

mccg

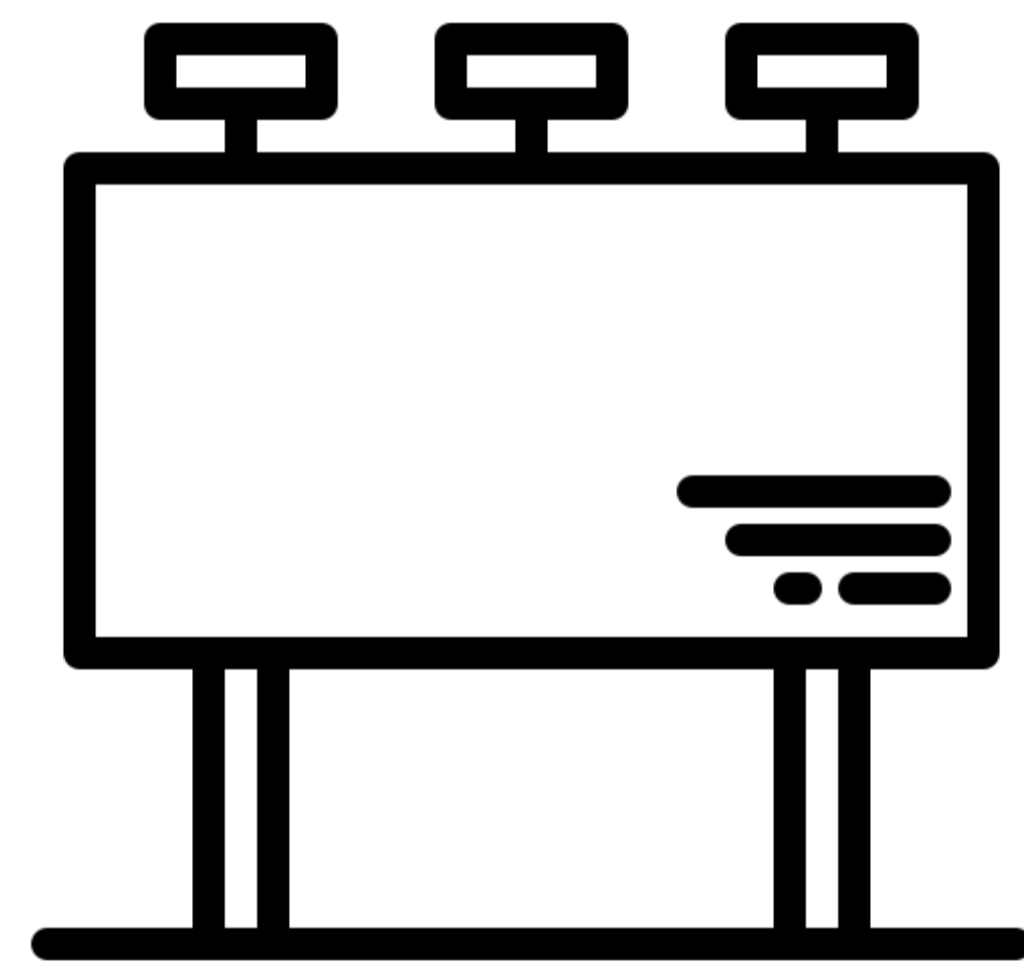
● innovative ● integrated ● inspiring



innovative integrated inspiring

Performance report
Outlet Exhibition
20/11 – 29/11

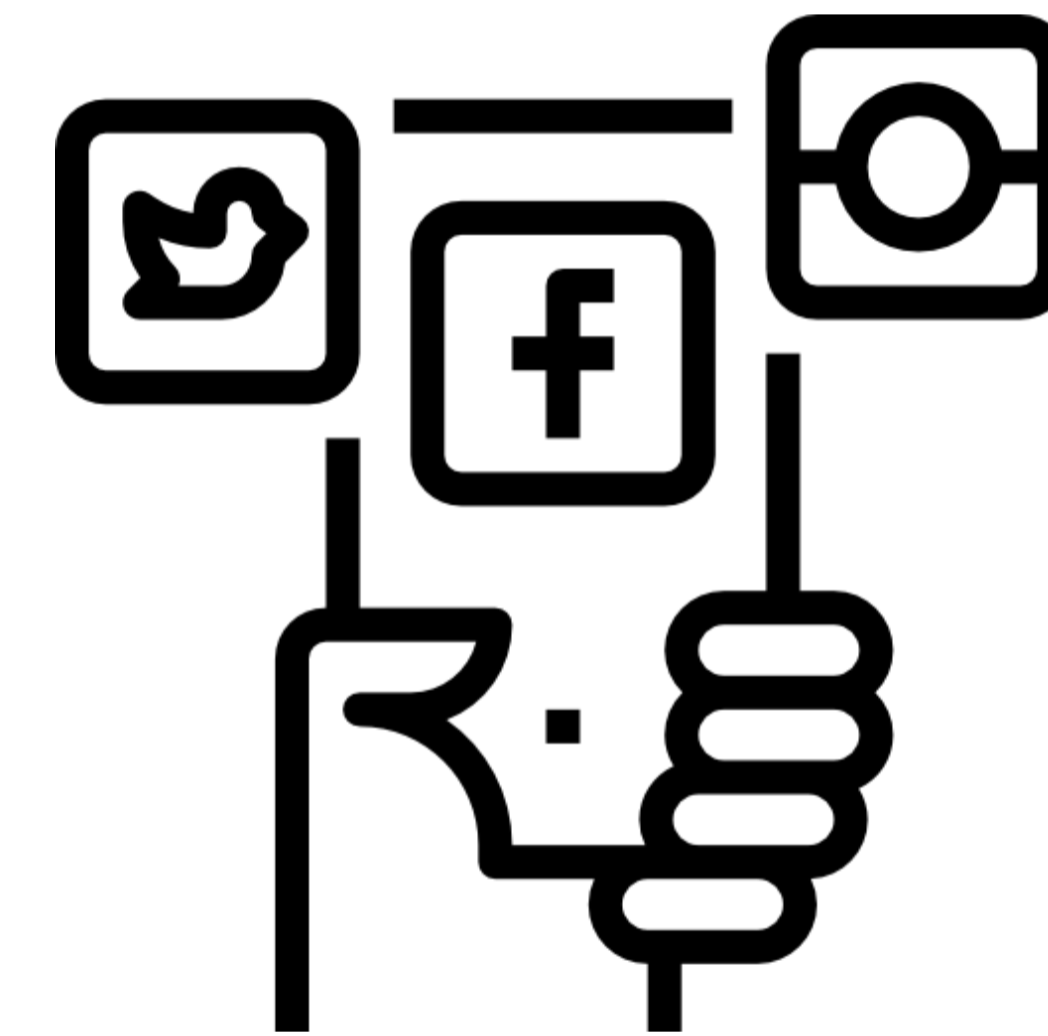
