



EMERGING PLATFORMS

IS SNAPCHAT RIGHT FOR YOUR AUDIENCE?

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EVERYTHING YOU ALWAYS WANTED TO KNOW
ABOUT SNAPCHAT, BUT WERE AFRAID TO ASK...



#powerofPR

@kathymbaird

Ogilvy Public Relations

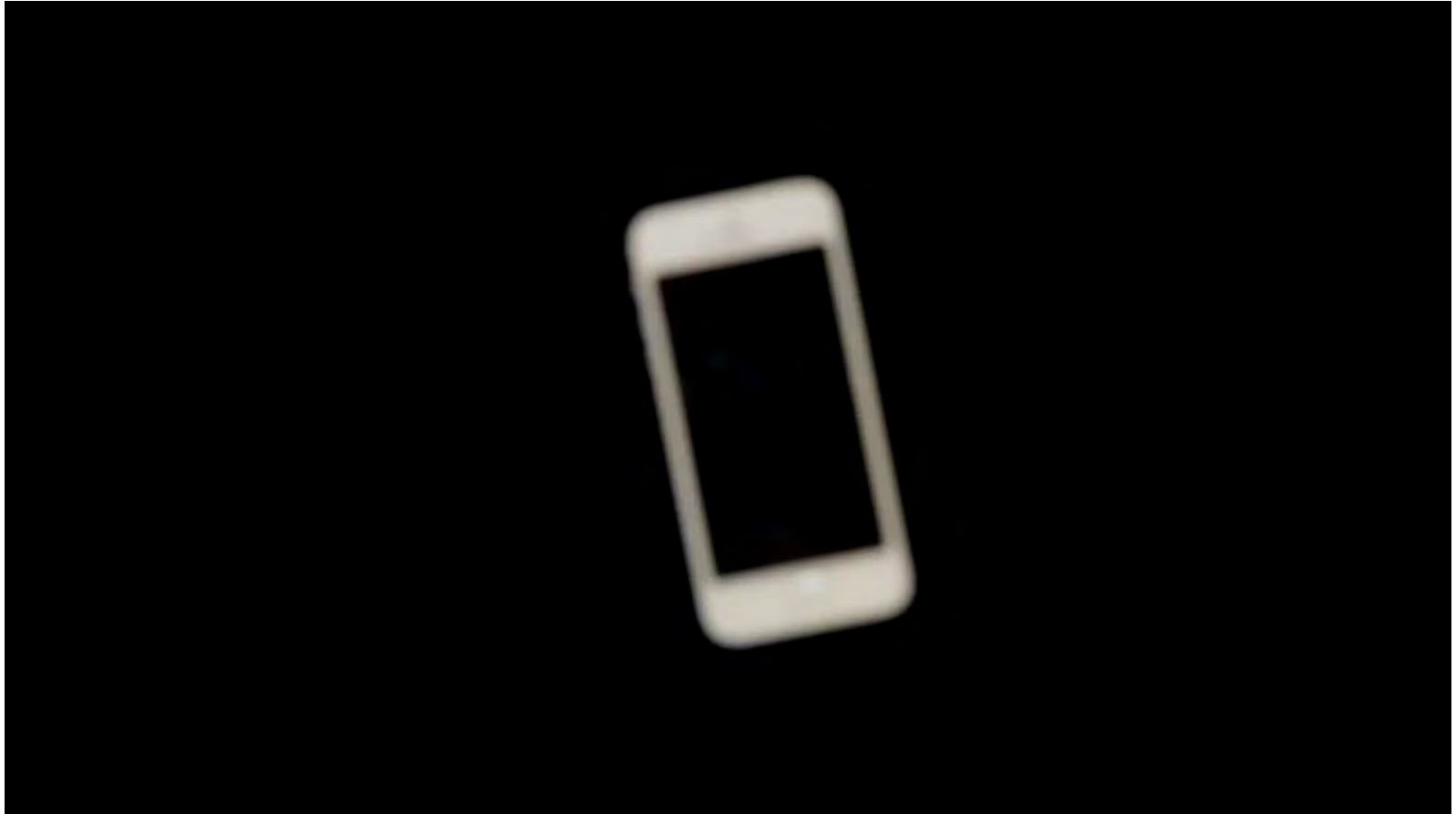
IN THE NEXT 30 MINUTES:

- 1 What is Snapchat?
- 2 Who are Snapchat's Audiences?
- 3 What are businesses doing with Snapchat?
- 4 Is Snapchat right for my organization?
- 5 Snapchat Case Studies
- 6 Closing Takeaways

1

WHAT IS SNAPCHAT?





“Snapchat isn’t about capturing the traditional Kodak moment. It’s about communicating with the full range of human emotion— not just what appears to be pretty or perfect”...

The solution to stresses caused by the longevity of social media evidenced by the “detagging of Facebook photos.”

From Snapchat’s first blog post, July 2011



Snapchat is:

- The fastest growing social network
- An ephemeral video messaging application
- Users can take photos, record videos, add text and drawings, and send Snaps to a controlled list of recipients
- Users set a time limit for how long recipients can view their Snaps (ranging from 1 to 10 seconds) after which Snapchat claims they will be deleted from the company's servers
- As of April 2015, users are viewing 4b videos per day

Snapchat Features:

Stories – Stories string Snaps together to create a narrative that lasts for 24 hours. Users choose which Snaps to add to their story. Snapchat Stories honor the true nature of storytelling in sequential order with a beginning, middle and end.

Live Stories – Curated stream of user submitted Snaps from various locations and events. A Story that's told from a community perspective.

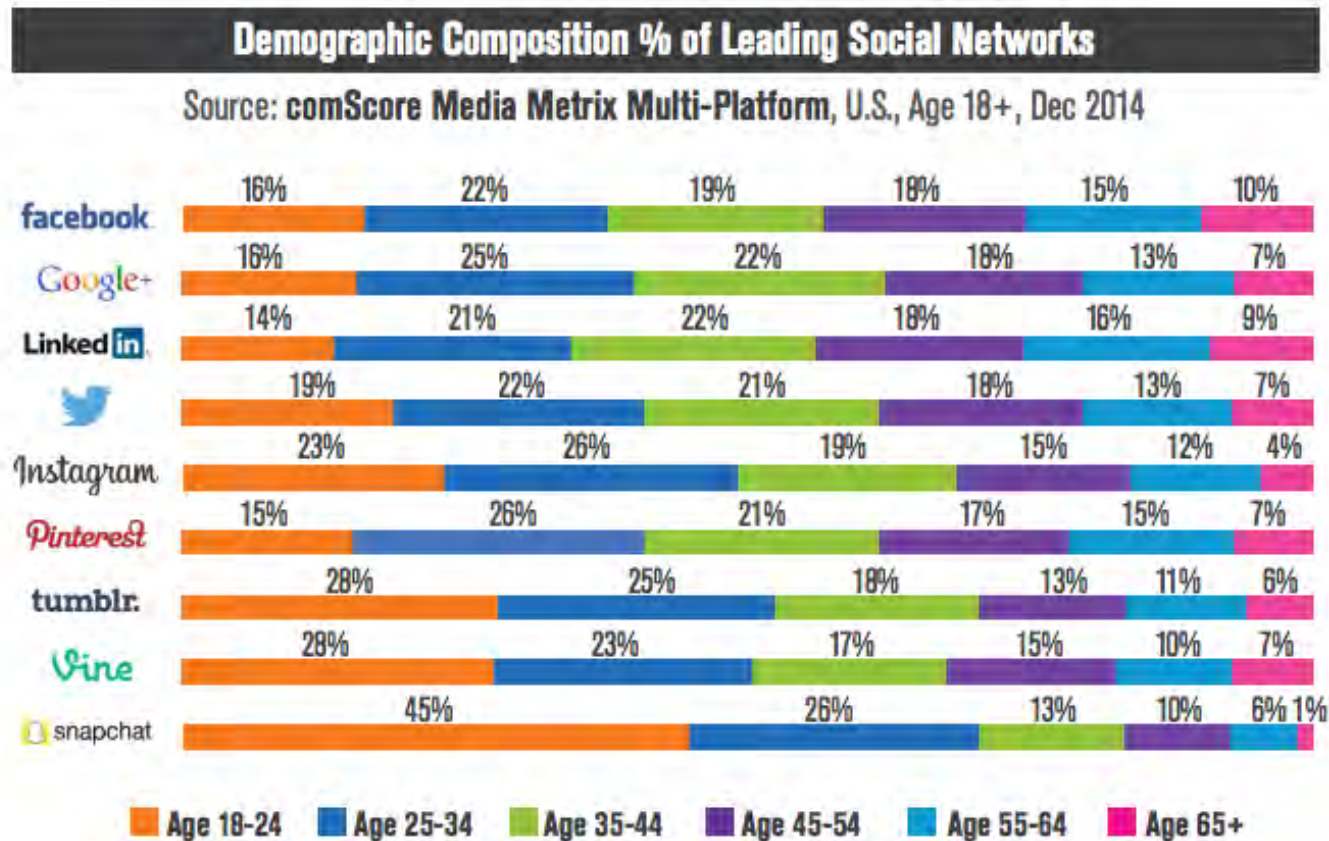
Discover – A way for users to consume text and video content from different editorial teams.

