



Moments in Focus

Your Guide to Seasonal Marketing Strategies on Snap



Netherlands+Nordics | 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 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.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
New Year	●	●
Valentine's Day	.	●
International Women's Day	.	.	●
Easter	.	.	.	●
King's Day	.	.	.	●
Mother's Day	●
Norwegian Constitution Day	●
Father's Day	●
Summer	●	●
Finnish Midsummer	●
Music Festival Season	●	●
Pride Month Parades	●
Back to School	●
Halloween	●	.	.
Black Friday & Cyber Monday	●	.
Father's Day	●	.
Holidays	●	●	●



January

The new year is here, and Snapchatters have fresh starts 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 keywords like "new," "begin," and "get started" resonating with Snapchatters.

Nearly
397M
Filters viewed

Nearly
300M
Lenses viewed

Nearly
33M
Story posts



TIP

Don't drop the ball on New Year's Eve! Join the fun by reaching Party People in Major Celebratory Spots on Snapchat (yep, that's a targeting option on the app).

ASSOCIATED MENTIONS

New

Post

Begin

Record

Get Started



Source: Snap Inc. internal data: "New Year" (12/31/18, 1/01/19)

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

February

Love is in the air on Valentine's Day and Snapchatters are here for it.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

(Sweden, Denmark, and Finland)

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 someone special.

Nearly

62M

Filters viewed

Over

58M

Lenses viewed

Nearly

4M

Story posts



TIP

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

ASSOCIATED MENTIONS

Be Mine

Single

Date

I Love You

Saint Valentine

Cruise



Source: Snap Inc. internal data: 'Valentine's Day' (2/14/19)

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

March

Springtime is for singing the praises of women across the world. Here's how Snapchatters honor the influential women in their lives and continue to push for progress in March.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

International Women's Day

On International Women's Day, Snapchatters celebrate the extraordinary and everyday accomplishments of women everywhere, with phrases like "run the world," "we rock," and "feminist" resonating.

Over
107M
Filters viewed

Over
104M
Lenses viewed

Nearly
7M
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

Celebrate

Run the World

We Rock

Independent

Feminist

Wage Gap



Source: Snap Inc. internal data: 'International Women's Day' (3/8/19)

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

Snapchatters across the region come together to celebrate Easter weekend.

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. Festive keywords like “eggs” and “candy” help define the moment.

Nearly
507M
Filters viewed

Nearly
459M
Lenses viewed

Over
33M
Story posts



TIP

Interest in “vacation” around this time could make the long weekend a sweet opportunity for travel brands.

ASSOCIATED MENTIONS

Gift

Family

Card

Eggs

Hat

Vacation

Candy



(Netherlands)

King's Day

After Easter, Snapchatters in the Netherlands set their sights on the next big party. Interest in event tickets starts bubbling up for this fun-loving crowd.

Over
67M
Filters viewed

Over
45M
Lenses viewed

Nearly
3M
Story posts

TIP

Apparel retailers, this is your time to shine. “Shirts” are a key mention during this month as King's Day revelers start planning their orange get-ups.

ASSOCIATED MENTIONS

Amsterdam

Festival

Ticket

Urban

Shirts

May

May is for celebrating moms and breaking out the bunad. Here's how Snapchatters engage this month to honor their loved ones and show their national pride.

JAN

FEB

MAR

APR

MAY

JUL

JUL

AUG

SEP

OCT

NOV

DEC

(Netherlands, Denmark, Finland, Sweden)

Mother's Day

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

Over
79M
Filters viewed

Over
45M
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

Best Mom

Momma Love

Gift

First Mother's Day

My Queen



Norwegian Constitution Day

Norwegians show off their national pride by gathering with friends and embracing the country's historic roots. "Song" and "style" are key words for patriotic Snapchatters.

Over
49M
Filters viewed

Nearly
8M
Lenses viewed

Nearly
3M
Story posts

TIP

"Breakfast" draws some serious interest around this time—food and beverage retailers, make sure to highlight the morning essentials.

ASSOCIATED MENTIONS

May 17

Song

Style

Breakfast

Friends

June

This month, we look forward to celebrating dads 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

(Netherlands and Denmark)

Father's Day

It's dad's turn this time around. Snapchatters show their appreciation with keywords like "best father in the world" and "I love you."

Over
47M

Filters viewed

Over
27M

Lenses viewed

Over
2M

Story posts

TIP

Father's Day is a family affair for Snapchatters—"together with family" receives a lot of love during this moment.



ASSOCIATED MENTIONS

I Love You

Gift

Best Father in the World

Together With Family



(Norway, Sweden, Denmark, and Finland)

Summer

Keywords and phrases like "summer feels," "holiday," and "summer home" start popping during this time of year, revealing Snapchatters' plans to relax and unwind.

Nearly

6B

Filters viewed

Over

4B

Lenses viewed

Nearly

483M

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

Sun

Summer Home

Hat

Holiday

ALcohol

Winter

Summer Feels

Friends

June

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

(Finland)

Finnish Midsummer

Snapchatters in Finland are extra ready for the warm weather. Phrases like “start of summer” and “summer weather” heat up as coats and scarves are *finally* stored away for the season.

Nearly

14M

Filters viewed

Over

6M

Lenses viewed

Nearly

770K

Story posts

TIP

Beverage brands, take note—“drinks” is a keyword we’re watching this month as Snapchatters of age in Finland toast to the start of summer.



