

SNAPCHAT REBRAND AND PRODUCT LAUNCH

Snapchat recently announced it was rebranding itself as Snap Inc. and launching a new hardware product called Spectacles. The sunglasses will allow marketers, creators and users to change how they film and post content on the app.

Expanding upon previous offerings (including lenses, filters and stories), the company has rebranded to show they are not just an app, but also a hardware company.

Current statistics include:

- With 150 million daily user worldwide, over 60 million of Snapchat's daily active users come from the U.S. and Canada, with about 50 million users based in Europe
- On any given day, the app reaches 41% of U.S.-based adults 18-34
- The average Snapchat user spends 25-30 minutes a day in the app
- Two-thirds of users create daily content within the app.

Undoubtedly wary of past failed wearables like Google Glass, Snap Inc. plans to keep the initial rollout of Spectacles small. CEO Evan Spiegel describes the device as a toy, intended for fun rather than to catapult users into a futuristic fantasy. Unlike Glass, the product's branding, relatively affordable price point, well-defined demo, and clear-cut functionality minimize Snap Inc.'s margin for error.

IMPACT ON THE USER EXPERIENCE

Snap Inc.'s [news page](#) notes the following changes to its user experience:

1. **The Snap Inc. rebrand broadens the company's potential for new offerings and lets users easily find info on the fun stuff.** With Snapchat clearly defined as the app and Snap Inc. as the larger holding company, the potential for future Snap products is endless. Further, users who want to find out more about product features can search the web for 'Snapchat' or 'Spectacles,' while drier news on industry analytics and financials can be found by searching 'Snap Inc.'
2. **Introducing...Circular Video!** Spectacles will connect directly to Snapchat via Bluetooth or Wi-Fi and transfers Memories directly into the app in the brand new Circular Video format. Circular Video closely matches the eyes' natural field of vision with a 115-degree field of view. Check out an example of what this will look like [here](#).
3. **Spectacles will be available first in a limited run (Fall 2016) and come in three beachy colors.** More GoPro than Google Glass, Spectacles are meant for fun and are similar in look and feel to regular sunglasses. Charge should last an entire day, but Spectacles will come with a wireless charging case. Users can capture their favorite outdoor moments while keeping their hands free for the good stuff.

SNAPCHAT
ANNOUNCES
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ENABLED
SUNGLASSES
~September 23, 2016

WHAT THIS MEANS FOR MARKETERS

Spectacles are rumored to be in users' hands sometime in Q4 2016.

Experts predict Spectacles will have a targeted release, distributed first to impactful social influencers before they are available to the masses. Utilizing this approach will not only build awareness of the product, but also minimize skepticism towards the products' look and feel and allow for a brief period of beta testing. Distribution to influencers will also make sponsorship opportunities quickly available.

Keep in mind that Snap Inc. has not clarified their distribution plan beyond saying that it would be non-traditional.

Aside from sponsorship opportunities, Spectacles hint at Snap Inc.'s intentions for a broader exploration of Augmented Reality and 360-degree video content creation. Many of Snapchat's current advertising opportunities restrict brands to vertical video, though [Sony Pictures](#) recently ran the first 360-video ad on Snapchat to promote their horror film *Don't Breathe*.

Though it is yet to be determined, Spectacles may open the doors to multiple advertising opportunities and formats, including horizontal and rotating video ads, or custom sponsorship of the Spectacles themselves.

RECOMMENDED READS:

[Snapchat Releases First Hardware Product, Spectacles \(The Wall Street Journal\)](#)

[Here's What Snap Inc.'s Spectacles Could Mean for Brands and Creators \(Adweek\)](#)

[Snapchat's Spectacles Are A Low-risk Move Into Wearables \(Engadget\)](#)

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