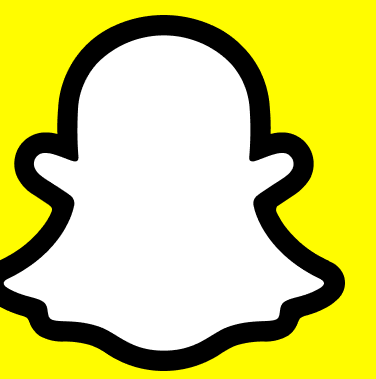
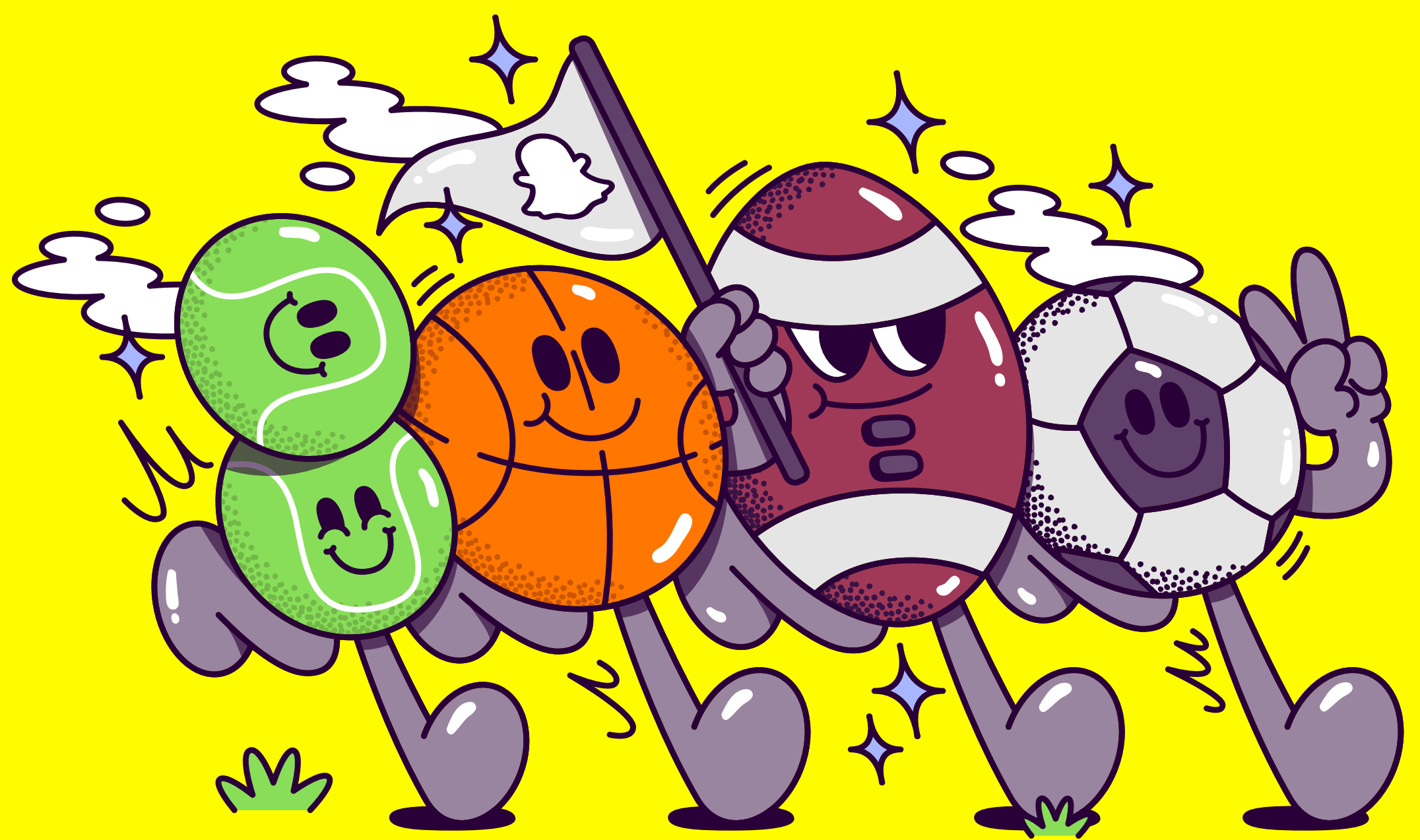


