



Kraft Mac & Cheese

Sponsored Lens Campaign

Snapchat and Kraft Macaroni & Cheese partnered to create a playful Lens to take Snapchatters back to their childhood. Say cheese!

TOTAL PLAYS: 40M+

TOTAL VIEWS: 28M+

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

The Story

After performing the world’s largest “blind taste test” (50 million boxes sold!), Kraft was ready to share the news that they removed artificial flavors, preservatives, and dyes from Blue Boxes of Kraft Mac & Cheese. To kick off their “It’s changed. But it hasn’t.” campaign, Kraft partnered with Snapchat to create an interactive Sponsored Lens. Once unlocked, Snapchatters could virtually catch cheesy macaroni with their mouths, scoring points for every successful mouthful of Kraft Mac & Cheese.

In 24 hours, the Kraft Macaroni & Cheese Lens reached nearly 20 million Snapchatters, and 84% of those who remembered the Lens enjoyed it. Further, Snapchatters spent an average of 20 seconds playing with the Lens – a testament to the timeless and playful personality of the Blue Box, which can make anyone feel like a kid again.

Objective

- Drive Snapchatters to engage with the Kraft brand in a fun, engaging, and highly interactive way.
- Invoke nostalgia for longtime Kraft Mac & Cheese fans, while drawing in new customers.
- Increase purchase intent, as well as reaffirm a positive brand perception.

Strategy

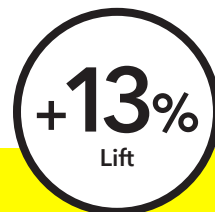
- Create an interactive and engaging Snapchat Lens to complement Kraft’s broader marketing efforts.
- Build in an accessible, game-like element to the Lens, incentivizing Snapchatters to frequently send and receive Snaps using the Lens.



Average Play Time spent by Snapchatters with the Lens



Brand Favorability



Purchase Intent

“When it came time to announce our recipe change, we wanted to be front in center so our consumer base was aware of the improvements. With its 100M+ daily active users, Snapchat was an ideal platform to engage our fans and capture their attention in a fun, playful way.”

Jessica Gilbertson, Associate Director - Marketing, Macaroni & Cheese at the Kraft Heinz Company