

**Melanie Cohn, Dunkin' Brands**

**Snapchat**



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow

@SocialMel

# Snapchat is a Portal Inside the World of Dunkin'!

Sneak Peek

Tease

Surprise

Reveal



# Major Areas of Our Snapchat Programming

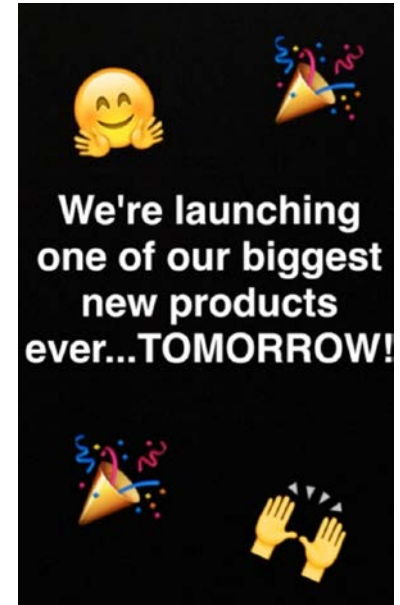
## Snap Ads



## Fan Tools



## Snapchat Stories



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# Snapchat Program Examples

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# Better Targeting & Creative Ads

# Iced Coffee National Filter: Mass Scale, Personalized

12am - 8am



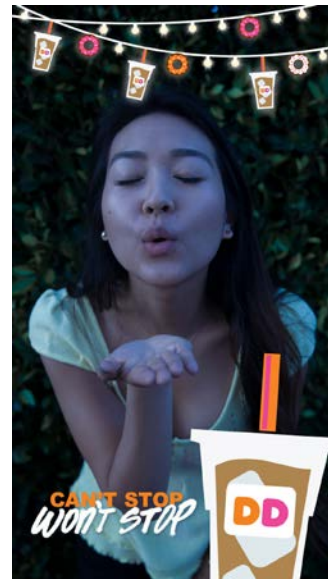
8am - 12pm



12pm - 5pm



5pm - 12am



# Snap Ads Created to Look Like a User Snap

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# Snap Ads Created to Look Like a User Snap

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# Snap Ads + Geofilters Work Better Together



Retargeting National Filter Users via  
Snap ads



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# Snapchat vs. Instagram Stories

# We Treat Snapchat & Instagram Differently



A peek inside the world of Dunkin'



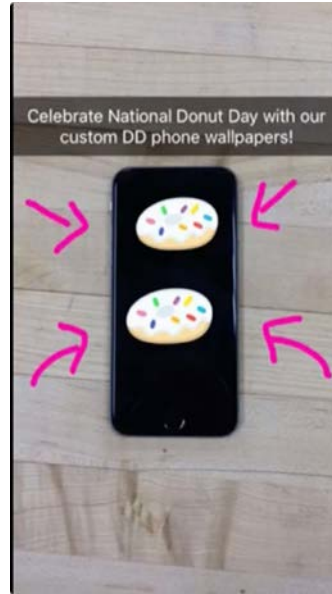
Create the crave & tell real stories



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# Sourcing Content: Influencers

# We Use Internal Influencers to Drive Content Creation





# And Creators to Build Content that Drives Traffic

NYC



NYC



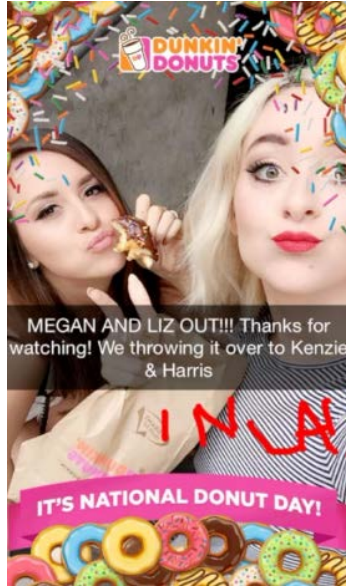
Nashville



LA



LA



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# Connecting Snapchat & In-Store

# Geofilters are the Best Way to Tie the In-Store + Social Experience

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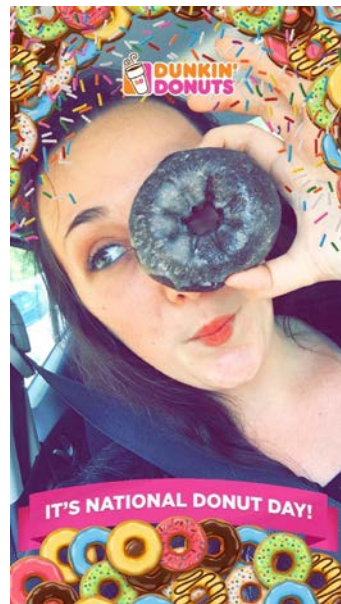
Only unlocked INSIDE our over 8,000+ Dunkin stores!



# It's a Tool for Fans to Share Specific Moments



# We Leverage In-Store Menu Boards to Drive Usage



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# Making a Dent on Snapchat

# Red Carpet Program Featured 360 Snapchat View

100% Snap Ad Takeover on People day  
after Grammys & Oscars



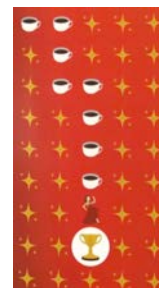
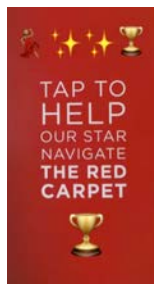
Snapchat Geofilter



Celebrity Snaps



Snapchat Stories: Gamification



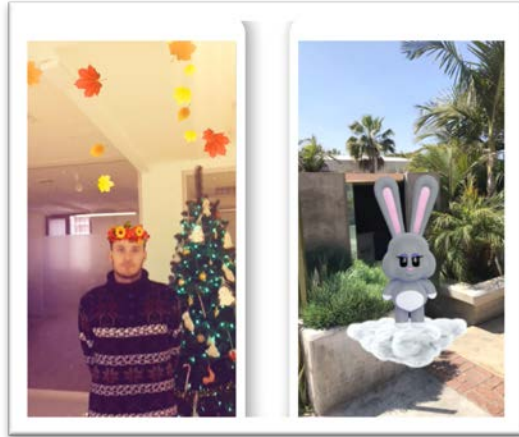
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# What's Next?



# We're Excited to Test Two New Offerings

## World Lenses



## Snap to Store



# Key Takeaways

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- Test & learn with various Snap ad formats and start utilizing retargeting. Participate in betas!
- Use Snapchat as a window into your culture – find your internal & external influencers and highlight them
- Design geofilters that celebrate a moment & tie them into the in-store experience in innovative ways
- Use a mix of ad products, organic content & influencer partners to make a true dent on the channel