



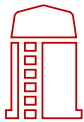
THE AVENUES 2022

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    @M2RKW

ABOUT THE AVENUES

Located in Al Rai Area, The Avenues is considered to be one of the largest malls in the world and an iconic landmark of Kuwait. A complete destination in itself.



The biggest mall in Kuwait, and one of the largest in the region.



A family-friendly destination with over 48mn annual visitors (925,000 per week). The most visited mall of Kuwait.



The largest GLA in the country with more than 1,000 stores across 12 districts.

Avg. Footfall / Week

925,000

Avg. Footfall / Weekend

450,000

VISITORS PROFILE

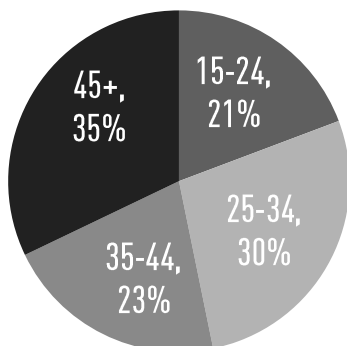
SOURCE: Ipsos



MALES
59%



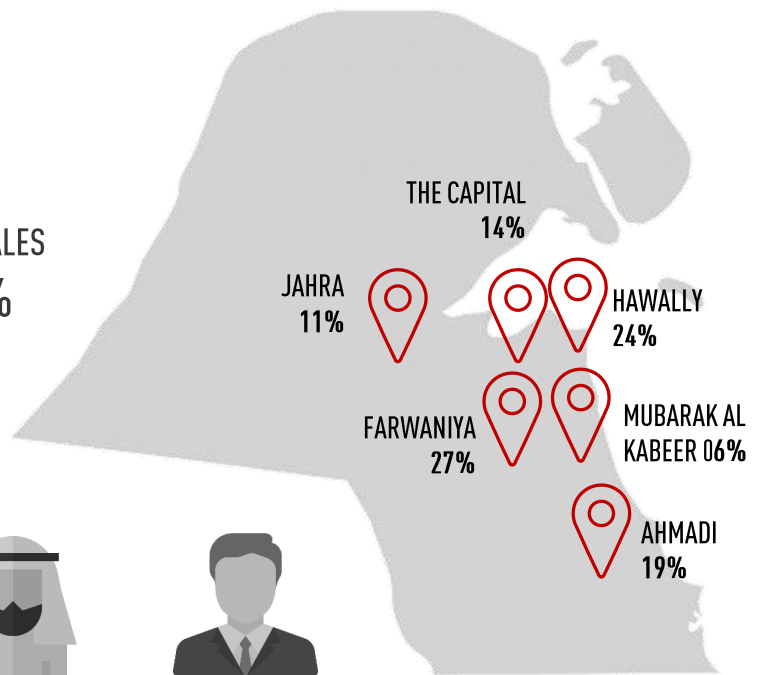
FEMALES
41%



KUWAITIS
50%



NON-KUWAITIS
50%



PARKING MEGACOM

600 Faces | 15 Circuits



Locations

400 Faces in 10 Circuits in Basement Parking Phase I-III (40 Faces per circuit)

200 Faces in 5 Circuits in Basement Parking Phase IV (40 Faces per circuit)

Specs

Get in touch for the specs

Due to the large number of circuits, Megacom provides visibility of repetitive visuals for impactful branding throughout the various options of circuits available throughout the largest parking space available in a mall.

ENTRANCES & EXITS

5 Entrance & Exit Points



Locations

Entrance 1: near IKEA leading to Dome 1

Entrance 2: near Carrefour leading to Dome 2

Entrance 3: near Dean & DeLuca leading to Dome 3

Entrance 4: Grand Avenue Entrance

Branding will be located on the Five main Entrances and Exits located on the Fifth Ring Road. Having an impact on a massive number of individuals entering and exiting The Avenues.

ENTRANCE LIGHT BOXES

3 Lightboxes



Locations

Total of 3 light boxes covering the 4 entrances of Phase 3:

- Grand Avenue
- Nasser Sports Entrances

The light boxes are very powerful elements since they are backlit and due to the huge size they capture any car entering the parking.

ESCALATOR ARCHES

16 Arches



Locations

Basement entrance glass lobby. Phases I-IV

These unique branding opportunities are unmissable while entering the mall from the parking.

