



# Genuine Friendships. Unfiltered Moments.

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ADVE 731 CREATIVE COPYWRITING  
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# Project Overview

Create your own Spotify-esque campaign with a partner.  
Students who can write good tweets write good headlines.  
Campaign using network for PR nightmare. 40 headlines and tweets each team. Develop one headline-driven Spotify-esque Out-of-Home Campaign. It should be a brand/product that would allow you to tell multiple stories in a very compressed, OOH style. Final Campaign must be portfolio-worthy and executions should be shown in their natural environment. Create a tagline/hashtag to unite your ads under one campaign umbrella.

7 Transit + Billboard Ads (shown in environment)  
5 Tweets (shown in environment)

# The Creative Brief

## SNAPCHAT

### BACKGROUND

Created back in 2011, Snapchat has been around for nearly a decade and has around 210 million daily users. The company was invented just a year after one of its main competitors - Instagram, which was introduced in 2010. One of its key features (and one that Instagram and Facebook have also implemented in their own apps) is that images and messages are only available for a short amount of time, with the longest availability being 24-hour posted stories.

### OBJECTIVE + OPPORTUNITY

Living in this day and age of technology, there are so many social media platforms now. And, we want people to continue to use and choose Snapchat as one of their main platforms. Many social media platforms embrace the “highlight reel” aspect (particularly Instagram), which actually helps Snapchat stand amongst the rest. Snapchat is more in the moment and can be positioned as your own genuine, authentic way to connect with people.

### CAMPAIGN ROLE

The role of the campaign is to encourage consumers to use Snapchat as a place to showcase their real lives and connect with others in a less edited, less filtered way. Show the real you.

# The Creative Brief

(Continued)

## TARGET AUDIENCE

Snapchat's main target audience consists of female and male teenagers.

## BRAND IMAGE

As previously mentioned, Snapchat is very popular with over 210 million daily users. People tend to think of and discuss Snapchat as on its way out, but it is actually thriving. Teens frequently use snapchat over actual text messaging (and sometimes even prefer to use it as a main form of communication).

## STRATEGY + MOVING FORWARD

We want people to immediately think of Snapchat as their personal, more authentic social media outlet. It's their place to connect with close friends and share things moment-to-moment without having to overthink the details. We want to reinforce the idea that they have control over their privacy through this app. Meaning privacy not only with the company itself but also with their friends/family (those who are viewing the content).

## MARKET RESEARCH + INSIGHTS

People like that Snapchat is a lot less formal than other apps. They prefer to use Snapchat for friends not acquaintances. People are a lot more comfortable with what they share on this app because they can see who has screenshotted their stories or messages. People like having more control over their privacy through this app.

# Brainstorming Taglines

## BRAINSTORMING IDEAS

"Life's best moments are unedited."

"Stay true to you."

"Snap your story."

"Live life unfiltered."

"Live in the present."

"Capture life's moments for what they are."

"Never waste a moment."

"Real content. Real people."

"No filters. No fake friends."

"Keepin' it real."

"No 'Instagram vs. Reality nonsense here.'"

"Here for the mems not the likes."

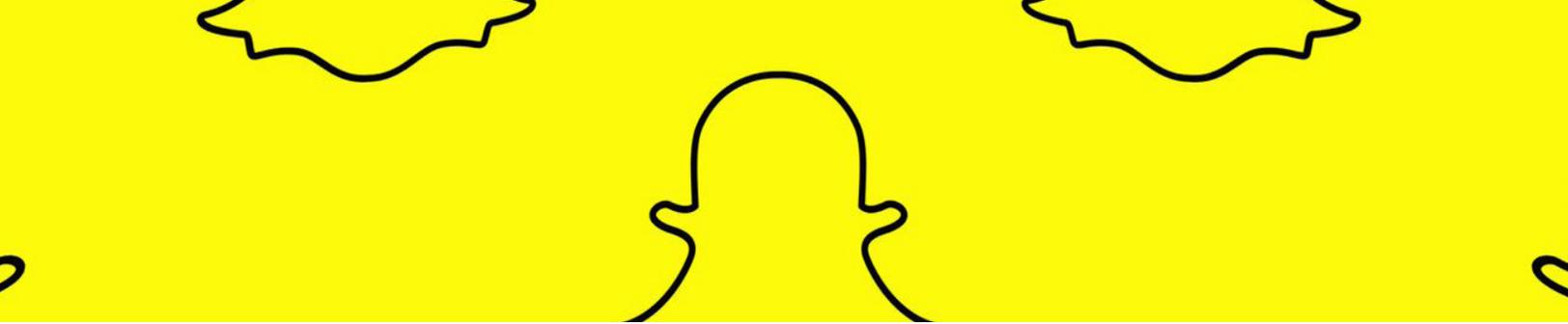
"Expression over impression."

