Website Design & Development

CLIENT:

SECTOR: HOSPITALITY

The Warner Brothers Hotel in Abu Dhabi is the first of its kind in the Middle East, making it a significant project that garnered attention from the headquarters in America.

The design and approval process was rigorous, with local, regional, and international approval required, even from the head office in the United States. The team followed brand guidelines meticulously, ensuring the correct use of the Warner Brothers identity kit, including the use of the appropriate characters available in the Middle East.

The attention to detail extended to the theme park, and the team at NEXA built the website on WordPress, handling content creation and on-page SEO.

Despite the challenges, the team successfully completed the project and delivered a unique and exceptional hotel experience to the region.