



SOCIAL MEDIA SCOPE BRIEF

01 August, 2024

MINT2
CO.

MAKE MONEY

حالا تحویش (19% ANNUALLY) WITH HIGHET DAILY INTEREST NO EXPENSES TO PARTICIPATE

01

STATIC

4 posts

02

GIF

2 POSTS

03

STATIC CAROUSEL

1 POST

COLOR 1 JAR WITH SAVED AMO



FIRST STATIC

EXPLANATION

Deliver to them the idea that Halan's application is their own piggy bank through without showing the amount of money that they saved in the 10 months only showing the first month and the last month to highlight the idea of the 19%

EXAMPLE

HALAN





SECOND STATIC

EXPLANATION

Deliver to them the idea that Halan's application is their own piggy bank, calculator and help them in their budgeting plan.

EXAMPLE

لو بدأت تحویش بمبلغ

2,000 ج.م

وخطيت كل شهر

1,000 ج.م

لمدة

12 شهر

هيبقى معاك

15,635

THIRD STATIC

EXPLANATION

Deliver to them the idea that Halan's application is the perfect place to save their money and get good interest at the same time.

...

write the amount of money that the customer may put and in the other side the amount of money that they will receive in 1 year.



FOURTH STATIC

EXPLANATION

Deliver to them the idea that Halan's application will not only save their money but it will increase it as well.

EXAMPLE

write the 19& interest instead of the dollar sign with detailed information underneath.



ST CAROUSEL

EXPLANATION

deliver to them the idea that with halan's application their money will grow while they are saving it so that they can get what they want later.



GIF

EXPLANATION

Deliver to them the idea that Halan's application will not only save their money but it will help you buy what you want through calculating and saving your money.

...

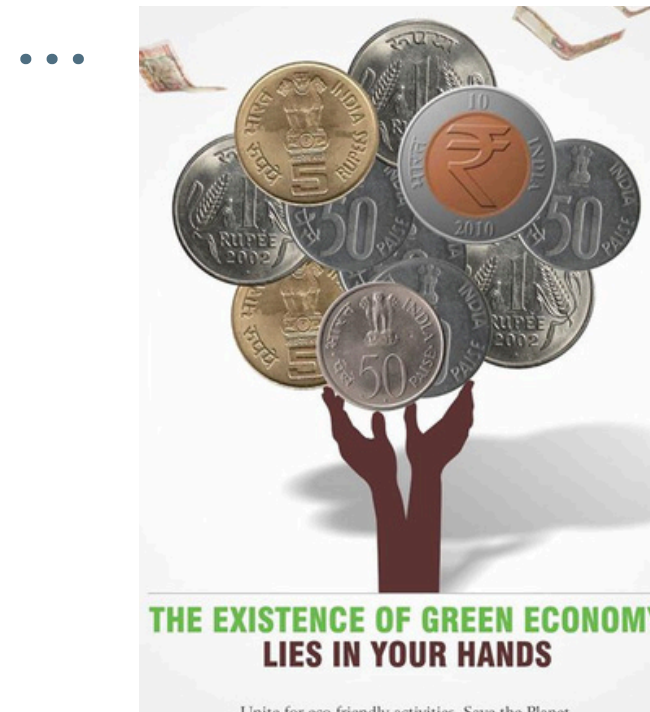
the water will go down and the car will appear in an exciting way.



GIF

EXPLANATION

Deliver to them the idea that Halan's application will not only save their money but it will make it more.. by showing how the money grow as if it was a plant.





TRANSFER MONEY

.transfer to others.
.pay house bills.

01

STATIC
4 posts

03

STATIC CAROUSEL
1 POST





FIRST STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to pay house bills whenever they are.

...

