

Case Study

Qé!Power

Product used: Lens

Objective: Qé!Power, a chocolate snack by Bimbo Group mainly focused on young audiences, looked to increase the engagement and notoriety of their product. To do so, the brand partnered with Snapchat in Spain and promoted a contest where the consumer could win a trip with Easyjet Airline to London, Paris, Berlin or Milan.

Solution: Qé!Power implemented a digital campaign using a Lens and a Snapcode. The Lens ran nationally for two days, and simultaneously, the Snapcode was shared on different digital platforms where it had an engagement rate of more than 33%.

"Qé! is a young, innovative, fun and transgressive brand that is also consumed with friends. We thought it fit perfectly with Snapchat. At Bimbo, we also seek to innovate in the way we impact our consumers"
- Alberto Levy, Marketing Vice President, Bimbo Group



+32s

Avg. Play Time

+33%

Avg. Engagement Rate Snapcode