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Data My Site

Case Study



AYS x Amir Khan

Brand Ambassador Campaign 2025

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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."