SLIDING DOORS

128 Sliding Doors



Locations

Parking Glass Rooms

PI-P11: 32 Doors | P111: 61 Doors | PIV: 35 Doors

These unique branding opportunities are unmissable while entering the mall from the parking.

ELEVATOR POSTERS – HALF ELEVATOR

6 Elevator Stickers



Locations

HALF POSTER LOCATIONS (6) – PI-II

Facing Cinema

Dome 1

Dome 2

Between Giordano and BHS

Dome 3 –Facing the Dome

Between Adolfo Dominguez & Jimmy Choo

Located in each Dome, the elevator posters are considered a prime location to be seen from every angle.

Visible from both the ground & upper level.

ELEVATOR POSTERS – FULL ELEVATOR

5 Elevator Stickers



Locations

FULL POSTER LOCATIONS (5) – PI-II

Between IKEA and Cinema

Dome 1

Dome 2

Facing Baroue

Dome 3 – Facing Food World

Located in each Dome, the elevator posters are considered a prime location to be seen from every angle.

Visible from both the ground & upper level.

BRIDGES PHASE I & II

9 Bridges



Locations

Distributed all around Phase 1 & 2

It's considered the largest visible media tool for all walking shoppers.

Due to it's size and proportional dimensions the advertiser benefits from an impact.

BRIDGES PHASE III

14 Bridges



Locations
Distributed all around Phase 3 (The Mall, SoKu)

It's considered the largest visible media tool for all walking shoppers. Due to it's size and proportional dimensions the advertiser benefits from an impact.

WALL BRANDING

2 Wall Brandings



Location 1 Near Carrefour

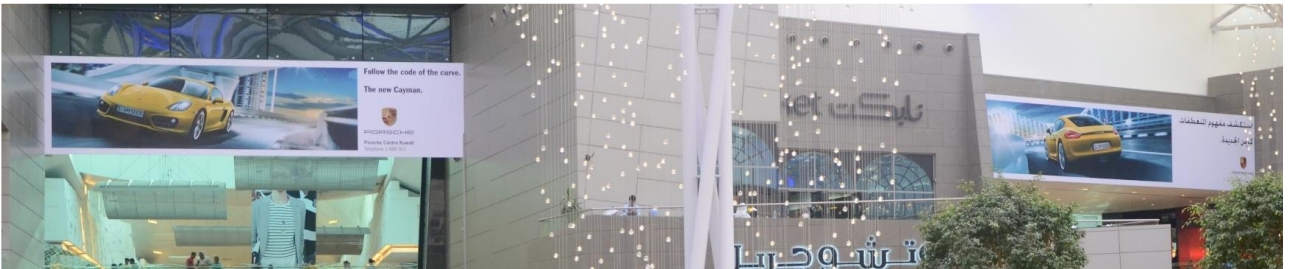
A huge branding opportunity near Carrefour. Due to its size and proportional dimensions the advertiser benefits from an impact.

Location 2 Souk Entrance Wall

A huge branding opportunity at the Souk Entrance Wall. Due to its size and proportional dimensions the advertiser benefits from an impact.

