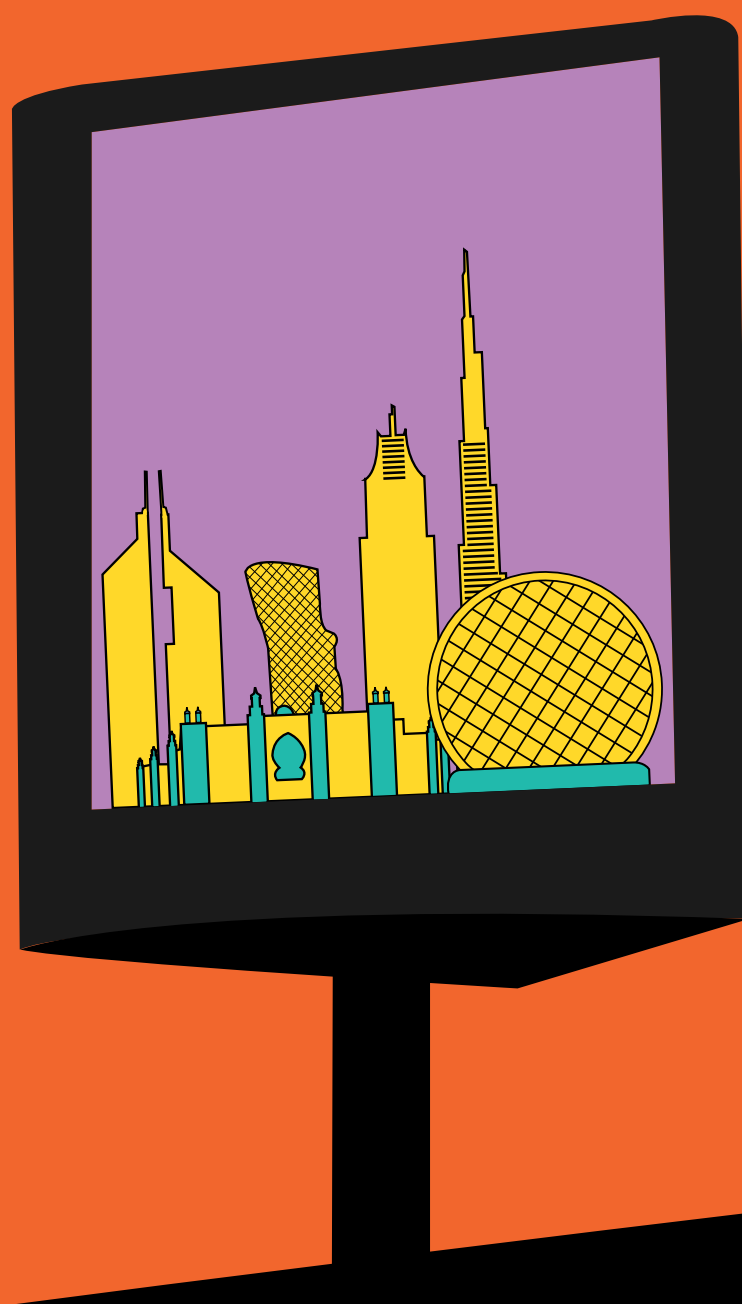


campaign

Middle East

UAE OOH GUIDE 2018-19



HEADLINE SPONSOR



AN UNBEATABLE VARIETY OF OOH OPTIONS?



Arabian Outdoor UAE

WE'VE GOT YOUR BRANDS COVERED

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A member of

Choueiri Group

Introduction

Welcome to *Campaign's* second annual UAE OOH Guide. It's been 12 months since we first published this directory to support and promote out-of-home media. And it's nice to see that the industry has created some great work in the past year.

There have been many creative examples, but two spring immediately to mind: the *Deadpool 2* promotion in Dubai Mall and Highway Gallery for the Louvre Abu Dhabi.

Outdoor can be seen as 'just a poster' or 'just a billboard', but it is one of the most flexible mediums when great minds catch a creative spark. Mobile advertising will always be handheld; print must fit in a magazine; videos are trapped behind a screen. There are ways to play with these media channels, but they face more constraints than outdoor. Anyone who saw one of the iconic diving figures in the fountain at Dubai Mall transformed into Marvel Comics' *Deadpool* character to promote the second film in that franchise could only be impressed.

And juries at Dubai Lynx and international awards shows proved how impressed they were at TBWA/Raad's Highway Gallery for the Louvre Abu Dhabi by showering it with trophies. Like *Deadpool*, the Gallery wasn't just a billboard. It combined outdoor and radio, reimagining two media that many think of as boring and limited, to make them into something talked about around the world. You can read more about it in the article by Fouad Abdel Malek, the executive creative director behind the campaign, on page 22.

Out-of-home is not without its problems and challenges. Data and measurement are high on the list of issues. When I asked one supplier how outdoor is measured, he said nothing but licked his finger and stuck it in the air.

Group M's trading director Ali Chraif talks about those challenges on page 21. Technology – much of it tied to mobile phone tracking – can allow suppliers, agencies and advertisers to better see who is passing and stopping at signage. And, as with any media channel, digital calls to action can also provide visibility into reach and reactions. But full measurability is a long way off. So are cutting-edge advances such as programmatic buying. But digital billboards can at least show different content depending on factors such as time of day and weather. And they can be updated with fresh content faster than traditional poster sites.

For now, much measurement and insight will rely on sticking fingers in the air. But when those fingers are attached to experienced, creative and clever professionals, the results can be inspiring.

Austyn Allison
Editor, *Campaign Middle East*

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A NOTE ON SOURCES

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

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MOTIVATE
ISSUE 245 UAE OOH GUIDE

AL SHUALA MEDIA

FOUNDED 2011

CHAIRMAN OF THE BOARD ZIAD TOUFIC RAPHAEL

04 435 7279

WWW.ALSHUALAMEDIA.COM

INFO@ALSHUALAMEDIA.COM

PROPERTIES

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

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

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

CORPORATE BIOGRAPHY

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



AL WAREED ADVERTISING

FOUNDED 2006

MANAGING DIRECTOR TAREK SHAKHASHIRO

04 269 9989

WWW.ALWAREED.AE

INFO@ALWAREED.AE

PROPERTIES

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

CORPORATE BIOGRAPHY

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

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

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

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

الوريد للإدعاية والاعلان
Al Wareed Advertising



BACKLITE MEDIA

FOUNDED 1996

CEO BILL FORDYCE

04 446 7540

WWW.BACKLITEMEDIA.COM

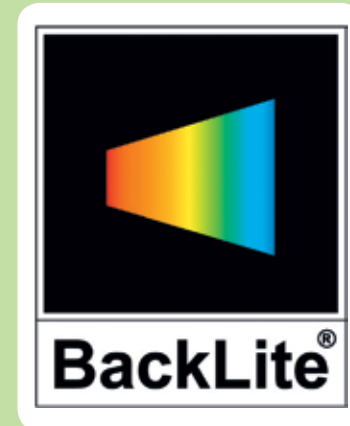
INFO@BACKLITEMEDIA.COM

PROPERTIES

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

COMPANY BIOGRAPHY

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



ELEVISION MEDIA

FOUNDED 2011

CEO & FOUNDER Niall Sallam

04 360 8089

WWW.ELEVISION.AE

INFO@ELEVISION.AE

PROPERTIES

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

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

Company biography

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



ENG (EMIRATES NEON GROUP)

FOUNDED 1969 AND CHANGED NAME IN 1976

CHAIRMAN HANIF MERCHANT

GROUP CEO REHAN MERCHANT

800 808 (TOLL FREE)

WWW.ENGWORLDWIDE.COM

INFO@ENGWORLDWIDE.COM

PROPERTIES

CORPORATE BIOGRAPHY

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

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



EYE MEDIA

FOUNDED 2003

FOUNDER AND CEO Abdullah Al Atrash

800 393 (TOLL FREE)

WWW.EYEMEDIA.AE

INFO@EYEMEDIA.AE

PROPERTIES

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

Abu Dhabi Hoardings.

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

CORPORATE BIOGRAPHY

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

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



ARABIAN OUTDOOR UAE

FOUNDED 1995

CEO PIERRE CHOUEIRI

COO NAJIB TRAD

NTRAD.AOUAE@CHOUEIRIGROUP.COM

055 551 9517

CHIEF SALES OFFICER PAUL ABOU CHACRA

PABOUCHACRA.AOUAE@CHOUEIRIGROUP.COM

055 657 2365

PROPERTIES

Dubai 500 mupis; 472 lampposts; 23 megacomms; tram wrap, station wrap and bridges for Tram Marina; 8 unipoles.

Abu Dhabi 380 mupis; 159 megacomms; 34 unipoles.

CORPORATE BIOGRAPHY

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



INDUSTRY SNAPSHOT



NAJIB TRAD

ARABIAN OUTDOOR
CHIEF OPERATING
OFFICER

What effect will technology have on the OOH market?

From a global perspective, the outdoor industry is looking at a future where more billboards will become digital. This has led many to conclude that brands and advertisers will eventually see outdoor media as another screen that they can buy.

The other major wave envisioned globally for OOH is that with this growing digitisation of billboards, a subsequent shift in how ads are being targeted to them will go on to lessen the gap between outdoor and online campaigns. Data, which can be leveraged in real time via mobiles or any other platform, will also play into the OOH arena of the future.

In the region, outdoor continues to play a vital role in the media mix and remains an essential (although often perceived to be complementary) tool for brand building, impact and exposure. Ultimately, technology will work to strengthen outdoor's proven effectiveness by delivering the benefits of more innovative formats and greater possibilities for highly targeted messaging and interactive campaigns.

How will the way OOH is planned and bought change in the coming years?

