

# 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