## FINAL TAGLINE

**"Genuine friendships. Unfiltered Moments."**

## tone + PERSONALITY

Young, fun, personal, genuine, stress free, spontaneous  
Targeting Generation Z.



# TAPR: Snapchat

## TARGET AUDIENCE PROFILE REPORT

The main target market for Snapchat is teens.

The teen target market covers the ages from 13-19. Mostly reliant on their parents for income, this group typically gets money through an allowance or money given to them from their parents. Everyone in this age range at this time is a member of Generation Z, which is a highly digitally driven group. This group cares a lot about brand authenticity and they are reached most easily through influencer marketing. In order to keep Generation Z interested, brands have to continually retarget brands, especially through digital marketing and advertising on social media.

With authenticity and individuality being so important to them, connecting both by being an authentic and honest brand and by offering an authentic product or outlet that allows them to tap into their individuality. This group tends to evolve quickly with what appeals to them and has less brand loyalty than previous generations. They care more about what they are being offered and what experience the product gives them. The most effective way to connect with them is by getting their attention on social media. It is important to make this group feel like they are part of something cool by using a certain product.

# Happening Harley

## TARGET AUDIENCE PERSONA

Harley is a 15-year-old sophomore in high school and lives at home with her parents. She relies a lot on her devices throughout the day, spending most of her time on either her phone or her laptop. Harley is a cheerleader at her high school and cares a lot about being up-to-date on the latest trends. She is always talking with friends over social media and shares most of her whole life online. In addition to Snapchat, some of her interests include Spotify, Starbucks, Urban Outfitters, Lululemon and Apple products.



# Key Message + Insights

## KEY MESSAGE

Snapchat is a space for people to share their authentic, unplanned, unedited moments with the people that mean the most to them in a less formal, more private way.

## INSIGHTS

People like that snapchat is a lot less formal than other apps

People prefer to use Snapchat for close friends not acquaintances

People appreciate having a space where they can share without the permanency and pressure of Instagram or Facebook.

# Personification Headlines

## TOP 10 HEADLINES

“Tom and Mariah have a 1707 day streak. Thank you for making us believe in love again.”

“Shoutout to Emma who’s DMed us every day for the past week asking us to give her back her streak with Jenna. We’re thinking about it.”

“We’re too old to be playing games with each other unless it’s on Snapchat.”

“When you’re going out of town and the service might be bad, so you give your best friend your login so she can snap herself back from your account. We get it, anything to keep your streak.”

“You don’t need a Close Friends option with us.”

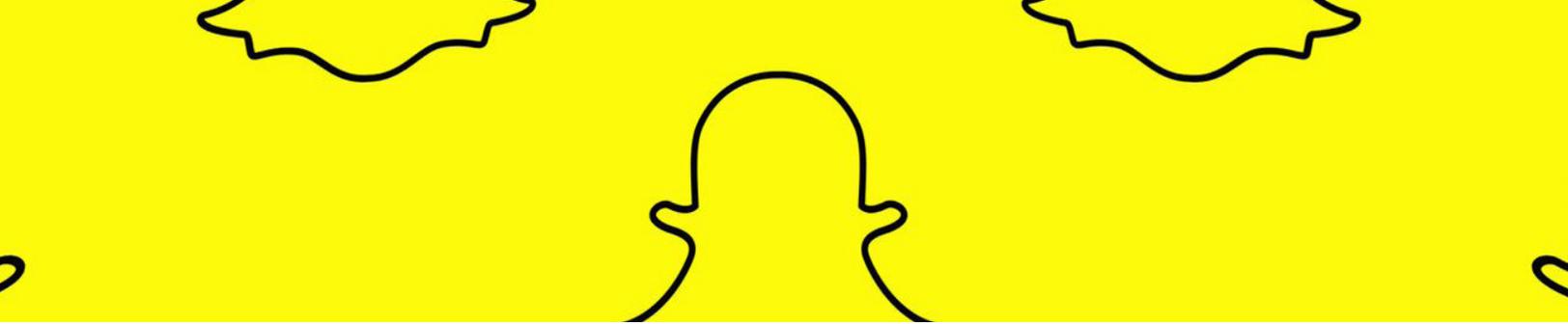
“That snap you sent of your double..or was it a triple chin? Don’t worry, the world will never know the truth.”

