

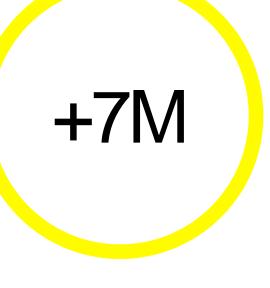
## Snapchat Campaign PANTENE

Advertising Product: Lens

The first advertiser to develop a hair Lens for Latin American Snapchatters

Pantene achieved more than 10 million page views with this launch. Snapchatters played, had fun, sung and even danced showing their Pantene hair in Snapchat! The success of the experience was so contagious that the true Pantene ambassadors participated by sharing their Pantene Hair videos and Snaps on other social networks outside of Snapchat.





Plays

+2.9M

Unique Reach

+26 sec

Play Time





Snapchat Campaign

## PANTENE

Advertising Product: Lens

Objective: The objective was to send the Pantene Pro-V message to young consumers by using today's most popular platform. Pantene decided to use the most playful and interactive Snapchat program, the Lens. The objective was to use a Lens to show Snapchatters the Pantene provitamin effect on hair.

Solution: Snapchat used Lens filters that enhanced the luster and light on hair. This Lens was activated when the musical jingle "Pantene Hair" started playing, which created a more complete interactive experience where Snapchatters could play around with the Pantene augmented reality, using images and sounds.

This Lens was available in Mexico, Colombia and Argentina for only one day.



