A HBS Case Study Analysis

SNAPCHAT

By Jennie Nguyen | MKTG 5603
EMOJI SCIENCE

“Just add ‘generalelectric’ on Snapchat, send us an emoji, and we’ll send you some science”
(see below)

Bridging the Stranger-Acquaintance Gap
★ Celebrate invention
★ Disappearing nature prevents repeat usage
★ Expand community of young fans

Perception
★ Exposing geeky side to appear “cool”
★ Encourage viewers to have an interest and involvement in science
Snapchat Says Vertical Video NOW

Facebook Agrees

➔ 3 times better CPMs than square video
➔ Opens major advertising opportunities
➔ higher view through, share/engagement rate from audiences
Finding the “sweet spot” in social media

Goal for brands is to achieve an emotional-connection in the brand-user relationship

Challenges:
Appealing to the casual AND committed user

Overcoming them:
Produce content that does not make the user feel disrupted or pressured
Brands should focus the number of people consuming their stories. To do so, they can use the following measurements to see the effectiveness of their content.

1.) Total Unique Views
2.) Total Story Completions
3.) Completion Rate
4.) Screenshots

Key: learning more about your audience = success!
In 2016

**Reach:** 10 billion daily views (Snapchat's Daily Video Views Have Increased 400% Year-On-Year)

**Expanded Advertising Options:** brands allowed to be more versatile (and provide promotions)