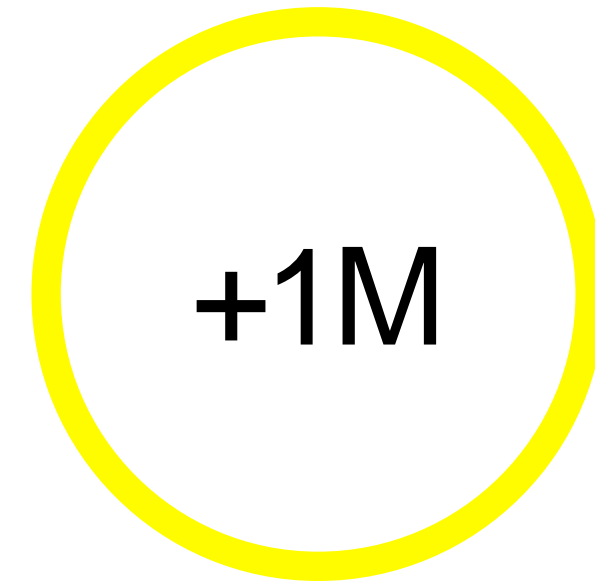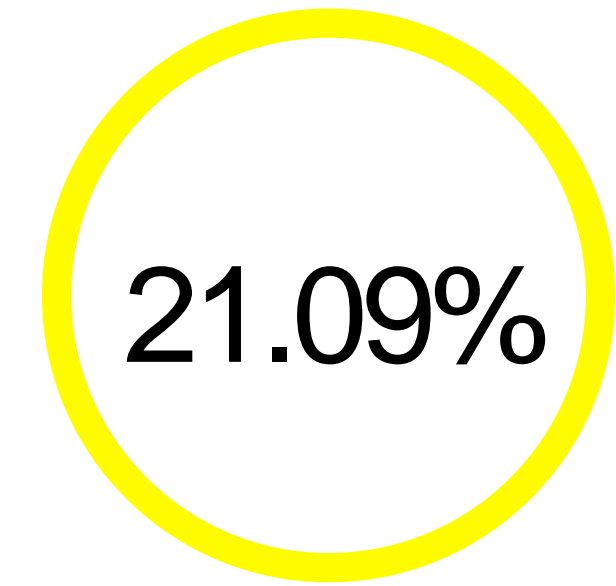*Snapchat Campaign*

# Personal

Advertising Products:
Geofilter | Snap Ad

Personal Argentina knew how to talk to Millennials in their own language.

*Source: Snap, Inc. Internal Data*

**+1M**

*Unique Users*

**21.09%**

*Engagement Rate*

**24.39**

*Seconds
Unique Swipe Time*

*Snapchat Campaign*

# Personal

### Objective

The challenge for Personal Argentina was to be able to reach a Generation Z and Millennial audience with a creative and disruptive content using the top preferred platform, communicating the brand's repositioning and its slogan "Internet para que todo suceda" (Internet makes everything happen).

### Solution

The combination of using the right language and tools that characterize the platform contributed to making the campaign a massive success. Also, by using Geofilters and Snap Ads, a great user engagement was rapidly generated and therefore, an excellent interaction with the product. By using Snapchat and the Geofilter format to communicate the "Internet para que todo Suceda" (Internet Makes Everything Happen) slogan, Personal was able to reach the target audience in a natural and fun way. Snapchatters decided to include the slogan in their daily chats, reaching +11 million Users in only 2 days.

*Fuente: Snap, Inc. Internal Data*