**P&G Leverages Snapchat, Geotargeting to Attract Millennials**

Procter & Gamble turned to Snapchat to market CoverGirl's limited-edition "Star Wars" lines to millennials, using geofilters to target consumers who come in close proximity to one of the Ulta stores stocking the collection. "It's not about historical or behavioral benchmarks. It's more about she's likely to seek out and discover the proposition that we're offering in the place we're offering it," P&G's Eric Rose said.

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[***http://adage.com/article/cmo-strategy/p-g-tying-snapchat-ads-store-sales/301405/***](http://adage.com/article/cmo-strategy/p-g-tying-snapchat-ads-store-sales/301405/)