



Moments in Focus

Your Guide to Seasonal Marketing Strategies on Snap



United States | June 2019

Around the world, Snapchat is front and center during the biggest cultural events.

At any given moment, millions of Snapchatters are capturing memories, connecting with friends, and having fun with the latest custom Filters, Lenses and features.

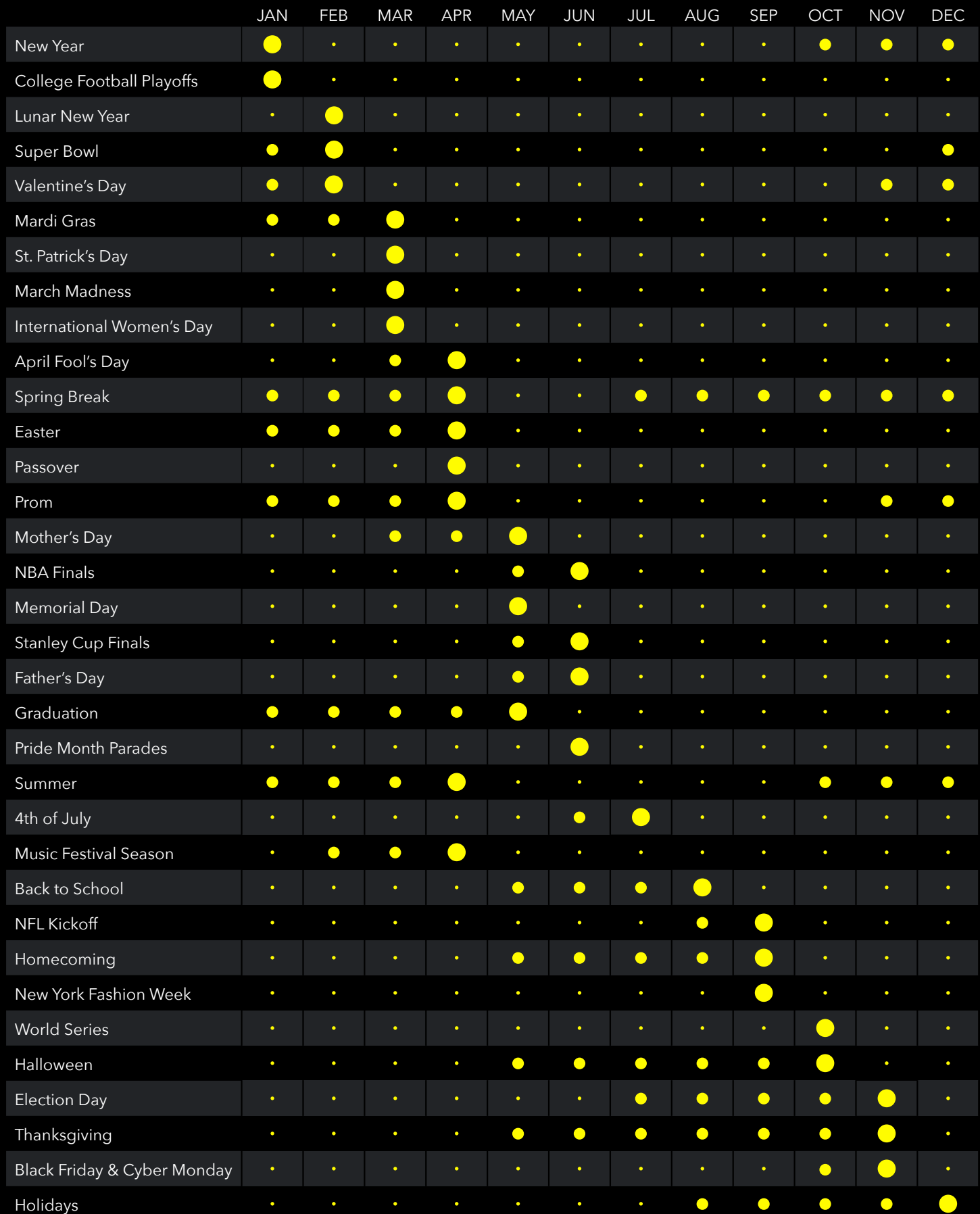
That's where your brand comes in. This guide has all the top trends, insights, and tips for the year's most Snapped moments – from sports championships to festival season to the holidays, and everywhere in between.

Snapchat is there in those moments.
Here's how you can be there, too.



Year in Insights | Trending Engagement

Snapchatter engagement around these moments grows and peaks at particular times of the year, as visualized in the bubbles below. Use this chart to plan advertising alongside these peak moments of engagement.



January

The new year is here, and Snapchatters have fresh beginnings on the brain. Around this time, they're searching for ways to start the year off right – and getting hyped for college football playoffs and the upcoming Big Game.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

New Year

Riding high on post-holiday cheer and optimism, we see keywords like "new me," "resolution," and "all the best" surface.

Over
4B

Filters viewed

Over
4B

Lenses viewed

Over
296M

Story posts

TIP

Don't drop the ball on New Year's Eve! Join the party by reaching Snapchatters around the country's biggest celebratory spots, like Times Square and the Seattle Space Needle.



ASSOCIATED MENTIONS

New Me

Resolution

Party

Kiss

New Year New Me

All the Best

Friends and Family

Getting Ready



College Football Playoffs

From the students in the stands to the alumni watching from home, college football fans around the country are Snapping during Bowl games.

Over
2B

Filters viewed

Over
2B

Lenses viewed

Over
176M

Story posts

TIP

Make those timeouts and commercial breaks more fun with custom Snapchat features that spark school spirit.

ASSOCIATED MENTIONS

Let's Go

For the Rose

Good Luck

Bowl Parade

Look for Me

Money Today

All Bets

Tune In

Free Tickets

January

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

Lunar New Year

The New Year momentum continues as people celebrate the beginning of the year by the cycles of the moon.

Over
932M

Filters viewed

Over
1B

Lenses viewed

Nearly
73M

Story posts



TIP

Snapchatters take to the app with big, bold colors, patterns, and nods to the Chinese zodiac sign of the given year. May your custom creative follow suit!

ASSOCIATED MENTIONS

Year of the Pig

New Year New Me

Chúc Mừng Năm Mới

Getting Ready

Chinese New Year



February

Love and NFL mania capture the hearts of Snapchatters in February. This month is packed with high-volume moments to reach audiences around the country.

JAN

FEB

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APR

MAY

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JUL

AUG

SEP

OCT

NOV

DEC

Super Bowl

The biggest night for TV commercials is also a big night for Snapchatters. Keywords like "halftime show," "NFL," and "my team" are popular around this moment, meaning your audience is paying attention to the action both on the field and on their phones.

Over

1B

Filters viewed

Over

1B

Lenses viewed

Nearly

99M

Story posts



TIP

Score big in the moment with Football Fans – it's an audience segment you can reach on Snapchat with winning creative.

ASSOCIATED MENTIONS

Halftime Show

Party

NFL

My Team

Next Season

Bets



Valentine's Day

Valentine's Day isn't just about romance – it's a time to celebrate love in its many forms, from friendships to self-love to relationships. It's the perfect opportunity for people to capture small moments with a boo or a bud.

Nearly

2B

Filters viewed

Over

1B

Lenses viewed

Over

105M

Story posts

TIP

Snapchatters show stickers extra love on Valentine's Day. Find fun, unexpected ways to reach them with this interactive feature.

ASSOCIATED MENTIONS

Be My Valentine

Gifts

Date

Single

Teddy Bear

Early Valentine's

Flowers

Roses

February

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

Mardi Gras

No holiday embodies "go big or go home" quite like Mardi Gras. Snapchatters around the country are eager to join the party with keywords like "parade," "king cake," "spring break," and more.

Over
914M

Filters viewed

Over
1B

Lenses viewed

Over
72M

Story posts



TIP

Reach the boldest among us with custom audience segments like Adventure Seekers and Party People.

ASSOCIATED MENTIONS

New Orleans

King Cake

Spring Break

Parade

Ice Cream

Trip

Lit

NOLA



Source: Snap Inc. internal data: "Mardi Gras" (3/5/19)

Source: Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

March

Springtime means colorful holidays, college basketball championships, and vacations around the corner. Here are the most Snapped moments in March.

JAN

FEB

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MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

St. Patrick's Day

The lucky keywords around this holiday are "dress up," "green," and "party," so apparel and cosmetic brands, this pot of gold is for you.

