



MARINA MALL 2024



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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

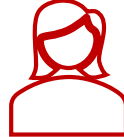
170,000

VISITORS PROFILE

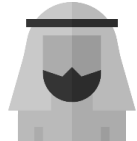
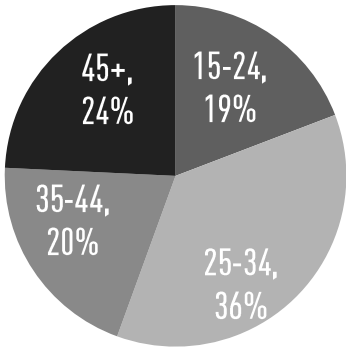
SOURCE: Ipsos



MALES
54%



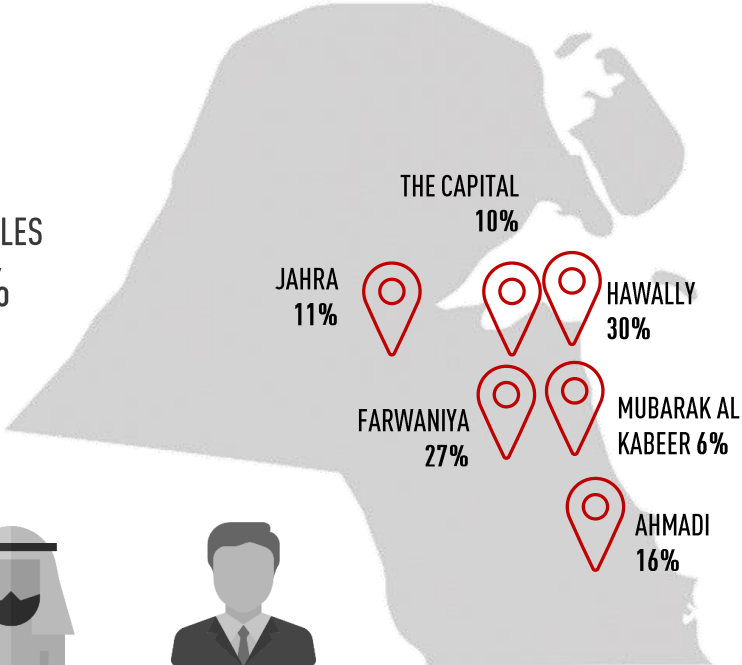
FEMALES
46%



KUWAITIS
38%



NON-KUWAITIS
62%



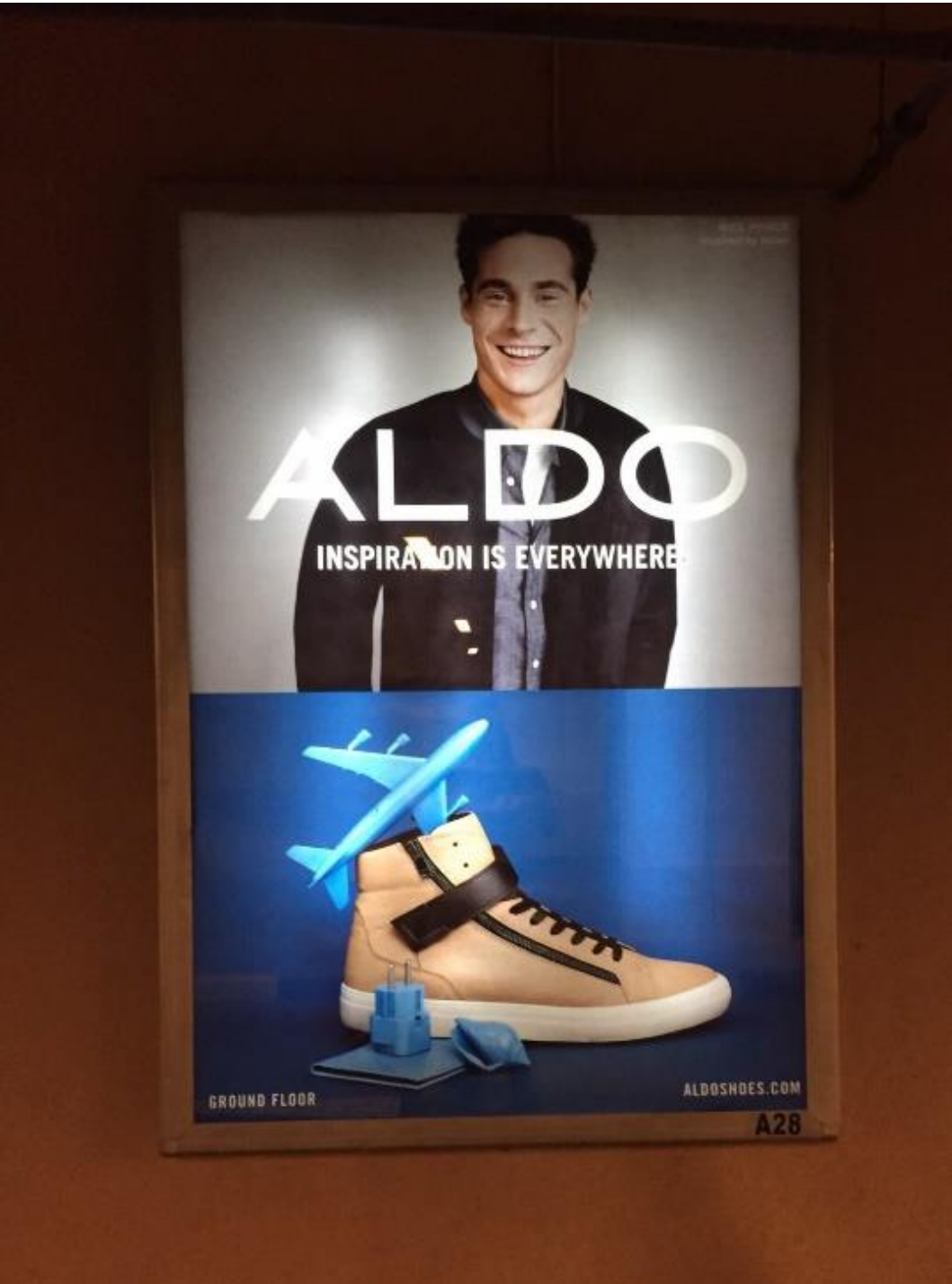
PARKING LIGHTBOXES

28 Lightboxes

Locations
 Spread all over the parking

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

1 Lightbox	Rate
Rental - 2 weeks	KWD 1,750
Rental - 4 weeks	KWD 3,500
Production	KWD 800



DOOR BRANDING

7 Doors (Mall & Crescent)

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)

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

1 Door (East, West, North, South)	Rate
Rental - 4 weeks	KWD 1,000
Production	KWD 450
1 Door (Crescent)	Rate
Rental - 4 weeks	KWD 2,000
Production	KWD 700
1 Door (Gulf Road)	Rate
Rental - 4 weeks	KWD 3,000
Production	KWD 700



EAST



WEST



CRESCENT



NORTH



SOUTH



GULF ROAD

ENTRANCE SIGNAGE – MAIN DOME

4 Lightboxes | 1 Circuit

Locations

Main Dome

Specs

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

