

Vanity Planet

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Audience Insights

Snapchat Community Continues To Grow

On average

238 Million Daily Active Users

20% YoY Growth²

Spending **30+**
minutes/day on
average¹

1. Snap Inc. internal data Q1 2020. See Snap Inc. public filings with the SEC.

2. Snap Inc. internal data Q1 2019 vs. Q1 2020. See Snap Inc. public filings with the SEC.

Snapchat Reaches GenZ

90%

OF 13-24 YEAR OLDS IN THE US.

Snapchat Reaches GenZ

During July - Sept 2019, the age cohort that generated the strongest avg. purchase value & ROAS was

A13-17

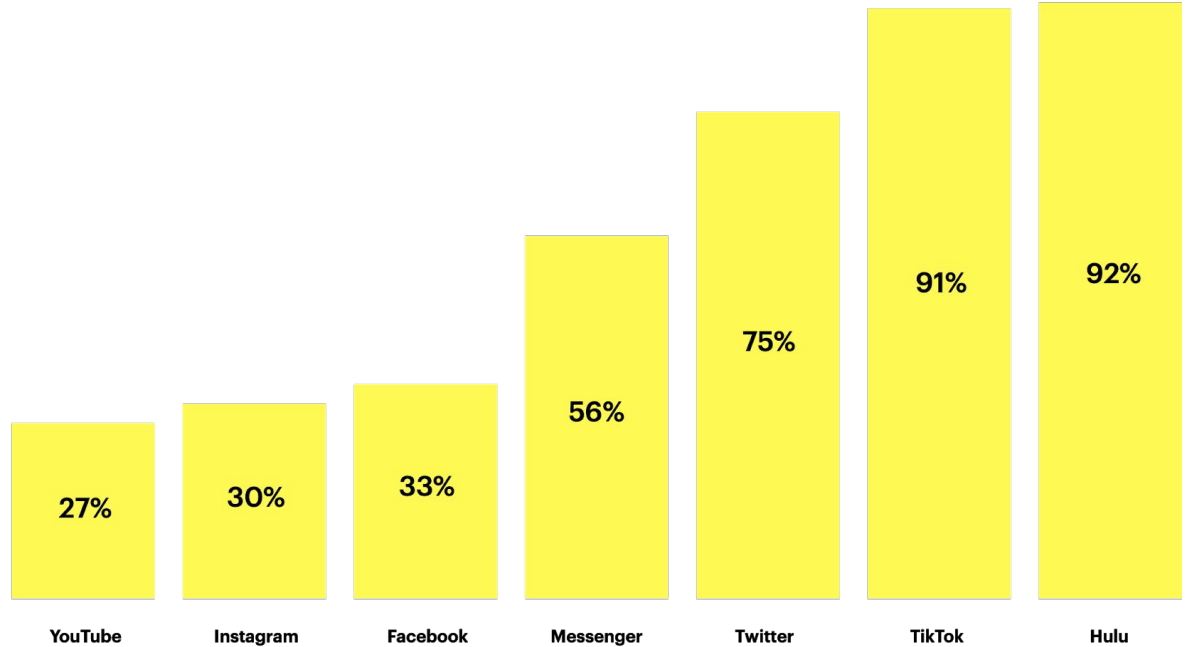
SHOWCASING THE STRENGTH OF GEN Z ON SNAPCHAT
FOR CONVERSIONS.

A Unique and Unduplicated Audience 16+

Incremental to Other Platforms



% of Snapchatters who do not use another platform in any given week



Campaign Overview

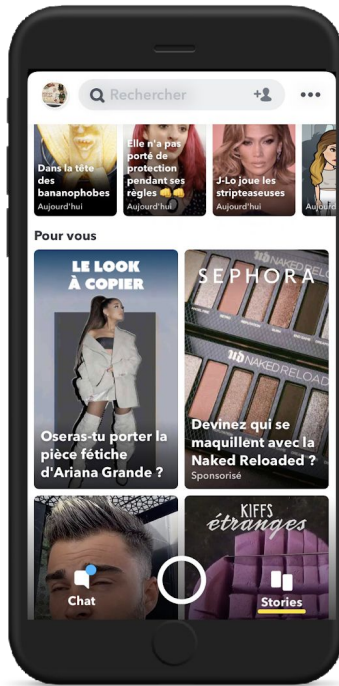
VANITY PLANET STRATEGY ON SNAPCHAT

Through a multi-product strategy solution, Vanity Planet can reach Snapchat's GenZ and beauty shopper audience in moments of consumption and creation to drive traffic/revenue, acquire new users, and engage with Vanity Planet.