Advertising tools



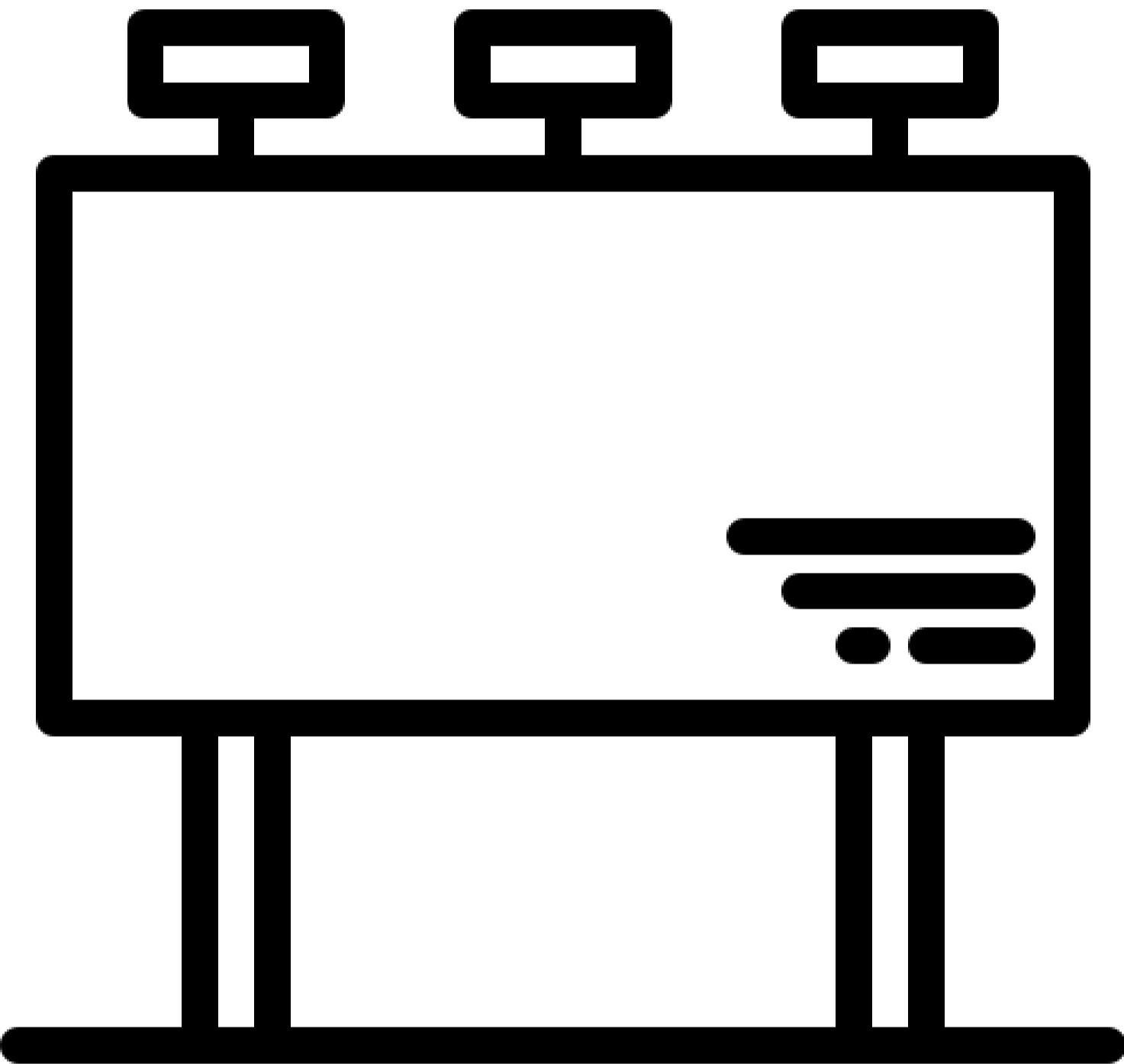
Outdoor



Buss



Social media



Outdoor

MUPI



-50 Mupis – Gulf road and Al Shuhada
Reach over 2 weeks : 1M
Duration: 13th November till 26th November

Mega



- 5 Megas on Fahaheel

• Reach over 2 weeks : 2M

Duration: 13th November till 26th November



Buss



10 busses

Duration : 17th November till 26th November

Routes:

