



Oxygen Celebrates 30 Seasons of Women Losing It With 'Snapped'

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Oxygen delves back into stories of women who've been "triggered," who have "snapped," who are "plain evil" and "all sorts of crazy," with the 30th season of signature true-crime series *Snapped*. The series dives into high-profile cases of women accused of murder.

For the season launch campaign, Oxygen reached out to frequent marketing partner Miami-based 2C to produce the above launch promo as well as a five-minute featurette on *Snapped*'s fan base and position as a social-media mainstay.

2C gave the campaign a cult-classic vibe by using black-and-white footage with collage-style overlays highlighted by hints of the bloody hued *Snapped* red fans have come to know. Tapping into archival images, video and audio bites as well as footage from the forthcoming season, the spot reminds viewers of what happens when some women have simply had enough .

"*Snapped* has always been ahead of its time in identifying stories people want to watch, and it's become iconic in the true crime landscape," said 2C President and Owner Chris Sloan in a statement. "With Oxygen becoming a true-crime destination, we wanted to own that identity and start the 30th season off with a

sensory and visual experience that really upped the ante from seasons past."

"Whether it's fans debating the 'best episode ever' at CrimeCon or viral videos about the series-we know true-crime fanatics are obsessed with Snapped," said Oxygen Creative Director Andrew Killoy, also in a statement. "Our campaign features fan-favorite episodes, as well as brand-new cases from Season 30 that will undoubtedly be the subject of future 'best episode ever' debates."

Season 30 of Snapped premieres Sunday, Oct. 10 at 6 p.m. ET/PT on Oxygen.

CREDITS

Client: NBCUniversal's Oxygen Media

SVP, Creative: Jeff Blackman

Senior Creative Director: Yanik Archer

Creative Director: Andrew Killoy, Jamie Slomski

Project Manager: Christine Elliker, Debra Mower

Editorial Director: Gina Pace

Design Director: Travis Spangler

Editor, Marketing: Jason Kichline

Featurette Host: Stephanie Gomulka

Launch Voiceover: Bumper Robinson

Mixer: Jon Dickson

Agency: 2C

President/Owner: Chris Sloan

VP, Operations: Bob Cobb

Creative Director/Writer: Cheryl King

Creative Producer/Writer: Samantha Storey

Video Editor: Stephen Lentini, Jesus Martinez, Adam Cronan

Designer/Animator: Aaron Magee

Sound Design/Mix: Cesar Haliwa, Andy Stermer