



# **Snapchat for Advocacy 101**

Connecting with Your Audiences Online



# Your Hosts



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Director of Marketing Strategy  
Social Driver



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Social Driver

**Digital  
creative and  
strategy to  
connect with  
people today.**

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EXPERIENCE  
**DIGITAL**  
WITH US

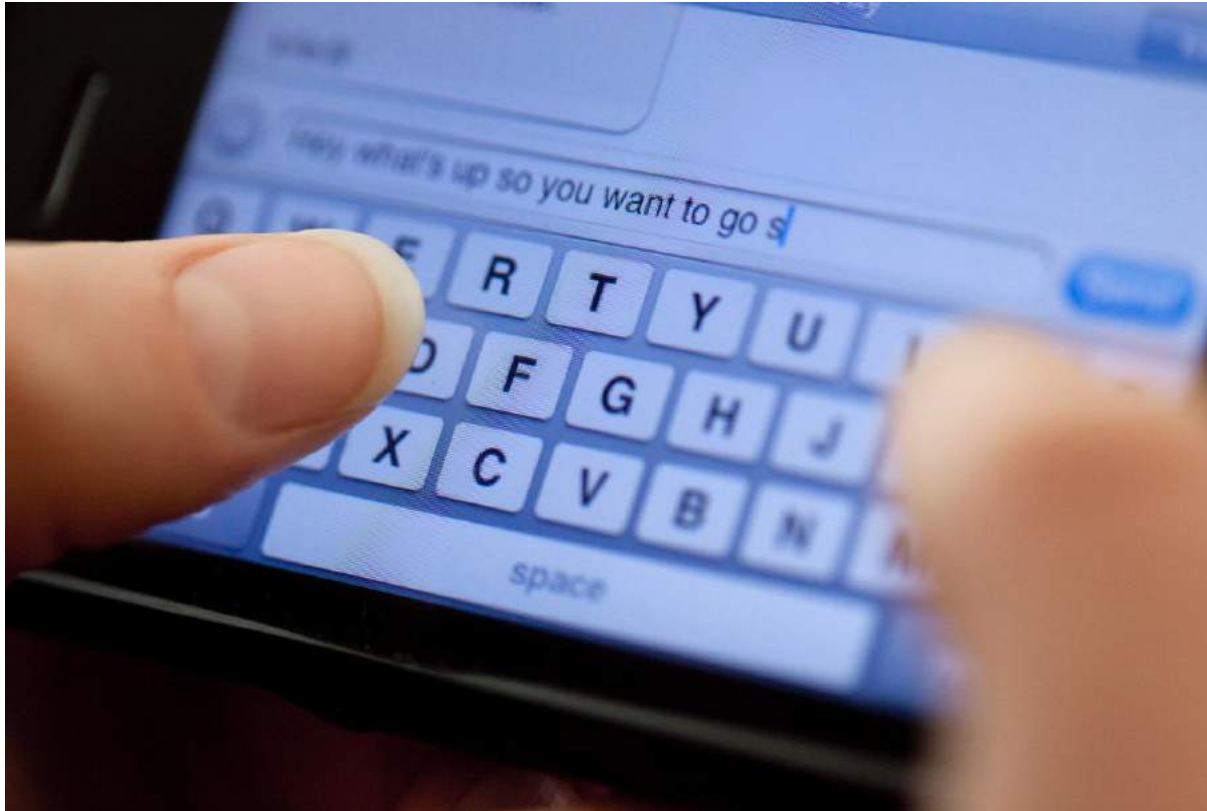




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# Snapchat Is A Messaging App



# Where The Messages Disappear!



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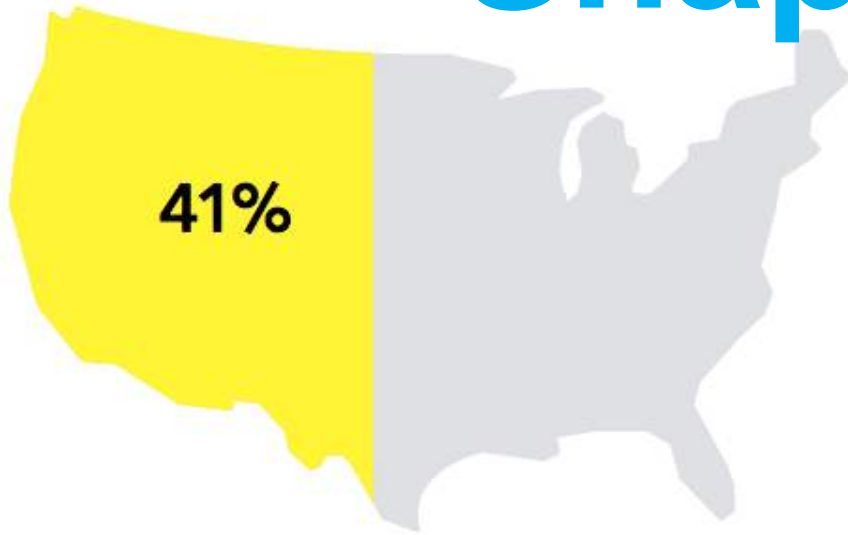
# A Picture Is Worth A Thousand Words

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# Snap Facts

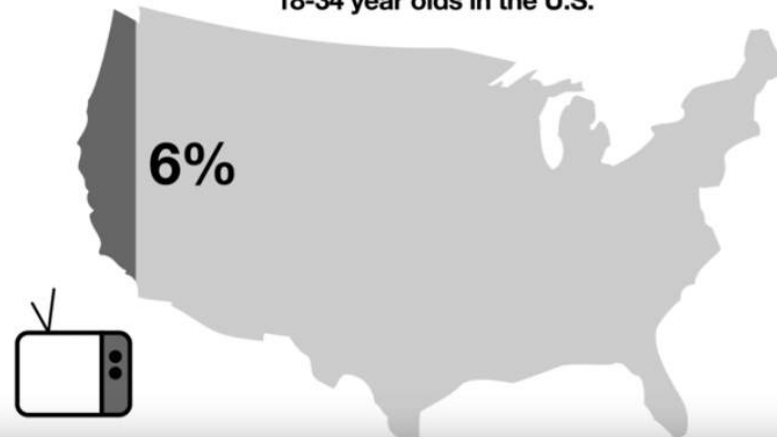


**On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.**

Source: Nielsen Media Impact, Reach Duplication, Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer 9/1/2015 - 9/30/2015 (Television, Internet, and Mobile)

## Unique Daily Reach

18-34 year olds in the U.S.





# Snap Facts



**9,000 snaps shared per second**



**More views on average than all the DC news stations combined**



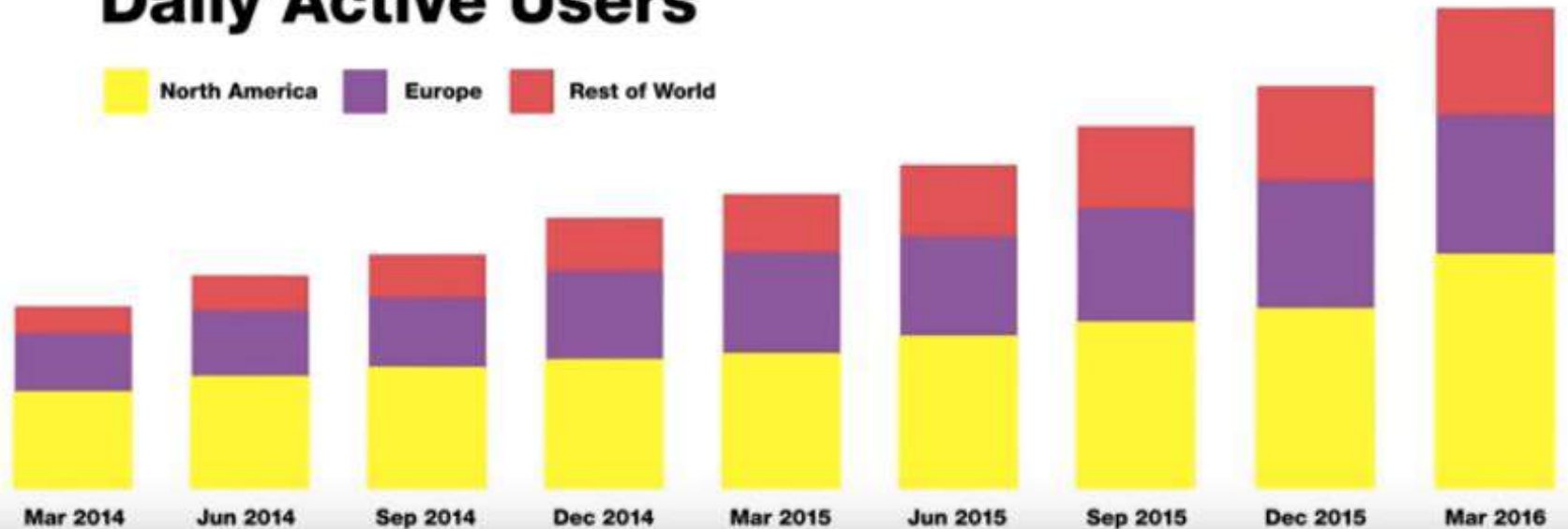
**A single National Sponsored Geofilter typically reaches 40% to 60% of daily Snapchatters**



