DOOH SCREENS NETWORK
2021

ABOUT DOOH

It's hard to miss these impactful, creative displays. And with DOOH, the possibilities for targeted engagement & geo-location attributions are even greater.

Is more than just another billboard owing to its innovative nature and high-impact visibility.

Is a growing medium offering flexibility, immediacy and interactivity.

Offers that extra opportunity to captivate potential customers as it engages them with a moving image that gives your campaign the greatest impact.

With a vision to create a challenger brand, changing the belief that premium OOH is beyond the reach of most advertising budgets.

No. of DOOH Screens

40

Total Exposure (2 weeks)

88%

Impressions (2 weeks)

9 million

DOOH SCREENS NETWORK 2021

ABOUT DOOH

Global Digital Outdoor Advertising accounted for 28.3% of the total OOH in 2019, and is predicted to increase to **38%** by 2023...

...hitting a revenue of **~$27 billion** in the same year

The spending on DOOH in Kuwait has increased **3,280%** between 2015 and 2020

(increase of **508%** from 2018 alone)

Source: Emarketer | Business Insider | Research & Markets | PQ Media | Ipsos

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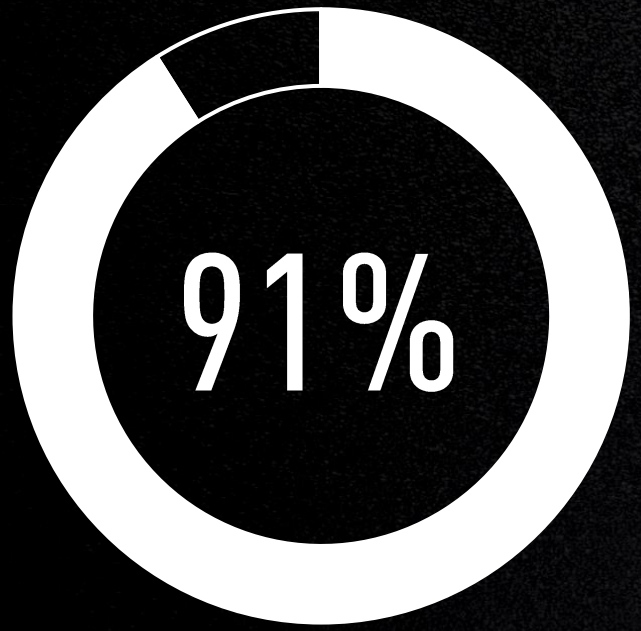
DOOH MARKET SHARE



M2R DOOH forms 91% of the Digital Screens, highest by far in terms of Advertising Expenditure.

Source: Ipsos

DOOH SCREENS NETWORK 2021

OUR DOOH SCREENS

50*

OUTDOOR LED SCREENS

Spread over the major governorates of Kuwait, situated in high traffic locations

TOTAL EXPOSURE: **88%**
PERIOD: **2 WEEKS**
TARGET: **TOTAL POP**
SOURCE: **IPSOS**

Kuwait City	Hawally	Ahmadi
13 SCREENS	10 SCREENS	9 SCREENS

Farwaniya	Jahra	*Pipeline
5 SCREENS	3 SCREENS	10 SCREENS

m2c

DOOH SCREENS NETWORK 2021

HAWALLY GOVERNORATE

DOOH SCREENS NETWORK 2021

PICCADILLY SCREENS

PREMIUM SCREEN

HAWALLY GOVERNORATE

3
Screens
W 48m x H 6m

Salmiya - Piccadilly Intersection.
Overlooking three major roads:
Gulf Road, Qatar Street and Salem
Al Mubarak Street.

SYNC NOW!

Synchronize your campaign
on Piccadilly and Al Thuraya
and get double the exposure!

DOOH SCREENS NETWORK 2021

AL THURAYA SCREEN

PREMIUM SCREEN

HAWALLY GOVERNORATE

1
Screen
W 26m x H 6m

Salmiya- Al-Thuraya Luxury Complex. Overlooking two major roads: Gulf Road, and Salem Al Mubarak Street.

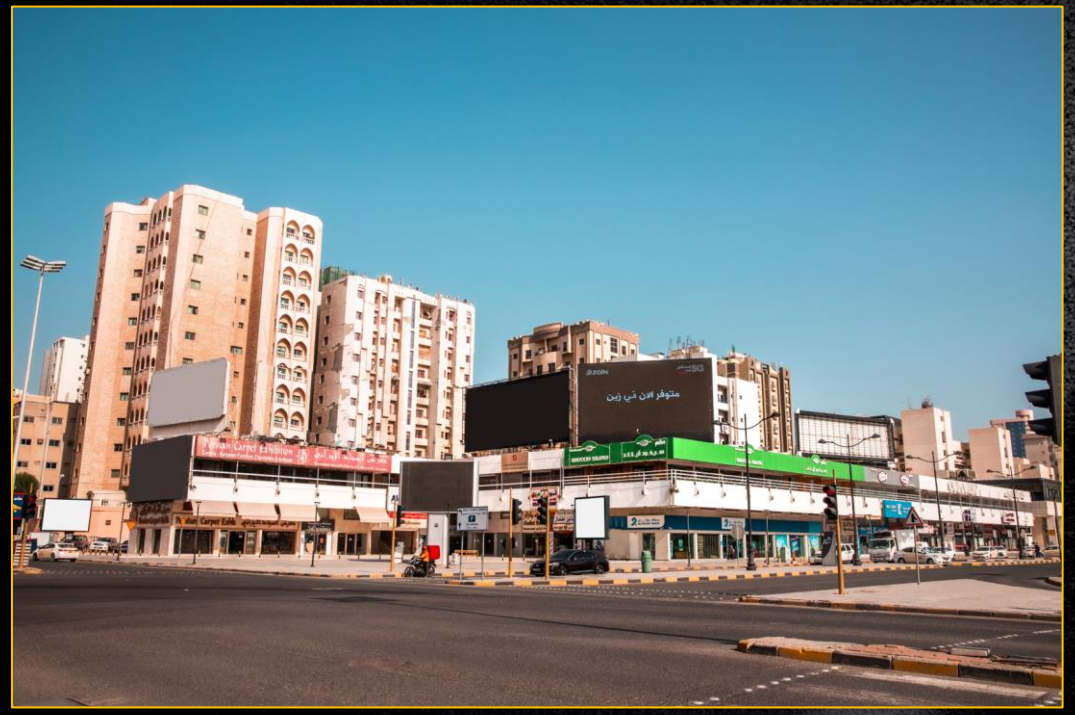
SYNC NOW!
Synchronize your campaign on Piccadilly and Al Thuraya and get double the exposure!

