DUBAI HOLDING x DMS Data My Site

Case Study

DUBAI HOLDING × DATAMYSITE

CASE STUDY

TAKING EVENT BRANDING BEYOND THE TRACK WITH A MOVING BOAT BILLBOARD



COMPANY NAME
DubaiHolding

INDUSTRY
Real Estate | Lifestyle | Events | Community

WHAT WE DID
BoatAdvertising | Floating Billboard Activation | Event Marketing | Outdoor Advertising

LOCATION
Dubai Creek Harbour | Business Canal | Al Jaddaf, Dubai, UAE

ABOUT THE PROJECT

A FLOATING BILLBOARD ALONGSIDE THE 5K LED RUN

Dubai Holding organised a 5K LEDRun, bringing together participants for a unique running experience in Dubai.DataMySite (DMS) supported the event with a two-day boat advertising activation, taking the campaign onto the water and creating a moving brand presence alongside the runners.

As part of the 5K LED Run, DMS executed a boat marketing activation across Dubai’s waterways. The branded boat moved alongside the runners during the event, creating a distinctive visual presence across Creek Harbour, Business Canal and Al Jaddaf.

The two-day activation added a dynamic outdoor advertising element to the event, connecting the waterfront audience with the running experience.



CHALLENGE

CREATING VISIBILITY BEYOND THE RUNNING ROUTE

Theobjectivewas to extend theevent’s visualpresence beyondtherunning trackand engage audiences across the surrounding waterfront areas. The challenge was to create a mobile advertising experience that complemented the event and remained visible as participants moved along the route.

SOLUTION

TAKING THE BRAND EXPERIENCE ONTO THE WATER

DMSused a moving boat billboard to bringoutdoor advertising directly into theevent environment. By operating alongside the runners and across key Dubai waterways, the activation created a mobile brand touchpoint that complemented the 5K LED Run.

IMPLEMENTATION

BRINGING THE CAMPAIGN TO LIFE ON THE WATER

The activation was delivered through three key elements:

01

BoatAdvertising Activation

Arranged and executed a branded boat advertising campaign as part of Dubai Holding’s 5K LED Run.

02

MovingBoat Experience Duringthe Event

Operated the boat alongside the runners during the event, creating a moving billboard presence that complemented the running experience.

03

Two-Day Waterfront Coverage

Executedthe activation over two days across three key locations:

- Dubai Creek Harbour
- Business Canal
- Al Jaddaf



OBJECTIVE

EXTENDING EVENT VISIBILITY ACROSS DUBAI'S WATERFRONT

Theactivationaimed toenhance theevent experience,increase brand visibility beyondthe running route anduse Dubai'swaterways as an additional outdoor advertising platform. The moving boat helped connect the event with audiences across the surrounding waterfront locations.

CONCLUSION

TWO DAYS.

THREE LOCATIONS.

ONE MOVING BRAND EXPERIENCE.

Through a two-day boat advertising activation, DMS brought a distinctive outdoor marketing element to Dubai Holding’s 5K LED Run. With the boat moving alongside participants and covering Creek Harbour, Business Canal and Al Jaddaf, the campaign extended the event’s visibility beyond the track and onto Dubai’s waterways.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM