

SNAPCHAT CONTENT STRATEGY

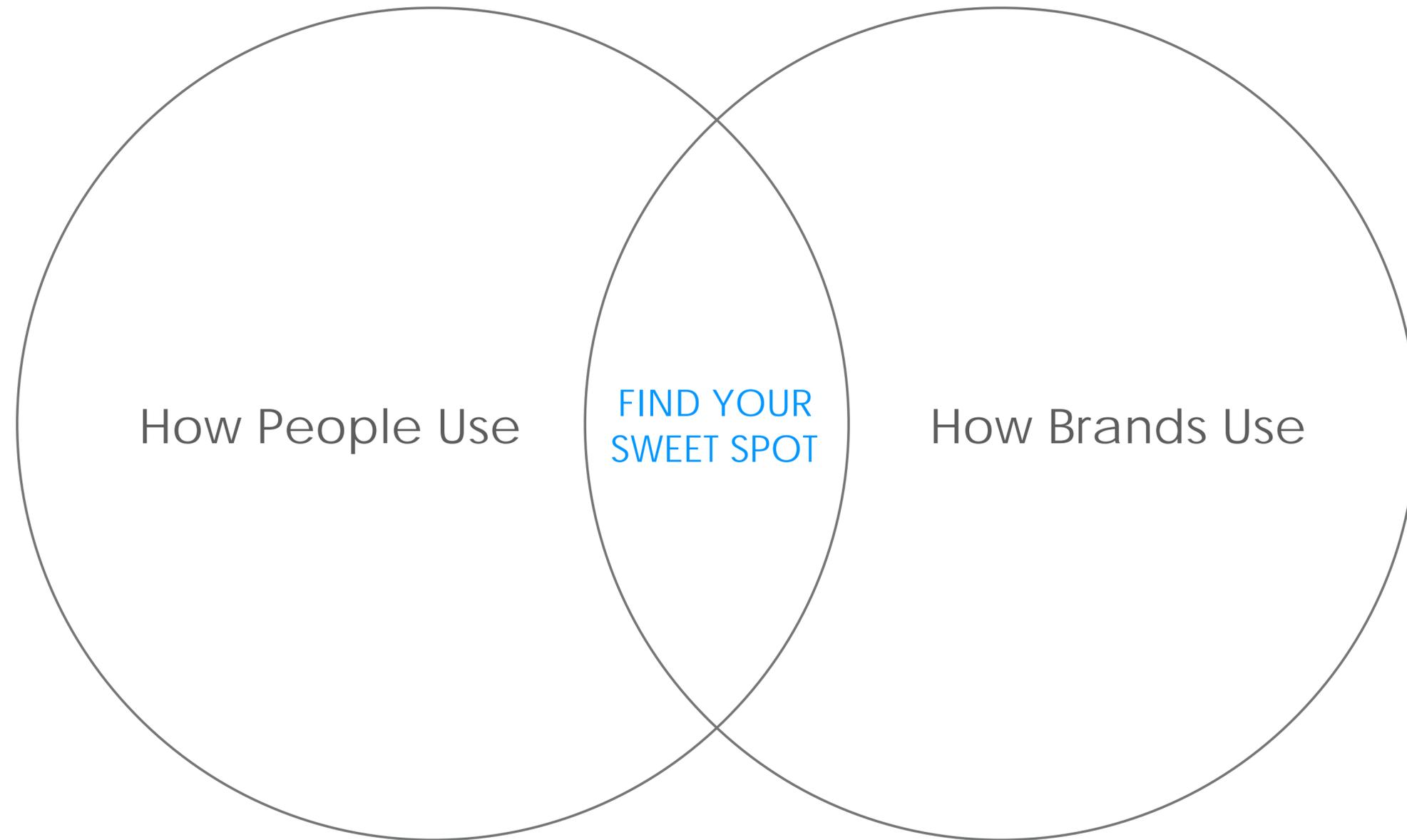
JULY 2016

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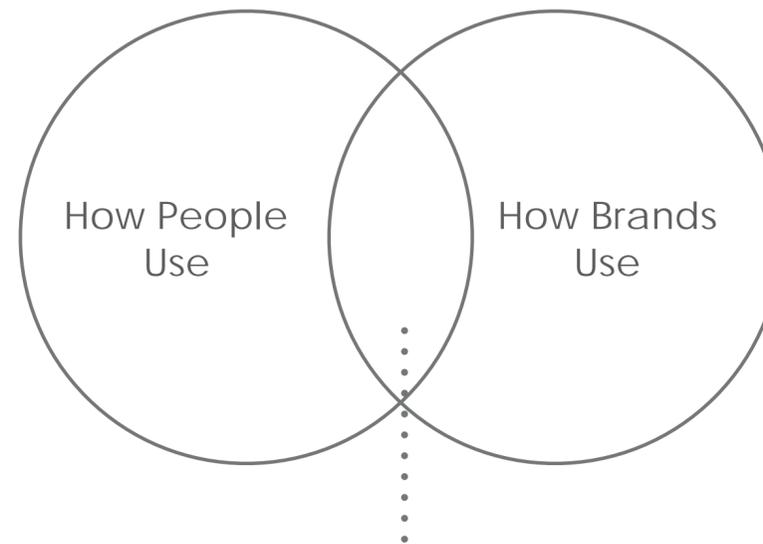
INSTAGRAM VS SNAPCHAT



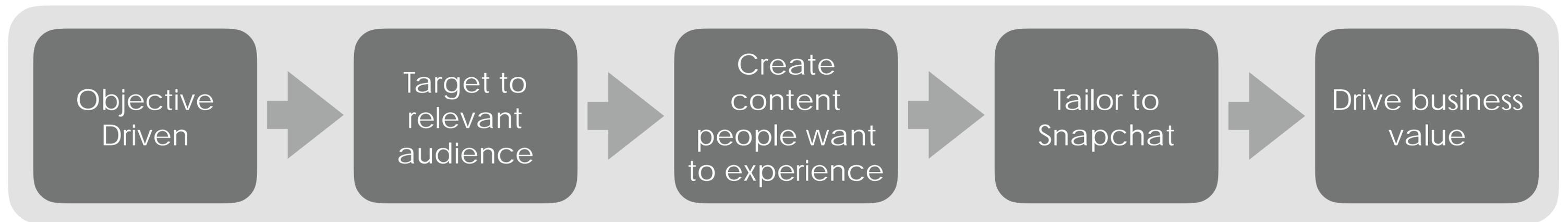
WHAT IS YOUR SNAPCHAT CONTENT STRATEGY?



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FIND YOUR SWEET SPOT:

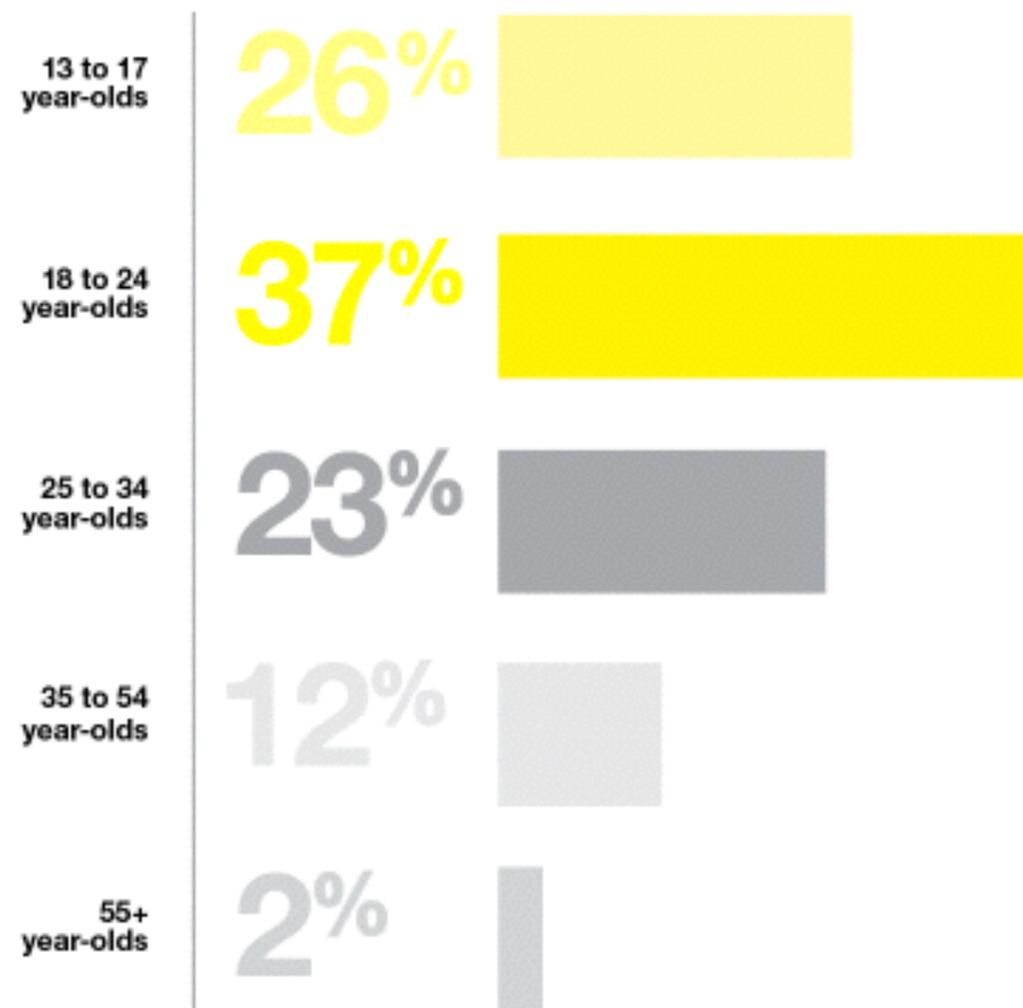


HOW PEOPLE USE
HOW BRANDS USE

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WHO IS USING SNAPCHAT?

