SNAPCHAT

Travel on Snapchat

CONFIDENTIAL

AGENDA

TODAY'S ITINERARY

THE SNAPCHAT CONSUMER EXPERIENCE

SNAPCHAT CREATIVE FOUNDATIONS

THE SNAPCHAT AD ECOSYSTEM

KEY TAKEAWAYS

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The Snapchat Consumer Experience

HOW OUR USERS CONSUME TRAVEL CONTENT

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THIS IS WHY OUR AUDIENCE CONTINUES TO GROW

With **over**

750M

Monthly active users…

Snapchat reaches

75%

Of 13-34 year-olds in over 20 countries

Source:
1) Snap Inc. Internal Data Q1 2023.

Close friend interactions are more memorable, likable, and engaging.

And real relationships create a happy environment where brands have real influence.

2022 Neuro-Insights study commissioned by Snap Inc.

Friends are some of our most powerful influencers

91%

of Snapchatters trust recommendations from friends and family as a source of information about brands and services

5x

Friends are 5x more influential than celebrities or influencers

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2022 Neuro-Insights study commissioned by Snap Inc.

Studies show people **pay more attention** to ads on Snapchat

% ACTIVE ATTENTION TO AD LENGTH

BENCHMARK
Full screen vertical video ads

38%

2x more

SNAPCHAT
Snapchat Video Ads

79%

2022 Amplified Intelligence study commissioned by Snap Inc and OMD

Snapchatters engage with brand content <u>just</u> like they **engage with friend content**

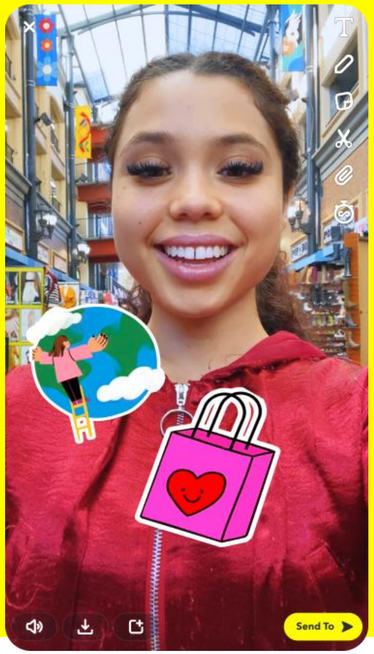
CLOSE CIRCLE
(i.e. “friend content”)

BROAD CIRCLE
(i.e. “branded content”)

+2%
Engagement Score

-19.3%
Engagement Score

2022 Neuro-Insights study commissioned by Snap Inc. Numbers shown are deltas between engagement of close circle vs. broad circle content



Optimize performance and drive full-funnel lifts by meeting fans **where they're at**

SNAPCHATTERS ARE THE IDEAL AUDIENCE TO INSPIRE TRAVEL

Snapchatters are more likely to travel in the next 6 months compared to non-Snapchatters

87%

of Snapchatters will be traveling in the next six months

vs. 70% of Non-Snapchatters

77%

of Snapchatters are like to be primarily responsible for leisure travel decision-making

vs. 55% of Non-Snapchatters

Source: 2022 Ipsos study commissioned by Snap Inc. Question: Thinking ahead to the next 6 months, which of these statements is most true for you? Base: US Snapchatters (n=1106), US Non-Snapchatters (n=394). Question: We're interested in learning more about your habits when you travel for fun. Which of the following best describes the role you play in travel decision making (e.g., accommodation, flights etc.)?Base: US Snapchatter Leisure Travellers (n=916), US Non-Snapchatters Leisure Travellers(n=270)

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Snapchat is relevant at each stage of the traveler's journey

INSPIRATION

Highly influenced, dreaming and exploring destination options while looking for travel inspiration

PLANNING

Consumers have made their destination choice now it's time to finalize the details

BOOKING

Research is done, and people are ready to book their tickets and reserve their rooms

EXPERIENCING

Travelers are on the trip of their dreams, and are looking to stir up FOMO with friends back home

— AUDIENCE SNAPSHOT —

TRAVEL ENTHUSIASTS

Nearly…

+2,9M

Monthly Addressable Reach on Snap **in Belgium**

80%

*Are in the **Lens Carousel***

93%

*Are watching **User Stories***

64%

Are in Discover

Source: Snapchat Internal Data, September, 2023: US Only

— AUDIENCE SNAPSHOT —

FREQUENT HOTEL GUEST

Nearly…

+1,4M

Monthly Addressable Reach on Snap in Belgium

96%

*Are in the **Lens Carousel***

98%

*Are watching **User Stories***

71%

Are in Discover

Source:

— AUDIENCE SNAPSHOT —

THEME PARK VISITORS

Nearly…

+390K

Monthly Addressable Reach on Snap in Belgium

99%

*Are in the **Lens Carousel***

99%

*Are watching **User Stories***

83%

Are in Discover

Source:

Snapchat Creative Foundations

THE CREATIVE BASICS

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How to win on Snap

1. Instant impact at second zero
2. Get creative with cuts
3. Leverage Snap Native tools
4. Play with brand tone
5. Channel main character energy

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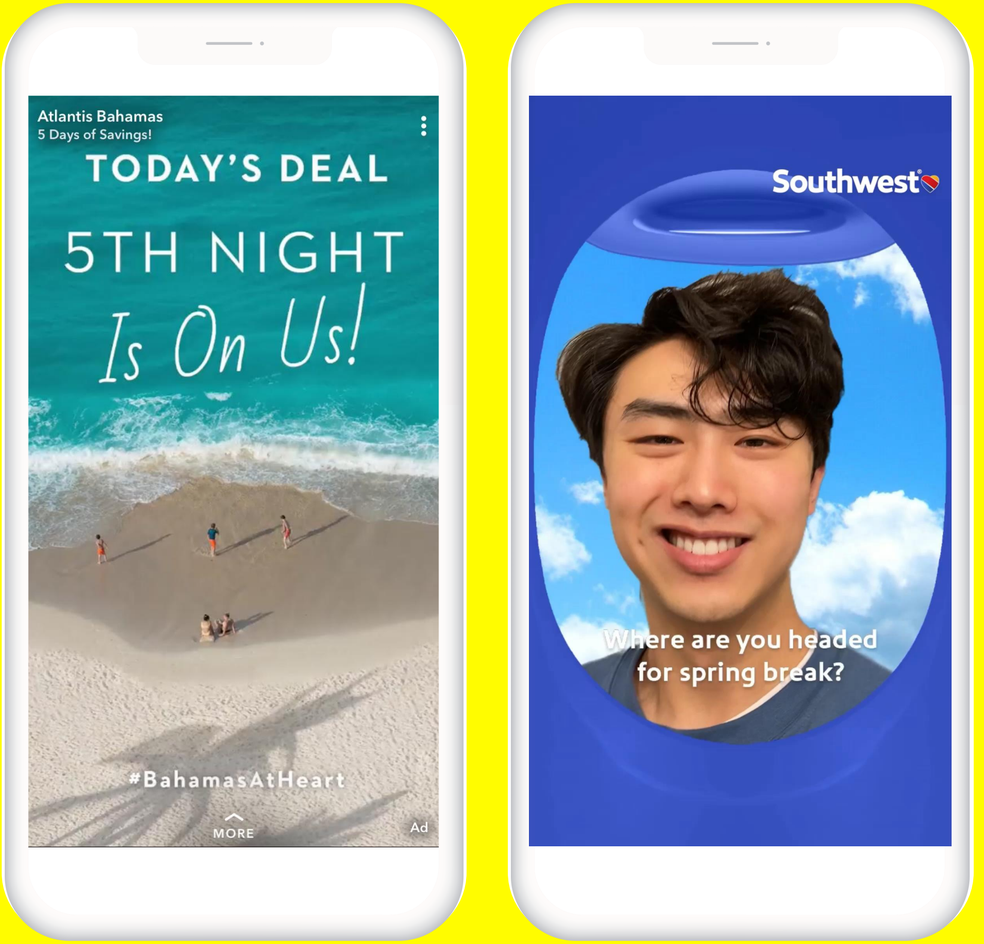
Build for second zero

Always focus on making instant impact at second zero— **66% of ad awareness lift is achieved in the first 2 seconds** so don't forget to:

- Bring branding and messaging up front of the creative
- Start with eye-catching energy
- Use characters or celebrities
- Utilize purposeful sound design



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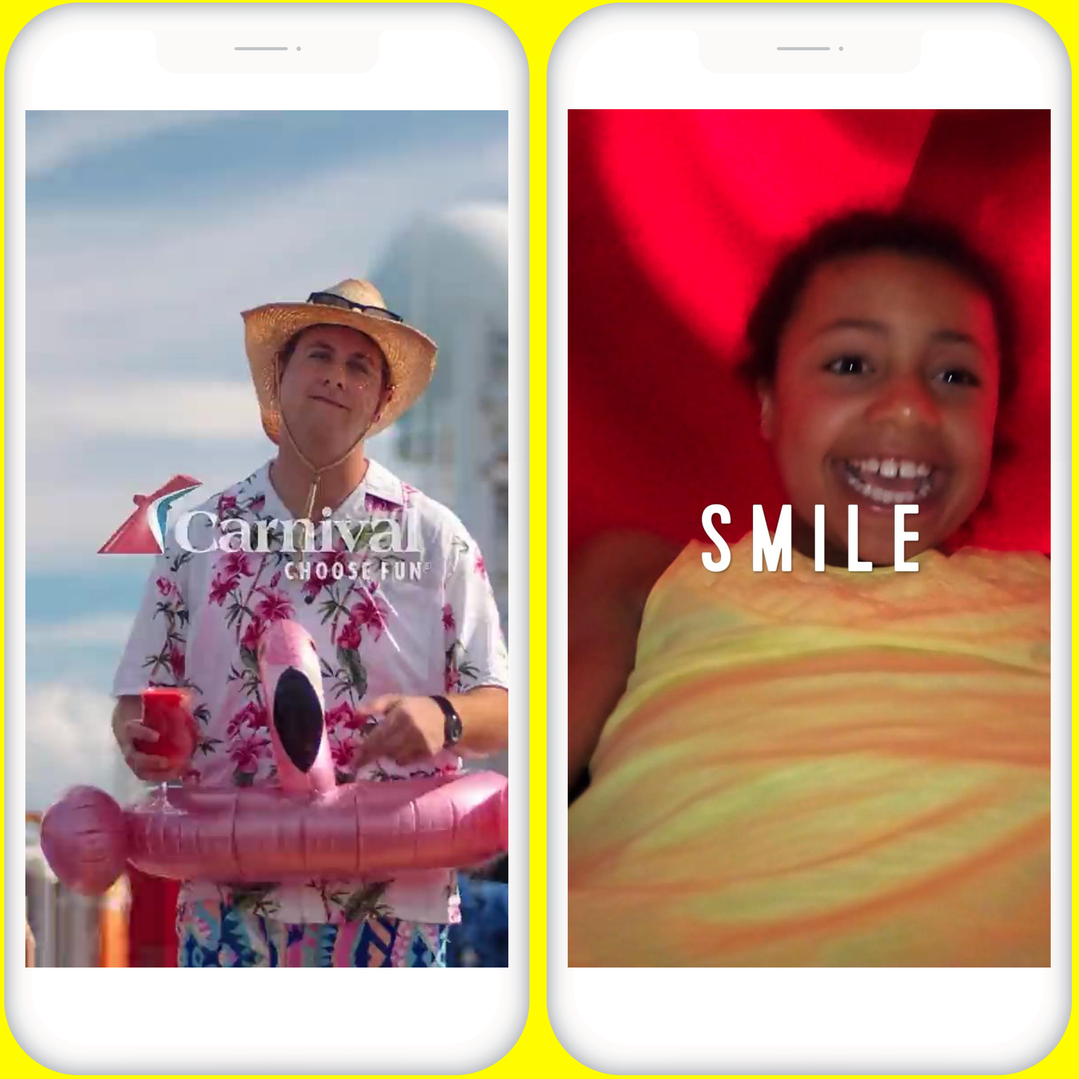
Creative Cuts

It’s all in the edit. Infuse your content with **rhythm and energy** that keeps your audience engaged:

- Get strategic about cutdowns when repurposing long form video to mobile
- Lean into viral or visually compelling moments to hook in users
- Infuse dynamic transitions and irresistible CTA’s with your brand message
- Tap into upbeat music, narration and sounds to give your audience a full 360 experience



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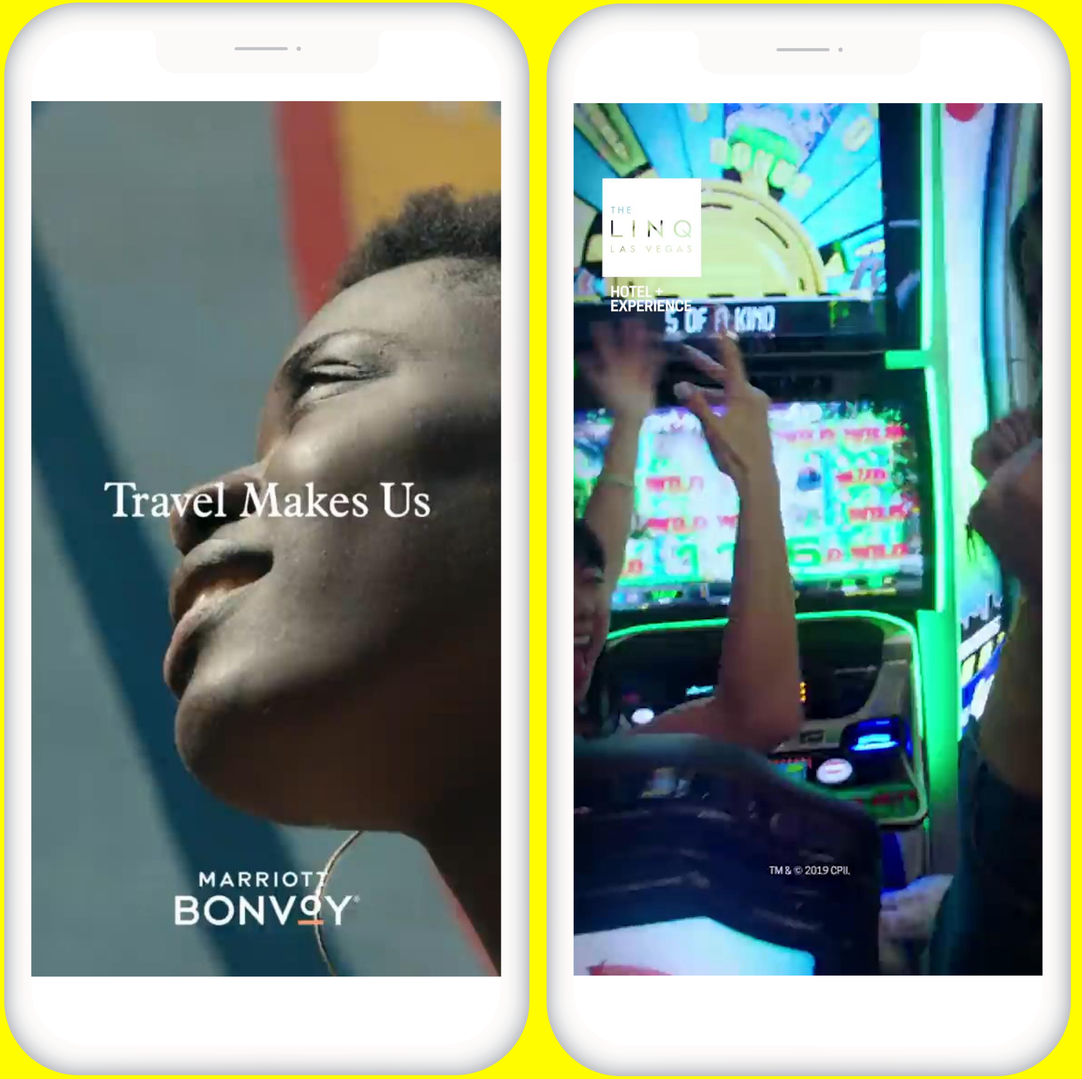
Snap Native

Always prioritize mobile-first, Snap native content by bringing a phone to shoots or ensuring vertical formats are being considered on set.

When repurposing long format video commercials, **leverage Snap-native features** like fonts, gifs, emojis, stickers & lenses to make your landscape commercials feel **endemic to Snapchat**. Use the classic Helvetica + gray bar for UGC-style ads to resemble a friend-to-friend Snap.

Ask yourself: How can I speak to Snapchatters on their level with this content?



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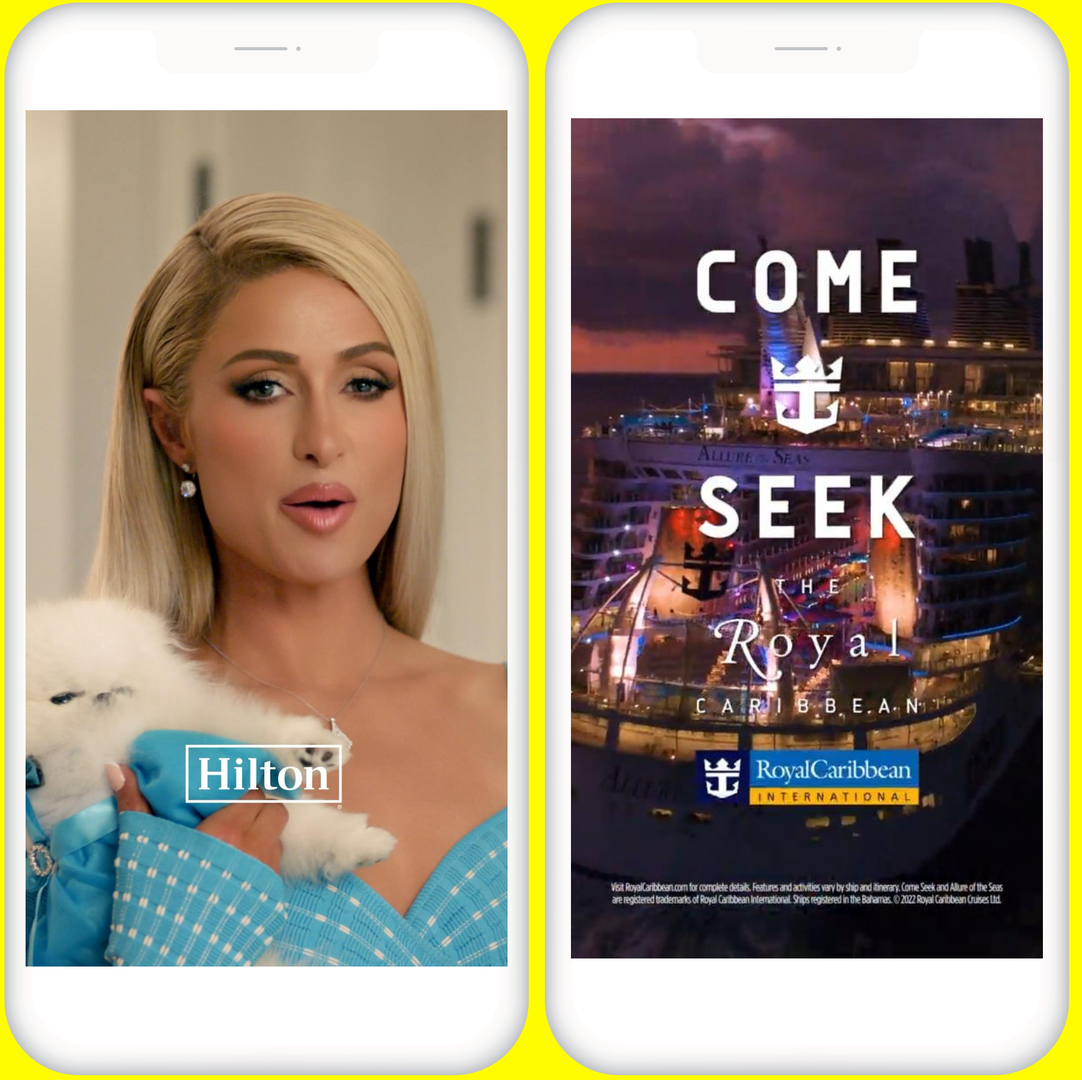
Play with Tone

Advertising on Snap can serve as a **creative refresh** to your campaign.