Over
3B

Filters viewed

Nearly
3B

Lenses viewed

Over
220M

Story posts



TIP

Did you know Party People is an audience segment on Snapchat? St. Patty's Day is a prime moment to reach them.

ASSOCIATED MENTIONS

Parade

St. Patty's Weekend

Party

Green

First St. Patrick's Day

Dress Up



March Madness

College basketball championships are the perfect opportunity to take your shot at reaching 18-24-year-old fans around the country. Snaps with "College basketball," "selling tickets," and "NBA" heat up around this time.

Over
15B

Filters viewed

Nearly
15B

Lenses viewed

Over
1B

Story posts

TIP

Don't sleep on Stories. They surged around last year's championships, especially in the winning team's home state (VA).

ASSOCIATED MENTIONS

Bracket

Final Four

Bets

College Basketball

Sweet 16

NBA

Championship

Selling Tickets

March

JAN

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DEC

International Women's Day

On International Women's Day, Snapchatters celebrate the extraordinary and everyday accomplishments of women everywhere, with keywords like "women's day love" and "you are strong."

Over

1B

Filters viewed

Over

1B

Lenses viewed

Over

93M

Story posts



TIP

Women's lifestyle brands, here's your chance to engage and empower women with words of encouragement in custom Lenses and Filters.

ASSOCIATED MENTIONS

Beautiful

All My Ladies

Queens

Women in the World

Women's Day Love

Ladies Out

You Are Strong



April

Religion is the grand unifier in April, with Snapchatters across the country coming together to celebrate Easter and Passover – and a little April Fool's Day fun to kick off the month on a light note.

JAN

FEB

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APR

MAY

JUL

JUL

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SEP

OCT

NOV

DEC

April Fool's Day

No joke: This holiday gets massive engagement on Snapchat. It's the perfect opportunity to create campaigns that tap into all the hijinks and pranks.

Over

1B

Filters viewed

Over

1B

Lenses viewed

Over

74M

Story posts

TIP

Give people a scare (or a chuckle) with custom Snapchat Lenses inspired by some of the most-popular classics, like the Screaming Zombie or Lizard Face Lens.



ASSOCIATED MENTIONS

Joke

Prank

Got Me Good

Shoot My Shot

Fell For It

Alarm Clock

Birthday



Spring Break

This is when Snapchatters all over the country are capturing sun-drenched Spring Break memories with their friends. Travel brands, this is your time to shine, as Snaps feature keywords "make plans," "cruise," and "out of town."

Nearly

36B

Filters viewed

Over

35B

Lenses viewed

Over

2B

Story posts

TIP

Location targeting can help you reach Snapchatters as they sunbathe in popular Spring Break destinations.

ASSOCIATED MENTIONS

Make Plans

Miami

Beach

Florida

Mexico

Cali

Out of Town

Cruise

Puerto Rico

New York

April

JAN

FEB

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APR

MAY

JUL

JUL

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OCT

NOV

DEC

Easter

From Good Friday to Easter Sunday, Snapchatters are focused on family time and fun over this holiday weekend. Keywords for this moment include "egg hunt," "bunny," and "chocolate."

Nearly
6B

Filters viewed

Over
5B

Lenses viewed

Over
420M

Story posts



TIP

Apparel brands, this pastel-hued holiday is for you. "Pink," "outfit," and "dress" are the key terms on Snapchatters' minds around Easter.

ASSOCIATED MENTIONS

Egg Hunt

Bunny

Basket

Candy

Pink

Outfit

Dress

Chocolate



Passover

Along with Easter, Passover is a time of reflection and reverence. Around this time, food is on Snapchatters' minds with mentions of "seder," "feast," and "matzah."

Nearly
12B

Filters viewed

Over
11B

Lenses viewed

Nearly
879M

Story posts

TIP

"Rugrats" is a top Passover mention, referencing the show's iconic holiday episode. Inspired by nostalgia, look for creative ways to remind Snapchatters of childhood Passover memories.

ASSOCIATED MENTIONS

Shalom

Rugrats

Seder

Feast

Matzah

Sacrifice

Tradition

Chag Sameach

May

From prom to Mom to the first long weekend of the summer, May is full of fun times and good vibes. Here's what Snapchatters are interested in this month.

JAN

FEB

MAR

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MAY

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JUL

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OCT

NOV

DEC

Prom

Whether they're planning looks, parties, or an elaborate proposal, Snapchatters are hyped for all the fun that surrounds this springtime tradition.