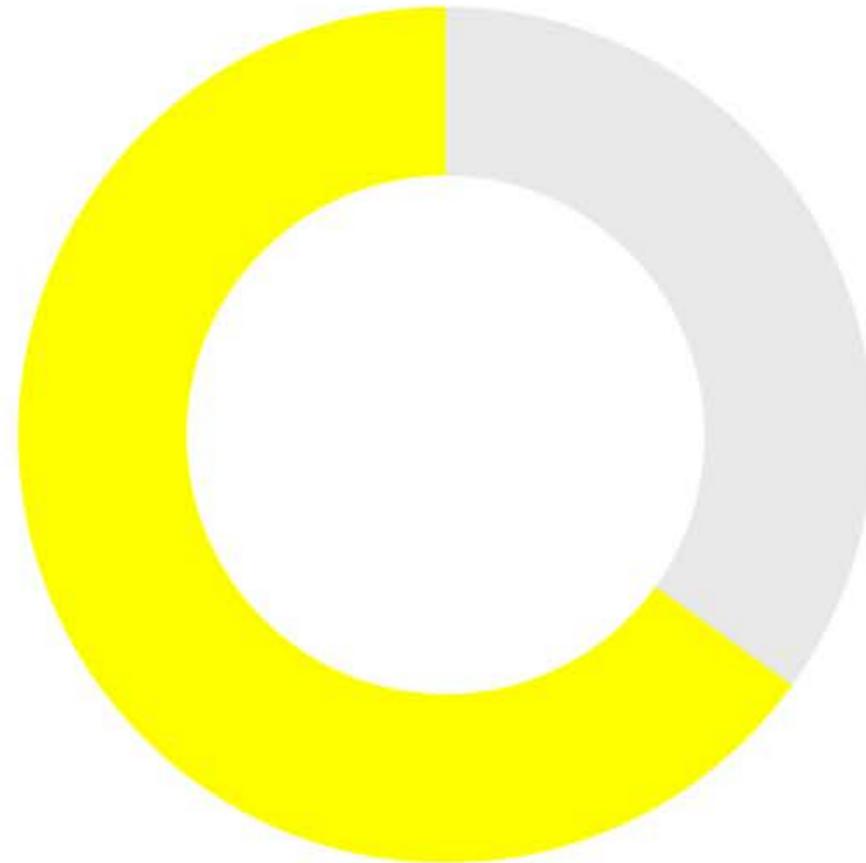
Snapchat Monthly U.S. Users



- Not just teens: Over 100 million daily active users with largest demographic 18 to 24
- Over 60% of users are creating content every day
- 10 billion+ video views /day (Facebook has 8 million!)

BUT YES, TEENS LOVE IT

More than
60%
of U.S. 13 to 34
year-old
smartphone
users are
Snapchatters.



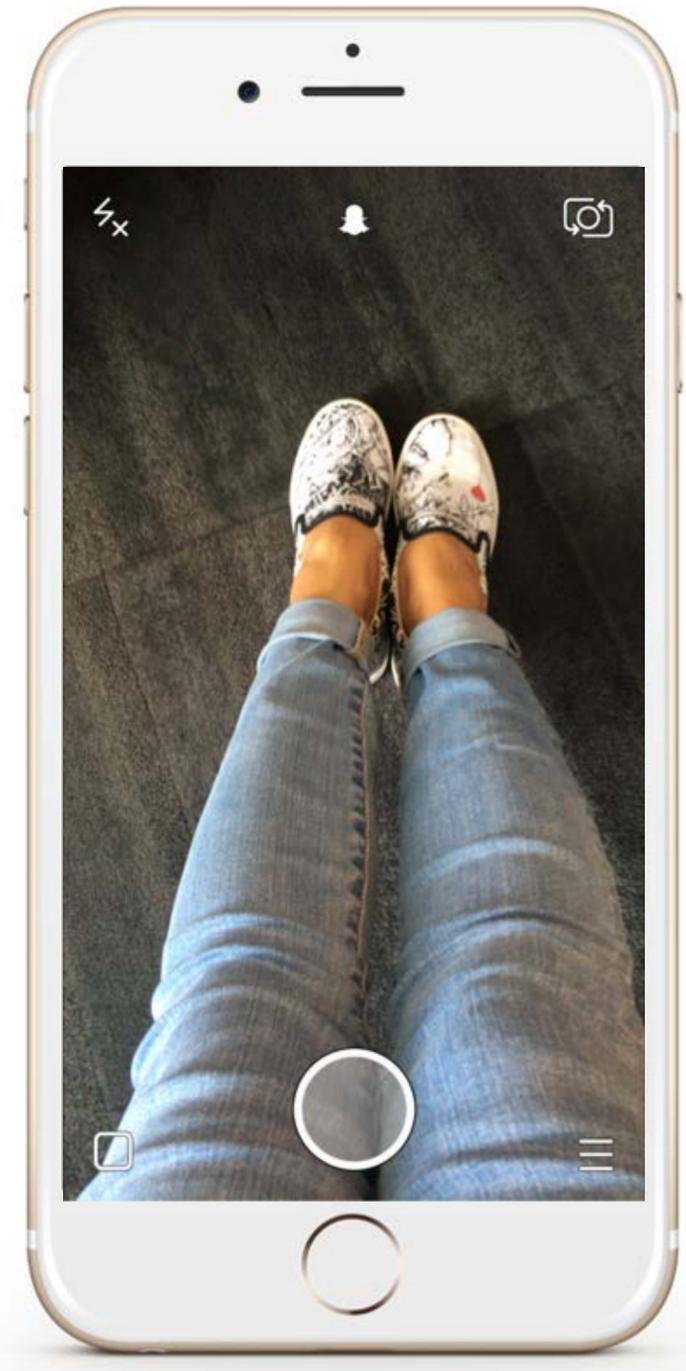
Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2015 to 2060; comScore mobiLens February 2015; Snapchat internal data

ALWAYS READY TO SNAP

“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



BE REAL

“Instant expression says my identity is who I am right now. It says I’m the result of everything I’ve ever done, but I’m not really the accumulation of all that stuff.”

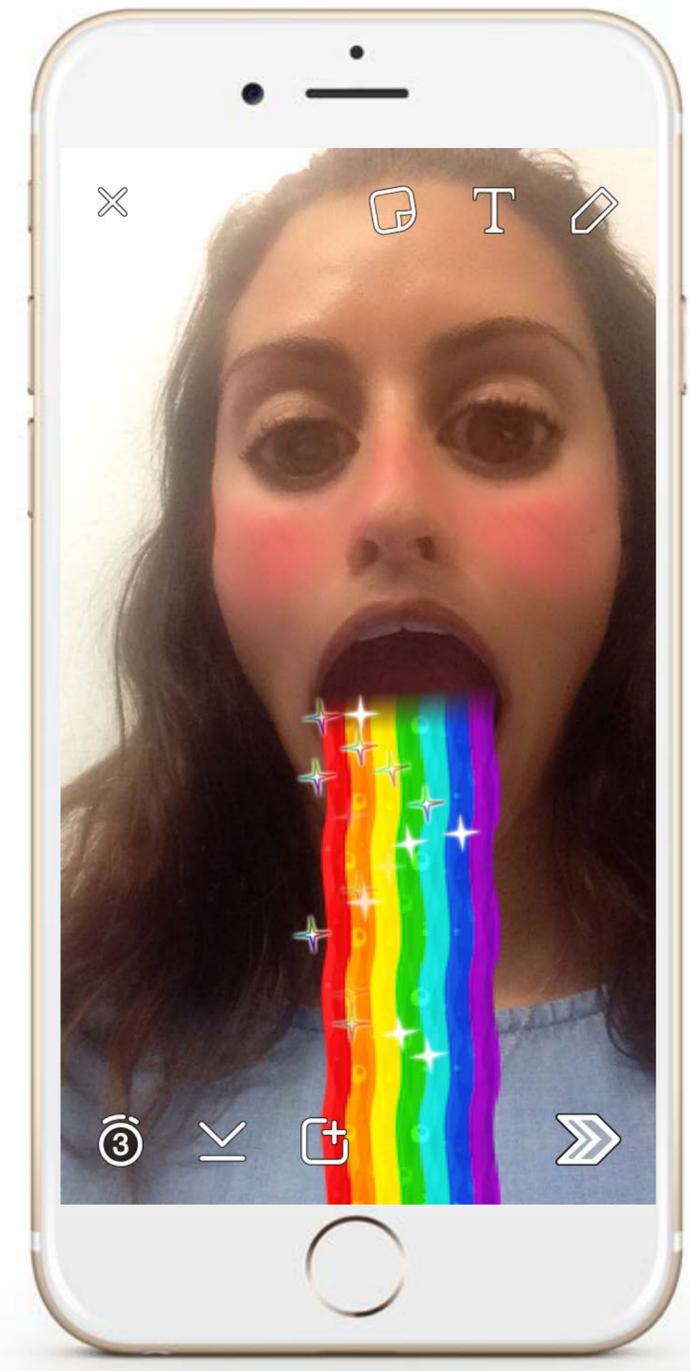
Evan Spiegel, Snapchat Founder, June 2015



EMBRACE THE EPHEMERAL

The app's emphasis on temporary content makes it feel more appropriate to share "silly or mundane" images than you would over text message, where pictures are saved for posterity.

University of Washington study, 2014

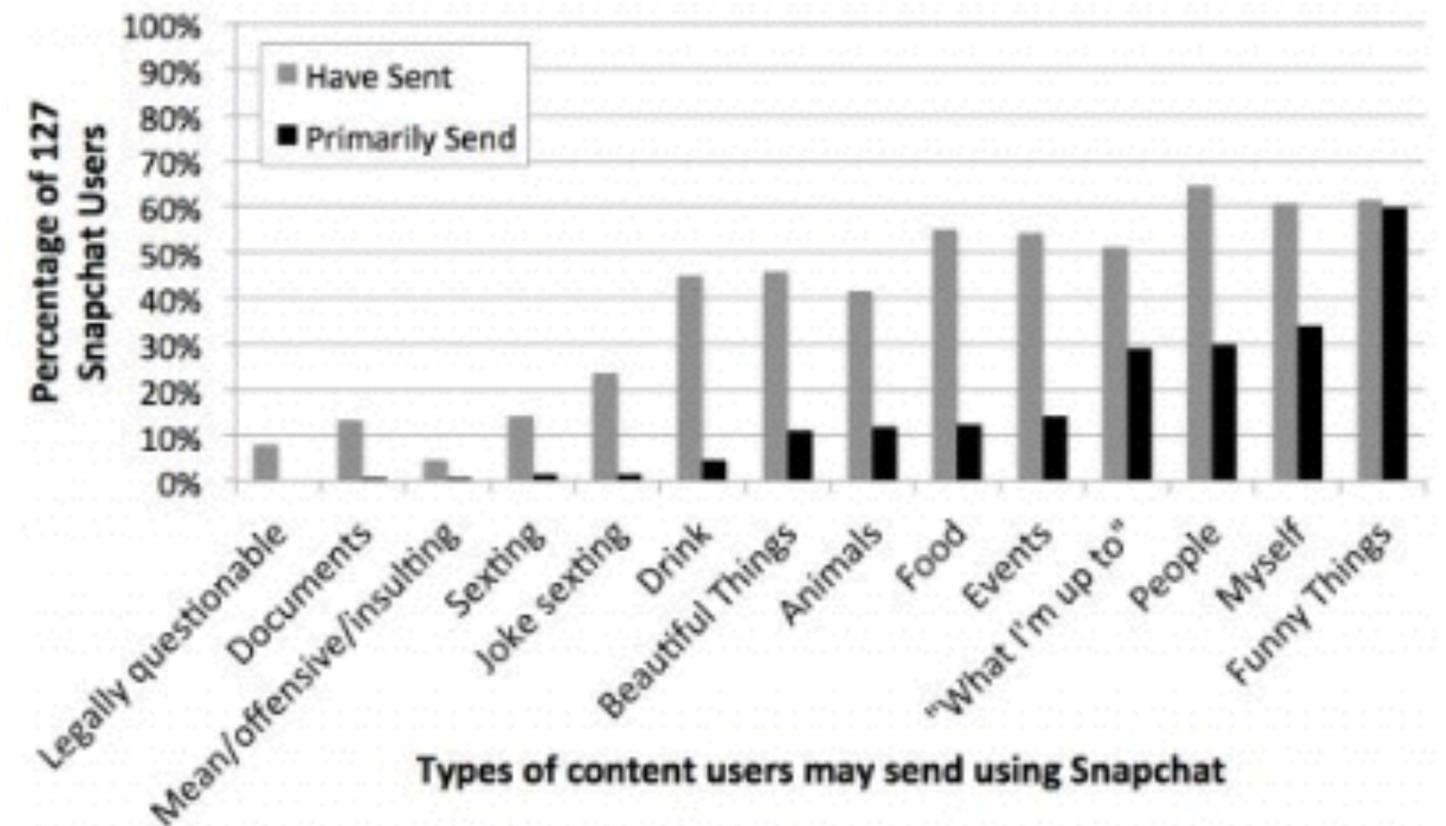


WHAT PEOPLE SNAP

Most snaps: funny content or selfies.

