

# Smirnoff

Smirnoff and Snapchat partnered to show UK Snapchatters both sides of the DJ booth.

## ✓ Snap Ads

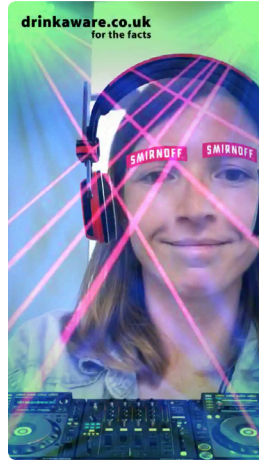


Frame 0:06



Frame 0:08

## ✓ Sponsored National Lens



Front-Facing Lens



Rear-Facing Lens

**+3.9m**  
Lens Plays

**+2.9m**  
Lens Views

**+979k**  
Snap Ads Views



## Goal

This Summer, Smirnoff looked to promote their brand, reach a large audience of UK Snapchatters, and further strengthen the brand's association with music and summer fun. To do so, Smirnoff partnered with Snapchat to launch a series of creative executions that coincided with some of the UK's most iconic music festivals.



## Solution

Smirnoff took over the "Wireless" and "Reading and Leeds" Live Stories with high-energy, music festival-themed Snap Ads, encouraging Snapchatters to "Serve Good Times." To close out, Smirnoff and Snapchat developed a Sponsored Lens with different effects for both the front and rear-facing camera. Snapchatters using the front camera were turned into a DJ – and when they flipped to the rear-facing camera, friends were transformed into front-row attendees cheering them on!



## Results

Snapchat used its geofencing and age-targeting capabilities to reach Smirnoff's intended audience, UK Snapchatters age 18 and over. They responded enthusiastically, playing with the Lens nearly four million times over the course of a single day. Snapchatters applied the Sponsored Lens over 300,000 times, generating nearly three million total views. Additionally, Smirnoff's Snap Ads were viewed over 979,000 times by Snapchatters.