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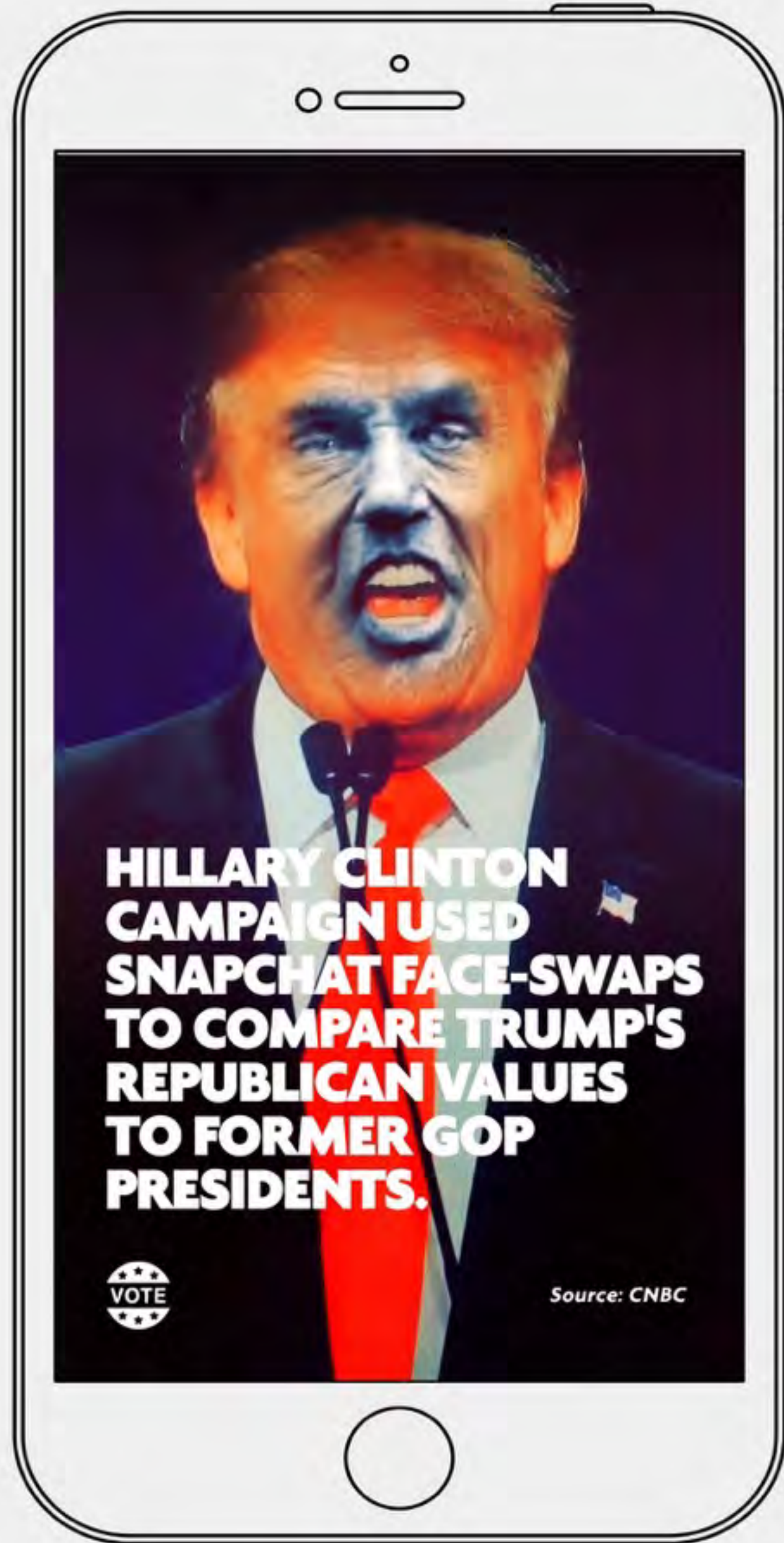
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**DIRECTOR  
OF EDITORIAL  
CREATIVE**

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**HILLARY CLINTON  
CAMPAIGN USED  
SNAPCHAT FACE-SWAPS  
TO COMPARE TRUMP'S  
REPUBLICAN VALUES  
TO FORMER GOP  
PRESIDENTS.**



