

Making the Case for Snapchat as the Platform for Real Friendships

Research as a Platform for Thought Leadership

Challenge: Prove that Snapchat Values Real Friendships



When people “realize that competing with their friends for likes” is not great, they’ll turn to Snapchat, which focuses on building connections with fewer people but actual friends.

– Evan Spiegel speaking to CNBC



Opportunity

- It's one thing to say Snapchat values friendships; we needed the data to back it up.
- While plenty of research had been done on romantic and familial relationships, a void existed when it came to friendship studies.
- We proposed a global friendship study to establish Snapchat as an authority on friendship.



Framing the Research

- We partnered with Snapchat to launch a global survey in nine markets around the world to better understand how culture, age and technology impact friendships.
- The research and findings served as a basis for Snapchat to show it as the platform that cares most about facilitating close relationships.
- The Hoffman Agency led the U.S. PR efforts and helped shape the research questions and approach to drive compelling stories.



Framing the Research

- Turns out there are several definitions of friendship; we homed in on “best friends” to shape our story.

- **Best Friend:** someone you share everything with.
- **Good Friend:** someone you rely on and can trust.
- **Acquaintance:** someone you are friendly with, but your relationship is not as deep or vulnerable.





Finding a Credible Expert

- To lend credibility to the study, we needed to find the “right” third-party influencer to help us tell the story:
 - ▶ No affiliation with another social networking company (we had to disqualify our first pick for this very reason)
 - ▶ Credentialed (a recognized friendship researcher; a Ph.D. was ideal)
 - ▶ Comfortable on camera (NBC’s “Today Show” was in our sights)
 - ▶ Writing chops (delivering a byline was a prerequisite)





Finding a Credible Storyteller

- Miriam Kirmayer, Ph.D., fit the bill:
 - ▶ A recognized authority on friendship who brought the added credibility as a clinical psychologist
 - ▶ Expert resource regularly quoted in top media, such as The New York Times, TIME and CNN



Our relationships should fuel and fulfill us. They should motivate us to be the best version of ourselves in every season of our lives — from the big (and sometimes scary) transitions to the everyday, ordinary moments.