When it comes to ads on the platform, Snapchatters find more novel and unique ad experiences the most engaging. Test what resonates with your audiences and get playful with your brand tone on the platform.

Your brand might have a specific campaign voice but here on Snap, **experimenting is encouraged.**



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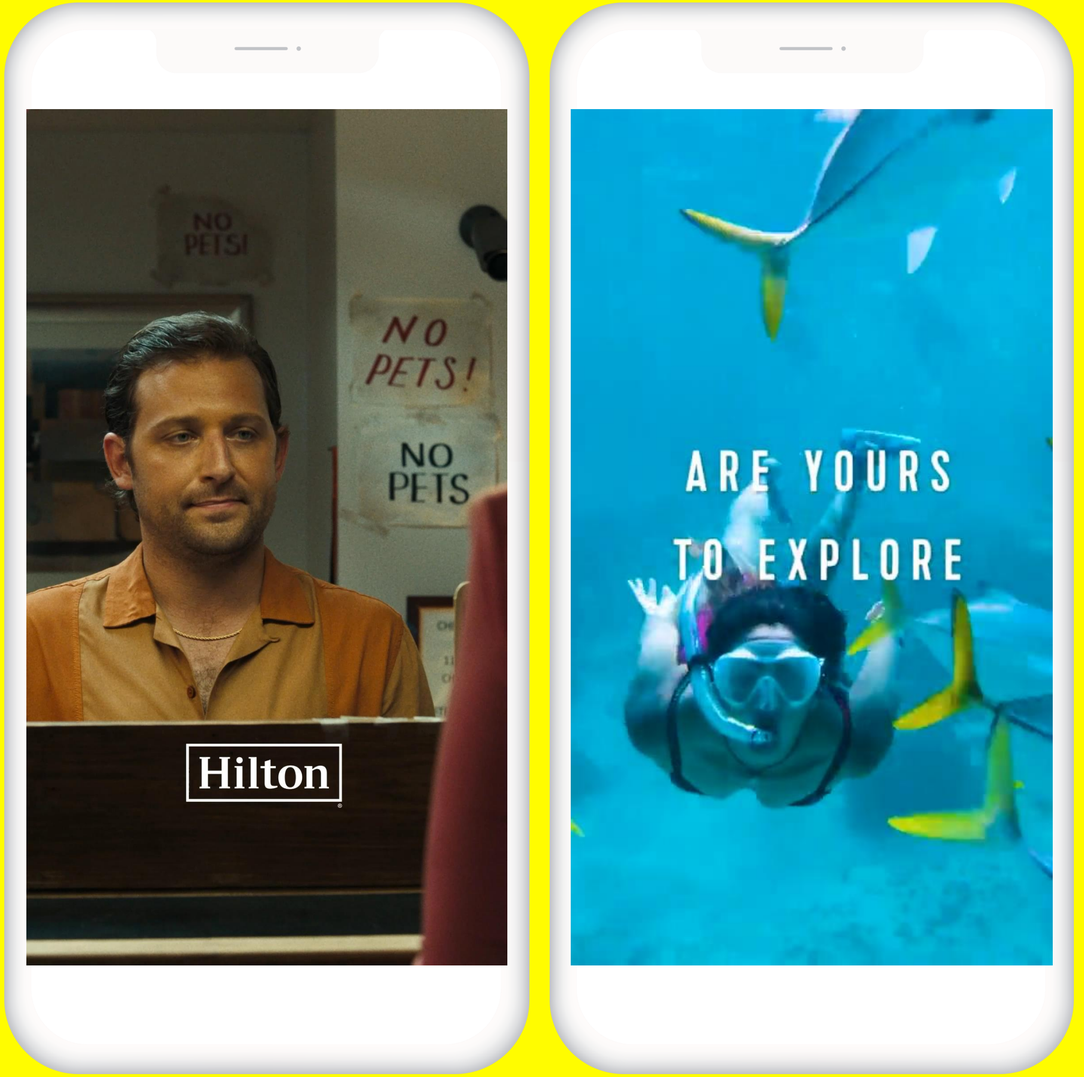
Main Character Energy

Speak directly to your audience by having a single creator, character, or viewpoint in your videos. **Break the fourth wall** and tell Snapchatters exactly what your story you're telling.

Seeing someone in mobile video increases connectivity and adds a human connection to your ad. Break up the landscape car commercials by shooting some scenes with the actors themselves to add some human variety into your content mix.



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DO THIS. NOT THAT.

#1 Instant impact at second 0

Use generic creative that doesn't stand out from other ads

#2 Get creative with cuts

Show the same creative on every platform, making things unoriginal for your audience

#3 Make it Snap native

Repurpose long form content without making it feel Snap specific

#4 Play with tone

Limit your brand's creative expression on the platform

#5 Channel main character energy

Miss out on to refreshing your creative with creators or talent

Snapchat Creative Ecosystem

THE CREATIVE BASICS

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“

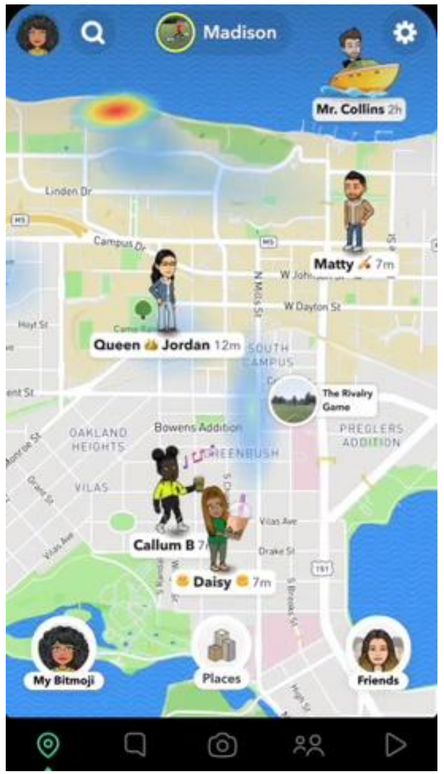
SNAPCHAT IS REALLY GOOD AT INTEGRATING WITH YOUR EVERY DAY LIFE

VANESSA [22] SNAPCHAT POWER USER 2023

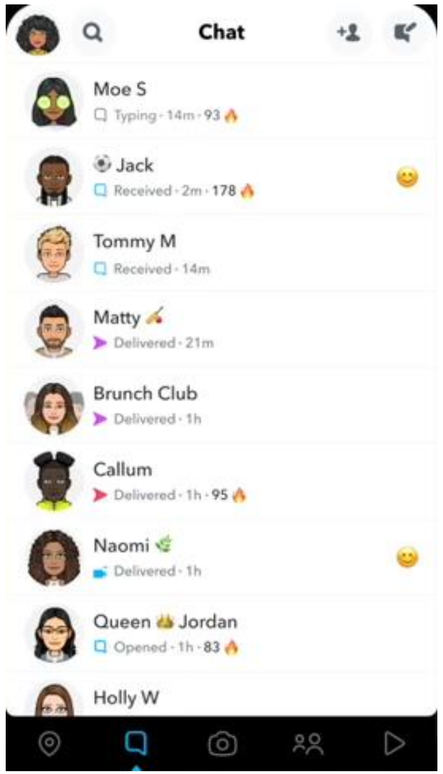
”

YOUR AUDIENCE ON SNAP

How your audience consumes content on Snapchat

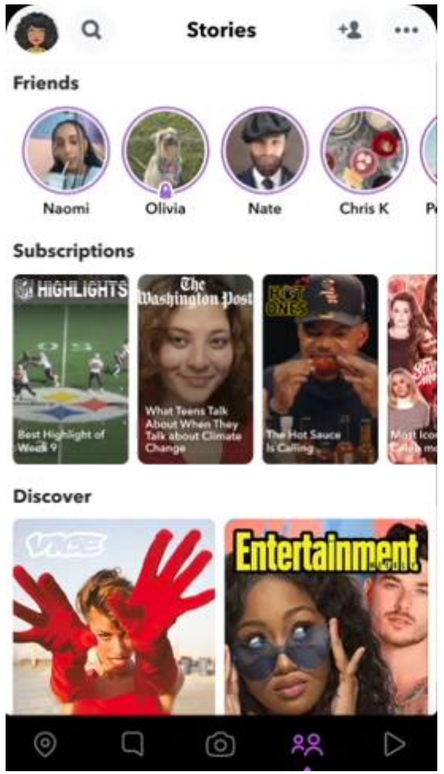


Map



Chat

Camera



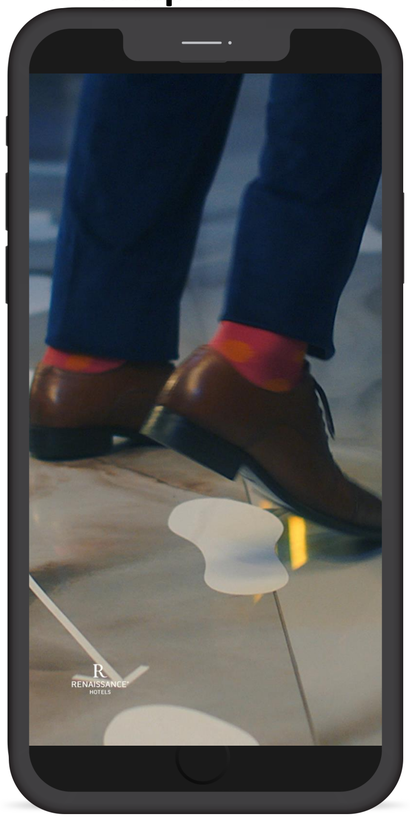
Stories

Spotlight

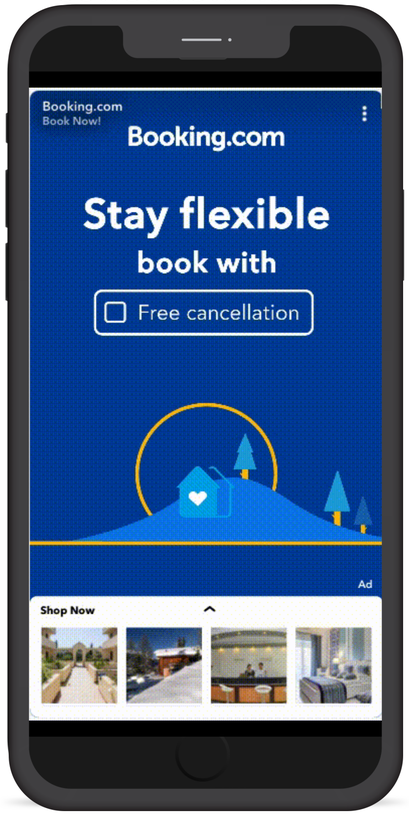
YOUR CAMPAIGN ON SNAP

The different ad units at your disposal

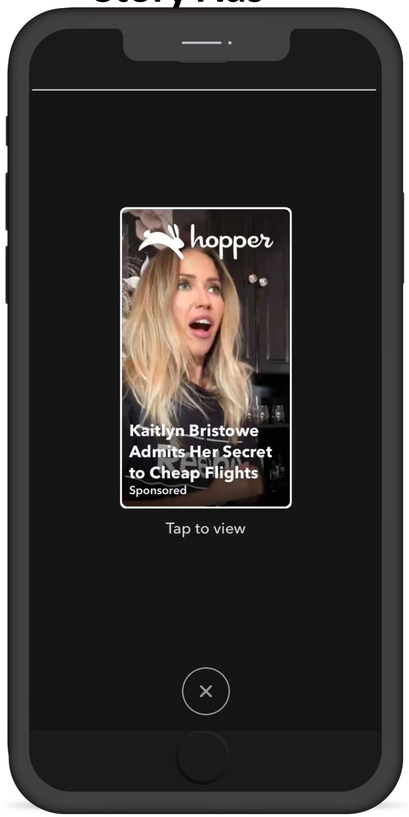
Snap Ads



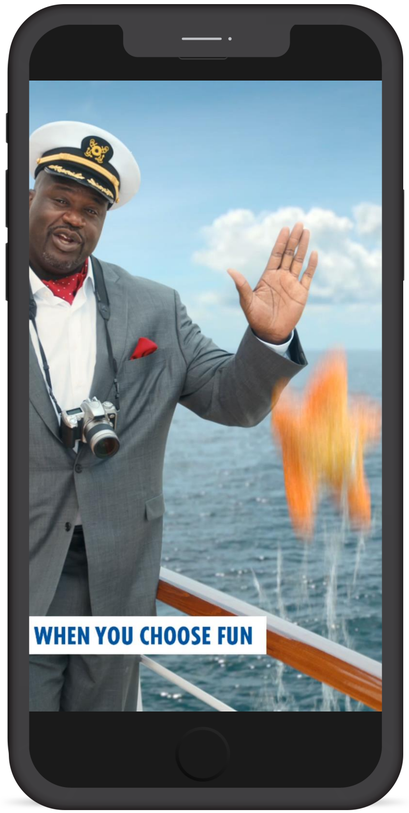
Collection Ads



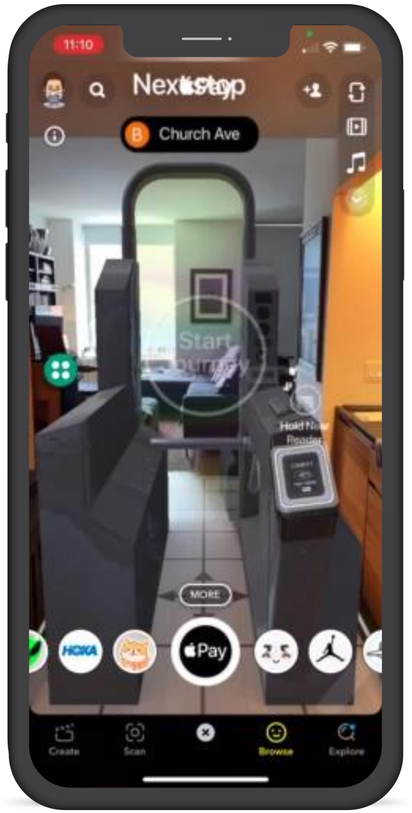
Story Ads



Commercials



AR Lens



Snap Ads

The main character in this series.

Your message appears between user stories and publisher content, but it's **skippable**. How do you hook fans in with your message?

[SNAP ADS]
THE DETAILS

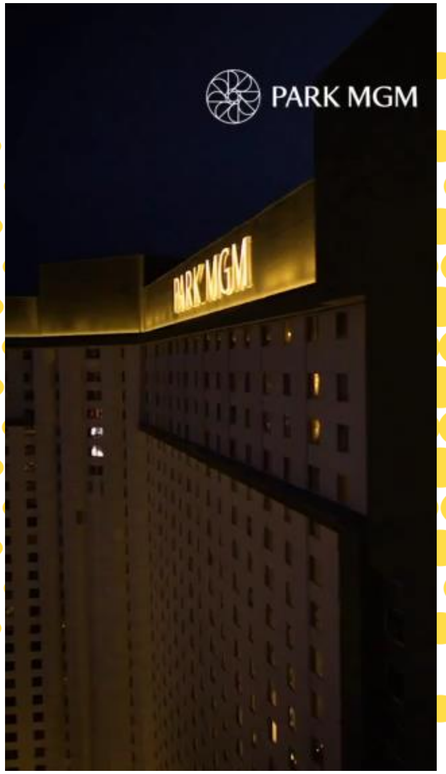
PLACEMENT

Stories & Partnered Content

THE BENEFITS

- Results Driven: Proven performance-focused ad product
- Versatile: Repurpose creative for Commercials, Story Ads and Collection Ads
- All-in-one: Full screen format that helps drive your objective across the funnel. Engage travel enthusiasts and drive them to your website / app
- Targetable: Ability to align targeting with media content

CREATIVE VARIETY



VIDEO (LIVE OR ANIMATED)

STATIC

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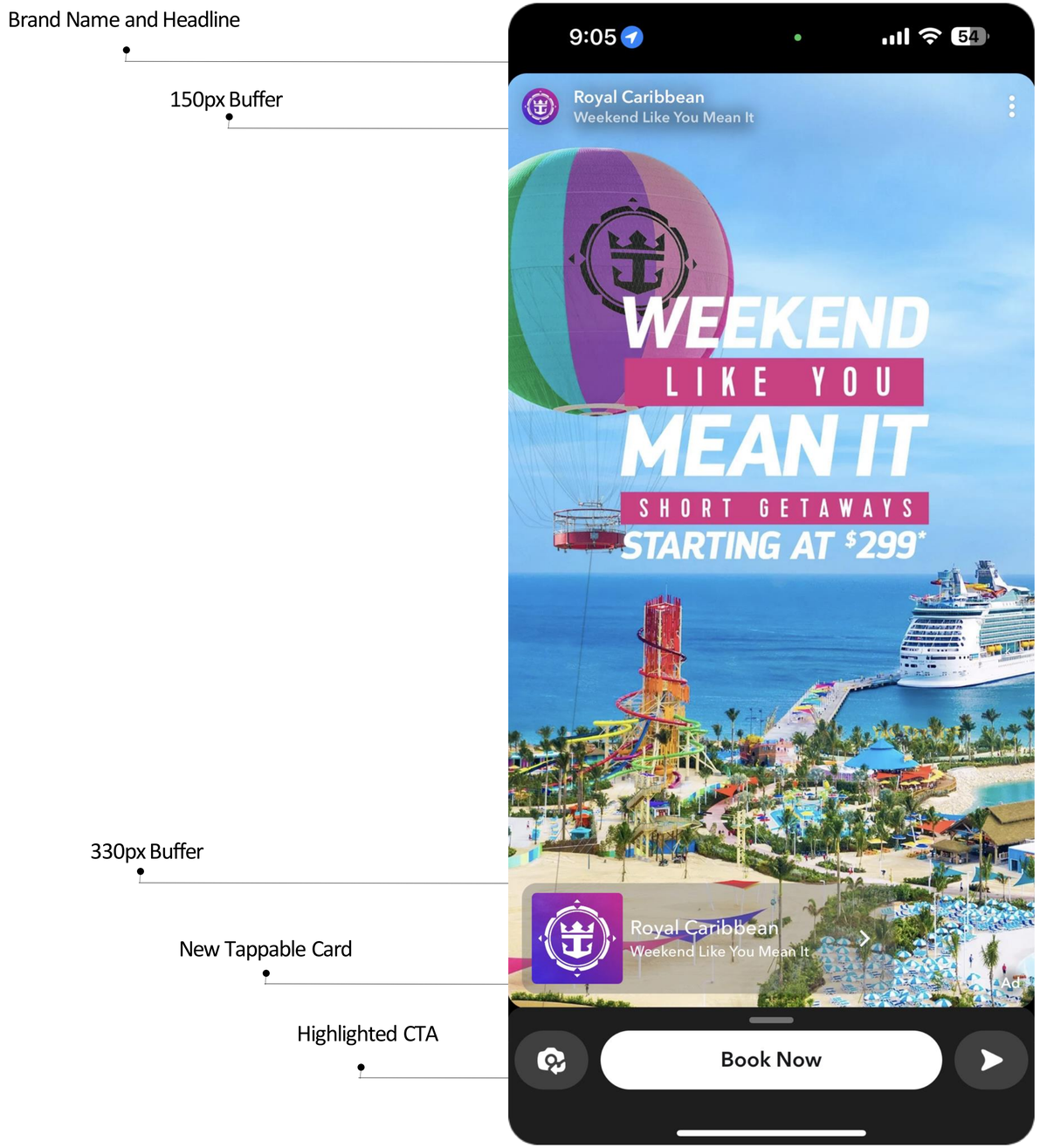
[SNAP ADS]
DESIGN

