

# Middle East campaign

**OOH GUIDE  
2020-21**

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# INTRODUCTION

There can be no denying that 2020 has been a tough year for out-of-home media. It has been exactly where it says it is – outside our homes – while we have been confined inside, thanks to coronavirus. It has been the hardest hit of all media bar cinema, but billboards and lampposts and mupis and screens aren't going away. They remain an essential part of our built environment and are there to welcome us whenever we dare to venture out.

For some OOH companies, the lockdown and dip in traffic has been a chance to do some housekeeping, to renovate and upgrade their properties. Among advertisers, we have seen a change in the brands and messaging that has appeared on properties around town. There have been more companies offering deliveries, more brands offering messages of moral support.

OOH still has the presence it always had, from billboards with big messages to small screens with targeted ones. And it still has massive potential to grow and do even more impressive things.

Digital OOH, particularly when linked to mobile technology, is evolving. Perhaps not as fast as in some markets (and some of our contributors examine the reasons for that), but it is making strides. Covid-19 has proved itself a great accelerator in some ways. For example, consumers are now more comfortable with scanning QR codes to bring up menus in restaurants. That sort of interaction between offline and online media is where some of OOH's most exciting opportunities lie.

The paradox that is OOH will see evolution and revolution take place just as it remains reassuringly familiar and stable. It will see the highest of technology emerge while the most low-tech properties stand strong. In OOH, innovation and tradition walk hand-in-hand.

OOH is not going anywhere. And anywhere we go, it will be there with us.



Cover design by  
Sheila Deocareza and  
Thokchom Remy

**AUSTYN ALLISON**  
EDITOR, CAMPAIGN MIDDLE EAST

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**MOTIVATE**  
MEDIA GROUP

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GOT A VIEW?



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



@campaignME



Campaign ME



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

## Al Shuala Media

**Founded:** 2011

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 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; megacomms in Umm al Quwain.

## Backlite

**Founded:** 1996

**Headquartered:** Dubai

www.backlitmedia.com

info@backlitmedia.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.

## BSA

**Founded:** 2014

**Founder:** Wissam Traboulsi

**Headquartered:** 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.

## ENG

**Founded:** 1969 (changed name in 1976)

**Headquartered:** Dubai

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.

## Eye Media

**Founded:** 2003

**Headquartered:** Dubai

www.eyemedia.ae

info@eyemedia.ae

800 393 (toll-free)

### PROPERTIES

Sheikh Zayed Road (hoardings, LED screens, bridge banners); Dubai International Financial Centre (backlit hoarding); Palm Jumeirah (lampposts, metro glass wrap, bridge banners, metro pillars, roundabout and monorail branding); JLT (lampposts, wall banners, window banners); Discovery Gardens (hoardings, lampposts, megacomms, minipoles, mupis); Ibn Battuta Mall (in-mall lampposts, entrance wraps, LCD screens, promotion spaces, elevator branding, etc.); Dragon Mart (in-mall lampposts, entrance wraps, LCD screens, promotion spaces, elevator branding, etc.).

## Flow Media Marketing Management

**Founded:** 2018

**Owner:** Nadine Sleiman

**Headquartered:** Dubai

**Number of staff:** 5

info@flowmedia.ae

### PROPERTIES

**Sharjah:** Lampposts, hoardings, megacomms, bridge banners.

**Abu Dhabi:** Hoardings, building wraps, 3D elements, special operation.

**Al Ain:** Lampposts.

**Northern Emirates:** Lampposts, unipoles, hoardings, megacomms bridge banners.

## Footprint Outdoor Advertising

**Founded:** 2016

**Holding group:** Golden Anchor Investments

**Headquartered:** Dubai

**Number of staff:** 5

sales@footprintooah.com

+971 50 549 0950

**PROPERTIES:** 12 locations in Dubai.

## Hills Advertising

**Founded:** 2003

**Headquartered:** Dubai

**Number of staff:** 35

info@hillsadvertising.com



## JCDecaux UAE

**Founded:** 1964 (operating since 2008 in UAE)

**Holding group:** JCDecaux Middle East, the regional subsidiary of JCDecaux

**Offices:** Dubai

**Chairmen of executive board:** Jean-François Decaux and Jean-Charles Decaux

**CEO Middle East:** Martin Sabbagh

www.jcdecauxme.com

www.jcdecaux.com

dubai@jcdecaux.com

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 and the new Midfield Terminal; Al Ain International Airport.

## 24-7 Media

**Founded:** 2005

**Headquartered:** Dubai

**Number of staff:** 16

smittaozha@media247.ae

### PROPERTIES

**Dubai:** hoardings and unipoles.

## Lifeonscreen

**Founded:** 2016

**Headquartered:** Dubai

www.lifeonscreen.com

info@lifeonscreen.com

800-LIVEADS

### PROPERTIES

**Dubai:** 547 digital screens in ENOC stations, Tasjeel and other locations.

**Sharjah:** 8 screens in Tasjeel.

**Fujairah:** 25 sceens in ENOC.

**Ras al Kaimah:** 33 screens in ENOC.

## Multi Platform Network (MPN)

**Founded:** 2018

**Holding group:** ARN/Dubai Holdings

**Headquartered:** Dubai

**Number of staff:** 200+

hello@mpn.ae

### PROPERTIES

**Dubai:** Sheikh Zayed Road (hoardings); Umm Suqeim Road (hoardings); Al Khail Road (Business Bay hoarding); Mohammed Bin Zayed/AI Ain Road (Liwani hoarding); Mohammed Bin Zayed (Majani unipole; Global Village unipole); Jumeriah Beach Residence (40 double-faced lampposts; 6 digital LED large-format screens).



## Group Plus

**Holding group:** Plusholding

**Headquartered:** Dubai

**Number of Staff:** 25

**Founded:** 1992

info@groupplus.ae

www.groupplus.ae

+971 4 275 4700

Knowledge is power, and market knowledge is what we possess at Group Plus, by exploring true potential and vitality in the outdoor media landscape, without sparing any efforts to follow latest technologies. With these core values, Group Plus has been pivotal in the growth and development of outdoor media in the UAE. Today Group Plus has diverse media types spread over a wide range of networks, offering the best coverage to its loyal clients.

Group Plus holds one of the most revered digital screens network in Dubai, which showcases prime locations such as Dubai Financial Centre, Dubai Mall and Hessa Street. Its ever-expanding lampposts network is strategically positioned spanning most of Dubai and Sharjah. In this fast-paced market, Group Plus adds colour to the city by having one of the biggest 3D scaffoldings on Sheikh Zayed Road, which is a non-traditional media that combines creativity with competitiveness. Group Plus also boasts one of the largest and distinct unipoles on Al Khail road.

## Multiply Marketing Consultancy

**Founded:** 2003

**Holding group:** International Holding Company

**Headquartered:** Abu Dhabi

**Number of staff:** 30+

media@multiply.ae

### PROPERTIES

**Abu Dhabi:** Exclusive media means within Reem Island (130 lampposts, 4 Hoardings, 2 building wraps, free-standing flags and fences); acquired L-shaped hoarding on Khalidiya.

## PHI Advertising

**Founded:** 2019 (in UAE)

**Holding group:** Naid Al Rajhi Investments

**Headquartered:** Riyadh

**Number of staff:** 6

info@phiadvertising.com

walid@phiadvertising.com

morsi@phiadvertising.com

### PROPERTIES

**Dubai:** Sheikh Zayed Road hoarding (80-metre, by Dusit); Mohammed Bin Zayed Road hoarding (100-meter); JBR Mena Seyahi digital screen; Zabeel bridge banners (two).

**Sharjah:** Hoardings.

## Pikasso

**Founded:** 1986

**Headquartered:** Beirut

**Offices:** Dubai, Amman, Baghdad, Algiers, Casablanca, Tunis, Dakar, Abidjan, Yerevan

**CEO:** Antonio Vincenti

**Number of staff:** 350

info@pikasso.com

+971 50 115 7280

### PROPERTIES

**Lebanon:** 45 digital billboards (19 large-format screens); 6 mall concessions (including ABC Ashrafieh and ABC Verdun); large-format rooftops; unipoles; walls; 4x3 billboards.

**Jordan:** 34 digital billboards (4 large-format screens); 6 iconic landmarks; unipoles; 4x3 billboards; 6 mall concessions (including CityMall, Abali Mall, The Boulevard and Sweifiyeh Village).

**Iraq:** Large formats (31x4 supersize rooftops, rooftops, walls, unipoles); 4x3 and 8x3 panels; Al Najaf International Airport concession; Magma Square Mall concession in Sulaimaniya.

**Algeria:** Large formats (unipoles, walls, rooftops); 8 sq m billboards; exclusive concessions of 12 malls (including: Bab Ezzouar, Medina Centre, City Centre, Setif Park and Es-Senia).

**Morocco:** Exclusive concessions of 8 main malls and Label'Ve Carrefour points of sale.

**Tunisia:** Rooftops; unipoles; walls; 4x3 billboards.

**Senegal:** Large formats (bridges, rooftops, unipoles, walls); 4x3 billboards.

**Ivory Coast:** 6 exclusive mall concessions (Cap Sup, Cap Nord, Sococe, La Djibi, Square Center and Cosmos); large formats (walls, facades, rooftops, panels).

**Mali:** Rooftops; 4x3 and 6x3 billboards.

**Armenia:** Large formats in Yerevan (including iconic Yerevan Gate on the Airport Road); Rossia Mall concession.

## Arabian Outdoor

**Founded:** 1995

**Parent company:** Choueiri Group

**CEO:** Pierre Choueiri

As part of Choueiri Group, 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, megacoms, unipoles and the largest and most strategically significant mupi network in the UAE. The company's track record of innovation reflects upon its vast capabilities and dedication to providing advertisers with greater flexibility, creativity and effectiveness.

### PROPERTIES:

**Dubai:** 600 mupis, 472 lampposts, 65 megacoms, 4 bridges in Marina, 7 unipoles on Sheikh Mohammed Bin Zayed Road, 4 Dubai Canal boards.

**Abu Dhabi:** 375 mupis, 159 megacoms, 34 unipoles.




**Arabian Outdoor UAE**



# UNNOTICED?

## UNNOTICED?



***STAND OUT  
WITH  
ARABIAN OUTDOOR***



**WE'VE GOT YOUR BRANDS COVERED**

**Dubai** P.O.Box 21816, Dubai - UAE **T:** +971 4 454 54 54 **F:** +971 4 454 54 33

**Abu Dhabi** P.O.Box 51011, Abu Dhabi - UAE **T:** +971 2 673 45 65 **F:** +971 2 673 45 64

**E:** arabianoutdooruae@choueirigroup.com **www:** www.choueirigroup.com

A member of  
  
Choueiri Group

# ELEVISION

**Founded:** 2011

**Headquartered:** Dubai

**Number of staff:** 20

info@elevision.ae

Elevison is one of the region's leaders in digital-out-of-home 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, Elevison's platform allows clients to tailor their advertising campaigns, maximising relevance, impact and results.

## PROPERTIES

Dubai Residential Elevator Network: JBR (129 screens/28 towers); Dubai Marina (136 screens/43 towers); JLT (46 screens/13 towers); Palm Jumeirah (96 screens/40 towers); Greens & Views (114 screens/55 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 (34 screens/42 faces)

## LEADERSHIP PANEL



**Niall Sallam**  
CEO



**Eamon Sallam**  
COO



**Daniel Wright**  
Director



**Rami About Hosn**  
Director of Business  
Development &  
Partnerships

## INDUSTRY SNAPSHOT

### DANIEL WRIGHT

**Sales director,  
Elevison Media**

#### WHAT HAVE THE BIGGEST CHALLENGES BEEN FROM THE CORONAVIRUS PANDEMIC, AND WHAT ADVICE WOULD YOU GIVE TO BRANDS REVISITING THEIR OOH STRATEGY?

Lockdowns, business closures and job losses have hit the market hard, drying up revenues for most businesses, our clients included, so this has had a significant impact on us as well. That said, we've been quite lucky; our client base is extremely loyal and as they've begun to see business pick back up again, they've in turn returned to doing business with us.

My advice would be to spend wisely with a supplier you can trust, but do spend. There's a lot of evidence from past recessions showing that brands that continue to spend on advertising reap the benefits with increased market share and strengthened consumer loyalty when the market turns for the better.

#### HOW IS OOH TECHNOLOGY EVOLVING?

In the last 12-18 months, OOH technology has come along by leaps and bounds. Programmatic DOOH is here to stay, but there is still a lot of market education required before it becomes widely



adopted. I have no doubt that in due course it will become the new norm. Agencies and direct clients now have the capabilities to deploy their campaigns in a more cost-effective and dynamic way. This might mean buying certain audiences, specific times of day or applying external triggers to launch their creatives, based on things such as weather conditions, news updates or online search volume trends. It's early days but the sky is the limit.

#### HOW ARE CLIENTS' DEMANDS AND STRATEGIES EVOLVING?

Historically most of our clients wanted to know what the ROI was going to be, and how it can be validated. There's a definite shift now towards enhanced and more granular reporting duties.

Additionally, clients are keen to understand more about audience movements, and behaviours, and how geotargeting and re-targeting can be incorporated in to their OOH campaigns. To accommodate this we've recently launched Elevison +, a bespoke audience measurement and insights platform built by and in partnership with IQ Data.

#### WHAT COMING ADVANCES IN OOH ARE YOU MOST EXCITED ABOUT?

Sorry to sound like a broken record, but it has to be the advances in programmatic DOOH. Our region is slightly behind North America and the UK but we're catching up quickly and I'm proud to say that Elevison is leading these efforts. All of Elevison's networks are now fully online programmatically, and our inventory can be seen and purchased using some of the industry's largest demand-side platforms (DSPs) including Adform, The Trade Desk and many others.

Another thing we're very excited about here at Elevison is a new technology in the O2O (offline to online) space that we've been working on with an innovative new adtech company. This first-of-its-kind technology bridges the gap from OOH to mobile phone, compressing the advertising funnel from awareness to action, creating an immediate path to conversion for viewers directly from an advertiser's OOH campaign.

In general, our industry has never been more exciting. There are not many silver linings to the pandemic, but the rapid advancement of technology in OOH is certainly one. Like a number of industries, I believe ours has leapt five years ahead due to the effects of Covid-19.



# ELEVISION

REAL WORLD DIGITAL



Elevator Screens



Large Format LED



**ELEVISION**  
create

Content Production



**ELEVISION+**

Programmatic  
Data Science  
Mobile Integration

Real  
World  
Digital



# HYPERMEDIA

SINCE 1999

**Founded:** 1999

**Holding Group:** W Ventures Holding

**Headquartered:** Dubai

**Chairman and CEO:** Habib Wehbi; COO: Philip Matta; CCO: Gerard Rustom; sales director (OOH): Nassim Habib; sales director (in-store): Daniel Khalil

www.hypermedia.ae

+971 4 390 2293

Founded in 1999, Hypermedia is one of the leading digital out-of-home media companies in the region that specialises in 'destination' media campaigns. Hypermedia manages and operates the largest digital signage network in the Middle East across more than 250 leading hypermarkets, 38 malls nationwide, over 100 key outdoor locations, and recently the Dubai Metro including Expo Route 2020.

## PROPERTIES

**Dubai Metro:** 53 Metro stations, 125 trains, 27 bridges, 6 giant stations wraps, 7 large portrait-format and 2 backlit hoardings.

**In-mall:** 38 malls across the Emirates; 900+ screens, 100 static key locations, and promotional stands.

**Outdoor coverage:** Sheikh Rashid Road mega LED screen:(42m x 15m), The Pointe digital screens, Nakheel Mall mega digital screens, WTC Abu Dhabi World Trade Centre LED bridge, Nakheel Community centres lampposts, large backlit hoarding structures in Sheikh Zayed Road, Al Wasl Road and Al Ain Road

**In-store:** More than 250 hyper- and supermarkets across the region.

## LEADERSHIP PANEL



Philip Matta  
COO



Gerard Rustom  
CCO



Nassim Habib  
Sales Director OOH



Daniel Khalil  
Sales Director instore

## INDUSTRY SNAPSHOT

### HABIB WEHBI

Chairman and CEO,  
Hypermedia



### WHAT HAVE THE BIGGEST CHALLENGES BEEN FROM THE CORONAVIRUS PANDEMIC?

The pandemic has enormously affected the economy across many industries. Some companies were forced to shut down, some were barely able to stay afloat, while a few thrived and grew exponentially. OOH media was among the businesses that suffered the most.

With the easing of restrictions, we witnessed an increased demand on OOH, proving the positive impact of outdoor media and its necessity in increasing the brands' exposure and reach. Today, we continue to see a slow but steady increase in demand for OOH, with high occupancy levels across all our media, but with higher than average discounts.

### HOW IS OOH TECHNOLOGY EVOLVING?

The shift to smart digital technology is the current trend in the OOH media industry globally. Digital signage combined with smart data solutions is the next OOH revolution. Hypermedia has been working on adapting those trends and implementing this complete transformation across all our projects in malls, the Metro and outdoor. Through digital OOH's (DOOH's) flexibility and creativity, clients will now be able to post faster, more relevant, targeted messages – and in specific locations – effectively without any extra cost of production.

The use of smart, measurable data solutions will provide advertisers with an opportunity to communicate to their target group during different times of the day as well. These are just few examples of how technology will enhance the effectiveness in OOH. As leaders in DOOH, we are in the process of introducing those state-of-the-art digital solutions to deliver higher ROI for our Clients.

### HOW ARE CLIENT DEMANDS AND STRATEGIES EVOLVING?

While online is occupying a big chunk of the marketing budgets, considering the current economic challenges, we believe that the demand on OOH media will increase significantly with the evolving of DOOH. There is no substitute for OOH media, as it will remain the most effective and impactful tool to reach the mass audiences of the local community.

### WHAT COMING ADVANCEMENTS IN OOH ARE YOU MOST EXCITED ABOUT?

We are mostly excited about reliable data measurement tools for the first time in OOH, combined with the latest digital signage technology, that will certainly reposition OOH effectiveness and launch a new era. As we are the 'creators of impact', we are excited to see the results of our investment that will reposition the effectiveness of OOH (or should I say DOOH?).



# CREATORS OF IMPACT

**38**

Malls

**53**

Metro Stations

**30**

SZR Outdoors

**300M**

Annual Shoppers

**250**

Hypermarkets



**HYPERMEDIA**  
SINCE 1999



## Prime Zone

**Founded:** 2007

**Owner:** Basel Joudeh

**Headquartered:** Dubai

info@primezone.ae

### PROPERTIES

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

## Royal Outdoor Advertising

**Founded:** 2012

**Managing director and owner:** Souriana A. Khalek

**Headquartered:** Dubai

info@royaloutdooradv.com

**PROPERTIES:** Lampposts in Ras Al Khaimah, Um Al Quwain, Fujairah and Sharjah; hoardings in Fujairah and Ras Al Khaimah; bridge banner in Sharjah; hoarding on Sheikh Mohammed Bin Zayed Road.

## 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

**Holding group:** Viola Communications

**Headquartered:** Abu Dhabi

**Founded:** 2004

marketing@viola.ae

### PROPERTIES

**Abu Dhabi:** Lampposts, bridge banners and 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 the Al Dhafra Region.

## Ministry of Energy and Infrastructure

**Founded:** 1971 (previously known as Ministry of Public Works and Ministry of Infrastructure Development)

**Minister:** Suhail Al-Mazrouie

**Director of Outdoor Media Office:**

Abdullah A. AlShiwaikh

moid.gov.ae

OutdoorMO@moid.gov.ae

+971 600 500 500



وزارة الطاقة والبنية التحتية

MINISTRY OF ENERGY & INFRASTRUCTURE

The Ministry of Energy and Infrastructure is in charge of the following:

1. The study and preparation of urban development schemes and infrastructure projects;
2. Policies and strategies in the housing sector;
3. Technical and engineering legislation for infrastructure projects;
4. Planning and overseeing budgets for capital projects and infrastructure projects;
5. Running the Federal Infrastructure Projects Administration, which looks after installations and public utilities;
6. Maintaining and upgrading facilities and public utilities;
7. Establishing, managing and operating the federal road network and property;
8. Housing allocation and management for eligible citizens.

**PROPERTIES:** The Ministry of Energy and Infrastructure manages all federal roads in the UAE and, like the RTA and Department of Transport, it issues tenders and grants licences to suppliers for the properties on those roads.





THE LARGEST  
**HOARDINGS**  
ON SHEIKH ZAYED ROAD ARE  
**OURS.**

THEY CAN BE  
**YOURS.**







**CHANDNI VARMA**  
Director of biddable media at PHD

# BLINK, AND YOU MIGHT MISS IT

PHD's **Chandni Varma**, explains how the world of programmatic OOH is rapidly going to revolutionise the way brands engage with their consumers

**J**ust as consumer behaviour is constantly evolving, the way we plan and buy media, especially offline media such as OOH, is also changing. All traditional media – be it TV, radio or the mighty OOH – is moving towards digital. But if we closely examine the reality of programmatic digital OOH in this region, it is still only in its infancy. Even in the most progressive markets such as the US, DOOH only makes up 5 per cent of the total OOH inventory. However, it is also worth noting that it constitutes 33 per cent of the total out-of-home ad spend. This speaks volumes about the untapped potential of this medium both for suppliers and for advertisers.

Digital OOH does not only refer to billboards. It also includes digital screens in malls, elevators, gyms, airports, fuel stations, taxis, bus stations, etc. When we get to a point in this region where we have a significant number of digital screens, then we can evolve to an automated buying model.

Despite the UAE being so technologically advanced, there are several reasons why the shift to digital OOH has been slower than in other markets. One of the main reasons is a resistance to change. Media planners love traditional billboards so much that they are the go-to medium whenever there is a big brand launch or we need 100 per cent visibility. For many outdoor suppliers there isn't incentive to digitise screens because the costs of digitising a billboard currently outweigh the benefits.

Other reasons include slow creative approval by suppliers ahead of launch. There are multiple DOOH ecosystems here in the region, with a select number of suppliers offering the experience, system and technology needed to make headway. But it's all about the mindset, and the mindset for programmatic OOH remains undeveloped. As an agency, we believe programmatic OOH can grow the OOH market as it brings more accountability and measurability, which is key to growth.

Consider the YouTube masthead. It is one of the most essential digital formats that exists to create "visibility" online. Since it hit key MENA markets in 2011-12, it behaved like the longest billboard on Sheikh Zayed Road. It could only be purchased directly through Google on a cost-per-day basis and at a very high premium. This is how it operated for the last eight years. Look at the same format today. As the landscape has evolved, Google has made the masthead available on both a CPM and a CPD basis, where CPD is so premium, CPM seems like the obvious choice. The biggest shift is that the CPM masthead allows for the option to use advanced audience targeting solutions that the CPD cannot.

Both have a role to play, but if this format can be customised, and more targeted, it only makes it that much more functional.

Programmatic DOOH will provide unique marketing capabilities because of its use of real-world triggers. Remember the award-winning British Airways #lookup campaign that used digital screens to track planes flying above it, displaying their flight number and departure point? Closer to home, we have seen the Louvre Abu Dhabi Highway gallery, which cleverly combines an outdoor display ad with a connected indoor audio sensory experience. Programmatic DOOH can use a combination of location intelligence and audience targeting to be relevant while still not being intrusive. If the screen is close enough to the point of sale, for example, it can drive people into stores. This 'sale' can be activated in seconds inside a mall, encouraging people to grab last stocks or pointing them in the direction of their favourite coffee shop. A weather update could drive up sales of ice cream, water or cough syrup instantaneously.

The mobile phone in every consumer's palm constantly gives off data that indicates what kind of person is in which location. This revolutionises DOOH planning as it means buyers can now pick locations they know are most relevant to their target audience. They can now begin to place their DOOH ads in the locations where their audience is present. They can even go so far as to determine how many people have been exposed to their OOH ads and then gone on to visit the desired locations, finally bringing measurability and accountability to OOH media.

In a complex digital world, advertisers have been hungry for immediate, transparent, controlled solutions. With publishers digitally adapting their screens to start using programmatic technology, they have taught the hungry how to fish. At the most basic level, it will enable quicker switching on/off of campaigns, while at its most advanced we may see the ability to contextually target in real-time. It is a win-win for advertisers, who benefit from the transparency and efficiencies of this buying method while driving more revenue for screen owners who are able to run more ads.

The future is perhaps a different question. When OOH ads are bought from the same interface as display, YouTube, audio and TV, it will put a new kind of power in the hands of the buyer, creating fresh possibilities. It took most of the 20th century for prestige OOH locations like Times Square and Piccadilly Circus to transition to digital screens. But, as is always the case in digital media, expect the next transition to come at lightspeed.

"When we get to a point in this region where we have a significant number of digital screens, then we can evolve to an automated buying model."

# NOW, NEAR, EXT

**Vizeum's Diala Hamad** looks at how OOH opportunities and practices are likely to evolve in the wake of the Covid-19 crisis

**T**he one thing everyone can agree on with Covid-19 is that human behaviour will have changed forever. How we travel, work, shop and play is going to change as a result of this pandemic. And, following the pandemic, it is unlikely that our behaviour will revert back to the way it was. In some ways we simply won't be able to, and in other ways we simply won't want to.

Much like the rest of the world, MENA has seen a staggered re-opening of shops, restaurants, leisure and entertainment venues over the last couple of months. With changing behaviour, changing infrastructure and changing attitudes, how can brands continue to leverage the previously unrivalled impact of OOH media? How can OOH be used to communicate and engage with customers most effectively now, in the near future and in the more distant future?

Despite all the changes happening around the world, unlike other media types such as digital, radio and TV, OOH remains the only un-skippable advertising medium. People don't change a channel, people cannot block the ads and it is a 100 per cent safe environment compared with automated ad technology. No matter where your audiences are, OOH – especially when used across multiple environments – is still an incredibly effective and efficient channel to deliver broadcast reach across cities and can just as easily target localised areas.

#### OOH: THE NOW

As bars and restaurants continue to reopen, getting customers back will be critical to a quick recovery. Using OOH, particularly DOOH, to signpost premises and special offers is a great way to nudge consumers and drive footfall.

Another tactic to get people into venues is simply through offers. Vouchering has traditionally been done via mobile, but more recently we have seen brands starting to use vouchering mechanics on dynamic DOOH. These messages can be triggered only to go live when capacity is at an acceptable level.

The region is evolving its OOH intelligence solutions; they can now provide data that includes viewership of each location by time of day and night. Using data collected from location signals (with consent of smartphone owners) can add an additional layer of audience data, including key shopping behaviour and detailed demographic information.

#### OOH: THE NEAR

Beyond restaurants and bars, digital OOH can also be used to amplify outdoor performances and gigs as they begin to take place. Full-motion digital OOH has the capability to live-stream events. If large events are limited in numbers, DOOH provides a way to reach a wider audience and share these experiences within communities. This capability also brings other opportunities to create deeper engagement with mobiles connected to OOH screens. Gamification, AR and vouchering mechanics are all set to rise as brands look to re-establish connections with consumers. QR codes too have seen a renaissance as a safe and seamless way for consumers to order food and drinks in restaurants and bars. Now this technology is more understood by consumers, it could be a good time to explore codes once again on the right OOH sites.

