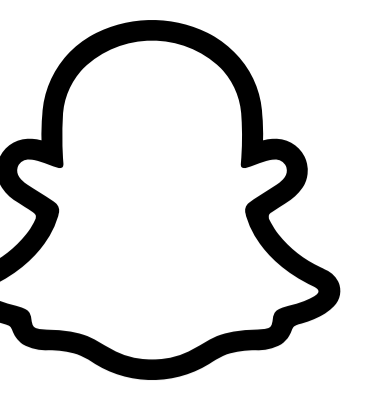


# Founding Day Celebrate it on Snapchat



Snapchat is the **#1 app** for getting shopping inspiration from brands and friends.<sup>1</sup>

On average, Snapchatters viewed **4B Lenses** each day during Founding Day in Saudi Arabia.<sup>2</sup>

between 21 Feb- 22 Feb 2022

**2 in 3**

Snapchatters say their Founding Day shopping is influenced by what they see on Snapchat<sup>3</sup>

**92%**

of Snapchatters attend or host a gathering for Founding Day<sup>4</sup>

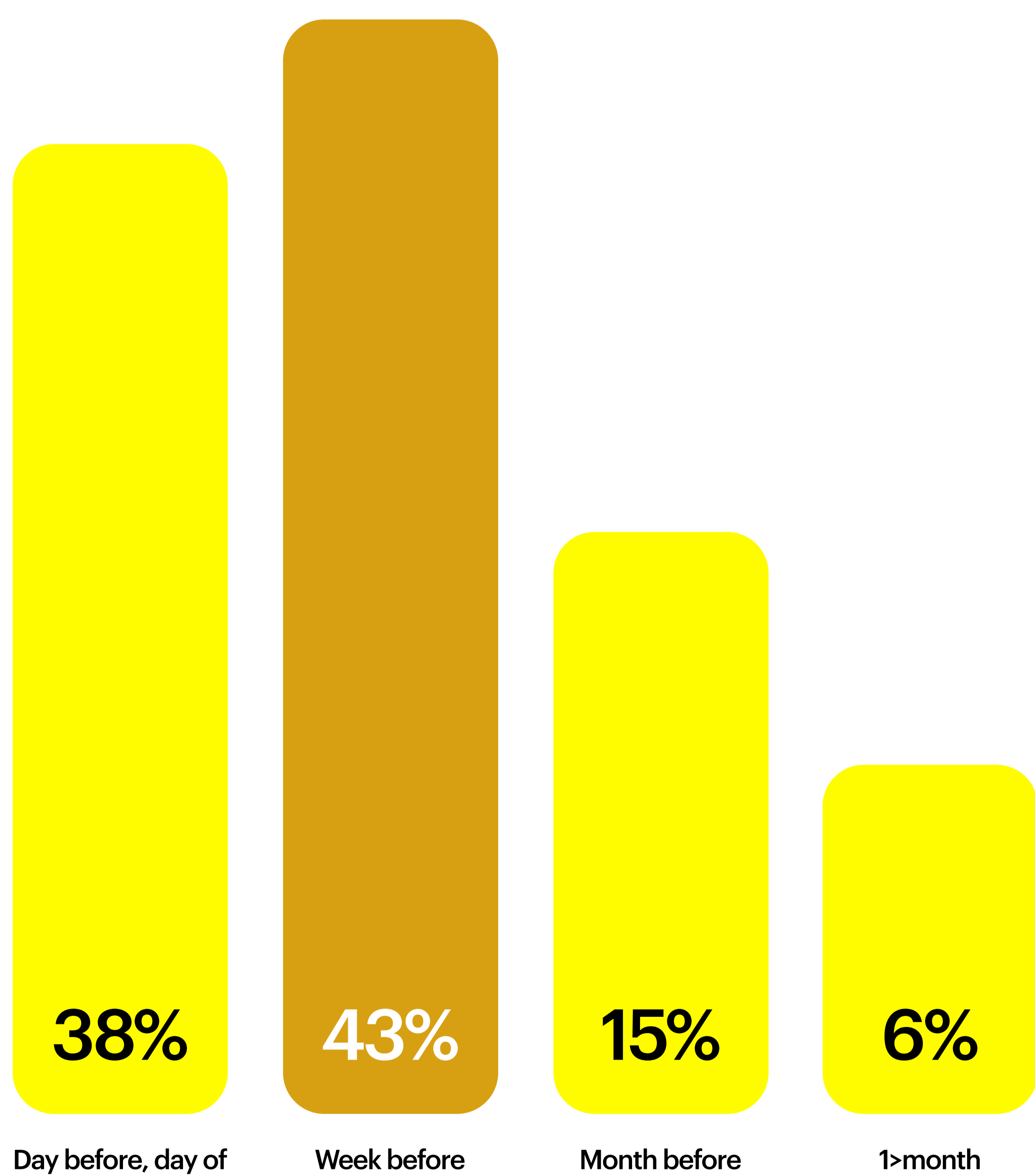
**#1**

app for users sharing gifts purchased or received<sup>5</sup>

## Media Tip

### Start the celebrations with Dynamic Ads

People start preparing for and purchasing gifts for Founding Day about a week before the celebration. Promote your products with **Dynamic Ads** and use this format to create ads for multiple products with Dynamic Collection Ads. It's the perfect tool to raise awareness and then drive online sales ahead of the big day. When people prep for Founding Day<sup>7</sup>



