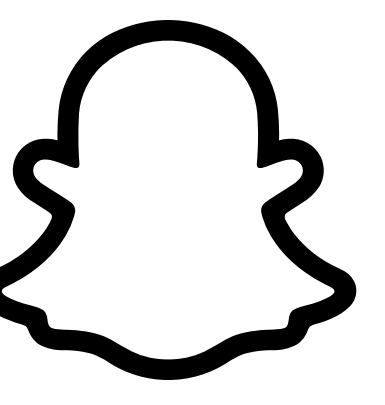


# Valentine's Celebrate it on Snapchat



Celebrations **bring joy**, spontaneity and **positive emotions** to our lives and the perfect chance to **reconnect** with family and friends. Snapchat is the platform where real friends and family connect, share special memories and have fun. That's why special celebrations such as Valentine's Day are the **best opportunity** for brands to **connect** with Snapchatters.

Celebrations are always in the works for Snapchatters who value real connections and these moments encourage them to connect and be creative.

**81%** of Snapchatters say Snapchat is where they share their most **meaningful moments** when celebrating<sup>1</sup>. Therefore, brands need to join the celebration by offering consumers support during the preparation, search for inspiration and purchasing process.

**63%** of Snapchatters make **purchases** for Valentine's Day.<sup>2</sup>

**Snapchat is the top app** where they are getting inspiration on **what to buy and sharing what they purchased**.<sup>3</sup>

**76%**

of Snapchatters say "brands or products that **acknowledge** and **support celebrations** I care about feel more relevant to me."<sup>4</sup>

**68%**

of Snapchatters say "Snapchat's **Try-On lenses** made me more likely to buy items for a celebration."<sup>5</sup>

## Media Tips

### First Lens and First Commercial — the power couple

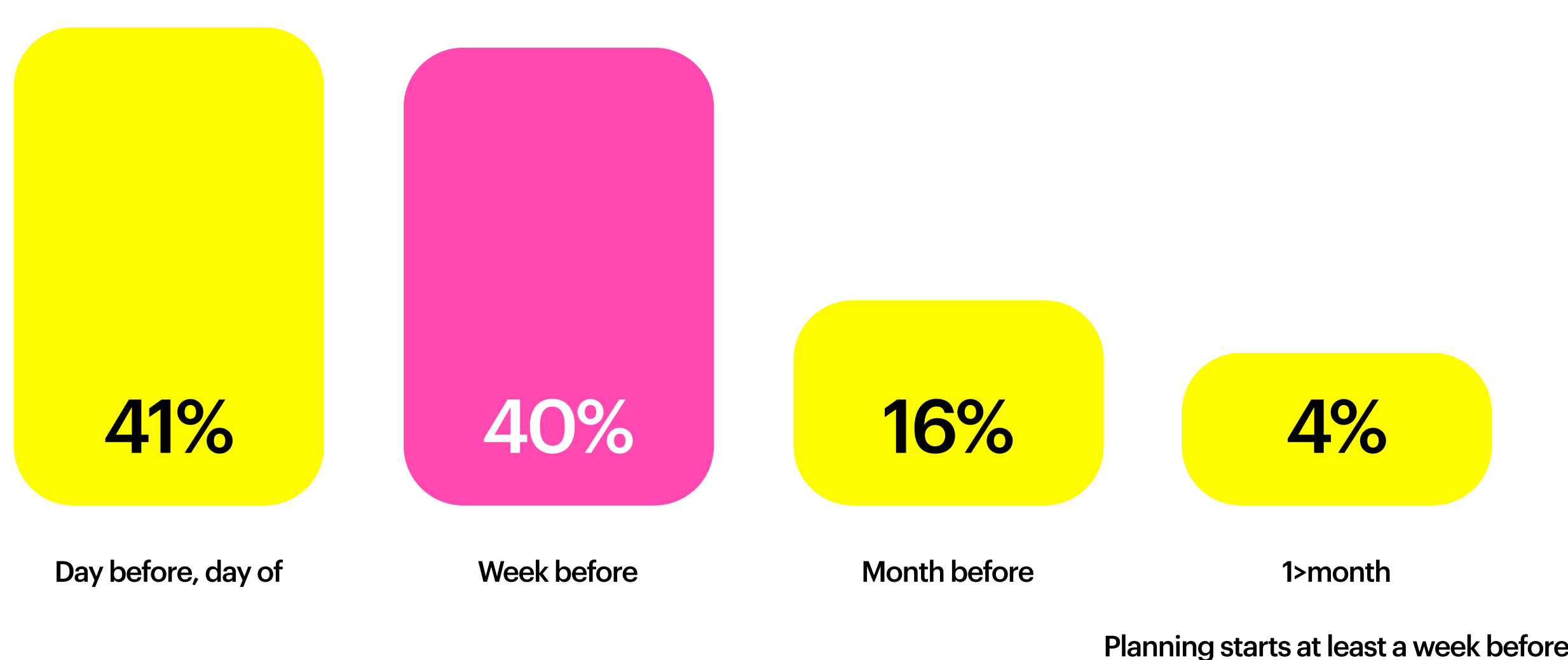
Take over Valentine's day with the most powerful couple. First Lens lets you own the **first impression** of the Snap Lens Carousel for maximum reach and maximum engagement. With First Commercial your ad is guaranteed to be the first non-skippable ad a Snapchatter sees. When combined together, you can achieve up to **96%** unduplicated reach<sup>6</sup>.

