



Dammam City Overview 2024



About Our Company

Bringing our clients closer to their customers through creativity and innovation via the latest outdoor technologies.

From humble beginnings, our journey began in the early 1990's with the establishment of Saudi Signs Media (SSM) in Jeddah city.

Three decades on, Saudi Signs Media has become a leading Out-of-Home (OOH) advertising company regionally recognized by both local and international brands for its wide variety of digital and static products across the kingdom.

With the considerable changes in technology and growing brand needs, Saudi Signs Media is committed to providing the market with the latest advancement in out-of-home products and service levels required for business efficiency and success.

State of the art LED panels, premium locations, large creative canvases, and urban redesign serving the public's interest are a few of many attributes we provide the local market.



What We Stand For



Vision

Bring our clients closer to their customers through creativity and innovation via the latest outdoor technologies.



Mission

To become the region's outdoor advertising industry leader providing businesses with innovative solutions and products that inspire engagement and connectivity.



Values

Management and personnel are adamant practitioners of the values we hold dear.

- Integrity and ethical business practices
- Honesty and fairness to one another and partners
- Accountability for our actions
- Quality & Excellence from customer service and product offering
- Customer Centricity by delivering on all client requirements
- Progress and Drive to improve workflow efficiencies and all aspects of the business

Partnering With A Market Leader

Success built solely on a transactional relation is not the path we walk or encourage. It's the journey of long-term partnerships that we aspire too and have purposed our values.

Product Solutions

Our state-of-the-art selection of formats caters for all advertisers regardless of sector, budget, objective and time period.

Our People

The Saudi Signs family is proud to have a multi-cultural pool of talent with various skills providing invaluable input both internally and for our partners.

Driving Change

Applying industry standards and progressing the sector forward to accommodate current & future market needs is at the forefront of our investments.

Commitment to Service

Our team is incredibly committed to supporting any and all requirements ensuring client communication investments are executed in a manner beyond expectations.

Flexibility

Affording our partners flexibility in regard to placement, artwork rotation, planning and requirements is practiced ensuring successful Out-of-Home communication

Consistency

Is a non-negotiable performance quality that is given our undivided attention. It's a highly held priority helping ensure standards are met and improved.

Communication Needs Met

Whatever the communication requirement, our team will do its utmost to accommodate so to best support the successful launch and promotion of your brands campaign

Bespoke Distribution

Enjoy the ability to choose specific panel locations most suitable for your communication based on business insights.

Daypart Capability

Contextualize messaging helping it become more relatable to your audience by either day parting (mornings, afternoon, evening) or week-part (weekdays and weekends) methods.

Dynamic Creative

Utilize multiple ad copies with pre-agreed exposure times to fully communicate details about your brands promotion, service or identity.

Variety & Placement

From indoor to outdoor locations, digital to static, inner city or highways the variety and various placement of our products is both undeniably rich and diverse.





Market Presence

Jeddah

Leading the Kingdom in large and mid-sized formats designed to create impact, Jeddah's city landscape is providing advertisers with the latest quality formats ensuring exposure and solid brand presence.

Riyadh

The Kingdom's capital has become home to the richest digital format distribution networks providing incredible outdoor & indoor options guaranteed to make a mark and lasting impression on local consumers.

Greater Damman

Dammam, Khobar and Dhahran are home to a region that is now experiencing changes in the OOH offering by witnessing fast paced digital format adoption. No shortage of ongoing efforts to digitize the eastern province.

Rural Cities

Beyond the 3 main cities, Saudi Signs Media ensures presence for advertisers in Hail, Al Qurayyat and Arar.

Format Overview | Dammam

Snapshot of formats and presence across the Kingdom of Saudi Arabia



OUTDOOR MEDIA

	Riyadh	Jeddah	Dammam	Al Qurayat	Arar	Hail
Digital Bridge	●					
Digital Flagpole	●					
Static Flagpole	●					
Static Unipole		●	●			●
Digital Unipole		●	●			
Digital Steel Bridge		●				
Static Steel Bridge		●				
Digital LED Screens				●	●	

INDOOR MEDIA

Digital Gates	●	●	●			
Hyper Digital Solutions	●	●	●			

Dammam (DMA)



Dammam Overview

A Brief Background

Capital of the Eastern Province, **Dammam** is a thriving hub. Due to rapid expansion over the years and proximity of the “triplet cities” (Dammam, Dhahran, and Al Khobar) together they merged and formed a single municipality known as Dammam Metropolitan Area (DMA), also known as Greater Dammam.

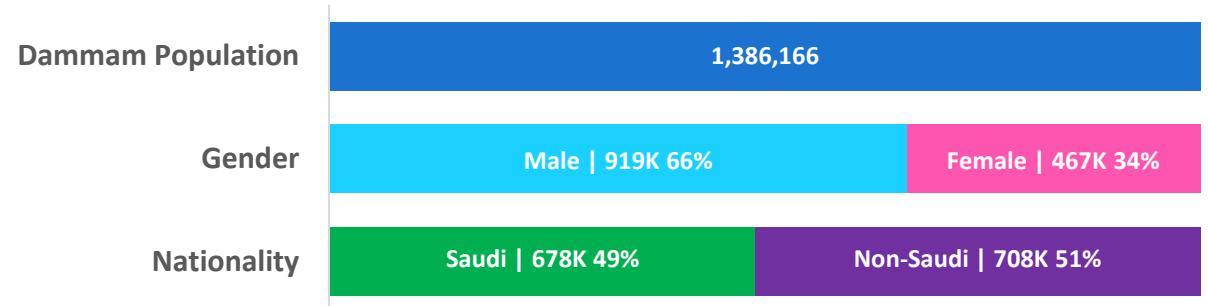
Home to the world’s largest oil producer, Aramco, the city is host to various industrial and petrochemical companies and labelled as the Industrial Capital of the Gulf.

As with any major city, Dammam, has a rich commercial sector, entertainment areas, universities, hotels and no shortage of industry professionals and local talent.

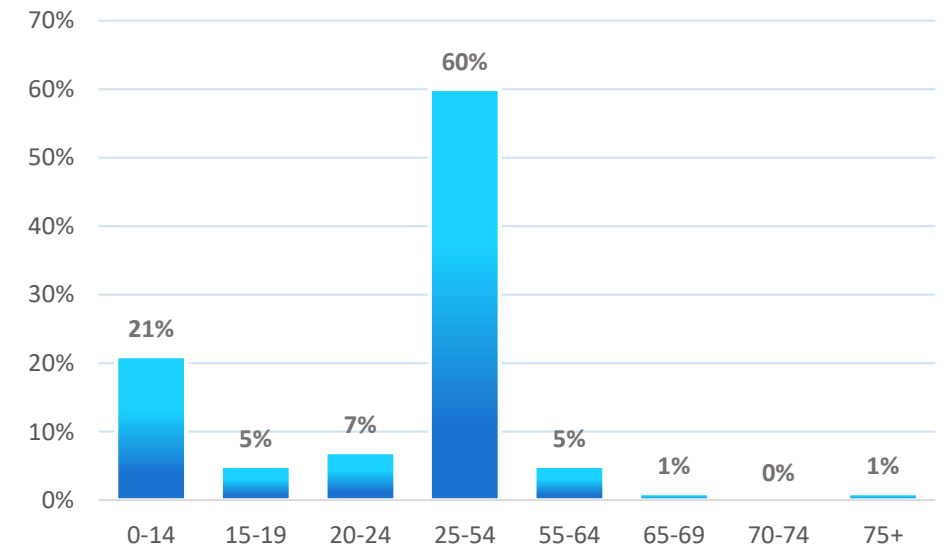
Geographically located at the eastern border, Dammam is closely linked to the north-eastern cities such as Al Qatif and Al Jubail as well as Bahrain via the King Fahd Causeway in Al Khobar.

As majority of residential vicinities are separate from areas with large commercial activities, the cities are connected by large highways experiencing daily commutes from residents.

From an Out-of-Home advertising front, advertisers can choose from 2 different outdoor formats.



Total Population Age Breakdown





Digital Unipole

Greater Dammam

6 Locations

9 Faces

Major and Main Roads

Digital

Per Face

[Map Here](#)

Static Unipole

Greater Dammam

8 Locations

13 Faces

Major and Main Roads

Static

Per Face

[Map Here](#)

Digital Unipoles

Digital Unipoles are the newest version of the long serving static format that has adopted the technological change to best serve advertisers. Similar to others of digital nature, it **affords brands flexibility** in terms of dynamic creative capabilities, enriching visualization of the product and helps support communication in areas that experience high traffic. Utilized for both **branding and tactical campaigns**, these structures are a common sight in key metropolitan areas and inter-city routes.

Attributes:

- Installed along inner city roads and inter-city highways
- Located along high traffic stretches and key junctions
- Found opposite major commercial centers and residential vicinity entrances
- Capable of supporting special executions

Exposure and Size:

- Booked individually (per face)
- 10 second exposure
- Operate for 20 hours per day
- Average panel size: 14.65 x 4.27 meters (w x h)

Inventory Quantity:

- 6 Locations
- 9 Faces



Digital Unipoles

The eastern province is a very large area comprising of several cities, however the most populated is the Dammam Metropolitan Area which includes Dammam, Khobar and Dhahran.

Identified as having great distances with heavy reliance on the highways, it is very common for the local population to drive to/from each of these areas daily for business and pleasure.

Locations	Quantity	Road	Coverage
2 Locations	2 Faces	King Fahad Road	~19.5km
1 Location	2 Faces	Prince Turki Street	-
1 Location	2 Faces	Al Khaleej Road	-
1 Location	2 Faces	Khobar/Dhahran Road	-
1 Location	1 Face	Jubail/Dhahran Road	-
6 Locations	9 Faces	5 Roads	



*Coverage: Estimate KM between two furthest panels along same stretch

Static Unipoles

The industry's longest-serving format made available to advertisers and have supported brands throughout the years to build equity across the kingdom. Their elevated heights and long-term locations are ideally positioned to **capture attention from all directions** within major cities and inter-city routes. They affirmatively remind and connect with audiences ensuring repeated awareness throughout the reserved period.

Attributes:

- Installed along inner city roads and inter-city highways
- Located along high traffic stretches and key junctions
- Found opposite major commercial centers and residential vicinity entrances
- Capable of supporting special executions

Exposure and Size:

- Booked individually (per face)
- 100% share of voice
- Backlit and visible 24/7
- Average panel size: 14.65 x 4.27 meters (w x h)

Inventory Quantity:

- 8 Locations
- 13 Faces



Static Unipoles

The Eastern Province is a very large area comprising of several cities, however the most populated is the Dammam Metropolitan Area which includes Dammam, Khobar and Dhahran.

Identified as having great distances with heavy reliance on the highways, it is very common for the local population to drive to/from each of these areas daily for business and pleasure.



Locations	Quantity	Road	Coverage
3 Locations	4 Faces	King Fahad Road	~19.5km
1 Location	2 Faces	King Abdullah Road	-
1 Location	2 Faces	King Khalid Road	-
1 Location	2 Faces	Prince Turki Street	-
1 Location	2 Faces	Al Khaleej Road	-
1 Location	1 Face	Jubail/Dharan Road	-
8 Locations	13 Faces	6 Roads	



*Coverage: Estimate KM between two furthest panels along same stretch



Greater Dammam Outdoor Distribution

-  Digital Unipoles
-  Static Unipoles

Indoor Media





Digital Gates

Riyadh – Jeddah – Dammam (DMA)

22 Location

22 Faces

Digital

Per Circuit

[Map Here](#)

Hyper Digital Solution

Riyadh – Jeddah – Dammam (DMA)

63 Location

988 Screens

Digital

Per Circuit

[Map Here](#)

Digital Gates

The premium choice for **first point of contact** with shoppers helping commence the product consideration process in the right environment. **Digital Gates** are the Kingdom's latest format intended to heighten standards for brands seeking a sense of uniqueness and undisputed presence within a supermarket setting.

Attributes:

- Allows for an unmissable statement before becoming exposed to a broad variety of goods
- Supports promotions, time limited offers, cultural/seasonal messages
- Enables creative artistry and day parting messages
- Situated at bottleneck of shopper journey
- Seen and recognized from a distance

Exposure and Size:

- 10 second ad exposure
- Operate for 16+ hours subject to location
- Average Gate size: 4 x 3.5 meters (w x h)

Dammam Quantity:

- 4 Locations
- 4 Faces



Digital Gates

Situated at the commencement of a **shopper's path-to-purchase journey**, giving your brand a unique opportunity to instill product consideration in a decisive environment.

Digital Gates can be found in the following locations:

#	City	Supermarket	Location	Location Links
1	Riyadh	Danube	Al Hayat Mall	Map Link
2	Riyadh	Danube	Nakhla Mall	Map Link
3	Riyadh	Danube	Al Thummama	Map Link
4	Riyadh	Danube	Panorama Mall	Map Link
5	Riyadh	Panda	Al Takhassousi Street	Map Link
6	Riyadh	Panda	Abi Bakr As Siddiq	Map Link
7	Riyadh	Panda	Alia Plaza	Map Link
8	Riyadh	Panda	Salam Mall	Map Link
9	Riyadh	Panda	Masharif Hills	Map Link
10	Jeddah	Danube	Al Salaam Mall	Map Link
11	Jeddah	Danube	Red Sea Mall	Map Link
12	Jeddah	Danube	Tahlia 2	Map Link
13	Jeddah	Danube	Al Sairfe Mall	Map Link
14	Jeddah	Panda	Al Marwah	Map Link
15	Jeddah	Panda	Sari	Map Link



#	City	Supermarket	Location	Location Links
16	Jeddah	Panda	Mall of Arabia	Map Link
17	Jeddah	Panda	Al Samer	Map Link
18	Jeddah	Panda	Safa Mall	Map Link
19	Khobar	Danube	Al Jumah City Center	Map Link
20	Khobar	Danube	Aziziyah	Map Link
21	Dammam	Danube	Al Shatee	Map Link
22	Dammam	Danube	Ar Rakah	Map Link

4 Dammam Supermarkets



Hyper Digital Solutions

Hyper Digital Solutions (HDS) are portrait orientated screens consecutively installed above cashier counters of major supermarket chains across the 3 main cities of Riyadh, Jeddah and Greater Dammam.

As shoppers spend significant amount of time browsing aisles and in queue at checkouts, it affords brands a unique opportunity to communicate. Located at the **moment of truth**, it helps brands take advantage of impulse buys and reminders.

Attributes:

- Consecutive installment of panels ensuring opportunity to see
- Synchronized delivery of message for heightened impact
- Day-part messaging capable
- Localized targeting capable
- Accommodates 2 faces per panel (A+B)
- Static or animated artwork permitted

Exposure and Size:

- 10 second ad exposure
- Operate for 16+ hours subject to location
- Panel size: 0.9 x 1.6 meters (w x h)

Dammam Quantity:

- 16 Locations
- 218 Screens



Hyper Digital Solutions

Hyper Digital Solutions can be found across the 3 main cities at:



Format Recap | Dammam

With a large variety of formats made available, Saudi Signs Media can accommodate any communication objective, duration, budget and requirement required for a successful campaign.



OUTDOOR MEDIA

	Riyadh	Jeddah	Dammam	Al Qurayat	Arar	Hail
Digital Bridge	●					
Digital Flagpole	●					
Static Flagpole	●					
Static Unipole		●	●			●
Digital Unipole		●	●			
Digital Steel Bridge		●				
Static Steel Bridge		●				
Digital LED Screens				●		●

INDOOR MEDIA

Digital Gates	●	●	●			
Hyper Digital Solutions	●	●	●			



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