"I like sharing weird things I see when I'm out, videos of friends being funny, photos with text that I'll post as stories when I have news to share, or ugly selfies. When you get ugly selfies from someone, that's how you know you're good friends."

Snapchatter in *BusinessInsider*, 2015



Source: University of Washington study, 2014

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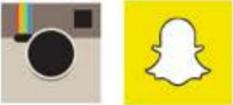
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BRANDS WHO LOVE VIDEO, LOVE SNAPCHAT

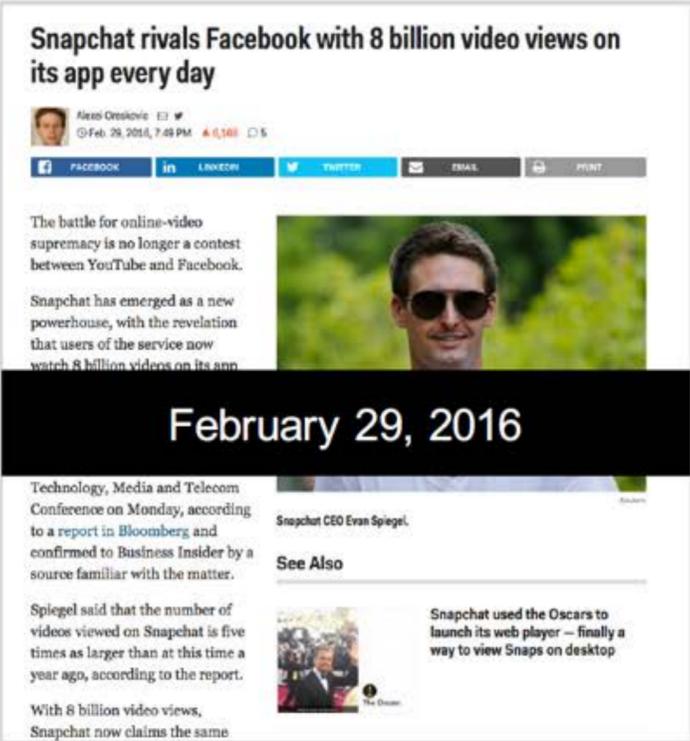
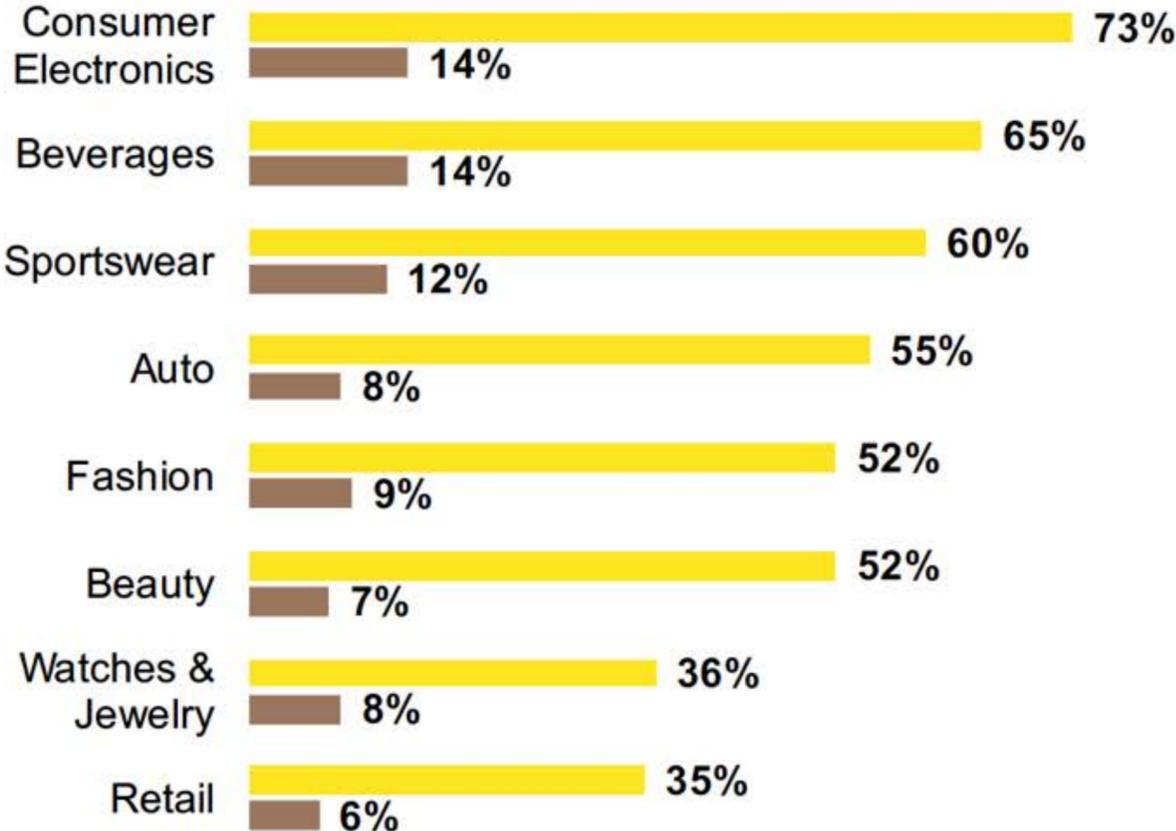
Video as a Percentage of Total Posts, by Platform & Category

