



AL HAMRA MALL

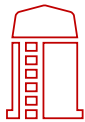
2022

Al Hamra Tower Floor 33 | +965 1810 777 | +965 6660 0606
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ABOUT AL HAMRA MALL

Part of the Al Hamra Tower, at a height of 414 meters, the tower enjoys the recognition of being amongst the highest skyscrapers in the world, and it's innovative design places Kuwait on the map as a center for business and creativity.



Part of the tallest and most prestigious business tower in Kuwait and one of the tallest buildings in the world.



A luxury destination with a number of high-end brands and a distinguished cinema.



More than 10 million visitors annually, including employees working in Al Hamra Business Tower.

Avg. Footfall / Week

200,000

Avg. Footfall / Weekend

40,000

Employees in Al Hamra Business Tower

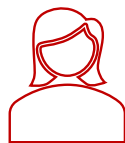
8,000+

VISITORS PROFILE

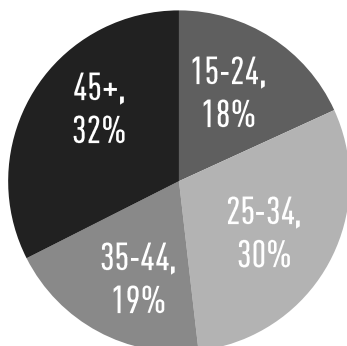
SOURCE: Ipsos



MALES
61%



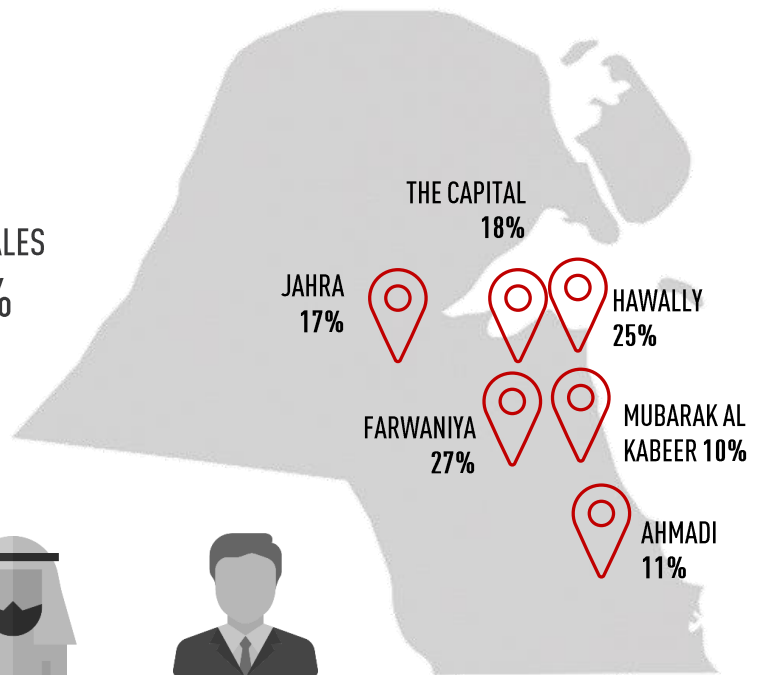
FEMALES
39%



KUWAITIS
53%



NON-KUWAITIS
47%



PARKING MEGACOMS

80 Faces | 4 Circuits



Locations

Circuit of 20 faces. Total of 4 circuits
20 Faces in each parking level

Specs

1m (H) x 1.5m (W)

Megacoms provides visibility of repetitive visuals for impactful branding throughout the various options of circuits available throughout the largest parking space available in the mall.

