



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.



+7M

Plays

+2.9M

Unique Reach

+26 sec

Play Time

Source: Snap, Inc. Internal Data



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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 pro-vitamin 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.

Source: Snap, Inc. Internal Data