Q4 2015 (Instagram), January 15, 2016 – February 15, 2016 (Snapchat)

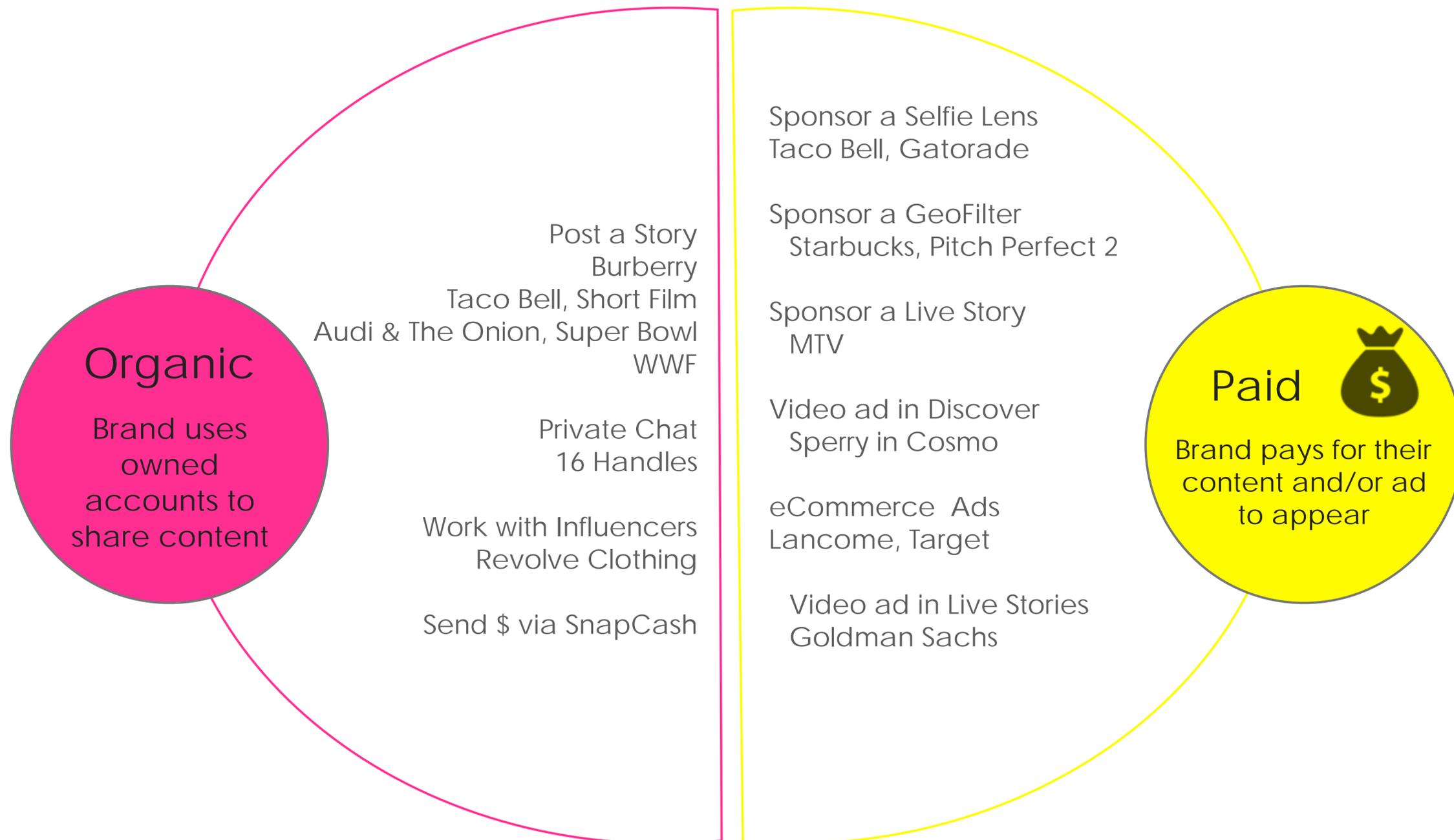
N=281 Brands on Instagram, N=120 Brands on Snapchat



■ Snapchat Video as Percent of Posts ■ Instagram Video as Percent of Posts



TACTICS BRANDS CAN USE



HOW BRANDS USE: STORIES



Rush Order, a Taco Bell Movie for 2014 MTV Movie Awards
74 million impressions
Doubled snap followers in one day

HOW BRANDS USE: STORIES



WWF #LastSelfie campaign: striking creative organic story combined with direct messages to followers

Reached their monthly donation goal in three days

HOW BRANDS USE: PRIVATE CHAT



16 Handles: one of the first brands to run a promotion using Snapchat

In-store promotion using coupons sent as private snap

1400+ engagements; media coverage from AdAge and Mashable

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HOW BRANDS USE: INFLUENCERS

Influencers create content for brand accounts or feature brands in their own stories

