

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

