



THE LARGEST OOH MEDIA NETWORK *IN DUBAI*

Total Media Solution



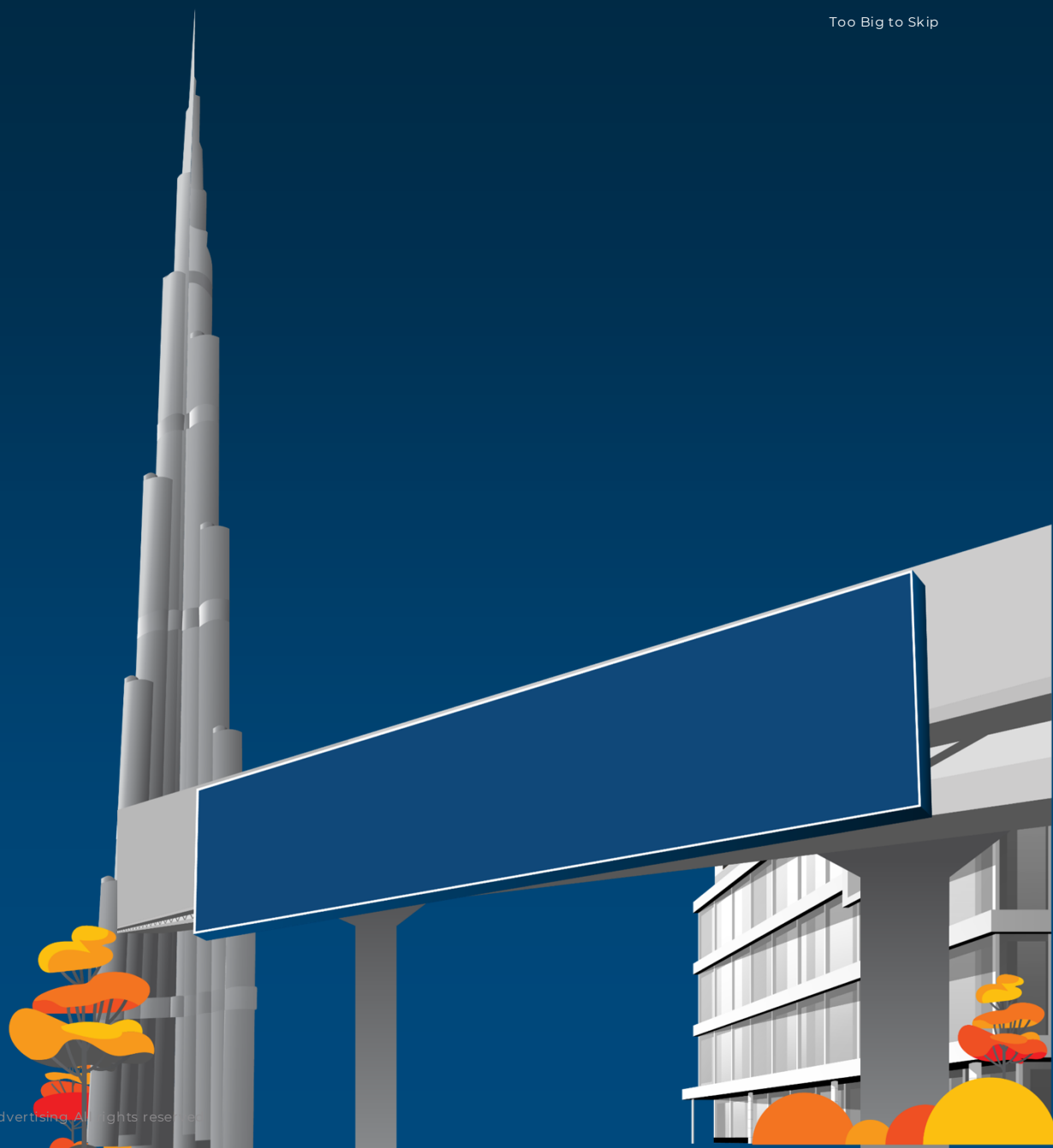
WHO WE ARE?

Hills Advertising L.L.C. was established in Dubai 2003. Our vision being to lead and actively develop the outdoor advertising market within the Middle East.

Today Hills Advertising has become one of the largest and most experienced owner and operator of outdoor advertising in Dubai. The Teams vast experience, creativity and passion for outdoor advertising has enabled Hills to become a valued media partner for local and International Clients and Agencies. Our focus is to deliver premium, high impact advertising locations to ensure maximum exposure is gained and marketing requirements are met.

MISSION

To be the Market Leader in Outdoor Advertising by proactively working to source new and unique locations and concepts building on our already extensive portfolio.



OUR OFFERING



Static Bridges

96 Faces on Sheikh Zayed Road, Al Khail Road, MBZR, and other main highways



Digital Bridges

Golden Gate 2 Face LEDs

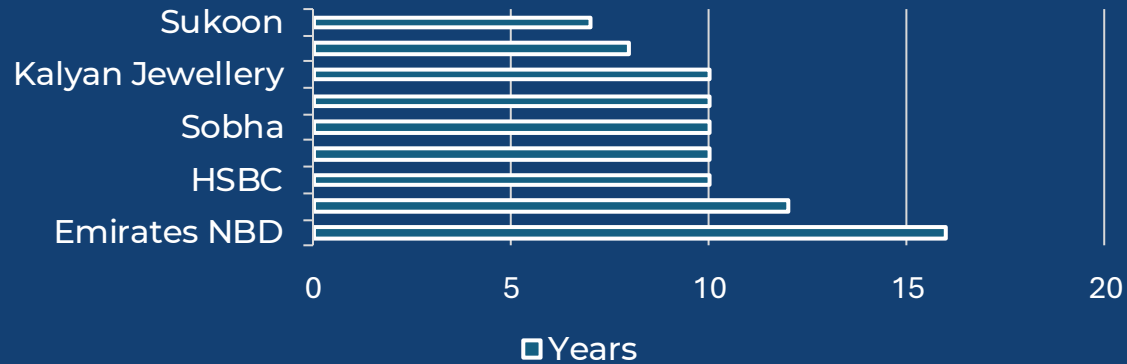


Lamppost

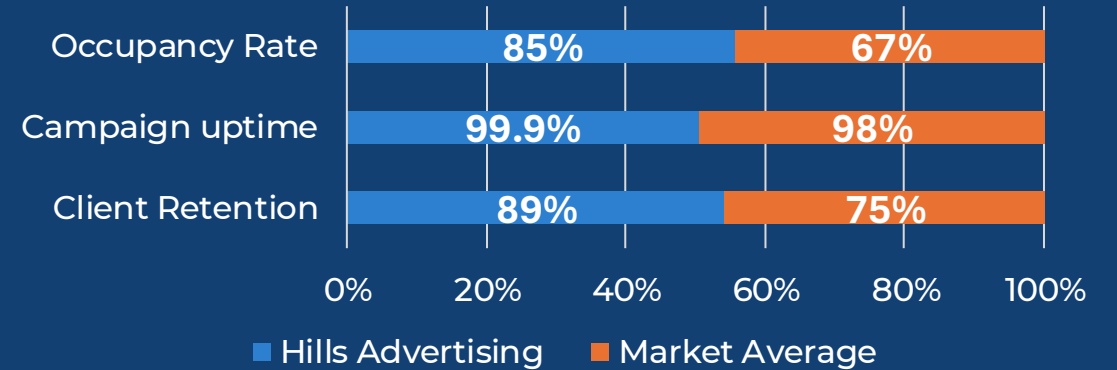
40 faces on Airport Road

FACTS ABOUT US

The Longest holder of partnerships with brands in Dubai



Hills Advertising VS. Industry Averages



The Biggest OOH provider of Large-scaled faces in Dubai



The Biggest OOH Contractor with the Roads and transportation Authorities in Dubai

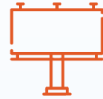


TRUSTED BY

Most local, Regional, and Multinational brands



WHO WE *TRULY* ARE?



