

GOVERNMENT

Paris targets young travelers with Snapchat fashion week push

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Paris' Snapchat filters target young tourists during Fashion Week. Image credit: IRM.

By STAFF REPORTS

As Snapchat's reach continues to spread to older and younger demographics, the Paris government is supporting its plan to become a digital-first city with the social application during its fashion week.

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Happening in France until March 6, Paris Fashion Week will be supported by a series of Snapchat filters created in partnership with digital agency IRM. The campaign is a part of the city's project to become more of a "startup" culture to attract more young travelers and individuals.

Capturing younger visitors

The filters created by IRM will run for the duration of Paris Fashion Week. There will be a variety of geofilters and audience filters around Paris, beginning with five audience filters.



Example of Paris' filter on Snapchat. Image credit: IRM.

Paris' project will undergo a series of A/B testing to help future campaigns and evolve the Fashion Week campaign as the week goes on. The government will adjust its daily budget on the project based on its results, views and shares.

The team chose Snapchat for its campaign due to the 187 million active daily users across the world and its ability to create highly powerful content through its authenticity and personal features.



Snapchat filter available during Paris Fashion Week. Image credit: IRM.

France has been working with IRM to create a variety of digital campaigns to better appeal to younger consumers and travelers. The French President, Emmanuel Macron has created a plan for the European country to focus on innovation to better appeal to younger visitors and make a more engaging experience.

"You might expect Snapchat's demographic user spread to be too young for Paris," said Valrie Bozzetto, joint managing director at IRM. "The fact is that Snapchat continues to reach an older age group, with 45 percent of users now between 18 and 24 years old, and growing numbers of parents gravitating to stay connected to their kids.

"In fact, in France 79 percent of Snapchatters are over 18, so this is a sweet spot for Paris, as this global channel reaches both a young international and domestic audience," she said. "Compared to other social media platforms, Snapchat campaigns and content need to be more 'raw' and less polished. Snapchat emphasises fun, authenticity, the ephemeral and the personal.

"That makes Snapchat perfect for promoting events such as Paris Fashion Week."

Paris' initiative comes at an interesting time for Snapchat.

The social platform has taken on a surprising new element of its business model with the addition of a new ecommerce push.

In the wake of controversial changes from a new user interface update and a small but significant exodus of

influencers, Snapchat has made the surprising turn to ecommerce with the drop of Nike's Air Jordans through the platform. If this is a route that Snapchat continues down, it may see more influence from the luxury world as well ([see more](#)).

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