

USAA Brings Poppy Wall of Honor to Snapchatters via AR Lens



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USAA created its first-ever Snapchat augmented reality lens just in time for Memorial Day Weekend.

USAA/Snapchat

The insurance and financial services company, which serves military members and their families, will honor the lives of fallen military members via AR, bringing its annual Poppy Wall of Honor experience from its physical location on the National Mall in Washington, D.C., to Snapchatters' phones, as well as to a dedicated website.

Poppy Wall of Honor pays tribute to the men and women who made the ultimate sacrifice while defending the U.S. and, once Snapchatters dedicate poppies, they will be added to the digital memorial.

The campaign was inspired by World War I poem "In Flanders Fields," and USAA noted that the poppy has an international

symbol of remembrance since 1920.

The Poppy Wall of Honor has come to the National Mall for the past two years to enable visitors to learn more about the more than 645,000 military service members who lost their lives in conflicts.

When Snapchat users are in selfie mode, they will see the poppies from the wall bloom and transform into a single poppy on their lapel, representing a symbol of remembrance for fallen service members.

USAA/Snapchat

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In world mode, with the camera facing forward, a digitally recreated version of the Poppy Wall of Honor will be displayed, and tapping that wall will enable users to dedicate their own poppies to fallen loved ones.

USAA/Snapchat

The lens also includes a link to more information about the history and significance of the campaign.

USAA CEO Wayne Peacock said, "During today's trying times, we are inspired by all of the acts of heroism around us. Those heroic acts serve as a reminder that Americans have always triumphed through adversity because of their willingness to sacrifice for something larger than themselves. We owe a debt of gratitude to those who have put their lives on the line during the Covid-19 pandemic. This Memorial Day, even as we remain physically separated, we ask our country to come together as they do every year and honor the memory of those who gave the ultimate sacrifice to defend the freedoms we hold dear."

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