1 Circuit	Rate
Rental - 2 weeks	KWD 1,500
Rental - 4 weeks	KWD 3,000
Production (Per Lightbox)	KWD 420



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.

1 Banner	Rate
Rental - 2 weeks	KWD 1,250
Rental - 4 weeks	KWD 2,500
Production	KWD 750



ESCALATORS ARCHES – MAIN DOME

2 Arches | 1 Circuit

Locations

Main Dome

Specs

Get in touch for sizes

1 Arch	Rate
Rental - 2 weeks	KWD 750
Rental - 4 weeks	KWD 1,500
Production	KWD 890



ESCALATORS STICKERS – MAIN DOME

2 Escalators | 4 Faces | 1 Circuit

Locations

Main Dome

Specs

Get in touch for sizes

1 Escalator	Rate
Rental - 2 weeks	KWD 1,000
Rental - 4 weeks	KWD 2,000
Production	KWD 1,000



FLAGS

90 Flags

Locations

Distributed in and around the mall

Specs

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

90 Flags	Rate
Rental - 2 weeks	KWD 1,750
Rental - 4 weeks	KWD 3,000
Production	KWD 800



BRIDGE BRANDING – TOWARDS CRESCENT

1 Bridge Lightbox

Locations

The bridge from the mall towards the crescent

Specs

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

1 Lightbox	Rate
Rental - 2 weeks	KWD 1,500
Rental - 4 weeks	KWD 3,000
Production	KWD 600



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)

