



For an online demo, please visit  
<http://www.multisell.ae/multifxsamples.wmv>

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# BRANDPLAY

## What is BrandPlay?

BrandPlay – MultiFx is a new interactive floor media, which uses motion detection and video projection technology to deliver an interactive experience that has a fun, engaging and memorable impact. The projection area measures 1.8m x 2.2m and is positioned in high visibility areas. Already widely described as “MultiFx”, BrandPlay actively encourages target audiences to engage with the content attracting both primary and secondary audience.

### Research proved that BrandPlay Media give the below results:

Intent to Purchase 47%  
Visibility Index 49%  
Unaided Recall 55%  
Told Family or Friends 60%  
Aided Recall 86%



## BrandPlay Network

### Advertising Rate Per Location for a 2 Minute Spot\*

Number of spots at 2 minutes per exposure per month is 2,880

Size of the display is approximately 180 x 220 centimetres

#### Cinestar – Mall of Emirates (Dubai)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks	1 Week
53,000 AED	48,000 AED	34,500 AED	21,500 AED

#### Cinestar – Deira City Centre (Dubai)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks	1 Week
46,500 AED	41,500 AED	30,000 AED	18,500 AED

#### Cinestar – Marina Mall (Abu Dhabi)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks	1 Week
35,500 AED	32,000 AED	23,500 AED	14,500 AED

For production costs please refer to the last page

**\*For a 2 minute engagement repeated every 10 minutes for 16 hours every day for one month. Maximum of 4 advertisers per location.**



## BrandPlay Network

### Advertising Rate Per Location for an Exclusive Campaign\*

Number of spots and the time of engagement can be decided by the advertiser!!  
 Size of the display is approximately 180 x 220 centimetres

#### Cinestar – Mall of Emirates (Dubai)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks
177,000 AED	159,500 AED	115,000AED

#### Cinestar – Deira City Centre (Dubai)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks
154,000 AED	139,000 AED	100,000AED

#### Cinestar – Marina Mall (Abu Dhabi)

##### Gross Rate:

4 Weeks	3 Weeks	2 Weeks
119,000 AED	107,000AED	77,000 AED



For production costs please refer to the last page

**\*For exclusive ownership of the media, the number of spots and the time of engagement can be decided by the advertiser!!**



### **Production Rate:**

- Select any 1 execution from our tried and tested advertising templates at a rate of 3,500 AED. Delivery schedule will be 5 working days on receipt of the material.
- For special executions, cost and delivery will be based on the requirement.

### **Procedures and requirements prior to development of effects/commercials:**

- 1.) Targeted product concept
- 2.) Campaign Brief/ Storyboard (If Required)
- 3.) Campaign materials from the advertiser which can be used for public locations for projection on the floor.
- 4.) Supported file formats:
  - Images (TGA, EPS, PNG, TIF, JPG)
  - Video (MPEG1, MPEG2, AVI)
  - Audio (MP3, MP4, WMA)
  - Animated Images (Sequenced 32-bit ARGB TGA file format)
- 5.) Duration of each effects/spots (in case of exclusive campaigns)