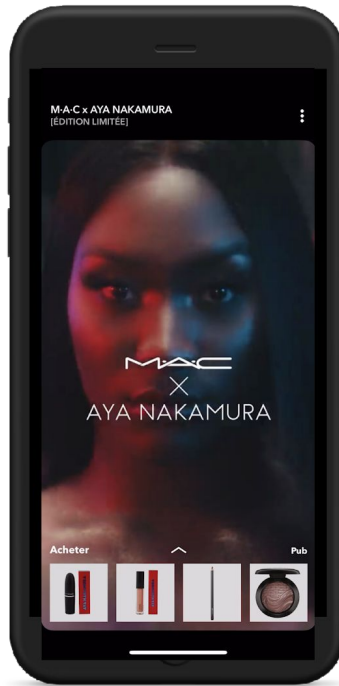
Snap Ad + Webview Attachment



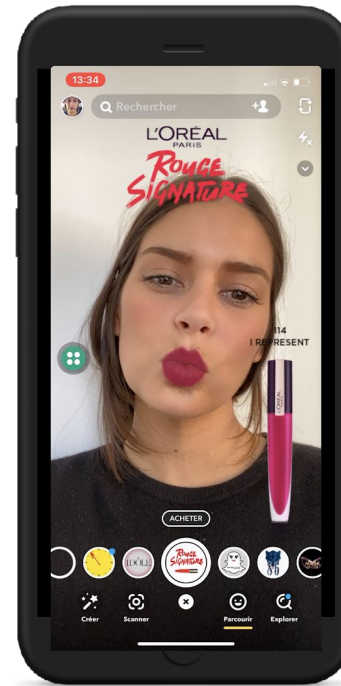
Story Ad + Webview attachment



Collection Ad + Webview attachment



Lens + Webview attachment



Measurement Solutions for Vanity Planet

**Snapchat 1P
Brand Lift**

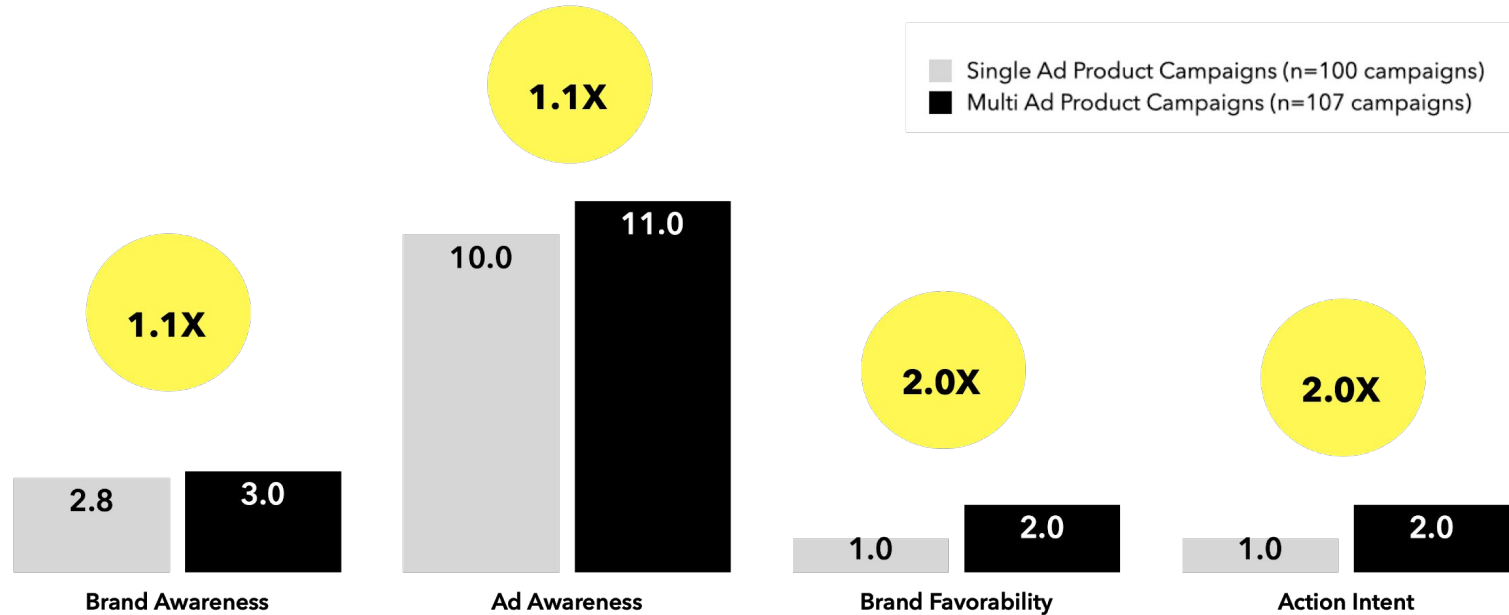
\$100k
min commitment

Conversion Lift

\$100k
min commitment

*Discuss Feasibility with Snapchat rep

Multi-ad product campaigns work better together



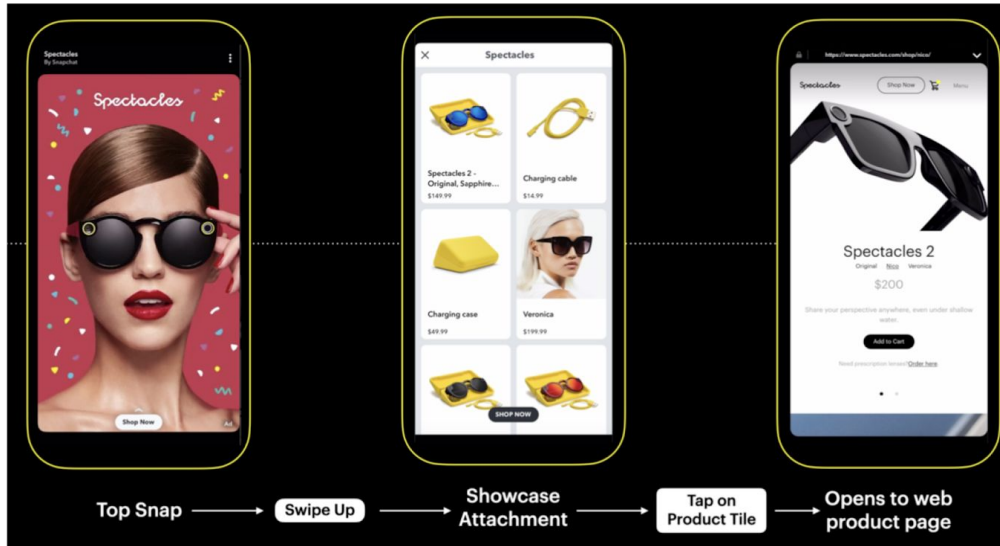
- US Retail Resonance Norms through Q2 2019
- Multi Ad Product defined as campaigns with more than one ad product (ex: Snap Ads + Lens)

Beta Opportunity

Showcase Attachment *BETA*

Showcase Attachment: NEW format designed to improve the shopping experience on mobile.

The **Showcase** unit can be used as a companion to your Web View with Snap Ads to help drive online sales.



Key Benefits include:

- ✓ **Fast loading time** to capture attention quickly
