



# Hanaw Rashid

Hanaw@tas.se

Instagram: @hanawrashid

Twitter: @hanawrashid





#SocialFirst

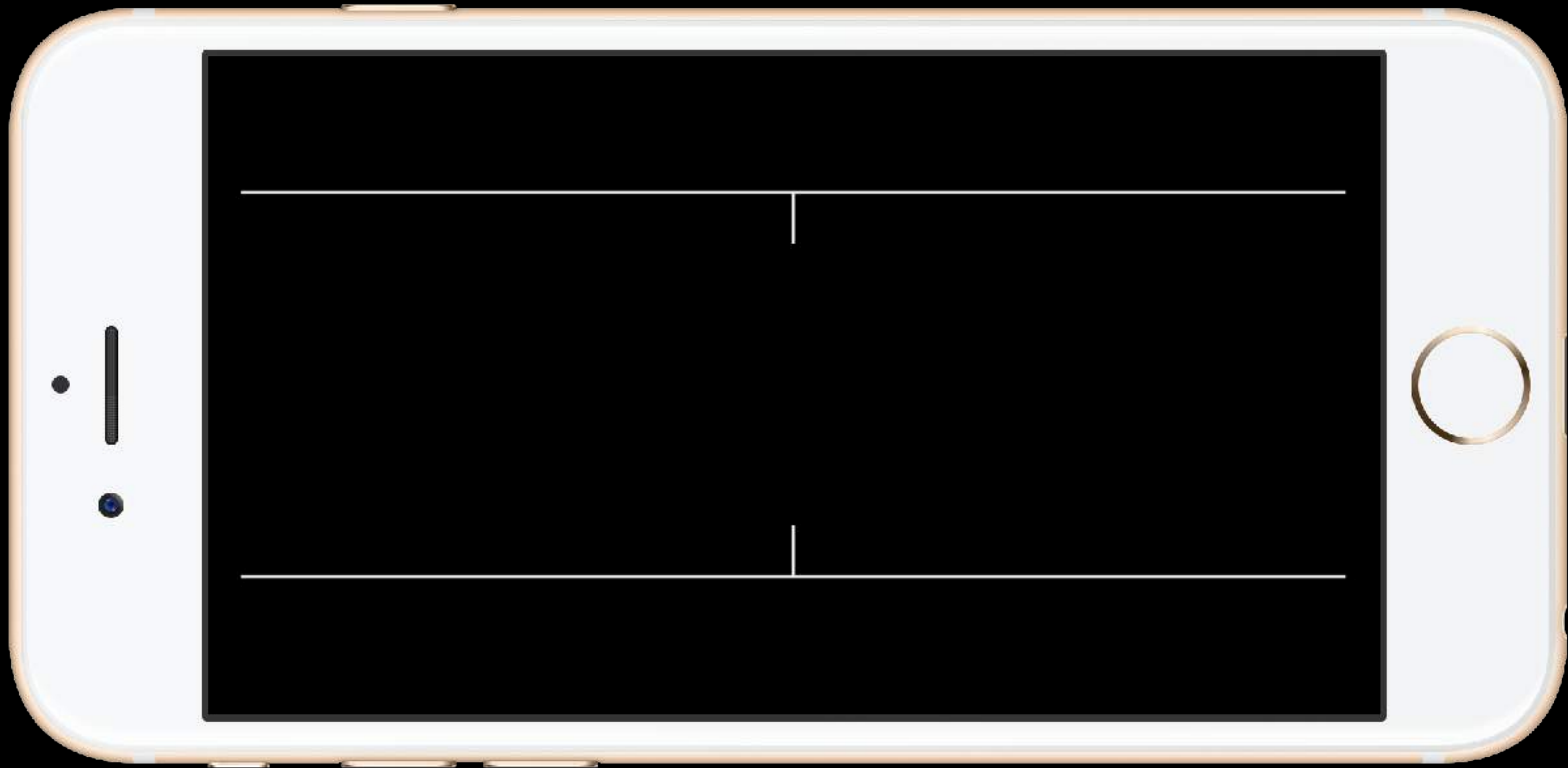


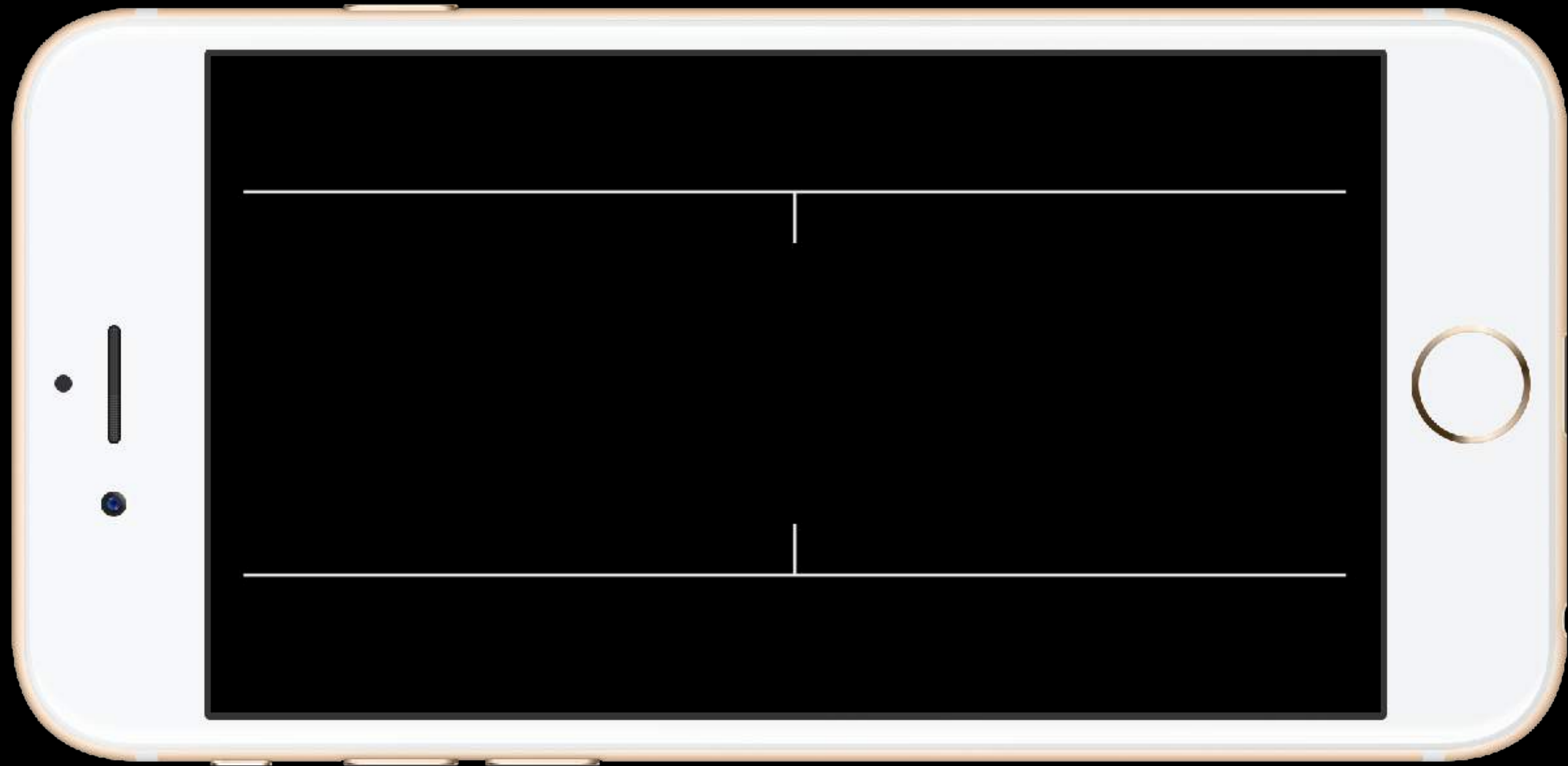




*Sweet!*

*Sweet!*









**Dove**

Wednesday at 1:14 PM · 🌐



Ready for a Dove shower? Sulfate Free with 100% gentle cleansers, our body wash gets top marks from dermatologists.



**100% Gentle cleansers**

DOVE BODY WASH

**Sulfate free**

DOVE BODY W

👍 🤔 😲 94

163 Comments 51 Shares





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DOVE BODY W

👍 🤔 😲 94

163 Comments 51 Shares







\_CHECKLISTS - "GENUSFOTOGRAFEN"

\_INTERNALLY – DO WE ALL LOOK THE SAME?

\_AD GENDER

\_DEMOCRATEAM

\_ANNONSRÅDET



7 out of 10 consumers  
actively choose brands  
because of their values





## De är årets mest jämställda byrå

Publicerat den 29 maj 2018

**BYRAVAL** The Amazing Society kniper förstaplatsen i Guldvågen – tävlingen som hyllar de mest jämställda byråerna. Här är hela topp fem-listan.







