أسواق
aswaaq®

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DMS
Data My Site

Case Study

ASWAAQ SUPERMARKET × DATAMYSITE

CASE STUDY

# BRINGING EVERYDAY OFFERS CLOSER TO COMMUNITIES ACROSS THE UAE




COMPANY NAME
Aswaaq Supermarket

INDUSTRY
Retail | Supermarkets | FMCG

WHAT WE DID
Hyper-Local Flyer Distribution | Residential Community Marketing | Door-to-Door Marketing | Targeted Promotional Campaigns

LOCATION
Dubai | Abu Dhabi | Sharjah, UAE

Aswaaq is a community-focused supermarket chain known for serving neighbourhoods with fresh produce, quality groceries and everyday essentials. Aswaaq partnered with DataMySite (DMS) to strengthen its local market presence and drive consistent footfall through a year-long, hyper-local marketing campaign. By delivering promotional flyers directly to households across key residential communities, the campaign connected Aswaaq with shoppers right where their everyday purchasing decisions begin.

ABOUT THE PROJECT

# TAKING EVERYDAY OFFERS STRAIGHT TO THE NEIGHBOURHOOD

Aswaaq partnered with DataMySite (DMS) to establisha stronger connection with residents acrossits key markets in Dubai, Abu Dhabiand Sharjah. Thecampaign focused on reaching households within close proximity to Aswaaq branches through a structured flyer distribution network.

By placing weekly and daily promotions directly into the hands of local residents, the initiative ensured that shoppers stayed informed about the latest offers, fresh deals and everyday essentials available at their neighbourhood Aswaaq stores.



OBJECTIVE

# BUILDING EVERYDAY CONNECTIONS. ENCOURAGING EVERYDAY SHOPPING.

ThecampaignaimedtostrengthenAswaaq's neighbourhood presence,increaseawarenessofdaily and weekly promotions, and encourage regular store visits. Through continuous, targeted flyer distribution, DMS helped bring promotional communication directly to local households, keeping Aswaaq visible and relevant to residents throughout their everyday shopping routines.

CHALLENGE

# REACHING THE RIGHT HOUSEHOLDS. DRIVING EVERYDAY STORE VISITS.

For a community-focused supermarket chain, building consistent customer engagement requiresreachingshoppers where they live and make everyday purchasing decisions. The challenge was to maintain regular brand visibility among residents living near Aswaaq branches while ensuring promotional offers reached the most relevant households.

The campaign needed a sustained, location-specific approach across multiple emirates, with consistent distribution aligned with Aswaaq's changing weekly and seasonal promotions.

**12 months**

CONTINUOUS DISTRIBUTION

**3 emirates**

DUBAI, ABU DHABI, SHARJAH

**4**

KEY INITIATIVES

SOLUTION

# PUTTING LOCAL PROMOTIONS DIRECTLY INTO CUSTOMERS' HANDS

DMSdevelopedand managedayear-longhyper-localflyerdistribution strategydesignedto maximisehouseholdreachandstrengthen neighbourhood-level brand awareness.Theapproach focused on identifying residential communities within convenient proximity of Aswaaq branches and delivering promotional materials directly to local households.

By combining precise community targeting, coordinated cross-emirate operations and consistent distribution management, DMS helped Aswaaq maintain a continuous promotional presence throughout the year.





IMPLEMENTATION

# TURNING RESIDENTIAL COMMUNITIES INTO DIRECT MARKETING TOUCHPOINTS

The campaign was executed through four key initiatives:

## 01

### Hyper-Local Community Targeting

Identified and targeted residential communities within close driving and walking distance of Aswaaq branches, ensuring promotional flyers reached households in relevant neighbourhood catchment areas.

## 02

### 12-Month Continuous Distribution

Managed a dedicated, year-long flyer distribution operation aligned with Aswaaq's weekly offers, seasonal promotions and changing retail campaigns, ensuring consistent communication with local shoppers.

## 03

### Cross-Emirate Distribution Network

Coordinated distribution activities across residential communities in Dubai, Abu Dhabi and Sharjah, extending Aswaaq's promotional reach across three major UAE markets.

## 04

### Consistent Distribution Monitoring

Maintained distribution standards and delivery verification to support accurate flyer placement, minimise wastage and maximise household coverage across targeted communities.

OUTCOMES

# CONSISTENT VISIBILITY. STRONGER COMMUNITY CONNECTIONS.

Theyear-longcampaigndelivered several key benefits:

### Sustained Community Presence

Maintained continuous brand visibility across targeted residential neighbourhoods, reinforcing Aswaaq's position as a convenient local grocery destination.

### Direct-to-Consumer Engagement

Connected with households through tangible promotional materials, cutting through digital advertising clutter and bringing offers directly to residents.

### Broad Regional Coverage

Extended hyper-local marketing activities across Dubai, Abu Dhabi and Sharjah through a coordinated 12-month distribution network.

### Stronger Retail Engagement

Supported customer awareness of neighbourhood offers and encouraged repeat store visits through consistent promotional communication.

CONCLUSION

# 12 MONTHS. THREE EMIRATES. COUNTLESS HOUSEHOLD TOUCHPOINTS.

Through a structured, year-long hyper-local flyer distribution campaign, DMS helped Aswaaq Supermarket bring its promotions closer to the communities it serves.

With targeted residential distribution across Dubai, Abu Dhabi and Sharjah, the campaign ensures that daily essentials, weekly offers and seasonal promotions reached local households consistently.

From neighbourhood communities to everyday shopping decisions, Aswaaq remains connected to the people who matter most — its local customers.

## LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM