.Box 29797 , [info@blueshieldadvert.com](mailto:info@blueshieldadvert.com)  
[www.blueshieldadvertising.com](http://www.blueshieldadvertising.com)





**Founded** in 1969 (changed name in 1976)  
**Chairman** Hanif Merchant  
**Group CEO** Rehan Merchant  
**Head of Sales** Danny Traboulsi  
**Regional headquarters** Burj Al Salam tower, 14th fl., Dubai, UAE  
 www.engworldwide.com  
 info@engworldwide.com  
 800 808 (toll free)

## PROPERTIES

**Dubai:** 53 rooftops; 20 bridge banners; 2,503 lampposts; 8 scaffolds; 34 unipoles; 5 LED screens; 24 truck media; 1,000 taxi media.

**Sharjah:** 3 rooftops; 6 bridge banners; 347 lampposts; 17 scaffolds; 17 LED screens; 167 mall media (Sahara Centre).

**Abu Dhabi:** 3 wall media; 17 truck media.

**Northern Emirates:** 11 rooftops; 1,112 lampposts; 116 super megacomms; 14 unipoles.

## 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 1989 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.

## LEADERSHIP PANEL



Hanif Merchant  
Chairman



Rehan Merchant  
Group CEO



Danny Traboulsi  
Head of Sales

## INDUSTRY SNAPSHOT



REHAN MERCHANT  
Group CEO, Emirates Neon Group

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

There are multiple challenges that are being faced by the UAE OOH industry, and for everyone the challenges differ as it depends on their portfolios. Firstly, there is no OOH body to discuss issues among the UAE vendors, so there are generally a lot of love-hate relationships amongst the players. This has not been resolved as everyone is out to compete with each other. It is very different from other markets where everyone (the RTA, municipalities, agencies,

clients and vendors) sits and finds solutions for the betterment of the industry. Spiraling high rents by landlords are continuing irrespective of softer demand, especially with the existing over-supply of locations, and all this whilst budgets for the full advertising industry, not only OOH, continue to tighten. There is a wrong perception that outdoor is competing with digital, and clients and agencies are focusing on programmatic planning via social media and online, and using OOH as a secondary medium to complement online. The advertisers are seeking more campaign-specific and moment-to-moment ROI, which OOH doesn't provide currently as it's an awareness medium. Hence, the lack of proper measurement tools has limited its growth until now. However, having said that, clients who lose out on their brand recall and awareness by transferring budgets to digital are later coming back to OOH one-by-one as sales revenues drop due to a lack of market presence on mass mediums.

### What effect will technology have on the OOH market?

Technology will bring a world of difference to mass mediums like OOH across all its aspects, from hardware to software to data. It will enable targeted messaging and allow interactive campaigns. Faster decisions will be possible by clients with greater transparency of information. Another fact that will positively hit the industry is democratising of information. New advertisers will be able to buy OOH instantly, and entrance barriers to a wave of new customers will be removed. Advertisers and agencies will also be provided with data and insights, which will make their OOH campaigns far more effective as technology takes effect and purchasing decisions will get better with more accurate data.

### What are advertisers asking for?

Everyone and anyone is asking for the same thing: results, results, results. Since, Dubai and the UAE are continuously growing, now it's not enough to be only on Sheikh Zayed Road or any specific road in any emirate. Any successful brand's OOH campaigns need to spread out their locations to get reach and frequency. We have seen many clients seeking to consolidate their budgets, limiting their campaigns to a few national vendors to get maximum value from their budgets. This has been creating mutual win-win situations for both parties. Our clients and agencies are also amazed with the data and insights we can present, which we have been working on to support and grow their budgets allocated to outdoor. This will be a growth trend. As budgets tighten further, cost-effective formats are being requested more and more, and the focus is now shifting to geotargeting on OOH formats.

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

It's cautious optimism for next year. We are seeing that procurement and audit departments of clients are now heavily involved, which is both good and bad. Audit and transparency will be the buzz words for 2020 and we forecast high occupancy at lower yields with new locations coming up, as the cities evolve. More options will be brought out by some vendors to ensure they get bigger chunks of client campaigns. People will positively embrace technology in media by the end of 2020 and we will see an introduction of artificial intelligence soon, with lots of concepts of real-time trading on digital formats, which will gain traction. And there will be a continuing conversion of static into digital sites.

# THIS IS WHERE THE **TOP BRANDS** COME TO **GET NOTICED**



**50** years in Business



**4950+** Locations



**07** Emirates

## DUBAI

53 Rooftops  
20 Bridge Banners  
2503 Lampposts  
08 Scaffolds  
34 Unipoles  
05 LED Screens  
24 Truck Media  
1000 Taxi Media

## SHARJAH

03 Rooftops  
06 Bridge Banners  
347 Lampposts  
17 Scaffolds  
17 LED Screens  
167 Mall Media  
(Sahara Centre)

## ABU DHABI

03 Wall Medias  
17 Truck Media

## NORTHERN EMIRATES

11 Rooftops  
1112 Lampposts  
116 Super Megacoms  
14 Unipoles



Bridge Banners | Building Wraps | LED Billboards | Lampposts  
Mall Media | Rooftop Billboards | Scaffolds | Super Megacoms  
Taxi Media | Truck Media | Unipoles | Wall Banners

# ENG

EMIRATES NEON GROUP

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

# 800 808

TOLL FREE



# ELEVATION

## MEDIA

**Founded** 2011

**Headquarters** Business Central Towers, Media City, Dubai  
info@elelevision.ae

### PROPERTIES

**Dubai residential elevator network:** JBR (129 screens/28 towers); Dubai Marina (136 screens/43 towers); JLT (46 screens/13 towers); Palm Jumeirah (64 screens/26 towers); Greens & Views (118 screens/56 towers); Business Bay (72 screens/18 towers); Downtown/DIFC (29 screens/7 towers); Silicon Oasis (24 screens/7 towers); Dubai Creek (22 screens/8 towers).

**Dubai commercial elevator network:** DIFC (123 screens/21 towers); JLT (89 screens/13 towers); Media City (44 screens/9 towers); Business Bay (84 screens/19 towers).

**Abu Dhabi elevator network:** Reem Island (118 screens/26 towers).

**Dubai large-format DOOH network:** DIFC (22 screens/28 faces).

### COMPANY PROFILE

Elevation is one of the region's leaders in digital out-of-home (DOOH) media, delivering cutting-edge, dynamic advertising campaigns to the UAE's most affluent and influential consumers in upscale residential and commercial communities.

With more than 260,000 daily viewers, Elevation's platform allows for clients to tailor their advertising campaigns, maximising relevance, impact and results.

### LEADERSHIP PANEL



**Niall Sallam**  
Chief Executive Officer



**Eamon Sallam**  
Co-Founder  
and Chief Operating Officer

## INDUSTRY SNAPSHOT



### NIALL SALLAM

CEO, Elevation Media

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

There are currently general headwinds across many sectors in the UAE. Especially hard-hit are the retail and F&B industries. As a result, ad budgets are being heavily scrutinised, and in many cases significantly reduced. Ensuring clients continue to receive increasing value from your channel is essential to dealing with these challenges.

#### What effect will technology have on the OOH market?

Traditionally, out-of-home has been considered a brand-awareness medium. However, with the help of technology this perception is being changed. Technology is providing the industry with audience data and measurement tools, contextualised content capabilities and actionable conversion tactics. In addition, programmatic (D)OOH is automating the creation, transaction, placement and optimisation of advertising – in much the same way as online campaigns are. Altogether, this is transforming how brands, agencies and suppliers are doing business together.

