Benefit Brows

Benefit Cosmetics partnered with Snapchat to raise awareness for the launch of their new brow collection by magically transforming Snapchatters' brows.
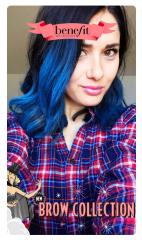
✓ **Sponsored National Lens** ✓ **Sponsored National Geofilter**

| Pre-Trigger | Post-Trigger | Creative Example 1 | Creative Example 2 |

26s
Average Lens Play Time

+18pt
Increase in Brand Favorability,
4.3x greater than Mobile Norms

+18%
Lift in Purchase Intent,
7.0x greater than Mobile Norms

Goal

For the launch of its new Brow Collection, Benefit looked to Snapchat to help spread the word! Sponsored Lenses and Chain Geofilters were a natural fit for Benefit's goal: drive awareness for the launch of their new brow collection with creative executions that feel like a natural part of the Snapchat experience.

Solution

On the day of the product's launch, Benefit launched a Sponsored Lens to generate excitement and engagement. The new products were subtly integrated into the experience, keeping the focus on the "after" – letting Snapchatters experience the magical and transformative power of brows with a beautifying filter to boot! To sustain the campaign's momentum, Benefit also developed a series of Chain Geofilters that spanned across their retail partner locations.

Results

The overall campaign received over 36 million views and drove an 18% lift in purchase intent – seven times greater than mobile campaign norms. Snapchatters chose to play with the Sponsored Lens 38 million times, spending, on average, 26 seconds engaging with the product. The Chain Geofilters were swiped on nearly 1.8 million times, generating 3.3 million views for the campaign.

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