

MEDIA/PUBLISHING

Snapchat's Lens Studio gives brands, publishers robust AR tools

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Snapchat's Lens Studio lets publishers create augmented reality content easily. Image credit: Snap

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Snapchat has officially unveiled its Lens Studio, an interactive tool that lets brands and consumers alike create their own custom lenses using both 2D and 3D animation.

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Snapchat's Lens Studio was officially announced Dec. 14, but it has been in the works for a while. With Lens Studio, brands and publishers will have more freedom and tools than ever to create the kind of custom, native content that is valuable for connecting with young consumers who use Snapchat the most.

Lens Studio

Augmented reality is slowly but surely gaining the hot-button trend status that its cousin, virtual reality, has held for a while.

As consumers increasingly rely on their mobile devices for interacting with brands, AR is the perfect tool for those brands to create engaging and unique content that customers will want to see regardless of their previous relationship with the brand.

Snapchat has been looking to capitalize on the growing buzz about augmented reality and Lens Studio, its proprietary developer platform for AR, is its biggest bet yet.

Snapchat's Lens Studio

After the viral success of the AR hot dog filter on Snapchat from a few months ago, it became clear that augmented reality has a future for Snapchat, not just among users, but among developers as well.

With Lens Studio, developers, publishers and users all have access to simple and straightforward tools to create engaging augmented reality content.

Smart brands will quickly take up the opportunity to create something memorable for Snapchat's large, youthful audience, which has already proven to have a beneficial effect on luxury branding efforts.

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

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](#)).

AR tools

Advertising on Snapchat has always been difficult, but the platform has been taking steps to make it easier for brands and publishers.

Snapchat's latest offering is opening the door for advertisers to have greater interaction and call-to-action strategies on user-generated content.

Snapchat is investing another inventive advertising strategy that offers more information to consumers while benefiting marketers. Snapchat's newly launched Context Cards feature allows users to swipe up for more information regarding a snap, powered by advertisers such as TripAdvisor, Foursquare, Michelin and Goop ([see story](#)).



Lens Studio

Snapchat's Lens Studio. Image credit: Snap

Augmented reality will be a valuable tool for luxury brands in the future, particularly as tech giants such as Apple embrace it wholeheartedly.

For example, British fashion brand Burberry is working with Apple's newly unveiled augmented reality tool kit to create an application designed to cater to tech-savvy fashion lovers.

At Apple's recent event unveiling the new line of iPhones, the company spent a significant amount of time talking about the new models' emphasis on augmented reality as well as the ARKit to help developers create AR apps. Burberry is the first major luxury brand to make use of this new feature with a new application ([see story](#)).

With Snapchat's Lens Studio, these types of collaborations will likely become even more common as brands seek to latch onto the latest trend in digital marketing.