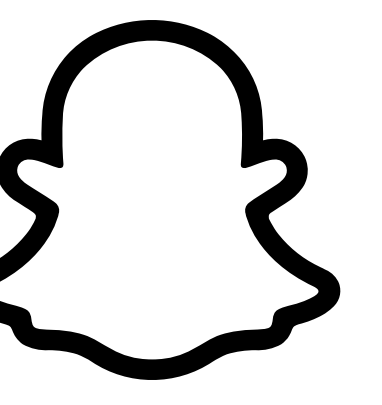


Easter Celebrate it on Snapchat



Tradition matters to Snapchatters, and Easter is one of our longest standing. In fact, **90%** of Snapchatters in Norway say they value **celebration traditions** they've created with their loved ones!¹

78%

say Easter is **meaningful**²

79%

say brands that help them find and **celebrate everyday joys** are special to them³

76%

love to mark **moments of celebration** with buying something for themselves or someone else⁴

67%

make **purchases** for Easter⁵

Media Tips

First Commercial and First Lens

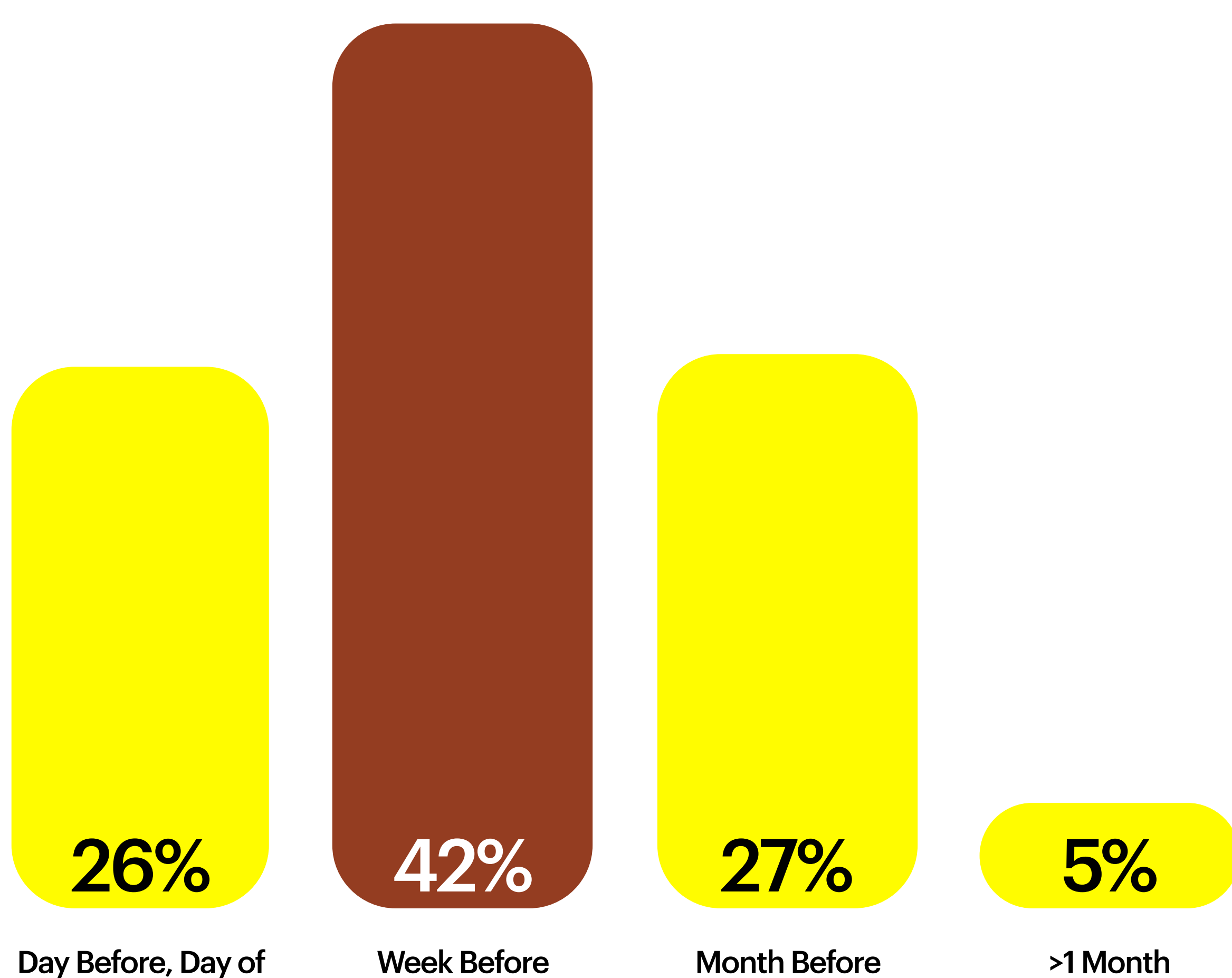
Achieve **92%** unduplicated reach when you use a First Lens and First Commercial combined buy.⁶

Lenses for lasting memories

70% of Snapchatters share about their Easter celebration, create your own branded Lens for Snapchatters to engage with and share.⁷

Run campaign beforehand

74% of Snapchatters in Sweden prepare a week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.⁸



Creative Inspirations

The "Colorful Easter" Lens

Easter's a time when Spring is in full bloom. Share the seasonal **love** with a daisy tiara and some retro heart-shaped sunglasses.

