

Snapchat Filter

– Case Study –

Rapid City Rush Hockey



Overview

We created placed a custom geo-based snap chat filter at the Rapid City Rush First Responder's Night game. The filter was places around the ice arena for just the hours leading up to and of the game. The results were impressive in just three short hours...

Results

105 uses



315 swipes



7,200 views

Black Hills Regional Eye Institute



Overview

Glasses and contacts can get in the way of your favorite rodeo events, so we created a custom snap chat filter to use at Rodeo Rapid City performances during the 2020 Black Hills Stock Show & Rodeo. The snap filter was active only during live performance so spectators could capture their favorite moments.

Results

941 uses



2,700 swipes



76,000 views

Hart Ranch Camping Resort



Overview

Hart Ranch Camping Resort puts on legendary rodeos every Wednesday night in July and August. Our rodeo fans are great at sharing the event on social media, so we created a fun filter that engaged the crowd to let their friends and family know they were at Wild West Wednesday.

Here is the results from just one Wednesday night, when the events attendance was just at 2,000 spectators.

Results

205 uses



578 swipes



5,000 views

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LET'S WORK TOGETHER

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