



# Moments in Focus

Your Guide to Seasonal Marketing Strategies on Snap



Canada | 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.

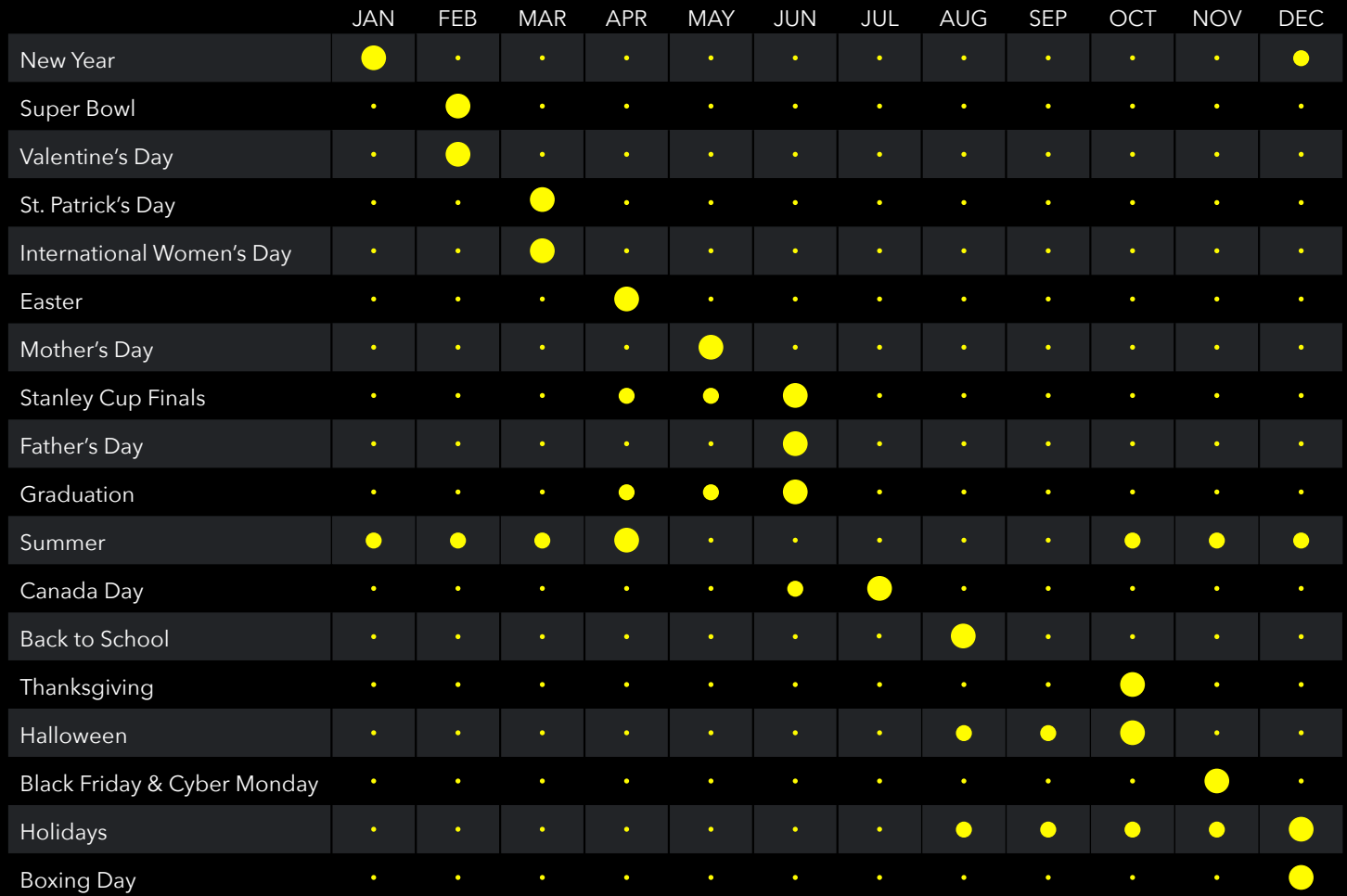
That's where your brand comes in. This guide has all the top trends, insights, and tips for the year's most Snapped moments – from major holidays to seasonal events and sporting championships, and everywhere in between.

