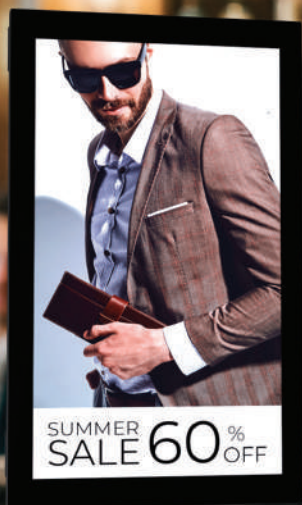




PREMIUM BEAUTY LOUNGE ADVERTISING NETWORK

REACH THE RIGHT AUDIENCE IN
THE RIGHT ENVIRONMENT.





PREMIUM BEAUTY LOUNGE ADVERTISING NETWORK

A premium DOOH network built to maximize attention, brand recall, and advertising impact.

Captizone brings your brand to where attention is highest. Through strategically placed digital screens in premium salon environments across Dubai, we deliver repeated visibility and meaningful engagement.

Unlike traditional advertising that relies on fleeting impressions, Captizone ensures your message is seen, absorbed, and remembered by audiences who spend 40+ minutes in front of the mirror, creating multiple opportunities for repeated brand exposure throughout every visit.



ADVERTISING IN WORLD OF DISTRACTIONS

KEY CHALLENGES ADVERTISERS FACE

Low Frequency Exposure

- Consumers see your ad once... and forget it
- Low frequency = weak brand recall

Poor Audience Qualification

- OOH targets everyone, not the right people
- No filtering based on spending power or intent

Attention Deficit

- Billboards are seen for 5–10 seconds
- Drivers are distracted or focused on the road
- Others are often ignored or skipped

Passive Engagement

- Ads are placed where people are passing by
- Not where they are engaged and receptive

Ad Saturation

- Too many ads in the same environment
- Clutter reduces recall and effectiveness

THE GAP IN THE MARKET

The real limitations of advertising in dubai include:

- Low dwell time
- Less visibility
- Difficult premium audience targeting
- Distracted attention

HIGHER ATTENTION. STRONGER RECALL. BETTER RESULTS.



Seated, relaxed
environment

40+ minutes
of dwell time

15+ ad exposures
per visit

GAME CHANGER

PREMIUM COVERAGE ACROSS DUBAI

Your brand reaches the right audience, in the right environment, with measurable, repeated exposure that drives real impact.



PREMIUM
LOCATIONS



LUXURY
SALONS



PREMIUM
SERVICE
PRICE RANGE

REFINED NETWORK

An exclusive network of high-end beauty lounges, carefully selected to connect brands with affluent, high-intent audiences in a distraction-free setting.

Captizone follows a strict
4 - factor selection model
to ensure premium quality



1200
SCREENS



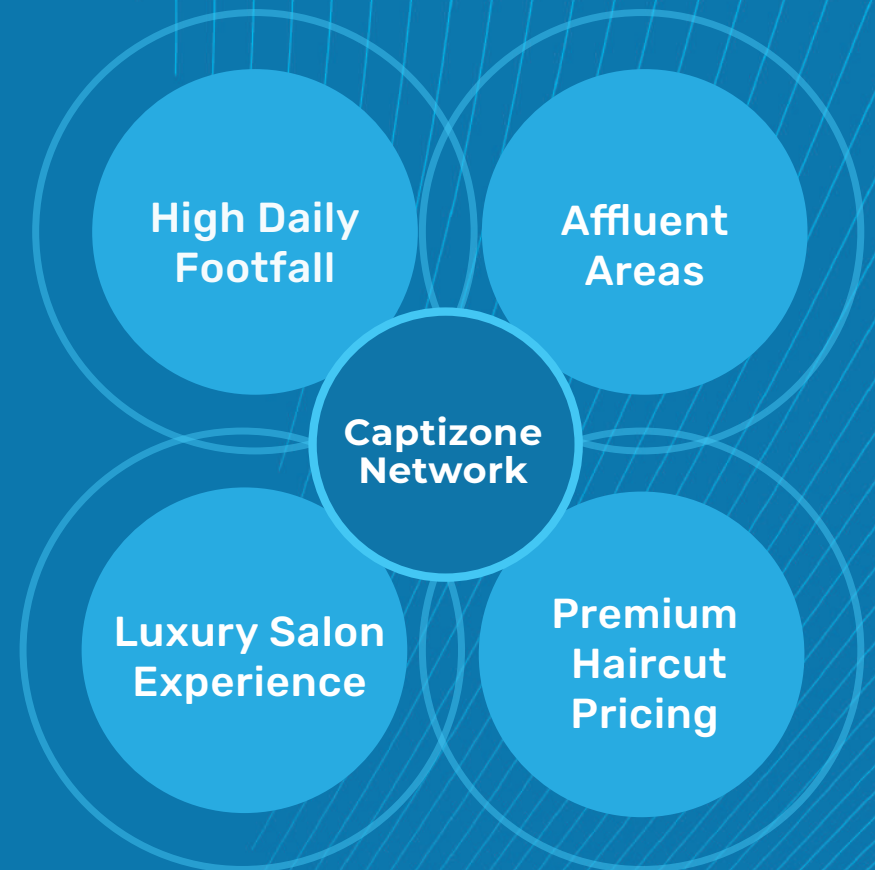
3.4M+
MONTHLY
IMPRESSIONS



~250
BEAUTY LOUNGES



200,000+
MONTHLY AUDIENCE



NETWORK



DEMOGRAPHICS

- Age Group: 22–55 Years Gender
- Targeting: Male 50% / Female 50%
- Location: Premium & Affluent areas across Dubai
- Audience: Diverse expatriate and local audience

