

Next up>>> **DON'T BUILD A BRAND, BUILD A PERSONALITY**



A 30mins Presentation




**Hannah Anderson**  
**Co-founder and Director of Social & Creative**  
**Media Chain**



@FashionNetUK

#TFNsummit

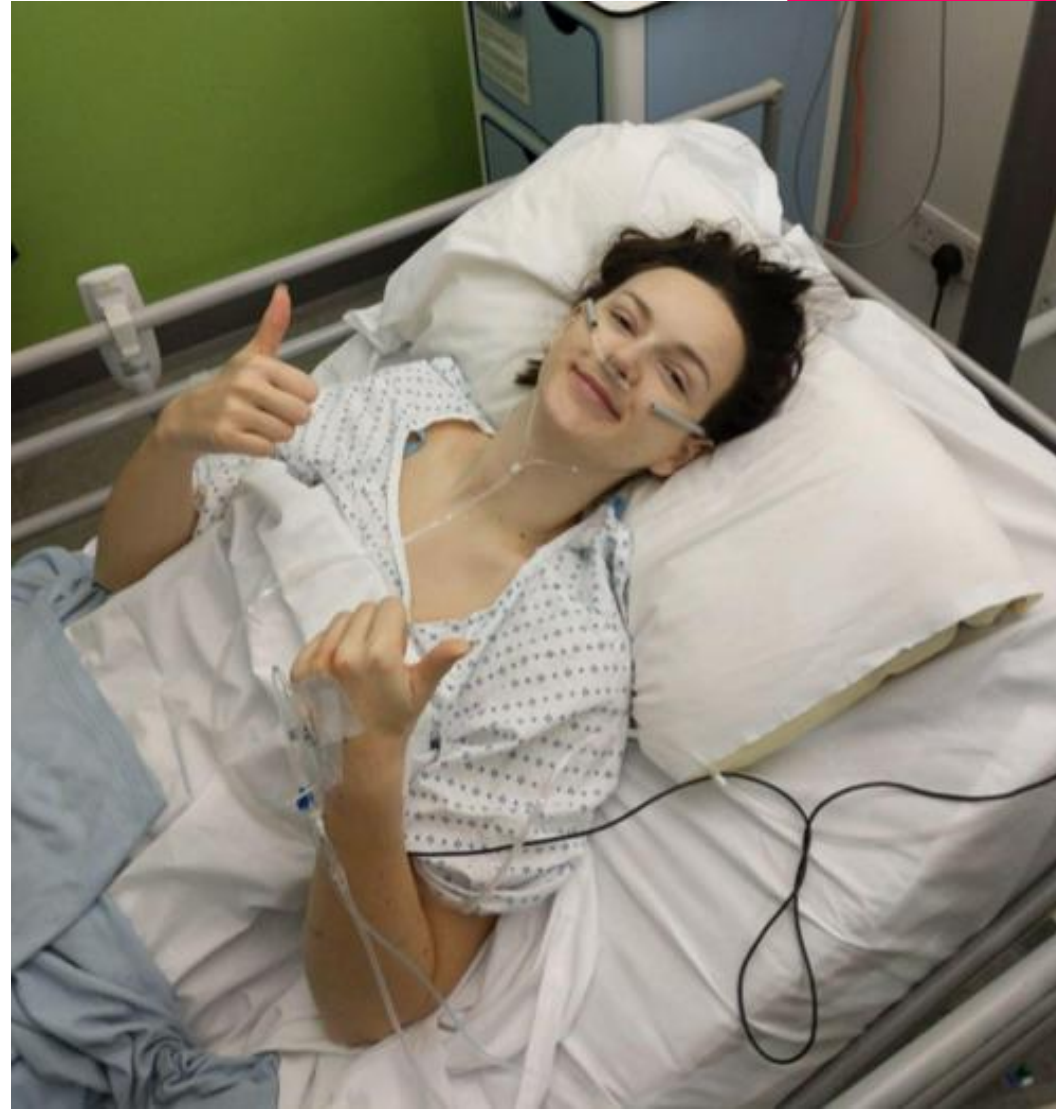
[thefashionnetwork.co.uk](http://thefashionnetwork.co.uk)