ANATOMY OF A SNAP AD

- Design Specs: More info here!
  - Full Screen Canvas: 1080 x 1920px, 9:16 aspect ratio scaled proportionally to original asset
  - Length: 3 to 180 seconds
  - File Size: Video 1 GB or less, Image 5 MB or less
- Brand Name + Headline:
  - Brand Name: Up to 32 characters with spaces
    - Studio or Platform Name
    - Movie and Series Titles
  - Headline: Up to 34 Characters with Spaces
    - Tune in Date
    - Now Playing Messaging
- Buffers: To prevent overlap with the included elements, avoid placement of logos or other graphic elements within 150px of the top of the creative and within 330px of the bottom of the creative.
- New Tappable Card:
  - Brand Name
  - Headline
  - Profile Logo
- Highlighted CTA: CTAs will highlight to draw more attention as the video plays



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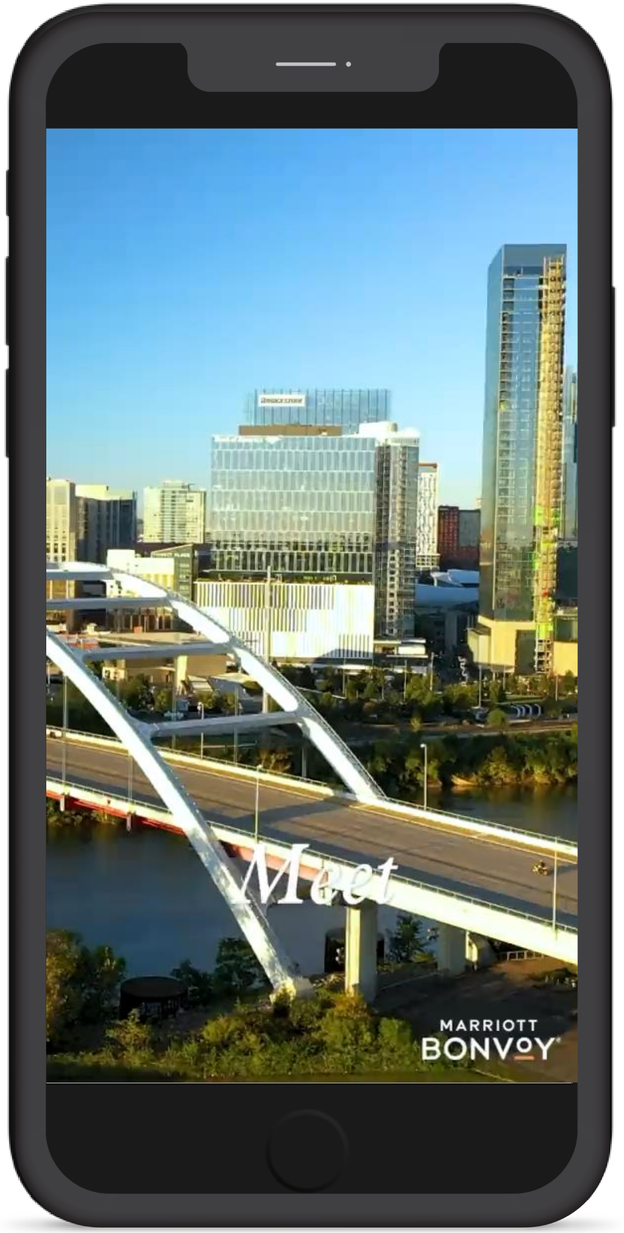
SNAP ADS

AWARENESS

Awareness = Strong Video View Rates

Test creative variations and brand tone, drive awareness for your brand, highlight new properties and deals to see what the audience resonates with the most.

Prominently feature product with
bold branding statements.



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SNAP ADS

CONSIDERATION

Consideration = Strong Swipe Up Rates

Use every second to promote deals and infuse your campaign messaging to entice travel enthusiasts into clicking through.

Include a variety of features with the goal to intrigue users and always prominently feature branding.

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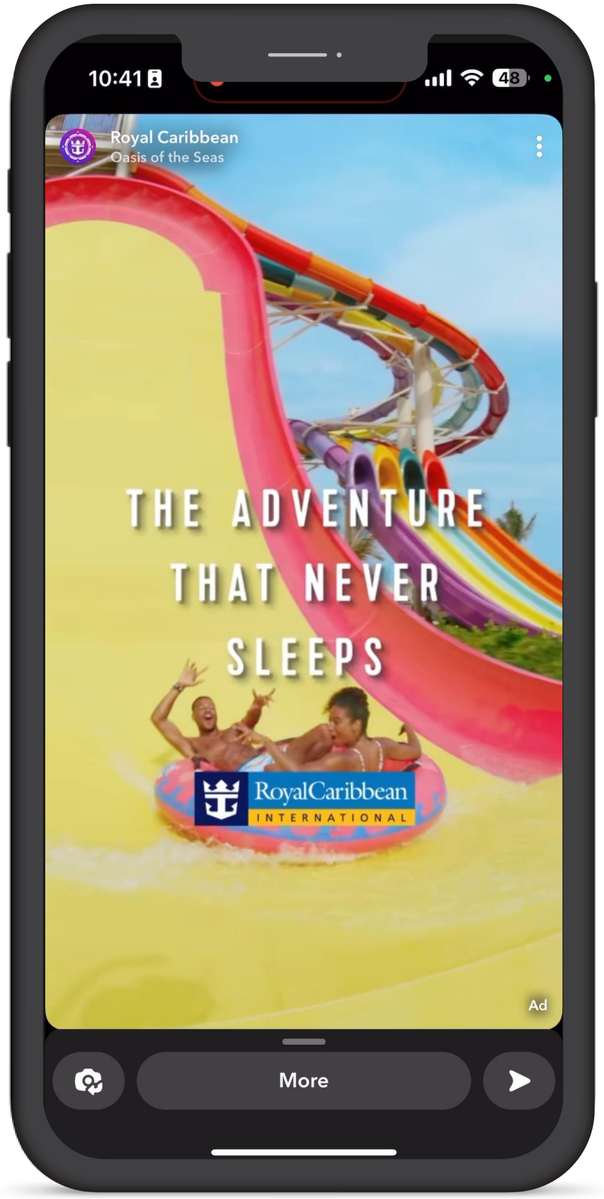
SNAP ADS

ACTION / INTENT

Action = strong Cost Per Purchase/Install/Swipe up

Highlight new destinations, promote new offers, and test & learn acquisition messaging. Lean into seasonal, pricing, and deal focused messaging to capture attention and drive action.

Drive urgency with “NOW” messaging and limited time offers updated throughout the flight



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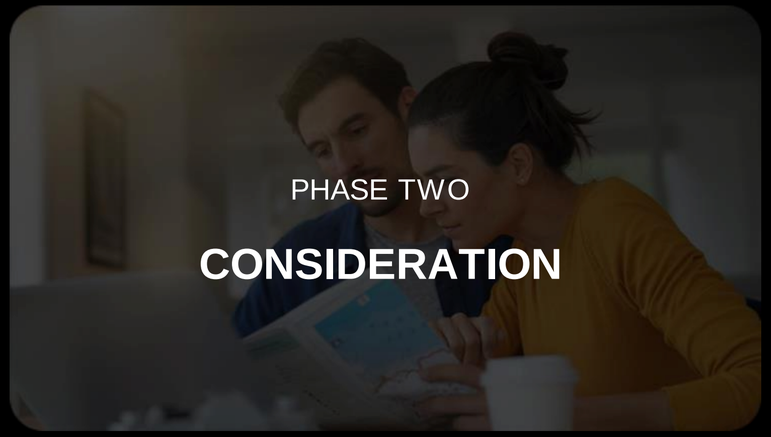
SNAP ADS BEST PRACTICES BY OBJECTIVE

A recap of how to deliver your message with Snap Ads

- Test creative variations
- Drive awareness for your brand
- Play around with brand tone



- Promote new experiences, deals, rewards and destinations
- Infuse campaign messaging
- Goal is to intrigue travelers

- Promote new offers
- Drive urgency with “NOW” messaging to drive action
- Test and learn acquisition messaging

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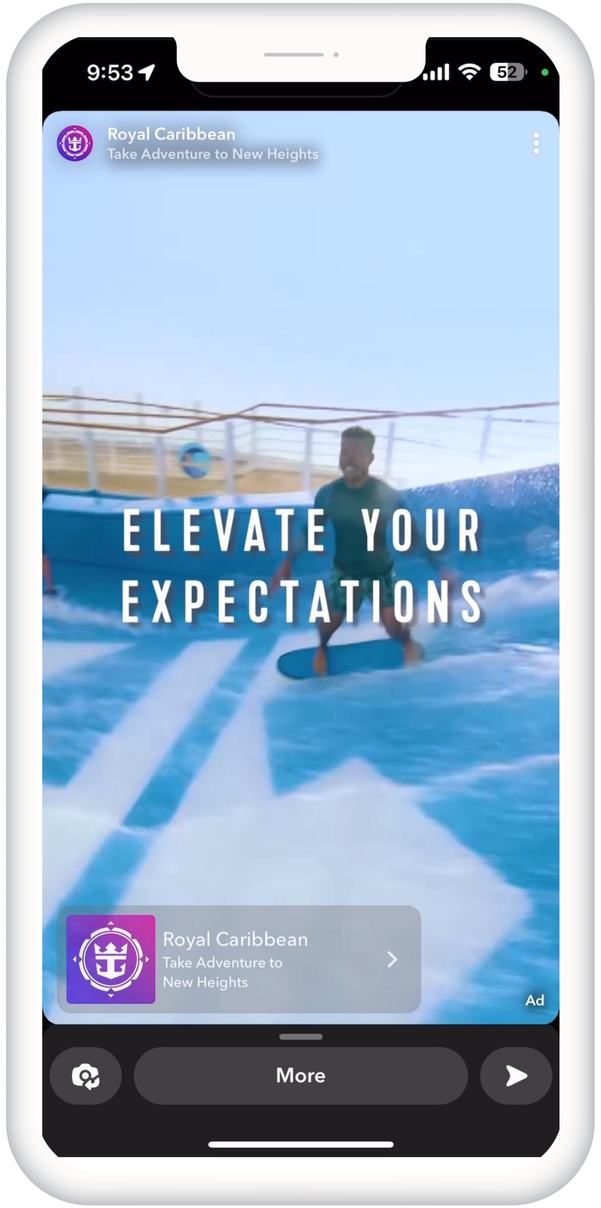
Commercials

Make an impact in seconds

You are guaranteed to have your fans' attention
for at least **6 seconds**.
What is the story you want to tell?

How your audience
sees it:



[COMMERCIALS]
THE DETAILS

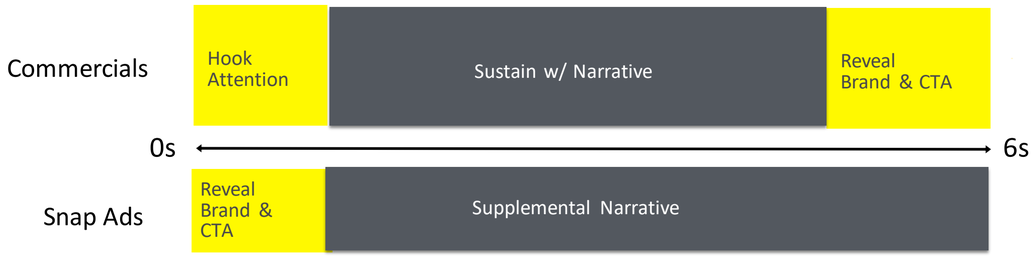
PLACEMENT

Shows from Content Partners

THE BENEFITS

- Tell a longer story with six-second non-skippable videos within Shows and Snap Star Stories

Commercials vs Snap Ads



CREATIVE VARIETY

VIDEO ONLY, AUDIO MANDATORY

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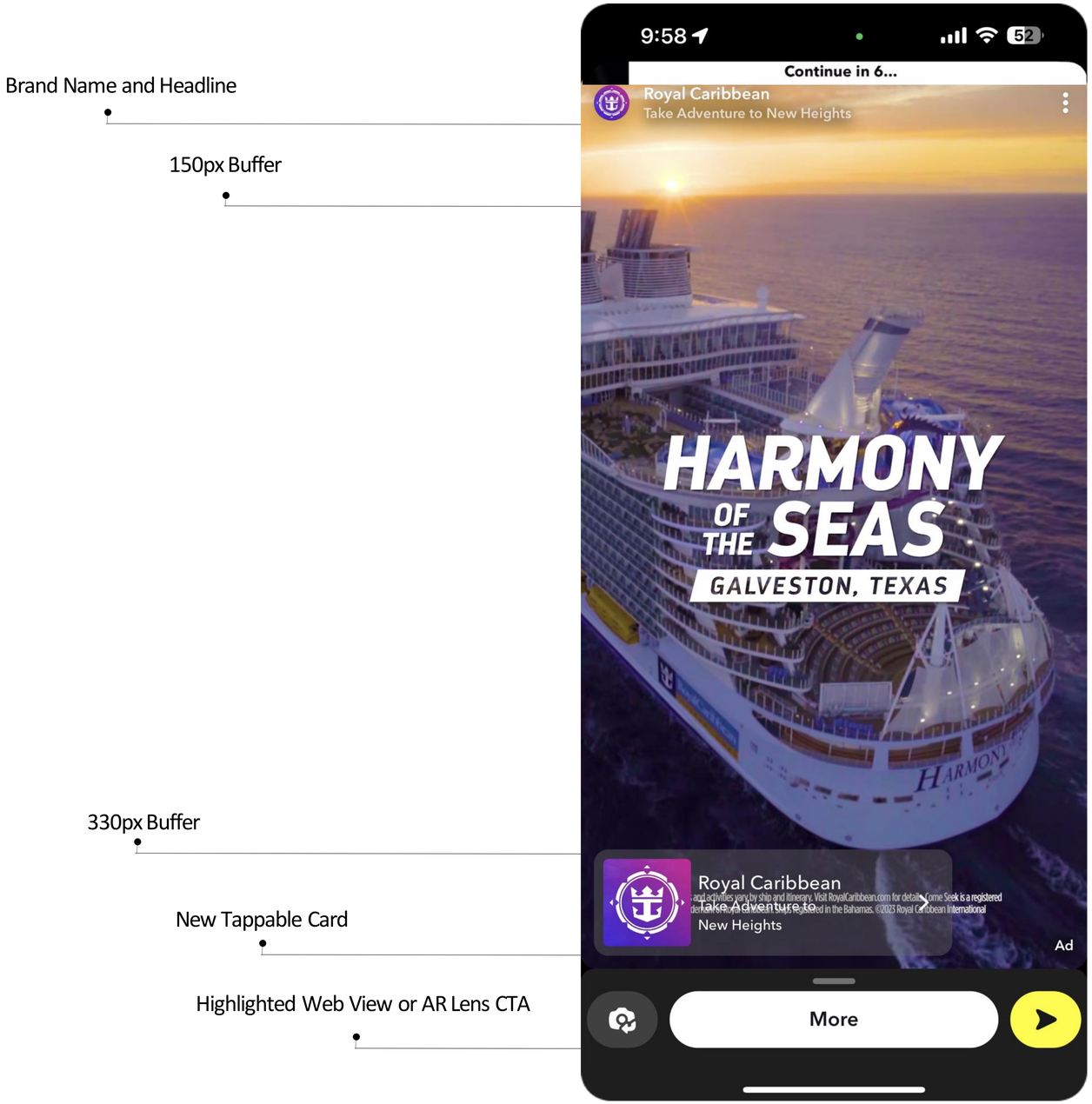
[COMMERCIALS]
DESIGN

ANATOMY OF A COMMERCIAL

- Design Specs: More info here!
  - Full Screen Canvas: 1080 x 1920px, 9:16 aspect ratio scaled proportionally to original asset
  - Length: 3 to 180 seconds
  - File Size: Video 1 GB or less
- Brand Name + Headline:
  - Brand Name: Up to 32 characters with spaces
    - Studio or Platform Name
    - Movie and Series Titles
  - Headline: Up to 34 Characters with Spaces
    - Tune in Date
    - Now Playing Messaging
- Buffers: To prevent overlap with the included elements, avoid placement of logos or other graphic elements within 150px of the top of the creative and within 330px of the bottom of the creative.
- New Tappable Card:
  - Brand Name
  - Headline
  - Profile Logo
- Highlighted CTA: CTAs will highlight to draw more attention as the video plays
  - Only Web View and AR Lens attachments are supported



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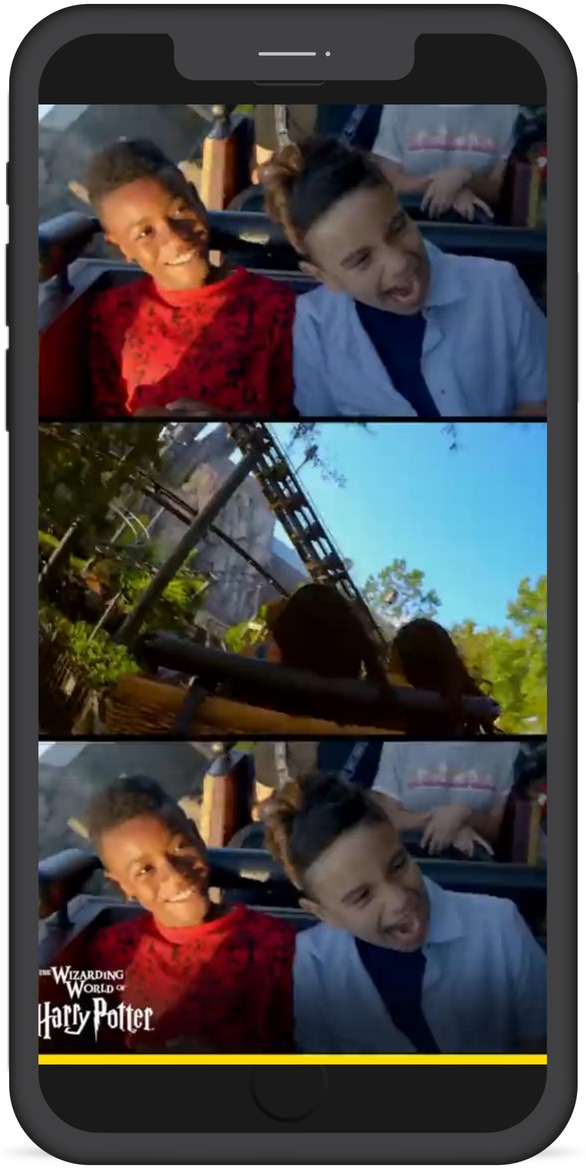
COMMERCIALS

AWARENESS

Awareness = strong Video View Rates

Leverage storytelling for new cars and drive awareness.

