

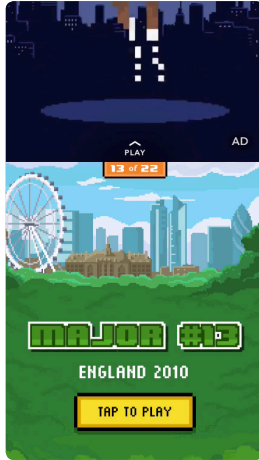
Gatorade

Game, set, match! Gatorade and Snapchat's 8-bit tribute to Serena Williams was a smash.

✓ **Snap Ads Web View**



Top Snap



Swipe Up



Web View

14.5%

Swipe-Up Rate

+196s

Average Time Spent on Web View

+28m

Top Snap Views



Goal

As Serena Williams battled to achieve her record-breaking 23rd Grand Slam victory, Gatorade looked to support her with a unique and playful ad campaign. Gatorade came to Snapchat with the idea of creating an 8-bit video game to celebrate Serena Williams and this important moment in sports history.



Solution

Snapchat and Gatorade worked to bring that idea to life by creating "Serena Match Point," a Snap Ads Web View game that let Snapchatters take control of an 8-bit Serena Williams – complete with match-specific tennis gear – and play through the final point of each of her Grand Slam victories. Snapchatters could play the game by swiping up on Snap Ads placed in ESPN Editions, where Gatorade ran a three-day Takeover, as well as in other Discover Editions. After tapping through a few rounds, Snapchatters could send the Snap Ad and their high score to friends!