



Fallout 4

Sponsored National Geofilter & Snap Ads Campaign

Snapchat, Bethesda, and Fearless Media banded together to bring Fallout 4 to the forefront of Snapchatters' Black Friday experience.

SNAPCHATTERS REACHED: 26M

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among males age 13+

The Story

Having launched one of the most anticipated games of the year, Bethesda and agency Fearless Media partnered with Snapchat to remind Black Friday shoppers that Fallout 4 had arrived. On the day of, Bethesda invited Snapchatters to show off their Black Friday "loot" with a Geofilter, which featured the series' Vault Boy hauling loot of his own. Bethesda continued the campaign's momentum with Snap Ads showing scenes from the game along with the message that Fallout 4 was available now.

With a successful Geofilter and Snap Ads campaign, Fallout 4 garnered strong results across the board. 72% of Snapchatters who remembered the campaign said they enjoyed it, and the campaign lifted purchase intent among males age 13 and older by 31%.

Objective

- Boost awareness of the game's availability among millennials.
- Increase sales of Fallout 4 during Black Friday weekend.
- Take part in the Black Friday conversation in a fun, creative and personal way.

Strategy

- Blast a National Geofilter featuring recognizable elements of the Fallout series to the US Snapchat audience on Black Friday.
- Place a series of Snap Ads in Discover channels and leverage Snapchat's gender targeting capabilities.



Ad Recall



Purchase Intent



Total Views