130

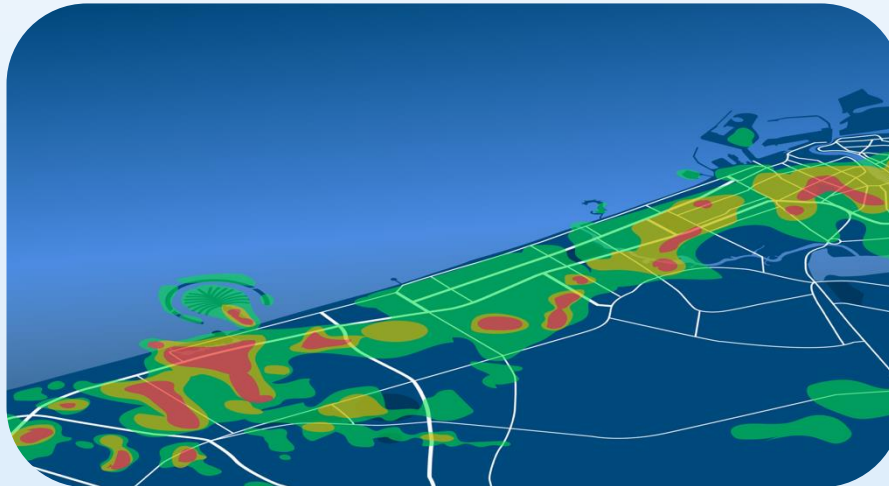
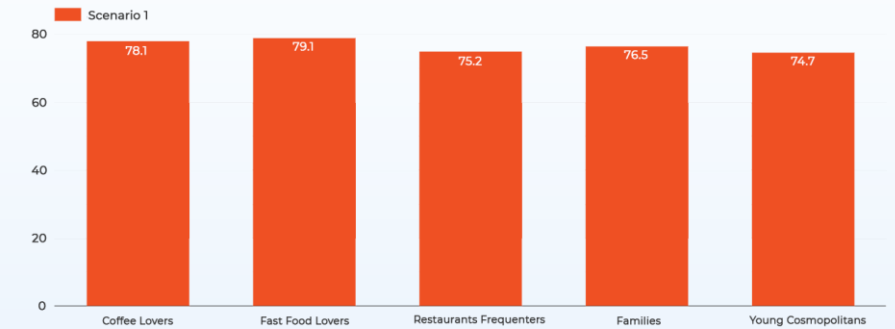
Faces spread across main highways (SZR, Khail, MBZ, Garhoud Airport Road, and other Prime Areas)



83%

Average monthly reach guaranteed across Dubai residents.

Behavioral Audiences - TRP (%)



222

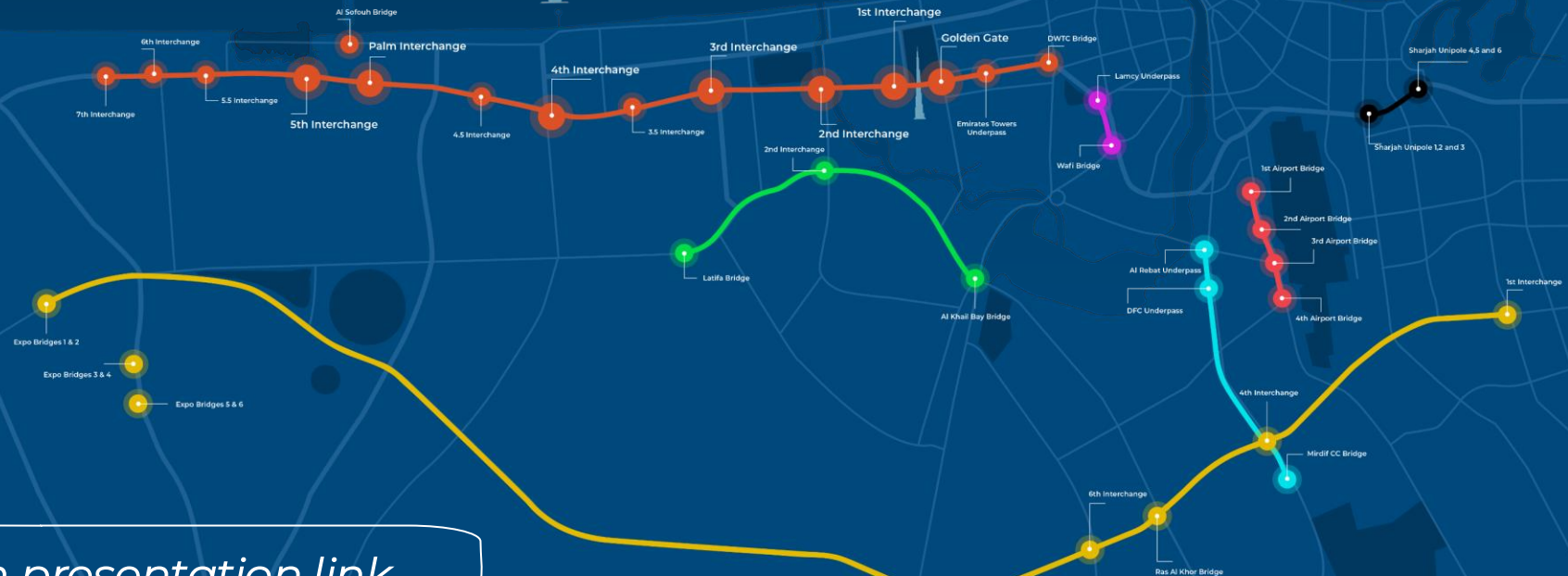
Average frequency to ensure top of mind brand recall



2 Billion

Total impressions delivered across the full network per month

BRIDGING DUBAI RESIDENTS

[SZR](#)[KHAIL](#)[MBZR](#)[AIRPORT](#)[GARHOUD](#)[DFC](#)

Click on Road to open presentation link

WITH THE POWER OF *REACH*



COMBINED WITH *CREATIVITY*



Description

Several creative ideas are Possible across our bridge Banners

- Frame branding
- Die-cut 3D Logos
- LED Lights
- LED Counters



**CREATING
LANDMARKS**

AND POWERED BY *DATA*

Hills Advertising has been a long-standing partner of Streach, which offers three core modules enabling advertisers to explore opportunities, simulate various campaign configurations, and measure campaign exposure effectively.

This partnership empowers Hills to optimize campaigns and ensure that client briefs are addressed with the most effective outcomes and highest possible return on investment.



