



Taco Bell

Sponsored Lens Campaign

Taco Bell partnered with Snapchat to bring the perfect gift to Snapchatters for Cinco de Mayo 2016.

TOTAL PLAYS: 45M+ TOTAL VIEWS: 224M+

Source: Snapchat Internal Data

The Story

Taco Bell and Snapchat have always been close collaborators, and their latest partnership involved a Sponsored National Lens created for Cinco de Mayo. Once activated, the Lens transformed Snapchatters into a giant Crunchy Taco Supreme – complete with a drizzle of “Diablo Sauce” and the brand’s iconic “bell” sound.

On average, Snapchatters spent 24 seconds with the Lens, generating nearly 12.5 years’ worth of play in a single day. Not only did Snapchatters interact with the Lens, but they also sent it widely to their friends. Together, Taco Bell and Snapchat made history, garnering 224 million views for the campaign – the most for any Snapchat Lens to date.

Objective

- Reach Snapchatters on Cinco de Mayo with a fun, humorous, and highly engaging creative execution.
- Drive awareness for the return of Taco Bell’s “Diablo Sauce.”

Strategy

- Develop a Sponsored National Lens that turns Snapchatters into Taco Bell’s most iconic product.
- Incorporate a blend of both audio and visual branding elements connected to key actions of the experience.



Average Play Time spent by Snapchatters with the Lens



of Snapchatters who played with the Lens chose to use and share it with friends



Snapchatters Reached

“Our vision was to turn the entire Snapchat community into tacos for a day and was made possible through the Snapchat team’s willingness to take a pretty big creative risk with us. The collaboration certainly paid off in the form of a special and infectious execution that fans will surely remember for quite some time.”

Ryan Rimsnider, Sr. Manager, Social Strategy, Taco Bell