DOOH SCREENS NETWORK 2021

SALMIYA EXPRESS SCREEN

PREMIUM SCREEN

HAWALLY GOVERNORATE



1

Screen

W 12.5m x H 7m

Salmiya Fire Station Intersection.
Overlooking the 4th Ring Road &
Amman Street

DOOH SCREENS NETWORK 2021

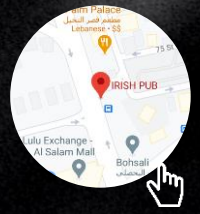
SALMIYA HERITAGE SCREEN

HAWALLY GOVERNORATE

1

Screen

W 13m x H 5m



Salmiya, Al Hamra Complex
Hamad Al Mubarak St. towards
Salem Al Mubarak St. Next to Al
Salam Mall

DOOH SCREENS NETWORK 2021

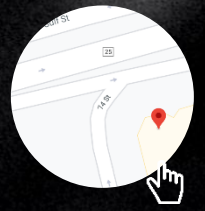
MARINA T1 SCREEN

HAWALLY GOVERNORATE

1

Screen

W 10m x H 5m



Salmiya Marina Mall. Overlooking Gulf Road

DOOH SCREENS NETWORK 2021

MARINA T2 SCREEN

HAWALLY GOVERNORATE

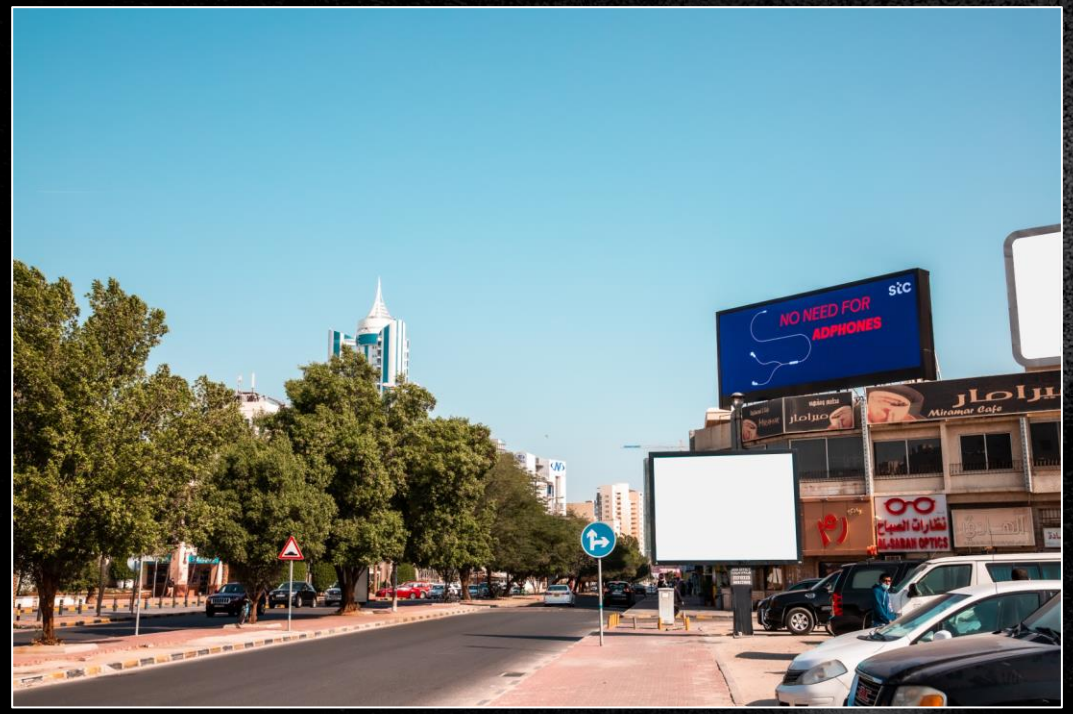
1
Screen
W 11m x H 5m

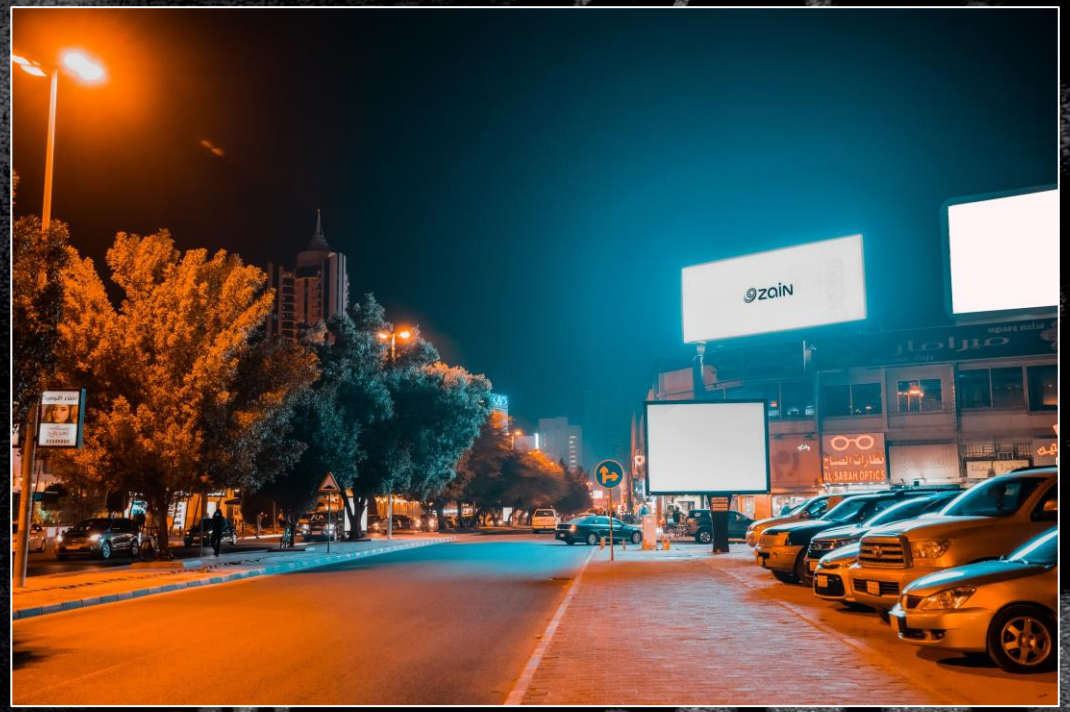
Salmiya Marina Mall. Overlooking Gulf Road

DOOH SCREENS NETWORK 2021

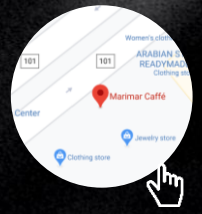
24 KARAT SCREEN

HAWALLY GOVERNORATE





1
Screen
W 13m x H 5m



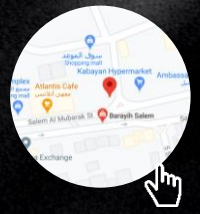
Salmiya, Souk Al Dahab
Salem Al Mubarak St. Opposite
Marina Mall.

DOOH SCREENS NETWORK 2021

BARAYIH SALEM

HAWALLY GOVERNORATE

1
Screen
W 10m x H 5m



Salmiya, Barayih Salem,
Salem Al Mubarak St.
Overlooking the old
Salmiya market.

