



X-Men: Apocolypse

Sponsored Lens Campaign

20th Century Fox and Snapchat used the magic of Lenses to create a playground where Snapchatters could get transformed into their favorite mutant.

TOTAL PLAYS: 251M+ **TOTAL VIEWS: 298M+**

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

The Story

Together, 20th Century Fox and Snapchat engineered the next stage in the evolution of Lenses with the first Lens Takeover. The two partners developed and deployed nine different Lenses that featured iconic mutants from the X-Men universe. The Lenses, all deployed on the same day, transformed Snapchatters into the likes of Cyclops, Mystique, and Storm – replete with mutant powers and costumes. Outside of the X-Men Lenses, no other Lenses were available to Snapchatters on campaign day.

By the end of the takeover, the Lenses received over 251 million plays and 298 million views. Snapchatters spent an average of 109 seconds playing as the movie's characters, resulting in 56 years' worth of play in a single day – a testament to the level of engagement the Lenses inspire.

Objective

- Promote the upcoming release of X-Men: Apocolypse in a striking and unique way.
- Drive brand affinity metrics and watch intent among Snapchatters.
- Reach and engage Snapchatters to create a powerful word of mouth marketing campaign.

Strategy

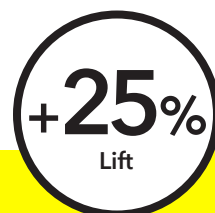
- Execute a Lens Takeover by replacing all Lenses on Snapchat that day with various X-Men themed Lenses.
- Develop Lenses that transform Snapchatters into nine iconic mutants from the X-Men universe.
- Encourage Snapchatters to play with the Lenses and send their transformed selfies to their friends.



Average Play Time spent with the Lenses



Brand Awareness, 7X greater than Mobile Norms



Theater Watch Intent, over 3X greater than Mobile Norms