#### OOH: THE NEXT

Technology in the region is also evolving to minimise campaign wastage. OOH solutions such as Locomizer tech can help customers to identify precise locations, so that they deliver their message to the right people at the right time.

The technology can identify high-affinity locations with an identified segment under different tier taxonomy (e.g. Autos > German cars > BMW), giving affinity strength signals. The platform tells you when and where an audience spends their time so that outdoor physical or digital advertising can be placed in the most effective locations at the most appropriate times of day, anywhere in the world.

The region's OOH landscape is evolving in terms of locations and formats, as well as in the way we buy OOH. Programmatic is shifting the planning from a location-first to audience-first approach. By buying audiences rather than locations, brands minimise waste and focus on reaching out to a crowded location with high affinity with their audience. This then provides more data that can be used to re-target and gain deeper insights into customers.

Overall, no matter your audience, a multi-environment

OOH approach can reach audiences as lockdown restrictions continue to relax but also as people adjust their lifestyles to keep safe and social distance far beyond government-enforced restrictions.

As our opportunities continue to open up, it's time for advertisers to get back to playing in the out-of-home medium.

Using a combination of data-led planning to identify audience hotspots and movement patterns, optimising the best mix of environments and formats (digital, static and ambient) and relevant and engaging creative, OOH can deliver high reach quickly, produce shifts to established metrics, move brands top of mind and create excess share of voice to gain market share.

By Diala Hamad, business director, Vizeum

**"IF LARGE EVENTS ARE LIMITED IN NUMBERS, DOOH PROVIDES A WAY TO REACH A WIDER AUDIENCE AND SHARE THESE EXPERIENCES."**





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# OUTDOOR MEDIA, A MARRIAGE MADE IN HEAVEN

**I**t is time marketers take this vow: “To have and to hold from this day forward, to better and for best, to make OOH part of our consumer engagement...” Rightly so. This is one media that walks with you from the moment you step out of the house, all through the day, in formats that impress and engage you. Let’s take a quick walk out of your apartment. There is a screen right in the elevator. You cruise down the community and a lamppost or a mupi is wishing you a great day. Speeding along at 120km/hr, you have impressive signage giving you a glance. Go to a toilet, mall or supermarket, and they are everywhere by your side. While mobile is part of you, OOH is by your side, and that makes a lot of difference in the ability of the media.

Outdoor is ‘amobile’. While mobile is about overload of content, outdoor is about no content. It is entertaining, it is non-intrusive and changes shape to fit into your environment. The challenge for most media advertisements is to be contextual, in line with content and non-intrusive. The struggle is eternal as a brand message at some point will be taking your mind off the content flow to create dissonance. OOH is pure ad; you don’t expect anything else, and that makes the message impactful. Acceptance of a cluttered ad space like Times Square is a testimony to that.

OOH can help conversion online. One crucial area where OOH is driving change in the path-to-purchase journey is ‘commuter commerce’ – people post-Covid have started to use commerce on the move more than ever. In the UK, commuters spend £22.8bn per year while travelling to and from work. OOH can be a big trigger for all these actions. For example, when you see an advert for toothpaste on the side of the bus, it will act as an effective reminder to refill.

**“WHILE MOBILE IS PART OF YOU, OOH IS BY YOUR SIDE, AND THAT MAKES A LOT OF DIFFERENCE IN THE ABILITY OF THE MEDIA.”**

BPG Max’s **Amit Raj** looks at how OOH will move further into our lives as it becomes integrated with other technologies and media



By Amit Raj, general manager, BPG Max

To back this up, a Nielsen study from the US looked at the ability of OOH to drive online actions such as search or a social media post, and it was clearly OOH that stood out. It outperformed online advertising.

A recent Kinetic report found that 14 per cent of annual online spending in the UK is done using a smartphone during a commute, and that, of those surveyed, 70 per cent of commuters had made an online purchase thanks to viewing OOH on their way.

Neuroscience backs OOH as the most influential media. Research suggests consumers are more positively influenced by advertising when they are in motion. The effect occurs because the heightened state of arousal from physical activity reflects on brand acceptance. Research published in the *Journal of Advertising Research* in 2019 showed an active group

in motion where consumers are in transit (streets, metros, airports and malls) or when exercising (gyms and parks) were significantly more aroused than the group inactive when served with the same ad.

Technology-driven programmatic ad placement in DOOH is already being explored in the Middle East. There is also a surge in digital radio and music consumption. The next explosion in OOH media will be in this space where radio ads will be served in synergy with OOH ads based on location and targeting. It will be complementary messaging a consumer will find it difficult to refuse.

For example, the German energy firm E.ON carried out a national 48-sheet OOH campaign, and used location data to geo-target audio ads to reach more people throughout the day. When a listener entered a geofenced zone, the technology served an audio ad corresponding to the poster site. As a result, E.ON saw four times more smart-meter sign-ups than average site traffic and a 26 per cent increase in consideration.

While DOOH can be activated when a customer enters the location bubble, we will soon be witnessing digital screens within wifi-enabled taxis on a large scale. This means advertisers have a captive audience during the commute time, with the knowledge of their profile and destination. A real-time customised offer or value-add, which is time-bound while they are in a taxi, can take customer influencing to another level.

Connected OOH is going to make this medium completely irresistible, if it is not already. Not only is it a marriage truly made in heaven, but it was a companion by your side at every point of your time out of home. Now it can customise the message based on your needs at any point, to be a truly rewarding experience for all stakeholders. It will minimise wastage and provide apt messaging, totally measured. Michio Kaku once predicted screens will be everywhere, as a chip will cost a penny. OOH has taken the first step in that direction.



# WHAT THE FUTURE HOLDS

Digital outdoor has grown by almost a third, recently, and technology continues to transform the industry, writes Havas's **Naveen Chacko Mathews**.

**T**he demand for outdoor advertising as part of the media mix has seen a level of stagnation, possibly even a regression, over the past few years in the region. Primarily due to shrinking budgets and the rise of digital as a seemingly cost-effective avenue for most brands to get a message across.

But that does not mean outdoor advertising is dying. Far from it. To start with, OOH still commands a lion's share of attention and provides a canvas unlike any other media for marketers to play with. OOH campaigns can't be ignored, if activated properly, compared with TV, radio, or mobile, which can be turned off, or digital, where the consumer can change channel.

But it is absolutely not a question of one channel against the other. Depending on the campaign, objective and budget, each has its own role to play within the media mix.

Online advertising, for example, has its limitations. The rise of adblockers has meant that digital ad viewability isn't always perfect, and then there is the question of transparency and ad fraud. Combine this with the sheer amount of information that consumers are faced with online, and it's easy to understand why online advertising is not always the best solution.

With OOH advertising, this isn't a problem. OOH ads are ubiquitous, and they can have a significant impact on consumers due to their size and contrast with the real-world environment.

But when these channels work in tandem to activate an idea, they generate amazing results. A Nielsen study in the UK found that consumers are 48 per cent more likely to interact with a digital ad after being exposed to an OOH ad.