- Drive association with your platform
- Tell an enticing six-second story to get your full message to buyers
- Ensure clear messaging in both your creative and headers



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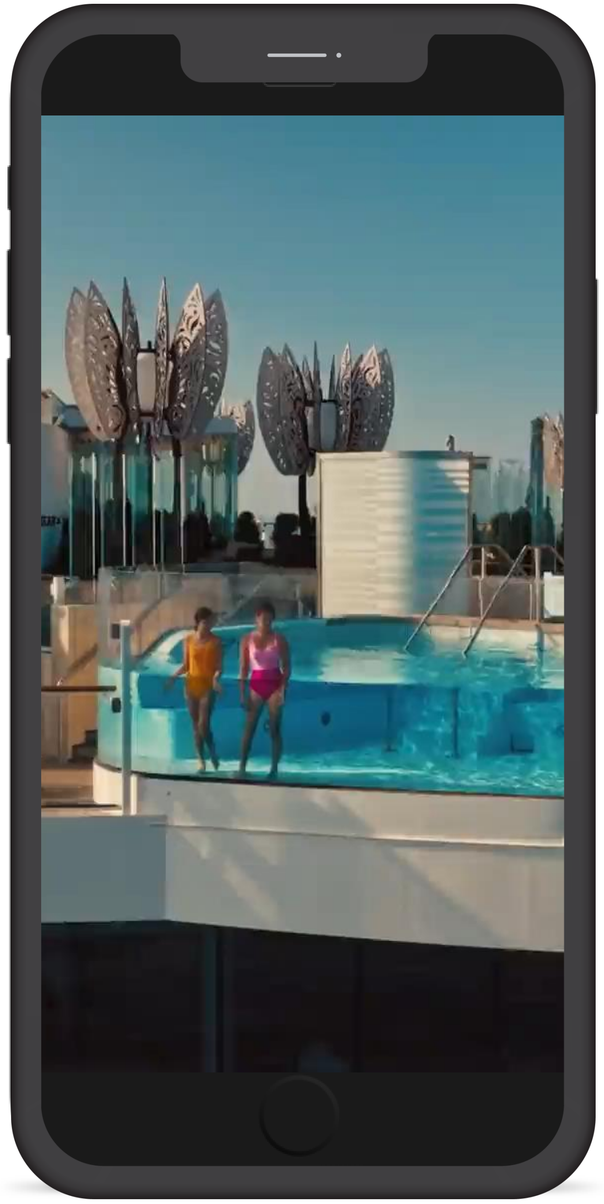
COMMERCIALS

CONSIDERATION

Consideration = Strong Swipe Up Rates

Leverage eye-catching visuals with your message to capture the curiosity of your viewers timely releases.

Be mindful of the buffer zone with intriguing messaging and repurpose hi-fidelity creative



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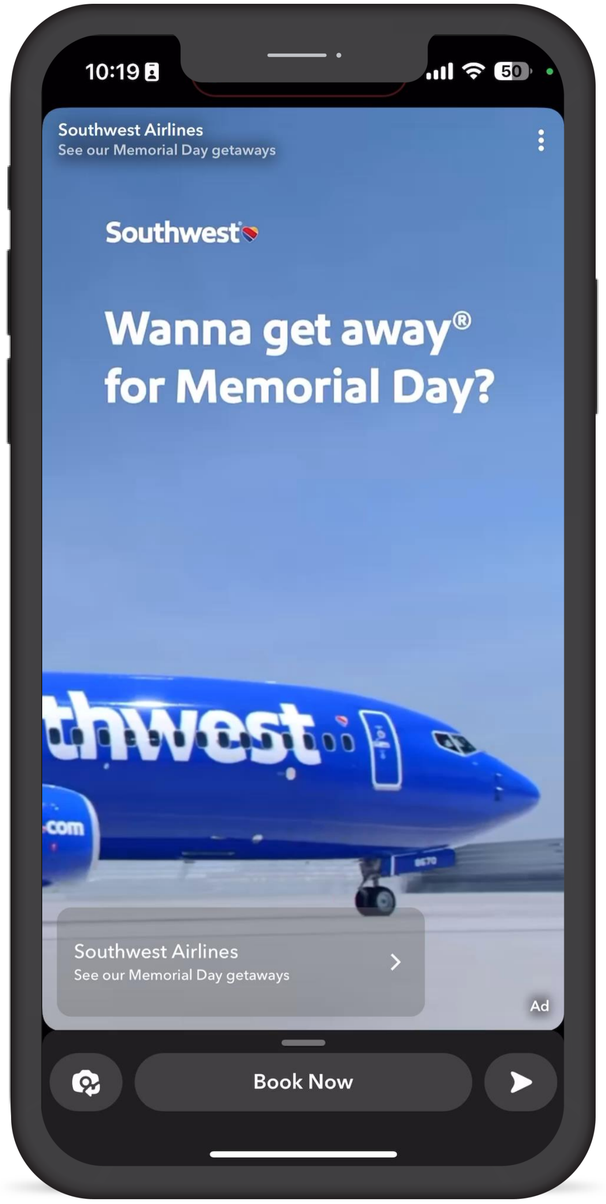
COMMERCIALS

ACTION / INTENT

Action = strong Cost Per Purchase/Install

Leverage hi-fidelity, engaging cuts to announce new releases. Repurpose long form content and select the most eye-catching shots to drive action.

Capture travel enthusiast's attention in the first 6 seconds, then relay urgency to drive action with the CTA



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COMMERCIALS GOLDEN RULES

The must-haves for your commercials.

TELL A STORY

USE 6 SECONDS FOR CLEAR MESSAGE

CREATE FOR CONTENT & CONTEXT

INCLUDE PURPOSEFUL SOUND

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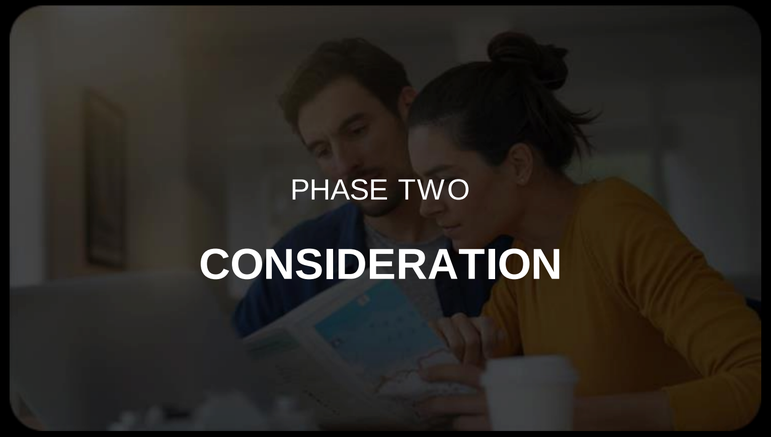
SNAP ADS BEST PRACTICES BY OBJECTIVE

A recap of how to deliver your message with Commercials

- Tell an enticing story in 6s
- Drive brand association
- Ensure clear messaging in creative and headers



- Capture attention and curiosity
- Leverage eye-catching visuals
- Be mindful of the buffer zone

- Utilize engaging creative cuts
- Repurpose long form content
- Drive action with CTA

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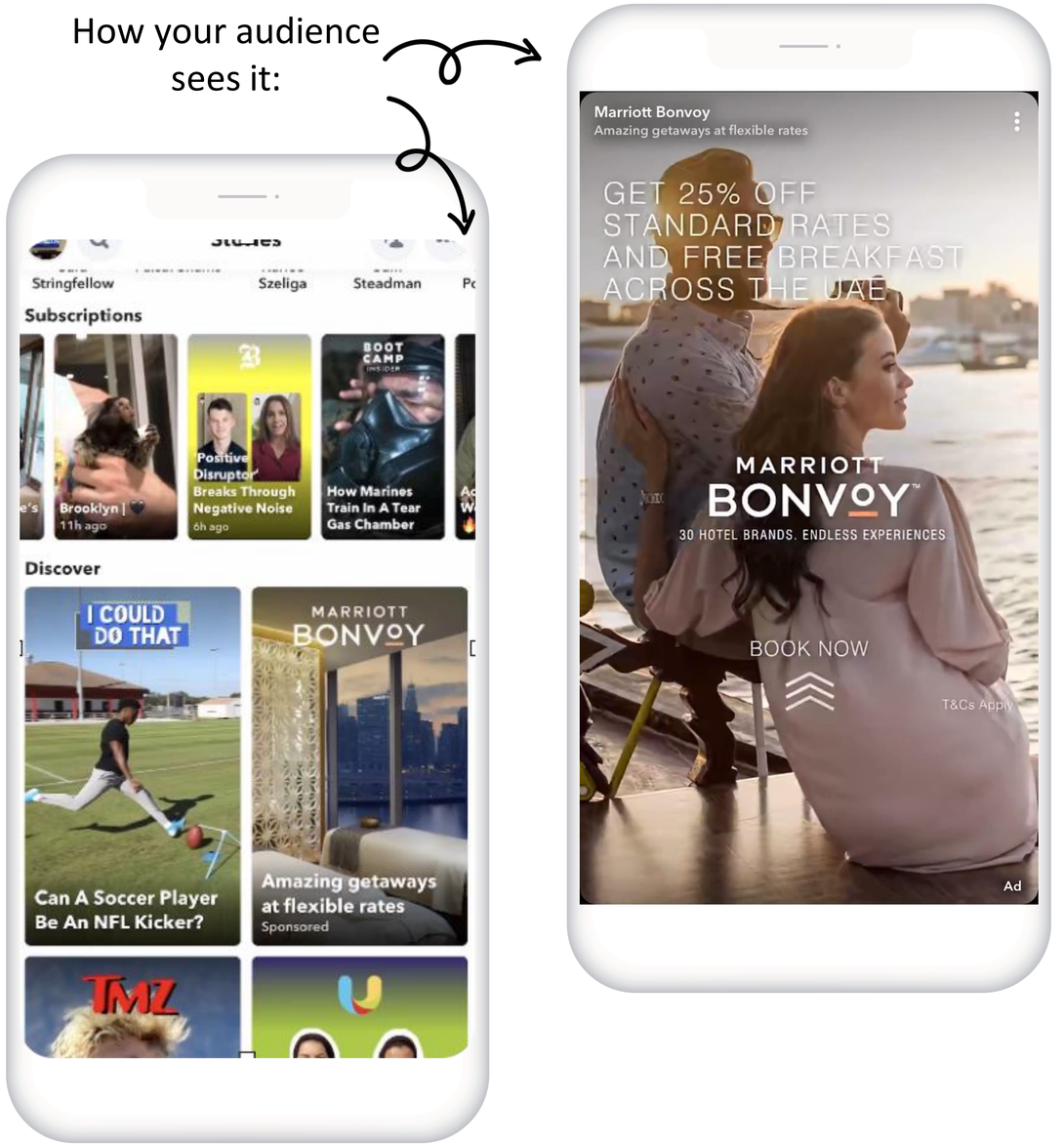
Story Ads

The classic that changed the industry.

Story Ads convey your message in a **highly consumable way.** Tell a longer story through a curated selection of images or video ads.

How your audience sees it:



[STORY ADS]

THE DETAILS

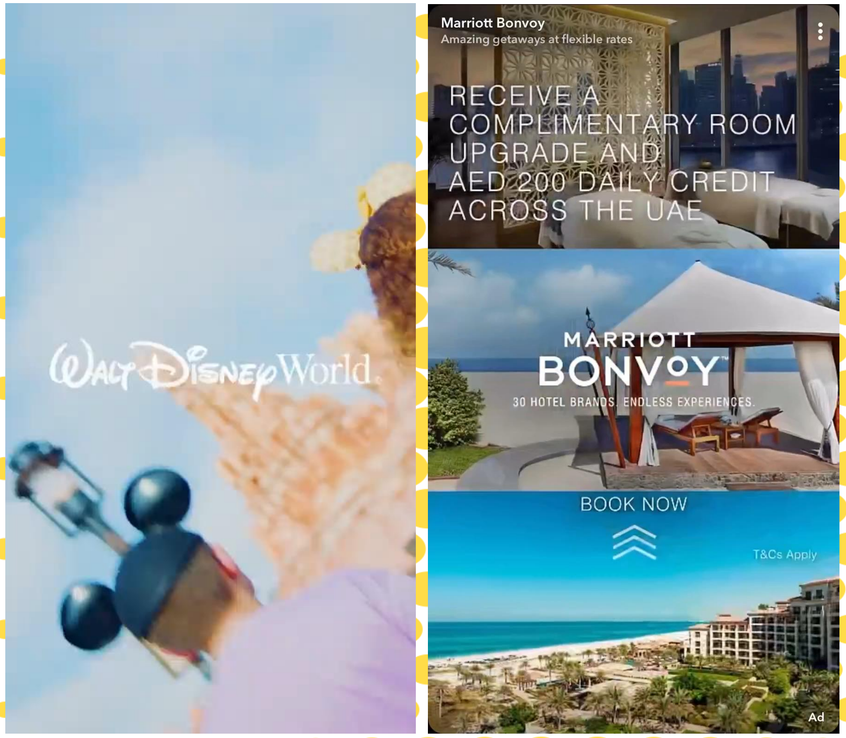
PLACEMENT

In between Partnered Content or as its own branded tile

THE BENEFITS

- Creative: Story Ad tiles lives alongside popular content tailored to their preferences.
- Keep the Message Clear: Use this unit for a clear message & story and leverage purposeful sound design. Over 60% of Story Ads are watched with sound on!
- Content Context: Design or produce your ads for context and relevancy to platform trends and align with creative that feels bespoke to the platform.

CREATIVE VARIETY



Up to a collection of 1 - 20 single images or video ads

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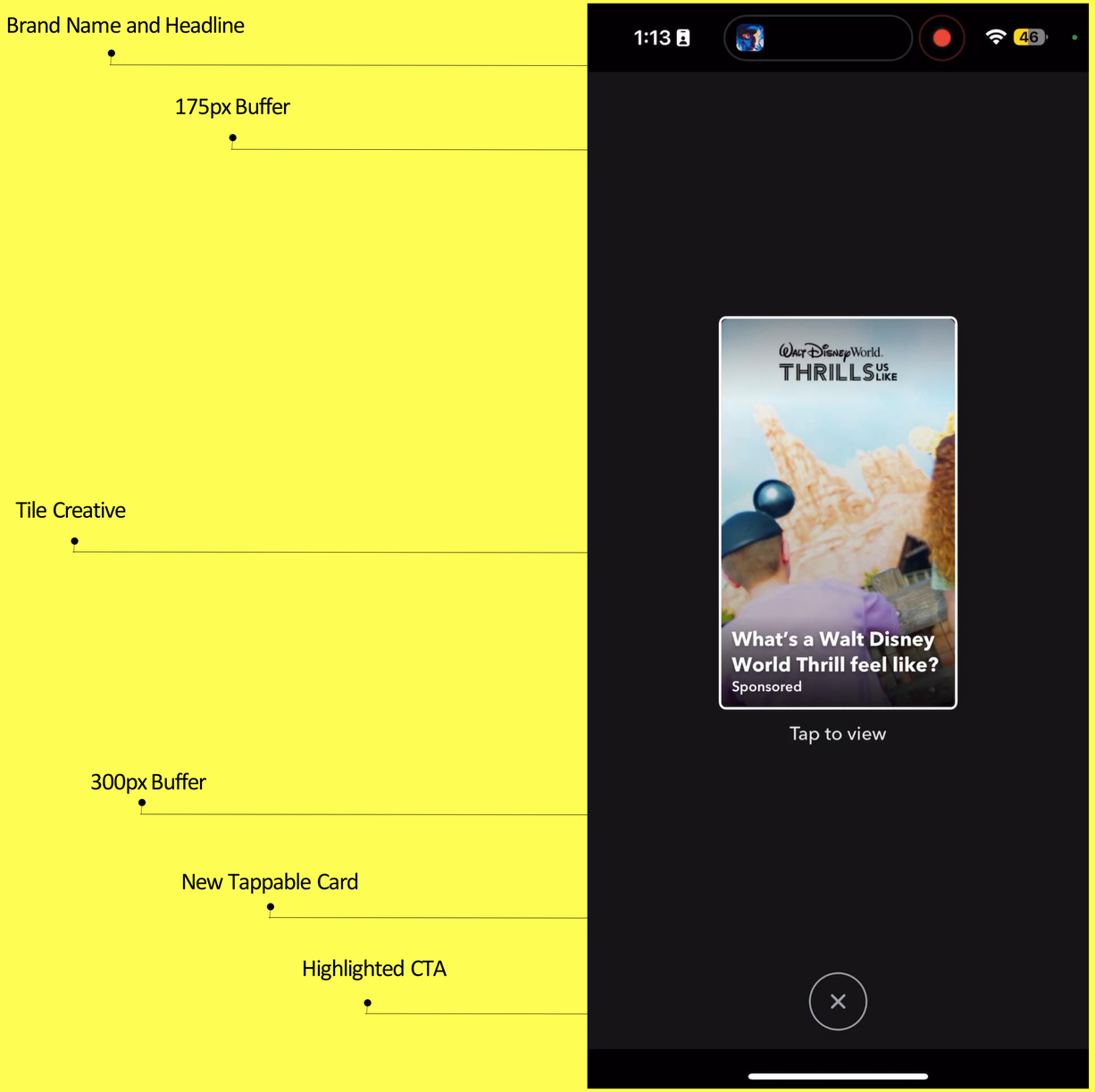
[STORY ADS]
THE DETAILS

ANATOMY OF A STORY AD

- Design Specs: More info here!
  - 1-20 ‘chapterized’ Single Image or Video ads provided as separate files for flighting
  - Length: 15 to 180 seconds
  - File Size: Video 1 GB or less, Image 5 MB or less
- Brand Name + Headline:
  - Brand Name: Up to 25 characters with spaces
  - Headline: Up to 34 Characters with Spaces
- Buffers: To prevent overlap with the included elements, avoid placement of logos or other graphic elements within 128px of the top of the creative and within 300px of the bottom of the creative.
- Tile Creative: Only required if placement is automatic
  - Logo: 993 px wide x 284 high provided as a .png on transparent background
    - Please Note: Asset should be formatted to fit the full height of the canvas OR fit the full width of the canvas and 50% or more of the height
  - Image: One (1) high-quality image that is 360 px x 600 px, provided as an up to 2 MB .png file
  - Headline: Up to 55 characters with spaces, Emojis are allowed (these count toward the 55 character limit)
- New Tappable Card:
  - Brand Name
  - Headline
  - Profile Logo
- Highlighted CTA: CTAs will highlight to draw more attention as the video plays



CONFIDENTIAL

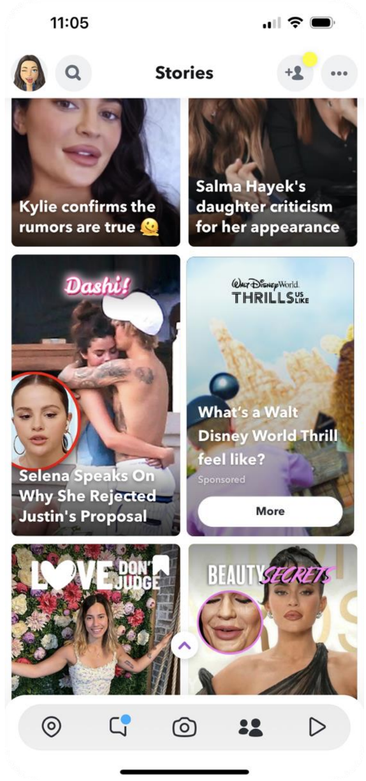
STORY ADS GOLDEN RULES

The must haves for your Story ads.

