

Hasbro – Pie Face

The first-ever game inside a Snap Ad asked Snapchatters to swipe, then pie!

✔ **Snap Ads Web View**



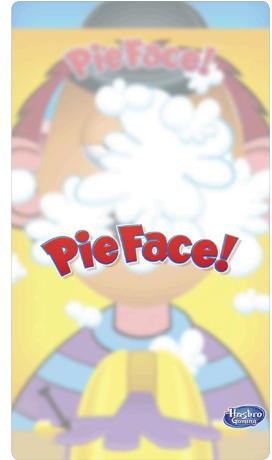
Top Snap Frame 0:03



Top Snap Frame 0:05



Web View Frame 1



Web View Frame 2

+2.1m
Views

12.5%
Swipe-up Rate

38.3s
Average Time Spent
on Attachment



Goal

This summer, Hasbro looked to build awareness of one of its classic and most popular games, Pie Face. The game was one of Hasbro's top sellers last year, and to keep the momentum going, they incorporated some of their most famous characters into an interactive and engaging advertisement.



Solution

Hasbro partnered with Snapchat to create its first ever game within the Snap Ads Web View format. After swiping up on the Top Snap, Snapchatters could “pie” characters like Mr. Monopoly or Mr. Potato Head, recreating the Pie Face experience within the Snap Ad. The ad appeared in various Editions during the length of the campaign, making play just one swipe away!