

Instagram

magnetic

LONDON | ISTANBUL

INSPIRE ACTION
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Instagram



📍 KRISTAL ELMA FESTIVALI

Instagram

#STORIES

Instagram
GET READY FOR THE CAMERA
ADD A STAMP
TAG FRIENDS TO TAKE A SELFIE AND SHARE WITH YOUR PHONE
SHARE ON INSTAGRAM



Magnetic | 2017-2018 Facebook projects

FOOTSELFIE



Facebook Success Story

QNB Finansbank used Mobile App Engagement ads to make applying for a loan a quick and easy process. By clicking on the ad, customers were taken directly to a mobile app where they could complete a loan application and use it in minutes.



STARS OF THE SUCCESS:



Selen Gülbahçe
Assistant Manager
QNB Finansbank



Kivanç Akdeniz
Assistant Manager
QNB Finansbank



Emre Candan
Planner
McCann Istanbul

Congratulations on your success and thanks for helping to make the world more open and connected.

PERFORMANCE



5x

better performance
than traditional
media channels

REACH



40%

of their existing
mobile banking app
users were reached

GROWTH



10x

better than regular
website conversion
campaigns on Facebook



Case Study Posters

Magnetic produced posters that would be gifted to brands who achieved high success rates from advertising on Facebook. By strategically arranging elements and artistically designing infographics, we were able to neatly display the results of the campaign whilst also endorsing the client and agencies that helped make the results possible.

facebook
2017
MASAÜSTÜ
TAKVİMİ

Geçtiğimiz yıl Anneler Gününde masaüstüne kıyasla mobilden 7,79 kat daha fazla içerik yüklendi.

MAY	PTS	SAL	ÇRŞ	PRŞ	CUM	CTS	PAZ
2017	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
facebook	29	30	31				

TAVSİYELER
Anneler günü için son dakika hediye fikirlerinizi Carousel Reklamlar ile paylaşın. Ay sonunda gıda ve tüketim ürünlerindeki harcamaların belirli bir şekilde arttığı Ramazan ayı geliyor. TV kampanyalarına destekleyici görsel ve video ağırlıklı reklamlarla markanızı öne çıkarın. Ramazan ayı boyunca Facebook'ta en çok paylaşılan içeriklerden biri "günün iftar menüsü". Markanızın ürünlerini yemek tarifleriyle ön plana çıkarabilirsiniz.

Çocuklar için yuvarlak ayetmeler anneler nişan ayında başlıyor. Instagram kullanıcıları olan annelerin %62'si Instagram'ı ürün ve hizmetler hakkında bilgi almak için kullanıyor.

Geçtiğimiz yıl Ramazan'da 02:00-05:00 saatleri en çok aktif olunan saat dilimi oldu. Ramazan ayı boyunca, Türkiye'de Ramazan ayı dışında ortama bir güne kıyasla 2 kat fazla insan saat 03:00'da Facebook'ta aktif oldu.

NİS	PTS	SAL	ÇRŞ	PRŞ	CUM	CTS	PAZ
2017							1 2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
facebook	24	25	26	27	28	29	30

TAVSİYELER
Havalar ısıyor ve yaz yaklaşıyor. Mobil ağırlıklı reklamlarında yeni nesil annelere daha etkili ulaşabilirsiniz. Yuvarlak ürünlerizi zengin ve ilham verici içeriklerle birleştirerek hedef kitlelerinize iletişim yapmaya başlayabilirsiniz. Gelecek ay anneler günü, annelere uygun hediye fikirleri paylaşmayı unutmayın! Reklam kampanyalarınıza Instagram'da da yayımlayarak hedef kitlenizin sizi daha iyi tanımasını sağlayın.

HAZ	PTS	SAL	ÇRŞ	PRŞ	CUM	CTS	PAZ
2017				1 2	3 4		
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
facebook	26	27	28	29	30		

TAVSİYELER
Babalar günüyle ilgili son dakika hediye fikirlerinizi Carousel Reklamlar ile paylaşabilirsiniz. Ay sonunda başlayacak Ramazan Bayramı ile ilgili içerikler, kampanya ve duyurularınıza ay boyunca itibaren paylaşmaya başlayarak erişimlerinizi artırın. Okulların kapanması ve bayram tatilyle birlikte yaz sezonu geliyor. Tatil fırsatlarıyla ilgili duyurularınızı paylaşabilirsiniz.

Türkiye'de 43 milyon Facebook kullanıcısı var, bu rakam ülkedeki internet kullanıcılarının %93'ü. Türkiye'deki Instagram kullanıcı sayısı ise 25 milyon.

facebook

18 Haz	Babalar Günü
24 Haz	Ramazan Bayramı Arifesi
25 Haz	Ramazan Bayramı 1. Günü
26 Haz	Ramazan Bayramı 2. Günü
27 Haz	Ramazan Bayramı 3. Günü

*Kaynak: Facebook internal data

Daha fazla bilgi için insights.fb.com ve facebook.com/business adreslerini ziyaret edin.

EKİ	PTS	SAL	ÇRŞ	PRŞ	CUM	CTS	PAZ
2017							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
facebook	30	31					

TAVSİYELER
Yeni yıl ve Black Friday kampanyalarınız üzerinde çalışmaya başladınız mı? En iyi hediye önerileri konusunda ilham vermek için Carousel ve Dinamik Reklam seçeneklerimizi inceleyin.

2017 Calendar

Magnetic adapted the UK version of the calendar to be suitable for internal use in the Turkish office. This included adapting visuals to match Turkish public holidays and translating the text.



Make 2017 the best year ever for your business. Learn more about how Facebook, Instagram and Audience Network can give your business an edge, whether you want to build an online presence that works on mobile, personalize ads at scale for your product catalog or have new ways to tell your brand's story. Sign up now and get the tools you need to grow your business.

Facebook + TV: Complementing Your TV Campaigns with Facebook and Instagram

Extend the reach and impact of your TV campaigns on Facebook and Instagram. In this webinar, learn how you can complement the brand message that people see on TV with products like TRP buying and video ads.

March 30th
6:30pm - Istanbul, Turkey

* Recordings of the webinars will be distributed to all registrants.

All webinars are delivered in English.

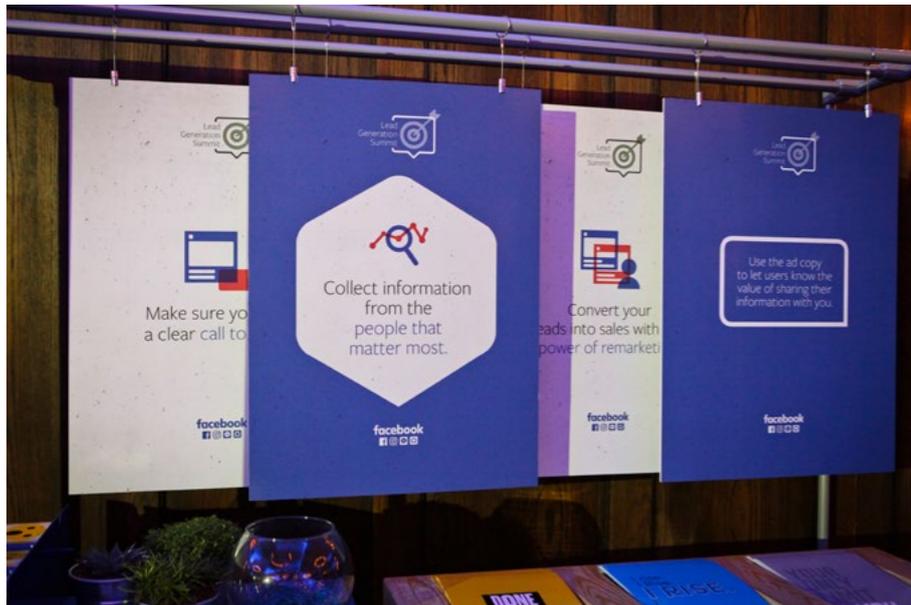
[Register now](#)