Over
34B
Filters viewed

Over
27B
Lenses viewed

Nearly
3B
Story posts



TIP

Cosmetics, apparel, and footwear brands, get hyped for prom season – it's a great opportunity to reach young Beauty Mavens and Sharply Dressed Men.

ASSOCIATED MENTIONS

Dress

Makeup

Date

Theme

Committee

Slay

Limo



Mother's Day

Trending phrases like "the best mom," "thank you for everything," and "to the moon and back" mean that Snapchat is a go-to place to show mom some love.

Over
1B
Filters viewed

Over
1B
Lenses viewed

Over
109M
Story posts

TIP

"Gifts" is a top keyword around Mother's Day, giving brands the perfect opportunity to inspire Snapchatters to go beyond pancakes in bed or flowers.

ASSOCIATED MENTIONS

The Best Mom

Gifts

Love You

My Queen

Thank You For Everything

To the Moon and Back

I Miss You

May

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

NBA Finals

Following March Madness and college basketball are the NBA finals, with fans around the country tuning in and turning out for the biggest games of the season.

Nearly

5B

Filters viewed

Nearly

4B

Lenses viewed

Over

396M

Story posts



TIP

Score even more shares with team-themed custom Snapchat features geo-targeted to the winning teams' home regions.

ASSOCIATED MENTIONS

March Madness

World Series

Super Bowl

Gucci Gang



Memorial Day

For the first long weekend of the warmer season, keywords like "Vegas," "Miami," and "Jamaica" are on fire as Snapchatters capture travel memories.

Nearly

6B

Filters viewed

Over

4B

Lenses viewed

Nearly

444M

Story posts

TIP

Snapchatters are going outside, and so should your brand. Beaches, Parks, and other hot spots are ripe with opportunity for creative geo-targeting.

ASSOCIATED MENTIONS

Vegas

Wear White

Dallas

Miami

Booked

BBQ

Sales

Jamaica

Party Bus

June

This month, we look forward to NHL playoffs, celebrating dads and grads, and crafting the perfect Pride look. Here's what Snapchatters are most excited about in June.

JAN

FEB

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NOV

DEC

Stanley Cup Finals

The arrival of summer can only mean one thing: The end of ice-hockey season. Snapchatters are cheering on their favorite teams as they skate into the Stanley Cup Finals.

Nearly

6B

Filters viewed

Over

4B

Lenses viewed

Over

472M

Story posts



TIP

Get hyper-specific with your audience targeting, and use Snapchat's Hockey Fans segment to score big.

ASSOCIATED MENTIONS

Vegas

The Cup

First Game

Under Pressure

Presidents' Trophy

Double Overtime



Father's Day

This month, it's dad's turn. Snapchatters show their appreciation with key phrases like "best dad," "love you," and "the greatest."

Over

1B

Filters viewed

Over

1B

Lenses viewed

Over

107M

Story posts

TIP

Men's lifestyle brands, now's your time to experiment with Snapchat campaigns geared toward family gift buyers.

ASSOCIATED MENTIONS

Best Dad

Gift

Love You

Grateful

Grandpa

The Greatest

June

JAN

FEB

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JUN

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SEP

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NOV

DEC

Graduation

Graduation makes the list of big moments for Snapchatters – talk about pomp and circumstance. It's a major milestone in your audience's life, and it's filled with opportunities to inspire, encourage, and celebrate their achievements.

Over
25B
Filters viewed

Nearly
18B
Lenses viewed

Nearly
2B
Story posts



TIP Ace graduation season with a smart targeting strategy among high schoolers and collegiates.

ASSOCIATED MENTIONS

Cap and Gown

Congrats

Focus

Invitation

GPA



Pride Month Parades

Pride isn't just about the parades and parties. It's about loving yourself, sharing stories, and connecting with others. Brands can make a meaningful contribution by celebrating what it means to be LGBTQ.

Over
4B
Filters viewed

Nearly
3B
Lenses viewed

Over
317M
Story posts

TIP The more over-the-top your custom Lenses and Filters, the better – mentions of "high-key," "be proud," and "rainbow" skyrocket around Pride.

