

| Out-Of-Home Advertising Sky Marketing Exclusives



**Family Mall
Erbil Screens**

ABOUT Family Mall Erbil

Family Mall Erbil was opened in December, 2010, and it quickly became the most successful shopping mall across Iraq. Today, it hosts more than 170 shops that cater to a broad range of services and needs. Family Mall Erbil is located in a prime location on the 100m Street, in one of the city's busiest regions. It attracts shoppers from all over Iraq, registering more than 1.2 million visitors per month. Furthermore, its atmosphere, diverse shops and the attached Family Fun Amusement Park turned this mall into a destination favored by families.

The data provided here explains why the Family Mall Erbil is a not-to-miss opportunity to advertise, announce, market and communicate with eager consumers from all over.

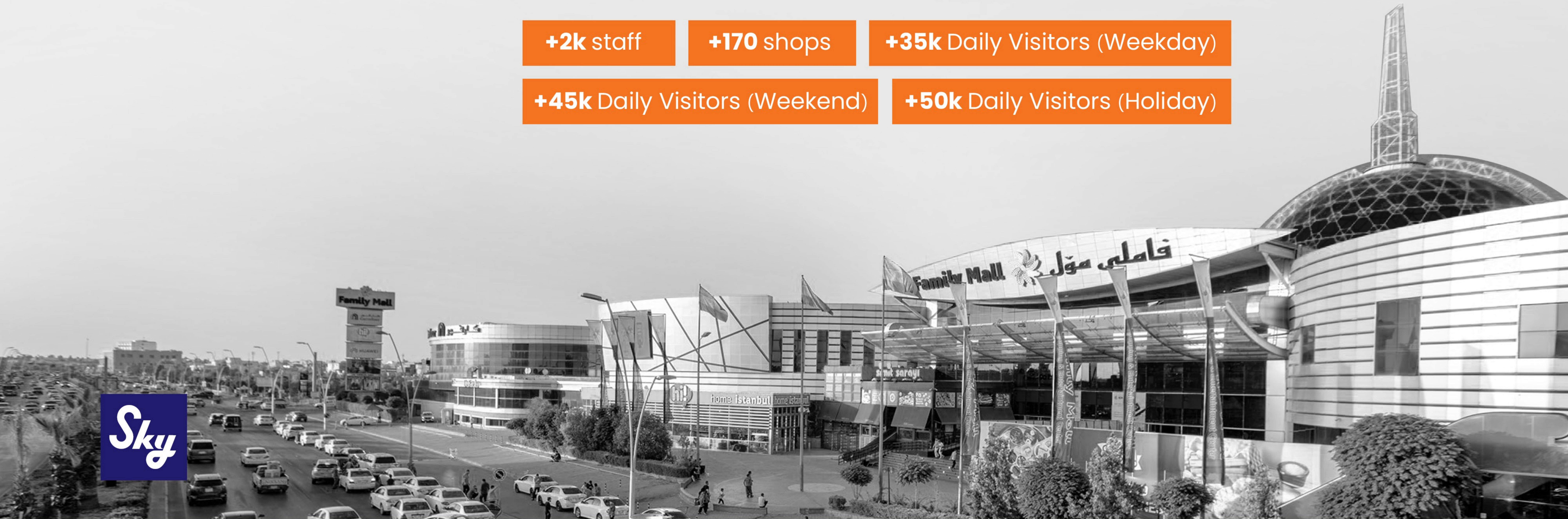
+2k staff

+170 shops

+35k Daily Visitors (Weekday)

+45k Daily Visitors (Weekend)