“That snap you sent to your crush and he never snapped you back. It’s alright, we’ve all been there.”

“Those ~45 snaps you posted to your story from 10pm-2am? Don’t worry, we’ve all been there.”

“We prefer substance over style.”

“That friend who will tell it as it is.”



# Personification Headlines

(Continued)

“We prefer expression over impression”  
“That friend who will tell it as it is”  
“We can relate”  
“We don’t do fake friends”  
“We’ll be your day one”  
“Everyone’s favorite homie”  
“That one kid who seems to know everyone”  
“You don’t have to sugarcoat with us”  
“Keepin’ it real since 2011”  
“We won’t judge you”  
“This is a judgement free zone. Trust us.”  
“Moments may pass, but the memories will last”  
“When it comes to content, we prefer short-term commitments”  
“Stressed about commitment? You don’t have to be with us”  
“We prefer substance over style”  
“We embrace unfiltered”  
“We don’t care about your likes, we just care about who you like”  
“We’re here for quantity over quality”  
“We’ve got 500,000 filters for your 23413 moods.”  
“3.5 billion snaps are sent a day. We bet none of them are facetuned.”  
“Tormord and Mathilde have a 1707 day streak. Thank you for making us believe in love again.”  
“Carly and Kelsey just hit their 1700 day streak. We love that for them.”  
“Long distance friendships suck. We’re here to make it easier.”  
“You can’t buy true friendship just like you can’t buy streaks. Make the effort.”  
“Stories were our idea anyway. Trust the OG.”  
“We’re like Facebook, but make it casual.”  
“Like Instagram, but make it authentic.”  
“We don’t speak fake, only friendship.”  
“Good friends will comment on that photo you posted at the zoo,

real friends will snap you videos of the experience.”  
“That snap from 3AM? It’s ok, we don’t judge.”  
“That snap you sent of your double.. triple chin? Don’t worry, the world will never know the truth.”  
“That snap you sent to your crush and he never snapped you back. It’s alright, we’ve all been there.”  
“Tbt to the time you snapped your crush your feelings, and they left you on open. It’s okay, there’s no actual evidence of your confession.”  
“That embarrassing snap video you took of your friend that somehow (?) ended up on your story? It’s only 24 hours of shame. They’ll survive.”  
“Those 45 snaps you posted to your story from 10-2am? Don’t worry, the worst than can happen is they stay up for 24 hours.”  
“When you’re going out of town and the service might be bad, so you give your best friend your login so she can snap herself back from your account. We get it, anything to keep your streak.”  
“Honestly, is there any betrayal greater than when your friend forgets to snap you back and you lose your streak.”  
“We heard she’s planning on dying her hair pink because it looked so good in our snap filter.”  
“Real friendships don’t need facetune. Let that double chin do its thing.”  
“We’re really the only app that matters.”  
“Shoutout to Emma who’s DMed us every day for the past week asking us to give her back her streak with Jenna. We’re thinking about it.”  
“Not everyone needs to know you ate an entire pizza today. Save it for Snapchat.”  
“We’re too old to be playing games with each other unless it’s on Snapchat.”  
“You don’t need a Close Friends option with us.”  
“We’re all Close Friends here”

# Misdirection Headlines

## TOP 10 HEADLINES

“Tempted to sneak a peek? So are we. If you slide the message to the right and don’t let go you totally can.”

“Trying to set the mood? Don’t worry. We’ll give you your privacy.”

“Happy Anniversary. You made it to 365 Streaks.”

