



CASE STUDY

SNAPCHAT DISTANCES ITSELF FROM THE
"SOCIAL MEDIA" LABEL

BRAND TRACKING WITH QUESTBRAND

Companies must monitor their brand health in real-time to ensure that their actions effectively build brand equity and positive consumer sentiment. Our industry-leading platform, **QuestBrand** by The Harris Poll, provides the real-time insights into consumer perceptions that companies need. This always-on business intelligence tool surveys thousands of people daily to keep a continuous pulse on the brand metrics essential to business leaders.

In this case study, we explore the impact of Snapchat's global campaign - "Less Social Media. More Snapchat." - on the app's brand health. This campaign highlighted Snapchat's ability to foster connection, and distanced Snapchat from the "social media" label.

On February 4th, 2024, Snapchat launched a global marketing campaign "**Less Social Media. More Snapchat.**" with a **60-second commercial** that aired during the **Grammy's** (an audience of 16.9 million). One week later, they upped the ante, running a **30-second commercial during Super Bowl LVIII**, an event that amassed a whopping **123.7 million viewers**.

"Less Social Media. More Snapchat." seeks to **distance Snapchat from the social media** giants, including Facebook, TikTok, and Instagram. Instead, **Snapchat positions itself as an app that connects loved ones through organic, unpolished, and temporary, messages or images**. This campaign comes at a time that many parents, politicians, and **even teens are questioning** whether social media platforms are causing more harm than good.

Describing the message behind the campaign, **the company explained**: "**But Snapchat is not social media. It never was. In fact, it was built as an antidote to social media.** Snapchat opens to a camera, and not a feed of content, so we can share our perspective easily with those who matter most to us. You know, the people we're friends with in real life; the ones we feel comfortable sharing our full range of emotions with — the ups and downs, the good and bad — without the pressure to post the perfect thing. **We all need more connection. We just need less social media to do it.**"

The campaign includes **TV commercials, digital, and out-of-home ads in major cities**. Snapchat also took out a full-page ad in *The New York Times*. Their full throttle campaign seems to be paying off. **In Q1 2024, Snapchat's userbase grew to 422+ million daily active users, equating to a 10% year-over-year increase.** Soon after this announcement, **Snap's stock price jumped 28%.**

SNAPCHAT'S NET BRAND MOMENTUM - 12 WEEK TRENDED AVERAGE

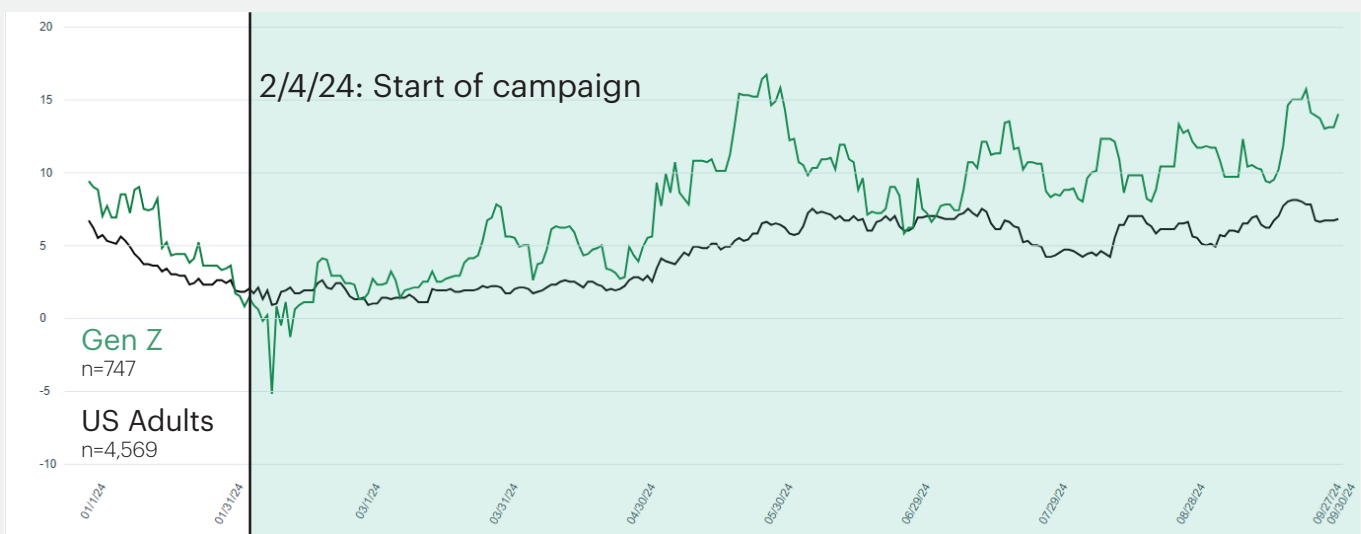


Figure 1. QuestBrand. Base: Gen Z adults, n=747 Base: General population of US adults, n=4,569 1/1/24-9/30/24

Looking at data from QuestBrand, we can see how Snapchat’s campaign positively impacted consumers’ brand perception. Figure 1 tracks Snapchat’s **net brand momentum** from the start of 2024 through the end of September. Momentum reflects whether consumers think a brand is gaining or losing market share compared to its competitors. **Since the Feb 4th campaign launch, Snapchat’s momentum has been on a steady upwards trajectory, reflecting consumers’ growing confidence in the brand.** Momentum growth is especially pronounced among Gen Z adults - the demographic most invested in social apps.