facebook
f @

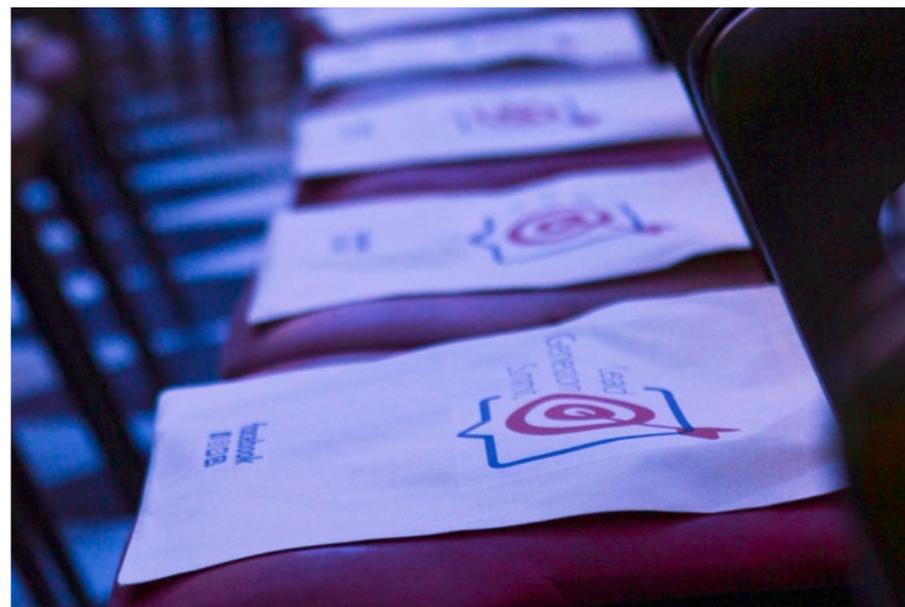
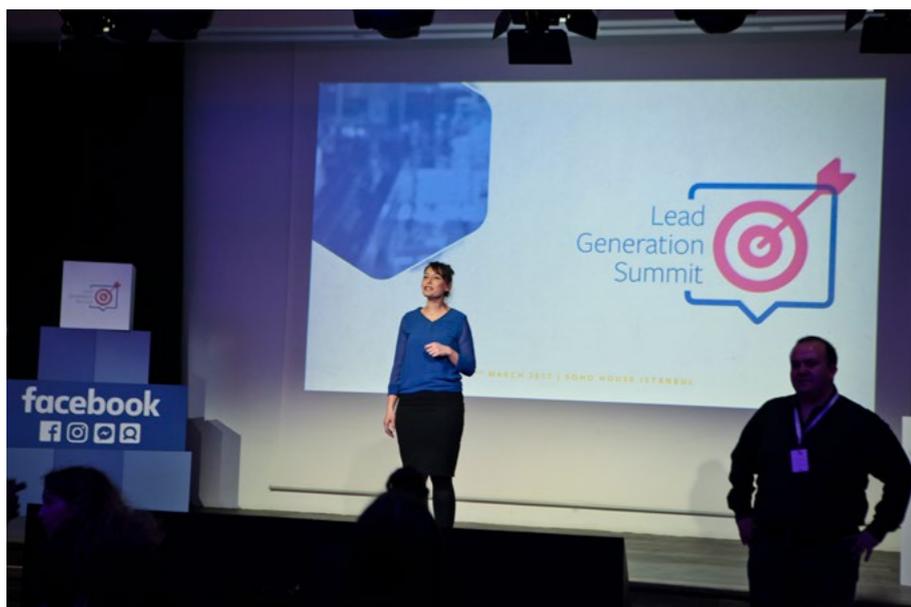
Mailings

Magnetic created a series of HTML mailings to send reminder emails to Turkish clients about upcoming webinars.

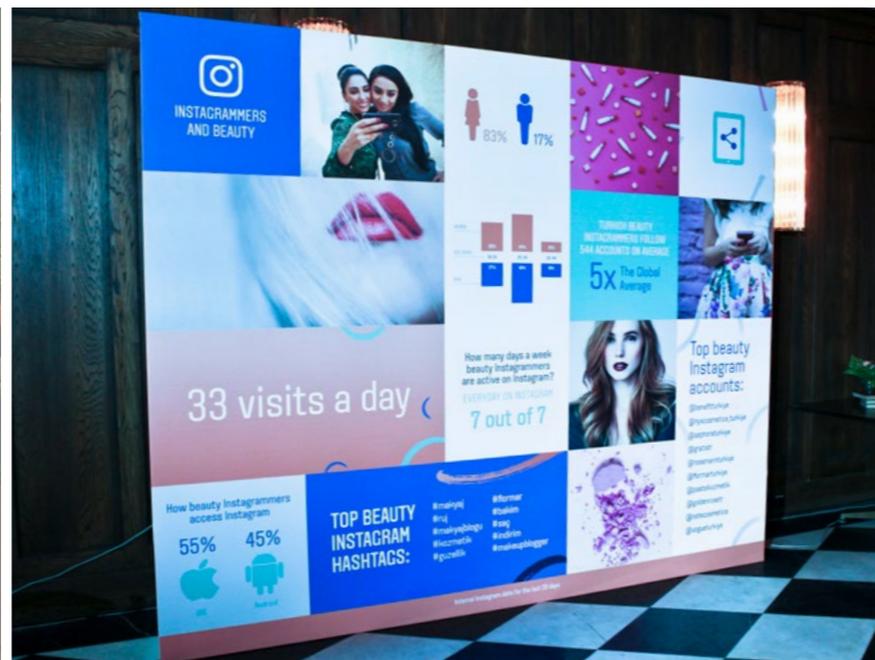


Lead Generation Summit

For the creative elements of this event, Magnetic focused on the poster culture of Facebook and displayed key messages through a number of key visuals that were hung around the venue. Inspirational posters were also designed as take-home gifts for attendees.



