**"Gilmore Girls" Snapchat Push was Slam Dunk for Netflix**

Netflix touted its reboot of "Gilmore Girls" by transforming 200 cafes into Luke's Diner from the show, with coffee cups containing Snapcodes. The one-day event was seen by more than 500,000 people on Snapchat.

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<http://www.adweek.com/news/technology/netflixs-gilmore-girls-pop-coffee-shops-were-massive-hit-snapchat-174248>