



Vans

National & On-Demand Geofilters + Snap Ads Campaign

Vans partnered with Snapchat to invite everyone to celebrate 50 years of “Off The Wall” Heritage and Creative Expression.

SNAPCHATTERS REACHED: 32M+ TOTAL VIEWS: 98M+

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

The Story

Vans held a global celebration for its 50th Anniversary, and every Snapchatter was invited! Together, Snapchat and Vans deployed a Sponsored Geofilter over the US, Canada, and Mexico. Vans also added location-tailored On-Demand Geofilters throughout the US to highlight spaces representing Vans’ history in action sports and the arts. Paying tribute to Vans Heritage, the Geofilters featured eye-catching dynamic art. Vans applied the same artistic style to a series of Snap Ads in Snapchat’s Local City Stories to reach its audience of like-minded, creative individuals.

Snapchatters engaged in droves – over 32 million took part in Vans’ milestone, and nearly one in five Snapchatters who unlocked the Geofilters chose to send them to their friends. The campaign yielded increases in ad recall, brand favorability, and purchase intent far beyond typical mobile retail campaigns. Living “Off The Wall” is about creative expression, and this campaign definitely stood out to Snapchatters in unique and fun ways.

Objectives

- Connect with consumers and inspire creative expression while celebrating Vans’ 50th Anniversary.
- Reiterate Vans’ strong ties and heritage in action sports, art, music, and street culture’s history.
- Take full advantage of several Snapchat advertising products to reach a large and engaged audience.

Strategy

- Launch a National Sponsored Geofilter with captivating imagery celebrating Vans’ 50th Anniversary across the US, Mexico, and Canada.
- Pair the National Geofilter with special On-Demand Geofilters deployed around landmarks important to Vans.
- Run a series of Snap Ads campaigns in Local City Stories during and after the Geofilters’ launch to extend the brand’s overall reach.



Ad Recall,
2.5X greater than
Mobile Retail Norms



Brand Favorability,
over 3X greater than
Mobile Retail Norms



Purchase Intent,
over 2.5X greater than
Mobile Retail Norms

“Snapchat is a powerful platform that not only delivers results, but provides an avenue for Vans to reach new audiences and inspire our fans to celebrate ‘Off The Wall’ attitude through creative expression.”

Lindsey Scheftic, Director of Digital Marketing, Vans