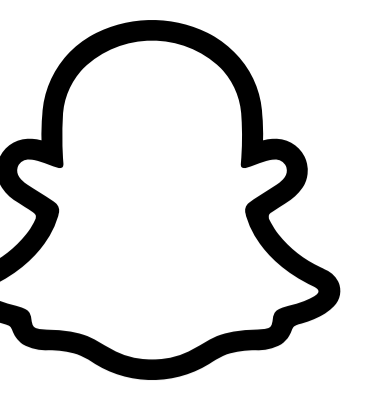


Mother's Day

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.

86% of Snapchatters in the UAE 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.¹

94% of Snapchatters say Mother's Day is **meaningful**²

74% of Snapchatters make **purchases** for Mother's Day³

89% of Snapchatters say brands that **acknowledge and support** celebrations they care about feel more **relevant** to them⁴

85% say Snapchat is where they share their most **meaningful moments** when celebrating⁵

Media Tips

Bid 20% above recommendation

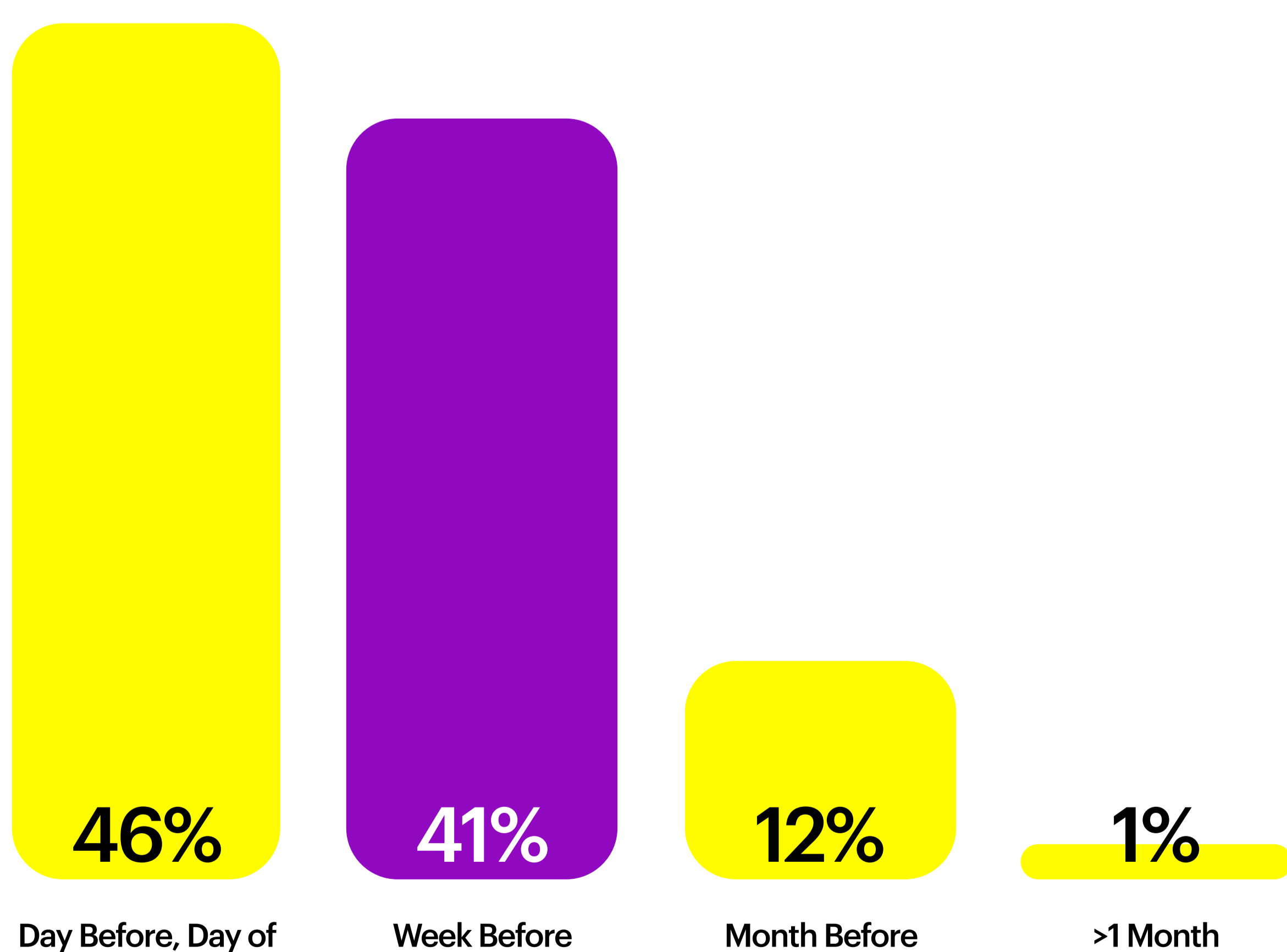
Auction is expected to increase by around **108%** during that period. Setting your bids at least **20%** higher will assure better competitive bid that will enhance performance in the auction.

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

54% 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.⁶



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=902) | Q: How well does each of the following describe Snapchat?
 2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=117) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=117) | Q: How do you celebrate Mother's Day?
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=902) | Q: How much do you agree or disagree with each of the following statements?
 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 celebrating Mother's Day (n=117) | Q: When do you first start to plan for Mother's Day?