



# AL HAMRA MALL 2024

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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

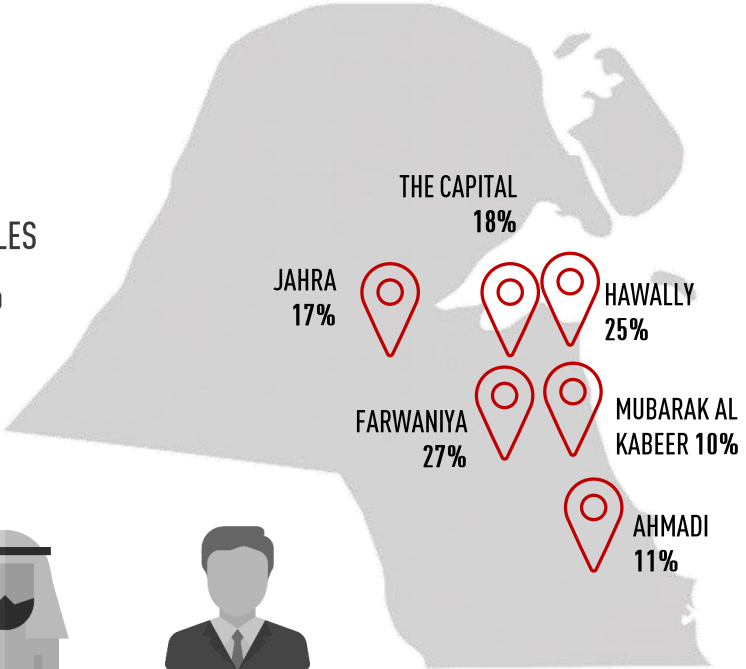
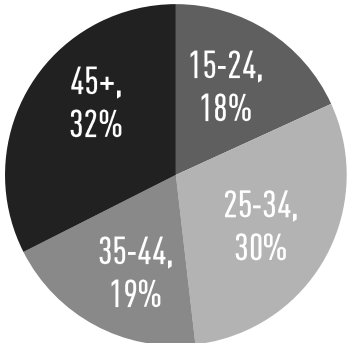
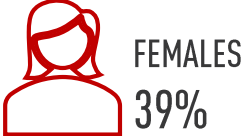
**40,000**

Employees in Al Hamra Business Tower

**8,000+**

## VISITORS PROFILE

SOURCE: Ipsos





# AL HAMRA OUTDOOR

The tallest business tower and the most prestigious mall in Kuwait

W 10m x H 13m



CLICK HERE TO EXPERIENCE THE SCREEN

Reach (over 2 weeks)  
114,000

Impressions (over 2 weeks)  
2.9 million



Sharq  
Capital Governorate



رخصة



THE  
COLLECTION

BY m2r




# AL HAMRA INDOOR

W 7m x H 9m

The biggest indoor screen in town, in a high-end luxury mall connected to the tallest business tower in the country



