

# GE

GE's latest Sponsored Lens campaign let Snapchatters show there are two sides to every Snap!

## ✓ Sponsored National Lens



Frame 0:03

Frame 0:06

Frame 0:09

**+6.9%**

Increase in  
Message Association

**+6.3%**

Increase in  
Brand Favorability

**+26m**

Plays



## Goal

This summer, GE looked to increase brand association with its "Digital Industrial" messaging, as well as grow its brand favorability among a young and engaged audience. They hoped to do so with a fun, creative execution that could reach millions of people and make a big impact in a short period of time.



## Solution

GE and Snapchat worked to develop a Sponsored Lens that Snapchatters across the US could interact and play with. GE's Sponsored Lens showed Snapchatters a split screen featuring "Digital" and "Industrial" version of themselves – complete with both "futuristic" and "industrial machinery" effects. The campaign's "Digital Industrial" messaging was prominently displayed beside the onscreen GE logo.



## Results

GE's National Sponsored Lens ran for 24 hours, generating over 15.7 million views from Snapchatters across the US. Snapchatters who played with the Sponsored Lens did so for an average of 16.1 seconds.