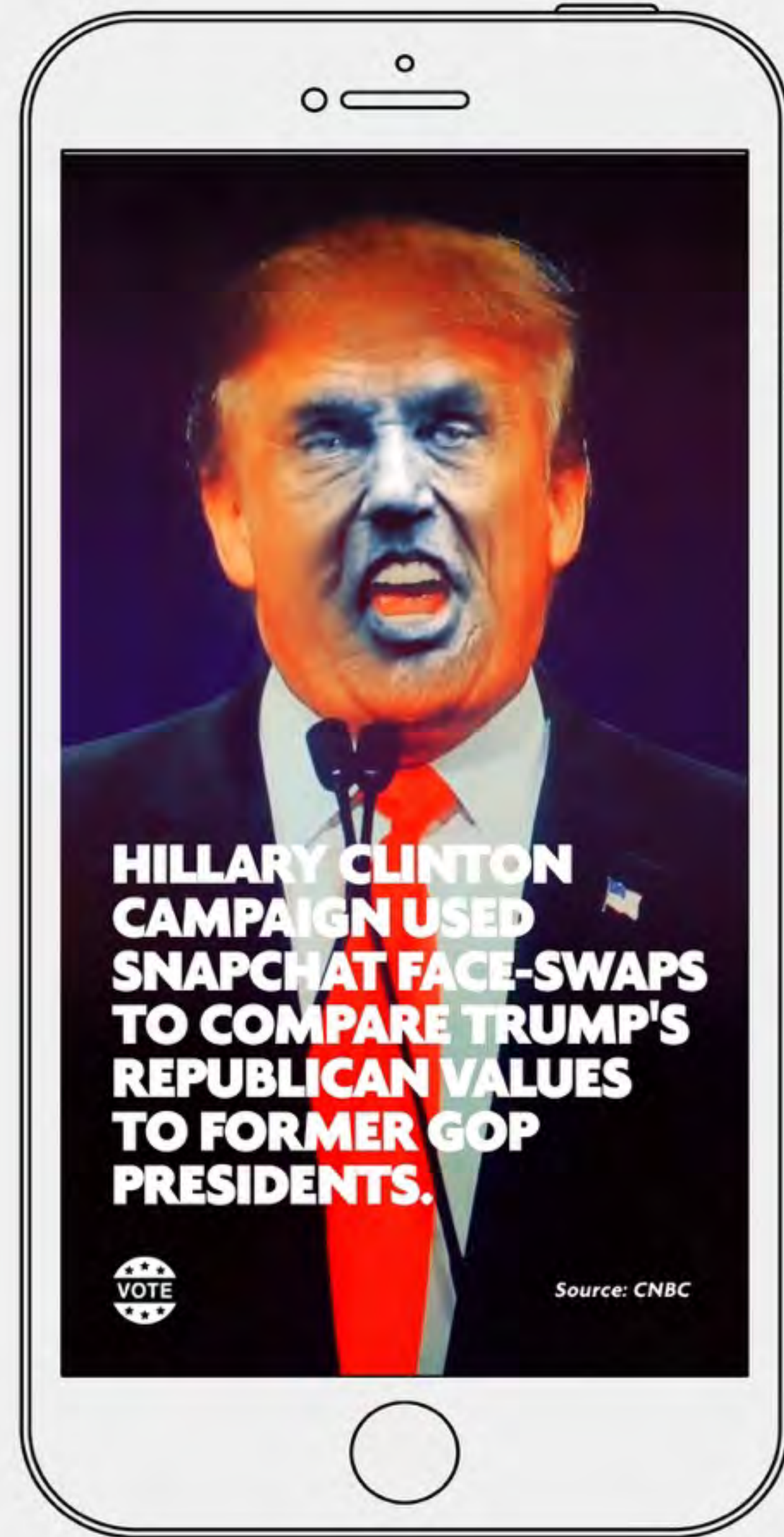
*Source: CNBC*



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SNAPCHAT DISCOVER

# EMBRACE THE NEW FORMAT





# **THE NEWS**





**BALANCE**

WHAT'S THE EQUATION?

# NUANCES OF STORYTELLING

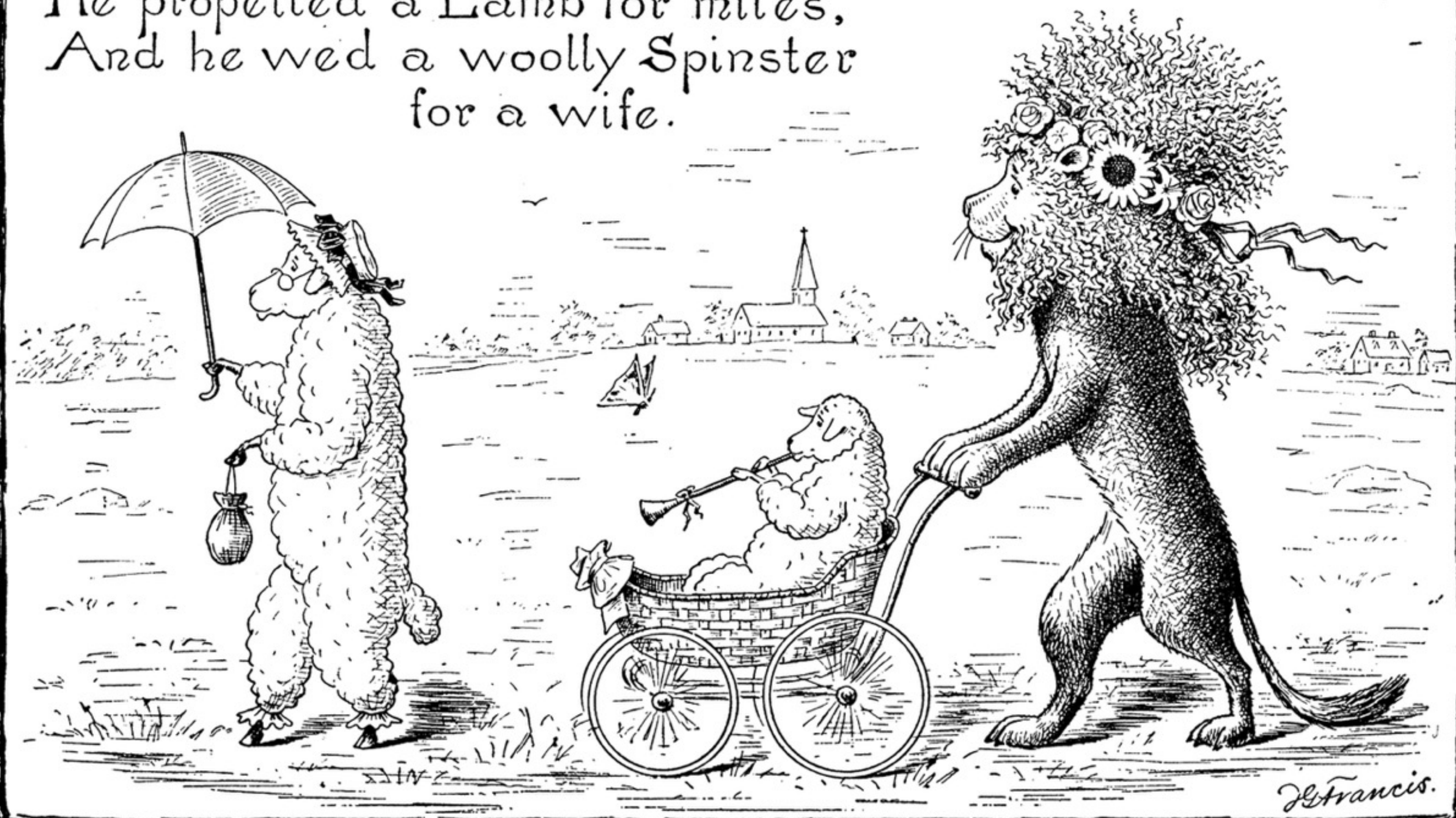








A Raging, Roaring Lion, of a Lamb-devouring Kind,  
Reformed and led a sweet, submissive life.  
For with face all steeped in smiles  
He propelled a Lamb for miles,  
And he wed a woolly Spinster  
for a wife.