### Lenses for lasting memories

With **210%** increase in the number of Snapchatters who shared Lenses on Valentine's Day compared to the prior 14 day average<sup>7</sup>, create your own branded Lens for Snapchatters to have fun with it and share it.

### Spread love and wishlists with Dynamic Ads

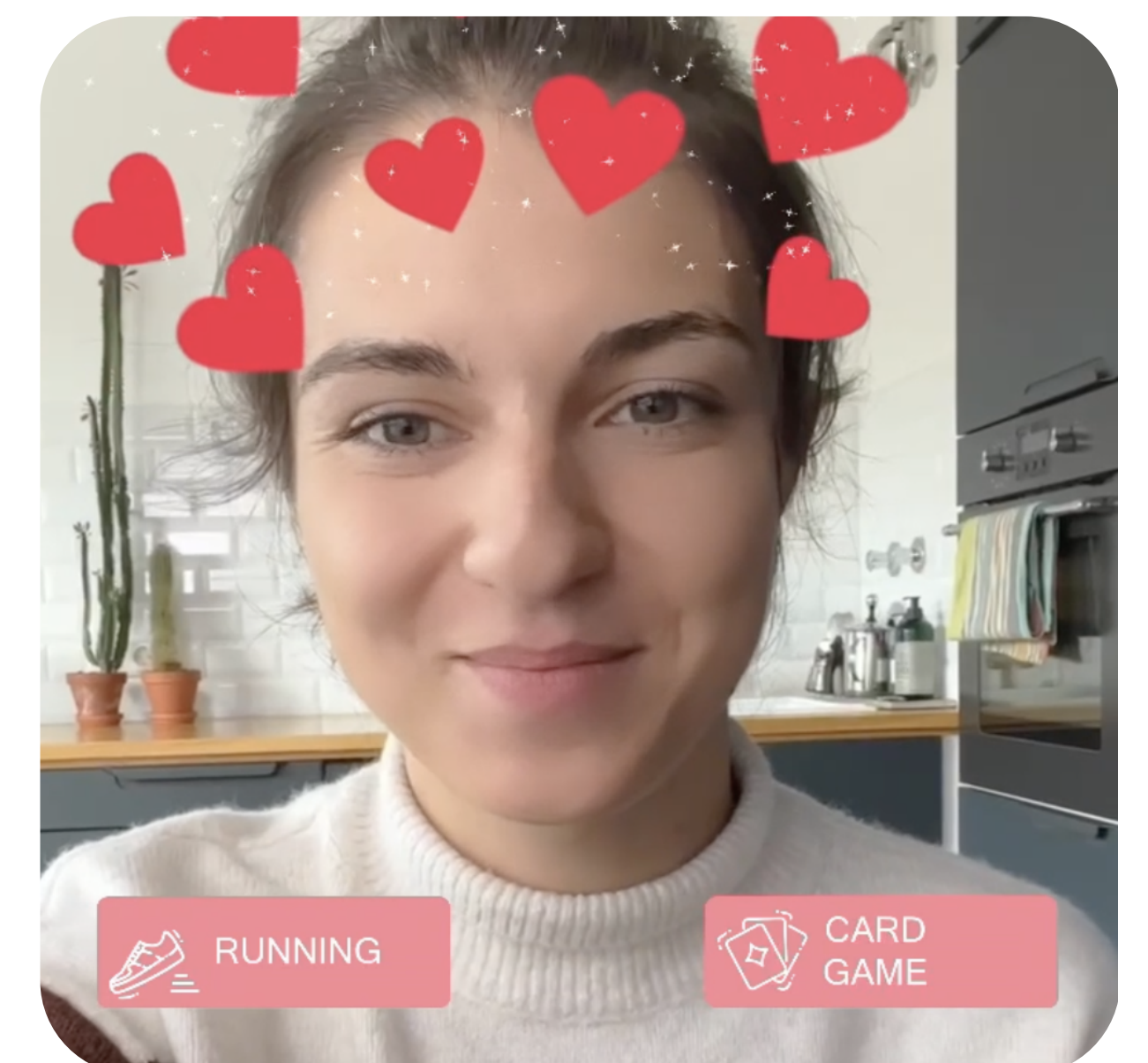
**40%** of Snapchatters start planning one month<sup>8</sup> before the celebration. Promote your entire catalog with **Dynamic Ads** and use this format to create ads for multiple products with Dynamic Collection Ads. It's the perfect tool to drive online sales ahead of Valentine's Day.



## Creative Inspirations

### The "Trait" Lens

Inspire Snapchatters to **unlock** their favorite traits and interests with this Lens. With every smile, a new badge for a new interest appears (ie. music, cooking, plants etc.)