7.1  
MILJONER



4  
MILJONER



3.9  
MILJONER



2.2  
MILJONER



1.3  
MILJONER



3.2  
MILJONER

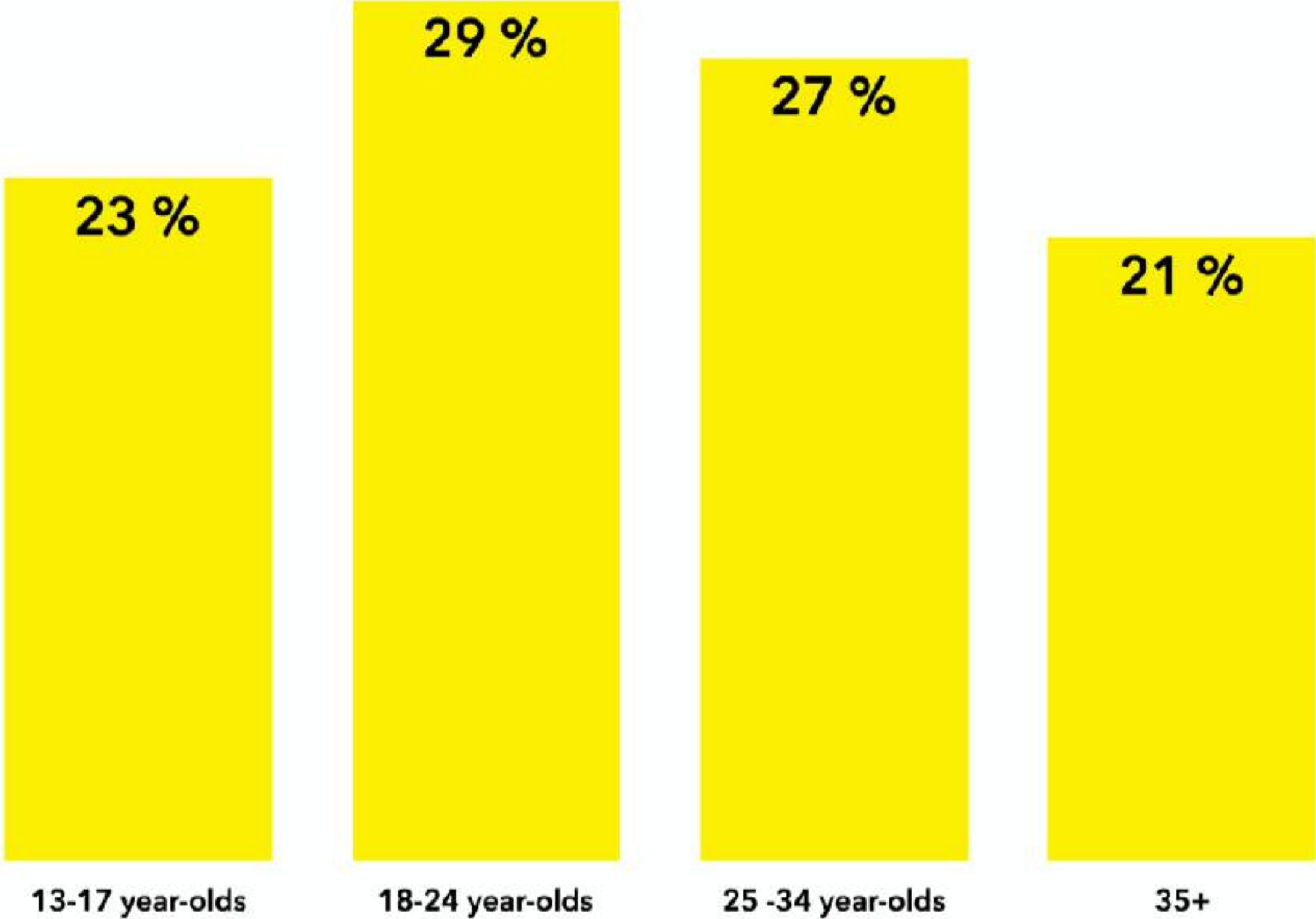




# Snapchat's audience in Sweden 🇸🇪

**2.5 Million**  
Daily Active  
Snapchatters  
in Sweden

**55/45**  
F/M gender split



**Sweden**





# IDAG



Open for all businesses with Small  
business app full offering of tools



**IDAG**



**IMORGON**



Open for all businesses with Small business app full offering of tools

Small business app full offering of tools launching Q1 and solution for large businesses in development

**IDAG**



**IMORGON**



**FRAMTID**



Open for all businesses with Small business app full offering of tools

Small business app full offering of tools launching Q1 and solution for large businesses in development

Simple business tools launching in Q1 and planning solution for large businesses





Introducing  Watch

Introducing  Watch





# Content is Queen











We only need **13 ms**  
to perceive an image.







# Thumb stopper

Message


Hook

Outro

Climax





A close-up photograph of a woman's face and upper body. She is wearing a vibrant blue lace dress with intricate floral patterns. Her hair is styled in a classic updo, and she has bright red lipstick. A large, teardrop-shaped blue gemstone earring hangs from her ear. She is holding two fluffy white cats with striking blue eyes. The background is a plain, light-colored wall. A semi-transparent blue banner is overlaid across the middle of the image, containing the text 'Storytelling - why though?'.

# Storytelling - why though?





**Estrella**

August 5 at 12:00pm · 🌐

Ända sedan 1957 har det poppats popcorn i våra fabriker. Idag kan du välja mellan att poppa själv eller köpa färdigpoppade, och missa inte våra popcorn med smak av cheddar!

Finns det något godare?



👍 Like

💬 Comment

➦ Share

101 people like this.

Most Recent ▾

1 share

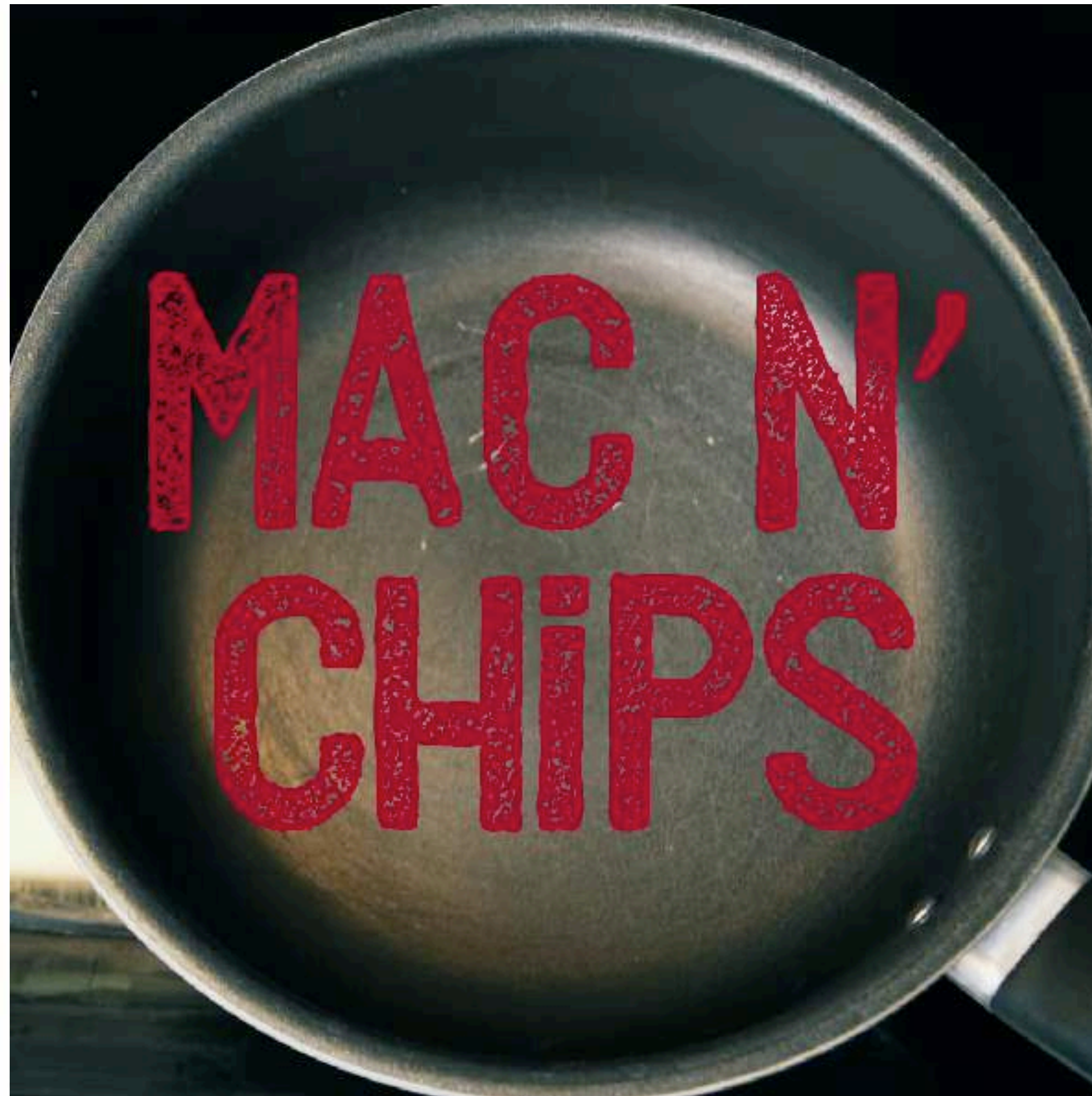




Estrella

June 3 · 🌐

Mac N Chips? Ja, tack! Spana in när vi tillagar denna episka rätt.



