

# CASE STUDY

## Social Media

CLIENT: **اليوسف  
موتورز  
AL YOUSUF  
MOTORS**

SECTOR: AUTOMOTIVE

### COMPANY PROFILE

Al Yousuf Group, a Middle Eastern conglomerate, is widely diversified and engaged in a range of businesses, including motor vehicles, real estate development, home electronics, and computer operating systems. Its leaders' boldness and eagerness to explore new markets have enabled the group to expand consistently in the UAE and collaborate with globally acclaimed brands, a source of great pride.

The group's founder, the Late Mr. Yousuf Habib Al Yousuf, established an empire that thrived on the spirit of its workforce, their unity, and their commitment to the growth of Al Yousuf Group, which is now a highly successful enterprise.

### BACKGROUND STORY

Al Yousuf 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

