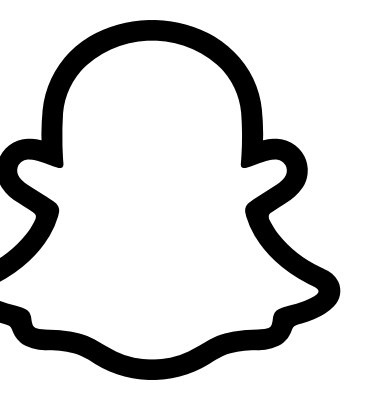


# Midsummer

## Celebrate it on Snapchat



The magic of Midsummer Eve approaches. Swedes will celebrate the longest day of the year with friends and family, many heading to the countryside for the flowers and festivities. And celebrations like this means Snapchatters capturing these beautiful moments and sharing them!

In fact, 83% of Snapchatters in Sweden say Snapchat is where they share their most meaningful moments when celebrating.<sup>1</sup>

**84%**

say Midsummer is meaningful to them.<sup>2</sup>

**83%**

say brands that help them find and celebrate everyday joys are special to them.<sup>3</sup>

**80%**

love to mark moments of celebration with buying something for themselves or someone else.<sup>4</sup>

**77%**

go to Snapchat to get advice from friends on what to shop for.<sup>5</sup>

### Media Tips

#### Create a Sponsored Lens

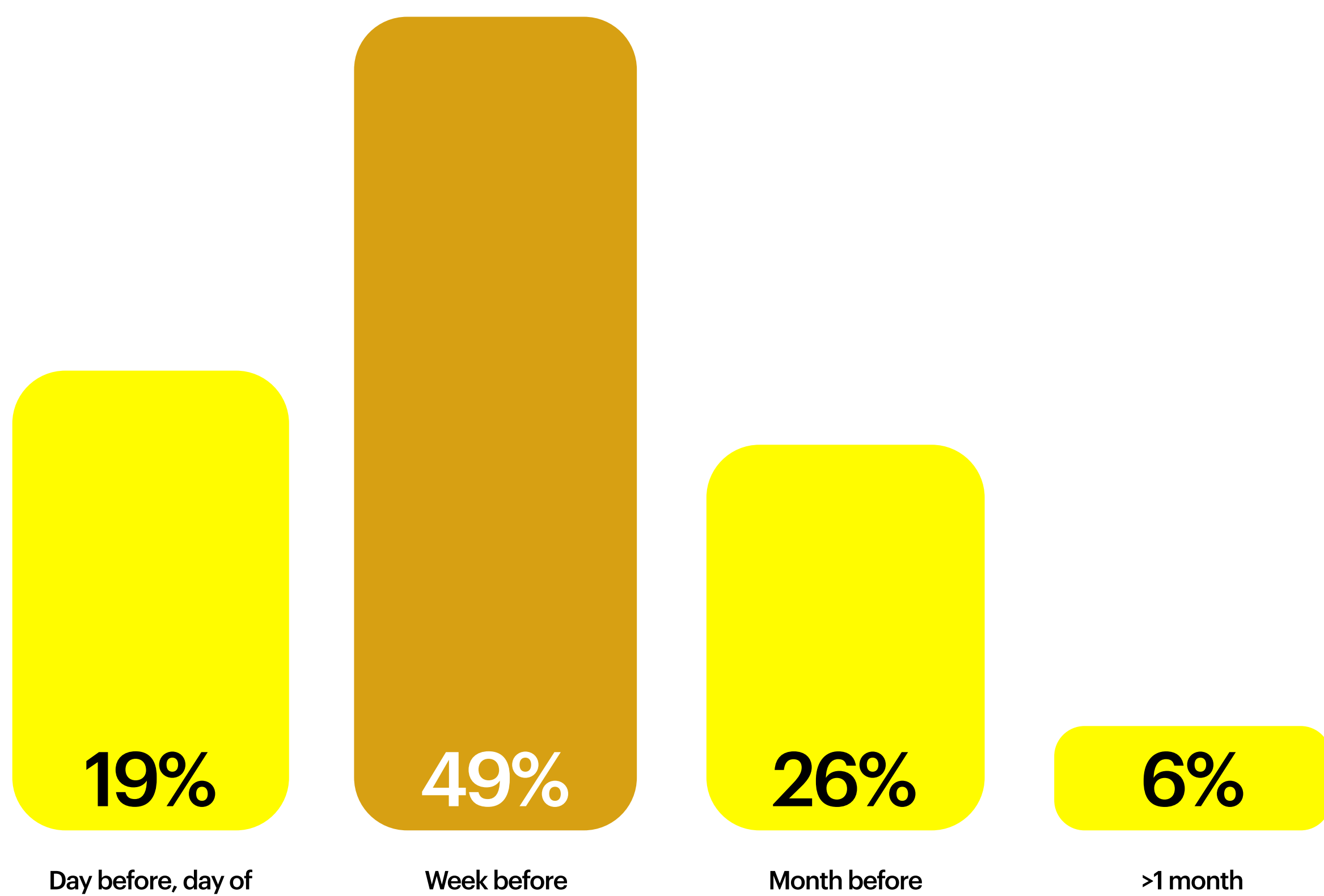
Over 170% increase in Sponsored Lens views on Midsummer compared to the prior 14 day average. Connect with Snapchatters by giving them a memorable lens to snap and share on the day!<sup>6</sup>

#### 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

81% of Snapchatters in the Sweden plan Midsummer one week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.<sup>7</sup>



### Creative Inspirations

#### The "Flowers Everywhere Lipstick Try-On" Lens

Let the beautiful summer yellow flowers flow through your hair, and explore some special festive shades of lipstick.