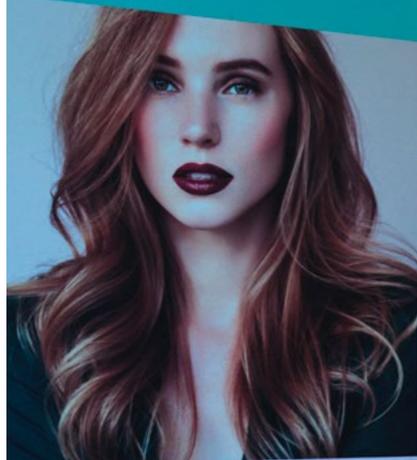




Beauty Summit

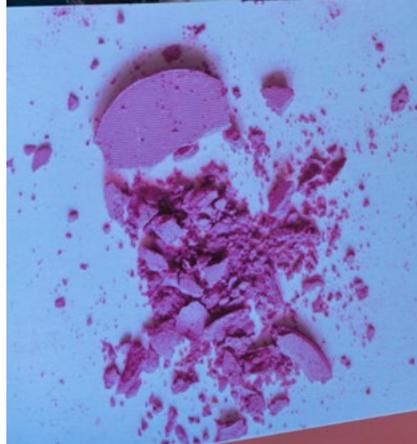
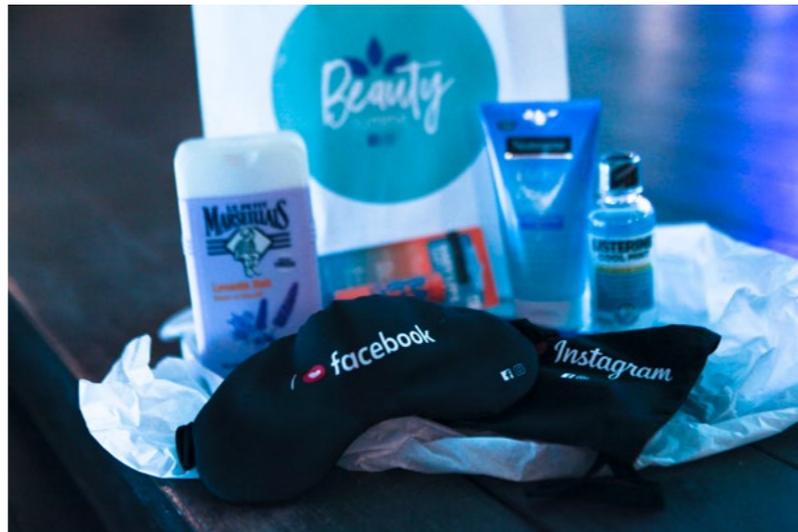
For Facebook's Beauty Summit, Magnetic developed a campaign identity that appealed to those within the beauty and cosmetic sector, by using feminine typography and colours.

3X The Global Average



Top beauty Instagram accounts:

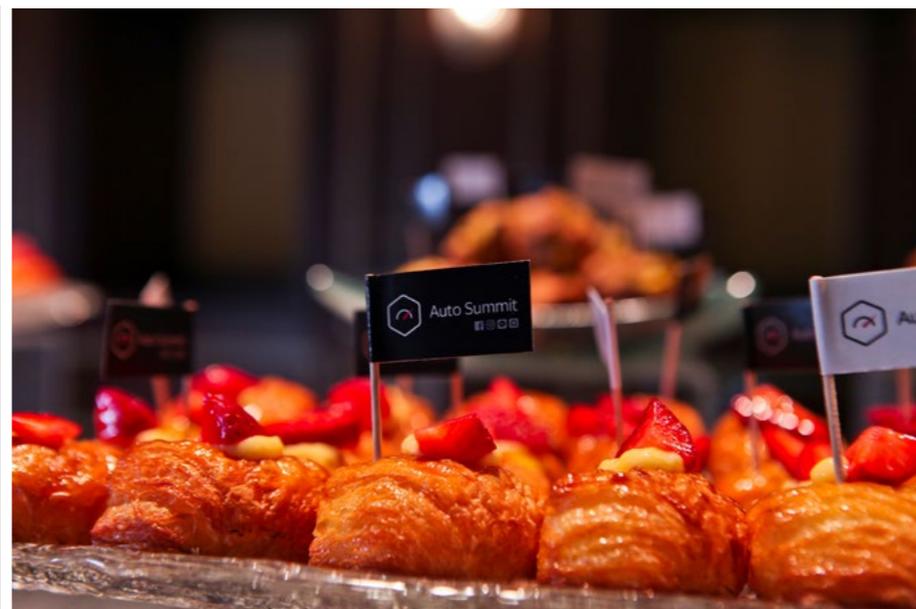
- @benefitturkiye
- @nyxcosmetics_turkiye
- @sephoraturkiye
- @gratistr
- @rossmannturkiye
- @flormarturkiye
- @pastelkozmetik
- @goldenrosetr
- @notecosmetics
- @vogueturkiye



Auto Summit

Magnetic helped develop the event collateral for Facebook's Auto Summit by creating design elements that targeted those within the automotive vertical. A key feature being an Instagram infographic board.





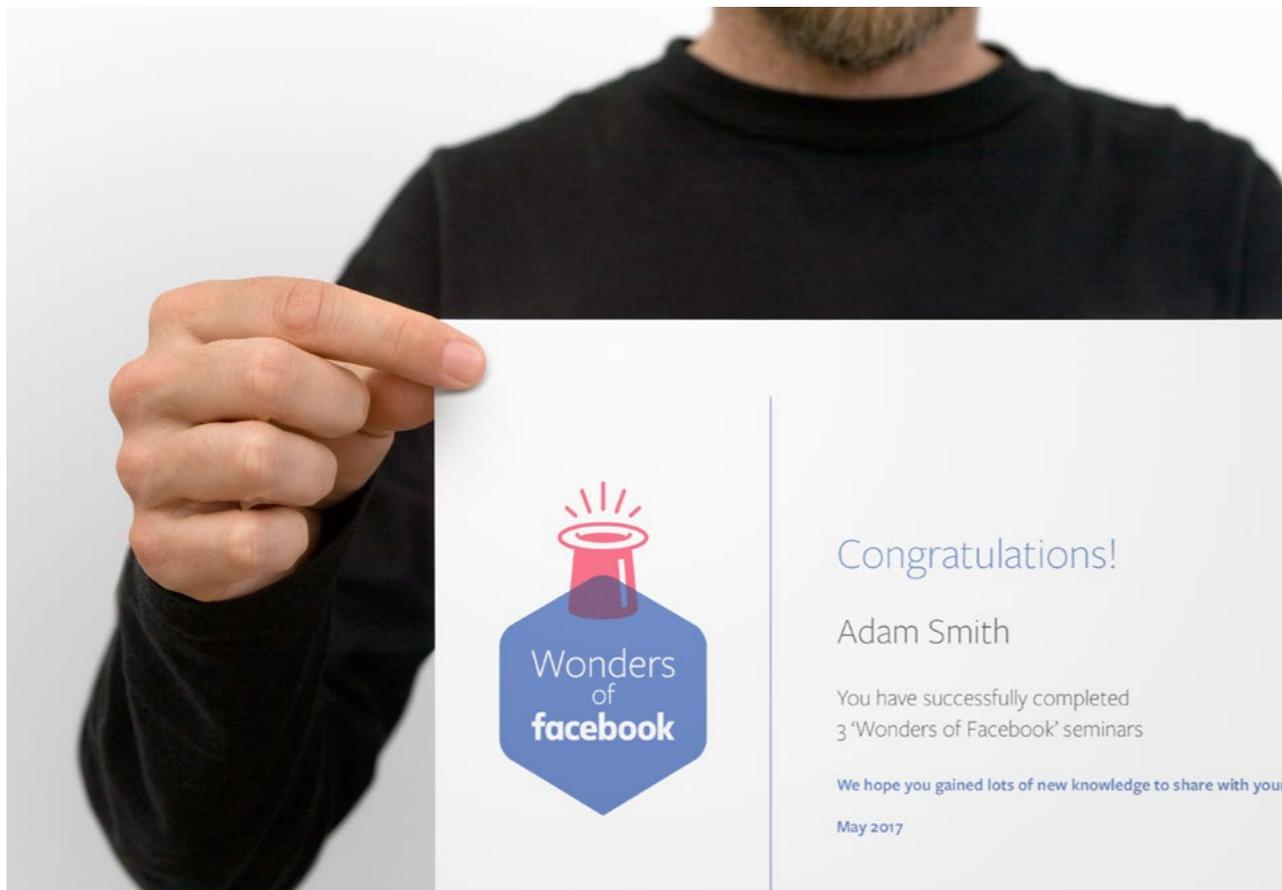


Instagram Fashion Day

This event aimed to showcase the benefits of using Instagram to influence consumer behaviour in the fashion industry. Magnetic developed a range of creative material targeting fashion brands and bloggers.



