



THE GATE MALL 2024

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    @M2RkW

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

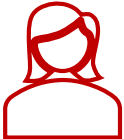
VISITORS PROFILE

SOURCE: Ipsos



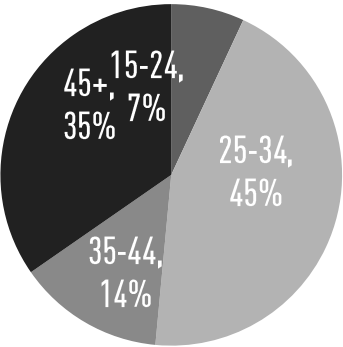
MALES

41%



FEMALES

59%



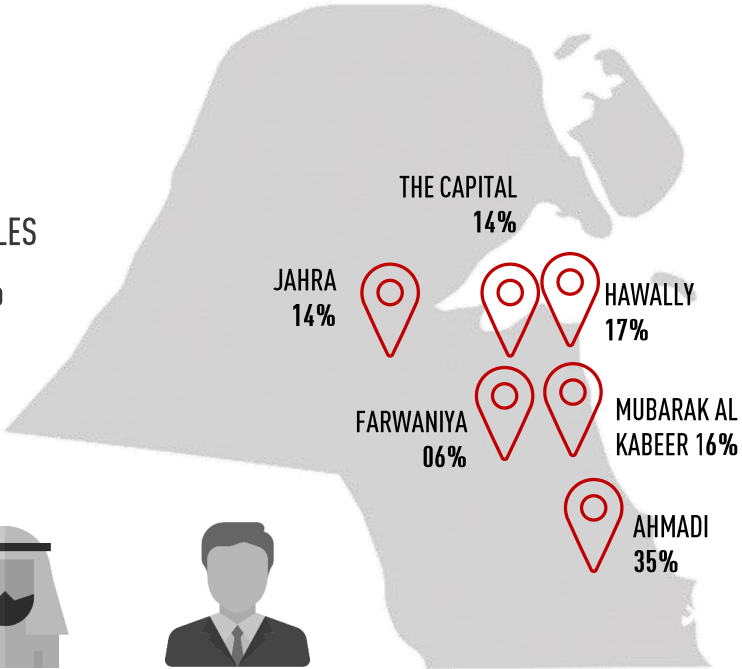
KUWAITIS

38%



NON-KUWAITIS

62%



THE GATE MALL OUTDOOR

5 SCREENS – 440sqm
(total screen size)

W 11m x H 8m

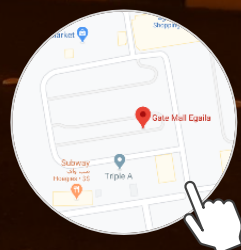
Each screen



CLICK HERE TO
EXPERIENCE THE SCREEN

Reach (over 2 weeks)
163,000

Impressions (over 2 weeks)
3 million



Egaila
Ahmadi Governorate



رخصة



THE
COLLECTION

BY m2r

INDOOR DIGITAL SCREENS & VIDEO WALLS

10 Screens | 7 Video Walls

Locations

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

Specs

Screens: 55"

Video Walls: W 2m x H 1m



17 Screens	Rate – 10s	Rate – 15s	Rate – 20s	Rate – 30s
2 weeks	KWD 2,100	KWD 2,500	KWD 3,250	KWD 3,600
4 weeks	KWD3,500	KWD 4,250	KWD 5,250	KWD 6,000

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

Get in touch for details

1 Door	Rate
Rental - 2 weeks	KWD 2,500
Rental - 4 weeks	KWD 4,250
Production	KWD 950



CEILING BANNERS

6 Sequenced Rows

Locations

Main Dome

Specs

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

1 Banner	Rate
Rental - 2 weeks	KWD 4,250
Rental - 4 weeks	KWD 6,250
Production	KWD 800



ESCALATOR ARCHES

4 Per Floor

Locations

4 arches on each floor

Specs

360 cm (W) x 270 cm (H)

440cm(W) x 270cm (H)

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



ESCALATOR STICKERS

4 Per Floor

Locations

4 arches on each floor

Specs

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

1 Escalator	Rate
Rental - 2 weeks	KWD 1,500
Rental - 4 weeks	KWD 2,500
Production	KWD 225



PODIUMS & BOOTHS

Locations

Various locations around the mall

Specs

Get in touch for prices, sizes and locations

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

6m x 3m Max

Get in touch for prices, sizes and locations

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)

Cost

1 Day: 2,500 KWD



PROMOTIONAL ACTIVITIES (M2R TOOLS)

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



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