



**Advertising Financial Services
to Youth via Snapchat
Financial Services**

In December 2020, RBC announced that they are partnering up with Snapchat for their [Future Launch at Home](#) youth campaign.



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Future Launch at Home is an online version of their youth program, which provides resources for skill development, networking, work experience, and mental well-being.

The screenshot shows the RBC Future Launch at Home website. At the top, the title "RBC Future Launch at Home" is displayed in blue. Below it, the section "Our at Home Resources" is underlined. A paragraph states: "Learning doesn't stop during difficult times. Stay engaged, connected and empowered through virtual opportunities." Under the heading "I'm looking for opportunities on:", there are four filter buttons: "Skills Development", "Networking", "Work Experience", and "Mental Well-Being". The "Skills Development" filter is selected. The search results show "67 Results" and a "Sort by: Most Recent" dropdown. The first result is titled "Build Tech Skills for the Future" with a "Skills Development" tag. The result description reads: "Explore free pathways to learn new skills in Cloud, AI, Machine Learning and more. Master new concepts at your speed and on your schedule. Develop practical skills through fun, interactive modules and paths on Microsoft Learn." Below the description, it says "By Microsoft Canada".

The program targets youth between the ages of 13 - 35 years old, and covers topics such as financial literacy, interpersonal skills, career support, internships, and more.

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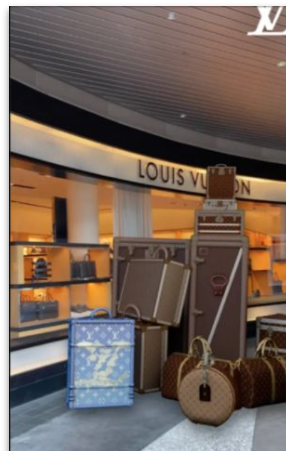
There are three main types of Snapchat ads:

Filters



Apply a filter to a photo or video with your brand logo or slogan.

AR Lenses



Augmented Reality lenses allow you to create 3D images that appear in the user's camera.

Collection Ads



Collection ads allow brands to show a series of products and link to a product catalog, making the ad dynamic.

The Snapchat Future Launch campaign consists of four videos and an Augmented Reality Lens.

Four Snapchat Videos



Augmented Reality Lens



Four short videos about finding employment during a pandemic.

Topics include: how to gain new skills, enhancing your mental well-being, how to get work experience, and how to grow your network.

RBC currently has 16 snapchat lenses dating back to 2017 for Canada's 150th year anniversary.



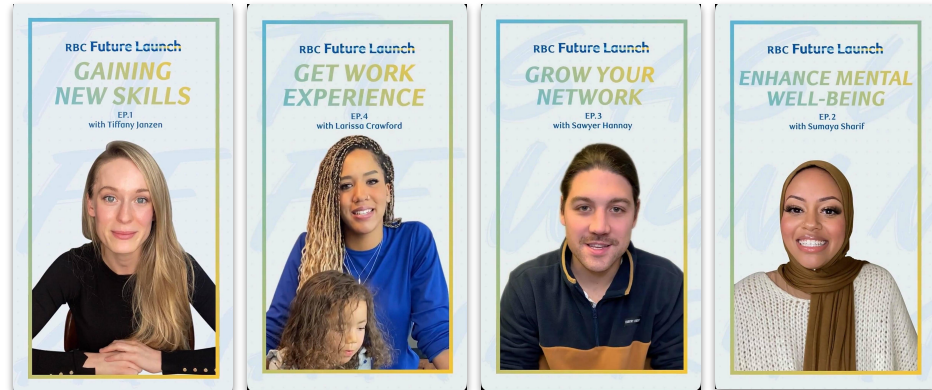
Top Categories for Lenses Include:

- Celebrations & Events (i.e: 2018 Olympics and Canada 150)
- RBC Future Launch Program
- Games

Specifically for the Future Launch campaign, RBC created one Snapchat lense for each episode. All lenses included an “RBC Future Launch” logo for brand awareness.

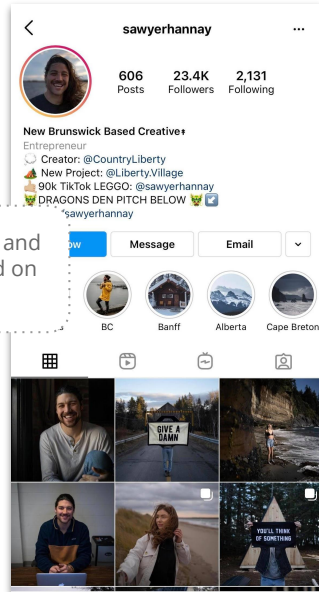


RBC currently has four episodes uploaded on Snapchat, which is a part of their “Building Confidence” series for the Future Launch at Home program.