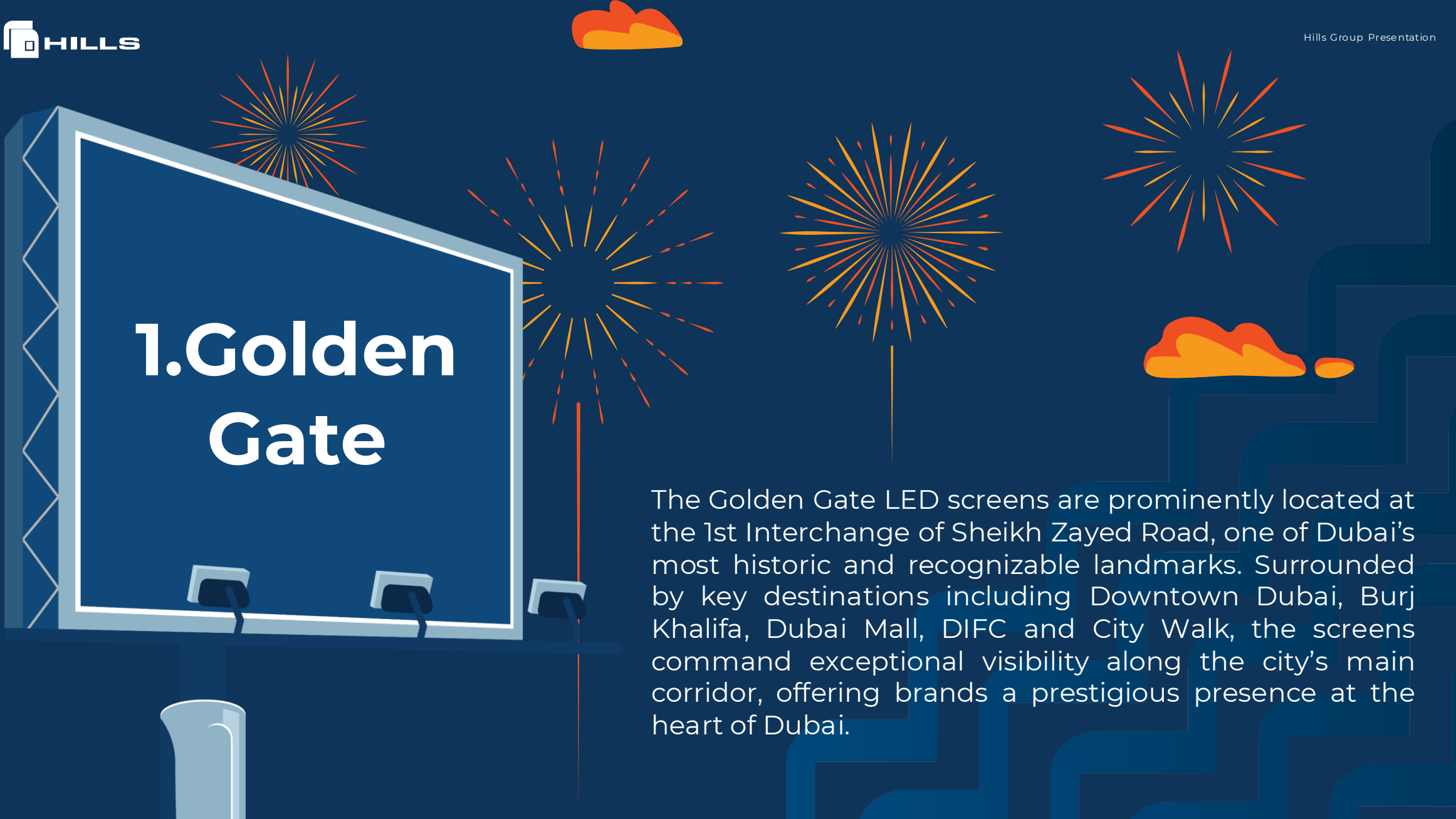
EXPLORER



SIMULATOR



MEASUREMENT

A stylized illustration on a dark blue background. On the left, a large, white-bordered LED screen is tilted slightly to the right. It displays the text '1. Golden Gate' in white. Below the screen, three small, grey, rectangular objects are visible. To the right of the screen, several stylized fireworks in orange and yellow burst against the dark blue sky. Two stylized orange and yellow clouds are also present. The background features a subtle, repeating geometric pattern of dark blue shapes.

1. Golden Gate

The Golden Gate LED screens are prominently located at the 1st Interchange of Sheikh Zayed Road, one of Dubai's most historic and recognizable landmarks. Surrounded by key destinations including Downtown Dubai, Burj Khalifa, Dubai Mall, DIFC and City Walk, the screens command exceptional visibility along the city's main corridor, offering brands a prestigious presence at the heart of Dubai.

Golden Gate Face A– (Dubai towards Abu Dhabi)



Visual Size: 28.8M X 2.6M

Type: LED



550,000
Estimated Daily
Total Passengers



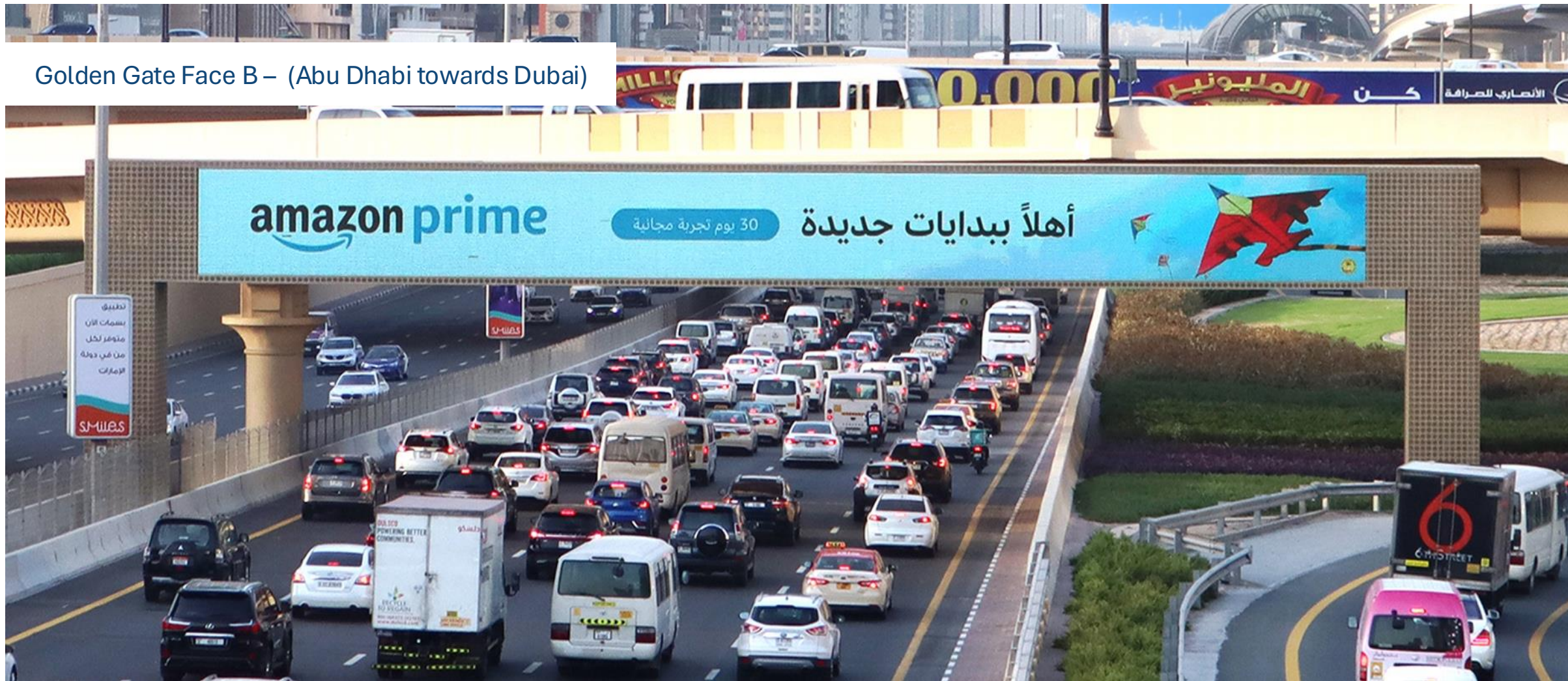
SHEIKH ZAYED ROAD

Description: The 1st Interchange on Sheikh Zayed Road, it's very close to Dubai Mall and the world famous Burj Khalifa Tower. It can be seen by all traffic coming from Dubai and World Trade Centre towards Jebel Ali & Abu Dhabi.



<https://goo.gl/maps/GwbYAjxPnZz89KM19>

Golden Gate Face B – (Abu Dhabi towards Dubai)



Visual Size: 29.76M X 2.6M



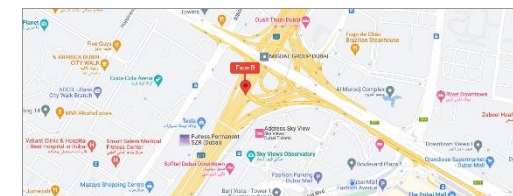
550,000
Estimated Daily
Total Passengers



SHEIKH ZAYED ROAD

Type: LED

Description: The 1st Interchange on Sheikh Zayed Road, it's very close to Dubai Mall and the world famous Burj Khalifa Tower. It can be seen by all traffic coming from Abu Dhabi towards Dubai and World Trade Centre.



<https://goo.gl/maps/w8jXXv2drnKsgF8J9>

The background of the slide is a dark blue gradient. On the left, there is a large, white-bordered rectangular banner with a 3D effect, mounted on a grey support structure. The banner displays the text '2.The Landmark' in white. To the right of the banner, there are several stylized fireworks exploding in the sky, represented by orange and yellow lines radiating from a central point. There are also two stylized orange and yellow clouds. In the bottom right corner, there is a large, dark blue, stylized graphic of a bridge structure, composed of many rectangular blocks arranged in a stepped pattern.

