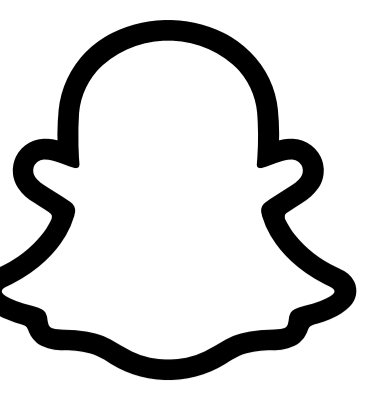


Mother's Day

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 Australia 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

90% of Snapchatters say Mother's Day is meaningful²

75% of Snapchatters make purchases for Mother's Day³

81% of Snapchatters say brands that acknowledge and support celebrations they care about feel more relevant to them⁴

74% say Snapchat is where they share their most meaningful moments when celebrating⁵

Media Tips

Bid 20% above recommendation

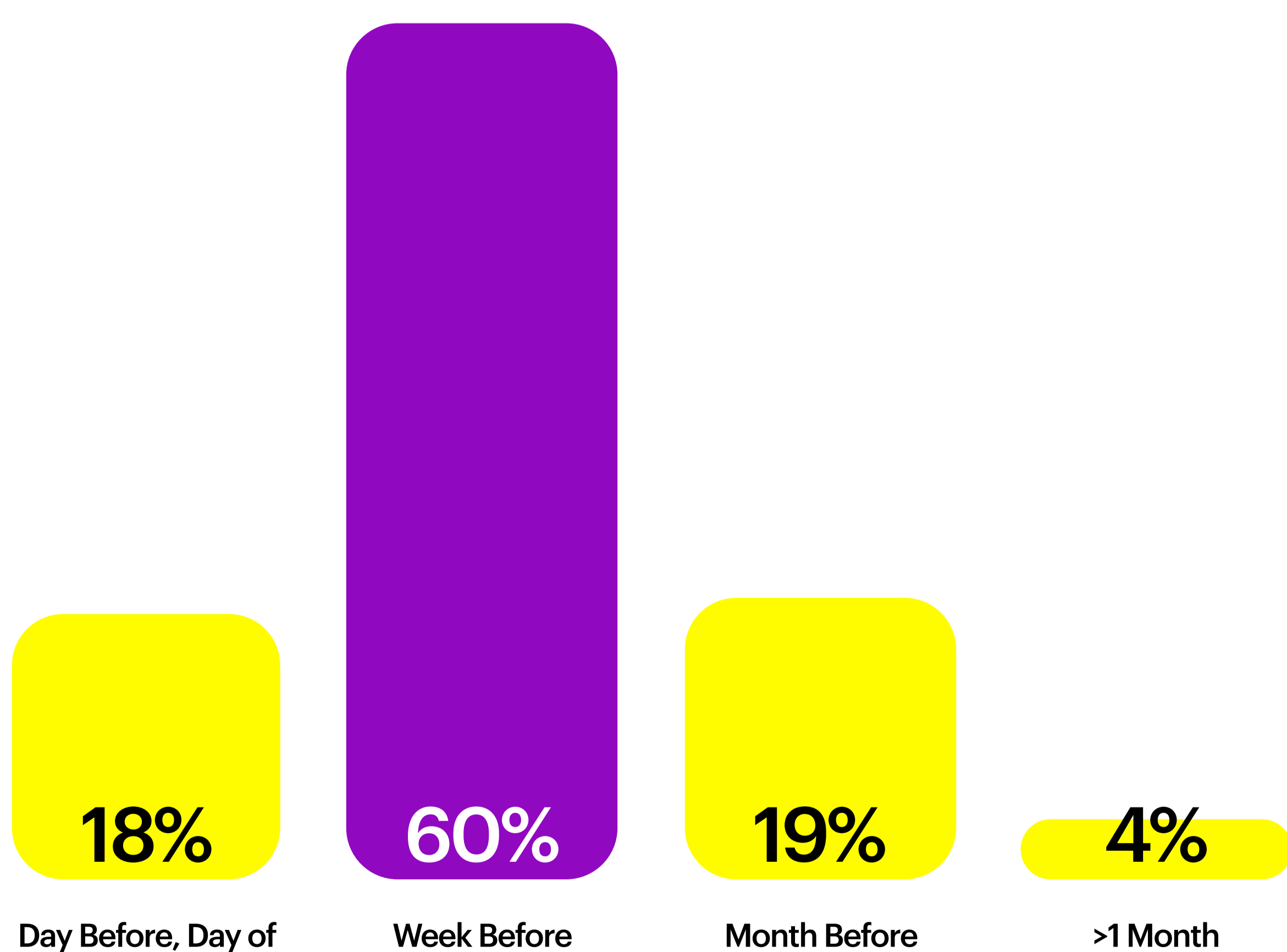
Auction is expected to increase by around 108% during that period. Setting your bids at least 20% higher will assure better competitive bid that will enhance performance in the auction.

