Snap's Lens on 2021

'Tis the season to celebrate the Lenses that transform your world.

Every day, people use Snapchat to express themselves, live in the moment, and learn about the world around them — and 2021 was no different. Lenses inspire our community, help them connect with their closest friends, and discover endless possibilities through our Camera.

With over 6 billion plays per day on average, Lenses offer a unique window into the year's cultural moments, achievements in AR innovation, and trends that made a lasting impact. Join us as we celebrate our community and the 2021 Lenses that revolutionized the way Snapchatters create, explore, learn, and play.

The Future of Shopping is Here

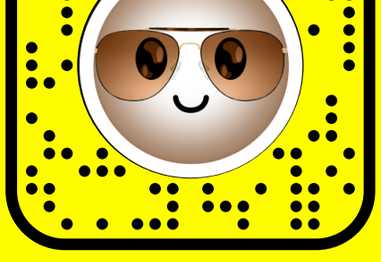
Because AR is the new dressing room.

> ***Earlier this year, Zenni optical drove a 7.9x return on ad spend with their Shoppable AR try-on Lens.***

AR is the future of shopping — it can help visualize not just how a pair of sunglasses looks, but how it looks on you. Going beyond today's online 2D shopping experience, AR makes trying on clothes completely custom. From Prada to MAC Cosmetics, there are so many ways to express your style and get your hands on the most covetable items of the year.

Prada: Using **gesture recognition capabilities,** shoppers use their hands to swipe through different purses, and can checkout when ready to buy.

Farfetch Off-White: Using **new voice-enabled controls,** check out a range of jackets from Off-White by just saying what color you like best.



Zenni: TrueSize Technology is changing the eyewear game, so shoppers can try AR eyewear and accessories that look just like the physical items.

OTHER GLOBAL FAVORITES...

Powder Kiss Lip by MAC Cosmetics

Piaget Polo by Piaget

C-BEAR DRESS by Popul AR

Dior 'B27 Sneakers by Dior

Essie Expressie by Essie

Venus In Furs by Barbara Barliani

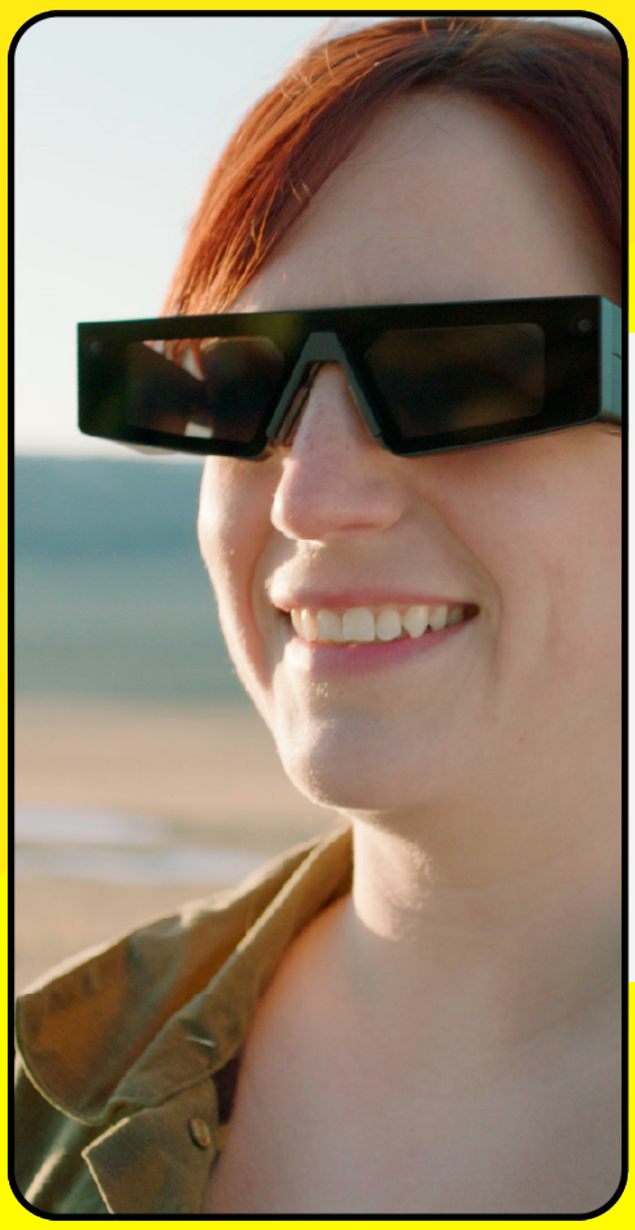
Sneaker 0 by London Design Museum

Cutting Edge Tech

Pushing the boundaries of AR— everyday.