82K Views



Like



Comment



Share



Hanaw Rashid, Peter Ebbe Sundberg and 554 others

Chronological ▾

236 shares

[View previous comments](#)

2 of 245

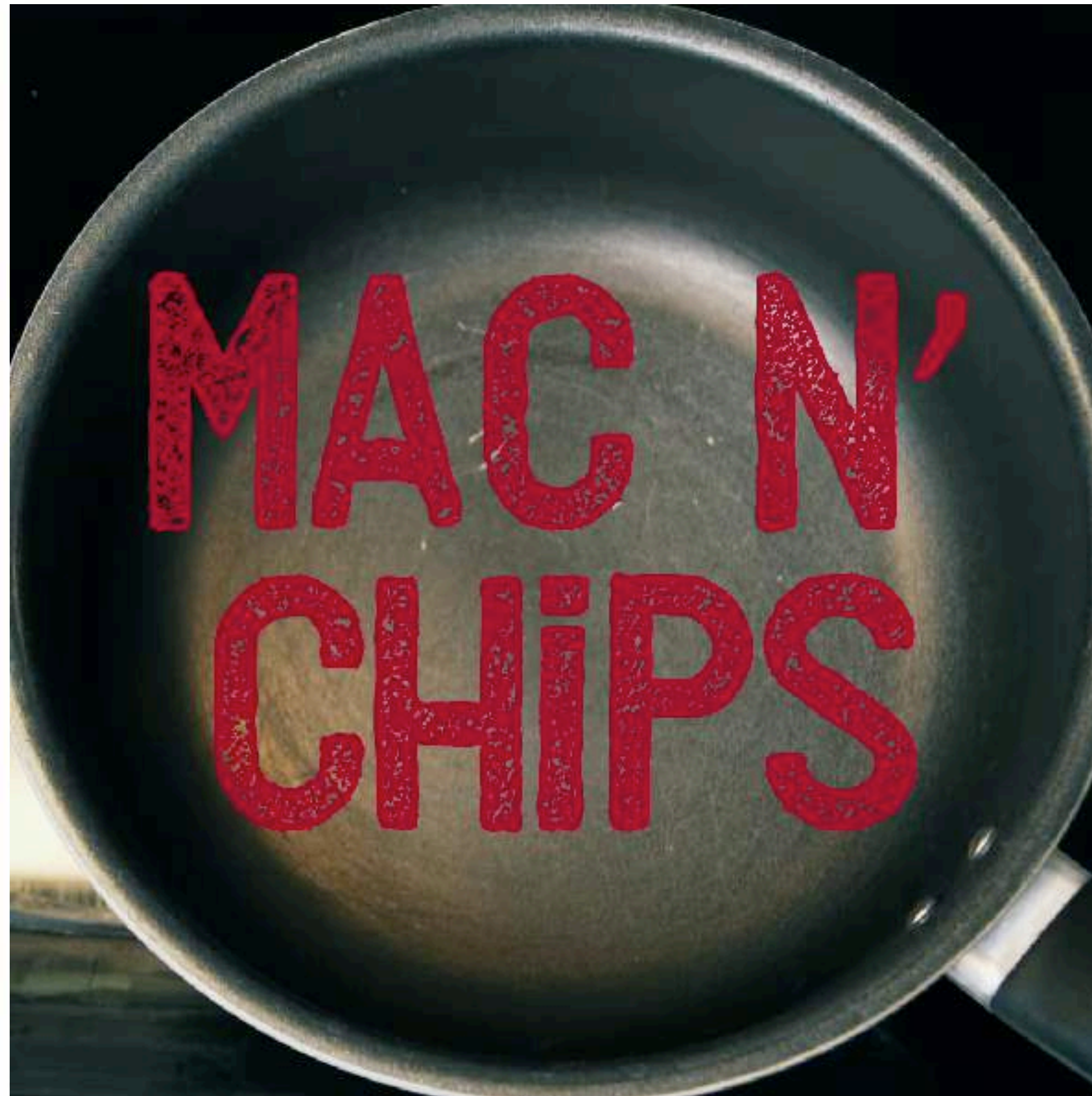




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Like



Comment



Share



Hanaw Rashid, Peter Ebbe Sundberg and 554 others

Chronological ▾

236 shares

[View previous comments](#)

2 of 245





# Mer än bara korv

Avsnitt 1





# Mer än bara korv

Avsnitt 1



**It has to stand  
out,  
but fit in**



A woman in a white dress is sitting on a tufted chair. She is holding a laptop in her left hand and a small basket in her right hand. In the background, there is a large painting of a desert landscape with a Sphinx and palm trees. The scene is overlaid with a semi-transparent blue rectangle containing the text "Reactive content".