**5x more engagement on ads**

# 100+ Million

## Daily Active Users





# Most Active Industries

1. **Music**
2. **Politics**
3. **Fashion**
4. **Sports**
5. **Local News**
6. **Entertainment**



# Brands: Discover

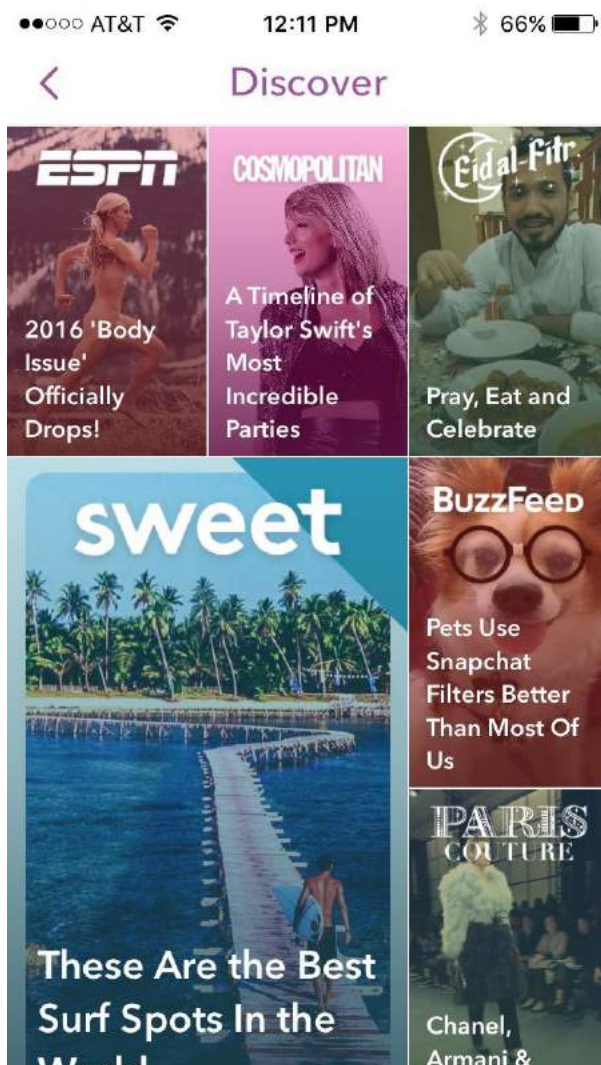
## New Media



## Old Media



# Who Is on Snapchat?



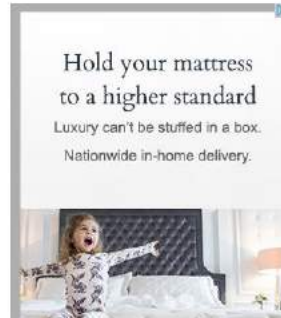
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# Meet Eric Swalwell, the newly crowned 'Snapchat king of Congress'

U.S. Rep. Swalwell uses Snapchat, Facebook Live and other social media platforms to connect with millennial voters.

BY DAWN CHMIELEWSKI · @DAWNCS31 · MAY 9, 2016, 10:10A

TWEET SHARE LINKEDIN



**Bloomberg**

What are you working forward to?

synchrony  
Engage with us

from Bloomberg Businessweek

# HOW SNAPCHAT BUILT A BUSINESS

Advertisers want the \$16 billion social network's young users

By Max Chafkin & Sarah Frier  
March 3, 2016

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**Rep. Cheri Bustos** ✓

@RepCheri

 Follow

Today I did over 50 @Snapchat interviews with @HouseDemocrats on #NoBillNoBreak! Special thanks to Leader @NancyPelosi for participating!

