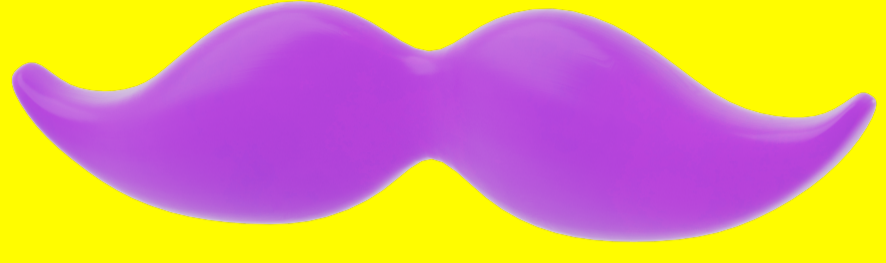
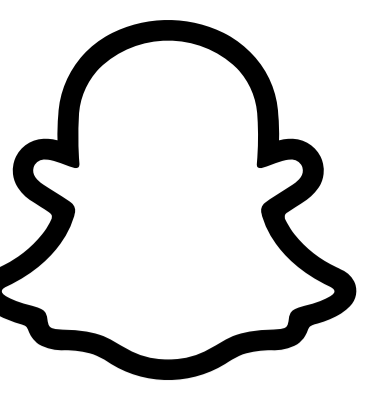


# Father's Day

## Celebrate it on Snapchat



It's the day where we get to show our appreciation for the special people we call Dads! Snapchat is the platform where real friends and family have fun and share personal memories; and Father's Day is about as personal as it gets.

81% of Snapchatters in Germany say Snapchat is where they share their most meaningful moments when celebrating.<sup>1</sup>

75%

of Snapchatters say Father's Day is meaningful.<sup>2</sup>

89%

of Snapchatters say brands or products that acknowledge and support celebrations they care about feel more relevant to them.<sup>3</sup>

81%

of Snapchatters say they appreciate brands and products that give them fun and creative ways to celebrate life's moments.<sup>4</sup>

85%

agree they love to mark moments of celebration with buying something for themselves or someone else.<sup>5</sup>

## Media Tips

### Use 3+ creatives per Ad Set

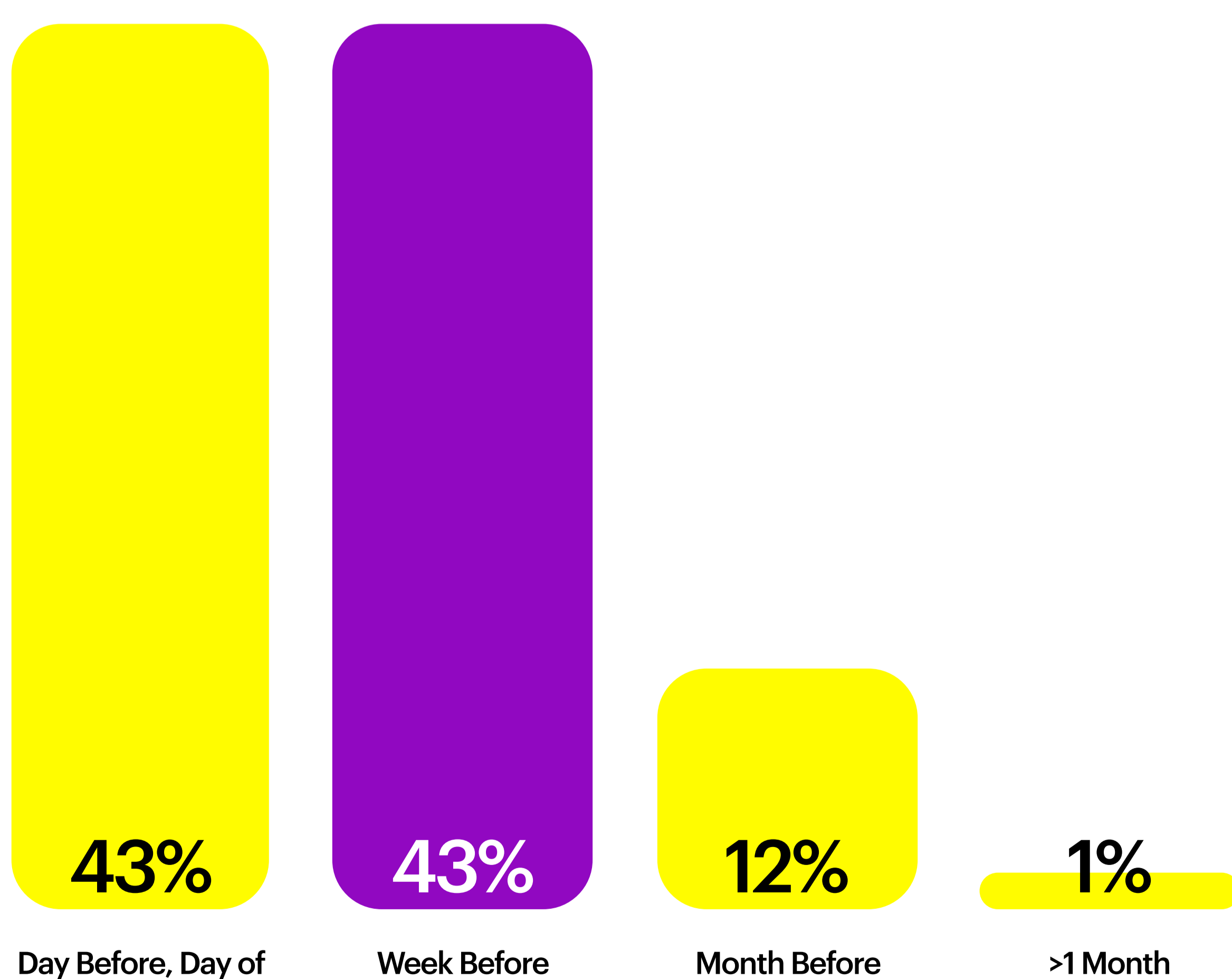
This allows the platform to test and learn which creatives deliver the strongest performance, and allows for a higher frequency when scaling the activity.

### Use lenses for lasting memories

There's an over 20% increase in Sponsored Lens engagement on Father's Day compared to the prior 14 day average.<sup>6</sup>

### Plan your campaign in advance

57% of Snapchatters in Germany plan Father's Day one week or more in advance. Advertising ahead will assure a better learning phase in the lead up to the day.<sup>7</sup>



## Creative Inspirations

### The "Father's Day Mustache" Lens

Give your Dad a glimpse of yourself with a multi-coloured mustache for the day!



### The "Interactive Father's Day" Lens

Take a trip into the past, and doodle yourself into the age of old gentlemen.

### The "Simple Happy Father's Day" Lens

Keep it simple with a classic message for your Dad - smile, send, and then share!



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 Father's Day (n=106) | Q: How meaningful is this celebration or moment to you?  
 3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=791) | 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=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: When it comes to gift giving and receiving, large and small, how much do you agree with each of the following?  
 6. Snap Inc. internal data May 26, 2022 vs. May 12 - 25, 2022.  
 7. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Father's Day (n=106) | Q: When do you first start to plan for Father's Day?