

Feb 2017

# Mall of Qatar Digital Advertising Deployment

**The Middle East's largest shopping centre digital installation programme goes live to critical acclaim from both stakeholders, advertisers and customers.**

## Project Delivery dates

12/09/16 – 18/02/17

## Project summary

Esprit Digital were selected to provide a full digital solution to Elan Media in the Mall of Qatar. In partnership with local integrator AVT (Audio Visual Technology) in Doha, we designed, built and installed the following iterations:

- 36-off Indoor Bespoke Double Sided 70" Advertising Pods
- 24-off 3 x 3 55" Video Walls – 216 Displays
- 16-off 7m W x 1.25m H – Indoor 4mm Pitch LED
- 2-off 12m W x 6m H – Indoor 4mm Pitch LED
- 2-off 4m W x 3m H – Indoor 4mm Pitch LED
- 2-off 7.5m H x 5m W – Outdoor 20mm Pitch LED
- 14-off 48-sheet Flex Face Lightboxes

This is the first time the ME region has seen this quantity and quality of large-format digital displays installed within a single shopping mall. Each iteration was designed to complement the overall look and feel of the centre, as well as to communicate the status of both the media company and the infrastructure owner to high-end consumers. As an advertising network in a mall, it is second-to-none anywhere in the world and has already proven a commercial success with brands from all market sectors. As standalone pieces of digital furniture deployed throughout a billion-dollar retail environment, they have been universally accepted and are currently being rolled out to other sites across the Middle East.

## Technical information

Part of the installation was 2-off 7.5m High x 5m Wide LED displays for the walls adjacent to the main entrance – these operate within an ambient outside temperature which can often reach 50°C+. To keep the refrigeration costs down, our engineers decided to utilise the air-conditioning of the mall itself to maintain the temperature range within our enclosures to ensure a 10-year lifespan for our product. We have also built 36 totally bespoke double sided 70" LCD Pods (MUPI's). These highly stylised, iconic structures incorporate our latest Cortex thermal and remote management technology, which means maintenance visits are extremely rare if ever – almost any issue can be resolved from our Network Operating Centres around the world.



**Find out how we can support your business**

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Other features of this remarkable unit include LED side strips that change colour with content, full audience measurement, iBeacons and ClearSpace™, Esprit Digital's proprietary sensor system which warns management of obstructions to their screens.

## Commercial Success

Since the network went live, every 10-second advertising slot within each minute has been sold – this has been to a mixture of major brands like Vodafone, Qatar Development Bank and local partners.

## Client Requirements

The client brief for this project was simple: create the biggest and best digital shopper environment in the Middle East. To date only a few airports in the region have embraced digital screen technology as a perfect medium to enhance their customer's journeys and malls have almost exclusively stayed with traditional paper advertising systems. This will all change now as the Mall of Qatar has significantly raised the bar and demonstrated to undeniable effect how a well-thought out, well-planned, beautifully designed digital hardware installation can be a key differentiator in a competitive sector like shopping centres. From the moment you pull up to the front door, you are greeted by two 37.5sqm LEDs and you have begun your digital experience. The 'Wow factor' has been created by the 2 giant 72sqm high resolution LEDs on the main walkway and the 24-portrait 9x55" LCD videowalls embedded in the columns around the food court. These are complemented perfectly by 36 state-of-the-art, freestanding, double-sided 70" LCD pods and 16 Linkbridge LED Banners that have been seamlessly integrated into the bulkheads above every walkway. The enclosures for this last iteration had the additional design feature of being able to completely open from the front on gas lifts for simple maintenance access.



## Customer Satisfaction

"From the beginning of this project we were very clear in our minds what we wanted to deliver. Very simply, a world class Digital OOH installation that would utilize the very latest and best technology available, would match the look and feel of the mall, and be a commercial success. We were also very clear about the type of partner we needed, not just for access to the technology, but for design and implementation, and advice – delivering a real partnership. Esprit Digital have done all of this and more, and I am delighted that we selected them for this project".

**Jamie Ball, COO Elan Media.**

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