

Beekman 1802's Iconic Goats Star in New Snapchat AR Lens

Skincare brand Beekman 1802 wants to get Snapchatters' goat.

The company started on the historic Beekman farm 12 years ago, with 100 goats, and goat milk is the base for its products.

The company recently rolled out its new probiotic skincare products at 400 Ulta Beauty stores nationwide, and it turned to its goats to help battle the challenges of doing this during a pandemic.

Beekman 1802 teamed up with Fishermen Labs on a Snapchat augmented reality lens that turns shoppers into goats, giving them floppy ears and adorable noses, while showing them what their skin will look like after using its new probiotic skincare products.

Beekman 1802/Snap Inc.

When the camera on the Snapchat application is flipped into world view, a goat appears out of thin air and struts up and down the aisles of the store, or wherever the user is.

Beekman 1802/Snap Inc.

The lens has tallied some 2.6 million impressions to date.

Beekman 1802 CEO Tomei Thomas said in a statement, “There’s no handbook on how to launch a new skincare range at a major retailer during a pandemic. Our goal was to find a fun and interactive way to introduce Ulta Beauty shoppers to Beekman 1802, our farm and 100 goats. So, we used AR to turn Snapchatters into goats with glowing skin and gave them a goat of their very own to play with around the store. With the Lens, which garnered 2.6 million impressions, and the truly engaged Ulta guest, we doubled sales projections at launch and sold out product, making our clean, probiotic skincare launch one of Ulta Beauty’s most successful of 2020.”

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