



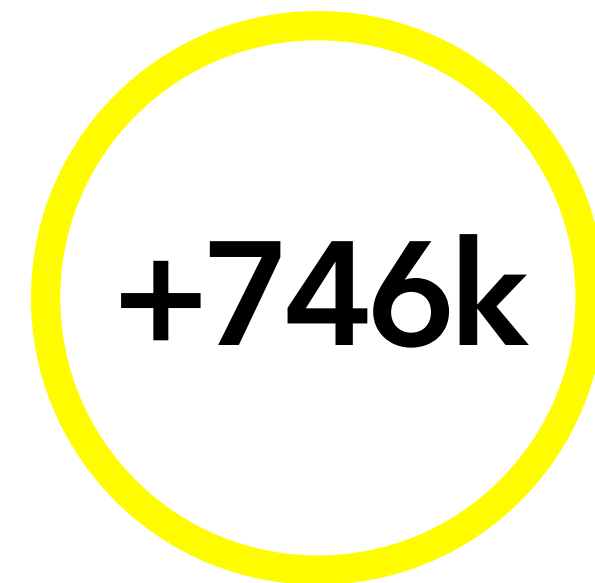
Snapchat Campaign

INCA KOLA

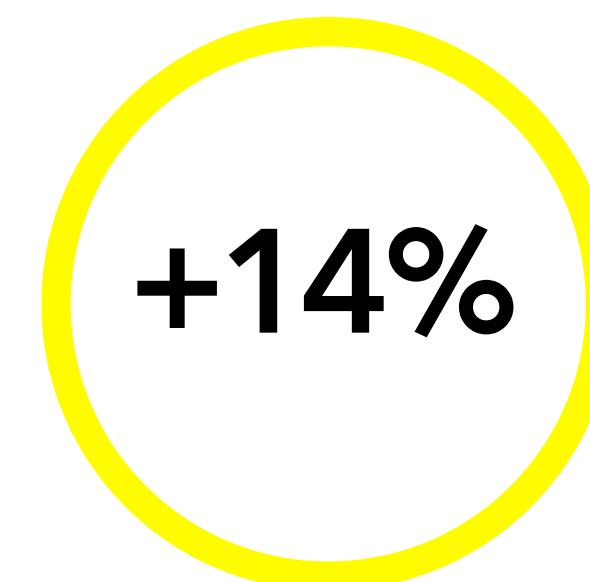
Products Used:
Filter + Snap Ad

Inca Kola, the original soft drink from Peru and belonging to The Coca Cola Company, looked for Snapchat to interact with its audience during Independence Day in Peru.

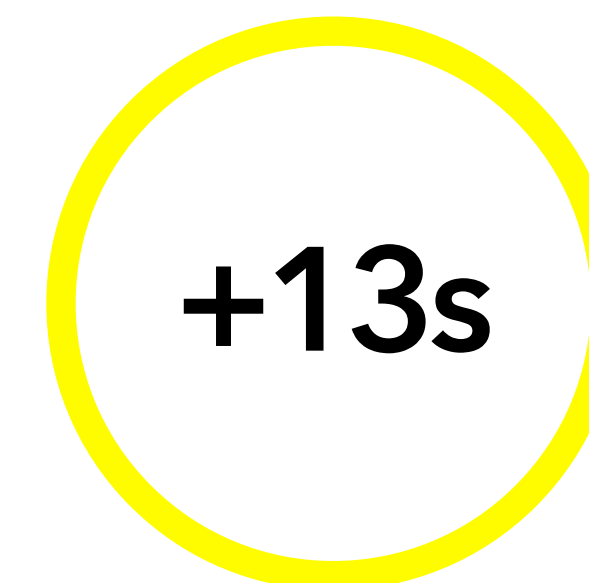
Source: Snap Inc, Internal Data



Impressions



Use Rate



Swipe Time





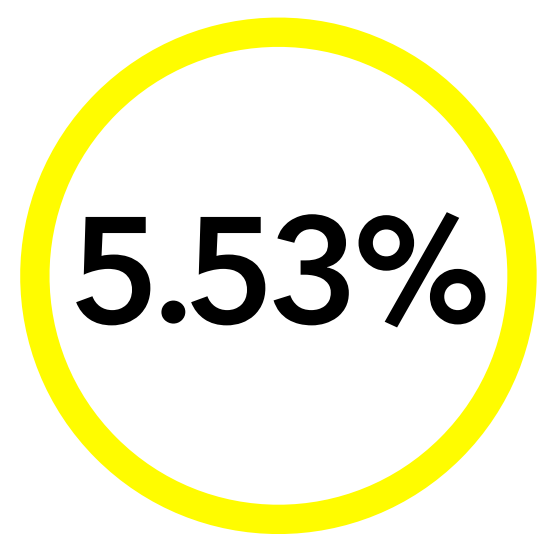
Snapchat Campaign

INCA KOLA

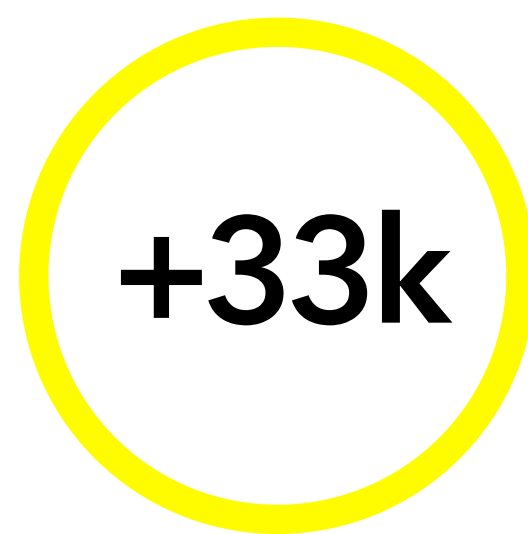
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Objective: Inca Kola wanted to connect with their audience on Snapchat during the Independence Day of Peru so that they feel the connection and the spirit that the drink represents for the country.

Solution: Through the use of a filter and a Snap Ad, the brand reached its target audience with a use rate of + 14%.



View Through Rate



Views

Source: Snap Inc, Internal Data

