

CASE STUDY

Social Media

CLIENT: **NOVO**
NOVO cinemas
A Great Time Out.

SECTOR: ENTERTAINMENT

COMPANY PROFILE

Novo Cinemas is owned by Elan Group Qatar, a chain of movie theaters that operates in Bahrain, Qatar, and the United Arab Emirates (U.A.E.).

With its headquarters based in Doha, Novo Cinemas is recognized as one of the larger cinema chains in the Middle East.

BACKGROUND STORY

Novo Cinemas is one of the largest cinema chains in the Middle East.

NEXA was brought on as Novo's social media agency, with a specific focus on elevating creativity, connecting and engaging with the target audience on social platforms, and building on the current brand position.

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