Similarly, we see **significant growth in Snapchat’s sales conversion funnel among Gen Z adults.** A sales conversion funnel tracks customers’ journey through the buying process, from initial brand awareness through to product purchase and recommending the product to others. **After the campaign launch, Gen Zers more often reported that they had tried (trial +11.7), used (usage +8.4) or recommended (recommend +10.1) Snapchat than they had pre-campaign.**

SNAPCHAT CONVERSION FUNNEL AMONG GEN Z ADULTS - PRE VERSUS POST CAMPAIGN LAUNCH



Figure 2. QuestBrand Base Gen Z adults. Pre: 10/1/23-2/3/24, n=276 Post: 2/4/24-5/31/24, n=377.

This global campaign required significant investment. A 30-second ad in Super Bowl LVIII cost up to \$7 million, and that was just a small piece of Snapchat’s overall global campaign.

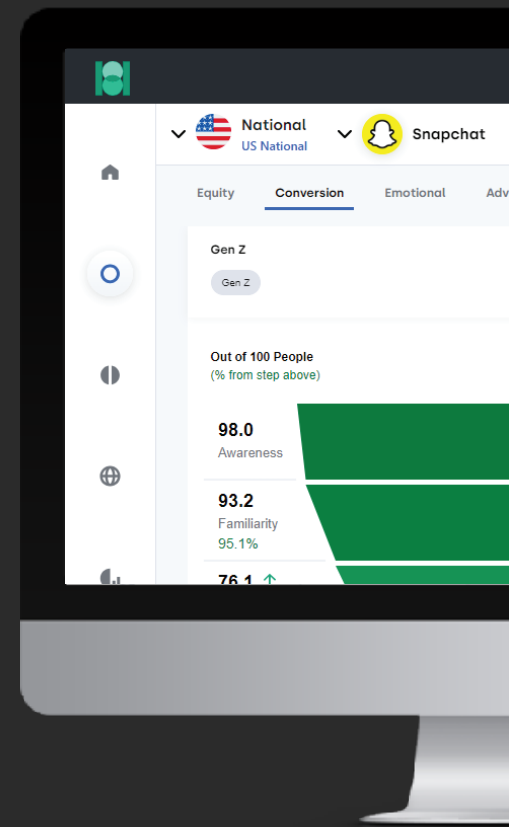
Was the outcome worth the campaign spend? Social media platforms have been loudly accused of contributing to a number of social ills, including a mental health crisis among teens, and the spread of misinformation. **As public opinion turned against social media platforms, Snapchat boldly, and persuasively, explained why they should not be lumped in with TikTok, Instagram, and Facebook.** We think the campaign was a smart investment, helping Snapchat distance itself from the negative stigma surrounding social media.

“Less Social Media. More Snapchat” clearly positioned the app as an **“antidote to social media”** that **fosters connection and brings joy.** Snapchat captured consumers’ attention, and the brand’s significant lift in momentum highlights the ability of an authentic, powerful marketing campaign to boost overall brand health.

WHAT DOES QUESTBRAND DATA SAY ABOUT YOUR BRAND?

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what consumers are saying about you and your competitors - schedule a demo to learn more.

[REQUEST A DEMO](#)



METHODOLOGY

This survey was conducted online within the United States between October 1, 2023 and September 30, 2024 among 5,905 US adults by The Harris Poll via QuestBrand.

ABOUT QUESTBRAND BY THE HARRIS POLL

QuestBrand is a brand management software tool created by The Harris Poll that collects real-time feedback for thousands of brands and their consumer segments for more informed brand and campaign monitoring. We help research professionals and in-house marketers better understand how their brand is resonating with customers and communities.

The Harris Poll is a global public opinion, analytics, and market research consultancy that strives to reveal society's authentic values to inspire leaders to create a better tomorrow. With a global research reach of more than 90 countries, Harris offers advisory services across sectors to world leaders, CEOs, and business decision-makers with state-of-the-art analytics, real-time software services, and practitioners in marketing, reputation, customer experience, trends, futures, and thought leadership/research-for-public release, The Harris Poll translates shifting social sentiment into a competitive marketplace advantage.