

## 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