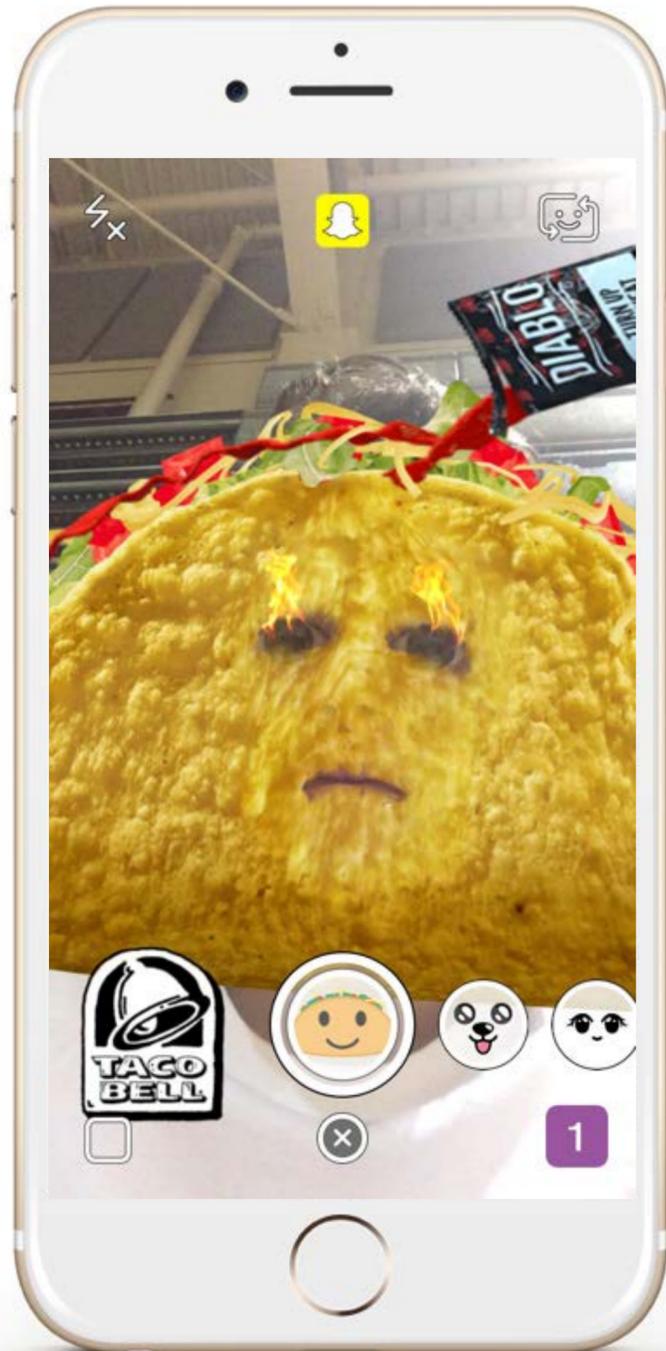
Instagrammer Negin modeled Revolve clothing pre-Coachella

Negin also promoted the partnership via her Instagram account

All content drove to a custom URL for eCommerce tracking



HOW BRANDS USE: SELFIE LENSES



Interactive selfie lenses available to all Snapchat users for 24 hours

Successful brand selfie lenses:

Taco Bell for Cinco De Mayo: 224 million views (most popular)

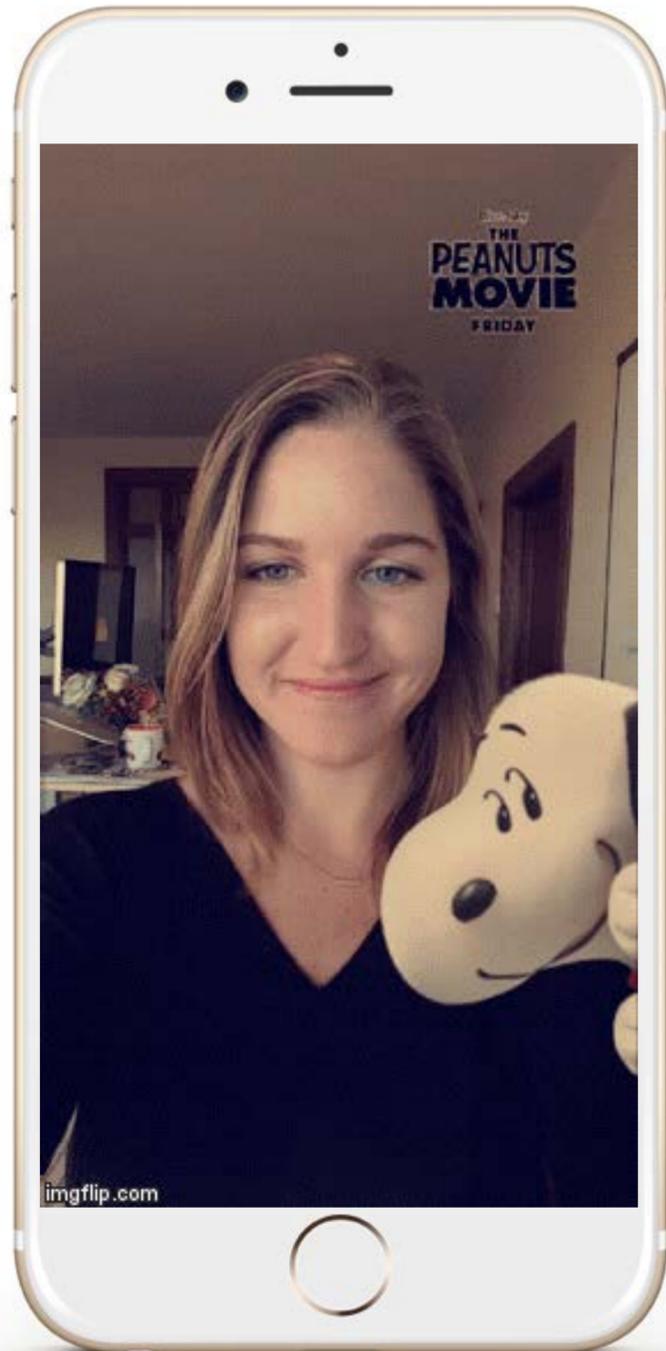
Gatorade: 165 million views

Peanuts the Movie (first ever)



