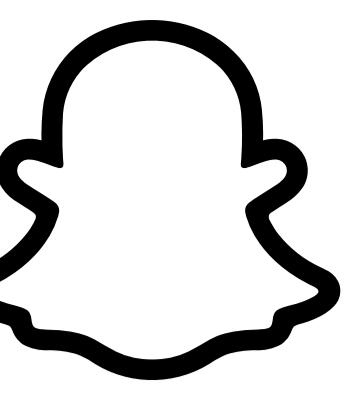


UAE National Day

Celebrate it on Snapchat



UAE National Day is an important moment of pride and celebration for Emiratis. The glittering spectacle means the colours of the national flag are everywhere, from waterfront carnivals to vibrant floats – all captured and shared with friends and family on Snapchat!

In fact, **85%** of Snapchatters in UAE say Snapchat is where they share their **most meaningful moments** when celebrating.¹

94%

say National Day is **meaningful** to them.²

83%

say brands that acknowledge and support celebrations they care about feel **more relevant** to them.³

88%

love to mark **moments of celebration** with buying something for themselves or someone else.⁴

4 in 5

say Snapchat is where they get **advice** from friends on what to shop for.⁵

Media Tips

Create a lens for **the moment**

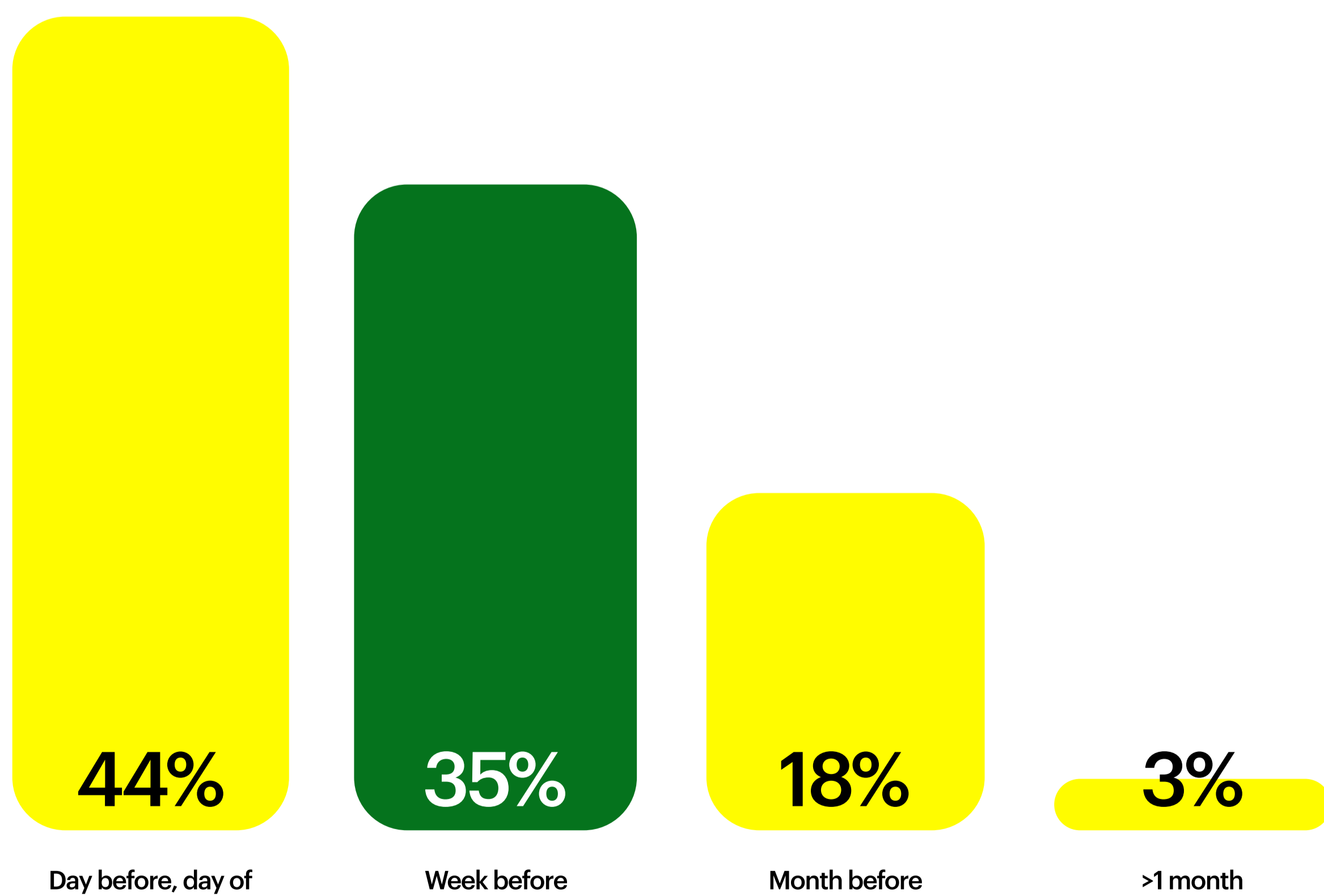
80% of Snapchatters in the UAE say brands that create **special AR lenses** for a holiday or celebration feel more relevant to them. Get creative to **engage** them!⁶

Make **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.

Plan your campaign to launch **the week before**

Most Snapchatters in the UAE plan for **national day** either the week or day before. Plan to launch your campaign then, to engage them at the **right time**.⁷



Creative Inspirations

The "Celebration is On!" Lens

Paint your face with the national colours and share a smile alongside the 7 original united Emirati leaders.



The "Happy UAE National Day" Lens

Share a simple message of **celebration** and **support** with your friends and family on the big day.

The "Celebrate UAE National Day" Lens

Place yourself alongside the UAE flag and share your National Day smile with fellow Snapchatters.



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: How well does each of the following describe Snapchat?

2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating National Day (n=116) | Q: How meaningful is this celebration or moment to you?

3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?

4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: When it comes to gift giving and receiving, large and small, how much do you agree with each of the following?

5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: How well does each of the following describe Snapchat?

6. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: How much do you agree with each of the following regarding Snapchat's AR/augmented reality lenses and filters as it relates to how you plan, shop for, and celebrate moments and holidays throughout the year?

7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating National Day (n=116) | Q: When do you first start to plan for National Day?