

Glade & Disney's *The Nutcracker* Snapchat Filter

Objective

Devise a Snapchat filter for Glade to promote their Nutcracker scents during the 2018 holiday season.



1



By default, the filter will give the subject a face-tracked hat, mustache, makeup, and mechanical mouth lines. A soft, strings-only version of Dance of the Sugar Plum Fairy will play in the background.

2



When the user opens their mouth, the mechanical jaw will drop, making a satisfying wood block sound. Scent cues and instruments appear from the bottom of the screen. Opening the mouth also intensifies the music, which returns to normal when the mouth is closed.

3



Middle frame.

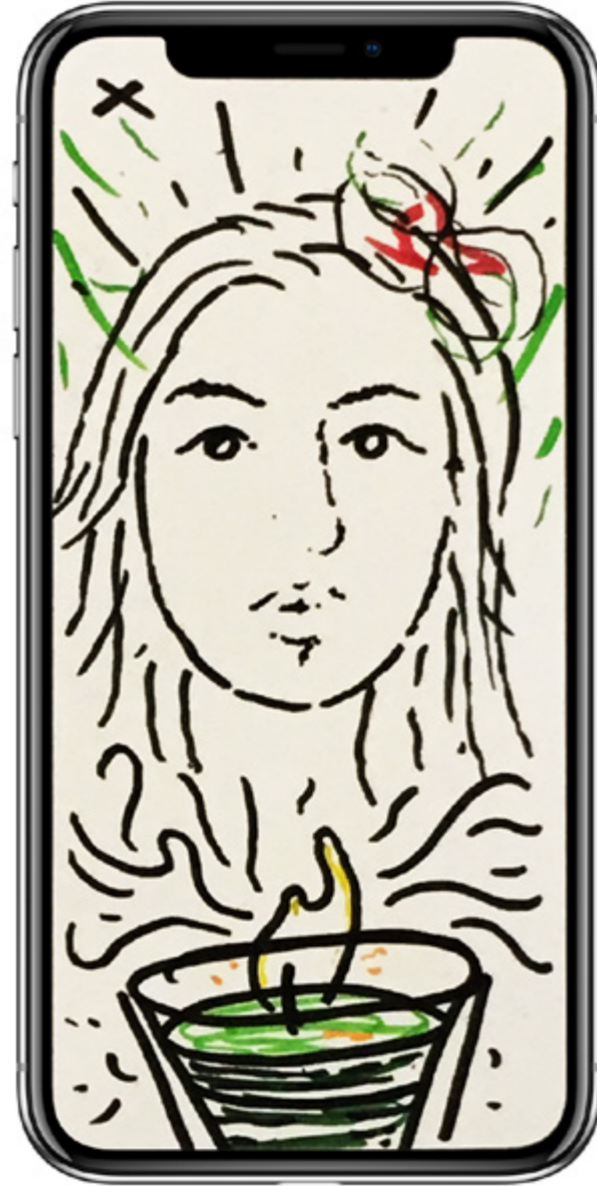
Concept 1

The Nutcracker

1



2



3



Beautifying filter. A candle appears at the bottom of the screen, the user blows the candle, and they become magically adorned with a bow. At the same time, the background and foreground are filled with scent cues relevant to the featured candle.

Candle color and additional scent cues cycle when the user blows the candle again.

Concept 2

Childhood Magic

1



2



3



Remaining collection choices.

User selects a theme from a selection screen divided in 4, for each scent in the collection. They are animated with a hat, mustache, and nutcracker-style mouth.

Opening their mouth allows the filter to intensify music, and prompts scent cues to fill the screen.

Concept 3

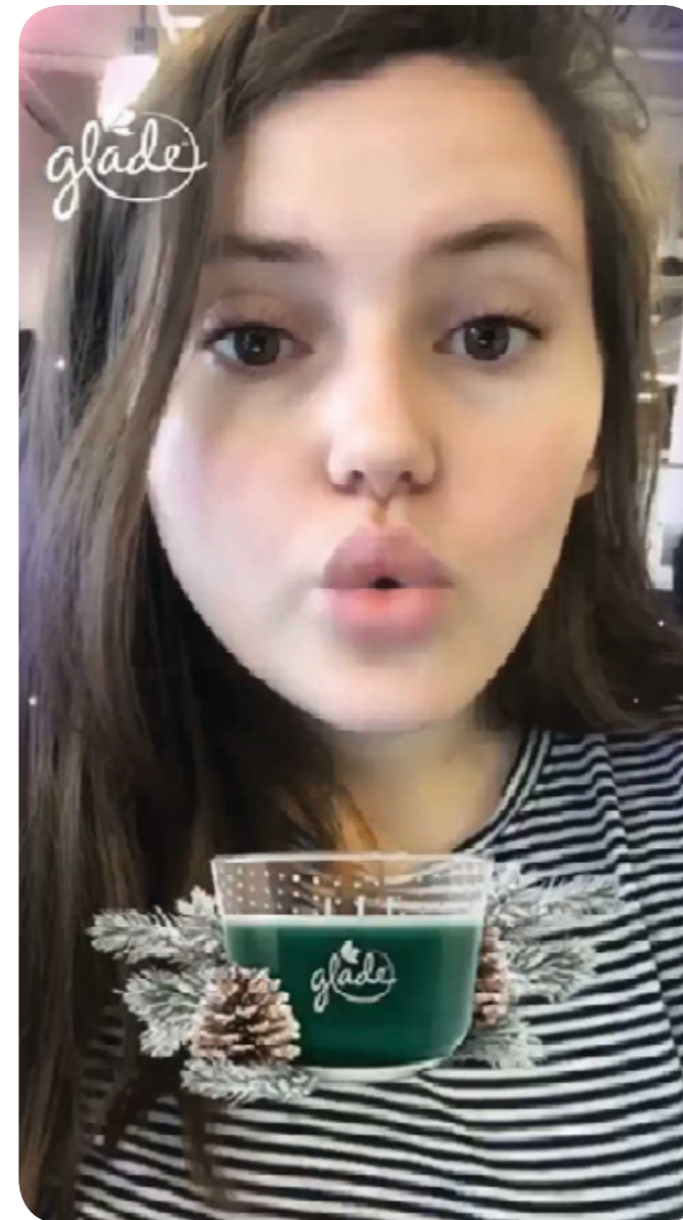
Nutcracker + Childhood Magic Hybrid

4



Glade chose Concept 2, *Childhood Magic*.

Filter officially ran from
November to January, 2018-19.



See the filter in
action on my site,
click [HERE!](#)

Final Product