

Essalan Digital Space Dive Expands DOOH and Mall Advertising Network Across Dubai's Premier Retail Hubs

Essalan Digital Space Dive, a leading outdoor advertising company in Dubai, announces its strategic expansion of mall and digital out-of-home (DOOH) screen advertising across key retail destinations.



Dubai, United Arab Emirates Oct 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - Essalan Digital Space Dive, a leading outdoor advertising company in Dubai, has announced a major expansion of its **Mall and Digital Out-of-Home (DOOH) advertising network** across the UAE's most visited retail destinations. This development marks a strategic step forward in providing brands with smarter, data-driven visibility solutions in high-traffic, premium mall environments.

Revolutionizing Retail Media with DOOH Innovation

Dubai's mall ecosystem has evolved into one of the most influential retail advertising platforms in the Middle East, with millions of monthly visitors across top venues. DigitalSpaceDive's expanded DOOH

portfolio includes **dynamic screen placements in The Dubai Mall, Mall of the Emirates, Dubai Hills Mall, City Centre Mirdif, Ibn Battuta Mall, and Dubai Festival City Mall**, among others.

By integrating **digital storytelling, real-time campaign control, and hyper-local audience targeting**, DigitalSpaceDive enables brands to achieve greater engagement and measurable outcomes through visually immersive experiences.

“Our goal is to empower advertisers with scalable, intelligent outdoor media solutions that connect brands with audiences in the moments that matter most,” said a spokesperson for DigitalSpaceDive. “Mall and DOOH screen advertising combine reach, precision, and visual impact to help brands outperform traditional formats.”

Driving Measurable Brand Impact Across Dubai

As the **UAE’s outdoor advertising industry** shifts toward digitization, DOOH formats have emerged as one of the most effective ways to merge creativity with analytics. Essalan Digital Space Dive’s proprietary approach ensures each campaign is tailored based on **consumer behavior, location insights, and brand objectives**, delivering both **awareness and conversion outcomes**.

This initiative also aligns with **Dubai’s Smart City vision**, supporting sustainable advertising practices that minimize print waste while amplifying message relevance through digital innovation.

Top Locations Under Digital Space Dive’s DOOH & Shopping Mall Advertising Network

- **The Dubai Mall** – Central atrium & retail concourse screens
- **Mall of the Emirates** – Escalator digital walls & interactive displays
- **City Centre Deira & Mirdif** – Entrance and corridor placements
- **Dubai Hills Mall** – Large-format LED displays
- **Dubai Festival City Mall** – Atrium DOOH and outdoor façade screens

Empowering Brand Campaigns Through Expertise

With over a decade of expertise in outdoor media planning and execution, Essalan Digital Space Dive manages a comprehensive range of OOH formats including **billboards, lampposts, megacoms, mupis, transit media, and digital screens**. The company’s consultative approach helps local and international brands identify strategic locations and craft campaigns that align with audience intent, visibility metrics, and conversion goals.

About Essalan Digital Space Dive

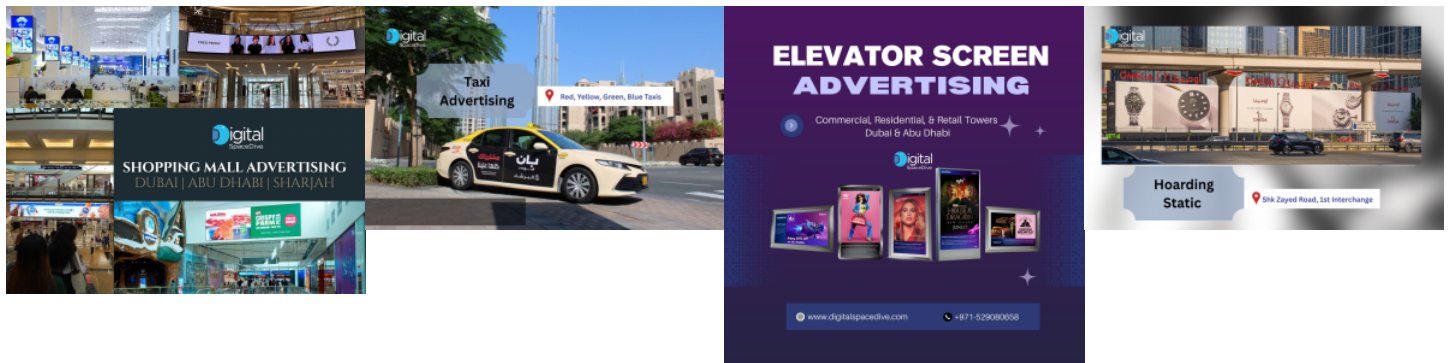
Essalan Digital Space Dive is a premier **outdoor advertising company in Dubai**, specializing in high-impact OOH and DOOH media solutions across the UAE. The agency delivers data-led, creative-driven campaigns designed to maximize brand visibility, engagement, and ROI.

For more information, visit digitalspacedive.com or contact hello@digitalspacedive.com

The agency's service portfolio now includes:

- [Billboard Advertising in Dubai & UAE](#)
- [Lamppost & MUPI Advertising](#)
- [Transit Media – Taxi, Bus, Tram & Metro Advertising](#)
- [Shopping Mall & DOOH Screen Advertising](#)
- [Elevator Screen Advertising & Lift Ads](#)

These services cater to commercial, corporate, real estate, automotive, retail, FMCG, government, and event-based advertisers seeking high-impact exposure across the Emirates.



Media Contact

Essalan Digital Space Dive

*****@digitalspacedive.com

0529080658

Axis 1, Dubai Silicon Oasis, Dubai

Source : Essalan Digital Space Dive

[See on IssueWire](#)