Tile (Optional)

Feature branding and a clear message

Lead with Consumer Benefit



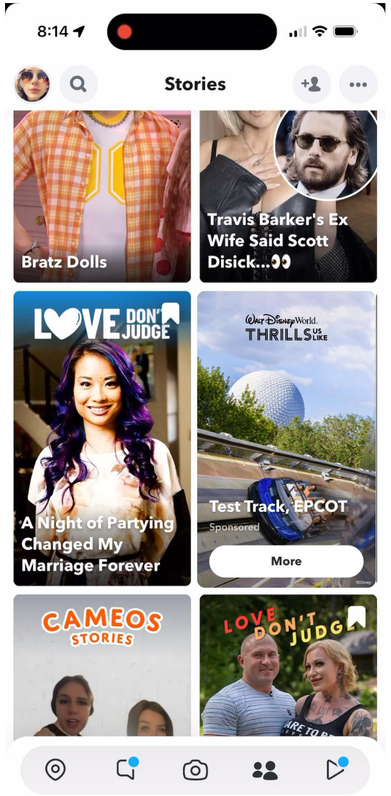
Create Curiosity Gap

Test & Learn with Multiple Versions

Content

Align Tile -> Content Narrative

Use End Cards to Drive Objective



Be Overt with CTAs

Tell a Story

CONFIDENTIAL

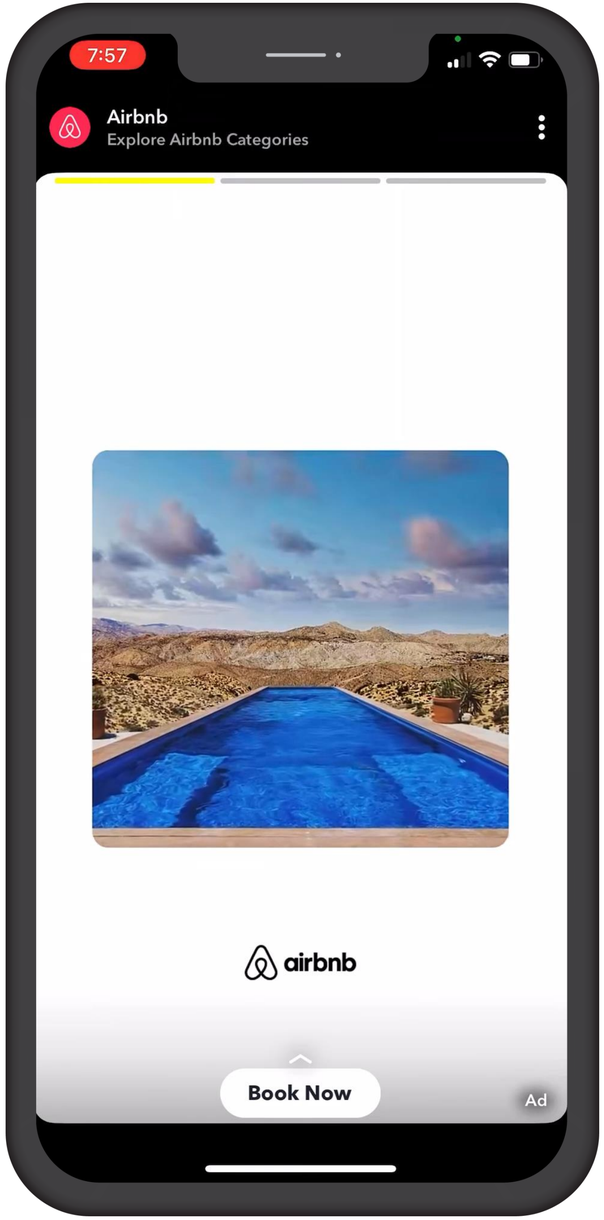
STORY ADS

AWARENESS

Awareness = Strong Video View Rates

Drive intrigue for new destinations or deals by using eye-catching visuals and compelling copy to excite prospective travelers.

Create FOMO and excitement through your titles to drive users to click on your story



CONFIDENTIAL

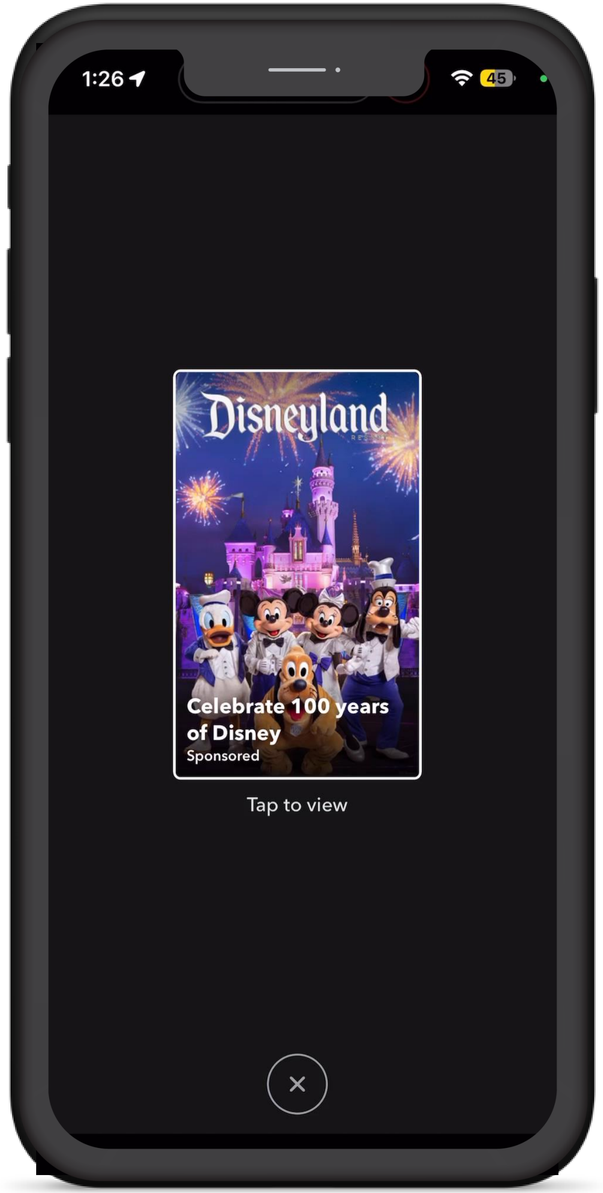
STORY ADS

CONSIDERATION

Consideration = Strong Swipe Up Rates

Showcase problem-solving features to capture the attention and curiosity of users to they can click out to learn more.

Use urgent buzzwords like”NOW” to engage prospective travelers and drive traffic to your site or app



CONFIDENTIAL

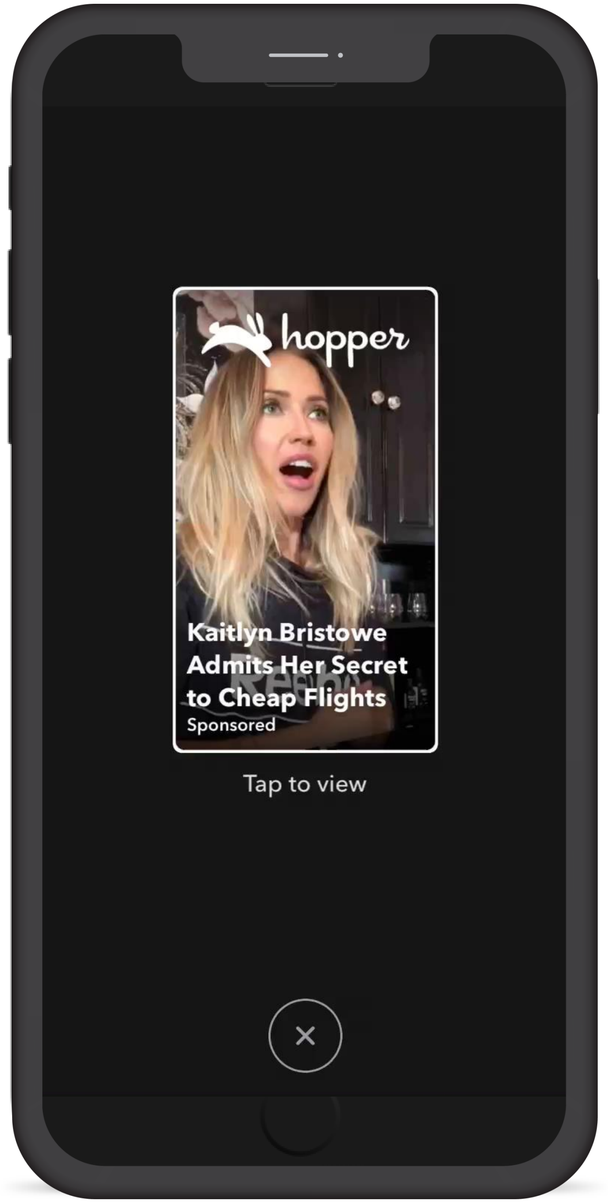
STORY ADS

ACTION / INTENT

Action = strong Cost Per Purchase/Install

Drive viewers to website / app for specific deals or showcase multiple offers to drive action and intent. Create a story within a story by leveraging talent and VoiceOver.

Lean into publisher-like headlines for a native experience



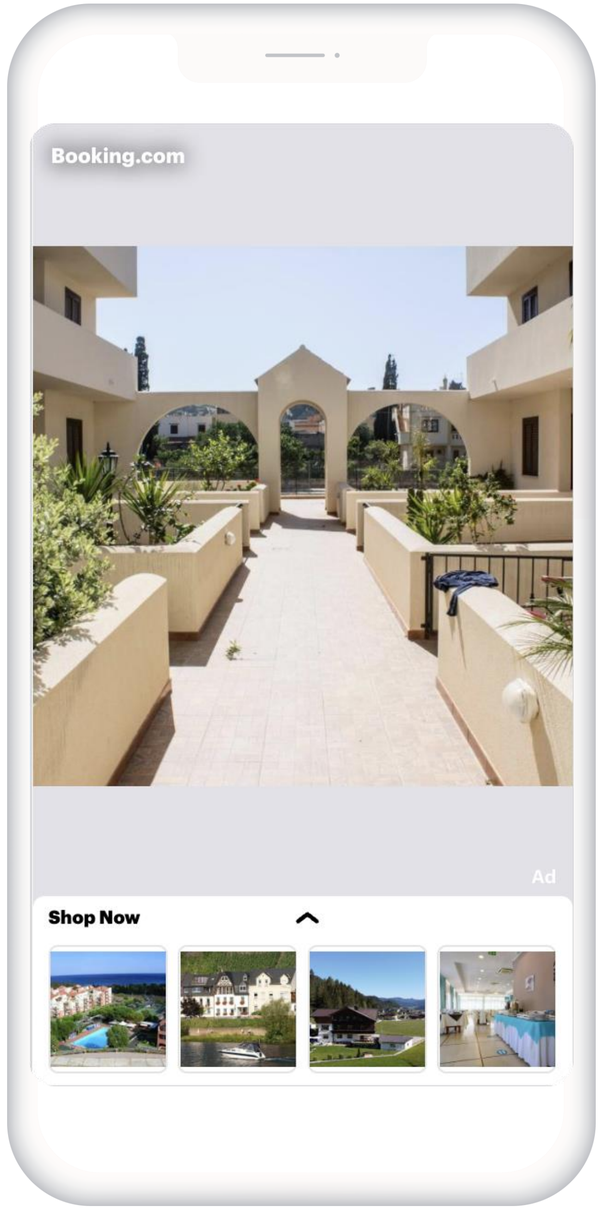
CONFIDENTIAL

Collection Ads

Get creative with static images

With **additional tiles** available, you can curate your content and creatively meet your objectives. What will you showcase?

How your audience sees it:



[COLLECTION ADS]

THE DETAILS

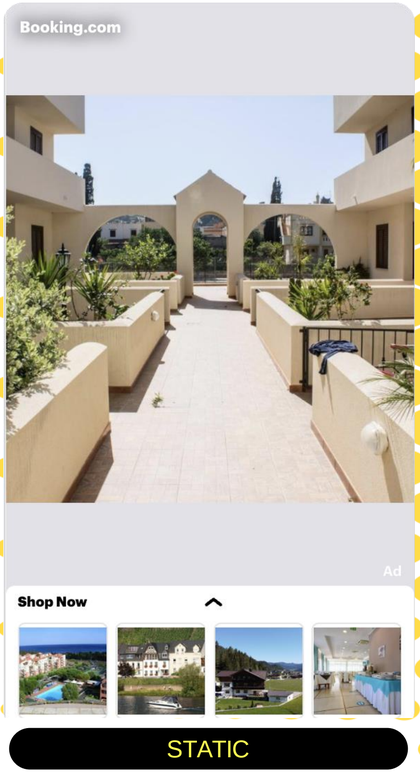
PLACEMENT

User Stories & Publisher Content

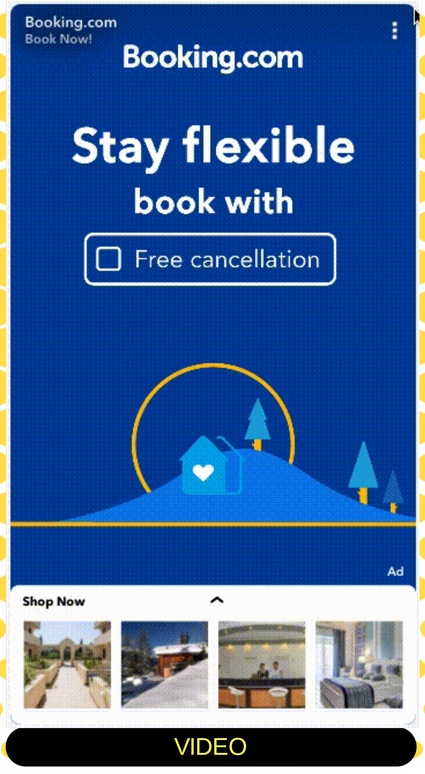
THE BENEFITS

- Tiles: Drive action with tappable tiles showcasing multiple properties, features, and experiences where users can click out to learn more
- Highly efficient: Often delivers more lower CPM vs Snap Ads
- Designed for Action: Optimize for online conversions with the Snap Pixel

CREATIVE VARIETY



STATIC



VIDEO

CONFIDENTIAL

Collection Ads

Drive awareness and site visits by showcasing multiple offers and a variety of creative in one ad.

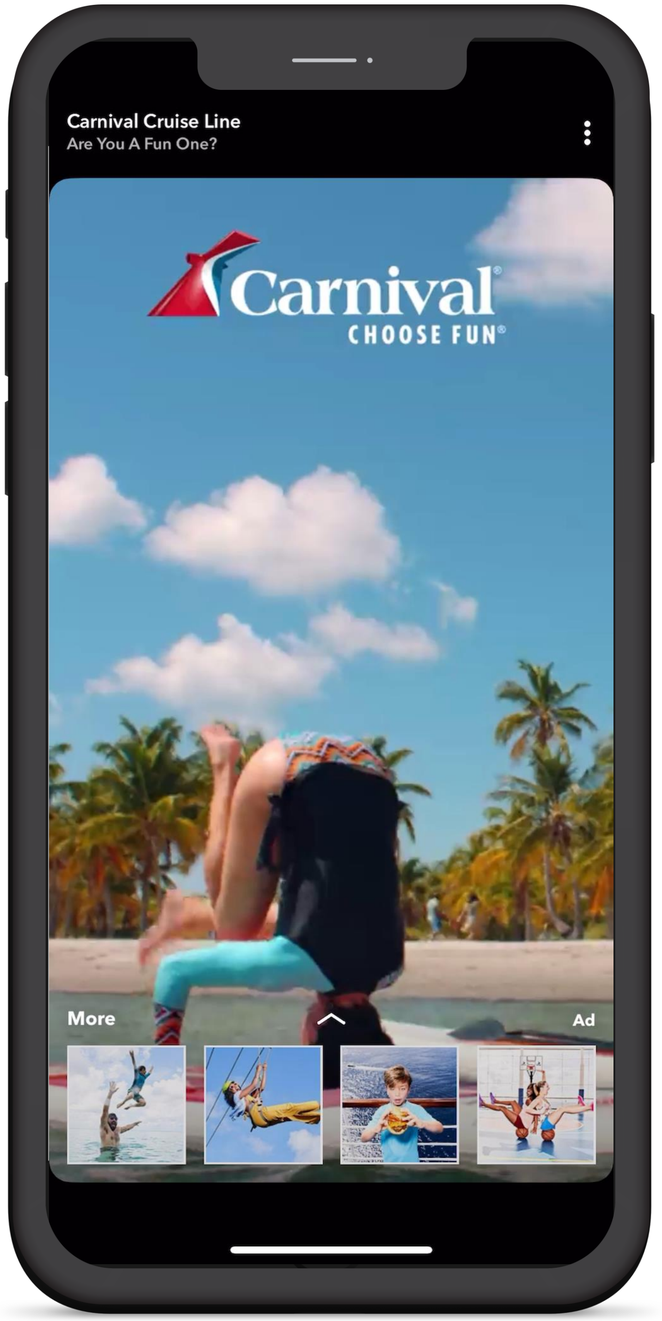
GOALS: **AWARENESS** **CONSIDERATION** **ACTION**

