



(RED)

National Geofilter Campaign

Snapchat and (RED) partnered on their first ever global filter for good to help save lives around the world, one Snap at a time.

SNAPCHATTERS REACHED: 14M

TOTAL VIEWS: 76M

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

The Story

People like to do good. When (RED) and Snapchat partnered on a Geofilter, millions of Snapchatters had the chance to use and send any of three unique pieces of art spreading the word about World AIDS Day. Each time a Snapchatter sent one of the Geofilters, the Bill & Melinda Gates Foundation donated \$3 to (RED)'s fight against AIDS, up to \$3M. The campaign included vibrant Geofilters touting the campaign message that were created in collaboration with Jared Leto, Tiësto, and Jimmy Kimmel.

The campaign reached over 14 million Snapchatters, 97% of whom were between the ages of 13 and 34. Over two-thirds of Snapchatters who saw the Geofilter correctly remembered (RED)'s campaign message. Further, (RED)'s call to action resonated with Snapchatters: those who saw the Geofilter were 90% more likely to donate to (RED), a lift that significantly outperforms Mobile Norms.

Objective

- Invite millions of Snapchatters to join (RED) and the fight against AIDS in a new, creative, and innovative way.
- Raise money and awareness – in the millions – by tapping into Snapchat's young and active community.
- Let Snapchatters show – and wear – their social good cred.

Strategy

- Globally deploy three, one-day-only, rotating Geofilters that Snapchatters could apply onto their Snaps.
- Collaborate with Jared Leto, Tiësto, and Jimmy Kimmel in creating each Geofilter.
- Show the power of social action with a \$3 donation to fight AIDS for every Geofilter sent – the cost of ten days of life-saving HIV/AIDS medicine.



Brand Awareness vs. Mobile Norms



Brand Favorability vs. Mobile Norms



of Snapchatters who remembered seeing the Geofilter enjoyed it

“All our expectations were exceeded with this campaign. We saw first hand the firepower of the Snapchat platform as a force for good. Creative, bold, expressive – we reached millions and drove millions. We’re excited to work with them again.”

Deborah Dugan, CEO, (RED)