2.The Landmark

The Landmark is a full frame branding of our bridge banners with 3D logos, die-cuts, Structure Branding, and LED lights

THE LANDMARK



DAY-SHOT MOCKUP

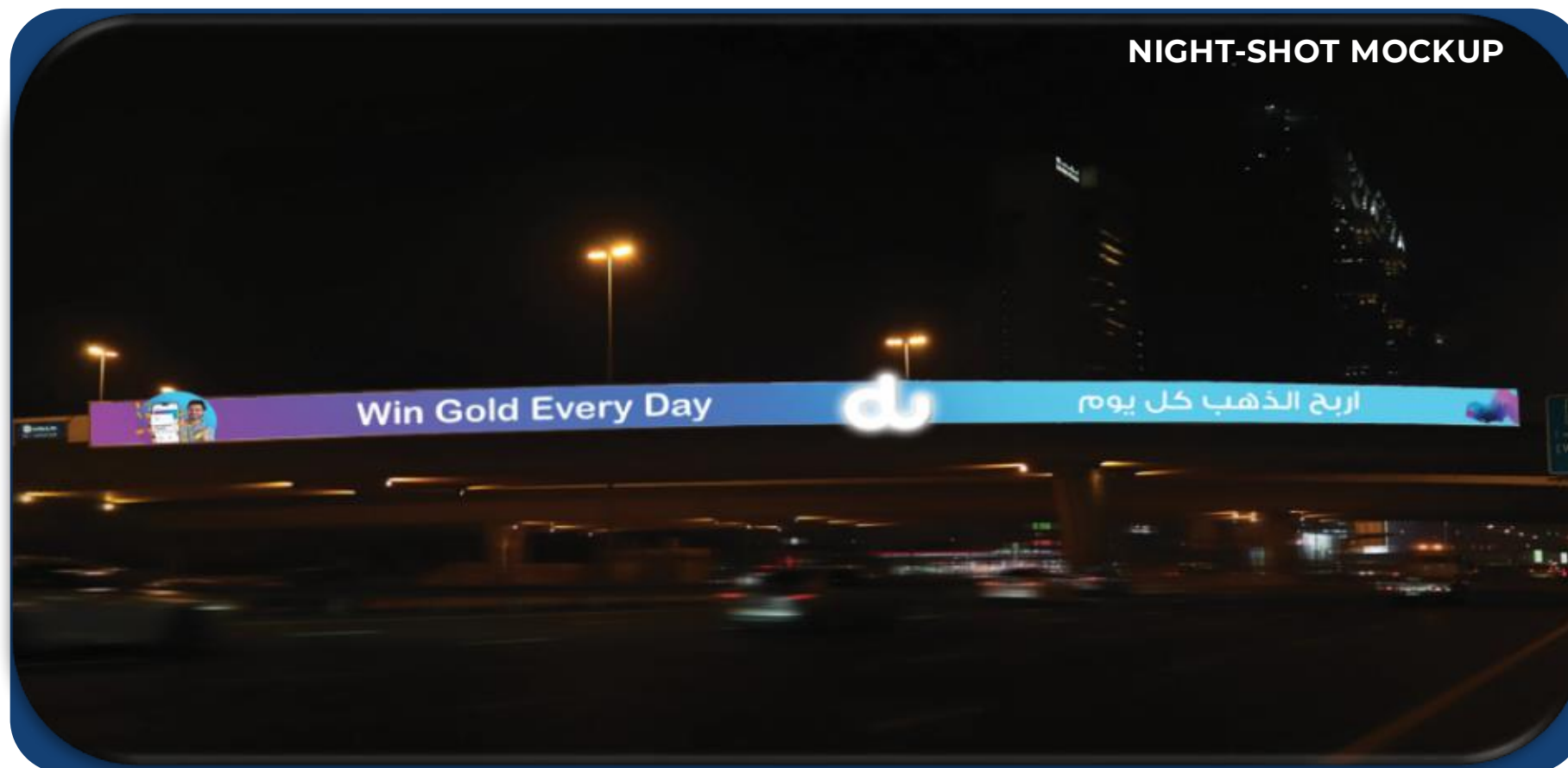


THE LANDMARK

Fully branding an OOH bridge with die-cuts and logos is critical to cutting through visual clutter and seizing audience attention in high-traffic.

Die-cuts add dimensional intrigue and custom shapes, transforming static ads into eye-catching installations that defy traditional formats, while bold logos reinforce brand identity, ensuring instant recognition.

THE LANDMARK



THE LANDMARK

Together, they create a "landmark effect" by turning the space into a memorable visual anchor, fostering brand recall and positioning the location as a reference point in the minds of passersby.

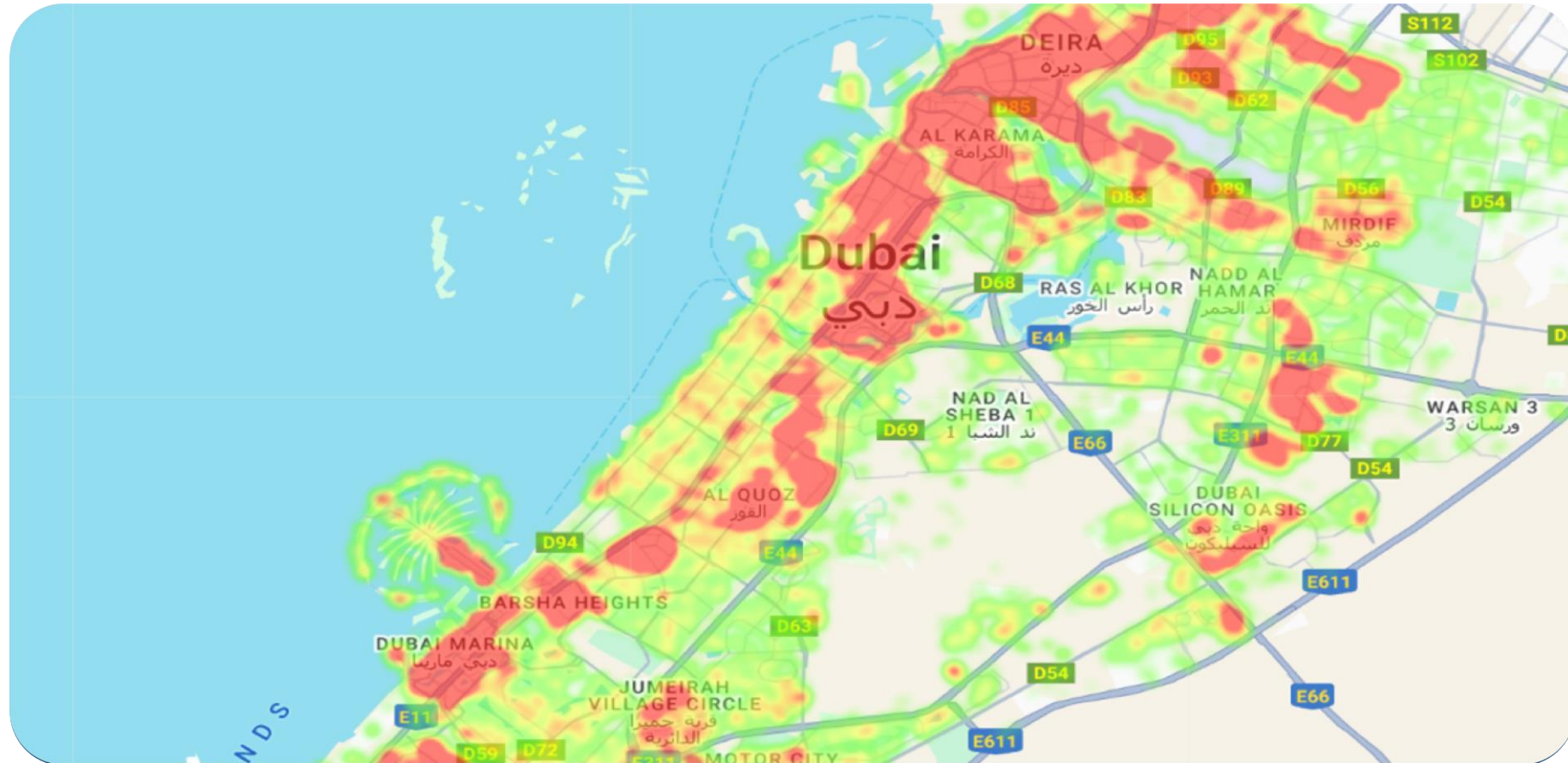
This strategic fusion of creativity and consistency not only maximizes visibility but also elevates the brand's presence to iconic status.