- ✓ **Frictionless set-up** - built with your existing product catalogs and tracked by the Snap Pixel
- ✓ **Add variety** to existing product collections, without building new landing pages from scratch
- ✓ **Simplified** grid layout allows for mobile-friendly browsing

Case Studies

Success Story

Bioré

Biore achieves 7 pt lift in brand favorability

+12 pt

Brand Awareness

+8 pt

Ad Awareness

+7 pt

Brand Favourability

The Story

Bioré® Skincare targets the root of all skin problems – the evil clogged pore. So when it comes to dirt and oil Bioré takes a no nonsense approach to fight smarter, not harder. For beautiful skin that's ready for anything. Bioré is sold globally and was recently launched in Germany and is completely new to the market. Hence, our objective: create awareness and engagement for Bioré amongst 13-25 year olds on Snapchat.

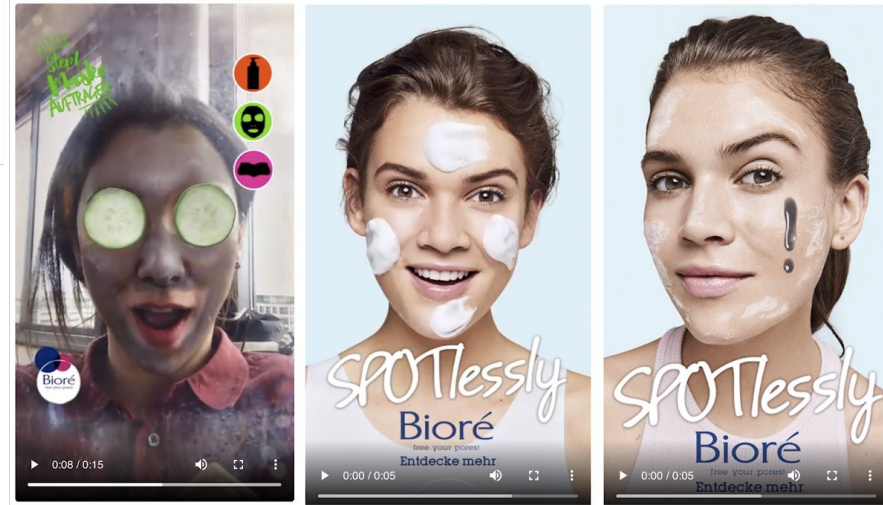
The Solution: National Face Lens

In order to generate maximal awareness we created a campaign including a multi-mode face lens and snap ads.