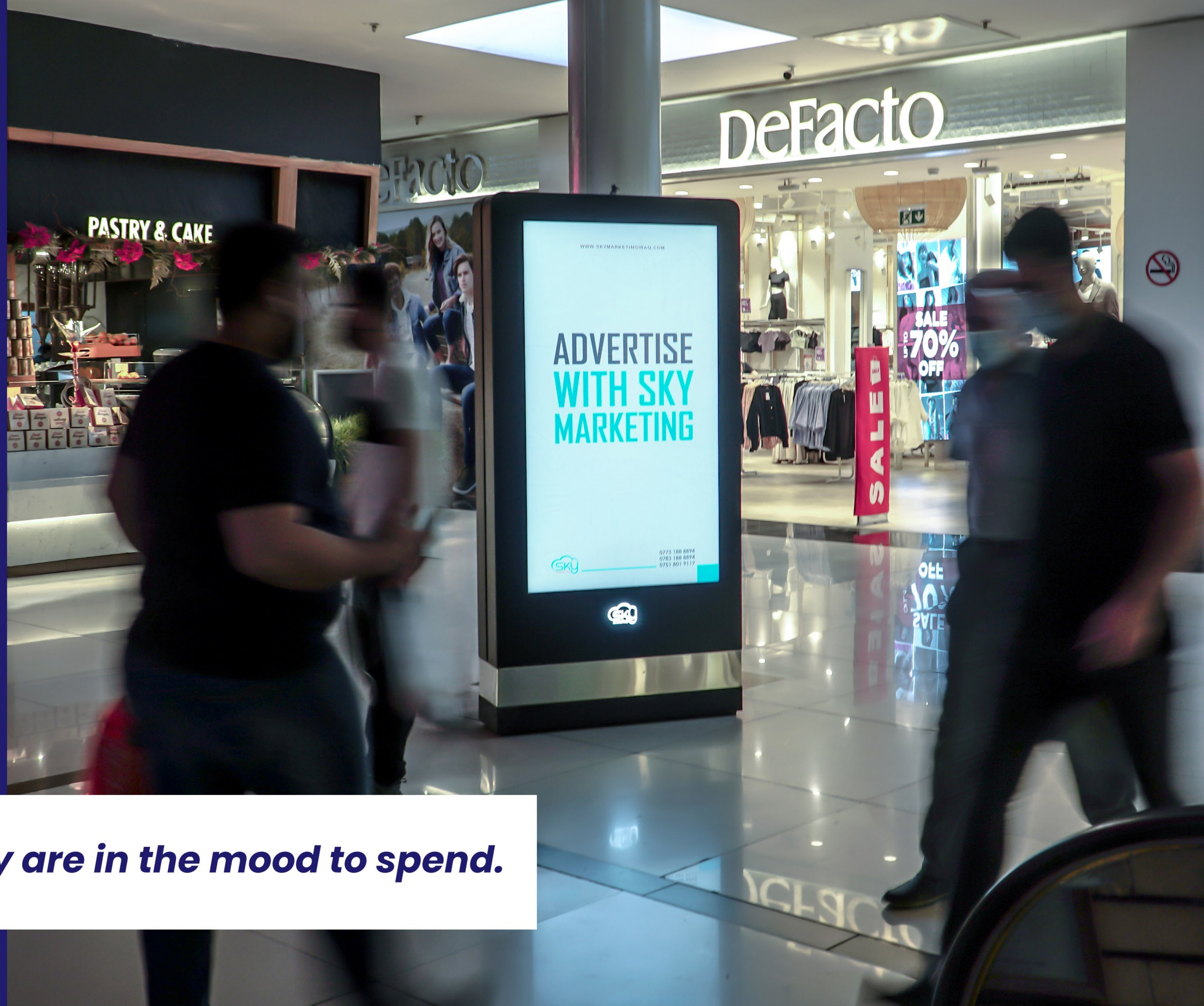
+50k Daily Visitors (Holiday)



Sky Marketing Mall Screens

Sky Marketing enjoys exclusive advertisement rights at Family Mall Erbil. Therefore, we help our clients to harness the mall's full marketing power. Using our indoor Ultra High Definition screens, we can display dynamic content that catches the eye, captures interest and persuades to action.

These in-mall Dynamic Crystal Color screens can be adapted to serve a wide range of marketing purposes. From brand boosting and activation campaigns, to product announcement, customer engagement, traffic driving and leads conversion.



Reach them while they are in the mood to spend.

Sky Marketing

Mall Screens

SCREEN COUNT

18 Screens

SPECS

Samsung QM65R - 65" UHD

TYPE

Single face, double face.
Up to one billion shades.

LOCATIONS

Strategic placement includes
entrances, exits, stairs, food courts
& main hall.

DURATION & FREQUENCY

Ad duration is 10 seconds.
Minimum repetition is once every
5 minutes.



Why Choose Sky Marketing Mall Screens ?

A – Z Service

From site installation to 24/7 support, we guarantee a smooth advertising experience, with no intervention needed from your side. Furthermore, you will receive monthly reports supported by images and statistics so you can check how well your ads are doing. Don't have any ads? No problem! We will create your next buzz-maker.

Captivating Visuals

Whether images or videos, the 1080 full HD screens will guarantee rich and vivid colors. We also bring out the finest details, whether it's messages, contacts or prices. Using a sequence of screens, you can surround your potential clients with rich displays that accompany them along their mall walk.

