



NEXA

**SOCIAL MEDIA
CASE STUDIES**

CASE STUDY

Social Media

CLIENT:



SECTOR: E-COMMERCE

COMPANY PROFILE

Jotun provides protection for various types of property, ranging from stunning homes to iconic buildings.

As a leading manufacturer of paints and coatings, Jotun is known for its commitment to delivering exceptional quality and continuously pushing the boundaries of innovation and creativity. This dedication has lasted nearly a century.

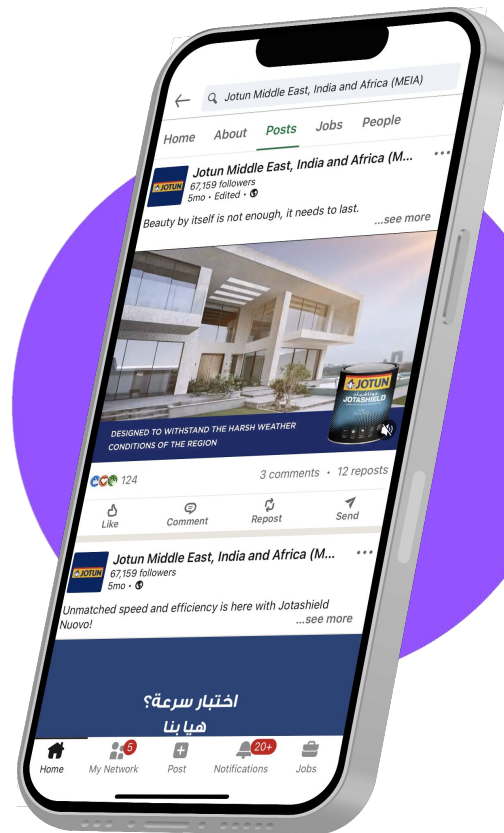
BACKGROUND STORY

NEXA has been working with Jotun's B2B division since 2019. Initially, we were tasked with creating engaging content for LinkedIn, which evolved into NEXA becoming the B2B marketing, design, and performance agency for the company.

Our role involves the running of everything from design, marketing material, campaigns, product launches, etc. for all B2B leads in the region. NEXA continues to enjoy an excellent working relationship with Jotun.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- Quarterly Photo and video shoots
- English content



CASE STUDY

Social Media



SECTOR: E-COMMERCE

COMPANY PROFILE

ZadSource, a part of ADNH Compass, is the most extensive provider of food, cleaning, and support services in the UAE. They offer tailored and all-inclusive procurement solutions through a network of over 750 essential suppliers across the country.

Their unique approach combines the principles of a Group Purchasing Organization (GPO), marketplace technology, and the scale of a large corporation to provide significant cost savings to our clients in the Food & Beverage industry.

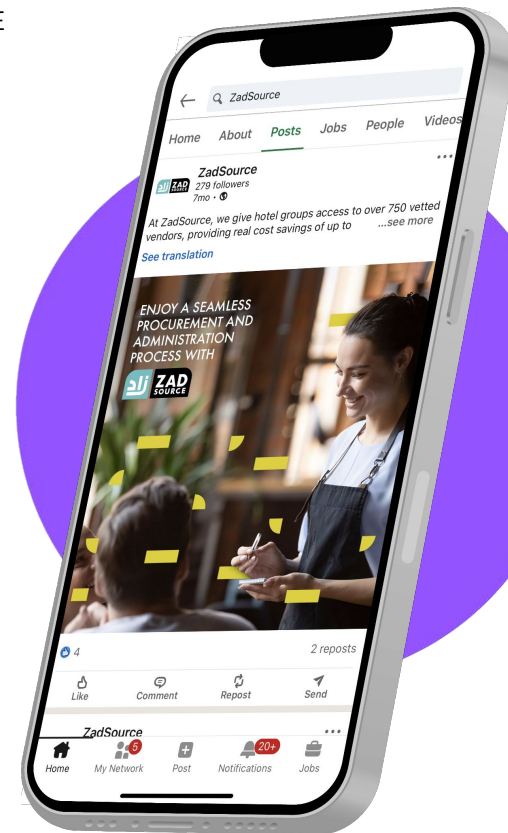
BACKGROUND STORY

ZadSource is a part of ADNH Compass, which is one of the world's largest recruiters in the food sector.

ADNH Compass launched Zad Source in 2020 and tasked NEXA with building the brand. We built their website and created their branding, and implemented a B2B-focused strategy using LinkedIn with a focus on lead generation.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- English content



CASE STUDY

Social Media

CLIENT:



SECTOR: MEDICAL

COMPANY PROFILE

The American Heart Association, a voluntary health organization that leads the world in combating cardiovascular disease, is committed to preventing heart disease and stroke, which are the top two causes of death globally.

Through collaboration with millions of volunteers, they raise funds for groundbreaking research, advocate for more robust public health policies, and offer vital resources and information to help prevent and manage these conditions.

BACKGROUND STORY

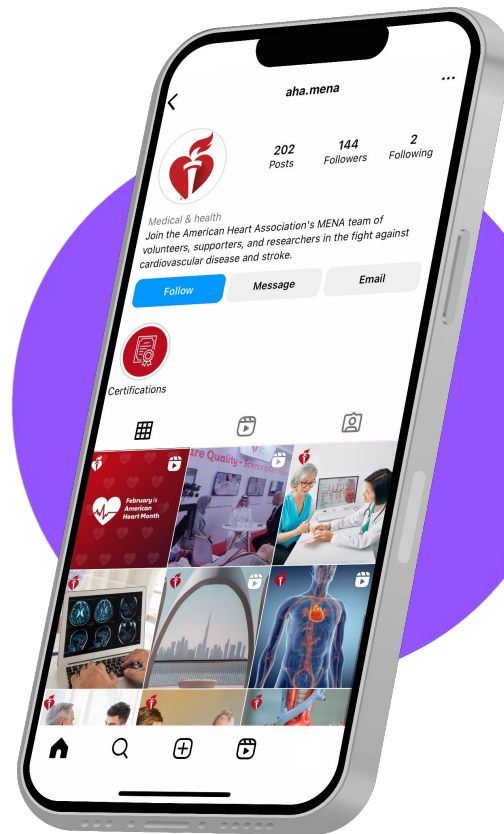
The American Heart Association contacted NEXA from their US office looking for help and strategy for their presence in the Middle East region. The primary challenge facing them was their very niche B2B client base in selling solutions to hospitals that ensure survival rates for cardiac and stroke patients.

AHA did not have a large or impactful digital footprint, and NEXA was tasked with building out a digital strategy. We addressed this by first creating a regionalised website, and then launching social media.

HubSpot was also implemented in order to consolidate AHA's systems and to work on lead-generation campaigns. NEXA continues to provide AHA with ongoing strategic support and services.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Twitter and LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Photo and video shoots
- English content



CASE STUDY

Social Media

CLIENT:



SECTOR: REAL ESTATE

COMPANY PROFILE

Liv is a prominent real estate developer that has built a solid reputation for developing custom-made residences for discerning global citizens. With properties ranging from Hollywood to New York and Dubai, Liv has cemented its legacy as a developer of high-end, bespoke living spaces for affluent individuals worldwide.

In March 2022, Liv unveiled its latest addition, Liv Marina, a stunning 44-story tower located in one of the last exclusive waterfront plots in Dubai Marina. As one of the last remaining plots available in the area, Liv Marina is situated in a prime location, offering residents unparalleled views of the stunning waterfront district.

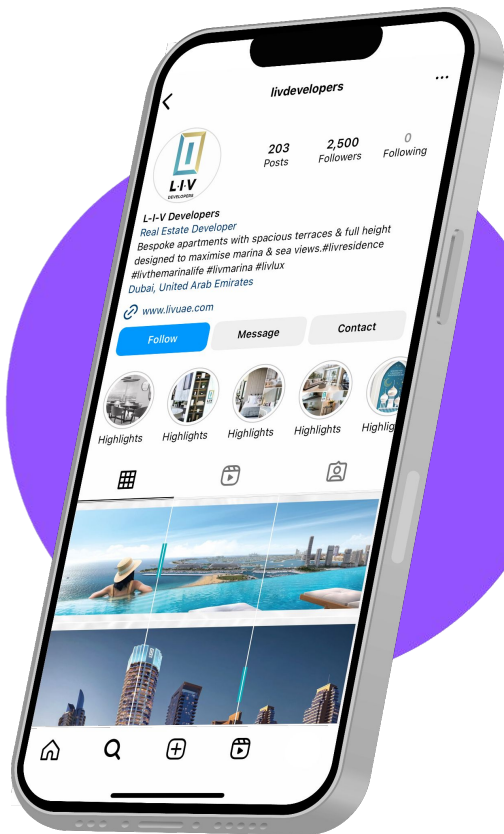
BACKGROUND STORY

LIV already has one completed project in the Dubai Marina and approached NEXA with their Master Developer and a new off-plan project. We created a content bank for them with video and social assets, ran the LIV social media, and, most importantly, worked on lead generation. This was done by implementing a starter instance of HubSpot in order to create a CRM system for them to track and qualify leads.

NEXA also built two new websites for LIV; one for the group of LIV developers and one for the individual towers. We are currently working on social media and lead generation for their third tower.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Twitter and LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Photo and video shoots
- English content



CASE STUDY

Social Media

CLIENT: **iLearning Engines**
Intelligence For The Lifetime Enterprise

SECTOR: EDUCATION

COMPANY PROFILE

ILE is a leading provider of learning automation and is considered one of the most rapidly growing technology firms in North America. The company's AI-driven platform, which emphasizes outcomes-based learning, is utilized by businesses to provide specialized training and achieve critical objectives that are integrated into the work process.

ILE's cloud-based platform is currently being deployed globally in a variety of demanding vertical markets, such as healthcare, education, energy, transportation, and the military. ILE has consistently ranked in Deloitte's Technology Fast 500 as one of the top 20 fastest-growing companies in North America for four consecutive years. This is a testament to the company's ability to gain market share quickly and revolutionize the next generation of learning.

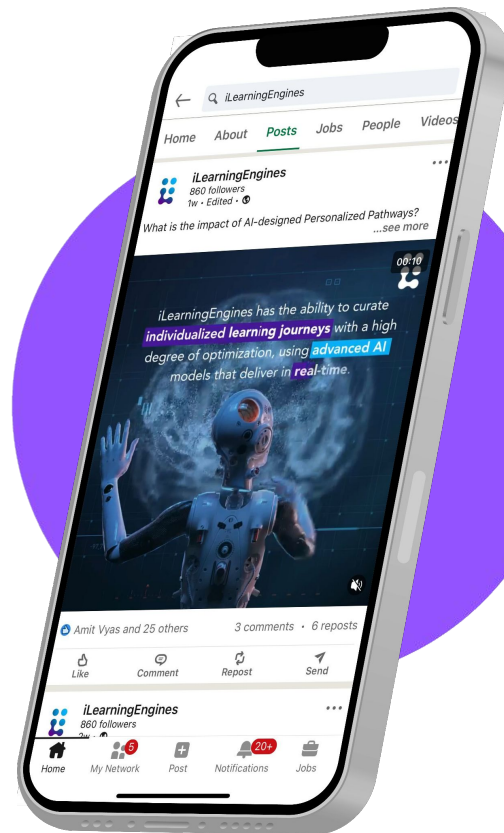
BACKGROUND STORY

While preparing to go to IPO and in the process of launching a new website, iLearning approached NEXA for assistance with social media management on LinkedIn.

We were tasked with increasing iLearning's digital presence through LinkedIn, as well as writing and distributing blogs for them.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- Photo and video shoots
- English content



CASE STUDY

Social Media

CLIENT: 
أبو ظبي لتمويل
ABU DHABI FINANCE

SECTOR: FINANCE

COMPANY PROFILE

Abu Dhabi Finance is a leading provider of medium and long-term loans to owner-occupiers and investors who seek to finance the acquisition of, or refinance, residential or commercial property. Serving both the Abu Dhabi and Dubai markets and backed by Mubadala Development Company, Abu Dhabi Finance has been awarded Great Place to Work UAE 2015.

Abu Dhabi Finance offers award-winning-level client service and products, and has also been named the Best Home Finance Company of the Year and awarded the Best Home Finance Product of the Year at the Banker Middle East Awards 2013 and 2014.

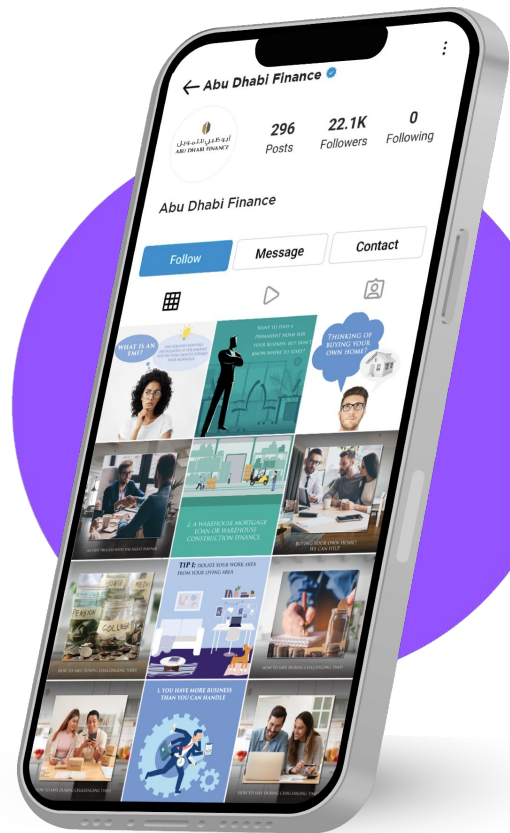
BACKGROUND STORY

Abu Dhabi Finance approached NEXA to assist with their online engagement with the goal of attracting new customers and generating high-quality leads. In order to do this successfully, the NEXA team would improve the brand's messaging on social media and benchmark their presence against international mortgage providers.

NEXA conducted a social audit and then created content pillars that matched the ADF offering and, with this in mind, angled messaging, content, style, and perspective to ensure results.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: **الميدان**
THE MEYDAN
HOTEL — DUBAI

SECTOR: HOSPITALITY

BAB AL SHAMS
DESERT RESORT - DUBAI

COMPANY PROFILE

Bab Al Shams Resort - Nestled among the dunes, the low-lying Bab Al Shams resort is the world's favourite choice for dream desert getaways. This oasis of tranquility combines rustic charm with top-tier hospitality and luxury to bring to life an authentic desert experience.

Meydan Hotel - The Meydan Hotel is designed for urban elegance. Within fifteen minutes of the airport and close to the heart of the city, this hotel combines contemporary luxury with exceptional dining options, outstanding infinity pool and world-class golfing range – all next to the world-famous Meydan horse racing track.

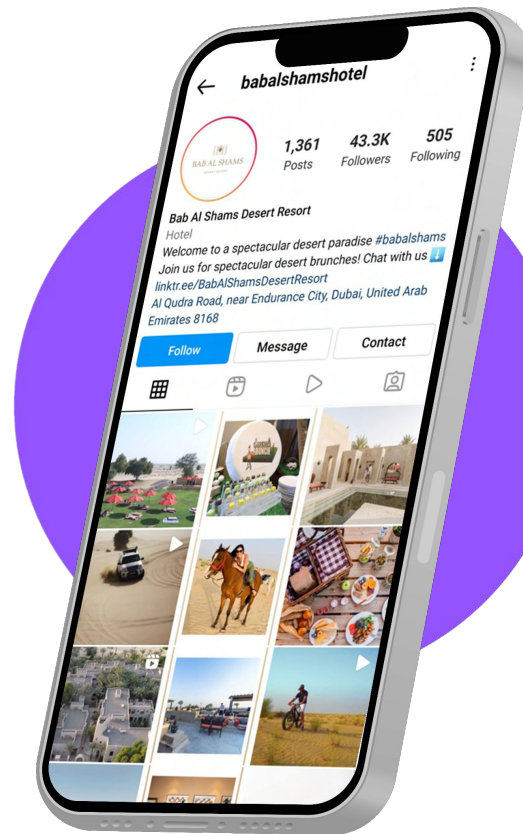
BACKGROUND STORY

The Bab Al Shams & The Meydan Hotel group contacted NEXA at the height of the COVID-19 pandemic, to help the properties spread awareness to the right target audience at a very difficult time for the hospitality industry. NEXA took on this challenge, creating a strategy designed for brand awareness and to increase bookings for The Meydan Hotel and Bab Al Shams through creative content including photos and videos.

Due to the pandemic we had to devise a smart strategy to entice potential customers and focused on summer staycation packages and activities including camel riding, horse riding, archery, and more. We placed emphasis on staycations due to the travel bans that prevented further business and this strategy worked exceptionally well for the business. We also placed our efforts on generation bookings for The Dubai World Cup.

SCOPE OF WORK

- 20 posts per month on each platform
- Facebook, Instagram and Twitter
- 4 photo and video shoots per month
- Community management and social listening
- Creative content including GIFs, animations, video and graphic design
- Content boosting for awareness and engagement
- English and Arabic content
- Full monthly reporting



CASE STUDY

Social Media

CLIENT: **Barceló**
HOTEL GROUP

SECTOR: HOSPITALITY

COMPANY PROFILE

Barceló Hotel Group is the hotel division of the Barceló Group. It currently has more than 250 4 and 5-star urban and vacation hotels, and more than 55,000 rooms, distributed in 22 countries.

Its brand architecture is made up of 4 brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts and Allegro Hotels. It is the 3rd largest chain in Spain and the 35th at an international level.

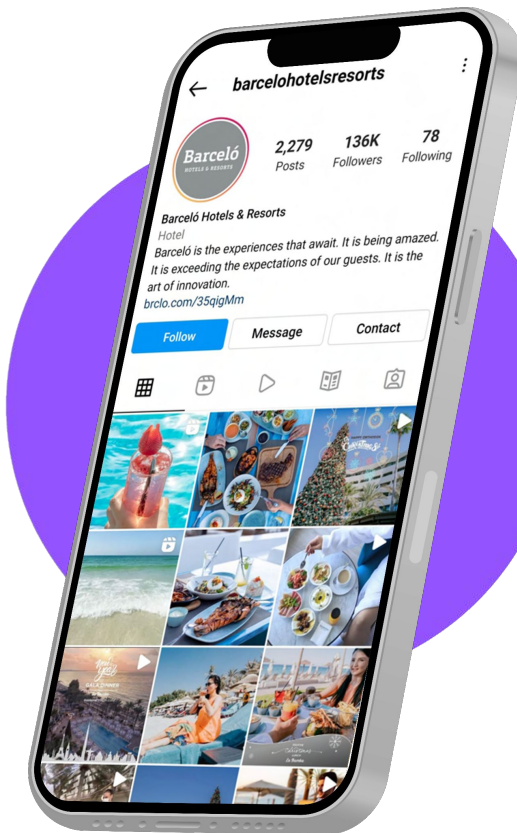
BACKGROUND STORY

Barceló Hotel Group was new to the UAE and they were seeking an agency to help them with their online and offline marketing tasks. NEXA was selected as Barceló Hotels Group's exclusive marketing partner for the GCC region, handling both online and offline marketing, including event planning and execution, branding and design, social media strategy and content creation with a strong focus on creating an online presence that promotes new business generation.