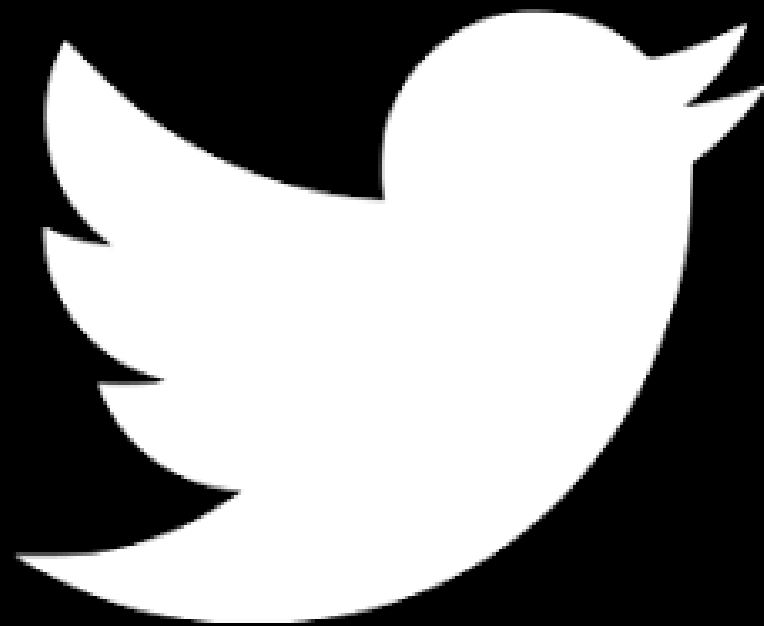
A collage of various social media application icons, including Google+, Reddit, Facebook, Instagram, Twitter, and Pinterest, arranged in a grid-like pattern. The icons are in shades of gray and are partially obscured by the large text.

DON'T BUILD A  
BRAND,  
BUILD A

Hannah Anderson

@hanzandz







Hogwarts Logic

Tom Riddle builds a  
den,  
Voldefort.

Hogwarts Logic

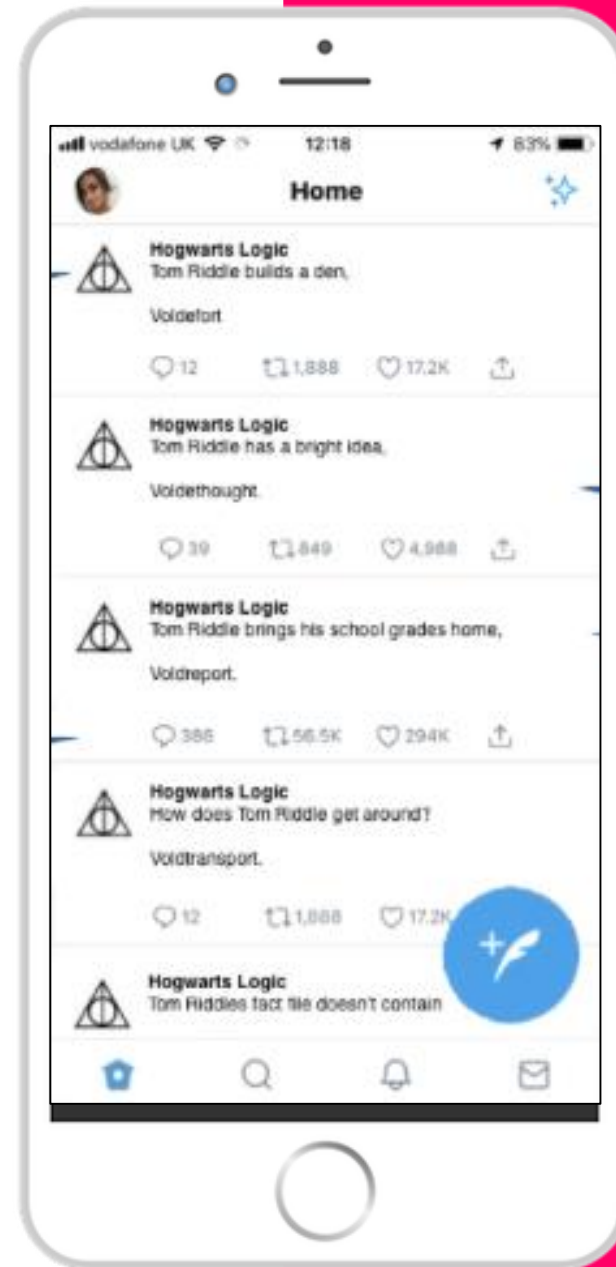
How does Tom Riddle get  
around?  
Voldetransport.