OOH is a great place for creativity and experiences to thrive in the world of advertising, though brands haven't fully focused on this aspect in the region. Couple this with the need to provide a clear and lasting message, and it's perfect for testing a brand's most creative ideas or just showcasing a product with some stunning visuals. Traditionally this came with a high cost of entry, but that's changing.

While we have seen the digital outdoor formats grow by more than 30 per cent over the last few years, that has in turn helped cut the



By Naveen Chacko Mathews, head of business unit, Havas Media

higher costs of production, longer lead times and a commitment pre-requisite of months. There is still immense untapped potential in what digital technology enablement can bring to outdoor advertising, particularly tackling the problem of real-time delivery, measurement and optimisation akin to the online advertising space.

Agencies have made advances in the way they plan and evaluate outdoor inventory, but activation still largely follows a traditional method, reliant on the media vendors and site owners. Yes, several brands have leveraged data triggers such as the weather or time of day, and enabled mobile interaction via beacons and QR codes to do some clever activations, but that's just the tip of the iceberg.

In the region we still need to see digital outdoor leverage and reach its true potential. Real-time advertising is critical, but in reality it is part of a growing trend in which the industry is becoming more reactive. The large amount of data that marketers now have is fuelling this.

Beyond just showing an OOH ad on a screen and digitally delivering creative, DOOH is evolving to understand, in real-time, the demographics of people that are in the vicinity of an OOH ad so advertisers can deliver dynamic ads

that best suit consumers at any given moment. In the same way that digital marketing has evolved to provide detailed insights and analytics into ad engagement and conversion, OOH advertising is now catching up. Campaign impressions will soon be measured, and attribution can further define its role in the marketing mix. The region still has to get to the stage where it is mainstream and where every DOOH is connected.

A considerable advancement in the DOOH space is the programmatic buying of OOH media. pDOOH is a more refined approach to digital out-of-home – you get all of the normal benefits of DOOH plus a little extra. It aims to automate the sale and delivery of OOH ad content in real time.

Dentsu Aegis in their 2020 spend report predicted that this year was when we would see programmatic OOH go mainstream; that was before the world was hit with a curve ball. Nevertheless, we are getting there.

Like the evolution of online programmatic buying, it will

need to address the initial barriers of remnant inventory, ensuring media-owner buy-in and lower margins. It has the potential to pool inventory across suppliers and markets. Unlike online programmatic, though, pDOOH will be un-skippable and ad-block-proof and true to the initial roots of creating impact in an unmissable space. This also means that the measurement framework will change entirely for DOOH.

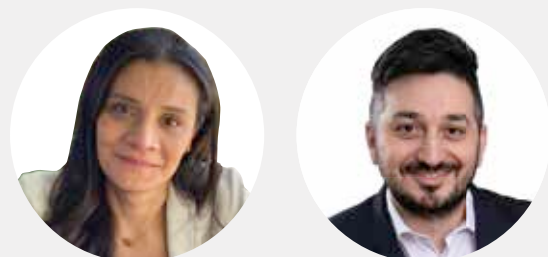
Another advance gaining traction in this space is the growth of AI and data that fuels further interaction, especially in spaces such as in-mall and high-pedestrian areas. The technology uses a combination of visual sensors and mobile beacons that can detect things like audiences, dwell times, engagement and more, overlaid by online user data that enables algorithms to then serve uniquely individualised messages. There are a few barriers, though, to this becoming mainstream, such as privacy concerns and GDPR rules. However, it opens avenues for marketers to truly express their creativity in a manner that is contextually relevant to an individual consumer.

OOH advertising is here to stay and will possibly see its biggest evolution yet, connecting to the wider advertising ecosystem and creating excitement like never before.

# Your OOH strategy may not be as effective as you think it is

Interview with the co-founders of Seventh Decimal:

*Maud Moawad and Lewaa Hamadeh*



**This title is quite a bold statement, what do you mean?**

We are pretty sure stakeholders were missing an opportunity to make more out of their OOH investments. The emergence of big data, specifically location data linked to the digital ecosystem today, presents an unprecedented opportunity to spearhead the growth of the OOH industry in a similar fashion to the growth of digital seen in 2005.

The growth of web was slow and linear in the 90s. It was only after Google introduced Google Analytics in 2005, and the high acceptance and adoption by publishers of a standard analytics body, that the industry progressed exponentially. The introduction of Doubleclick's DART was even more valuable for business growth to both publishers and advertisers. It initiated trust, transparency, and accountability among stakeholders. Today, the transformation of OOH is no different from digital. It will unquestionably be technology driven, but through analytics and measurement first. Spatial data science is key to this path.

**How do you see this transformation happening in the GCC?**

The catalyst for the transformation of OOH media in the GCC will be the democratisation of technology. We have seen this happening in other markets; the adoption of a common technology by all stakeholders happened through organisations like Geopath in the US, Route in the UK, and Move in Australia.

However, building tech solutions to spur this transformation needs to happen in phases:

1. The first step is introducing and standardising analytics and understanding basic metrics such as unique reach, impressions and share of voice, in addition to audiences and user behaviours.

2. Then comes tracking through proof-of-posting or proof-of-play (How and when the creative was installed/displayed). This will help induce transparency and build trust amongst industry players.

3. Next is introducing viewability. What is the probability that the user actually viewed the advertisement?

This transformation will bring OOH closer to digital in the way it is strategised, planned, measured, and bought.

Advertisers will be able, for example, to:

1. Decide on the best mix of ad formats, suppliers, and locations to efficiently maximise reach towards their target audience.
2. Retarget exposed audiences on OOH to digital channels and establish a two-way communication channel with their audience.
3. Buy OOH based on different pricing models such as impressions, opening up opportunities for smaller businesses to be present on OOH.

**What is spatial data science? How can it help?**

Spatial data science is a branch of data science that deals with the dimension of space. Instead of having, for example, retail sales or product sales figures as your data points, you have coordinates, mobility variation, foot traffic and POIs, amongst many others, as your data points.

Outdoor media is spatial by nature. OOH billboards are distributed to cover specific geographies; they have GPS coordinates and capture the attention of a mobile set of audiences – driving by, walking by, residing nearby, visiting nearby, etc. A deep understanding of mobility and user movement is needed to measure OOH and, at a later stage, plan using regression or predictive modelling.

**Tell us a little bit about Seventh Decimal and Streach?**

Seventh Decimal is a company that we started in the UAE in 2019. We specialise in building customised technology solutions for different media industry stakeholders. We introduced Streach this year as our first ad-tech solution built around spatial data analysis.

Streach is a planning, tracking, and measurement tool built for the OOH industry along with the efforts of the most forward-thinking leaders in the markets from agencies, brands, and suppliers. Streach provides today full OTS (opportunity to see) measurement such as impressions, reach and SOV, and will be introducing LTS (likelihood to see) metrics by the end of this year.

We launched Streach in Saudi Arabia, underwritten by Al Arabia OOH network. The UAE is next, and we are relying on media stakeholders to demonstrate their willingness to standardise measurement in the market.