BEST PRACTICE

Use simple visual elements

Include Promo

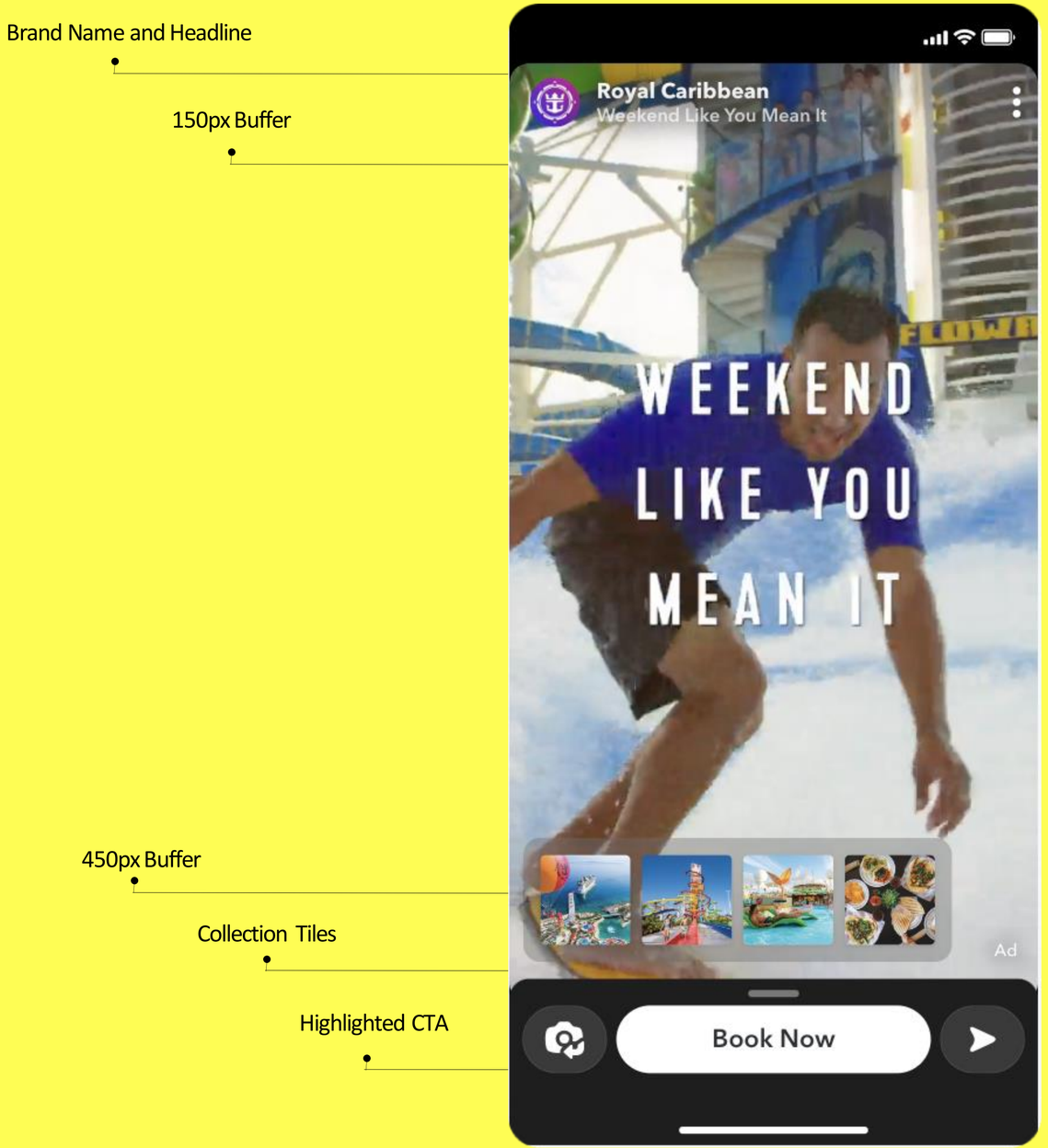
Strong CTA



[COLLECTION ADS]
DESIGN

ANATOMY OF A COLLECTION AD

- Design Specs: More info here!
  - Full Screen Canvas: 1080 x 1920px, 9:16 aspect ratio scaled proportionally to original asset
  - Length: 3 to 180 seconds
  - File Size: Video 1 GB or less, Image 5 MB or less
- Brand Name + Headline:
  - Brand Name: Up to 32 characters with spaces
    - Studio or Platform Name
    - Movie and Series Titles
  - Headline: Up to 34 Characters with Spaces
    - Tune in Date
    - Now Playing Messaging
- Buffers: To prevent overlap with the included elements, avoid placement of logos or other graphic elements within 150px of the top of the creative and within 450ppx of the bottom of the creative.
- Collection Tiles: More info here!
  - Include images and/or text
  - File Format: Static image only (.jpg or .png)
  - Thumbnail Images: 2, 3 or 4 square images only
  - Thumbnail File Size: 2MB or less for each image
  - Thumbnail Image Size: Equal to or more than 260px by 260px
- Highlighted CTA: CTAs will highlight to draw more attention as the video plays



CONFIDENTIAL

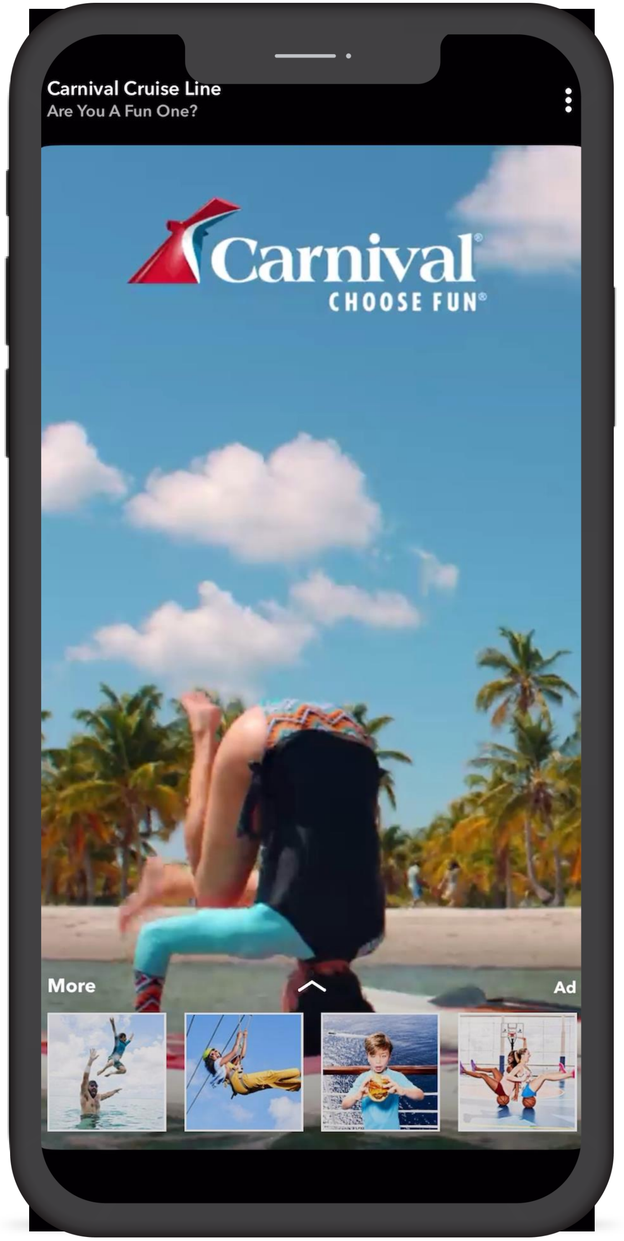
COLLECTION

AWARENESS

Awareness = Strong Video View Rates

Promote a variety of offerings, drive brand association, and create intrigue with travel enthusiasts by leveraging creative cuts and strong brand messaging.

Use the tiles to showcase a variety of images that compliment your video



CONFIDENTIAL

COLLECTION

CONSIDERATION

Consideration = Strong Swipe Up Rates

Feature multiple images to showcase variety and promote existing hi-fidelity static assets.

Use the tiles as a creative extension of the video asset to highlight various offerings.

CONFIDENTIAL

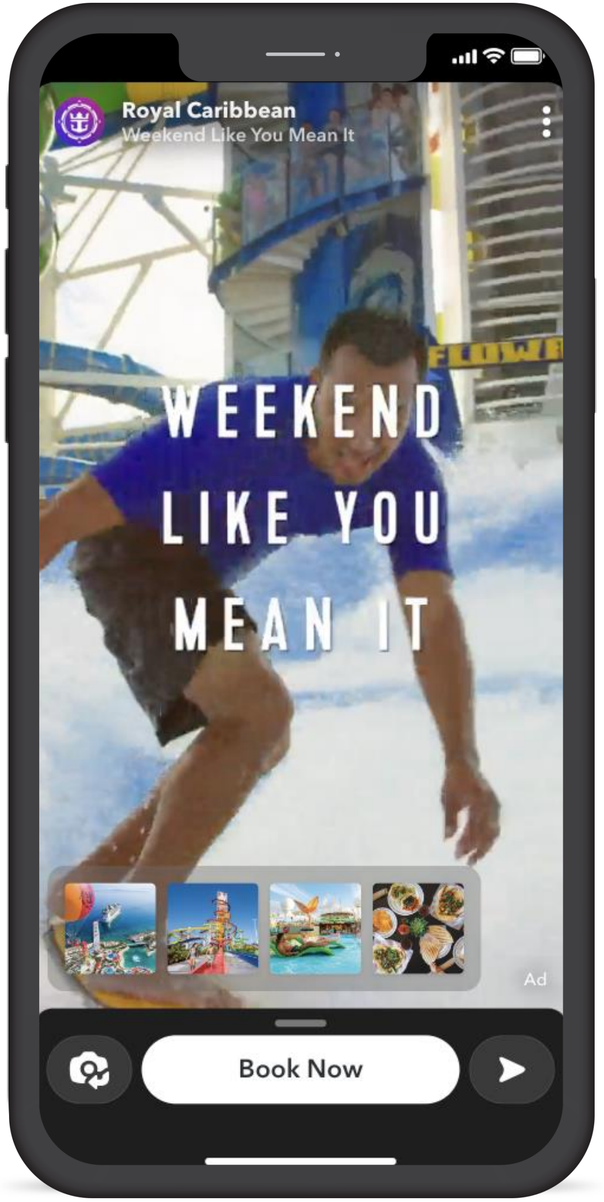
COLLECTION

ACTION / INTENT

Action = Strong Swipe Up Rates

Show shots of must-visit destinations and lifestyle content to drive traffic and click through rates. Leverage creative that showcases the experience to inspire action and FOMO.

Test variation of tiles to highlight variety of features.



CONFIDENTIAL

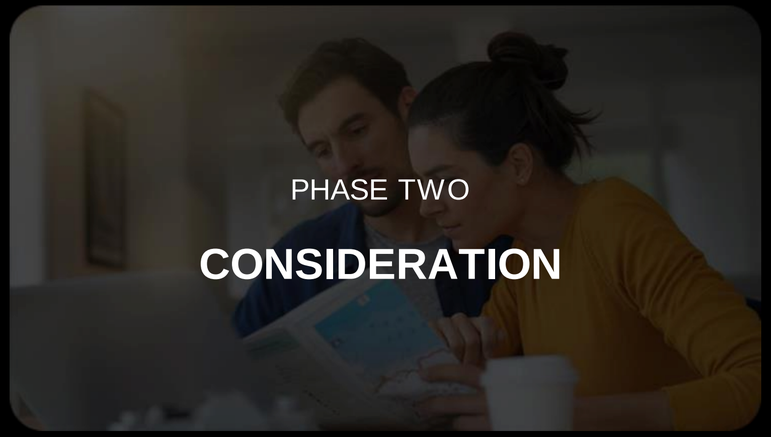
SNAP ADS BEST PRACTICES BY OBJECTIVE

A recap of how to deliver your message with Collection Ads

PHASE ONE

AWARENESS

- Leverage creative cuts and copy to create intrigue
- Drive brand association
- Use tiles to showcase featured properties, destinations, or deals



PHASE TWO

CONSIDERATION

- Promote existing hi-fidelity assets
- Show various services offered
- Showcase multiple properties

PHASE THREE

ACTION/INTENT

- Acquisition through key product features
- Drive purchases with strong and relevant CTAs
- Test variation of tiles and formats to highlight features.

CONFIDENTIAL

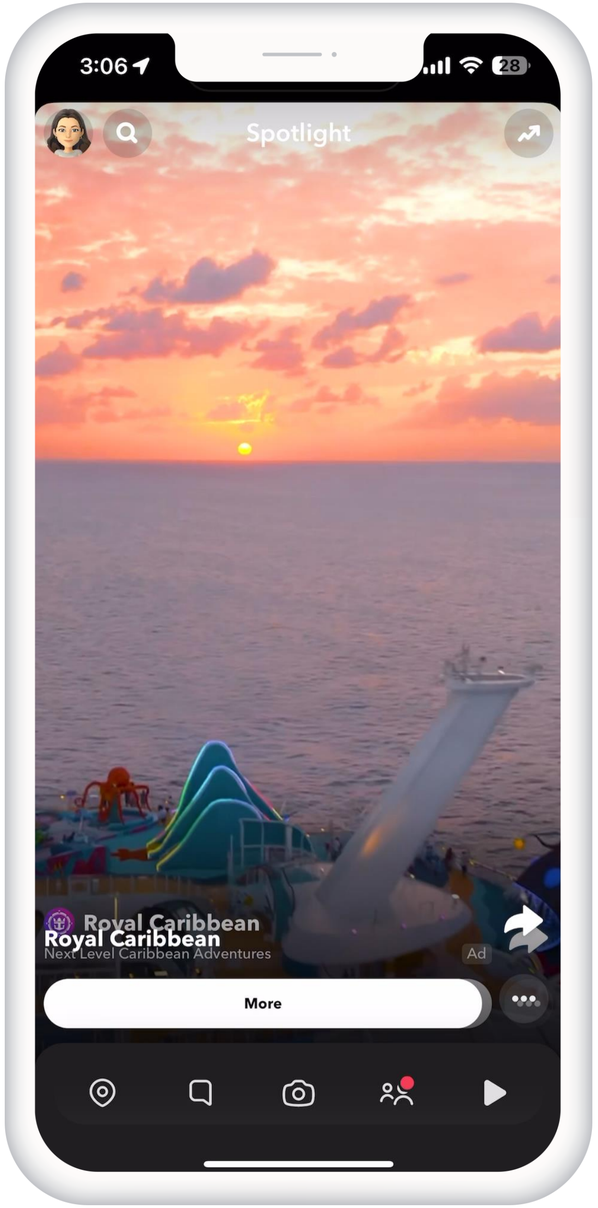
NEW!

Spotlight Ads

The featured tiles on streaming platforms.

Extending your reach across the app, now your ads can appear in **another tab** where fans are consuming content. How can you keep the experience native?

How your audience sees it:



NEW!

[SPOTLIGHT ADS] THE DETAILS

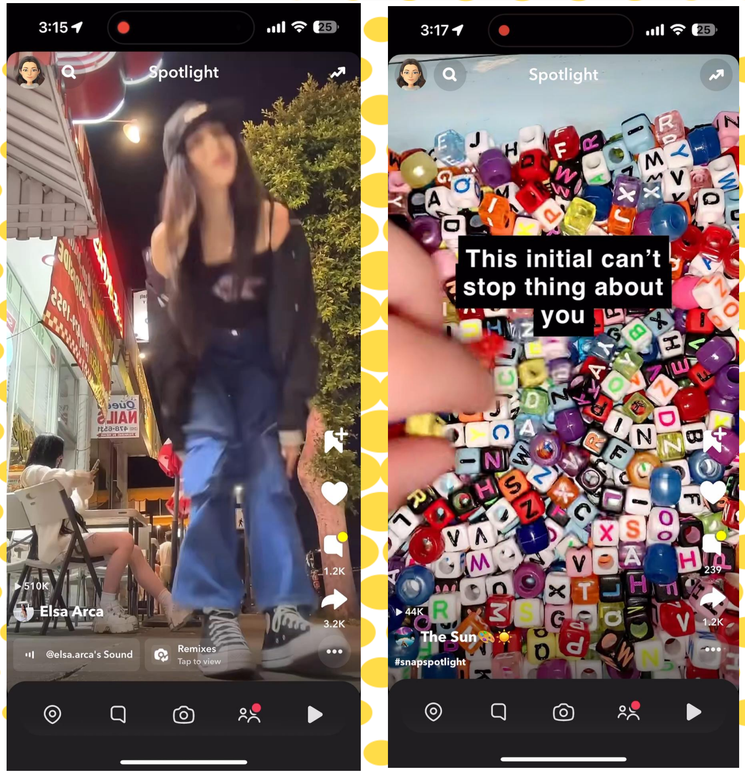
PLACEMENT

Spotlight (in between UGC)

THE BENEFITS

- Only video ads are eligible for this placement, enabled within the “auto-placement” selection in the campaign build
- Repurpose: Snap Ads (skippable) with web view, app install, Deeplink or Lead Gen attachment; Collection Ads (video only), Story Ads Interstitial (no tile, skippable) with attachment
- Multi-Snaps: Multi-snap Story Ads will be showcased with a progress bar below the CTA
- Creative CTAs: Use “Tap” or “Click” CTAs within video content to encourage interaction

CREATIVE VARIETY



VIDEO ONLY

CONFIDENTIAL

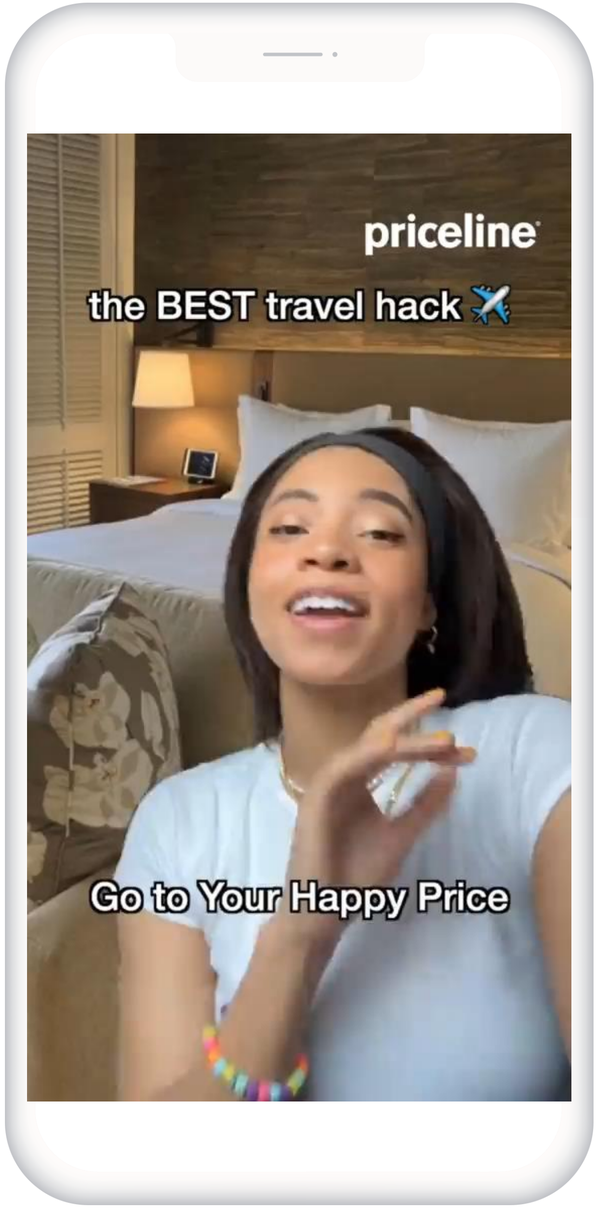
NEW!

Snap Creators

The all-star cast.

Creators have real **influence** on the platform because the realest moments happen on Snap. How can you use creators to authentically deliver your message?

How your audience sees them:



NEW!