Fahaheel – UN circles

Shuwaikh – Hassawi

Hassawi – Salmiya

Janub al Surra – Jleeb

Maliya – Fahaheel

Mirqab – Jahra

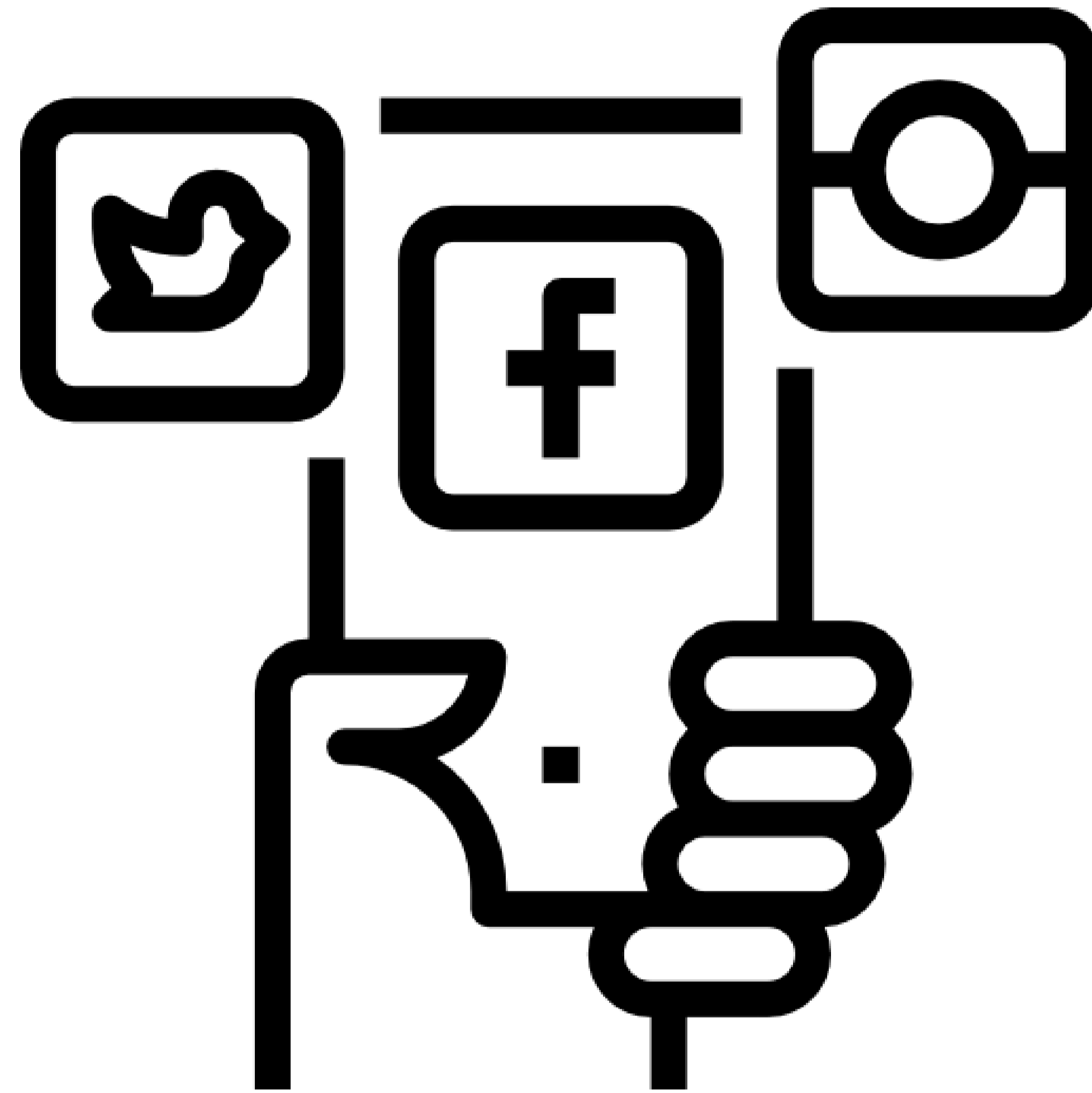
Fahaheel – Hassawi

Fahaheel – Jleeb

Farwaniya – Hassawi

Maliya – Fahaheel

Daily reach: 53% of the total vehicles passing on the road.



Social media

Al Qabas reportage

Instagram



•Followers: 1.2M

X



•Followers: 1M

Al Jarida reportage

Instagram



•Followers: 396K

X



•Followers: 378K

thank you!

mco