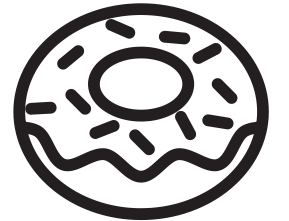
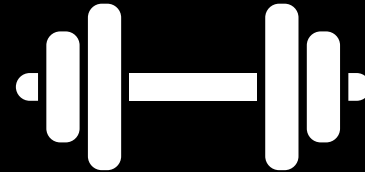
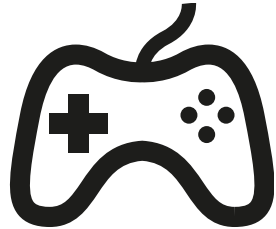
Hogwarts Logic

Tom Riddle has a bright idea,  
Voldethought.

Hogwarts Logic

Tom Riddle brings his school  
grades home  
Voldreport.





THE  
FOOTBALL  
REPUBLIC



SP



SPORF







NEWS FASHION CATWALK BEAUTY ARTS & LIFESTYLE VIDEO MORE ▾

NEWS

## The Vogue 25: Meet The Women Shaping 2018



### HANNAH ANDERSON

*Co-founder of Social Chain*

Hannah Anderson is the greatest social-media influencer you've never heard of. As co-founder of Manchester-based company Social Chain, the 26-year-old is behind some of the most successful social-media marketing strategies for the world's biggest brands, including Apple and Amazon. Her pitch-perfect memes and hashtags – such as #findit for Nike, which reached more than 20 million consumers – make her key to unlocking a millennial audience.

boohoo



asos

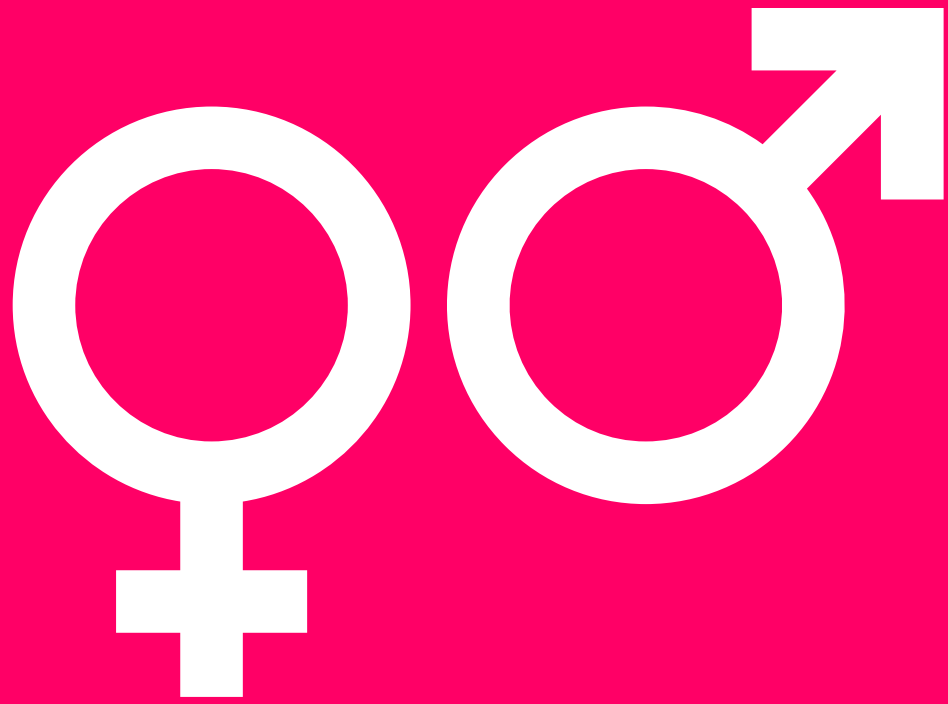
Superdry.  
極度乾燥(しなさい)



PRETTYLITTLETHING



HOW DO YOU BUILD A FASHION  
BRAND ON SOCIAL?



YOUN  
G OR  
OLD?



I'M A FASHION BRAND  
SO I NEED TO HIT  
FEMALES 16-34 WITH MY  
BRAND AND THAT WILL  
WORK



BULLSHIT



boohoo





Sarah Bainbridge

July 23, 2013 · 



Why do I have nothing to wear ever?!



Liam Clement and 2 others

5 Comments



Like



Comment


 **Katie M**  
@Kaayte\_m

Follow

I'm in the awkward stretch of 5 days where I have nothing to wear because I packed all my clothes 🤔

5:57 PM - 2 Jul 2019

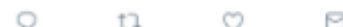


 **kota!**  
@spacetrash

Follow

Also how do I have so many clothes yet nothing to wear?

