Géant x DMS Data My Site

Case Study

GÉANT SUPERMARKET × DATAMYSITE

CASE STUDY

BRINGING RETAIL PROMOTIONS CLOSER TO COMMUNITIES ACROSS THE UAE



COMPANY NAME
Géant Supermarket

INDUSTRY
Retail | Hypermarkets | Supermarkets | FMCG

WHAT WE DID
DirectMarketing | Hyper-Local Flyer Distribution | Door-to-DoorMarketing | Residential Community Targeting|Promotional Campaigns

LOCATION
Dubai | Abu Dhabi | Sharjah, UAE

Géant is a leading supermarket and hypermarket chain offering a wide selection of quality groceries, fresh produce and household essentials across the UAE. Géant partnered with DataMySite (DMS) to strengthen its neighbourhood presence and drive consistent store footfall through a year-long direct marketing campaign. By distributing promotional flyers directly to households across key residential communities, the campaign kept Géant's latest offers within easy reach of everyday shoppers.

ABOUT THE PROJECT

BRINGING GÉANT'S OFFERS STRAIGHT TO LOCAL HOUSEHOLDS

GéantpartneredwithDataMySite(DMS) to expandits promotional reach across key residentialcommunitiesin Dubai, Abu Dhabi and Sharjah. The campaign focused on establishing a consistent connection with families, residents and regular grocery shoppers through an extensive, year-long flyer distribution network.

By aligning physical distribution with Géant's weekly and monthly promotional calendars, DMS ensured that the latest grocery deals, special offers and retail promotions reached households directly, keeping the brand connected to everyday shopping decisions.



OBJECTIVE

STAYING VISIBLE. DRIVING EVERYDAY STORE VISITS.

Thecampaignaimed tostrengthen Géant's neighbourhood presence, maximise awareness of ongoing retail promotions and encourage consistent store visits throughout the year. Through regular, targeted flyer distribution, DMS helped bring promotional offers directly into consumers' homes, keeping Géant top of mind among families and everyday grocery shoppers across the UAE's three major emirates.

CHALLENGE

MAINTAINING BRAND VISIBILITY IN EVERYDAY SHOPPING COMMUNITIES

Driving consistent supermarketfootfall acrossmultiple emirates requires more thanoccasional promotional advertising. The challenge was to maintain uninterrupted brand visibility among households while ensuring that Géant's latest offers reached relevant shoppers at the right time.

The campaign required a large-scale, well-coordinated distribution operation that could cover high-density residential communities across three emirates while maintaining consistency, delivery quality and alignment with changing promotional schedules throughout the year.

12 months

DIRECT MARKETING CAMPAIGN

3 emirates

DUBAI, ABU DHABI, SHARJAH

4

KEY INITIATIVES

SOLUTION

TAKING RETAIL PROMOTIONS BEYOND THE STORE

DMSdevelopedand managed anextensive 12-monthdirectmarketing strategy centredon targeted, door-to-door flyerdistribution.The approach focused on mapping high-density residential communities and key catchment areas across Dubai, Abu Dhabi and Sharjah to maximise household reach.

By combining large-scale flyer deployment, strategic residential targeting and dedicated ground-level logistics, DMS helped Géant maintain a continuous promotional presence directly within the communities it serves.





IMPLEMENTATION

TURNING RESIDENTIAL COMMUNITIES INTO DIRECT MARKETING TOUCHPOINTS

The campaign was executed through four key initiatives:

01

Year-Long Distribution Strategy

Developed and managing a comprehensive 12-month flyer distribution schedule aligned with Géant's weekly and monthly promotional calendars, ensuring continuous communication of retail offers throughout the year.

02

Three-Emirate Community Mapping

Identified and mapped high-density residential zones, key neighbourhoods and relevant catchment areas across Dubai, Abu Dhabi and Sharjah to ensure targeted household coverage.

03

Large-Scale Flyer Deployment

Executed high-volume, continuous flyer distribution directly to households across selected residential communities, bringing Géant's latest offers and promotions straight to local shoppers.

04

Logistics and Ground Operations Management

Managed distribution logistics, optimised delivery routes and maintained quality control across ground operations to support consistent flyer placement and reliable execution throughout the one-year campaign.

OUTCOMES

12 MONTHS OF VISIBILITY. THREE EMIRATES. STRONGER COMMUNITY REACH.

The year-longcampaigndeliveredseveral key benefits:

Uninterrupted Brand Visibility

Maintained a continuous physical brand presence within targeted residential communities, keeping Géant's promotions visible to local households throughout the year.

Direct Household Engagement

Delivered the latest promotional offers directly to thousands of household decision-makers through regular flyer distribution.

Extensive Regional Coverage

Established a coordinated distribution network across Dubai, Abu Dhabi and Sharjah, extending Géant's promotional reach across three major UAE markets.

Stronger Promotional Awareness

Kept residents informed about weekly and monthly retail deals, supporting local store visits and encouraging repeat shopping.

CONCLUSION

ONE YEAR. THREE EMIRATES. A DIRECT CONNECTION WITH COMMUNITIES.

Through a structured, year-long direct marketing campaign, DMS is helping Géant Supermarket strengthen its connection with households across Dubai, Abu Dhabi and Sharjah.

With extensive residential mapping, large-scale flyer distribution and dedicated ground operations, the campaign ensured that Géant's latest offers and promotions reached local shoppers consistently throughout the year.

From neighbourhood doorsteps to everyday grocery shopping decisions, Géant remained connected to the communities it serves.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM