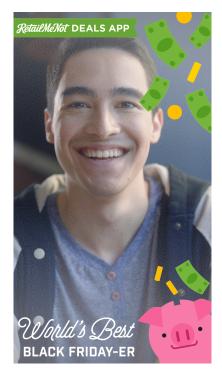


## RetailMeNot

## **Shared Spaces Geofilter Campaign**



Source: Snapchat Internal Data

## **Objective**

- Complement RetailMeNot's broader holiday campaign with a brand awareness push.
- Encourage shoppers to interact with the brand during the holiday season.
- Reach a social and highly engaged millennial audience.

## Strategy

- Develop four different Geofilters that Snapchatters can apply to their selfies.
- Deploy the various Geofilters across 3,000 US malls.
- Align the Geofilter Campaign's launch with key holiday shopping dates where social traffic is highest at malls.



**Snapchatters Reached** 



**Total Views** 



Snapchatters who unlocked the Geofilter chose to use it