4:34 AM - 28 Jun 2019



 **\_SubZero** ❄️  
@MissAzadd

Follow

So many events this weekend and absolutely nothing to wear to any of them. I always tell myself I'll be prepared months in advance but then end up being the biggest procrastinator and regret it later ???

 **lanahnicole** ❤️  
@lanahhh4

Follow

I feel like I got so many clothes but still don't be having nothing to wear 😞🙄

11:30 PM - 30 Jun 2019



 **chula** ✨  
@maddieeeeeee

Follow

I have nothing to wear for this weekend sos !! 😞

3:33 AM - 28 Jun 2019





**boohoo.com**   
@boohoo

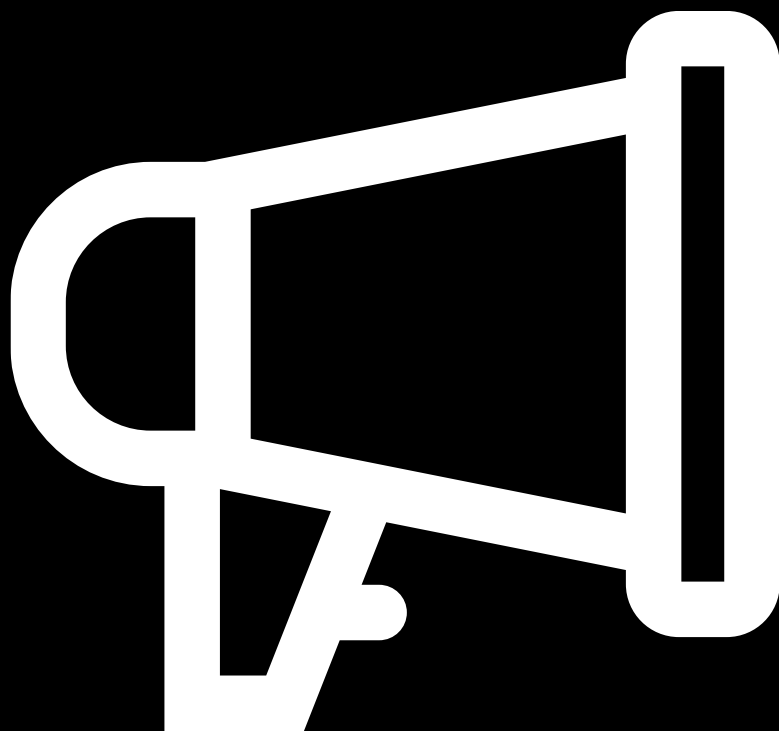


 FREE OUTFIT ALERT  Tell us why you deserve a free outfit with [#boohooNothingToWear](#) for the chance to win!

18:15 · 01/03/2017 · [TweetDeck](#)

**87** Retweets **232** Likes







**lois**

@loisgxrdxn



Replying to [@boohoo](#)

[#boohooNothingToWear](#) cuz Im a broke history student who, if doesnt win this, is nothing but a subpar nerd with good eyeshadow



Cath Merchant  
@Cath\_merch



[#boohooNothingToWear](#) [@boohoo](#)

because I'm currently stuck on a packed delayed train, and I'd much rather be shopping 🙄🙄🙄

[#helpmeimpoor](#)





