



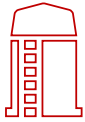
THE GATE MALL 2022

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ABOUT THE GATE MALL

Located in Egaila, The Gate Mall is a star on the skyline of Kuwait with its six floors of fun and shopping for the whole family. uniquely designed exteriors with a huge indoor space provides ample advertising opportunities.



One of the biggest malls in Kuwait, with a mix of shopping and entertainment outlets.



A family-friendly destination targeting medium to high end consumers,



Located in Egaila, viewed as a getaway from the regular shopping haunts.

Avg. Footfall / Week

100,000

Avg. Footfall / Weekend

120,000

VISITORS PROFILE

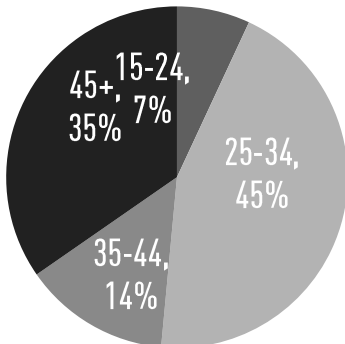
SOURCE: Ipsos



MALES
41%



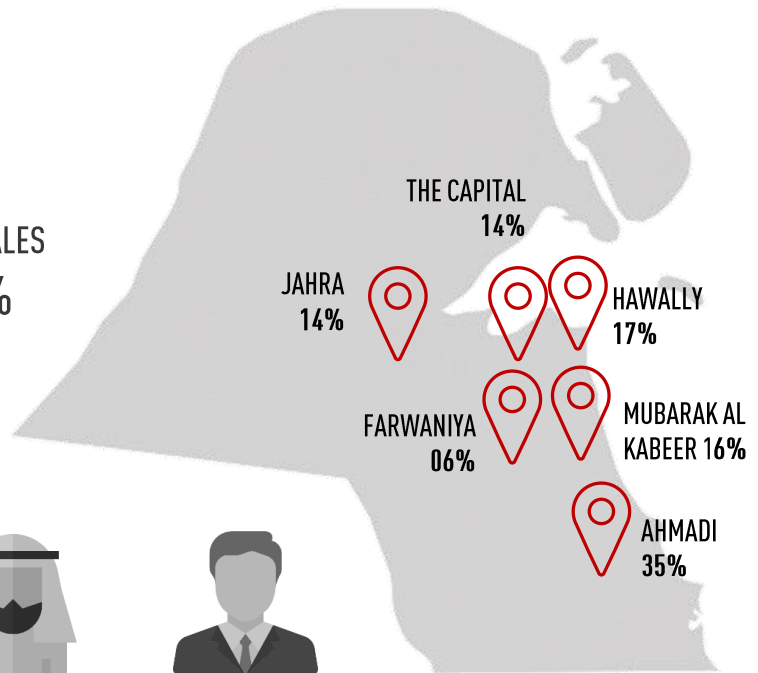
FEMALES
59%



KUWAITIS
38%



NON-KUWAITIS
62%



DIGITAL SCREENS & VIDEO WALLS

19 Screens | 6 Video Walls



Locations

Spread at the entrances and all the strategic areas all over the mall

Specs

Screens: 55" | 19 Faces in 10 Units

Video Walls: W 2m x H 1m

SLIDING DOORS

4 Main Entrances



Locations

Lower ground (Paul gate)

Lower ground (Main entrance in front of
Mac & Hassan optics)

Upper ground (Promod gate)

Upper ground (Zara gate)

Specs

As per the door

CEILING BANNERS

6 Sequenced Rows



Locations
Main Dome

Specs
Size: 10m (H) x 3m (W)

ESCALATOR ARCHES

4 Per Floor



Locations

4 arches on each floor

Specs

Size: 360 cm (W) x 270 cm (H)

ESCALATOR STICKERS

4 Per Floor



Locations

4 escalators on each floor

Specs

Size: 65cm (W) x 1414 cm (H)

PODIUMS & BOOTHS



Locations
Upon availability

Specs
1.5 X 1.5 height 1.5 m
2 X 2 height 1.5 m
3 X 3 height 1.5 m

Cost
As per size of the booth

The gate mall allows its clients to display their products by placing a podium/booth where the shoppers can interact directly and get information about the brand.

CAR DISPLAY



Locations
Lower ground facing the main entrance

Specs
Size: 6m x 4m

Located in the main dome area where everyone can see the latest teasers launched by the car companies

EVENTS



Locations
Basement (VIP Floor) /
lower ground facing
main entrance (depends
on availability)

PROMOTIONAL ACTIVITIES (M2R TOOLS)



WALKING BALLOONS



H-FLAGS



SUPERCARDS

M2R has a trending reputation towards using innovation techniques and ideas for in mall brand promotions that help the tenants to promote their new campaigns and guide the shoppers to their location.

- **Walking Balloons:** Walking Balloons are air-inflated, mounted on a battery charged backpack that can be used both indoor and outdoor
- **H-Flag:** The H-Flag is a technique where promoters cruise by your territory of choice with an oval shaped two sided textile.
- **Supercards:** Supercards are placed on the driver's window via a customized soccer message cannot be missed as the driver gets into the car.
- **Chariot Effect**
- **Besiders**

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





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