

# Jolly Rancher



## OBJECTIVE

Stimulate increased conversation & engagement with users of Snapchat

## EXECUTION

Leveraged Snap 'Profiles' to banter with teens. Sympler's tech allows brands to chat with consumers 1-to-1 at scale.

## RESULTS

Over 6m impressions, 3m engagements, a 89% engagement rate and 164K new followers of brand's Snapchat profile