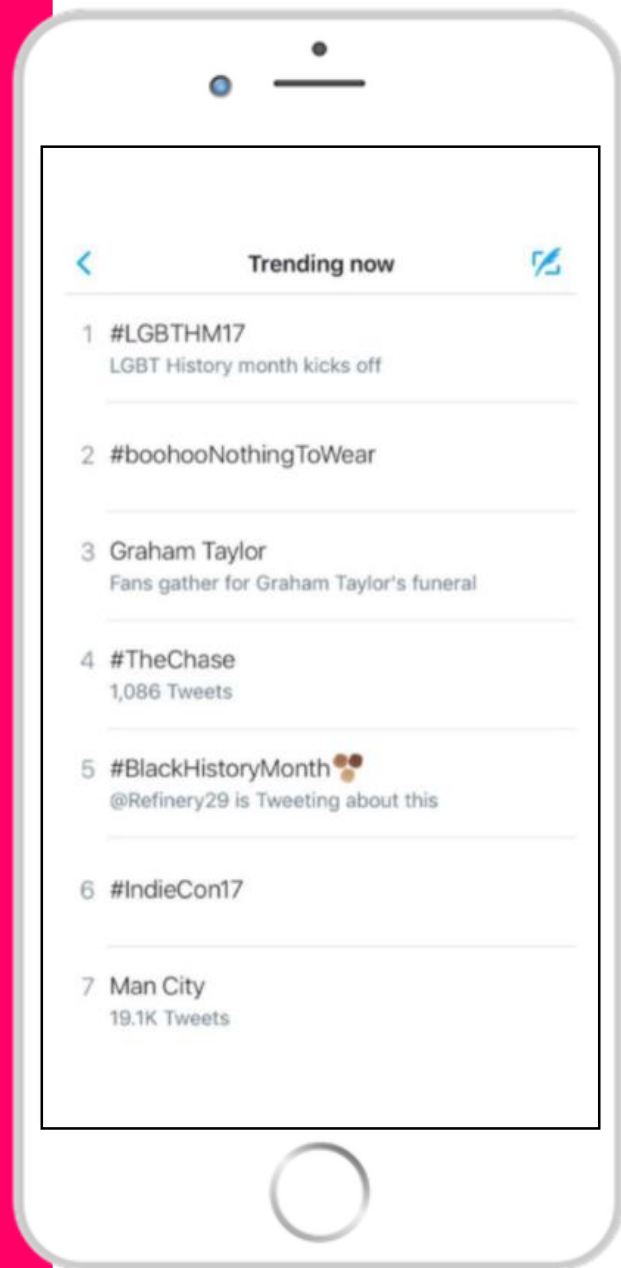
🦋 Meek Millicent 🦋

@\_fl4herty



Replying to @boohoo

#boohooNothingToWear my goldfish  
died couple years ago

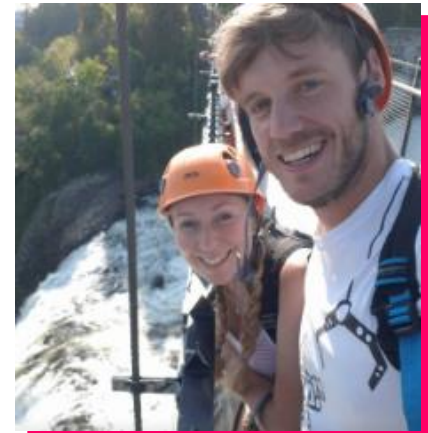




BOOHOO GIVE A SHIT ABOUT  
ME

SO I'M GOING TO GIVE A SHIT  
ABOUT THEM





極度乾燥(しなさい)  
**Superdry.**





極度乾燥(しなさい)  
**Superdry.**



DYNAMIC  
RISK TAKING  
ENABLER

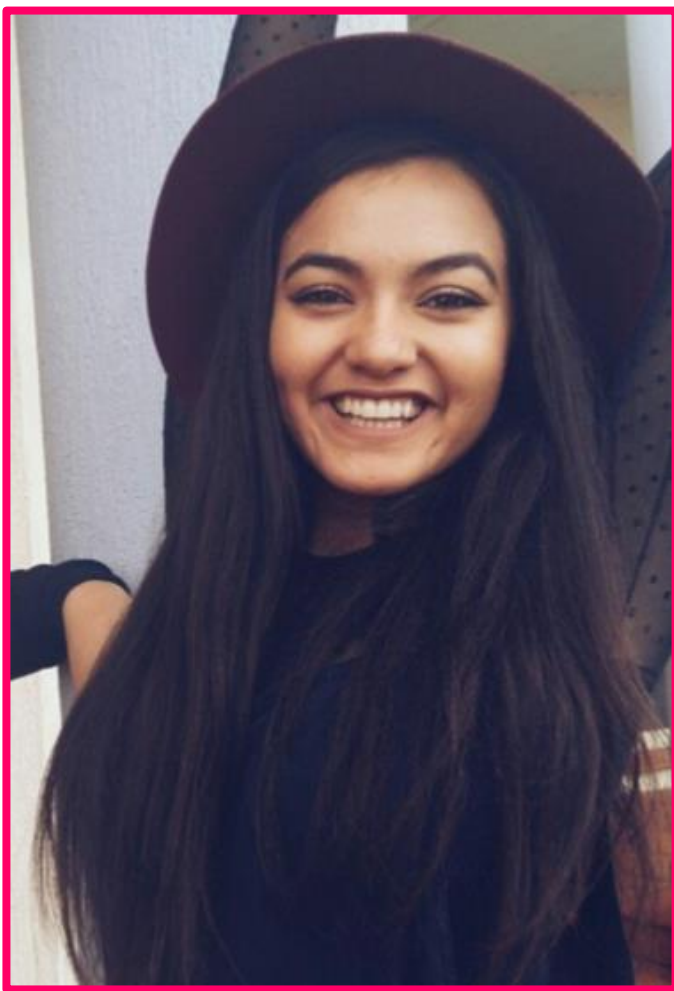
INVESTME

NT  
251%

INVESTME