NEXA was selected as the agency of choice and began the journey by taking on the social media platforms for 1 Royal Hideaway Hotel, 1 Barceló Hotels and Resorts hotel and 3 Occidental Hotels and Resorts hotels in the UAE, all of which were divided between Dubai and Sharjah. Since its inception the brand has solidified its place in the GCC region and continues to generate new business through our social media endeavors.

SCOPE OF WORK

- 21 posts per month on each
- Facebook and Instagram 1 photo and video shoot per month per property
- Creative content including GIFs, animations, video and graphic design
- Content boosting for awareness and engagement
- Full monthly reporting



CASE STUDY

Social Media

CLIENT: **ركن السرير**
bed quarter
by back care

SECTOR: B2C - FURNITURE

COMPANY PROFILE

Bed Quarter Company established in 1997, a subsidiary of Al Mazro Group, is a premium bedding and mattress company having chain of more than 30 showrooms across GCC.

Having a strong retail presence in Saudi Arabia with 26 showrooms spread across Riyadh, Khobar, Dammam, Jeddah, Ehsa, Jubail and Qassim, representing world renowned brands like TEMPUR, NOLTE, OGAWA, MAYA, GENTUG, HIMMOLA and YATSAN.

BACKGROUND STORY

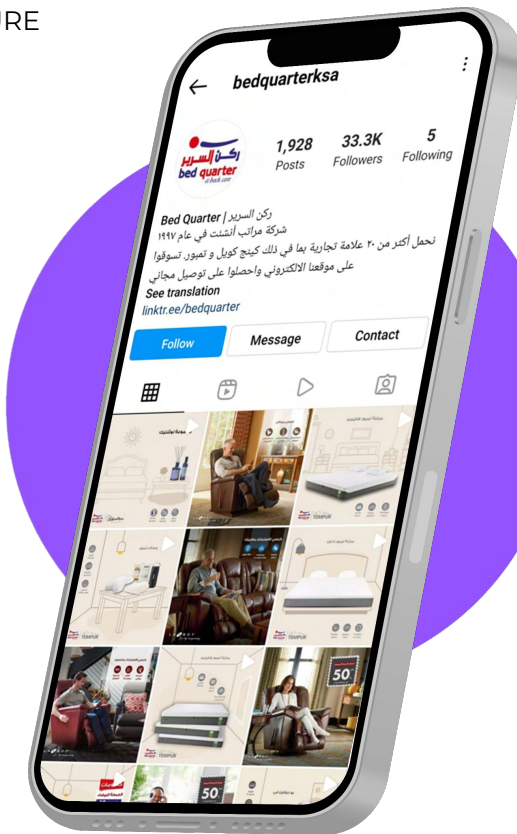
NEXA was recommended to Bed Quarter by their mother company Al Mazro Group in the KSA. Nolte, a premier kitchen company that falls under the Al Mazro Group, is a NEXA client and due to the success Nolte has experienced with NEXA, Bed Quarter reached out to us for assistance on their campaigns.

We were tasked with taking over the brands social media accounts and strategised and implemented social content creation, social management and social engagement. NEXA focused on 4 social media platforms: Facebook, LinkedIn, Instagram and Twitter. One of the most significant tasks was for NEXA to run campaigns to drive traffic to the showrooms. NEXA was tasked with driving offline conversions and this quickly moved to online conversions in the ecommerce space.

The NEXA team also built out the company's online store and over the course of our engagement with the company, we went from managing their social media to running offline conversions and lead generation campaigns across search, Instagram, TikTok, YouTube and Whatsapp. The strategy ensures we reach the right target audience and reach them where they are actively present online. This strategy resulted in success for the brand and NEXA exceeded, and continues to exceed, client expectations.

SCOPE OF WORK

- Facebook: 15 posts per month
- Instagram: 20 posts per month and 10 stories per month
- Twitter: 15 posts per month
- LinkedIn: 4 posts per month
- EN and AR copy & Hashtags
- Monthly Reports
- 1 day shoot (per quarter)
- Campaigns
- Connect with 3 influencers per month



CASE STUDY

Social Media

CLIENT:  **BOSCH**

SECTOR: B2C - TOOLS

COMPANY PROFILE

Robert Bosch Middle East is a fully-owned subsidiary of Robert Bosch GmbH, which has been operating in the Middle East for over 90 years. Robert Bosch Middle East sells automotive parts and equipment, power tools, thermotechnology, security systems, engineering and business solutions, drive & control technology, and home appliances to a broad customer base in the Middle East region.

With a total workforce of over 140 associates, the Middle East is a key growth market for Bosch.

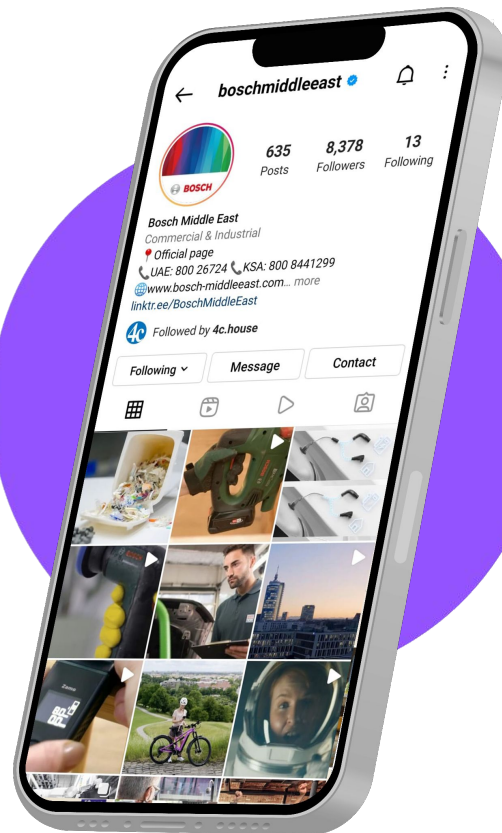
BACKGROUND STORY

Bosche ME approached NEXA because they needed an agency to help them grow their social presence in the region. We worked on their Bosch ME account on a brand level as well as Bosch Power tools which is mainly targeted to the B2C market. When NEXA partnered with Bosche ME, we were tasked with increasing their social media engagement. After brand research we successfully managed to convince their HQ to look at Instagram as an additional platform to help better the engagement and to attract talent and in doing so we substantially increased brand awareness through the platform.

The social tasks were to create 20 posts per month on Facebook and Instagram, apply community management and social listening to ensure the best results, and our creative team focused on a variety of content assets including GIFs, animations, video and ad campaigns. Since we took over the Bosche ME social media pages, there has been a significant increase in not only followers, but more importantly engagement. By tracking and monitoring our posts over time, we also have greater insight into the type of posts the audience is most interested in and we focus our efforts on delivering the content that adds value to their lives

SCOPE OF WORK

- 20 posts per month on each platform
- Facebook and Instagram
- Community management and social listening
- Creative content including GIFs, animations, video and ad campaigns (boosting posts)
- 2 photoshoots per year



CASE STUDY

Social Media

CLIENT:  **BOSCH**

SECTOR: B2C - TOOLS

COMPANY PROFILE

Robert Bosch Tool Corporation in North America was formed in January 2003 when Robert Bosch GmbH combined its North American power tool and power tool accessory divisions into one organization. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has become synonymous with engineering excellence. Robert Bosch Tool Corporation is a world leader in the design, manufacture and sale of power tools, rotary and oscillating tools, power tool accessories, laser and optical leveling devices, and range finding tools.

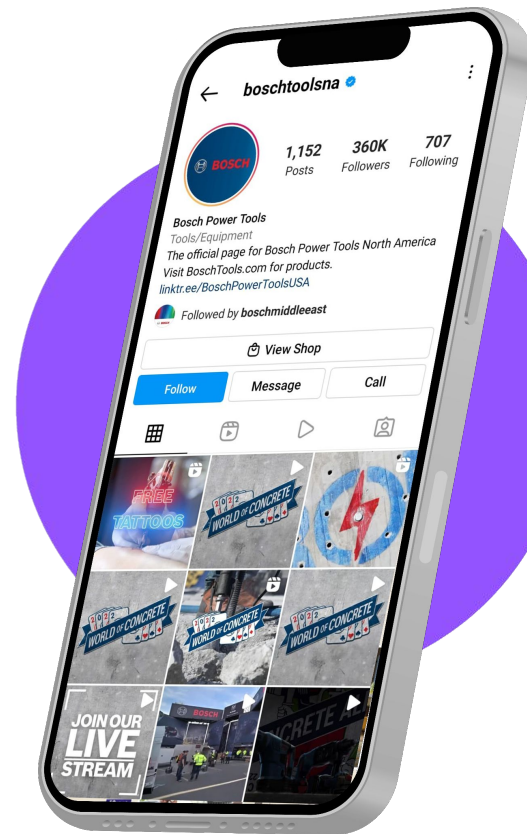
BACKGROUND STORY

Bosch is a well known German brand offering a wide variety of products, from kitchen accessories to power tools. Bosch PT focuses on the best quality tools, for home use as well as more intense applications. NEXA partnered with Bosch PT to reach a mainly the B2C market and very specific target audience. DIY is something that is very rare in this part of the region and NEXA was tasked to raise awareness to DIY by using the Bosch PT.

In order to reach social success we conceptualized, created and implemented interactive posts that involved guessing games, puzzles, as well as customised DIY video shoots, and posts about the brands history. We created one-of-a-kind creative assets that caught the eye of the viewer and not only did the tool brand reach a male audience, it too reached a powerful female audience. This was one of the brands goals and we were able to increase female followers by sharing customised and insightful DIY tips.

