

DON'T MISS

SNAPCHAT INTRODUCES SHOPPABLE AUGMENTED REALITY LENSES (APRIL 2018)

What Changed?

On April 18th, Snapchat introduced an update to their popular Lens product – Shoppable AR Lenses. Now users can take action to explore additional content or product pages with Branded Lenses. This takes augmented reality from its familiar role in pre-purchase awareness building (in what Wavemaker calls the “Priming Phase”) all the way through the consumer journey by providing the opportunity to perform an action such as learn more, sign up, or even purchase (in what we term the “Active Phase”).

“BECAUSE THE CAMERA AND AR SIT AT THE HEART OF SNAPCHAT, WE BELIEVE WE’VE DRIVEN MAINSTREAM AWARENESS FOR THE MEDIUM”

**SNAPCHAT COMPANY
SPOKESPERSON WHEN ASKED
ABOUT THEIR INVESTMENTS INTO
AUGMENTED REALITY, VENTURE
BEAT**

The Details:

- As Snapchat battles with Instagram and WhatsApp for the hearts and minds of younger users, the one place they have an indisputable lead in technology and engagement is their AR lenses.
- ‘Shoppable’ AR leapfrogs other camera effects offerings in creating a full consumer journey capability at a time when Apple and Facebook continue to push hard on their own AR products.
- Advertisers will be able to include buttons on Branded Lenses that prompt users with a variety of calls to action. Users can click to visit a website to learn more, watch additional content, install apps, or even purchase products directly within the Snapchat UI.
- Currently, four brands have opted into this new experience: Clairol, King, STX Entertainment, and Adidas.
- This announcement comes on the heels of Snapchat’s other recent updates to [Lens Studio](#), which allows anyone to create their own lenses with a variety of templates. Snapchat aims to make their lenses ubiquitous for developers and advertisers of all sizes to dominate AR while competitors lag.

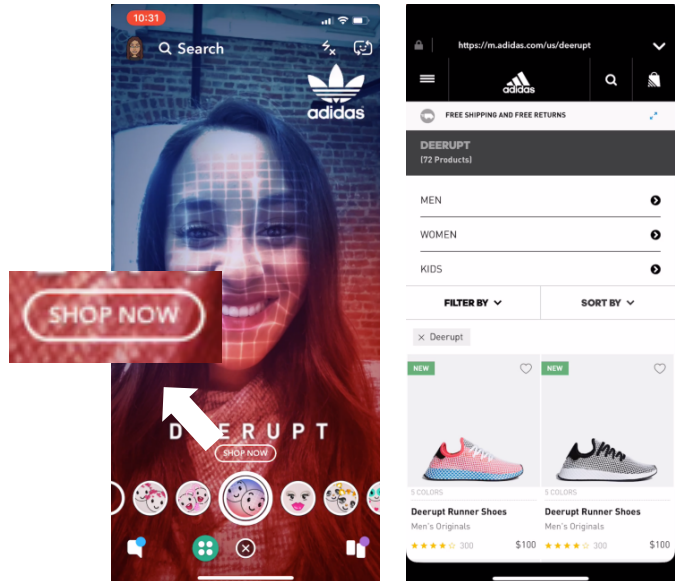
WHAT THE CHANGE LOOKS LIKE

BRANDED LENS



An interactive AR unit that brands create in conjunction with Snapchat to engage users in a creative way. Lenses can use either the front or back facing cameras to project an experience onto faces or upon the world of the user.

SHOPPABLE LENS



Similar user experience as the original branded lens, with an additional shoppable component. Users can now click a CTA button that drives them to do something. In the case of the Adidas example above, users were prompted to shop their Deerrupt running shoe line.

WHAT THIS MEANS FOR SNAPCHAT

Further Advancements into Augmented Reality

- Snapchat will now be able to get one step closer to proving ROI for advertisers on one of their most distinctive and premium ad formats.
- Snapchat lost their domination of the Stories space when Instagram rolled out their version. Though Facebook, Apple, Google and others have competing AR platforms, Snapchat still has the most adopted and easiest to use. They have to keep innovating to keep others from catching up.
- By opening up more use cases for Lenses, the format becomes more likely to be included in full 360 media plans at the outset, rather than being seen as an add-on if budget allows.

Changing the Social E-Commerce Landscape

- Snapchat is shaking up the way platforms bring e-commerce to social platforms. Brands can now create an interactive and engaging experience for users as well as provide utility by giving the option to buy now.
- This change is a positive step forward for social e-commerce overall, and marketers should closely monitor how competitor platforms such as Facebook, Instagram, and Pinterest respond to the changes.

WHAT THIS MEANS FOR ADVERTISERS

Easing the Purchase Cycle for Consumers

- One of the primary selling points of Branded Lenses has been their built-in virality – users opt to share something branded with friends by essentially co-creating content. Adding actionable outcomes to lenses creates opportunities to generate measurable outcomes with users across the purchase journey and may even trigger them to move into the active phase more quickly.

Entice a Younger Audience

- Millennials and Gen Z are still the largest users of Snapchat's user base. With approximately 85% of Snapchat users being under the age of 34, brands looking to reach a younger audience can do so with ease and scale on Snapchat.
- With these updates, a brand can begin to build loyalty among consumers in a younger demographic breakout, especially considering Gen Z and Millennial buyers are more likely to be less responsive to traditional forms of advertising.

WAVEMAKER VERDICT

- Snapchat is moving their ad offering in the right direction with introducing e-commerce into Lenses. By giving advertisers the ability to drive users to an additional experience within the app, marketers can see actionable results on one of their most compelling formats across the entirety of the consumer journey. Brands that are looking to drive outcomes with younger consumers should find this a format worth experimenting with.



FOR MORE INFORMATION CONTACT

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