



Case Study



# AYS x Amir Khan

## Brand Ambassador Campaign 2025

### Campaign Overview

AYS sought to elevate its brand presence and credibility by securing a celebrity brand ambassador who embodies prestige, resilience, and international appeal. To achieve this, we identified and partnered with Amir Khan, a world-renowned British boxer, Olympic athlete, and lightweight champion, as the official face of the brand under an annual contract.

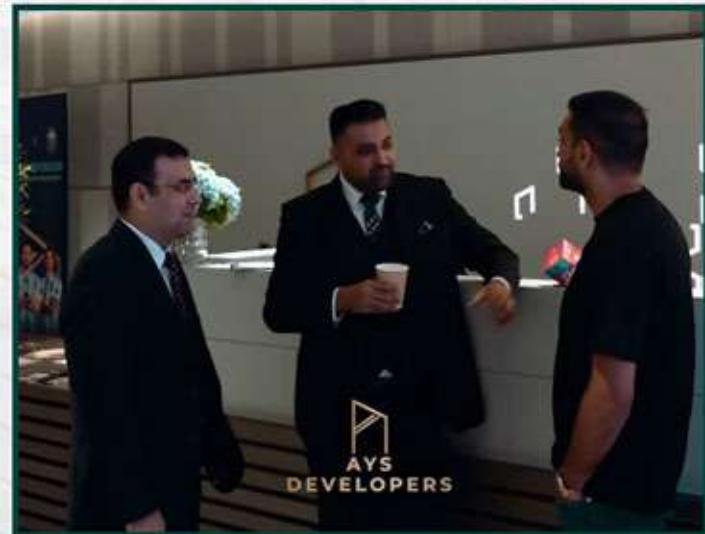
### Objectives

1. **Humanize the brand** by associating it with a recognizable face who resonates with the target audience.
2. **Enhance credibility and visibility** in both local and international markets.
3. **Drive awareness and engagement** through multi-channel campaign activations.

### DMS Role

- \* **Celebrity Sourcing:** Identified and secured Amir Khan as the most suitable brand fit.
- \* **Contract Management:** Structured and executed the annual ambassador agreement.
- \* **Celebrity Management:** Oversaw talent coordination, scheduling, and on-ground support.
- \* **Campaign Execution:** Designed & delivered a 360° activation plan.
- \* **Media Distribution:** Deployed campaign assets across premium offline & online platforms.

# Campaign Execution



## Brand Shoot

- \* High-impact video & photo shoot featuring Amir Khan as the brand face.
- \* Assets designed for cross-platform usage: digital, OOH, cinema, and in-flight media.

## Media Distribution

- \* Airline Media: Brand video showcased on Emirates & FlyDubai digital screens
- \* Cinema Advertising: Targeted high-traffic screenings in major Indian metro cities.
- \* Billboards: Prominent visibility on Hessa Street, Dubai.
- \* Mall Screens: MOE, Dubai Mall & DIFC premium placements for affluent audience reach.

## Event Appearances

- \* **New Office Launch Ceremony** with Amir Khan.
- \* **Suhoor Gala Event** to engage stakeholders during Ramadan.
- \* **Guinness World Record Attempt** – largest real estate event participation.
- \* **Exclusive Open House Events** for premium property showcases.

## Social Media Activations

- \* 5 Collaboration Videos with Amir Khan on Instagram.
- \* Multiple Story Mentions & Shoutouts on his Instagram.
- \* Consistent integration of Amir Khan's personal brand with AYS messaging.





## Impact & Outcomes

**Mass Brand Visibility:** Reached an estimated 15M+ cumulative audience across airlines, cinema, OOH, malls, and digital platforms within 6 months.

**Airline Media Impact:** In-flight video showcased to a captive audience of 6M+ passengers monthly, strengthening recall among premium international travelers.

**Cinema Campaign Recall:** Exposure to 20k+ luxury-focused audiences weekly in Mumbai city, driving awareness in a key investor market.

**Highway Billboard Impact:** Daily impressions from 200k+ vehicles on Hessa Street, ensuring repeated visibility in one of Dubai's busiest corridors.

**Mall Media Influence:** Engagement with 9M+ affluent mall-goers monthly at Dubai's most prestigious shopping destinations (MOE, Dubai Mall, DIFC).

**Event Engagement:** Guinness World Record event drew 2,500+ attendees, positioning AYS as a pioneering developer in real estate.

**Social Media ROI:** Influencer collaborations and celebrity endorsements generated 500k+ organic views with a strong 6% engagement rate, amplifying campaign credibility.

**Brand Credibility:** The association with Amir Khan elevated brand positioning, creating trust, aspirational value, and stronger affinity among HNWIs and investors.

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."