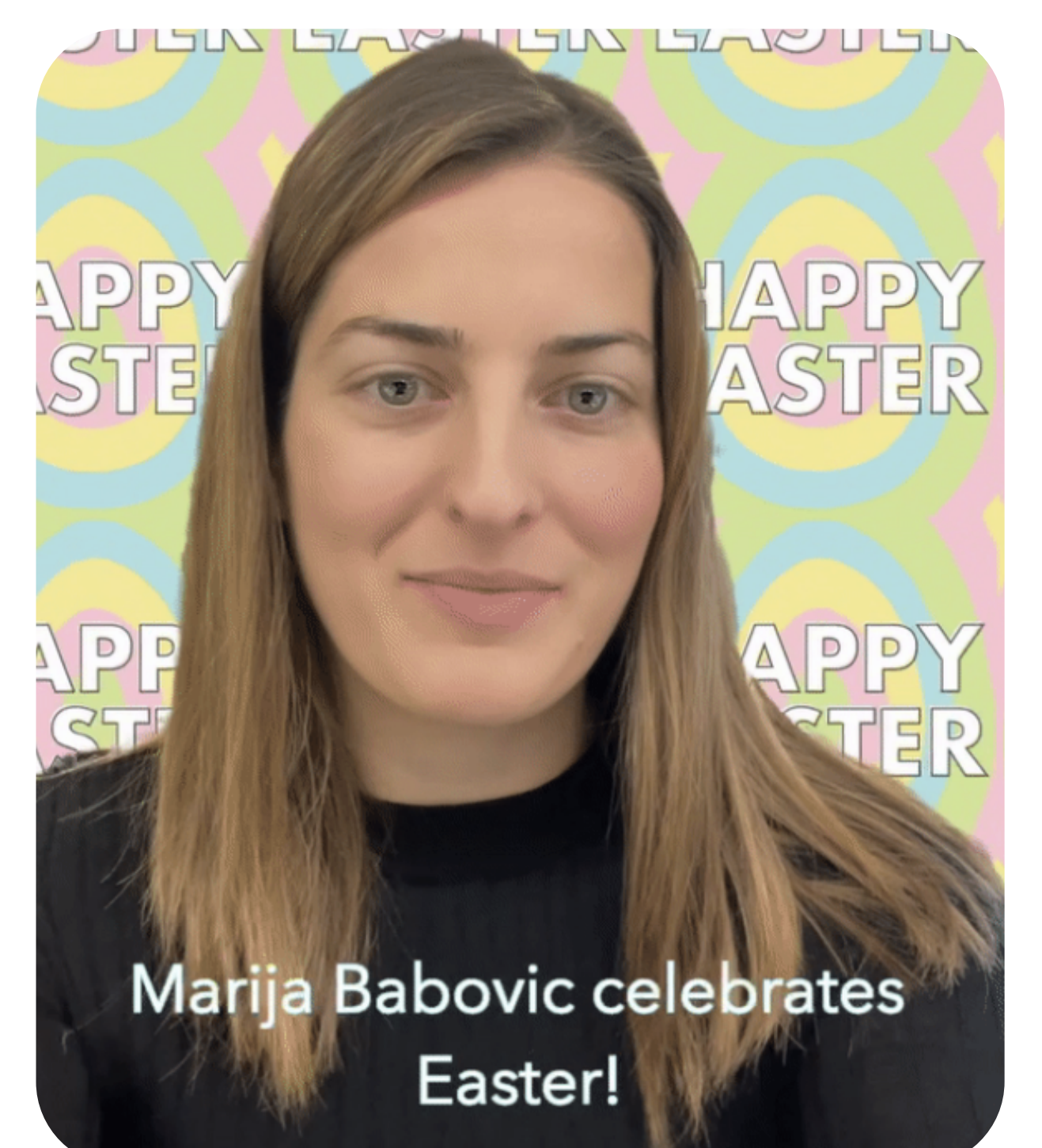


The "Egg Fest" Lens

Set the seasonal tone against the backdrop of some colorful 3D easter eggs and festive greeting.

The "Celebrate Easter" Lens

Personalise your seasonal **celebration** greeting with your name, against a background of pulsating pastel-colored Easter eggs.



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?

2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=139) | Q: How meaningful is this celebration or moment to you?

3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086) | Q: How much do you agree or disagree with each of the following statements?

4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086) | 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 celebrating Easter (n=139) | Q: How do you celebrate Easter?

6. Snap Inc. internal data, April 11 - July 13, 2022. Unduplicated reach is calculated from NO First Lens Campaigns and Commercials based on delivery to targeted age group of First Lens Campaigns.

7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=139) | Q: When you are celebrating Easter, what do you use each online platform for?

8. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=139) | Q: When do you first start to plan for Easter?