

Saudi National Day

Celebrate it on Snapchat



It's the day when Saudis **celebrate** with traditional dances, balloons, songs, and festivities. Cities are colorfully decorated with the iconic green and white of the national flag - which is all **captured and shared** by Snapchatters with their **friends and family** on the platform!

In fact, **89%** of Snapchatters in Saudi Arabia say Snapchat is where they share their **most meaningful moments** when celebrating.¹

88%

say brands that acknowledge and support celebrations they care about feel **more relevant** to them.²

3.5B

On average, Snapchatters engaged with **AR Lenses** over 3.5bn times each day in Saudi Arabia from September 22 - 23, 2022.³

35M

Snapchatters engaged with **Sponsored Lenses** over 35M times each day in Saudi Arabia from September 22 - 23, 2022.⁴

87%

say Snapchat's try-on/try-out lenses have made them more likely to **buy items** for a celebration.⁴

Media Tips

Create a Sponsored Lens

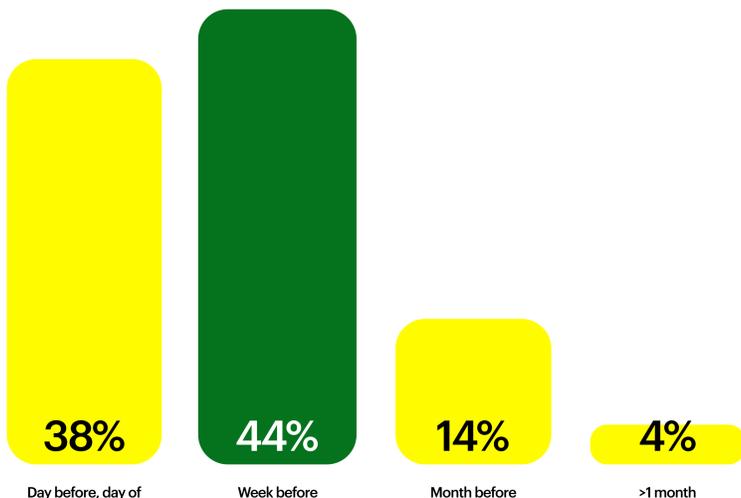
Over **490% increase** in Sponsored Lens views on Saudi National Day, compared to the prior 14 day average. Connect with Snapchatters by giving them a **memorable lens** to snap and share on the day!⁶

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 to launch the week before

Most Snapchatters in the Saudi Arabia plan for **National day** either the week or day before. Plan to launch your campaign then, to engage them at **the right time**.⁷



Creative Inspirations

The "Golden Scent" Lens

Show your smooth side with this **sponsored lens**, as the colors of the country swirl behind you in a cool effect.

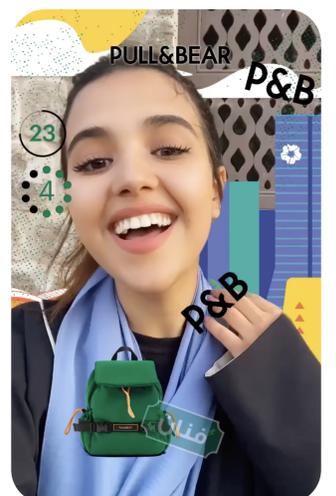


The "National Day Message" Lens

Send a greeting to those closest to you from behind a nice illustrated image with a **National Day message** in the foreground.

The "Pull & Bear" Lens

Fill your bag with a shower of designer goods, courtesy of Pull & Bear, in this interactive **gamified AR lens**!



1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978), Daily Facebook Users (n=770), Daily Instagram Users (n=775), Daily TikTok Users (n=711), Daily WhatsApp Users (n=785) | Q: How well does each of the following describe [Snapchat / Facebook / Instagram / TikTok / WhatsApp]?

2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?

3. Snap Inc. internal data September 22 - 23, 2022.

4. Snap Inc. internal data September 22 - 23, 2022.

5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=978) | 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 September 23, 2022 vs. September 9 - 22, 2022.

7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Saudi National Day (n=124) | Q: When do you first start to plan for Saudi National Day?