**10 SECONDS**

**VERTICAL  
VIDEO**



**SOUND  
AGNOSTIC**





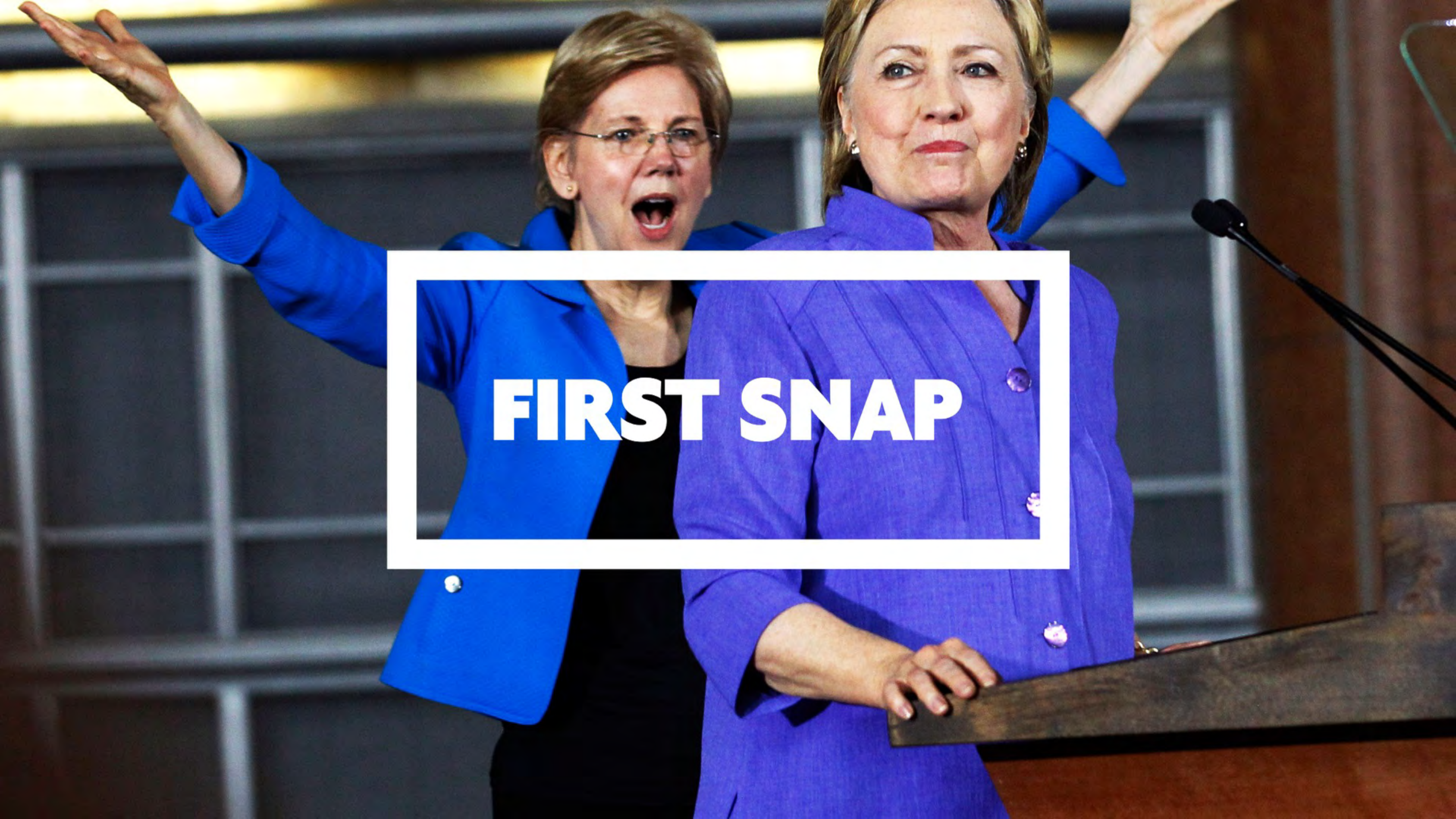
A photograph of a paper mill's machinery, showing large rollers and a continuous sheet of paper being processed. A bright yellow rectangular frame is superimposed over the center of the image, containing the text "DAILY RAG" in a bold, yellow, sans-serif font. The background is slightly blurred, emphasizing the machinery and the paper roll.

