

# Cartier

With Valentine's Day in the air, Cartier's Filter gave millions a way to show how far they would go for Love.

✔ **National Filter**



Creative Example 1



Creative Example 2

*"Not only did the Filter perform far beyond the desired reach, but it drove exponential interest in our Cartier Love collection."*

- Ahmad Jamal, Digital Marketing Manager

**+142m**  
Total Views

**1.7m**  
Geofilters Applied

**+9.5m**  
Snapchatters Reached



## Goal

This year, Cartier looked to reach a young audience of luxury brand enthusiasts in Saudi Arabia and the UAE by timing the launch of a memorable and far-reaching creative execution with Valentine's Day. And with its broader "Love" campaign already in full gear, it looked to extend the campaign's impact to Snapchat. By leaning on the platform's interactive ad formats, Cartier hoped to engage with a new audience of Snapchatters they hadn't reached before.



## Solution

Cartier partnered with Snapchat to launch a National Filter across the UAE and Saudi Arabia on Valentine's Day. Cartier worked to incorporate elements of its broader marketing campaign into a Filter that Snapchatters could apply to their Snaps and send to friends. Featuring the campaign's tagline, "How far will you go for Love," as well as a Cartier gold bracelet from its Love collection, the filter was perfect for complementing those romantic, Valentine's Day moments that Cartier looked to associate itself with.



## Results

Cartier's Valentine's Day Filter was one of Snapchat's top performing Filter campaigns ever. On top of far-exceeding the campaign's reach and engagement expectations, nearly one in three Snapchatters who saw Cartier's Filter applied it to their Snaps at least once and sent it to a friend or posted it to their Story.