8:08 PM - 22 Jun 2016

  52  87



## *Doggy Menu*

### *Soup*

*Rice, Vegetables and Meat*  
*Euro 15.00*

### *First Course*

*Pasta, Chicken and Vegetables*  
*Euro 15.00*

*Pasta, Tuna Fish and Vegetables*  
*Euro 15.00*

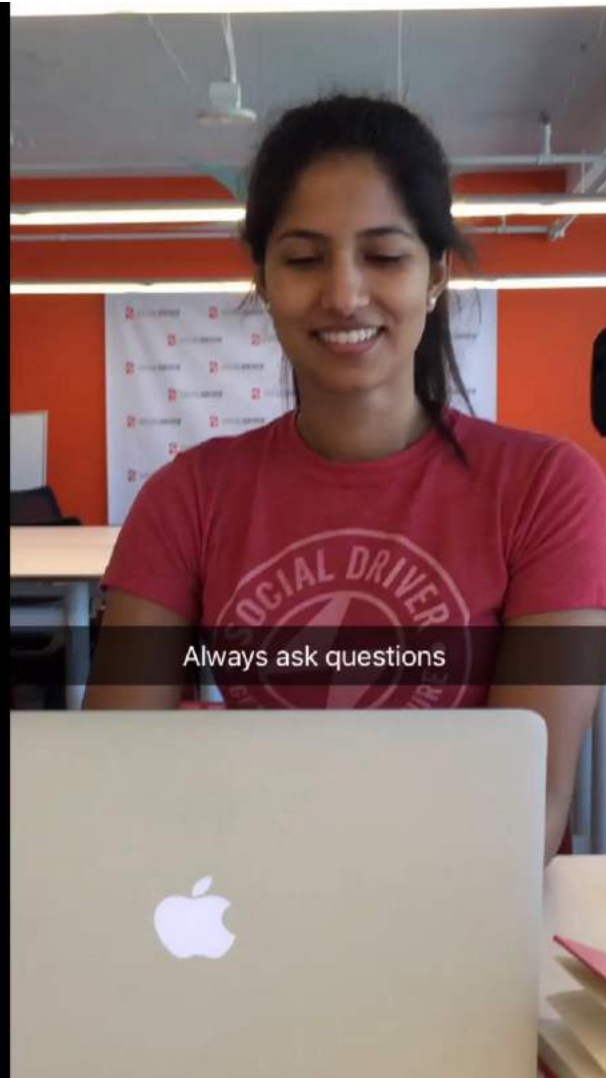
### *Second Course*

*Salmon and Rice*  
*Euro 15.00*

*Lamb and Rice*  
*Euro 10.00*

*Beef and Chicken with Vegetables*  
*Euro 18.00*

*Three course menu of your choice*  
*Euro 25.00*



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Choose Your Party  
Select Your Position  
Run Your Race



# Choose Your Party

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# Hostess with The Mostess



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# Social Butterfly



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# World Wildlife Fund's "Last Selfie" Campaign



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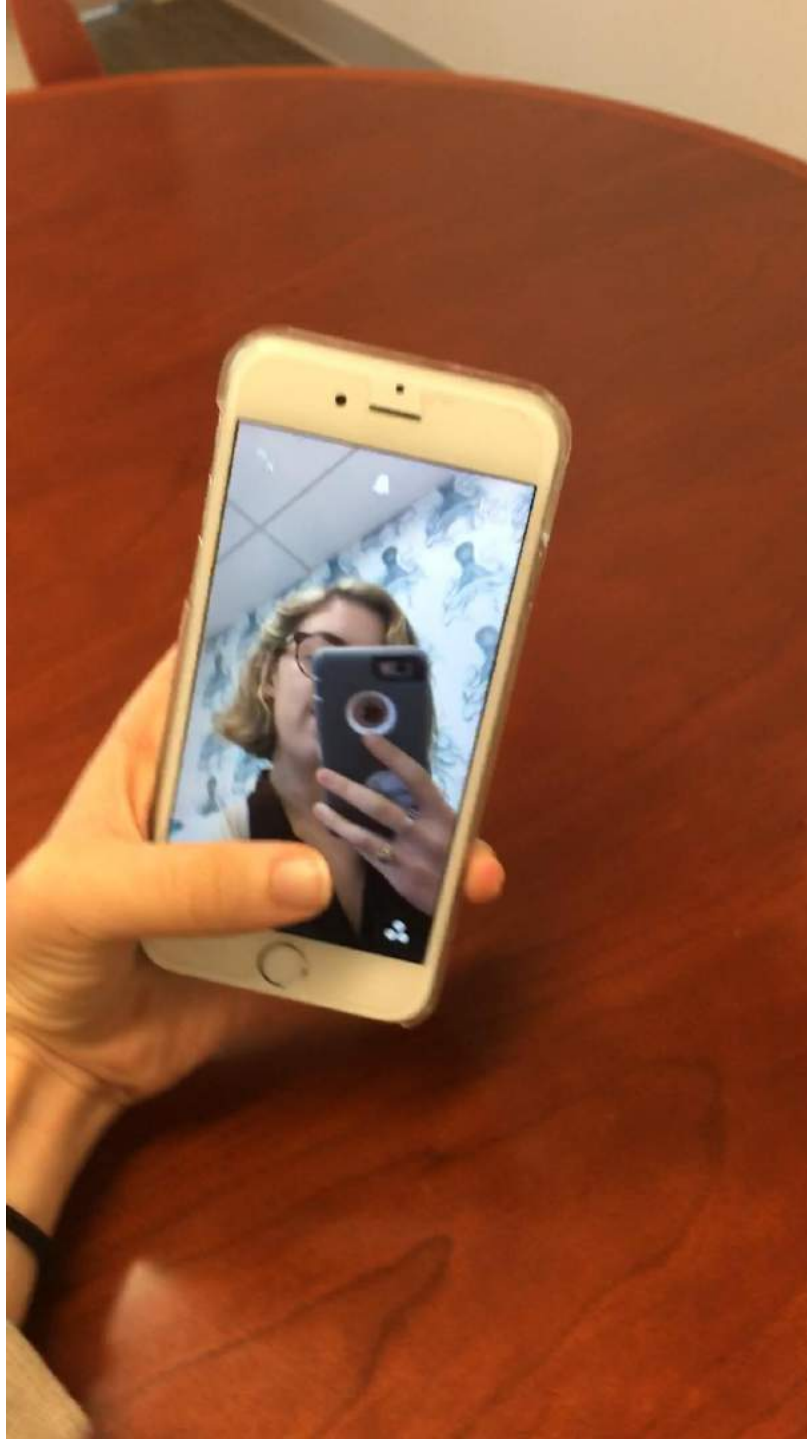