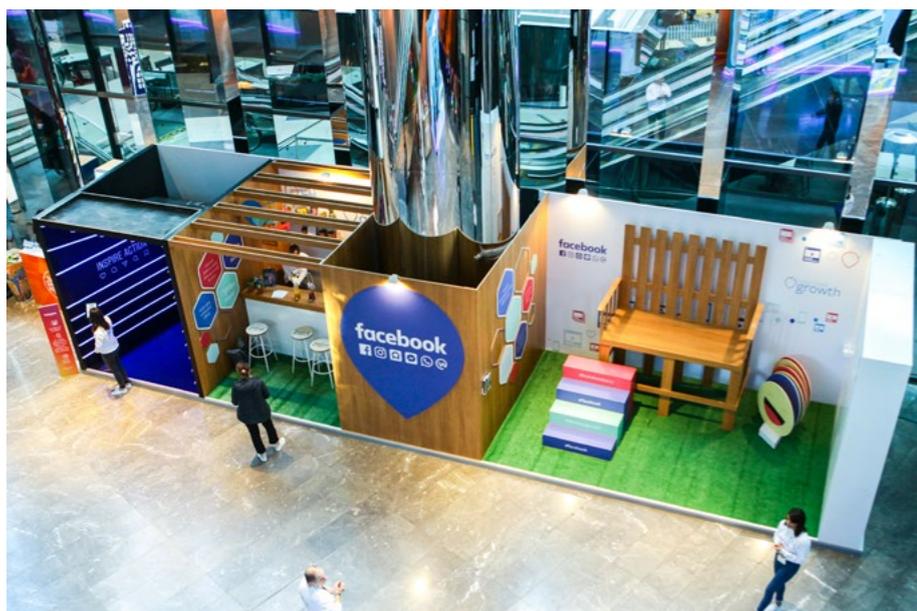
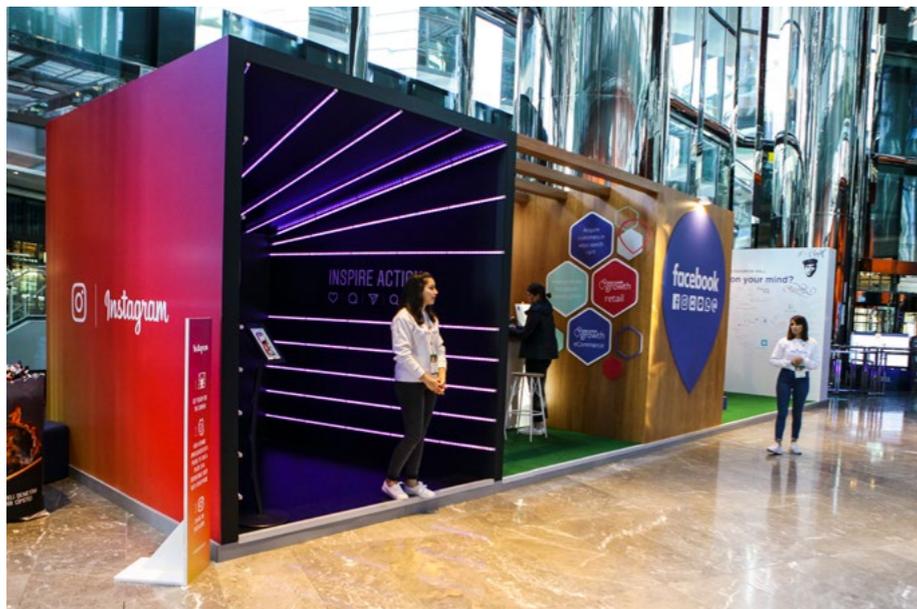




Wonders of Facebook

Facebook hosted a series of events giving hints and tips on Facebook advertising to creative agencies. Magnetic designed the invitations with a loyalty card feature that allowed attendees to collect stamps at each event. Depending on the number of stamps achieved, attendees were able to redeem a particular gift.





Brand Week

A large-scale event, Brand Week brings together Turkey's marketing and communication industry together with the world's most creative names, concepts, and projects. Magnetic created all the graphics for Facebook's stand, which had 3 sections: Facebook Discover Growth, Facebook's Juice Bar, and Instagram's Activation Cube; each with distinct design requirements.

Our focus was spread across all the print collateral including the agenda, menus, invitations leaflets and 'Hack for Good' certificates and questionnaires.

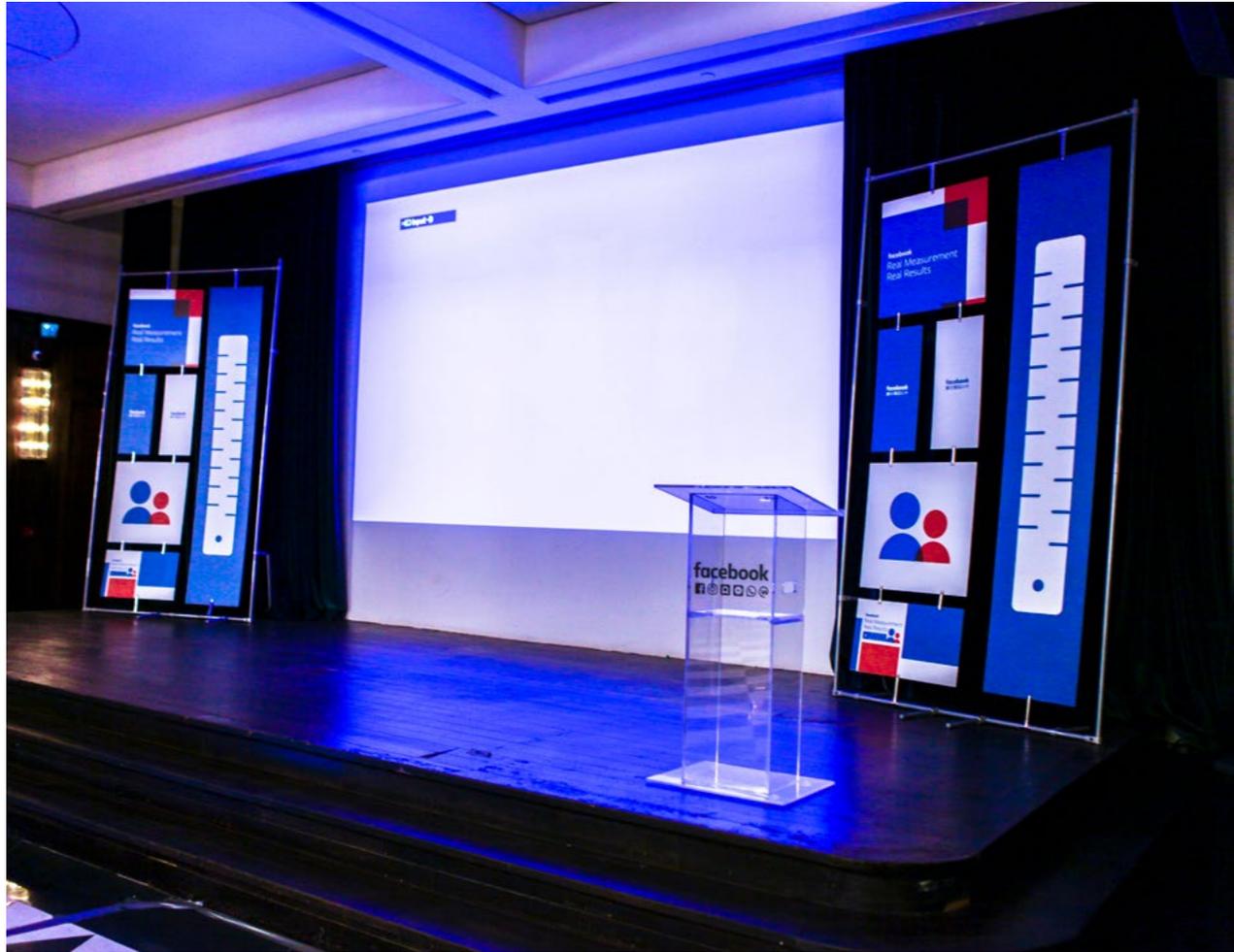


Kristal Elma

Kristal Elma is a festival of creativity, sporting a prestigious awards ceremony for advertisement and creative agencies. Our task was to design captivating, lively and engaging visuals for Instagram's stand at the event.

