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Middle East

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# INTRODUCTION

One thing you can guarantee about out-of-home companies is that they love to go big. Just look at the ads in this supplement. It's reassuring to see the advertising industry putting faith in advertising.

It's easy to say that outdoor firms are old-school and traditional. As we point out every year, this is the oldest form of advertising. But to write off OOH as updated cave art is to do it a gross injustice. It is a venerable media, and perhaps the only legacy platform that hasn't been devastated by digital. But it's not stuck in the past.

While digital technologies have effectively eaten up huge chunks of print, TV, radio and more, OOH is not losing ground to screens. Mobile phones, the bane of above-the-line media's growth predictions, complement OOH rather than competing. The World's Tallest Donation Box for the Mohammed Bin Rashid Al Maktoum Global Initiatives by MullenLowe used a digital sign-up to light the Burj Khalifa, for instance. The use of QR codes – while often superficial – makes it easier to direct viewers to more information, and helps brands harvest data. Even the Adidas Liquid Billboard by Havas – which won a Grand Prix at Cannes – was amplified and shared through phone cameras.

OOH has its challenges, though. Even with digital screens, the one-to-many nature of the medium makes it tricky to measure as accurately or as in-depth as other media. It is a challenge that measurement specialists such as Seventh Decimal and Ipsos are working hard to tackle, and there is talk of a new industry action group set up to help ensure agencies and brands can compare apples with apples.

The industry is volatile. Due to the scale of OOH, a lot of money changes hands. Although digital screens and programmatic buying promise to make outdoor more accessible to brands with smaller budgets, big billboards cost a lot. They are expensive for advertisers to book, and for operators to license, build and maintain. Small changes in operating margins can quickly add up, and it is not uncommon to see outdoor companies rise and fall in a matter of years. Sometimes they rise again.

This annual guide is indicative of who the big players are today. Some of them have been around for a long time; some are new to the market; and some are resurgent after taking time to regroup. There are also names missing that were in last year's guide and have run into trouble or exited the industry since then.

Size and success are not the only factors to consider. Some of the companies listed have only small inventories. But if they represent that one site that is perfect and essential for your campaign, then meet your new partner. I'll look forward to looking up and seeing your work.

**AUSTYN ALLISON**  
EDITOR, CAMPAIGN MIDDLE EAST

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# STREET POWER

In a world ruled by ephemeral ads no bigger than the screen in the palm of your hand, only outdoor ideas can give both clients and creatives butterflies in their stomachs when they see their work on a giant scale, writes TBWA\RAAD's **Alex Pineda**



**T**his is neither an ode to out-of-home nor a diatribe against everything else. Don't get me wrong. There is no 'good' or 'bad' media, unless you have a poor idea. It's just hard to ignore the feeling of seeing your work out there, looming larger than your house.

Look Mum, I made that!

Since there was no social media, big data or retargeting ads in Ancient Egypt, we can agree that it's fair to call outdoor the first

media. Some wooden boards, paint, a skilled hieroglypher, and boom, your ad was successfully aired. One goal. The more interesting, the better. That simple concept hasn't changed in five thousand years.

But let's not travel too far back in time. Let me bring your focus back to one of the latest and more brilliant examples in this category: the Adidas Liquid Billboard. Made here, in our neighbourhood. A piece of work that put the Emirates at the centre of the global creative conversation for more than a year, brought to us by our dear colleagues at Havas Middle East.

Many people told me "I don't like it" as soon as it was launched in July 2021. I silently thought, 'This is going to win everything.' And so it did. I am not only talking about creativity awards. It won the attention of people and industry, the respect of other brands and the hearts of specialised media. "But it's just a billboard filled with water," they said. Well, exactly. That itself is the magic. Simple things are the work of geniuses, and most of the time brilliant solutions are hiding in plain sight. When you need to catch a message while driving at 120km/h, riding the metro or jogging at the beach, simplicity is key. The Liquid Billboard took billboards to another level. To a higher level. An iconic level, if you want, because here we are still talking about it.

One more example – I'd never forgive myself if I didn't mention it – is the Louvre Abu Dhabi's Highway Gallery, an ambitious project that we launched a few years ago here at TBWA\RAAD. It made billboards innovative again, becoming the most successful campaign in the history of both the agency and Louvre Abu Dhabi. The museum's most important art pieces were reproduced as colossal billboards, and then placed along more than 120 kilometres of the highway between Dubai and Abu Dhabi. Each artwork was equipped with a solar-powered FM transmitter that synced with the country's top three radio frequencies. When approaching each masterpiece, drivers and passengers triggered the museum audio guide and experienced the collection like

never before: right outside their windows and through their car speakers.

Until this line, we have only spoken about billboards. I mean actual billboards. They might be powered up with radio jams or turned into a pool, but still, they are billboards. Besides them, the out-of-home playbook has many other possibilities. Endless possibilities, perhaps.

On any other media you can get away with being book-smart, but when it comes to out-of-home, the focus is squarely on whether you're being street-smart. Think Fearless Girl. Nike Air Max Graffiti Store. The Hidden Flag. The Oreo Vault. Guns with History. Rivers of Light. Invisible Drive. Andes Teleporter. We could hang out all day referencing campaigns left and right, each one more versatile than the last. We could continue naming hundreds and hundreds of ideas, because out there, in the streets – and in the squares, buildings, villages, jungles and deserts and even at the North Pole – everything counts. Graffiti, statues, clothing,

**“SIMPLE THINGS ARE THE WORK OF GENIUSES, AND MOST OF THE TIME BRILLIANT SOLUTIONS ARE HIDING IN PLAIN SIGHT.”**

drone shows, marching holograms, ant demonstrations, melting ice figures and rainbow projections, posters filled with one trillion dollars of Zimbabwean currency...

Anything.

Just get the proper municipality approvals and you're in. It's all fair game.

In all those cases, media and idea became one. They modified people's routine path across open spaces which had hitherto been monotonous; they interrupted the pattern of those who were simply drifting in a crowded landscape, barely aware of the millions of messages choking their daily commute.

Do you remember the billboards that you just saw today, a few minutes ago, on your way to work?

No?

That's my point.

By Alex Pineda, ECD TBWA\RAAD



**INDUSTRY SNAPSHOT****MOHAMMED AL  
KHEREIJI****CEO, Al Arabia****WHO IS AL ARABIA OOH? AND WHAT IS YOUR COVERAGE IN THE REGION?**

Al Arabia Out of Home (OOH) has been the leading outdoor solution provider since 1983, offering clients expertise across a multitude of platforms and disciplines. It has invested in companies across the entire media funnel to ensure quality from inception to delivery. We are the leading outdoor digital solutions providers offering global and local client's expertise across a multitude of platforms and mediums to provide our clients with premium solutions and services using the latest technologies to meet the advertising needs of their businesses and maintaining our status as a trusted partner in the market.

Al Arabia OOH owns and manages more than 25,000 faces in the region. We have successfully deployed more than 800 digital screens with various formats across 28 cities in KSA, digitized **62%** of our network and developed unique ad measurement systems.

**WHAT MAKES OOH IN KSA DIFFERENT FROM OTHER REGIONAL MARKETS?**

In a region that is currently undergoing extensive media and advertising transformations, the Saudi market stands out and is developing at a rapid pace.

We are witnessing significant, continuous growth where multinational companies are building localised communication strategies to cater to the Middle Eastern market. The Gulf Cooperation Council (GCC) countries are constantly evolving. With the aim of raising brand and product awareness, various advertisers are seeking innovative ways to captivate their target audience. We at Al Arabia OOH are part of this dynamic and ever-changing media demographic.

Vision 2030 transformed the country, and Al Arabia has played a major role in transforming the OOH business with extensive resources at our disposal ensuring wide scale market coverage in the Kingdom, we service the largest multinational companies and renowned luxury brands by offering a multitude of advertising tools and strategies to roll out large-scale and targeted campaigns in the Saudi market.

Massive projects are taking place in Saudi Arabia: attractions such as The Boulevard, The Zone, Riyadh Front and Jeddah's corniche and promenade; new, modernised airports; and new cities such as Neom, Al Ula and Ad Diriyah. There is increased investment in

OOH mediums to raise and drive awareness on all these projects that have been completed, launched or are in the pipeline.

The Kingdom is undergoing an impressive transformation at all levels.

With a vast territory and a population of 35 million people, out of home advertising is necessary for mass-market reach and coverage. It will enrich advertisement diversity, along with providing the ability to target and reach the right audiences.

The Kingdom's ambitious development must be accompanied by the latest modernised advertising tools such as OOH mediums.

**HOW IMPORTANT IS TECHNOLOGY TO OOH?**

To create a stronger campaign balance, technology is an important factor to OOH mediums. This will lead the current industry to become a thriving media sector that is in harmony with the civil component of cities and society, blending in modernization of advertising, and being more environmentally sustainable and aesthetically pleasing to the audience and the client.

*“OOH is the best marketing tool where you can reach more people in the right place at the right time and this should be the main strategy in today's competitive market for many brands.”*

Technology brought innovation, transparency, and accountability at all levels to outdoor media. Other changes range from the way OOH is planned, to the way audiences are targeted by measuring the overall impact of advertising campaigns.

Location data technology enables brands to activate hyperlocal campaigns and launch targeted ads where they can measure the reach percentage, frequency, and impressions according to geo data and can get audience insights.

**HOW DOES OOH FIT INTO THE MARKETING MIX WITH OTHER MEDIA?**

OOH is introduced to provide seamless ground-breaking solutions that make an impact on the lives of those it touches. For example, Al Arabia OOH concentrates on high-end, luxury, primary and busy roads, malls, and communities, to offer ultimate visibility to our clients and to meet the advertising needs of their business. OOH effectively builds brand awareness, giving small and large businesses enhanced exposure. It drives consumers actions and sales. It provides mass reach in a format that's hard to miss. It is cost-effective in comparison to other ad mediums.

Ooh is the best marketing tool where you can reach more people in the right place at the right time, and this should be the main strategy in today's competitive market for many brands.

**WHAT LEGISLATION OR REGULATION WOULD YOU LIKE TO SEE INTRODUCED OR REMOVED AROUND OOH?**

The legislation and regulations have developed and evolved catering to the ambitious economic growth plans the Kingdom is pursuing. Such positive change has provided cities and clients with state-of-the-art innovative advertising products, data-driven solutions and world-class services using the latest technologies in line with highest international standards. Carefully distributed units in the most strategic locations ensure the best visibility, reach and frequency both outdoors and indoors to engage audiences. This has been the result of positive developments in regulatory frameworks.

**WHAT ARE YOU MOST LOOKING FORWARD TO (REGARDING OOH) IN THE NEXT YEAR OR SO?**

To become the go-to agency for outdoor advertising in the Kingdom of Saudi Arabia and the MENA region, delivering the latest innovative advertising opportunities across various platforms.

We at Al Arabia OOH are keen to cement our position as the leading Saudi company in out-of-home media, aiming to digitalize 100 % of our outdoor network by 2023. Our ambitions lie in providing added value to our marketplace, driving positively impactful contributions to the economy as a whole and the media sector in particular.





**T**here is a saying in business: 'Put your money where the mouth is.' In marketing, I say put your money where the consumers' eyes are – and, more importantly, where they look. Outdoor marketing can be a disaster if billboards, advertisement hoardings or brandings are not put in the right place.

Marketing is both art and science. There are plenty of studies available on consumer behaviour that the manufacturers and marketing agencies of fast-moving consumer goods (FMCGs) rely on when launching a consumer product. If applied properly, marketing creates wonders in the minds of consumers. But the key is to spend money wisely and place your branding where you get the maximum eyeballs.

When Oppo launched its phones, it promoted the phone as 'The Selfie Expert', trying to appeal to the millennials or Gen Z, who are more into selfies. Oppo got what it wanted: the market share in South Asia and other parts of the world, at the expense of its rival brands. Now you will see Apple mostly focuses on the quality of photography and videos when promoting the latest iPhone models – as most youngsters use smartphones to create videos for social media, padded up with popular music.

**“EVERY TIME WE  
ADVERTISE A NEW  
PROJECT THROUGH  
RTA BUS-STANDS,  
THE JOB IS  
ALMOST DONE.”**

Over the last decade, advertisers have shifted their focus to digital marketing and social media marketing, which has been working very well for consumer products and services. Companies have shrunk their print and outdoor media budgets and have diverted them to digital marketing, more specifically Google, YouTube, Facebook and Instagram. We have our share of the budget going to the digital marketing channels as well.

However, our experience shows that outdoor and print media still have the

power to not only generate leads but also convert leads to sales. We have seen this with Danube Properties. I believe outdoor media will continue to remain a powerful marketing format.

There are multiple options one could look at when it comes to outdoor marketing and branding – including building roofs, building wraps, moving media such as bus wraps or taxi wraps, standalone billboards on highways and street lamp posts, among others. However, we had other ideas. We chose the bus-stands.

We have been lucky with our outdoor marketing strategy. Early enough, we had struck a deal with the Roads and Transport Authority (RTA) of the Government of Dubai to secure a concession for using all the bus stops for outdoor marketing purposes for our products and services – be it Danube Properties, Danube Home, Milano or Casa Milano.

So far, it has worked well. Every time we launch a new project or a product, we promote it through the RTA bus-stands. Not only do commuters gather there, but they are noticed by every passenger in vehicles that pass by the bus-stand.

The response is tremendous. Every time we launch a new project and advertise through RTA bus-stands, the job is almost done. People call our sales team about the new project and ask when we are offering it for sale.

Only last month we opened our latest project, Opalz, for sale. The same day, it was snapped up by property buyers, brokers and investors. All 575 apartments were sold on the same day, and when we held a press conference to announce sales in the evening, it was already sold out. We had to change the press release from the launch of the project, to 'sold out on launch day'.

This was mostly powered by outdoor marketing, as we didn't advertise much in other media. The campaign had been running for a few weeks on RTA bus-stands. And it was sold out.

Now, one might think Opalz is an exception. It is not. We launched and sold out four projects in a year, from October 2021 till September 2022. The last three projects were sold out within just a few days of launch, and most buyers have come to buy after seeing them on the RTA bus-stands. The outdoor advertisement on RTA bus-stands has worked better for us than all other media.

The other media that helped build the Danube brand for a long time is the print media – especially from 2003-04 onwards when we started to spend heavily on print media publicity. It is our presence in the daily newspapers and mainstream magazines that made us famous and repositioned our brand in the hearts and minds of people. Before then we had been seen as just a building materials supplier or a B2B brand.

From 2013, Danube Home came into existence as a B2C brand, and then Danube Properties was born as the real estate developer. Both needed to appeal to consumers. Overall, we found greater value on outdoor and print media (which is unfortunately fast declining).

# STOP THE BUS

Outdoor marketing has been a game-changer for Danube, writes the group's founder, **Rizwan Sajjan**

By **RIZWAN SAJJAN**, founder and chairman, Danube Group



# Radical evolution

What OOH's digital transformation means for us and the region

By **Ammar Sharaf**, CEO of Viola Communications

**T**here are hundreds of steps that go into the planning and buying of any given outdoor campaign, and to a certain extent those steps have historically been rather inefficient, for example in the way parties share information. However, OOH is currently undergoing a radical evolution, underpinned by the digital transformation taking place throughout the industry, which will dramatically change the way we look at, and benefit from, the process.

It may seem obvious, but we need to examine the two facets of digitalisation in OOH that are the game-changers right now: the transformation of the workflow by automating the planning and buying of media, and the digitalisation of the platforms themselves, two extremely complementary developments which Viola Outdoor is leveraging in the region.

First of all, then, it is important, when looking at the role that technology plays in the OOH arena to examine the management potential of so-called 'big data', primarily by making sure that the industry is staying up to speed with the tremendous influx of information that comes from the vast insights that we are able to uncover and understand based on mobile location and phone usage. It's also important to know how to use the huge amount of data generated.

In the currently fragmented advertising landscape, demand for data-led OOH is growing rapidly; advertisers want increased transparency, and more dynamic and accurate measurement and data-driven planning to guide their investments. Meanwhile, marketers are focused on two key areas, targeting and measurability, with the aim of unifying the customer journey by bringing various media channels together and delivering messages across multiple touchpoints. To get OOH to deliver on this omni-channel approach and be part of the process of customer conversion, we as media channel providers must measure up and deliver these important requirements.



***"We can guide brands through the enhanced capabilities of the medium, maximising their effectiveness whilst shifting them from traditional thinking."***

The digitalisation of the platforms enables us to look ahead from both an on- and off-line perspective. Still with the omni-channel consumer journey in mind, the impending demise of the third-party cookie will certainly mean that a bigger piece of the digital pie is available for OOH as its biggest selling proposition has always been its broadcast 'one-to-many' approach, as opposed to digital advertising, which looks for individual connections, where the objective is fundamentally different and more context-driven. Reaching consumers in real-time, when they're in the right state of mind, used to be next to impossible in the one-to-many

environment, but now innovative technologies have emerged to empower advertisers to connect with audiences in a direct, more human, memorable, and contextually relevant way.

DOOH takes the best elements of traditional OOH and optimises them with cutting-edge technology, giving brands access to valuable insights and analytics beyond simple targeting. Taking things one step further, combining any existing first-party data with DOOH could enhance the user experience in even more personalised ways through which marketers can find powerful ways to engage with their desired audiences when and where it matters most.

As regional OOH industry leaders working closely with marketers and brands, we at Viola are well positioned to go on this fascinating journey with our customers and spread awareness of the flexibility that digital platforms afford. Combining this with accurate data analytics and learned insights to ensure that relevant and targeted messaging is achieved in the right place, time and context, we can guide brands through the enhanced capabilities of the medium, maximising their effectiveness whilst shifting them from traditional thinking. DOOH is already altering the region's advertising landscape, and as we adapt our thinking beyond the traditional boundaries we will see brands really experimenting and discovering what they're capable of in this new space.

We have seen the future of the outdoor space, how OOH uses software to be smarter and more agile about how it operates, and how it now works in tandem with other media channels to be able to digitally enhance and merge the broad experience of advertising, adding incredible value for the consumer while at the same time returning better insights and earning attribution for the advertisers; it is a very bright future and an exciting time for the industry, to which Viola Outdoor is proud to be a contributor.

**T**he last decade has propelled technology to unexpected heights and such an evolution struck the world at lightning speed, with little time to adjust. In the blink of an eye, the digital takeover was upon us and companies began scrambling to get rid of the obsolete and make room for the smarter and quicker. This is especially true for the field of advertising. The rise of the digital trend struck it swiftly. Yet, surprisingly, it did not abolish the traditional. Outdoor is still holding strong in the face of the tsunami-sized wave of digital and it seems to only grow stronger, evolving to catch up with the needs of the new, fast-paced world.

Outdoor has been a long-standing favourite for advertisers, and that hasn't changed, despite the shiny new toy on the block. It wears multiple hats where it has high visibility and reach when placed strategically, creates rapid brand awareness and hype through eye-catching visuals, builds on recurrent viewership due to its 24-hour availability, and increases store traffic, especially from those billboards that are near points-of-sale.

However, that is not to say that outdoor is at a standstill and relying on its traditionally known benefits. In parallel to the rise of the digital trend, outdoor has been incorporating the digital element, undergoing a major shift in both the GCC region and on a global scale. By making way for digital screens, from digital bridges to hoardings to synchronised consecutive LED screens that directly attract consumers' attention, the rise of digital out-of-home (DOOH) advertising doesn't show any signs of stopping any time soon, and in fact continues to evolve further.

As of late, the UAE witnessed the trend of 3D screens. Large, domineering screens project life-like creations that audiences feel they can simply reach out and touch. Not only that, but the projections – or, one could say, holograms – themselves seem to almost interact with onlookers. We can take, for example, Samsung's 3D Tiger in the City activation that was launched on Jumeirah Beach Road ahead of the brand's flagship opening. Under the slogan of "Ready to break the rules?", the activation was complemented with a giveaway competition where audiences were asked to snap a photo with the daunting tiger projection and tag Samsung on Instagram for a chance to win the latest smartphone. That is one example of many that have been popping up around the UAE, as we've been seeing more twists and creative advances when it comes to outdoor. Another example is Yas Mall, Abu Dhabi. It also recently launched its newest interactive 3D screen, making consumers question what's real and what's not, driving them to watch the innovative displays on the screen regardless of the advertiser.

Outdoor is not just complementing the rising digital trend but greatly benefiting from it and using it to optimise itself. Alongside DOOH comes programmatic out-of-home advertising, the most imminent emerging trend where – similarly to programmatic digital advertising – ads are no longer placed randomly on screens by booking an order but rather based on real-life data coming from cookies, mobile IDs, browsing data and mobile location to determine behavioural patterns of consumers. Programmatic OOH now allows the best of both worlds: high-impact, buzz-creating ads targeted to the right and relevant audience. These ads are algorithmically displayed based on several factors, such as the number of people in the area, whether nearby consumers fit the right profiles, and even the weather or time of day.

Lastly, one factor that has been an obstacle for OOH advertising is lack of

accurate monitoring and tracking. Today's digital world has heralded daily optimisation, return on ad spend (ROAS) tracking and real-time reporting and dashboards. Outdoor media found itself lagging on this front, leading many brands to have reservations about spending big amounts of money for non-monitored media that cannot directly be linked to an investment. In an increasingly price-sensitive world, simply creating awareness or showing face is a luxury not all brands can afford, or even want to go for anymore. However, this is changing, with new technologies and tools that track outdoor billboards being introduced to the market. Dynamic impression-based measurement systems for pre-campaign forecast and post-campaign analysis are being offered today. They provide exposure, audience metrics on face-level, circuit-level, and campaign-level for both static and digital OOH. These measuring tools, however, are still in their early

# PLAYING CATCH-UP

Traditionally out-of-home may not have the bells and whistles of digital media but is evolving, writes Initiative's **Safwat Abdulkhalek**



stages and have not been fully perfected yet for symbiotic use by both supplier and client. As this is a very new concept and system, it is expected that it will take a significant amount of time to reach digital media's level of accuracy and optimisation. However, once these tools reach maturity and precision, Outdoor will not only remain a key media for investment but also witness even greater investments from advertisers who were hesitant to do so before.

By Safwat Abdulkhalek, media director, Initiative

**“IN A PRICE-SENSITIVE WORLD, SIMPLY CREATING AWARENESS IS A LUXURY NOT ALL BRANDS CAN AFFORD.”**



# THE ORIGINAL INTERACTIVE MEDIA

FP7 McCann's **Federico Fanti** offers his take on why out-of-home is aging better than other traditional formats



By **Federico Fanti**, chief creative officer, FP7 McCann

**B**efore the birth of the internet, and before advertising turned digital, there were four traditional formats of advertising media: print, radio, TV and out-of-home (OOH). Although all four of these media formats are still being used by marketers today, there is a tangible evolution in just one. Out-of-home. But why OOH?

Why is the good old OOH ageing slower and more elegantly than the other three traditional formats?

First of all, out-of-home is the only medium that successfully attempted to go beyond its physical dimension and become more like a playful experiential channel. More and more brands are transforming billboards into compelling urban art installations: a good example of the above is the 'Explosive' billboard by Marmite.

To launch Marmite Dynamite, a new limited edition of the spread with added chilli flavour, the brand created a series of dramatic billboards (pictured) where the lid of the Marmite jar is supposedly blown off by its powerful chilli flavouring. To make the explosive effect even more compelling for bystanders, a lid appeared to have exploded out of a poster site and into a nearby car windscreen.

Another great example of multi-dimensional OOH is Carlsberg's 'Probably the Best Poster in the World'. For one day only, the public were able to pour themselves a Carlsberg direct from the poster, which was embedded with a Carlsberg tap and a stack of glasses.

More and more, OOH is the media that can embrace better and deeper the biggest trend since the booming of the internet platforms: audience interaction. New technological advancements are on the rise and constantly evolving in order to engage and excite consumers to not only view an ad but to truly experience it. By integrating DOOH into a campaign and applying new trends such as programmatic ads and mobile integration, concepts such as facial recognition and augmented reality are now commonplace for this medium. Brands like Nike, Coca-Cola and Burger King are pioneering this new path.

Burger King in 2019 turned people's phones into a lethal weapon that destroyed the ads of McDonald's, its eternal competitor. With the 'Burn That Ad' campaign, anyone who launches the Burger King app in Brazil and points their smartphone at its main competitors' ads can enjoy the sight of it being burned up instantly – in augmented reality – and turned into a BK ad. When the flames burn away, the consumer is left with a screen that tells them they've received a free Whopper to be savoured at their nearest restaurant.

But technology is nothing without a bright idea at the core of it. Tech is an incredibly useful tool that helps your message to come across in a very impactful way, but there are many other ways that can help your ad to break through the clutter. One of these ways is blending your ad with the surrounding environment, and turning your message and your design into a useful tool that can be meaningful for society. In 2021 Coca-Cola decided to educate people about recycling by using its most famous brand attribute, the ribbon. It created posters and billboards where the ribbons turned into a hand that literally pointed people to recycling stations where they could dispose of their litter with peace of mind.

Another disruptive and meaningful message that became famous worldwide in 2022 is the 'Hope Reef' billboard by Sheba. Mars Sustainable Solutions and the Sheba brand team marked the beginning of a sustainable programme for our oceans by blending the 35-metre-high word 'Hope'

**“OOH IS THE MEDIA THAT CAN EMBRACE BETTER AND DEEPER THE BIGGEST TREND SINCE THE BOOMING OF THE INTERNET PLATFORMS.”**

with a reef off the coast of Sulawesi in Indonesia's Spermonde Archipelago. This 'living billboard' was built using innovative structures known as Reef Stars and its message puts the urgency of the issue and its potential solution, quite literally, on the map.

The most interesting aspect of the evolution of OOH is that this medium is more and more becoming an integral part of modern pop culture, by giving a chance to brands and advertisers to make ads that don't look like ads, but more like immersive experiences.

So, dear consumer, sit back, relax, and enjoy the show.





# ADDING UP

**Ipsos's Andre Youssef says developments in OOH measurement are raising the game in the UAE**

**D**espite out-of-home (OOH) advertising being one of the oldest forms of advertising, recent technological changes and the growth in customer awareness necessitate a re-evaluation of advertising strategies. Impact, reach, brand recall and various KPIs come in handy when it comes to data-driven strategies, and this is where the technology comes in for optimisation and effectiveness.

Today, consumers are smarter and more informed than they were 30 years ago. Thus, simply repeating an advertisement in the same location to the average person is no longer a viable strategy for return on investment. To keep the spirit of advertising alive, advertisers will need to incorporate technology and customer preference within their advertising model. Previously, OOH advertising had targeted a broader audience to gain access to specific demographics; however, with the existence of OOH audience measurement, media players are now capable of reaching target customers whenever and wherever brands want to reach them in the future.

OOH audience measurement is essential in the United Arab Emirates, given the number of billboards that line the highways and roads. Data has become the foundation of a successful campaign because it allows brands to gain a comprehensive understanding of their customers, their behaviours and needs. Furthermore, brands will analyse and leverage a large amount of data without wasting advertising budgets or time,

resulting in a thorough understanding of their customers.

An accountable measurement offering provides data such as total impressions, impact, reach, frequency and GRP. This is now available in the UAE. But how is this done? The value of measuring OOH locations is to get data on all levels, such as formats, networks, circuits and standalone locations on both static and digital formats. According to our data – which is representative to the population and 15,000 faces measured in the UAE's three major cities – there is a total of 7,439,608,368 impact (number of cars or people who had an opportunity to see an ad) from total impressions of 35,101,803,579 (number of cars or people who passed by an ad) monthly, and the total reach on outdoor is nearly 91 per cent.

Today, the majority of clients are data-driven. Therefore, when an OOH campaign is planned and booked, the client would like to know how many people passed by or interacted with an ad to evaluate the performance of the planned media strategy. The goal is to deliver post/pre campaign evaluation to determine how many individuals are expected to notice or see it. For instance, In digital OOH, when the advertiser buys a slot in a loop, if the dwell time is short enough to notice the advertisement, buyers may choose faster repetitions to reach a larger audience. If it is longer, they may want to have a larger buffer.

OOH audience measurement employs cutting-edge technology to strengthen brand/consumer bonds and improve

campaign targeting to obtain return-on-investment analysis. It is fully supportive for media agencies and suppliers when working on their media planning and buying ecosystem, and this happens when audience measurement is done in the right way. With precise data and a reliable measurement system that agencies and brands could use, media planners now have a key solution in justifying their overall plans with a more accurate count of likely-to-see impressions, and not an overinflated number of cars and pedestrians walking by. Moreover, impressions data could be segmented to reflect reach and frequency based on target audience.

Delving into the technicalities, there are many possible data sources from where to collect insights and measurements. Each data set has an additional value but also has its limitations. Therefore, we combine various sources of data for accuracy and timeliness. Third-party data sources provide general behaviour, and this sort of data – whether it is taken from telco companies or mobile-SDK (software development kit) data – is very good for understanding macro-level activity, but it is not enough. More nuanced behaviour and movement are only understood via first-party data tracking and absolute-count sources, which are ideal for identifying micro-level activity, allowing for understanding of true volumes, frequency and profiling of people.

