

2018

Snapchat: Sean Mills

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Recommended Citation

Turpin, Mollie, "Snapchat: Sean Mills" (2018). *Media Company Leader Presentations*. 19.
<https://scholarworks.bgsu.edu/mclp/19>

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Sean Mills

Snapchat: Head of OC

Mollie Turpin

Sean Mills beginning..

- Boston College with a degree in philosophy and political science
- Wall Street investment bank
- The Onion
- Nerve.com
- Now This media

What is Snapchat?

An app that allows you to send pictures and videos that will “self destruct” after 10 seconds (unless you have crappy friends)

You can also post on your stories

Snapchat

Sean Mills became Head of Original Content in 2015.

The discover feature also came out in 2015

Discover Feature

What is this feature? Stories for brands

The brands that launched as partners have an enormous relationship with Snapchat.

45% of Snapchat's users are under 25

Jobs within brands for discover app

Favorite?

Geofilters

Sean Mills was also apart of the geofilter creation

Take a snap

Management philosophy

Creativity first

“we have such a ridiculous amount of respect for what we do creatively. So nobody wants to be the person that tries to sell it out in any way, or whore it out for some advertiser in the wrong context”

Higher Numbers

The Onion - Increased readership from 2 to 8 million monthly readers

Now This - Increased monthly video views from 150K to 60 million in one year

Snapchat - There are now over 100 million users, nearing 200 million

Summing up

- Social media can be competitive - not for Mills
- Stay creative
- Don't DM him