LIGHTBOX

1 Lightbox



Locations
Mall Entrance

Specs
Get in touch for the sizes

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

PARKING BRANDING

8 Brandings | 4 Levels



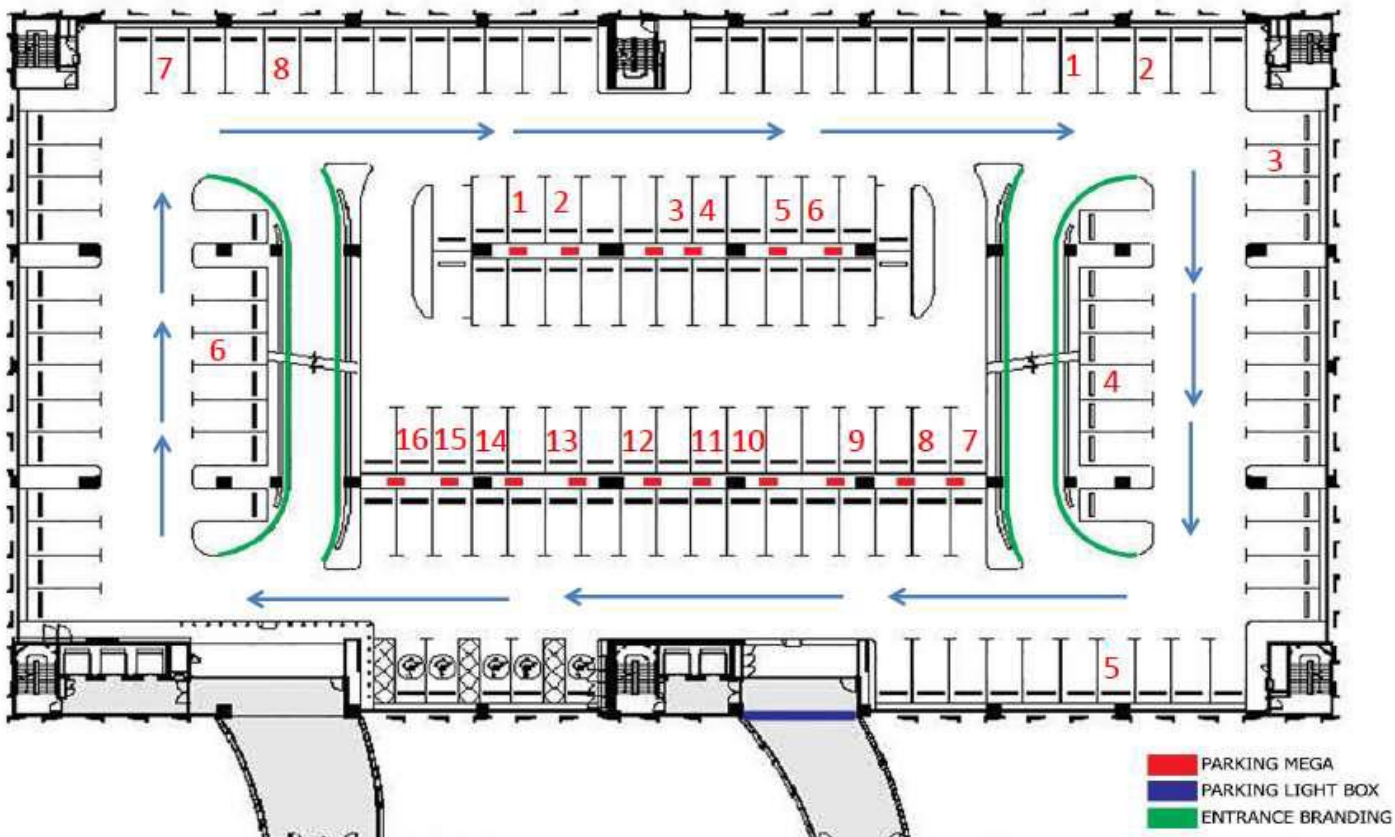
Locations
Parking Floors

Specs
Multiple Sizes

Having an impact on a massive number of individuals entering and exiting Al Hamra Mall.

MAP

PARKING MEGA, LIGHT BOX & PARKING BRANDING



GLASS TOWER BRANDING

1 Glass Tower Branding



Locations

Outside of the Building, Main Entrance

Specs

Size: 25m (H) x 9m (W)

A huge branding opportunity right above the main entrance to the mall, overlooking Jober Al Mubarak St., near one of the main entrance points to Kuwait City.

SLIDING DOORS (DOORS ONLY)

20 Doors



These ads are unmissable while entering and exiting the mall

Locations

Basement:

Entrance from multilevel (Triple doors)

Ground floor:

Outdoor mall entrance (double doors)

Between G04 – G06 (Panerai)

Multilevel parking entrance (4 doors)

Mezzanine floor:

Multilevel parking entrance - shopping center side (double doors)

Multilevel parking entrance – business tower side (double doors)

First floor:

Multilevel parking entrance (triple doors)

Second floor:

Multilevel parking cinema entrance/exit (double doors)

SLIDING DOORS (FULL GLASS BRANDING)

8 Doors



These ads are unmissable while entering and exiting the mall

Locations

Basement:

Entrance from multilevel (Triple doors)

Ground floor:

Outdoor mall entrance (double doors)

Between G04 - G06 (Panerai)

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Mezzanine floor:

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Multilevel parking entrance (triple doors)

Second floor:

Multilevel parking cinema entrance/exit (double doors)

BACKLIT WINDOWS

3 Backlit Windows



Locations
Facing ILLY Café

Specs
305cm (H) X 768 cm (W)

A large branding opportunity inside the mall that's unmissable owing to its location

ESCALATOR ARCHES

14 Arches



Locations
Basement Floor | Mezzanine | First Floor

Specs
Get in touch for sizes

These unique branding opportunities are unmissable while moving between floors

COLUMN BRANDING

38 Columns | 4 Circuits



Locations

Spread around the mall

Specs

Round column : 200cm (h) x 210cm (w) X3

Square column : 200cm (h)x 112cm (w) X4

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.

BALCONY BRANDING

36 Pieces per Floor



Locations
Mezzanine Floor | First Floor

Specs
Get in touch for sizes

Large sweeping branding opportunities across the mall in the line of sight

ESCALATOR BRANDING

8 Escalators



Large sweeping branding opportunities across the mall in the line of sight

Specs
1282cm x 60cm

Design should be with 5 cm extra as bleed

Locations

Basement: Between Puma & Adidas, Between Parfumerie Dexception & Tenpure

Ground Floor: Between Maison Matrim Margiela & Hermes, Between Lesaly & Bally

Mezzanine Floor: Between Walford – Dine Vone Forstenberg, Between Mangolia Bakery & Samsonite

First Floor: Between Elevation Burger & Etachment, Between Cuts Steakhouse & Al Hamra Thermae

ELEVATOR SCREENS

34 Elevator Screens



Locations
Business tower elevator

Specs
800 (H) x 1280 (W) pixels

These screens provide repetitive messaging for your brand with increased exposure.

BOOTHS

BASEMENT | GROUND | MEZZANINE | FIRST FLOOR



Locations & Sizes

Basement Floor: B-01 (10x15m) – Car Display or 2 Booths

Basement Floor: B-02 (3x3m)

Basement Floor: B-03 (3x3m)

Basement Floor: B-04 (3x3m)

Basement Floor: B-05 (3x3m)

Ground Floor: G-01 (4X4)

Ground Floor: G-02 (upon malls approval) (3X2)

Ground Floor: G-03 Outdoor location open space

Ground Floor: G-04 (upon malls approval) 3X2

Ground Floor: G-05 Outdoor location Open space

Mezzanine Floor: M-01 (3x2)

Mezzanine Floor: M-02 (4x4)

Mezzanine Floor: M-03 (3x2)