3. The Grid

The Grid is a one-of-a-kind solution in the UAE, seamlessly combining large-scale locations, prime highway areas, unmatched reach, and high-frequency exposure all at an unbeatable price.

DOMINATING THE CITY

Dubai's optimal solution for a large-sized network

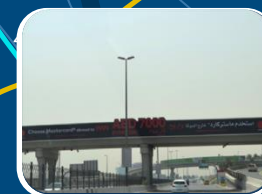
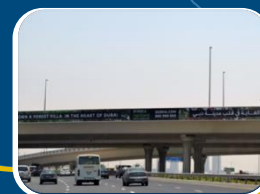


CITY DOMINATION

The Grid is a pioneering out-of-home network, with 7 bridge banners strategically placed across Dubai's highways, ensuring a remarkable 60% reach and an average frequency of over 15 all at an extreme competitive CPM

THE GRID DISTRIBUTION

2 Faces on SZR
1 Face on Garhoud
1 Face Airport Road
1 Face on Khail
2 Faces on MBZR

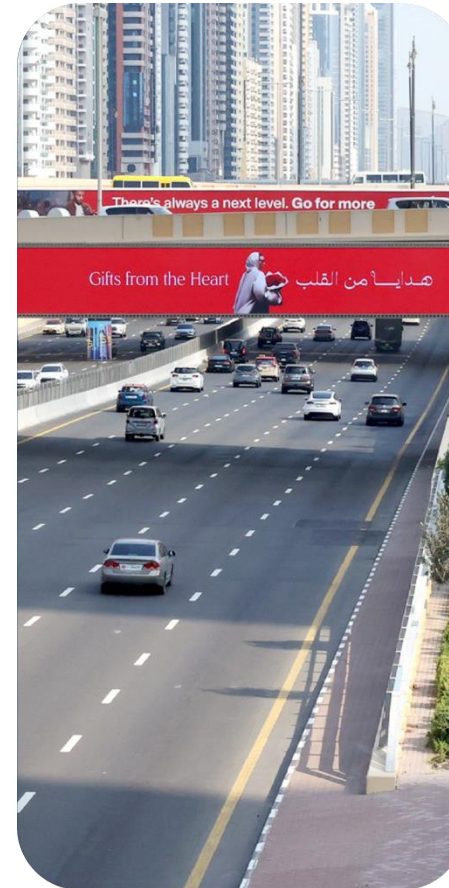


UNPARALLELED ADVANTAGES



60%

Guarantees reach across target demographics.



15+

Average frequency to ensure top of mind brand recall

CPM

Best available in the market



4. Business Collection

A high-impact bridge network concentrated on Sheikh Zayed Road, maximizing exposure to one of the city's most valuable traffic streams while delivering competitive ROI.

BUSINESS COLLECTION



28%

Average Monthly
Reach of Dubai
Residents



4

Average Monthly
frequency of Dubai
Residents



6MM

Total served
impressions per
month



BUILT FOR PRECISION

Targeting high-value audiences on SZR

A high-impact network concentrated on SZR, delivering repeated exposure to one of Dubai's most valuable traffic streams across a premium

WHAT IT DELIVERS

- Access to high-value SZR traffic
- Affluent, business, and decision-making audiences
- High dwell time and repeated exposure
- High-impact visibility in premium environments

BEST SUITED FOR

- Banking & finance
- Real estate
- Automotive
- Luxury

Built for premium brands that need audience quality, impact, and recall.

Trade Centre – Immigration Underpass (Immigration towards Sheikh Zayed Road)



Visual Size: 14.7M X 2M

Type: Backlit Bridge



350,000
Estimated Daily
Total Passengers



SHEIKH ZAYED ROAD

Description: Located between The World Trade Centre and Immigration Department. It can be seen by all traffic coming from Bur Dubai and Immigration towards World Trade Centre and Sheikh Zayed.



<https://goo.gl/maps/CJ8KV3XTAm7nNTdc6>

Emirates Towers Underpass (Emirates Towers towards Sheikh Zayed Road)



Visual Size: 12.22M X 2M

Type: Backlit Bridge



200,000
Estimated Daily
Total Passengers



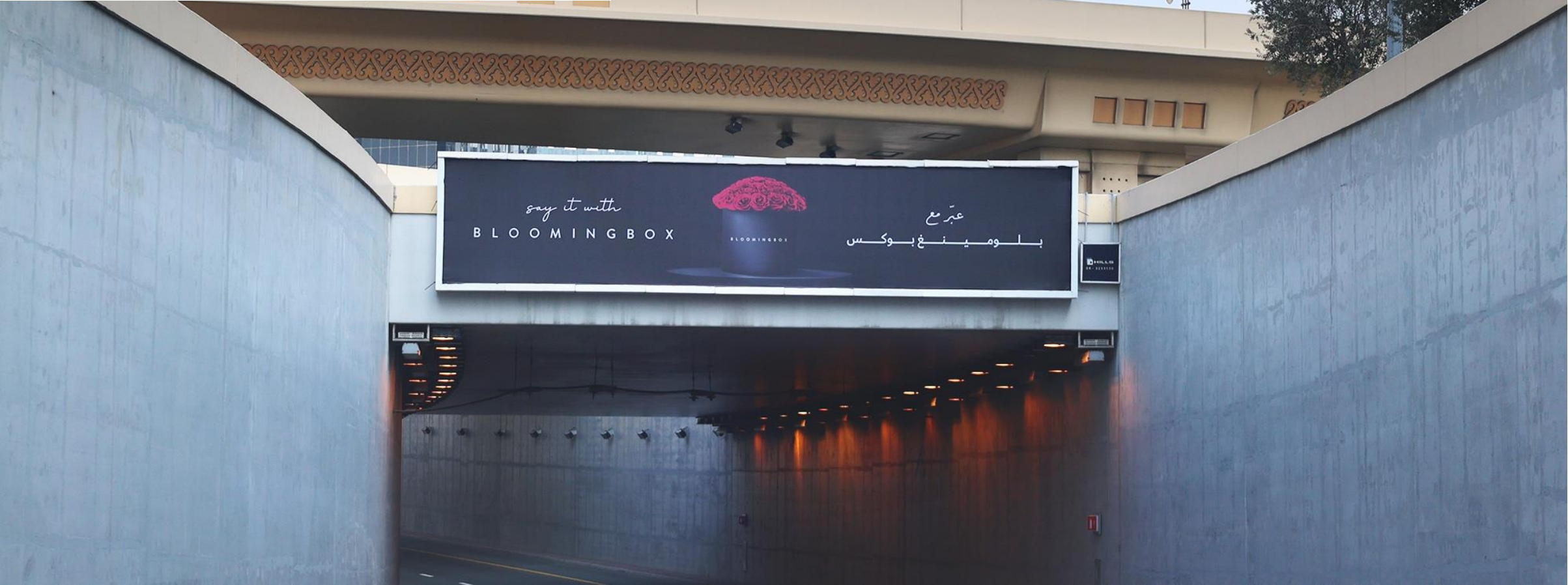
SHEIKH ZAYED ROAD

Description: Located strategically on the entrance to the prestigious Sheikh Zayed opposite to Crown Plaza Hotel, with all traffic coming from World Trade Centre Exhibition Area, Emirates Towers & Novotel WTC Dubai toward Sheikh Zayed Road, Shangri la Hotel & Abu Dhabi.



<https://goo.gl/maps/cb87r9jVhzNNMCo6>

DIFC UNDERPASS – (Abu Dhabi to towards Dubai)



Visual Size: 11.3M X 2.4M

Type: Backlit Bridge



150,000
Estimated Daily
Total Passengers



SHEIKH ZAYED ROAD

Description: The 1st Interchange on Sheikh Zayed Road, it's very close to Dubai Mall and the world famous Burj Khalifa Tower. It can be seen by all traffic coming Abu Dhabi towards DIFC and Emirates Towers..



