



Universal's

The Secret Life of Pets

Snap Ads Web View Campaign

Universal and Snapchat partnered to bring every Snapchatter a pet(moji) of their very own.

SNAPCHATTERS REACHED: 3M+ TOTAL IMPRESSIONS: 5M+

Source: Snapchat Internal Data

The Story

Let's face it – that Saint Bernard isn't going to fit in your matchbox apartment. Thanks to Snapchat and Universal, Snapchatters could design their own pocket-sized Petmojis. After watching Universal's ad, Snapchatters could swipe up to open an interactive pet-builder inside the Snap Ad. Then, they could send their new pal to friends.

The Snap Ads were a huge hit among Snapchatters, garnering over five million views. When factoring in the Web View Petmoji builder, Snapchatters spent an average of 72 seconds interacting with the movie and its adorable characters. With a creative execution this fun and engaging, it was no secret that this campaign would be a success!

Objectives

- Promote the summer 2016 release of *The Secret Life of Pets*.
- Introduce the movie's characters and pets in a fun, creative way.
- Engage with audiences through an interactive execution.

Strategy

- Develop Snap Ads that allow audiences to swipe up and create their own Petmoji after watching the ad.
- Incorporate the movie's characters and branding into the Petmoji creation tool.
- Place the Snap Ads across a curated selection of Discover channels.



Unique engagement



In time spent vs. websites without web view preloading



Unique time spent on website