

DJ Liberty Remix

We took two of our most recognizable brand assets – our boardwalk and our jingle – and created a DJ experience on Snapchat. You become the DJ and can use the soundboard to speed up or slow down the jingle or layer sounds on top like an airhorn, the savings number, or “Liberty.”

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.