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

One of the more noticeable changes is the conversion of static billboards to digital screens. However, the most significant changes, not necessarily seen by the naked eye, are those driven by technology. With these technologies maturing and becoming more widely utilised, we're seeing the entire industry experience rapid transformation. Contextualised content is becoming more prevalent as well. The evolution of content creation and delivery in this new era of digital screens is creating exciting opportunities for brands to truly harness the medium and evolve their story and message throughout the course of a single campaign.

However, for brands to benefit from these changes, long-term commitment is required with focus and energy dedicated to producing OOH content at the scale and pace required to drive impact and provide meaningful results. Understanding the various measurement and deployment tools at their disposal, specialised DOOH creative agencies are achieving outstanding

results for their brand clients. Contextualised content will continue to see massive growth in the year ahead. Once most of the tech currently being deployed is 'fully baked' and has reached critical mass, it will allow the creative production process to dovetail nicely into what will be more creative and tech-driven out-of-home campaigns.

#### What are advertisers asking for?

First and foremost, they are asking for more audience data and measurability. Apart from this, there is consistent interest in automated booking and planning processes, and creative ways and opportunities to convert consumers in real time.

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

There's a lot of work to do in terms of standardising and creating best practices with respect to programmatic in DOOH, and we'll continue to see this evolve in the year ahead. Additionally, the various audience data and measurement tools, coupled with retargeting strategies, will begin to mature and become more prevalent next year. As these technologies become more robust, OOH suppliers will continue to invest more resources in implementing and cementing these solutions across their portfolios of assets. Connecting mobile to DOOH displays is still in its infancy but will eventually succeed in closing the advertising loop, while in the process compressing the funnel from "awareness" to "action". This will lead to the convergence of all three technologies (programmatic, audience data and connectivity to mobile), creating a trifecta of optimisation – once again making out-of-home the go-to medium for brands.



# Changing the **Digital-out-of-Home** landscape

Over 1,100 digital displays across  
premium urban communities

DIFC, Dubai Properties, Emaar, Nakheel

## Al Shuala Media

**Founded** 2011  
[www.alshualamedia.com](http://www.alshualamedia.com)  
[info@alshualamedia.com](mailto: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 Khawanej, Beirut Street underpass, Wafi Mall; Rooftop at Al Futtain 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; megacoms in Umm al Quwain.

## Al Wareed Advertising

**Founded** 2006  
**Managing director** Tarek Shakhashiro  
 04 269 9989  
[www.alwareed.ae](http://www.alwareed.ae)  
[info@alwareed.ae](mailto:info@alwareed.ae)

## EyeMedia

**Founded** 2003  
**Headquartered** Dubai  
[www.eyemedia.ae](http://www.eyemedia.ae)  
[info@eyemedia.ae](mailto:info@eyemedia.ae)  
 800 393 (toll-free)

### PROPERTIES

**Dubai:** Hoardings, unipoles, LED screens and bridge danners on Sheikh Zayed Road; backlit hoardings in DIFC; backlit lampposts, backlit metro pillars, bridge banners, roundabouts, tram branding and glass wraps on Palm Jumeirah; backlit lampposts, hoardings, megacoms and mupis in Discovery Gardens; various mediums in Ibn Battuta Mall and Dragon Mart.

## Group Plus

**Founded** 1992  
**Ownership** Plus Holding  
**Head of company** Georges Chehwane  
**Headquarters** Office 104-105, GBS Building, Dubai Media City, Dubai  
[info@groupplus.ae](mailto:info@groupplus.ae)

### PROPERTIES

**Dubai:** Lampposts, LED screens and unipoles.

**Sharjah:** Megacoms, rooftops, wall banners.

## Hills Advertising

**Founded** 2003  
**CEO** Sami Almuffleh  
**General manager** Hiba Momani  
**Headquarters** Emaar Boulevard Plaza tower 1, Burj Khalifa, Downtown Dubai, Office 1204  
[info@hillsadvertising.com](mailto:info@hillsadvertising.com)

## JCDecaux UAE

**Founded** 1964 (operating since 2008 in UAE)  
**Holding group** JCDecaux Middle East, the regional subsidiary of JCDecaux  
**Offices** Dubai (Dubai Media City), Abu Dhabi (TwoFour54)  
**Chairmen of executive board** Jean-François Decaux and Jean-Charles Decaux  
**CEO Middle East** Martin Sabbagh  
[www.jcdecauxme.com](http://www.jcdecauxme.com)  
[www.jcdecaux.com](http://www.jcdecaux.com)  
[dubai@jcdecaux.com](mailto:dubai@jcdecaux.com)  
[abudhabi@jcdecaux.com](mailto:abudhabi@jcdecaux.com)  
 +971 4 43 98 400

### PROPERTIES

**Dubai:** Exclusive airport advertising contracts (Dubai International Airport, Dubai World Central Airport); Dubai Media City, Dubai Internet City and Dubai Knowledge Park (unique street furniture formats including six digital screens, 23 mupis and five bus shelters in Tecom Business Parks communities); 385 advertising lampposts on Jumeirah Street.

**Abu Dhabi:** Exclusive advertising contracts in Al Bateen Executive Airport; Abu Dhabi International Airport (to be replaced by the new Midfield Terminal in 2020, subject to confirmation by airport authorities); Al Ain International Airport.

**GCC:** Airports (including 26 in Saudi Arabia, two in Oman and the exclusive contract for the soon-to-open Bahrain International Airport), street furniture and in-mall advertising across the region.

## Media 24-7

**Founded** 2005  
**Headquarters** 305, JBC 5, Cluster W, Jumeirah Lakes Towers, Dubai  
[info@media247dubai.com](mailto:info@media247dubai.com)

### PROPERTIES

**Dubai:** Hoardings and unipoles all across Dubai.





## H Y P E R M E D I A

**Founded** 1999

**Holding group** W Ventures

**Regional headquarters** Boutique Offices, Villa 4, Dubai Media City, P.O. Box 502021

**CEO** Habib Wehbi

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

+971 4 390 2293

### PROPERTIES

#### In-store:

More than 280 hyper- and supermarkets across the region. We offer effective branding solutions throughout the path to purchase including trolleys, entrance branding, aisle hanging signs, shelf dressing and check-outs. Hypermedia is now introducing new digital instore innovations to the market.

#### In-mall:

32 malls across the seven emirates.

**National Mall Digital Network – 32 malls:** Consists of approximately 842 screens providing 5 million spot impressions monthly across all malls in the UAE.

**Static signs:** 100 key locations throughout the busiest areas in our malls.

**Promotional stands:** Prime locations in our malls for events and promo stands.

#### Outdoor coverage:

**Sheikh Rashid Road mega LED screen:** Largest LED screen (42 x 15 m) – before Garhoud Bridge.

**Al Wasl Digital Network domination:** Large LED unipoles.

**The Pointe – Nakheel:** Digital screens.

**Nakheel Mall:** 2 large mega digital screens targeting commuters in the Palm Jumeirah.

**WTC LED Bridge** Crowning the glorious skyline of Abu Dhabi World Trade Centre.

**Community network lampposts:** Scattered around busy parking lots and main entrances of Nakheel community centres.

**Hoarding large format:** Large backlit structures in Sheikh Zayed Road, Al Wasl Road and Al Ain Road.

### COMPANY PROFILE

From a modest beginning in 1999, Hypermedia has grown into a regional force, operating the largest digital signage network in the Middle East, along with an extensive array of static displays throughout the GCC. As part of W Ventures Holding, Hypermedia's diverse products include outdoor, mall, In-store and airport signages. Together with sister companies RedPeg Middle East, Digital and RELY, Hypermedia is well positioned to cater to all OOH marketing needs, linking brands seamlessly to their target markets.



