

Trolli

Snap Ads Takeover Campaign

“Weirdly awesome” things happened when Trolli encouraged Snapchatters to “Be a baller and eat crawlers.”

SNAPCHATTERS REACHED: 4M+ TOTAL VIEWS: 14M+

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among Snapchatters age 13-34

The Story

An unlikely pairing of gummy candies, beards, and basketball proved to be a huge success for Trolli. This season, Trolli partnered with basketball star James Harden to run a Snap Ads Takeover Campaign in Snapchat’s NBA All-Star Game Live Story and NBA Playoffs Opening Night Live Story.

The campaign brought its game face. Both Snap Ads Takeovers significantly boosted brand metrics across the board. In fact, the 33% lift in purchase intent was over 2.5 times higher than Mobile CPG Norms, and 90% of Snapchatters who remembered the campaign enjoyed it. “Weirdly awesome” indeed!

Objectives

- Raise awareness for Trolli’s partnership with athlete James Harden.
- Strengthen Trolli’s brand association with basketball and the NBA.
- Reach an audience of highly engaged teens and millennials.

Strategy

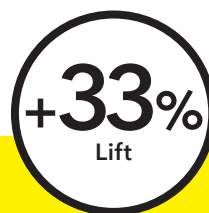
- Tailor video advertising to best fit Snap Ads’ creative standards.
- Take over Snapchat’s NBA All-Star Game and NBA Playoffs Opening Night Stories with entertaining and contextually relevant creative.



Brand Awareness,
2X greater than
Mobile CPG Norms



Brand Favorability,
over 2.5X greater than
Mobile CPG Norms



Purchase Intent,
over 2.5X greater than
Mobile CPG Norms

“By providing our ‘Crawlers for Ballers’ content featuring our brand ambassador, James Harden, on Snapchat during the basketball All-Star Game and basketball Playoffs, Trolli encouraged fans to celebrate these key sporting events in the moment and in a way unique to them. We developed a winning formula: Trolli Brand + Baller Moment + Snapchat = Weirdly Awesome.”