

CASE STUDY

Social Media

CLIENT:  BAB AL SHAMS
DESERT RESORT - DUBAI

SECTOR: HOSPITALITY

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