# WHERE THE FANS ARE



Find out how you can make every moment matter in 2024



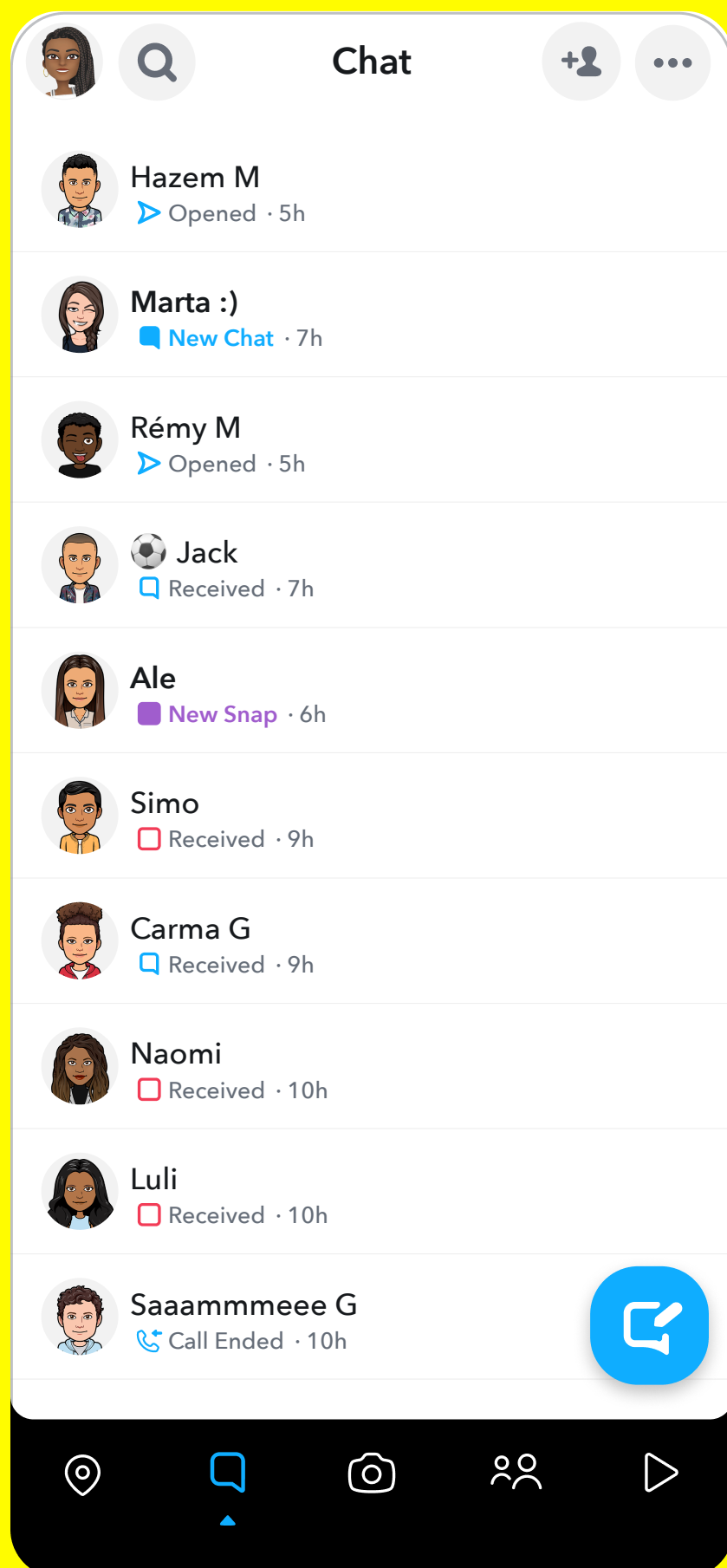
## Map

See what's happening around the world



## Chat

Have fun messaging your friends



