

CASE STUDY

Social Media

CLIENT: IXORA

SECTOR: E-COMMERCE

COMPANY PROFILE

Located in Dubai Festival City, the Ixora retail experience offers a modern interpretation of ancient civilizations through the lens of nature and science.

The boutique's design is inspired by the combination of natural materials and deconstructed architectural forms, as well as agricultural methods used in three historical periods: Mesopotamian, Roman, and Egyptian.

The boutique explores Mesopotamia's concepts of agriculture and irrigation and features a custom abstracted petal design on its epoxy flooring that is inspired by the Ixora flower.

BACKGROUND STORY

Ixora launched in 2019. NEXA was brought on to build their launch and marketing strategies and worked on the brand's social media, campaigns, and content creation, including photography and videography for product shoots.

When Ixora launched in Festival City, we assisted with pushing the brand to stores, and also created their e-commerce strategy for online shopping.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content