INCOME & LIFESTYLE

- High disposable income
- Regular spenders on grooming, fashion, dining, and luxury lifestyle
- Brand-conscious and quality enthusiast consumers
- Active users of premium products and digital services
- Frequent buyers influenced by visibility and repeated exposure

AUDIENCE PERSONA

PROFESSIONAL PROFILE

- Corporate professionals
- Business owners & entrepreneurs
- Managers & executives
- High net worth individuals

CONSUMER BEHAVIOUR

- Visits beauty lounges regularly
- Comfortable with premium brands
- Highly engaged in personal appearance & self-care
- Strong interest in fashion, technology, automotive, finance, and lifestyle products



SEEN AGAIN, AGAIN AND AGAIN. AGAIN AGAIN

High frequency visibility that drives recall, captizone places your brand in front of audiences during 40+ minutes salon visits, creating repeated exposure in a highly visible, distraction-free environment.

Unlike traditional DOOH, where ads are seen briefly, our screens stay within the customer's direct view for 40+ minutes.



REACH THE RIGHT AUDIENCE

Captizone allows advertisers to target campaigns based on audience profile and beauty lounge category.

TARGETING OPTIONS

Our curated network helps brands reach audiences with higher purchasing power.



MALE OR FEMALE



PREMIUM CUSTOMER SEGMENTS



AREA BASED TARGETING



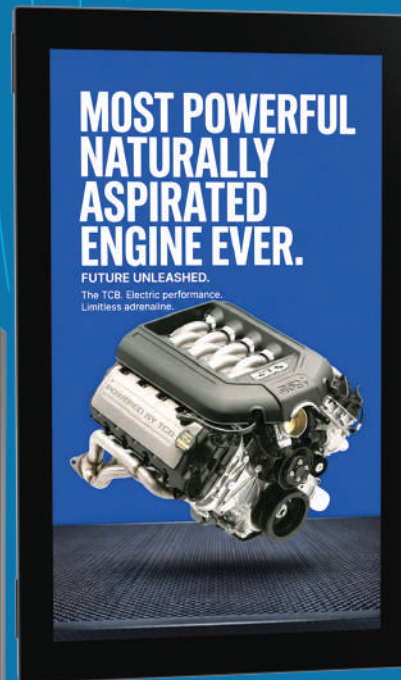
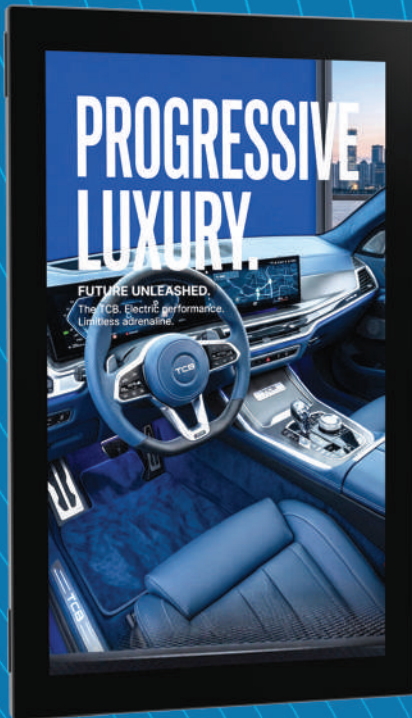
INCOME-BASED AUDIENCE FILTERING



MULTIPLE CREATIVES

Captizone allows advertisers to run multiple creatives within the same campaign slot, helping brands maintain audience attention through visual variation and message diversity.

Instead of repeating same creative throughout all the loops, brands can rotate different creatives strategically across the network.



BENEFITS OF MULTIPLE CREATIVE ROTATION

- Reduce creative fatigue
- Increase audience engagement
- Highlight multiple products or offers
- Deliver sequential brand storytelling
- Improve campaign recall

WHY ADVERTISERS CHOOSE CAPTIZONE ?

