

CASE STUDY

Website Design & Development

Toshiba, a renowned electronics brand, approached NEXA with a specific task: to rebuild the website for their business printers unit within the Middle East. However, this was not the only task on their plate, as Toshiba also wanted the team to take care of their Hubspot activities, Lead generation and SEO.

The main challenge of this project was to follow Toshiba's strict brand guidelines to the tee. The website had to be designed and developed with this in mind, undergoing rounds of testing to ensure that it was up to the mark.

To achieve this, the team at NEXA worked hard to redesign the website with a focus on Toshiba's brand guidelines. The website was built on WordPress, with Hubspot integration for forms, and followed all the guidelines meticulously.

The website was so successful that other Toshiba units across the world have now decided to copy the design. This is a testament to the team's dedication to their craft and their ability to deliver results that exceed their clients' expectations.

CLIENT: **TOSHIBA**

SECTOR: RETAIL