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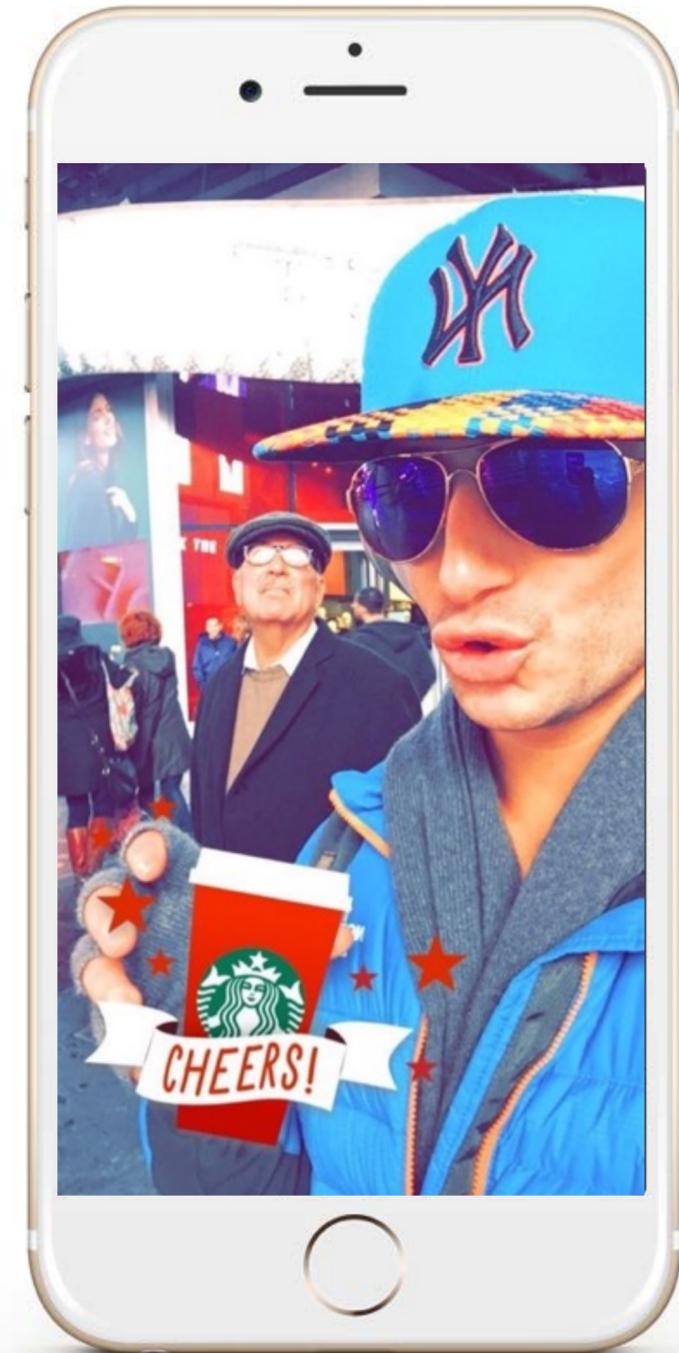
HOW BRANDS USE: GEOFILTERS

Custom overlays for photos and video

Visible to anyone swiping left to view filters

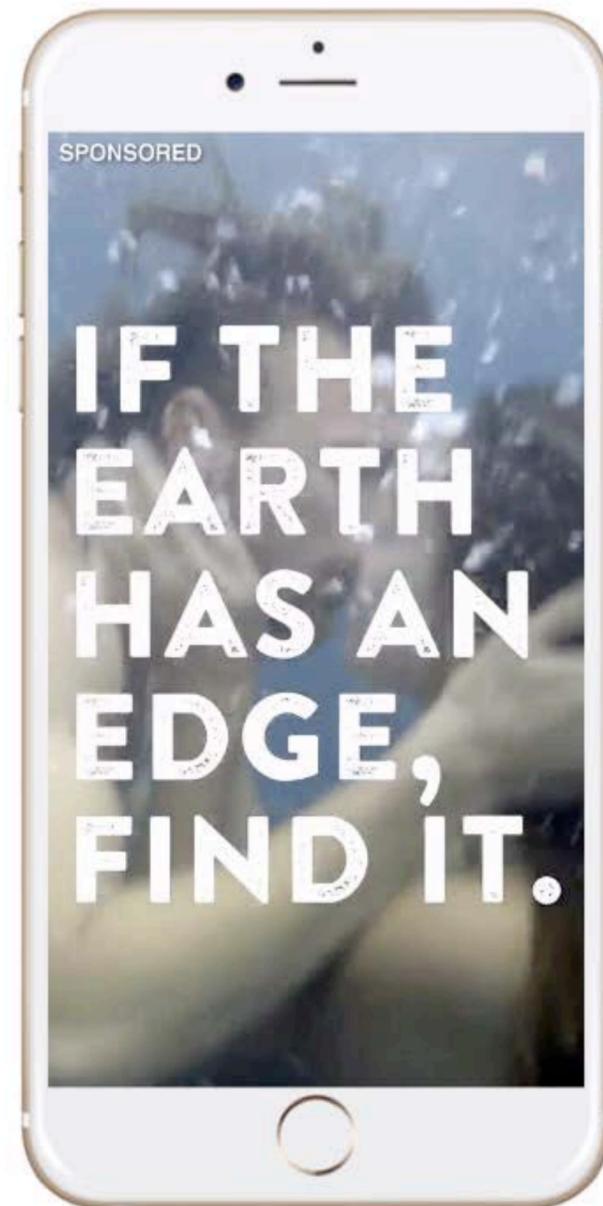
Pitch Perfect 2: 6 million views

Other brands using paid geofilters: Disneyland, Starbucks, McDonalds, Hollister, General Electric, Amex



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HOW BRANDS USE: DISCOVER ADS



Partner with a Discover publisher: paid or organic via PR

Cosmopolitan and Sperry: contextual ad placements

Use vertical video and Snapchat-style consumer content

WHAT IS YOUR CONTENT STRATEGY?





QUESTIONS?