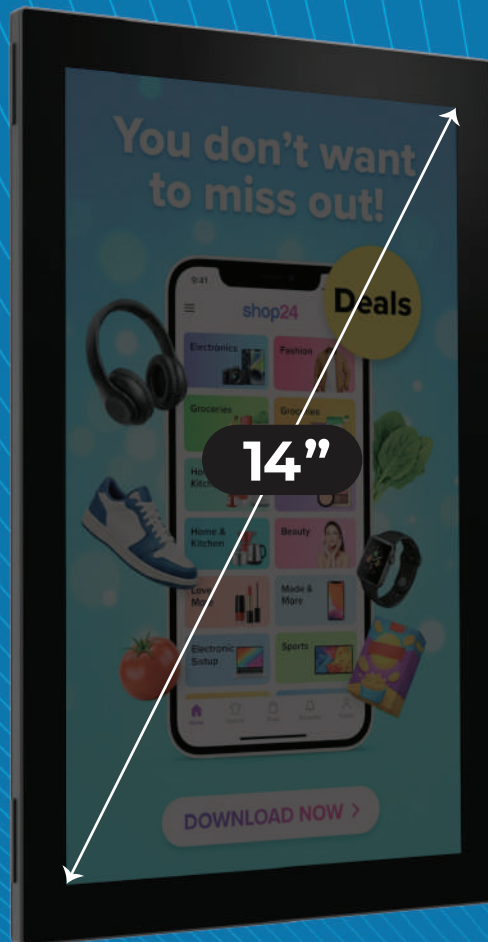
- Repeated brand exposure
- Higher brand recall
- Longer audience attention
- Guaranteed screen visibility
- Premium audience environments



DESIGNED TO BE SEEN

Our premium 14" HD portrait displays are carefully positioned at eye level on beauty lounge mirrors, ensuring ads stay directly within the customer's natural line of sight throughout their visit. We install screens on each mirror for With a vertical 1080x1920 display format, your creatives appear larger, sharper, and more immersive. optimized for modern advertising content and maximum visibility.

Each screen is professionally angled for comfortable viewing from salon chairs, creating uninterrupted exposure in a relaxed environment where customers spend 40+ minutes facing the mirror.



1080P
FULLHD



SCREEN FEATURES

**14" FULL HD
PORTRAIT
DISPLAYS**

**1080 × 1920
HIGH-RESOLUTION
QUALITY**

**PROFESSIONALLY
ANGLED FOR
PERFECT VISIBILITY**

**INSTALLED AT
DIRECT EYE LEVEL**

PERFECT SCREEN PLACEMENT

Positioned at eye level on salon mirrors, our 14" HD portrait screens are impossible to miss. Angled for direct visibility during the entire salon experience, delivering repeated brand exposure in a premium environment.

MIRROR

20°

PERFECT VIEWING ANGLE

- PERFECTLY ANGLED FOR VISIBILITY



EYE LEVEL
VISIBILITY



**YOUR BEAUTY BRAND APPEARS
WHERE BEAUTY DECISIONS HAPPENS**



BEAUTY INDUSTRY

Beauty advertising where beauty happens, captizone places beauty brands inside premium beauty lounges, where customers are already focused on grooming, skincare, and self-care.

With 30-60+ minutes of screen exposure, beauty campaigns gain stronger visibility and recall in a highly relevant environment.

IDEAL FOR



SKINCARE



MAKEUP



FRAGRANCES



HAIRCARE



**COSMETIC
CLINICS**



**LUXURY BEAUTY
BRANDS**

KEY BENEFITS

- Right Context
- Premium Audience
- Extended Viewing Time
- Strong Brand Recall

FASHION INDUSTRY

Captizone gives fashion brands premium visibility in beauty lounges where customers are focused on appearance, style, and lifestyle.

Our eye-level screens create repeated exposure in a calm, high-attention environment.

IDEAL FOR



LUXURY FASHION



WATCHES
& ACCESSORIES



EYEWEAR



JEWELRY



FOOTWEAR



LIFESTYLE BRANDS

WHY IT WORKS

- Style-Conscious Audience
- Premium Environment
- Long Exposure Duration
- High Visual Impact

PUT YOUR FASHION BRAND WHERE STYLE ALREADY HAS ATTENTION



PRICING BUILT FOR REAL VISIBILITY

Unlike traditional DOOH, pricing is not based on screen quantity alone. It is based on audience quality, visibility, repetition, and premium environment value.

PREMIUM BEAUTY LOUNGE NETWORK

- ~250 premium beauty lounges
- 1200 screens
- Premium locations across dubai
- Gender-targeted environments
- High-frequency audience exposure
- Curated luxury and premium salons only



FULL NETWORK DOMINATION

- Best for national campaigns, launches, and maximum citywide visibility.
- Coverage across the entire network
- Maximum audience reach
- Strong repetition and recall
- Ideal for FMCG, telecom, banking, automotive, fashion, beauty, luxury, and real estate brands

GENDER-BASED TARGETING

MEN'S NETWORK

Reach male grooming and lifestyle audiences.

Best for:

- Automotive
- Finance
- Watches
- Men's fashion
- Gaming
- Fitness
- Technology

WOMEN'S NETWORK

Reach beauty-conscious and high-spending female audiences.

Best for:

- Beauty
- Fashion
- Wellness
- Luxury retail



ADVERTISE YOUR BRAND WHERE ATTENTION ALREADY EXISTS

1200
SCREENS

~250
BEAUTY LOUNGES

200000+
MONTHLY REACH

40+ MINUTES
AVERAGE DWELL TIME



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