

SNAPCHAT سنابشات

# YOUR SAUDI NATIONAL DAY PLAYBOOK

Everything you need to plan, launch, and optimize your campaign

Snapchat is the #1 platform in KSA for sharing personal and real moments during celebrations.<sup>1</sup> Celebrate alongside your audience and make your brand part of this important cultural moment.



## LAUNCH YOUR SAUDI NATIONAL DAY CAMPAIGN TODAY

Saudi National Day is a major shopping moment, campaigns that start early and extend through the holiday see the strongest impact. 88% of Snapchatters have purchased something during Saudi National Day after seeing it on Snapchat.<sup>2</sup> Start your campaign today with our proven strategies to capture attention and drive results.

### BUILD AWARENESS

#### AUGUST 18 – SEPTEMBER 17

Spark early interest and get your brand noticed

- Prepare Pixel and design seasonal creative
- Launch awareness and consideration ads
- Create custom audiences (based on clicks, page views, or purchases)

### DRIVE CONVERSIONS

#### SEPTEMBER 18 – SEPTEMBER 25

Focus on driving purchases with offers and promotions

- Kick off or Scale Conversion Ads
- Conclude Awareness or Consideration Ads

### MAXIMIZE THE MOMENT

#### SEPTEMBER 25 – OCTOBER 2

Re-engage shoppers with extended offers and promotions during one of the largest Salary Weeks of the year

- Monitor conversion ad performance
- Determine ad Strategy for shopping season

### MAINTAIN VISIBILITY

#### OCTOBER 3 ONWARD

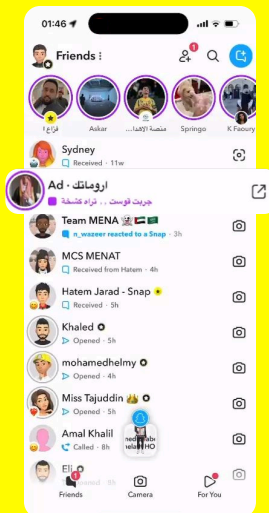
Re-target with always-on campaigns to drive long-term efficiency

- Take advantage of lower CPMs during this period to drive efficiency
- Retarget audiences based on learnings from previous campaigns

## REACH YOUR GOALS WITH THESE AD FORMATS

Snapchat offers a full suite of simple and effective ad formats to help your business connect with the right people at the right time:

1



### (NEW) ADS IN CHAT

A highly visible ad placement that appears directly in the Chat Feed, reaching Snapchatters naturally where they're most active

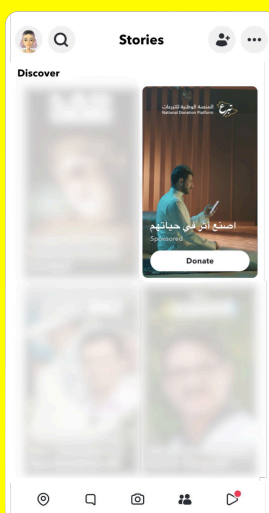
2



### SINGLE IMAGE OR VIDEO ADS

These are full-screen, still-image, and vertical video ads with text and a call-to-action. They're skippable, but effective

3



### STORY ADS

Story ads allow businesses to create multi-image videos that appear in the Discover section of Snapchat

4



### COLLECTION ADS

Ideal for e-commerce businesses, collection ads showcase a series of products or experiences within a single ad unit



## WANT ONE-ON-ONE PERSONALIZED SUPPORT FROM A SNAPCHAT ADS EXPERT TODAY?

Schedule a call now to plan your Saudi National Day marketing campaign.

<sup>1</sup> 2024 Moments NRG research commissioned by Snap Inc. | Base: KSA Snapchatters (n=297) | Q. When you are celebrating ..., what do you use each online platform for?

<sup>2</sup> 2025 Suzy Study Commissioned by Snap Inc