<https://goo.gl/maps/hQajisymDe5Yej1t8>

Shangri la Hotel Underpass (Abu Dhabi to Dubai)



Visual Size: 18.5M X 2.7M

Type: Backlit Bridge



100,000
Estimated Daily
Total Passengers



SHEIKH ZAYED ROAD

Description: It's located near The Canadian University and Shangri la Hotel behind of Sheikh Zayed Road also very close the world famous Burj Khalifa. It can be seen by all traffic coming from Mazaya Centre, Safa Park & Sheikh Zayed Road toward Bur Dubai & World Trade Centre.



<https://goo.gl/maps/ioHUnTEWgFB0yeLJ8>

Palm Underpass (Abu Dhabi to Dubai)



Visual Size: 13.4M X 3M

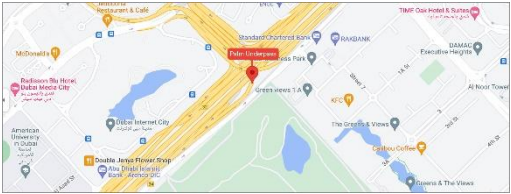


350,000
Estimated Daily
Total Passengers



SHEIKH ZAYED ROAD

Description: Located on Sheikh Zayed Road, very close to Palm Island and Dubai Marina. It can be seen by all traffic coming from Dubai Media City, Jebel Ali and Abu Dhabi toward Dubai Marina.



<https://goo.gl/maps/aIoUVvZBj3F9u5gC9>

Type: Backlit Bridge

DFC Entrance Underpass (From Mirdif toward DFC Mall)



Visual Size: 12M X 2M

Type: Backlit Bridge

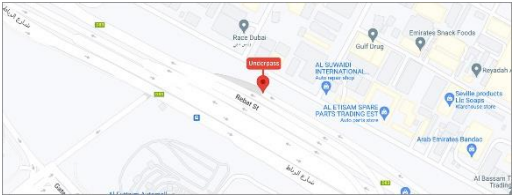


150,000
Estimated Daily
Total Passengers

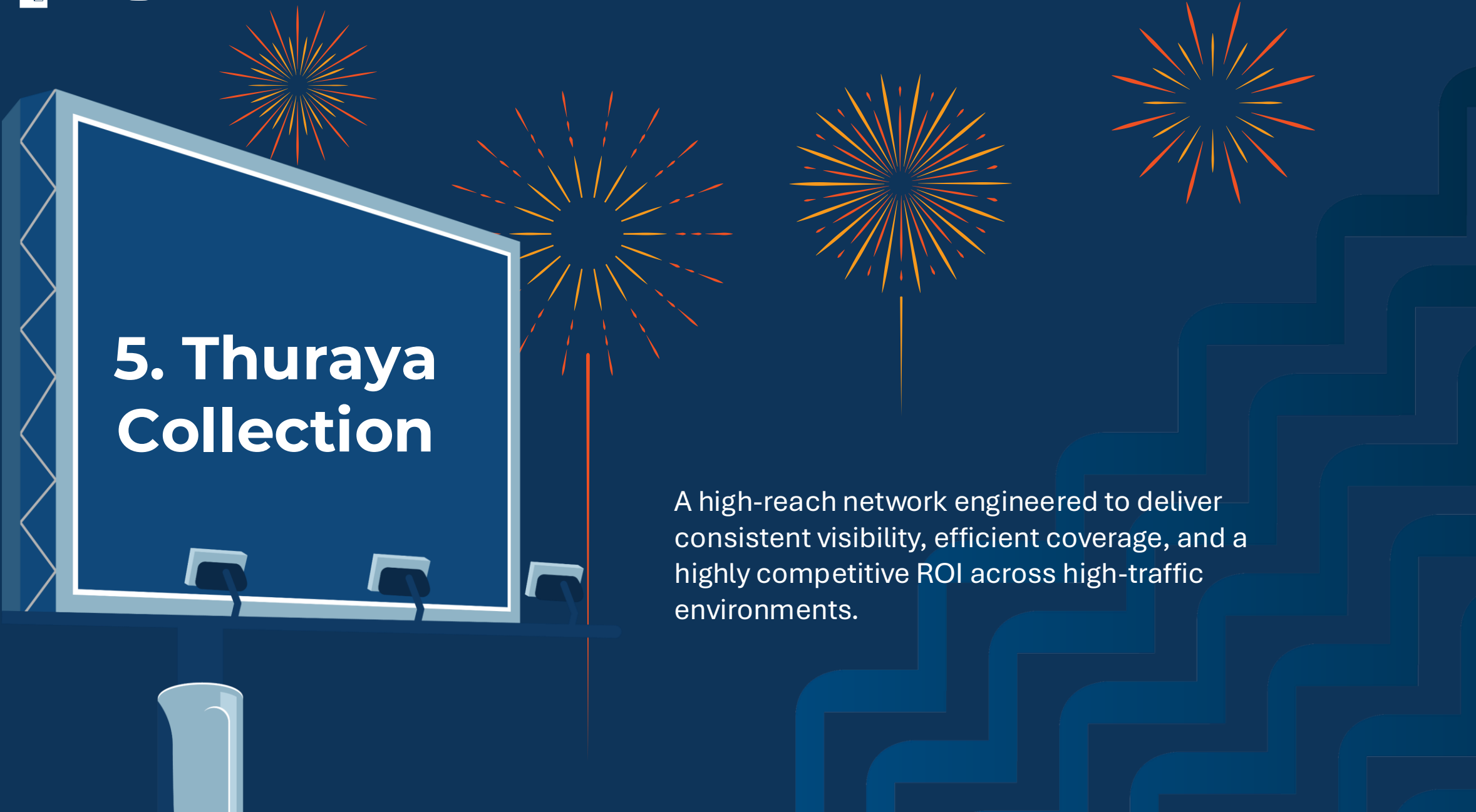


Al Rebat Road

Description: Located strategically on Al Rebat Road opposite to ACE Hardware, Ikea & Al Badia Residences. It can be seen by all daily traffic coming from Al Rashidiya, Nad Al Hamar, Mirdif Citycentre, Emirates Road towards Dubai Festival City.



<https://goo.gl/maps/4uzXPVYjh1XHQ3pp6>



5. Thuraya Collection

A high-reach network engineered to deliver consistent visibility, efficient coverage, and a highly competitive ROI across high-traffic environments.

THURAYA COLLECTION



47%

Average Monthly
Reach of Dubai
Residents



17

Average Monthly
frequency of Dubai
Residents



164MM

Total served
impressions per
month



BUILT FOR **SCALE**

delivering mass reach with highly efficient ROI.

A high-reach network designed to capture broad audience movement across key Dubai corridors, maximizing visibility and coverage at an efficient cost.

WHAT IT DELIVERS

- Broad audience coverage across multiple corridors
- High daily commuter volumes
- Strong frequency across diverse segments
- Maximum reach at efficient cost

BEST SUITED FOR

- FMCG
- Retail
- Telco
- Delivery Platforms

Built for awareness-led campaigns that need scale, coverage, and efficiency.

1st Nad Al Hamar Bridge– Face A(Towards Airport Road)



Visual Size: 25M X 1.8M

Type: NON-LIT BANNER



100,000
Estimated Daily
Total Passengers



Nad Al Hamar Road

Description: Located strategically on Nad Al Hamar Road very close Dubai Airport Terminal 3 & Airport Expo Exhibition Centre. It can be seen by all traffic coming from Dubai Airport Road going towards Al Rebat Road, Festival City, Ras Al Khor & Mirdif.



