



22 E 5th Ave #400, Vancouver BC, V5T 1G8, Canada
inquiries@kraftmediagroup.com



Reach, Engage, and
Influence.

Dubai Festival City Mall is a world-class retail, dining, and entertainment hub, attracting millions of visitors each year. Its unique waterfront location, proximity to hotels, and iconic attractions like the IMAGINE show make it a must-visit destination for locals, tourists, and business travelers. The mall offers high foot traffic and long dwell times, providing advertisers with a captive and engaged audience.





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Affluent & Engaged:

60% of visitors are high-income earners or frequent luxury shoppers, making them ideal for premium brand messaging.

High Foot Traffic:

Over 2.5 million visitors per month, including tourists, locals, and business travelers.

Long Dwell Time:

Visitors spend an average of 2–3 hours per visit, providing repeated exposure to your campaign.



Audience Insights

Dubai Festival City Mall attracts a diverse mix of audiences, including high-spending tourists, local families, young professionals, and business travelers. Many visitors spend hours exploring retail, dining, and entertainment zones, giving brands the opportunity for repeated exposure and meaningful engagement.





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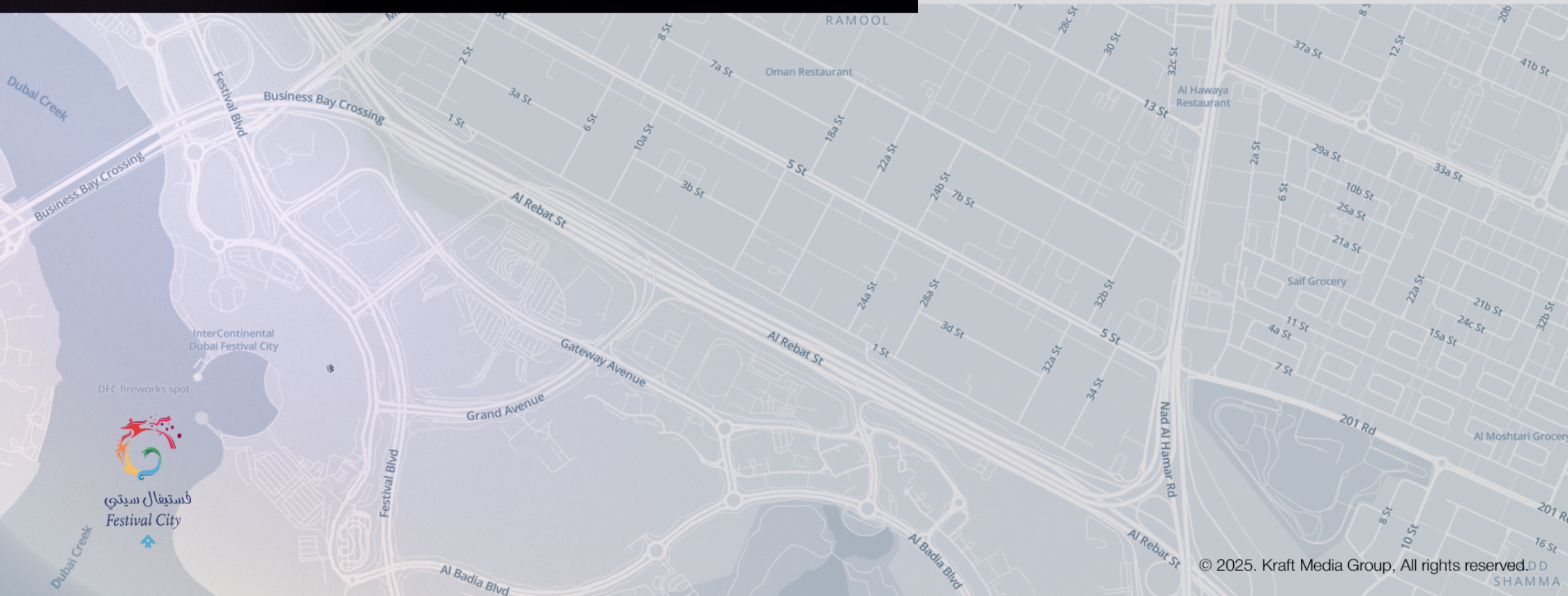
43 Available Screens

21.4m Weekly Impressions

2 Venue types

Our DOOH Coverage

With 43 digital screens throughout entrances, corridors, food courts, and entertainment areas, your brand reaches visitors repeatedly, generating 23.4 million weekly impressions and boosting recall in a premium setting.





