

# CASE STUDY

## Social Media

CLIENT:



SECTOR: E-COMMERCE

### COMPANY PROFILE

Jotun provides protection for various types of property, ranging from stunning homes to iconic buildings.

As a leading manufacturer of paints and coatings, Jotun is known for its commitment to delivering exceptional quality and continuously pushing the boundaries of innovation and creativity. This dedication has lasted nearly a century.

### BACKGROUND STORY

NEXA has been working with Jotun's B2B division since 2019. Initially, we were tasked with creating engaging content for LinkedIn, which evolved into NEXA becoming the B2B marketing, design, and performance agency for the company.

Our role involves the running of everything from design, marketing material, campaigns, product launches, etc. for all B2B leads in the region. NEXA continues to enjoy an excellent working relationship with Jotun.

### SCOPE OF WORK

- Social media strategy to increase engagement and followers
- LinkedIn
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- Quarterly Photo and video shoots
- English content