<https://goo.gl/maps/HbrA1E6nPP19WR2m9>

1st Nad Al Hamar Bridge– Face B(Towards DFC Road)



Visual Size: 25M X 1.8M

Type: NON-LIT BANNER

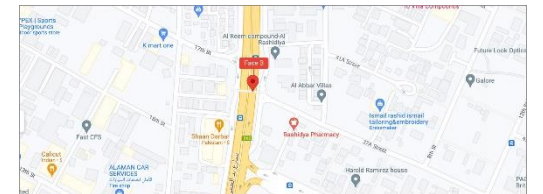


100,000
Estimated Daily
Total Passengers



Nad Al Hamar Road

Description: Located strategically on Nad Al Hamar Road very close Dubai Airport Terminal 3 & Airport Expo Exhibition Centre. It can be seen by all traffic coming from Dubai Airport Road going towards Al Rebat Road, Festival City, Ras Al Khor & Mirdif.



<https://goo.gl/maps/wKABQ7u3v7KAYo17>

AL Nahda Bridge(Towards Emirates Road)



Visual Size: 25M X 1.8M



150,000
Estimated Daily
Total Passengers

Type: NON-LIT BRIDGE



Al Nahda Road

Description: Located strategically on Al Nahda Road, very close to Emirates Corporate Society; can be seen by all daily traffic going towards Terminal Two, Dubai Festival City, Emirates Road, Mizhar and vise versa



<https://goo.gl/maps/WQ2ZNI5waRgSUvxh6>

Gold Souk Bridge – Face A (From Al Shandagha Towards Naif)



Visual Size: 20.15M X 1.8M

Type: NON-LIT BANNER

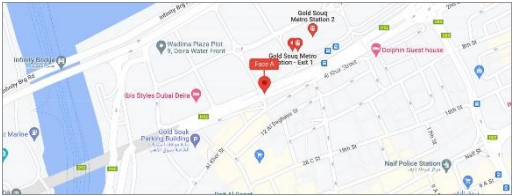


200,000
Estimated Daily
Total Passengers



Al Khalij St.

Description: Located strategically on Deira Corniche, opposite Dubai Gold Land, close to Hyatt Regency Hotel & Dubai Hospital; can be seen by all daily traffic coming from the Shandighah tunnel towards Hamriya, Mamzar , Deira and vise versa.



<https://goo.gl/maps/i41kdNFCWELTxdn7>

Gold Souk Bridge– Face B (From Naif Towards Al Shandagha)



Visual Size: 20.15M X 1.8M

Type: NON-LIT BANNER

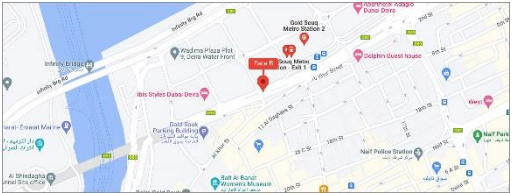


200,000
Estimated Daily
Total Passengers



Al Khalij St.

Description: Located strategically on Deira Corniche, opposite Dubai Gold Land, close to Hyatt Regency Hotel & Dubai Hospital; can be seen by all daily traffic coming from the Shandighah tunnel towards Hamriya, Mamzar , Deira and vise versa.



<https://goo.gl/maps/anbBCC5Uox6wtxf78>

Omar Bin Khattab st. Bridge – Face A (From Al Gurair Towards Etisalat)



Visual Size: 30.08M X 2.2M

Type: NON-LIT BANNER

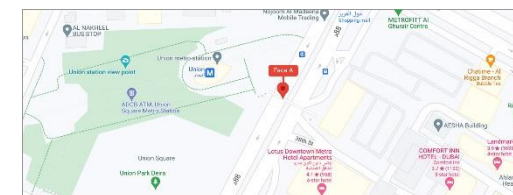


150,000
Estimated Daily
Total Passengers



Omar Bin Al Khattab St.

Description: Located strategically on Omar Bin Khattab Street, very close to Al Ghurair Shopping Center; can be seen by all daily traffic coming from the creek, Muraqbat Street, Rigga Street and vise versa.



<https://goo.gl/maps/1UyDbrGwdjW66rG89>

Sheikh Rashid Road Bridge – Face B (Towards Al Garhoud)



Visual Size: 25.07M X 1.8M



200,000
Estimated Daily
Total Passengers

Type: NON-LIT BANNER



SHEIKH RASHED ROAD

Description: Located strategically on Sheikh Rashid Road going towards Port Rashid close to Lulu Hypermarket; can be seen by all daily traffic going to Karama, Al Garhoud, Burjuman Shopping Mall, Bur Dubai and vise versa.



<https://goo.gl/maps/Y7fAMZsGgX954SEfA>



Case Studies

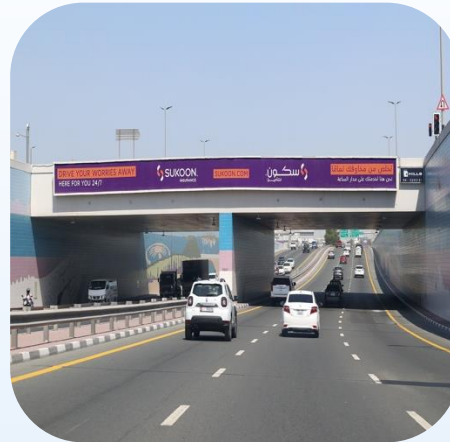
Case studies of recent OOH campaigns that highlights the power of our network
And the creative possibility we are able to deliver in order to maximize reach and attention

SUKOON Campaign



73%

Average Monthly Reach of Dubai Residents



40%

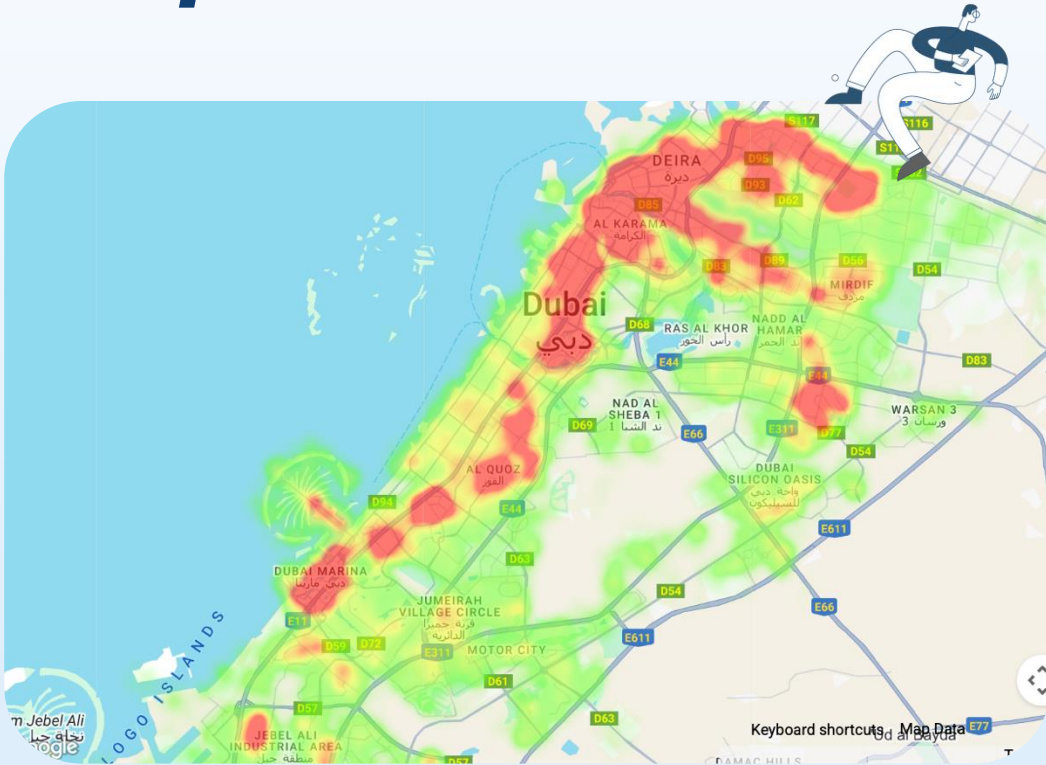
Average Monthly Reach of Sharjah Residents