# Reactive content



# Brad is single

Los Angeles. From/one way, incl taxes

---

**£169\***



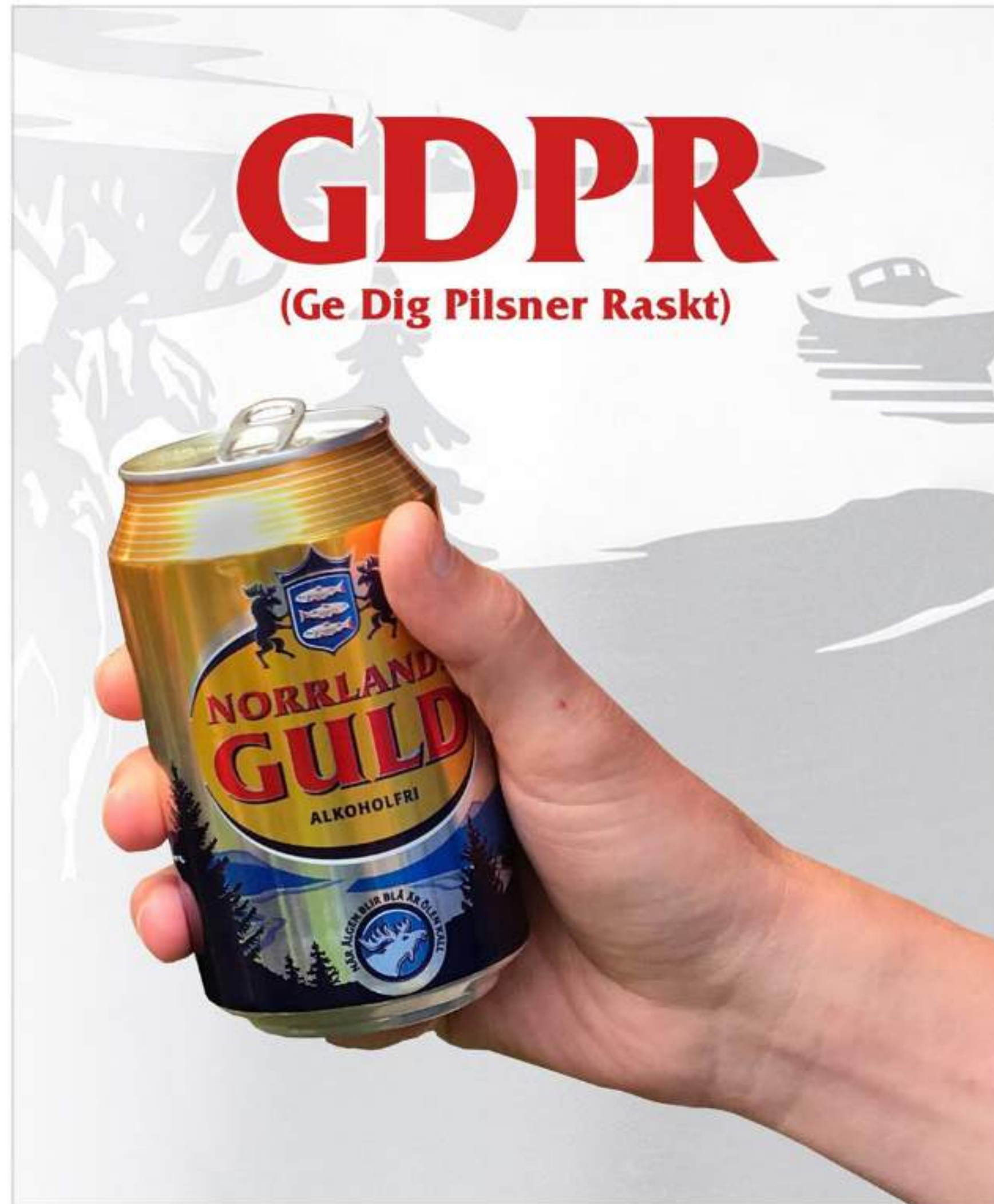


Norrlands Guld

2 tim · \*

Gilla sidan

I dag träder GDPR (Ge Dig Pilsner Raskt)-lagen äntligen ikraft. Den går ut på att när man blir hembjuden till någon har personen två minuter på sig att servera dig en kall Norrlands, annars väntar dryga böter.



Gilla

Kommentera

Dela



1,4 tn

Mest relevanta



**För alla er som älskar fotboll.  
Och för er som inte gör det.**



**DELAKTIG**  
3-sitssoffa

**7.995:–**









**babybjorn**

[Follow](#)

1,159 likes

4d

**babybjorn** We got it covered, Bey. 💕

[view all 30 comments](#)

**leonarky** 😊

**davisandmainstyle** This was the best baby purchase of my life 🙌

**knappirene** Traumhaft

**sencilla\_ideal** Love it

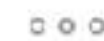
**fianceedupanda** These colors 😍 so gorgeous!

**krsven** 😍👍👍👍

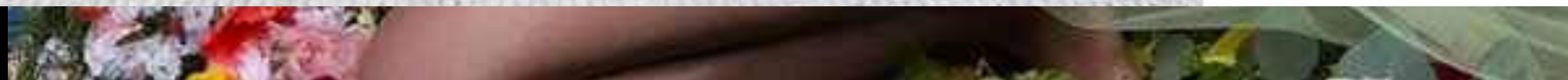
**juliafromlazarphotography** 🙌

**hej.nina** I just ordered the Soft Balance for my newborn girl. Should arrive tomorrow. Now I wonder if I'd better waited for the bliss version. 😊

❤️ [Add a comment...](#)







 **babybjörn** [Follow](#)

1,159 likes 4d

**babybjörn** We got it covered, Bey. 💕  
[view all 30 comments](#)

- leonarky** 🥰
- davisandmainstyle** This was the best baby purchase of my life 🙌
- knappirene** Traumhaft
- sencilla\_ideal** Love it
- fianceedupanda** These colors 🥰 so gorgeous!
- krsven** 🥰🥰🥰🥰
- juliafromlazarphotography** 🥰
- hej.nina** I just ordered the Soft Balance for my newborn girl. Should arrive tomorrow. Now I wonder if I'd better waited for the bliss version. 🥰

❤️ Add a comment...



 **babybjörn** [Follow](#)

- 375 likes
- happybrunette** Ahehahaha 🥰🥰🥰 twinsies 🥰🥰
  - mumzynotjess** Gorgeous! I love the blush @babybjörn 🥰🥰🥰
  - warehousekids** Haha! ahhehahaha so smart
  - missfiglu** 🥰perfect!
  - ldayle15** @elick minimalist?
  - justkidding\_me** We love these seats!
  - mads\_\_7** @soaple25

- ### REKOMMENDERAT
- 🟢 Så följer Babybjörn upp Beyoncé och J...
  - 🟡 Interfloras nakna rumpa blev för myck...
  - 🟡 Här bakar supertjälten på trender i so...
  - 🟡 Resumés redaktion väljer: 11 höjdpunk...
  - 🟡 Audi byter ut loggan för att sponsra fa...