Pay your bills

[View all >](#)



Mobile & Internet



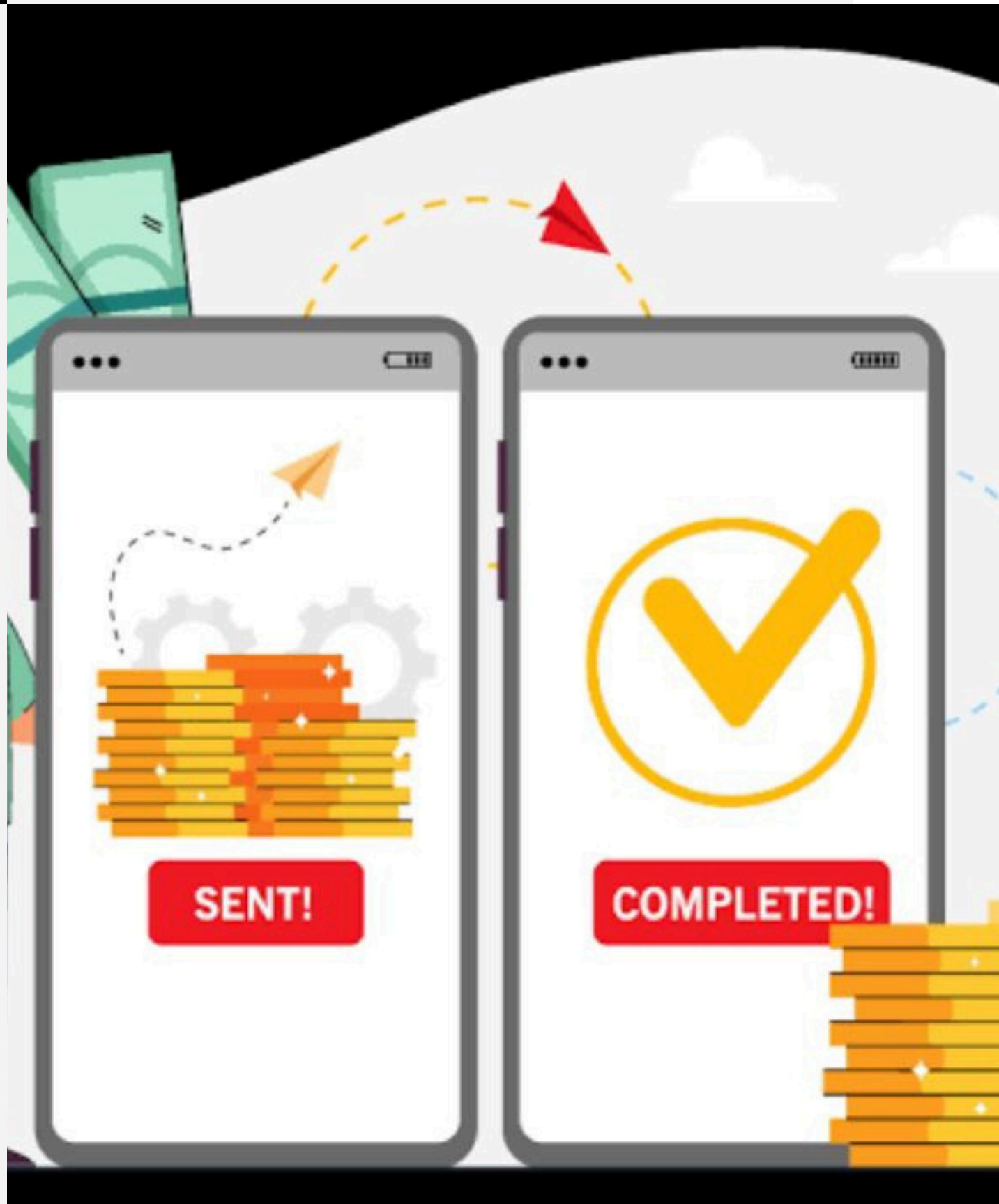
Home Utilities

SECOND STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to transfer money whenever they are to whoever they want.

...





THIRD STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to transfer money whenever they are to any wallet at anytime.

...



FOURTH STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to perceive and transfer money at anytime by just one click.

...

ST CAROUSEL

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to transfer money to anyone and pay bills including house and internet bills at anytime from any place.

(2)





GET MONEY

CREDIT LIMIT >500.000<.

FINANICING BUSINESS LOANS.

EDUCATIONAL & HOME FURNISHING LOANS.