SCOPE OF WORK

- Facebook: 15 posts per month
- Instagram: 20 posts per month
- 10 stories per month
- Twitter: 15 posts per month
- LinkedIn: 4 posts per month
- EN and AR copy & Hashtags
- Monthly Reports 1 day shoot (per quarter)
- Campaigns
- Connect with 3 influencers per month



CASE STUDY

Social Media

CLIENT: **EVA**

SECTOR: INTERIOR DESIGN

COMPANY PROFILE

In 2009, Eva Interiors was founded by Architect Seema Al Mansoori on the grounds of creating bespoke and exclusive interior design that was deeply-rooted in the culture and heritage of the region, and influenced by global trends in contemporary design. Since its foundation, Eva Interiors has continued to prove its success and excellent performance working on large-scale and residential projects that includes Palaces, Residential Villas, Commercial and Corporate offices.

Consequently, this gained Eva its expertise in excellent craftsmanship and the delivery of exclusive and luxury designs.

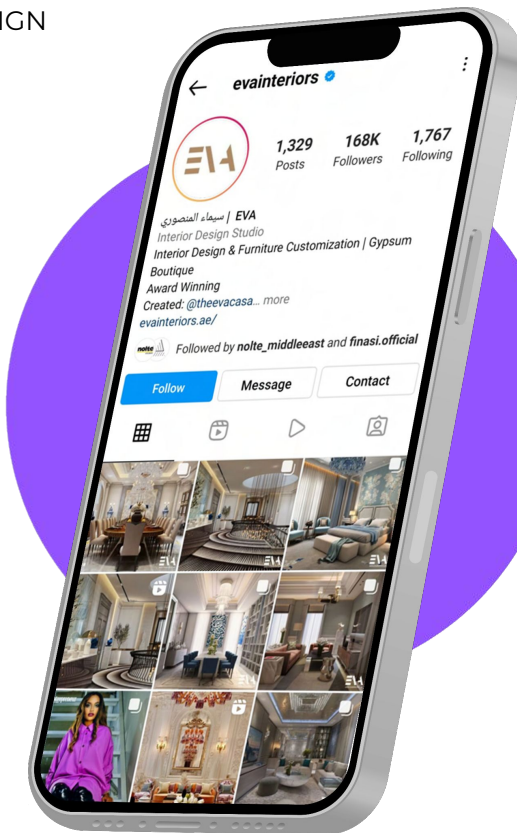
BACKGROUND STORY

In 2013, NEXA partnered with Eva, Interior Design, to help them increase their instagram presence, increase their engagement and help build a brand story. Since 2013, the brand's instagram account has reached an astounding 156K followers and at NEXA, we know social media is not just about the number of followers you have, but the results. Our strategy has helped the brand grow significantly, helping them reach 250 - 300 leads every month directly through instagram.

We did this by creating interactive posts complete with appealing captions for all platforms and through this strategy of storytelling and creativity, the brand received around 400 direct messages per month, with a significant increase in May 2021, when the brand received 600 messages. The results are phenomenal and exceeded the clients expectations, and continue to do so.

SCOPE OF WORK

- 20 posts per month on each platform
- Facebook, Instagram, Pinterest, LinkedIn and YouTube
- Community management and social listening
- Creative content, including GIFs, animations, video
- Monthly photoshoot



CASE STUDY

Social Media

CLIENT:  invisalign®

SECTOR: MEDICAL AND BEAUTY

COMPANY PROFILE

Invisalign is an orthodontic treatment that straightens teeth without the use of metal braces. Invisalign is a series of custom-made clear braces that cover your teeth and gently pull them into the proper position over time. Because they are clear and can be taken on and off, they are less noticeable than traditional metal braces.

Most people want to improve their smile but think that traditional, metal braces are the only option. With Invisalign clear braces there are no metal brackets or wire to detract from your smile while undergoing treatment.

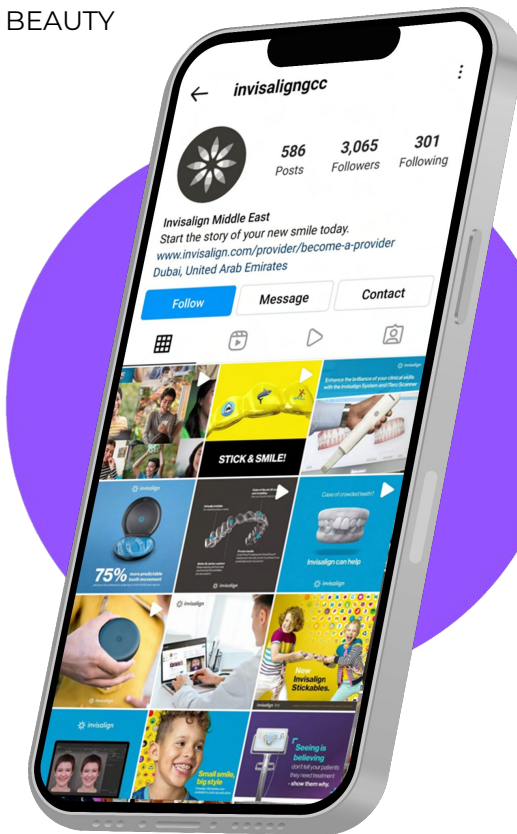
BACKGROUND STORY

Invisalign approached NEXA in 2018 to increase brand awareness, lead generation and to increase their market share. With the above in mind, NEXA strategized the following: The creation of an aggressive B2B growth strategy targeting dental and medical professionals to become approved Invisalign consultants / specialists. In order to achieve this, campaigns were to be delivered using social media as well as search campaigns through the creation of B2B focused landing pages in English and Arabic.

On these pages, dental /medical professionals would be invited to a free seminar where the Invisalign team would present the benefits to each individual of becoming Invisalign certified and approved. Dental professionals who were interested could then commit and register to the certification program for a fee of \$1,500. We aligned our social media strategy right alongside this and provided a full social media management service, implemented lead generation ads and A/B Testing. What began as a 12 month trial has extended into a wider engagement across different geographies and as a consequence of the results generated for Invisalign, we continue to grow the GCC B2B network for them.

SCOPE OF WORK

- Full social media management - posting and community management
- Quarterly landing page - non-campaign-related
- Campaign reporting
- Content creation: images, GIFs, videos
- Photoshoots, when required



CASE STUDY

Social Media

CLIENT:



SECTOR: B2C ENTERTAINMENT

COMPANY PROFILE

Owned by IMG Group, IMG Worlds of Adventure is Dubai's first mega themed entertainment destination promising visitors from around the world the excitement of six epic adventure zones in one location. Two of the six zones represent renowned global brands Cartoon Network and MARVEL, while IMG Boulevard and the Lost Valley – Dinosaur Adventure, Haunted Hotel and IMG Kids Zone are original concepts created by the IMG Group.

IMG Worlds of Adventure is the largest temperature controlled indoor themed entertainment destination in the world, covering an area in excess of 1.5 million square feet. With the capacity to welcome more than 20,000 guests a day, the destination is featuring a unique array of adrenaline-pumping roller coasters, thrill rides, and spine-tingling attractions based on popular Cartoon Network characters, iconic MARVEL Super Heroes and hair-raising dinosaurs. Additionally, the destination is the home to a number of world-firsts, a variety of themed retail stores, exclusive dining venues, and a 12-screen state-of-the-art cinema.

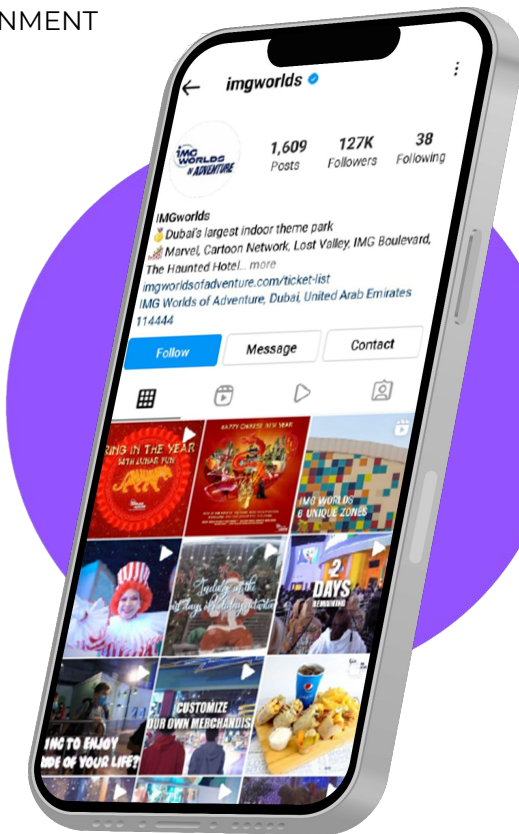
BACKGROUND STORY

IMG is the world's largest indoor theme and amusement park based in Dubai and features 4 different adventure zones, these zones being: Cartoon Network, Marvel, IMG Boulevard and The Lost Valley. IMG first approached Nexa as they were looking for an agency with international experience that could successfully take over the brands that they represent, including Marvel and Cartoon. IMG is the ideal candidate for social media marketing as their brand is about engagement, interaction and festivity. Nexa partnered with IMG and was tasked with generating awareness about the park, rides, offers and related entertainment offerings that were available at the park throughout the year.

The strategic process involved understanding who the visitors of the theme park are (tourists, residence, families) and through this, we were able to identify their different audiences and target each segment successfully. Nexa put together a social media strategy that represented the brand, highlighted the Marvel and Cartoon Network brand, creatively told the brand's story and reached the target audience effectively through awesome imagery, video content, engaging posts and video content.

SCOPE OF WORK

- Carry out 2 shoots per month to produce 10 videos and 10 stories
- Content creation, including videos and GIFs
- Community management



CASE STUDY

Social Media

CLIENT: **nolte**
KÜCHEN

SECTOR: B2C Kitchens

COMPANY PROFILE

The company's founder Georg Nolte, first produced polishing discs in the Westphalian town of Rheda back in 1923. In the 1930s, the company switched to constructing furniture, after taking over a small furniture factory in Delbrück. A second factory was then founded in Brilon in 1937. Georg Nolte's son Konrad took over the company's management in 1945, with the intent to develop and expand Nolte even further. In 1958 Konrad Nolte established Nolte Küchen in Löhne, located in the region of East Westphalia.