Over the years, we've taken some of the most innovative technologies and applied them to AR. Concepts that many consider futuristic are actually being used by millions of Snapchatters each day, built by our thriving community of AR experts. From learning American Sign Language to transporting yourself to the Arc de Triomphe in Paris, the experiences are endless.

Fingerspell: Using **artificial intelligence** from SignAll that tracks hand movements to translate American Sign Language, these Lenses teach you how to fingerspell common words, phrases — and even your name.



Reimagining Road Trips with AR: Lauren Cason gives new life to old spaces with AR by taking the simple concept of local road signs to a whole new level with the help of next generation of Spectacles.

The Final Christo: Original Works for The Arc de Triomphe: Art lovers can transport themselves to Paris and experience Christo's Landmarker installation, L'Arc de Triomphe, Wrapped — even if you didn't get the chance to see it in person — thanks to this **portal Lens.**

OTHER GLOBAL FAVORITES...

Avatar by Snap

Halloween Kills by Snap

Cheetos 'Snap to Steal' by Cheetos

Dance Twin by Mike Porter

Wand Duel by Allan Yde

Invisible by Snap

OG MetaJacket by RTFKT STUDIOS

What's Poppin'

You couldn't have missed it.

With over 500 million monthly active users, Lenses offer a unique window into the year's cultural moments and trends. This viral list — featuring everyone's favorite 'Little Bernie' all the way to Squid Game — is a glimpse into the memes, content, and characters that took the world by storm in 2021.

Little Bernie: Bernie Sanders became an instant sensation when he was caught sitting cross-armed in knit mittens at the Inauguration. Amélie Tremblay brought 'Little Bernie' to the people, letting you place him anywhere you want using AR.

Squid Game: The obsession with Netflix's Squid Game was impossible to miss! Squid Game-inspired Lenses, like Ian Runge's, were trending, **generating tens of millions of impressions** across Snapchat and Spotlight.

3D Cartoon: From celebrities to pets, the world simply couldn't — and wouldn't — stop turning themselves into a cartoon character. The Lens has been **viewed over 7 billion times!**

OTHER GLOBAL FAVORITES...

Photo Crop by Denis Rossiev

House of Gucci by Ignite XR

Smile by Snap

Remove Beard by Snap

Fire Glasses by Snap

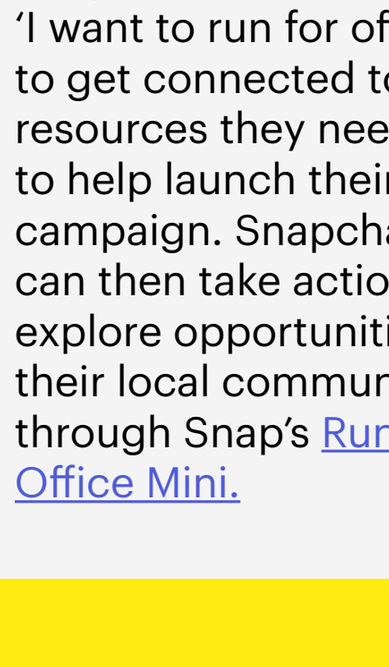
Body Tattoo by Snap

Comics Style by Snap

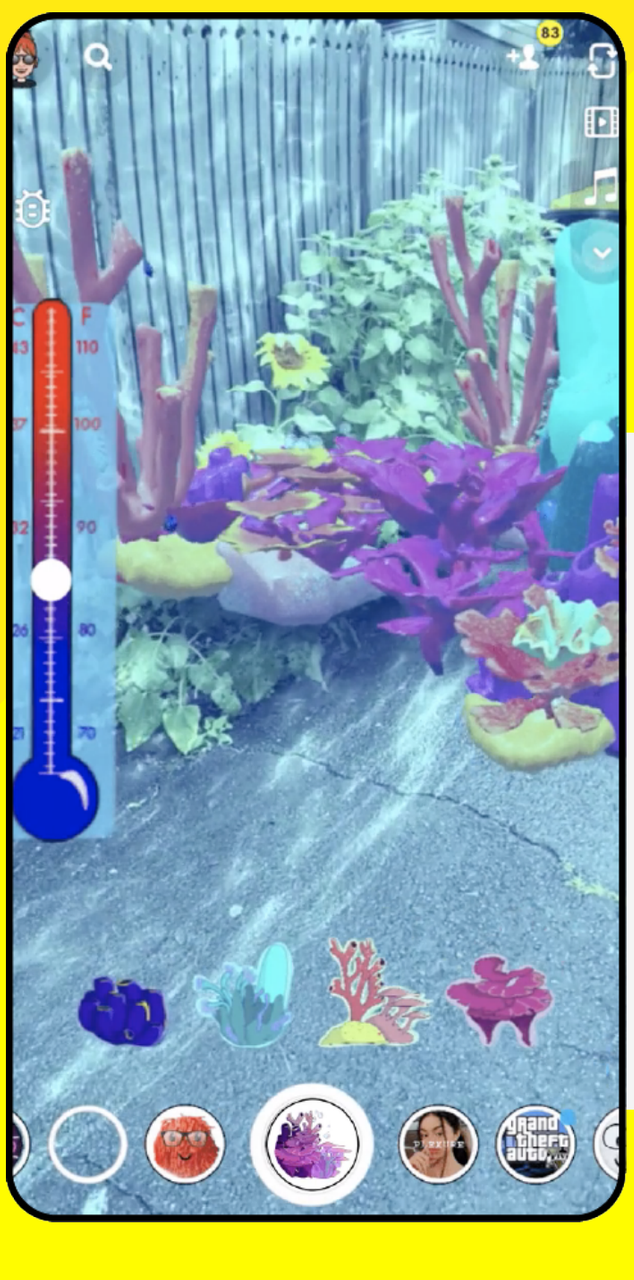
Do Good

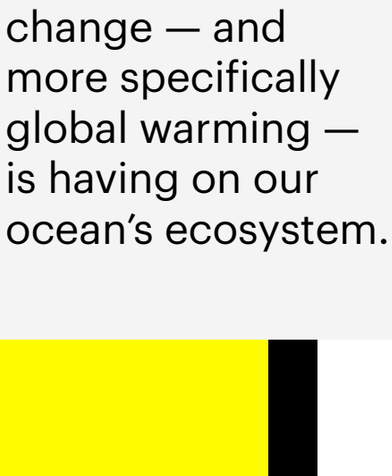
Lenses with you — and the world — in mind.

The [Snapchat Generation] cares about the world around them, and Lenses are a way to engage with the issues that are important to them and their friends. From helping Snapchatters see themselves as the next generation of leaders to expanding awareness around climate change and the dangers of fentanyl, our Camera played an important role in driving social change.

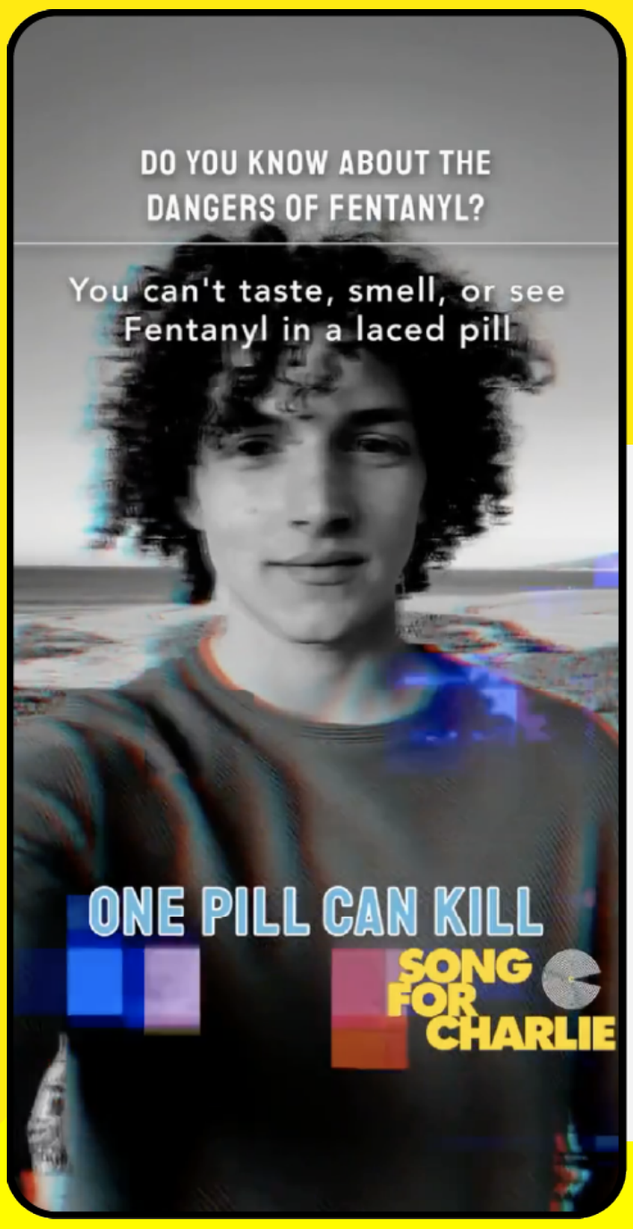


[Run for Office:] Through **voice activation technology,** a Snapchatter can declare 'I want to run for office' to get connected to the resources they need to help launch their campaign. Snapchatters can then take action and explore opportunities in their local community through Snap's [Run for Office Mini.]





