JD x DMS

Data My Site

Case Study

JD SPORTS × DATAMYSITE

CASE STUDY

TAKING SPORTS FASHION ACROSS DUBAI



COMPANY NAME
JD Sports

INDUSTRY
SportsFashion|Retail | Lifestyle Apparel

WHAT WE DID
Out-of-Home (OOH) Advertising | Digital Out-of-Home (DOOH) | Transit Advertising | Taxi Branding | Floating Billboard Activation

LOCATION
Dubai, UAE

JD Sports is an internationally renowned sports-fashion retailer offering leading athletic and streetwear brands across the UAE. JD Sports partnered with DataMySite (DMS) to drive high-frequency city-wide brand visibility and capture consumer attention across Dubai’s busiest commuter routes, neighborhoods, and waterfronts through a multi-channel Out-of-Home (OOH) and transit media campaign.

ABOUT THE PROJECT

A CITY READY FOR A SPORTS FASHION TAKEOVER

JD Sports, a globally recognised sports-fashion retailer, partnered with DataMySite (DMS) to establish a strong brand presence across Dubai. Thecampaignbrought togetherfloatingbillboardadvertising, digital roadside screens and transit media to connect with fashion-conscious consumers, sneaker enthusiasts, daily commuters and tourists. The idea was to make JD Sports visible wherever the city moved — across its roads, neighbourhoods and waterfronts.



OBJECTIVE

THE POWER OF BEING EVERYWHERE

Thecampaignaimedto maximise brandawareness, strengthen retail brand recalland establishadominant visual presence across Dubai. By combining multiple advertising formats and high-traffic locations, DMS ensured JD Sports connected with audiences throughout their daily routines, creating repeated exposure across commuter routes, urban spaces and waterfront destinations.

CHALLENGE

STANDING OUT ACROSS A CITY THAT NEVER STOPS MOVING

Reaching diverseconsumeraudiences acrossDubai required more than visibility ata single location. Thechallenge wasto keep JD Sports in view across the city's roads, neighbourhoods and waterfronts at the same time, with formats that reach commuters, residents and tourists throughout their day.

DRAFT: SECOND SENTENCE COMPLETED BY DESIGNER, FOR APPROVAL

50
BRANDED TAXIS

5
STRATEGIC DOOH LOCATIONS

6 weeks
FLOATING BILLBOARD ACTIVATION

4
ADVERTISING FORMATS



SOLUTION

TAKING THE BRAND BEYOND TRADITIONAL ADVERTISING SPACES

DMSdevelopedan integratedOOH andtransitmedia strategy combining fouradvertising formats: floating billboard activation, city-wide in-taxi digital advertising, strategic DOOH screens and a branded taxi fleet. By bringing together static, digital and mobile media, the campaign extended JD Sports' visibility across land, road and sea.

IMPLEMENTATION

TURNING DUBAI INTO A MOVING BRAND EXPERIENCE

The campaign was brought to life through four key activations:

01

Floating Billboard Activation

A high-visibility floating billboard operated across Dubai's prime waterfront routes for six weeks, reaching beachgoers, leisure audiences and coastal traffic.



02

City-Wide In-TaxiDigital Video

Dynamic JD Sports video advertisements ran across Dubai's city-wide in-taxi digital screen network for six weeks, engaging passengers during their everyday journeys.



03

Strategic DOOH Screen Network

Digital creatives were displayed for six weeks across five key Dubai locations:

- /Al Wasl
- /Al Jaddaf
- /Umm Suqeim
- /Two Seasons, Sheikh Zayed Road
- /Hessa Street

04

Branded Taxi Fleet Takeover

50 Dubai taxis received full JD Sports branding for four weeks, transforming everyday city transportation into moving advertisements across major commercial and residential hubs.









FLOATING BILLBOARD



CONCLUSION

A CITY-WIDE PRESENCE. ONE POWERFUL BRAND.

Through an integrated combination of outdoor, digital and transit advertising, DMS delivered a multi-touchpoint campaign that brought JD Sports closer to consumers across Dubai. With 50 branded taxis, five strategic DOOH locations, city-wide in-taxi digital screens and a six-week floating billboard activation, the campaign created sustained brand visibility across the city.

From busy roads to waterfront routes, JD Sports became part of Dubai's everyday visual landscape.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM