

Constitution Day

Celebrate it on Snapchat



Constitution Day is approaching, the **magical moment** where we honour tradition and party with our compatriots – all captured **creatively and colourfully** by Snapchatters and shared with their friends and family!

In fact, **85%** of Snapchatters in **Norway** say Snapchat is their **favourite app** to share moments of **celebration**.¹

86%

say Constitution Day is **meaningful** to them.²

81%

say Snapchat is where they share their most **meaningful moments** when celebrating.³

79%

say brands that help them find and celebrate **everyday joys** are special to them.⁴

7 in 10

say Snapchat is where they get **advice from friends** on what to shop for.⁵

Media Tips

Create a **Sponsored Lens**

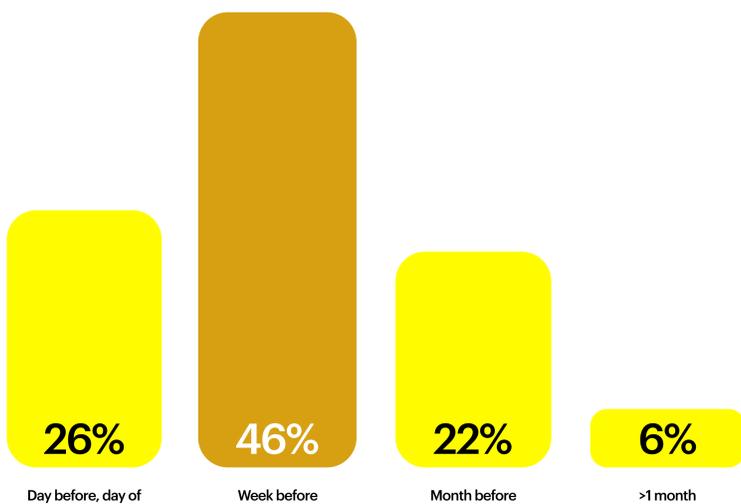
Over **290% increase** in Sponsored Lens views on Constitution Day, compared to the prior 14 day average. Connect with Snapchatters by giving them a **memorable lens** to snap and share on the day!⁶

Make **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.

Plan your campaign in **advance**

75% of Snapchatters in the Norway plan Constitution Day one week or more in advance. Advertising ahead will assure a **better learning phase** in the lead up to the day.⁷



Creative Inspirations

The "Norway Flags" Lens

Paint your cheeks with the **pride** of the national flag! But without the mess of course -- just AR bringing the **magic** instead!

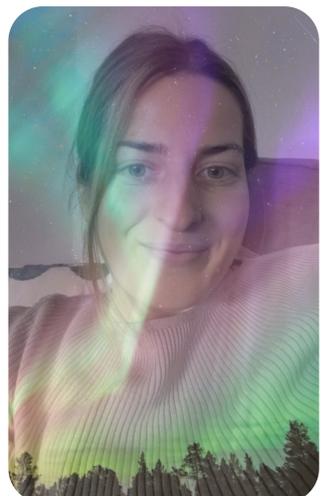


The "Norway Sunglasses" Lens

Look the part on the big day with some cool national flag sunglasses, and **share them with a smile**.

The "Aurora Borealis" Lens

Immerse yourself in the **beauty** of one of nature's finest phenomenons, your face in the **colourful sky!**



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086), Daily Facebook Users (n=591), Daily Instagram Users (n=541), Daily TikTok Users (n=389), Daily Pinterest Users (n=167), Daily WhatsApp Users (n=237) | 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 Constitution Day (n=130) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086), Daily Facebook Users (n=591), Daily Instagram Users (n=541), Daily TikTok Users (n=389), Daily Pinterest Users (n=167), Daily WhatsApp Users (n=237) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / Pinterest / WhatsApp]?
 4. 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?
 5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=1,086) | Q: How well does each of the following describe Snapchat?
 6. Snap Inc. internal data May 17, 2022 vs. May 3 - 16, 2022.
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Constitution Day (n=130) | Q: When do you first start to plan for Constitution Day?