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.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

## New Year

Riding high on post-holiday cheer and optimism, we see key phrases like "new year new me." Make the most of the moment – Snapchatters are ready to try new things!

Nearly

**291M**

Filters viewed

Over

**238M**

Lenses viewed

Over

**14M**

Story posts



TIP

Don't drop the ball on New Year's Eve! Join the party and reach Snapchatters in popular celebration cities like Toronto, Montreal, and Vancouver.

### ASSOCIATED MENTIONS

New Year New Me

Science World

NYE

Tickets





# 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

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

## Super Bowl

The most popular night for TV commercials is also a huge night for Snapchatters. Phrases like "half time show," "party," and "let's go" underscore the biggest football game of the year.

Over  
**82M**

Filters viewed

Nearly  
**72M**

Lenses viewed

Nearly  
**4M**

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

Party

Weekend

Halftime Show

Let's Go

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.

Over  
**115M**

Filters viewed

Over  
**89M**

Lenses viewed

Over  
**4M**

Story posts

TIP

Show singles some extra love on February 14 by developing custom creative for solo Snapchatters.

### ASSOCIATED MENTIONS

Gift

Single

Card

Teddy Bear

Roses

Candy



# March

Springtime means colorful holidays and singing the praises of women across the world. Here's how Snapchatters honor the influential women in their lives and test their luck in March.

- JAN
- FEB
- MAR**
- APR
- MAY
- JUN
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

## St. Patrick's Day

The keywords around this holiday are "weekend," "going out," and "party" as Snapchatters try their luck at their favorite hot spots.

Over  
**196M**  
Filters viewed

Nearly  
**157M**  
Lenses viewed

Over  
**9M**  
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

- Weekend
- Party
- Going Out
- Sense of Humor



## International Women's Day

On International Women's Day, Snapchatters celebrate the extraordinary and everyday accomplishments of women everywhere, with engagement particularly high among female audiences.

Nearly  
**86M**  
Filters viewed

Nearly  
**70M**  
Lenses viewed

Over  
**4M**  
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

- Educational
- Blessed
- Strong
- Party

Source: Snap Inc. internal data: "St. Patrick's Day" (3/16/19, 3/17/19), "International Women's Day" (3/8/19)  
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



# April

Food, family, friends, and plenty of laughter define how Snapchatters engage in April.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

## Easter

From Good Friday to Easter Sunday, Snapchatters are focused on family time and fun over this holiday weekend. Keywords like "egg," "bunny," and "basket" help define how they celebrate the moment.

Nearly

**362M**

Filters viewed

Over

**312M**

Lenses viewed

Over

**18M**

Story posts



TIP

Grocers and food brands, make the weekend extra decadent for the Candy and Sweet Lovers audience segment and highlight your chocolate supply.

### ASSOCIATED MENTIONS

Egg

Bunny

Egg Hunt

Chocolate

Basket

Family



Source: Snap Inc. internal data: "Easter" (4/19/19 - 4/22/19)

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



# May

May is for celebrating moms! Here's how Snapchatters engage the moment in honor of mothers everywhere.

- JAN
- FEB
- MAR
- APR
- MAY**
- JUL
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

## Mother's Day

Trending keywords like "my queen" and "grateful" highlight Snapchat as a go-to place to show mom some love.

Over  
**83M**  
Filters viewed

Over  
**54M**  
Lenses viewed

Over  
**4M**  
Story posts



**TIP** "Gift" 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

- Gift
- Early Mother's Day
- My Queen
- Grateful



# June

This month, we look forward to NHL playoffs, celebrating dads and grads, and finally breaking out warm weather wardrobes. Here's what Snapchatters are most excited about in June.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

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.

Over  
**272M**  
Filters viewed

Over  
**177M**  
Lenses viewed

Over  
**18M**  
Story posts



TIP

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

### ASSOCIATED MENTIONS

Ice

Knee

Mushroom

Baseball

Cup



## Father's Day

This month, it's dad's turn. Snapchatters show their appreciation with keywords like "best dad" and "proud."

Over  
**76M**  
Filters viewed

Nearly  
**47M**  
Lenses viewed

Over  
**4M**  
Story posts

TIP

There's something special about that father-daughter bond. This holiday is especially popular with female Snapchat users capturing moments and memories on Father's Day.

### ASSOCIATED MENTIONS

Proud

Best Dad

Mother's Day



# June

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

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

**1B**

Filters viewed

Over

**1B**

Lenses viewed

Over

**104M**

Story posts



TIP

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

### ASSOCIATED MENTIONS

Proud

Congrats

Graduating Class

What's Next



## Summer

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

Over

**6B**

Filters viewed

Over

**4B**

Lenses viewed

Over

**377M**

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

Summer Bod

Camp

Memories

Beach

Vacation

# July

As the weather heats up, Snapchatters take to the streets to show their national pride and celebrate an extra day off work.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Canada Day

Snapchatters flaunt their love for the land of the maple leaf – and the long weekend – with festive parades and parties.

Over  
**113M**  
Filters viewed

Over  
**54M**  
Lenses viewed

Over  
**7M**  
Story posts



TIP

Travel brands, take advantage of the extended weekend by showcasing your best quick getaways.

### ASSOCIATED MENTIONS

Party

Fireworks

Long Weekend

Parade





# August

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

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Back to School

After a few months off, Snapchatters are ready to get back into their school routine and hit the books. "First day back" and "excited to go back" are phrases that highlight the month as Snapchatters prepare for the year ahead.

Nearly

**2B**

Filters viewed

Over

**1B**

Lenses viewed

Over

**97M**

Story posts



TIP

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

### ASSOCIATED MENTIONS

School Tomorrow

First Day Back

Shopping

Excited to Go Back



Source: Snap Inc. internal data: "Back to School" (8/19/18 - 9/13/18)

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

# October

This month is filled with feasts and frights, as Snapchatters gather around the table for Thanksgiving and prep for Halloween.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Thanksgiving

Celebrate Friendsgivings and family dinners with Snapchatters around Thanksgiving. Mentions like "turkey," "thankful," and "leftovers" really get cooking around this holiday.

Nearly

**93M**

Filters viewed

Over

**71M**

Lenses viewed

Over

**4M**

Story posts



TIP

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

### ASSOCIATED MENTIONS

Turkey

Family

Celebrate

Thankful

Leftovers



## Halloween

Come October, Snapchatters jump right into the Halloween spirit – no pun intended. Phrases like "candy," "spirit," "decorations," and "party" highlight a crowd ready to have some fun.

Nearly

**102M**

Filters viewed

Over

**76M**

Lenses viewed

Over

**5M**

Story posts

TIP

The Arts & Culture Mavens on Snapchat frequently turn to movies and other mass media for costume inspo. Using pop cultural references new and old in your creative can help you win them over.

### ASSOCIATED MENTIONS

Costume

Candy

Decorations

Spirit

Party

Movies



# November

Once the plates are cleared and the fake cobwebs stored away, Snapchatters turn their attention to the holidays. Here's how they start prepping for winter festivities.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Black Friday & Cyber Monday

Black Friday & Cyber Monday officially kick off holiday shopping season, and Snapchatters are ready to sift through the best sales. Here's how it plays out on Snapchat.

Over

**131M**

Filters viewed

Nearly

**116M**

Lenses viewed

Nearly

**7M**

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

Shopping

Sale

Deals

Mall



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

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Holidays

Snapchatters are getting in the holiday spirit, anticipating gifts and celebrating with family. From "presents" and "tree" to "decorations" and "music," Snapchatters revel in the sights and sounds of the holidays.

Over  
**901M**

Filters viewed

Over  
**726M**

Lenses viewed

Over  
**44M**

Story posts



TIP

Apparel brands, now's your chance to outfit Snapchatters in their new favorite ugly sweater or the pajamas they'll wake up come Christmas morning.

### ASSOCIATED MENTIONS

Tree

Presents

Lights

Decorations

Music

Sweater

Card

Pajamas



## Boxing Day

Once the Christmas wrappings have been cleared, Snapchatters keep the festivities going on Boxing Day. They're relaxing, shopping, and otherwise spending their day off Snapping (we assume).

Over  
**91M**

Filters viewed

Nearly  
**66M**

Lenses viewed

Nearly  
**4M**

Story posts

TIP

Like Black Friday and Cyber Monday, this shopping holiday is a great time to reach the suite of Shopper segments: Department Store, Luxury, Online, or Shopping Mall - take your pick!

### ASSOCIATED MENTIONS

Shopping

Make Money

Mall

Sale

Party