1 Glass Branding	Rate
2 weeks	KWD 1,250
4 weeks	KWD 2,500
Production	KWD 450



BRIDGE BRANDING – TOWARDS CRESCENT

4 Walkalators | 2 Circuits (4 Faces)

Locations

Bridge area

Specs

Get in touch for the sizes



4 Faces	Rate
Rental - 4 weeks	KWD 1,000
Production	KWD 800

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)

1 Lightbox	Rate
Rental - 4 weeks	KWD 3,000
Production	KWD 300



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)

1 Tree (4 Sides)	Rate
Rental - 2 weeks	KWD 2,500
Rental - 4 weeks	KWD 5,000
Production	KWD 175



EVENTS & CAR DISPLAY

4 Locations

Locations

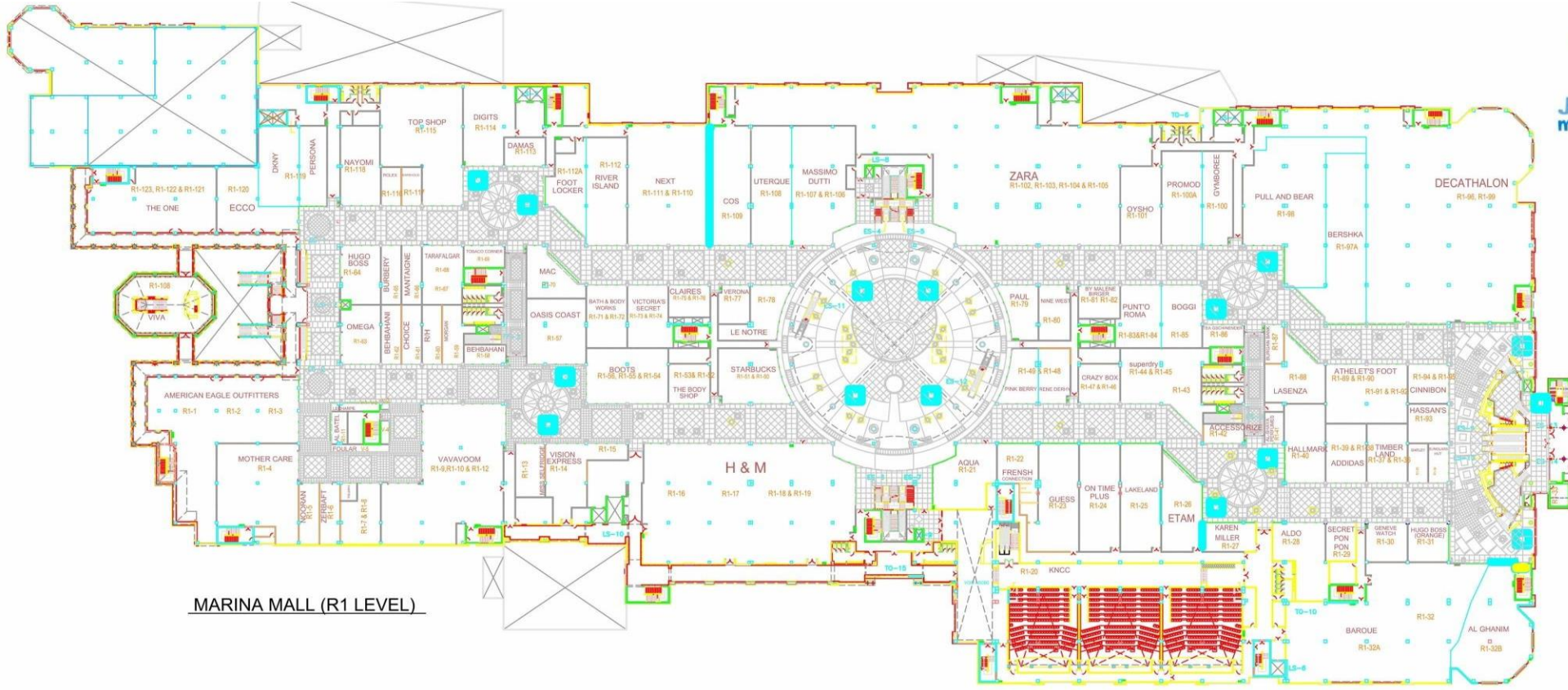
- Main Dome Area
- Crescent – Fountain Venue
- Crescent – Beach Venue
- Crescent – Starbucks Venue

Please get in touch for prices, sizes and locations.