In 2000, Express Möbel was established and focused on standardized, ready to assemble and stand-alone wardrobes. With its success, Express Küchen was launched in 2010, to expand the kitchen range and introduce system kitchens. Today, the Nolte family owns Nolte Küchen, Nolte Möbel, Express Küchen, Express Möbel, and Nolte Spa brands, all of which are manufactured solely in Germany. With a total of over 3,000 employees, Nolte products are exported to over 60 countries worldwide.

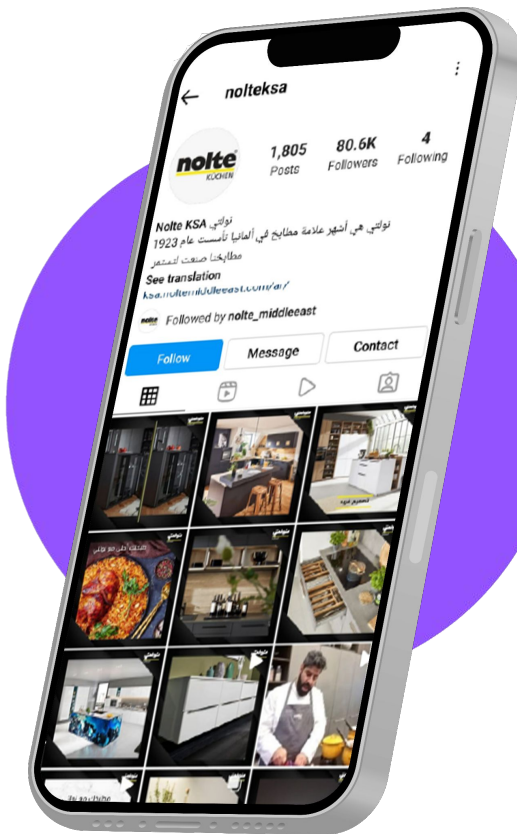
BACKGROUND STORY

Nolte Küchen is a leading manufacturer of fully fitted German-quality kitchens. Nolte Middle East has been a client of Nexa for some time now, with the original engagement based in Dubai helping Nolte support partners in marketing the Nolte brand. When Nexa began crafting the social media strategy for the brand, Nolte KSA had absolutely no social, web, or digital campaigns running whatsoever. Nexa was required to start from scratch and create a digital footprint for Nolte KSA in an extremely short timeframe. The contract was signed one week prior to the disastrous impact of the COVID-19 pandemic and associated lockdowns and restrictions which meant social media was more important than ever.

We began an aggressive campaign targeting different audiences across KSA for maximum reach and optimum results. The ultimate goal was to drive traffic to dedicated landing pages that were integrated with the Hubspot CRM where leads were pulled into the funnel for further nurturing and engagement techniques resulting in sales conversions. Nexa was tasked to increase engagement and we placed our focus on creating fun and interactive posts and WhatsApp ads. In order to get around social distancing that prevented the target audience from physically viewing the products, we launched branded social media channels, as well as Google Maps integration, with a focus on showroom visitors' needs. Within the first 10 days of the campaign, Nolte sold 6 kitchens online. Once showrooms could open again, the strategy shifted towards increasing foot traffic through campaigns that incentivised customers to visit the showrooms.

SCOPE OF WORK

- 20 posts and 10 stories per month, Facebook, Instagram and Twitter
- Creative content including GIFs, animations, video and ad campaigns
- Community management and social listening



CASE STUDY

Social Media

CLIENT: **nolte**
KÜCHEN

SECTOR: B2C Kitchens

COMPANY PROFILE

The company's founder Georg Nolte, first produced polishing discs in the Westphalian town of Rheda back in 1923. In the 1930s, the company switched to constructing furniture, after taking over a small furniture factory in Delbrück. A second factory was then founded in Brilon in 1937. Georg Nolte's son Konrad took over the company's management in 1945, with the intent to develop and expand Nolte even further. In 1958 Konrad Nolte established Nolte Küchen in Löhne, located in the region of East Westphalia.

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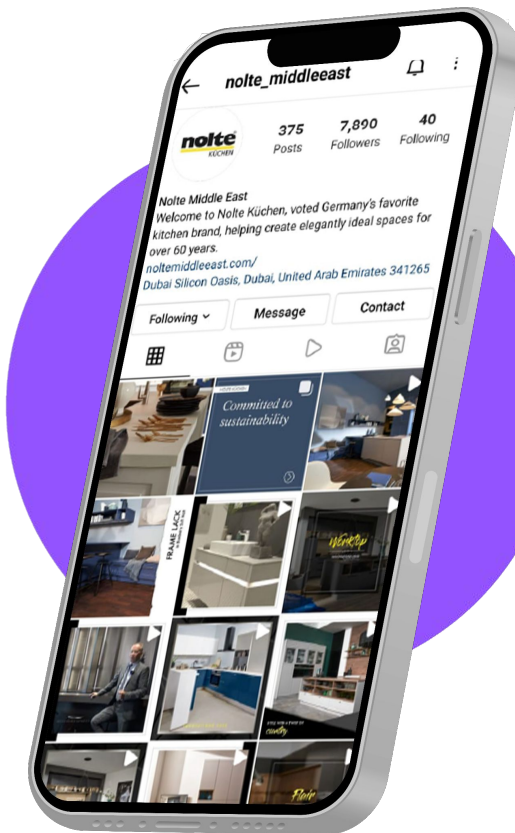
BACKGROUND STORY

Nolte Küchen is a leading manufacturer of fully fitted German-quality kitchens. Exporting to over 60 countries worldwide, the Nolte brand is highly acclaimed and has showrooms within 30 countries around the world. While Nolte Küchen is a well-known brand globally, they had no digital presence within the MENA region. Nexa was tasked with implementing social media for the brand and to begin, Nolte had absolutely no social, web, or digital campaigns running whatsoever.

Their reliance on in-person showroom sales meant there was a huge gap in the market that they had no access to. With this in mind, Nexa was required to start from scratch and create a digital footprint for Nolte in the region, making sure their / social presence was active and in line with the brand and business objectives. The strategy required an aggressive campaign targeting different audiences across GCC. Nexa identified the audience and reached these audiences through: WhatsApp and social media platforms.

SCOPE OF WORK

- 18 posts per month
- 10 stories per month
- Facebook, Instagram, Twitter
- LinkedIn 3-4 posts
- Content Boosting for all posts
- Creative content, GIF, short clips and videos
- EN and AR copy
- Full monthly reports



CASE STUDY

Social Media

CLIENT:



SECTOR: OIL & GAS

COMPANY PROFILE

Shell, a multinational oil and gas company based in London, UK, is a major player in the industry and ranks as the world's second-largest investor-owned oil and gas company.

In the UAE, Shell operates across the entire petroleum value chain, from exploration and production to distribution, marketing, and retailing of oil, gas, and petrochemicals.

The company trades with a broad range of customers in the UAE and neighboring regions, ranging from small businesses and individual entrepreneurs to major industries and multinational corporations.

BACKGROUND STORY

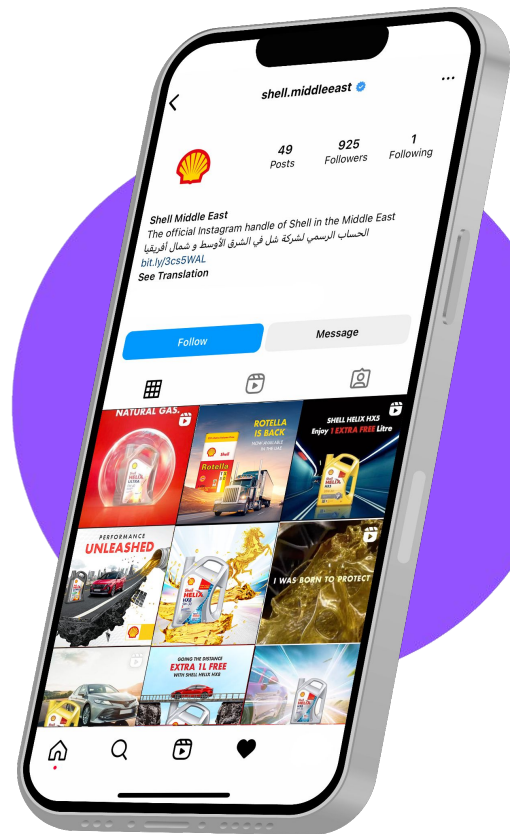
After the Covid-19 pandemic, Shell was looking to revitalise themselves on the digital front, especially in social media, which they felt was a weak area.

The company sought to work with an agency that could both localise their content and promote their products – particularly in the B2C sector within the region – and brought NEXA on for the task.

We focused on B2B oriented towards partners they had within the region, and on B2C oriented towards customers buying products from Shell fuel stations. NEXA was also tasked with launching Instagram for the region.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, Twitter, LinkedIn, & YouTube
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: **HOB**

SECTOR: E-COMMERCE

COMPANY PROFILE

House of Beauty is a cosmetic distribution firm located in the UAE. Its HOB Spa Consultancy service helps in creating wellness treatment menus using top cosmetic brands, which provide effective and result-oriented experiences. Additionally, HOB E-commerce is a specialized platform for exclusive cosmetics, and their goal is to provide consumers access to top-quality products from around the world.

As a distribution company, House of Beauty's primary focus is on the B2B market, and they seek to collaborate with spas, salons, and aesthetic clinics by offering a curated selection of skincare brands. They also aim to establish an eCommerce platform for their B2C customers.