Again, from a global perspective, the arrival of programmatic buying could become a scalable opportunity for advertisers as early as this year. While outdoor is undoubtedly moving towards programmatic in

advanced markets such as the UK, the majority of current offerings are closer to an automated-guaranteed-type buy, not a real-time auction.

In addition, for brands and advertisers who are savvy to the future, a greater focus on digital boards stands to deliver greater value and ROI via better measurement tools, live targeting and their ability to accommodate more innovative and creative formats.

In the region, with outdoor not being a priority for the majority of top marketers, there is no major push to change its offerings. As digitisation of billboards becomes a growing reality, we could end up following the footsteps of more advanced markets. However, this would largely depend on the level of investments that regional brands make.

What changes in OOH legislation would you like to see?

In terms of the UAE market, various discussions with major stakeholders such as the RTA, as well as other relevant government entities, have taken place, with the aim of streamlining and growing the potential of the outdoor advertising industry.

Exploring a variety of highly constructive policies and initiatives to bolster the sustainability and growth of the OOH advertising business has remained the focus of these discussions. As market leaders, Arabian Outdoor will remain at the forefront of such developments and we will continue to look at all solutions available.

BLUE SHIELD ADVERTISING

FOUNDED 2014

MANAGING DIRECTOR WISSAM TRABOULSI

WISSAM@SHIELDADVERTISING.COM

050 396 8339

WWW.BLUESHIELDADVERT.COM

INFO@BLUESHIELDADVERT.COM

02 815 7807

050 555 8949

PROPERTIES

A unipole on Hessa Street in Dubai.

In Abu Dhabi, 13 hoardings in Al Bateen, Defence, Khaledeya, Al Mourur, Airport Road, Al Falah, Hamdan, Tourist Club, Markazeya, Fatima Bin Mubarak, Madinat Zayed, Al Najda. Also the tallest building wrap in Abu Dhabi.

COMPANY BIOGRAPHY

Blue Shield Advertising is headed by Wissam Traboulsi, who has more than 11 years of experience in the UAE market, across various media. Blue Shield Advertising has been specialised in outdoor advertising and out-of-home media placement for more than four years. The company is the largest operator of outdoor media in out-of-home locations in Abu Dhabi.



بلو شيلد للدعاية والاعلان ش.م.م.
Blue Shield advertising LLC

INDUSTRY SNAPSHOT



WISSAM TRABOULSI

BLUE SHIELD
ADVERTISING
MANAGING DIRECTOR

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

OOH is strong and growing, but there is a disconnection between the business and the brand. Too many advertisers think of OOH as a non-core, secondary medium. Compared with other advertising, OOH is often planned 'below the line'.

There are a number of perceptions that are holding OOH back. The number one job is to address these perceptions, make improvements where and when needed, and reshape this conversation so that advertisers and agencies think and act differently about OOH.

What are the biggest changes you are seeing?

We're seeing some positive changes that are moving the industry forward. To mention a few: ubiquitous, impactful, and contextually relevant OOH formats; new digital technologies that allow the industry to react in real time; interactive convergence and smart device amplification; high impact creative executions; increased measurability with OOH ratings; improved business practices that make the medium easier to buy.

What are advertisers asking for?

The digital space has a great impact on advertisers' demands nowadays.

Advertisers are now demanding instantaneity, accuracy, flexibility, ROI and viral effect – and they are looking for greater flexibility when it comes to short-term planning and last-minute decision making.

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

Due to several factors, including the significantly lower cost to produce LED screens, the number of digital screens will increase gradually.

Beacon adoption will grow, focused on analytics. Smart marketers will utilise Bluetooth low-energy devices (beacons) for data collection to gain a better understanding of their customers' in-store behaviour. Large retailers are planning to roll out beacons across their network of stores; this provides a wealth of valuable data such as popular products and aisles, with the ability to track store promotions right to the register.

THE SKY IS THE LIMIT



Abu Dhabi, Juma mazrooui building,
Mezzanine floor, Office 2, T.: 02-8157807, M.: 0505558949,
P.O. Box 29797, Info@blueshieldadvert.com

www.blueshieldadvert.com

GROUP PLUS

FOUNDED 1992

FOUNDER AND CHAIRMAN GEORGES CHEHWANE

04 275 4700

WWW.GROUPPLUSMEDIA.COM

INFO@GROUPPLUS.AE

PROPERTIES

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

Sharjah 18 megacomms; a rooftop; 2 wall banners.

COMPANY BIOGRAPHY

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

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



HILLS ADVERTISING

FOUNDED 2003

CEO SAMI AL MUFLEH

GENERAL MANAGER HIBA MOMANI

04 325 3130

WWW.HILLSADVERTISING.COM

INFO@HILLSADVERTISING.COM

PROPERTIES

More than 5,000 advertising faces in the MENA region and 70 per cent of the outdoor advertising market in the UAE across bridges, unipoles, lampposts, flags, hoardings, building wraps and digital media in Sheikh Zayed Road, Garhoud, DFC, Airport Rd, Sharjah (Ittihad Rd), Al Khail Rd, Mohammed Bin Zayed Road, JBR, Dubai South, JLT and Abu Dhabi. Hills also works with affiliates outside Dubai.

COMPANY BIOGRAPHY

Established in 2003, Hills Advertising has earned its recognition as one of the largest and most experienced owners and operators of outdoor advertising in the region. Hills has exclusive rights to prime advertising locations regionally and internationally and offers creative media solutions for both traditional and digital media, which equates to more than 70 per cent market share in the UAE alone. With a long-term vision being top priority, Hills has up to 10-year contracts with its strategic partners, Roads and Transport Authority (RTA), Meraas Holding, Dubai South and Dubai Multi Commodities Centre (DMCC), who constitute some of the largest and most prestigious governmental and semi-governmental developers in the UAE. These partnerships allow Hills to own more than 5,000 faces in the MENA region and accrue total sales revenue of more than \$70m.

Under a group umbrella, Hills runs several successful companies in the fields of healthcare, events, automotive, print and broadcast media.



JCDECAUX DUBAI & NORTHERN EMIRATES

(A MEMBER OF JCDECAUX MIDDLE EAST, THE REGIONAL SUBSIDIARY OF JCDECAUX)

FOUNDED 1964, operating since 2008 in the UAE

MIDDLE EAST CEO MARTIN SABBAGH. (In 2000, the Group changed its status into that of a public limited corporation governed by an executive board and a supervisory board. Jean-François Decaux and Jean-Charles Decaux alternate as chairman of the executive board.)

04 4 43 98 400

WWW.JCDECAUXME.COM

ABUDHABI@JCDECAUX.COM

DUBAI@JCDECAUX.COM

PROPERTIES

Dubai Exclusive airport advertising contracts in Dubai International airport and Dubai World Central airport; unique street furniture formats in Dubai Media City, Dubai Internet City and Dubai Knowledge Park (including bus shelters installed this year); 418 lampposts on Jumeirah Street; two large formats located at Dubai International Marine Club.

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

Elsewhere Exclusive airport advertising contract in Sharjah International airport (until the end of 2018), and airports and street furniture throughout the rest of the Gulf.

CORPORATE BIOGRAPHY

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

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

JCDecaux Dubai & Northern Emirates

KASSAB

CHAIRMAN & CEO GHASSAN NADRA

04 361 6040

WWW.KASSABMEDIA.COM

INFO@KASSABMEDIA.COM

PROPERTIES

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

Other Dubai Large-format hoardings; unipoles.

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



HYPERMEDIA

FOUNDED 1999

CEO HABIB WEHBI

HYPERMEDIA.AE

04 390 2293

INFO@HYPERMEDIA.AE

PROPERTIES

In-store More than 150 hypermarkets and supermarkets across the region. 25,000 trolleys, 800 static what's-on signs, 200 digital what's-on signs, 1000 cashier dressings, 1000 entrance/security gates, 120 category banners, window branding, gondola end branding, shelf headers, floor stickers, shelf fixtures, aisle carpet floor sticker, entrance arcs and carpet floor stickers.

In-mall 30 malls across the seven emirates (Abu Dhabi 9, Dubai 11). Digital dupis, LED and LCD digital screens, static signages and promotional stands.

Lampposts 300 Community lampposts and 200 Nakheel Pavilions lampposts.

Outdoor Wafi outdoor screen – large format LED screen

In-mall 30 malls across the seven emirates. 100 Digital Mupis, 800 large LED & LCD Digital screens, 60 Static Signages and 100 Promotional Stands.

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



COMPANY BIOGRAPHY

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

INDUSTRY SNAPSHOT



HABIB WEHBE
HYPERMEDIA CEO

What effect will technology have on the OOH market?

One of the most exciting aspects about technology and the reach of OOH is the ability to better target specific sub groups. For example, thanks to facial recognition, digital mall signages can now match ads to the appropriate gender and age. This can greatly affect the successful reach for brands, while also connecting interested parties to products and brands. There is also more versatility and flexibility with a digital screen in terms of content; you can upload a new ad much quicker and incorporate several ads on the same OOH outlet. And while static displays still carry a high success rate, digital media in malls and other spaces really stand out above the crowd with captivating and eye-catching displays.

How will the way OOH is planned and bought change in the coming years?

The onset of digital media has already provided a more versatile platform for companies to showcase their ads, whether it is timed ads or specifically targeted ads for people on the move. Additionally, with the increasing rise of online shopping, there are more avenues to

communicate with shoppers on the move and engage them to interact with a brand or make a purchase. Planning for OOH spaces now includes looking at different segments of shoppers and their habits when they are out and about, with a more in-depth ability to plan for specific sub targets. The new metrics mean that planning for OOH has become more fluid in that we need to constantly assess the trends of target markets and make necessary adjustments, but this also helps us be much more successful in connecting brands to people.

What changes in OOH legislation would you like to see?

We would like to see a more unified approach across different entities and bodies. Having a centralised and established set of guidelines concerning all OOH media will ensure that brands will retain their integrity and value, while also eliminating redundancies and avoiding overlaps. Ultimately, a common framework for all OOH media will give the signages a regulated and uniform presence throughout the city. This will in turn reduce the clutter and help brands maintain a more professional presence while communicating with their target markets.



TARGETING THE **RIGHT** AUDIENCE
AT THE **RIGHT** TIME
IN THE **RIGHT** PLACE



H Y P E R M E D I A

   www.hypermedia.ae

Tel : +97143902293 | Email : info@hypermedia.ae

UAE • KSA • LEVANT

MEDIA 24-7

04 450 4218

WWW.MEDIA247DUBAI.COM

PROPERTIES

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

COMPANY BIOGRAPHY

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



MEDIA CONNECT PLUS ADVERTISING

FOUNDED 2011

FOUNDER DILEEP IBRAHIM

04 335 0507

056 288 1270

WWW.MEDIACONNECTME.COM

SANGHITA@MEDIACONNECTME.COM

PROPERTIES

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

COMPANY BIOGRAPHY

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

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

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

MEDIA SQUARED OUTDOOR

FOUNDED 2010

FOUNDER AND CEO GHANI

ABOU CHACRA

04 446 7576

WWW.MEDIASQUARED.AE

INFO@MEDIASQUARED.AE

PROPERTIES

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

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

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

COMPANY BIOGRAPHY

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



NEARBUY

FOUNDER AND CEO NICOLAS STANDAERT

04 369 9703

WWW.NEARBUYGROUP.COM

INFO@NEARBUYGROUP.COM

PROPERTIES

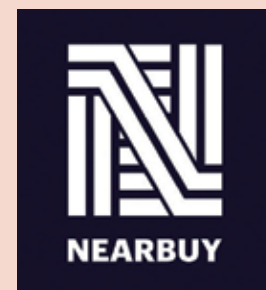
DUBAI 5 interactive screens and 15 signage screens at Dubai Festival City mall; 15 interactive and 36 signage screens at IMG theme park; 6 interactive and 12 signage screens at Arabian Centre mall; 2 interactive and 4 signage screens at Lamcy Plaza; 4 interactive screens at Level Kids.

ABU DHABI 14 interactive and 43 signage screens at Al Wahda Mall.

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

COMPANY BIOGRAPHY

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



MULTIPLY MARKETING CONSULTANCY

FOUNDED 2003

MANAGING DIRECTOR SAMIA BOUAZZA

02 650 2444

WWW.MULTIPLY.AE

MEDIA@MULTIPLY.AE

PROPERTIES

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

ABOUT MULTIPLY

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

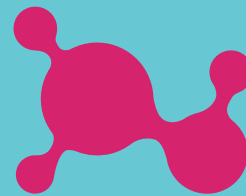
At Multiply Marketing Consultancy, our OOH media division is the exclusive provider of outdoor media on Reem Island. With our dedicated team of professionals, our OOH media presence is escalated by our expertise to determine the best possible platforms for consumers to discover our clients' brands and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

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

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

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

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



MULTIPLY

MARKETING CONSULTANCY

BE HEARD. BE SEEN. BE FELT.

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

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

So, if you want your next outdoor campaign to be

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



MULTIPLY
MARKETING CONSULTANCY

02 650 2444
multiply.ae

PRIME ZONE

FOUNDED 2007 (AS A SISTER COMPANY OF BTR, FOUNDED 1998; MEMBER OF AL HAWAI GROUP)

CEO BASEL JOUDEH

CHAIRMAN MOHAMED OBAID

CHAIRMAN, BTR EMAD AL HAWAI

04 388 9965

050 399 6638

WWW.PRIMEZONE.AE

INFO@PRIMEZONE.AE

PROPERTIES

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

CORPORATE BIOGRAPHY

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



برایم زون ذ.م.م.
Prime zone L.L.C.

REACH INTERNATIONAL

FOUNDED 2001

FOUNDER AHMED LIZZAIK

04 390 2479

WWW.REACHADV.COM

INFO@REACHADV.COM

PROPERTIES

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

Fujairah 65 lampposts

Ras Al Khaimah Six unipoles

COMPANY BIOGRAPHY

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

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



SABHA ADVERTISING

FOUNDED 1992

GENERAL MANAGER MAJED EWAIDA

050 310 6540

WWW.SABHAADV.COM

AHMADOWIDA@SABHAADV.COM

PROPERTIES

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

COMPANY BIOGRAPHY

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



TRINET OUTDOOR ADVERTISING

FOUNDED 2000

OWNER MAHMOUD ISMAIL ABU AL HAJ

04 453 9466

WWW.TRINET.AE

INFO@TRINET.AE

PROPERTIES

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

Sharjah 1 roof banner; 123 lampposts.

COMPANY BIOGRAPHY

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



VIOLA OUTDOOR

FOUNDED 2004

CEO AND BOARD MEMBER AMMAR SHARAF

02 644 9444

WWW.VOUTDOOR.AE

MARKETING@VIOLA.AE

PROPERTIES

Abu Dhabi More than 3,000 lamppost faces, more than 60 bridge banners, buses and 3 hoardings strategically located throughout Abu Dhabi downtown, the suburbs, Eastern Region and Al Dhafra.

CORPORATE BIOGRAPHY

Viola Outdoor is a leading provider for OOH turnkey advertising solutions and offers an unparalleled competitive edge for clients through a wide range of products including skylight (bridge banners), spotlight (lampposts) and bussight (buses). With a wealth of incomparable experience in the Abu Dhabi market and beyond, Viola Outdoor has gained keen insights into the culture, with outstanding market knowledge. To evaluate campaign performance, Viola Outdoor measures viewership impressions through daily effective circulation figures. Also, strict quality control systems and maintenance work around the clock ensure perfect executions and timely delivery.



MINISTRY OF INFRASTRUCTURE DEVELOPMENT

FOUNDED 1971 (before 2016 it was known as Ministry of Public Works)

MINISTER DR. ABDULLAH BELHAIF AL-NUAIMY

MOID.GOV.AE

04 261 0001

OUTDOORMO@MOID.GOV.AE

PROPERTIES

The MOID 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.

CORPORATE BIOGRAPHY

The Ministry of Infrastructure Development is in charge of the following:

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



**UNITED ARAB EMIRATES
MINISTRY OF INFRASTRUCTURE
DEVELOPMENT**



ALI CHRAIF

Trading director at
GroupM MENA

MODEST MEASURES

While digital developments may eventually make outdoor easier to measure, the MENA region still has a long way to go before it can accurately gauge out-of-home return on investment, writes Group M's **Ali Chraif**

Outdoor effectiveness, like any other media channel, is measured by campaign end results, be it in ad awareness, unprompted ad awareness, sales, footfall, website traffic or other metrics.

The scope of the target seeing the ad and how many ended up taking action must be estimated. This is the call to action.

This depends on the message itself. However, there is not any syndicated or off-the-shelf research that monitors and measures outdoor effectiveness.

As we all know, digital is the only media where we can measure ROI effectively, and one option for outdoor is to measure by proprietary tracking surveys bespoke to clients who want to attribute OOH's effect on business preset KPIs. Hardly any client is doing this in MENA.

Some brands always use specific mediums for their new product launches to create awareness. We don't really need research to create and prove brand awareness. OOH advertising creates immediate awareness and is still considered one of the most influential mediums for any business in terms of reach, but in science we cannot measure it by numbers.

The lack of ROI measurement is a drawback and is putting media owners under pressure to bring about a solution that will do justice to their media and prove its effectiveness to clients.

In the absence of any bespoke research, we continue to use our verdict, best market practice, location, traditional econometric models relating to advertising support with hard measures, messaging and format sizes. We as GroupM use an in-house qualitative system that rates OOH sites based on many elements such as traffic, proximity to the road, quality of the signage, neighborhood, clout, price and so on.

With the advances in mobile data and interactive DOOH (digital OOH) being the main driver of outdoor growth, it is getting easier to hit your target and monitor their daily habits.

We have recently been hearing about a lot of technologies using coordinates of mobile devices mapped around key OOH circuits, creating heat maps around certain locations. This helps with understanding the traffic flow of certain audiences, creating insights analysis and market research innovation to power the OOH marketplace with the

premise of discovering and buying audiences based on their internet behaviour.

The overall combination gives a steady stream of precise information that is not about cars and numbers anymore. It is all about people – where they go, what they like to buy, who they are.

I believe this is still conceptual and requires collaboration from all parties – clients, agencies and media owners – to validate its accuracy and overall business model.

The development of outdoor measurement in the MENA region is still not clear, nor if it is going to come to life soon. Many have already tried to penetrate the market with some solutions, but hardly any have succeeded on that front so far.

As a starting point, there needs to be a committee to agree on a currency for OOH to start providing an audience rating service before discussing measuring the attribution of OOH.

This committee should be comprised of media vendors, clients and agencies with the aim of agreeing on the right methodology and technology to bring measurement to OOH, since we all need to get the real monitoring system to measure ROI.

ODEX

Founded: 1999

CEO & Founder: Allan Hill

Tel: +971 50 474 3173

www.odex.systems info@odex.systems

Odex is a world leading AdTech platform for Digital & Static Media Owners who wish to boost sales, control assets, and save on their administration overhead. Odex is deployed in 26 countries and counts some of the biggest names in outdoor as its clients.

Headquartered in Dubai Media City, with development offices in Europe, India and Southern Africa, we are ideally positioned to service vendors of all sizes in EMEA and Asia Pacific. With seamless integration into existing tech stacks - Odex can also be deployed in Media Owner, Agency, Specialist or Programmatic DSP/SSP modes. Odex is a Microsoft Silver Partner (circa 2003).



