

Snap INC.

Client: Snap Inc.

Team members:

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1. Advertising Goal (goal and objectives)

To help people see Snap Inc. and their social media app Snapchat as not only a way to communicate as friends but as a way to view news about daily events and go to it for their entertainment needs.

With Spectacles we want people not to have to struggle with holding their phone to get the perfect shot while doing a cool activity. People can put the glasses on and record hands free and it uploads the right to Snapchat.

2. Client: Key Facts

- In 2011 the app Snapchat came out.
- The company was founded on September 16, 2011 by Evan Spiegel and Bobby Murphy.
- It was originally just the social media app Snapchat, in 2016 when they introduced Spectacles and Bitmoji and rebranded to Snap Inc.

3. Product: Key Features and attributes (or Service: Key features and attributes)

- Free on the app store
- Send pictures to your friends fun and easily. Simply communicating with others.
- A staple of Snapchat is messages disappear after a certain time amount unless it is saved
- Users can upload "Stories" that last for 24 hours. Everyone that follows them can view these stories
- Has a "discover page" where users can look at news and entertainment content.
- Spectacles- this brand of Snap Inc. makes stylish glasses that have cameras built in them to more easily take first person video so you are hands free.
- Bitmoji is your virtual character on the app
- Bitmoji can be linked with Snapchat and have in app purchases
- Communicate with friends and have a "streak" on the app

4. Target Audience: Demographics and Psychographics

- The target audience for Snap Inc. is teens and young adults, around ages 13-24.
- People who want to communicate with friends and share their content with the world.

#### Demographics-

- Daily Active users: 218 Million
- 90% of Snapchat users are between 13-24
- 61% of users are female, 38% are male
- 8 in 10 users use the app everyday

#### 5. Product or Service or Organization Benefits

- Snap Inc. has three main brands. Snapchat, their social media messaging app; Spectacles, their camera glasses; and Bitmoji, your online character
- Snapchat benefits teens and young adults in easing and communication with each other. It makes communication fun by making it easy to share pictures and messages with all your friends. One of the staples of snapchat is once you close a message it disappears forever unless you choose to save it.
- You can share things on a public story so all your followers can see what you're doing, like a social media site.
- SnapChat also has a public page which shows news and current events which helps young people who don't watch the news much keep up on world events.
- Spectacles is a camera company that makes stylish glasses with cameras built in them. You can connect them to your phone and your Snapchat to easily capture what you are doing from the first person and while being handsfree.
- Bitmoji is your online character that is used on Snapchat. You can customize it and buy clothes for it. They also sell real life merchandise.

#### 6. Direct Competitors and Brand Images

Instagram- Instagram is a social media app where people can post pictures and share pretty much any pictures about anything they like. You can send private messages to people as well. Unlike Snapchat, Instagram is not as good at directly communicating with people. It is not designed to be a simple messaging app like Snapchat. They have even taken some features from Snapchat such as Snapchats story feature. Instagram continues to add more features the Snapchat has to add more messaging features. Instagrams image is that when people think of them they think of it as an app to share what you are doing and look at memes and content you like. You really only look at it as social media for picture sharing.

Whatsapp- Whatsapp is the world's largest and most popular text and voice messaging app. It allows people from all around the world to talk between mobile devices and desktop computers. It offers free online calls and easy text communication. It is well known for its protective privacy measures and encryption. They do not offer merchandise or other products like Snap, however it is better than Snapchat when it comes to more traditional text communication and calling. Whatsapp brand image is a messaging app that allows people to talk for free across borders while also having good security and encryption measures.

## 7. Indirect Competitors and Brand Images

Youtube- Youtube is a video sharing website. It has been around for many years now. People can share videos and create channels to share their content. You can subscribe to people channels to view their content daily. Users can live stream. Youtube hosts millions of videos from every topic imaginable. They have a premium service now, Youtube Red, as well as Youtube Music and Youtube Kids. Unlike Snapchat it is not used to communicate directly with others. Snapchat wants people to come to their discovery page to look at daily news and content. People can always watch Youtube in place of that.

## 8. Product Brand Image (current image, desired image and related challenge)

Snap Inc. can be associated with popular applications like Snapchat, Spectacles, and Bitmoji. Applications like these appeal to younger individuals with an active lifestyle. They are not only communication tools but they can also aid with meeting new people and capturing and sharing on the go moments. Ultimately, the company is not only trying to be seen as a major social media platform but as a hardware company as well. Some related challenges that come with that are that Spectacles do not receive the same amount of attention and use as the app does. In addition, Snapchat underwent a lawsuit in February of 2013 as well as a FTC Settlement and 2018 redesign which resulted in a 15% stock loss within the first few hours. .

## 9. Strategic Message: The *promise* (what the main message of your communication message promises [it can deliver] to the audience)

Snap Inc. will continue to remain at the forefront of social media by creating and incorporating new, fun, and exciting ways in which customers can create and share their content.

## 10. Supporting Evidence: The *proof* (what back-up your company has to support its promise, the fulfillment of the promise or that it can deliver on that promise; this is done by its history – so you have to do some research)

In May of 2017 following Snap Inc.'s creation, the company made its first big move when they acquired a location sharing app called Zenly. Months later in October it was announced that the company had formed a joint venture with NBCUniversal with the goal of producing content for the platform. During that same time Duplass Brothers Productions became the company's first partner. The next big breakthrough occurred during October of 2018 when the company released a new desktop application of Mac and Windows alike. The following application was called 'Snap Camera'.