

x DMS

Data My Site

Case Study

NIKE × DATAMYSITE

CASE STUDY

TAKING NIKE'S BRAND CAMPAIGNS ACROSS DUBAI'S BIGGEST RETAIL DESTINATION



COMPANY NAME
Nike

INDUSTRY
Sportswear | Athletic Footwear | Apparel | Lifestyle

WHAT WE DID
Digital Out-of-Home (DOOH) Advertising | Mall Advertising | Large-Format Digital Screens | Outdoor Media Takeover

LOCATION
The Dubai Mall & Downtown Dubai, UAE

Nike, a global leader in athletic footwear, apparel and sportswear, partnered with DataMySite (DMS) to execute three distinct DOOH campaigns across The Dubai Mall and Downtown Dubai. The campaigns supported Nike’s collaborations with SKIMS and HYROX, alongside its Back to School campaign, delivering high-impact brand visibility across one of the region’s busiest retail and tourist destinations.



ABOUT THE PROJECT

THREE CAMPAIGNS. ONE ICONIC DESTINATION.

DMS delivered three separate Nike campaigns, each with its own brand messaging and audience focus:



NIKE × SKIMS

Showcasingthecollaboration through premium digital placements.



NIKE × HYROX

Bringingthe energy of fitnessand performance to high-traffic spaces.



NIKE BACK TO SCHOOL

Connecting withshoppers during the back-to-school season.

Across all three campaigns, digital advertising placements covered indoor screens at The Dubai Mall and large-format outdoor displays in Downtown Dubai.

OBJECTIVE

MAXIMISING VISIBILITY ACROSS DUBAI'S PREMIER RETAIL DESTINATION

Thecampaigns aimedto strengthenNike'sbrand presence, showcase three distinct campaigninitiativesand connect with residents, tourists, sports enthusiasts and fashion-conscious shoppers. By combining indoor and outdoor digital placements, DMS created repeated brand exposure across key retail and lifestyle spaces.

CHALLENGE

MAKING EVERY CAMPAIGN STAND OUT ON A GRAND SCALE

Thechallengewas todeliver strongbrandvisibility forthree distinctcampaigns withina high-footfall retailand lifestyle destination. Each activation needed to maintain its individual identity while benefiting from the scale, reach and impact of Dubai's premium digital advertising network.

3
DISTINCT CAMPAIGNS

390
DIGITAL DISPLAYS

386
IN-MALL SCREENS

4 weeks
SCREEN ACTIVATIONS

SOLUTION

AN INTEGRATED DOOH TAKEOVER ACROSS INDOOR AND OUTDOOR SPACES

DMS coordinated a large-scale digital media strategy across The Dubai Mall and Downtown Dubai. The four-week screen activations combined 386 in-mall digital displays, including the Aquarium Screen, with prominent architectural screens such as the Mega Ice Rink, Boulevard Curved Screen and Downtown Luxe Screens.

IMPLEMENTATION

TURNING DUBAI MALL AND DOWNTOWN INTO A NIKE BRAND SHOWCASE

The campaigns were brought to life through four key activations:

01

In-MallDigital Network &Aquarium Screen

Activated 386 synchronised digital screens across The Dubai Mall, including the iconic Aquarium Screen, for four weeks, reaching shoppers across major concourses and retail zones.

02

Megalce Rink Screen Takeover

Displayed high-impact Nike campaign visuals on the massive 64 × 19m in-mall Mega Ice Rink Screen for four weeks, engaging visitors across multiple mall levels.

03

Boulevard Curved Screen Deployment

Delivered four weeks of outdoor visibility through the monumental 78.7 × 16.3m Boulevard Curved Screen, capturing attention across Downtown Dubai.

04

Downtown Luxe Screens Activation

Activated two 29.4 × 16.5m Downtown Luxe Screens for four weeks, reaching premium pedestrian and vehicular audiences outside the mall.

CONCLUSION

THREE CAMPAIGNS. 390 DIGITAL DISPLAYS. FOUR WEEKS OF VISIBILITY.

Through three distinct campaigns — Nike × SKIMS, Nike × HYROX and Nike Back to School — DMS delivered a large-scale DOOH presence across The Dubai Mall and Downtown Dubai.

With 386 in-mall screens, the Aquarium Screen, the 64 × 19m Mega Ice Rink Screen, the 78.7 × 16.3m Boulevard Curved Screen and two Downtown Luxe Screens, the activations connected indoor retail audiences with the wider Downtown Dubai environment.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM