

The Bungalow

The Story

The Bungalow is a popular seaside bar with two locations along the California coast: Santa Monica and Huntington Beach. After noticing many of its customers Snapping in its locations, The Bungalow partnered with Snapchat to create Geofilters only accessible at its locations – fun design overlays perfect for framing the moments Snapchatters were sharing.

+300K
Views

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The Creative Solution: Geofilters + Annual Plan

The Bungalow bought two Geofilters on an annual basis, and ran one over each of its locations. Through its annual plan's creative swap capabilities, The Bungalow periodically swapped in new designs, including some that promoted upcoming special events. Snapchatters could then apply those filters to their Snaps and send them to close friends or post them to their Story.

The Geofilters were a huge success. Over one in three Snapchatters at The Bungalow who saw its filter applied it to their Snaps. Not only were the filters a nice way for Snapchatters to let friends know where they were, but it put The Bungalow's brand front and center inside those conversations.

