



BRANDS

ON SNAPCHAT

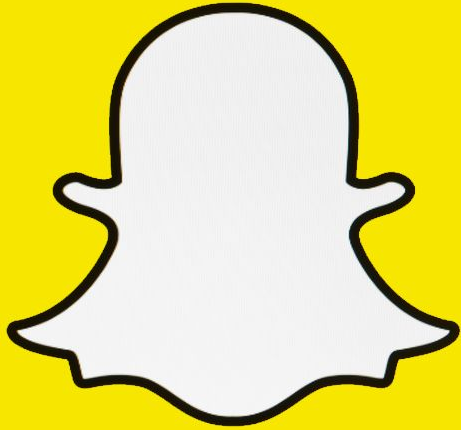


MEGAN FRANTZ
SENIOR PRODUCER
THE SHORTY AWARDS
@MEGSFRANTZ

AGENDA

- **Snapchat's Rebrand**
- **Spectacles**
- **Branded Geofilters**
- **Branded Lenses**
- **Discover**
- **Emoticons**
- **Brands Doing It Best**

SNAPCHAT'S REBRAND



Snap Inc.

SPECTACLES





@samsheffer



HANAU, GERMANY
Martha Sohn



HILLCREST, SAN DIEGO, CA
Prima



BRAINTREE, MA
Brendan Keohane

Geofilters

Dynamic art for different places.



COMMUNITY

Artists and designers are encouraged to create and submit a free Community Geofilter for their city, university, a local landmark, or another public location. No brand logos allowed.

[CREATE NOW](#)

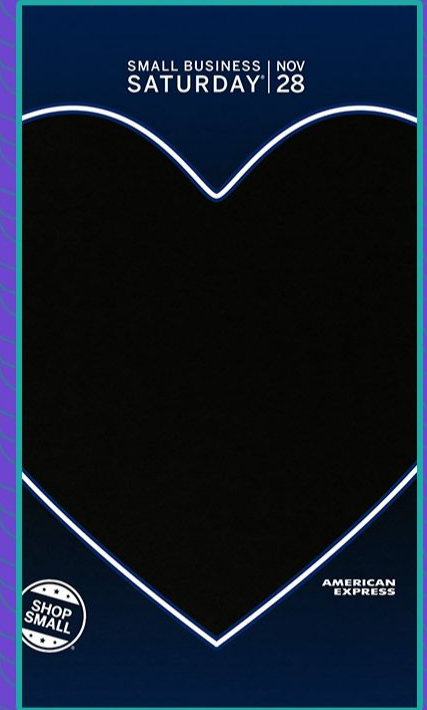


ON-DEMAND

Businesses and individuals alike can purchase On-Demand Geofilters for their event, business, or a specific location. Brand logos and trademarks are permitted.

[LEARN MORE](#)

BRANDED GEOFILTERS



BRANDED LENSES





#PRNews // @megsfrantz

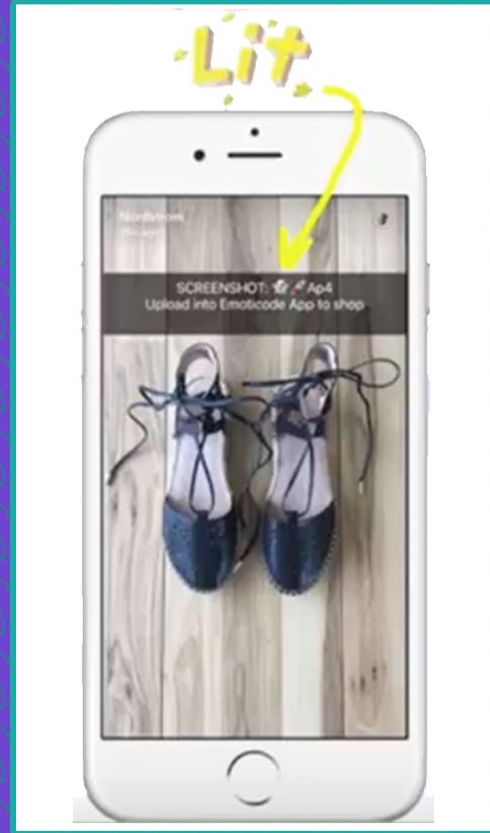
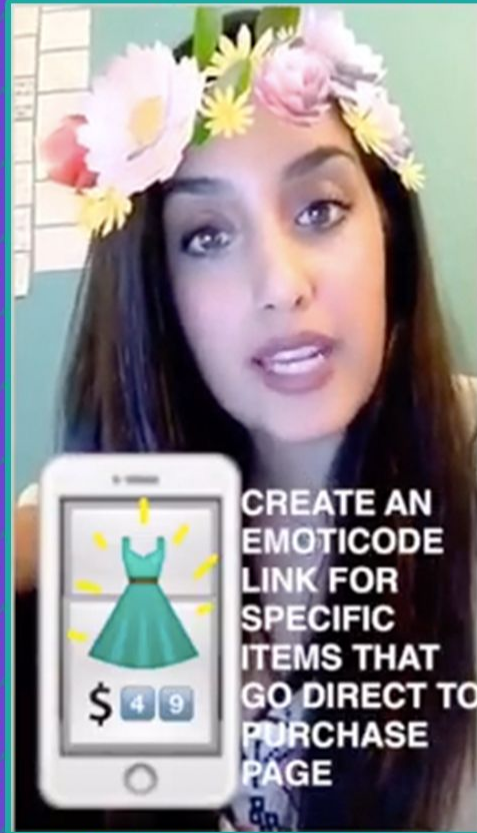
DISCOVER



