

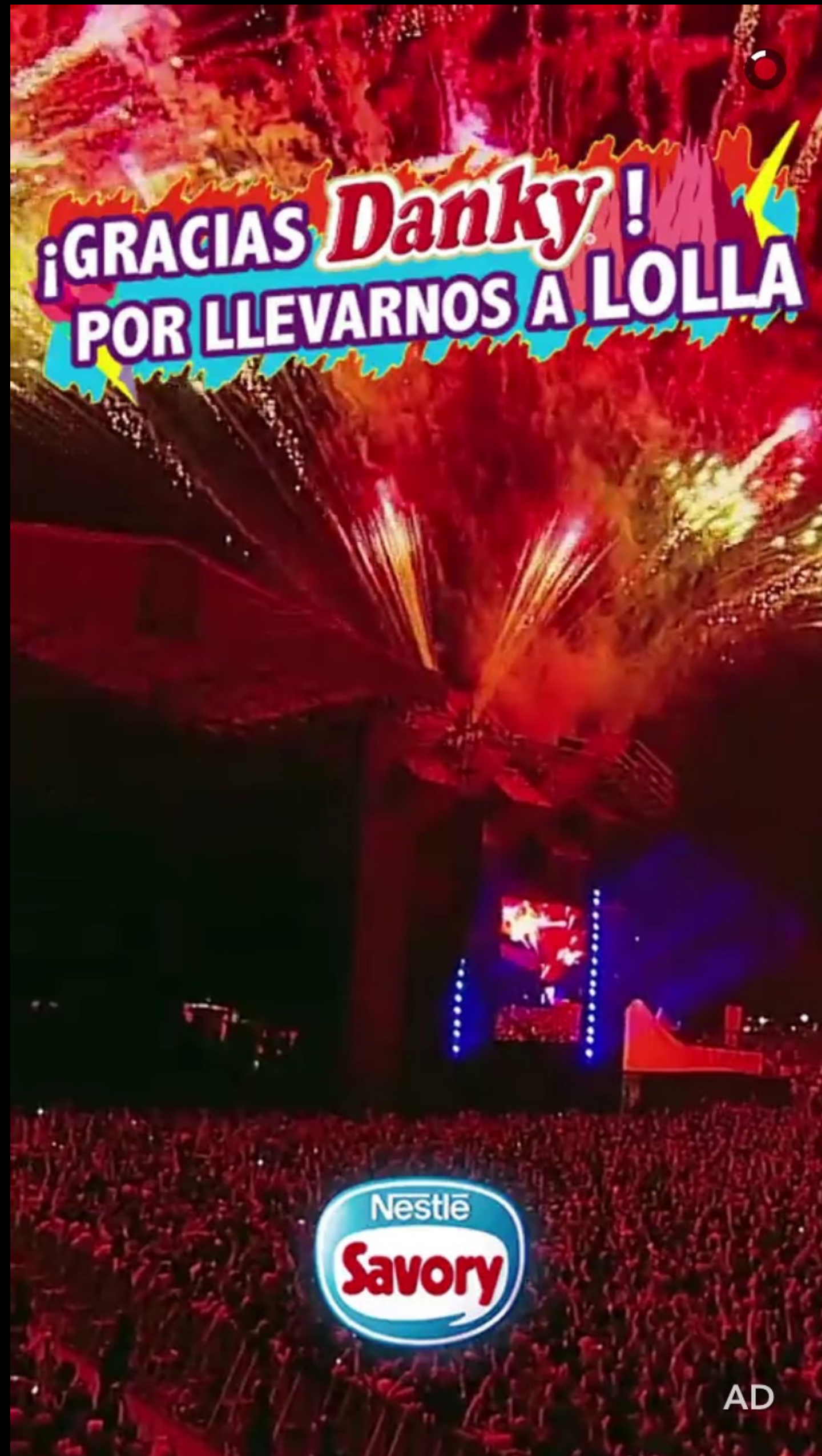


Snapchat Campaign

# Nestlé Danky

Advertising Products:  
Snap Ad + Geofilter

Danky and Snapchat  
got together to reach  
Millennials during  
Chile's Lollapalooza



+260K

Page Views

+135K

Unique Reach

3.17s

Average view time

Source: Snap, Inc. Internal Data



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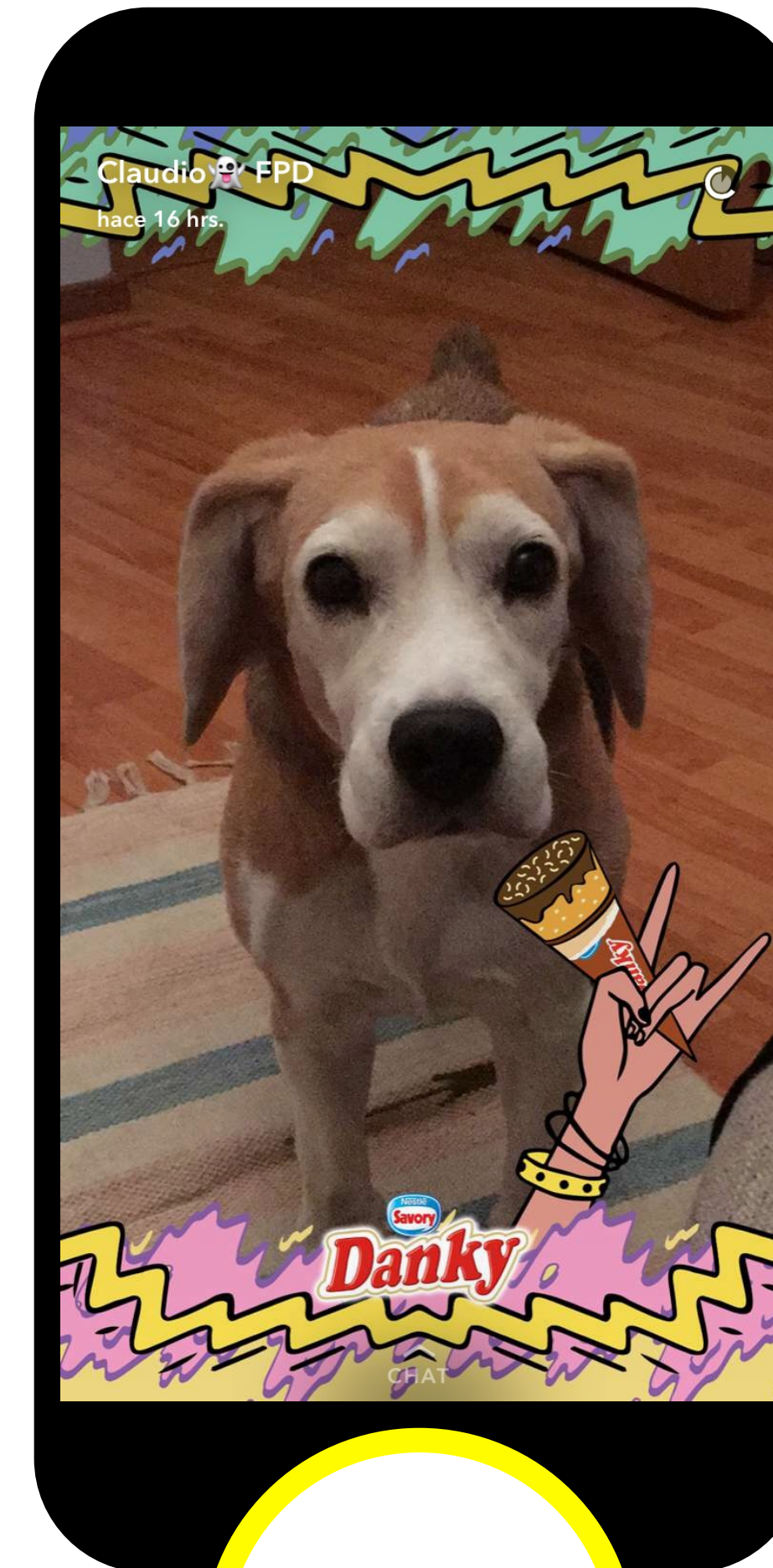
**Objective:** Nestlé wanted to reinforce communication on this sponsorship among the youngest age groups in Chile in an innovative and different manner. Through its Danky ice cream brand it wanted to become the official Lollapalooza ice cream and maximize the reach of its message among the Generation Z and Millennial groups.

**Solution:** Nestlé took advantage of the exclusive messaging capabilities of Geofilter. This allowed the brand to communicate with a younger audience and position itself as the official ice cream of Lollapalooza. During the day of the event it got +1 million views. By using Snap Ads, Nestlé Danky promoted the offers that were available during the Lollapalooza event.



+945K

Views



+ 10%

Uses per Swipe