In order to create maximal relevancy, we re-created the experience of an important daily moment: your beauty routine. We knew this topic had potential for high impact as it is one of the trending themes amongst beauty influencers. We brought it to life in a fun, but educative way, enabling users to play with 3 different beauty routine steps and 3 different Bioré products placed within each mode.

The Solution: Snap Ads

In our Snap Ads we highlighted Bioré's skin care expertise by heroing the two stand out ingredients: charcoal and baking powder. We were able to transport the brand message within the top snap whilst we enabled users who were more interested in the brand to unlock the lens directly.



Lens

Snap Ads



Make Up For Ever Bridges Online to Offline with Snapchat AR Lens and Video Campaign

+74%

Visitor Target (1)

+7pp

Brand Favorability (2)

+7pp

Purchase Intent (in KSA) (2)

The Story

Make Up For Ever launched in Q4 2019 a new range of Setting Sprays, re-promoted the ULTRA HD family - and drove users in-store to Sephora to try and buy. Known as a professional and educational brand, the objective was to educate users on the different makeup steps in a very entertaining way while extending beyond their existing loyal customer base to conquer new customers.

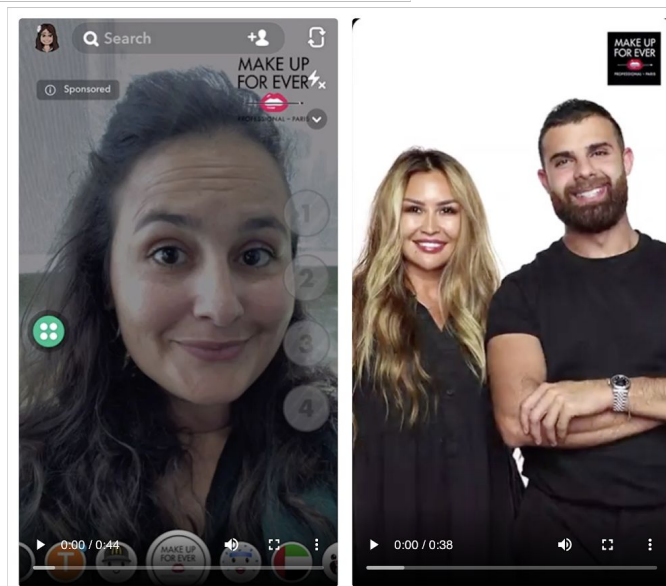
The Solution: AR Lens, Snap Ads & Story Ads

Leveraging the social power of their in-house artists, Make Up For Ever launched simple, yet highly-effective Snap and Story Ads.

The creative promoted the Snapchat partnership and showed them playing with the Lens - predominantly driving top-of-the funnel Brand and Ad Awareness. The AR Lens built delivered significant uplifts across the entire funnel, especially Lower Funnel.

The Results

The Lens delivered +10pp (2) in Purchase Intent, and +12pp (2) in Brand Favorability. This demonstrated how AR experiences on Snapchat are agile and able to deliver against both top of bottom-funnel KPIs. Combining video and camera formats delivered outstanding results, with over 1739 store visits, against a target of 1000.



Lens

Snap Ad

Beauty Mavens on Snapchat

WHAT ARE THEY DOING ?

USER STORIES

Are the **#1 source of content** consumption, followed by Linear Discover, Popular User, And Our Stories

TOP DISCOVER CONTENT:

Cosmo
Beauty Hacks
People
Youtuber News
Vertical
PinkNews

Top Consumed Topics:

Hobbies & Interests, Fashion & Style
Shopping, Film TV & Video

FILTERS

1 in 2

Share or Save **Filters** on a monthly basis

1 in 3

Are in the Filter Carousel on a monthly basis

AR

95%

Are in the Lens Carousel on a monthly basis

78%

Share or Save Lenses on a monthly basis

BEAUTY/FASHION PUBLISHER AND SHOW CONTENT

Daily Time Spent with Discover Content Increased 35% Y/Y