PAYMENT CAN BE PAID OVER 36 TIMES.

01

STATIC

4 POSTS



FIRST STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to buy furniture through 36 month loans.

...



UNTIL NOW, MONEY IN CHECKING JUST LOAFED

Short term money doesn't do a lot at most banks. But a Dollar Bank Value Checking With Interest account really puts short term money to work. Just \$7,500 earns a 2.50% annual percentage yield. Balances below that earn 1.25% APY.

2.50%
APY*
On balances of \$7,500+

You get free checks, free online bill payment, and free debit card. Even free ATMs worldwide.** And with a balance of \$2,500 or higher there are no fees. Just call 1-800-242-BANK. And get your money moving.

Furnish your home

Get your home needs
With halan deals

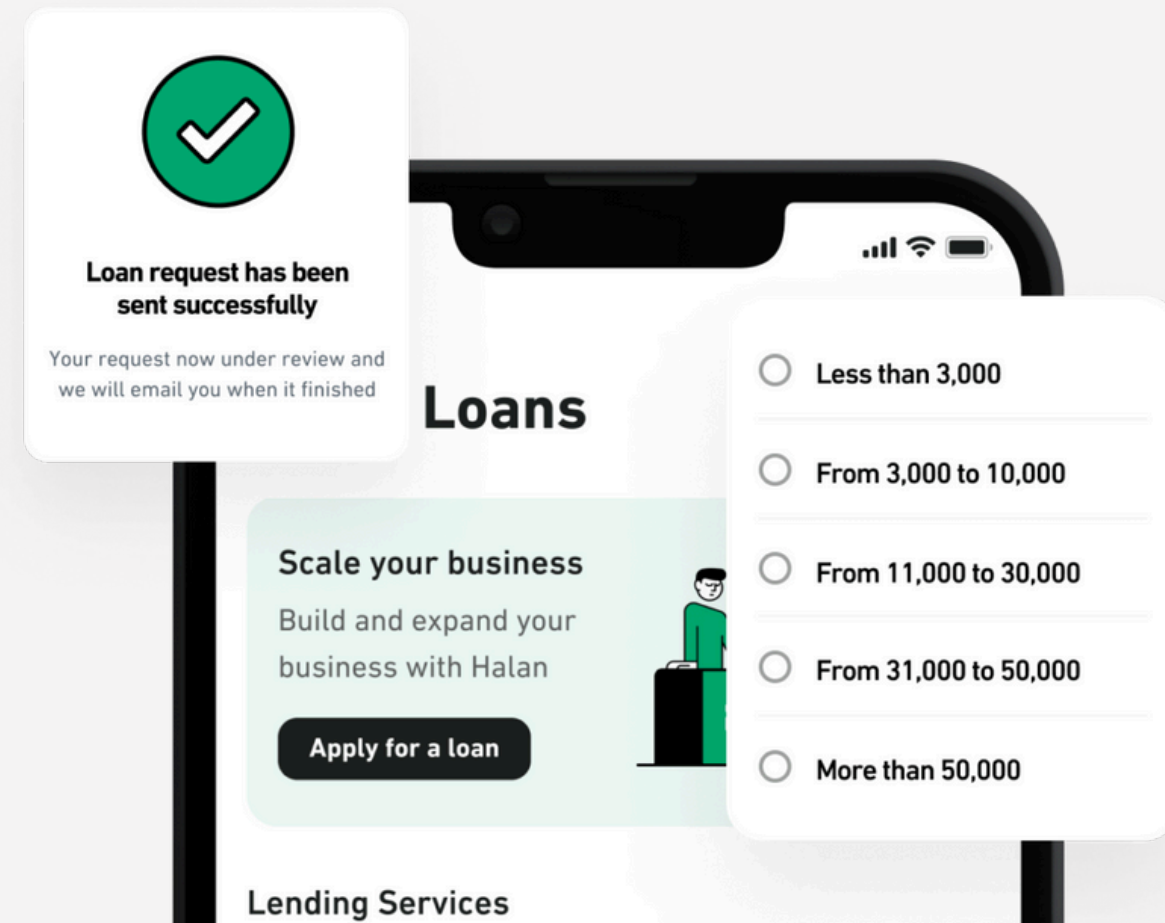
[Discover Offers](#)