Aiming to drive brand-activation for Instagram, Magnetic designed the exterior of the Instagram Coloured Cube, as well as two FootSelfie zones, and a Boomerang swing zone. Each activation was a big draw among the crowds at the festival.

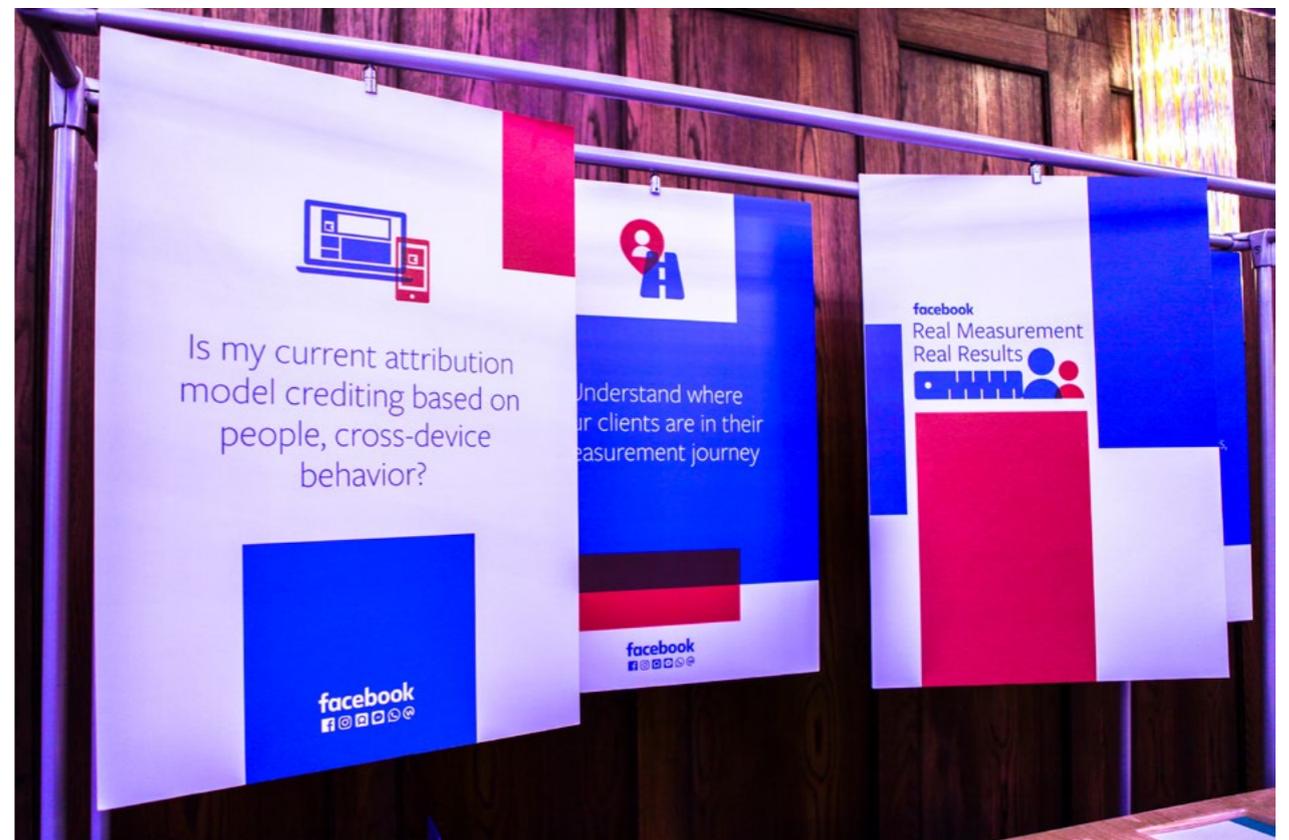
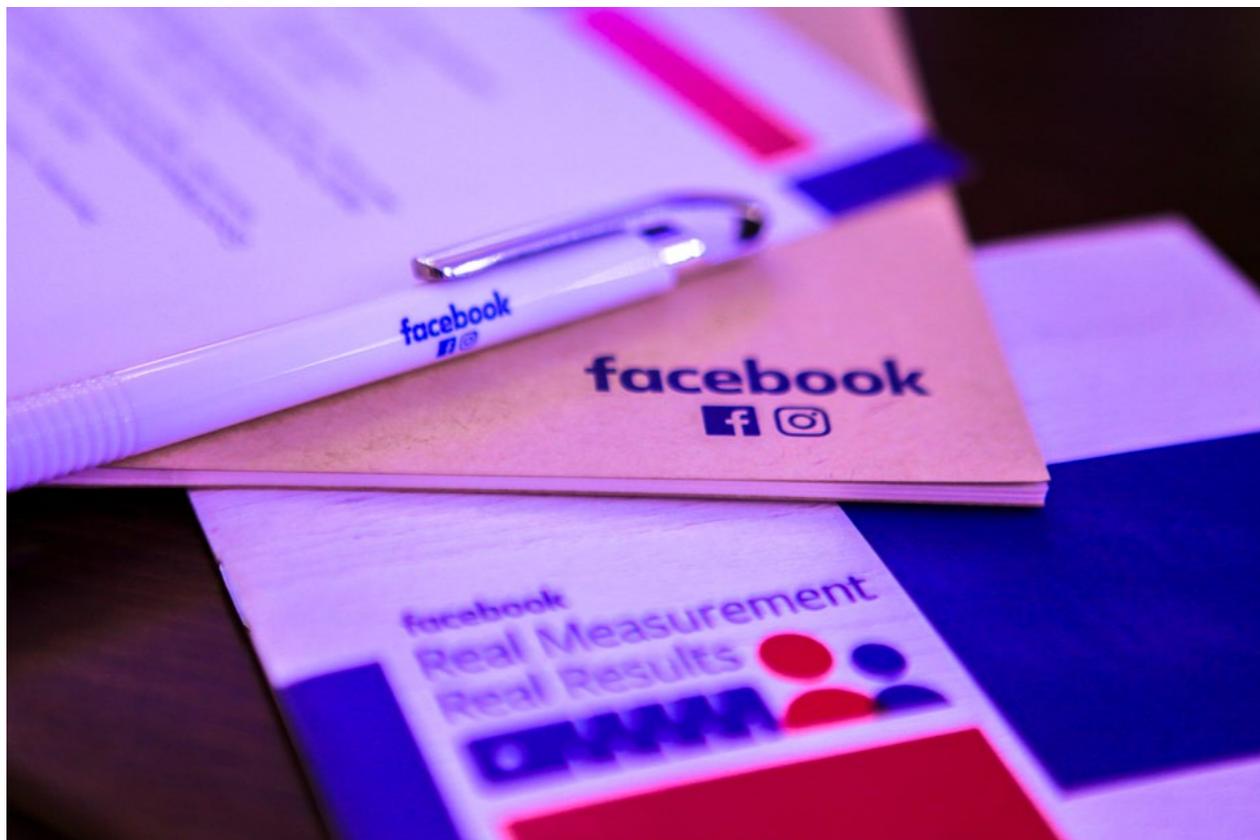




Real Measurement Real Results

Produced specifically for results driven marketers, 'Real Measurements Real Results' was an opportunity to learn about Facebook's present and future vision of measurement across the Facebook family of Apps and Services. All the visuals & messaging crafted by Magnetic were geared towards communicating the value of a results driven approach to marketing. That includes stage design, posters, and all related event collateral.

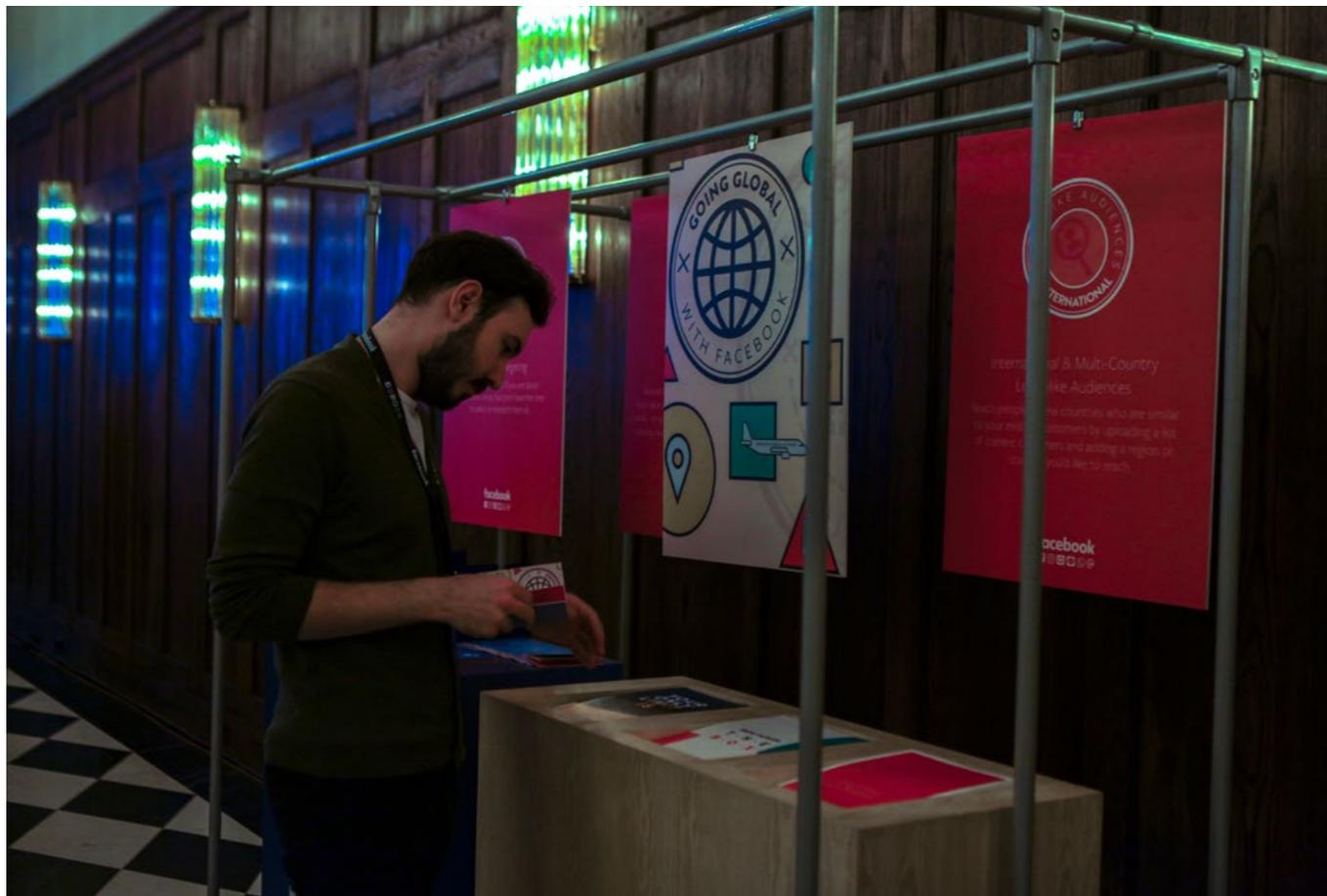


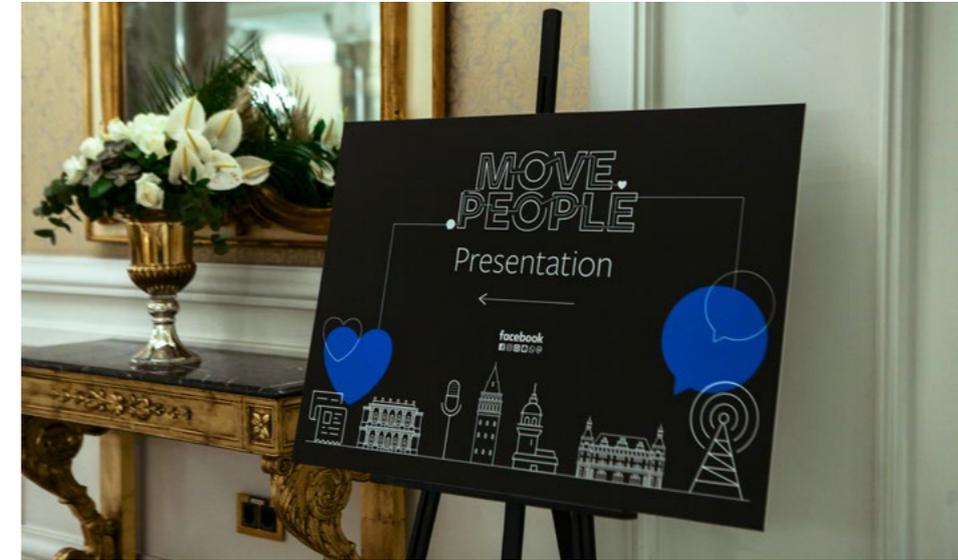




Cross Border

The Cross Border event was produced for marketers across a wide range of industries and brands, aiming to share insights and best practice for businesses to scale globally, and achieving that through partnership with Facebook. Having designed the agenda and other event collateral, Magnetic worked closely with the event team to ensure the key messages were communicated throughout all visuals.





Move People

Having a sizable gathering of C-Level executives from media & entertainment industries, the Move People event was all about exploring partner opportunities and diving deep into the media world.

As with any Magnetic supported event, the entire visual identity was either originally crafted, or as with the logotype, adapted using Istanbul related icons. Each design was produced with careful attention to detail, with special focus on engaging the audience in attendance through brand-activated designs and concepts.



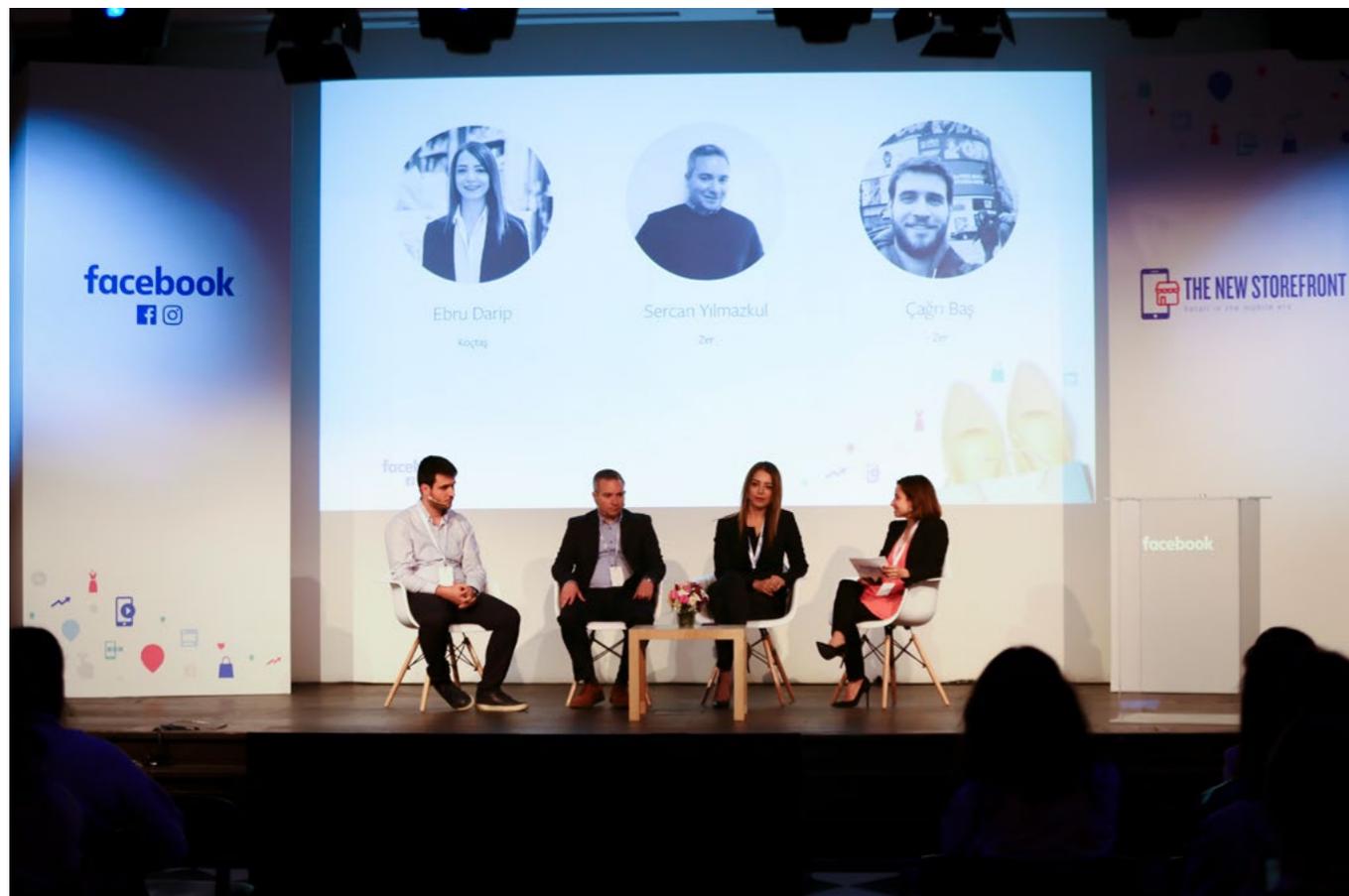


Food for Thought

Food for Thought was an event dedicated to marketers throughout the food industry, providing important insights into branding, trends, and best practices. The aim was to present different ways to position and communicate food brands on the Facebook and Instagram platforms. Magnetic proposed a 'pinwall' for the event, which received a lot of attention with large queues forming to take a picture and grab a pin.

Magnetic worked closely with the Facebook team to get all the key visuals and brand assets right. Resulting in a mouth-watering half-day event.





The New Storefront

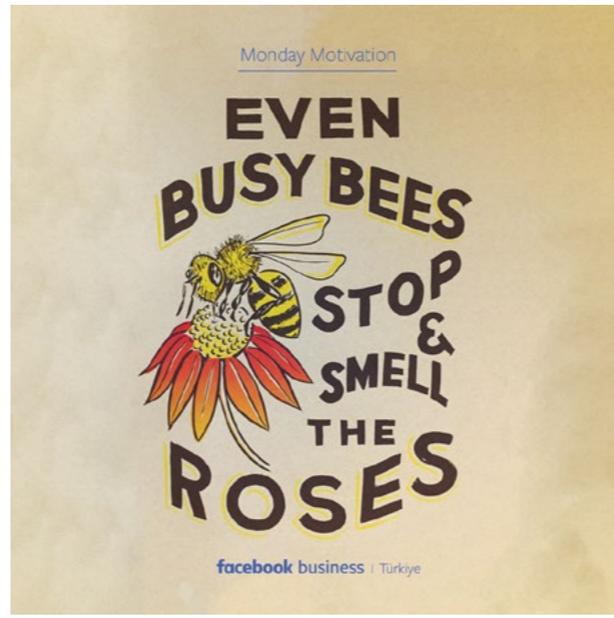
The New Storefront was attended by marketers across the retail industry. The theme was centered around mobile, and its role across the entire purchase cycle; both online and offline.

Magnetic produced the event identity, all the key visuals, brand assets, and Facebook presentation templates.



Creativity Redefined

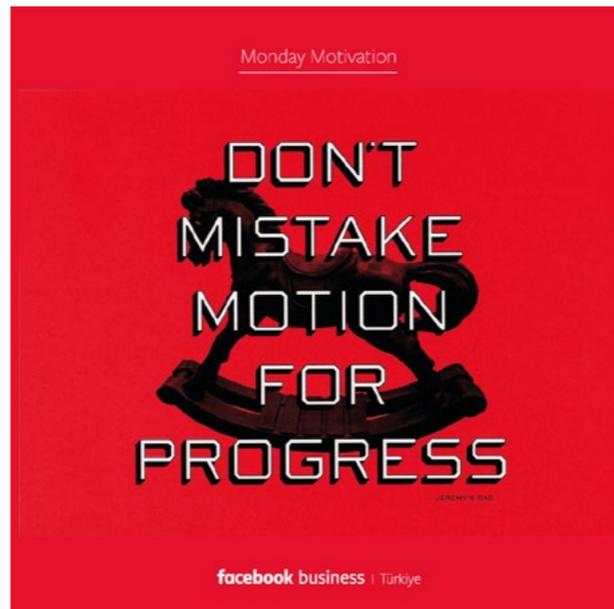
As well as creating the event concept & identity, Magnetic also designed all the key visuals for Creativity Redefined. The event was geared with creative agencies in mind; an unveil of new Facebook tools that work to support agencies and their client campaigns. Our creative touch was dotted across the entire space, including all the event collateral and give-away goodies.



Facebook posts

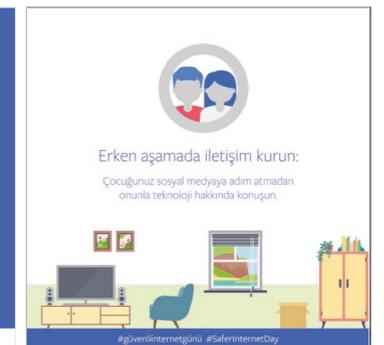
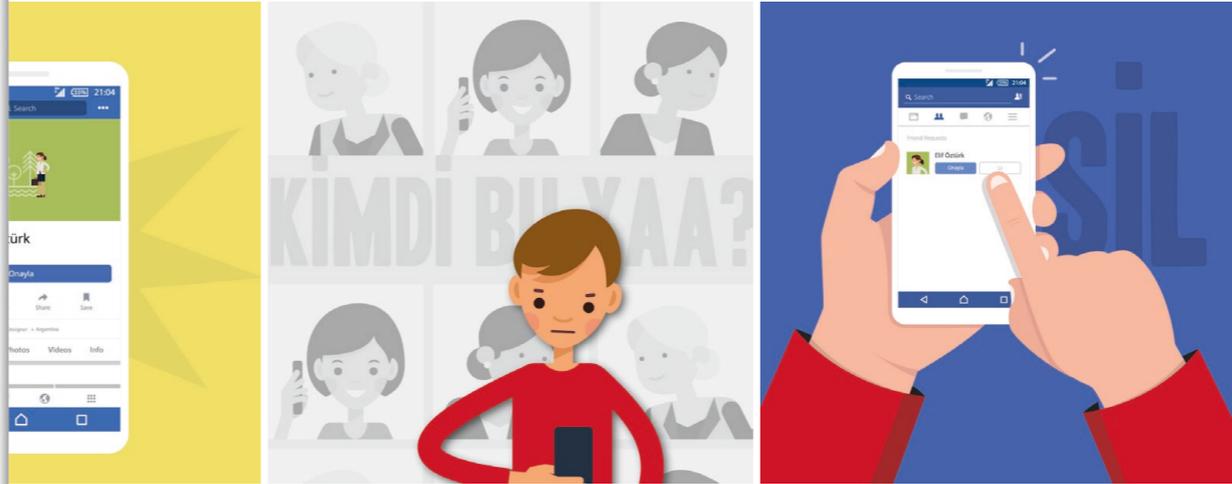
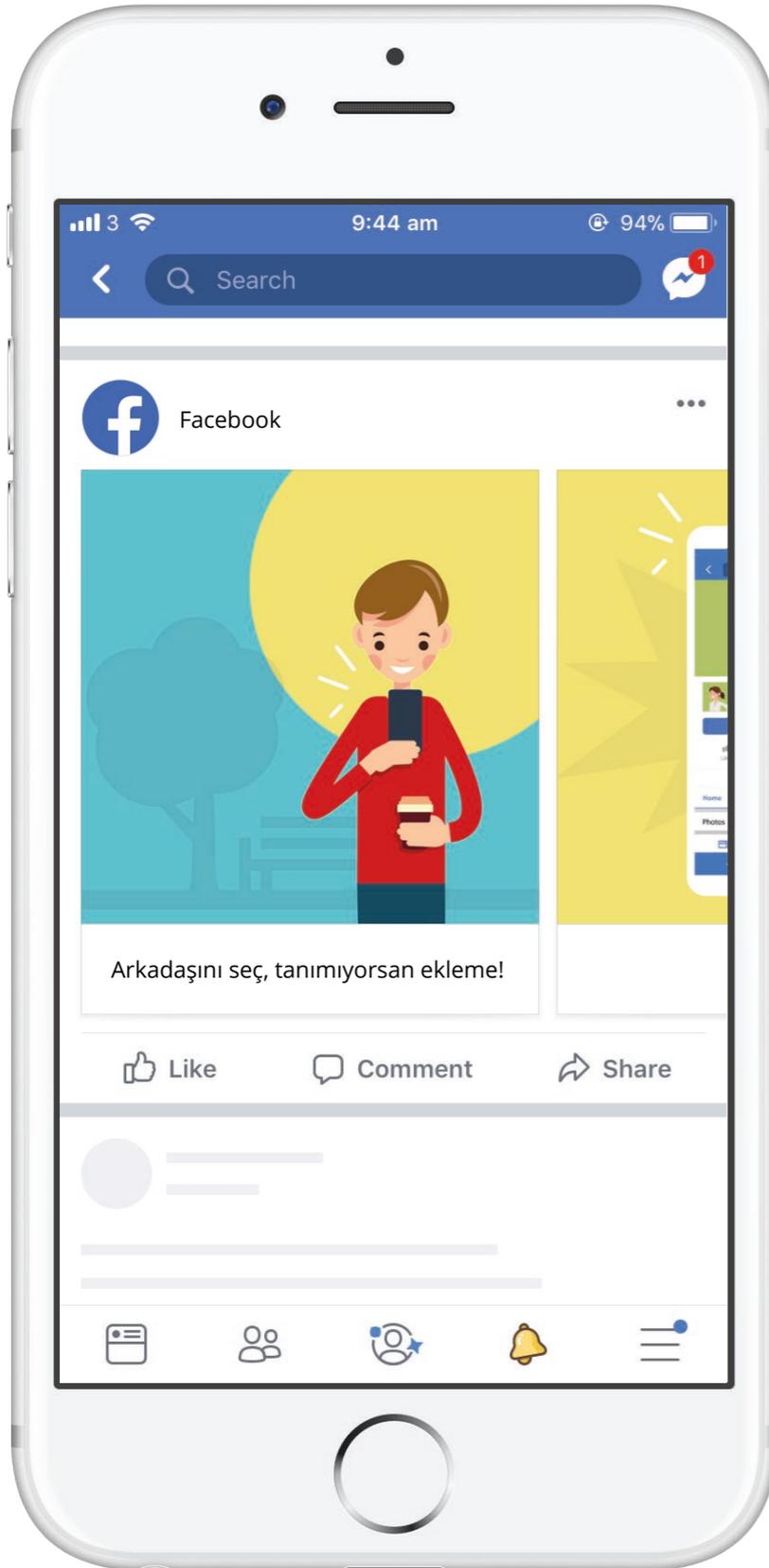
Facebook Business Turkey is a closed Facebook Group made up of exclusive marketers throughout Turkish markets. At the beginning of 2018 we decided to drive more engagement with this group. Magnetic put together a posts calendar and was responsible for designing all the post visuals and header images, as well as the copy for each post.

Having received regular posts related to relevant news, product updates and motivational quotes, the group feedback has been exceptional.



Facebook Canvas/Carousel ads

Magnetic creates and designs Facebook Ads, usually in Canvas or Carousel format. We've produced Carousel Ads for 'Safe Internet Day', and related campaigns around removing unknown people from friends lists. Magnetic also created Canvas Ads to promote a successful Turkish case study, 'BluTV', targeted at Turkish marketers.





9 VIEWS on VIDEO - It's a Great Day To Video Campaign

Magnetic was tasked with designing and producing a marketing campaign titled "9 Views on Video" as part of the 'It's a Great Day To Video' campaign. This project included a 24-page printed booklet answering the top 9 questions most marketers have about video ads, as well as other versions of the booklet produced and designed in card-deck format.

In addition to the booklet, Magnetic provided a turn-key campaign launch kit that included posters, leaflets, and giveaways that can all be easily adapted to other languages for global distribution.





Translation / Local Adaptation of Campaigns

Global campaigns are designed to reach as wide an audience as possible. Although that often means some geographies are left out entirely, as one size, or one language, does not fit all. Magnetic translate and adapt global campaigns to be as persuasive as possible for Turkish culture and language.

Magnetic has adapted and optimised campaigns for Christmas, Facebook Discover Growth, BluePrint, and Instagram's Inspire Action.

Thank you!

Email: hello@magnetic-london.co.uk

Phone: +44 20 7193 3747 / +90 212 988 1258

www.magnetic-london.co.uk