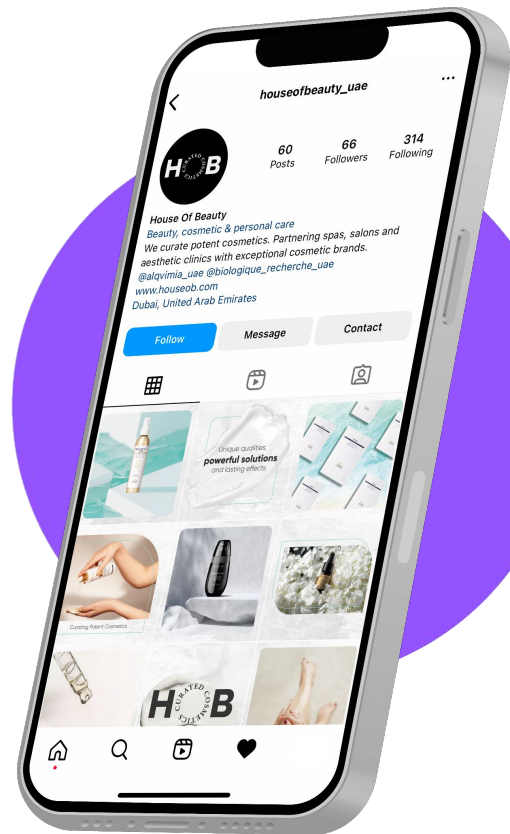
BACKGROUND STORY

In 2020, NEXA began working with House of Beauty. Our work centred around a B2B strategy involving social media and targeting owners/managers of salons, spas, and hotels in order to place House of Beauty products in those spaces.

NEXA also focused on product shoots at our studio and the localisation of all products.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- English and Arabic content



CASE STUDY

Social Media

CLIENT: **geidea.ae**

SECTOR: POS SYSTEM

COMPANY PROFILE

Geidea is a leading fintech and fully licensed payment service provider offering digital banking technology, smart payment terminals and business management solutions for both financial institutions and small businesses in retail and digital commerce. Founded in Saudi Arabia, the company is expanding rapidly across the region with operations in UAE and Egypt and is targeting seven more countries in the next two years, serving both financial institutions and small and medium businesses.

Founded in 2008 by Saudi entrepreneur Abdullah Faisal Al-Othman, the company believes that the latest payments and commerce technology should be accessible, affordable, and intuitive for everyone. The company continues to focus on its mission of empowering merchants with the tools to start, manage and grow their businesses which is at the heart of what Geidea does.

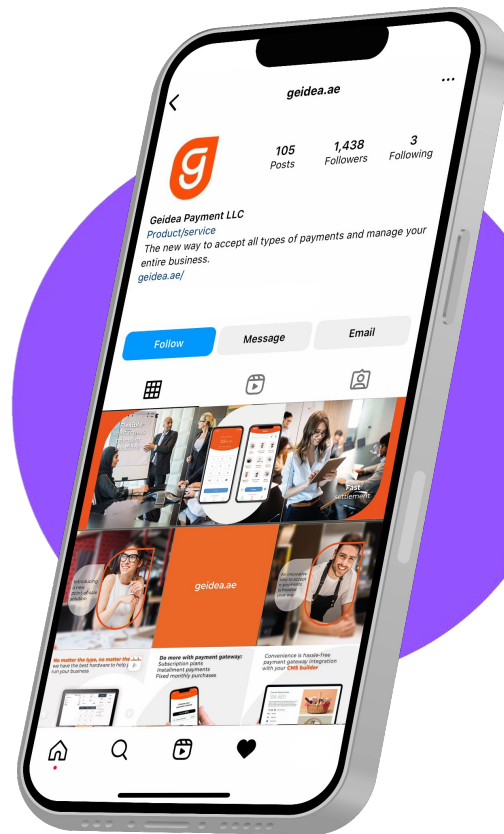
BACKGROUND STORY

When Geida reached out to NEXA in 2021, the brand had established itself as the leading payment solutions provider in Riyadh, Saudi Arabia, and was rolling out a plan to launch Geida in the UAE. As a well-established digital growth agency in the UAE and with a fully-rounded understanding of the target audience, NEXA stepped in to create an acquisition plan that included social media and performance campaigns designed to target entrepreneurs and business owners in the region.

As Geida had no presence in the UAE region, NEXA was tasked with a monumental challenge, and with strategic thinking, refinement and attention to detail, Nexa would create a brand awareness campaign that was designed to acquire quality leads and drive revenue for Geida.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: **ekar**

SECTOR: E-COMMERCE

COMPANY PROFILE

ekar is the Middle East's first and largest personal mobility company, providing users on-demand access to a network of thousands of carshare and subscription leasing vehicles, and other mobility options all within its 'Super App'.

ekar's vision is to improve the way people consume transportation and is achieving scale by MaaS enabling car rental and leasing companies as well as peer to peer rentals via ekar's Mobility OS.

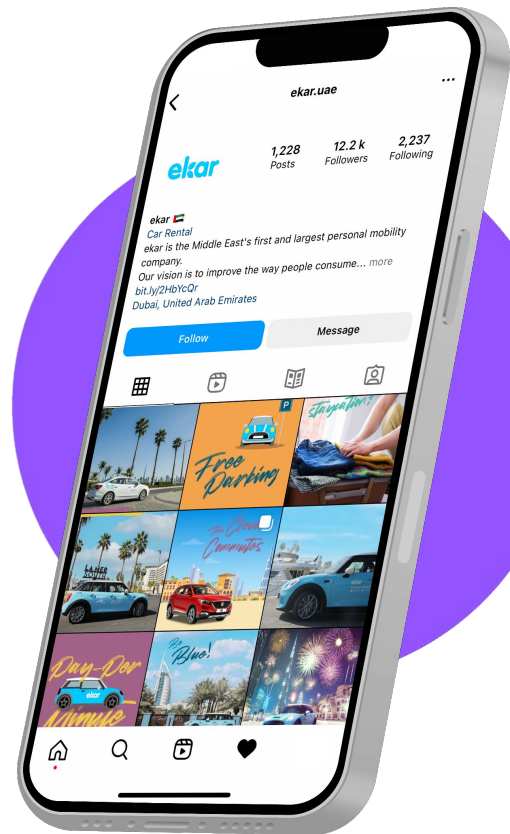
BACKGROUND STORY

In 2022, NEXA initiated a pilot project with ekar which was approved for multiple reasons. Ekar faced competition from active competitors in their performance marketing and CRM activities.

By adding a new business line of car subscriptions, they entered a highly competitive yet profitable sector. There is potential to expand NEXA's engagement with ekar from the UAE market to other markets such as KSA, Malaysia, and Thailand.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media



SECTOR: EDUCATION

COMPANY PROFILE

When the American University of Malta (AUM) was established in 2016, it was presented as a highly anticipated addition to the local Maltese education market, expected to attract a large number of students. However, the university experienced delays and only opened its doors in 2019, which left a negative impression on the community.

Moreover, the COVID-19 pandemic, which struck during the university's second year, made it difficult to attract international students. The university had to quickly adapt by moving its classes online to maintain continuity, but the pandemic's severe impact hindered any expansion plans.

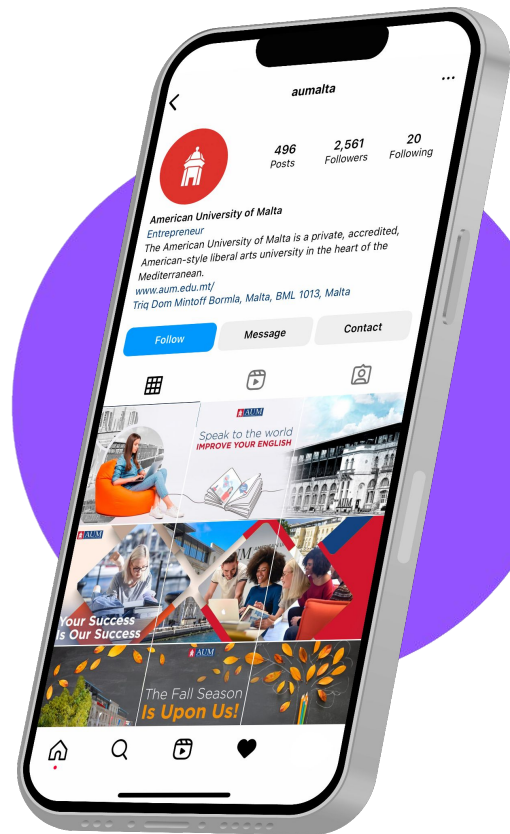
BACKGROUND STORY

When the American University of Malta (AUM) approached Nexa in Q1 of 2022, we were tasked to help them increase sales at a contentious time for the university. We began working with the client in June 2022 and at that time, the university had only attracted 100 physical students on campus.

When NEXA took over the reins for marketing and lead generation, significant issues were flagged. We had noticed that the AUM marketing team had previously tried to generate potential students, and in doing so, overlooked 500 leads - despite the university having made large investments in technology such as Salesforce.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: **اليوسف موتورز**
AL YOUSUF
MOTORS

SECTOR: AUTOMOTIVE

COMPANY PROFILE

Abu Dhabi Finance is a leading provider of medium and long-term loans to owner-occupiers and investors who seek to finance the acquisition of, or refinance, residential or commercial property. Serving both the Abu Dhabi and Dubai markets and backed by Mubadala Development Company, Abu Dhabi Finance has been awarded Great Place to Work UAE 2015.

Abu Dhabi Finance offers award-winning-level client service and products, and has also been named the Best Home Finance Company of the Year and awarded the Best Home Finance Product of the Year at the Banker Middle East Awards 2013 and 2014.

