

An Emu and his Duster

To encourage users to explore LiMu Emu's world, we created an AR experience in Snapchat that included a Selfie View and World View. In the Selfie View, users became LiMu. In the World View, users could explore the inside of the Liberty Mutual car, the Duster, and discover the Easter eggs throughout, like the radio playing the jingle or the Liberty badge in the glove box.

The lenses got 2.3 mil unique users, had double the average play time, and got 21% higher swipe up activity than the average lens.