**THE LEADING DIGITAL  
OUT OF HOME COMPANY**

# life nscreen

**Founded** 2016

**Headquarters** 505, Blue Bay Tower, Marasi Drive,  
Business Bay, Dubai, UAE  
www.lifeonscreen.com  
info@lifeonscreen.com  
800-LIVEADS

## PROPERTIES

**Dubai:** 91 digital screens across Carrefour, 368 digital screen in ENOC stations, 13 digital screens in Tasjeel, as well as other locations.

**Abu Dhabi:** 83 digital screens across Carrefour.

**Elsewhere:** 76 digital screens Carrefour, and 25 digital screens in ENOC, as well as other locations.

## COMPANY PROFILE

We add creativity and technology to outdoor advertising. With our technologies, you will be able to transform any screen into an advertising space. When we say “advertise anywhere, anytime” we mean it, literally.

## LEADERSHIP PANEL



Matjaz Turk  
Chief Product Officer



Saeed Alshamsi  
Managing Partner

## INDUSTRY SNAPSHOT



### SAEED ALSHAMSI

Managing Partner, lifeonscreen

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

We believe that the main challenge the industry is facing is that it is still full of analogue options, which means any small mistake in or changes to the creative requires additional costs borne by the advertiser. A lack of digitalisation also means there aren't a lot of things that advertisers can measure natively. At best, they receive a guesstimation of impressions.

The other challenge is the fact that today's consumer wants to see ads tailored to their interests.

Due to the limitations to customisation of analogue OOH such as hoardings and billboards, the campaign fails to reach different target audiences.

#### What are advertisers asking for?

Advertisers want great value for their money and demand measurable ROIs. For a while, this has been one of the biggest challenges in outdoor advertising, because marketing managers are no longer satisfied with impressions. However, technology and embracing omnichannel advertising in the OOH industry have made it easier to bridge this gap and provide better metrics as well as actual ROIs.

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

Today's consumer is very sensitive and it is important to find the balance between capturing their attention in less than 3 seconds and avoiding offending them or invading their privacy. This, coupled with recent regulations protecting consumers, such as GDPR, create a challenge when using technology to target consumers. With its new, sophisticated visual sensor, lifeonscreen will enhance targeting of audiences by offering important metrics for advertisers without infringing on privacy.

#### How do you expect to see the industry evolve in the near future?

New technologies are always game-changers in any industry. No matter what industry or technology, they all share the same formula: ease of usage, accessibility, and flexibility for the user. The OOH industry is no different. Advertisers expect to have access to a platform where they can book screens, upload their creative executions and process the payment and measure the results.

But, with great technology comes great responsibility. We can't mention data without mentioning privacy. Capturing and sharing consumers' data without their consent is generally dishonest and illegal in some jurisdictions. Yet data is what the new technology brings to the table. Advertisers today want to calculate a campaign's ROI, which means measuring the number of consumers who saw the campaign and made a purchase. On top of that, TVs and LED screens have become more affordable, and with our technology they can be transformed into an advertising space easily, which means more options for advertisers to choose from.

So we believe that in the next couple of years the focus will be on finding the right balance between sharing data that will help advertisers measure their ROIs and protecting the privacy of the consumers.

#### What effect will technology have on the OOH market?

The technologies and programmatic solutions that lifeonscreen will introduce in the first quarter of 2020 will revolutionise the industry and will help advertisers deliver their message to the right consumer in the right place at the right time.

The best part is that advertisers will be able to track and measure the results of their campaigns in real time. Not to mention that it will be very affordable compared with the analogue outdoor advertising available.

The visual sensor will provide detailed metrics such as exact reach and demographics, as well as eye-tracking data for each ad. This will ensure that advertisers have better information to measure their ROI and tailor future ads accordingly.



# ADVERTISE ANYWHERE, ANYTIME.

LITERALLY.



Visit [www.lifeonscreen.com](http://www.lifeonscreen.com)  
or call 800-LIVEADS

life  nscreen



## Multiply Marketing Consultancy

**Founded** 2003

**Holding group** Royal Group

**Headquarters** 1901 Tamouh Tower, Marina Square, Reem Island, Abu Dhabi  
media@multiply.ae

### PROPERTIES

**Abu Dhabi:** Exclusive media within Reem Island (130 lampposts, 4 hoardings, free-standing flags and fences); one of the largest media locations, a building wrap on Corniche Road; a new L-shaped hoarding on Khalidiya.

## Nearbuy

**Founder and CEO** Nicolas Standaert

+971 4 369 9703

www.nearbuygroup.com

info@nearbuygroup.com

## Prime Zone

**Founded** 2007

**Owner** Basel Joudeh

**Headquartered** Dubai

info@primezone.ae

### PROPERTIES

**Dubai:** 16 unipoles, 500 lampposts, two rooftops.

## Reach International

**Founded** 2001

**Founder** Ahmed Lizzaik

+971 4 390 2479

www.reachadv.com

info@reachadv.com

## Royal Outdoor Advertising

**Founded** 2012

**Managing director/owner** Souriana A. Khalek

**Headquartered** Dubai, UAE

info@royaloutdooradv.com

### PROPERTIES

**Ras Al Khaimah:** Lampposts, hoardings.

**Umm Al Quwain:** Lampposts.

**Sharjah:** Lampposts.

**Fujairah:** Lampposts.

**Sheikh Mohammed Bin Zayed Road:** Hoardings.

## Sabha Advertising

**Founded** 1992

**General manager** Majed Ewaida

+971 50 310 6540

www.sabhaadv.com

ahmadowida@sabhaadv.com

## Trinet Outdoor Advertising

**Founded** 2000

**Owner** Mahmoud Ismail Abu Al Haj

+971 4 453 9466

www.trinet.ae

info@trinet.ae

## Viola Outdoor

**Founded** 2004

**Headquartered** Twofour54, Abu Dhabi, UAE

marketing@viola.ae

### PROPERTIES

**Abu Dhabi:** Lampposts, bridge banners, buses. All locations and routes are carefully and strategically selected in Abu Dhabi. They are in Abu Dhabi Downtown, the heart and the business hub of the emirate; the suburbs of Abu Dhabi; Al Ain; and Al Dhafra Region.

# OUT OF THE SHADOWS

Technological advances are answering the challenges long raised by traditional outdoor media, writes BPG Max's **Amit Raj**

**I**n the \$500bn global advertising market, outdoor is the only traditional medium that has steadily grown for the past 10 years. Last year it had a share of 6 per cent, and was estimated to grow to \$33bn by 2021. What makes this medium so special and sustainable? It has a response to everything that is seen as a challenge in digital media.

Viewability and brand safety are a big concern in digital media. Outdoor is transparent and almost 100 per cent viewable. Its surrounding is for everyone to see, with nothing hidden and no adverse content. Now, let's take the next hurdle for any broadcast media today: ad-blocking or surfing during breaks. Outdoor is non-invasive but attention-grabbing in that aspect. You can ignore it but you cannot avoid it. It's a powerful feature that assures you that if the messaging is good you have the full opportunity to engage. Digital platforms have glorified the concept of geo-targeting, but guess which medium always was geo-targeted. Outdoor options in a specific community, inside or outside a supermarket or near workplaces are all examples of geo-targeting.

In the GCC too, outdoor was the media of choice for a long time, to the extent that it took more than 20 per cent of advertising share. While most advertisers still believe outdoor has an unparalleled ability to get attention, spends are declining at the rate of approximately 12 per cent a year in the region. The reason is in the increasing quest for ROI measurement, audience targeting and drive for performance. If you are not like digital then probably you are not good enough. While developed markets have adapted to digital outdoor seamlessly and quickly, in the GCC we are still struggling to justify outdoor as a good traditional media.