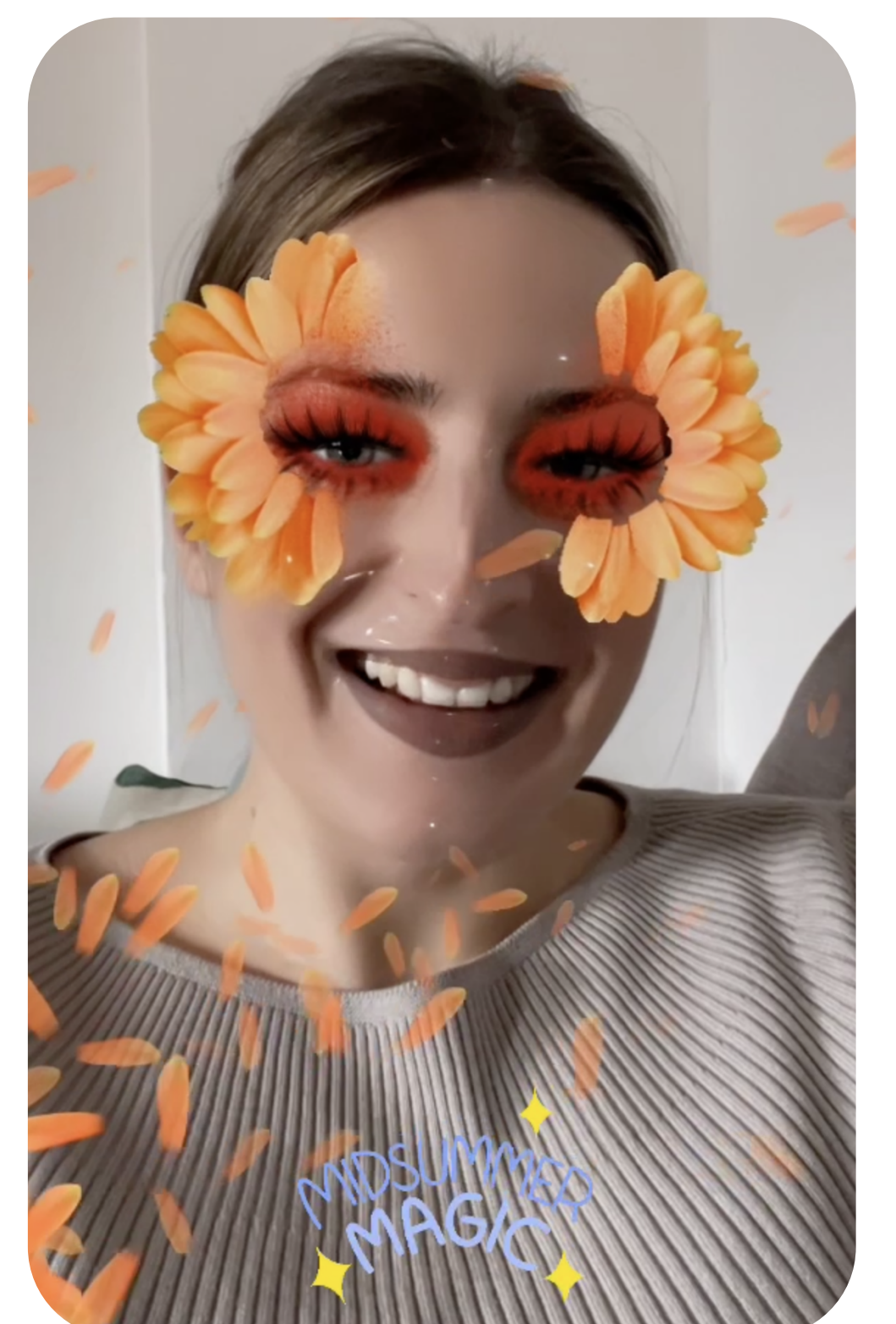


#### The "Midsummer Flower Crown" Lens

Midsummer means it's the time for flowers in the hair. Let AR dress you in a beautiful seasonal flower crown.

#### The "Midsummer Dream" Lens

It's magic, its mysterious, its memorable! Immerse yourself in an orange flower petal dream.



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=957), Daily Facebook Users (n=553), Daily Instagram Users (n=577), Daily TikTok Users (n=324), Daily Pinterest Users (n=165), Daily WhatsApp Users (n=274) | 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 Summer (n=103) | Q: How meaningful is this celebration or moment to you?  
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=957) | 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=957) | 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 (n=957), Daily Facebook Users (n=553), Daily Instagram Users (n=577), Daily TikTok Users (n=324), Daily Pinterest Users (n=165), Daily WhatsApp Users (n=274) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / Pinterest / WhatsApp]?  
 6. Snap Inc. internal data June 24, 2022 vs. June 10 - 23, 2022.  
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Summer (n=116) | Q: When do you first start to plan for Summer?