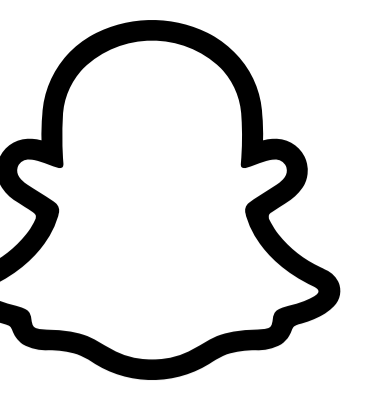


Easter Celebrate it on Snapchat



Tradition matters to Snapchatters, and Easter is one of our longest standing. In fact, **88%** of Snapchatters in Netherlands say they value **celebration traditions** they've created with their loved ones!¹

88%

say Easter is **meaningful**²

92%

say brands that help them find and **celebrate everyday joys** are special to them³

93%

love to mark **moments of celebration** with buying something for themselves or someone else⁴

58%

make **purchases** for Easter⁵

Media Tips

Lenses for lasting memories

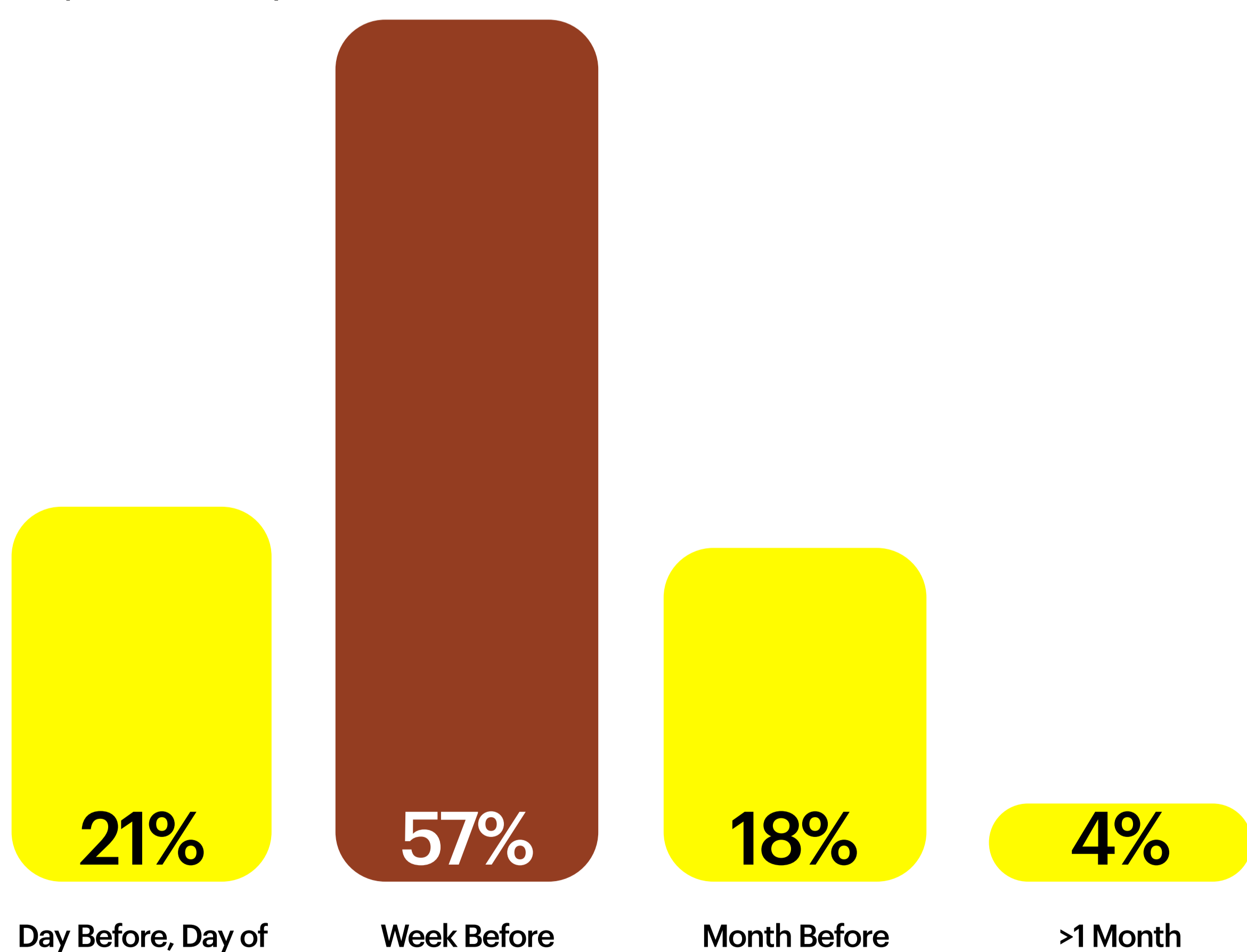
90% of Snapchatters say Snapchat's AR makes **celebrations better**. Create a **memorable branded lens** that helps your audience get creative at Easter.⁶

Get seen telling **your story**

With over **20% increase in Story Posts** on Easter, compared to the prior 14 days on average. Post to your Public Story to **get seen** celebrating with Snapchatters.⁷

Run campaign **beforehand**

79% of Snapchatters in Netherlands prepare a week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.⁸



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.

