

The Cirqle

Snapchat Advertising for the Holidays

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Snapchat is a true powerhouse

When it comes to holiday advertising, Snapchat is a true powerhouse for reaching and engaging with consumers. Why? The Snapchat audience has buying power (direct spending power of \$1 trillion, influence on household spend, and is forming their life-long brand preferences.

24hrs

Get your message across quickly

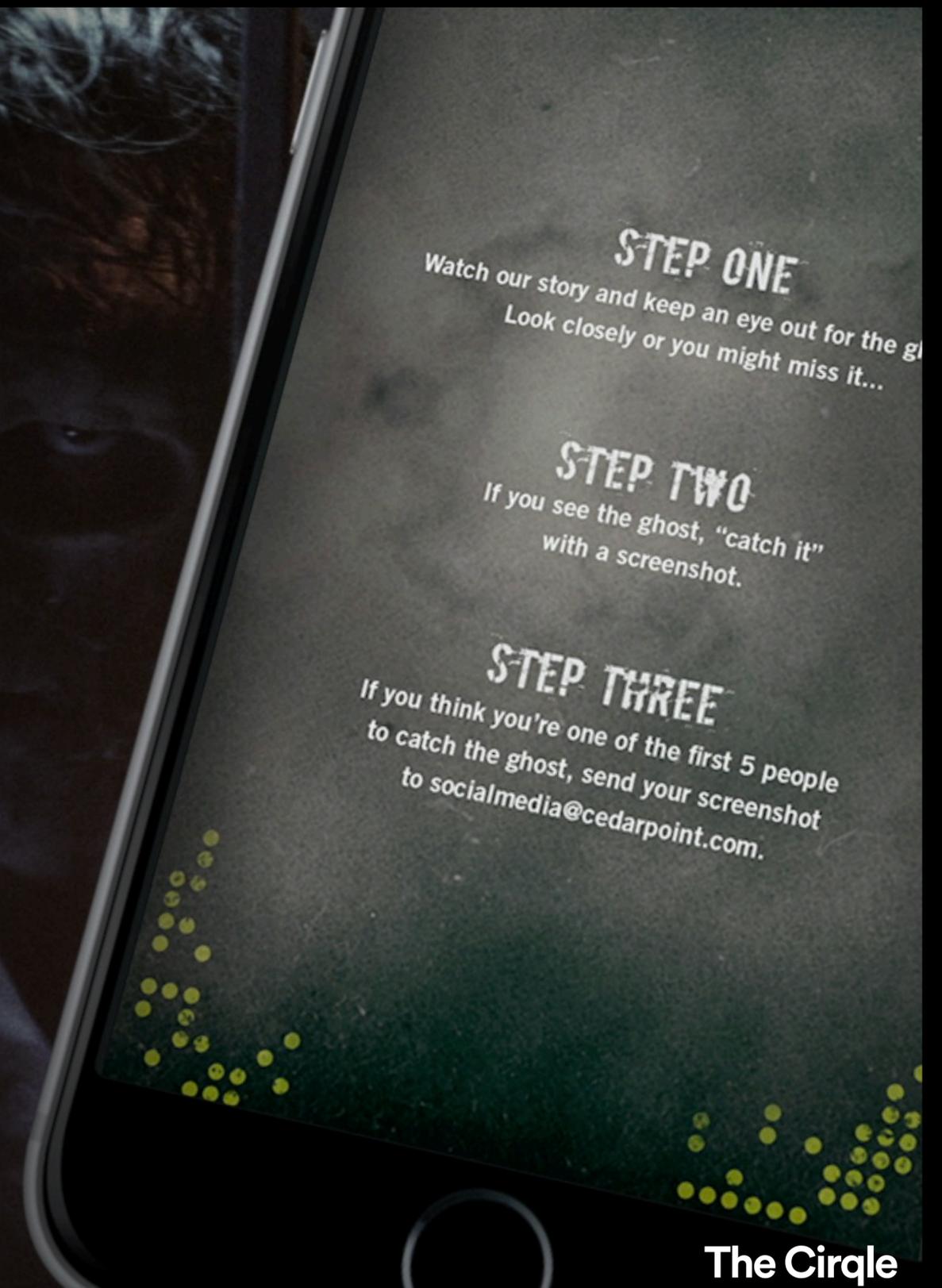
Unlike other social media platforms, Snapchat posts disappear after 24 hours, meaning brands cannot rely on a lot of repeat impressions; they need to get their message across quickly, make it memorable, and get the word out. While this format might seem daunting to the traditional marketing approach of reach and frequency to drive consumer action it's actually not.

