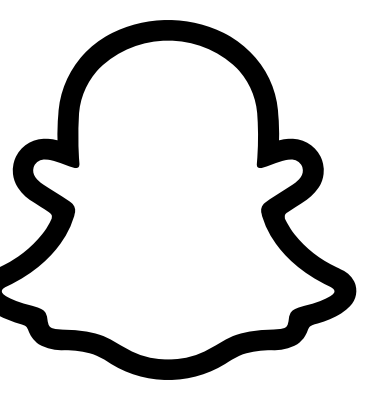


# Easter Celebrate it on Snapchat



Tradition matters to Snapchatters, and Easter is one of our longest standing. In fact, **84%** of Snapchatters in Germany say they value **celebration traditions** they've created with their loved ones!<sup>1</sup>

## 86%

say Easter is meaningful<sup>2</sup>

## 76%

say brands that acknowledge and support **celebrations** I care about feel more relevant to me<sup>3</sup>

## 85%

love to mark **moments of celebration** with buying something for themselves or someone else<sup>4</sup>

## 68%

make **purchases** for Easter<sup>5</sup>

## Media Tips

### First Commercial and First Lens

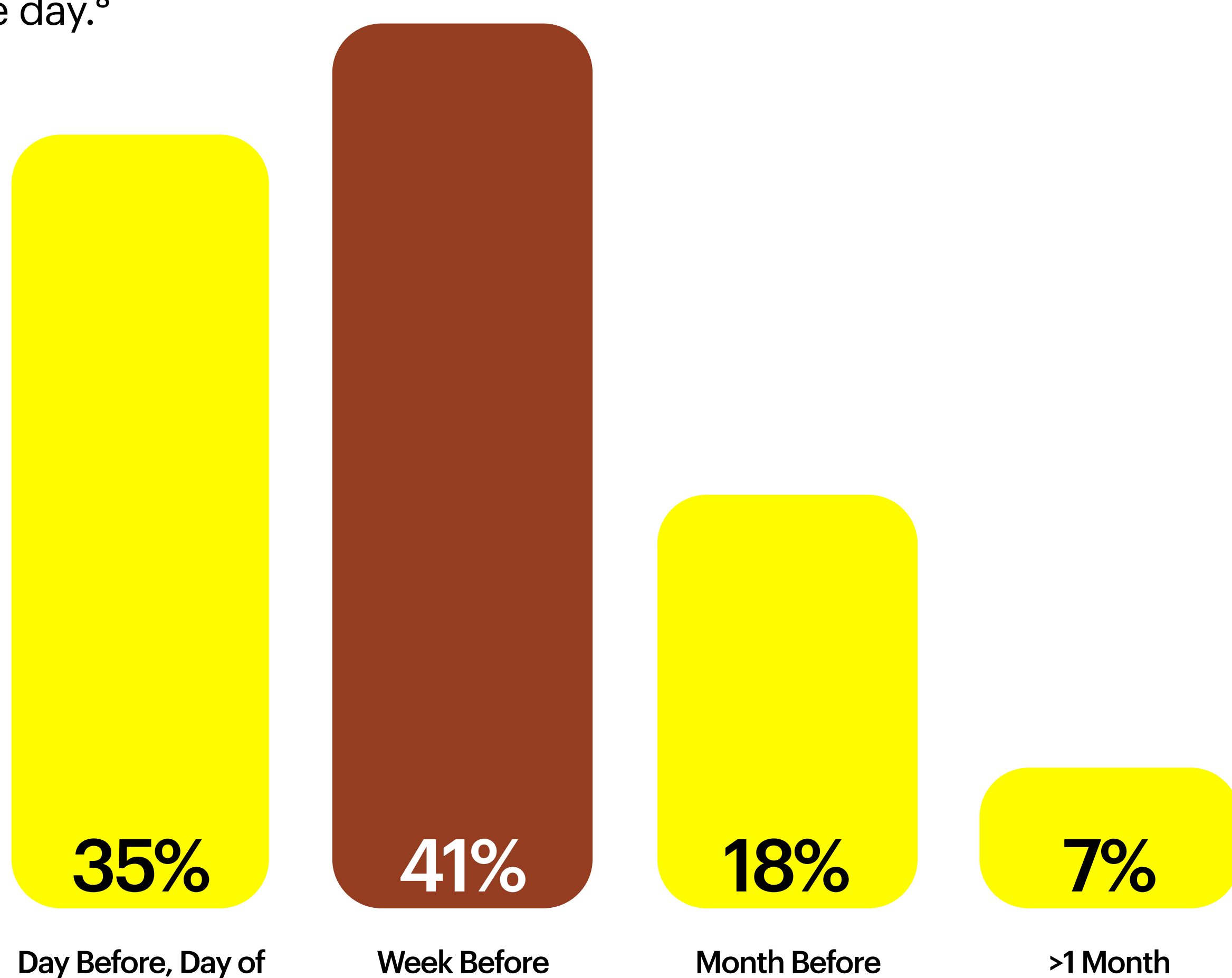
Achieve **96%** unduplicated reach when you use a First Lens and First Commercial combined buy.<sup>6</sup>

### Lenses for lasting memories

With over **20%** increase in Story Posts on Easter, compared to the prior 14 days on average, create your own branded Lens for Snapchatters to engage with and share.<sup>7</sup>

### Run campaign beforehand

**66%** Snapchatters in Germany prepare a week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.<sup>8</sup>



## Creative Inspirations

### The "Colorful Easter" Lens

Easter's a time when Spring is in full bloom. Share the seasonal **love** with a daisy tiara and some retro heart-shaped sunglasses.