GRAND SIGNAGES

4 Signages

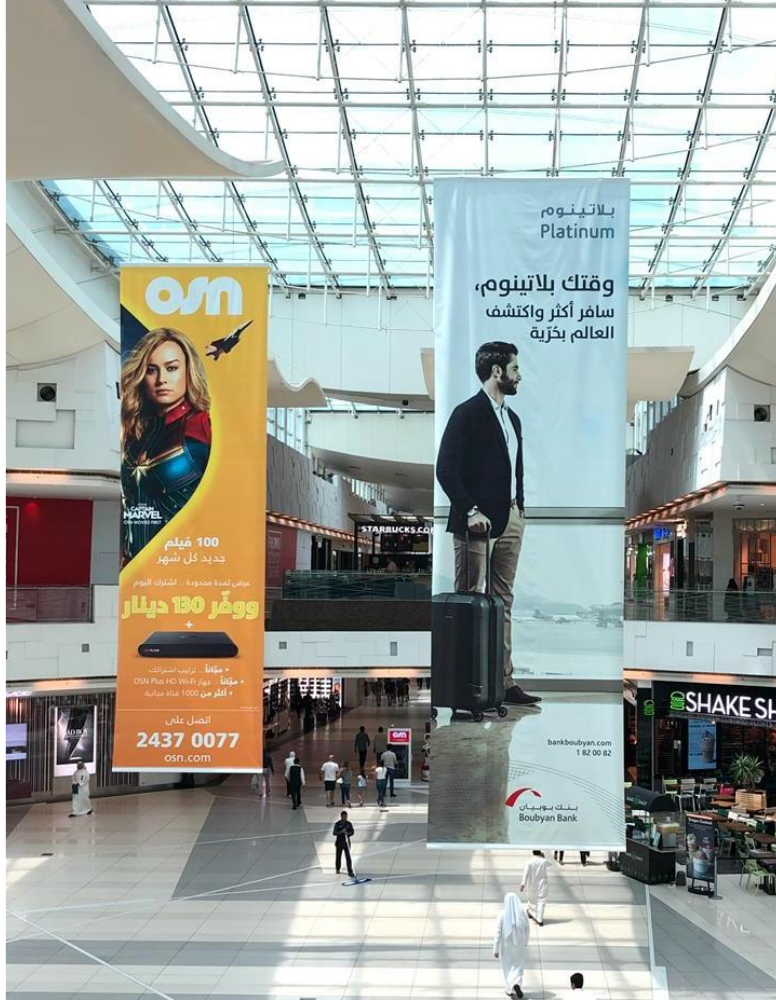


Locations

Situated in the Grand Avenue, they target all the traffic going from Phase 3 towards Dean & Deluca

These 2 signages comprise a very prime and excellent location for branding.

CEILING BANNERS I – DOME 1,2,3



Locations
Phase I - II

Strategic locations for max
visibility at high traffic channels

CEILING BANNERS II - CORRIDORS



Locations
Phase I - II

Strategic locations for max
visibility at high traffic channels

CEILING BANNERS III – THE MALL



Locations
Phase III

Strategic locations for max
visibility at high traffic channels

CEILING BANNERS IV – THE FORUM



Locations
Phase IV

Strategic locations for max
visibility at high traffic channels

FLAG POLES

45 Flags in 2 Circuits



Locations

Grand Avenue PIII (24 Flags) – PIV (21 Flags)

Specs

Size: 1M x 2.6M | Material: Flex 2 Sided stretched by steel cable

A unique branding opportunity that provides repetitive messaging in the heart of the Grand Avenue

TRANSPARENT FLAGS

5 Flags



Locations
Grand Avenue

A digitized version of the flags located in the Grand Avenue that add flair to your campaign

GLASS PANELS

6 Glass Panels



Locations

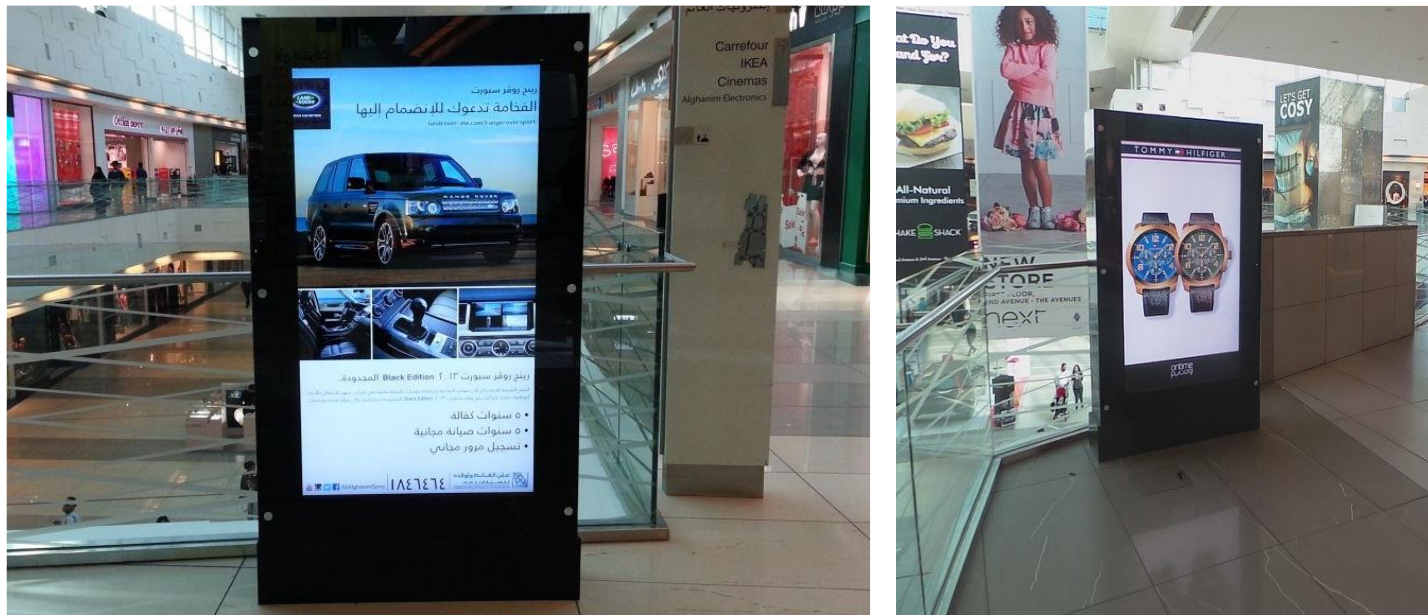
Grand Avenue PIII - PIV

Entrances 16, 17, 18, 19, 20, 21

Strategic locations for max
visibility at high traffic channels

DIGITAL SCREENS

23 Screens | 1 Circuit



Locations
Phase I-II: Basement, Ground & First Floors

Dynamic messaging at high traffic locations means these digital screens can provide the needed exposure to your campaign.

ELECTRA ROTUNDA 360 SCREEN

1 Screen



Locations
Electra

A 'one of a kind' screen that provides a 360 exposure to your message.

ELECTRA OLED FLAG DIGITAL SCREENS

65 Double-sided OLED Screens

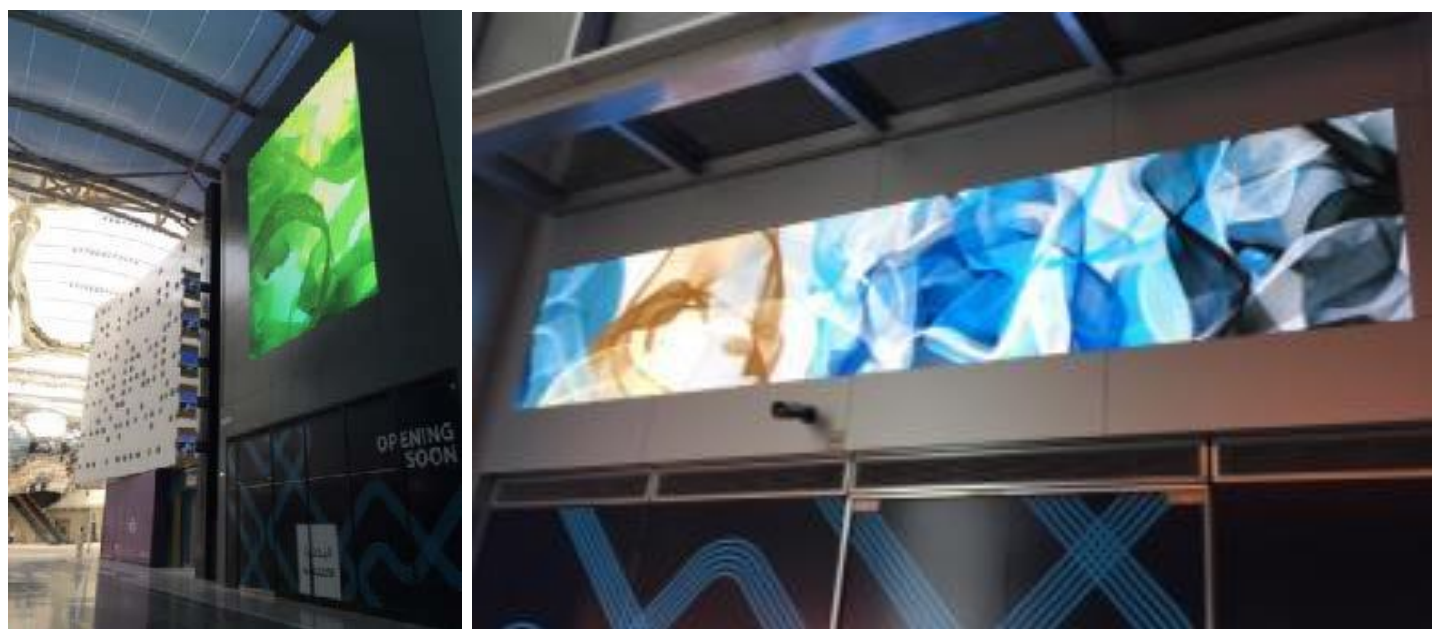


Locations
Electra

A unique digital branding opportunity
that provides repetitive messaging

ELECTRA WALL BUILT-IN SCREENS

9 Built-in Screens

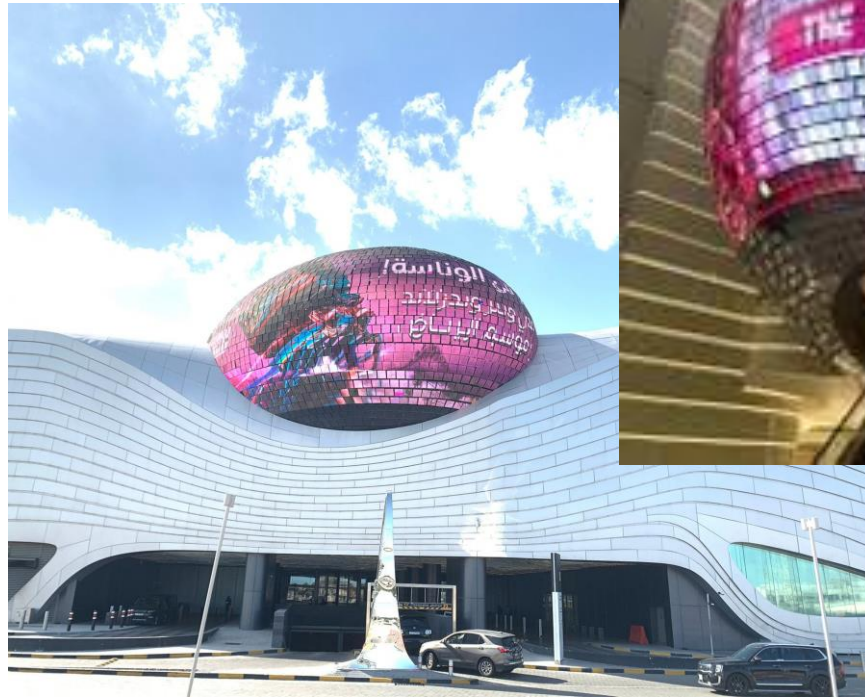


Locations
Electra

Huge screens in the heart of
Electra

INTERNAL & EXTERNAL EGG SHELL SCREENS

2 Egg Shell Screens



Locations
VOX Internal Egg Shell
External Egg Shell

Truly unique opportunities that provide a
outstanding exposure and eyeballs to
your message.

PROMOTIONAL TOOLS



Locations

M2R Tools: Phase I-II

Promoters: Phase I-IV

FLYERS PI-PII-PIII-PIV, BACKPACK BESIDERS PI-PII,
DIRECTIONAL SIGNAGES:

Unique exposure mediums available to generate
interest and interaction with your brand / product.

STANDS (PHASE I-IV)



Cost
Get in touch for the cost

CAR DISPLAYS (PHASE I-IV)



Cost

Get in touch for the cost

Each additional car 50%
discount on the first car

EVENTS



Cost

Get in touch for the cost

ABOUT M2R GROUP

We are the experts who bring innovative media and advertising services to Kuwait and the region. Our strong business partnerships rest on diverse innovative minds that drive us all to growing success. Our new ambition, "Media ROI", is our new way to develop strategies made with innovative creators. Our teams are now shaping the future of our company, and are assisting our partners in shaping theirs too.

Since 2005, we have remained true to our mission "the preferred media partner" to our clients. We delivered the best media solutions that connected our partners with their consumers through efficient media campaigning.

We at M2R have a 360 degree approach to your marketing and communication needs. We can put together a solution that will not only meet your business objectives, but take it to the next level.

DOOH SCREENS • STATIC • MALLS • CINEMA • RADIO • AIRPORT • DIGITAL • SPORTS



The logo consists of the lowercase letters 'm', '2', and 'r' in a bold, rounded font. The 'm' and 'r' are red, while the '2' is white with a grey shadow effect. The background is dark with a pattern of light-colored circles that create a sense of depth and perspective.

m2r

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