

King's Day

Celebrate it on Snapchat



King's Day is the time when public spaces become the party, and people turn the towns orange. It's a visual delight. And Snapchatters will capture and share it! **83%** said it's their favorite app to share **moments of celebration.**¹

92%

of Snapchatters say King's Day is meaningful²

Snapchat is the top app where Snapchatters are getting **inspiration** from friends, getting feedback on plans, and sharing ideas/plans in **the moment** with friends³

61%

61% of Snapchatters make **purchases** for King's Day⁴

40%+

increase in story posts on King's Day compared to the prior 14 day average⁵

Media Tips

Achieve **93% unduplicated reach**

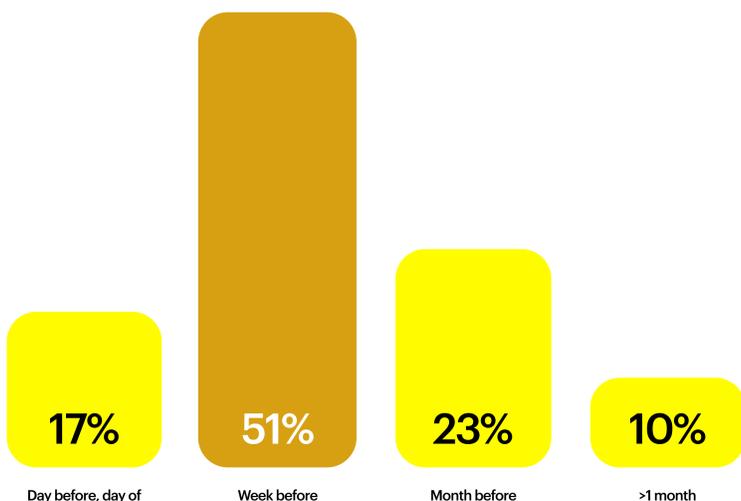
You can achieve **93%** unduplicated reach when you use a First Lens and First Commercial combined buy.⁶

Lenses for **lasting memories**

With **40%** increase in Story Posts on King's Day, compared to the prior 14 days on average, create your own branded Lens for Snapchatters to engage with and share.⁵

Run campaign **beforehand**

84% of Snapchatters plan King's Day a week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.⁷



Creative Inspirations

The "King's Day Celebration" Lens

Put on your finest hat and let the coloured confetti rain down upon the **celebrations!**



The "Dutch Flags" Lens

The bunting is up, your crown is on, with a personalised message to **commemorate the day.**

The "King's Day Contrast" Lens

Turn yourself and your environment into a **mind-bending orange contrast** colour!



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=968), Daily Facebook Users (n=549), Daily Instagram Users (n=539), Daily TikTok Users (n=367), Daily Pinterest Users (n=246), Daily WhatsApp Users (n=720) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / Pinterest / WhatsApp]?
 2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating King's Day (n=119) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating King's Day (n=119) | Q: How did you use the following online platforms while you are planning for King's Day?
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating King's Day (n=119) | Q: How do you celebrate King's Day?
 5. Snap Inc. internal data April 27, 2022 vs. April 13 - 26, 2022.
 6. Snap Inc. internal data April 1 - July 27, 2022. Unduplicated reach is calculated from the population of France ad campaigns with Same Age Targeting and First Day Buys.
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating King's Day (n=119) | Q: When do you first start to plan for King's Day?