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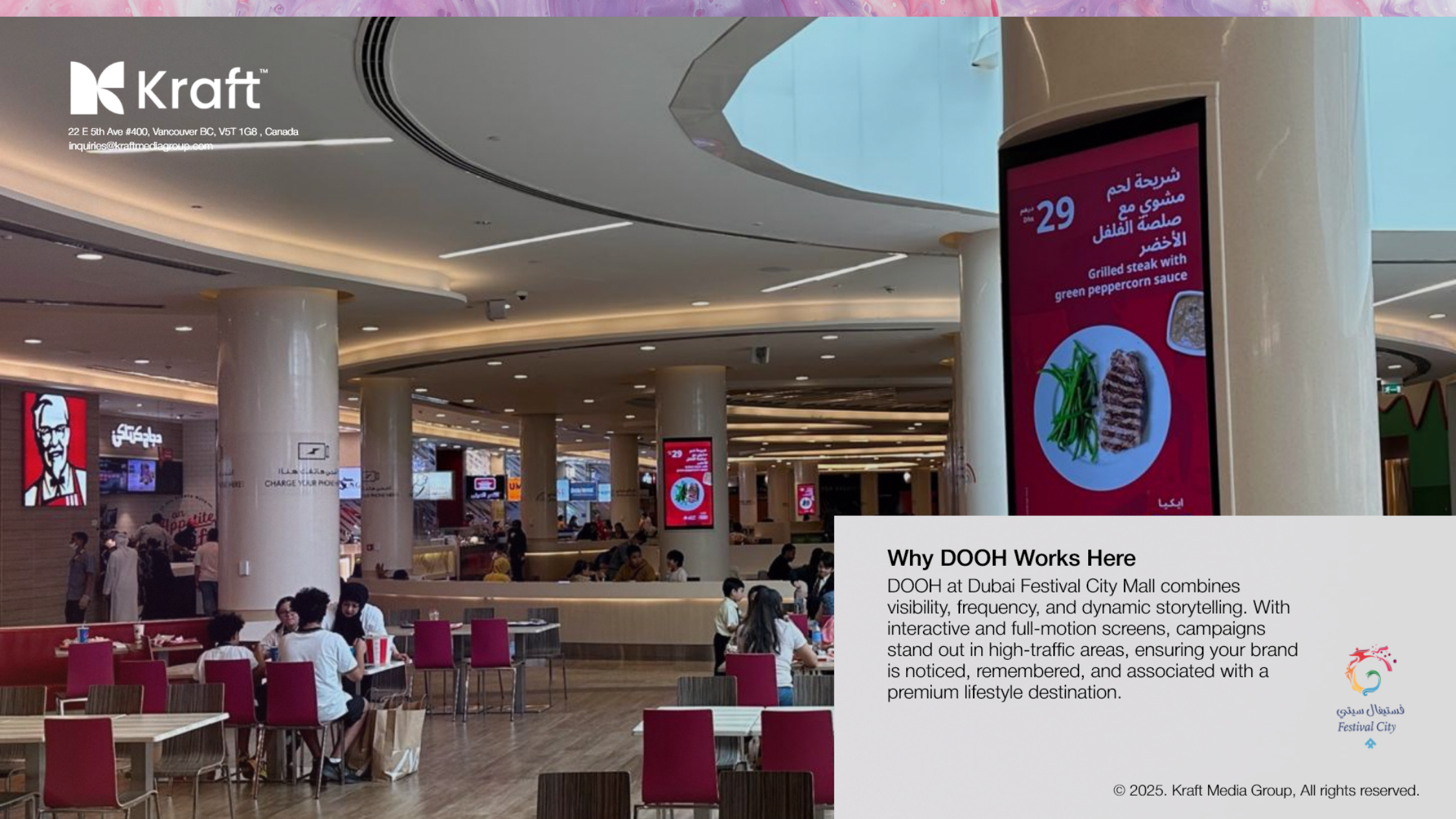
AI-Driven Audience Insights

Kraft Media Group uses AI tools to optimize DOOH campaigns across Dubai Festival City Mall. By analyzing foot traffic and engagement patterns, we ensure your message reaches the right audience at the right time, maximizing impact and recall.





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Why DOOH Works Here

DOOH at Dubai Festival City Mall combines visibility, frequency, and dynamic storytelling. With interactive and full-motion screens, campaigns stand out in high-traffic areas, ensuring your brand is noticed, remembered, and associated with a premium lifestyle destination.





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Ready to Launch Your Campaign?

Whether it's a mall-wide campaign or a targeted screen activation, Kraft Media Group provides full-service DOOH solutions, including strategic planning, creative execution, and performance reporting, ensuring your brand connects with the right audience at the right time.