300MM

Total served impressions per month

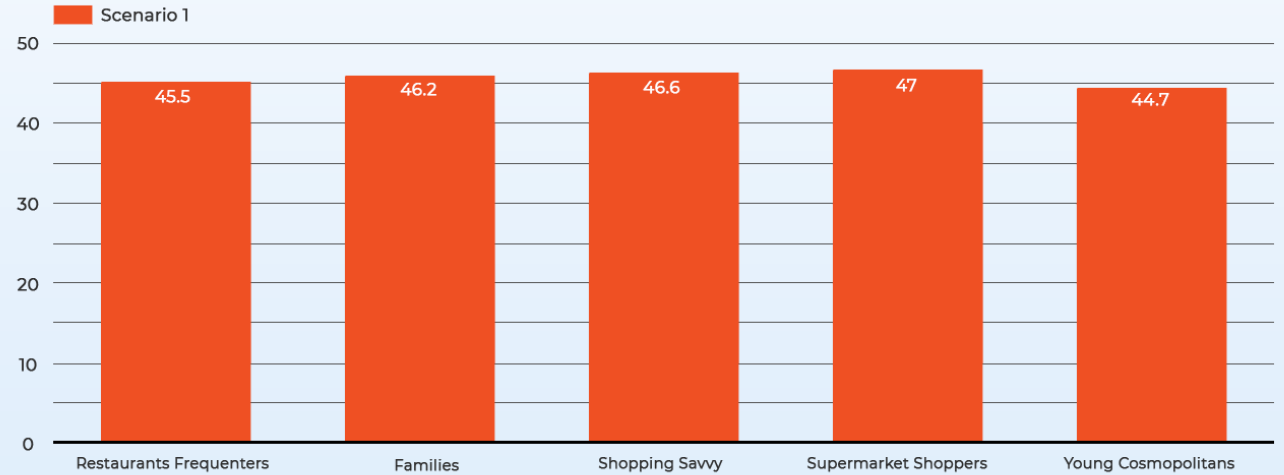
Dubai Monthly Report



Estimated Reach and Frequency*

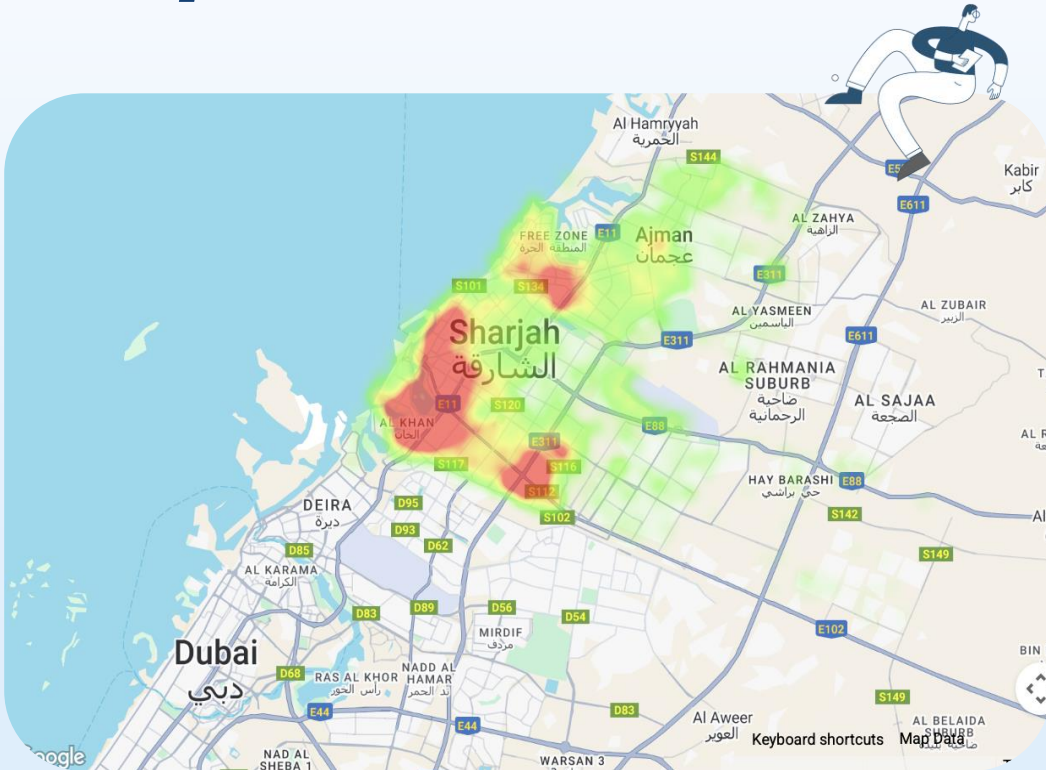
#	Scenario	Ad Formats Mix	Duration	Reach %	Frequency	Total Impressions
1	Full Campaign	Unipole (2), Bridge (11)	31 days	72.75	19.25	253,388,705

Behavioral Audiences - TRP (%)



*The simulation numbers are based on historic averages of the In-Market population. The Reach% may vary between 3% to 5% depending on the actual campaign start date.

Sharjah Monthly Report



Estimated Reach and Frequency*

#	Scenario	Ad Formats Mix	Duration	Reach %	Frequency	Total Impressions
1	Full Campaign	Unipole (2), Bridge (2)	31 days	39.71	14.08	49,897,755

Behavioral Audiences - TRP (%)



*The simulation numbers are based on historic averages of the In-Market population. The Reach% may vary between 3% to 5% depending on the actual campaign start date.

SAMANA Campaign



60%

Average Monthly
Reach of Dubai
Residents



21

Average Monthly
Frequency of Dubai
Residents



250MM

Total served
impressions per
month

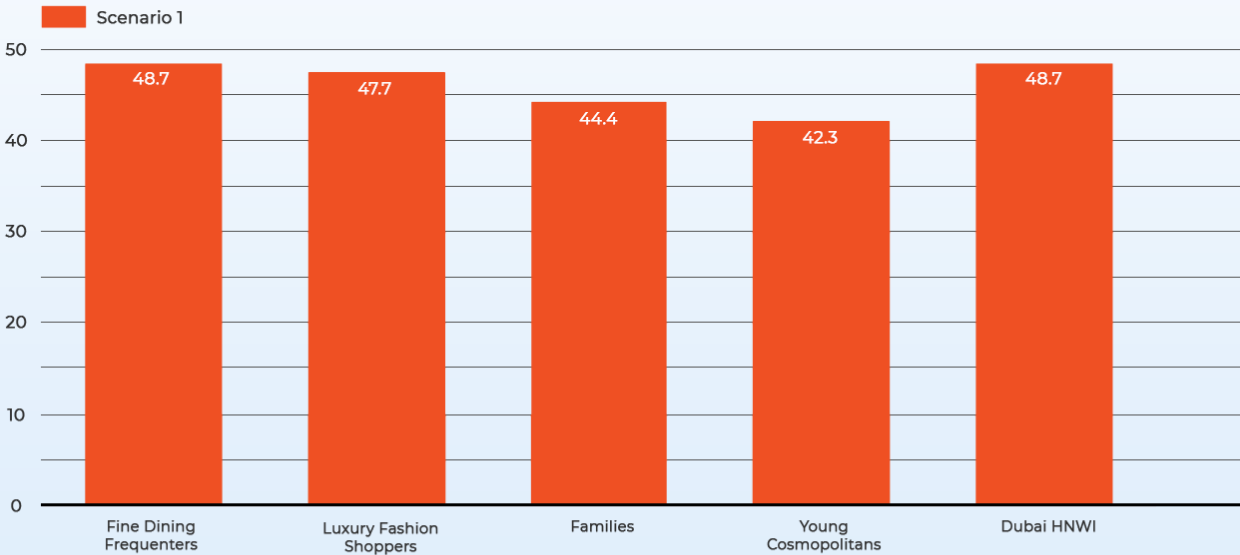
Dubai Monthly Report



Estimated Reach and Frequency*

#	Scenario	Ad Formats Mix	Duration	Reach %	Frequency	Total Impressions
1	Samana Oct	Bridge (9)	31 days	60.21	21.8	247,849,431

Behavioral Audiences - TRP (%)



*The simulation numbers are based on historic averages of the In-Market population. The Reach% may vary between 3% to 5% depending on the actual campaign start date.



THANK YOU!

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HillsAdvertising