The value of data measurement in OOH advertising allows us to determine who, where, and how audiences are reached. It is no secret that OOH has long struggled against other media that can provide more specific, granular measurement. However, with the rise and development of OOH measurement tools, data and KPIs have become more sophisticated and will continue to rise.

OOH is increasingly becoming the channel through which brands can reach many people quickly and consistently when identifying patterns of travel throughout the day, as people spend most of their time outside their homes.

By **Andre Youssef**, chief adex officer, Ipsos



# MORE THAN JUST A FACE

Equation's **Neha D'souza** examines how mobile integration with OOH has helped brands and advertisers go beyond location and visuals

**A**lthough it is one of the oldest forms of modern-day advertising, out-of-home media has been going through its fair share of transformation. While Google recently introduced OOH inventory through DV360, helping advertisers better plan campaigns and deploy them (even at a global scale), a big part of the challenges we face remain: measurement and standing out among the clutter.

A simple drive around town indicates easily how much we are bombarded with outdoor ads, some that are barely readable, others creative enough to have an impact. Yet our exposure does not stop there. From street ads (large and small formats) to formats that offer better access for interaction (such as ads in malls, in public transportation or even in elevators), the biggest form of tech transformation is not coming in the shape of automation, or in converting once-printed visuals into LED screens. The biggest transformation sits in the hands of individuals, in the shape of a mobile device that is allowing brands and advertisers to go beyond the placement of an ad, and go beyond what the visual can offer.

Brands are continuously striving to improve and enhance how to connect with consumers, how they can deliver more impactful brand experiences, and how they can build relevancy in communication in order to have more meaningful relations. Doing so requires an ability to have real-time actionable data, as well as some form of interaction, both of which are achieved through smartphones.

Access to data has enabled us to have a better understanding of who the audiences are that are being exposed to the ads, and what their interests are. This can take us further by being able to retarget individuals that have seen the ad with mobile targeted ads that are hyper-personalised and can drive action as opposed to just being seen on a speedy drive by a street location. This has allowed us also to expand an outdoor campaign from simply the location in which it is present to being able to enter people's homes and deliver a more customised message to a targeted audience versus the one-size-fits-all that outdoor media offers. Accordingly, we

perceive a much-heightened performance metric versus when each medium is being deployed in a silo.

Secondly, interaction, is also enabled when deploying commercials on formats that have users exposed while on foot. From QR codes to augmented reality, individuals are able to engage with out-of-home formats more than ever. Add in social media platforms and a sharing aspect and this can also turn consumers into advocates who spread a brand story online. This interaction also relays real-time data and understanding of how a medium and a message is performing. The augmentation of an ad can take a visual and creative message beyond the format to which it is confined and deliver a much more immersive experience that brings users into the world of the brand in a personalised manner.

The transformation of the out-of-home industry (in shape and form), coupled with an ever-growing usage of smartphones, is pushing us advertisers to relook into how best to accompany consumers on their journey to purchase, how best to use real-time data that is actionable, and how to optimise the investment and integration of all media together to create a seamless journey that immerses individuals in a differentiated brand experience.

**“THE BIGGEST TRANSFORMATION SITS IN THE HANDS OF INDIVIDUALS, IN THE SHAPE OF A MOBILE DEVICE THAT ALLOWS BRANDS TO GO BEYOND THE PLACEMENT OF AN AD.”**

By **Neha D'souza**,  
media director at  
Equation Media Dubai





# THE 'OOH' IN OOH

The MediaVantage's **Manoj Khimji** celebrates and defends the uniqueness of outdoor advertising

**I**n a tale as old as time itself, technology is taking over the traditional. If you're reading this and have been in the media industry for at least seven or eight years, you're probably familiar with how this pans out. Mass aggregation, multiple links in the value chain, and ultimately a more measurable and efficient buying mechanism tends to win out. The DOOH (digital out-of-home) market was estimated at \$6.8bn in 2021, and is expected to grow at almost 14 per cent CAGR over the next six years. To put this in context, this means the DOOH total market size will be just shy of \$55bn by 2030. Nothing new, you say? Nothing that wasn't inevitable? Well, you're right, but this time there's a twist.

You see, there's no media that brings the magic quite like out-of-home does. Whilst DOOH is one of the fastest growing media channels globally, and certainly the fastest growing form of OOH advertising, the road may not be as clear as it was with digital advertising in the early 2010s. Unlike a digital banner, an OOH ad is a one-to-many platform, whereby broadcasting to a subset of audiences has a greater appeal and benefit to a brand than the one-to-one communication to an individual consumer. The very nature of that amplification makes it unique and even protects it from a cookie debate.

A lot of this is coming off the back of the recent announcement that Google will be making its DOOH ads available on its DV360 marketplace. From a media theorist's perspective, this sounds great, right? Increased planning capacity, buying efficiency and smoother campaign efficiency. The news has mixed reactions from OOH media owners, some of whom are excited about being able to trade their sites through DV360, and some of whom clearly see this as a threat to their business despite Google offering to partner with various other ad exchanges operating in the space currently.

In fact, it is the perceived threat of personalised DOOH ads that has prompted lobbying and protesting against the entire OOH industry from pressure groups such as Adfree, Adblock and Brandalism, who are continuing to gain traction in their endeavour to ban OOH across entire cities. Sounds ludicrous, and yet it is an absolutely real threat. Sao Paulo in Brazil is completely free of any OOH advertising; London and Bristol in the UK are now in the crosshairs of these anti-OOH groups; and Amsterdam's city council has agreed to a ban on any advertising of petrol- or diesel-engined vehicles, as well as airlines. The same nerves that were hit prompting the GDPR regulation in Europe are now beginning to twitch for the DOOH market too.

Whilst the complete eradication of outdoor advertising doesn't seem like a





real possibility (at least in our lifetimes), it does make us ponder what may have been, had OOH not been allowed in the first place. There are countless advertisers around the world that have built foundations of their brand communication through OOH advertising. During the stint when HSBC had almost exclusive ownership of aircraft concourses, the bank's creatives were a mainstay of its total brand strategy – and a talking point among its target audiences and beyond. The British Airways 'Look Up' interactive billboard at Piccadilly Circus will always be remembered for its innovation and the inspiration it brought to London commuters scurrying around in the middle of their rat-race-fuelled working day. Closer to home, Expo 2020's takeover and livestreaming of its opening ceremony became an instant hit in New York and sparked widespread positive talk about Expo and Dubai across the US last year.

These are, of course, some of the more memorable OOH executions over the past decade, but we'd be foolish to suggest that this medium is only about clever copywriting or smart use of technology. One element of OOH that frequently gets overlooked is its ability to function effectively through the funnel, providing mass one-to-many appeal at the top and squeezing the toothpaste through the tube all the way down to the bottom funnel and to geo-specific conversion in many cases.

Too often we are guilty of focusing on the upper-funnel capabilities of large-format OOH as the spearhead of the entire category, whereas the reality is a

more thorough and near-full-funnel solution. It's a fragmentation that we should embrace and allow, rather than trying to aggregate. It's definitely a media that works well hand-in-hand with others, but without necessarily needing to morph into them – in the same way digital, TV and print have. It even has the innate ability to survive on its own two feet in the web 3.0 environment, with metaverse billboards already being used by forward-thinking brands and advertisers. It also satisfies the one-to-many criteria, whilst retaining its physical properties of size, location and placement.

This brings us back to the 'ooh' factor of OOH, which is a media we should celebrate for its magic and innovation, for its clever copywriting, and for its wonderful (and underrated) ability to reach audiences in a context that is known, fixed and not dependent on cookies.

By Manoj Khimji, managing director, The MediaVantage

**“COUNTLESS  
ADVERTISERS  
HAVE BUILT  
THEIR BRAND  
COMMUNICATION  
THROUGH OOH  
ADVERTISING.”**







# BRAIN AND BRAWN: OOH TRANSFORMS ITS FUTURE WITH DATA

It may be the world's oldest medium, but the future of outdoor is bright, says Hearts & Science's **Shivani Dhawan**

**Y**ou could argue we've become spoiled. Digital marketing has accustomed us to rich and diverse sources of data with which to plan, deliver, optimise and measure ad campaigns. So much so that we now expect the same from all other media, like some sort of a default setting. But then reality check sets in and hopes are dashed. For now.

Planning on digital channels with audience-level data and benchmarked KPIs means we can break through the noise and deliver greater effectiveness and targeted reach. Not only can we estimate the ROI of the digital campaign before it's launched, thanks to guaranteed outcomes, but we can also optimise towards maximising conversions during the campaign. With this level of precision, it's no wonder budgets are moving towards digital – but the contribution of other media, including OOH, is about to become better understood.

While there are some reach measures available, such as traffic data and heatmaps, eyeball tracking technology and geo-fences, they don't go nearly as far as digital CPMs or CPVs. What's more, they are useful in post-campaign measurement and much less in the planning process, especially if we want to compare OOH with other media like digital channels. The ultimate goal is to inform the planning and buying process with reliable and consistent data.

There is a way forward and it is to convert the offline OOH measurement into comparable digital currency using digital footprint data. Data partnerships allow us to marry the reach data with the opportunity to see (OTS) within the visibility radius, establishing an impression level, benchmarks and CPMs for each location. From there, it's a small step to the measurement of the conversion rate of the served impression by tracking exposed devices to physical store

locations. Generating benchmarks for the impressions delivered by each OOH location against the target audience, we can also set precise CPMs and CPCs, allowing us to compare the medium with digital and other media channels.

The next level is exciting. With an interactive interface, planners can select their campaign objective, city and format, with the system suggesting optimal locations, times and formats, along with traffic heat maps and historical performance benchmarks. With precision and transparency instead of approximation and opacity, OOH planning is now informed, data-driven and quantifiable. Reporting impressions is done in real-time, with the impression-level data providing a common base with other media and the accurate measurement of ROI.

Marketing mix models (MMMs) have consistently shown OOH as one of the best performing media channels on both the upper and lower funnel metrics. Research has shown that OOH ads push people to search engines for more information and that outdoor, along with TV, outperforms display on several conversion tactics. Largely seen as having a very strong top-of-mind ad recall impact, the medium's impact in driving lower-funnel metrics was much less clear. Without a measurable currency for outdoor, like digital impressions or TV GRPs, its impact was only partially measured with MMMs. As it embraces digital and mobile technologies, the medium is becoming more accurately measurable.

The place of a traditional medium like outdoor in brands' plans looks more secure thanks to advanced measurement techniques and its digital transformation. Studies have shown that brands pay the price of ignoring its mass reach with sharp declines in brand equity. Adopting data-driven measurement techniques will highlight and quantify its full contribution and impact.

This is not fiction; it is reality, right here and right now. OOH is entering a new era, turning a new page and stepping into an exciting and bright future. Combining the sanity of data with its enormous branding and conversion power, the medium will make full use of both its brain and its brawn. In doing so, it will be of even greater significance to advertisers, bridging the gap between their brand and business needs. No more compromise.

By **SHIVANI DHAWAN**, marketing science & analytics director at Hearts & Science MENA

**“THE PLACE OF  
OUTDOOR IN PLANS  
LOOKS MORE SECURE  
THANKS TO ADVANCED  
MEASUREMENT  
TECHNIQUES.”**



# Z Gallery: Hypermedia's revolutionary Art of Media in OOH

Hypermedia is marking an epoch in the era of out-of-home (OOH) by bringing expressive concepts blended with smart solutions to maximise the effectiveness of outdoor campaigns.

**T**oday out-of-home (OOH) advertising is strongly affiliated with physical presence and attractive exposure – an asset to brand growth and relevance that outweighs other advertising forms. By targeting the right locations, brands are speaking for themselves – a promising way to build salience and loyalty. Well-positioned advertisements are the pivot on which their success can be measured; on a few key areas in Dubai, such as Sheikh Zayed Road (SZR) for instance.

Being the artery of connection to all seven Emirates and the longest road in the UAE, SZR is a vibrant hub, stretching 558km from Abu Dhabi to Ras Al Khaimah. Affluent locals and travellers are drawn to this eminent highway all year long by business centres, shopping malls, fine dining restaurants and other entertainment opportunities surrounding it. An attraction coupled with a high-traffic status bearing 2.5 million passengers a week and broad-ranging lifestyle courses that meet the needs of all. While Dubai holds a bold, futuristic vision to steer the city towards a fast-paced and forward-looking metropolis, it has gone a long way into achieving it. And Hypermedia, a subsidiary of W Group, has been a partaker in capitalising on this vision and uplifting the infrastructure with its extensive prowess. From the outset of setting impactful in-store and in-mall media networks, then forging a vast outdoor omnipresence by clocking up key locations across the Emirates, Hypermedia recognised the magnitude of seizing a foothold on SZR. In light of this opportune moment, it has spearheaded another OOH milestone on this freeway with the launch of Z Gallery, the epitome of Art Experience.

## Z GALLERY – ART OF MEDIA

Armed with a progressive mindset in OOH, Hypermedia earned its recognition as an advanced leading OOH technology media company in the region, being adept at exposing brands on one of the most high-spirited outdoor advertising sites in the GCC. Its latest OOH media concept, the 'Z Gallery – Art of Media', is a state-of-the-art media ecosystem turning Dubai's luxurious SZR into a majestic media art exhibition comprising 550 digital and static assets

artistically designed to empower brands with a premium media 'Art Experience'. Brands are outlined as artworks and masterpieces, across various art displays, spread across different locations. This aesthetic emanated from the perception of media assets as more than just advertising screens and platforms, but rather as an ultimate art experience. Campaigns can fulfil strategic locations and bask in an unprecedented OOH experience within three main sections: The Artists, The Collection, and The Signature-Naming Rights.



If a brand needs to be trusted in a specific area, Signature-Naming Rights can be an excellent investment, as they are credible and create broad exposure for brands. In addition to the prestigious status and awareness on Dubai's map, brands are privileged to a government alliance. Brands that partner with the Roads and Transport Authority (RTA), one of Dubai's government entities, are automatically being acknowledged and recognised by community and government. Moreover, in terms of cost effectiveness, a brand's target market can be reached without incurring the ongoing, high operating expenses that come with placing advertising boards on expensive prime time slots, which drives it to become more easily associated with its engagement with environmental, educational, and cultural development. This is how Hypermedia is giving brands the prerogative of marking territory.

