



Shock Top

Snap Ads Long-Form Video Campaign

Shock Top and Snapchat teamed up for Super Bowl 50 to show Snapchatters how unfiltered "living life unfiltered" can be.

SNAPCHATTERS REACHED: 2.9M TOTAL VIEWS: 12.5M

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among Snapchatters age 21+

The Story

Taking their motto "live life unfiltered" to heart, Shock Top abandoned pretension and self-censorship by enlisting the help of a man who looks like "an out-of-work magician" for its first-ever Super Bowl commercial. And with the Super Bowl already under its belt, Shock Top turned to Snapchat to further extend its reach.

The spot garnered 12.5 million views, bolstering efforts of an already powerful execution. Furthermore, one in nine Snapchatters who saw the Snap Ads swiped up to engage and watch even more. Among those who swiped up, the Long-Form video drove results even further, garnering a 40% lift in purchase intent. Shock Top's values of living life in a more natural, unfiltered way lent itself perfectly to Snapchat, where the freedom to express oneself is celebrated!

Objectives

- Raise awareness of Shock Top's brand and beer among Snapchatters.
- Support the brand's broader Super Bowl 50 marketing campaign.
- Convey brand values of expressing oneself in a natural and unfiltered way.

Strategy

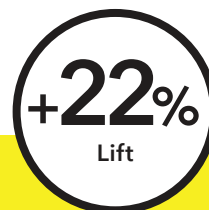
- Partner with Snapchat in an early test of Snap Ads Long-Form Video, which expands on Snap Ads with the ability to swipe up to view video up to 10 minutes in length.
- Recut and tailor the Super Bowl TV spot to best fit Snap Ads' creative standards.
- Apply Snapchat's age targeting capabilities to reach Snapchatters 21+ across Snapchat's Discover platform.



Brand Awareness, 19X greater than Mobile Alcohol Norms



Message Association, over 4X greater than Mobile Alcohol Norms



Purchase Intent, over 1.5X greater than Mobile Alcohol Norms

"Snapchat is a new medium for Shock Top – we have been interested in the possibilities of the platform and were excited to jump on the opportunity in early 2016. Our first campaign was certainly a success – great content delivered at an efficient cost. We look forward to continuing to partner with Snapchat and believe it is a very promising platform to activate on in the future."

Jake Kirsch, VP, Shock Top