OSCAR LUXURY AUTO x DMS Data My Site

Case Study

OSCAR LUXURY CARS × DATAMYSITE

CASE STUDY

BRINGING LUXURY AUTOMOTIVE BRANDS CLOSER TO DUBAI'S ELITE



COMPANY NAME
Oscar Luxury Cars

INDUSTRY
Luxury Automotive | Supercars | Prestige Vehicles

WHAT WE DID
Digital Out-of-Home (DOOH) Advertising | Elevator Screen Advertising | Premium Residential & Commercial Targeting

LOCATION
Dubai, UAE

Oscar Luxury Cars is a distinguished luxury automotive showroom on Sheikh Zayed Road, Dubai, specialising in exotic cars, prestige vehicles and bespoke ownership services. Oscar Luxury Cars partnered with DataMySite (DMS) to connect with high-net-worth individuals through a targeted digital elevator screen campaign across Dubai’s premium residential and commercial towers.

ABOUT THE PROJECT

REACHING DUBAI’S LUXURY AUDIENCE WHERE THEY LIVE AND WORK

DMSexecuteda12-weekdigitalelevatoradvertisingcampaign across 68 premium screensinupscale residentialand commercialbuildings. The campaign placed Oscar Luxury Cars directly within the daily routines of affluent residents, executives and luxury automotive buyers, creating repeated brand exposure in high-end environments.



OBJECTIVE

BUILDING VISIBILITY AMONG DUBAI'S LUXURY CAR BUYERS

Thecampaignaimed tostrengthenbrand awareness,improve showroom recalland encourageinquiries among affluentUAE residents. By placing Oscar Luxury Cars across premium residential and commercial environments, DMS connected the brand with its target audience throughout their daily routines.

CHALLENGE

CAPTURING THE ATTENTION OF A HIGH-VALUE AUDIENCE

Reaching luxury carbuyersrequiresprecise audience targeting and consistentbrand visibility.The challenge was to position Oscar Luxury Cars in environments frequented by high-net-worth individuals and decision-makers while building familiarity through repeated exposure.

68

DIGITALELEVATOR SCREENS

12 weeks

CONTINUOUS CAMPAIGN

4

KEY INITIATIVES

SOLUTION

TAKING LUXURY AUTOMOTIVE ADVERTISING INTO PREMIUM SPACES

DMS developed a focused DOOH strategy using digital elevator screens across selected residential and commercial towers. The 12-week campaign combined premium location selection, high-frequency exposure and visually striking automotive creatives to strengthen brand recall.

IMPLEMENTATION

TURNING EVERYDAY ELEVATOR JOURNEYS INTO BRAND TOUCHPOINTS

The campaign was delivered through four key initiatives:

01

Premium Screen Network Selection

Identified and selected 68 digital elevator screens within upscale residential and commercial buildings frequented by affluent audiences.

02

12-Week Continuous Campaign Deployment

Ran an always-on advertising schedule for 12 weeks, maintaining consistent daily brand visibility among residents, executives and visitors.

03

Creative Optimisation forElevator Screens

Used sleek, high-contrast automotive visuals designed for clear, impactful viewing within elevator cabins.

04

Sustained Frequency & Brand Recall

Maintained uninterrupted exposure across all 68 screens for three months, reinforcing brand familiarity through repeated daily impressions.

CONCLUSION

68 SCREENS. 12 WEEKS. A PREMIUM AUDIENCE.

Through a targeted digital elevator campaign, DMS positioned Oscar Luxury Cars within some of Dubai's premium residential and commercial environments. Across 68 screens over 12 weeks, the campaign delivered repeated exposure to high-net-worth residents, executives and luxury automotive audiences.

By bringing the brand into the everyday spaces of its target market, the campaign reinforced Oscar Luxury Cars' premium positioning and showroom presence.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM