



**MELODY  
MEDIA**  
Middle East

**PEN PODS | Al Faisaliah Mall**

# Introduction

Melody Media offers advertising and sponsorship across elite football, golf, boxing, Formula One, and more. We work with some of the biggest brands, clubs, leagues, influencers, and ambassadors, and now offer on-site branded sports experiences through PEN PODS!!

IN ASSOCIATION WITH



الفيصلية مول  
AL FAISALIAH MALL



ELEVEN EVENT®



مؤسسة الملك فيصل الخيرية  
KING FAISAL FOUNDATION

# What Are **PEN PODS?**

**PEN PODS** are a unique pop-up venue that uses **augmented sports experiences** to engage and interact with the public. They offer brands a **“live marketing”** space to create a memorable impact on their consumers. One that will inspire them to share with their friends both online and off.

**PEN PODS** engage people with an activity they love and boasts state-of-the-art technology to display your brand and connect with your target market.

## PEN PODS ARE:

A POP-UP VENUE

A LIVE MARKETING  
SPACE

AN IMMERSIVE  
EXPERIENCE



# The Concept

Where will the PEN PODS be used?

We will be placing PEN PODS at high footfall areas in the world-renowned Al Faisaliah Tower Mall.





# The Concept

Why on-site football activation?

Football is a universal language. It is the most popular and most followed sport in the world, but more importantly, anyone can play it!







# Football VIP Activation

## Legendary Goalkeeper Challenge

Two minutes to score as many goals past a legendary VIP goalkeeper such as Fabien Barthez, Peter Schmeichel, Abdullah Al Mayoof, Petr Čech, Mohammed Alowais, Manuel Neuer, Yasser Al Mosalem, or Gianluigi Buffon! The ball launcher will pass a ball to the participants to test their control and shooting skills against legendary goalkeepers. Win brand related prizes such as VIP tickets to your favourite club in Kingdom of Saudi Arabia such as Al Nasser to watch Cristiano Ronaldo.

## Guest appearances

Guest appearances from famous goalkeepers, football players, and sports legends are announced monthly. PEN PODS will be hosting football stars and legends such as Xavi Hernandez, Samuel Eto, Marcel Desailly, John Terry, or others to be announced later. Meet and talk with important guests, as well as receive signed merchandise and participate in other activities.



# The Package

## Sponsors

Limited number of sponsors, each to receive 21,600 x 15 second spots on every side of the PEN POD.

## Exclusivity

Each sponsor to receive category exclusivity.

## Sampling

Sampling or direct sales included. Distribute or sell products to participants and football / sports legends.

## PR & Social Media

Attract press coverage by activating at the PEN POD. Unlimited social media content to be used by sponsors, licence free.

## Legend Social Media

Brand legend social media content.





# Brand Activations

Al Faisaliah Mall | Riyadh | PEN PODS



Play Video



# LED Advertising

As part of the package, Sponsors will receive airtime on the high-definition LED external & Internal walls of the PEN POD.

Sponsors to display any branded message including bespoke advertising, TV commercials, and more.





# Content Creation & Sampling

Sponsors can be taken online through content creation at the PEN POD.

The PEN PODS naturally combine with social media, offering a fun, exciting and license free space for content creation, live broadcasting, real-time tagging, and more.

In addition, while in-situ the PEN PODS provide a perfect base to sample your products to participants and passers-by.





# Power Play

- 1** Power Play is a shooting competition held at a PEN POD.
- 2** There are 3x categories: under 16s, over 16 men, and over 16 women.
- 3** Participants have 2x minutes to score as many goals as possible.
- 4** Proprietary ball launcher will 'launch' a football at different speeds for participants to control and shoot. As they progress the ball is launched faster making it harder to control.
- 5** Each week a winner will be crowned in each category with prizes such as sports tickets, prestige watches, sports clothing, and trophies.
- 6** After 6x weeks, winners progress to the finals where the ball will be launched faster and prizes will increase significantly.
- 7** Prizes for the finals include tickets to champions league finals, a brand-new car, or a 5-star holiday, presented by a football legend.
- 8** The competition enhances the public's interest in the PEN POD, and will generate radio, TV, and press media coverage.
- 9** The competition offers a platform for brand promotion to attract a diverse audience of shoppers and visitors.

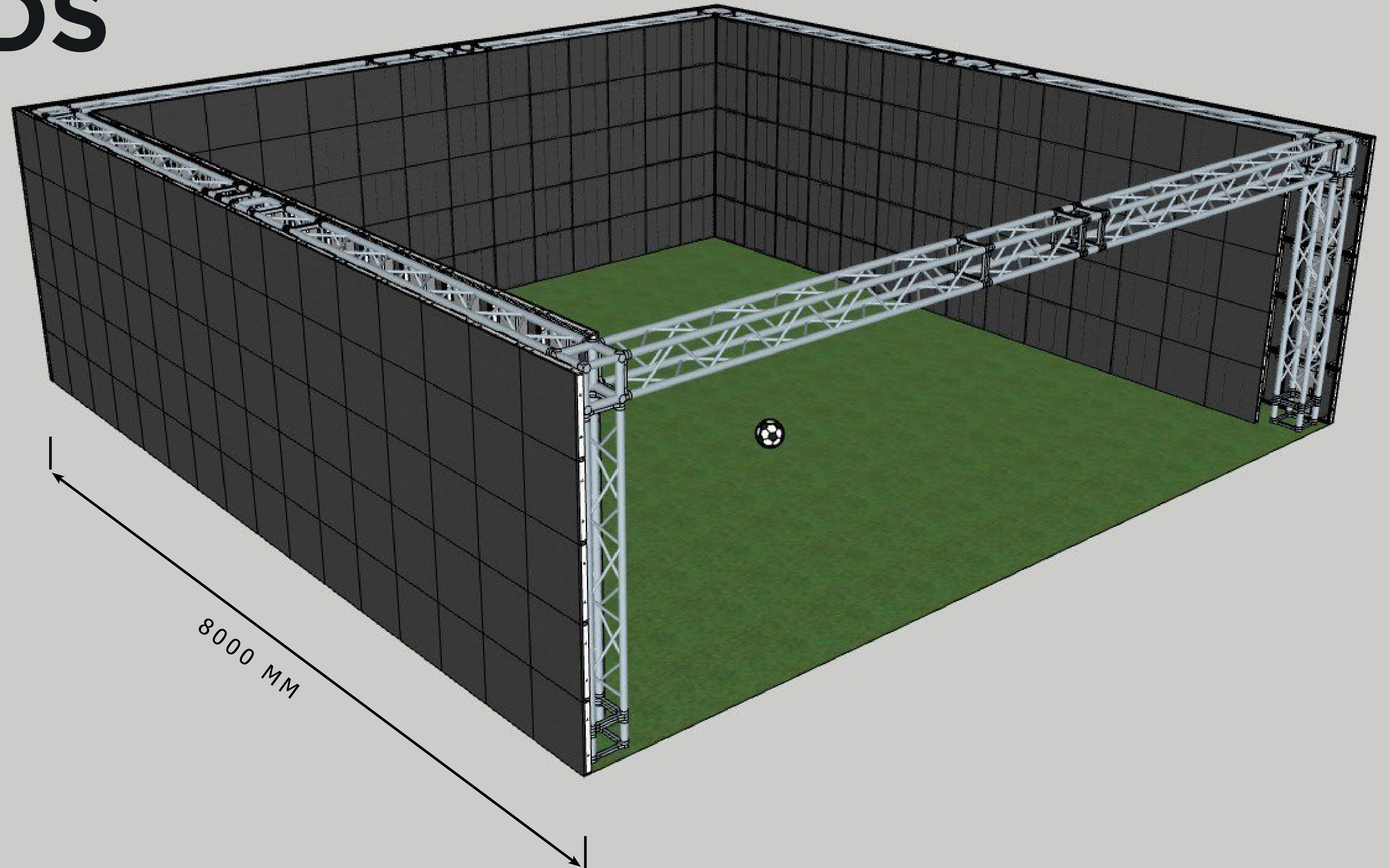
We will utilise a host of world class & legend players / goalkeepers and renowned sportspeople to compete, save goals, advise, and interact. All of whom will be available for content, PR and social marketing for the sponsors.



# PEN PODS

## Tech Specs

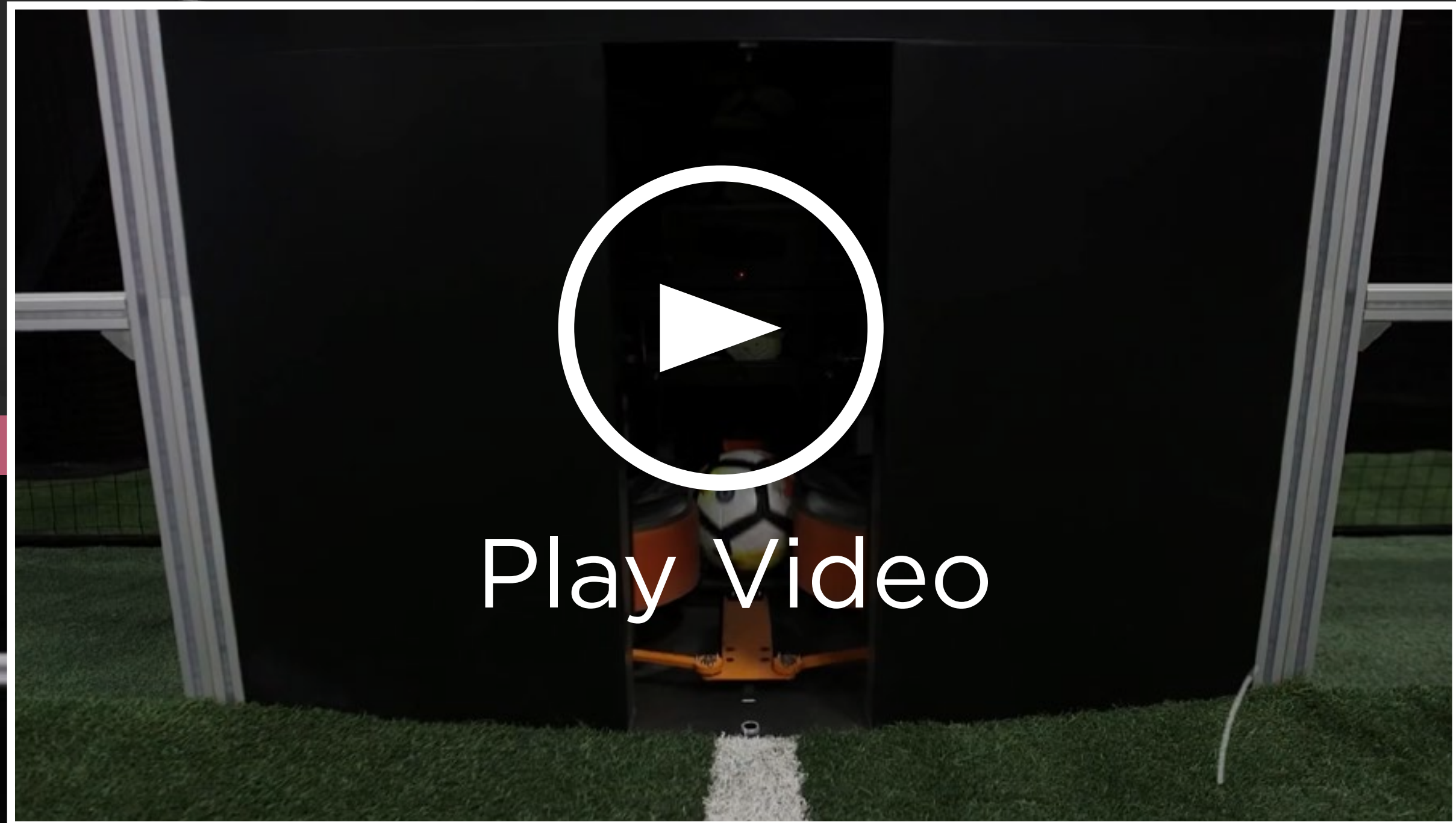
- ✓ State-of-the-art LED interior & exterior walls
- ✓ Full motion video and branding
- ✓ Industry leading sound system
- ✓ Pro-level 3G grass
- ✓ Proprietary ball launchers





# Football Launcher

Tech Specs





# Location

Al Faisaliah Mall | Riyadh | PEN PODS

THE PEN POD WILL BE ACTIVE AT AL  
FAISALIAH MALL FROM **NOVEMBER 2023**



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Middle East



# Al Faisaliah Mall

The spectacular Faisaliah tower forms part of the prestigious Al Faisaliah precinct, Riyadh's landmark centrepiece.

The 250m tower includes a luxury 5-Star hotel, world-class shopping, an array of high end restaurants, entertainment facilities and impressive business facilities making it easily accessible to both locals and tourists.







## PRESTIGE

The mall's modern and luxurious architecture provides an attractive and engaging space for customers to participate in the PEN POD activation and interact with the brands involved.

## FOOTFALL

Al Faisaliah Mall is one of the largest and most popular malls in Riyadh, with an estimated annual footfall of over 20 million visitors per year.





## DEMOGRAPHICS

The mall attracts a diverse range of visitors, including families, young adults, and tourists. It is located in the heart of Riyadh's business and commercial district, which is known for its affluent population.

## PURCHASING POWER

Al Faisaliah Mall is known for its high-end shopping and luxury brands. Visitors typically have expendable income and are willing to purchase based on quality and access.



# Riyadh Season

THE PEN POD WILL BE ACTIVE AT AL FAISALIAH MALL DURING THE RIYADH SEASON.

The Riyadh Season is the ultimate cultural and entertainment experience. This annual event boasts a huge range of activities and events that showcase the country's rich heritage and vibrant modern culture.

From electrifying concerts featuring world-renowned artists, to thrilling sports events, hosting of the Joy awards - the 'Oscars' of the Middle East - mouth-watering food festivals, and stunning art installations, the Riyadh Season has something for everyone.





# Aligned Sports Events

There are numerous major sporting events taking place in Riyadh and Saudi Arabia during the time that the PEN POD will be active in the Al Faisaliah Mall. Such as:

## LIV GOLF TEAM CHAMPIONSHIP

November 2023

## FIBA 3X3 WORLD TOUR

December 2023

## DIRIYAH EPRIX

January 2024

## SAUDI ARABIAN GRAND PRIX

March 2024

## EQUESTRIAN WORLD CUP

April 2024







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**ELEVEN ELEVEN**®

# **PEN PODS**

## **Al Faisaliah Mall**

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