



Dubai
Duty Free

x

DMS

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CASE STUDY

Influencer Collaboration DDF

We are thrilled to partner with Dubai Duty Free (DDF) as a retainer client for influencer marketing campaigns. The primary goal of this collaboration is to showcase DDF's offerings, including travel shopping experiences, beverages available at their stores, and the promotion of exclusive offers or events.

At DMS, we leverage our extensive market reach to consistently provide premium influencers and celebrities who align perfectly with DDF's brand image. These influencers travel through Dubai Airport (arrival or departure), ensuring authentic and targeted promotion directly from the hub of travel activity.

This partnership also presents an exciting challenge for us at DMS: curating the right talent and managing seamless activations in a dynamic airport environment. With our expertise, we are proud to deliver impactful campaigns that enhance DDF's visibility and engagement across their target audience.



Past Campaign Successes

Influencer: Yasmin Yousri

Followership: 1.2M

Engagement Rate: 4%

Campaign Details:

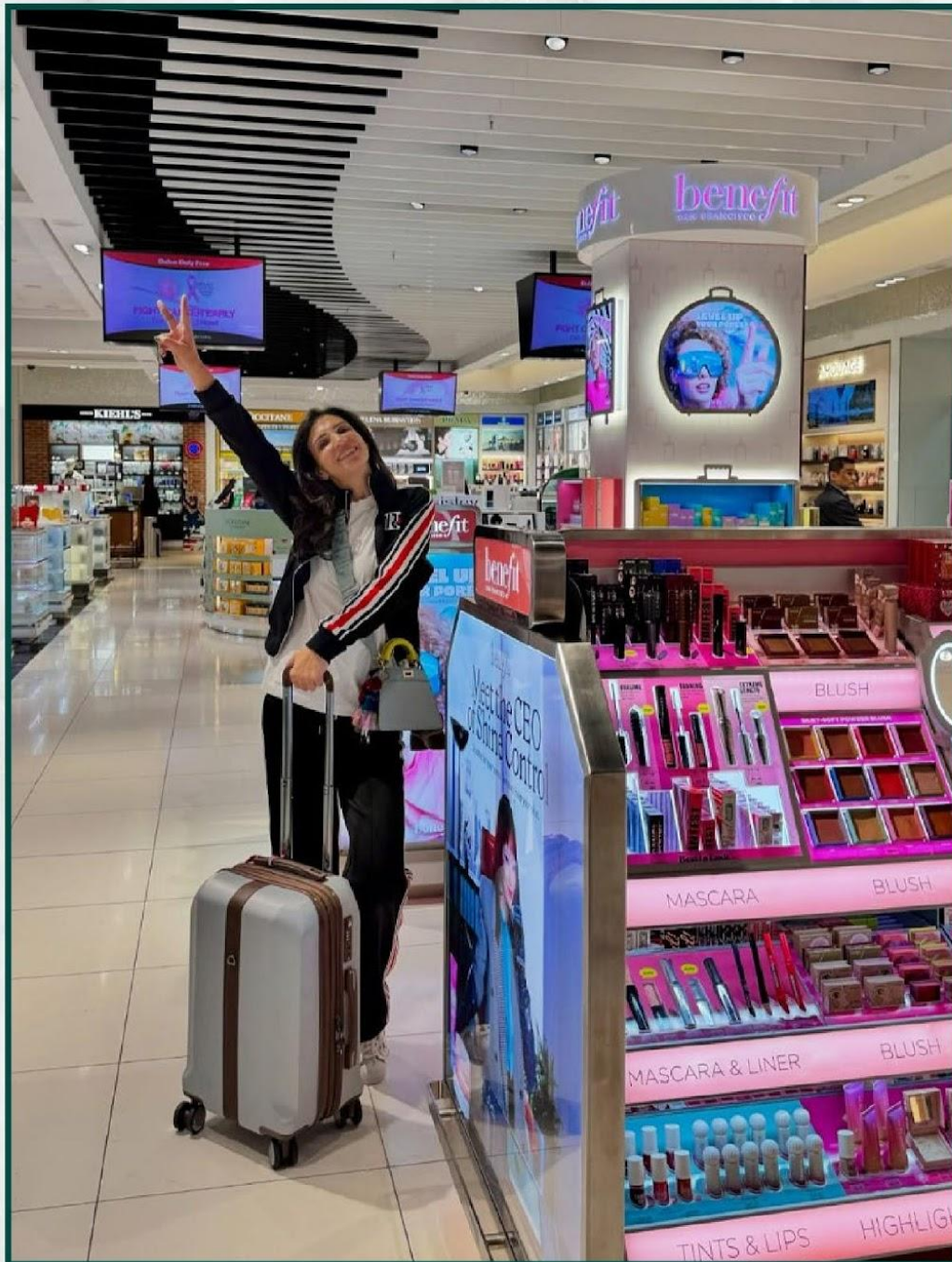
Promoted Travel-Sized Essentials at Terminal 3, generating impressive results:

Total Likes: 9,000+

Total Shares: 400+

Comments: 50+

This campaign effectively highlighted the product range, leveraging Yasmin's influence to engage her audience and drive visibility for the brand



DO YOU HAVE ANY QUESTIONS?

Thank you

"for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together."