



# Communicating a Happening

*The World Surf League's Experience with Snapchat*



# The Sport of Kings

- Founded in 1976, the sport is coming up on its 40<sup>th</sup> anniversary
  - International Professional Surfers (IPS): 1976 – 1982
  - Association of Surfing Professionals (ASP): 1983 – 2014
  - World Surf League (WSL): 2015 – present
- Our Product: the World's Best Surfers in the World's Best Waves
- Kelly Slater, Stephanie Gilmore, Gabriel Medina, Carissa Moore, Mick Fanning, Courtney Conlogue, the list goes on and on.



# Why a Happening?

- The Samsung Galaxy WSL Championship Tour has men's and women's divisions with 21 events across Australia, Brazil, Fiji, South Africa, USA, Tahiti, France and Portugal.
- Two-week windows for four days of men's competitions and two days of women. No set schedule, run the event in the best conditions possible (swell, wind, tide, weather, etc.).
- When we're "on" we require immediate engagement with our fan base. Snapchat and social media are the focal points of our alert mechanism and our engagement with the world's best surfing.

# All Hail the Maestros

- WSL's relationship with Snapchat started in late 2013.
- Snapchat launched "Our Story" in October 2013, the WSL began its relationship shortly thereafter.
- The WSL Social efforts are led by our Social Media Manager Tim Greenberg and Social Coordinator Maya Bengstom.



# Speaking to Snapchat's Audience

- WSL Snapchat Goal: bring the beach to our fans, regardless of where they live.
- We offer exclusive behind-the-scenes content from our events (competitor's area, the locker room, in the line-up and from the air).
- First sport's brand to offer photos of our athletes with in app autographs - turned into digital trading.



# Speaking to Snapchat's Audience

- First brand to Snap from the water (2013 Pipe Masters) / line-up at a big wave contest (2014 Mavericks)
- First to Snap from a drone (confirmed by Snapchat).





# Targeting in The Moment

- Surfing is, by nature, a temporal sport - dependent upon short-lived swells/conditions, which lends itself perfectly to a platform like Snapchat.
- If a swell pops up around the world, we have the ability to transport our fans to that location.





# Games and Contests

- Scavenger hunts - we hid signed athlete jerseys around the U.S. Open of Surfing - gave fans clues about their location via Snapchat.
- "Name that wave" game - post image of wave - fans guess where it is.





# Snapchat Tools

- We use emoticons - enlarged text - geo-filters - drawings to capture users attention.
- We've created several custom geo-filters for our events - US Open of Surfing / Oi Rio Pro - fans have ability to overlay on their Snaps.

# Measurement

- Our events have been featured on Snapchat's Our Story - exposing our sport to millions of potential new fans.





# Thank You

