CENTURY FINANCIAL x DMS Data My Site

Case Study

CENTURY FINANCIAL × DATAMYSITE

CASE STUDY

MAKING FINANCIAL EDUCATION A WORLD RECORD ACHIEVEMENT



COMPANY NAME
Century Financial

INDUSTRY
Financial Services | Investment | Wealth Management | Financial Brokerage

WHAT WE DID
Guinness World Records Event Management | Experiential Marketing | Boat Advertising | Influencer Marketing | Content Creation | Social Media Distribution | Paid Media Amplification | PR & Media Coverage

LOCATION
Dubai, UAE | Global Digital Reach

Century Financial, a leading UAE-based financial brokerage and investment services firm, partnered with DataMySite for an integrated campaign combining a landmark financial literacy event, influencer marketing and outdoor advertising.

ABOUT THE PROJECT

TURNING FINANCIAL AWARENESS INTO A GLOBAL MILESTONE

Thecampaign centredonalarge-scaleonlinefinancial literacy session aimedatsettingaGuinnessWorld Records title. It was supportedbyboat advertising in Dubai and a 12-influencer campaign combining branded content creation, creator-led distribution and paid promotion.

OBJECTIVE

BUILDING AWARENESS, PARTICIPATION AND BRAND RECOGNITION

/ Promote financial literacy through a large-scale online event.

/Achieve a Guinness World Records title.

/Strengthen brand visibility through boat advertising.

/Extend campaign reach through influencer content and paid promotion.

/Build awareness and engagement across digital and physical platforms.

~~THE~~ CHALLENGE

CREATING IMPACT ACROSS DIGITAL AND PHYSICAL PLATFORMS

Thecampaignrequiredstrong audienceparticipation, coordinatedeventexecution andcompliance with Guinness World Records requirements. It also needed to extend visibility beyond the event through outdoor advertising and influencer-led social media content.

1

GUINNESS WORLD RECORDS TITLE

12

INFLUENCERS

6

CAMPAIGN INITIATIVES

THE SOLUTION

AN INTEGRATED CAMPAIGN WITH MULTIPLE TOUCHPOINTS

DMS brought together event management, audience outreach, boat advertising and influencer marketing to create a connected campaign across digital, social and physical platforms.

IMPLEMENTATION

BRINGING THE CAMPAIGN TO LIFE

01 Event Conceptualisation & Planning

Planned and coordinated the online financial literacy event, managing key requirements and execution.

02 Audience Acquisition & Guinness World Records Coordination

Supported audience outreach and coordinated the requirements for the record attempt.

03 Live Broadcast & Digital Event Management

Managed the live online session to support smooth delivery and audience participation.

04 Boat Advertising Activation

Executed boat advertising in Dubai to extend Century Financial's visibility across physical advertising spaces.

05 Influencer Sourcing & Content Creation

Sourced and managed 12 influencers. Six participated in dedicated photo and video shoots, while the other six shared the branded content on their Instagram accounts to create a more organic social media presence. DMS handled sourcing, planning, coordination and shoot execution.

06 Social Media Distribution & Paid Media Amplification

Coordinated influencer content publishing and managed a dedicated paid promotion budget to boost posts and extend campaign visibility.

OUTCOMES

A CAMPAIGN WITH GLOBAL RECOGNITION

Achieved the Guinness World Records title for “Largest Financial Literacy Session Online.”

Delivered a large-scale digital financial literacy event.

Extended brand visibility through boat advertising in Dubai.

Executed a 12-influencer campaign across content creation and social media distribution.

Amplified creator content through paid media.

Secured PR and industry visibility across the GCC.

CONCLUSION

CONNECTING FINANCIAL EDUCATION WITH MEANINGFUL BRAND VISIBILITY

Through its work with Century Financial, DMS brought together a record-setting financial literacy event, boat advertising and influencer marketing. The integrated campaign connected digital engagement with physical brand visibility, creating a wider platform for financial awareness.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM