

**PRESS RELEASE:**

**SNAP HOW IT FEELS TO LOVE MONDAYS**

reed.co.uk has partnered with Snapchat to release a 'Love Mondays' themed lens.

The industry-first innovation, which is available to Snapchat's audience of more than 16 million daily users, is part of reed.co.uk's repositioned brand advertising campaign, built around the headline, 'That's how it feels to Love Mondays'.

Targeted at 18-24 year olds in the UK, the lens will be live on Sundays, Mondays and Tuesdays until mid-February.

reed.co.uk's multi-channel campaign launched at the start of the year and features all-new TV ads now running on ITV, Channel 4 and Freeview channels, as well as a variety of catch-up services. Outdoor advertising in London and promotion across a range of social media platforms ensures the campaign achieves maximum exposure throughout January and February.

**Sample Snapchat filters:**



**Speaking about the Snapchat lens, Michael Cheary, Content & Social Manager at reed.co.uk, comments:**

*"We really wanted to communicate how it feels to love Mondays in a fun, innovative way – and a Snapchat lens is the perfect way to do that.*

*"Bringing the brand to life on Snapchat enables us to target and engage with a younger audience of jobseekers. We've seen a really positive response to the lens so far, with thousands of shares amongst Snapchatters already.*

*"The tone of the new campaign and the use of Snapchat's clever technology and targeting is a great win for the brand and ensures we're positioning reed.co.uk as a positive, effective and relevant source of new jobs - giving everyone the chance to experience how it feels to Love Mondays."*

**-ENDS-**

#### **Notes to Editors**

For further information, contact [reed@thephagroup.com](mailto:reed@thephagroup.com)

#### **About REED**

**REED is the largest family owned recruitment company in the world with an annual turnover of £1.2 billion**

reed.co.uk is now the #1 digital job site in the UK and Europe. Formed in 1995 as the first of its kind to be offered by a recruitment agency, the site now features over 250, 000 new jobs at any time.

These include private and public-sector employers, leading recruitment agencies and consultants from REED's network of 350 global offices.

REED receives 40 million job applications every year and has helped more than 150,000 long-term unemployed people get back into work. James Reed was appointed Chief Executive in 1997 and Chairman in 2004.

**[www.reed.co.uk](http://www.reed.co.uk)**