# National Rifle Association



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# Filters



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# Select Your Position



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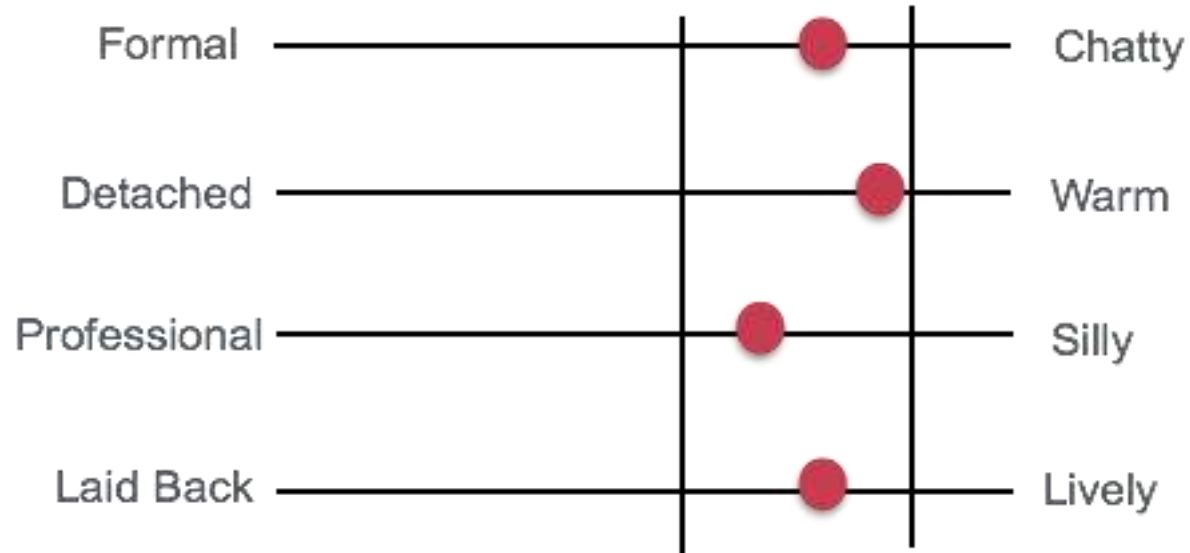


# What is your story? How do you tell it?

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# Create Your Snapchat Voice