# THE WAY TO RECOVERY

UM's **Hatem Fakhri** lays out a roadmap for OOH media to return to prominence in the media mix

**T**here is no doubt the pandemic has cleared the way for some advertising mediums to fade out while fast-tracking the adoption of others. However, some media, such as OOH, will be able to make a recovery and heal over time.

The concept of rush hours has virtually disappeared in major cities across the region, leading to advertisers pulling back their spends on OOH, as the public will find it difficult to discover new brands while being locked away with extremely restricted movement.

Advertisers had to change their brand campaigns directly due to the pandemic, giving encouragement and supporting frightened customers, knowing that these consumers will make a big comeback once they are again allowed freely to join the outdoors.

OOH is a medium that is linked directly to human activity and movement. During the lockdown, the movement of people went down by almost 70 per cent for three months. Till now, it has still not properly recovered. OOH has been proven to help advertisers deliver impact on their business by at least 20 per cent over other media in terms of reach and effectiveness.

Being the oldest form of advertising and constantly changing, we can see the evolution post-lockdown, as several major vendors have taken this time to finalise new locations, develop their inventory and introduce new technologies that will help advertisers measure traffic, be more specific in targeting and even (for the first time) be able to segment cities and locations based on population size and interactions with messages.

There is no denial that the pandemic has changed us, but this change also brings new opportunities and technological innovation, leading to a transformation that has been planned for a long time and accelerated by the pandemic.



By **Hatem Fakhri**,  
director of integrated  
planning, UM

Four major things are being adopted by advertisers, helping them spread their message and address people's minds and thoughts:

**1. Considering OOH as a way to communicate with consumers:**

Not only scaffolds and mega screens are considered as OOH, but brands are also tapping into community boards, supermarkets, paths, gyms and everything that can deliver a message to a crowd out of their homes.

**2. Geotargeting** is a way to customise messages and offers to advertise a relevant offer knowing that people can convert close to the point of purchase.

**3. Creative innovation:** Advertisers have realised that they need to act more creatively and deliver various messages with different frequency and even seasonality, also understanding the mood of their consumers.

**4. Adoption of new technologies:**

OOH is a multidimensional medium, and advertisers have developed an understanding that innovation and the new technologies will only help them move it.

All the forecasts for the region show a recovery in the spends on the OOH vertical. Digital OOH will lead the charge to get brands back on the streets, quickly and effectively leading the way to recovery, but still some aspects of OOH will struggle to come back, such as public transport, events and even sports activities. Roadside locations and retail environments may prove effective.

Historically OOH has been used by global brands, local brands and neighbourhood businesses. It can enhance a brand on other media or stand alone. It is immune to adblocking, isn't subject to brand safety issues and, because people are spending time away from home, it becomes more effective while it continues to grow organically.

Using live content on DOOH may improve branding and provide more authentic interaction. A study by YouGov found that 49 per cent of 18-24-year-olds are interested in seeing more live content on DOOH advertising screens.

Recent innovations in markets such as Saudi Arabia have introduced sophisticated digital billboards using automated systems to update ads in real time based on a stream of data from nearby cell phones, which is then combined with personal information about those passers-by obtained from data brokers. This new enhancement will add more value to the market and allow a proper segmentation of OOH areas and the ability to send specific marketing messages, but without alarming the public. The last thing needed now is for advertisers to creep-out or offend their consumers.

Lastly, we as media agencies and planners should work closely with media vendors and our clients to build up and map the markets for seamless planning and enhanced message delivery that will add value to clients and allow us to start building up a map of audience at last for OOH media.

**"THERE IS NO DENIAL THE PANDEMIC HAS CHANGED US, BUT THIS CHANGE BRINGS NEW OPPORTUNITIES."**

**P**rior to 2020, the OOH industry proved itself to be the most resilient part in the changing face of global media investment, as it claimed market share from both print and linear TV. The Covid-19 pandemic shattered much of that heavy momentum, with desolate towns, cities and business districts now the defining image of 2020.

In the background, though, there has certainly been a lot of hustle with the world's leading OOH companies scrambling to accelerate their next-level technologies to launch in time for the inevitable upturn and the spate of revenge consumerism we hear so much about.

Clear Channel have been leading this charge for many years, and last month saw them roll out their highly coveted RADAR technology across Europe, four years after they initially launched it in the US market. Where footfall and estimated vehicular traffic were the traditional yardsticks for OOH, these have now been replaced with the layering of mobile data and digital insights.

With traditional OOH growing consistently, regardless of technological advancement, what have been the key factors driving this change and investment?

**“THERE HAS BEEN A LOT OF HUSTLE WITH THE WORLD’S LEADING OOH COMPANIES SCRAMBLING TO ACCELERATE THEIR TECHNOLOGIES.”**

#### DIGITAL SCREENS

The first element is the growth of digital screens globally, enabling DOOH to surpass traditional OOH revenue this year for the first time. The ability to produce LED screens at lower and lower costs has opened up the sector to provide a new approach, particularly in the high-frequency, targeted-reach nook.

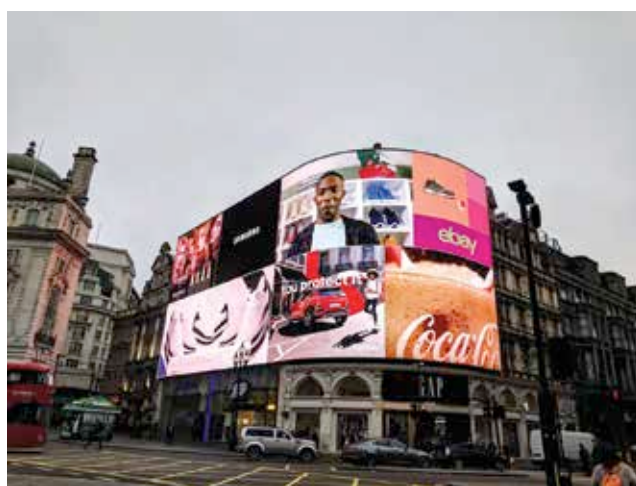
#### REAL-TIME DOOH TRADING

The multiscreen ecosystem allows advertisers to create multiple, coordinated touchpoints with their customers, enabling brands to win, retain and consistently engage with ever-evolving audiences. Increasing numbers of site owners and vendors are integrating their inventory into demand-side platforms, which makes real-time DOOH trading a fascinating underdog in the fight for those advertising dollars.

# BILLBOARDS WITH BRAINS

The MediaVantage's **Manoj Khimji** looks to the international market to see where OOH is heading

By **MANOJ KHIJJI**, managing director, The MediaVantage



The current generation of new technology, including Clear Channel's RADAR, takes all of these advancements and rolls them up into a wonderfully neat package, which effectively becomes a full-service planning tool assisting brands to (1) understand where best to invest in their DOOH; (2) track which sites are working best for them; and (3) follow the consumer through to purchase and later calls-to-action (borrowing a leaf from digital's attribution-model book).

