



# HOW BRANDS AND COMMUNICATORS ARE USING SNAPCHAT

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Traditional social media, in the view of our company, has become a bit repetitive. It doesn't feel very good to be marketed to by your friends. Snapchat is different because it says, look, friends aren't valuable to you just because they can get you into a cool party.

- Evan Spiegel -

[quoteparrot.com](http://quoteparrot.com)



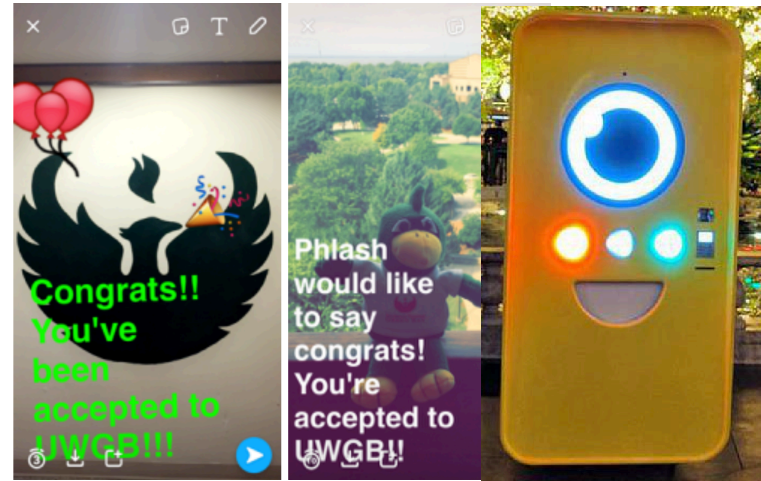
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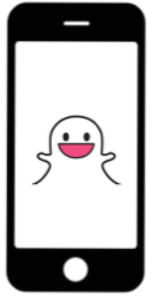
University of Wisconsin Green Bay is now accepting students via Snapchat. “Acceptance Snaps” along with traditional acceptance letters are now being sent to students who have shared their Snapchat usernames.

Snap Inc.’s Spectacles, being sold through Snapbots with limited availability and a pop-up in New York, creates demand and a sense of scarcity.

Snap filed documents in November for a company stock offering that could be valued at \$30m, one of the largest IPOs in recent years.



## Why Snapchat?



# 150 Million Daily

Estimated Snapchat daily users; 60 million are in the US and Canada



# 41%

On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States



# 10 Billion

Video views on Snapchat daily (7x more views per user than Facebook, all mobile)



# 25

Minutes per day spent on Snapchat by the average user



# 60%

of all Snapchat users contribute content daily



# 60%

of U.S. monthly users are 13 to 24 year olds. % growth in 35+ is greater than the penetration rate for 18-24 year olds



### ***1-to-1 and 1-to-Many***

Users on Snapchat can send messages to one another and also share public stories

### ***Intent-Driven Action***

Snapchat's stories don't load in the background like Twitter or Facebook. Users actively have to start the story by holding down their finger

### ***Multi-Faceted Storytelling***

Snapchat users have photos, videos, text and drawings to create their messages to one another

### ***Community-Based Discovery***

Snapchat is a new platform with a young ad product. For new accounts to become popular they need to be discovered and shared by other Snapchat influencers and users

### ***Have a well-defined goal and a strategy***

Don't snap for the sake of snapping. Resources are limited. Deliver value to the audience and be consistent.

### ***Determine if your audiences are there***

Make sure your stakeholders, supporters, donors, and volunteers use Snapchat. Do you have a significant Millennial base or are you lacking one you need to grow?

### ***An event strategy can make the case***

Tie it to events, behind-the-scenes content, fundraising and advocacy; Geo-Filters and organic content.

### ***Drive impact with authenticity***

Snapchat allows for immediacy, transparency and authenticity. Engage and educate audiences with unique content from the field.

- I. PETA
- II. Human Rights Campaign
- III. Los Angeles County Museum of Art
- IV. United Nations
- V. The White House
- VI. American Gaming Association

### PETA

Reaches an audience that is concerned about animal welfare and likely interested in learning about vegan diets.