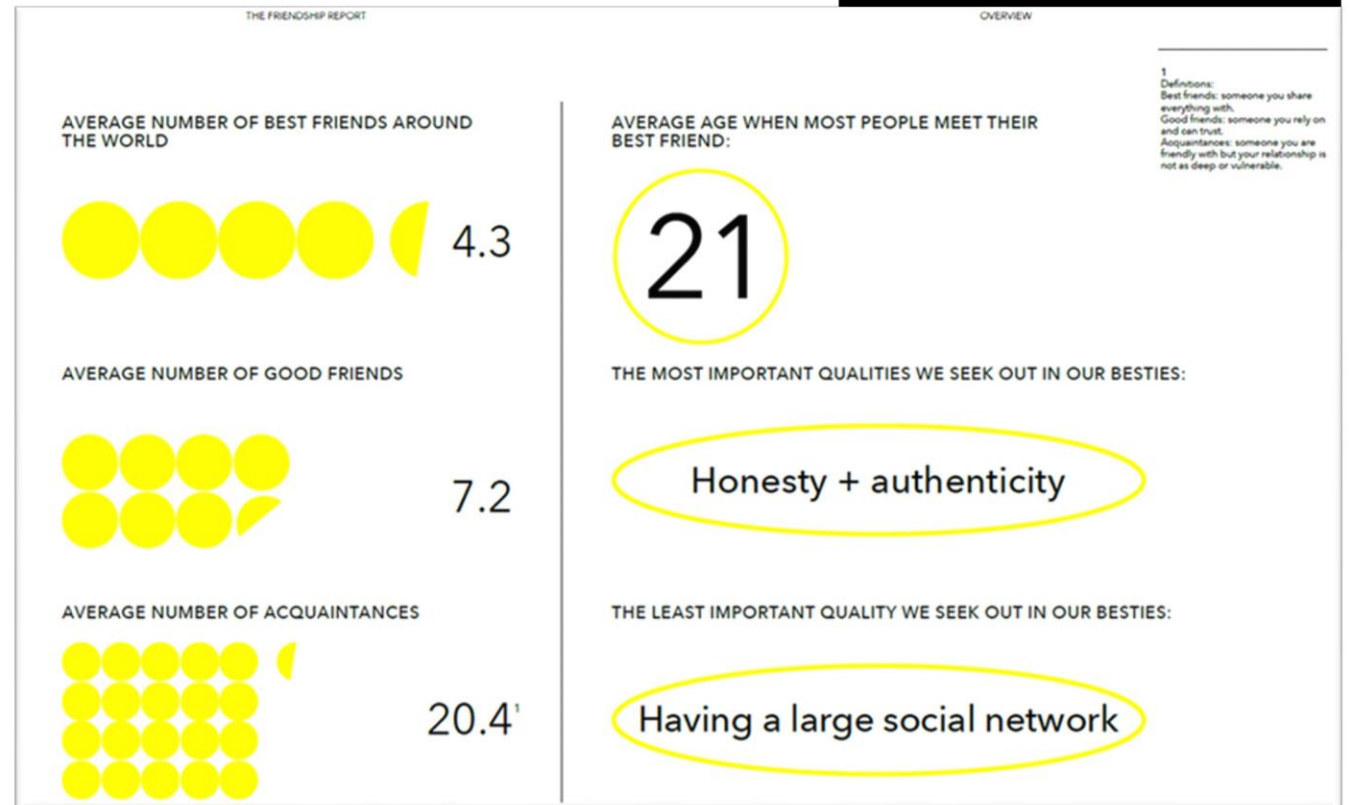
Miriam

Bringing the Story to Life



- After sifting through the 48-page Friendship Report, we teased out the newsworthy data points.

THE FRIENDSHIP REPORT





Bringing the Story to Life

- You can access the full report at <https://forbusiness.snapchat.com/blog/the-friendship-report>.





Bringing the Story to Life

- We packaged up provocative storylines and soundbites.
- We served as a gut check on Snapchat's presence in the research to ensure the content wasn't overly promotional.

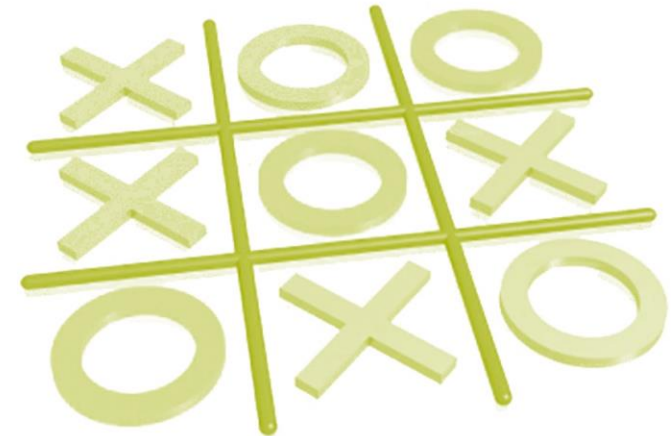
"It's about communicating with intent. It's about feeling connected in a meaningful way. It's not about frequency or necessarily medium, but about the feeling of being appreciated and seen for who we really are."

—MIRIAM KIRMAYER



Media Strategy

- Create buzz and drive media interest before the research is announced via embargo outreach.
- Drive home insights that are contrarian/surprising for maximum impact.
- Offer 1:1 interviews with Snapchat and third-party spokesperson to bring the research and story to life.
- Outreach to broad set of media, including consumer, lifestyle, business, metro dailies in top markets.



Making Headlines on the “Today Show”



- We homed in on NBC’s “Today Show” as a target for the research results.
- The Friendship study was featured on launch day on “Today with Hoda & Jenna” during the Forever Friends segment.
- The hosts discussed the results of the study and shared findings around the average number of best friends, good friends and acquaintances people have across the globe.