The signs are bright

TBWA/Raad ECD **Fouad Abdel Malek** says outdoor can be a lot more than a big poster. And his agency's award-winning Highway Gallery proves that



**FOUAD
ABDEL MALEK**
ECD, TBWA/Raad

PART 1: THE POTENTIAL

Outdoor is no longer a large poster, as most people would have you believe. It's evolved in leaps and bounds, especially in the last decade. Not necessarily in our part of the world, but there are a few notable exceptions.

Outdoor can take on many guises, from a bus shelter to a pop-up store, from a data-driven digital screen to transit mediums like trains, planes and automobiles. Add to that the advent of immersive experiences, the street-art pieces, ambient structures, stunts and moving wall displays, and it suddenly becomes a much more engaging medium, often with stronger reach and recall than an intrusive online ad. And it doesn't stop there; last year at the Dubai Motor Show, Infiniti served different content on its digital screens depending on the gender of passers-by. Outdoor now comes equipped with concealed cameras, and through complex algorithms can detect demographic traits and display ads that are more suited to that particular person. Dynamic outdoor is already featuring in media planning in the US and Europe, and should become more prevalent here soon.

According to Facebook, consumers consume media 70 per cent on the go, so OOH can drive those consumers from that medium into the online realm. So now that you know its true potential, I hope you'll be asking yourself, your advertisers or your clients: "Why are we getting it so wrong?"

PART 2: THE REAL DEAL

On a creative level: Nothing is more satisfying for a creative than

to see their work reproduced on a large scale. Outdoor brings you a sense of pride that few other mediums can provide. I'm not talking about the hundreds of square meters of endless burger pictures lining Al Asayel Street or completely unrealistic renderings of real estate dream homes stretching for miles along Sheikh Zayed Road; I'm talking about effective and bold innovative outdoor work.

PART 3: THE EXCEPTION

We have been fortunate enough to be allowed such a privilege with our interpretation of what a museum like the Louvre Abu Dhabi can propose to a region new to museum culture. "The Highway Gallery" was a collaboration of extraordinary scale and perseverance. From its inception to completion, it redefined the medium, using technology at the core to give an experiential dimension to an otherwise simple outdoor medium. By adding radio jamming, we managed to deliver an audio guide to 12,000 vehicles daily, making their 100km journey from Dubai to Abu Dhabi a more pleasant experience. This outdoor activation brought new meaning to how a museum can be made relevant in this day and age, underlining the strength of the museum's credo: "See Humanity in a New Light." And with the bold vision and relentless push for innovation from our Louvre Abu Dhabi client, Highway Galleries 2.0 and 3.0 are coming soon.

Chris Garbutt, Cannes Outdoor jury president said, referring to Budweiser's Tag Words and McDonald's Follow the Arches, "We say that culture is our

competition, not other ads – and it's hard to get noticed. If you can create something that joins those conversations and becomes the focus of the day, I think you've won."

The Louvre execution displayed the hallmarks of what outdoor should deliver: immediacy; fresh thinking (on two classical mediums perceived to be dying); branding prowess; a driver of ticket sales through a direct call to action; inclusivity to be enjoyed on multiple mediums (outdoor and radio); an enhanced journey through content; and a conversation piece at home and abroad.

The data was so astounding we had to run the numbers again and again to ensure they were real. And in the process, I might have been one of the first creatives to be taught how to read and interpret data provided by the Crimson Hexagon media measuring tool. Organic media impressions for Louvre Abu Dhabi were at 329,593 15 days prior to installing the Highway Gallery, and jumped up to a whopping 35million-plus, 15 days after the installation, with an increase of 1,180 per cent in social mentions and unprecedented exposure for the Louvre Abu Dhabi in the world press (more than 1,000 editorial pieces from around the globe).

Outdoor might be different in the future, but one thing will never change: it takes a collaboration among talent, client, agency and third parties to make it work. Once you have all these elements aligned, then there should be nothing stopping you from achieving greatness, and the future of outdoor will be truly bright.



SEEKING GREATER BRAND EXPOSURE?



WE'VE GOT YOUR BRANDS COVERED

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

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

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

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

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campaign Middle East

UAE OOH LOCATION MAP 2018-19

HEADLINE SPONSOR



Middle East

campaign

DUBAI OOH MAP



ARABIAN OUTDOOR UAE

- 1. Lamppost – Sheikh Zayed Road, Dubai Marina, Al Barsha, Al Khail Road, Garhoud, Marakesh St.
- 2. Megacom Boards – Barsha Heights
- 3. Unipole – Sheikh Mohammed Bin Zayed Road
- 4. Bridges – Dubai Marina
- 5. Mupis
- 6. Flags – Dubai Marina
- 7. Dubai Tram (tram wrap, station wraps, bridges, 8 unipoles)

