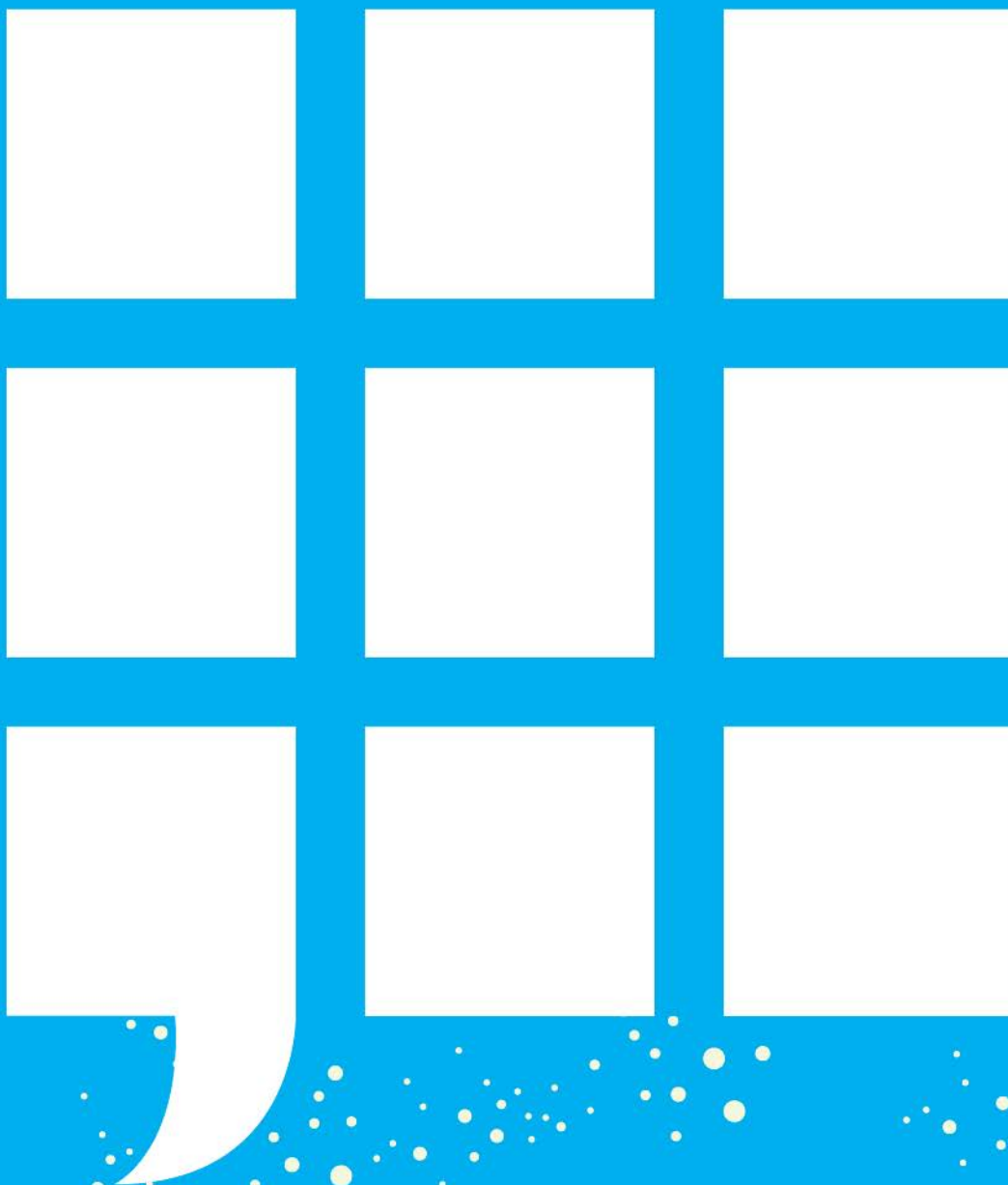


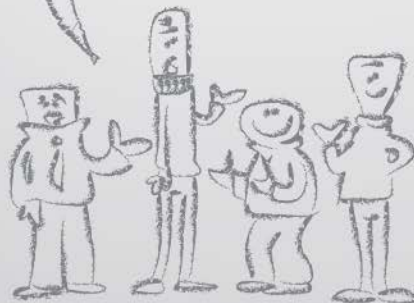




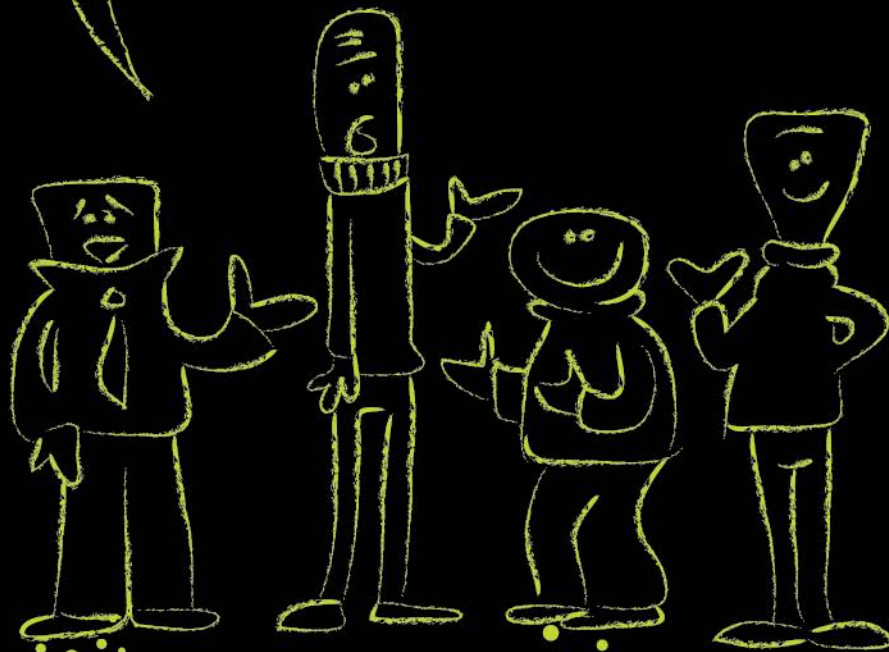
hashtag



The Social Media Agency



Humanize your **brand**



Who we are



Riyadh

Dubai

Hashtag is the first local social media agency in Saudi Arabia, we provide our clients with the needed tools and expertise to connect & engage with their audience on the social networks. Hashtag's extensive expertise will bring your brand to join the conversation and humanize your brand in the new age of marketing.

On a similar note, we take pride in our unparalleled in-depth understanding of the Saudi Market and its consumer's insights that no other agency in Saudi Arabia could offer.

Our employees are specialized employees divided between Account Handling, IT development and creative designers and are ready to offer their skills to enhance your brand presence on the social networks

Services



Social Media Strategy & Campaign

Complete strategy, that covers all main social media platforms with an implementation plan.

Social Media Engagement

Our team of community managers, who have local expertise, work around the clock to keep your brand engaged with existing and potential customers.

Social Media Monitoring

Monitoring trends, updates and news on all platforms and monthly reports that show all statistics and progress of your brand.

Reputation Management

Your brands reputation is extremely important on the web, negative publicity could damage your brand image, we are ready with a team of experts to handle such situations with the right plan everytime.





Social Media Advertising

Advertise for results! We design, create and launch full online campaigns to promote and advertise your brand.



Viral Videos

We create, upload and manage channels that showcase virals on various video social networks. (eg. Youtube, vimeo)

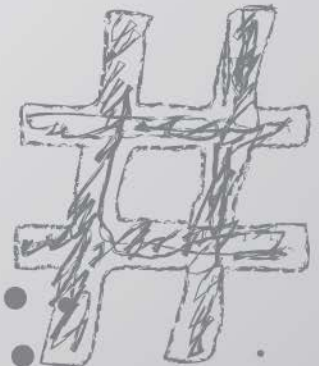


Facebook Applications

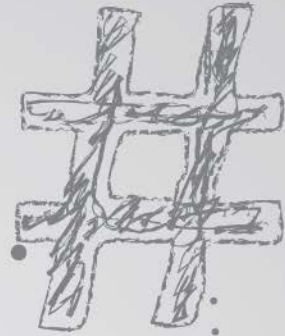
We develop applications on Facebook that keep existing customers engaged and future customers interested in interacting.

Mobile Applications

Applications that keeps your brand and your customers engaged at all times, and they are available for multiple platforms (iPhone,iPad,-blackberry etc..)



Our Clients



Case Study

Social Media Campaign



Renault Facebook Campaign

Objective:

Promote the very affordable price of the new Renault Duster.

Idea:

A facebook contest: Duster price is shocking
Post your shocked picture and win.

Results:

Reach 800,000 Fans
20,000 new fans
600 entries

www.youtube.com/watch?v=Xce8cZTgb3Q&feature=player_embedded



سعر السيارة رينو داستر **أذهلك؟**
شاركنا صورتك لتربح نظام المسرح المنزلي **BOSE**
رينو داستر الجديدة
مذهلة بقيمتها



إربح

Case Study

Social Media Campaign



Adidas Facebook Campaign

Objective:

Reach football fanatics on Facebook who cheer for teams sponsored by Adidas

Idea:

An application that has 6 videos from well known matches that happened in the past 10 years, then we freeze the goal moments and ask participants to guess/remember if it was a goal or miss

Results:

More than 4000 participants and an overall 30,000 fans on the page after the campaign



Case Study

Social Media Campaign

Almarai Twitter Campaign

Objective:

An engagement campaign on Twitter account that smoothly tells the facts of ALmarai company

Idea:

Tweet to Win

An application that allows Twitter users to retweet predefined tweets on ALmarai twitter timeline within a time frame, every time they retweet a fact, one Almarai bottle disappear and they get the chance to discover the gift placed behind the bottles

Results:

More than 10,000 impressions.



Case Study

Social Media Campaign

Almarai Instagram

Objective:

The primary brief was to enrich Almarai's content on Instagram to a more engaging and attractive one, in addition to creating outstanding and exceptional creative visual ideas.

Idea:

Throughout implementing our strategy, we were able to generate high interest within the audience, which led to a radical increase in the number of followers, as well as a noticeable engagement level.

Results:

Almarai Instagram account vaulted from only 3,500 to 42,000 followers.



Case Study

Social Media Campaign

Maestro Pizza - Twitter & Instagram

Objective:

To raise brand awareness on “Pizza = Maestro” and to become number one top-of-mind brand in the Kingdom by the end of 2015.

Idea:

We built our strategy on the concept of bringing the brand closer to the consumer, while humanizing the brand were consumers to relate to. We fashioned our pillars to perfectly suite the culture, so our audience could pertain and connect with the brand.

Results:

Maestro Pizza witnessed an additional 13,000 followers combined, over its platforms.



Case Study

Social Media Campaign



Dari - Almunajem - Facebook, Instagram & Twitter

Objective:

Be it a new product in the market as well as competing with deeply rooted competitors. Dari took the challenge to launch Dari's social presence on all platforms, build brand awareness and develop loyal follower.

Idea:

We supported our strategy with great leads and insight, evidencing that quality is imperative. Our content was rich in facts, insight, recipes, tips and much more.



Results:

Dari started from scratch, scoring in few months over 10,000 followers combined.

Our WORKS

Adidas Twitter Campaign

Objective:

An engagement campaign on Twitter account

Idea:

Every famous soccer player has a well-known pose, so guess what each silhouette resembles and win. All participations has to be under a hashtag #Guess_The_Player

Results:

More than 2m impressions and 1200 entries



Our WORKS

itechia Twitter Campaign

Objective:

An engagement campaign on Twitter account that emphasize on the products range itechia sell

Idea:

Tweet to Win

An application that allows Twitter users to tweet a guess under a hashtag, the tweet has to guess what is the product covered after they get exposed to all product-range itechia offers

Results:

2000 Entries, 2.5 million impression



Our WORKS

Almarai Bloggers Campaign

Objective:

Tell the quality story of Almarai in the eyes of the normal customer

Idea:

Invite top bloggers in a trip to Almarai factory to see the day to day processes of Almarai production line, we only asked the influencers to tweet under one hashtag #Almarai_visit and they started sharing stories through the different platforms, they shared pictures, videos, text describing the fascinating quality oriented operations at almarai

Results:

More than 5,000,000 impressions.



Our WORKS

Quiznos Campaign

Objective:

Promote the big sandwiches tray

Idea:

Quiznos big trays is about gatherings, what makes gatherings better than a game that connect more than 4 people, the solution: Wii.

We asked people to share the pictures of the tray on Quiznos social platforms and they get a chance to win Wii

Results:

600 pictures in a week.



Our WORKS

Zohoor Alreef Instagram Campaign

Objective:

Communicate the parisian product range

Idea:

Take a picture of the product in a parisian setting look-alike and win ZR collections

Results:

Around 200 pictures in one month



Youtube Videos



For more videos

www.youtube.com/HashtagSocialMedia



#thank_you