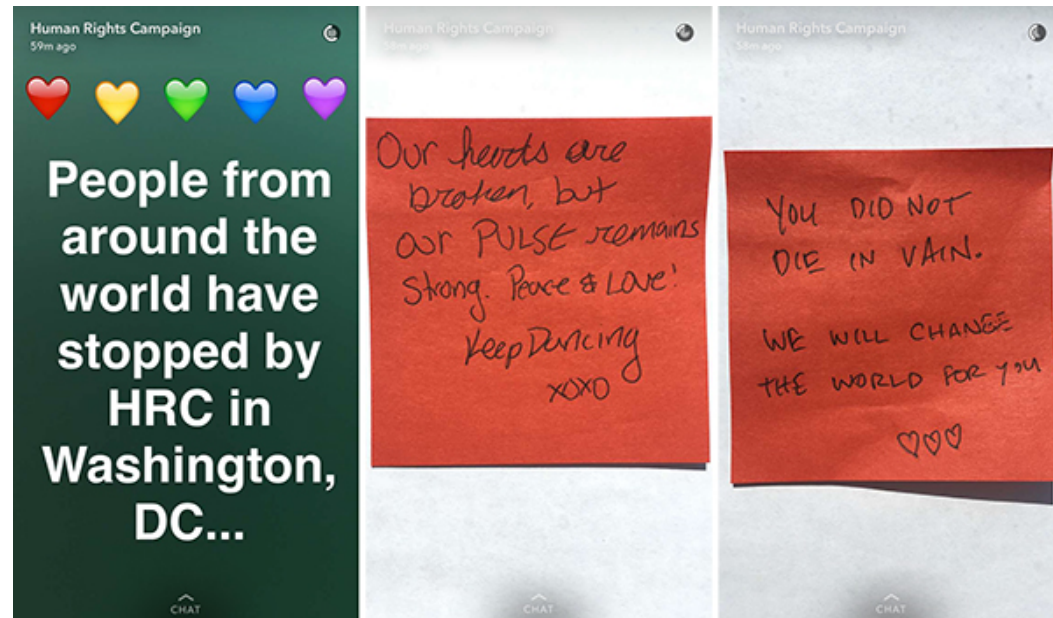
PETA's Snapchat features "kitchen segments" that showcase vegan recipes. They also feature animal rescue projects.





### Human Rights Campaign

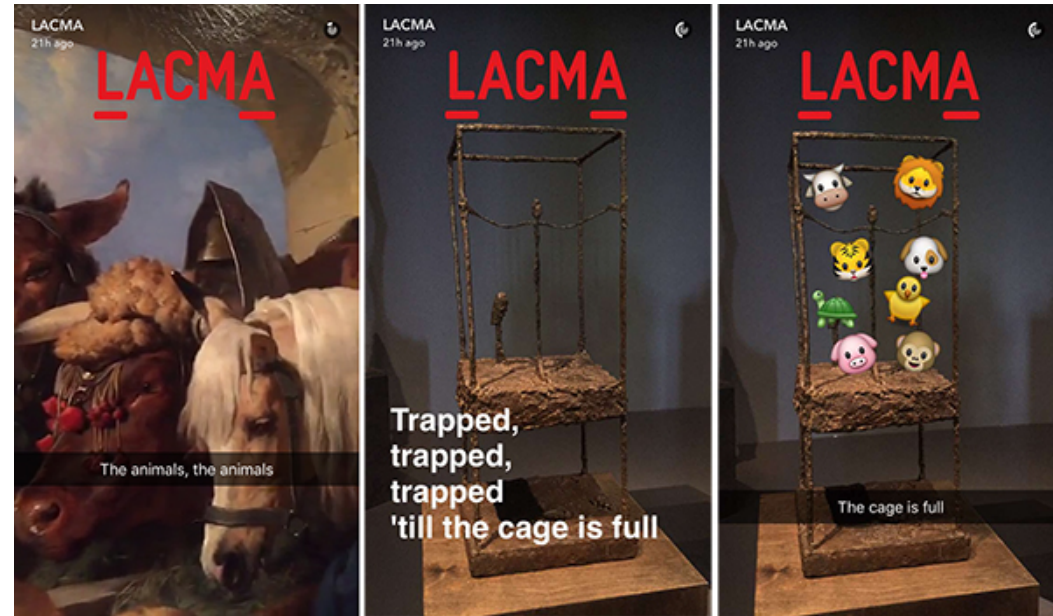
Launched its channel in 2014 and is one of the first non-profits to use Snapchat. HRC uses Snapchat to reach a broader and younger audience, show the faces behind the organization and send behind-the-scenes footage of events.



### LACMA

Los Angeles County Museum of Art uses Snapchat to connect audiences to classical art in new ways.