Digital outdoor complements traditional, impactful outdoor with digital targeting and measurement. Digitalisation of outdoor is the much-awaited shot in the arm that will make GCC outdoor media irresistible and move the medium on to a sustainable growth trajectory, as it is on in developed markets. These are some of the possibilities that will make it attractive again.



**Amit Raj** is general manager of BPG Max

## AUDIENCE TARGETING

Mobile data is increasingly being used by outdoor vendors to profile audiences around a city. It also gives information on audience clusters. While this is a powerful tool to measure audience reach for signage, it can also be used for real-time localised messaging. The extent of mobile data available is insane; an ad can be served in front of a group on the basis of their profile. Even so, GDPR and local regulations might not make life easy.

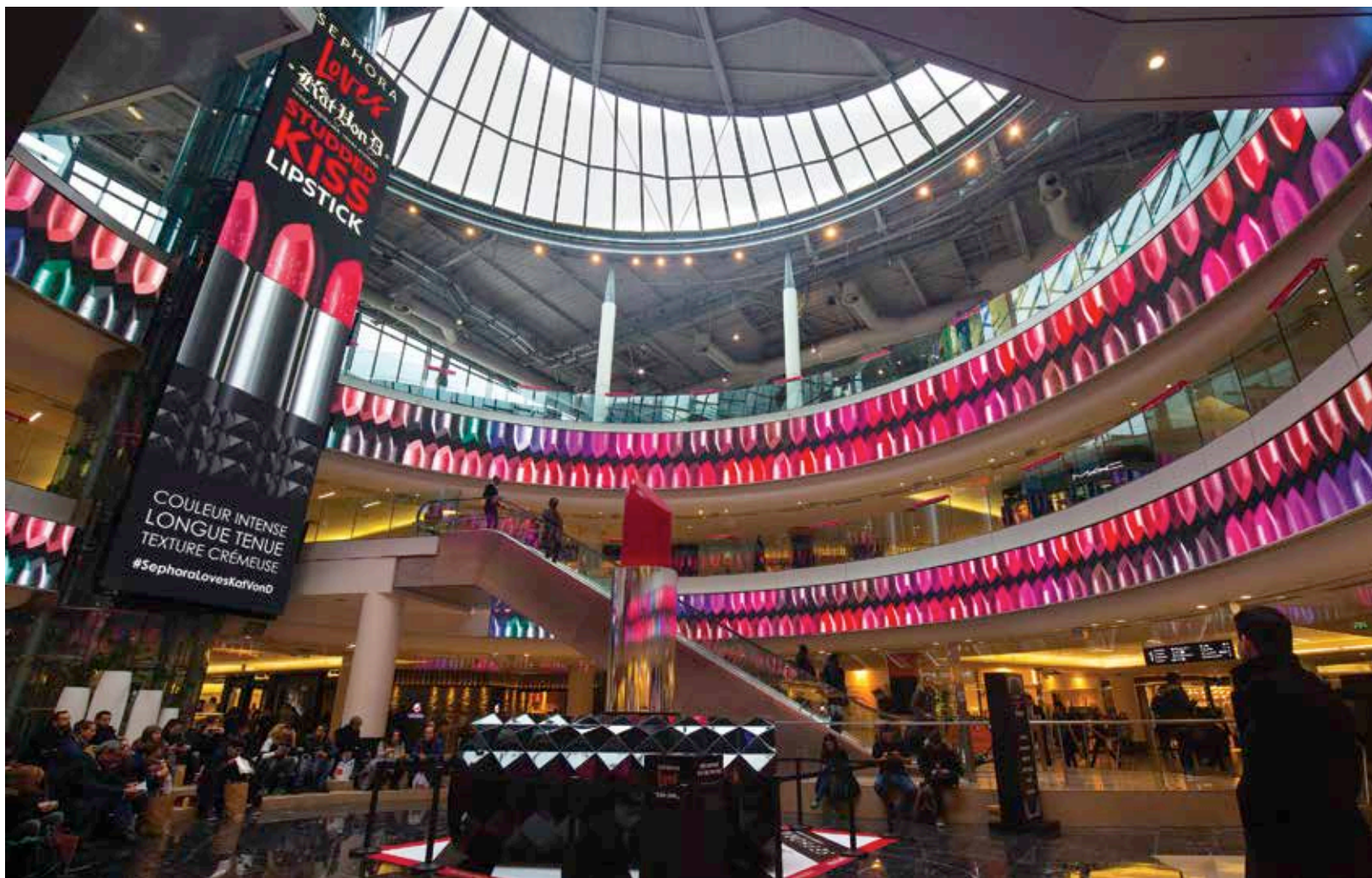
A natural progression from audience data integration, something that is gaining momentum, is programmatic outdoor buying. Digital screen and audience data will lead to platforms where audiences can be profiled for effective targeting and optimisation during the course of a campaign. If the platform has enough inventory across the available outdoor spectrum, a biddable option is a possibility that can be explored. It is believed this will rationalise costs, which is often a

point of debate and criticism today.

If the static digital outdoor revolution was not good enough to convince you of an outdoor channel leap, think about this: While you are standing under your building contemplating where to go for dinner, you could have a digital bus signage gliding past recommending you a great Thai restaurant nearby. Mobile signage like bus and taxi ads will be dynamic and driving a call to action for specific locations – a great performance medium.

It is only a matter of time before the transformation in our region is complete and integrated with data. We will have an impactful media that is viewable, safe, accountable and targeted. What else do we need to populate much of the purchase funnel? While outdoor is set to take prominence again, it will be refreshing to see the market addressing the outdoor medium as a complete channel rather than the stereotype of a branding, reminder medium. It is time for the dark horse to rise.





# WORK THAT MAKES YOU SAY 'OOH'

The MediaVantage's **Manoj Khimji** examines examples of innovative executions from around the world

**T**hey say you never forget your first time. Does anyone else recall the first time they saw a 'special build' on Sheikh Zayed Road? Or their first die-cut bridge banner? Or the debut of an automotive brand with headlights on the unipole? These were award-winning media executions at the time, changing the way clients and agencies used OOH surfaces, and were heralded at industry awards for pioneering the medium and, of course, their innovation.

Innovation is a somewhat overused word, isn't it? Innovation is defined as making changes in something established, especially by introducing new methods or ideas. At the time, a bridge banner for a Jumeirah clinic with a stethoscope sticking out above the rest of the ad was, indeed, making a change in something established. The same goes for the 4x4 LED headlights on a unipole and the multiple other special builds we've seen over the years.

However, as digital media grew to dwarf OOH revenues (\$226bn versus OOH advertising at \$35bn, according to Statista's 2019 estimates), the need for another phase of innovation has once again risen and the world's biggest out-of-home players have responded. The interesting thing this time around, however, is that the major OOH developments are either inspired by or in collaboration with digital media innovations.

Take, for example, Clear Channel Outdoor. One of the world's biggest OOH media owners, Clear Channel has been investing heavily in technology and data across the globe to transform OOH and keep it relevant on media plans. Clear Channel's unique Radar product is a suite of tools that uses anonymous, aggregated mobile geolocation data to more effectively plan, measure and optimise the impact of OOH. It allows media buyers to understand

the actions of audiences exposed to OOH campaigns, enabling them to plan and build campaigns based upon real-world consumer behaviours to more efficiently target audiences with the right message at the right time on the right panels. Currently available in the US, and soon to be rolled out in Europe, Radar also allows advertisers to measure the actions of audiences exposed to their OOH ad both to prove its effectiveness and to feed the audience insights generated back into the planning tool to optimise future campaigns. Speaking of programmatic OOH buying, the German start-up HYGH connects anyone who has a surface or an advertising display face with a potential advertiser. In the true spirit of start-ups, it is the Uber of digital OOH, opening up the marketplace to users, providers and everyone in between. You own a small coffee shop or a neighborhood gym? Simply put in a couple of Smart TVs, register on HYGH and you will start seeing ads appearing in your establishment – from Ford Motors all the way to Betty's Manure (conveniently available from the shop next door).

