

# Vodafone

Last Christmas, Vodafone partnered with Snapchat on a Lens sure to make any Snapchatter crack up.

## ✓ Sponsored National Lens



Frame 0:01



Frame 0:03



Frame 0:06

*“Christmas is all about connecting with family and friends. Sponsoring a Snapchat Lens at Christmas put Vodafone at the very heart of these connections in a fun, engaging, and meaningful way.”*

- Alex Jackson, Brand Manager

**8.3m**

Snapchatters Reached

**13.9m**

Total Plays

**14m**

Total Views



## Goal

Last holiday season, Vodafone looked to give people in the UK a way to connect and celebrate Christmas in a unique and special way. They hoped to do so with a memorable creative execution that could be seen by all UK Snapchatters on Christmas Day.



## Solution

Vodafone partnered with Snapchat to develop a Sponsored Lens that literally brought Snapchatters closer together. On Christmas Day, Snapchatters and a nearby friend could activate Vodafone's Lens to transform into a Christmas cracker – an iconic symbol of getting together in a moment of festive joy and surprise. Snapchatters could then blow a kiss to trigger the Lens, which burst the cracker into a shower of Christmas confetti. As the confetti fell, Snapchatters got treated to a Santa hat surprise, as well as a “Love from Vodafone” note which animated onto the screen.



## Results

Vodafone's Sponsored Lens performed especially well, ranking as one of the UK's widest reaching and most viewed Lenses. Snapchatters sent the Lens in their Snaps over one million times, generating a 30% lift in Message Association, and a 10% increase in Brand Favorability.