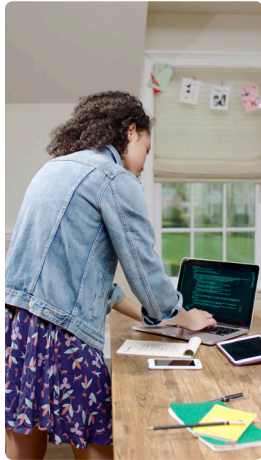


JPMorgan Chase & Co.

Hats off and Geofilters on! Here's how JPMorgan Chase & Co. and Snapchat partnered to celebrate the class of 2016!

✔ Snap Ads



Frame 0:01



Frame 0:04



Frame 0:08

✔ Shared Spaces Geofilter



Creative Example

+18pt

Increase in Brand Favorability

+18%

Lift in Internship and Employment Association

+17m

Total Impressions



Goal

This past Spring, JPMorgan Chase & Co. looked to position itself as a great place for graduates and “future graduates” to start their careers. To jump on the buzz and excitement surrounding graduation season, JPMorgan Chase & Co. partnered with Snapchat to take advantage of its various ad products and audience campaigns to reach Snapchatters at scale.



Solution

Using Snapchat’s geofencing technology, JPMorgan Chase & Co. launched a Sponsored Geofilter across college campuses while graduation and summer vacation were top of mind. JPMorgan Chase also ran takeovers of the “College Graduation” and “High School Graduation” Live Stories with Snap Ads contextually relevant to graduation and career-searching.



Results

Both the “Congratulations Class of 2016!” Geofilter and the career search-focused Snap Ads strongly resonated with college and high school students. The campaign as a whole garnered over 17 million impressions, and 89% of that audience was made up of high school students, college students, and future graduates – perfectly hitting the campaign’s audience of students looking towards the future.