 CLICK HERE TO EXPERIENCE THE SCREEN

Reach (over 2 weeks)  
15,000



 Sharq Capital Governorate





# PARKING MEGACOMS

**120 Faces | 6 Circuits**

**Locations**

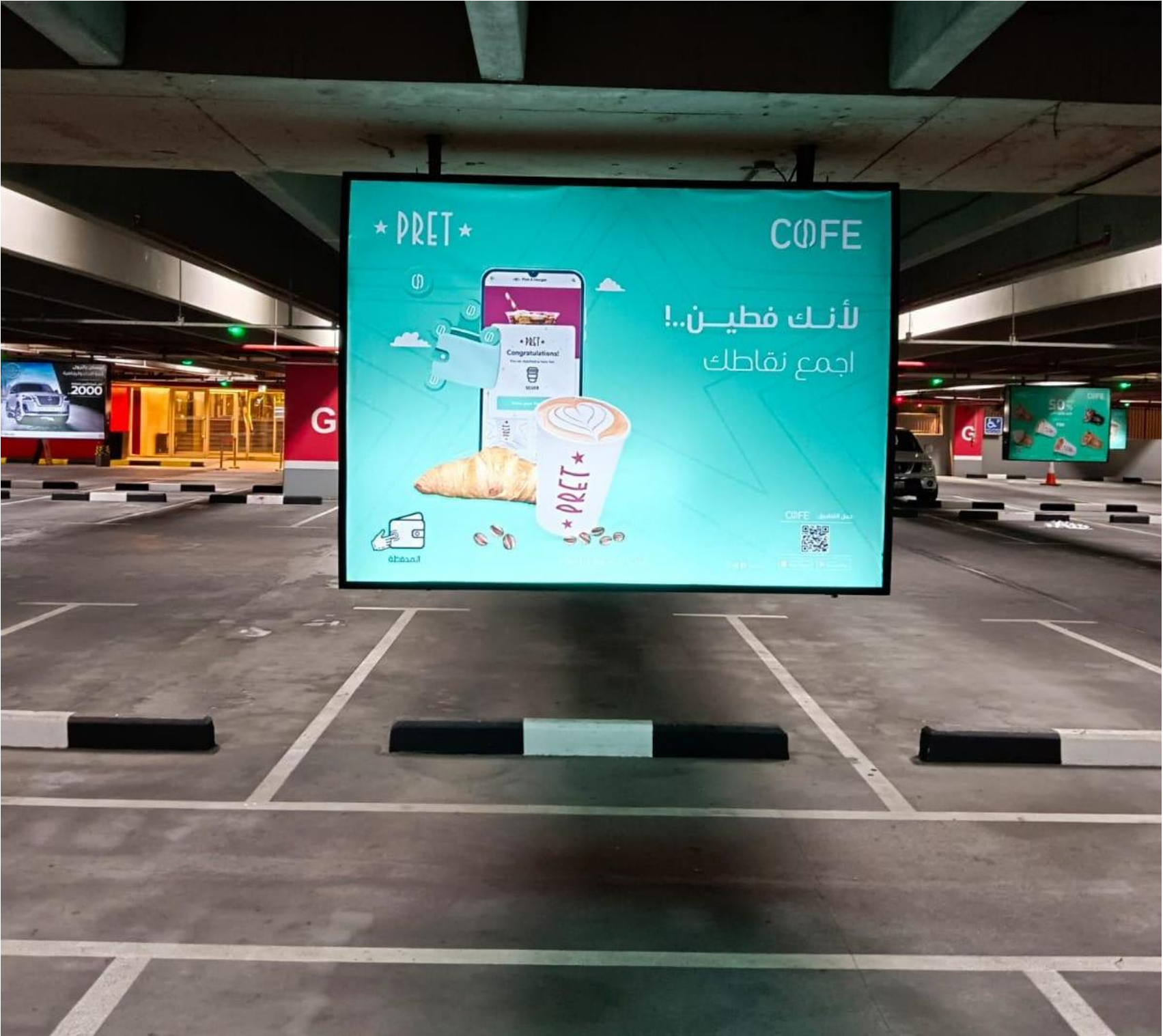
Circuit of 20 faces. Total of 6 circuits  
20 Faces in each parking level

**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.

1 Circuit / 20 Faces	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 3,000
Production	KWD 350



# LIGHTBOX

## 1 Lightbox

Locations

Mall Entrance

Specs

290cm (H) x 800cm (W)

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

1 Lightbox	Rate
Rental - 2 weeks	KWD 3,000
Rental - 4 weeks	KWD 5,000
Production	KWD 315





# PARKING BRANDING

8 Brandings | 4 Levels

Locations

Parking Floors

Specs

Multiple Sizes

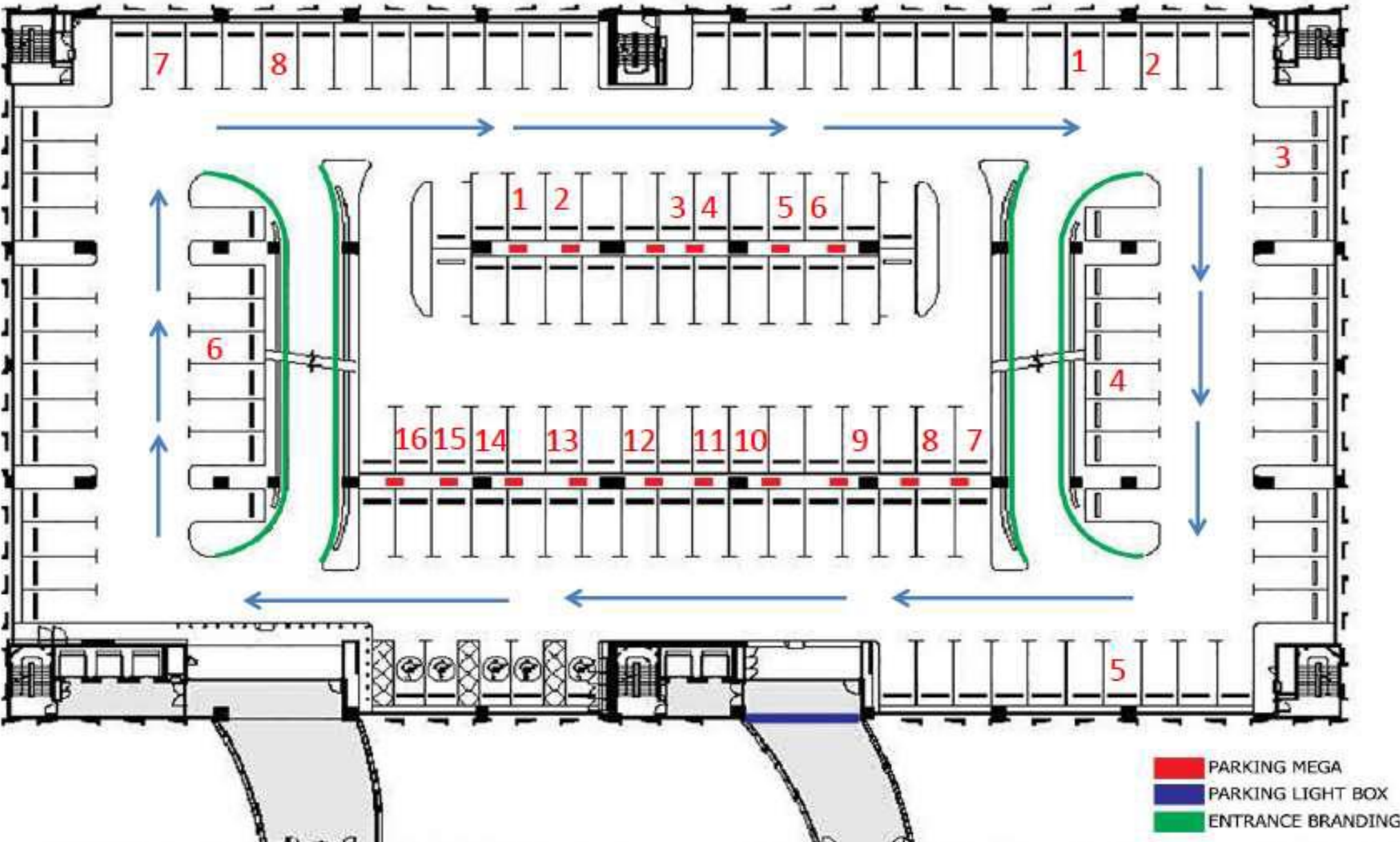
Having an impact on a massive number of individuals entering and exiting Al Hamra Mall.

Per Floor / Per Entrance	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 3,000
Production	KWD 1,600



# MAP

## PARKING MEGA, LIGHT BOX & PARKING BRANDING





# GLASS TOWER BRANDING

## 1 Glass Tower Branding

Locations

Outside of the Building, Main Entrance

Specs

25m (H) x 9m (W)

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

1 Glass Tower	Rate
Rental - 4 weeks	KWD 10,000
Production	KWD 2,500





# SLIDING DOORS (DOORS ONLY)

**20 Doors**

**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)

These ads are unmissable while entering and exiting the mall

1 Door	Rate
Rental - 2 weeks	KWD 1,400
Rental - 4 weeks	KWD 2,500
Production	KWD 95





# SLIDING DOORS (FULL GLASS BRANDING)

**8 Doors**

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)



These ads are unmissable while entering and exiting the mall

1 Door	Rate
Rental - 2 weeks	KWD 2,800
Rental - 4 weeks	KWD 5,000
Production	KWD 410



# 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

1 Window	Rate
Rental - 2 weeks	KWD 1,500
Rental - 4 weeks	KWD 2,000
Production	KWD 300





# ESCALATOR ARCHES

## 8 Arches

Locations

Basement Floor | Ground | Mezzanine | First Floor

Specs

330cm(W)x 270m(H)

440cm(W) x 270cm (H)

These unique branding opportunities are un-missable while moving between floors

1 Arch	Rate
Rental - 2 weeks	KWD 1,400
Rental - 4 weeks	KWD 2,200
Production	KWD 800





# COLUMN BRANDING

**40 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.

1 Circuit / 10 Columns	Rate
Rental - 2 weeks	KWD 1,800
Rental - 4 weeks	KWD 2,400
Production – 1 Round Column	KWD 260
Production – 1 Square Column	KWD 180





# 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

Per Floor	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 4,000
Production / piece	KWD 30





# ESCALATOR BRANDING

## 8 Escalators

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

Specs

1282cm x 60cm

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

1 Escalator	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 4,000
Production (2 sides)	KWD 225





# 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.

34 Screens	Rate – 10s	Rate – 15s	Rate – 20s
1 week	KWD 1,200	KWD 1,800	KWD 2,400
2 weeks	KWD 1,800	KWD 2,700	KWD 3,600
4 weeks	KWD 2,400	KWD 3,000	KWD 4,000





# 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

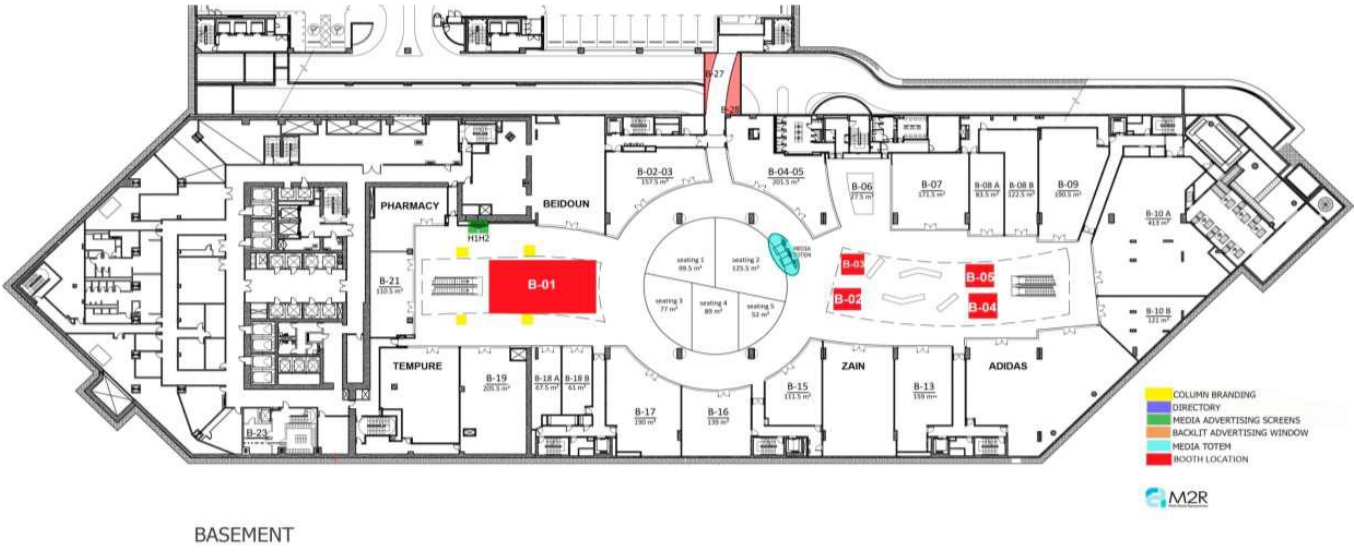
Get in touch for prices, sizes and location