**DAILY RAG**









**FIRST SNAP**





**FIRST SNAP**





# FIRST SNAP



THE ISSUES

# THIS IS WHAT MATTERS



































# MIGRANT CRISIS







# BREXIT



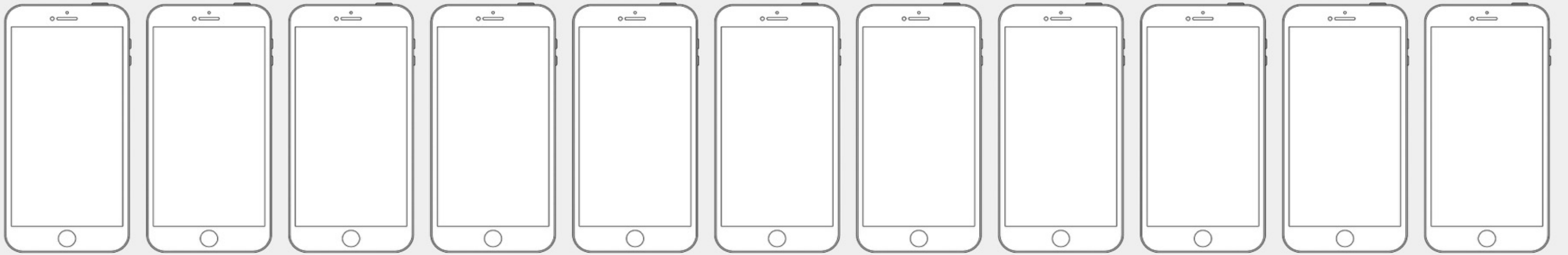


# PUERTO RICO



**MUST-SEE**







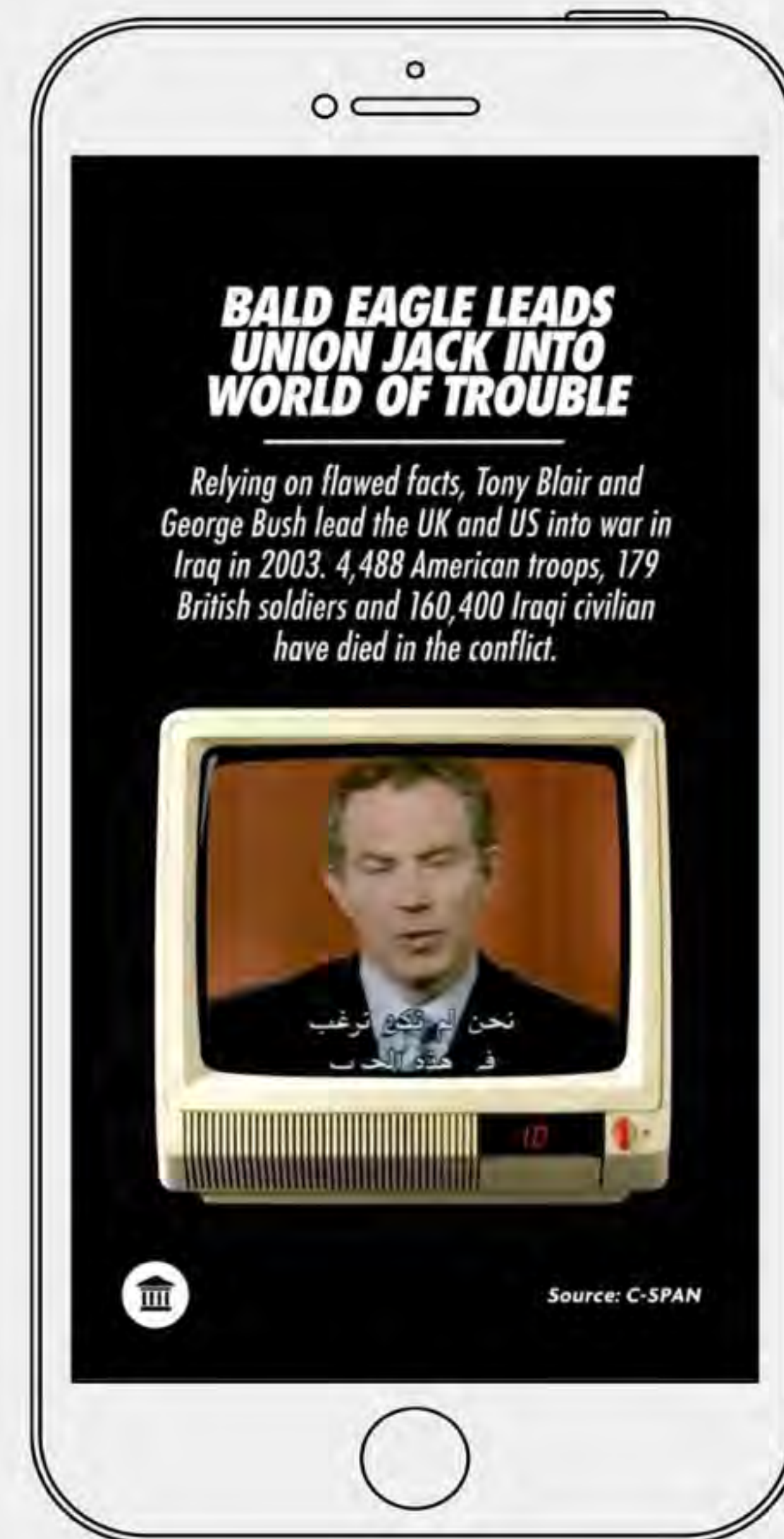
THE BREAKDOWN

# 11 STORIES, 1 MILLION MILLENNIALS





