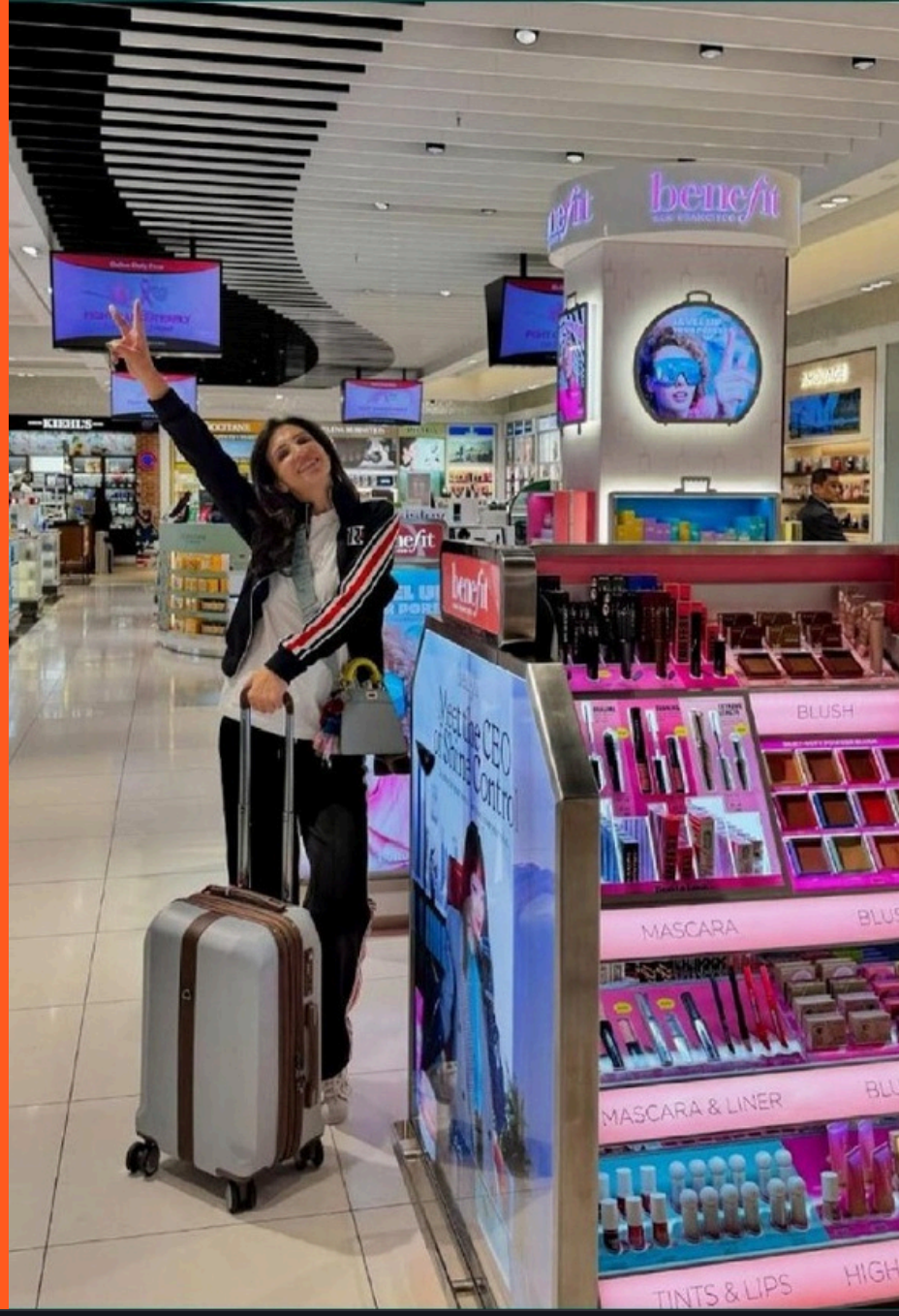
Dubai Duty Free x DMS Data My Site

# CASE STUDY

DUBAI DUTY FREE × DATAMYSITE

CASE STUDY

# INFLUENCER COLLABORATION DDF




**COMPANY NAME**
Dubai Duty Free (DDF)

**INDUSTRY**
Travel Retail

**WHAT WE DID**
Influencer Marketing (Retainer) | Talent Curation | Airport Activations

**LOCATION**
Dubai Airport, UAE

ABOUT THE PARTNERSHIP

# INFLUENCER COLLABORATION DDF

Wearethrilledto partnerwithDubai Duty Free (DDF) asa retainer client for influencer marketingcampaigns. The primary goalof this collaboration is to showcase DDF’s offerings, including travel shopping experiences, beverages available at their stores, and the promotion of exclusive offers or events.

At DMS, we leverage our extensive market reach to consistently provide premium influencers and celebrities who align perfectly with DDF’s brand image. These influencers travel through Dubai Airport (arrival or departure), ensuring authentic and targeted promotion directly from the hub of travel activity.

This partnership also presents an exciting challenge for us at DMS: curating the right talent and managing seamless activations in a dynamic airport environment. With our expertise, we are proud to deliver impactful campaigns that enhance DDF’s visibility and engagement across their target audience.



INFLUENCER: YASMIN YOUSRI

# PAST CAMPAIGN SUCCESSES

Campaign Details: Promoted Travel-Sized Essentials at Terminal 3, generating impressive results:

**1.2M**

Followership

Engagement Rate: 4%

**9,000+**

Total Likes

**400+**

Total Shares

**50+**

Comments

This campaign effectively highlighted the product range, leveraging Yasmin’s influence to engage her audience and drive visibility for the brand

DO YOU HAVE ANY QUESTIONS?

# THANK YOU

for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together.

## LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM