



bareMinerals

Snap Ads Long-Form Video Campaign

bareMinerals and Snapchat partnered to help Snapchatters prepare for those dreaded moments when “Zit Happens.”

SNAPCHATTERS REACHED: 1.9M TOTAL VIEWS: 5M+

Source: Millward Brown Digital Audience Insights and Brand Lift Insights; Bare Escentuals Internal Data

The Story

For the launch of bareMinerals Blemish Remedy, bareMinerals partnered with Snapchat to empower teen and millennial Snapchatters to “get their zit together!” Enlisting the help of makeup expert Amy Pham, bareMinerals prepared a Snap Ads campaign that not only showcased the product, but provided an informative step-by-step guide on how to best cover up blemishes.

Not surprisingly, the all too familiar issue of acne and skincare resonated well with Snapchat’s community. Three in ten Snapchatters who saw the Snap Ads chose to swipe up, volunteering an average of 30 seconds of their time to learn more about Blemish Remedy and its message. bareMinerals also saw a twofold increase in search traffic for the product on its website after the campaign’s run. Beautifully done.

Objectives

- Drive awareness for the retail- and boutique-wide launch of Blemish Remedy.
- Reach an audience of female teens and millennials.
- Encourage Snapchatters to watch the Blemish Remedy tutorial video.

Strategy

- Leverage Snapchat’s Women’s Lifestyle Audience package to run the “Zit Happens” ads on Discover channels highly trafficked by female Snapchatters.
- Drive engagement with Snap Ads-tailored ad creative and a call to action encouraging Snapchatters to swipe up for a makeup tutorial.
- Use the tutorial to showcase Blemish Remedy and educate how it can be applied to bring out the user’s best complexion.



Swipe-Up Rate



Unique Engagement



Search Traffic

“bareMinerals has always connected with women in a personal way – ultimately building a community of girlfriends around the world – and we felt the authentic and entertaining nature of Snapchat would allow us to continue building those relationships while delivering contextually relevant and engaging content. We are very pleased with this first campaign and the engagement it drove exceeded our expectations.”

Sandy Saputo, Chief Marketing Officer, Bare Escentuals