It's not only the way OOH media is being bought and sold that is changing; it's also the formats being sold. So-called smart billboards have been around for several years, but they continue to evolve and become more relevant and, well, smarter. In Sweden, the pharmaceutical firm Apotek and their ad agency Akestam Holst launched an anti-smoking campaign by installing a footpath mupi with smoke detectors that would trigger a man coughing in the ad when a smoker walked past.

The iconic Piccadilly Lights in London's Piccadilly Circus stoked the share-of-voice argument by displaying all six of its advertisers at all times, albeit it in a revolving Rubik's-Cube-style roulette wheel motion. But it also installed smart capabilities,



allowing advertising to get creative when it started raining, or when the sun set, or even live streaming advertisers' launch events and unveilings.

AR and VR are also playing a key role in the innovation of OOH. However, their limitation in terms of volume of sites is a natural barrier that restricts them mostly to being 'nice' in the media category at the various advertising award ceremonies. Eye-level, pedestrian-friendly booths that offer consumers the chance to have their photos taken with their favourite sports star, or to get a free bottle of water by having their heart monitored with an elevated heart rate over 130 bpm, or even the Graubünden (Switzerland) Tourism campaign "Mountain Man", which allowed train commuters to be invited by a gruff tourism ambassador at nearby Graubünden to his mountain dwelling... These are all eye-catching and cool, but hard to roll out beyond one or two display sites at best.

Beacon technology has been pushing for attention for several years now, with the technology getting more cost-effective each year. The uber-luxurious Knightsbridge department store Harrods in London has been a pioneer of this technology, meshing customers navigating through the mobile store guide app along with its larger-than-life digital video walls to provide real data and feedback on shopper habits within the retail environment.

As an industry, OOH hasn't yet reached its widely anticipated watershed moment, where it is expected that digital OOH will surpass traditional OOH spend.

We're currently at a point where the tech is ready and raring to go, but the people and the processes are not. DOOH may not be so straightforward to plan and buy, but it is effective in twinning the most powerful creative platforms with efficient execution methods.

According to PricewaterhouseCoopers, outdoor advertising was the only traditional media category that grew in 2018, reaching an estimated \$33.5bn. Much of that growth hasn't, however, been down to the latest cutting-edge innovations, masterful technology, mobile data, or mapping consumer movements during their commute. A lot of it has been down to hard graft from the OOH companies, working harder to showcase their sites, and providing brands with immersive, thorough experiences other media have fallen short of.

Clear Channel's appropriately named "Digital Dream" at La Defense Mall in Paris hands over a whopping 250 sqm to advertisers to completely overtake and dominate an entire atrium in one of Europe's busiest shopping centres. It's an overwhelming, engrossing display of attention, and one that top brands around the world have been clamouring for ever since its inception.

It's only a matter of time until these innovations are here in the Middle East, and the region will face challenges (and opportunities) in adopting and accepting these, as it did when digital media went through a similar growth spurt a few years ago.

MANOJ KHIMJI is managing director of The MediaVantage

**MANOJ  
KHIMJI**



**"WE'RE CURRENTLY  
AT A POINT  
WHERE THE TECH  
IS READY AND  
RARING TO GO,  
BUT THE PEOPLE  
AND THE PROCESSES  
ARE NOT"**





# PAST PASSIVE

OOH has traditionally fallen behind when it comes to targeting and measurability, says Publicis Media's **Amer El Hajj**. But DOOH? Well, that's another thing altogether

**A** recent report by Winterberry, a specialised management consultancy, cites that only 5 per cent of its panellists said out-of-home (OOH) is the best medium suited to driving value in concert with the deployment of other channels. By coincidence, the same percentage is reflected in an IAB UK & PwC 2018 report, showing that OOH billing in the UK is 5 per cent of the total media spend.

Some brands would argue that the time of traditional media is long gone, as it simply cannot compete with the more popular adoption and immersion of digital and social media.

I, on the other hand, beg to differ.

We are all aware that media agencies and advertisers invested heavily in billboards,

hoardings, posters, and other forms of outdoor media a few years back. Digital evolution, rapid development of technology and the rise in popularity of social media has flipped this model on its head and challenged the medium, disrupting the entire advertising ecosystem.

Advertisers today are going after targeting and measurability. Their plans are an attempt at creating a unified customer journey, bringing together various media channels to seamlessly deliver their messages across multiple touchpoints.

If I am to look beyond consumer devices, PCs, mobile phones, tablets, connected TVs and more, this is where I see a greater role for OOH. Thanks to technology, traditional OOH media has become

**“WITH DOOH HAVING THE CAPABILITIES OF MEASURING AND REACHING TARGET AUDIENCES WITH HIGHER LEVELS OF ACCURACY, ADVERTISERS WILL START EMBRACING PROGRAMMATIC.”**

digitised and is no longer a passive medium, a follower or a passenger. Digital OOH (DOOH) has changed the face of outdoor advertising, with ads being more dynamic and carrying highly targeted messaging that captures the target audience at the right time. Additionally, we now see interactive campaigns connecting with consumers in real time, helping propel OOH to greater growth.

According to an independent study released by Nielsen in 2017, OOH drives online activation. It motivates consumers to generate activity online, either on search engines or social media each time they encounter an outdoor ad. The same study found: “On average, OOH media generates 26 per cent activation share for search engine engagement alone. And when it comes to engagement on Facebook, Twitter and Instagram, these rates are even higher.”

Similarly, another study, by NeuroInsight in 2015, showed that consumers were 48 per cent more likely to click on a mobile ad after they had been exposed to the brand on OOH.

So, how do we get DOOH to unlock the magical world of true omni-channel advertising and be part of the funnel to conversion? Well, for one, we tap into advertisers' first requirement: targeting and measurability. This is why the main global trend today for OOH and, more specifically, DOOH is programmatic OOH. With DOOH having the capabilities of measuring and reaching target audiences with higher levels of accuracy, it is my opinion that advertisers will start embracing programmatic for OOH advertising.

When this is the trend globally as well as the direction of the international media scene, why is MENA still trailing behind? If our MENA OOH industry is worth almost \$1bn, what is holding us back from turning most of our OOH signs into programmatic digital screens, geo-fencing our consumers and targeting them at the right time and at the right moment?

If the industry is scared of the tech giants eating out of their clients' spend, this is your opportunity to retaliate, contribute and participate in this technological evolution. This is what will increase the OOH market size and reposition this medium to allow it to compete with digital advertising, which represents almost 50 per cent of the MENA market budget in 2019.

**AMER EL HAJJ** is chief investment officer at Publicis Media





TREVOR DSOUZA  
Media manager at Radix

# Changing faces

Outdoor advertising is transforming. Radix's **Trevor Dsouza** examines the factors driving that transformation and dictating its pace

**T**he digital revolution has brought with it numerous more contact points advertisers can use for building their brands and businesses. With reduced marketing spend and increased growth in digital advertising, companies are trying to find the optimal way to spend their advertising dollars. Hence the question arises: Is OOH vulnerable in this new age? Even: Is it the end of outdoor?

Stay assured, outdoor is very much relevant today. Considering we live in a mobile economy, where people are out and about, OOH becomes even more important. Not to forget that it is the only medium that has the stopping power and potential to create high impact, unmatched by other channels. When done right, it delivers a glam quotient for launching new products or brand awareness.