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

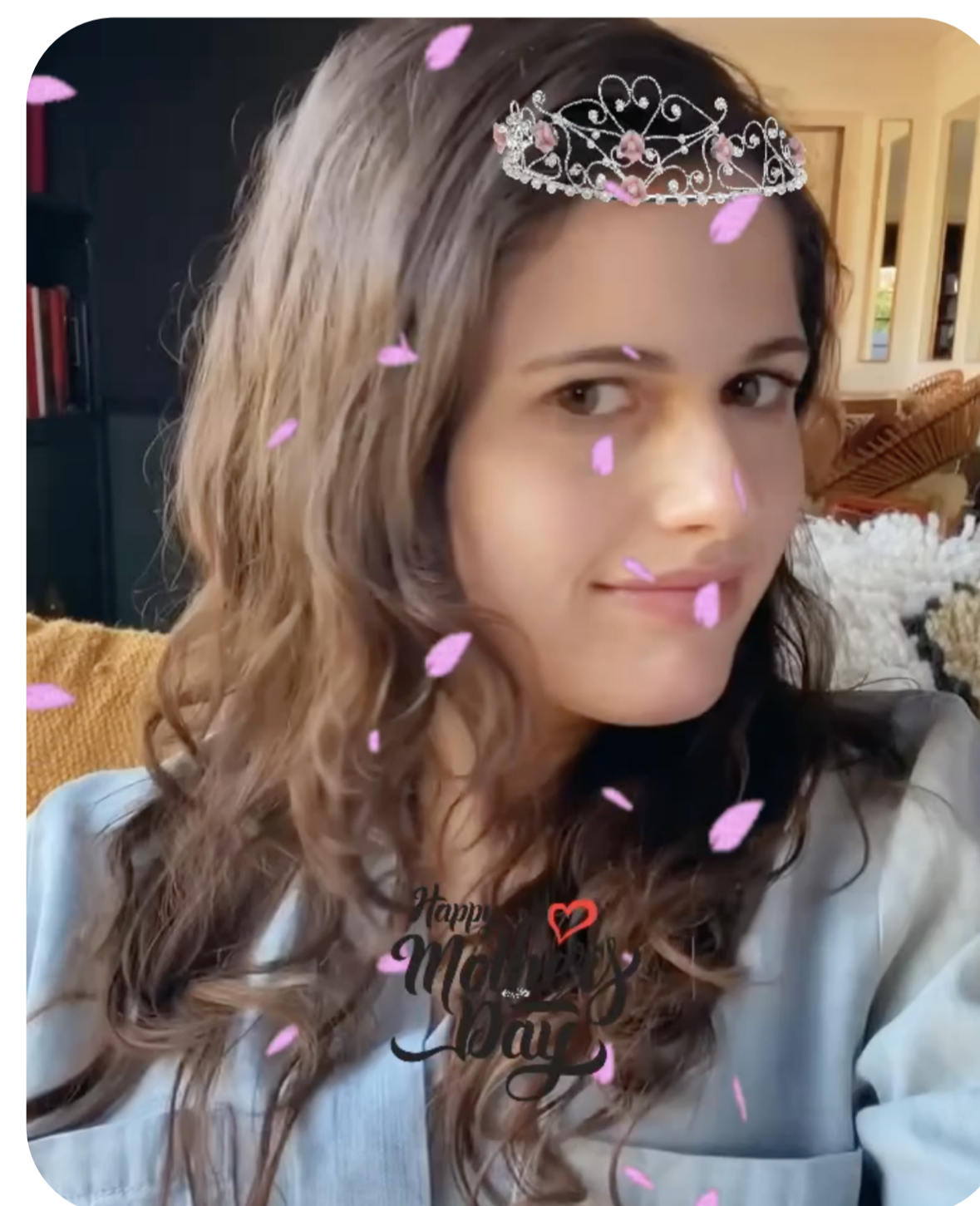
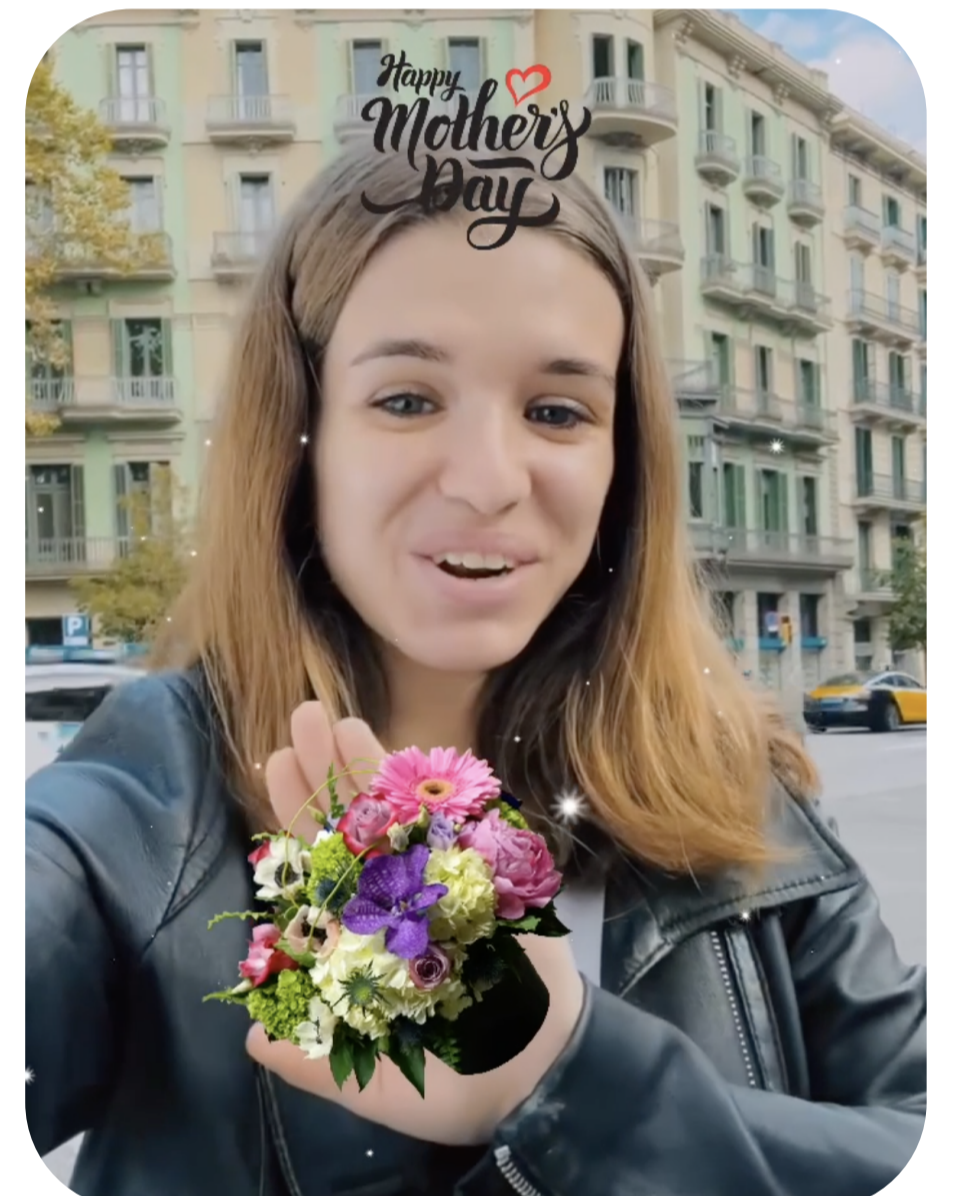
82% of Snapchatters plan Mother's Day 1 week or more in advanced. Advertising ahead will assure a better learning phase in the lead up to the day.⁶



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=658), Daily Facebook Users (n=552), Daily Instagram Users (n=422), Daily TikTok Users (n=233), Daily Pinterest Users (n=142), Daily WhatsApp Users (n=353) | 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 Mother's Day (n=66) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=66) | 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=658) | Q: How much do you agree or disagree with each of the following statements?
 5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=658), Daily Facebook Users (n=552), Daily Instagram Users (n=422), Daily TikTok Users (n=233), Daily Pinterest Users (n=142), Daily WhatsApp Users (n=353) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / Pinterest / WhatsApp]?
 6. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Mother's Day (n=66) | Q: When do you first start to plan for Mother's Day?