ASSOCIATED MENTIONS

Happy Pride

Parade

High-key

Beautiful People

My Story

Be Proud

Spread Love

Rainbow

July

It's a busy month for Snapchatters, with summer travel, staycations, Independence Day celebrations, and music festival season. July is, in a word, lit.

JAN

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AUG

SEP

OCT

NOV

DEC

Summer

"Vibes," "summer nights," and "lit" are all the trending keywords and phrases we need to see that Summer is when Snapchatters are ready to let loose.

Over
116B
Filters viewed

Nearly
93B
Lenses viewed

Over
8B
Story posts



TIP

Fitness brands, here's a moment to keep in mind. Summer has Snapchatters setting goals to get fit and achieve a "summer body."

ASSOCIATED MENTIONS

Can't Wait

Vibes

Summer Body

Summer Nights

Lit

Tan

Summer School



4th of July

Get excited for fireworks, block parties, and other fun Independence Day moments Snapchatters will be capturing.

Over
2B
Filters viewed

Over
1B
Lenses viewed

Over
165M
Story posts

TIP

Don't forget about indoor activities! "Netflix," "Stranger Things," and "binge-watching" are keywords we're keeping an eye on in July.

ASSOCIATED MENTIONS

Fireworks

Stranger Things

Block Party

Netflix

Binge-watching

July

JAN

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SEP

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NOV

DEC

Music Festival Season

Whether moshing or noshing on inventive eats, Festival Season is prime time to be part of Snapchatters' memories for years to come.

Over
48B
Filters viewed

Nearly
40B
Lenses viewed

Over
3B
Story posts



TIP

Not all festivals are created equal. From Country to Pop and Punk to Electronic, don't miss a beat reaching Snapchat's variety of Music audience segments.

ASSOCIATED MENTIONS

Ultra

Lounge

Coachella

Makeup

Tickets

VIP



August

Summer is winding down, and the school semester is gearing back up. August brings the first hint of fall's arrival, with NFL season on the horizon and Snapchatters heading back to school.

JAN

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MAY

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NOV

DEC

Back to School

Even with trending keywords like "take me back" and "sleep schedule" around this time, Snapchatters are excited to get back into their school routine. "All my friends" and "school shopping" are up there on the trending list too.

Over
31B
Filters viewed

Nearly
26B
Lenses viewed

Over
2B
Story posts



TIP

From Children's Product Shoppers to High Schoolers to College Students, don't miss a single potential pupil with Snapchat custom audience segments.

ASSOCIATED MENTIONS

First Day

Take Me Back

Drive Back to College

All My Friends

School Shopping

Sleep Schedule



NFL Kickoff

Snapchatters kick off NFL season with plenty of friendly competition in drafting a winning fantasy lineup. Keywords like "fantasy team," "draft day," and "the league" show a fanbase engaged across multiple screens.

Over
1B
Filters viewed

Over
1B
Lenses viewed

Over
88M
Story posts

TIP

"Lazy Sunday" is another big mention we're watching. Food and beverage brands, this is your shot to arm fans with the perfect snacks for those laid-back Sundays.

ASSOCIATED MENTIONS

Fantasy Team

The League

Draft Day

Lazy Sunday

Bets

September

Autumn has officially begun, which means it's Homecoming season around the country. At the same time, Snapchatters turn their attention to the action happening in New York City for Fashion Week.

JAN

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NOV

DEC

Homecoming

Homecoming season fever builds throughout September and October. Parades, pep rallies, and high-school royalty are on the minds of Snapchatters.

Over
30B
Filters viewed

Over
25B
Lenses viewed

Over
2B
Story posts

TIP Homecoming season is a popular moment for the 13- to-17-year-old crowd. Apparel brands can help them plan all their looks, from game-night attire to formal outfits for the big dance.



ASSOCIATED MENTIONS

Vote

HoCo

Parade

Pep Rally

Royalty



New York Fashion Week

Whether you're in the front row or tracking all the street styles online, New York's Fashion Week is a national event. Snapchatters are eager to join the action, with keywords like "getting ready," "backstage," and "after party" drawing interest.

Over
10B
Filters viewed

Nearly
9B
Lenses viewed

Over
757M
Story posts

TIP Reach fashion fiends around the country with Snapchat's "Fashion & Style Gurus" audience segment.

