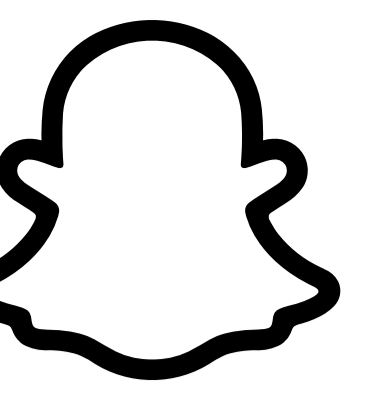


Mother's Day

Celebrate it on Snapchat



Emotionally intense and powerfully positive, celebrations 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 moments like Mother's Day.

77% of Snapchatters in the UK 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

91% of Snapchatters say Mother's Day is meaningful²

91% of Snapchatters make purchases for Mother's Day³

89%

of Snapchatters say celebrating makes them feel more connected to those they care about⁴

80%

of Snapchatters say brands that help them find and celebrate everyday joys are special to them⁵

4x

Lenses exceeded attention benchmarks by 4x
Production cost included and simple creative can be turned around in 2 weeks⁶

Media Tips

Bid 20% above recommendation

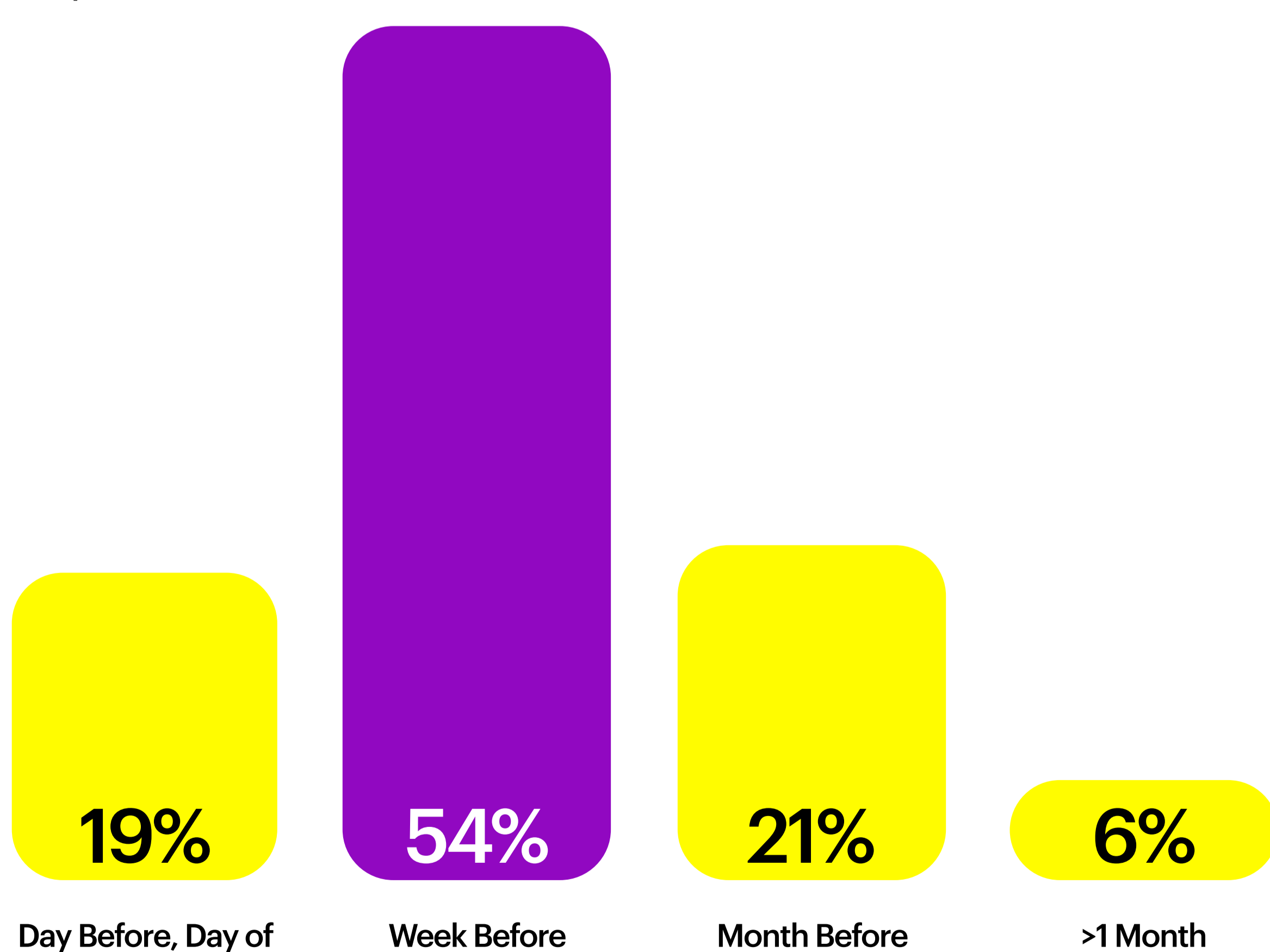
Auction is expected to increase by around 108% during that period. Setting your bids at least 20% higher will assure better competitive bid that will enhance performance in the auction.

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

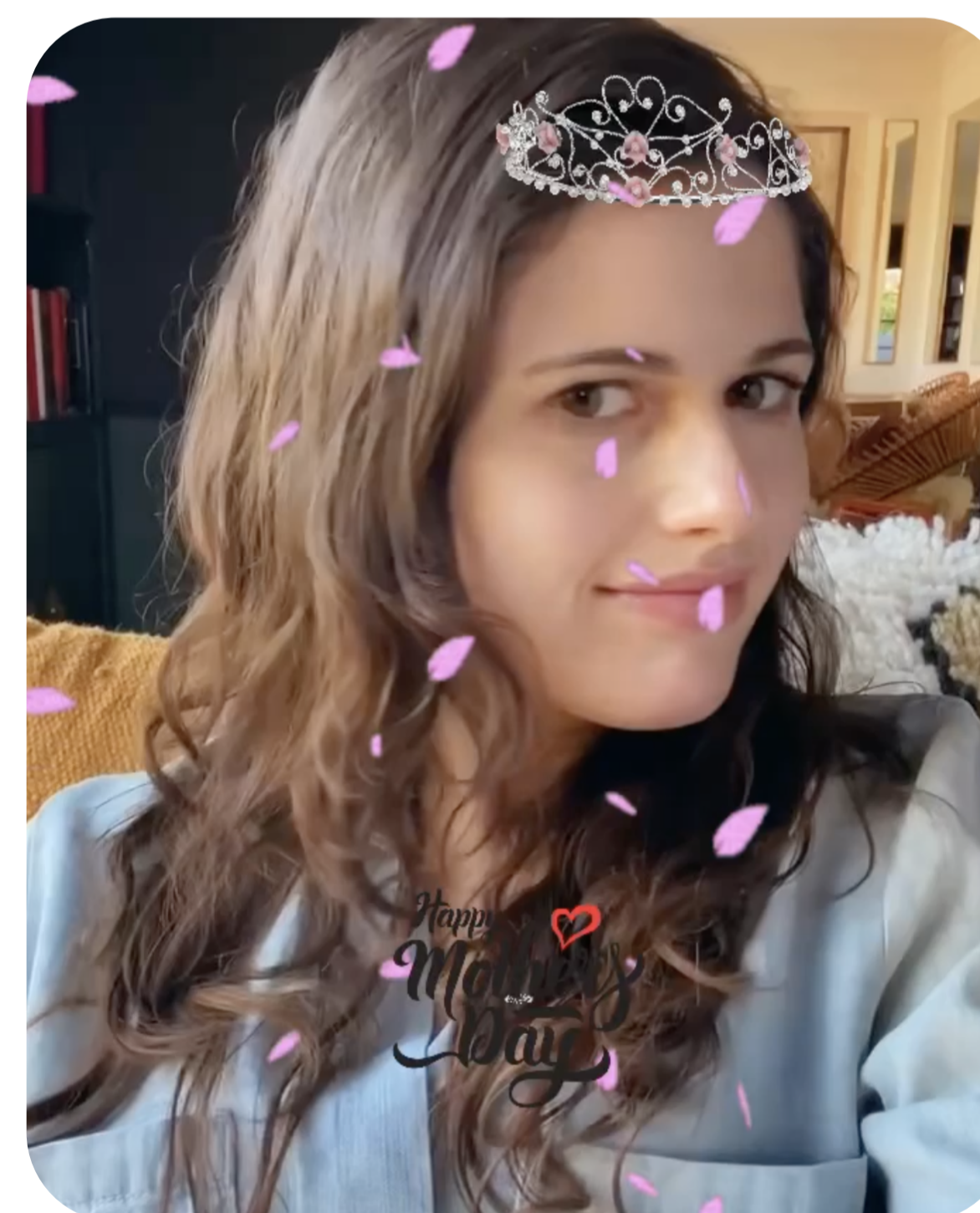
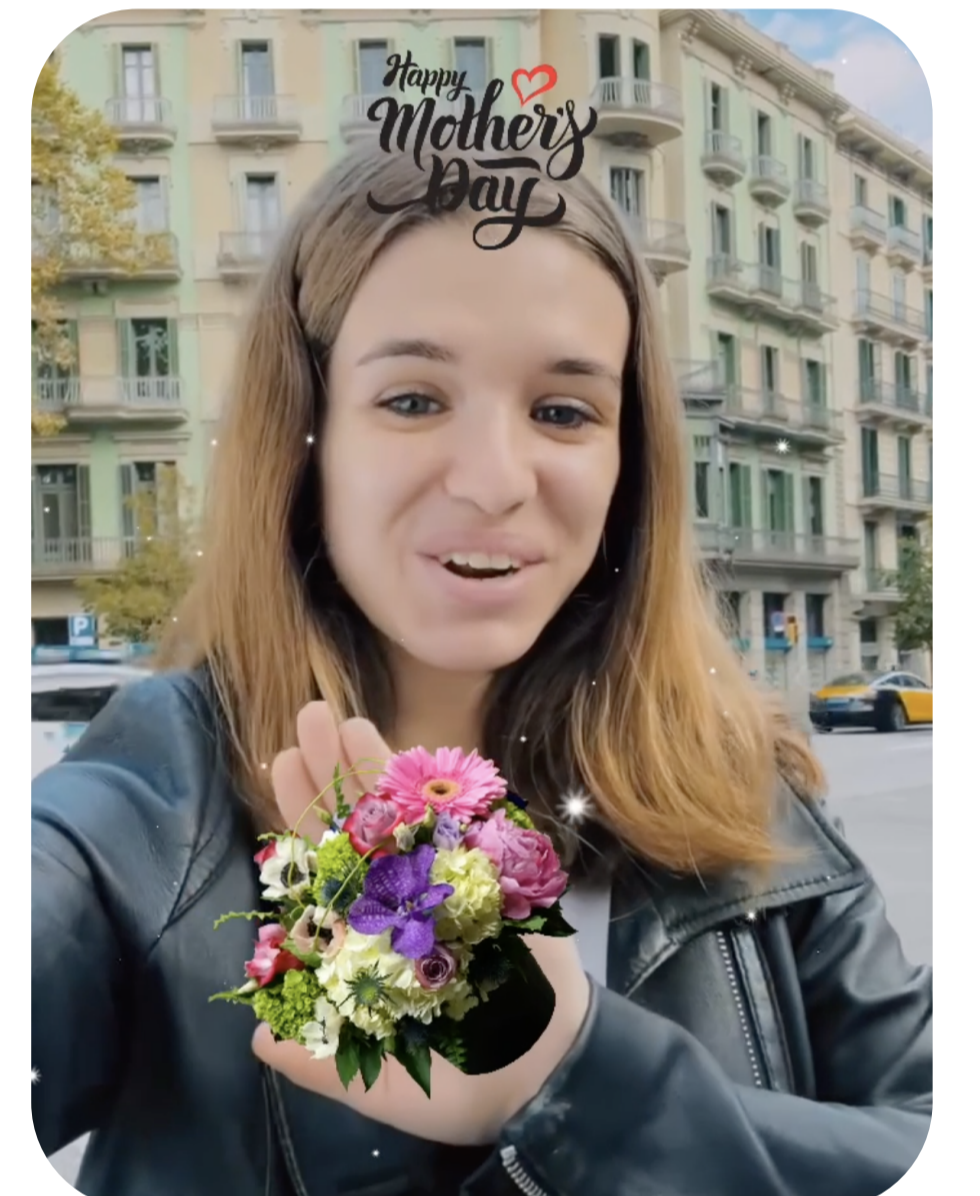
79% of Snapchatters plan Mother's Day 1 week or more in advanced. Advertising ahead will assure a better learning phase in the lead up to the day.⁷



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=772) | 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=96) | Q: What does this celebration represent for you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=96) | Q: When you are planning for Mother's Day, what types of things do you seek inspiration for?
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=772) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?
 5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=772) | Q: How much do you agree or disagree with each of the following statements?
 6. Augmented Reality - A New Shape of Attention | Attention data from Passive Panel Data UK + US, n=3095, 1.3x = 42% / 33%.
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=96) | Q: When do you first start to plan for Mother's Day?