

DELIVERABLE TIMELINE

8+ weeks prior to launch:

Brand confirms final creative direction for Lens.
Lens storyboard is developed.

6 weeks prior to launch:

Cutoff for approved storyboard and signed IO.
(Due to intensity of creative process, no Sponsored Lenses can be executed in shorter than 6 weeks.)

4 weeks prior to launch:

Snapchat shares first video mock-up
(based on 1 selected concept).

*Note: No more than 2 rounds of client feedback may be accepted during this phase.**

9-12 business days prior to launch:

Snapchat shares developed Lens asset.

*Note: Only minor edits may be accepted during this phase. (i.e. color correction, logo adjustment)**

5 business days prior to launch:

Lens finalized; build-out and testing phase.

*Note: No creative changes may be accepted within 5 business days of launch.**

*Should more edit rounds be required, Snapchat reserves the right to adjust the campaign date(s).

Sponsored Lenses

Creative Guidelines & Specifications

Snapchat works with advertisers to develop and build-out Sponsored Lenses in-house. Development includes both the custom, dynamic experience, as well as the design of the user interface button.

Required Deliverables from Brand

- High-resolution, transparent .PNG of logo
- High-resolution layered .PSD files for any static images that brand wishes to appear in the Lens
- For 2D Lens: High-resolution .PSD file of any specific 2D models that will be appended to the face or frame in the Lens
- For 3D Lens: 3D Max or Maya file of 3D models that will be appended to the face / head / frame in the Lens
- Audio: .mp3 or .wav file

DEVELOPMENT PROCESS & CAPABILITIES

Once creative direction is defined, there are three development phases for Sponsored Lenses:

- Design of static storyboard, depicting the experience
- Creation of video demonstration
- In-app development and final testing

Storyboard Development

Creating a storyboard is the first step. The storyboard should illustrate the state(s) of the Lens and clearly articulate its look and feel. Assets and effects used in the static storyboard may not appear exactly the same as they do in the formal in-app build.

Brand to outline the following 3 key points in the storyboard*.

- Pre-Trigger State: what the Lens does as soon as Snapchatter selects it (e.g., makes eyes bigger)
- Trigger(s): what the trigger is (e.g., open mouth)
- Post-Trigger State: what the Lens does after the trigger (e.g. rainbow pours out of mouth)

Snapchat to provide Storyboard layout based on agreed-upon concept.

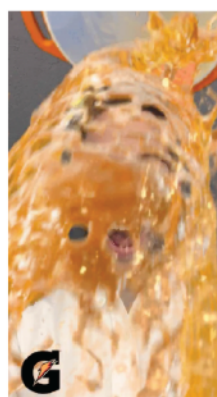
*Note: Trigger + post trigger experiences are not required.



Pre-Trigger



Trigger



Post-Trigger

Sponsored Lenses (cont.)

Creative Guidelines & Specifications

Technological Capabilities

Brands may select from the following "triggers" to activate the Lens experience:

- Open your mouth
- Raise your eyebrows
- Kiss
- Smile

The Lens knows where the following locations are in a Snap:

- Where the eyes are, accurately
- Where the mouth is, accurately
- Where the head is, generally
- Note: The Lens cannot detect hair or shoulders

Restrictions

- Cutaways to film/video footage are not permitted
- Hashtags or social handles (including Snapchat usernames) are not accepted
- Emoji are not permitted, unless customized by advertiser

Creative Suggestions

- Lenses that partially obscure or morph / alter the face (change appearance) perform strongly across both genders and frequently see multiple uses per person; Appearance / "beauty" effects, celebrity and obfuscation (e.g., sunglasses) are top performers
- Sound adds another dynamic layer to the Lens experience. Recognizable sounds (e.g., popular songs, celebrity voices) are recommended
- Lenses whose creative aligns with and celebrates an event or holiday (e.g., Coachella, Halloween) are posted to Stories more frequently, increasing overall reach
- Lenses with simpler creative executions will generally drive higher use rate and look smoother on most phones
- Lenses that use two triggers are more complex, but can increase play time
- User experience should surprise and delight. Avoid creating an overly promotional activation (i.e., what may feel like animated banner ad or TV commercial)

Additional Notes:

- Lenses must feature brand logo or brand name in an official brand font that is the equivalent of 200px x 200px in size
- Snapchat recommends that brand logo be placed on the top 2/3 of the screen, below UI features
- Avoid placing logo in lower right corner, as it may be covered by Snapchat's UI 'Send' button

