## BRAND OPPORTUNITIES

**Sponsor a Live Story** MTV during 2015 VMAs

**Run video ads within Live Stories** Goldman Sachs, Recruitment Jim Beam

Paid Brand pays for their content and/ or ad to appear **Be a Discover Publisher** ESPN, Cosmo, WSJ, NatGeo, I Heart Radio

**Run video ad in Discover** Sperry, during Cosmo VS, during People Mag

> **Sponsor a GeoFilter** Pitch Perfect 2 McDonalds

Sponsor a Selfie Lens Peanuts Movie

#### Post a Story

Taco Bell, Short Film Taco Bell, Valentines Day Cards McDonalds, Super Bowl Audi & The Onion, Super Bowl Burberry, Fashion Preview Wet Seal, Influencer Takeover GrubHub, Recruitment

Send Followers Chats or Pictures

16 Handles, Promo Coupons HBO Girls, Promo Reminders

Send \$ via SnapCash

### Organic

Brand uses owned accounts to share content

# HOW BRANDS USE: PRO TIPS

B2C > B2B due to the younger millennial demographic

Mix & Match: try stories, features, ads, Discover sponsorships

First Impressions Count so launch in a big, creative way

**Cross-Promote** from other social media channels

Time Matters: only 24 hours until your Story will disappear

**Relax** because it's a new platform and you should experiment!



### HOW BRANDS USE: PRO TIPS