Not One, but **TWO** Segments on the “Today Show”



- We also pitched “Today with Hoda & Jenna” to feature the research as part of their Best Friend Friday series.
- We positioned therapist and friendship researcher Miriam Kirmayer as an on-air guest — securing a full interview segment.
- With Miriam’s interview locked in, Hoffman prepped her to highlight key findings and bring context to the research.



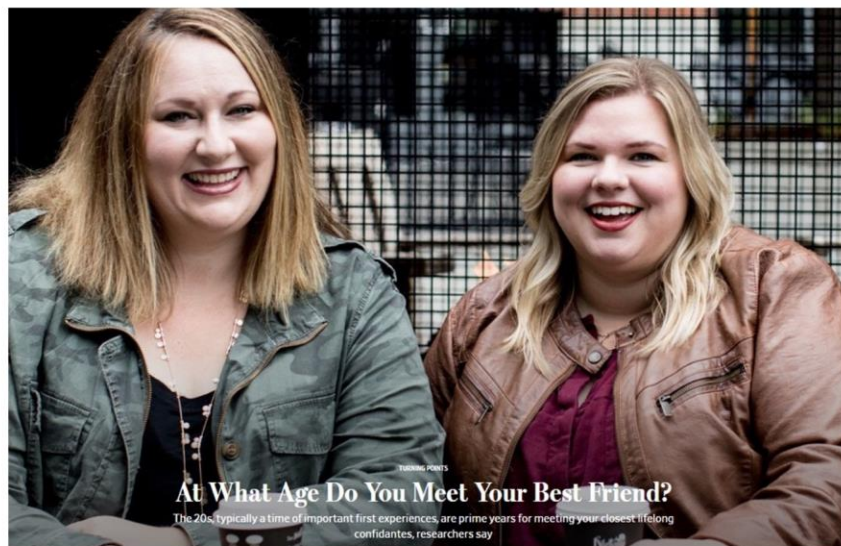
Placing a Signature Story with The Wall Street Journal



- We targeted WSJ bureau chief Clare Ansberry knowing she regularly covers relationships.
- After biting on our embargo pitch, Ansberry requested an interview with Miriam Kirmayer and Snap Inc. head of consumer insights Amy Moussavi.
- Ansberry wanted to build the story around the stat she found of particular interest: globally — most people meet their life-long best friend at the average age of 21.
- She gave us a 4-hour window to find a real-life example who was available for a phone interview that weekend.
- We sent out a mayday to our agency network and within 30 minutes struck gold with a coworker whose cousin and her best friend had met in college — at age 21.



THE WALL STREET JOURNAL.



SCENES OF A FRIENDSHIP: (clockwise from center) Rachel Collins, left, and Jen Corp at a college football game in 2003. Jen on her wedding day in 2010 with Rachel as matron of honor. They returned to their alma mater to watch Jen's younger sister graduate. In 2016, their babies were born 11 days apart. 'We just clicked,' says Rachel, with Jen at Halloween in 2010.

Placing a Signature Story with The Wall Street Journal

- The result was an in-depth article that ran online and in the most-read Sunday edition of the paper — above the fold in the Life & Arts section.

The Results Kept Coming

Scary Mommy

RELATIONSHIPS

This Is The Age Most People Meet Their Besties

Karen Johnson



mbgrelationships

FRIENDSHIPS

Here's How Many 'Best Friends' The Average Person Has

SocialMediaToday

Snapchat Launches 'Friendship Report' to Highlight the Importance of Close Connections

ROMPER

How To Make Mom Friends, According To An Expert



ADWEEK

DATA & INSIGHTS

Snap and Protein Agency Examined What Drives Friendships Around the World

The average social circle consists of 4.3 best friends, 7.2 good friends and 20.4 acquaintances

By David Cohen | June 25, 2019



U.K. photographer Antonio Olmos captures a series of portraits of subjects before and after speaking to their friend
Antonio Olmos courtesy of Snap Inc. and Protein Agency

Let's connect

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