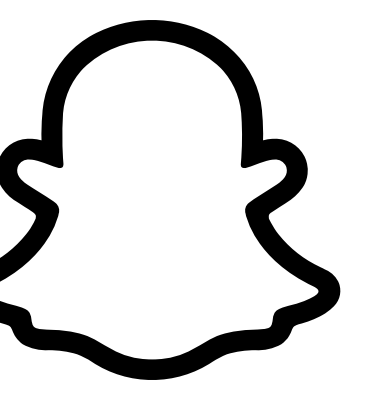


# Mother's Day

## Celebrate it on Snapchat



Celebrations bring **joy and positive emotions** to our lives and are an exciting opportunity for brands to connect with consumers and **empower their creativity**. Snapchat is the platform where real friends and family connect, sharing special memories and having fun together at special and emotional moments like Mother's Day.

**89%** of Snapchatters in Saudi Arabia say Snapchat is where messages, photos, and videos shared about celebrations **feel more personal**. And there are few celebrations more personal than Mother's Day.<sup>1</sup>

**95%** of Snapchatters **share** about Mother's Day on Snapchat<sup>2</sup>

**88%**

of Snapchatters say brands or products that **acknowledge and support** celebrations they care about feel more **relevant** to them<sup>4</sup>

**89%**

of Snapchatters say Snapchat is where they share their most **meaningful moments** when celebrating<sup>5</sup>

**81%** of Snapchatters make **purchases** for Mother's Day<sup>3</sup>

## Media Tips

### Bid 20% above recommendation

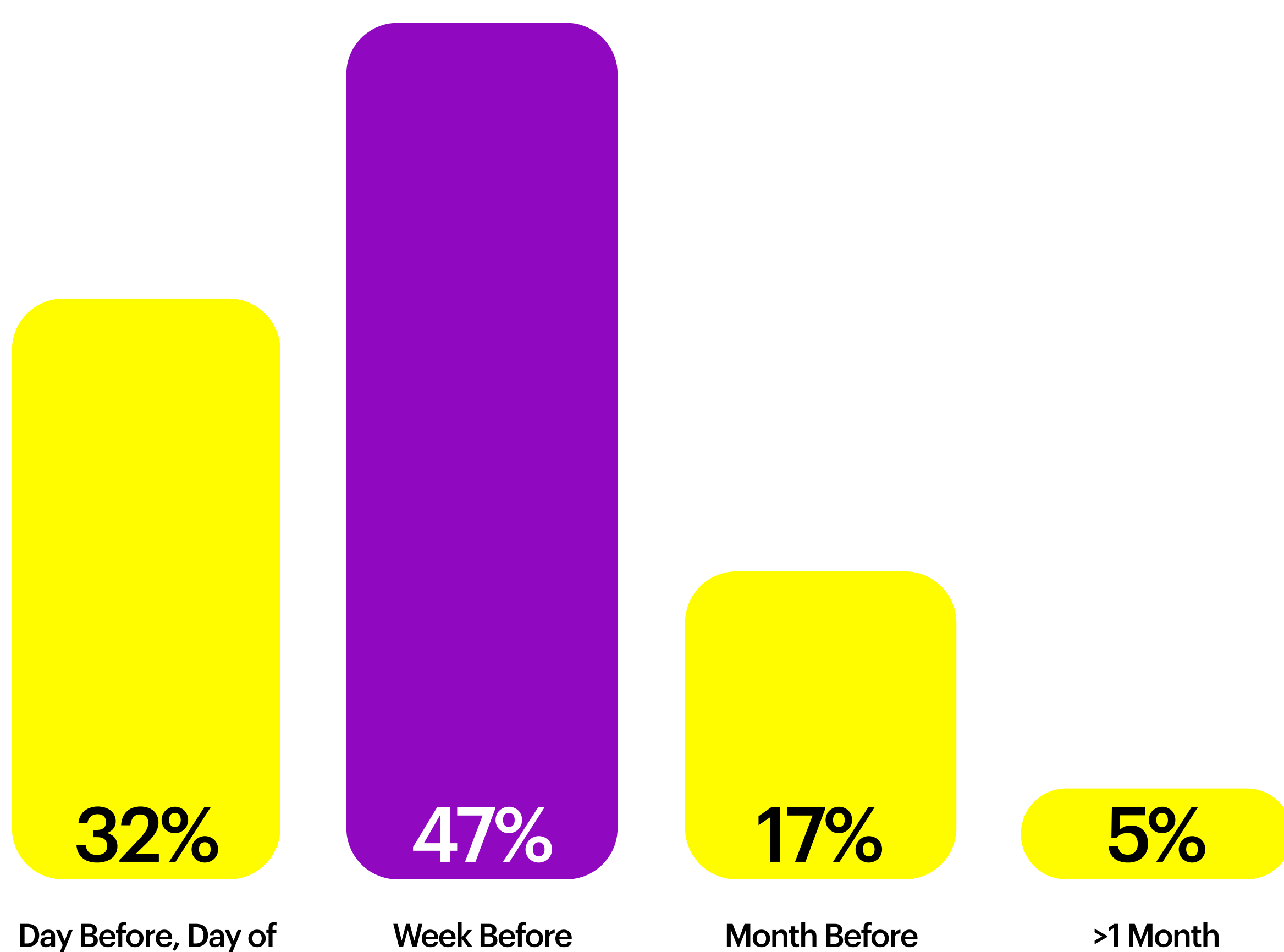
Auction is expected to increase by around **108%** during that period. Setting your bids at least **20%** higher will assure better competitive bid that will enhance performance in the auction.

### Use 3+ creatives per Ad Set

This allows the platform to test and learn which creatives deliver the **strongest performance**, and allows for a higher frequency when scaling the activity.

### Run campaign 7-10 days beforehand

**68%** of Snapchatters plan Mother's Day 1 week or more in advanced. Advertising ahead will assure a better learning phase in the lead up to the day.<sup>6</sup>



## Creative Inspirations

### The "Bouquet" Lens

Inspire Snapchatters to send their love with a **bouquet** of flowers in the palm of their hands!



### The "Queen Mother" Lens

Celebrate majestic mothers with sparkling videos of users in **beautiful tiaras**.

### The "Sunglasses Mother" Lens

When you love someone, the world is **rose tinted!** Celebrate motherly love with this pretty pink lens.



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978), Daily Facebook Users (n=770), Daily Instagram Users (n=775), Daily TikTok Users (n=711), Daily WhatsApp Users (n=785) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / WhatsApp]?  
 2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=121) | Q: When you are celebrating Mother's Day, what do you use each online platform for?  
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=121) | Q: How do you celebrate Mother's Day?  
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?  
 5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: How well does each of the following describe Snapchat?  
 6. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=121) | Q: When do you first start to plan for Mother's Day?