

Landmark Group Launches Retail Media Division to Enhance Customer Engagement and Support Partner Brands

- *Landmark Reach aims to multiply digital touchpoints to enhance customer engagement across the retail giant's value-driven brands.*
- *Signs partnerships with Publicis Group and Yango*
- *Global retail media ad spending is projected to increase 21.8% in 2024 alone, outpacing growth rates for nearly all other types of channels.*

Dubai, UAE, 25 November: Landmark Group, the region's prominent retail and hospitality conglomerate, has announced the launch of a new division to create hyper-personalised customer experiences and support partner brands' success. 'Landmark Reach', a cutting-edge retail media division, is part of the group's strategic expansion into the industry's fastest-growing channels.

The launch is further strengthened by launch partnerships with industry leaders - Publicis Group and Yango. As part of this partnership both entities will be able to leverage Landmark Reach's extensively data-driven curated audience sets and provide personalised media solutions to their clients.

This strategic initiative arrives as Retail Media emerges as one of the fastest-growing channels in digital advertising, with global spending projected to surge to over \$200Bn by 2026 according to Barclays Retail Media: The Future of Advertising Report.

Through its strategic network and operations, the division aims to multiply digital touchpoints to enhance customer engagement across the retail giant's value-driven brands. Landmark Reach will leverage the company's customer engagement expertise to connect brands with its customers through sponsored product ads, on-site display banners and more. Rahul Jagtiani, Group Director, Landmark Group said: "The launch of Landmark Reach marks a new milestone for the Group, as we enhance our offerings for partner brands through a unique, tailored approach that combines the group's leading capabilities in customer experience, technology, first party data and media at scale."

"Our comprehensive view of the entire shopping experience across Landmark Retail's digital and physical presence allows for meaningful, relevant, personalised customer offering, and product discovery. Landmark Reach will bolster our collaborations with partner brands including Publicis Group and Yango's network of clients, which have been a key part of our success throughout the Group's customer-centric, technology-driven journey as the GCC region's largest omni-channel retailer."

According to market research company eMarketer¹, retail media ad spending is projected to increase 21.8% in 2024 alone, outpacing growth rates for nearly all other channels. Between 2020 and 2025, global retail media advertising spending is on pace to increase by nearly \$100 billion. Sohail Nawaz MBE, Head of Landmark Reach said, “Retail media is the next wave of digital advertising. With Landmark Reach, we are poised to leverage our extensive consumer insights and industry knowledge to enhance our customer experiences whilst delivering significant value for our partner brands.

Landmark Reach’s ad-serving platform offers unprecedented opportunities for partner brands to optimise their advertising strategies for measurable business impact, serving the right product message, at the right time at the right customer touchpoint. Brands can curate content to engage consumers effectively and efficiently across diverse channels such as onsite, offsite and in-store.”

Sohail Nawaz MBE, Head of Retail Media at Landmark Reach, emphasised the division's innovative approach: "We're introducing a comprehensive solution that transforms how brands connect with our customers at key moments of their high intent to purchase journey across channels utilising a varying number of ad formats. Our data-driven insights and innovative technology enable us to deliver effective outcomes based on best practices in the advertising business. This includes a closed loop measurement format at SKU level for our partner brands in addition to curating personalised customer experiences across the verticals we operate also linked to our rewards and loyalty programme - Shukran"

Landmark Reach aims to empower partner brands to execute comprehensive, personalised retail campaigns while not compromising on the data privacy of its customers. Through its platform, brands can seamlessly integrate their campaigns targeting bespoke audiences with precise targeting and personalised messaging, empowering brands to guide consumers towards more informed and relevant purchasing decisions.

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About Landmark Group:

Founded in 1973 in Bahrain, Landmark Group has grown to become one of the largest and most successful omnichannel retail and hospitality conglomerates, with presence across 17 countries in the Middle East, Africa, India and Southeast Asia. Based in the UAE since 1990, the Group owns and operates 22 established homegrown brands across an extensive network of more than 2,200 outlets, encompassing a gross leasable area of 33 million square feet.

Landmark Group's success is driven by its diverse portfolio of established brands, across multiple retail categories, offering a comprehensive range of products across fashion, home, groceries and electronics. These include

¹ <https://www.emarketer.com/content/worldwide-retail-media-ad-spending-forecast-2024>



Centrepoint, Max Fashion, Home Centre, Babyshop, Splash, Shoemart, Lifestyle, Viva, Emax, Home Box, Styli, Shoexpress, Spar and Easybuy.

Beyond retail, Landmark Group has diversified into the leisure, fitness and hospitality sectors with brands like Fitness First, Citymax, Fun City, Fun Ville, Zafran and Carluccio's.

The Group boasts unparalleled logistics capabilities, owning the MENA region's largest privately-owned distribution hub - Omega Logistics and Logistiq, which offers state-of-the-art third-party logistics services.

Landmark Group places a strong emphasis on delivering exceptional value and achieving customer satisfaction throughout its comprehensive product range.

The company has a dedicated workforce of more than 53,000 employees and continues to be certified as a Great Place to Work (GPTW) since 2017.

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