**PRETTYLITTLETHING.COM**



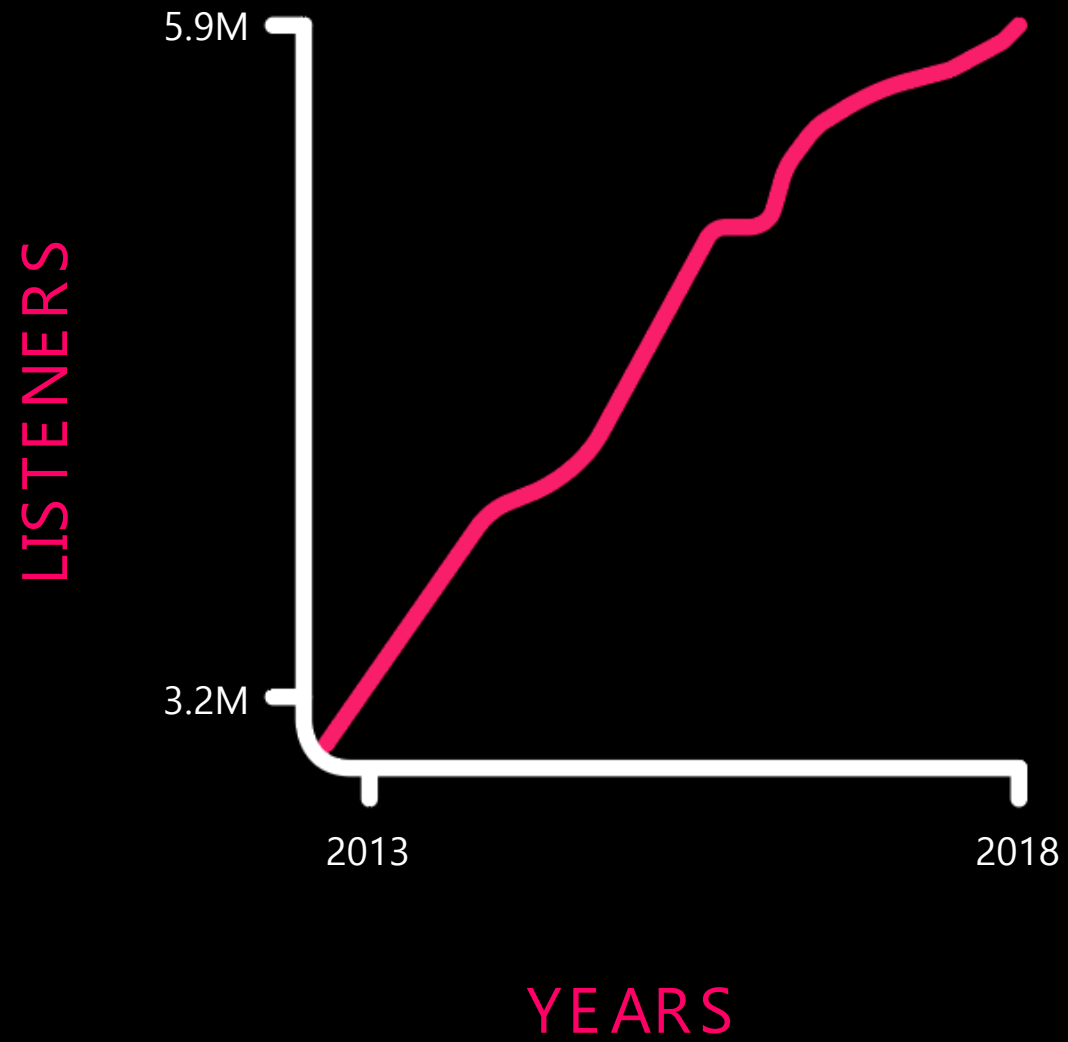
**Follow**

PLT PLT

PLT PLT

PLT PLT

1 HOUR OF SOMEONE'S  
TIME IS WAY MORE  
**VALUABLE** THAN 3  
SECONDS ON THE  
TIMELINE.







MEGAN BARTON-  
HANSON  
LOVE ISLAND STAR

Spoke about life after Love  
Island



SOPHIA & CINZIA  
YOUTUBE DUO

Spoke about life as a YouTuber  
and working with your best  
friend



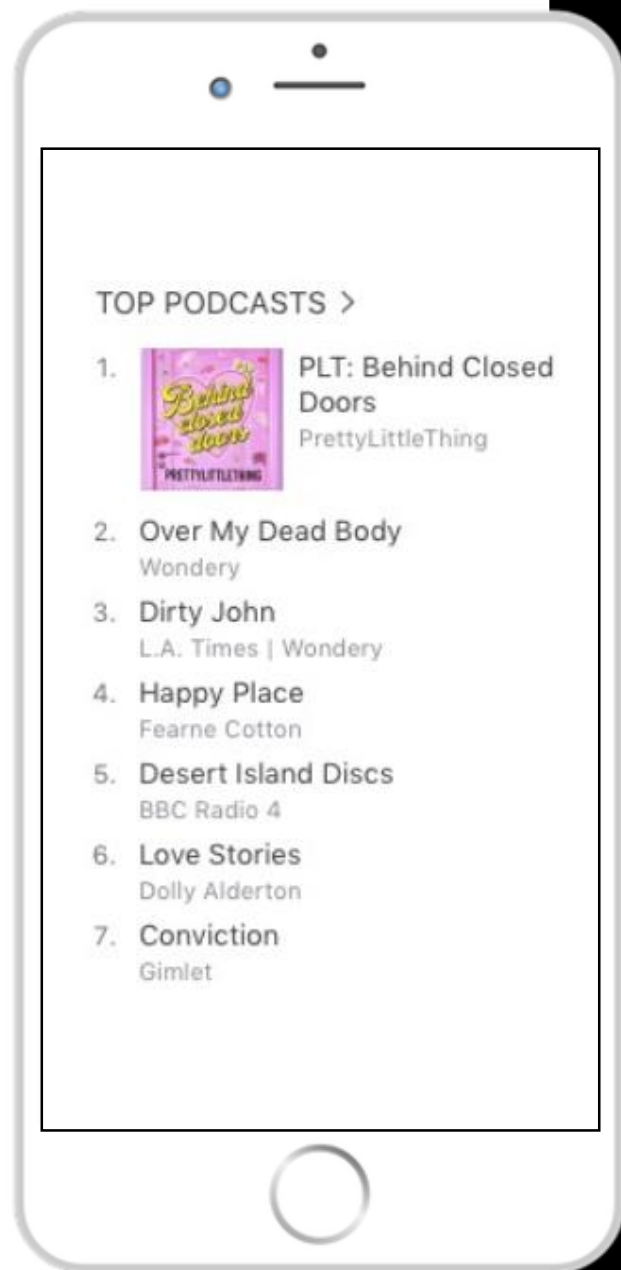
MAYA JAMA  
TV & RADIO  
PRESENTER

Spoke about her love, hate  
relationship with social media  
and the impact it has on young  
people

SET OURSELVES A KPI OF THE FIRST  
EPISODE  
GETTING TO NUMBER ONE



24 HOURS



#### TOP PODCASTS >

1.  **PLT: Behind Closed Doors**  
PrettyLittleThing
2. **Over My Dead Body**  
Wondery
3. **Dirty John**  
L.A. Times | Wondery
4. **Happy Place**  
Fearne Cotton
5. **Desert Island Discs**  
BBC Radio 4
6. **Love Stories**  
Dolly Alderton
7. **Conviction**  
Gimlet