So, to put it in perspective, keep in mind that it takes consumers eight touchpoints with your brand before they are ready to purchase. This makes a holistic marketing strategy that incorporates various touchpoints and channels more likely to result in conversion for your brand or product. Depending on your objectives (and budget), OOH may not be on every plan, but it has its place, use and advantages.

With outdoor advertising being anything that reaches consumers outside their homes – from billboards, street furniture and transit advertising to exterior signage and point-of-sale displays – it remains a common way for businesses to advertise to the public. But, as with everything else, today consumers are as distracted as ever. Their attention spans are short. This makes the rule of thumb even more important: keep it short, sweet and to-the-point. Also, OOH faces the challenges of cost-effectiveness and measurability, both solid advantages of social and digital marketing. That is why we see its growth.

It comes as no surprise, then, that in today's digital world we see technology's wings spread to driving innovation with Digital OOH. Already, in markets like the US, UK and Germany, digital out-of-home addresses the challenges of traditional OOH – cost effectiveness and measurability – to make a path from traditional media into the digital foray of programmatic outdoor media.

These are interesting times of convergence of traditional OOH to programmatic OOH, where DOOH acts as another screen available to the advertiser. With the technology already available it means suppliers, agencies and clients only require adapting to a new process and making the current supply-side platforms (SSPs) and demand-

side platforms (DSPs) better, along with a few favorable adopters to get the ball rolling. In contrast to slow manual installation, with DOOH the display is dynamic and can be done at a very short notice

Comparing screen displays between digital and outdoor space, OOH ads are not placed within a content environment, and so will never compromise an advertiser's brand. OOH is free from ad blockers and it cannot be skipped. Thus, to sum it up, programmatic buys will enable granularity, and targeted audience planning and buying will increase efficiency and effectiveness, brand safety and measurement. By layering first- and third-party data to optimise OOH campaigns, advertisers can now look at creating a more unified user experience across all media channels. By doing so, they can create memorable experiences for those that matter the most – the consumers.

Google has recently shown interest in this technology, and bringing together its programmatic know-how and huge accumulation of personal data could be a real game-changer for outdoor, particularly considering its unique access to mobile data.

At present this an unfamiliar process that will make the traditional media owners uneasy. It could be due to technology, inventory or other factors. Traditionally, OOH has been bought and sold in a very confined manner, with personally negotiated direct deals making up most transactions. Long-standing deals and concepts like these need to be translated into an open market. With the open market concept, the cost for outdoor will reduce the entry cost for outdoor considerably.

While the industry will continue to trend towards digital in the coming years, we aren't expecting to see the end of static posters and billboards any time soon.

The foremost reason for this delay is the significant capital investment required. Moving an entire enterprise-level static network to digital would be a very costly affair even for the most well-funded networks. Digital screens are usually rolled out over time at a capital-refresh cycle rate that makes sense to the business. Moreover, some of the placements do not have proper connectivity to the basic infrastructure required for digital screens.

Furthermore, there are creative possibilities available in static that simply wouldn't have the same effect in digital. Static locations, especially those with special creative capabilities such as die cuts and 3D posters will continue to be in demand among advertisers and agencies.

Stay assured, outdoor is very much relevant today. Considering we live in a mobile economy, where people are out and about, OOH becomes even more important.

# THE **YIN** AND **YANG** OF OOH

C2 Communications' **Samer Qaqish** and **Leslie Paul** say there is a way to keep both clients and agencies happy in the tricky balancing act of out-of-home media

**D**o this simple test: Ask anyone in an agency what outdoor advertising is and chances are the first thing they will say is "billboards". Do the same at the next client meeting and you are likely to get the same answer. This should not be surprising, though, as billboards have been the dominant form of outdoor advertising for decades.

Now, do the same and ask what out-of-home advertising is, and there will be a momentary silence. If you are also silent right now, let us shed some light.

To keep it short and simple, out-of-home (OOH) advertising is communication that literally reaches consumers while they are outside their home, when they are on the go, at public places, in transit or in waiting. In general, OOH advertising formats fall into six main categories: billboards, street, roads, highways, transit and any other non-conventional format. And because we live in a digital age, technology applies to all these formats.

So, now that the air is cleared and the weather outside is glorious, we need to ask: Why is there still so much hype about billboards? Take a drive along the

highway and you'll know what we mean. The answer is not that straightforward.

To a creative, the mention of OOH results in the firing of neurons in the brain. After all, there are enough great examples out there.

To account management, this is that opportunity to bring something avant-garde to the client. This is the big break, the opportunity to be outstanding.

To a marketer, on the other hand, the question of ROI is raised and the whole perspective changes. The reality today is that most brands out there are looking at bottom lines. Building equity is great, but gaining immediate results is a priority. They cannot be blamed for thinking this way, as the market dynamics have drastically transformed in recent times.

What the general masses out there don't know is that agencies and clients constantly lock horns on what should be done or what could be explored in the OOH arena. A quick audit of ideas put aside is worthy of gracing a publication called "The Greatest Story That Is On Hold". And the battle continues.

This brings us to us. Instead of being frustrated, dejected and derailed, we



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Communications

looked at creating a win-win formula that works for both ends of the spectrum, while keeping in mind the consumer who is sitting in between. We do want to iterate that this isn't a compromise but a way forward, which could prove to be beneficial for all parties. Give marketers what they want based on their consumer research and ROI needs, but find ways to make OOH advertising an experience. By tracking the commute and footprint of the targeted consumer, a lot of alternative, effective and cost-effective solutions can be developed. With a little more persistence, something creatively different can be devised.

IBM's People For Smarter Cities project is a great example of how communication can be very functional, and at the same time drive the brand's core essence. Ikea's RGB Billboard, on the other hand, demonstrates how three different messages can be utilised in a single space. And of course there's the Magic Of Flying from British Airways, which uses digital in a non-literal way. What is interesting is that all these examples are just billboards – and we have the other five categories we haven't even touched on.

Closer to home, there have been some interesting usages of OOH media. And by interesting, we mean smart. Hop on board the Metro and take a look at some of the stations. While there are a few that are location-centric, there are quite a number that are "brand-led". Another smart example is the naming of an event arena that is associated with the world's most popular beverage. While the investment may be quite substantial, the reach of the brand is definitely celestial. Off and on, we do come across OOH innovations, mostly at a small scale. When it comes to larger formats we tend to stick by the rules and to the space that is made available by media owners.

So the big question is: Can we and should we push the boundaries while maintaining the yin and the yang? The answer really is quite simple: Give your clients what they want, and at the same time give yourself what you want.

By the way, why hasn't anybody wrapped the seats of taxis, buses and the Metro till now? Hmm... we're giving one of our clients a call right now.



Ikea's RGB billboard showed three messages in one space



# THE WORLD'S OLDEST NEW MEDIA

New technologies are allowing OOH stakeholders to do more with their data, writes UM's **Hatem Fakhri**. Just don't make those ads too localised



**D**uring the evolution of data usage over the past few years, most marketers have reserved a seat on the bus. Their destination? Leveraged multiple-source data sets to enhance their audience segmentation and discover new market potential, where the data is driving the wheels fast enough to change the whole approach of how we plan and buy OOH.

The usage of data has changed the way we define and use media metrics across all media platforms, especially the traditional media consumed in the region, where new-era advertisers are demanding more accurate planning without wastage in order to justify the budgets spent on different marketing campaigns and on delivering the right message at the right time and place.

Out-of-home advertising, which is described as the “the world’s oldest advertising medium”, offers fast, effective reach of national audience – second only to TV. It is part of this data evolution in the region and, despite the claims that OOH is thriving in the digital era, there has been more change in the past five years than the previous 50. We are witnessing the rise of DOOH (digital out-of-home), which allows a personal and direct interaction with individuals and works like magic in places where consumers dwell.