Planning starts at least a week before

## Creative Inspiration

### Founding Day Celebration Lens

Inspire Snapchatters in Saudi to **bond, celebrate, and engage** in Saudi Arabia's Founding Day! It's the **#1 app** for taking photos/videos to create a memory and then post them on celebration day<sup>6</sup>



### Snapchatters agree Snapchat's AR makes celebrations...

**More memorable**

**89%** Snapchat's AR lenses and filters makes the celebration more memorable<sup>8</sup>

**More shareable**

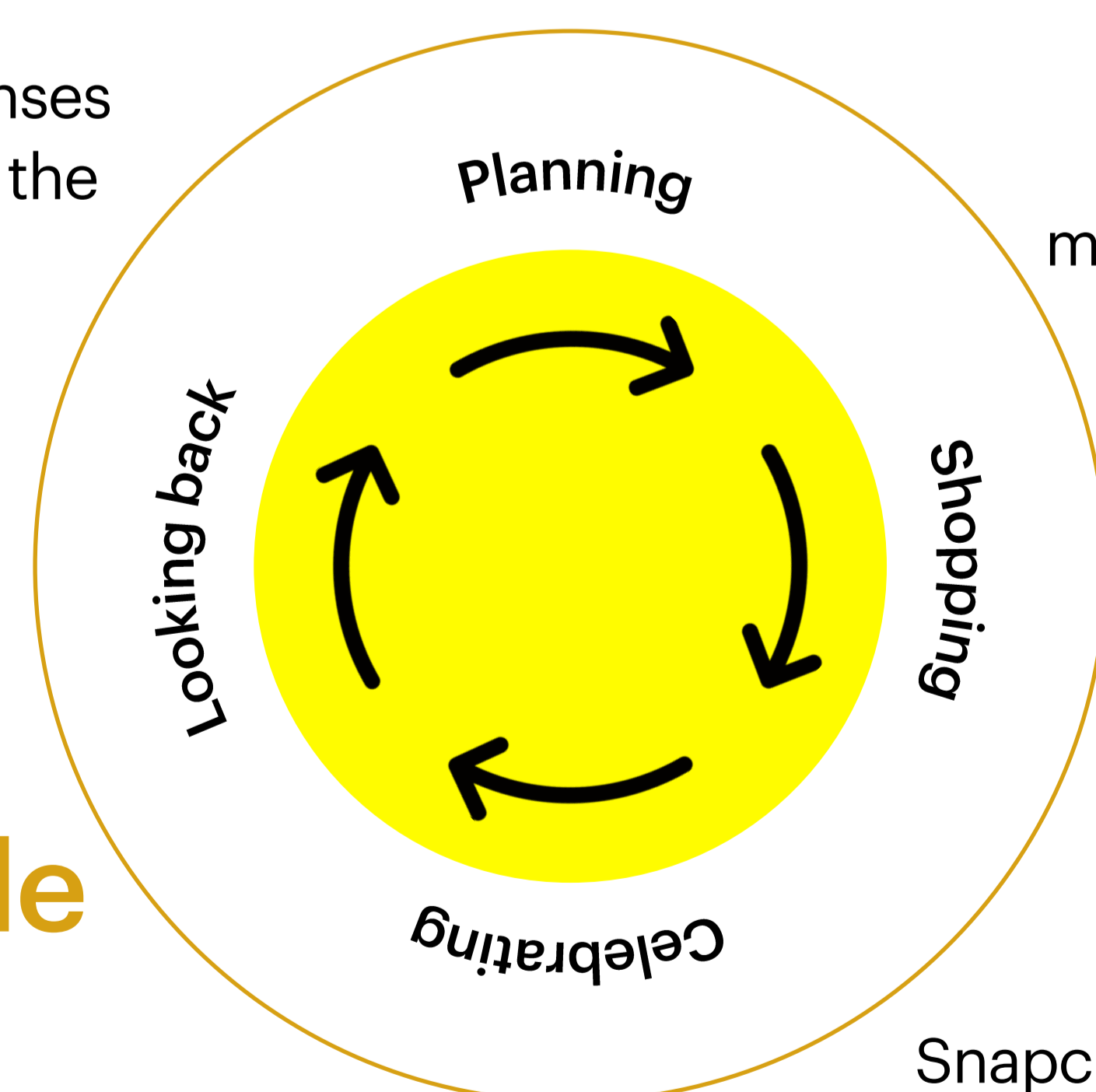
**89%** Snapchat's AR lenses and filters makes the celebration more shareable<sup>10</sup>

**More shoppable**

**87%** Snapchat's try-on/try-out lenses have made me more likely to buy items for a celebration<sup>9</sup>

**More fun**

**90%** Snapchat's AR lenses and filters makes the celebration more fun than what I can do in other apps<sup>11</sup>



<sup>1</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: How did you use the following online platforms while you are shopping for Foundation Day?

<sup>2</sup> Snap Inc. internal data February 21 - 22, 2022.

<sup>3</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: How did you use the following online platforms while you are shopping for Foundation Day?

<sup>4</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: How do you celebrate Foundation Day?

<sup>5</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: When shopping for Foundation Day, how do you use each online platform?

<sup>6</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: When celebrating Foundation Day, how do you use each online platform?

<sup>7</sup> 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Foundation Day (n=132) | Q: When do you first start to plan for Foundation Day?

<sup>8-11</sup> 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?