



PROMOFIX



A JGROUP COMPANY

FNB
CASESTUDY

Lipton Ice Tea Generates 3.6% Incremental Sales with Snapchat

7.3 M

reach in
15-24 audience

3.6%

sales lift on
Lipton Ice Tea
Peach

+6pts

lift in Ad
Awareness vs.
non exposed



Burger King Kuwait leverages National AR Lens to launch and drive orders for the new Chicken Wings Bucket

18,015

national lens
swipe ups to
order in 24
hours

+1.37M

national day
total
impressions

11,073

lens share



Coca Cola used Snapchat to drive a 32pt increase in Ad Awareness

2x
lift in Ad
Awareness

+10%
share Rate

+41s
playtime