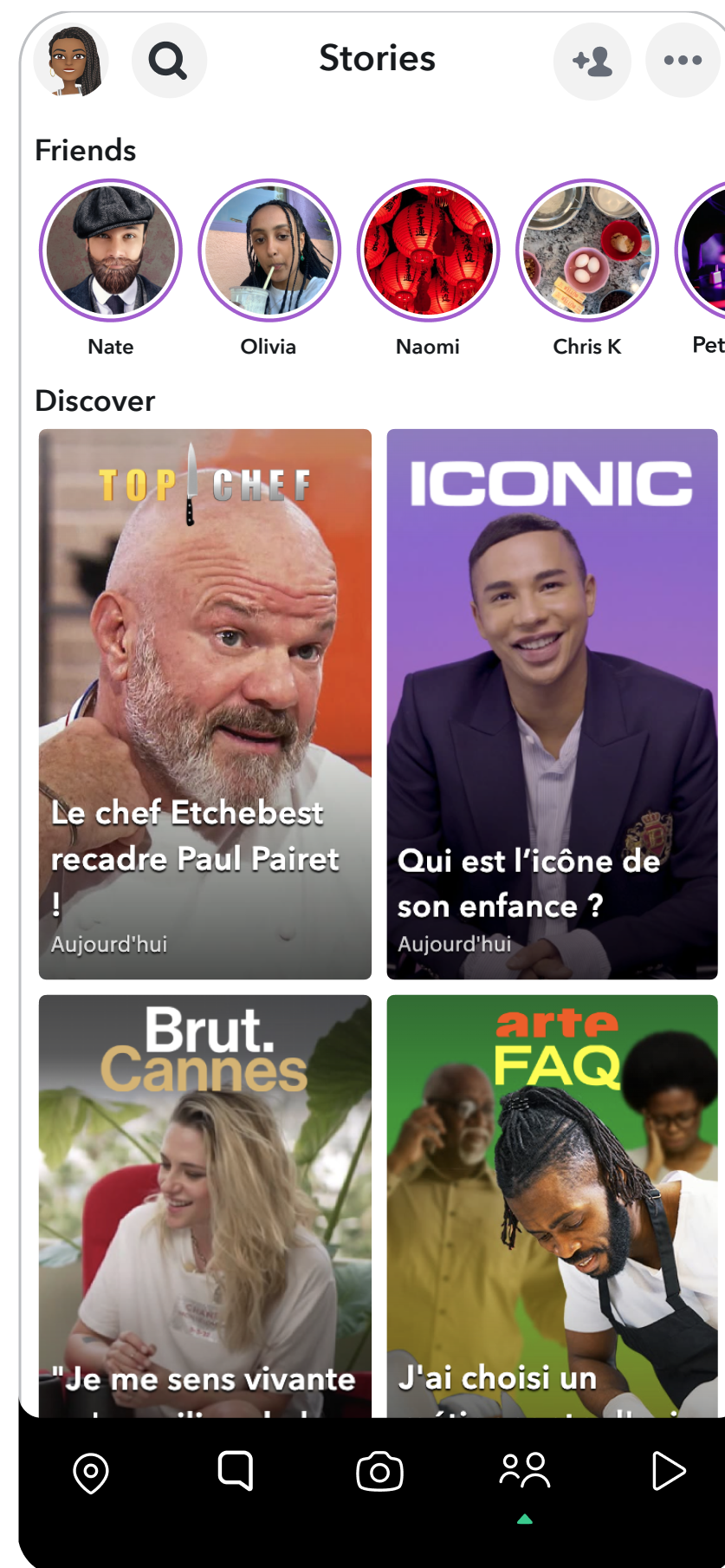
## Camera

Share the moment



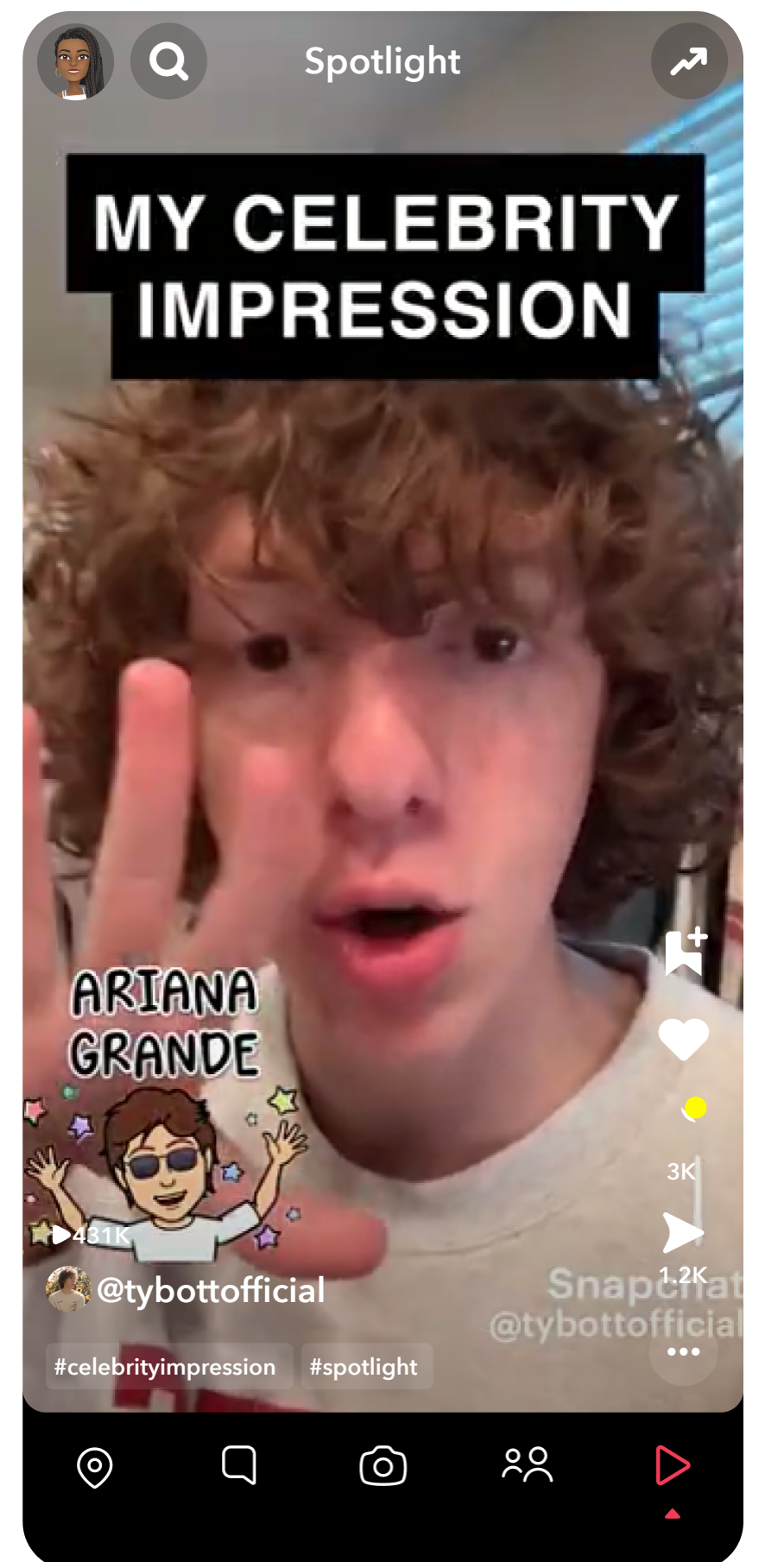
## Stories

From friends and the Snapchat community

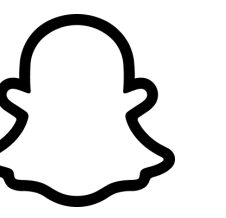


## Spotlight

Watch and share the best Snaps



# COMMUNITY, CAMERA, CONVERSION: ADVERTISING ON SNAPCHAT



Snapchat empowers people to express themselves, learn about the world and have fun together.