ASSOCIATED MENTIONS

Fashion Show

Front Row

Getting Ready

After Party

Louis Vuitton

Backstage

Photoshoot

Hip Hop

Makeup

October

This month is filled with homeruns and horrors, as baseball fans watch the big championship and Snapchatters prep for Halloween.

JAN

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NOV

DEC

World Series

Toward the end of October, Snapchatters watch their favorite teams step up to the plate for the World Series. Excitement runs high – and so do phrases like “my team,” “series bound,” and “here we come.”

Nearly

7B

Filters viewed

Nearly

6B

Lenses viewed

Over

474M

Story posts



TIP

Hit a homer with Baseball Fans on Snapchat, and create campaigns that keep them interested from the first pitch to the final inning.

ASSOCIATED MENTIONS

My Team

Back to Back

The Series

Series Bound

Here We Come



Halloween

Come October, Snapchatters jump right into the Halloween spirit – no pun intended. This is the time when pop culture fans, makeup mavens, and creative costumers come together to celebrate with treats and scares.

Nearly

2B

Filters viewed

Over

1B

Lenses viewed

Over

120M

Story posts

TIP

Halloween fuels nostalgia for the classics, with “Hocus Pocus,” “Michael Myers,” and “scary movies” trending. Use these flicks as creative inspiration to win over horror-obsessed Snapchatters.

ASSOCIATED MENTIONS

Party

Costume

Dress Up

Makeup

Scary Movies

Decorations

Halloween

Spirit

Candy

Michael Myers

Haunted House

Hocus Pocus

November

Election Day and Turkey Day are the big highlights in November for Snapchatters. Here's what's on their mind and in their shopping carts this month.

JAN

FEB

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MAY

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SEP

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NOV

DEC

Election Day

In the months leading up to elections and on the big day itself, Snapchatters are full of enthusiasm – and eager to show off that “I Voted” sticker.

Over **1B** Filters viewed

Nearly **960M** Lenses viewed

Over **76M** Story posts



TIP The only thing that's not fun about Election Day are the lines. Spice up the wait with custom Snapchat features geared toward polling locations.

ASSOCIATED MENTIONS

Vote

Poll

President

Register

Change

Don't Forget



Thanksgiving

Celebrate Friendsgivings and family dinners with Snapchatters around Thanksgiving. Mentions like “feast,” “turkey,” and “be thankful” really get cooking around this famous Thursday.

Over **2B** Filters viewed

Over **2B** Lenses viewed

Nearly **164M** Story posts

TIP Help Snapchatters up their food photography game by developing custom creative for the Cooking Enthusiasts audience.

ASSOCIATED MENTIONS

Feast

Family

Thanksgiving Break

Christmas

Turkey

Be Thankful

Christmas Music

Cook

November

JAN

FEB

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DEC

Black Friday & Cyber Monday

Once the plates are cleared, Snapchatters are on the hunt for the best post-Thanksgiving deals. Black Friday & Cyber Monday officially kick off holiday shopping season. Here's how it plays out on Snapchat.

Over

2B

Filters viewed

Over

2B

Lenses viewed

Over

164M

Story posts



TIP

Going after specific audience segments like Department Store, Luxury, Online, Shopping Mall, Consumer Tech, or Big Box Store Shoppers can help you reach your most valuable shoppers through the holiday sales weekend.

ASSOCIATED MENTIONS

Sale

Deals

Don't Miss Out

My Bank Account

Working

Christmas Shopping

Online Shopping



Source: Snap Inc. internal data: 'Black Friday & Cyber Monday' (11/23/18, 11/26/18)

Source: Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

December

What a year! We made memories together, captured the biggest and brightest moments, and celebrated major milestones. In December, it's all about looking back and enjoying the holiday season.

JAN

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DEC

Holidays

Snapchatters are getting in the holiday spirit, anticipating gifts and celebrating with family. From "Christmas decorations" to "Christmas sweater," they're all about spreading the holiday cheer.

Over
14B
Filters viewed

Over
12B
Lenses viewed

Over
1B
Story posts



TIP

From tagging along on that ride to Grandma's house to helping people deck the halls, 'tis the season to reach Snapchat's Travelers and Home Decoristas segments.

ASSOCIATED MENTIONS

Tree

Present

Shopping

Christmas Spirit

Christmas Movies

Christmas Decorations

Family

Christmas Break

Songs

Christmas Card

Christmas Sweater