# BOOTHS

## BASEMENT FLOOR MAP



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

## GROUND FLOOR MAP



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



# BOOTHS

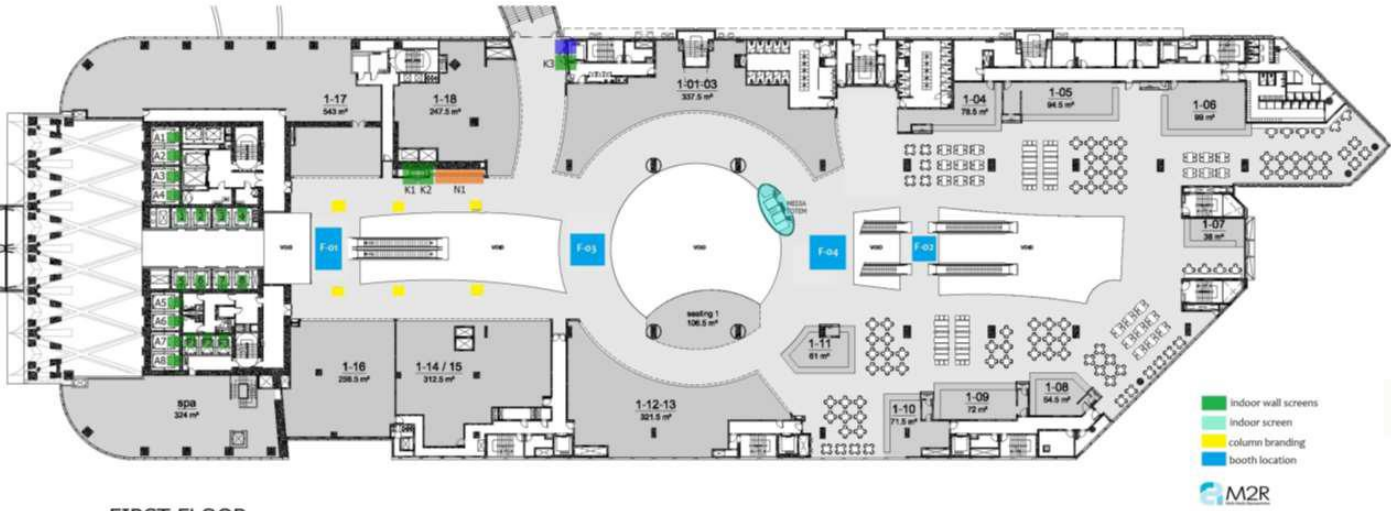
## MEZZANINE FLOOR MAP



MEZZANINE FLOOR

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

## FIRST FLOOR MAP



FIRST FLOOR

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



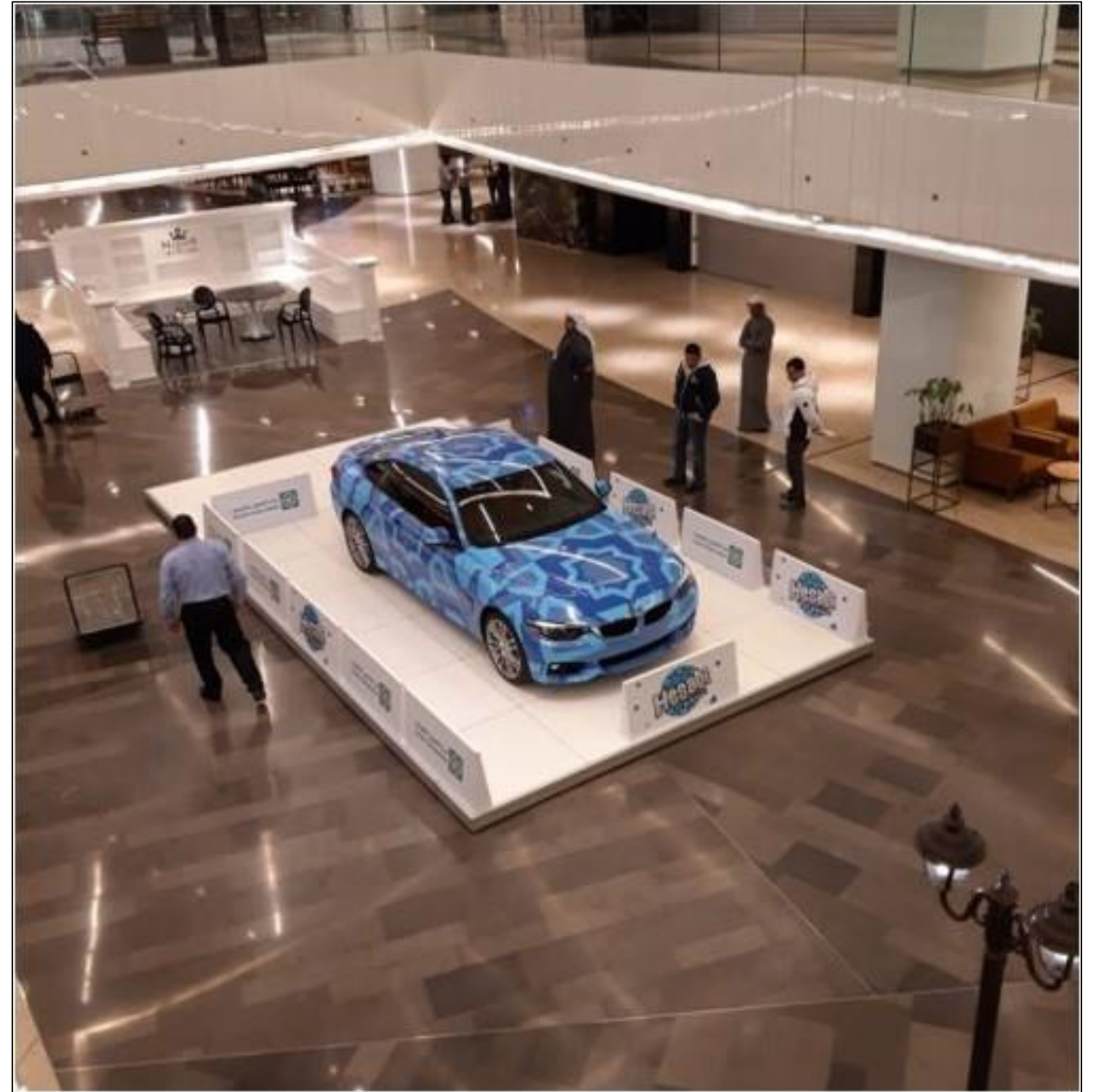
# CAR DISPLAY

## BASEMENT

Locations

Basement

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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