EMOTICODES

BRANDS USING
EMOTICODES :

- everlane
- sephora
- popsugar



BRANDS DOING IT WELL!

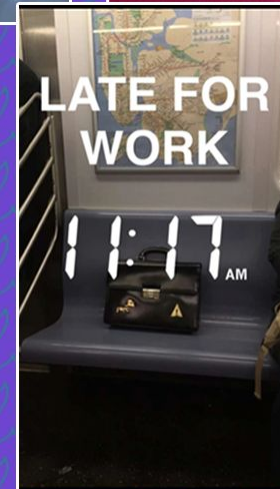
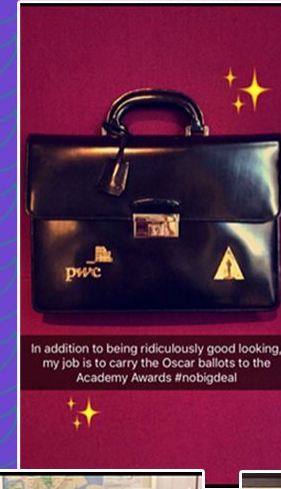
See more at shortyawards.com

#BALLOTBRIEFCASE ON SNAPCHAT

produced by PwC

Objectives:

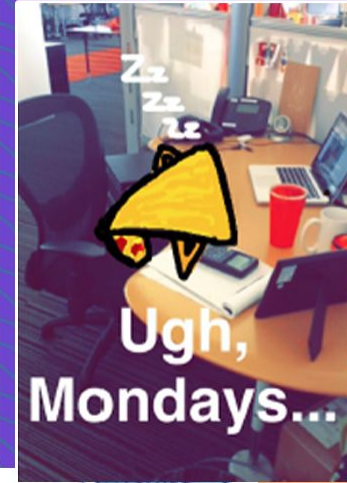
1. Increase external visibility around PwC's efforts and activities related to the Oscars
2. Reposition the brand of the firm to appeal to a younger talent demographic
3. Activate PwC's employee population to create buzz and generate excitement



GRUBHUB ON SNAPCHAT

Objectives:

1. Utilize Snapchat as it's intended to engage and entertain followers
2. Develop engaging stories to surprise and delight followers with giveaways
3. Live coverage of events
4. Recruitment



MTV'S PANTS OFF

About:

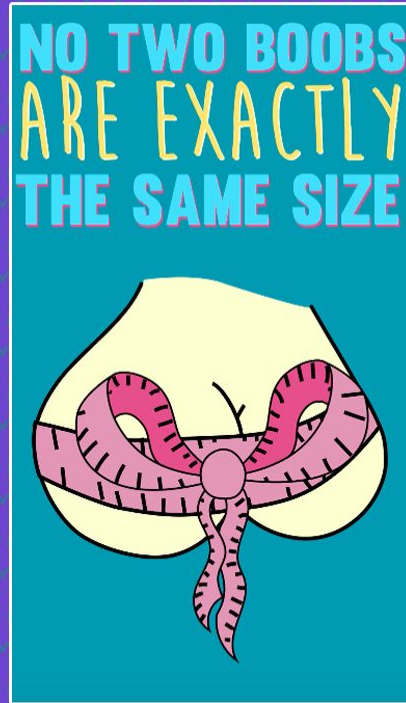
Snapchat-first show about sex and relationships hosted by sex ed YouTuber, Laci Green

Results:

Unique Views: 13.9M

Shares: 439K

Longform Views: 21M





FOLLOW
THE SHORTYS!

@SHORTYAWARDS
SHORTYAWARDS.COM





THANK YOU!
@megsfrantz