

Hairspray Live!

It took two. NBC and Snapchat's *Hairspray Live!* campaign couldn't be stopped!

✓ Snap Ads



Frame 0:05



Frame 0:08

✓ Sponsored National Lens



Pre-Trigger



Post-Trigger

+29.7m
Lens Plays

122%
Increase in Self-Reported
Viewing via Ad Exposure

2x
Increase in tune-in
from viewing 2 seconds
or less of Snap Ad



Goal

Hoping to get every Turnblad-fan watching, NBC looked to raise awareness and drive tune in to its premiere of *Hairspray Live!* among Snapchatters, specifically those 18 years and older. NBC also looked to complement its broader marketing efforts with a far-reaching creative execution sure to generate buzz.



Solution

NBC partnered with Snapchat to run a Snap Ads and Sponsored Lens campaign. To kick off the campaign, NBC repurposed its existing video creative – which featured the show's A-list stars and recognizable songs – to fit the Snap Ads format. NBC also took advantage of Snapchat's age and Lifestyle Category reach capabilities to focus its Snap Ads on Snapchatters 18 years and older who were more likely to be interested in film and television. On the day of the airing, Snapchat deployed a *Hairspray*-themed Sponsored Lens, which applied "You Can't Stop the Beat!" hairspray and makeup to Snapchatters' selfies.



Results

Overall, NBC's Snapchat campaign generated over 26 million views. The campaign performed especially well among Snapchatters 21 and older, garnering significant lifts across brand and ad affinity metrics. For those exposed to the campaign at least three to five times, the campaign generated a 155% increase in Self-Reported Viewing.