



Michael Kors

Sponsored National Lens

For National Sunglasses Day, Michael Kors let every Snapchatter add new shades to their selfies.

AVERAGE PLAYTIME: 26 SECONDS TOTAL VIEWS: 104M+

Source: Snapchat Internal Data; Millward Brown Digital Audience Insights and Brand Lift Insights among female Snapchatters age 13+

The Story

Michael Kors and Snapchat partnered to throw shade at every Snapchatter for National Sunglasses Day – literally. As an extension of their broader summer marketing campaign, Michael Kors partnered with Snapchat to develop a Sponsored National Lens that not only placed a pair of Michael Kors’ new “Kendall II” sunglasses on Snapchatters’ faces, but also transported them to different locales and situations related to Michael Kors’ image and brand DNA.

By the end of the day-long campaign, Michael Kors’ Lens generated over 104 million views among Snapchatters. Launching the Lens on National Sunglasses Day was key for Michael Kors, ensuring the Kendall II was being seen and played with on the day when sunglasses are top-of-mind. With over an 18% increase in ad awareness and 12.5% lift in sunglass preference, the Lens was a great example of how clever creative and contextual relevancy can come together in a fun and powerful way.

Objective

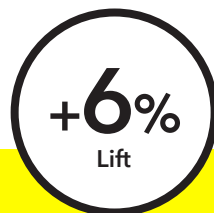
- Raise awareness and build buzz around Michael Kors’ eyewear category.
- Engage an audience of millennials and Gen Z-ers through a unique and interactive ad experience.
- Set the stage for a “word-of-mouth” campaign and encourage Snapchatters to send the Lens to friends or post it to their story.

Strategy

- Build on the buzz around National Sunglasses Day by running a Sponsored Lens featuring Michael Kors’ new sunglasses.
- Use the Lens to transport Snapchatters to different locales (beach, red carpet, city life) that best capture the brand’s aspirational vibe.



Ad Awareness,
1.5X greater
than Mobile Norms



Purchase Intent,
over 3X greater
than Mobile Norms

“Based on internal findings from our National Sunglasses Day Lens, we feel Snapchat will continue to be an important platform for the brand over the coming months. Through Snapchat we have not only expanded our reach but also added a layer of relevance to a younger millennial- and Gen Z-heavy audience, which we believe will have a positive impact on future seasons.”

Lisa Pomerantz, SVP Global Marketing and Communications, Michael Kors