ASSOCIATED MENTIONS

Summer Weather

Drinks

Working

Start of Summer



Source: Snap Inc. internal data: “Finnish Midsummer” (6/23/18)

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

July

The temperatures are rising, and so is the volume as Snapchatters flock to music festivals across the region. July is all about grooving and capturing the moment.

JAN

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AUG

SEP

OCT

NOV

DEC

Music Festival Season

From CPG to food and beverage to apparel brands, festival season is prime time to be part of Snapchatters' memories for years to come.

Nearly

2B

Filters viewed

Over

1B

Lenses viewed

Over

130M

Story posts

TIP

Regardless of their festival of choice, Snapchatters love to capture their experiences—"photo festival," "vlog," and "live stream" draw interest around this moment.



ASSOCIATED MENTIONS

Photo festival

Vlog

Tickets

Camping

Live Stream



Source: Snap Inc. internal data: "Music Festival Season" (5/26/18 - 5/30/18 - 6/3/18 - 6/6/18 - 6/10/18 - 6/15/18 - 6/17/18 - 6/29/18 - 7/22/18 - 8/7/18 - 8/12/18 - 8/17/18 - 8/19/18 - 8/24/18 - 8/26/18 - 2/28/19 - 3/2/19)
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

August

The party continues in August as Snapchatters march in Pride parades and show their support for one another. Here's how Pride plays out on Snap.

JAN

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JUN

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SEP

OCT

NOV

DEC

Pride Month Parades

Pride isn't just about the parades and parties. It's about loving yourself, sharing stories, and connecting with others. Brands can make a meaningful contribution by celebrating what it means to be LGBTQ.

Over
113M
Filters viewed

Over
65M
Lenses viewed

Nearly
9M
Story posts

(Finland and Norway in June, Sweden, Netherlands, Denmark in August)



TIP

You can reach the Advocates and Activists segment with empowering Lenses and Filters for this moment.

ASSOCIATED MENTIONS

Party

Parade

Getting Ready

Comfortable

Gay Pride



Source: Snap Inc. internal data: "Pride Month Parades" (6/30/18, 8/4/18, 8/18/18)

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

September

Summer is winding down, and the school semester is gearing back up. September brings the first hint of fall's arrival as Snapchatters head back to school.

JAN

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NOV

DEC

Back to School

After a few months off, Snapchatters are ready to get back into their academic routines and hit the books. "First day" and "welcome back" are trending phrases as Snapchatters prepare for the year ahead.

Nearly

4B

Filters viewed

Over

3B

Lenses viewed

Nearly

243M

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

Shopping

School Tomorrow

First Day

Sleep

Welcome Back



Source: Snap Inc. internal data: "Back to School" (8/5/18 - 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 frights and festivities as Snapchatters prep for Halloween. Here's how Snapchatters spread spooky vibes in October.

JAN

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NOV

DEC

Halloween

Come October, Snapchatters jump right into the Halloween spirit – no pun intended. They're engaged with keywords like "costume," "fright nights," and "garlic." Did someone say vampire?

Over

91M

Filters viewed

Nearly

93M

Lenses viewed

Nearly

6M

Story posts

TIP

Snapchatters love a good costume theme. Target the Party People audience segment with content to match.



ASSOCIATED MENTIONS

Party

Costume

Theme

Disco

Fright Nights

Garlic

Makeup

Movies

Walibi



Source: Snap Inc. internal data: 'Halloween' (10/31/18)

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

November

Snapchatters get their shop on with deals on deals on deals for Black Friday and Cyber Monday.

JAN

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NOV

DEC

Black Friday & Cyber Monday

Once fake cobwebs have been put away and costumes returned to the closet, Snapchatters are on the hunt for the best deals to kick off holiday shopping season. Here's how it plays out on Snapchat.

Over
168M
Filters viewed

Over
152M
Lenses viewed

Over
10M
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.

(Netherlands, Norway, Sweden, Denmark)



ASSOCIATED MENTIONS

Sale

Deal

Shopping With Friends

Makeup

Christmas Presents



(Norway, Sweden, and Finland)

Father's Day

Dads get their moment in the (fleeting) sun when November pops up in Norway, Sweden, and Finland. Snapchatters plan to "spoil" and "celebrate" their "world's best" and give some extra love around this time.

Over
57M
Filters viewed

Over
52M
Lenses viewed

Nearly
5M
Story posts

TIP

"Gift" and "cardigan" mentions are also popular this month, as Snapchatters look to help out dad in the style department.

ASSOCIATED MENTIONS

Spoil

World's Best

Gift

Celebrate

Cardigan

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

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MAY

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NOV

DEC

Holidays

Snapchatters are getting in the holiday spirit, anticipating gifts and celebrating with family. From “gift” and “tree” to “wishes” and “music,” Snapchatters revel in the sights and sounds of the holidays.

Over

1B

Filters viewed

Over

1B

Lenses viewed

Nearly

73M

Story posts

TIP

Tag along on the ride to Grandma’s house by targeting the Family Travelers segment.



ASSOCIATED MENTIONS

Wishes

Friends

Family

Gift

Tree

Dinner

Music



Source: Snap Inc. internal data: “Holidays” (12/2/18 - 12/10/18, 12/24/18, 12/25/18)

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