# HEADLINES



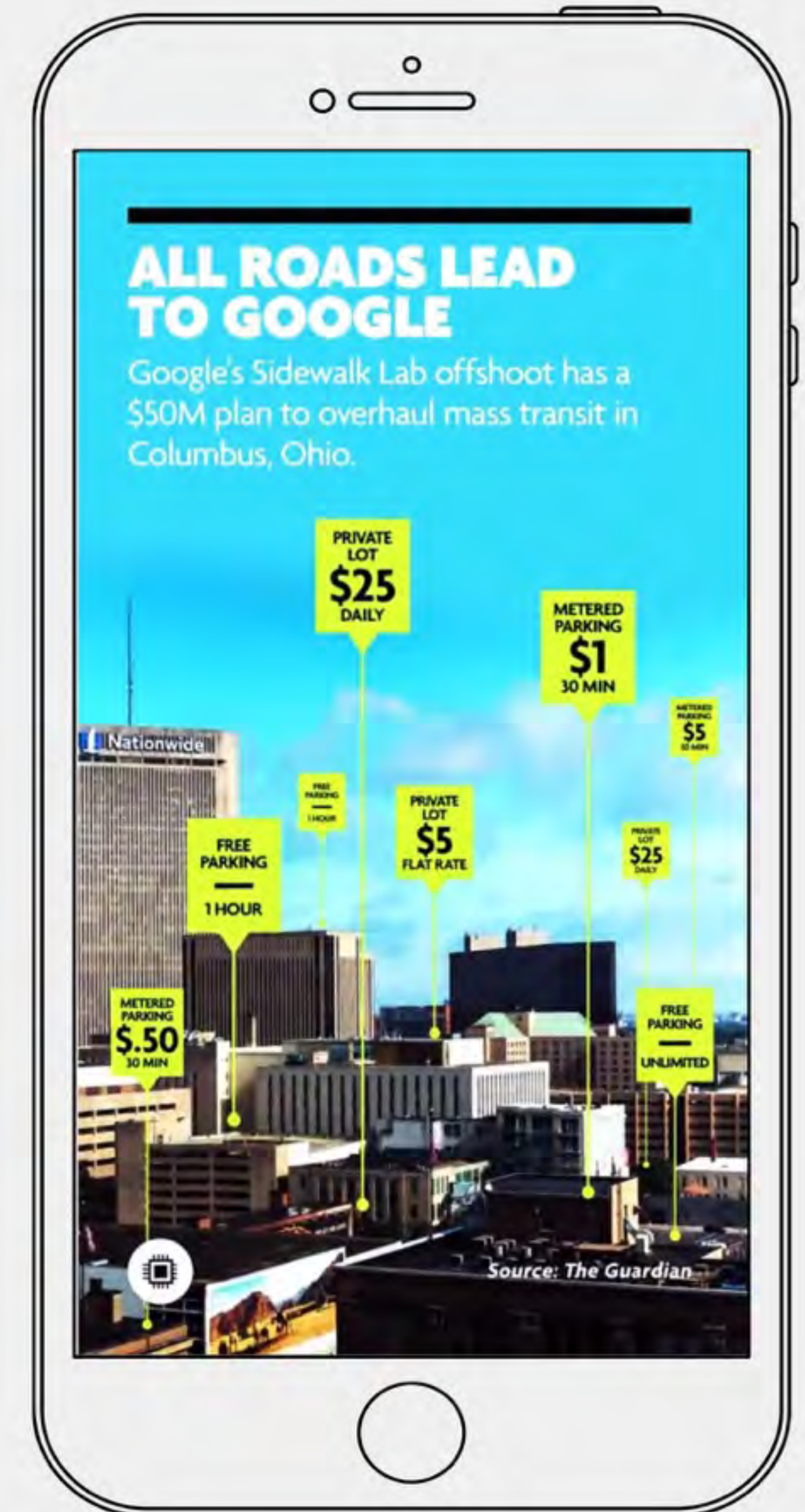


# HUMOR



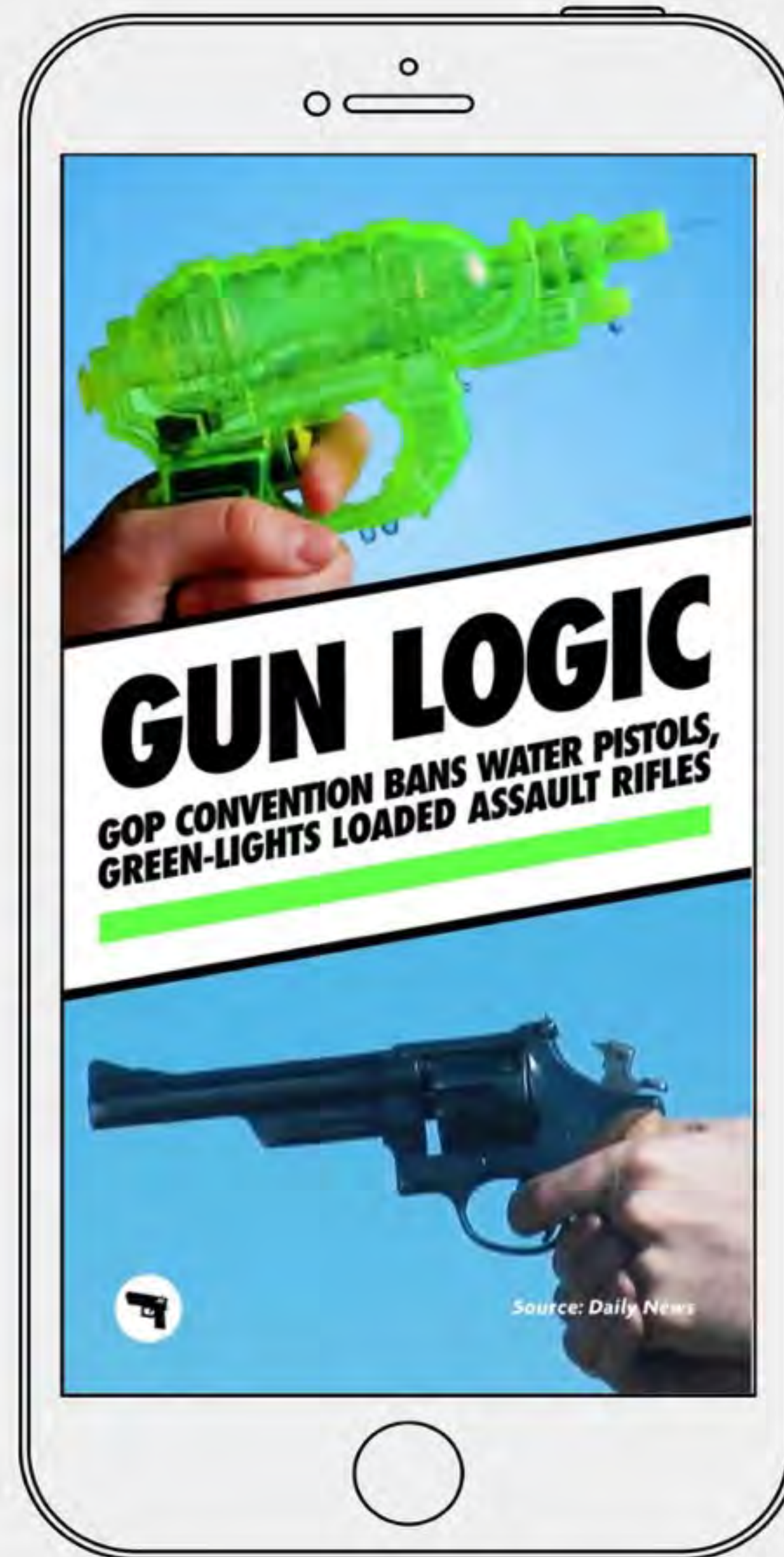


# DISCOVERY



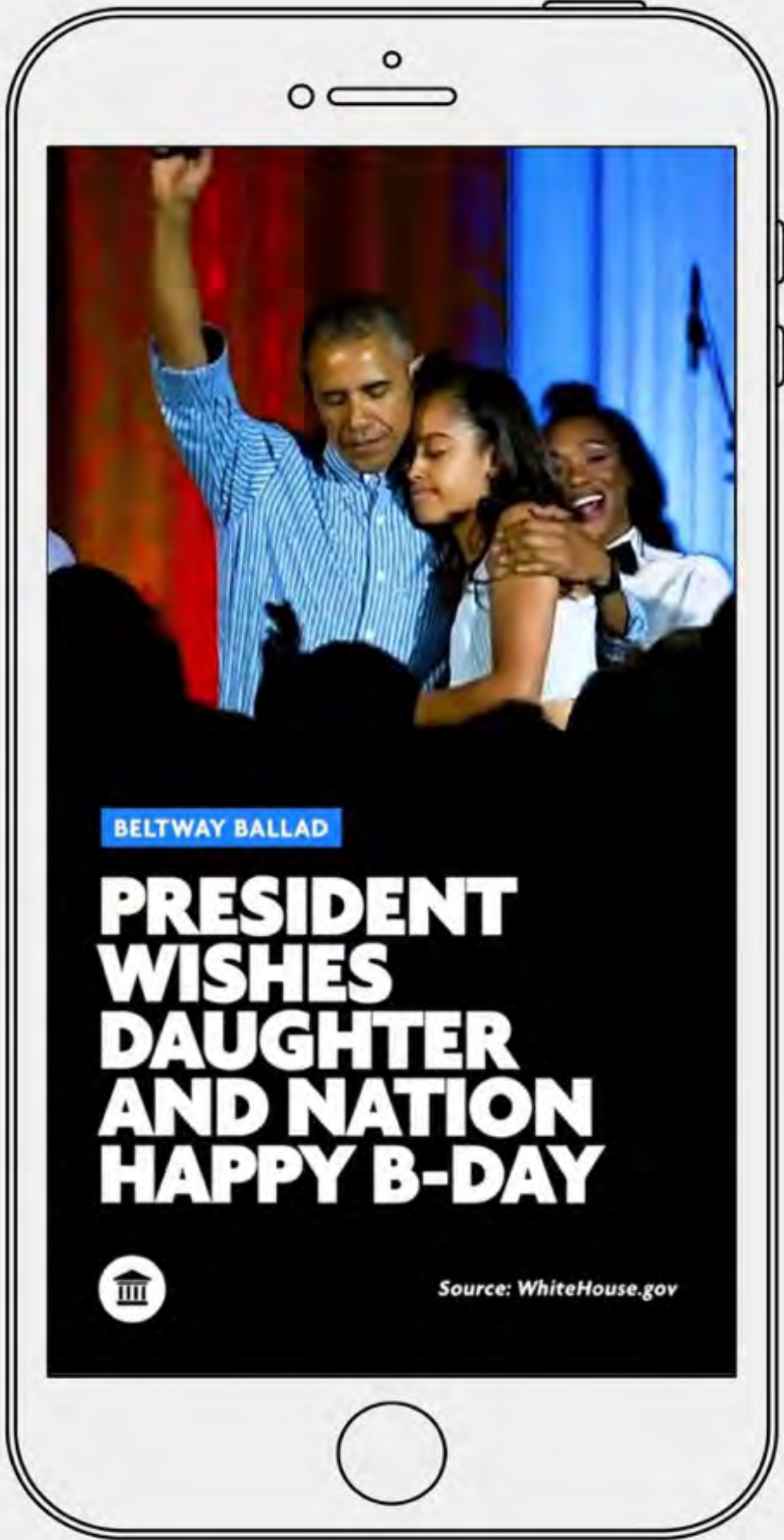