It has become the norm today that location services are part of everything we do – from commuting to locating outlets. This has allowed new technologies to process this data to reshape the understanding of audience locations in and around the OOH space. These technologies and the improved audience metrics are paving the way for programmatic trading of OOH audience, where the ads can be displayed at certain times a day, or different promotions can run in different locations, which leads to a more targeted and diversified message, delivering a unique communication opportunity.

We have seen such development happening in Saudi malls, street signs across the region, business complexes and entertainment areas where media suppliers have introduced digital solutions, leading to a huge shift from static advertising to deliver on different messages across different areas. A more personalised offering can be achieved. Research by Kinetic found that broader, regional localisation was more effective than copy at street level. By leveraging a “targeted broadcast” with regionalised copy, some clients showed an 8 per cent boost in sales for their stores in proximity to the regional OOH adverts. By contrast, the hyper-localised adverts boosted sales by 1 per cent, which leads us to a very essential understanding that understanding the location can be used to create a cross-channel experience for consumers while serving them relevant content in sequence, leading to amplify the impact of the brand message.

So what does this mean for us as media planners and media agencies?

The combination of these multiple sources of data, audience measurement

and DOOH inventory has stimulated the development of campaign measurement systems by both OOH owners and media agencies to make the management of campaigns much easier. They mean stakeholders are able to track results and map them with brands’ sales data to enhance the development of OOH as a medium. These systems are essential for future OOH campaign management by agencies and media owners. They fall under three categories:

- Planning tools (for media agencies, with audience segmentation based on the data collected);
- Execution and delivery (helping buyers getting the right screens);
- Transactional tools (such as ad-management of inventory between agencies and media owners).

**“BY LEVERAGING A ‘TARGETED BROADCAST’ WITH REGIONALISED COPY, CLIENTS SHOWED AN 8 PER CENT BOOST.”**

This will lead us into kind of a programmatic OOH planning and trading. But such a development is an unsystematic partial measure taken over a period of time by media owners and markets. Most likely peers will follow the big players, as JCDecaux signaled in 2018, to launch a platform to integrate planning and buying.

With Google and Facebook taking 80-90 per cent of incremental ad spend, the OOH trend towards automation and consolidation will make the planning and the buying of the DOOH easier and help capture a share of digital budgets.

The future of OOH/DOOH and mobile advertising is evolving at speed, with the rapid increase of DOOH screens seen across the roadsides, retail destinations and transport and airport terminals, where all of these are powered by technology, allowing integration with technology and contextual messaging based on available data.

Leveraging multiple-source data sets and integrating them into new media solutions means the oldest medium in the world is getting more powerful and versatile than ever, giving huge opportunities for planners and advertisers and also allowing for a more creative approach to deliver on the geopath of the consumer journey.

**HATEM FAKHRI** is regional planning excellence director at UM

# LOOK SMART

With Dubai spearheading smart city initiatives in the region, Dentsu Aegis Network's **Rohit Kapoor** looks at the technologies that are key to transforming OOH media



**O**ut-of-home (OOH) media is gaining remarkable momentum and power as it effectively allows brands to communicate relevant messaging to relevant audiences. Advertising on any OOH platform is witnessed by a large variety and section of commuters every day. It renders easier possibilities of making sure that the message gets absorbed by commuters. We are all convinced that innovative hoardings don't just grab the eye but are also retained in the minds of the audience. Out-of-home has a unique knowledge of where people are, how they feel, what they do, and how and where they do it. It has also been the fastest growing offline medium in the last 10 years, and therefore has an increasingly important role in smart cities. In the past year, the Outdoor Marketing Association reported OOH revenue increased by 15.8 per cent year-on-year to a record high of \$789.5m.

In time, we will see notable changes in the OOH platforms. The current infrastructure is already seeing a transformation as digital OOH is gaining greater prominence. With the advent of technology and data, media owners are perfectly in sync with adopting new-age technology, and very soon OOH and DOOH will have their own programmatic way – buying out-of-home by audience and time.

There are four key new areas in the evolution of OOH.

## MOBILE

Through proximity sensors that detect the presence of nearby smartphones, out-of-home now has access to invaluable tracking data sets that, when filtered and interpreted, highlight fundamental social trends than can vary from urban mobility to in-store habits. In addition to the data these devices supply, mobile is also key in supplying accountability and measurability to a medium which until yesterday, in its traditional

form, had more difficulty in showing calculable results than other mediums. Used as a call to action through technologies such as NFC or QR codes, mobile is now able to work with out-of-home in stepping closer to delivering an increasingly accurate ROI evaluation for brands investing in out-of-home environments.

## DIGITAL SCREENS

Smart cities witness digital transformations in all industries, and for out-of-home this is no less significant. Digital signage is growing in many markets, with suppliers investing both in new digital screens and in digitising traditional formats. For brands, these new sites provide a number of opportunities, offering marketers the possibility of supplying their consumers with increasingly creative, personalised and therefore relevant content. When this capability is paired with the insight provided by supporting technology, the objective of targeted messaging delivered on a mass scale begins to be more attainable.

## SENSORS

A sensor is a component able to detect a change in its environment and convert this change into an electrical signal. Sensors can pick up various external factors within determined ranges, such as weather conditions, position and acceleration, and when integrated with cameras can return images or image streams. Operating in real time, they can produce large amounts of information, and trigger consequential 'actions'. They can help monitor vehicle transit, for example by activating stop lights or lamp posts in order to optimise traffic and energy consumption. In a strictly out-of-home advertising context, sensors can prompt in real time dynamic content on digital media, based on external factors such as temperature, for example, hence increasing relevancy for its audience.

## BEACONS

As one of the lower-cost solutions for smart cities, beacon technology allows mobile apps to understand their position on a micro-local scale and deliver hyper-contextual content to users based on location. Beacons use low-energy Bluetooth as the underlying technology. They have a multitude of potential uses: government authorities in certain cities are utilising this technology to set up public safety platforms for example, where users can be tracked closely in terms of location in remote areas.

With this data and technology built into infrastructure, marketers will be empowered to be more focused towards their audience in a location. Contextual ads – special ads for specific audience – will continue to see a rise. Targeted OOH ads will gain popularity. We are also seeing a shift in how messaging is created for OOH platforms.

Exciting times are ahead, with Dubai the front runner of a smart city pilot. With this investment being made in infrastructure, brands can expect high quality OOH platforms in Dubai to set a benchmark for the rest of the region. In order to do all of this to the best of our ability, we need support from the wider out-of-home market. Media suppliers and brands need to be investing in this future through infrastructure, culture and internal platforms, for example. There needs to be a shift in mindset to no longer see out-of-home as simply prime media locations, but solutions that pull together geo-location audience data, technology, dynamic content, creativity and strategically chosen touchpoints. Piecing these building blocks together will enable brands to obtain new and invaluable marketing solutions, which will in turn allow for constant optimisation of return on investment.