With 750 million monthly active users (MAU) globally and 21 million daily active users (DAU) in the UK, advertisers have an opportunity to tap into a large audience.

● GLOBALLY ●

**750M  
MAU**

🇬🇧 IN THE UK 🇬🇧

**21M  
MAU**

In the UK, Snapchat reaches...

**90%**

of 13- to 24-year-olds

**75%**

of 13- to 34-year-olds

On Snapchat, brands and advertisers can engage with their most loyal customers while reaching a new, unique audience across demographics.

**DID YOU KNOW?**

Snapchat isn't just for Gen Z!  
More than 45% of Snapchatters in the UK are Age 25 or Older



A place for real friends and authentic experiences.

In the UK,  
Snapchatters open the app

😊 **50X** 😄  
PER DAY ON AVERAGE.

**NEARLY  
70%**

use Snapchat's AR Lenses every day

Attention is

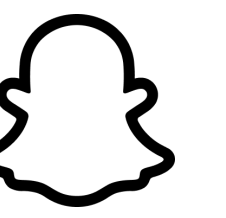
**2X TIMES  
HIGHER**

on Snapchat compared to competitors

Our community is highly engaged and primed for action — and your brand can be a part of it all.



# MAKE EVERY MOMENT MATTER IN 2024



Moments, big and small, are celebrated on Snapchat authentically and fully.

From music festivals, to the Olympics, to goals in the European Championships, all the way to family traditions and festivities, Snapchatters share, cherish and live the moment on our platform. And there's an opportunity for your brand to be right there too.

## SPORT ON SNAPCHAT

**60%** of Daily Snapchatters follow sports or sports events.

**1.3x** more likely than non-Snapchatters to follow sports or sports events.

**90%**

of Snapchatters in the UK agree that using Snapchat to connect with others about sports makes the experience better

Top 4 reasons Snapchatters are interested in Sports are

Creating new memories

Living new experiences

Improving their mental wellbeing

Building confidence

## AND WITH OUR TAKEOVER PRODUCTS, YOUR BRAND CAN MAKE AN EVEN BIGGER IMPACT

**2.4x**

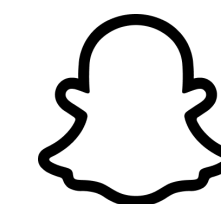
Lift in Brand Awareness

**2.1x**

Lift in Ad Awareness

**1.7x**

Lift in Message Association



## 2 Silver Package

*Men's UEFA Euros /  
Olympics & Paralympics*

### Commercials

Key Date First Lens  
Key Date First Commercial  
Key Date First Story  
Snapchat Self Serve

### Content Mix / Highlights

Double Takeover  
Double Takeover  
Double Takeover  
AR Self-Serve, Snap Ads,  
Commercials, Story Ads

## 1 Gold Package

*Men's UEFA Euros /  
Olympics & Paralympics*

### Added Value

Commercials  
Key Date First Lens  
Key Date First Commercial  
Key Date First Story  
Snapchat Self Serve

### 3D Bitmoji Lens Creation

Content Mix / Highlights  
Quadruple Takeover  
Quadruple Takeover  
Quadruple Takeover  
AR Self-Serve, Snap Ads,  
Commercials, Story Ads

## 3 Bronze Package

*Men's UEFA Euros*

Key Date First Lens  
Key Date First Commercial  
Key Date First Story  
Snapchat Self Serve

Single Takeover  
Single Takeover  
Single Takeover  
Snap Ads, Commercials,  
AR, Story Ads

**SPEAK TO YOUR SNAPCHAT POINT OF CONTACT  
TO FIND OUT HOW TO GET INVOLVED.**