# POLITICS



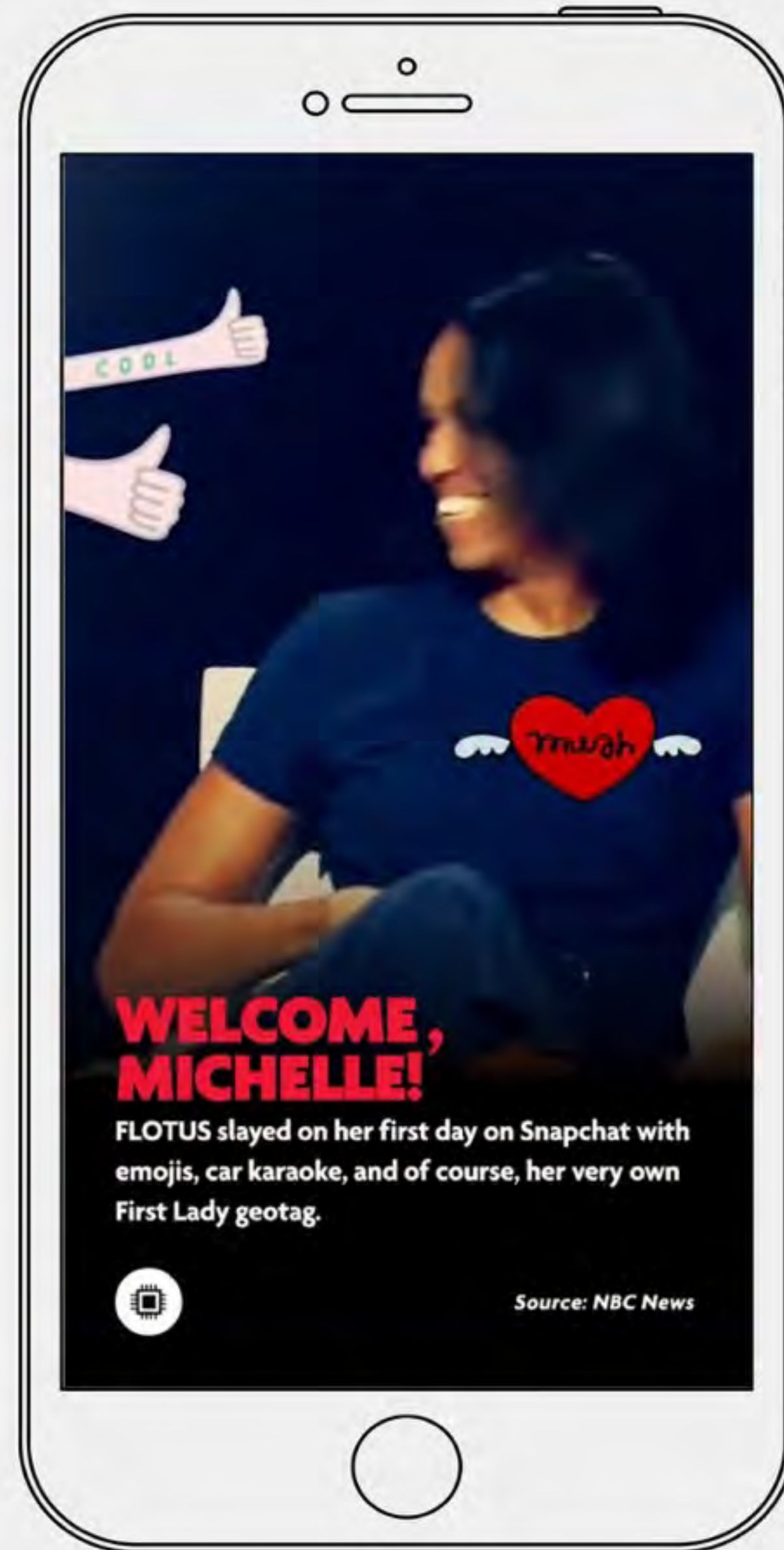


# HEART STRINGS





# NATIONAL NEWS





# POLITICAL NEWS



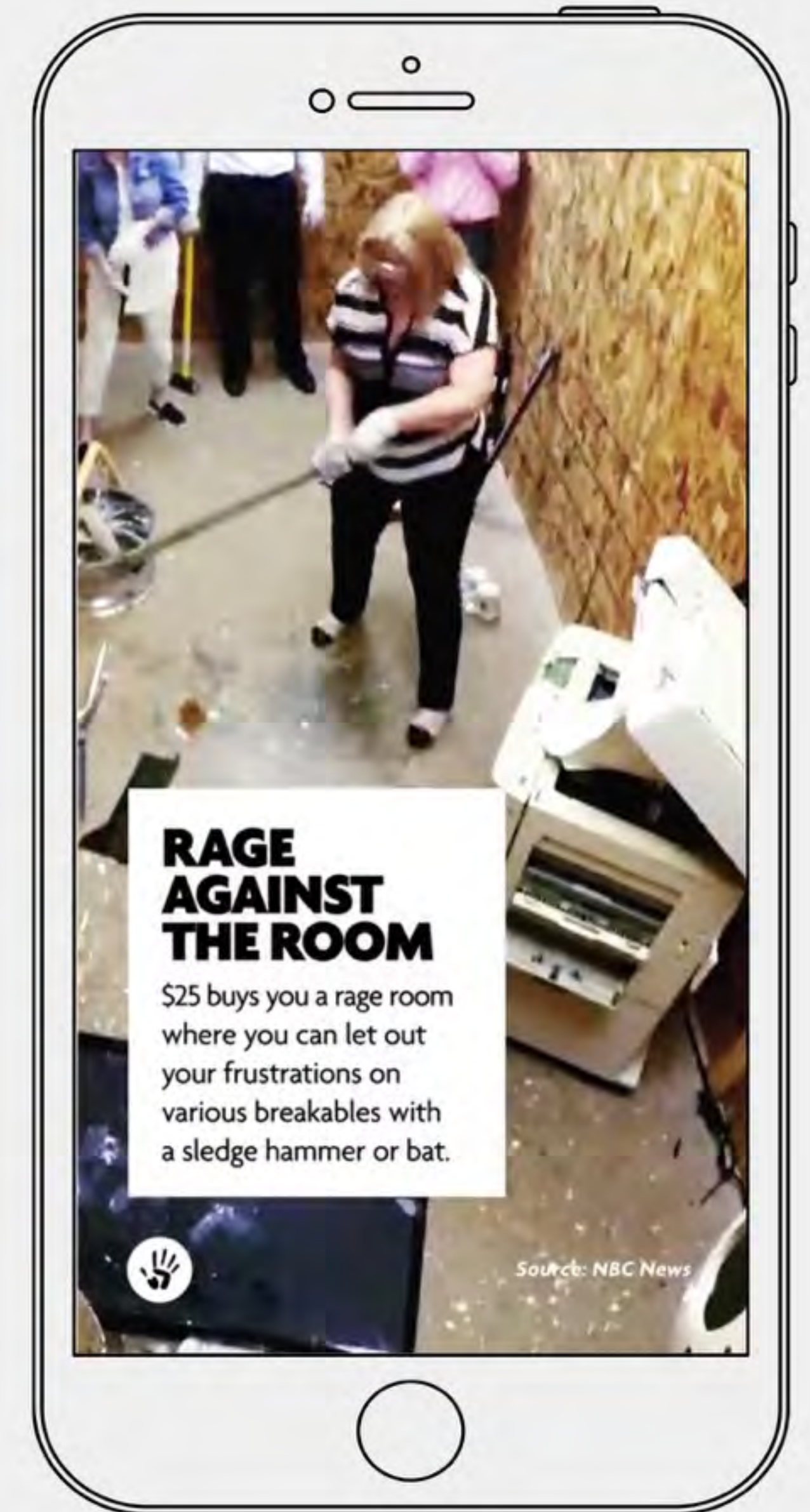
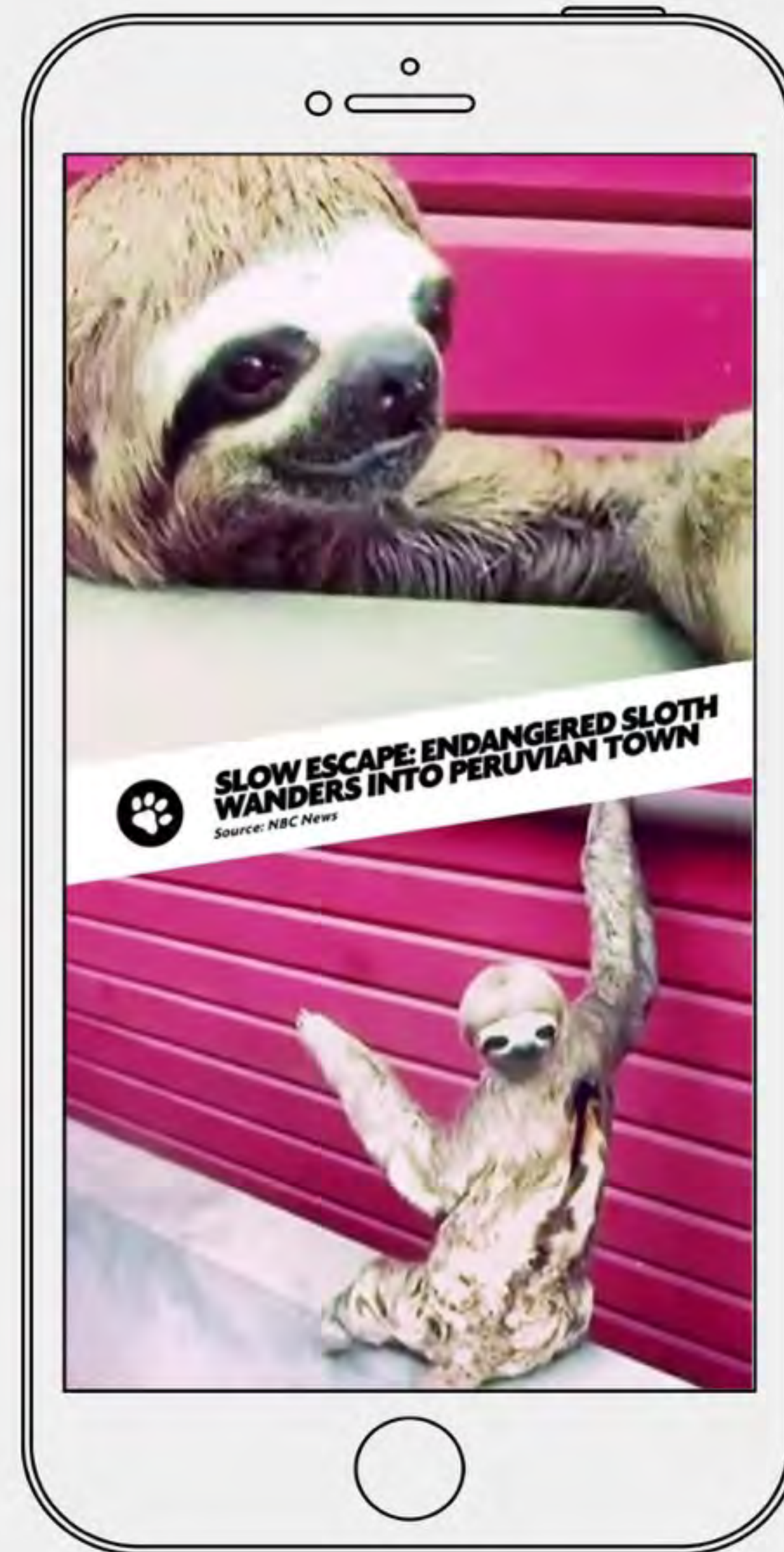


