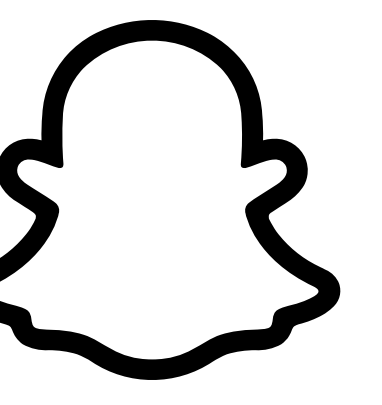


Easter Celebrate it on Snapchat



Tradition matters to Snapchatters, and Easter is one of our longest standing. In fact, **80%** of Snapchatters say they value **celebration traditions** they've created with their loved ones!

80%

of Snapchatters say Easter is **meaningful**²

81%

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

78%

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

56%

of Snapchatters make **purchases for Easter**⁵

Media Tips

First Commercial and First Lens

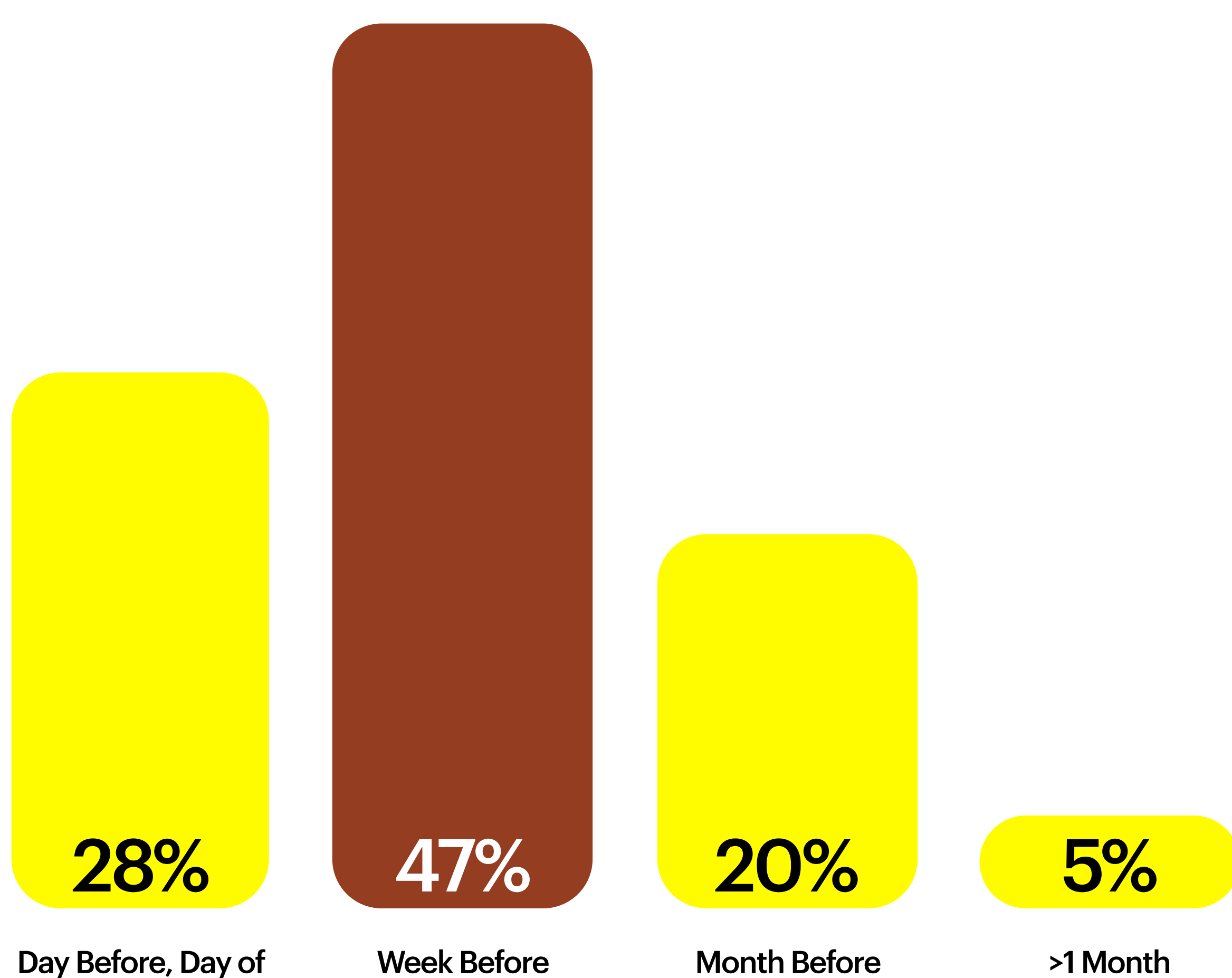
Achieve **94%** unduplicated reach when you use a First Lens and First Commercial combined buy.⁶

Lenses for lasting memories

7 in 10 Snapchatters share about their Easter celebration. Create your own branded Lens for Snapchatters to engage with and share.⁷

Run campaign beforehand

80% of Snapchatters 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 "Colourful Easter" Lens

Easter's the time when autumn's at its finest. Share the seasonal love with a daisy tiara and some retro heart-shaped sunglasses.

