



National Republican Senatorial Committee

Sponsored State Geofilter Campaign

The NRSC and Snapchat partnered to let Snapchatters all over Ohio put Rob Portman on their Snaps!

Source: Snapchat Internal Data; Millward Brown Digital and Brand Lift Insights

The Story

This election season, the National Republican Senatorial Committee (NRSC) partnered with Snapchat to reach Ohio voters and drive support for Senator Rob Portman's re-election campaign. Using Snapchat's geofencing technology, the NRSC launched a series of Geofilters across Ohio to raise Senator Portman's profile among Snapchatters.

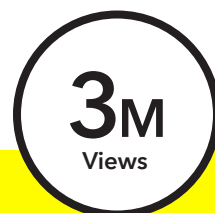
Ohioans responded positively, swiping on the Sponsored Geofilters 7.5 million times over the course of the week-long campaign. By the end of the campaign's run, Snapchatters used the various Geofilters a total of over 335,000 times. Most importantly, the creatives drove a 10.8% lift in candidate awareness among all Snapchatters – even more so with 25-35 year-old Ohioans at a lift of 14.6%.

Objective

- Increase Senator Portman's name identification among Ohio voters.
- Reach potential voters who are unlikely to be on other platforms, like television.
- Develop a creative execution that Snapchatters can engage with and send to their friends.

Strategy

- Create various Sponsored Geofilters that incorporate the Portman campaign's key platform positions.
- Launch the Geofilters across Ohio to reach Senator Portman's constituents.
- Swap out the Geofilter creative daily to keep Snapchatters engaged and coming back for more.



in Candidate Awareness