m2r

DOOH SCREENS NETWORK 2021

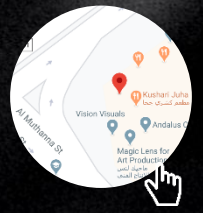
HAWALLY PEARL SCREEN

HAWALLY GOVERNORATE

1

Screen

W 15m x H 5m

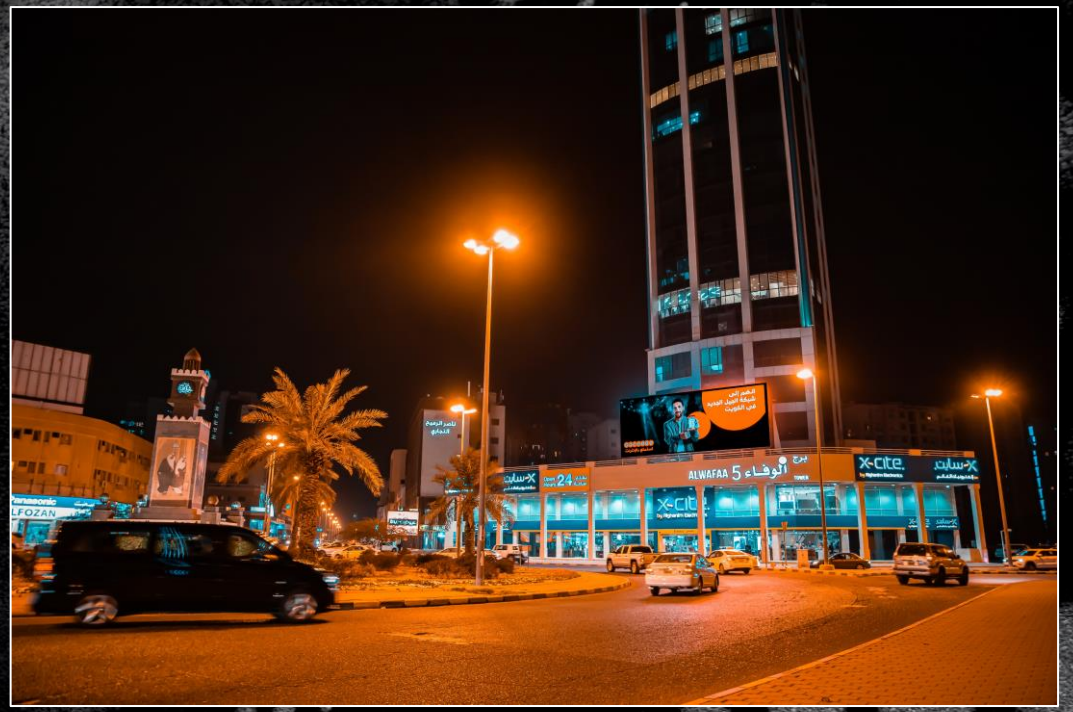


Hawally Al Andalus Building, Beirut Street covering 3 intersections Facing Al Muhallab Mall.

DOOH SCREENS NETWORK 2021

SADEQ ROTUNDA SCREEN

HAWALLY GOVERNORATE



1
Screen
W 16.5m x H 6m

Intersections of Tunis Street & Ibn Khaldoun Street. One of the busiest intersections in Hawally connecting more than one main road.

DOOH SCREENS NETWORK 2021

CAPITAL GOVERNORATE

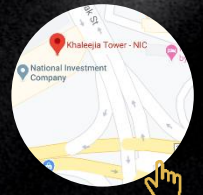
DOOH SCREENS NETWORK 2021

KHALIJIYA SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

1
Screen
W 15m x H 5m



Kuwait City - Khalijiya Intersection. Overlooking Khaled Bin Al Waleed Street, Road 30 & Jaber Al Mubarak Street. One of the main entrance / exit points to City. Khalijiya Building

DOOH SCREENS NETWORK 2021

MURGAB SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

1

Screen

W 15m x H 5m

Kuwait City - Khalijiya Intersection. Overlooking Khaled Bin Al Waleed Street, Road 30 & Jaber Al Mubarak Street. One of the main entrance / exit points to Kuwait City. Maghawi bldg.

DOOH SCREENS NETWORK 2021

HAMRA OUTDOOR SCREEN

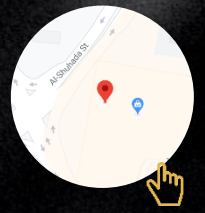
PREMIUM SCREEN

CAPITAL GOVERNORATE

1

Screen

W 10m x H 13m



Hamra Mall Outdoor Screen Overlooking Jaber Al-Mubarak Main Street & targeting all mall visitors

m2c

DOOH SCREENS NETWORK 2021

HAMRA MALL – GIANT INDOOR SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

1
Screen
W 6.7m x H 9m

MALL FOOTFALL / WEEK:
200,000

MALL FOOTFALL / WEEKEND:
40,000

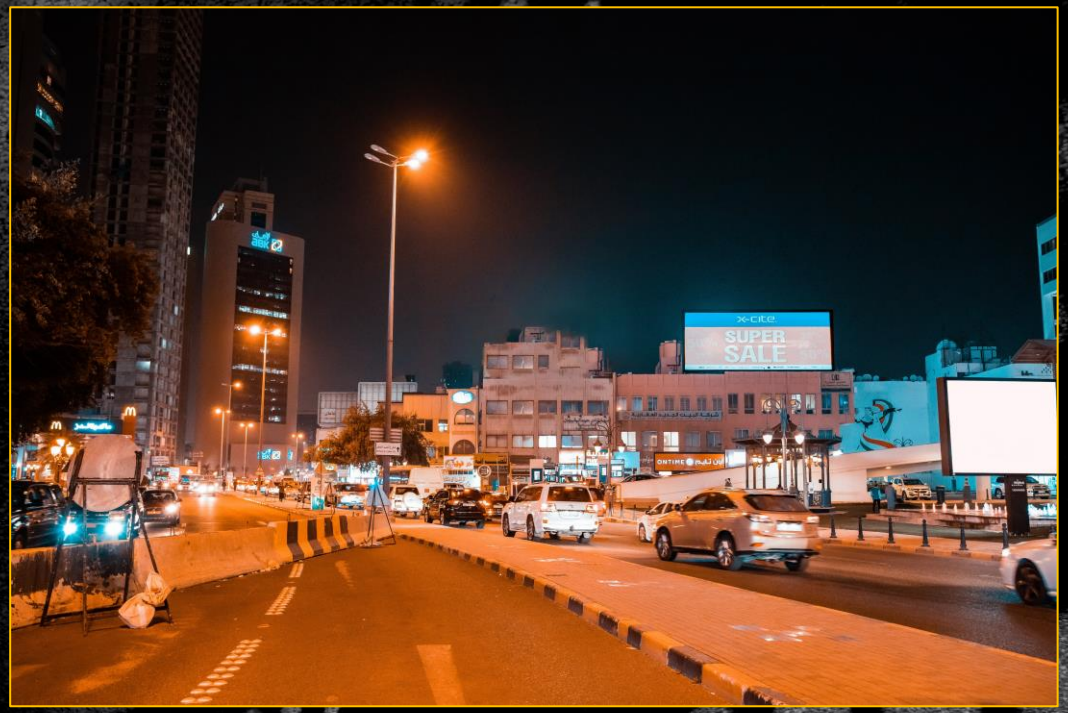
Sharq – Dome Area
Visible from different floors

DOOH SCREENS NETWORK 2021

MUBARAKIYA SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE



1

Screen

W 15.5m x H 6m

Kuwait City - Ahmad Al Jaber Street. Overlooking Banks Area & 3 main intersections. Besides Souk Mubarakiya Entrance Parking. Prime area in the capital with all Banks head offices.