First Floor: F-01 Next to Cuts Steakhouse

First Floor: F-02 Between The escalators leading to the cinema

First Floor: F-03 Facing Bateel

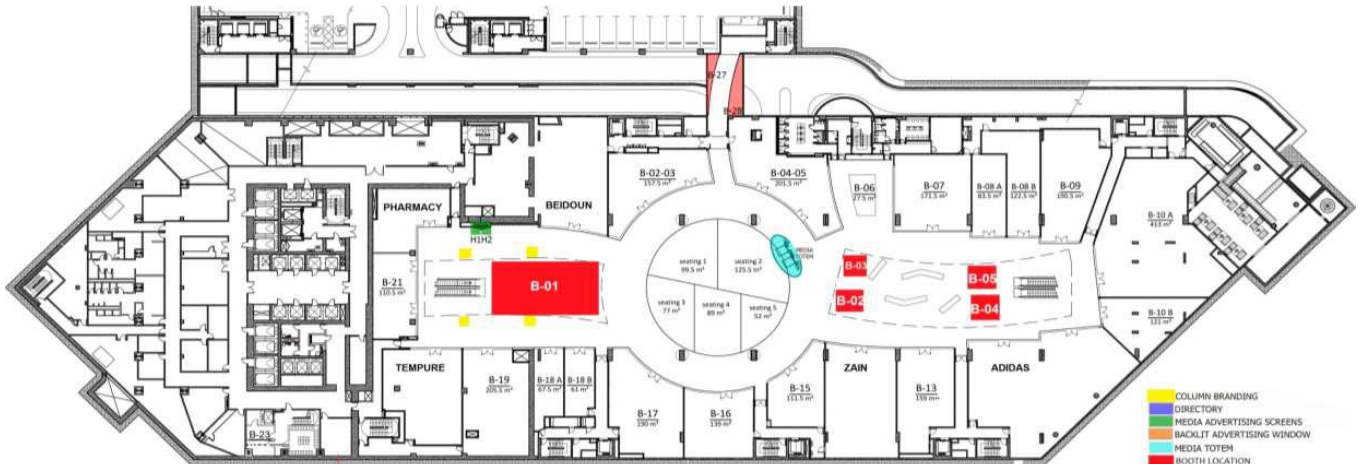
First Floor: F-04 Facing Pick You

Cost per Booth

Get in touch for prices

BOOTHS

BASEMENT FLOOR MAP



BASEMENT

B-01: Big area (car display or 2 booths)
B-02, B-03, B-04, B-05: Booths locations

GROUND FLOOR MAP



GROUND FLOOR

5 Booths locations: G-01, G-02, G-03, G-04, G-05

BOOTHS

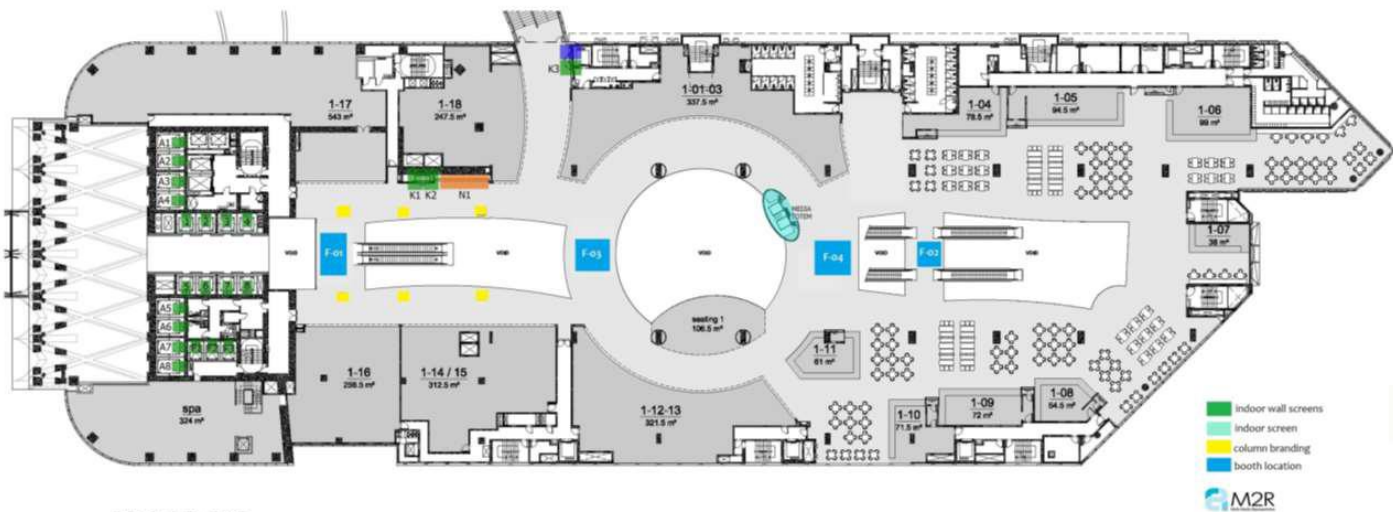
MEZZANINE FLOOR MAP



MEZZANINE FLOOR

3 booths locations: M-01, M-02, M-03

FIRST FLOOR FLOOR MAP



FIRST FLOOR

4 booths location: F-01, F-02, F-03, F-04

CAR DISPLAY

BASEMENT



Locations
Basement

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 recede into the distance, creating a sense of depth.

m2r

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