
MINDSHARE



SNAPCHAT: THE MEDIA LENS

Why Snapchat for Brands?

- **Reach is rapidly expanding, with daily active users increasing by 50% since last quarter.**
 - 150 Million + Daily Active Snapchatters, recently surpassing both Twitter and Pinterest
- **Popularity has led to immense time spent and user adoption, opening the door as the key Millennial platform.**
 - 86% of audience falls in 13-34 demo
 - Average user spends 25-30 minutes on the platform EVERY DAY
- **Platform and corresponding ad products are highly personal; allow for users to lean-in and interact directly with brands**

Snapchat in the Social Space

Platform	User Behavior	Media Opportunity	Key Audience
Facebook	Passively keep up with friends and family	Scale – capture user attention and keep ad experience seamless	18-49
Twitter	Real-time news and live updates about most current events	Key platform for events promotion and seasonal alignment	18-44
Instagram	Window into other people’s worlds through photo and video discovery	Ideal for visual-focused products and imagery	18-34
Pinterest	Visual tool for users to plan key events and projects in their lives	Ideal for brands that help users plan for their everyday life	13-34
Snapchat	Real-time messaging granting live access into other people’s lives	Provide value and utility as users talk to their friends and followers	13-34

Snapchat Capabilities

Ad Placements:

- **Snap Ads: Skippable, 10-second max video ads that run in Discover or between user stories**
- **Snap Ads with Attachments: Snap Ads that can swipe up to drive to website, app installs, long-form video and articles**
- **Sponsored Geofilters: Overlays that advertisers can target to their physical locations, or across a certain demographic**
- **Sponsored Lens: Custom, branded lens that lives for a 24-hour period as the first lens users see**

Targeting capabilities:

- **Age, gender and geo**
- **Lifestyle categories based on Snapchat engagement**
- **Snap Audience Match: Upload CRM files to reach current customers and lookalikes**

Goals and Measuring Success

Ad Product	Objective	KPI's
Sponsored Lens	Mass reach and awareness for launch	Views, plays and uses
Snap Ads	Awareness	Impressions, Reach, Video Completion
Snap Ads with Attachments	Interest and Consideration	Swipe up rate, time spent on site
Sponsored Geofilter	Interest and Consideration	Views and uses

Snapchat Planning In Action

Snapchat in Action

Your client is a prominent CPG brand launching a new product in the beauty space in the coming months, and have asked you to provide a media recommendation to support the launch.

Objective: Awareness of new product

Key Demographic: Millennial Women

Price Point of product: \$10-20

Budget: TBD based on your recommendation

CREATE A COMPELLING MEDIA AND MEASUREMENT PLAN USING SNAPCHAT'S SUITE OF PRODUCT TO FULFILL THIS BRAND'S GOALS

The Challenge

With your colleagues, come up with answers to the following questions:.

1. **Messaging Strategy:** Describe how you would recommend your client approaches Snapchat to organically integrate into the platform
2. **Media Mix:** Tell us how large of a role you see Snapchat playing in this campaign, in conjunction with other social platforms
3. **Plan Components:** List which Snapchat ad products make sense for this campaign, and how you would use them together throughout the campaign flight. Include your targeting recommendation here as well.
4. **Measurement Plan:** Tell us what metrics you'll be closely monitoring throughout the campaign to evaluate success of the Snapchat program.