



# MARINA MALL

## 2023

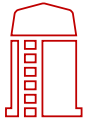


Al Hamra Tower Floor 33 | +965 1810 777 | +965 6660 0606  
info@m2rkw.com | www.m2rkw.com

    @M2RKW

# ABOUT MARINA MALL

Located in the Heart of Salmiya, Kuwait's top retail commercial area, Marina Mall is always a top of mind destination for any person seeking quality time with friends and family.



One of the first modern-age malls of Kuwait, with a unique Crescent side next to the sea.



Constitutes one of the largest Retail, Entertainment Sources & spaces for kids.



A family-friendly destination with nearly 20mn annual visitors. Targets medium to high-end segments.

Avg. Footfall / Week

**370,000**

Avg. Footfall / Weekend

**170,000**

## VISITORS PROFILE

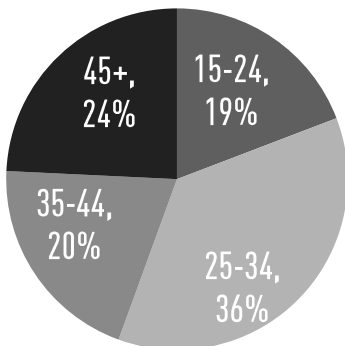
SOURCE: Ipsos



MALES  
**54%**



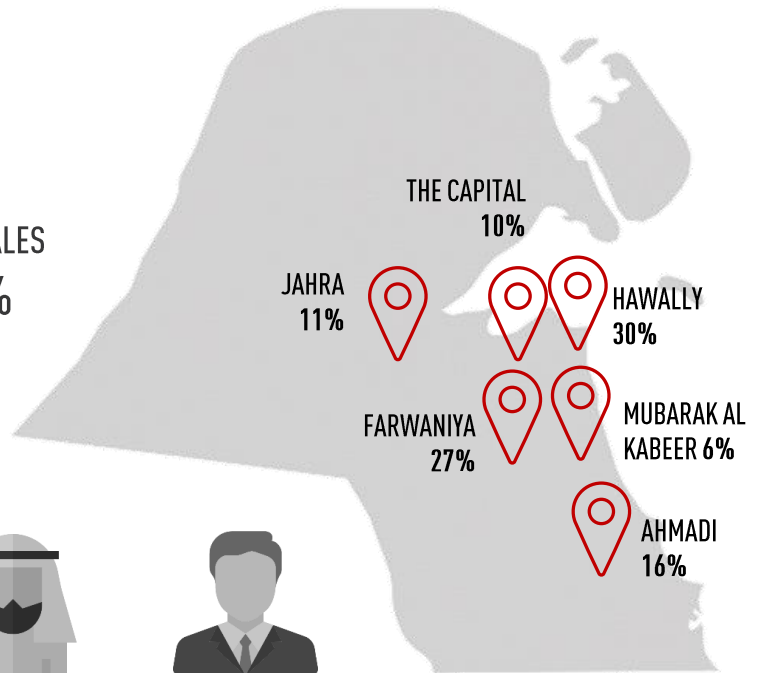
FEMALES  
**46%**



KUWAITIS  
**38%**



NON-KUWAITIS  
**62%**



# PARKING LIGHTBOXES

28 Lightboxes



Locations

Spread all over the parking

Specs

Size: 120cm (W) x 175cm (H)



# DOOR BRANDING

## 7 Doors (Mall & Crescent)



EAST



WEST



CRESCENT



NORTH



SOUTH



GULF ROAD

Very prime elements, spread on every entrance of the mall from different locations

### Locations

- West entrance leading to main dome (btw Zara & Massimo Dutti)
- East entrance leading to main dome (btw H&M & AQUA) under Marina FM.
- North entrance from parking leading to mini domes (btw Vavavoom dome & Damas dome)
- South entrance from parking to mini domes (btw Burgan dome & Mango dome)

# ENTRANCE SIGNAGE – MAIN DOME

## 4 Lightboxes | 1 Circuit



## Locations

## Main Dome

## Specs

**Size: 1.85m (H) x 3.40m (W)**

# CEILING BANNER – MAIN DOME

## 3 Ceiling Banners



### Locations

#### Main Dome

### Specs

Size: 7m (H) x 3m (W)

Located in the main dome area, the large format draws your eyes upward where your message is displayed.



# ESCALATORS ARCHES – MAIN DOME

2 Arches | 1 Circuit



Locations

Main Dome

Specs

Get in touch for sizes

# ESCALATORS STICKERS – MAIN DOME

2 Escalators | 4 Faces | 1 Circuit



Locations

Main Dome

Specs

Get in touch for sizes



# FLAGS

90 Flags



Locations

Distributed in and around the mall

Specs

Size: 70cm (W) x 100cm (H)

# BRIDGE BRANDING – TOWARDS CRESCENT

## 1 Bridge Lightbox



### Locations

The bridge from the mall towards the crescent

### Specs

Size: 510cm (W) x 210cm (H)

# BRIDGE BRANDING – TOWARDS CRESCENT

## 1 Glass Bridge Branding



### Locations

The bridge towards the crescent

### Specs

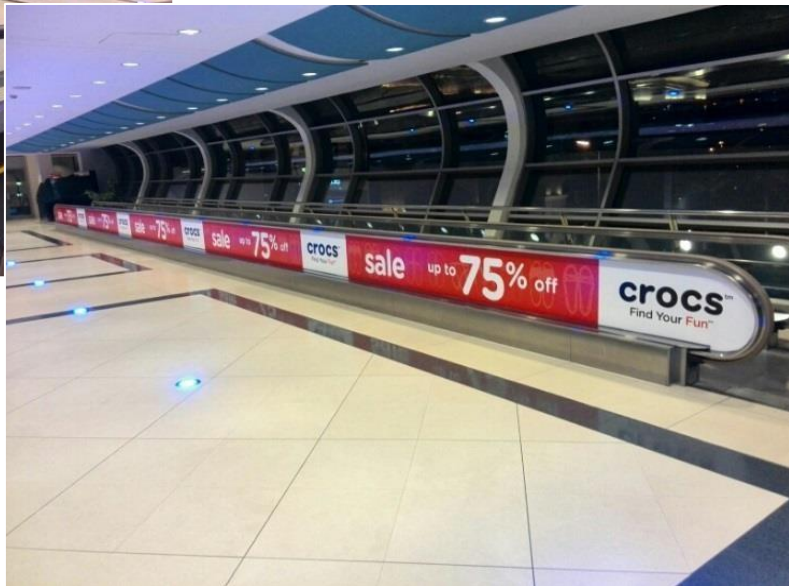
1 Piece: 225cm (W) x 95cm (H)

12 Pieces: 675cm (W) x 380cm (H)



# BRIDGE BRANDING – TOWARDS CRESCENT

4 Walkalators | 2 Circuits (4 Faces)



Locations

Bridge area

Specs

Get in touch for the sizes

# CRESCENT BRANDING

## 6 Lightboxes on Crescent Side



### Locations

Distributed all over crescent

### Specs

Casper & Asha's: 540 cm (W) x 125 cm (H)

Caribou & Costa Coffee: 425 cm (W) x 130 cm (H)

Valet (Casper & Gambini, Zaater w Zeit ):210 (W) x 620 cm (H)

# PALM TREES

12 Palm Trees | 1 Circuit



## Locations

Palm trees spread all over the crescent facing the port and coffee shops/restaurants

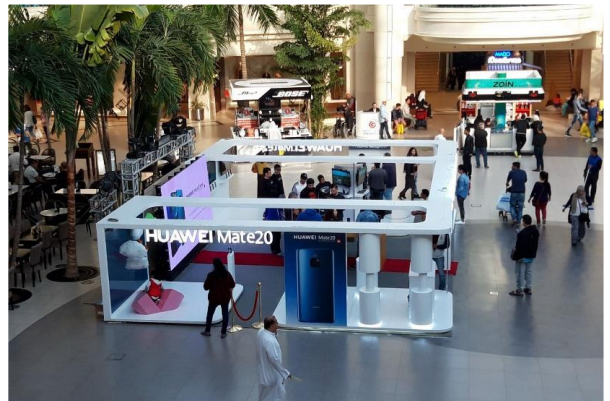
## Specs

1m (W) x 4m (H)



# EVENTS & CAR DISPLAY

4 Locations



## Locations

Main Dome Area

Crescent – Fountain Venue

Crescent – Beach Venue

Crescent – Starbucks Venue

Please get in touch for prices, sizes and locations.

# EVENTS & CAR DISPLAY

## Map



# AVAILABLE ON REQUEST



BALCONY – MAIN DOME



COLUMNS – MAIN DOME



CEILING BANNERS – SQUARE AREAS



TABLES – FOOD COURT

Please get in touch for prices, sizes and locations.



## 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





Al Hamra Tower Floor 33 | +965 1810 777 | +965 6660 0606  
info@m2rkw.com | www.m2rkw.com

    @M2RkW