## DATA MEASUREMENT IMPLEMENTATION

Upon this remarkable spot, not only is Hypermedia grasping its largest OOH media network to target residents, businesspeople, and tourists with the most effective advertising exposure via Z Gallery, but it is

also delivering the most impactful one through data measurement. It has been the executive mastermind of this revolutionary course in the UAE, building on the necessity of keeping up with the pace of digital transformation that is constantly modifying consumer behaviours and how brands market their products. Therefore, it has summoned a port of call of data and analytics not only to have full visibility of campaign performance but also to guarantee success.

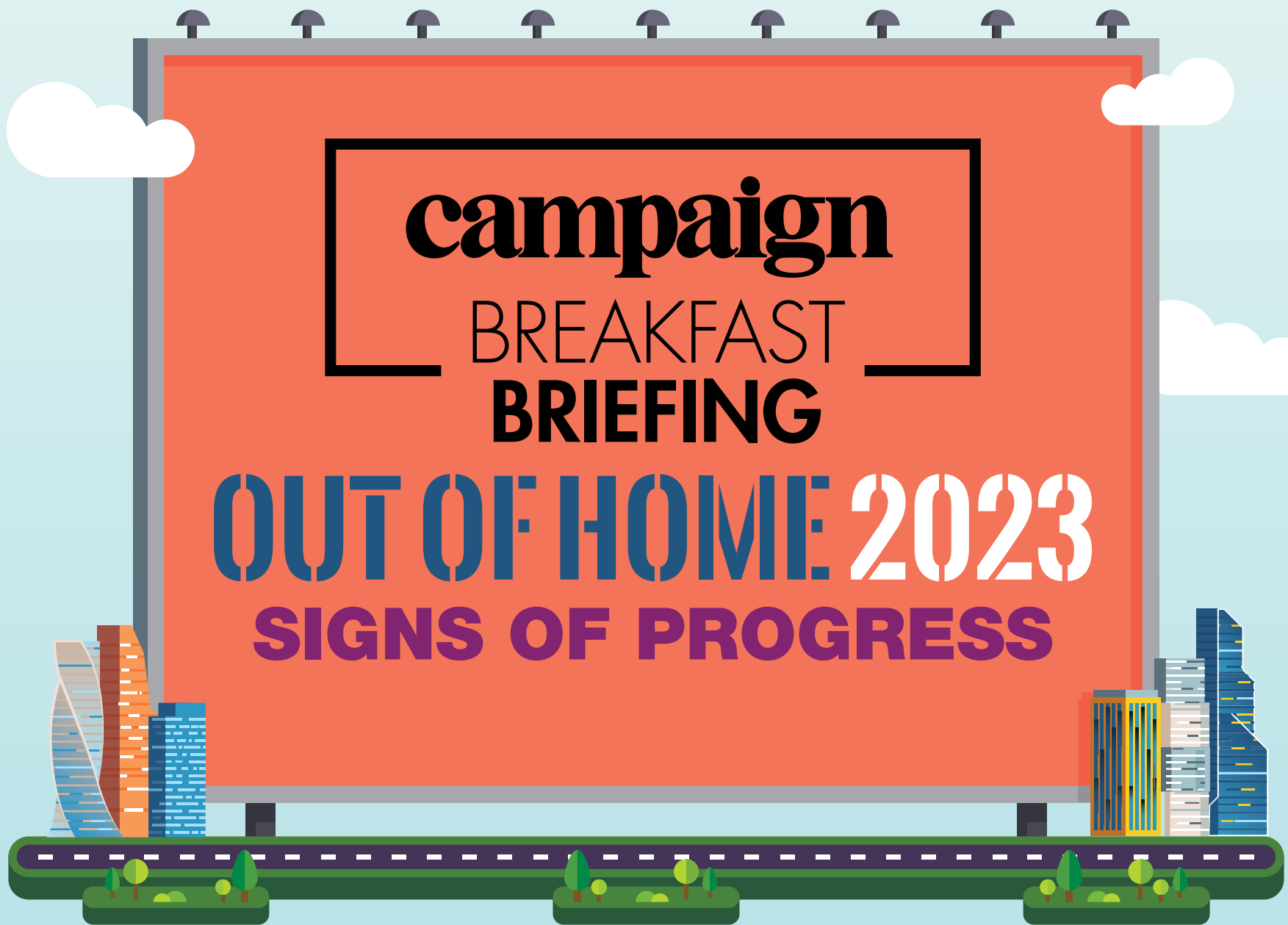
The impact of Z Gallery is measured by Streach, a planning and measurement platform for OOH media, powered by Seventh Decimal, a UAE-based company that specialises in designing, implementing and integrating customized technology solutions for brands, media agencies and consultancy firms. It is highlighted as follows:

- Average Monthly Reach (%): 58.23 per cent
- Average Monthly Pass-bys: 341,217,470
- Average Monthly Reach: 2,112,932
- Average Monthly Impressions: 876,981,044

Employing this focused data, running your display will surely deliver the results you need. It's crucial to get input at every level to ensure that your brand is connecting to your target audience.

Hypermedia went flat-out to lead the delivery of highly effective OOH/DOOH campaigns by relying on perceptive practices and smart tools. While thriving in this field can be challenging, the implementation of even more full-fledged tools is required. Hypermedia's avant-garde inclination is bolstering data measurement and orchestrating a soon-to-be-launched, data-based platform to drive a more qualitative leap in the region's OOH.

Hypermedia takes the time to assess marketing goals, understanding that buying OOH/DOOH media is an investment. Therefore, it strives to get ahead with breakthrough solutions that live up to direct exposure, ongoing visibility and credibility for brands' marketing efforts. Providing the flexibility and relevancy needed to execute effective advertisements on prestigious digital properties, it's an optimum media solution for maximum traction and return.



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# OOH Directory 2023

## 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 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, doubledecker 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.

## Eye Media

**Founded:** 2003  
**Headquartered:** Dubai  
[www.eyemedia.ae](http://www.eyemedia.ae)  
[info@eyemedia.ae](mailto: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.).

## Mubashir

**Founded:** 2016  
**Holding group:** International Live Solutions  
**Headquartered:** Muscat  
**Number of staff:** 11  
[info@mubashir.om](mailto:info@mubashir.om)

## Flow Media Marketing Management

**Founded:** 2018  
**Owner:** Nadine Sleiman  
**Headquartered:** Dubai  
[info@flowmedia.ae](mailto: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.

## Media World

**Founded:** 2005  
[www.mediaworld.ae](http://www.mediaworld.ae)  
[sandra@mediaworld.ae](mailto:sandra@mediaworld.ae)  
 +971 4 358 8855

Media World is a multi-platform media group focused on the UAE's vibrant media industry since 2005. Our forte is premium large-format media assets on key arterial roads. We are driven by something higher than merely existing; we believe that it's our responsibility to make a positive contribution to the business ecosystem of the UAE and provide our clients a higher value proposition. We have a passion for great content and we collaborate with the world's most inspiring and innovative brands to deliver tailored media solutions to complex business requirements. We strike the perfect balance of targeted sites and extensive exposure to meet all your communication needs.

### PROPERTIES

**Hoardings:** Sheikh Zayed Road (2 x Golden Boulevard; Tesla; Souq; Canal; Civil Defence; English College; 2 x GEMS; Fraser) 4 x Hessa Street; Deira (DNATA); 3 x Al Khail Road.

**Wall banner:** Al Mulla Plaza.

## 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](http://moid.gov.ae)  
[OutdoorMO@moid.gov.ae](mailto:OutdoorMO@moid.gov.ae)  
 +971 600 500 500

### 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.

## Motivate X Motion Icon

**Headquartered:** Dubai  
**Year founded:** 2022  
**COO:** Chris Trimble  
<https://motivatemediacom/services/ooh-services/>  
 +971 4 427 3000

Motivate x Motion Icon is a new and impactful out-of-home (OOH) advertising and safety solution that is powered by innovative and patented technology. This unique escalator step branding solution gives brands the unrivaled opportunity to advertise their products to a captive audience on the riser (face) of escalators.

### PROPERTIES:

**Dubai:** Dubai Airport (safety campaigns)

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## Multi Platform Network

**Founded:** 2018

**Holding group:** ARN/Dubai Holdings

**Headquartered:** Dubai

**Number of staff:** 200+

hello@mpn.ae

**PROPERTIES:** Sheikh Zayed Road (hoardings); Umm Suqeim Road (hoardings); Umm Suqeim Road/Dubai Science Park (unipole); Umm Suqeim Road/Dubai Hills (unipole); Al Khail Road (hoarding); Mohammed Bin Zayed & Al Ain Road (hoarding); Mohammed Bin Zayed (unipole); Al Wasl Road/Tasha's (hoarding); Al Naseem Street/Media One (unipole); Al Sufouh Road, Palm Jumeriah (unipole)

## NextWhat Advertising

**Founded:** 2020

**Holding group:** Elixir Group

**Headquartered:** Dubai

**Number of staff:** 47

contact@nextwhat.ae

nextwhat.ae

## Phi Advertising

**Founded:** 2019

**Holding group:** Naif Alrajhi Investment Group

**Headquartered:** Dubai

**Number of staff:** 12

800 777 444

www.phiadvertising.com

info@phiadvertising.com

We could go on a long-winded tirade about who we are, what we stand for and the key to effective marketing, but instead, we're just going to talk about what we do. We are Phi, a team of highly curious and motivated people dedicated to highlighting what others don't see, and then using this at the service of innovative marketing and advertising campaigns. We combine powerful insights with unique human behaviours then add a dash of our own signature creativity to go above and beyond the call of duty and deliver maximum results.

### PROPERTIES

Sheikh Zayed Road (Tecom 90m hoarding; Dusit 80m hoarding; two Za'abeel Bridge banners; Emarat Atrium 3D gateway screen, the largest LED 3D screen on Sheikh Zayed Road); Hessa Street (two 100m hoarding/scaffoldings; two 100m scaffoldings); Westin Mena Seyahi (mega LED screen), Mohammad Bin Zayed Road 2 - 100m.

## Pixflex Media

**Founded:** 1997

**Owner:** Mohammed Obaid

+97143335522

info@pixflex.ae

www.pixflex.ae

**Founded:** 1983

**Holding group:** Engineer Holding Group

**Headquartered:** Riyadh

**Number of staff:** More than 300

Info@al-arabia.com

al-arabia.com

+966 92 003 3343

Al Arabia Out of Home (OOH) has been the leading outdoor solution providers since 1983, providing clients with expertise across a multitude of platforms and disciplines. It has invested in companies across the entire media funnel to ensure quality from inception to delivery and manage more than 25,000 media faces in the region successfully by providing full backlit & digital solutions to their global and local clients in KSA.

### PROPERTIES:

**Riyadh:** Digital screens - 360 Faces Mezah, 60 Faces Digital Megacom, 105 Faces Digital Mupis, 30 Faces The Guide, 20 Faces Mezahpole, 10 Faces LEDs and 2 Digital Bridge Gateways Located on the most iconic King Fahad Bridge Highway.

Static/Backlit billboards: 338 Megacom Backlit, 1230 Static Mupis, 32 Static Mezahpole spread at the liveliest spots.

**Jeddah:** Digital Screens- 7 Faces of LED screens spread at prime locations, 30 digital DAO Bridges and 5 Giant Building Façades.

**Dammam/Khobar:** Digital screens - 80 Faces Mezah, 40 Faces Digital Mupis, 10 Faces Digital Mezahpole, 1 Face LED, and 1 Face Building Façade.

Static /Backlit Screens: 492 Megacom Backlit, and 511 Static Mupis.

Also present in Rural Cities in KSA: Mekkah, Madinah, Tabouk, Jazan etc..



### LEADERSHIP TEAM



Mohammed Al Khereiji  
CEO



Jalal Khanfour  
Chief Commercial Officer



Hend Al Bassam  
Head of Investor Relations,  
Governance and Compliance

## Pyxis

**Founded:** 2016

**Holding group:** ZMS Company Management

**Headquartered:** Abu Dhabi

**Number of staff:** 36

pierre.breton@pyxis.ae

www.pyxis.ae

Smart digital screens strategically located at ADNOC petrol stations across the UAE (100 locations). Offering a new way to inform and advertise that is effective, customised and responsive.

## Starz Media

**Founded:** 2018

**Holding group:** Danube Group

**Headquartered:** Dubai

**Number of staff:** 10

mohamed.ali@starzmediainc.com

Starz Media was founded in 2018 by the Danube Group. Starz Media's core mission involves offering expert, visible and targeted brand marketing exposure by effortlessly integrating each brand into the city's landscape through strategically located OOH advertising mediums in Dubai. Starz Media and Media Mix Advertising formed a strategic and mutually beneficial alliance aiming at constantly growing their inventory as well as looking out for valuable opportunities while maintaining a clear and focused business approach and vision.

## Royal Outdoor Advertising

**Founded:** 2012

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

**Headquartered:** Dubai

info@royaloutdooradv.com

### PROPERTIES

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

## Trinet Outdoor Advertising

**Founded:** 2000

**Headquartered:** Dubai

**Number of staff:** 18

info@trinet.ae

## Yazle Marketing Management

**Founded:** 2013

**Headquartered:** Dubai

**Number of staff:** 35

**Email:** jamie@yazle.com

**Founded:** 1995

**Holding Group:** Choueiri Group

**CEO:** Pierre Choueiri

**COO:** Fawzi Tueni

FTueni.AOUAE@choueirigroup.com

+971 55 454 0409

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 – varying from lampposts, megacomms, unipoles and bridge banners to the largest and most strategically significant mupi network in the UAE. The company's track record of innovation reflects its vast capabilities and dedication to providing advertisers with greater flexibility, creativity and effectiveness.

### PROPERTIES:

**Dubai:** 800 mupis; 505 lampposts; 65 megacomms; 7 unipoles; 4 SZR bridge banners; Dubai Canal

**Abu Dhabi:** 400 mupis; 160 megacomms; 30 unipoles

ARABIAN  
OUTDOOR

A Choueiri Group Brand

### LEADERSHIP PANEL



Pierre Choueiri  
CEO



Fawzi Tueni  
COO



*THE ART OF MEDIA*



**GALLERY**  
*BY HYPERMEDIA*

# A Premium OOH “Art Experience”

Turning Sheikh Zayed Road into a  
State-of-the-Art Media Landmark

---

Hypermedia's latest Out-Of-Home media concept on Sheikh Zayed Road, the “Z Gallery – Art of Media”, a network of more than 550 digital and static assets artistically designed to empower brands with a premium media “Art Experience”.

When Hypermedia joined the vision of Dubai's evolution of Sheikh Zayed Road (SZR) in 2001, its mission was to build a world-class Out-Of-Home (OOH) media infrastructure across the city's road to the future: Upscale, modern, and unique.

Three main criteria that Hypermedia adapted in “Z Gallery”. A state-of-the-art media ecosystem in the heart of one of the most vibrant cities in the world, transforming Dubai's highway, the SZR that connects the seven emirates, into a 558.4-kilometer-long stretch of a one-of-kind OOH media art exhibition.

It is a new concept of presenting brands as artwork and masterpieces, across an assortment of designs and architecture in outstretched locations to make the most impactful media art exposure.

Advertising is a form of art, and “Z Gallery” provides the most artistic displays for businesses to create impact on the move and connect with their audiences.

**Average Monthly  
Pass-bys**

**341,217,470**

---

**Average Monthly  
Reach**

**58.23%**

---

**Average Monthly  
Impressions**

**876,981,044**

.....

POWERED BY

 **Streach**  
by Seventh Decimal





# SIGNATURE

## The Art of Exposure

---

To every artist their signature.

“Signature” is a profound opportunity for marketers to dominate the most visible OOH media platform in the UAE, with a size of 1,500 square meter, turning brands into landmarks. A powerful and iconic platform for brands to create impact where it matters.



# THE ARTISTS

## The Art of Impression

---

To make art is one thing, to make an impression is another, but to make an art of impression is to be an artist.

“The Artists”, 12 digital bridges creating premium and engaging DOOH media opportunities for brands across SZR, reaching more than one million riders per day.



# THE COLLECTION

## The Art of Reach

---

The power of diversity by uniting an assortment of our art pieces under one umbrella called “The Collection”.

# THE ARTISTS



## Da Vinci

NETWORK1 / 12 DIGITAL BRIDGES

Average Monthly Impressions: 118,707,798

Average Monthly Reach: 45.10%

## Van Gogh

NETWORK2 / 4 DIGITAL BRIDGES

Average Monthly Impressions: 40,371,734

Average Monthly Reach: 35.80%

## Monet

NETWORK3 / 4 DIGITAL BRIDGES

Average Monthly Impressions: 41,489,063

Average Monthly Reach: 38.50%

## Frida

NETWORK4 / 4 DIGITAL BRIDGES

Average Monthly Impressions: 36,847,001

Average Monthly Reach: 26.70%



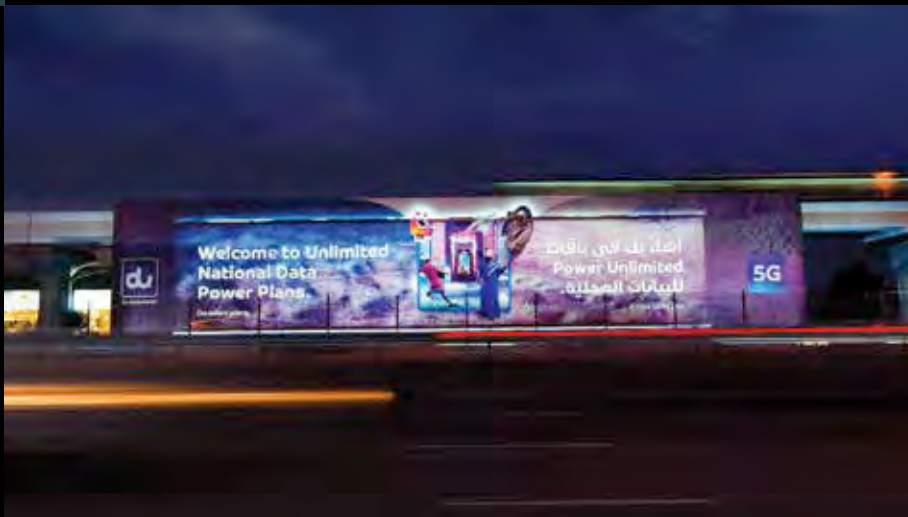
# THE COLLECTION



**Tableau**  
EXCLUSIVE IN STYLE



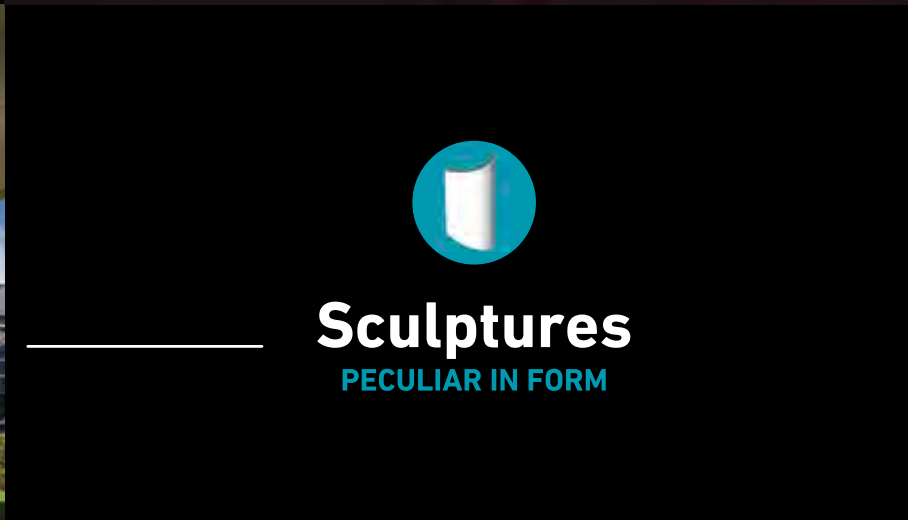
**Iconic Art**  
THE SCALE THAT TIPS THE SCALE



**Masterpiece**  
OUTSTANDING IN LANDSCAPE



**Sculptures**  
PECULIAR IN FORM





## Graffiti

UNIQUE IN EXPRESSION



## The Canvas

FLEXIBLE IN CREATIVITY



## The Portrait

DISTINCT IN PRESENCE








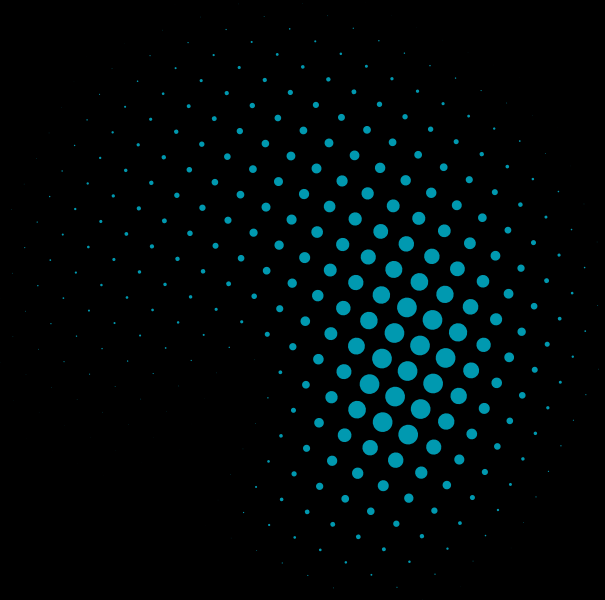
# Z GALLERY MAP



# Thank You For Visiting **Z Gallery**

Galadari Bldg, 2<sup>nd</sup> Floor . Dubai Internet City  
T +971 4 800 4600 M +971 52 641 2580  
info@hypermedia.ae | www.hypermedia.ae

 Hypermedia  Hypermedia.me   Hypermedia\_me







**Founded:** 1996  
**Headquartered:** Dubai  
**Number of staff:** 27  
[www.backlitemedia.com](http://www.backlitemedia.com)  
[info@backlitemedia.com](mailto:info@backlitemedia.com)  
 +971 4 446 7540

Desirable by Design®

We are the number one partner with the RTA, with stand-out locations along Sheikh Zayed Road.

We operate high-profile mall and cinema advertising in the UAE. We have also partnered with Merex to manage their extensive digital networks, installed at iconic outdoor retail and leisure destinations across Dubai.

Our elegant sites, landmark locations, data-driven insights, and trusted expertise make the brands we display more desirable to audiences.

#### PROPERTIES:

**Dubai:** 25 unipoles (5 digital) on Sheikh Zayed Road between World Trade Centre Roundabout and Mall of the Emirates; 3 premium digital boards 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; 1 LED hoarding on Al Safa Road; City Walk on Safa Road; La Mer on Jumeirah Beach Road; Al Seef on Al Seef Road; The Beach by Jumeirah Beach Residences; Dubai Festival City shopping mall; Roxy Cinemas and Novo Cinemas across the UAE

**Abu Dhabi:** The Galleria Al Maryah Island shopping mall

#### LEADERSHIP TEAM



**James Bicknell**  
CEO



**James Harrison**  
Chief Commercial Officer



**Dean Crossland**  
Chief Financial Officer



**Ahmed Emam**  
Chief Sales Officer



**Ali Chab**  
Head of Malls and Cinema

## ELEVISION

**Headquartered:** Dubai  
**Number of Staff:** 22  
**Founded:** 2011  
[info@elelevision.com](mailto:info@elelevision.com)  
[elelevision.com](http://elelevision.com)  
 +971 4 360 8089

Elelevision owns and operates one of the largest DooH networks in the UAE. With a network of 1300+ screens reaching 400,000+ daily viewers, Elelevision provides advertisers with unparalleled access to the region's most affluent consumers. Elelevision's proprietary media technology enables its clients to deliver dynamic video content, custom-tailored to their audiences and objectives.

**PROPERTIES:** 871 residential elevator screens and 396 commercial elevator screens across Dubai and Abu Dhabi. 41 large-format screens and 2 roadside hoardings across DIFC network.

#### LEADERSHIP PANEL



**Niall Sallam**  
Chief Executive Officer



**Eamon Sallam**  
Chief Operating Officer



**Husam Abukoush**  
Chief Financial Officer



**Daniel Wright**  
Sales Director



**Rami Aboul Hosn**  
Director of Business Development  
and Partnerships



*own the*  
**spotlight**  
*Achieve all of your  
marketing objectives*



**NOW IN  
SHARJAH**



**BLUE WATERS**  
*a vibrant lifestyle destination*

**JBR – THE WALK**  
*Dubai's premier beachfront destination.*

**AL KHAWANEEJ MALL**  
*the ideal place to shop, meet up with loved ones*

**OUTLET VILLAGE**  
*retail destination, offering a  
unique value shopping experience*

**BOX PARK**  
*is a family-friendly destination*

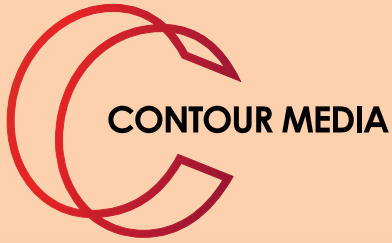
*Billboards / Lampposts / Hoardings / LED Screens / Wall Banners / Building Wraps / Activation*



[www.contourmedia.me](http://www.contourmedia.me)

Book your space now  **04-276-4493**





**Founded:** 2014

**Owners:** Imad Zakaria Jomaa, Rabieh Adnan, J Group

**Headquartered:** Dubai

**Number of Staff:** 15

rabieh.adnan@contourmediame.com

www.contourmedia.me

+971 4 276 4493

Contour Media is the premier provider of out of home media solutions in the UAE. We believe that commitment to quality will definitely be a valuable addition to the client in all aspects.

**SERVICES:** Out of home advertising solutions; branding; billboards; digital billboards; unconventional out of home advertising; other outdoor advertising options

## LEADERSHIP TEAM



**Rabih Adnan**  
Managing Director



**Rita Nahed**  
Head of Agency Division



**Yves Waked**  
Head of Agency Division



**Wissam El Deek**  
Sales Director



**Don Dunstan**  
Sales Director

## INDUSTRY SNAPSHOT

### RABIH ADNAN

**Managing director,  
Contour Media**

#### WHAT EFFECT IS TECHNOLOGY HAVING ON THE BUSINESS OF OOH?

Outdoor advertisement survived the digitalised world. Technology might be changing our lives, and OOH, advertisement is not left out. People spend most of their time outdoors, which means we are more prone to outdoor advertising. Whether it is while commuting to work or home, walking on the street, or in public places, people come across billboards everywhere they go. Consumers across various demographic categories are out there seeing the brands.

#### WHAT METRICS SHOULD BE USED TO MEASURE OOH SUCCESS?

After Launching an OOH campaign,

marketers should amplify their messages by extending the delivery of contextually targeted online content through digital media such as mobile apps and web apps. Touchpoints such as links or QR codes that can lead to further information should be included in the ad campaign to make it easily accessible for consumers.

#### WHAT ARE CLIENTS ASKING YOU FOR?

Clients nowadays are asking for creativity that can provide unavoidable impact and memorability. OOH is not limited to specific technologies, but clients literally want their brands to stand out.