DOOH SCREENS NETWORK 2021

BOURSA SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

1
Screen
W 20m x H 6m

Kuwait City, Overlooking Ali Al Salem and Mubarak Al Kabeer St. Next to Boursa (Stock Exchange) and opp. The Grand Mosque.

m2r

DOOH SCREENS NETWORK 2021

SOOR SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

1
Screen
W 17.5m x H 6m

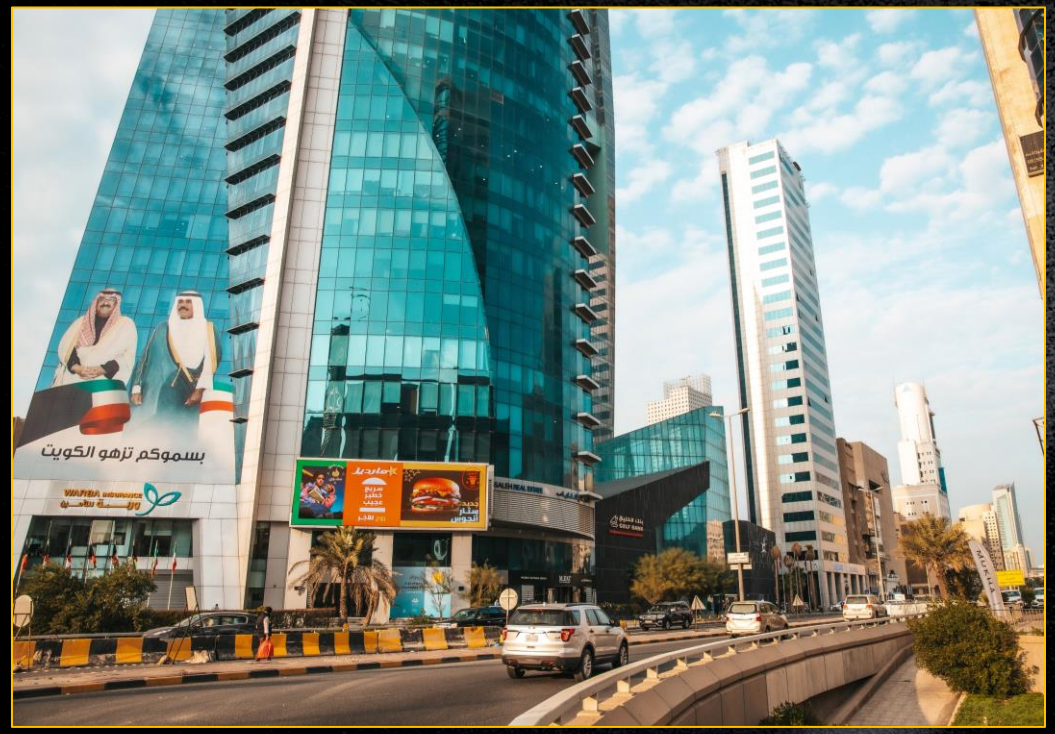
Kuwait City- Soor Street. Intersections Mubarak Alkabeer Str. & Soor Str. One of the main streets in Kuwait city connecting 3 main roads overlooking Shaheed Park.

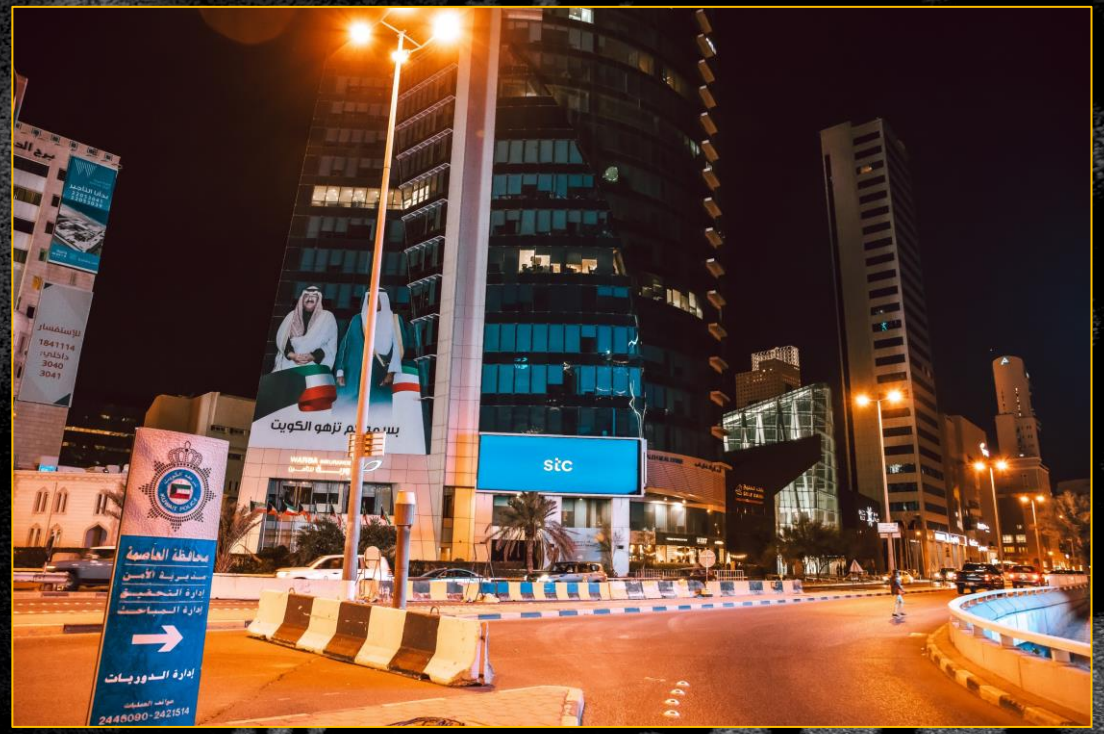
DOOH SCREENS NETWORK 2021

DERWAZA SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE

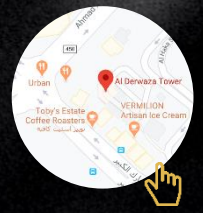




1

Screen

W 15m x H 5m



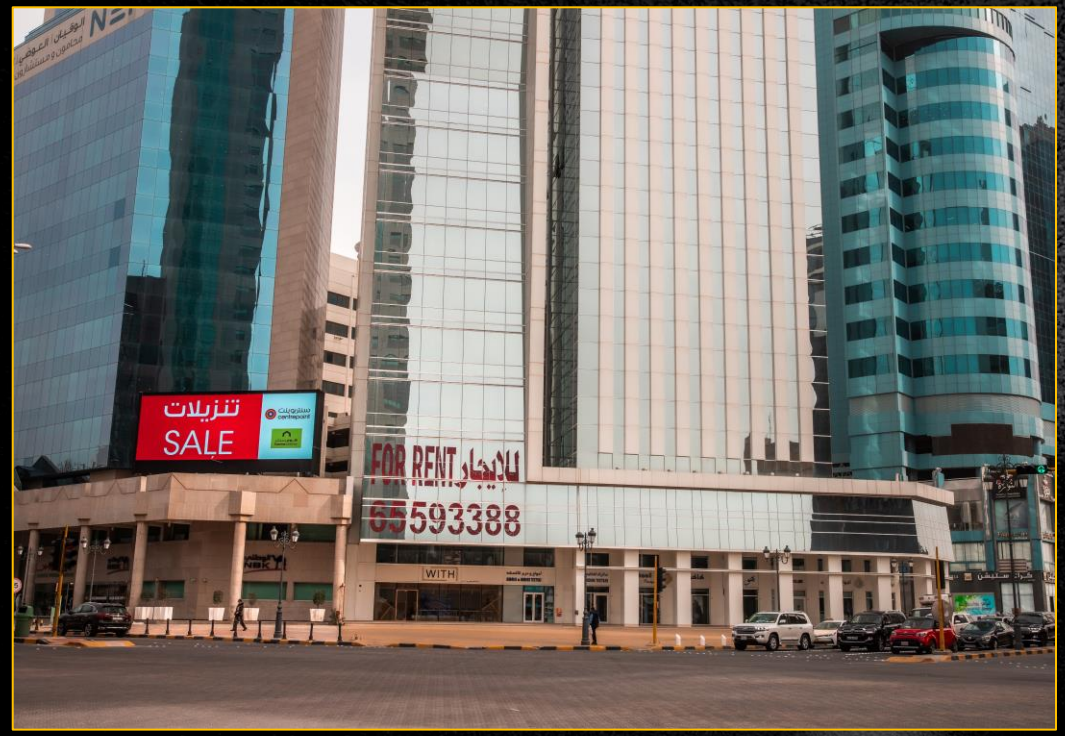
Kuwait City – Derwaza Universal Tower, near intersection of Mubarak Al Kabeer St. and Ahmed Al Jaber St.