[CREATORS ON SNAP]

THE DETAILS

WHERE TO FIND THEM

Subscriptions, Partnered Content, Spotlight, Lens Explorer

THE BENEFITS

- Snap Stars: Snapchat's premier content creators, hand-selected by Snapchat's talent team
  - Work with Snap Stars to create sponsored Stories from their own handles, run their content on your Brand Profile, and boost their content with paid media
- Lens Creators: fluent in AR, they create organic lenses and partner with brands to bring their ideas to life
  - Work with Lens Creators to build or promote a lens

CREATIVE VARIETY

SNAP STARS

LENS CREATORS

CONFIDENTIAL

SNAP STARS

Boost engagement by giving the best storytellers on Snapchat the freedom to bring the experience to life in a way they know Snapchatters will love.

Organic

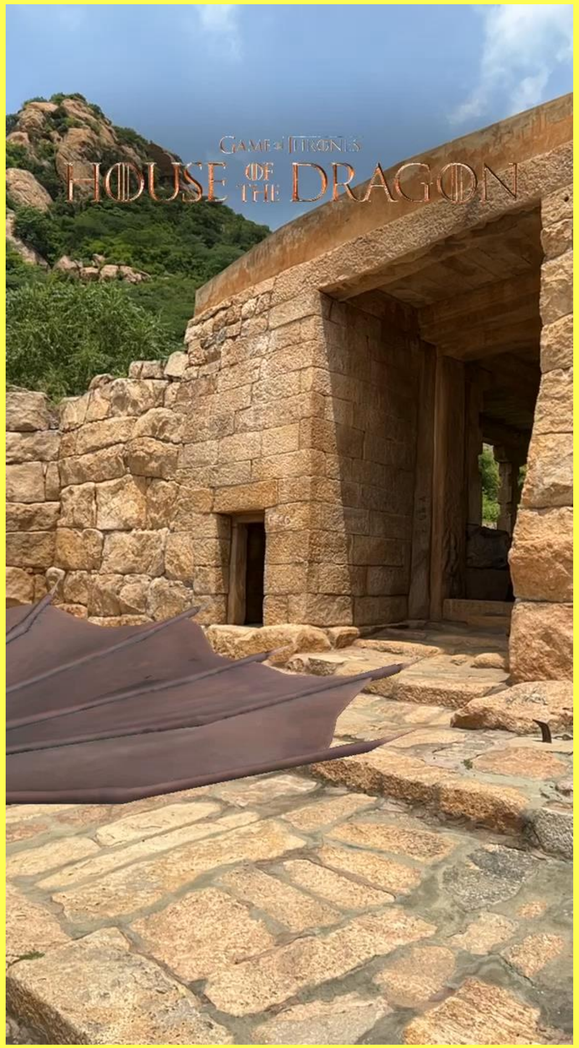
Sponsored

CONFIDENTIAL

LENS CREATORS

Put the Lens in the hands of Creators, empowering them to create content with a whole new level of dynamism and playfulness.

Bring these Creators into your high-impact, global campaigns to create Lenses specific to each market.



CONFIDENTIAL

SNAP CREATORS GOLDEN RULES

The must-haves for creator content.

MAKE IT PERSONAL

DON’T LOOK LIKE AN AD

PLAYFUL ADVERTAINMENT

TALK TO THE CAMERA

AUTHENTICITY

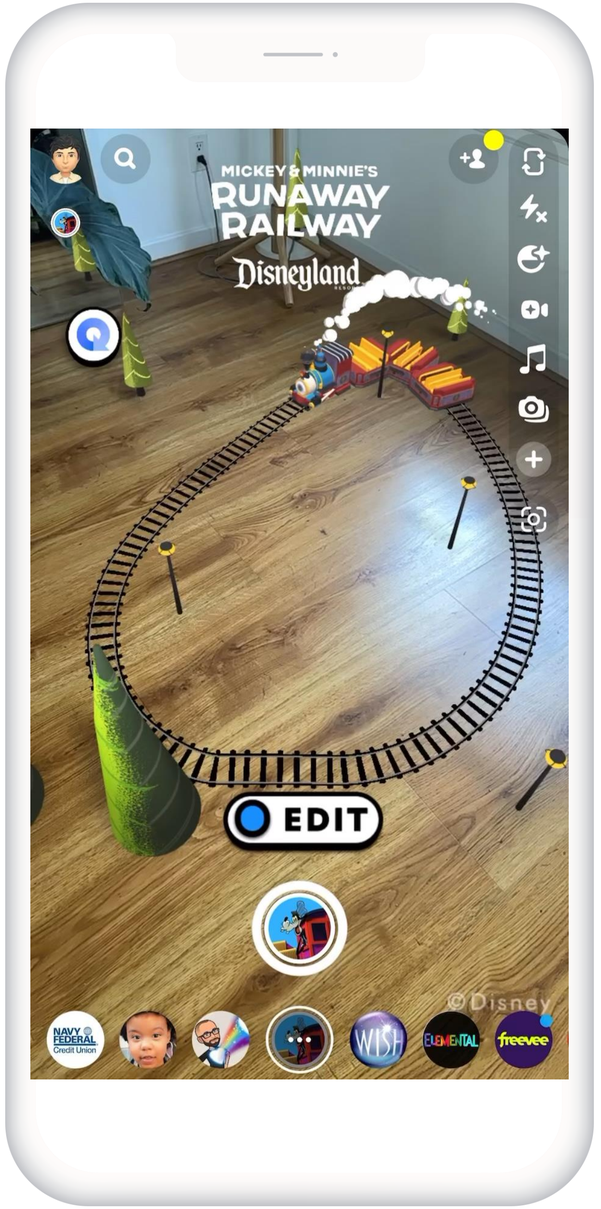
CONFIDENTIAL

AR

Strike Snapchatter’s imaginations with Augmented Experiences

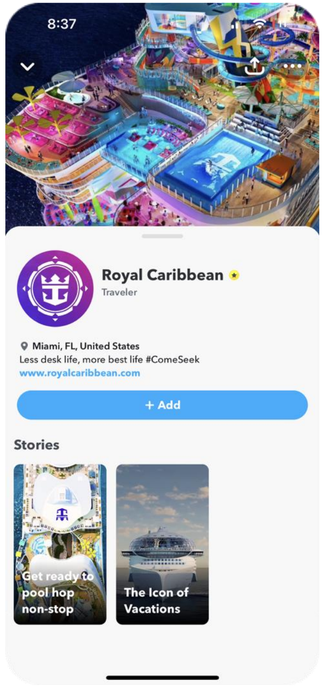
Since Snapchat **opens to the camera**, this is your first and most impactful chance to reach travelers.

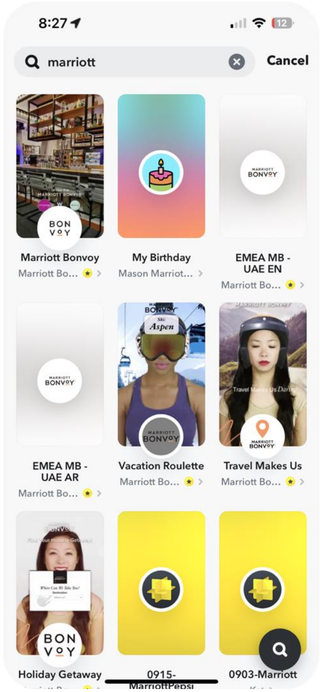
How your audience sees it:

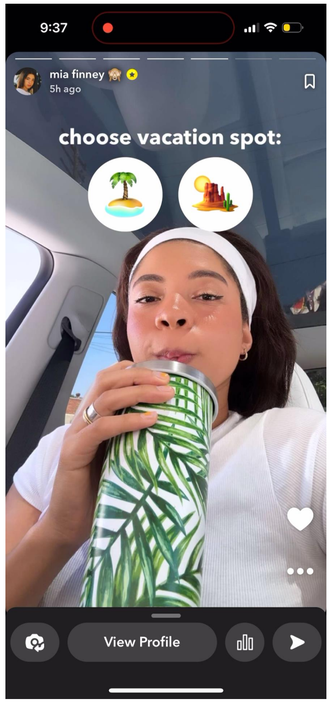


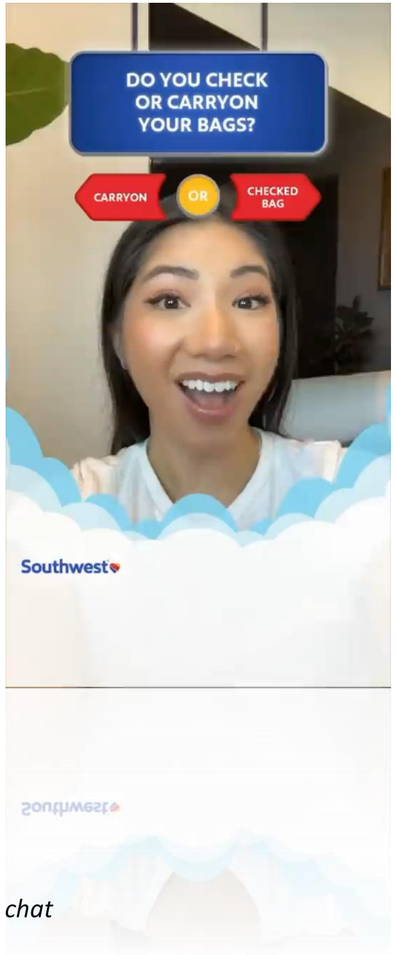
Find Lenses all throughout the app

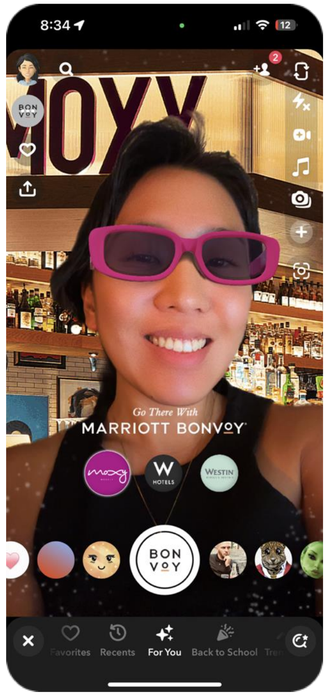
Brand Profile | Lens Explorer | Snap Stars | Video and Content | Carousel | Snapcode/Scan | Snapchatters (Share)

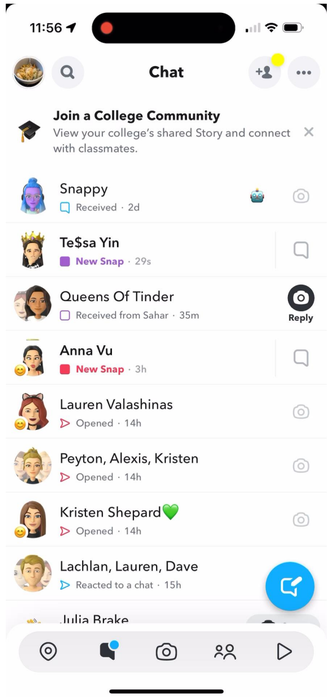












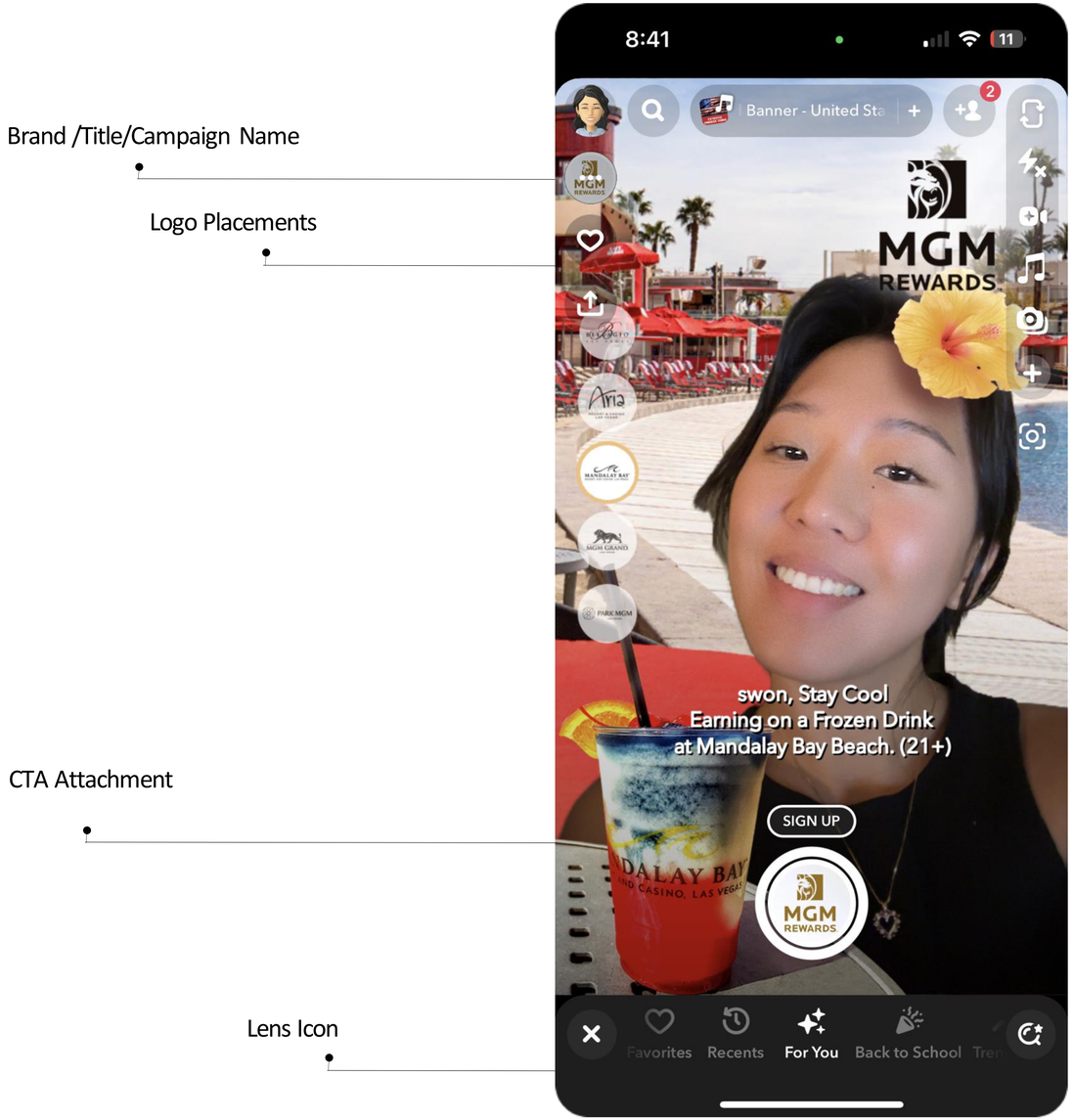
**Please note, at this time Lens results are not guaranteed nor sponsorable in the MyAI chat*

CONFIDENTIAL

[LENS] DESIGN

ANATOMY OF AN AR LENS

- Design Specs: More info here!
- Brand Name: Up to 32 characters with spaces.
- Logo Placement: Avoid placing the brand logo in areas where it may be obscured by UI elements or the carousel on the bottom of the screen. The recommended logo placement is on the top left or top right under the top UI elements.
- CTA Attachment: Drive travelers to learn more, sign up, or book now.
- Lens Icon: This is the preview of the lens that shows up within the carousel.
- Carousel: AR Lens inventory inclusive of paid and organic lenses. Carousel loads as soon as the app is open.
- Lens Name: 18 Characters, only spaces, numbers and letters.



CONFIDENTIAL

[AR]

THE DETAILS

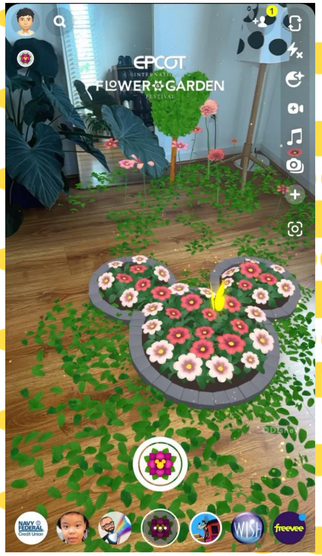
PLACEMENT

Camera, Carousel, Lens Explorer, Friend Stories/Snaps, Lens Explorer, (beta!) MyAI

THE BENEFITS

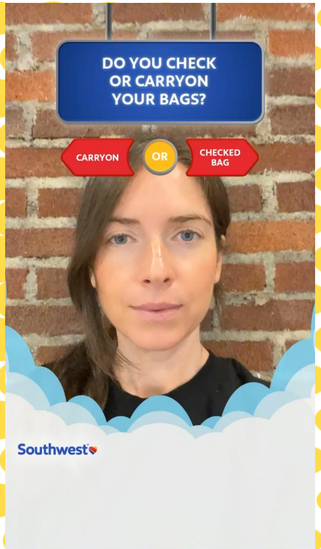
- Create interactive moments with augmented reality experiences. Lenses use augmented reality to place objects and animated characters in Snaps — it appears as if they're really there!
- Snapchatters also use Lenses to transform themselves in a multitude of fun and engaging ways — puppy ears, flower crowns, Halloween masks, the possibilities are endless.

CREATIVE VARIETY



COMPLEX

BESPOKE



INSTANT

CONFIDENTIAL

AR GOLDEN RULES

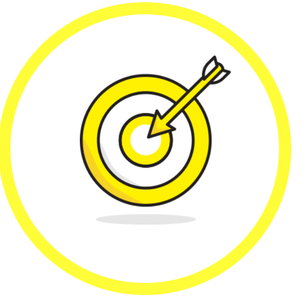
The must-haves for your lenses.

SELFIE IS A MUST, BOTH CAMERAS ARE KEY

BUILD FOR OBJECTIVE

BRAND’S VISUAL ID + LOGO PRESENT

CREATIVE AT ‘SECOND 0’

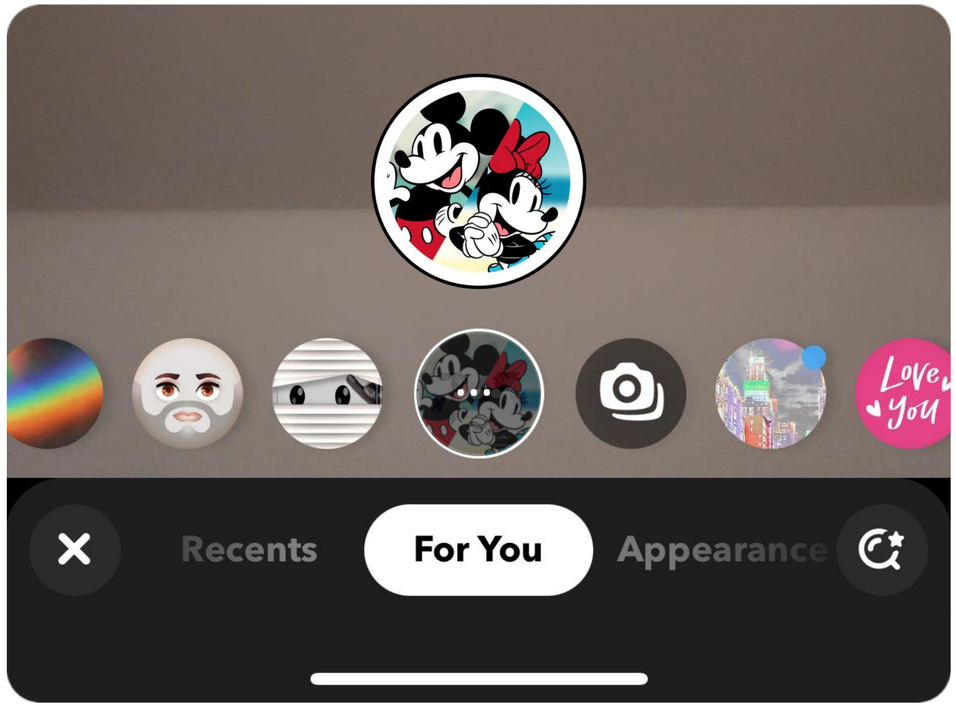


VISUAL LENS ICON

CONFIDENTIAL

LENS ICON RECOMMENDATIONS

The Lens icon should be viewed as a curated extension of the Lens.



