

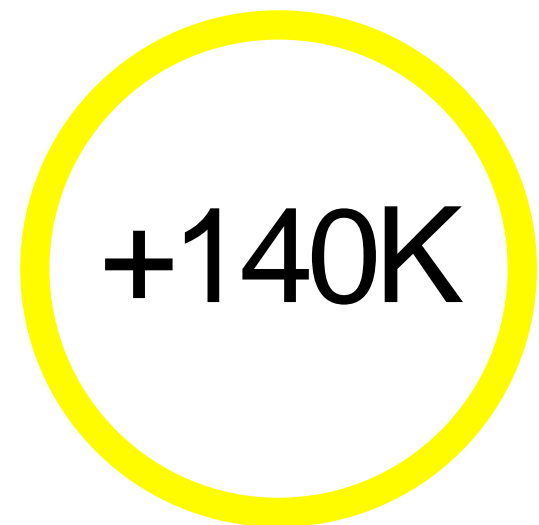


Snapchat Campaign

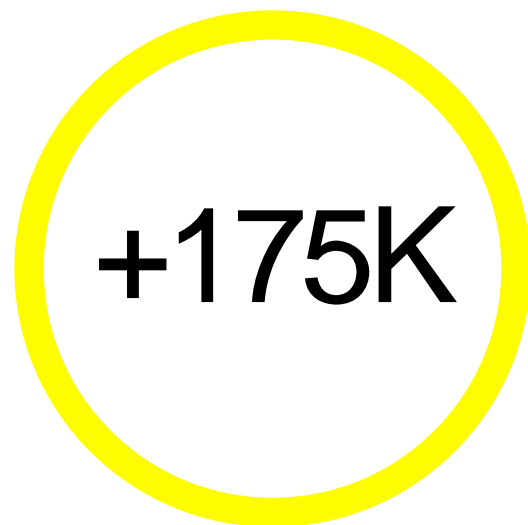
Ripley

Advertising Products:
Snap Ad + Geofilter

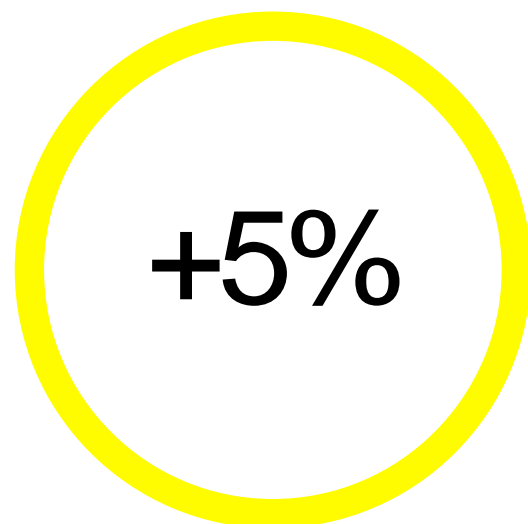
Ripley and Snapchat got together
to celebrate Father's Day in Peru



Swipes

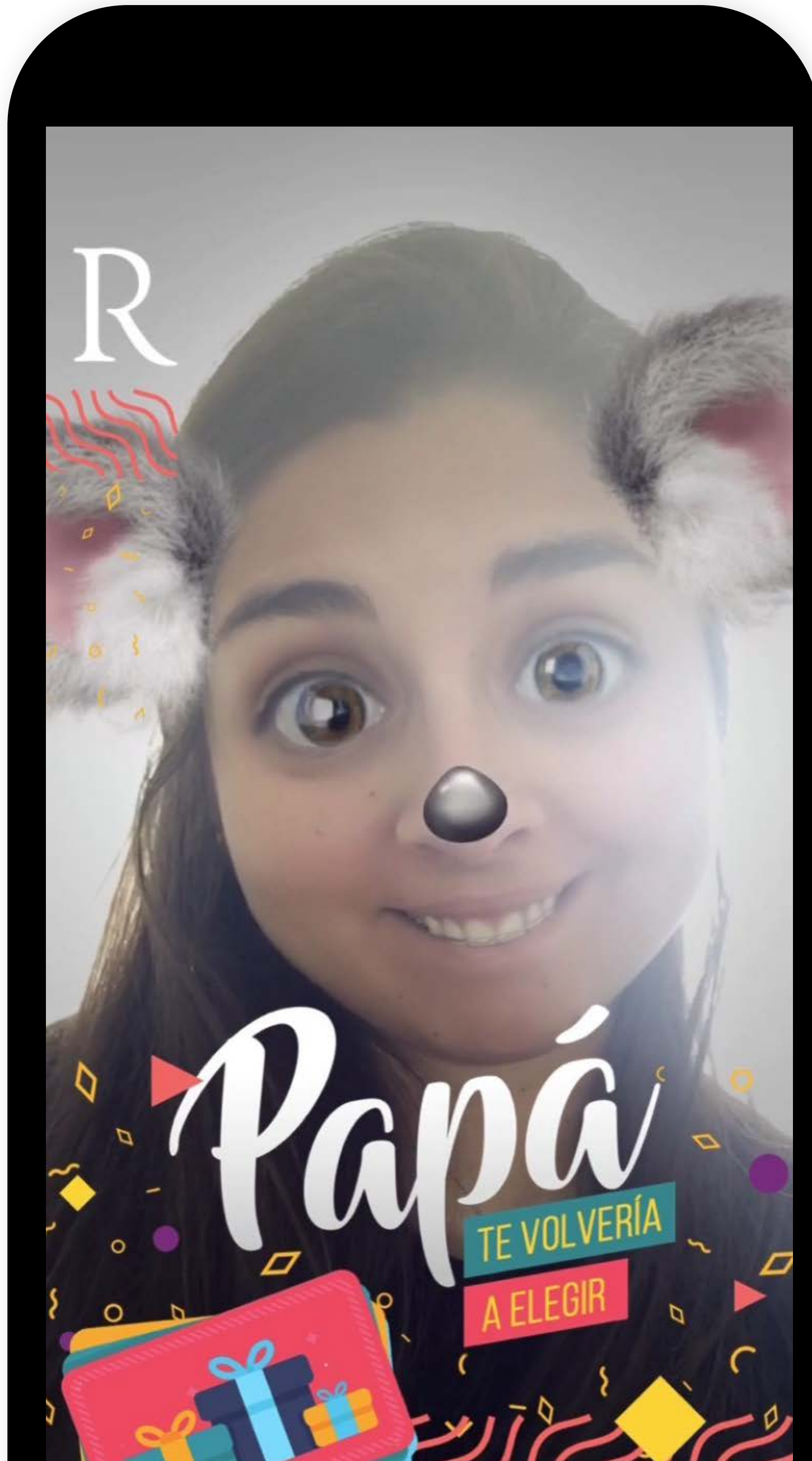


Views



Uses per Swipe

Source: Snap, Inc. Internal Data





Snapchat Campaign

Ripley

Advertising Products:
Snap Ad + Geofilter

Objective: Ripley and Snapchat collaborated by using Snap Ad and Geofilter. By using these formats they reached dads and their kids at the same time, and with a relevant message.

Solution: The idea and message was “Te volvería a elegir” (I Would Choose you Again), where Ripley wanted to recreate fun situations between dads and their kids, with the premise that today’s dads are more digitally savvy and are not afraid to share anecdotes with their kids on different digital platforms.
The campaign easily surpassed the benchmarks by using both products.

Source: Snap, Inc. Internal Data



+188K

Page Views

+148K

Unique Reach

1.87

Average View Time

