

Press release

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Salt pioneers Snapchat advertising in Switzerland

Similar to our BeCuriousTV campaign "Show Me Your Mobile Film", Salt is pioneering new communication means by becoming the first Swiss company to mark its presence on the fastest-growing social media platform of the moment: Snapchat.

For two weeks starting on November 29th, Salt is experimenting the disruptive features of Snapchat to engage with its audience and promote one of its Christmas specials – the Online Christmas Deal: Plus Swiss at half price for CHF 29.–/month instead of CHF 59.–. The 10-second video ad is built using content filmed with smartphones by young creative talents.

On Saturday – 3 December, for 24 hours, Snapchatters will have the possibility to use a unique "Lens" – specifically configured by Salt for this occasion – and share a short clip or selfie with embedded real-time effects that use face detection technology. These lenses are known to significantly drive interaction among Snapchat's audience.

Indeed, by means of "snaps" that vanish after having been watched, Snapchat stands for an ephemeral video messaging service that caters to Millennials' daring and venturesome communication needs. The platform also offers ample space for brand communication.

Stay tuned, engage and share the Salt Lens this coming Saturday. And don't miss the exclusive Christmas deal on salt.ch/xmas.

More information:

media@salt.ch, salt.ch, [facebook.com/Saltmobile](https://www.facebook.com/Saltmobile),
twitter.com/Saltmobile_DE (in German), [youtube.com/saltswiss](https://www.youtube.com/saltswiss)

About Salt Mobile SA: Salt is personal, simple, sincere and efficient. The mobile network of Salt has been rated as "very good" for the second time by "Connect" magazine. With Plus, Salt offers the best flat rate subscription including full 4G+ speed in Switzerland. Salt customers can surf on the fastest available internet connection, including 4G+, at up to 300 Mbit/s – at no extra cost. Salt Mobile SA in figures: 2.024 million customers (as at 31/12/2015) – more than 80 Salt Stores – 4G coverage of 94% of the population of Switzerland. Salt Mobile SA is fully owned by NJJ.