HYPERMEDIA

- 1. The Outlet Village
- 2. Mall of the Emirates
- 3. Box Park
- 4. Wafi Mall
- 5. Burjuman
- 6. City Centre Shindagha
- 7. City Centre Deira
- 8. Al Ghurair Centre
- 9. Reef Mall
- 10. City Centre Mirdiff
- 11. Arabian Centre
- 12. Lampposts – Nakheel Pavilions Al Furjan, Discovery Gardens, Jumeirah Park, Jumeirah Islands, The Outlet Village, International Village
- 13. Hoarding – Wafi Mall

BACKLITE MEDIA

- 1. Unipoles/megacoms – Sheikh Zayed Road
- 2. Lampposts – Sheikh Zayed Road, Umm Suqeim Road

JC DECAUX

- 1. Airport media – Dubai International Airport
- 2. Airport media – Dubai World Central Airport
- 3. Mupis, digital screens and bus stops – Tecom Business Parks: DMC, DIC & Dubai Knowledge Park
- 4. Lampposts – Jumeirah Road

AL SHUALA MEDIA FZ LLC

- 1. Bridges
- 2. Lampposts – Dubai Marina, Jebel Ali

MEDIA CONNECT

- 1. Unipole – Garhoud

HILLS ADVERTISING

- 1. Bridges – Sheikh Zayed Road, Al Garhoud Road, Dubai Festival City, Airport Road, Al Khail Road, Mohammed Bin Zayed Road
- 2. Unipoles – Sheikh Zayed Road, Al Maktoum Road, Al Ittihad Road, Dubai Festival City (Al Rebat Road), Dubai South
- 3. Lampposts: Airport Road, Dubai South, JLT
- 4. Hoardings: Sheikh Zayed Road, Al Khail Road, Mohammed Bin Zayed Road, Dubai South and Abu Dhabi
- 5. Digital Screens: Sheikh Zayed Road, JBR, Al Maktoum Road
- 6. Wall backlit banner – Sheikh Zayed Road and JLT

PRIME ZONE

- 1. Unipoles/megacoms
- 2. Lamppost

GROUP PLUS

- 1. Lampposts – Sheikh Zayed Road, Mall of the Emirates, Deira, Baniyas Road, Al Rigga, Abu Baker, Etihad Road, Garhoud
- 2. Unipole – Al Khail Road
- 3. Dubai Mall

BLUESHIELD

- 1. Unipole – Al Barsha

MEDIA 24/7

- 1. Unipole – Garhoud Area, City Walk Area, Sheikh Zayed Road
- 2. Hoardings – Sheikh Zayed Road, Port Rashid

TRINET

- 1. Bridges – Media City Bridge (Dubai to Abu Dhabi), Media City Bridge (Abu Dhabi to Dubai)
- 2. Hoarding – Sheikh Zayed Road, Sheikh Mohammed Bin Zayed Road
- 3. Wall Banner – Sheikh Zayed Road, Metha Plaza, Sheikh Zayed Road near Mall of Emirates, Ittihad Road, Sheikh Khalifa Bin Zayed Road, Al Maktoum Road Baniyas Square, Muraqqabat Road, Al Nahda Road
- 4. Unipole – Sheikh Mohammed Bin Zayed Road, Al Khail Road, Al Quoz Pond Park, Al Khail Road, Al Khawaneej Road, Sheikh Khalifa Bin Zayed Road (near immigration and Dubai Police), Sheikh Zayed Road Al Safa near Mardoof building, Al Qusais, Beirut St. near Madina Mall, Umm Hurair Street, Al Karama Zabeel Street
- 5. Rooftop banner – Port Saeed Al Ittihad Road

EYEMEDIA

- 1. Palm Jumeirah
- 2. Hoardings – DMC, Knowledge Village & Tecom, Sheikh Zayed Road, DIFC
- 3. Unipole – Al Khail Road
- 4. Dragon Mart 1 & 2

- Unipoles/megacoms
- Lampposts
- Bridges
- Hoardings
- In-mall media



HYPERMEDIA

- 1. Mushrif Mall
- 2. Khalidiyah Mall
- 3. The Mall World Trade Center
- 4. Abu Dhabi Mall
- 5. Galleria Mall
- 6. Deerfields Mall*
- 7. Yas Mall*
- 8. Dalma Mall*
- 9. Bawabat Al Sharq Mall*

MEDIA SQUARED

- 1. Hamdan - Hoarding
- 2. Nadi Syahi - Hoarding
- 3. Khalifa - Hoarding
- 4. Muroor - Hoarding
- 5. Al Defaa - Hoarding

ARABIAN OUTDOOR ME

- 1. Marina Mall - Mupis and megacoms

BLUESHIELD

- 1. Hoardings

MULTIPLY

- 1. Reem Island - Hoarding
- 2. Reem Island - Lamppost
- 3. Reem Island - Fence
- 4. Reem Island - Unipole

VIOLA

- 1. Lamppost
- 2. Bridge
- 3. Hoarding

EYE MEDIA ABU DHABI

- 1. Hoardings

campaign Middle East DOWNTOWN ABU DHABI OOH MAP



Unipoles



Lampposts



Bridges



Hoardings



In-mall media

* Not on map