# WORLD NEWS



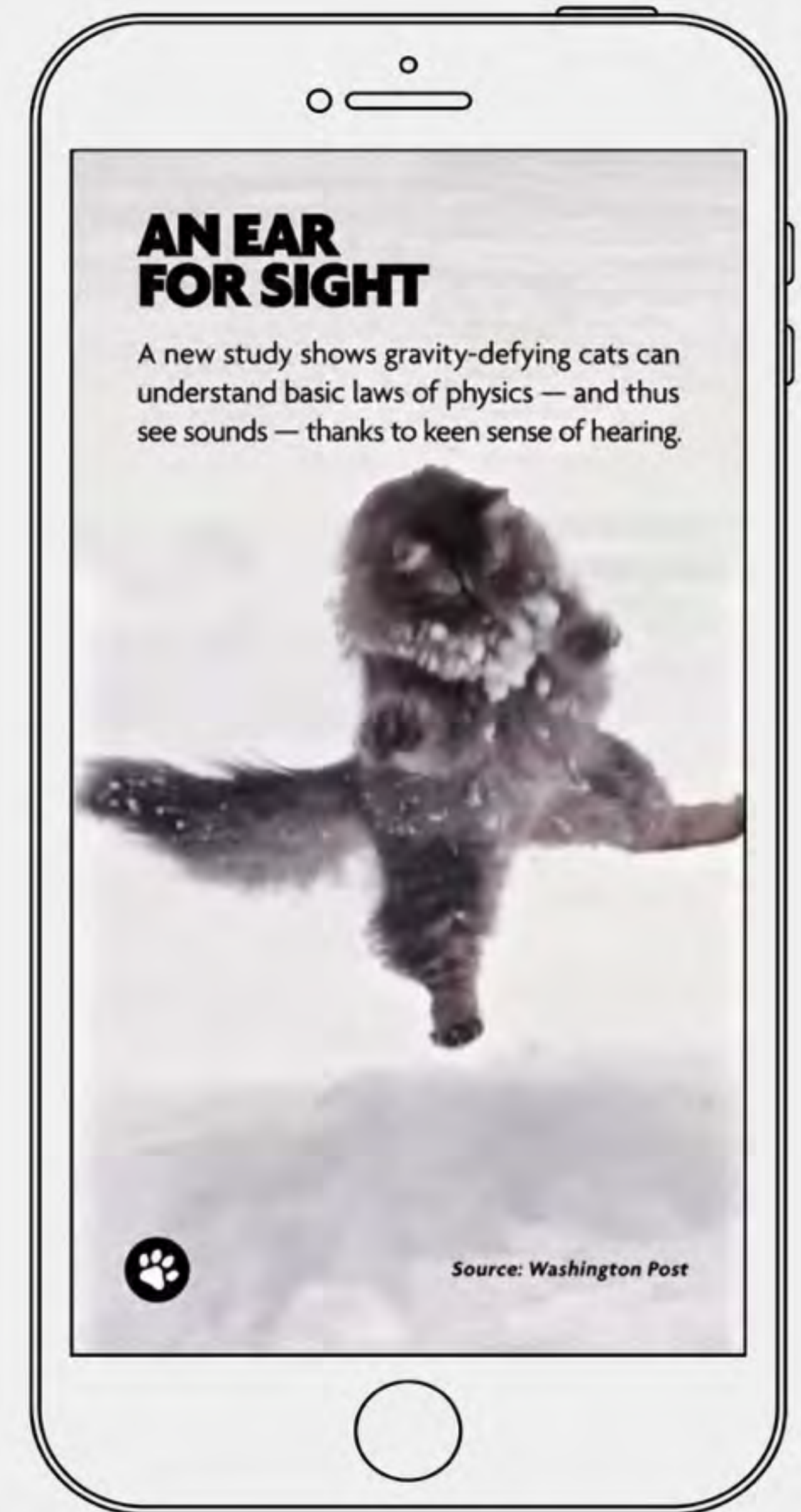


# TRENDING NEWS





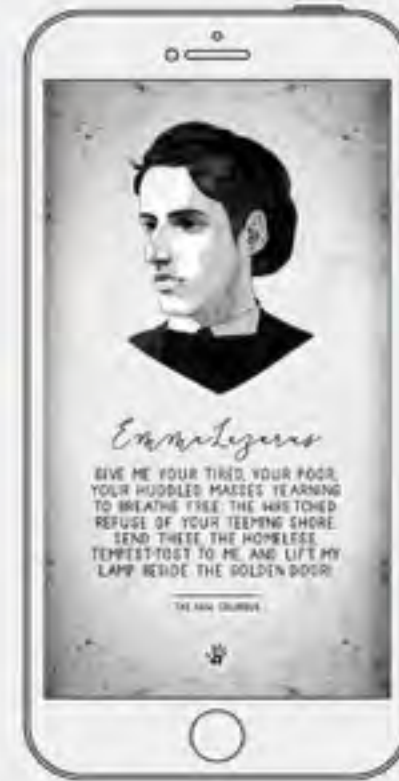
# FEATURES





**PARTNERS**







A photograph of a cracked asphalt road with a yellow rectangular frame in the center containing the word 'PARTNER' in bold yellow letters. The background shows a dark, cracked asphalt surface with a lighter, smoother concrete patch at the top. A yellow rectangular frame is centered over a small puddle of water on the asphalt. Inside the frame, the word 'PARTNER' is written in bold, yellow, sans-serif capital letters.

**PARTNER**





**PARTNER**

amazon



# **THE NEWS**



**STORIES**



**VOICE**



**VIBE**







The End.