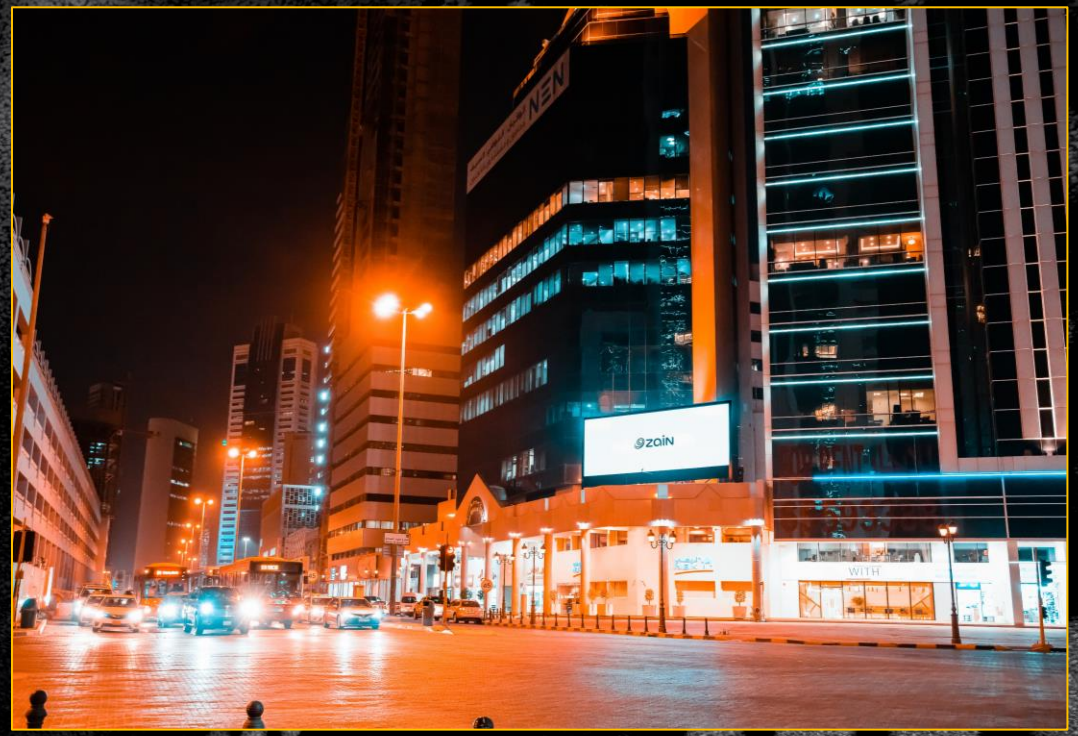
DOOH SCREENS NETWORK 2021

SUAD TOWER SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE





1
Screen
W 15m x H 5m

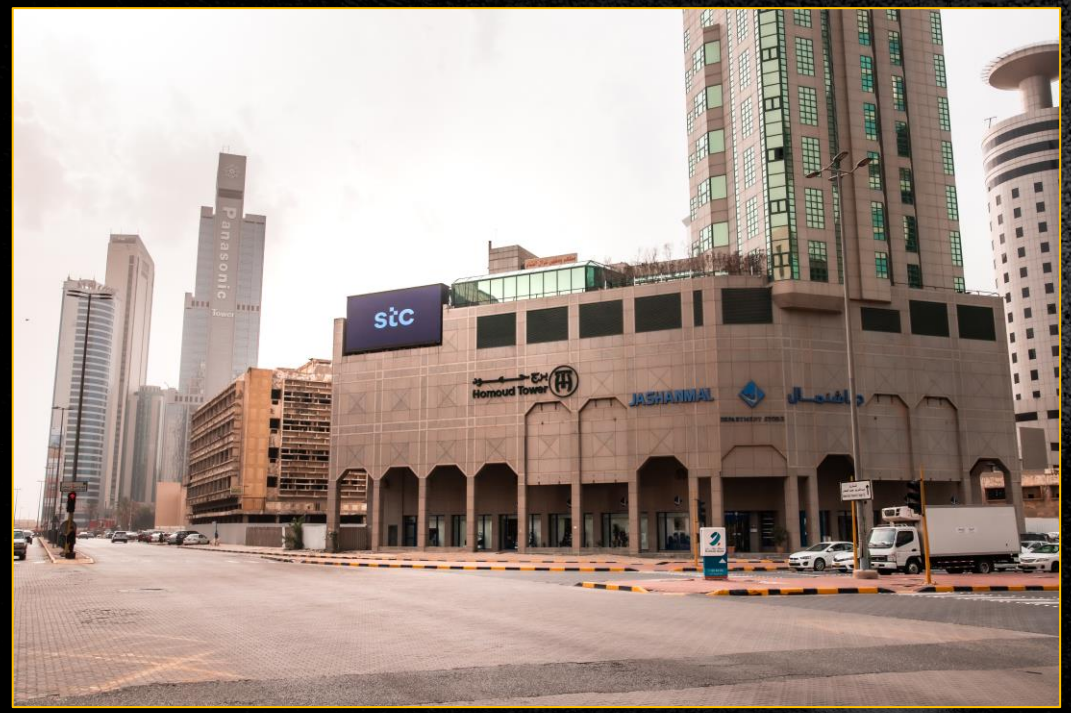
Kuwait City – Suad Tower
Fahad Alsalem street

DOOH SCREENS NETWORK 2021

HOMOUD TOWER SCREEN

PREMIUM SCREEN

CAPITAL GOVERNORATE



1

Screen

W 10m x H 5m

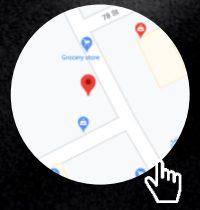
Kuwait City – Homoud Tower, near intersection of Fahad Al Salem St. & Abdulaziz Hamad Al Saqer St. Opposite Muthana Complex

DOOH SCREENS NETWORK 2021

TOMOUR SCREEN

CAPITAL GOVERNORATE

1
Screen
W 10m x H 5m



Shuwaikh Industrial Area – Off Canada Dry Street (Abdulaziz Fahad AlMusaed St). Near London Shopping Center & City Star.

DOOH SCREENS NETWORK 2021

AHMADI GOVERNORATE

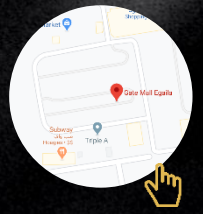
DOOH SCREENS NETWORK 2021

GATE MALL OUTDOOR SCREENS

PREMIUM SCREEN

AHMADI GOVERNORATE

5
Screens
W 11m x H 8m



Gate Mall Outdoor Giant Screens overlooking the main road & targeting all mall visitors.