Endless Choices

To make the most out of mall screens, the commercial space must be easily tailored to any need. Being a full-service provider, Sky Marketing creates all the needed materials to keep the screens' content updated, whether daily, weekly, seasonally, etc. This way, you can target the widest range of potential customers, and make use of any season, event and occasion.

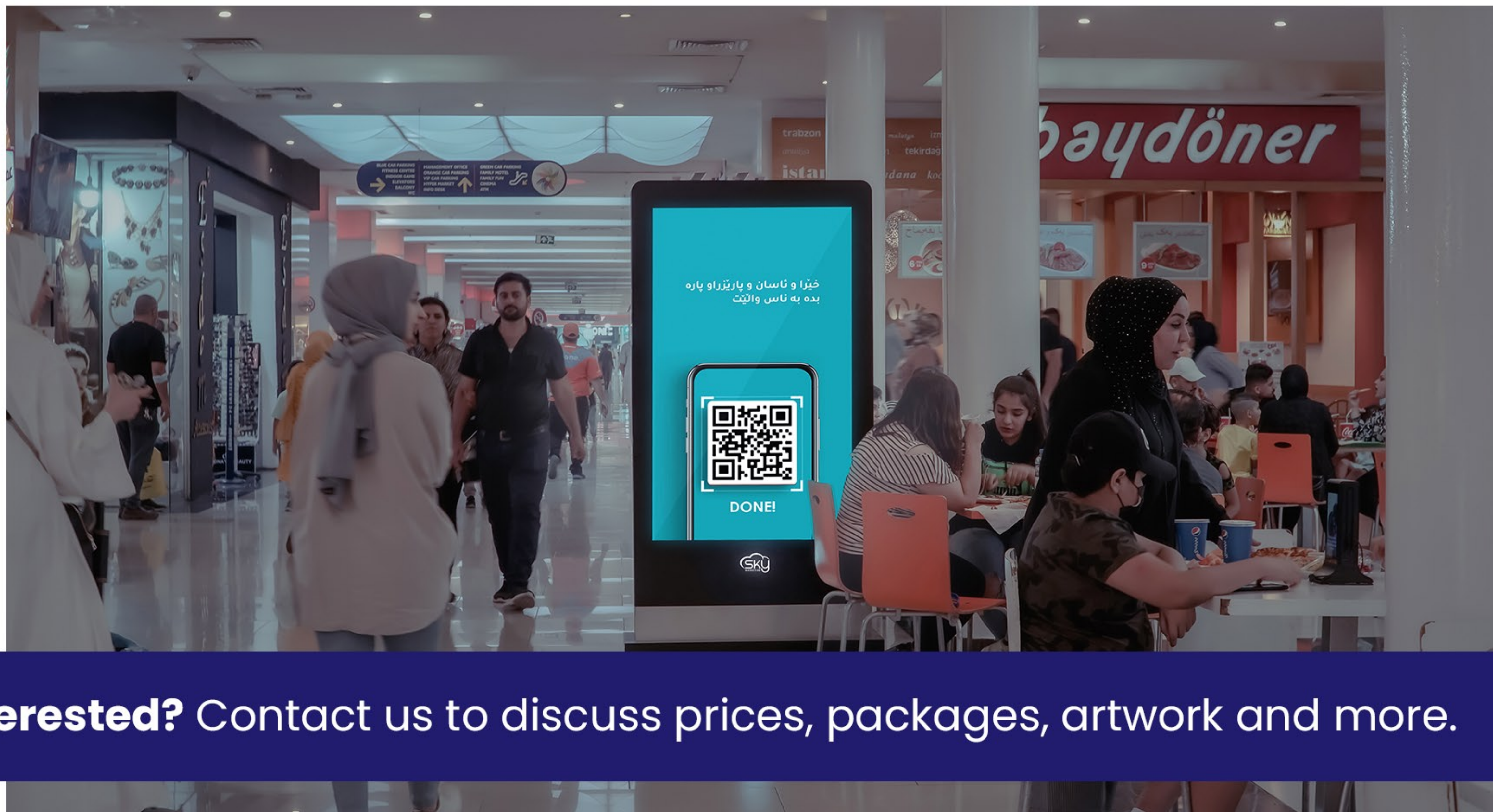


Ground Floor Screens Location



First Floor Screens Location





Interested? Contact us to discuss prices, packages, artwork and more.

About Us

Sky Marketing is a full-service marketing agency headquartered in Erbil. Since 2013, we have been adding value to Iraqi businesses via the capability of 33 full-time employees and more than 100 project-based members. Our track record features helping more than 50 brands in more than 15 industries to increase exposure, surpass competitors and drive sales their way.



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