## Så följer Babybjörn upp Beyoncé och Jay-Z:s tvillinglycka

**MEDIAVAL** Stjärnpärets graviditet har blivit en världsnöhet. Babybjörn var inte sena på att dra nytta av händelsen på Instagram.

För ett par dagar sedan meddelade Beyoncé på sin Instagram att hon och hennes man, världsstjärnan **Jay-Z**, väntar tillökning i familjen i form av ett tvillingpar.

Publicerad 2 feb 2017

485



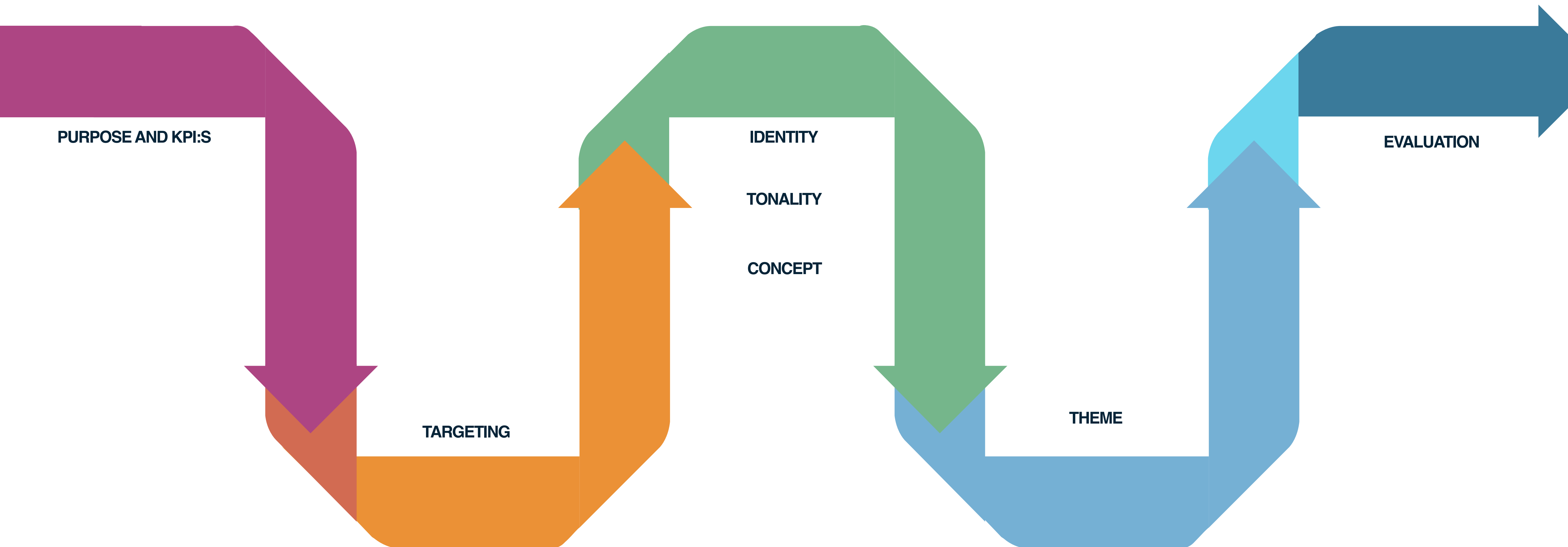




# The process



# Content marketing





**Complexity is the  
enemy of execution**







Don't waste time  
on organic reach





Study your audience!



CREATE AUDIENCE

Custom Audience >

Location

SWEDEN

All Sweden

+ Country, region, or city

Age and Gender

Age

18 - Any

Gender

All Men Women

Interests

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

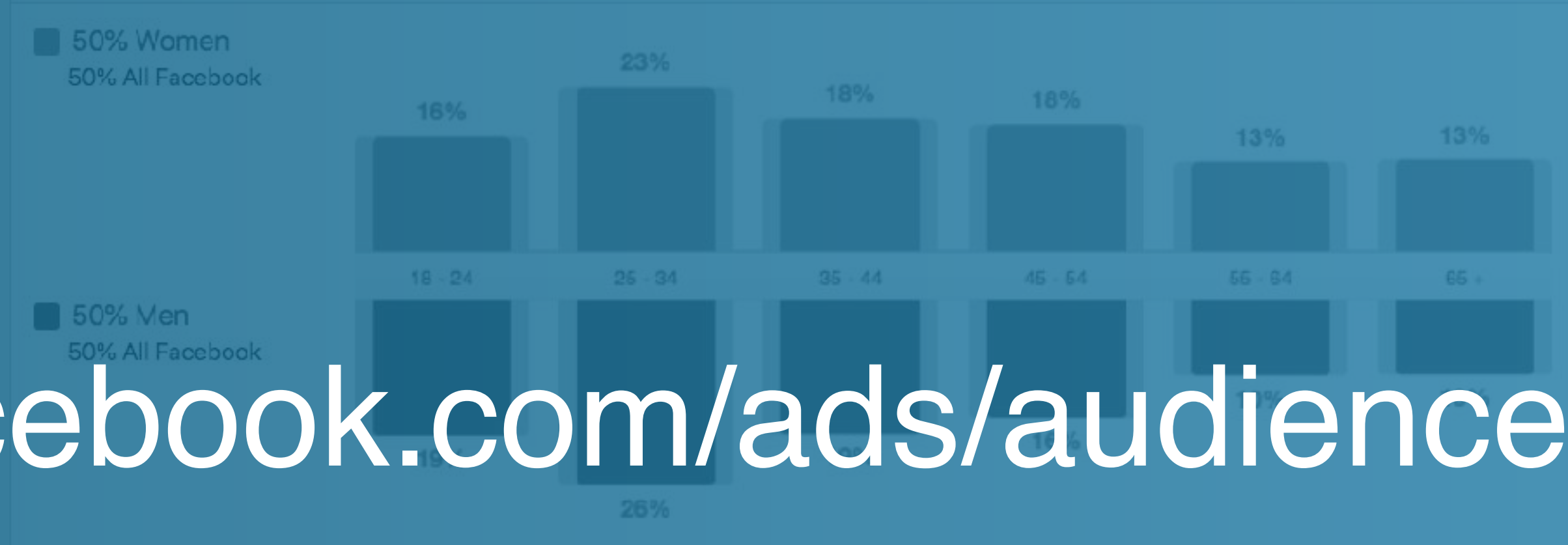
+ Your Page

Advanced >

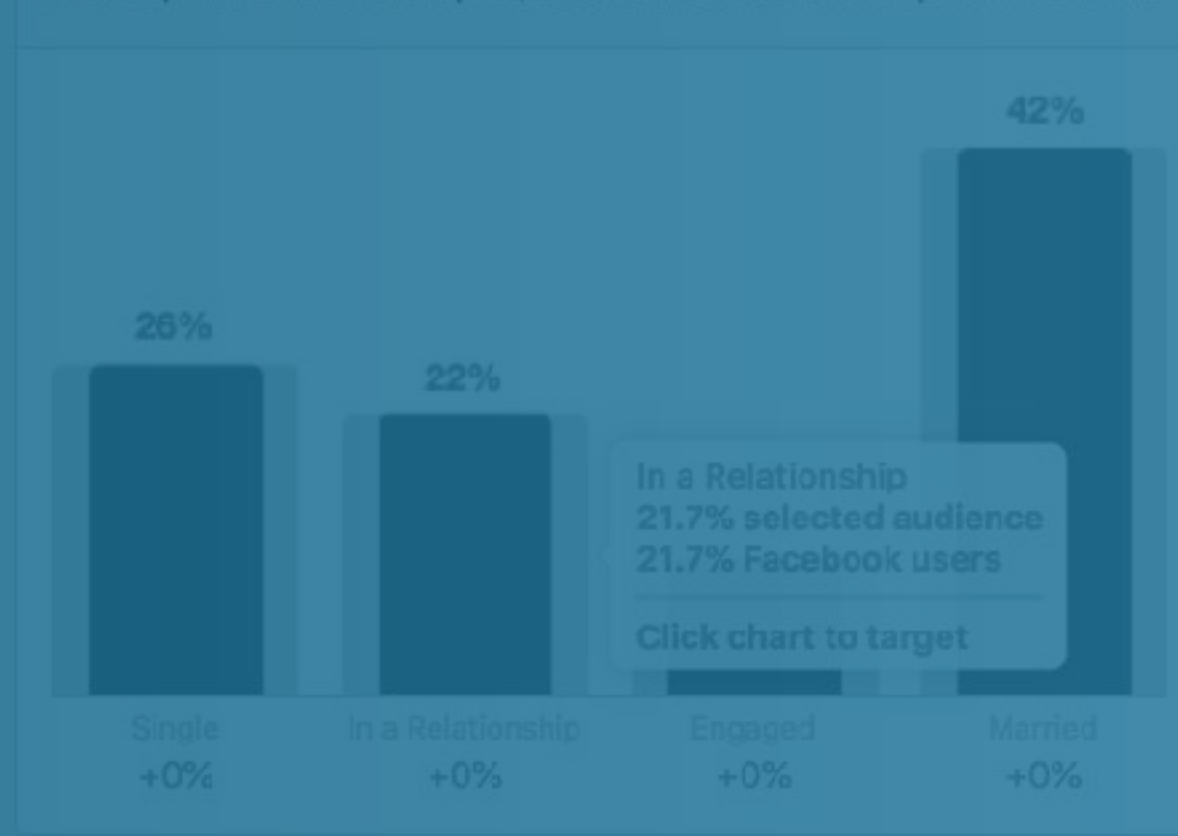
**(New Audience)** 6m - 7m monthly active people **People on Facebook** Country: Sweden

Demographics Page Likes Location Activity

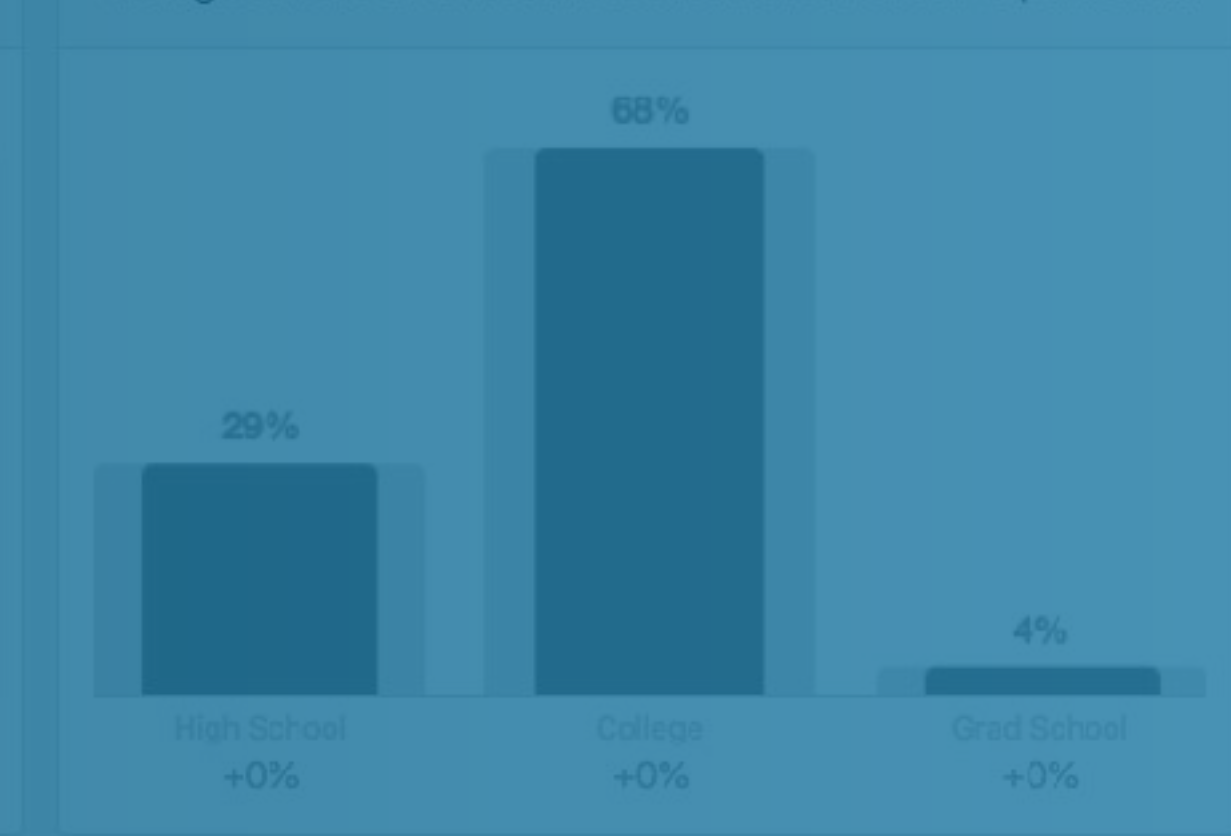
**Age and Gender**  
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.



**Relationship Status**  
Self-reported data from people who list a relationship status on F...



**Education Level**  
The highest level of education reached based on self-reported d...



**Job Title**  
Likely industries where people work based on self-reported data on Facebook.

<https://www.facebook.com/ads/audience-insights/>



# Focus on video!





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75%

Of all content online  
will be video by year  
2020



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Of all content online  
will be video by year  
2020



100m

Hours of video is  
being watched on  
Facebook, every day!





# Focus on video!



75%

Of all content online  
will be video by year  
2020



100m

Hours of video is  
being watched on  
Facebook, every day!



150%

Increase of  
videoviews in 6  
months



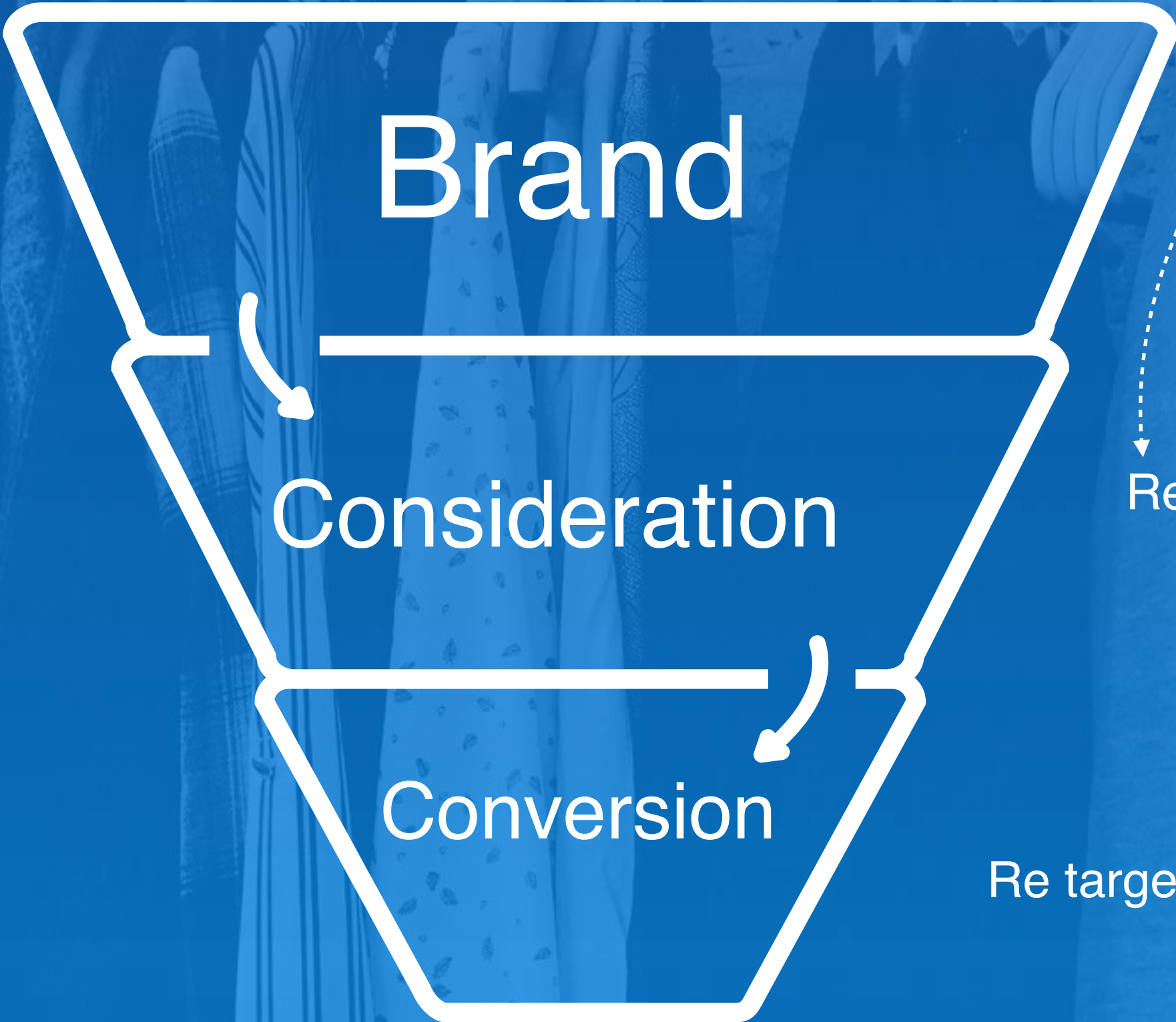


# Best practice



Strategy  
& Concept

*Long term*



Video  
Cinemagraph

Brand

Link Ads  
Carrousel  
Activate

Consideration

Re targeting

Link/CTA

Conversion

Re targeting





Would you like  
to know more?

[Hanaw@tas.se](mailto:Hanaw@tas.se)

Tel: 073 - 781 52

55



Thank you!



Thank you!