DOOH SCREENS NETWORK 2021

YAAL MALL OUTDOOR SCREEN

AHMADI GOVERNORATE

1
Screen
W 15m x H 5m

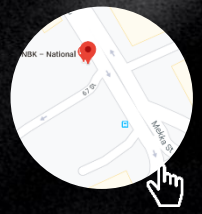
Fahaheel- Dabbous Street- Overlooking Rotana Manshar Hotel .The main entrance/exit points to Fahaheel City. Facing New Kout Mall parking entrance.

DOOH SCREENS NETWORK 2021

FAHAHEEL PRIME SCREEN

AHMADI GOVERNORATE

1
Screen
W 15m x H 5m

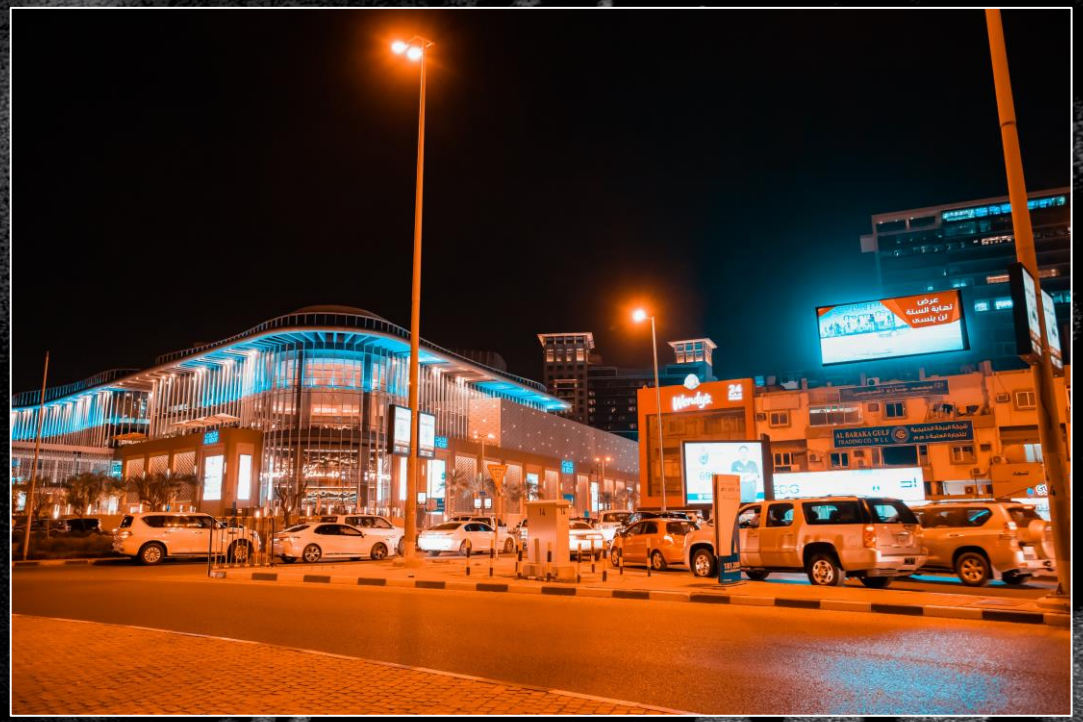


Fahaheel- Dabbous Street- Overlooking Rotana Manshar Hotel round about. The main entrance/exit points to Fahaheel City. Near New Kout Mall

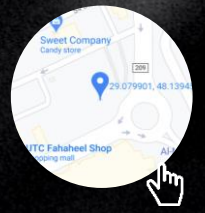
DOOH SCREENS NETWORK 2021

FAHAHEEL ROTUNDA SCREEN

AHMADI GOVERNORATE



1
Screen
W 11m x H 5m

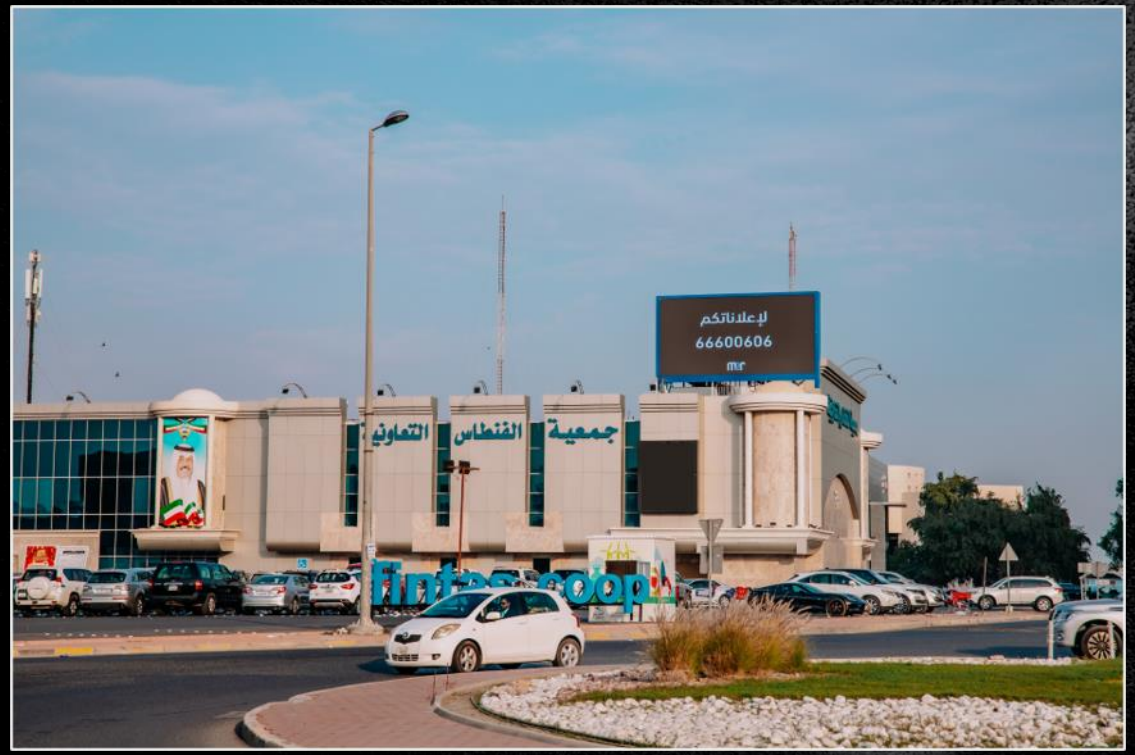


Fahaheel – Al Kout Roundabout, Al Dabbous Compound

DOOH SCREENS NETWORK 2021

FINTAS SCREEN

AHMADI GOVERNORATE



1 Screen
W 10m x H 5m

Fintas, Ahmadi. On the intersection of Abdulla Al Ali Hamdan St. and 1st St. Overlooking roundabout between Road 30 and Road 209. **Facing cars approaching from Road 30 towards the roundabout.**