#### HOW CAN OOH BE BETTER INTEGRATED WITH OTHER BRAND COMMUNICATION CHANNELS?

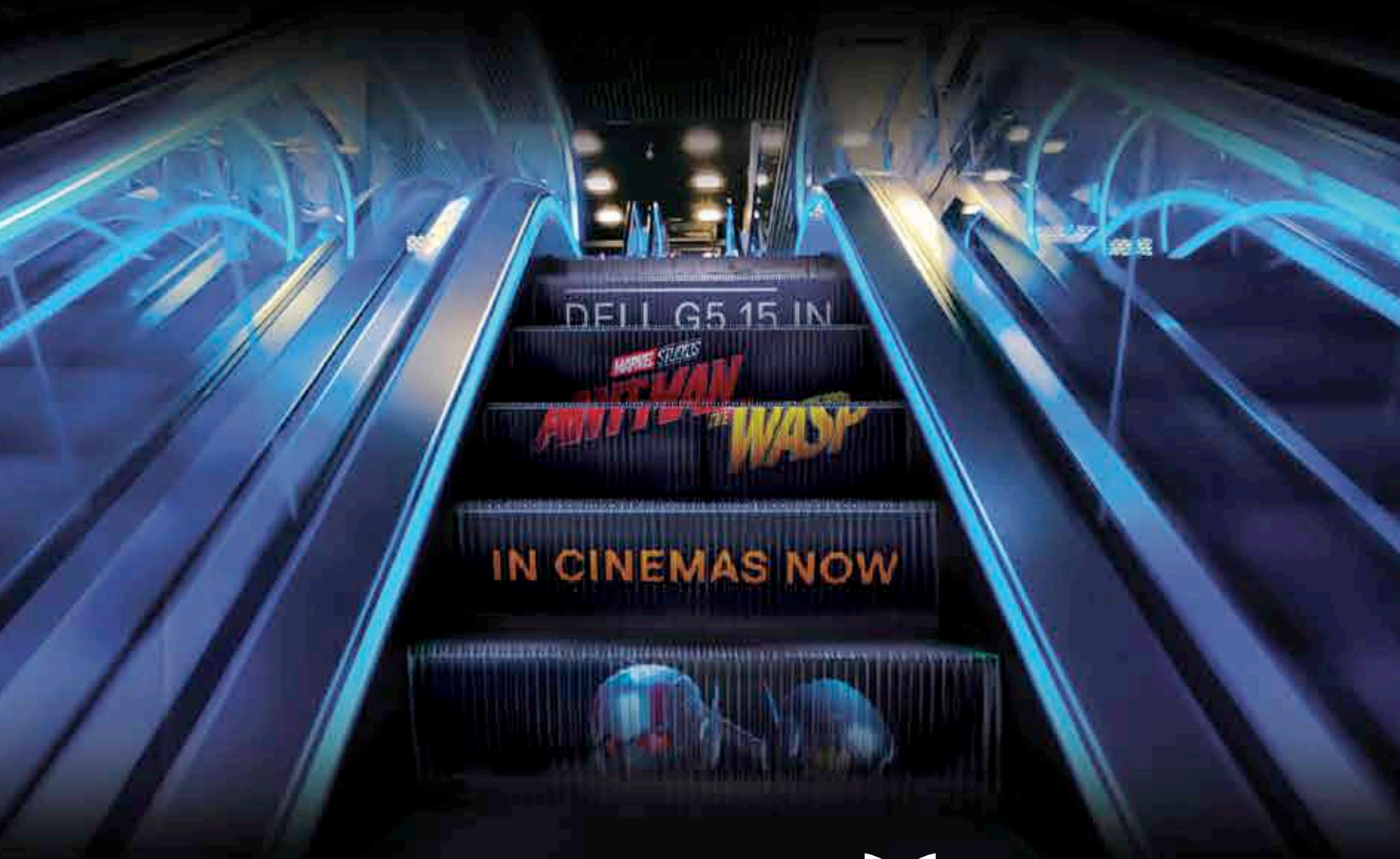
Data-driven OOH means the creative can be fixed, can be changed, or can be fed programmatically depending on the time of day, the weather and many other factors. This goes for all DOOH and connected signage. It's easy to think of this medium very much as 'conventional' media. Data-driven OOH offers the chance to target in unprecedented ways, making it the newest data-driven medium available to marketers.



# STEP UP YOUR MARKETING

Revolutionary, new out-of-home (OOH) advertising medium, powered by innovative technology.

This unique and globally patented Escalator Step Branding Solution gives brands an unrivaled opportunity to connect with audiences across the GCC.



**CONTACT US TODAY**

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

+971 4 427 3000

  
**MOTIVATE**  
MEDIA GROUP

  
Escalator Step Branding



# ROYAL VISION MEDIA

**Founded:** 2008  
**Parent company:** Pioneer Vision Group  
**Headquartered:** Al Ain  
**Number of staff:** more than 50  
[info@royalvisionmedia.com](mailto:info@royalvisionmedia.com)  
[www.royalvisionmedia.com](http://www.royalvisionmedia.com)  
 +971 3 761 1228  
 +971 55 193 6994

Royal Vision is an industry-leading media and marketing agency with more than 15 years of experience. It was founded in Al Ain, Abu Dhabi, and has had a branch in Dubai since 2008, continually aiming to strengthen its ties to the local, regional and global markets. Royal Vision's approach to publishing, managing mass media communications and establishing an online and offline social presence is well-received by all of the businesses it serves in a variety of sectors. In addition, being the exclusive owner of 500 lampposts in a strategic location in Al Ain City, Royal Vision is able to assist its clients in positioning their brand at the top of the list.

The company's complete offering comprises the entire spectrum of services to ensure flawless execution of any marketing plan. Royal Vision provides outstanding outdoor advertising services, beginning with conception and extending to booking and delivery. It strategically places the advertisements of its clients to optimise their exposure, exposing their businesses to a big audience via a variety of media platforms.

**PROPERTIES:** 1,000 lamppost faces in Al Ain City

## LEADERSHIP TEAM



**Naser Al Sherify**  
 Founder/Chairman



**Mohammed Al Sheirify**  
 Vice-President



**Hussam Zahran**  
 CEO



**Mohammed Khair**  
 General Manager



**Founded:** 2017  
**Parent company:** Golden Anchor Investments  
**Headquartered:** Dubai  
[www.footprinttooh.com](http://www.footprinttooh.com)  
[sales@footprinttooh.com](mailto:sales@footprinttooh.com)  
 +971 4 288 7000

We were born out of a desire to provide brands with the quality creative services they need in order to stay ahead. We believe in creating inspired solutions that are uniquely appropriate for each client we work with.

## LEADERSHIP PANEL



**Kashif Merchant**  
 Managing Partner



**Lulu Saqer**  
 Director - Outdoor Sales



**Abdulla Rashad**  
 Head Of Accounts



**Aquif Merchant**  
 Activations Associate



**Monique Croucamp**  
 Head - Activations And BTL



**Founded:** 1992

**Holding group:** Plus Holding

**Headquartered:** Dubai

**Number of staff:** 85

info@groupplus.ae

www.groupplusmedia.com

+971 4 275 4700

Knowledge is power, and market knowledge is what we possess 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 region since 1992.

**PROPERTIES:** **Dubai:** 250 Lampposts stretching from Mall of the Emirates entrance to JLT, on Ettihad Road, Garhoud/Cassablanca Street, inside Deira and Clock Tower, and Baniyas Road. Megacom and unipole LED screen facing Dubai Mall and DIFC entrance. Tower LED screen on Hessa street and Unipole on Al Khail Road. Lebanon: 2,000 4x3 megacoms, 6 LED screens, large selection of unipoles, rooftops, minipoles and wall banners. - Bahrain: 600 Lampposts, 50 megacoms, hoarding, 45 unipoles, rooftops, wall banners.

#### LEADERSHIP PANEL



**Roy Chehwane**  
General Manager  
Group Plus



**Patrick Aoun**  
General Manager  
Group Plus Bahrain



**Joelle Ghorayeb**  
Executive Director  
Group Plus UAE



**Mohamad El Dandachly**  
Sales Director  
Group Plus UAE



**Nivine Charif**  
Sales Director Group Plus Lebanon



**Founded:** 2003

**Headquartered:** Dubai

**Number of staff:** 130

Info@hillsadvertising.com

www.hillsadvertising.com

+ 971 4 325 3130

Hills Advertising LLC was established in Dubai in 2003. Hills vision being to lead and actively develop the outdoor advertising market within the middle east.

Hills Advertising has become one of the largest and most experienced owner and operator of outdoor advertising in Dubai. The teams vast experience, creativity and passion for outdoor advertising has enabled Hills to become a valued media partner for local and international clients and agencies.

#### PROPERTIES:

##### Dubai:

Sheikh Zayed Road (backlit bridge banners; free standing LED bridges 'Golden Gates'); Al Wasel Road (bridge banners); Al Khail Road (backlit bridge banners); Mohammed Bin Zayed Road (backlit bridge banners); Expo2020 Media on Expo Road and MBZ Road (backlit bridge banners, large format hoardings); Al Sofouh Road (backlit bridge banners); Bani Yas Road (LED unipole); Financial Centre Road (LED wall sign); Airport Road (backlit bridge banners, backlit lampposts); Dubai South & Maktoum Airport Approach Road. (backlit lampposts, flags, hoardings); Private Jet Terminal (solar mupis); Metro Station-Red Line (mupis on entrances and exits of Metro stations); Al Rebat Road (backlit bridge banners); Deira (bridge banners); Ittihad Road (backlit unipoles)

##### Jordan:

Unipoles, wall banners, bridges, lampposts covering the Capital Amman, Queen Alia Airport Road, Dead Sea Road, Aqaba City, Irbid City

#### LEADERSHIP PANEL



**Sami Al Mufleh**  
Founder and CEO



**Hiba Momani**  
General Manager



**Wassim Malkawi**  
CFO



**Mahmoud Najjar**  
Head of Operations



**Yasmin Balqar**  
Communication Manager



**INDUSTRY SNAPSHOT****SAMI AL MUFLEH****CEO, Hills Advertising****WHAT METRICS SHOULD CLIENTS USE TO MEASURE THE SUCCESS OF OOH?**

First, we could gauge foot traffic using location information, which is comparable to impressions in the digital media sphere. Both static and digital OOH ad units may now be tracked at the unit level for ad exposures. We can now use location data to track offline conversion events. A few third-party tools have numerous integrations that cover every online and offline KPI, such as app events, online visitors and offline sales. With the use of such dashboards, we can quickly analyse and monitor performance KPIs including attributed conversions, exposure conversion rate and exposure frequency prior to conversion.

The ability to track and estimate views has improved over time using a variety of novel techniques. Even measuring data like eyes, dwell periods and general body language toward an OOH campaign is now possible thanks to technology and algorithms.

**HOW IMPORTANT IS TECHNOLOGY TO OOH?**

While the majority of OOH inventory is still physical, more digital screens are becoming an essential component of OOH campaigns. Technology has become big and crucial in OOH during the previous decade, or even only a few years. Better optimisation on digital screens allows for the creation of more individualised messaging by advertisers. Additionally, it is possible to employ several triggers to start a more dynamic kind of outdoor advertising.

These advancements are being helped by better and more precise data. In real time, advertisers may now provide dynamic media depending on the demographics and usage patterns of mobile devices. Although real-time advertising is important, it really follows a

industry. OOH inventory can not only be purchased instantaneously and automatically, but it is now accessible on many of the same channels and sites where advertisers may buy their display or mobile advertisements. As a result, advertisers can now effortlessly create campaigns for a variety of channels and formats, including OOH.

**HOW DOES OOH FIT INTO THE MARKETING MIX WITH OTHER MEDIA?**

We have received numerous client reviews over the course of our many years of outdoor advertising experience, and many of these clients have come back to us after experimenting with other media for one reason: no campaign is complete without outdoor advertising. Sure, nowadays you can go online buy a bunch of online ads, a magazine page and more, but to be able to buy an outdoor ad in a fairly busy and upscale area the brand would need to be well established in order to afford it, which ultimately ends up giving legitimacy to the brand in the eyes of the consumers.

**WHAT LEGISLATION OR REGULATION WOULD YOU LIKE TO SEE INTRODUCED OR REMOVED AROUND OOH?**

As it stands today, with regards to rules and regulations, the outdoor media industry is quite mature and well regulated in our region. A welcome tweak or two would be some easing of restrictive regulation of billboards in terms of content as well as a layer of protection of existing vendor contracts by increasing the minimum distance between advertising signs to 350-400m as opposed to the existing 200m, which protects the vendors and yet still allows for healthy competition. The same measure would be recommended for any type of road signage and road beautifying items in order to prevent signage coverage and protect the investment.

**WHAT ARE YOU MOST LOOKING FORWARD TO IN THE NEXT YEAR OR SO?**

In the area of DOOH, new technologies are constantly welcome in terms of content, immersive media and media buying, as well as more tools to demonstrate ROI from a variety of perspectives.

*“Although real-time advertising is important, it really follows a larger trend toward more reactive solutions. This is being fuelled by the abundance of data that marketers have at their disposal nowadays.”*

larger trend in which the market is moving toward more reactive solutions. This is being fuelled by the abundance of data that marketers have at their disposal nowadays. This adaptability fuels OOH personalisation, which produces outstanding outcomes for advertisers who use DOOH to accomplish their objectives.

The programmatic purchase of outdoor advertising is a noteworthy development in the







Through its subsidiaries Hypermedia and DigitAll, W Group exceeds global standards in OOH Media Technology & Communications, leading the digital transformation in the region.

The Dubai-based management holding provides more than 800 strategic partners and clients with a holistic range of innovative communication tools & services, to maximize their reach for greater business impact through interactive DOOH media experiences, smart solutions, digital engagement, and creative content management, empowered by data analytics and real-time measurements.

## EXPERIENCE MEDIA TECHNOLOGY



DIGITALL



Galadari Building, 2<sup>nd</sup> Flr.  
Dubai Internet City  
Tel: +971 4 245 4600  
[wgroup.me](http://wgroup.me)





**HYPERMEDIA**  
SINCE 1999

**Founded:** 1999

**Holding group:** W Group Holding, a subsidiary of W Ventures Holding

**Headquartered:** Dubai, with offices in Abu Dhabi and Beirut

**Number of staff:** 67

info@hypermedia.ae

www.hypermedia.ae

+971 4 245 4600

As creators of impact, Hypermedia exceeds limitations by empowering brands to grow stronger through smart digital out-of-home media experiences. Our OOH network, the largest nationwide, is a combination of powerful technologically led media, strategic prime locations and data measurement tools.

**PROPERTIES:** Outdoor (Sheikh Zayed Road and heart of Dubai: 12 LED Bridges, 15 Static bridges, 23 Iconic Arts, 3 Static Illuminated Hoardings, 6 verticals, 780 pillars, 112 illuminated piers & 140 faces of Lampposts, 2 large LED hoardings); Dubai Metro (naming rights; in-station & in-train & Dubai Metro; 53 Stations: 1500 Digital screens, 800 illuminated sheets, more than 4,000 assets of vinyl wrap; 53 promo areas for activations; 125 Trains: 2750 overheads, 4000 window stickers, 4000 seat dividers); in-mall (MAF, Al Dar, Wafi, Burjuman, Reef, Abu Dhabi Mall, Deerfield, Bawabet el Sharq, Dalma); in-store (Carrerfour, Union Coop, LULU); experiential marketing

## INDUSTRY SNAPSHOT

### HABIB WEHBI

**Chairman and CEO,  
W Group**

#### WHAT EFFECT IS TECHNOLOGY HAVING ON THE BUSINESS OF OOH?

It's outstanding how outdoor advertising has managed to surf the digital wave. Hypermedia and DigitAll, subsidiaries of W Group, work in tandem to transform out-of-home (OOH) advertising by using the latest innovations in data measurements, digital immersive experiences, and smart solutions.

##### Data measurement

In the era of digitalisation, infinite possibilities can be harnessed via data. When we're channelling customer insights to marketers, such as consumer buying interests, history and much more, we're enabling them to hone their campaigns for more specialised and personalised ads. With Streach, a planning and measurement platform for OOH media powered by Seventh Decimal, we're providing our clients with full visibility on their marketing journey as they can accurately measure the exposure to their campaigns and understand the audience exposed, through metrics such as reach, frequency, impressions, sociodemographic, socio-economic, and geo-distribution.