- Select a graphical or illustrative image, avoiding text when possible
- Avoid dark colors and backgrounds
- Include a product, a character, or effect that’s featured in the Lens
- Fill the entire carousel circle

CONFIDENTIAL

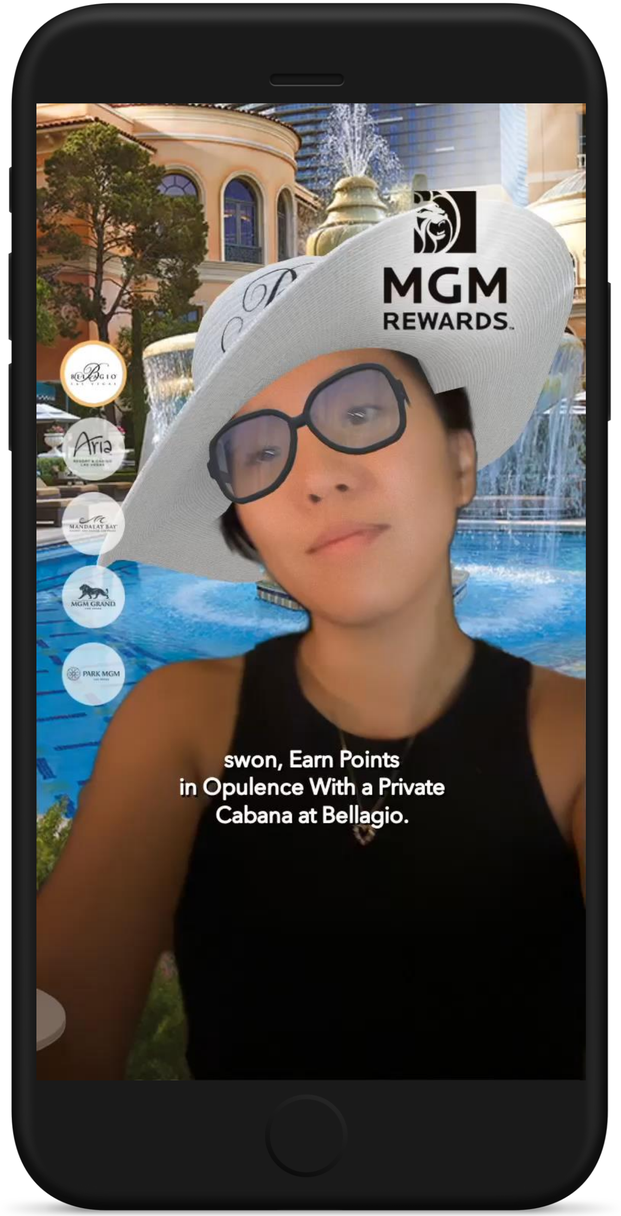
AR

AWARENESS

Recommended KPI: Share Rates / Reach / BLS

Promoting brand awareness of properties, promotional events, or important brand messaging.
Selfie camera is key!

Lean into your brand equity. Bring awareness of a brand moment, brand message, brand ethos, or brand anthem to life.



CONFIDENTIAL

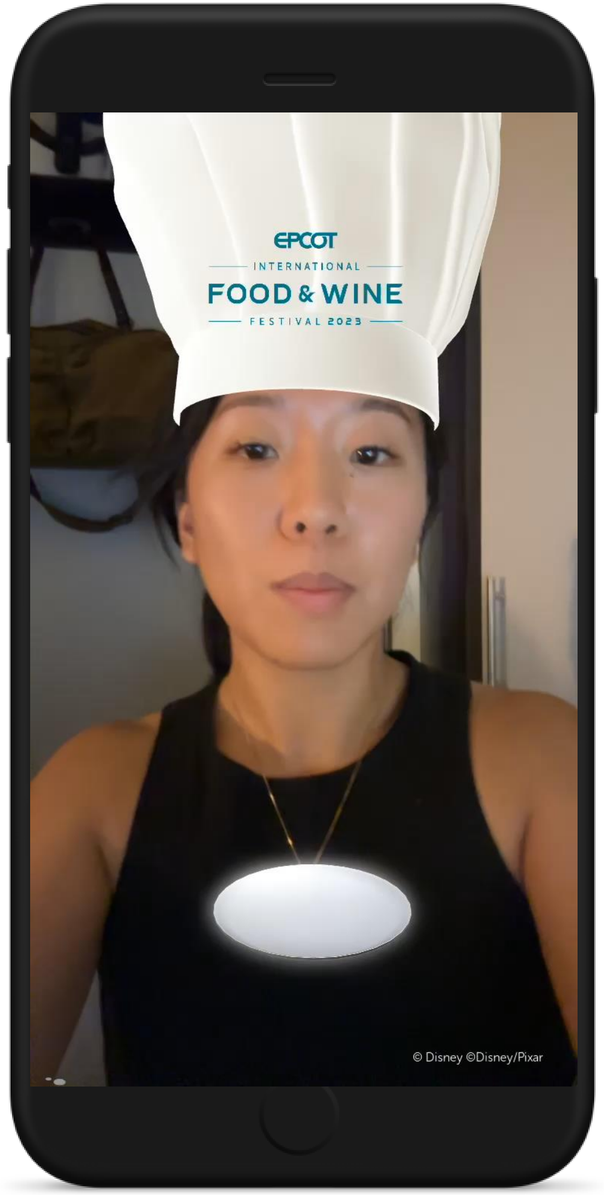
AR

CONSIDERATION

Consideration = Playtime

Use engaging & immersive formats that encourage users to learn more about your property experiences and locations.

Create an entire experience for your audience to interact with your brand and ignite their imagination



CONFIDENTIAL

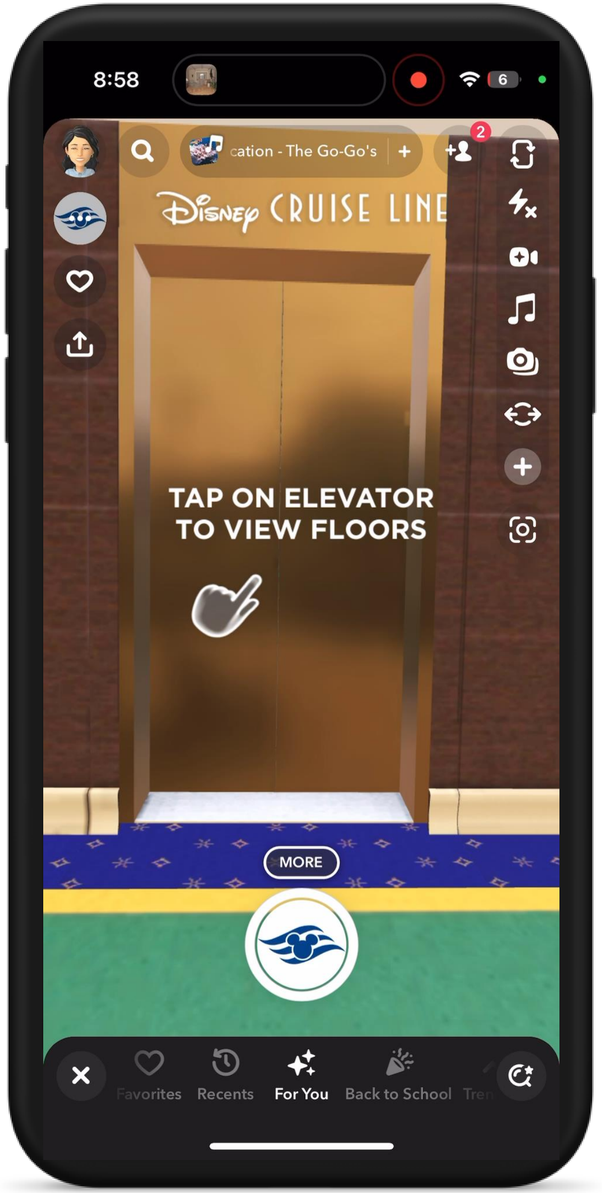
AR

ACTION / INTENT

Action = strong Brand Lift Study Results
& Swipe Up Rates

Prominently feature the property you are trying to promote. Leverage 3D portals to immerse Snapchatter's into your experiences.

Create hyper-realistic visuals that increase curiosity for consumers and get them in a BOOK NOW mindset.



CONFIDENTIAL

SNAP ADS BEST PRACTICES BY OBJECTIVE

A recap of how to deliver your message with AR

PHASE ONE

AWARENESS

- romote new experiences
- rive brand association
- everage selfie to maximize awareness

PHASE TWO

CONSIDERATION

- Encourage play time spent for consideration
- Showcase cool AR creative technology
- Stroke curiosity in users to learn more

PHASE THREE

ACTION/INTENT

- Develop 3D portal worlds to immerse users into your properties
- Allow users to learn more through their AR experience
- Create realistic experiences so users are excited to learn more

CONFIDENTIAL

#1 Your Travel Icon Concierge

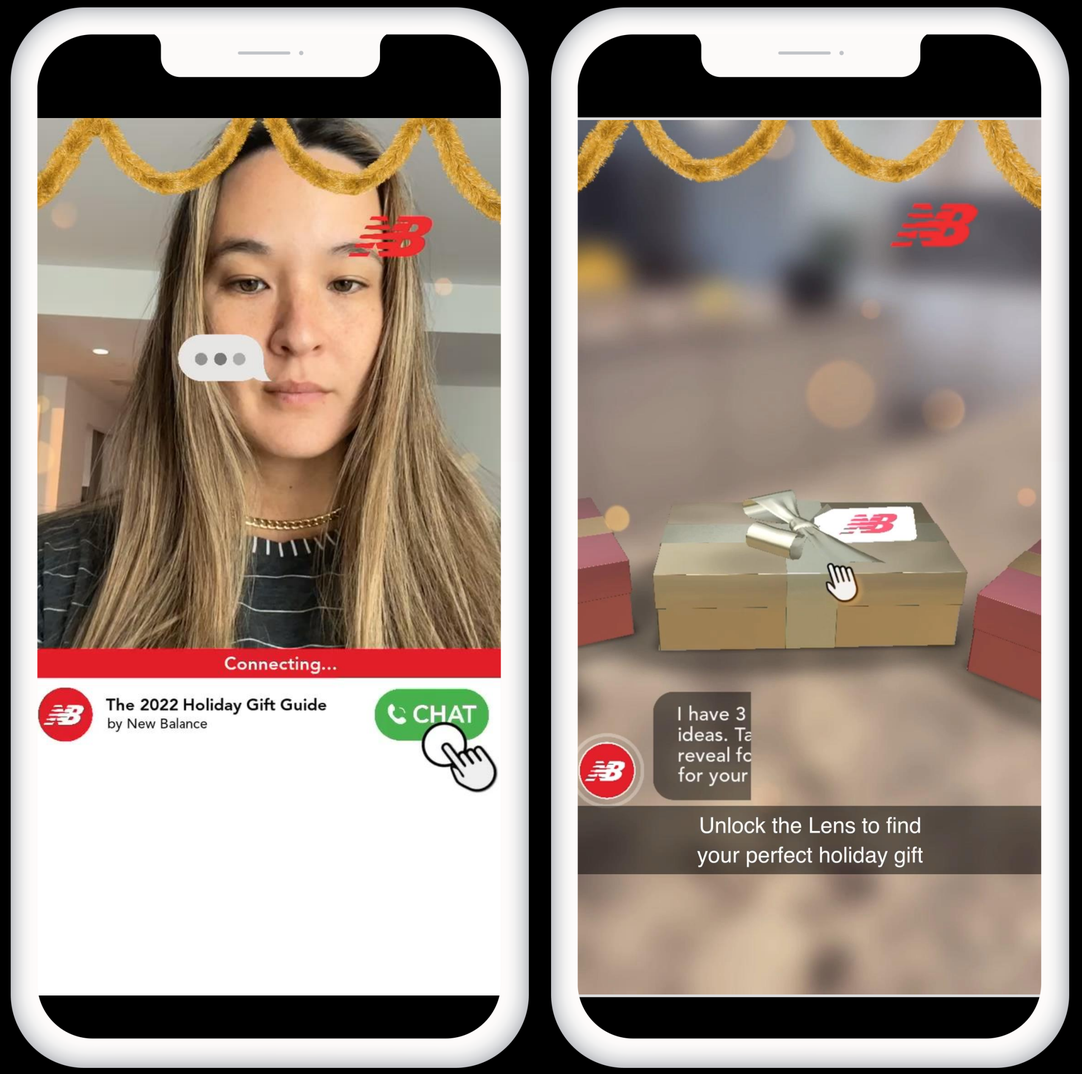
Leverage the travel category's first-ever AI Travel Concierge Lens, becoming the first brand to help users understand the exciting experiences your property holds.

Leveraging Voice ML technology through AR Lenses, Snapchatters will start off with the Travel Concierge asking them to verbally answer a series of questions. After the user finishes voicing their selections, the camera will prompt the user to swap their camera to reveal their recommendation.

The lens will pull in the user's Snap name to show a custom message: "Hi Riley, welcome aboard!" and a floating door will appear in front as users will tap to reveal a 180 portal experience catered to the user's selections and preferences.

Sample Q&A's can be:

1. Who are you traveling with?
    - Solo / Family / Friends / Couple
2. What activity do you gravitate towards?
    - Seeking adrenaline / Reading a book by the pool / Being in the crowd / Meeting new people
3. What food do you like?
    - Anything plated nicely / I can eat anything / Traditional / Casual



CONFIDENTIAL

#2 Meet me in the lobby

Enter a virtual lobby that transports Snapchatters to view and discover all of the new and innovative experiences that your property has to hold.

The lens will open up with an elevator door appearing in your camera. Tap for the elevator doors to open up to the lobby where you'll have 360 degree freedom to wander and visit stations of the portal where users can tap to discover each of the exciting features of your property. Video or 3D assets of the features can pop up as users tap to learn more with accompanying text to provide more details.

CTA button at the bottom of the screen will guide users to click to learn more.

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#3 Tap to Sea

Place your cruise line into the real world lives of Snapchat users to keep the ship top of mind for their next vacation plans.

By leveraging Snapchat's AR Ground segmentation technology, users can reimagine all of the exciting at sea experiences that your ship has to offer from the comfort of their phones.

The lens starts off by prompting the user to point their camera to the ground and tap to unveil an oceanic sea under their feet featuring a 3D model of the ship. Users can walk around to discover and tap multiple touch points spread across on deck to learn more about the ship line's innovative features.

CTA button on the bottom will guide users to click to learn more.

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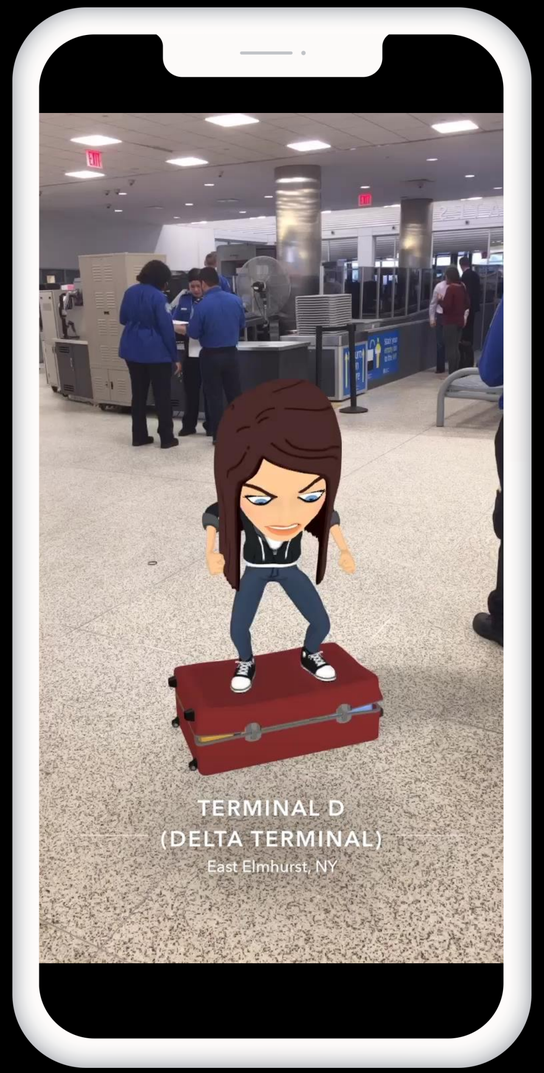
#4 Bitmoji on board

Tap into your best Bitmoji self and build excitement for your upcoming 2024 travel plans for the new year.

This lens will open up as you see your Bitmoji wheeling their suitcase into frame as they get ready to depart to your property. The suitcase will have the brand logo on it and your Bitmoji will excitedly pull out a one-way ticket with their name on it. Snapchat will pull custom usernames straight onto the ticket as it reads: “Riley, you’re ready to experience [property name]!”

CTA button at the bottom will guide users to click to learn more.



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Key Takeaways

TO KEEP IN MIND BEFORE YOU GO

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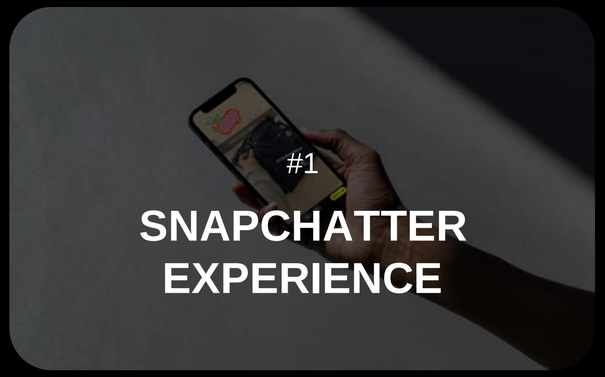
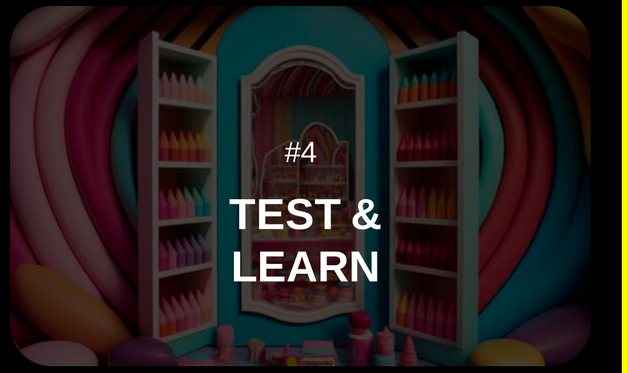
OVERVIEW



Advertise and create with the user experience in mind.

Use a multi-product approach for full-funnel lifts.

Lean into platform and camera trends to stand out.



Try out different variations, offers and more to see what works best.

THANK YOU

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