EVENTS & CAR DISPLAY

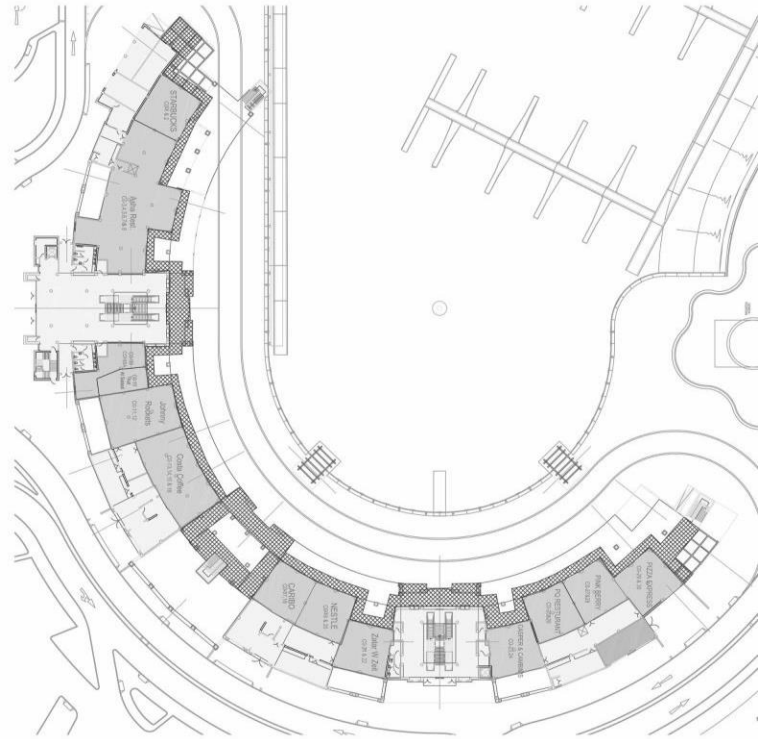
Map



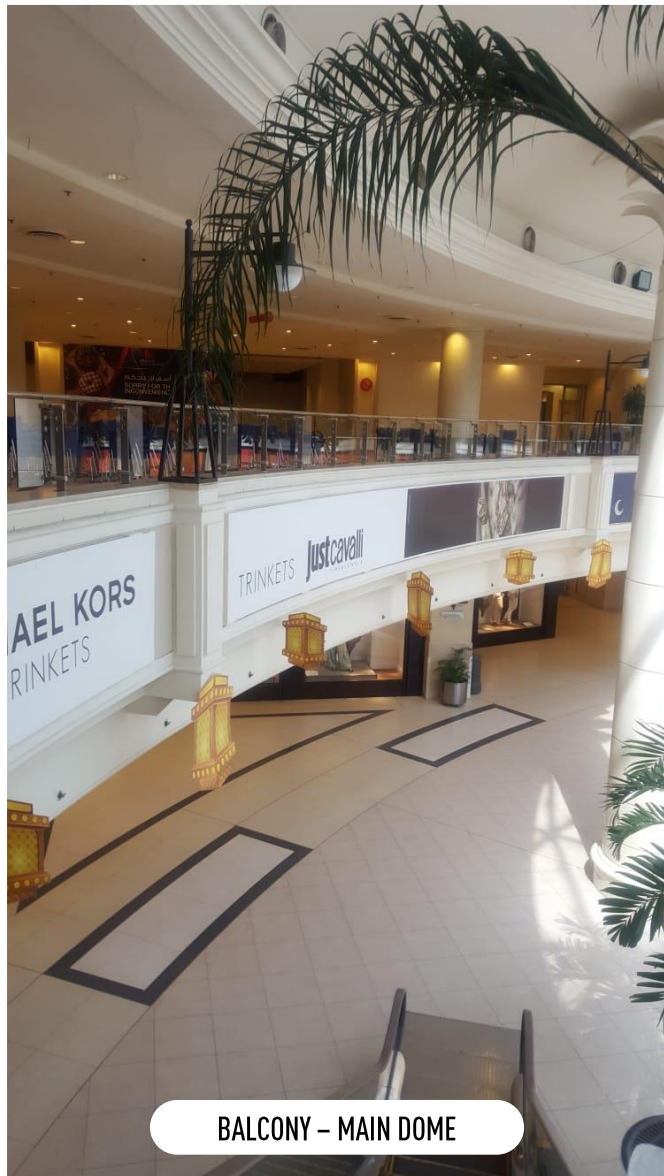
MARINA MALL (R1 LEVEL)



Gulf Road



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 • RESIDENTIAL • STATIC • MALLS • CINEMA • RADIO • DIGITAL • BUSES



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