## PLT: Behind Closed Doors

PrettyLittleThing

Subscribed



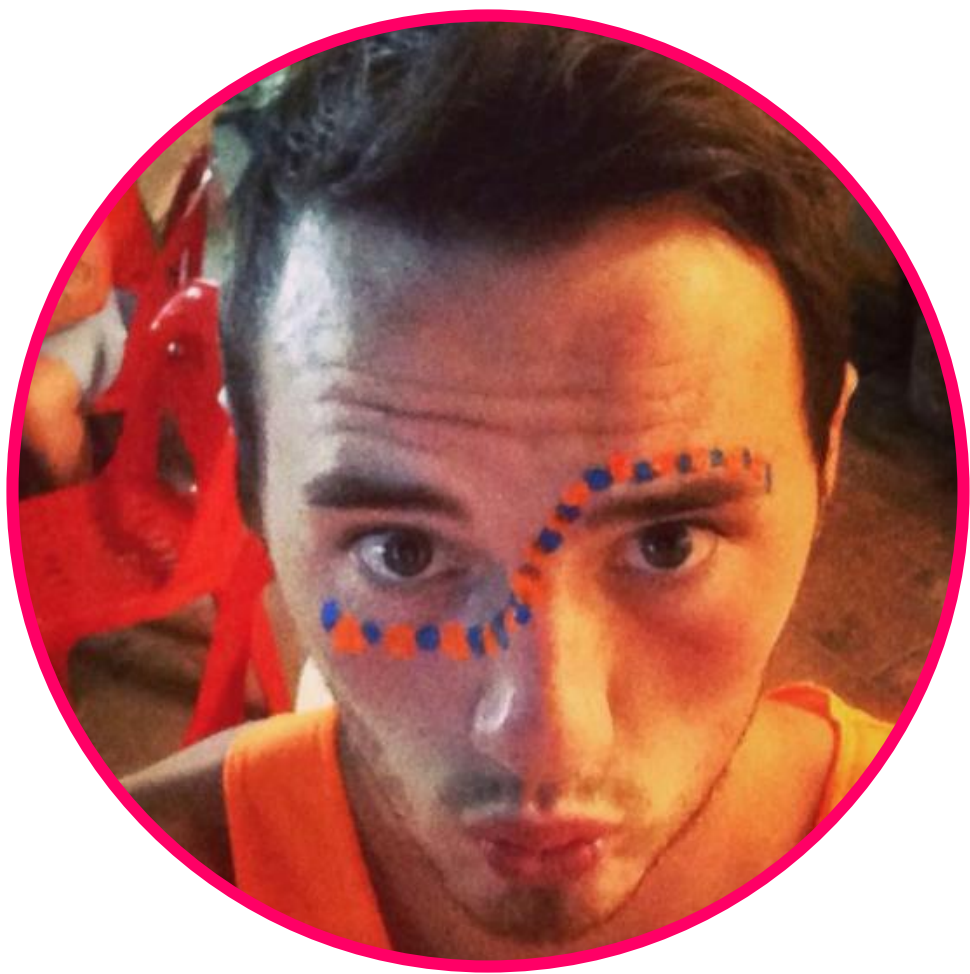
5.0 ★★★★★

3.27K Ratings

2019

Society & Culture

Our host Nat O'Leary has been hanging out with some incredible babes that inspire us every day, to get to know them on a new, deeper level. They'll be talking about issues big and small with no subject off limits. Let's remove the barrier of social media and get real.





## Word Cloud



Iceland Advert - 14/11/18

Date range: Nov 10th, 2018 to Nov 17th, 2018





//  
'OH HARRY, DON'T  
YOU SEE?'  
HERMINONE  
BREATHED. 'IF SHE  
COULD HAVE DONE  
ONE THING TO  
MAKE ABSOLUTELY  
SURE THAT EVERY  
SINGLE PERSON IN  
THIS SCHOOL WILL  
READ YOUR  
//



boohooMAN

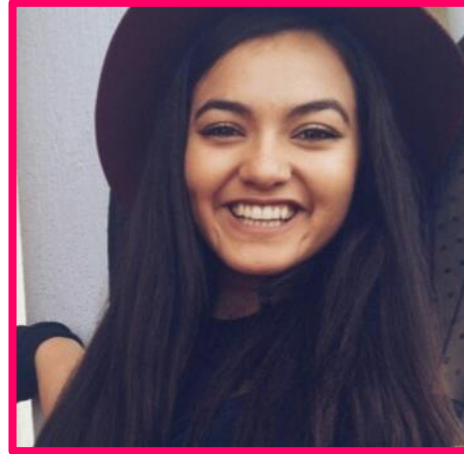


😂😂😂 Some poor guy accidentally leaked  
his employee discount code at BoohooMan











BRANDS THAT ALIGN THEIR PERSONALITY  
TO THE  
REAL HUMAN CONDITION WIN EVERY TIME

ALL HUMANS  
INTRINSICALLY  
CARE ABOUT  
THEMSELVES  
AND THEIR OWN  
INTERESTS

AND THAT GOES  
FOR EVERYONE.

NOT JUST MY  
FRIENDS!



THANK YOU.

HANNAH ANDERSON

**Director of Social & Creative**  
hannah@mediachain.co