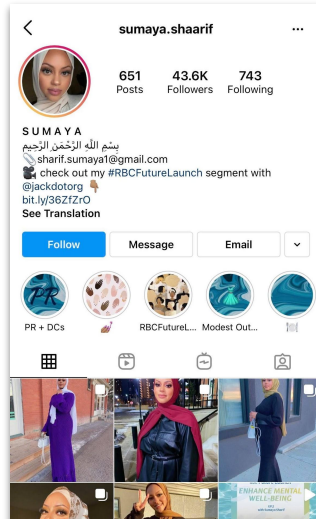


Building Confidence series worked with four influencers/community leaders and covered four topics: Gaining new skills, Work Experience, Networking, and Mental Well-Being

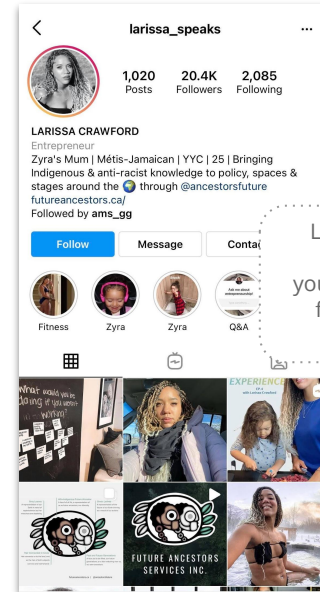
RBC partnered up with micro influencers for each Snapchat episode. The influencers also uploaded the same Snapchat episode onto Instagram to increase reach.



Sawyer is an entrepreneur and creative, who was featured on Dragon's Den.

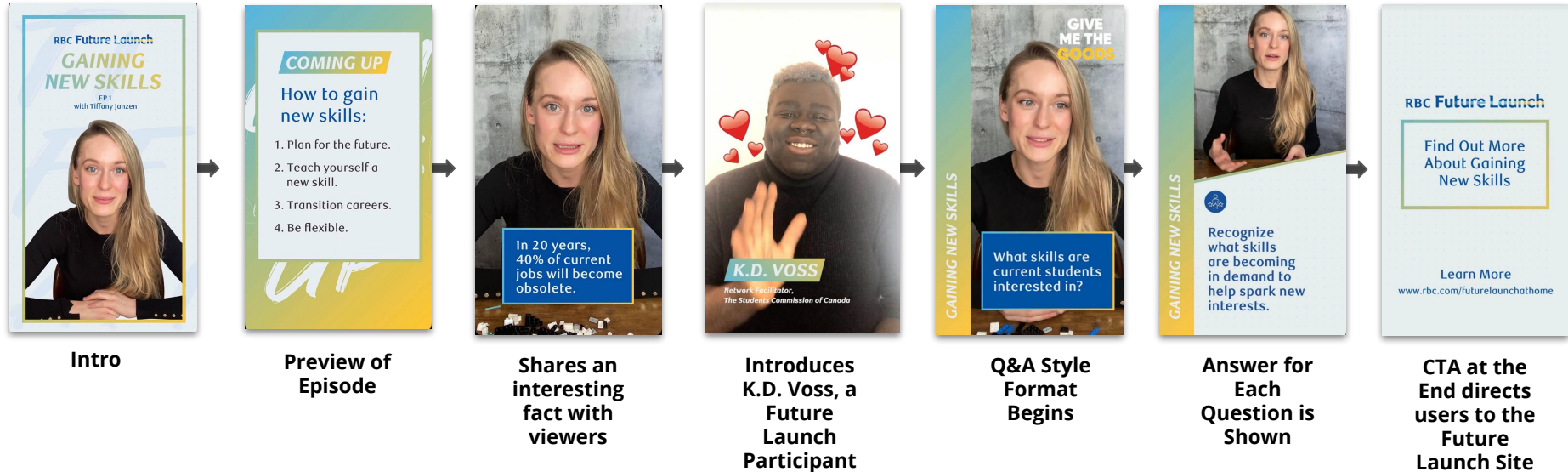


Sumaya works at Jack.org which is an NPO that helps youth with mental health issues.



Larissa works at Future Ancestors which is a youth-led social enterprise for climate justice and anti-racism.

For each episode, the host interviewed a Future Launch participant and answered commonly asked questions in a Q&A style format.



Key Takeaways

From the Advertising Financial Services to Youth via Snapchat Case Study:

Organic & Paid Social Tactic — Create Educational Content: RBC produced four videos on Snapchat with educational content that covered four topics: gaining new skills, work experience, networking, and mental well-being. Viewers are more likely to watch videos where they can learn a new skill, which can help increase the view through rate for your video content. Providing these services allows RBC to develop a long-term relationship with the younger demographic.

Organic & Paid Social Tactic — Simplify Education by Using Videos: Transform your text-based articles into videos. Snapchat episodes allow brands to break up the video into bite sized pieces, allowing the viewer to digest the content more easily.

RBC introduced a Q&A format into their educational videos, which made the video seem more engaging and less like an instructional video. Be creative in the way you introduce education to your viewers!

Influencer Tactic — Partner Up with Community Leaders: When posting educational content, viewers are looking for people that are experts in various topics. RBC strategically chose community leaders and entrepreneurs who have made a direct impact on society to educate students about gaining new skills and work experience.

Reach out to micro influencers in your community who have shown that they are experts in their field and have influence on their audience and local community.

Paid Social Tactic — Experiment with New Platforms: When launching ads in new platforms such as Snapchat, take advantage of their unique features rather than simply repurposing content from other social media channels. For example, RBC created four augmented reality lenses to support their campaign, which is a feature that is unique to Snapchat.