

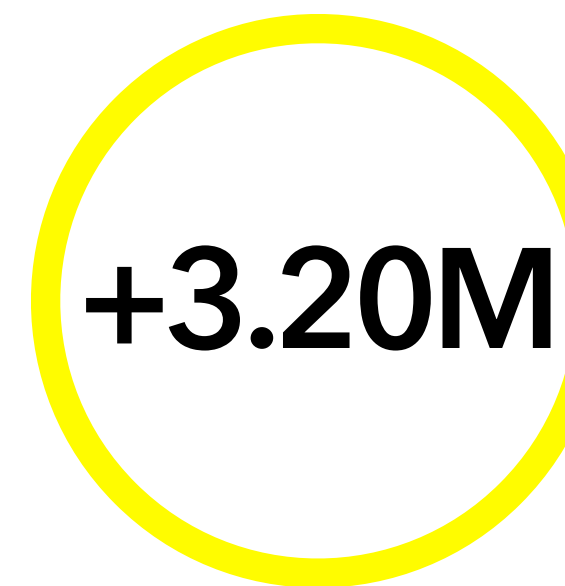


Snapchat Campaign

ÉSIKA

Products Used:
Lens + Snap Ad Web View

Ésika, a regional makeup brand, joined Snapchat to communicate the launch of its new line "Ésika Look Pro" in Chile, Colombia and Peru.



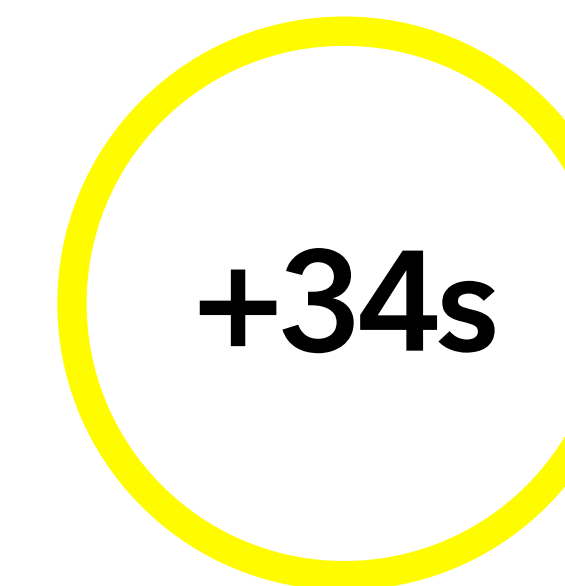
+3.20M

Plays



+534k

Impressions



+34s

Avg. Play Time

Source: Snap Inc, Internal Data





Snapchat Campaign

ÉSIKA

Products Used:

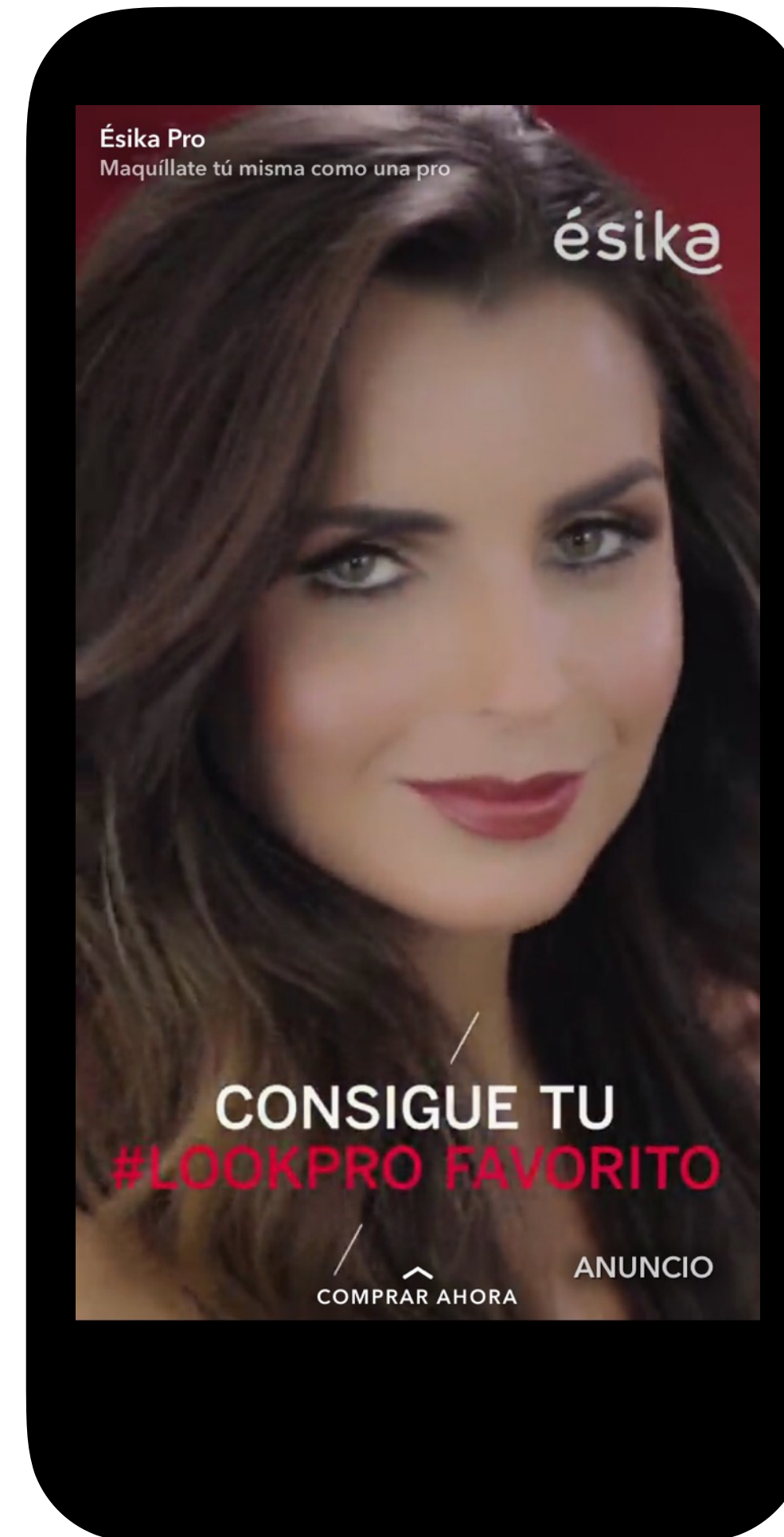
Lens + Snap Ad Web View

Objective: Ésika joined Snapchat to communicate the relaunch of their most important makeup line "Ésika Look Pro", and reach all women between 25-30 years old. Ésika communicated the new product formulas and new packaging.

Solution: Through the use of a Lens and a series of Snap Ads, Ésika implemented its digital campaign, complementing it on other digital platforms in parallel. The campaign reached its target audience and surpassed the regional benchmarks with a Lens play time of more than 34 seconds.

The brand also used a series of Snap Ads & web view where the user could Swipe Up and visit the brand's website. With only a week of campaign time, Ésika reached +7.6k views on her website.

Snap Ad



Snap Ad