Snaps disappear so fast that users obsessively check posts continuously throughout the day which leads to high levels of engagement and more visibility for every piece of sponsored content. This is particularly suitable for holiday advertising and creating momentum around a key launch. Especially around quick and lightning sales moments such as Black Friday, Cyber Monday and Prime Day.

Holiday activations

As for a great example of an enticing holiday advertising campaign on Snapchat, Cedar Point (the second-oldest operating amusement park in the United States) used the platform to promote Halloween events across their world famous amusement parks. Cedar Point created a Snapchat Story where footage of a ghost would flash on screen for no longer than a second between the rest of the footage. The competition challenged users to screenshot the ghost before it disappeared – and the first five to do so would win a prize. As the ghost was difficult to capture, entrants had to watch the video repeatedly. This resulted in Cedar Point **boosting campaign engagement on Snapchat by 233%** compared to other social platforms where they had the same activation running.

This shows the importance of knowing platform's strengths and weaknesses. Cedar Point considered the context of their campaign on Snapchat and tweaked it accordingly, creating something playful that resonated with Snapchat's younger demographic while incorporating the platform's native screenshot data-capture capability.



Snapchat in numbers

+210m

Over 210 million snaps are created every single day

20x

The average daily active user accesses the Snapchat camera more than 20 times per day

90%

Snapchat reaches 90% of 13-24 year-olds in the US

75%

Snapchat reaches 75% of 13-34 year-olds in the US

The Cirqle

Looking to reach GenZ this holiday season and not sure where to begin on Snapchat?

There are 3 types of ads you can run on Snapchat

Snap ads

Snap Ads are full-screen vertical videos that last up to 10 seconds and always appear in the context of other Snaps. This is a typical advertisement that prompts you to swipe up. Whether it is in a snap story or in the discover tab, the main point of action that snapchat advertising drives is a swipe.

Snap Ads can pop up between regular Snap Stories, Live Stories (which revolve around special events), or Stories on Discover (Snapchat's platform of curated news from major media outlets like CNN, ESPN, and Vogue).

Filters

Custom-made frames and images that users can lay over their Snaps. You can create a sponsored geo-filter so the users will see them when they're in a certain location. As an example, think about Starbucks. They launched geo-filters that popped up whenever people were in or near the company's stores.

Lenses

Sponsored Lenses provide an opportunity for brands to embrace their creative and experimental side. Marketers can invite users to interact with their ads through wacky animations and facial triggers, by creating their own lenses.

There are two types of lenses, the Face Lens and World Lens. Face Lenses feature innovative technology to recognise a user's eyes, mouth, and head to transform into the characters your brand creates. A World Lens detects your location to map the environment around you. Users can use the rear-facing camera to view their world

through a different light. Of note, Snapchat's lenses are one of its users' favorite features and the numbers certainly prove it.

By the end of Q1 2020, Snapchat users had created more than 900,000 lenses with Lens Studio (Snapchat, 2020). That's an approximate 28.5 percent increase from the 700,000 at the end of the previous quarter.

Even higher ROI

You can optimize your ads to drive consumer action with Snap Pixel

Snap Pixel is a tool that allows advertisers to more effectively drive ROI from their Snap Ads. The pixel optimises campaigns to reach users who are more likely to take certain actions, such as completing a sign-up form, subscribing to emails, or making a purchase on a brand website. It's another way to track the customer journey and bridge the gap between social engagement and e-commerce.

Influencer partnerships can be the best road in.

Some of the world's most innovative brands are relying on partnerships with Snapchat influencers to reach tech-savvy, socially adept audiences.

To promote the upcoming season of the show "Pretty Little Liars," ABC Family enlisted Snapchat star Michael Platco (@mplatco) to take over their channel while he watched the program every week.

As Digiday reports, the campaign garnered ABC Family **over 800,000 new followers in just 3 months.**



@brendanrobinson

Brendan Robinson who also participated in the show “Pretty Little Liars” was part of our very successful Subway campaign.

Reaching your goals

Let us help you.

Consider Snapchat's ad tools an early holiday gift for your brand. With Snap Ads, Sponsored Lenses, and Sponsored Geo-filters, marketers have their pick of distinct and dynamic formats through which to reach Snapchat's audience.

The Circle

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Trusted by
the Best.