Looking forward, this is only going in one direction. The unrivalled access to technology and integration opportunities today mean any OOH company that is not leveraging and hedging its bets on a highly connected future is missing a trick. In fact, it may be missing the entire magic show by letting this pass them by.

In some ways the timing couldn't have worked out much better. Audiences are returning. Take, for example the UK, which has seen a 74 per cent return of roadside traffic compared with February 2020 and is growing at 5 per cent a week. Brands are ready to resume 'normal' conversations beyond the "Stay Home, Stay Safe" rhetoric that dominated so much of this year.

OOH played a key role in helping to carry government messages throughout the lockdown, as well as numerous occurrences around the world where billboards lent assistance to small businesses and supported those who were putting themselves at risk to keep our cities and countries moving. It's indicative of what many consider to be the world's most powerful communication platform, that it can be used throughout good times and bad, but always to the same effect: big, bold and, now, highly targeted.

#### SOCIAL AND DIGITAL INTEGRATION

OOH has started working hand-in-hand with clients' social and digital campaigns, with leading brands such as Coca-Cola incorporating digital billboards, social platforms, and search data all together in their "Share a Coke" campaign. Piggy-backing on the growth of these mediums has worked a treat for DOOH, as opposed to falling into the ill-fated trap of competing against them in what is largely an already-won race.

#### CONTACTLESS PAYMENT

Not many would dispute the contactless payment industry is one of the very few winners in 2020's shake-up. As digital OOH continues to firmly wedge itself in the consumer journey, versus its previous guise as a brand awareness medium, it can now become a part of the more in-demand direct response and performance marketing set.

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*Sundowners at Retreat,  
Sacci or Lemon & Lime*

*Dinner at Retreat, Sacci or Lemon & Lime*

## Saturday, November 14

*Rise and refresh*

*Balcony zumba with the  
Chala Fit Club*

*Meditation singing bowls  
by Zakia Kazi*

*Pampering and swing part II*

*Sunshine sessions*

*Check out or stay longer*

BUY YOUR TICKETS NOW **SOLD OUT** FOR THE LOCK-IN

*Terms & Conditions apply*

THE WESTIN  
ABU DHABI  
GOLF RESORT & SPA

heavenly  
BY WESTIN / spa

fairways

Sacci



LEMON & LIME

ABU DHABI  
GOLF CLUB

TROON  
ABU DHABI



Gray  
Mackenzie  
SPartners



WHAT'S ON

MOTIVATE  
MEDIA GROUP





# GREATER IMPACT IN THE GREAT OUTDOORS?

**WE'VE GOT YOUR BRANDS COVERED**

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Middle East



## UAE OOH LOCATION MAP 2020-2021

HEADLINE SPONSOR



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Middle East

# campaign


## SHARJAH OOH MAP



**HYPERMEDIA**  
SINCE 1999


**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



**LIFEONSCREEN DUBAI**

- 09. Digital screens - 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)









**GROUP PLUS**

- 10. Unipoles / Megacoms

**AL SHUALA MEDIA**

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

**LEGEND**

-  Unipoles/ megacoms
-  Lampposts
-  Bridges
-  Hoardings/ Scaffold
-  In-mall media
-  LED
-  Roof top screens
-  Digital screens

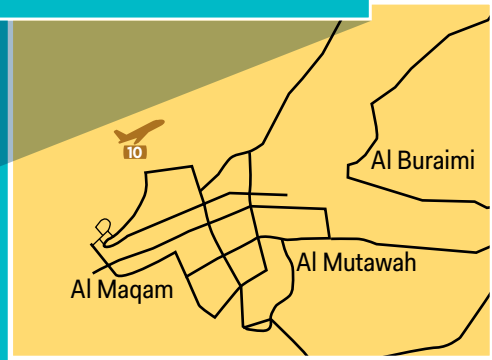


# campaign

Middle East

## ABU DHABI OOH MAP

### AL AIN 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, Dalma mall, Abu Dhabi mall
- 08. World Trade Center Outdoor Screen



BACKLITE

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

JC DECAUX

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

VIOLA

- 11. Lampost
- 12. Bridges
- 13. Hordings

MULTIPLY

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

AL SHUALA MEDIA

- 17. Unipoles

ELEVISON MEDIA

- 18. Elevator screens

### LEGEND



Unipoles/megacomms



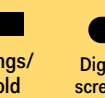
Lampposts



Mupis



In-mall media



Hoardings/Scaffold



Digital screens



Building/wall wraps



Roof top screens



LED



Airports



Bridges



Elevator screens







# campaign

Middle East

## DUBAI OOH MAP



To Abu Dhabi

Dubai Parks & Resorts  
The Outlet Village

**HILLS**  
ADVERTISING L.L.C.

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

**ENG**  
EMIRATES NEON GROUP

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

**BackLite**

23. Destinations - La Mer  
24. Destinations - Al Seef  
25. Destinations - The Beach  
26. Destinations - City walk  
27. Lampposts  
28. Unipoles  
29. In-mall - Festival City

**HYPERMEDIA**  
SINCE 1999

**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. Wasi unipoles - LED Screens
- 19. Lampposts - The Outlet Village, Nakheel Pavilions Al Furjan, Discovery Gardens, Jumeirah Park, Jumeirah Islands, International City
- 20. Metro Red and Green lines (Station, backlit wall, frontlit wall)
- 21. Metro pillars
- 22. Metro bridges



**ARABIAN OUTDOOR UAE**

- 30. Lampposts - Sheikh Zayed Road, Dubai Parks & Resorts, Dubai Marina, Al Khail Road, Garhoud, Hessa, Marakesh
- 31. Mupi Boards covering all Dubai
- 32. Megacom boards covering all Dubai
- 33. 4 Dubai Canal Towers
- 34. Mupi digital - JGE
- 35. Unipoles - Sheikh Mohammed Bin Zayed Road

**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 MUPIs/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. ENOC - Discovery Gardens
- ENOC - Media City
- 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
- ENOC - Al Warqa 2
- ENOC - Oud Metha
- 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 and LED Screen

**PRIME ZONE**

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

**BSA**

**BLUE SHIELD ADVERTISING**

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

**AL SHUALA MEDIA**

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

**ELEVATION MEDIA**

- 63. LED screens
- 64. Elevator screens

**MULTI PLATFORM NETWORK**

- 65. Digital screens
- 66. Unipoles
- 67. Lampposts
- 68. Bridges
- 69. Hoardings

**FOOTPRINT**

- 70. Glass Wrap
- 71. Topgolf bridge
- 72. Unipoles
- 73. Wall Banner

**PHI**

- 74. Hoardings
- 75. Bridges
- 76. Digital screens

### LEGEND

- Unipoles/megacom
- Lampposts
- Bus Shelter
- Wall backlit banner/LED
- Airports
- Bridges
- Hoardings/Scaffold
- In-mall media /Destinations
- Building/wall wraps
- Mupis
- Flags
- Roof top screens
- Digital screens
- Metro stations
- Metro pillars