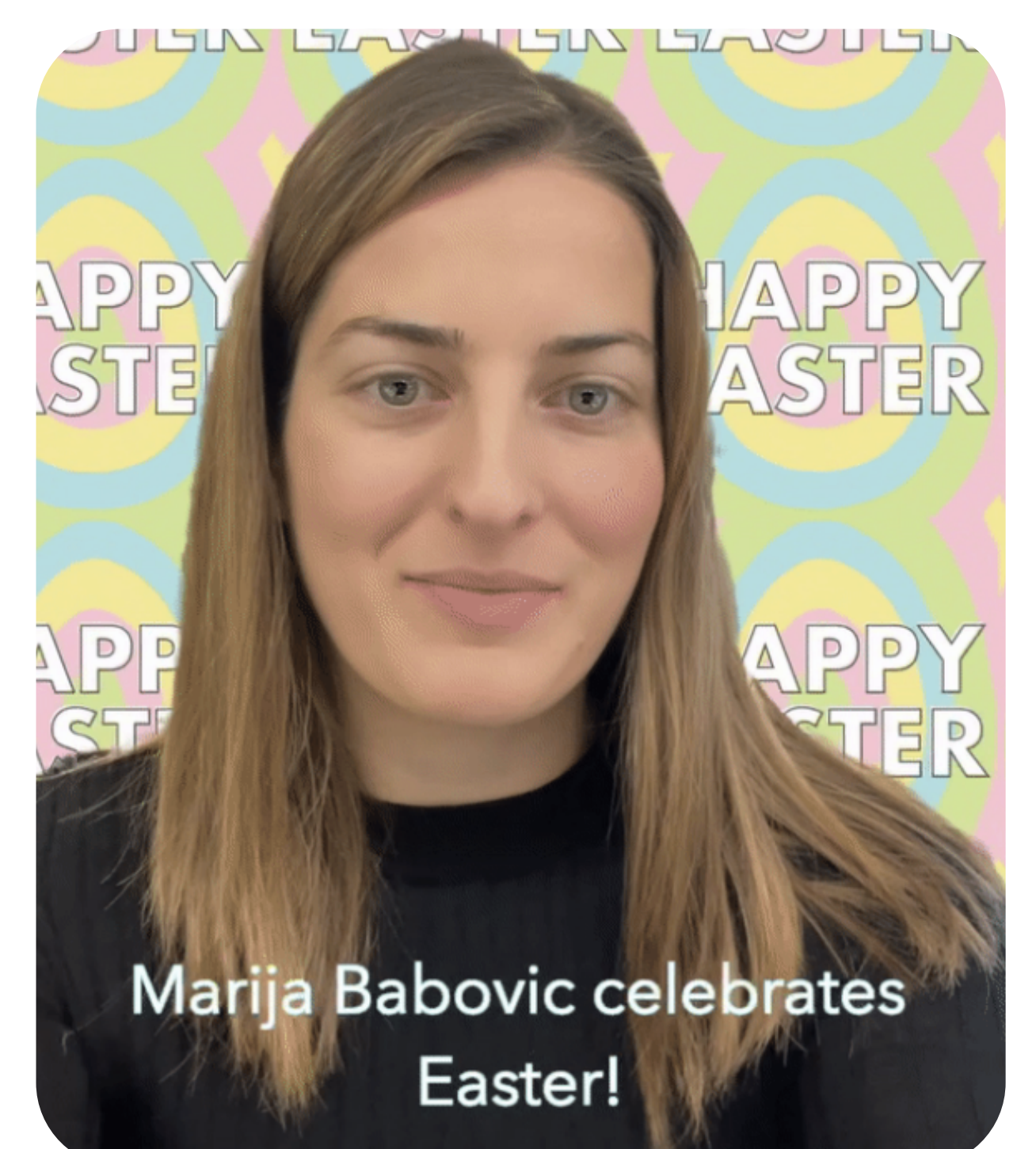


### The "Egg Fest" Lens

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

### The "Celebrate Easter" Lens

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



1. 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?  
 2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=104) | Q: How meaningful is this celebration or moment to you?  
 3. 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?  
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=791) | 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=104) | Q: How do you celebrate Easter?  
 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 April 17, 2022 vs. April 3 - 16, 2022.  
 8. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=104) | Q: When do you first start to plan for Easter?