EXECUTIVE SUMMARY

Cynopsis held its first-ever Snapchat Boot Camp on October 27 at **The New York Athletic Club** in New York City. The event dove into the skills and knowledge necessary to become a Snapchat specialist. Industry experts weighed in on the basics of using the app, how to fit Snapchat into a media brand's overall strategy, and how to master Snapchat measurement and metrics.

--OPENING PRESENTATION--

Speaker: MIKE MIKHO, CMO - **Laundry Service & Cycle**

In the day's opening presentation, Laundry Service & Cycle CMO **Mike Mikho** discussed the state of Snapchat today, and how brands, agencies, and media companies can take advantage of the app. "Snapchat is inspiring a new generation of creative," he said. "I see 13-to-20-year-olds who are touting really interesting, intricate, well-thought-out Stories on Snapchat. And I don't just mean users – I mean people that have become influencers. People that have become officially represented by agencies." Mikho noted that Snapchat sells digital ad inventory, but he also said that some of the app's other innovations are changing the way that brands pay to put content in front of users. "Lenses and filters and [Snapcat's] games are things we've really never seen before," he said. As examples, Mikho pointed to a recent tennis game sponsored by **Gatorade**, and a recent **X-Men**-themed Lens sponsored by **20th Century Fox**. Mikho also emphasized the popularity of Snapchat's messaging feature, speculating that it might well surpass Facebook's at some point. "We should all keep in mind the implications of Snapchat, and how it's changing the way that people interact with one another," he said.

--SESSION 1: A Media Pro's Intro to the Basics of Using Snapchat--

Speakers:
ALEC MCNAYR, Co-founder & CCO - **McBeard**
ROSS CLARK, VP & GM - **Sweet**

In the day's first session, Ross Clark and Alec McNayr took the audience through the basics of using the Snapchat, exploring four aspects of the app in particular:

- *Creating*, including the how to use the Filter and Lens features.
- *Sharing*, including how to use chat and share photos.
- *Live Stories*, Snapchat's curated stream of user-submitted snaps. As the presentation pointed out, Live Stories tell stories from a community perspective. And users who are at the same location can contribute snaps to a Live Story.
- *Discover*, Snapchat's platform for publisher-controlled media channels. As the presentation pointed out, Discover combines professionally-made and community-curated content on one platform. Its content lives on the platform for 24 hours.

McNayr offered his thoughts on why Snapchat is so popular in the first place. To him, the ephemerality of the app's content plays a big role. "I think the idea of my content going away is groundbreaking," he said. "It forces you to have to log in every single day, or else it's gone…It's really must-see TV, every single day." He also touched on the appeal of seeing what your friends are up to every day. "It gives [people] the opportunity to see and experience what other people are doing – not in real-time minute to minute, but in real-time day-to-day. And I think that's an interesting shift in user behaviors." It's also, he said, a big deal for advertisers. "It represents a massive opportunity to reach people who are actively looking for and consuming the things that are happening *that day*," he said.

Clark made sure to emphasize the importance of Snapchtat's Stories feature. "You can look at the [content] that people are creating every day," he said. "It's pretty insane if you follow a lot of people. People are creating their own stories every day, and [so are] celebrities. We see enormous consumption there."

--SESSION 2: Building a Snapchat Game Plan for a Media Brand--

Speakers:
CAMERON CURTIS, Editor-in-Chief, Snapchat Discover Channel - **Food Network**
SKYLER BOUCHARD, Food Blogger & Entrepreneur - **Dining with Skyler**

In the day's second session, Curtis and Bouchard explored how a media brand can use the different elements of Snapchat to connect with fans and consumers. Some of the key points they discussed:

- How a media company can create content in line with one's brand.
- What types of content resonates. (For Food Network, that includes not just recipes, but also breaking food news and pop culture pieces.)
- How to translate traditional content to Snapchat. (Food Network, for example, will take existing content for an older audience and give it a Snapchat presentation that's more appealing to millennials.)
- How a media company can work with its talent. (For instance, Food Network asks its linear TV personalities to create custom Snapchat content on their phones.)

Curtis and Bouchard also devoted a good deal of time to discussing how and why media brands on Snapchat should work with influencers. "Part of the goal of working with influencers is trying to reach people who probably wouldn't have tuned into Food Network to begin with," said Curtis. "We look for influencers who are tangentially related. They talk about food, they're into health, they're into fitness…But their audience probably doesn't overlap with our audience." As an example, Curtis pointed to a video series starring beauty and wellness influencer Hannah Bronfman, which debuted on Food Network's Snapchat Discover channel earlier this year. "Whenever we premiered each video on Snapchat Discover," said Curtis, "[Bronfman] would then in turn promote it from her own handle. Not only are we getting great content for Discover on our own platform, but we're getting influencers that then promote to their fans and say, 'hey, I'm working with Food Network now…Why don't you go check them out?'"

Bouchard, an influencer who works with Food Network, ran through the various ways she works with brands, ranging from sponsored Snapchat and Instagram posts to live events. So what are the guidelines to serving as a sponsored influencer? "I don't like to be scripted much," said Bouchard. "But it really depends on what the brand gives you. They're my client and I want to be sure I'm pleasing them."

--Session 3: Solving the Metrics & Measurement Puzzle--

Speakers:
TAL CHALOZIN, Co-founder & CTO - **Innovid**
JON MOTTEL, Associate Director, Paid Social - **Mindshare**

In the day's third and final presentation, Chalozin and Mottel discussed how media pros on Snapchat can derive substantial metrics and actionable conclusions to advance their business goals. Their areas of focus included:

- Why Snapchat's reach and popularity makes it a fit for brands. (For one thing, it's got more active users than Twitter and Pinterest, and 86% of its audience fall within the coveted 13-34 demo.)
- The different types of ad placements available on Snapchat. (Among them, video ads, Sponsored Geofilters, and Sponsored Lenses.)
- Snapchat's targeting capabilities. (More on that below.)

Mottel explained that "Snap Ads," Snapchat's vertical video ads, have been running in-between users' Stories since earlier this year. (Before that, Snap Ads only ran on the Discover platform.) And the expansion, he said, "has opened up a huge, huge pool of inventory, and lowered prices significantly." Mottel also spoke of Snapchat's targeting capabilities, calling them "very sophisticated." Mottel explained that Snap Ads can be targeted based on "age, gender, and geo-[location]." That's all been available for some time, he explained. But now Snapchat has "expanded to lifestyle categories based on Snapchat engagement," he went on. "Some examples could include sports fans, beauty mavens, style and fashionistas. Pretty good ways to match up your brand's audience to a Snapchat user."

Chalozin, a technologist, took on some of the more technical aspects of ad formats and monetization on the platform. For instance, he explained how Snapchat defines ad impressions. "Every platform defines a paid view in a different way," he said, mentioning Facebook and Twitter. "Snapchat defines an impression as: when an ad starts. It's an impression when the video has started, the first second. And it has to be – to use Snapchat's term - user-initiated." Indeed, Chalozin mentioned that Snapchat had just recently got rid of its autoplay Stories feature. Partly, that's because it annoyed users. But Chalozin says the biggest reason was that the autoplay feature caused advertisers to worry about whether people were really watching their ads.

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www.cynopsis.com/snapvisuals