“Let him know he’s special. Snap him back.”

“Let her know she’s worth it. Don’t leave her on open.”

“Reignite the fire in your relationship. Start up a Snap streak.”

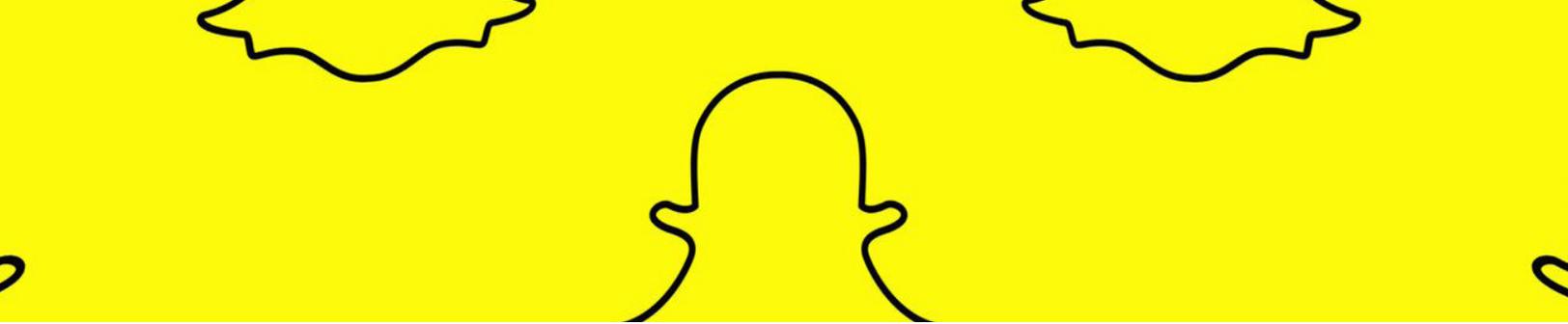
“You look better with with nothing on. Embrace unfiltered.”

“We love streaking. Snap daily with your favorite people.”

“They’re not best friends anymore. Keep your streaks to stop the rumors.”

“It’s not the size that matters, it’s how you use it.”

“Keep your circle tight on snap.”



# Misdirection Headlines

(Continued)

"You look better with with nothing on. Embrace unfiltered That's face we'd love to forget. We want to remember you filter-free."

"You look good bare. Forget the filters."

"I'm never texting her again. Snap is so much cooler."

"I don't want to jinx it, but things are getting pretty serious with us. We have the best friend heart on Snapchat."

We love streaking. Snap daily with your favorite people."

"He killed our friendship. Be a good friend -- don't let the streak die."

"You look so good au naturel. Forget the filters"

"He keeps playing games with me. Stay entertained with snapchat games"

"Ghosted? We love when people snapchat us too."

"We're taking things to the next level. Best friends on snap"

"It's not the size that matters, it's how you use it. Keep your circle tight on snap."

"Size doesn't matter. Snapchat is for friend groups big and small She just took things way too far. Hello, Snapchat. Goodbye, terrible editing."

"Stuck in a losing streak? Friends give friends their password when they go out of town."

"If it won't matter tomorrow, it shouldn't matter today. 24 hours and the shame is gone."

"The #1 crime in this town in streaking. Keep your streaks on snapchat."

"They're not best friends anymore. Keep your streaks to stop the rumors."

"Some water is so good it tastes better unfiltered. And your face is so good it looks better unfiltered."

"Go au naturel. Snapchat--where naturally pretty just means no filter."

"Tempted to sneak a peek? So are we. If you slide the message to the right and don't let go you totally can."

"Tap that. I know you want to. It's that little yellow icon with the white ghost on it."

"Tired of always losing? Have you friends to remind you not to kill the streak."

"Swipe left or right and explore carefree. Neither one is a commitment nor rejection."

"Memory loss got you? Don't worry. That's why we allow memories to be saved."

"Talking shit? You're lucky it's on Snapchat and evidence gets erased."

"Trying to set the mood? We'll give you your privacy."

"Happy Anniversary. You made it to 365 Streaks."

"Everyone should celebrate their anniversary. It's hard to stay committed to snapping for 365 days straight."

"Let him know he's special. Snap him back."

