

# Goldman Sachs

Goldman Sachs partnered with Snapchat to run Snap Ads just as informative as the Publisher Story it took over.

✓ **Snap Ads Web View**



Top Snap



Web View



Web View (cont.)

**+12.2m**

Total Top Snap Views

**55s**

Avg. Time Spent on Web View

**14%**

Swipe-up Rate



## Goal

In late 2016, *The Economist* partnered with Snapchat to publish a series of weekly Publisher Stories. Goldman Sachs looked to use this opportunity to associate itself with the publication, engage with an audience of 18 to 34 year-olds, and reach Snapchatters interested in markets, the economy, and *The Economist's* point-of-view.



## Solution

Goldman Sachs partnered with Snapchat and *The Economist* to take over four of its Publisher Stories, including its very first. This guaranteed Goldman Sachs complete share of voice in each Story, and an opportunity to cater its Snap Ads to fit the theme of each one. For each week of its campaign, Goldman Sachs developed three different Snap Ads Web View creatives which mimicked the overall look and feel of *The Economist's* Stories.

As Snapchatters watched each Snap Ad, they could swipe up to view the accompanying Web Views. Each Web View took Snapchatters to infographics created by Goldman Sachs' Brand and Content Strategy team to complement the Story where each Snap Ad was running, covering topics like millennials' impact on the economy, China's rising consumer class, and the increasing commercial use of drones.