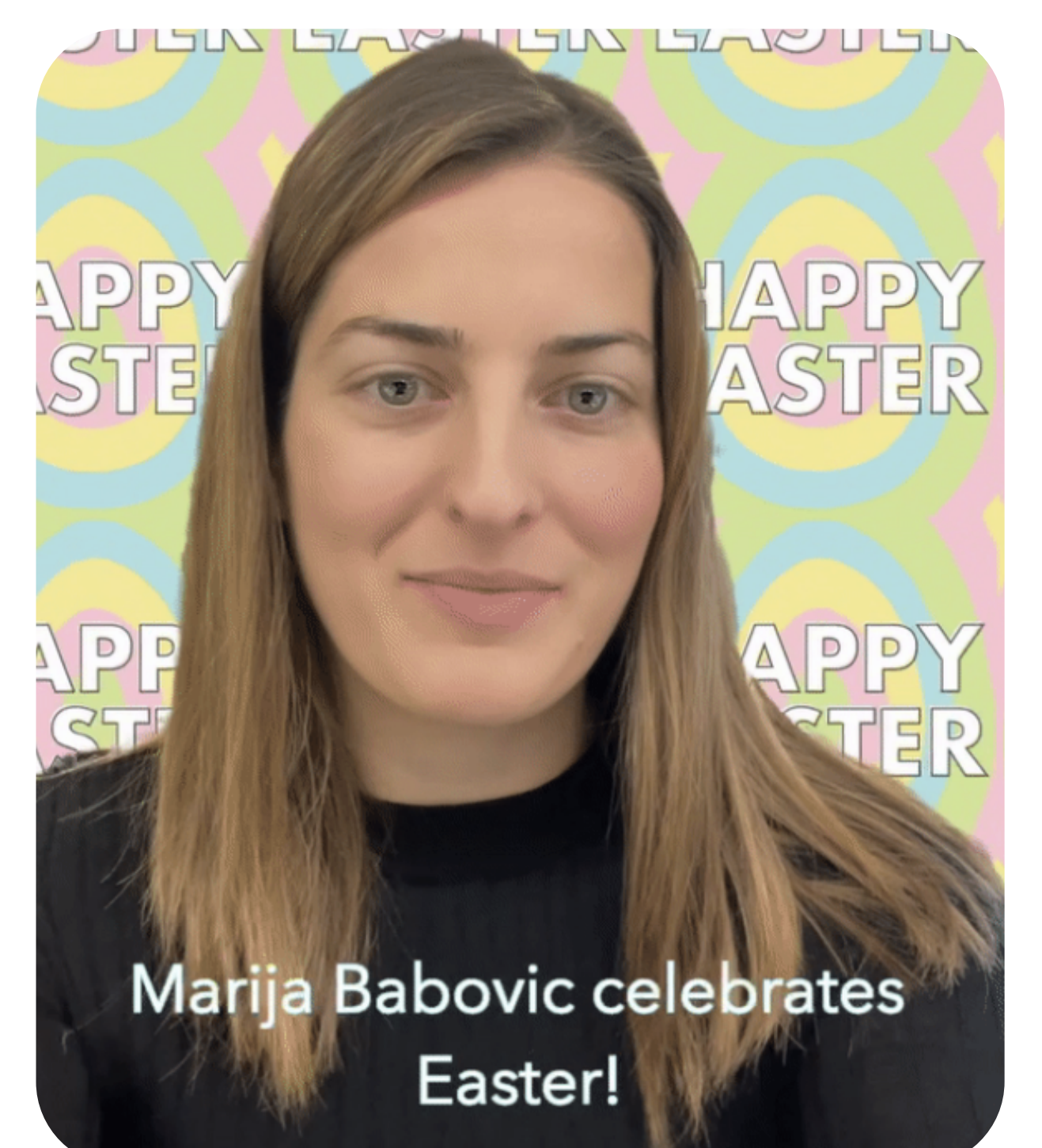


The "Egg Fest" Lens

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

The "Celebrate Easter" Lens

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



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=658) | 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=76) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=658) | 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=658) | 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=76) | Q: How do you celebrate Easter?
 6. Snap Inc. internal data, May 21 - July 13, 2022. Unduplicated reach is calculated from AU First Lens Campaigns and Commercials based on delivery to targeted age group of First Lens Campaigns.
 7. Base: Snapchatters celebrating Easter (n=76) | 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=76) | Q: When do you first start to plan for Easter?