



Men's Wearhouse

Snap Ads + Shared Spaces Geofilter Campaign

From the initial "promposal" to front yard photo sessions, Men's Wearhouse partnered with Snapchat to reassure prom-goers that it'll be there to help every step of the way.



Source: Snapchat Internal Data

Objective

- Drive awareness for Men's Wearhouse as the go-to retailer for prom tux rentals.
- Reach an audience of male and female high schoolers.
- Encourage Snapchatters to interact and engage with the Men's Wearhouse brand.

Strategy

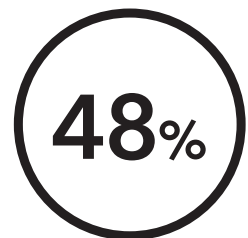
- Extend awareness and messaging with Snap Ads-tailored creative in Snapchat's highly trafficked Prom Live Story.
- Utilize Snapchat's geofencing capabilities to deploy the Shared Spaces Geofilter over 18,000 high schools across the US and Canada.
- Use the Geofilter to inspire Snapchatters to get creative on "National Promposal Day."



Snap Ads Total Views



Geofilter Total Views



Geofilter Engagement Rate