"Let her know she's worth it. Don't leave her on open."

"How can you make a moment last forever? Save it to your memories, of course."

"Hoping to cherish the moment while it lasts? Easy. Save it to your memories."

"Light a fire in your relationship. All you need is a Snap streak."

Reignite the fire in your relationship. Start up a Snap streak."

"Lion and tiger and bears, oh my! All courtesy of Snapchat."

"You don't need a suit and tie. This isn't LinkedIn."

"You don't need the whole family here. This isn't Christmas time on Facebook."

"You don't need a lighting and makeup crew. This isn't Instagram."

"Snitches get stitches. Especially when we can see that you've screenshotted something."

# Type Study

## **Tahoma Bold**

**The Beautiful Brevity Campaign**

Tahoma Regular

The Beautiful Brevity Campaign

Geneva Regular

The Beautiful Brevity Campaign

Sinhala Sangam MN Regular

The Beautiful Brevity Campaign

**Sinhala Sangam MN Bold**

**The Beautiful Brevity Campaign**

# Tweets



**Snapchat** @snapchat

That snap you sent of your double... or was it a triple chin? Don't worry, only Snapchat needs to know the truth. #genuinefriendships #unfilteredmoments

416  647

Promoted



**Snapchat** @snapchat

That embarrassing snap video you took of your friend that somehow ended up on your story? It's only 24 hours of shame. They'll survive. #genuinefriendships #unfilteredmoments

416  647

Promoted



**Snapchat** @snapchat



When the service might be bad so you give your best friend your login to snap herself back from your account. We get it. Anything to keep your streak. #genuinefriendships #unfilteredmoments



416



647



 Promoted



**Snapchat** @snapchat

Shoutout to @emmaj12 who's DMed us everyday for a week asking us to give her back her streak with Jenna. We're thinking about it.

416



647

Promoted



**Snapchat** @snapchat



Not everyone needs to know you ate an entire pizza today. Save it for Snapchat. #genuinefriendships #unfilteredmoments



416



647



 Promoted

# Outdoor Mock-ups

7 OUTDOOR ADS TOTAL

BILLBOARD

BILLBOARD

BILLBOARD

BILLBOARD

MALL AD

POSTER AD

TRANSIT AD

# BILLBOARD

*"Carly and Kelsey just hit their 1,700 day streak. We love that for them."*



# BILLBOARD

*"It's not the size that matters, it's how you use it. Keep your circle tight on snap."*

**It's not the size that matters,  
it's how you use it.**

**Keep your circle tight on snap.**

Genuine friendships. Unfiltered Moments.



# BILLBOARD

"We're too old to be playing games with each other...unless it's on Snapchat."



**We're too old  
to be playing games  
with each other...**

**unless it's on Snapchat.**  
Genuine friendships. Unfiltered Moments.



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# MALL AD

*"Let her know she's worth it. Don't leave her on open."*

**Let her know  
she's worth it.**

**Don't leave her  
on open.**

Genuine friendships. Unfiltered Moments. 

# BILLBOARD

"Make him feel special. Snap him back."

**Make him feel  
special.**

**Snap him back.**

Genuine friendships. Unfiltered Moments.



# POSTER

"You don't have to sugarcoat with us. We keep it 100"



Carefully Composed since 2002



01.11.2015  
halive.de

You don't  
have to sugarcoat  
with us.

We keep it 100

Genuine friendships. Unfiltered Moments.