***In-Person Character/Persona:*** Friendly, excited to help, and a little bit scrappy

***Tone:*** Personable and friendly

***Language:*** Inviting, collaborative, simple and informed

***Theme:*** People focused

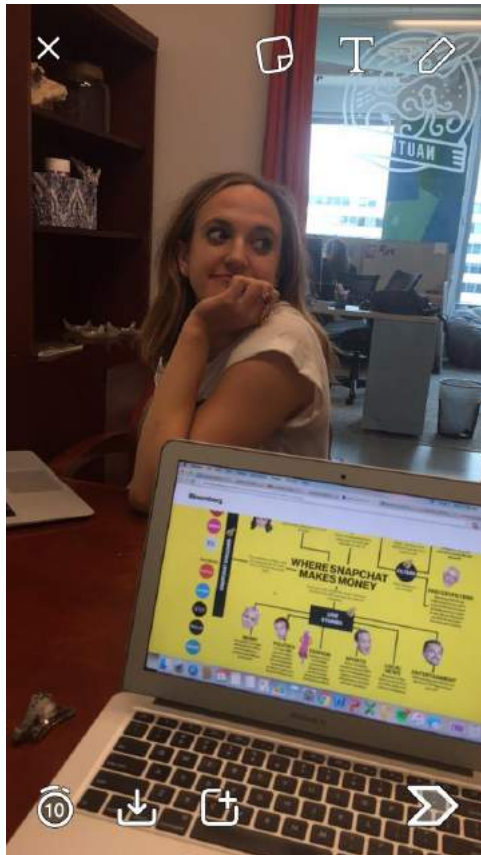
# What Will Your Brand Use?





