

APPAREL AND ACCESSORIES

Michael Kors' Snapchat lens generates 6pc lift in purchase intent

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Michael Kors' Kendall II sunglasses

By STAFF REPORTS

U.S. fashion label Michael Kors' sponsored Snapchat lens for National Sunglasses Day garnered more than 104 million total views, according to the brand.

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On June 27, Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens. Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II style, with each pair creating a different experience ([see story](#)).

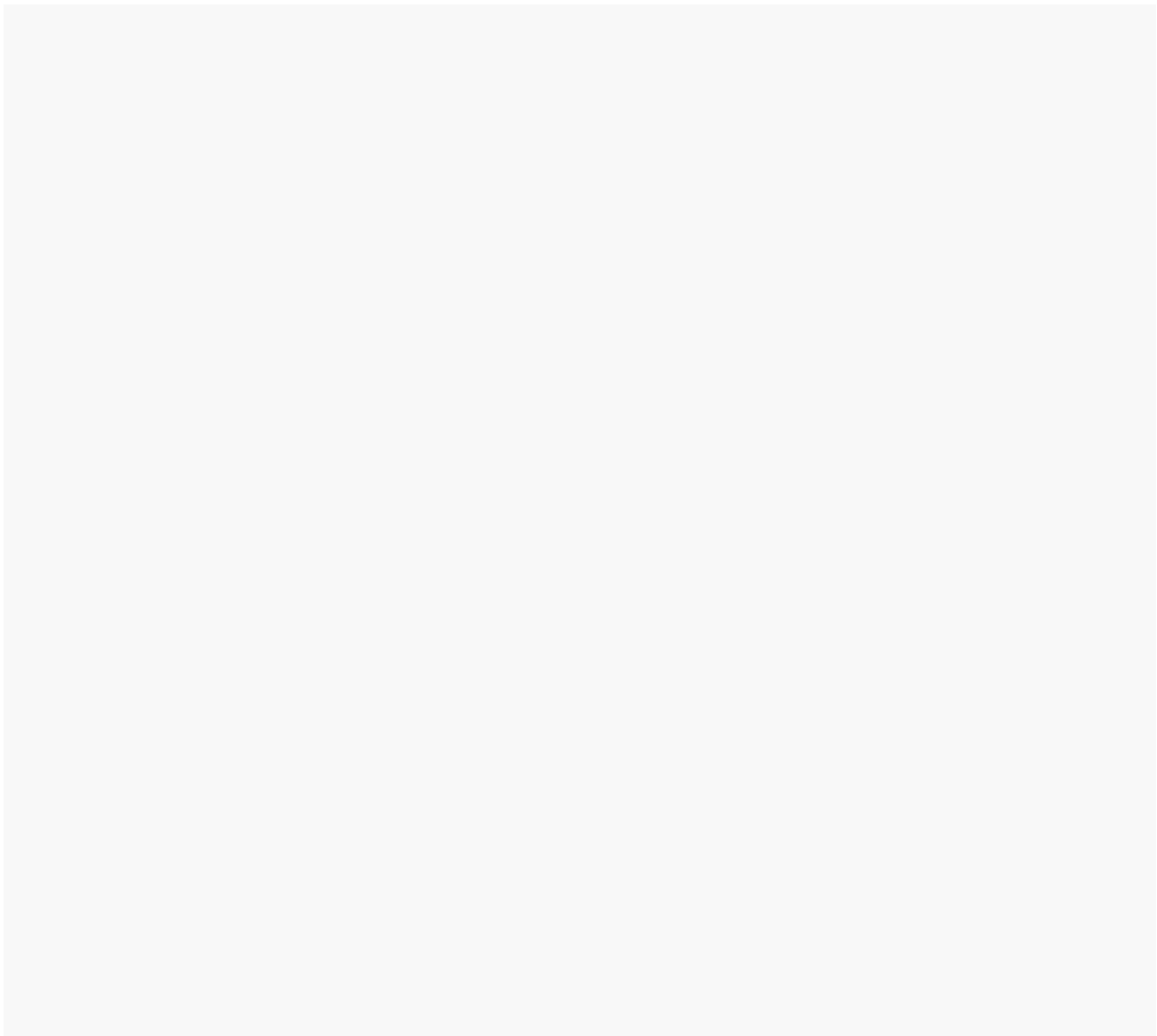
Snaptastic work

Michael Kors developed the sponsored Snapchat lens as an extension to its summer marketing effort. While the Snapchat user was able to virtually try on a pair of the brand's sunglasses, she was also transported to different locales and situations, all of which were in line with Michael Kors' brand DNA.

During the day-long campaign, Michael Kors saw an 18 percent increase in ad awareness and a 12.5 percent lift in sunglass preference. Snapchat users interacted with the lens for 26 seconds on average.

Accordingly, the sponsored lens is an example of how a Snapchat filter can generate context for a brand in a fun, powerful and creative fashion.

Michael Kors' main objective for working with Snapchat was to raise awareness and engage with a millennial and Generation Z audience. Likewise, the collaboration jump started discussion about Michael Kors' eyewear category as Snapchat users interacted with the lens and saw snaps from friends.



Blue skies ahead! Check out Snapchat today to celebrate #NationalSunglassesDay with our special Michael Kors lens (US only). ??: @ari_fararooty

A video posted by Michael Kors (@michaelkors) on Jun 27, 2016 at 1:29pm PDT

"Based on internal findings from our National Sunglasses Day lens, we feel Snapchat will continue to be an important platform for the brand over the coming months," said Lisa Pomerantz, senior vice president global marketing and communications at Michael Kors, in a statement.

"Through Snapchat we have not only expanded our reach but also added a layer of relevance to a younger millennial- and Gen Z-heavy audience, which we believe will have a positive impact on future seasons," she said.

In a similar bid for younger consumers' attention, U.S. jewelry brand Tiffany & Co. announced a #LoveNotLike Snapchat lens would be available on only July 28 in the United States and Australian markets. On July 29, the Tiffany Snapchat lens went live for Italian consumers.

The Snapchat lens overlaid a Tiffany blue banner at the top of the user's screen along with jeweler's logo and "Return to Tiffany Love" written within a heart that appears automatically. The interactive lens layered blue hearts on users' pupils and also responded when the user opened her mouth, with small blue and white hearts appearing.

Tiffany took its effort a step farther than Michael Kors by including a geofilter for each of its 93 boutiques in the U.S. The geofilter will be available for Snapchat users visiting Tiffany stores through Aug. 31 ([see story](#)).

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