##### Smart triggers advertising

Leveraging the futuristic, the tech-advanced Smart Signage (SM)/Smart Triggers Advertising, we're helping brands thrive and stand out in the competition. These cameras gather the data of passers-by and identify individual characteristics to help brands create targeted campaigns. We're unlocking powerful capabilities into indoor spaces with this technology, and we're making sure brands are meeting their desired goals most accurately and time and cost efficiently.

## LEADERSHIP TEAM



**Philip Matta**  
Group COO



**Ghada El-Kari**  
CMO



**Gerard Rustom**  
CRO/MD at Hypermedia



**Emile Salloum**  
Head of Sales In-Mall



**Nassim Habib**  
Head of Sales OOH Metro



**Daniel Khalil**  
Head of Sales In-Store

What distinguishes us is that we're bringing a blend of measurable assets both indoor and outdoor with advanced tech tools; a long-awaited goal in the OOH industry that is now at the disposal of our clients.

##### Deep screen

We're also unveiling two advancements that have been revolutionising the face of digital advertising for quite some time now: 3D and augmented reality (AR). By using this new concept of immersive screens, we're creating a bridge of interaction between brands and consumers through creative and engaging content and strategies, increasing consideration and anchoring a great experiential ecosystem. With the entrance of digital signages, automation and data technology managed by DigitAll, our first in-mall 3D immersive screen is ensuring highly targeted campaigns, standing out to a larger-than-life audience, with a redefinition of brands' storytelling.

With our powerhouses Hypermedia and DigitAll, we're empowering brands to grow stronger through smart Digital out-of-home (DOOH) media experiences. We're reimagining a new consumer journey while ensuring brands have a positive ROI-focused digital signage solution. By supplying other prime locations in the UAE, such as Metro Dubai, Sheikh Zayed Road, and many in-mall and in-store partners with these technologies, we're taking brands' digital efforts off the ground. Our endeavour in this investment reinforces our vision and outlines a trustworthy profile in the landscape of the leading tech media company in the OOH sector in the region.

# JCDecaux

## JCDecaux Middle East

**Founded:** JCDecaux Group founded in 1964, operating in UAE since 2008

**Holding group:** JCDecaux SA

**Regional headquarters:** Dubai

**Number of staff:** 84

www.jcdecauxme.com

dubai@jcdecaux.com

abudhabi@jcdecaux.com

JCDecaux is the largest outdoor advertising specialist in the world & only international player in the Middle East with presence in 5 countries: UAE (Dubai & Abu Dhabi), KSA, Oman, Qatar & Bahrain. The UAE business segment includes international airports & street furniture advertising offering a broad range of digital, static & experiential advertising solutions, as well as sponsorship services in strategic & niche environments.

### PROPERTIES:

#### Dubai:

**Dubai Airports:** Exclusive Airport Advertising rights at Dubai International (DXB) & Dubai World Central (DWC)

**Jumeirah Beach Road:** Only OOH media owner with over 320

lampposts covering the 15km stretch

**TECOM Business Communities:** 6 digital screens & 23 double sided MUPIs + 8 bus shelters (62 faces) covering Dubai Media City, Dubai Internet City & Dubai Knowledge Park

#### Abu Dhabi:

**Abu Dhabi Airports:** Exclusive Airport Advertising rights at Abu Dhabi International Airport (AUH), Al Bateen Executive Airport (AZI) and Al Ain International Airport (AAN)

**Large formats:** 7 media assets located in three main areas of the city: Al Salam Tower Wraps (1) in Al Salam Street, The Giant LED (1) in the Saadiyat – Yas highway, The Mega Hoardings (4) in the Saadiyat – Yas highway & The Shining LED (1) in Al Khalidiyah area

### INDUSTRY SNAPSHOT

## BERTRAND MOURAILLE

Managing Director,  
JCDecaux Dubai



### 1. HOW IS JCDECAUX PREPARED TO DELIVER OOH CAMPAIGN KPIs TO BRANDS TO JUSTIFY THE RETURN ON THEIR MEDIA INVESTMENT?

At JCDecaux, we believe that OOH media can impact consumer behaviour through all the layers of the marketing funnel. **While historically it has been proven to effectively drive brand awareness and reach, targeting key touchpoints with action-driven messaging can drive performance at the middle & bottom of the funnel as well.** Our premium communication platforms offer brands an opportunity to target a niche audience at relevant-in-real-life touchpoints along a consumer's journey, in uncluttered

environments, which are key components to a successful marketing mix. **Indeed, 'context' is key.** Additionally, JCDecaux Data Solutions, our 'glocal' data offering developed by in-house experts, are designed to help advertisers achieve their marketing objectives **at every step of the campaign.**

### 2. CAN YOU ELABORATE FURTHER ON YOUR DATA-DRIVEN OFFERINGS UNDER JCDECAUX DATA SOLUTIONS?

JCDecaux Data Solutions are built around 3 core pillars – **Optimise, Engage & Evaluate.** When it comes to **OPTIMISE**, brands, for instance, can leverage **"Creative Heatmap"**, a ground-breaking data-driven creative optimisation tool that leverages artificial intelligence to **estimate the performance of an OOH campaign** by understanding which elements of the advertising visual drives the most audience engagement and viewer attention.

Advertisers can test multiple campaign artworks and adjust their creatives or some elements to achieve the desired objectives.

Under **ENGAGE** category, JCDecaux brands can create interactive experiences by leveraging our **contextual messaging capabilities.** By using **"Dynamic Content Solutions"** in **Dubai Airports**, brands can customise & personalise their advertising messages based on live flights feed or DDF sales data, thereby creating relevant & efficient campaigns that are proven to **increase ad effectiveness by 17%** (Moment of Truth study, Posterscope Study 2020).

### 3. WHAT SOLUTIONS DO YOU OFFER FOR BRANDS TO ASSESS THE IMPACT OF THEIR CAMPAIGNS?

One of the many reasons we have top-of-

the-line brands partnering with us year-on-year is because we create long-lasting and sustainable partnerships backed by qualitative audience insights. Under the **EVALUATE** category, we offer brands the possibility to **conduct post-campaign analysis to assess the impact of their campaign** (brand lift, advertising recall, impact of the creative, etc.) based on their communication objectives. Recently conducted post-campaign survey for a luxury brand that advertised on **our media on the iconic Jumeirah Road**, with an objective to drive Dubai residents to their event, saw **advertising recall of 66%.** The campaign creatives delivered excellent salience and appeal, thereby driving intent to visit the event.

### 4. HOW DOES OOH INTEGRATE INTO OTHER BRAND COMMUNICATION CHANNELS, SUCH AS ONLINE ADVERTISING?

The complementary relationship between OOH and mobile has accelerated, giving brands access to more creative and targeted opportunities than ever before. Using digital OOH and mobile in conjunction pushes consumers through the funnel faster, ultimately delivering more value to the clients' media investments. A restaurant chain in Dubai used the **combination of an Instagram contest & our media in TECOM Business Communities** to drive interaction, social engagement & walk-ins to their outlet. The results were remarkable as the brand revealed **significant increase in the footfall & high engagement** on Instagram stories and their followers during this activity.





**Founded:** 2020

**Owner:** Paul Abouchacra

**Headquarter:** Dubai, UAE

**Number of staff:** 8

www.mediamixadv.com

info@mediamixadv.com

+971 50 687 6262

Established in October 2020, Media Mix Advertising's core vision involves steadily and consistently growing its presence as a leading outdoor media advertising company.

Media Mix and StarzMedia formed a strategic and mutually beneficial alliance headed by Paul Abouchacra, aiming at constantly growing their inventory as well as looking out for valuable opportunities while maintaining a clear and focused business approach/vision towards growing this partnership.

**PROPERTIES:** 2 Billboards – Jumeirah Beach Road Canal Bridge; 2 Unipoles – Dubai Festival City – Rebat Street; 2 Unipoles – Dubai Festival City – Nad Al Hamar St; 21 Unipoles – Sheikh Zayed Road – Jebel Ali to Abu Dhabi; 528 Bus shelters and mupis – covering the entire city of Dubai

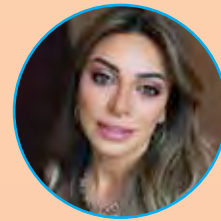
## LEADERSHIP TEAM



**Paul Abouchacra**  
Managing Director



**Rajesh Khemani**  
Senior Sales Director



**Roudy Dagher**  
Sales Director



**Lynn Abouchacra**  
Sales Executive



**Mohamed Ali**  
Media Manager



**Zeeshan Anjum**  
Sales Manager

## INDUSTRY SNAPSHOT

### PAUL ABOUCHACRA

**Managing Director,  
Media Mix  
Starz Media**

#### WHAT EFFECT IS TECHNOLOGY HAVING ON THE BUSINESS OF OOH?

In recent years, there have been several major innovations in OOH media – vivid three-dimensional digital billboards, data and targeting. These new products are offering better return on investment from OOH campaigns and, as a consequence, investment in OOH campaigns is rising, where clients can access these innovations. This allows state of the art image displays to pave the way to proper measurements tools to determine reach, frequency, and campaign effectiveness.

#### WHAT METRICS SHOULD BE USED TO MEASURE OOH SUCCESS?

There is a growth of demand for market research and audience measurement services across the region. Success is very elusive in OOH, since each client has different metrics to measure his campaign's OOH success. Nevertheless, it is generally agreed that CPM plays the biggest factor to determine the success level of an OOH campaign

– how well was the budget allocated to achieve maximum reach within the target audience?

#### WHAT CLIENTS ARE ASKING YOU FOR?

Clients' needs evolve based on their campaign objectives. They are seeking OOH creative innovations and digitisation, along with proper measurement tools to evaluate their campaign success. Of course, the best value for money, superior service and highest quality are the basis towards the successful long-term mutual business relationship.

#### HOW CAN OOH BE BETTER INTEGRATED INTO OTHER BRAND COMMUNICATION CHANNELS?

OOH is a 24-hour support medium that connects, complements and links all communication channels together. OOH is still a crucial element of any marketing activity in a buzzing city as it helps to elevate awareness, reach and frequency. OOH is now integrating with social media, and in the near future programmatic buying will bring efficiency to the process of buying advertising inventory.

#### WHAT LEGISLATION OR REGULATION WOULD YOU LIKE TO SEE APPLIED TO THE INDUSTRY?

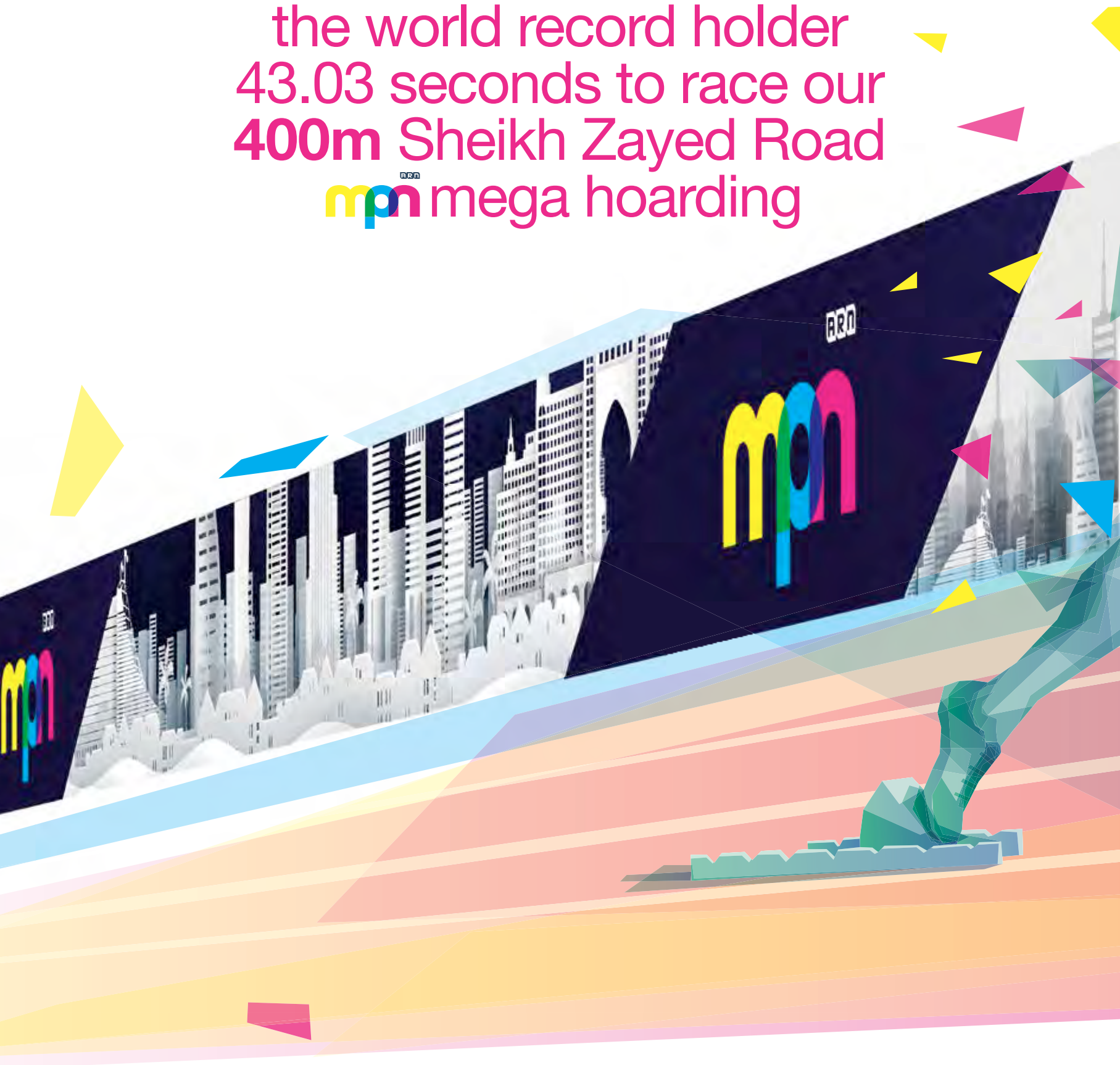
It would be great to see a committee comprised of leading OOH experts and governing authorities, with an objective to regulate and supervise the industry code of conduct. This will create an environment of fair competition and standardised value-added initiatives to elevate the industry standards and eliminate clutter.