# What Type of Camera Should You Use?

## External Camera



## Selfie Camera



# Make It Fun!



**Add Stickers**



**Write**

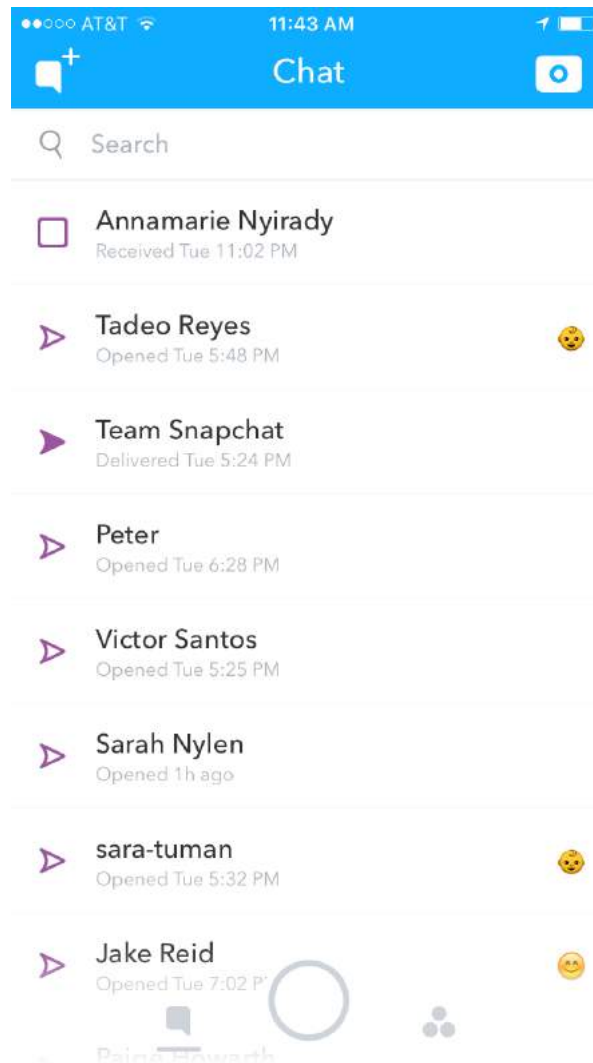


**Draw**



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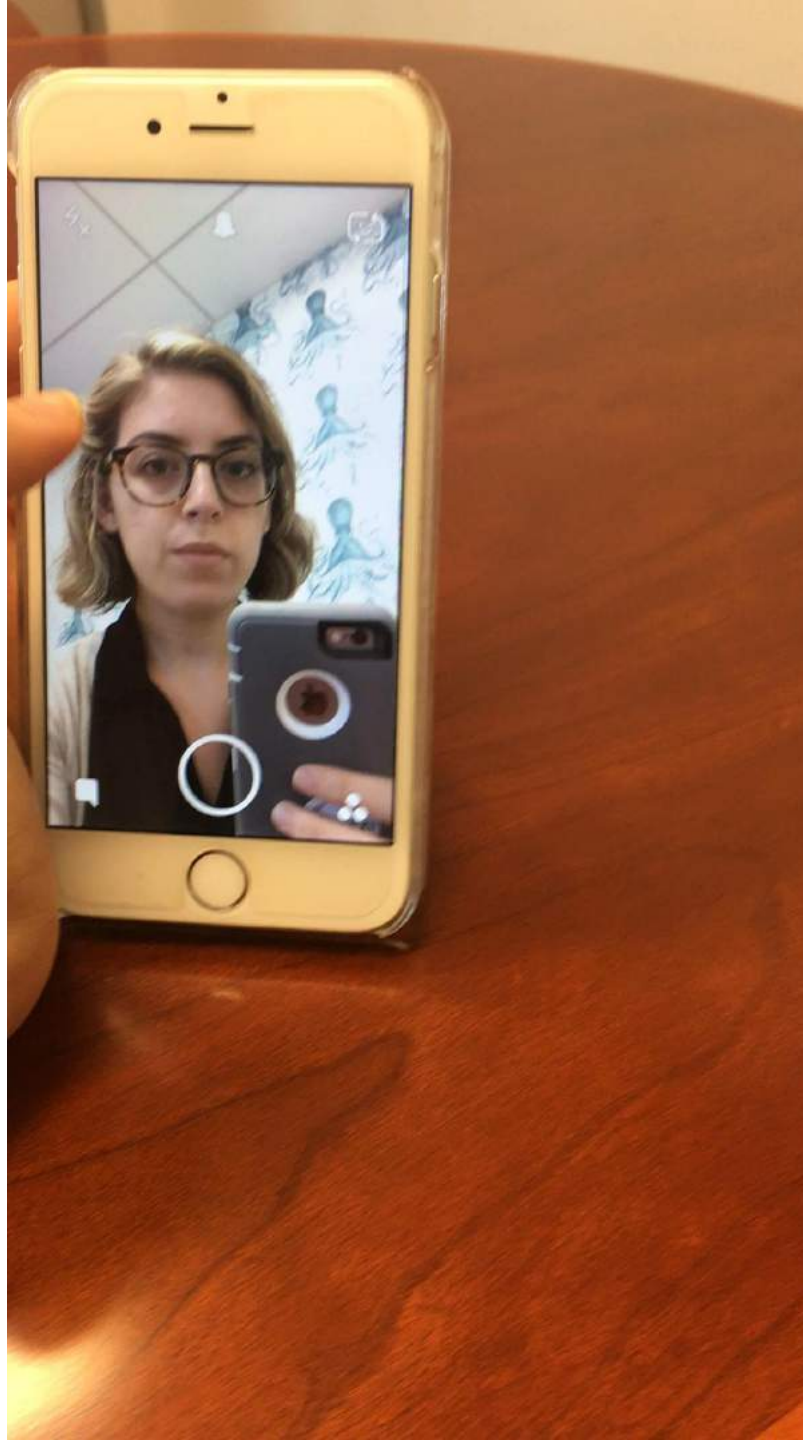
# Send A Private Message Vs. Story



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# Lenses



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# Run Your Race

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1. **Influencers**
2. **Advertising**
3. **Content Production**



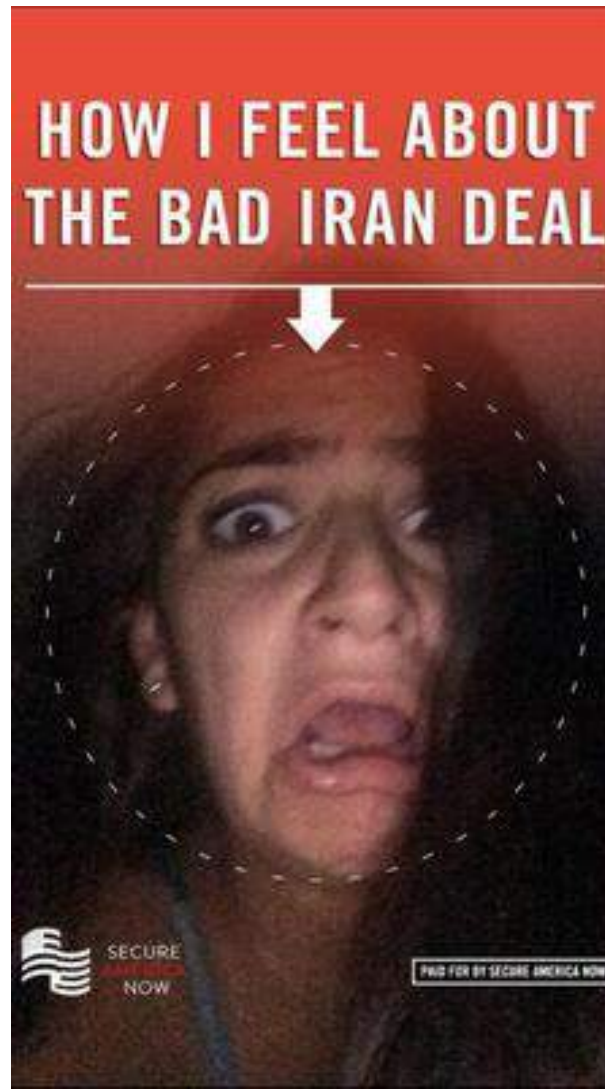
# Planned Parenthood #WeWontGoBack



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# Secure America Now



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# Gatorade

## Sponsored National Lens

Gatorade and Snapchat brought the excitement and experience of a Super Bowl victory from the stadium to the smartphone.