DOOH SCREENS NETWORK 2021

FARWANIYA GOVERNORATE

DOOH SCREENS NETWORK 2021

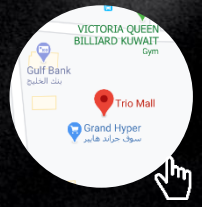
TRIO MALL SCREEN

FARWANIYA GOVERNORATE

1

Screen

W 11.5m x H 5m

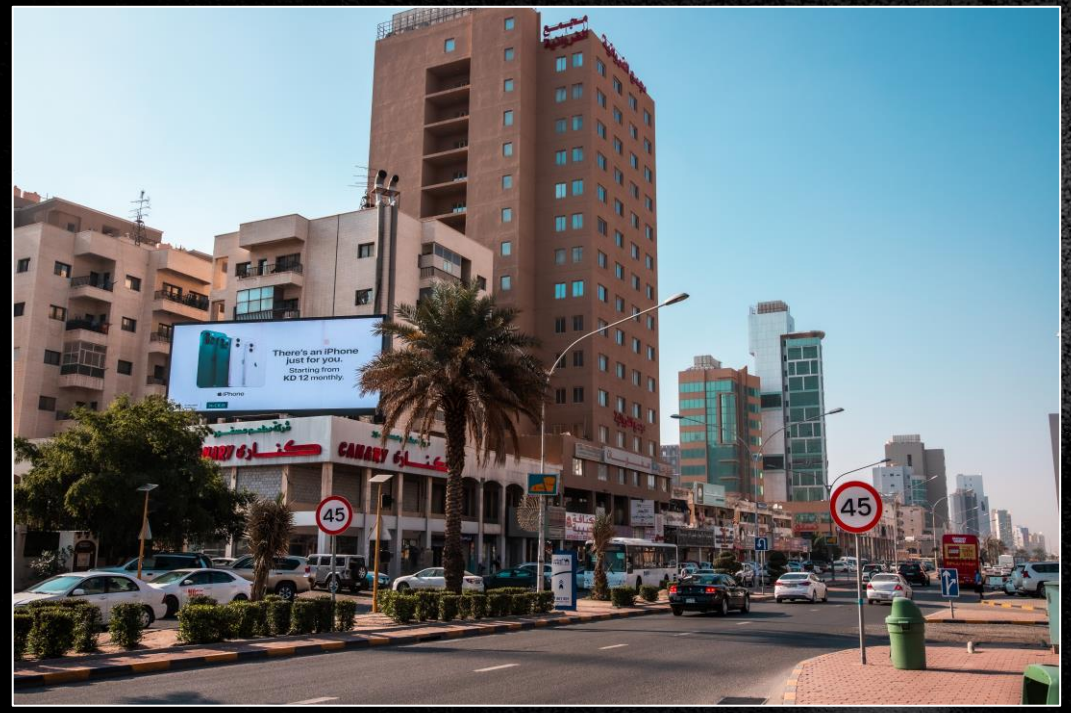


Khaitan – Trio Mall Muscat Street
after police station roundabout.

DOOH SCREENS NETWORK 2021

FARWANIYA PRIME SCREEN

FARWANIYA GOVERNORATE



1
Screen
W 15m x H 5m

Farwaniya - Ali Fahed Al Dowila Street – Facing Farwaniya Fire Station.

DOOH SCREENS NETWORK 2021

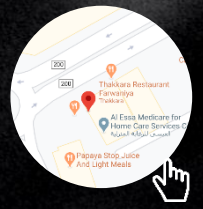
FARWANIYA ROTUNDA SCREEN

FARWANIYA GOVERNORATE

1

Screen

W 12.5m x H 7m



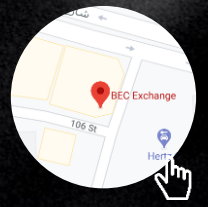
Farwaniya - Ali Fahed Aldowila Street – After Police Station – Above Dwaihi Palace

DOOH SCREENS NETWORK 2021

FARWANIYA CROWN SCREEN

FARWANIYA GOVERNORATE

1
Screen
W 13m x H 5m



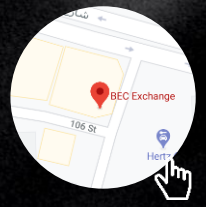
Farwaniya – Annaz Complex - Main entrance of Habeeb Al Munawar St. – Next to Dabbous Mall. Near Crowne Plaza

DOOH SCREENS NETWORK 2021

LED 05 – KUWAIT AIRPORT T5 (JAZEERA AIRWAYS)

FARWANIYA GOVERNORATE

1
Screen
W 14m x H 4m



Farwaniya – Kuwait Airport (T5)
Jazeera Airways, Above Parking
Area, Main Road

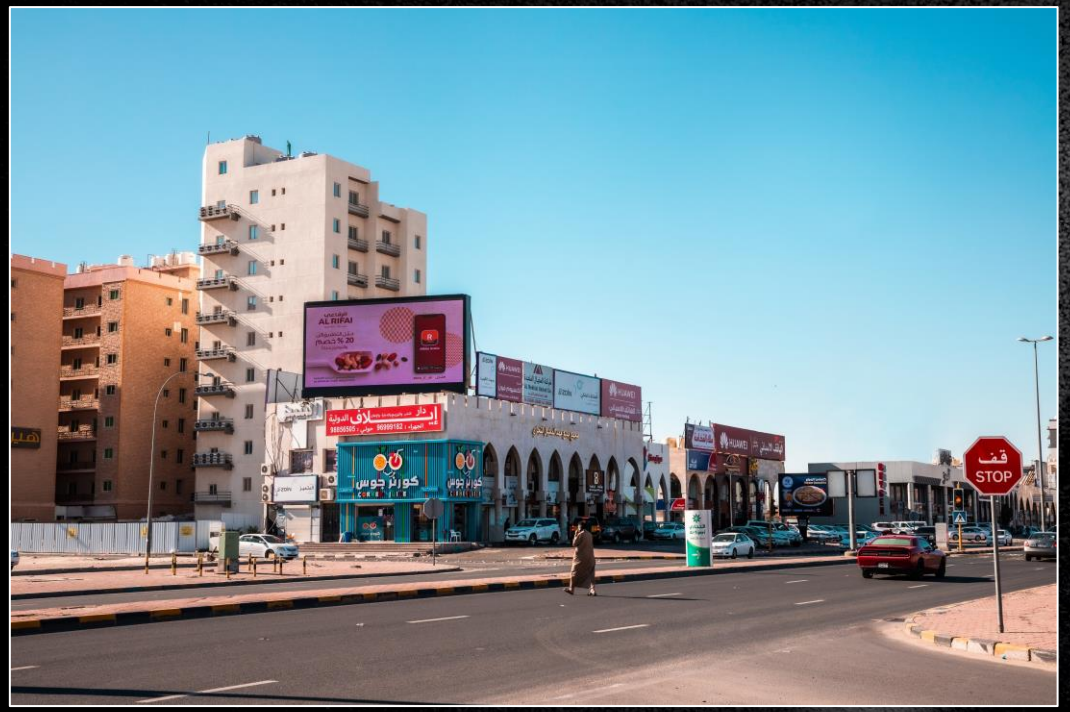
DOOH SCREENS NETWORK 2021

JAHRA GOVERNORATE

DOOH SCREENS NETWORK 2021

JA1 SCREEN

JAHRA GOVERNORATE



1

Screen

W 12.5m x H 7m

Jahra- Marzouq Al Miteb Street- Near Sahari Mall, Jahra Co-op, Kuwait International Bank, Gulf Bank, Commercial Bank & Ahli United Bank

