



SUCCESS STORY ON SNAPCHAT

# How to reach millennials during Nocheshopping



CHALLENGE

**SOLUTION**

RESULTS

THE KEY TO SUCCESS

**COUNTRY:**  
ARGENTINA

**CLIENT:**





# Challenge

One of the key yearly events for the company is **"Nocheshopping"**, a yearly event in which stores that are part of the IRSA Propiedades Comerciales group are open all night on December 23 between 8 PM and 4 AM, offering discounts of up to 50% in the best stores.

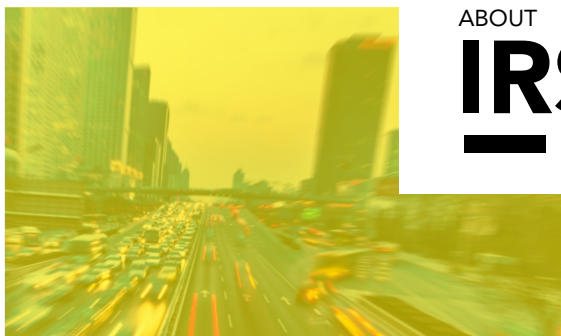
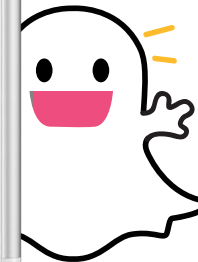
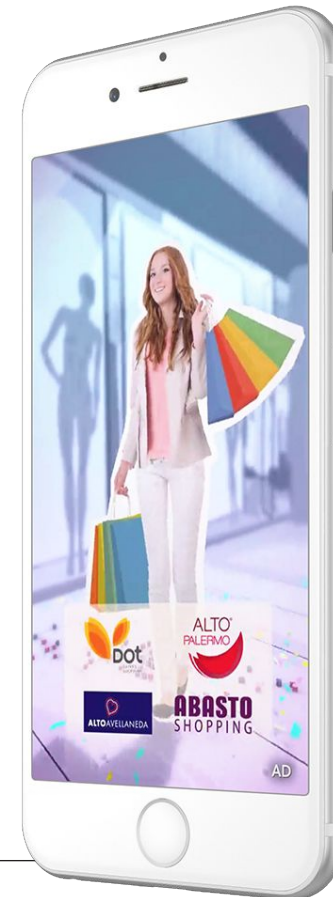
**Their main objective was to reach millennials**, a target audience that is difficult to reach through other media, and get them go to the group's shops and take advantage of the offers while Christmas shopping.

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ABOUT

# IRSA

IRSA Propiedades Comerciales (Inversiones y Representaciones Sociedad Anónima) is a real estate corporation with Argentine capital. With the numerous companies it controls, it is the biggest real estate group in Argentina, and it owns the main commercial shopping centers and is responsible for some of the largest real estate developments in the country.



# Solution

In order to attract millennials to the shopping centers Dot, Alto Avellaneda, Abasto and Alto Palermo, IRSA Propiedades Comerciales sent its messages through the following Snapchat formats:

## SPONSORED GEOFILTERS

They used this format to send a filtered call-to-action message to Snapchat users, capture their interest and create a high level of engagement with the offer.

## SNAP ADS

With this format, they created an animation that promoted the discounts at “Nocheshopping” and invited millennials to go to the shopping centers to take advantage of their last-minute offers.



### CHALLENGE

### SOLUTION

### RESULTS

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▶ SPONSORED GEOFILTERS



◀ SNAP ADS





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## Results

### SNAP ADS

**1,059,201**

PAGE VIEWS

**1.88 SEG**

AVERAGE VIEW

**612,364**

UNIQUE USERS

**1.79**

TOTAL FREQUENCY

### GEOFILTERS

**1,482,821**

VIEWS

**12.61 SEG**

SWIPE TIME

**93,093**

UNIQUE USERS

**7.69%**

ENGAGEMENT  
(Uses/Swipes)

## Keys to Success

### INNOVATION:

Being one of the first brands in Argentina to use this platform, IRSA Propiedades Comerciales achieved excellent results for the promotion and a high level of acceptance among millennials.

### BROADCAST A PROMOTION ON A KEY DATE:

Communicating an offer on the platform for such an important holiday as Christmas was an advantage that created a significant level of engagement.

### IMPACT ON MILLENNIALS:

Having a presence in Snapchat allowed IRSA to connect with a younger audience in a simple manner by using unique messages in today's hottest platform.