ARN



It would take  
the world record holder  
43.03 seconds to race our  
**400m** Sheikh Zayed Road  
 mega hoarding







**INDUSTRY SNAPSHOT****JOSH BUSTEED****Chief Commercial  
Officer, MPN & ARN****WHAT METRICS SHOULD CLIENTS USE TO  
MEASURE THE SUCCESS OF OOH?**

At the heart of our network are our MPN mega-boards on Sheikh Zayed Road. Our assets are viewed millions of times a month, because of the huge volume of traffic on Sheikh Zayed Road. When a client uses such a powerful platform, the focus of the campaign becomes the creative, to deliver the impactful result. It is the creative that needs to drive the correct result according to the needs of the client, and only the client receives the actual insights to determine ROI and measure campaign success.

*“Our ultimate goal is to be the first port of call for advertisers. Our job is to grow the advertising industry where we are seen, together with our agency partners as central to achieving client objectives.”*

**HOW IMPORTANT IS TECHNOLOGY TO OOH?**

MPN is investing in the latest cutting-edge technology to deliver data to clients, based on anonymised data points and a mobility analysis system to calculate reach and impressions. This allows us to understand audience demographics and behaviours, such as to quantify those with young children, or those with the likelihood to purchase a specific product. We believe the whole industry will benefit from an adoption of standardised data and reporting, for client transparency.

On the back of better data and analytics, we believe will see a major expansion in OOH assets on arterial roads that will better reflect the audience and geography for advertisers and clients. This will make OOH far more targeted and impactful for advertisers.

**HOW DOES OOH FIT INTO THE MARKETING  
MIX WITH OTHER MEDIA?**

MPN is part of ARN, the nation's leading broadcaster. Millions of consumers view our

MPN OOH assets from the car, the same location where we deliver award-winning content to millions of listeners on the radio. The combination of radio and OOH delivers huge results for advertisers to reinforce a visual message alongside personalised audio. This is consistent with Asia Pacific and Europe, with most major broadcasters owning major OOH companies. They can combine solutions not traditionally available within one organisation. Research shows advertisers generate an increase in results for campaigns that are booked across both OOH and Radio.

**WHAT LEGISLATION OR REGULATION  
WOULD YOU LIKE TO SEE INTRODUCED OR  
REMOVED AROUND OOH?**

Collaboration between regulators and the industry is invaluable to shape the OOH demands of the future. We would like to see the industry improve standards, accountability and transparency, and we welcome a regulatory approach that reinforces that.

**WHAT ARE YOU MOST LOOKING FORWARD  
TO IN THE NEXT YEAR OR SO?**

In 2023, MPN will be the fastest growing OOH company in the country with a further 13 locations in development, expanding our portfolio of premium assets and integrating solutions for clients beyond OOH. MPN was built as a multiplatform operator to deliver a 360-degree solution for advertisers. 2023 will be a dynamic year of growth for the business.

**WHAT'S THE LONG-TERM VISION FOR MPN?**

Our ultimate goal is to be the first port of call for advertisers, using the strength of our OOH, audio and digital capabilities. Our job is to grow the advertising industry where we are seen, together with our agency partners as central to achieving client objectives.

**HAVE ADVERTISING BUYING  
PATTERNS CHANGED?**

Most agency clients are under significant levels of internal and external focus on ROI for every dollar invested. When an agency and a supplier make a recommendation, not only does it have to be bought well, but it must also deliver a focus on outcome. When a campaign is focussed on outcome, it becomes measurable, when it becomes measurable it becomes effective. It is no longer just about the price, but ultimately about the performance of the campaign.

How important is creative to the success of a campaign? Like any medium, the most important part of any campaign is the creative execution, none more so than large-format OOH. Given the scale, reach and investment,

the execution needs to leave a lasting impression. The greatest campaigns are focused on speaking directly to their audience. Through an increased investment in creative executions, there will be a direct correlation with increased campaign outcome.

**WHAT ADVICE WOULD YOU GIVE CLIENTS  
WANTING TO USE OOH?**

Identify your audience and speak directly to them in a tone that relates to them. Great campaign creative should speak directly to the target customers and rule out those they don't want to target. Define and focus on your target, relate to their needs, understand their budget, and follow them on OOH, radio and digital.





**Founded:** 2005  
**Headquartered:** Dubai  
**Number of staff:** 31  
[www.media247.ae](http://www.media247.ae)  
[info@media247.ae](mailto:info@media247.ae)  
 + 971 4 283 3471

Media 247 is a specialised outdoor advertising solutions provider with more than 45 outdoor premium hoardings and unipoles locations spread across Dubai's most strategic locations: Sheikh Zayed Road, City Walk, Garhoud, Al Khail and Mohammed bin Zayed Road. This makes it the preferable choice for outdoor advertising of top local and international brands. We work with local and international agencies representing top brands across most industries that run outdoor advertising campaigns with us. In addition to these large networks, we have lately extended and maximised our media platform by acquiring Dubai RTA Taxis (transit Media), which will give

to our clients the option to tailor their campaigns according to their needs.

#### PROPERTIES

##### Dubai

**Hoardings:** We have 35 hoardings from Garhoud and Dubai Airport to the Expo exit of Sheikh Zayed Road. 27 hoardings are spread across Sheikh Zayed Road, from Trade Centre to EXPO 2020. There are five hoardings on Al Khail Road and two opposite City Walk.

**Unipoles:** 11 unipoles are spread across Garhoud, Deira, Al Maktoum Bridge, City Walk, Golden Boulevard Sheikh Zayed Road, Dubai Marina Sheikh Zayed Road, and Mohammed Bin Zayed Road.

**Transit:** Across Dubai & Dubai Airport we will be offering to our clients 4800 red taxis transiting 247.

##### Sharjah

Hoarding on Ittihad road. Large formats.

##### Abu Dhabi

Large formats.



#### LEADERSHIP PANEL



Rafiq Abu Hijleh  
CEO



**Founded:** 1986  
**Headquartered:** Beirut, with offices in Dubai, Amman, Baghdad, Algiers, Casablanca, Tunis, Dakar, Abidjan, Bamako and Yerevan  
**Number of staff:** 300  
[www.pikasso.com](http://www.pikasso.com)  
[hughette.nassar@pikasso.com](mailto:hughette.nassar@pikasso.com)  
 +971 50 115 7280

Pikasso is the number one OOH advertising company across the Levant, and a leader in North Africa, West Africa & the Caucasus. The Group operates in 11 countries and in all segments of OOH & DOOH: billboards advertising, street furniture, retail and malls, and transport advertising. Our focus is on ensuring audience engagement in prime locations and delivering creative opportunities to our advertisers through the combination of technology and innovation.

#### PROPERTIES

**Large-format digital screens available in:** Casablanca, Amman, Beirut, Algiers, Setif, Oran, Abidjan and Najaf

**Supermarket networks available in:** Lebanon, Iraq, Jordan, Morocco, Algeria, Senegal and Mali

**Classic large formats available in:** 11 capitals, 80 main cities and towns in 11 countries

**Billboards advertising available in:** 434 cities and towns in 10 countries

**Mall concessions:** 73 concessions in 10 countries

#### LEADERSHIP PANEL



Antonio Vincenti  
CEO



Lynn Sakr Anhoury  
CFO



Hughette Nassar  
Regional Commercial  
Director



Nicole Razzouk  
Sales Director  
Pikasso Iraq



Rania Daniel Kildani  
General Manager  
Pikasso Jordan



Chems Berrada  
Sales Director  
Pikasso Maroc



PROMOMEDIA





**Founded:** 2006

**Ownership:** Imad Jomaa/JGroup

**Managing director:** Patrick Haber

**Headquartered:** Beirut

**Number of staff:** 100

info@promomedia-me.com

www.promomedia-me.com

+9611 804 804/9

Promomedia, established in 2006, is now one of the leading outdoor suppliers in the MENA region with more than 7,500 faces including digital billboards, unipoles, rooftops, wall signs, bridges, lampposts and 4x3 backlits scattered mainly in the capitals and main cities of Lebanon, Iraq, Jordan, Qatar, Egypt and Africa.

This notable progress has resulted from the efforts and skills of a dedicated team of specialists led by the ambition to offer brands the utmost exposure by providing the best outdoor solutions with the most advanced technologies and innovative ideas.

We are known for our top-notch customer service and our years of experience in the OOH industry. Combining this wealth of experience and know-how with our addiction to perfection, we can do great things for you and your business.

#### **PROPERTIES:**

**Lebanon:** Digital billboards (Dora and Burj el Ghazel); airport; rooftops, unipoles, bridges and walls (in Beirut)

**Iraq:** Megacomms (4x3, with exclusivity across main governorates); rooftops; walls; landmarks; digital out of home media (the biggest LED network in Iraq with more than 20 screens across Baghdad and Basra); Capital Airport:

**Jordan:** Wall signs

**Qatar:** LED screens

**Egypt:** Rooftops, big formats

**Africa:** Digital billboards, bridges and lampposts

#### **INDUSTRY SNAPSHOT**

### **PATRICK HABER**

**Managing Director,  
Promomedia**



#### **WHAT EFFECT IS TECHNOLOGY HAVING ON THE BUSINESS OF OOH?**

Digital out-of-home has changed the face of outdoor advertising. Now advertising via our digital billboards is more and more requested by our clients and their brands. Technology has made OOH more accessible and more desirable. With no printing cost or fees and no need to wait, clients can remotely have their ads posted with one click and monitor how many times their ads have been displayed, with the advantage of changing visuals and message whenever they want while targeting the audience they desire.

#### **WHAT METRICS SHOULD BE USED TO MEASURE OOH SUCCESS?**

Travel survey, traffic intensity model, eye tracking and mapping

#### **WHAT ARE CLIENTS ASKING YOU FOR?**

These days clients are asking for more exposure on digital billboards, and thus are switching all OOH activities and requests to digital billboards since they are able to insert detailed

advertisements that show more information regarding their ads, while also being more creative with their content.

#### **HOW CAN OOH BE BETTER INTEGRATED INTO OTHER BRAND COMMUNICATION CHANNELS?**

Since OOH is growing and evolving despite all the changes that are affecting the media and advertising world, it is a medium that can never be cancelled. Every media plan has to have OOH in it. It effectively builds brand awareness, boosts all other channels, delivers mass reach quickly and generates consistently high ROI

#### **WHAT LEGISLATION OR REGULATION WOULD YOU LIKE TO SEE APPLIED TO THE INDUSTRY?**

Suppliers should be allowed more freedom and fewer laws (of course without causing any harm to the environment or people) to innovate and implement new technologies and ideas without any restrictions. OOH, when handled by professionals, is decorating the streets with beautiful colours and lights, therefore making the scenery even more beautiful.

Search



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**campaign**<sup>Middle East</sup>

**[campaignme.com/directory](https://campaignme.com/directory)**

Contact **nadeem@motivate.ae** for more details.





**Founded:** 2001

**Holding company:** Multiply Group

**Headquartered:** Abu Dhabi

marketing@viola.ae

www.voutdoor.com

+971 2 644 0000

Viola Outdoor is a leading provider of OOH, offering its clients a full-funnel and turn-key communications solution. Our assets include 130 premium lamppost circuits, giving us market-leading frequency with more than 2000 faces, alongside our fleet of 370 bus wraps, 52 static bridge banners, landmark hoardings and expanding digital network for an overall 80 percent Abu Dhabi OOH market share.

## LEADERSHIP TEAM



**Ammar Sharaf**  
Chief Executive Officer



**Ola El Sissy**  
Chief Commercial Officer



**Abid Sheikh**  
Chief Finance Officer



**Henrietta Shakespeare**  
Executive Growth Director



**Nabila Al Tuwal**  
Head of Sales



**Maher Mahmoud**  
Associate Sales Director

## INDUSTRY SNAPSHOT

### AMMAR SHARAF

CEO of Viola Communications Group

#### WHAT EFFECT IS TECHNOLOGY HAVING ON THE BUSINESS OF OOH?

At Viola, we have seen a dynamic shift in client thinking brought about by new technology in OOH, in a move away from location buying towards audience-based buying. With improved technology, we can develop marketing strategies that use more precise data to influence audiences at several points in their consumer journey. For example, digitally enabled OOH media uses accurate mobile data to recognise how audiences view the content, giving each location more precise parameters to increase targeting accuracy.

#### WHAT METRICS SHOULD BE USED TO MEASURE OOH SUCCESS?

Precision in attribution analysis is key for OOH metrics, keeping it up to par with digital media. Rather than relying on traditional reach and frequency metrics, with the right location data marketers now have the ability to track and isolate OOH, directly attribute online and offline



conversions, measure ROI through lift analysis on engagement and compare relative performance site-by-site for both digital and static OOH media.

#### WHAT ARE CLIENTS ASKING YOU FOR?

Top of the list now is accurate data that can be overlayed on prime location data to enable the design of strategically positioned networks. We used to rely on a location's perceived quality and

status for marketing, but as OOH is increasingly shifting towards audience buying, clients demand richer sources of in-depth consumer data and patterns for better understanding of trends in customer movement and behaviour, giving us valuable insights to inform future campaign planning.

#### HOW CAN OOH BE BETTER INTEGRATED INTO OTHER BRAND COMMUNICATION CHANNELS?

Primarily, I think it is vital to get a greater understanding of how OOH complements and augments other marketing. When we look at omni-channel strategies, social, search, CTV and mobile all target in-home and at-work consumers. Bringing OOH into the mix bridges the gap between audiences' on- and off-line journey. Awareness is definitely key, and now with digital Out of Home, it has never been easier to demonstrate how our medium can help 'close-the-loop'.

#### WHAT LEGISLATION OR REGULATION WOULD YOU LIKE TO SEE APPLIED TO THE INDUSTRY?

A greater focus on standards of safety, with the industry as a whole conducting assessments across the end-to-end engineering workflow in order to raise the bar for our industry operations. I'd also like to see further standardisation via the introduction of an independent industry body to facilitate greater cooperation between OOH players and enable the development of shared tools, such as a common currency for value equivalence, improved metrics and industry statistics.





IMAGINE  
WHAT'S  
POSSIBLE  
WHEN YOU  
THINK  
OUTSIDE\_



Talon in MENA is an independent full-service specialist Out of Home media agency with a team of over 230 people globally. In close collaboration with our partners, we deliver global as well as regional OOH campaigns.

Priding ourselves on high standards in media planning, buying, creative excellence and technology-led foundations, we are dedicated to delivering client value through award winning ideas and utilising our market leading data & measurement capabilities, all underpinned by our brilliant people and proprietary technology.

We are an extension to media agencies teams in MENA providing global and regional OOH, DOOH & pDOOH expertise.



STRATEGY\_



CREATIVE\_



MEDIA PLANNING  
& BUYING\_



DATA &  
TECHNOLOGY\_

**TALON\_**  
Think outside



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Choueiri Group