Average Play Time spent  
by Snapchatters with the  
Lens



Purchase Intent, 198 index  
to other well-known CPG  
campaigns



Total Views

**TOTAL PLAYS: 60M**

Measurement via Millward Brown Digital Audience Insights and Brand Lift Insights

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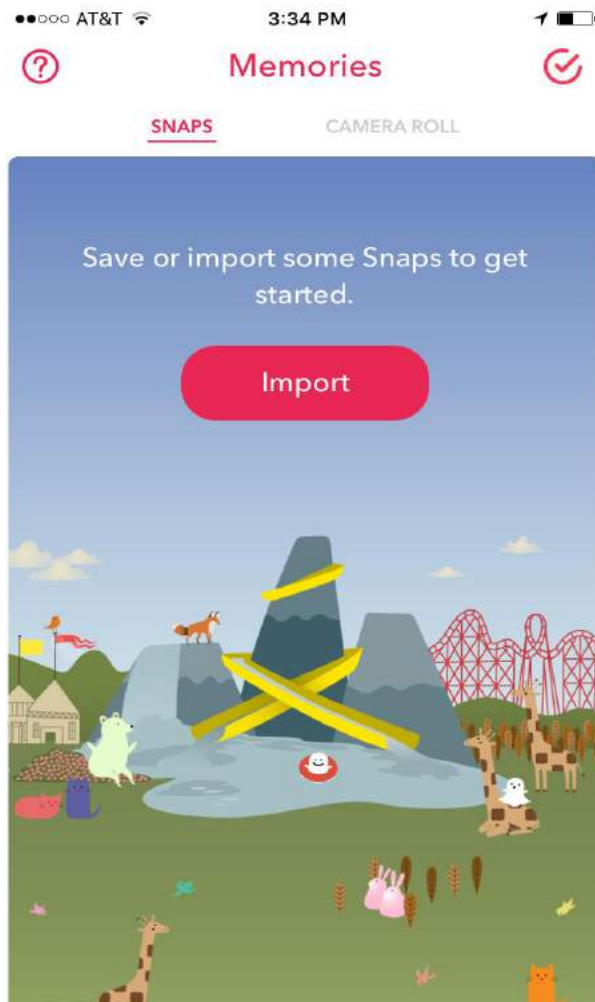






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# Memories



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Choose Your Party  
Select Your Position  
Run Your Race



**Need help bringing your  
Snapchat to the streets?**



**Contact us:**

**MarketingTeam@socialdriver.com**





= BE =  
DRIVER

Old Media



New Media



**DJ KHALED**  
**KYLIE JENNER**  
**THE WHITE HOUSE**  
**ALEXANDER WANG**  
**LADY GAGA**



## STORIES

The past 24 hours of your life, told in 10-second videos. Anyone can post. No ads (though maybe paid product placement if you're famous).

## SELFIE MODE

Those disappearing photo messages the app was originally known for.

## LENSES

Goofy animations for your face. Examples: rainbow vomit, bug-out eyes, Gatorade bucket-dump. Starting price: \$450,000 per day for a custom lens.

Ka-ching!

## FILTERS

Think Instagram, only weirder.

**FREE**  
Add the name of your neighborhood, your college, or how fast you were going. No ads allowed!



## PAID GEOFILTERS

Starting at \$5 for an eight-hour block, add a custom sticker for your birthday party or your brand. Bernie Sanders and Starbucks have been big advertisers.

# WHERE SNAPCHAT MAKES MONEY

The equivalent of basic cable for young people. Ad rates start at \$20 per thousand views.

How your kids "watch the news." Minimum ad price: \$100,000 per day for national campaigns.

## LIVE STORIES



### MUSIC

Coachella coverage attracted 40 million viewers last year—and that was without DJ Khaled.



### POLITICS

Former CNN reporter Peter Hamby selfies the presidential campaign (and produces a show for Snapchat Discover).



### FASHION

Instagram has owned this category, but Snapchat has made inroads, starting with New York Fashion Week.



### SPORTS

Some 73 million viewers watched NFL clips on Snapchat last season. Stories mix official game footage with fan reactions.



### LOCAL NEWS

Mashups of the day's news in 20 or so cities and on 70 college campuses.

### ENTERTAINMENT

Still watching the Oscars on Network TV? How old are you, 27?

SNAPCHAT DISCOVER