DOOH SCREENS NETWORK 2021

JA2 SCREEN

JAHRA GOVERNORATE

1
Screen
W 15m x H 6m

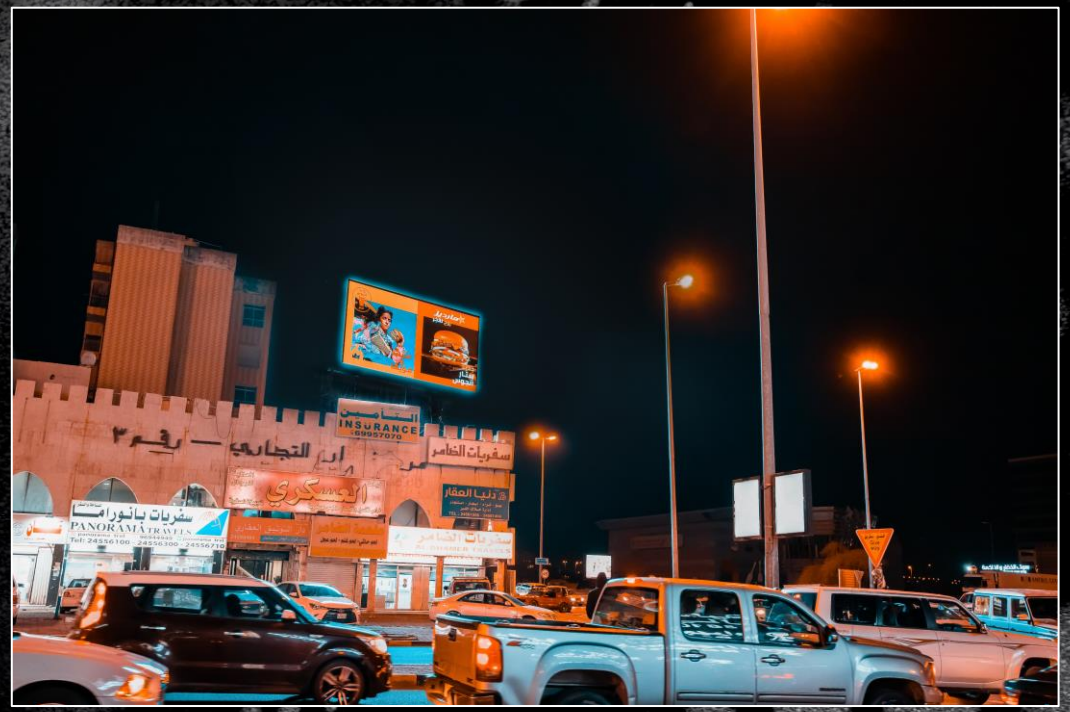
Jahra- Marzouq Al Miteb Street-
Opp. Sultan Center RDB
Next to Royal Pharmacies

m2c

DOOH SCREENS NETWORK 2021

JAHRA ROTUNDA SCREEN

JAHRA GOVERNORATE



1
Screen
W 10m x H 5m

Jahra- Marzouq Al Miteb Street-
Main Roundabout of Jahra

DOOH SCREENS NETWORK 2021

OUR PREMIUM DOOH SCREENS NETWORK

21*

OUTDOOR LED SCREENS

Spread over the major governorates of Kuwait, situated in high traffic locations

TOTAL EXPOSURE: 75.6%
PERIOD: 2 WEEKS
TARGET: TOTAL POP
SOURCE: IPSOS

Kuwait City

KHALIJIYA
MURGAB
MUBARAKIYA
HAMRA TOWER OUTDOOR
HAMRA TOWER INDOOR
BOURSA SCREEN
SOOR STREET
SUAD TOWER
DERWAZA
HOMOUD TOWER

Hawally

PICCADILLY
SALMIYA EXPRESS
Al THURAYA

Ahmadi

5 GATE MALL SCREENS

*Pipeline

3 SCREENS

DOOH SCREENS NETWORK 2021

OUR SIGNATURE DOOH SCREENS NETWORK

27*

OUTDOOR LED SCREENS

Spread over the major governorates of Kuwait, situated in high traffic locations

TOTAL EXPOSURE: **63.5%**
PERIOD: **2 WEEKS**
TARGET: **TOTAL POP**
SOURCE: **IPSOS**

Kuwait City

TOMOUR SCREEN

Hawally

SADEQ ROTUNDA
MARINA T1
MARINA T2
24 KARAT
HAWALLY PEARL
SALMIYA HERITAGE
BARAYIH SALEM

Ahmadi

FAHAHEEL PRIME
FAHAHEEL ROTUNDA
FINTAS SCREEN
YAAL MALL

Farwaniya

TRIO MALL (KHITAN)
FARWANIYA PRIME
FARWANIYA ROTUNDA
FARWANIYA CROWN
JAZEERA AIRWAYS (T5)

Jahra

JA 1
JA 2
JAHRA ROTUNDA

*Pipeline

7 SCREENS

m2c

DOOH SCREENS NETWORK 2021

RATE CARD

ONCE / LOOP				2 WEEKS	4 WEEKS
Governorate	DOOH Screen	Type	Spot (secs.)	Gross (KWD)	Gross (KWD)
Capital	Khaleejia	Premium	10	1,800	3,000
	Murgab	Premium		1,800	3,000
	Hamra Outdoor	Premium		1,800	3,000
	Hamra Indoor	Premium		1,800	3,000
	Mubarakiya	Premium		1,800	3,000
	Boursa	Premium		1,800	3,000
	Soor Street	Premium		1,800	3,000
	Derwaza	Premium		1,800	3,000
	Suad	Premium		1,800	3,000
	Homoud Tower	Premium		1,800	3,000
	Mayar	Elite		3,000	5,000
	Al Tomour	Signature		1,800	3,000

ONCE / LOOP				2 WEEKS	4 WEEKS
Governorate	DOOH Screen	Type	Spot (secs.)	Gross (KWD)	Gross (KWD)
Hawally	Piccadilly + Thuraya	Sync	10	3,000	6,000
	Salmiya Express	Premium		1,800	3,000
	Salmiya Heritage	Signature		1,800	3,000
	Marina T1	Signature		1,800	3,000
	Marina T2	Signature		1,800	3,000
	24 Karat	Signature		1,800	3,000
	Barayih Salem	Signature		1,800	3,000
	Hawally Pearl	Signature		1,800	3,000
	Sadeq Rotunda	Signature		1,800	3,000

DOOH SCREENS NETWORK 2021

RATE CARD

ONCE / LOOP				2 WEEKS	4 WEEKS
Governorate	DOOH Screen	Type	Spot (secs.)	Gross (KWD)	Gross (KWD)
Farwaniya	Trio Mall	Signature	10	1,800	3,000
	Farwaniya Prime	Signature		1,800	3,000
	Farwaniya Rotunda	Signature		1,800	3,000
	Farwaniya Crown	Signature		1,800	3,000
	Jazeera Airport (T5) - 7 Screens	Signature		1,800	3,000

ONCE / LOOP				2 WEEKS	4 WEEKS
Governorate	DOOH Screen	Type	Spot (secs.)	Gross (KWD)	Gross (KWD)
Ahmadi	Gate Outdoor - 5 Screens	Premium	10	1,800	3,000
	Yaal Outdoor	Signature		1,800	3,000
	Fahaheel Prime	Signature		1,800	3,000
	Fahaheel Rotunda	Signature		1,800	3,000
	Fintas	Signature		1,800	3,000
Jahra	JA1	Signature		1,800	3,000
	JA2	Signature		1,800	3,000
	Jahra Rotunda	Signature		1,800	3,000

DOOH SCREENS NETWORK 2021

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