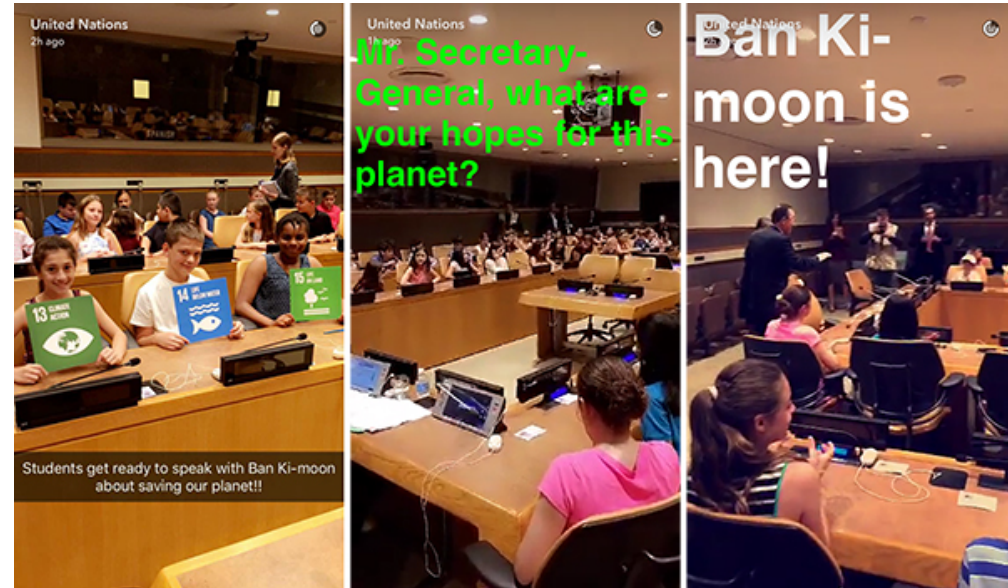
LACMA wants to bring in more visitors to the museum, get the word out about their connection and to educate audiences about art history. LACMA gives its classic artwork an amusing touch.



### United Nations

The UN began its Snapchat account by covering events like UNGA and COP21, catering to future leaders with more playful stories.

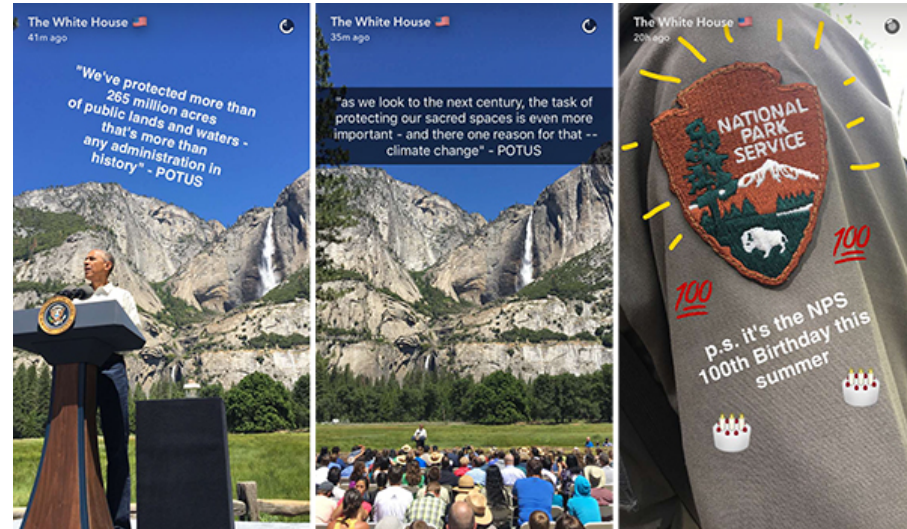
In addition to weekly educational content, the UN also partnered with Snapchat on a “Live Story” for International Women’s Day and an IWD filter.



### The White House

Launched its channel in 2016 to provide a behind-the-scenes glimpse of the administration. The White House's digital strategy centers on meeting people where they are. Snapchat is focused on engaging the younger demographic.

The White House has covered SOTU, Let Girls Learn, the NPS's 100<sup>th</sup> birthday and beyond.





### American Gaming Association

Launched Snapchat in advance of the world's largest gaming conference. AGA is using Snapchat to engage audiences with event coverage, Geo-Filters, and unique content.

The association is also interested in engaging a younger demographic.





Post a Story

Private Chat

Work with Influencers

Send \$ via SnapCash

Sponsor a Selfie Lens

Sponsor a GeoFilter

Sponsor a Live Story

Video Ad in Discover

eCommerce Ads

Video Ad in Live Stories



**Stories:** Content that shows “life beyond the logo.” Curated content that works

**Products and Customer Service:** Launch new products, handle customer service through messaging

**On Demand Geo-Filters:** Now open for all – personal and business. Pricing depends on size of the geofence and how long it’s run. \$5 for 20,000 square feet

**Build a Following:** Build an audience, evaluate content performance, engage with contests and interaction and cross-promote

- Experiment, but make sure to build a Snapchat strategy (that aligns with your social and content strategy)
- Quality stories > Quantity of snaps
- Provide a fun and engaging experience
- Don't be afraid to try new things. Use all the functionality and push the limits of the platform
- Optimize content based on measurement



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