ROHIT KAPOOR is OOH specialist at Dentsu Aegis Network MENA



**campaign** Middle East

**BREAKFAST  
BRIEFING**

# OUT-OF-HOME 2019

**VENUE:** Westin Mina Seyahi, Near Dubai Media City

**DATE:** Tuesday, October 29, 2019

**TIME:** 8:15am

LOG ON TO [CAMPAIGNME.COM/EVENT](http://CAMPAIGNME.COM/EVENT)  
TO REGISTER NOW!\*

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# campaign

Middle East

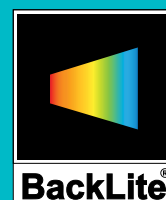


## UAE OOH LOCATION MAP 2019-2020

HEADLINE SPONSOR



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# campaign

Middle East

## ABU DHABI OOH MAP



### ARABIAN OUTDOOR UAE

- 01. Megacomms
- 02. Unipoles
- 03. Mupis



### BLUE SHIELD ADVERTISING

- 04. Hoardings - Hamdan, Salam, Khalifa, Murur, Madinat Zayed, Khalidiya, Elektra, Baladia, Falah, Fatima Bin Mubarak, Airport
- 05. Building Wrap - LLH Murur elektra



### EMIRATES NEON GROUP

- 06. Glass Mural



### HYPERMEDIA

- 07. In Mall LED Screens - Bawabat Al Shaq Mall, Mushrif Mall, Khalidiyah Mall, The Mall World Trade Center, Abu Dhabi, Yas Mall, World Trade Center Outdoor Screen



### LIFEONSCREEN DUBAI

- 08. Digital screens - Carrefour Marina Mall, Carrefour Al Saqr, Carrefour Delma Mall, Carrefour Bawabat Al Sharq Mall (Baniyas), Carrefour Yas Mall, Carrefour Deerfields Mall



### BACKLITE

- 09. In-Media - The Galleria Al Maryah Island

### JC DECAUX

- 10. Al Bateen Executive Airport, Abu Dhabi International Airport, Al Ain International Airport

### VIOLA

- 11. Lamppost
- 12. Bridges
- 13. Hoardings

### MULTIPLY

- 14. Hoardings
- 15. Lamppost
- 16. Building Wrap

### AL SHUALA MEDIA

- 17. LED screens

### LEGEND

- Unipoles/megacomms
- Lampposts
- Mupis

- In-mall media
- Hoardings/scaffold
- Digital screens

- Building/wall wraps
- Roof top screens
- LED

- Airports
- Bridges





# campaign

Middle East

## DUBAI OOH MAP



To Abu Dhabi

Dubai Parks & Resorts  
The Outlet Village

Dubai South

Dubai World Central Airport

### HILLS ADVERTISING

- 01. Bridges
- 02. Unipoles
- 03. Lampposts
- 04. Digital screens
- 05. Wall backlit banner
- 06. Hoardings

**ENG**  
EMIRATES NEON GROUP

- 07. Bridges
- 08. Lampposts
- 09. Unipoles
- 10. LED
- 11. Scaffold
- 12. Rooftop
- 13. Wall wraps
- 14. Glass murals

**HYPERMEDIA**

- 15. In-mall media (LED Screens) - The Outlet Village, Mall of the Emirates, Box Park, Wafi Mall, Burjuman, City Centre Shindagha, City Centre Deira, Al Ghurair Centre, Reef Mall, City Centre Mirdiff, Arabian Centre, Nakheel Mall, The Pointe
- 16. Hoarding - Wafi Mall - LED Screens
- 17. Nakheel outdoor media wall (LED Screens)
- 18. Wasl unipoles - LED Screens
- 19. Lampposts - The Outlet Village, Nakheel Pavilions Al Furjan, Discovery Gardens, Jumeirah Park, Jumeirah Islands, International City

### EYE MEDIA DUBAI

- 36. Unipoles - IBN Battuta Mall
- 37. Hoarding - SZR Road, DIFC, IBN Battuta Mall
- 38. Lampposts - Palm Jumeirah, IBN Battuta Mall, Dragon Mart
- 39. Roof Top Screens - SZR
- 40. In-mall media - IBN Battuta Mall, Dragon Mart
- 41. Bridges
- 42. Glass wraps

### MEDIA 24/7

- 43. Unipoles
- 44. Hoarding

### JC DECAUX

- 45. Dubai International, Dubai World Central - Airport Advertising
- 46. TECOM Business Parks: DMCC, DIFC & Dubai Knowledge Park - 6 Digital Screens
- 47. TECOM Business Parks: DMCC, DIFC & Dubai Knowledge Park - 23 MUPs/46 Faces
- 48. TECOM Business Parks: DMCC, DIFC & Dubai Knowledge Park - 5 Double Sided Bus Shelter
- 49. Jumeirah Road - 385 Lampposts

### lifeinscreen

#### LIFEONSCREEN DUBAI

- 50. Carrefour - City Centre Me'aisem
- ENOC - Discovery Gardens
- ENOC - Media City
- Carrefour - Mall of the Emirates
- Tasjeel - Al Barsha
- ENOC - Al Barsha First
- ENOC - Jumeirah Village Circle
- ENOC - Academic City
- ENOC - City of Arabia
- ENOC - Nad El Sheba Third
- ENOC - Warsan Third
- Tasjeel - Warsan
- Carrefour - Dragon Mart 2
- ENOC - Al Warqa 2
- Carrefour - Mirdif City Centre
- ENOC - Oud Metha
- Carrefour - City Centre Al Shindagha
- Carrefour - Burjuman
- Carrefour - City Centre Deira
- Carrefour - Wafi Mall
- Carrefour - Festival City
- Carrefour - Century Mall
- ENOC - Oud Al Muteena 2
- ENOC - Muhaisnah 5th
- Tasjeel - Al Qusais
- ENOC - Dubai Al Ain Road (After Outlet Mall)
- ENOC - Umm Nahad, Ud Al Bayda

### GROUP PLUS

- 51. Lampposts
- 52. Unipoles

### PRIME ZONE

- 53. Unipoles
- 54. Hoardings
- 55. Lampposts

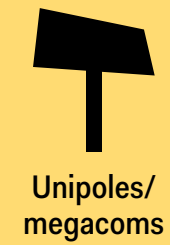
**BSA**  
BLUE SHIELD ADVERTISING

- 56. Unipoles - Hessa
- 57. Hoardings - Khailo Festival City, Khailo to Dubai Mall, Oud Metha to Health Care City

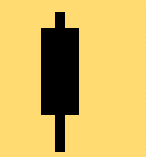
### AL SHUALA MEDIA

- 58. Unipoles
- 59. Lampposts
- 60. Bridges
- 61. Hoardings
- 62. Wallbanners

## LEGEND



Unipoles/megacoms



Lampposts



Bus shelter



Wall backlit banner/LED



Airports



Bridges



Hoardings/scaffold



In-mall media/destinations



Building/wall wraps



Mupis



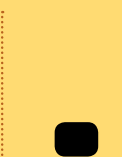
Tram/Metro



Flags



Roof top screens



Digital screens

ENOC - Umm Nahad, Ud Al Bayda 50



campaign  
Middle East  
SHARJAH OOH MAP



HYPERMEDIA

HYPERMEDIA

- 01. City Centre Sharjah - LED screens
- 02. Sharjah Coop Riqqa - Lampposts
- Sharjah Coop Kalidiya Al Khan - Lampposts
- Sharjah Coop Abu Shagara - Lampposts
- Sharjah Coop Nokhaylat - Lampposts
- Sharjah Coop Swayhat - Lampposts
- Sharjah Coop Halwan - Lampposts

lifeinscreen

LIFEONSCREEN DUBAI

- 09. Digital screens -  
Carrefour - Sharjah City Centre  
Tasjeel - Auto Village

ENG

EMIRATES NEON GROUP

EMIRATES NEON GROUP

- 03. Bridges
- 04. Lampposts
- 05. LED
- 06. Rooftop
- 07. Scaffold
- 08. In-mall media  
(Sahara Centre)

AL SHUALA MEDIA

- 11. Lampposts
- 12. Unipoles
- 13. Hoardings
- 14. Bridges

GROUP PLUS

- 10. Unipoles/  
Megacoms

LEGEND



Unipoles/  
megacoms



Lampposts



Bridges



Hoardings/  
scaffold



In-mall  
media



LED



Roof top  
screens



Digital  
screens