

Entering the MENA Market

Elevating K-Brands Across Middle Eastern Cities

◆ DPM's OOH/DOOH Advertising Strategy ◆



Street-Level Exposure: The First Brand Touchpoint

The moment consumers step outside, your brand should be what they see first.

Airports, malls, intersections
urban spaces become brand stages through OOH.

OOH vs. DOOH: What's the Difference?



OOH Out of Home

Traditional static outdoor ads with strong visual impact.



DOOH Digital Out of Home

Dynamic content that adapts to time, weather, and location for precision targeting and higher engagement.

**Smarter targeting. Adaptive messaging.
Real-time exposure.**

Shifting Global Trends



Rise of performance-based DOOH



Social media-integrated, shareable content



Emergence of 3D anamorphic & FOOH (Fictional OOH)

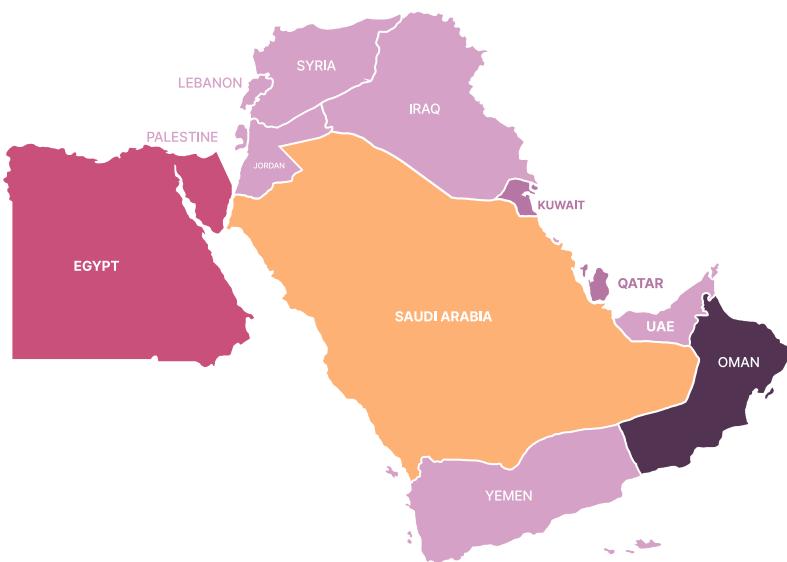


Sustainable urban branding strategies

Modern advertising moves beyond visibility - **It's about experience.**

Now is the Time for the Middle East

OOH and DOOH advertising are rapidly expanding across key MENA markets.



UAE

Competitive digital screen landscape

Saudi Arabia

Large-scale urban redevelopment driving OOH expansion

Qatar / Kuwait

Premium consumer and luxury brand focus

Egypt / Jordan

Extensive outdoor media networks in urban hubs

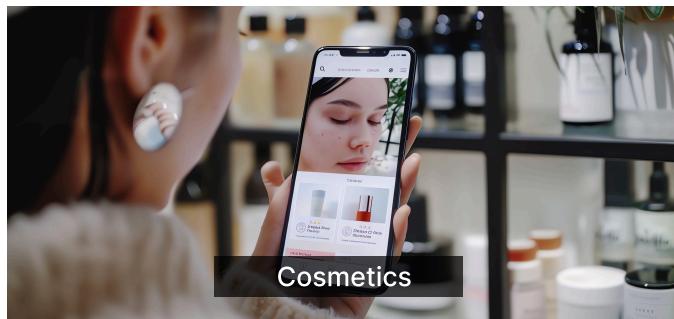
Connected Consumers

Main Target: Digitally connected, experience-driven young consumers

Tailored OOH by Industry



In-transit visibility, large-format screens



AR features, social/mobile integration



Premium media at airports,
trams, and VIP routes



Multi-channel branding with
performance tracking

**Each industry demands specific channels, messages, and timing
DPM designs with precision.**

DPM's Core Solutions



Localization

Arabic slogans and culturally aligned creatives.
Tailored campaigns for Ramadan, Eid, and key local moments.



Full-Service

Local partnerships for planning, approvals, production, and analysis.
Media negotiations & real-time reporting system.



Data-Driven

Reports on reach, foot traffic, and time-based performance.
Mobile retargeting & CTA optimization.



Omnichannel

QR codes, hashtags, and UGC campaigns.
Linking offline exposure to online performance.



Performance You Can Measure

- Reach: 100K–1.5M+ (location dependent)
- +21% improved audience targeting with DOOH
- 61%+ positive brand recall & sentiment

We don't just advertise,
We drive outcomes.

Etching K-Brands Across the Middle East

Let's Shape and Execute Your Vision Together.

DPM OOH Strategy for Middle East



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* This document is a summary.

Detailed media lists, budget breakdowns, and estimated reach by country are available upon request.