



Snapchat Campaign Coca Cola

Advertising Product:
Snap Ad + Geofilters

Coca Cola owned the May 25th
Argentinian Independence Day by
using Snap Ads and Geofilters

+5M

Views

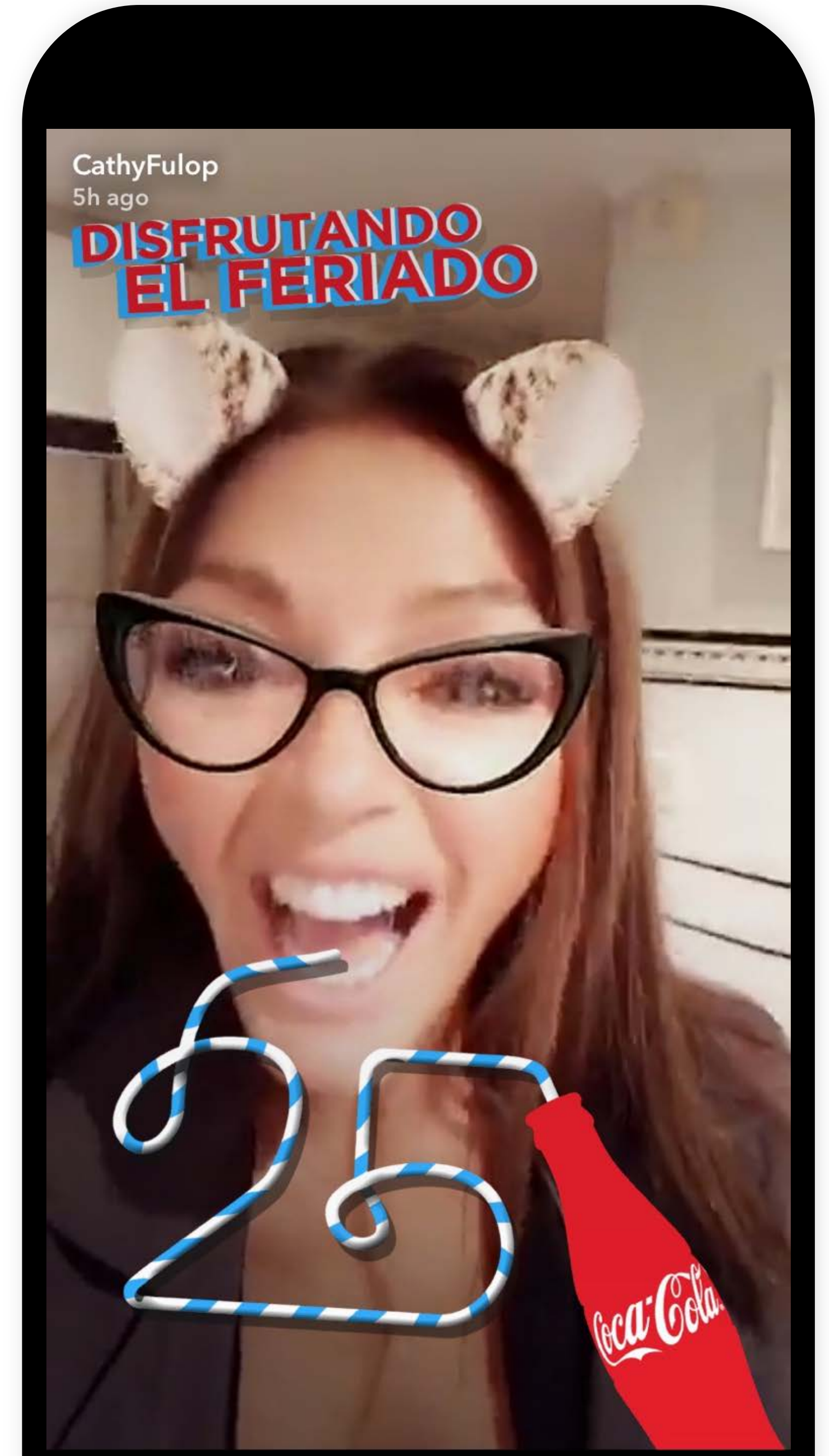
+1.9M

Swipes

+243K

Uses

Source: Snap, Inc. Internal Data





Snapchat Campaign

Coca Cola

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Objective: Coca Cola wanted to reach the youngest age groups in Argentina: generation Z (13-17) and Millennials (18-24) by having a strong presence during the May 25th festivities, a date of great importance in Argentina.

Solution: Coca Cola took advantage of the Snap Ads and Snapchat Geofilters formats to release a national ad campaign during May 25th. The Geofilter ran nationwide, allowing Coca Cola to communicate with their target audience in a new way. The exclusivity of the format allowed Coca Cola to own the conversation with Argentinian Snapchatters during May 25th.

Source: Snap, Inc. Internal Data



+1M

Page views

+566K

Unique Reach

1.43

Average View Time