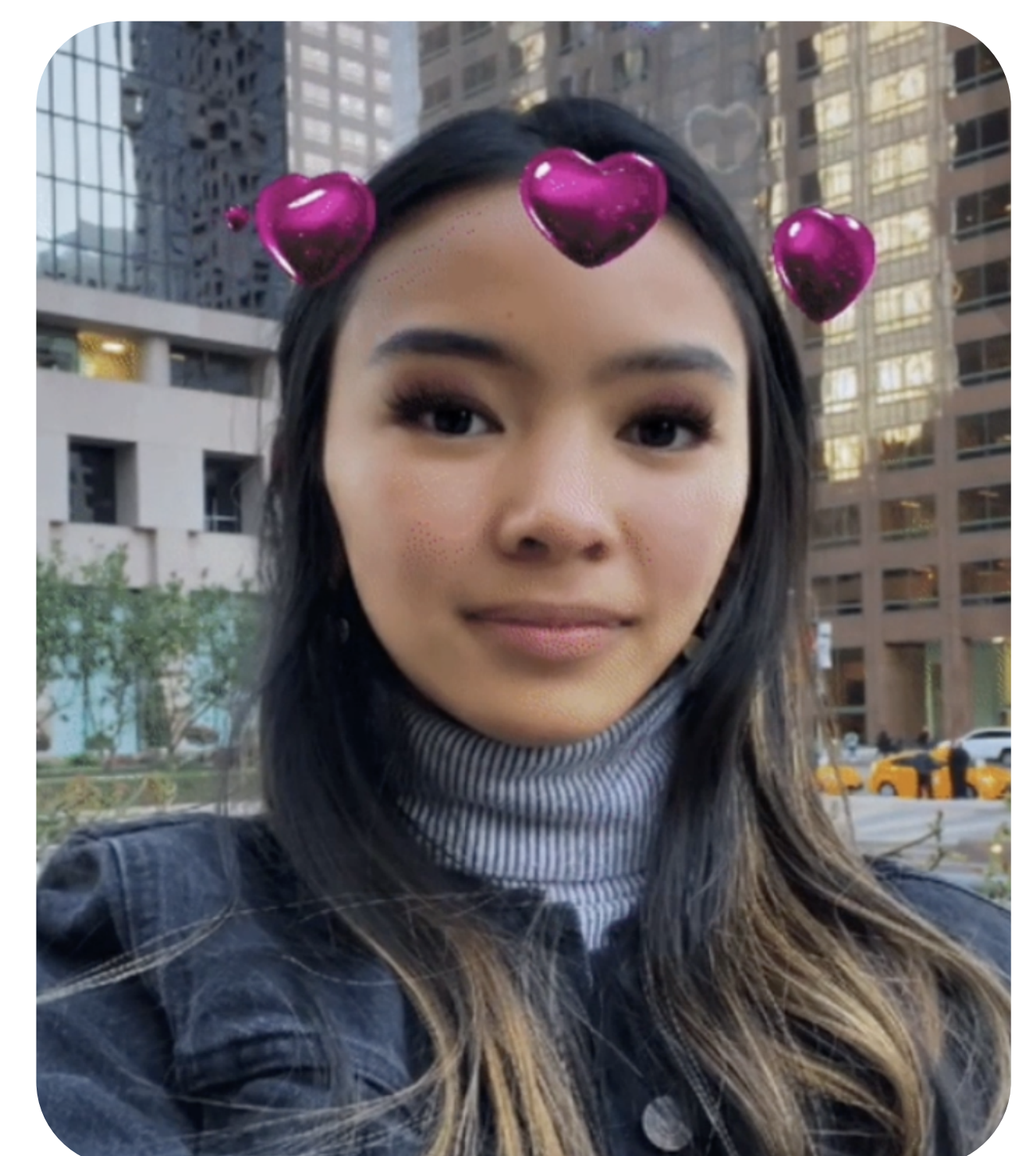


### The "Who do you love" Lens

Give Snapchatters the chance to get up **close and personal** with the people they love with this Lens. Once they swipe, their name will automatically appear and they can insert the name of the person they love right next to it.

### The "Heart Bubbles" Lens

Love will go round and round with this Lens. Snapchatters will be surrounded by **animated hearts** in 3D and your brand name floating around them. The best part is they get to share it with friends too.



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=791) | Q: How well does each of the following describe Snapchat?  
 2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Valentine's Day (n=108) | Q: How do you celebrate Valentine's Day?  
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Valentine's Day (n=108) | Q: When shopping for Valentine's Day, how do you use each online platform?  
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=791) | 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=791) | Q: How much do you agree with each of the following regarding Snapchat's AR/augmented reality lenses and filters as it relates to how you plan, shop for, and celebrate moments and holidays throughout the year?  
 6. Snap Inc. internal data, May 14 - June 23, 2022. Unduplicated reach is calculated from DE First Lens Campaigns and Commercials based on delivery to targeted age group of First Lens Campaigns.  
 7. Snap Inc. internal data February 14, 2022 vs. January 31 - February 13, 2022 |  
 8. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Valentine's Day (n=108) | Q: When shopping for Valentine's Day, how do you use each online platform?