[Bleached Seas:] [Helena Papageorgiou] uses AR to show us the impact climate change — and more specifically global warming — is having on our ocean's ecosystem.



[Song for Charlie:] In partnership with [Song for Charlie,] our Lenses help raise awareness of the dangers of fentanyl and counterfeit pills, and encourage Snapchatters to take the "No Random Pills" pledge.

OTHER GLOBAL FAVORITES...

[White House COVID-19] by [The White House]

[BlackBritishPlayer] by [Kugalimedia]

[Monumental Perspectives] by LACMA

[Yes I Donate - NHS Organ Donation] by Snap

[BlackSoul Gallery] by [Leighton McDonald]

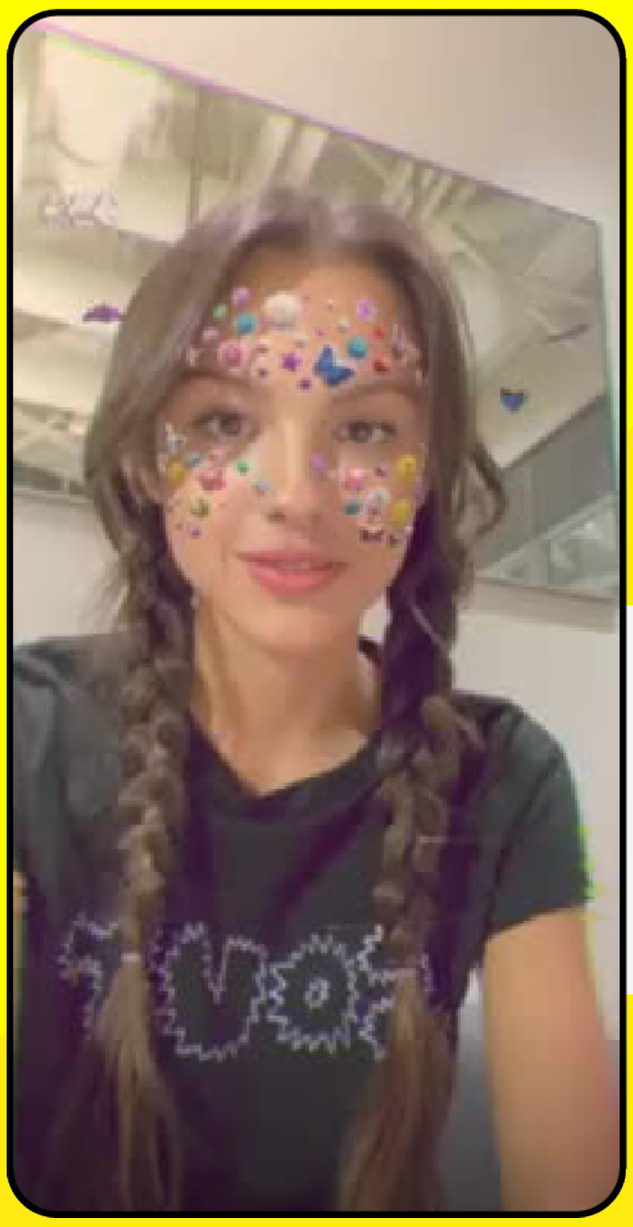
[Celebrate Earth Day] by Snap

[Club Unity] by Snap

Turn Up The Volume

Say it with a Sound.

Sounds on Snapchat have been a hit, with more than **1.2 billion video Snaps created and 77 billion views** since the feature launched last year. We're changing the way our community listens to and discovers new music, enabling real friends to recommend and share music and create entertaining video content together. From J Balvin and Olivia Rodrigo, to emerging artists like Julia Wolf, there were no shortages of hits:



Sour, Olivia Rodrigo: This Lens featuring Olivia Rodrigo's "Sour" stole the hearts of many.

Una Nota, J Balvin: The "Una Nota" Lens was made by Blnk and later added as a Lens available on J Balvin's Snap Star profile.

Big Poppa, Notorious B.I.G: Made by Blnk, this Lens took Notorious B.I.G's "Big Poppa '' to new heights.

OTHER GLOBAL FAVORITES...

"Psycho" by Dixie D'Amelio

"star-crossed" by Kacey Musgraves

"Cold Heart" by Elton John & Dua Lipa

"Happier Than Ever" by Billie Eilish

"Smile" by Wolf Alice

"Juicy J Locs" by Juicy J

"Hoops" by Julia Wolf