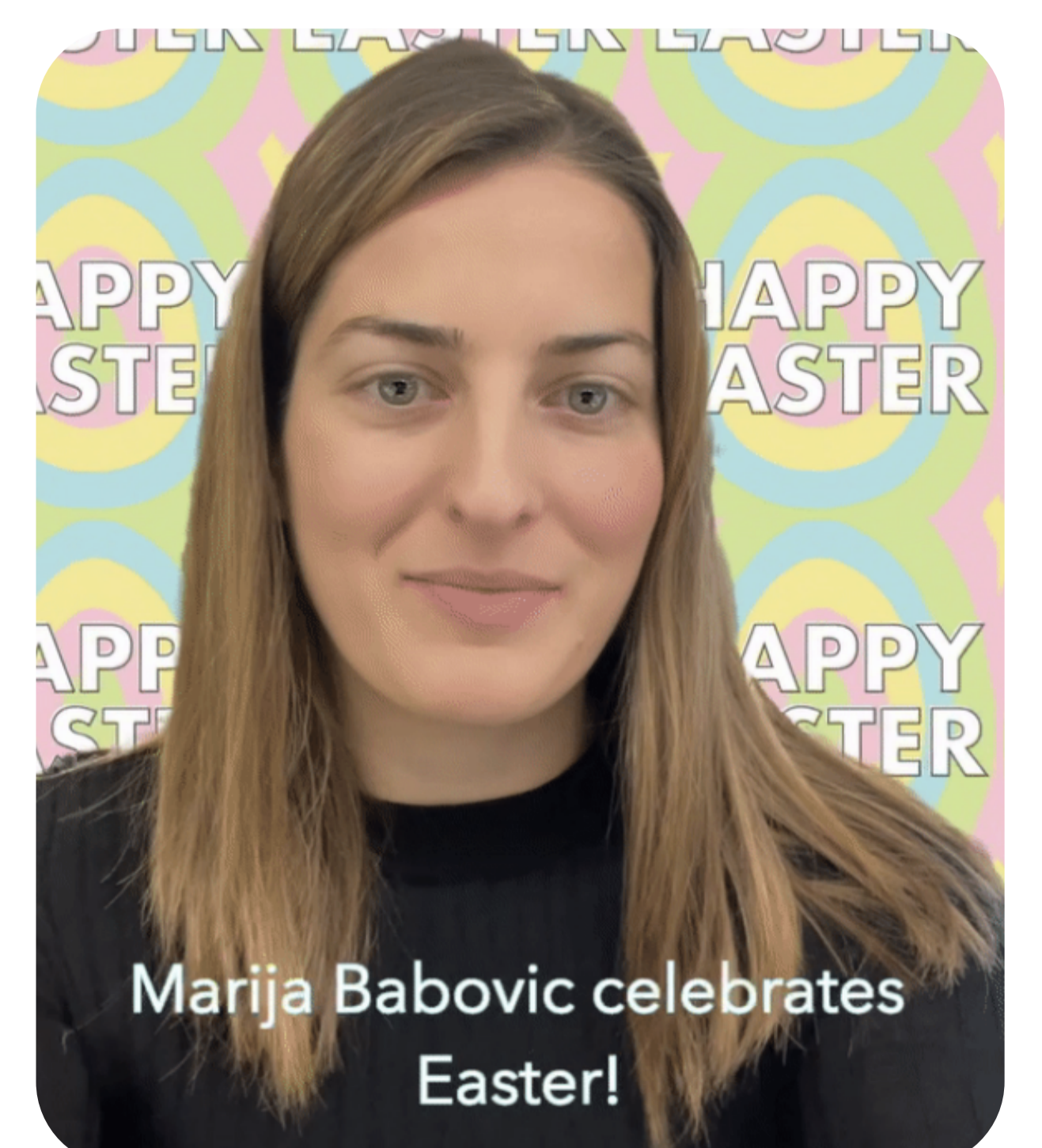


The "Egg Fest" Lens

Set the seasonal tone against the backdrop of some **colourful 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=968) | 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=111) | Q: How meaningful is this celebration or moment to you?
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=968) | Q: How much do you agree or disagree with each of the following statements?
 4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=968) | 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 (n=968) | 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=111) | Q: How do you celebrate Easter?
 6. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=968) | 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?
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Easter (n=111) | Q: When do you first start to plan for Easter?