



# SLAYEL AL JAHRA 2024

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# ABOUT SLAYEL AL JAHRA

Slayel Al Jahra Mall and resort is set in the heart of Jahra area, one of the most high potential areas in the country in terms of population growth and purchasing power.



The Slayil Al Jahra Mall and resort is the center of attraction in the area, set in an oasis of greenery and water.



A comprehensive venue catering for the whole family from shopping to hospitality, restaurants, hotel, chalet & entertainment.



The Slayil Al Jahra Mall has a wide array of high quality and famous retail outlets, with a wide range of restaurants.

Avg. Footfall / Week

**75,000**

Avg. Footfall / Weekend

**40,000**

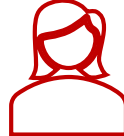
## VISITORS PROFILE

SOURCE: Ipsos



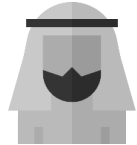
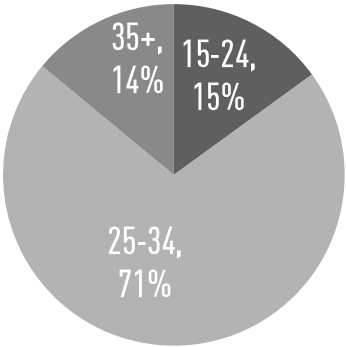
MALES

44%



FEMALES

56%



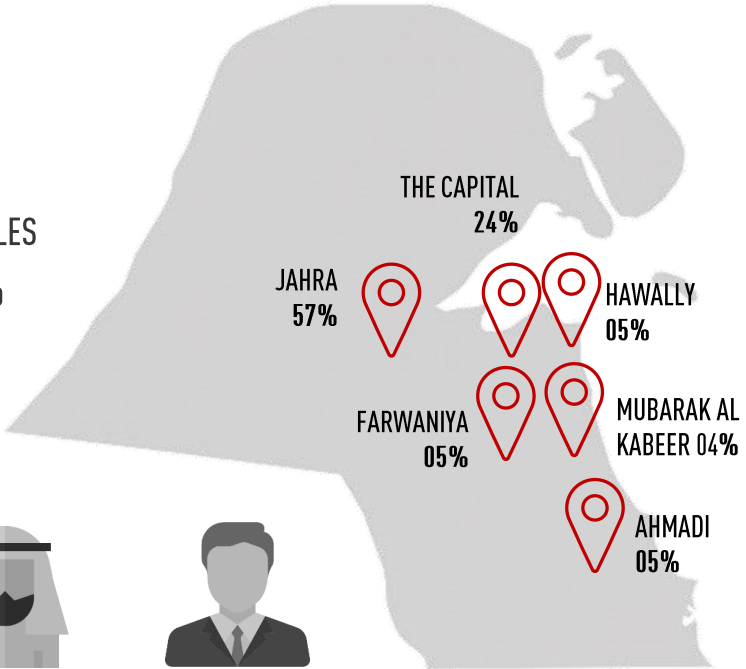
KUWAITIS

59%



NON-KUWAITIS

41%



# OUTDOOR MEGA

## 1 Mega (2 Faces)

Locations

At the roundabout near the main entrance

Specs

2.7m (H) x 3.65m (W)

1 Mega / 2 Faces	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 3,000
Production	KWD 300



# OUTDOOR MUPIS

2 Circuits | 24 Mupis | 48 Faces

## Locations

Located in the outside parking, each circuit has 25 Backlit Faces

## Specs

172cm (H) x 118.5cm (W)

1 Circuit / 12 Mupis	Rate
Rental - 2 weeks	KWD 2,000
Rental - 4 weeks	KWD 3,000
Production	KWD 400



# OUTDOOR LIGHTBOXES

19 Lightboxes

Locations

Spread all around the outer façade of the mall

Specs

2.9m (H) x 2.4m (W)

1 Lightbox	Rate
Rental - 2 weeks	KWD 1,000
Rental - 4 weeks	KWD 1,500
Production	KWD 225



# CEILING BANNERS

## 2 Ceiling Banners

Locations

Food Court & Kids Area

Specs

7m (H) x 3m (W)

1 Banner	Rate
Rental - 2 weeks	KWD 3,000
Rental - 4 weeks	KWD 5,000
Production	KWD 400



# DIGITAL SCREENS

4 Screens | 1 Circuit

Locations

Spread around the mall at key locations

Specs

7m (H) x 3m (W)

4 Screens	Rate - 10s	Rate - 20s	Rate - 30s
2 weeks	KWD 400	KWD 600	KWD 800
4 weeks	KWD 600	KWD 900	KWD 1,200



# INDOOR BOOTHS / CAR DISPLAYS / EVENTS

Locations

Various locations around the mall

Get in touch for prices, sizes and locations

Slayel Al Jahra provides its clients area to display their products by placing a booth where shoppers can interact directly and get information about the brand/product.





# 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.

- **Digital Packs:** Promoters cruise by the territory carrying a digital screen on their backs.
- **Walking Balloons:** Walking Balloons are air-inflated, mounted on a battery charged backpack that can be used both indoor and outdoor
- **Besiders:** Promoters cruise by the territory with an static message.



Walking Balloons



Digital Packs



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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