**MOONDAY  
THE WEEKEND  
MOVES ON...**

- EVERY MONDAY DEEP-TECH-HOUSE -

**04-05-15** SUN JAMO | YOSH HOUZER

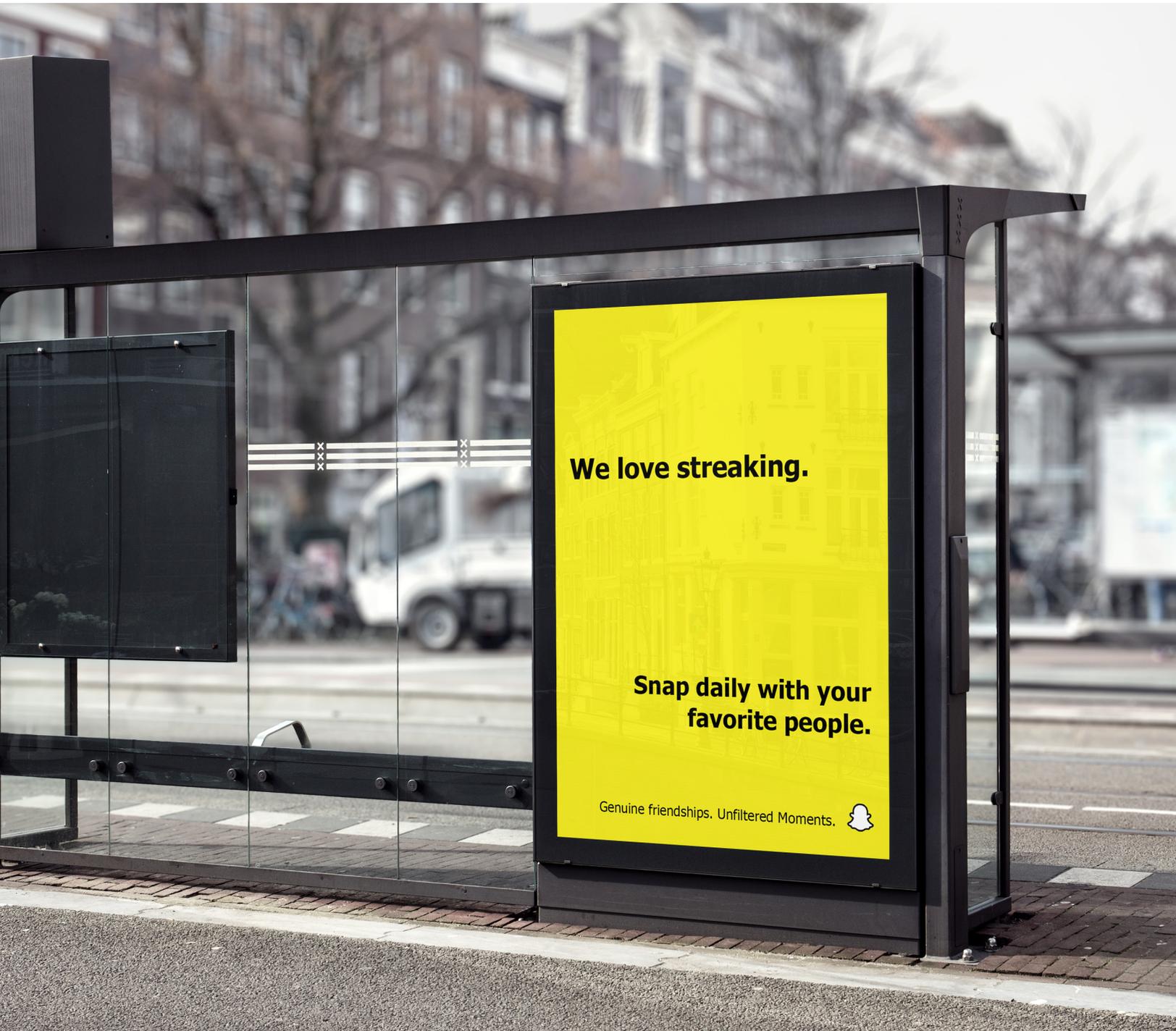
**11-05-15** TORUS PROJECT | N.O.B.

**18-05-15** EDUARDO DE LA TORRE | TORUS PROJECT

**25-05-15** MARINGO | N.O.B. | YOSH HOUZER

# TRANSIT AD

*"We love streaking. Snap daily with your favorite people."*



**We love streaking.**

**Snap daily with your  
favorite people.**

Genuine friendships. Unfiltered Moments. 

# Closing Thoughts

I thought this project was very helpful because it made me realize how many different ways you can write headlines for your target audience. I had never sat down and brainstormed headlines ideas using misdirection before, so that was a good learning experience for me.

I also really enjoyed working with Rose. She was very easy-going and it was easy for us to brainstorm ideas together/ bounce concepts off of one another.

Overall, I really like how our project turned out, and I think the headlines we came up with to pair with the main tagline are very fun and accurately targeted for our TA, Generation Z.