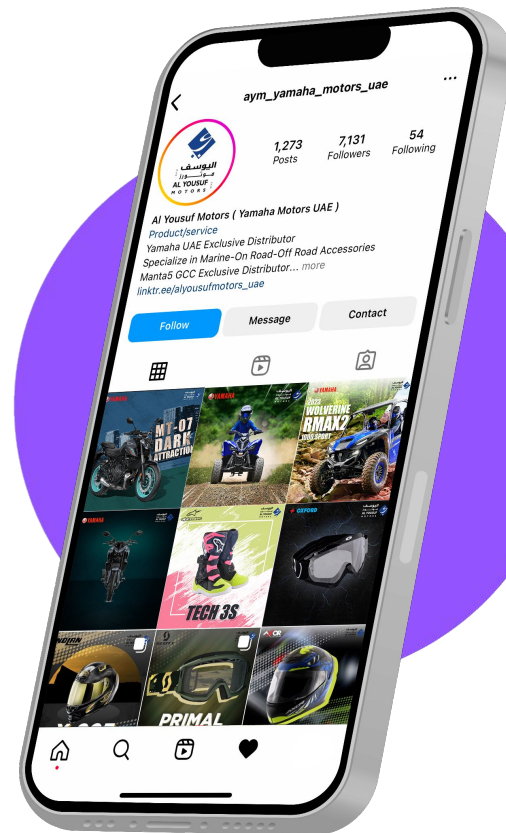
BACKGROUND STORY

Al Yousef has many brands, and NEXA was brought on to work on Yamaha. We created engaging social media content for the many different products Yamaha has, from engines and bikes to musical instruments.

NEXA did many product and showroom shoots to create more brand awareness and generate footfall in the Yamaha showrooms.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: THIRTY
HOME FOR NOW

SECTOR: HOSPITALITY

COMPANY PROFILE

Thirty Sleeps is a startup that was launched in September 2021 in Dubai. The business is a new travel concierge service that offers a portfolio of long stay solutions; hotels and serviced apartments for 30+ nights for potential guests to choose from, based on their requirements. This can be different price points, locations and other specific needs.

The business acts as an intermediary between the potential guest and the hotel/apartment property. The guest would filter the options of the stay that she/he wishes to have, and the team at Thirty would analyse that and connect the guest with the right hotel.

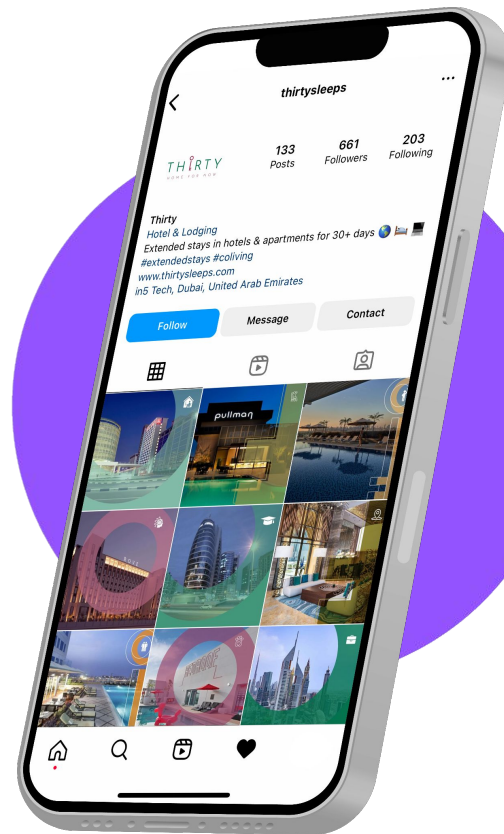
BACKGROUND STORY

The team at Thirty Sleeps reached out to NEXA to help them launch the new service to the UAE market by working on their website, SEO, social media and Google search and display ad campaigns.

The main objective for Thirty Sleeps was to reach the right target market by using intent-based keywords and phrases incorporated into social content and advertising that target people who were specifically looking for furnished, serviced accommodations for an extended stay compared to the typical tourist.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT:  Durham School Dubai

SECTOR: EDUCATION

COMPANY PROFILE

Durham Dubai is a branch campus of Durham UK, which is one of the oldest and most esteemed schools in the UK, with a history of academic excellence spanning six centuries. The institution benefits from the skills and expertise of its UK colleagues and those at its other international schools in Qatar and Kenya, making it a truly global organization with a broad outlook.

Durham School Dubai offers an engaging and innovative learning environment that blends six centuries of experience with modern technology and the latest teaching methods.

BACKGROUND STORY

Durham is one of the biggest institutions in the UK education sector. They launched in the UAE and tasked NEXA with running social media and ad campaigns focused on brand awareness, the rich history of Durham, and targeting parents with the aim to get them to visit the facilities.

We successfully implemented social media and performance strategies for the school.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: CENTRAL PARK
TOWERS AT DIFC

SECTOR: REAL ESTATE

COMPANY PROFILE

The Central Park Towers are a pair of mixed-use towers situated in the DIFC district of Dubai, near the southern entry of the community. These towers were designed by Hopkins Architects Ltd. and developed jointly by Dubai Properties Group and Deyaar Development.

The complex, which opened its doors in 2014, comprises two structures: the Office Tower, which spans 45 floors and reaches a height of 721 feet, and the Residential Tower, which spans 47 floors and is 797 feet tall.

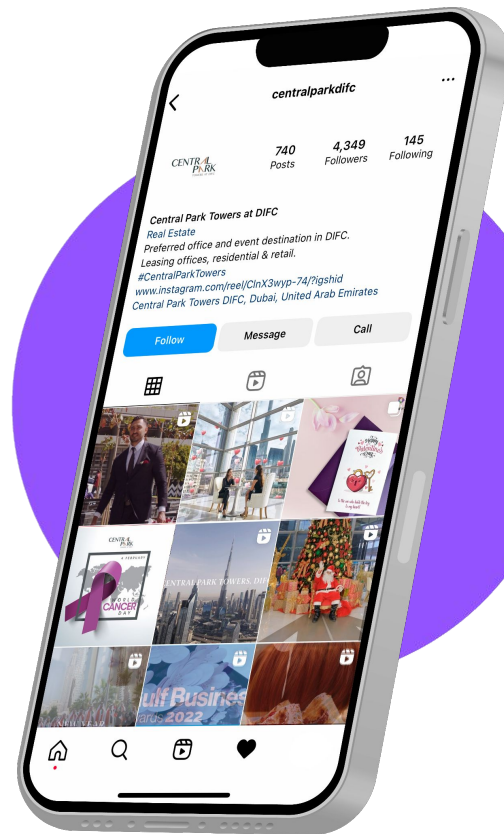
BACKGROUND STORY

Central Park Towers is a residential and commercial complex located in the Dubai International Financial Centre.

NEXA has a focus on CPT's social strategy, running campaigns and building brand awareness for both the facility and the various commercial tenants present there.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram and LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: NIKKI BEACH

SECTOR: HOSPITALITY

COMPANY PROFILE

Nikki Beach Resort & Spa Dubai located on the waterfront of Pearl Jumeirah, allows guests to enjoy the Arabian Gulf's blue waters and stunning panoramic views from every corner of the property.

This 5-star Dubai lifestyle beachfront resort features spectacular views of the Arabian Gulf and the awe-inspiring Dubai skyline, with unique in-room features such as a bespoke entertainment, MyBar, mood light system and oversized bathrooms.

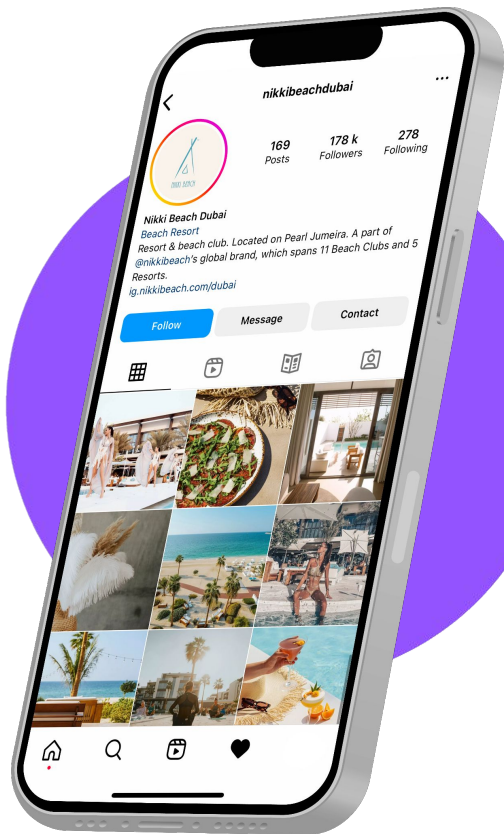
BACKGROUND STORY

While Nikki Beach is well-known, they also have a five-star hotel around which more awareness needed to be raised. NEXA was appointed the social media agency for Nikki Beach Resort & Spa Dubai, fully responsible for the creation of a social media management strategy, content creation plan, and advertising campaign ideation and execution.

NEXA implemented a full marketing strategy for the brand, including photo and video shoots, ads, posting, engagement, and so on

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Monthly photo and video shoots
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: A N *d* A Z

DUBAI
THE PALM

SECTOR: HOSPITALITY

COMPANY PROFILE

Andaz Dubai The Palm rests on a 300m private beach, within walking distance of the upcoming Nakheel Shopping Mall. Located on the right trunk of the shoreline, the two 15-story towers will house 217 bespoke guest rooms and 116 individually imagined designer residences.

Boasting a mix of fresh and contemporary sized spaces and floor to ceiling windows with 360-degree views of Dubai's ever-evolving skyline, each room promises a unique experience centred around contemporary Arabic arts and crafts.

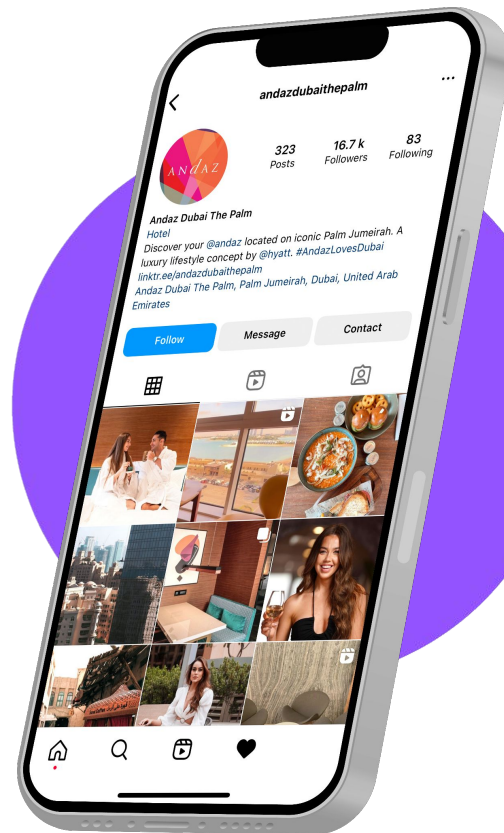
BACKGROUND STORY

The boutique luxury hotel Andaz opened in 2019. NEXA was tasked with executing the hotel's pre-launch digital strategy.

We also spoke with their performance agency on strategies for targeting the audiences they wanted to reach.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content



CASE STUDY

Social Media

CLIENT: **S O F I T E L**
THE PALM, DUBAI

SECTOR: HOSPITALITY

COMPANY PROFILE

Sofitel Hotels & Resorts are a French hotel chain of luxury hotels based in Paris, France, and owned by Accor since 1980.

Founded in 1964 in France, Sofitel quickly developed worldwide to reach more than 200 properties. In 2008, Sofitel became a brand of luxury hotels only, downsized its property count to 89, and created new brands. Sofitel had 120 properties by 2012.

BACKGROUND STORY

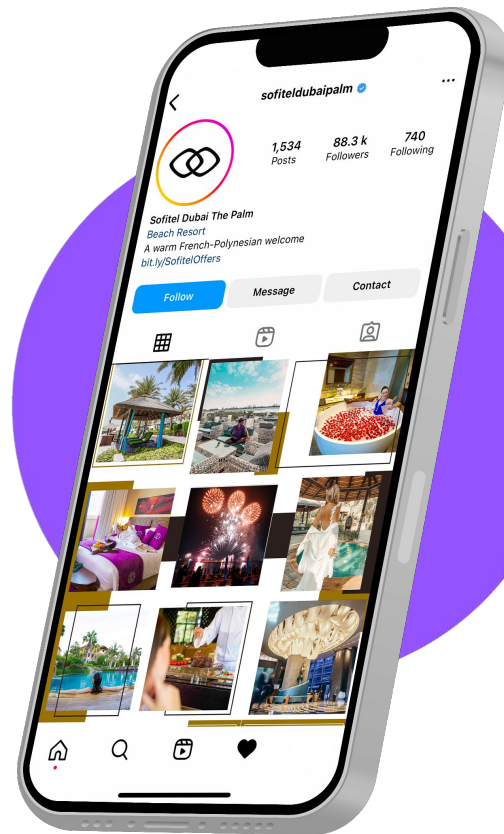
Sofitel The Palms sought assistance from NEXA to improve their social media presence as one of the premier luxury resorts on the Palm in Dubai.

To achieve this goal, NEXA focused on developing a social media strategy, as well as providing videography and photography services to showcase the resort's features and events.

This approach effectively promoted Sofitel The Palms on social media.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: **NOVO**
NOVO cinemas
A Great Time Out.

SECTOR: ENTERTAINMENT

COMPANY PROFILE

Novo Cinemas is owned by Elan Group Qatar, a chain of movie theaters that operates in Bahrain, Qatar, and the United Arab Emirates (U.A.E.).

With its headquarters based in Doha, Novo Cinemas is recognized as one of the larger cinema chains in the Middle East.

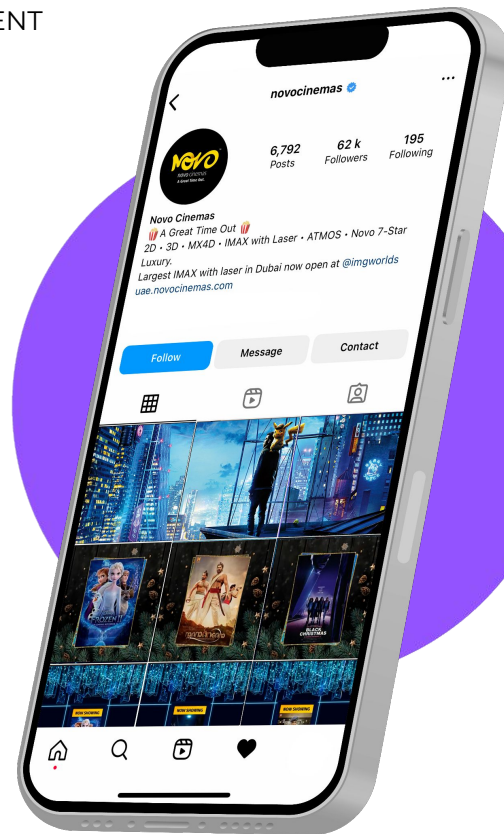
BACKGROUND STORY

Novo Cinemas is one of the largest cinema chains in the Middle East.

NEXA was brought on as Novo's social media agency, with a specific focus on elevating creativity, connecting and engaging with the target audience on social platforms, and building on the current brand position.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: IXORA

SECTOR: E-COMMERCE

COMPANY PROFILE

Located in Dubai Festival City, the Ixora retail experience offers a modern interpretation of ancient civilizations through the lens of nature and science.

The boutique's design is inspired by the combination of natural materials and deconstructed architectural forms, as well as agricultural methods used in three historical periods: Mesopotamian, Roman, and Egyptian.

The boutique explores Mesopotamia's concepts of agriculture and irrigation and features a custom abstracted petal design on its epoxy flooring that is inspired by the Ixora flower.

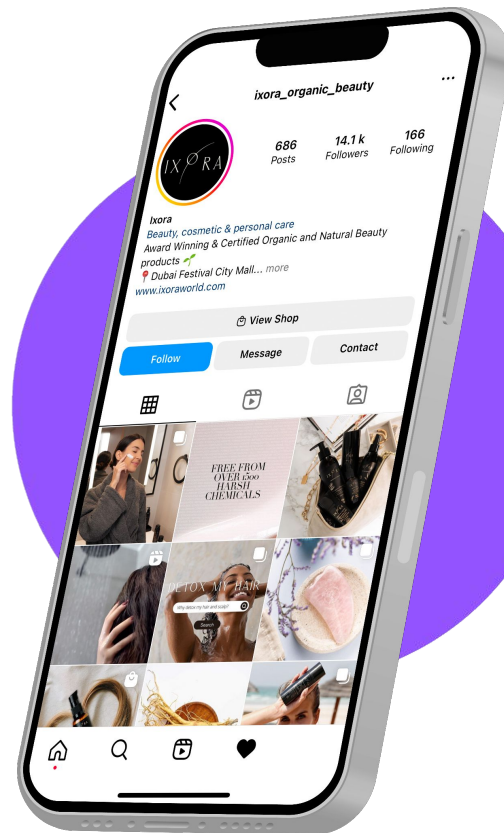
BACKGROUND STORY

Ixora launched in 2019. NEXA was brought on to build their launch and marketing strategies and worked on the brand's social media, campaigns, and content creation, including photography and videography for product shoots.

When Ixora launched in Festival City, we assisted with pushing the brand to stores, and also created their e-commerce strategy for online shopping.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content



CASE STUDY

Social Media

CLIENT: *Fairmont*
HOTELS & RESORTS

SECTOR: HOSPITALITY

COMPANY PROFILE

Abu Dhabi Finance is a leading provider of medium and long-term loans to owner-occupiers and investors who seek to finance the acquisition of, or refinance, residential or commercial property. Serving both the Abu Dhabi and Dubai markets and backed by Mubadala Development Company, Abu Dhabi Finance has been awarded Great Place to Work UAE 2015.

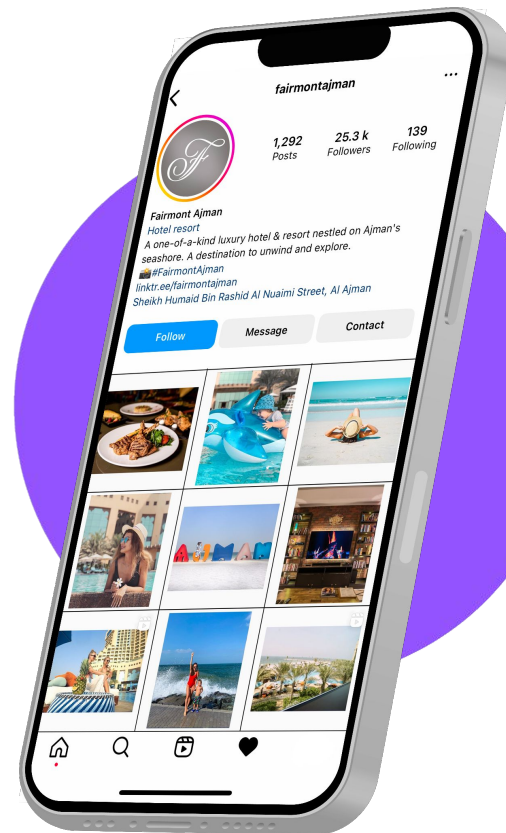
Abu Dhabi Finance offers award-winning-level client service and products, and has also been named the Best Home Finance Company of the Year and awarded the Best Home Finance Product of the Year at the Banker Middle East Awards 2013 and 2014.

BACKGROUND STORY

Fairmont Ajman is a premium luxury hotel in Ajman. NEXA was brought on to implement social media strategy, carry out videography and photography, and push the hotel's features and events.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content





THANK YOU