SECOND STATIC

EXPLANATION

Deliver to them the idea that Halan's application offers them the ability to get their trip paid through 36 month loans. "متحرمش نفسك من حاجة و قوم" حالا مع حالا اعمل كل نفسك فيه"



REFERENCE





THIRD STATIC

EXPLANATION

Deliver to them the idea that Halan's application funds their small business and they can pay back through 36 month loans.

...

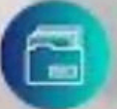
Business up to 5M

Get business financing
up to 5 Million EGP



Go Digital With SBI

Save time with e-Bank Guarantee

-  Saves Time & Cost
-  Faster Business Cycle
-  Paperless E-Stamping
-  Digital Signature
-  Fraud Prevention
-  NeSL Repository

FOURTH STATIC

EXPLANATION

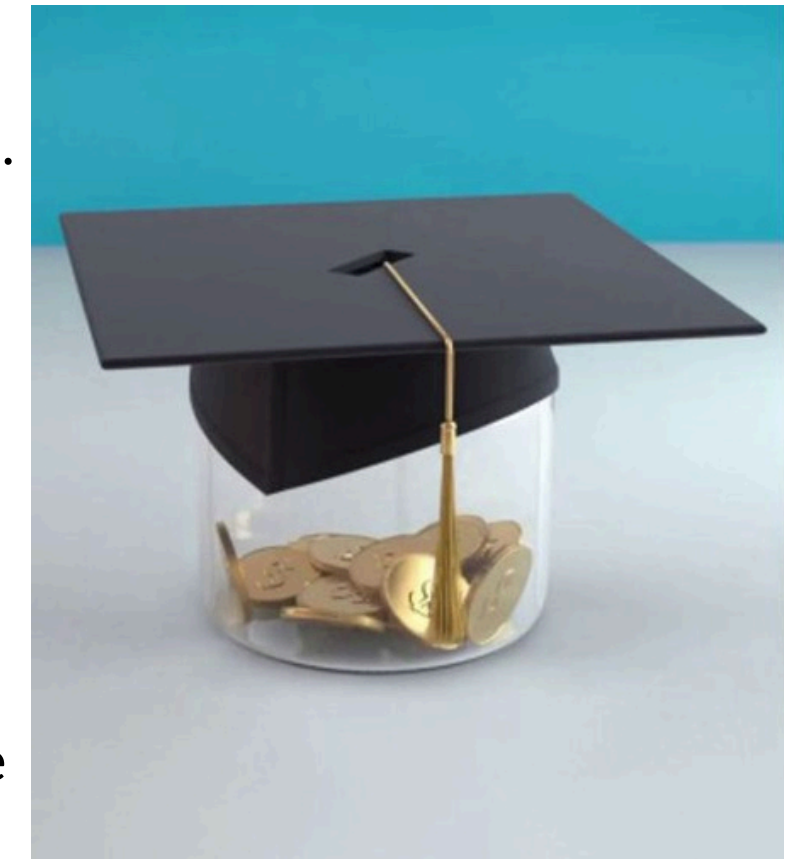
Deliver to them the idea that Halan's application funds their Educational expenses and they can pay back through 36 month loans.

listing them several benefits that they would get through educational loans:

- 1- overcome any financial burden.
- 2- achieve your goals & dreams
- 3- access to quality education.
- 4- national development,
- 5- save time.
- 6- pay over 36 times.

- Replace the man in the picture with the graduation cap.

...





PLAY&WIN

Electronics.
Promocodes.
Game points.
Cash-back.
Free delivery.
Money.

01

GIF

2 posts



03

STATIC CAROUSEL

1 POST

THE MOST ATTRACTIVE CREDIT CARD REWARD OFFERS TO CONSUMERS

Cash Back
34%

Retail
13%

Airline Miles
9%

Points
6%

No Rewards
on This Card
15%

General
Travel or Hotel
7%

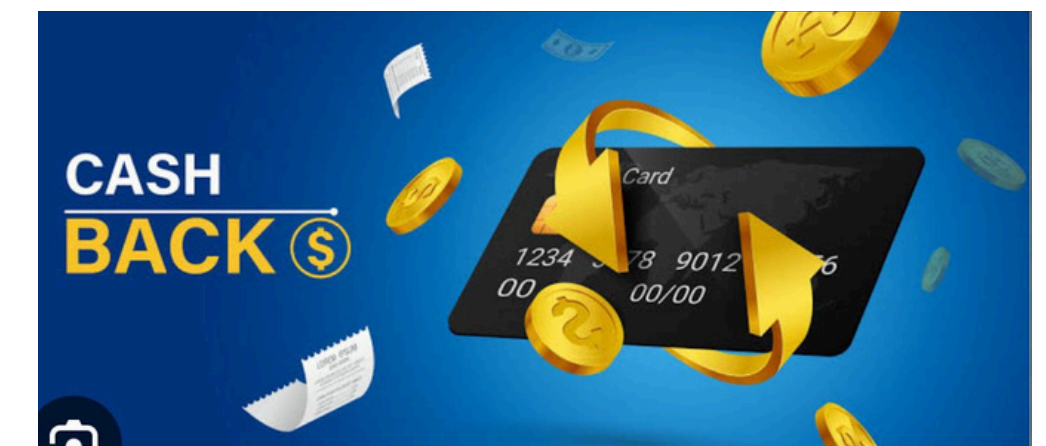
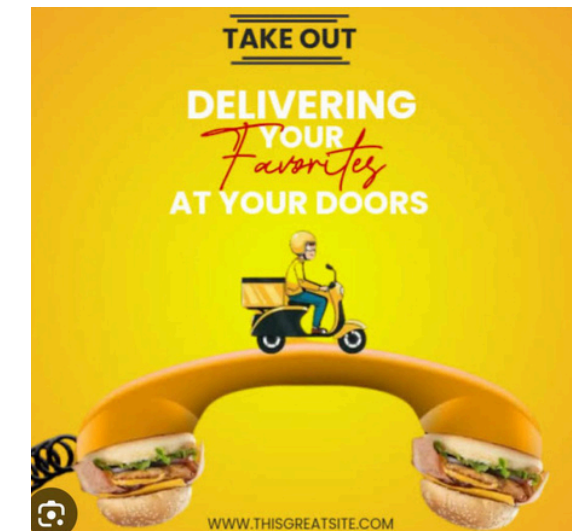
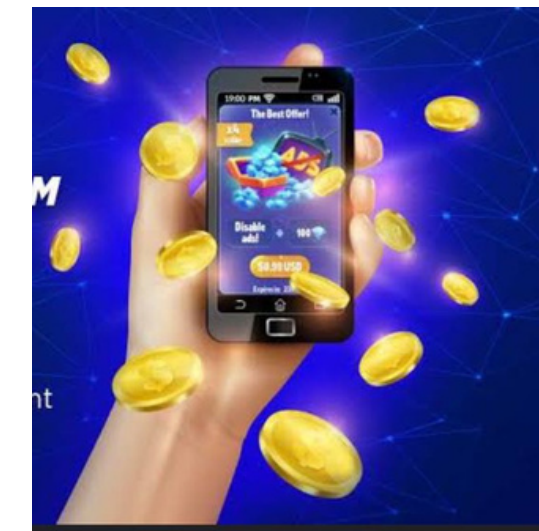
SOURCE: THE FINANCIAL BRAND

evok
advertising

ST. CAROUSEL

EXPLANATION

Deliver to them the 6 benefits of Play& win with Halan's app. and then post 6 photos describing each and every benefits.



Spin the wheel!



GIF

EXPLANATION

Deliver to them the 6 benefits of Play& win with Halan's app. Moreover, the circle will include in it the 6 services gained through playing the game.

...

GIF

EXPLANATION

Deliver to them that by playing spin the wheel with Halan's app they can get true money out of it.

...