Snapcash – Enables users to send money to their friends within the app. A partnership with Square, Snapcash allows users to enter their debit card payment information securely and message their friends a dollar amount to be directly deposited into the recipient's bank account.

2

WHO ARE SNAPCHAT'S AUDIENCES?

Who are they?



Who are they?

- 71% of Snapchat's US users are between 18 – 34 years old. 45% of Snapchat's users are 18 – 24 years old. (comScore's survey ignores everyone under 18)
- The average age worldwide is 25 years old.
- As of April 2015, 80% of Snapchat's users are located in the U.S.

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WHAT ARE BUSINESSES DOING WITH SNAPCHAT?

1. Producing Stories – Content that engages and excites audiences via video narratives
2. Providing Access to Live Events – Product launches, trade shows and events
3. Delivering Private Content – Exclusive content not available elsewhere, i.e. sneak preview of product launches
4. Offering Contests, Perks and Promotions – Promo codes, discounts and asks for user-generated content
5. Going Behind the Curtain – Show “behind the scenes” activities, internal engagement
6. Partnering with Influencers – Extend reach and content creation

Advertising

First paid advertising campaign was just one year ago. In October 2014, the horror movie Ouija released a 20-second trailer. Early adopters with entertainment companies.

- Some say strength of Snapchat's advertising offer is geolocation
- Geofilter ads
- Vertical ads for mobile
- Video

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IS SNAPCHAT RIGHT FOR MY ORGANIZATION?

What to consider:

Pro's

- Millennial specific
- Influencers
- Storytelling platform

Con's

- Ephemeral
- Limited data tracking
- No click-to-buy feature. Yet.

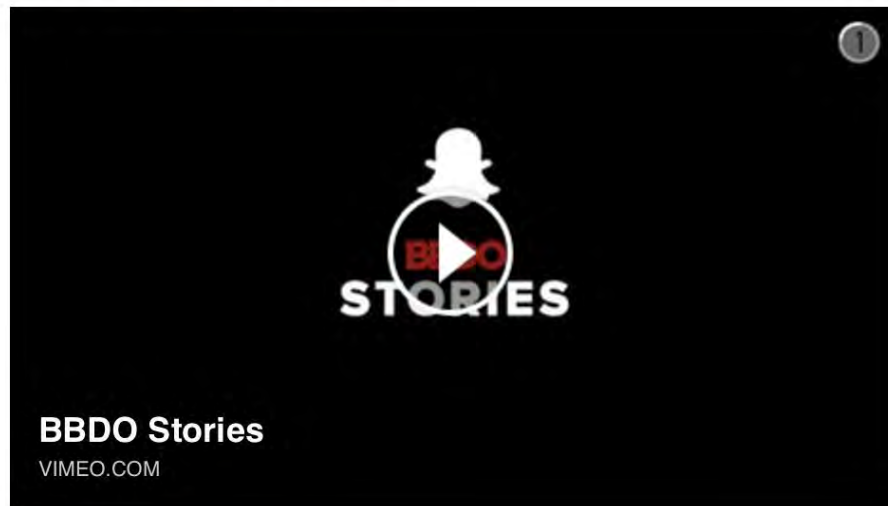
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SNAPCHAT CASE STUDIES

**BBDO Worldwide**

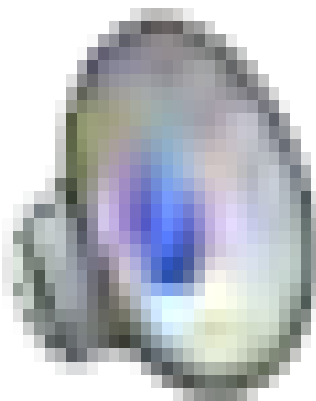
July 17 · 🌐

BBDO New York presents 'BBDO Stories,' a fun and energetic [Snapchat](#) story that allowed employees to explore which story-telling techniques work best on the app. Watch the best snaps below, and read more about the project here: <http://bit.ly/1Sq2AaN>



15 Likes 1 Comment 1 Share









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TAKEAWAYS

1. Keep a pulse on what brands and organizations are doing on Snapchat. Stay alert for new features and advertising products that may benefit your business.
2. Decide on goals and objectives at the start. Clearly define what you want to get out of Snapchat.
3. Consider activities beyond sales: existing and prospective employee engagement, internal communication and live events.
4. If you take the plunge, cross-promote across your social media presence: Facebook, Twitter, Instagram.
5. Learn from doing.

Agilwz