



Moments in Focus

Your Guide to Seasonal Marketing Strategies on Snap



MENA (Saudi Arabia & United Arab Emirates) | June 2019

Around the world, Snapchat is front and center during the biggest cultural events.

At any given moment, millions of Snapchatters are capturing memories, connecting with friends, and having fun with the latest custom Filters, Lenses and features.

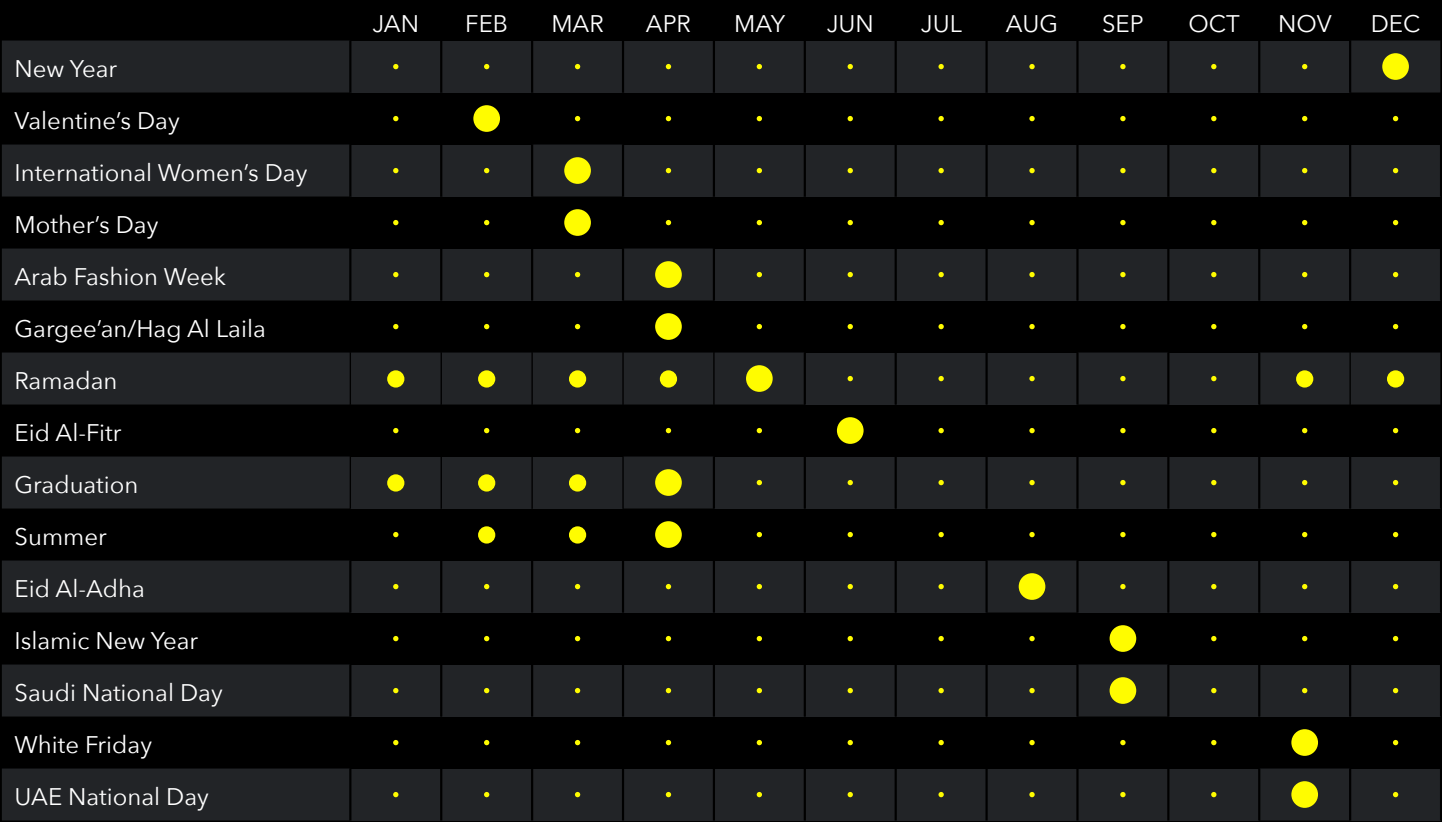
That's where your brand comes in. This guide has all the top trends, insights, and tips for the year's most Snapped moments – from major holidays to seasonal events, and everywhere in between.

Snapchat is there in those moments.
Here's how you can be there, too.



Year in Insights | Trending Engagement

Snapchatter engagement around these moments grows and peaks at particular times of the year, as visualized in the bubbles below. Use this chart to plan advertising alongside these peak moments of engagement.



January

The new year is here, and Snapchatters have fresh beginnings on the brain. It's a season of renewal and celebration.

JAN

FEB

MAR

APR

MAY

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DEC

(UAE)

New Year

Riding high on post-holiday cheer and optimism, we see key phrases like "may you be well every year" and "Festival" drawing interest. Make the most of the moment as Snapchatters embrace positivity.

Over

188M

Filters viewed

Nearly

218M

Lenses viewed

Nearly

10M

Story posts

TIP

Don't drop the ball on New Year's Eve! Join the party by reaching Snapchatters at the biggest celebratory spots, like the Palm Jumeirah boardwalk and the Burj Khalifa.



ASSOCIATED MENTIONS

Gregorian Year

May You Be Well Every Year

Head of the New Year

Festival



Source: Snap Inc. internal data: "New Year" (12/31/18, 1/01/19)

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

February

Love is in the air come February as Snapchatters capture small moments with a boo or a bud.

JAN

FEB

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JUL

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DEC

Valentine's Day

Valentine's Day isn't just about romance – it's a time to celebrate love in its many forms, from self-love to friendships and relationships. It's the perfect opportunity for people to capture small moments with someone special.

Over
615M

Filters viewed

Over
1B

Lenses viewed

Over
27M

Story posts



TIP

Between keywords like "gift," "party," and "open it" resonating, it's clear Snapchatters are looking for fun experiences and meaningful purchases for Valentine's Day.

ASSOCIATED MENTIONS

Celebrate

Day of Love

Gift

Party

Open It

My Dear



Source: Snap Inc. internal data: "Valentine's Day" (2/14/19)

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

March

Snapchatters count their blessings in March, as they celebrate the awesome women in their lives and take time to reflect on the upcoming spiritual season.

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DEC

International Women's Day

On International Women's Day, Snapchatters celebrate the extraordinary and everyday accomplishments of women everywhere with phrases like "thankful," "appreciated," and "special occasion."

Over
625M

Filters viewed

Over
1B

Lenses viewed

Over
28M

Story posts

TIP

Women's lifestyle brands, here's your chance to engage and empower women with words of encouragement in custom Lenses and Filters.



ASSOCIATED MENTIONS

Special Occasion

Women

Thankful

Appreciate

World Day



Mother's Day

Snapchatters hold a special place in their Snaps for mom, and show their appreciation with mentions like "blessing" and "thankful."

Nearly
603M

Filters viewed

Over
1B

Lenses viewed

Over
28M

Story posts

TIP

One of the surging keywords for Mother's Day is "gift." Make your case to Snapchatters why they should go beyond flowers to show appreciation for mom this year.

ASSOCIATED MENTIONS

The Greatest Love

Gift

Special Occasion

Blessing

Thankful

April

Snapchatters are all about sweets and style come April.

JAN

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DEC

Arab Fashion Week

2018 marked the first ever Fashion Week in Saudi Arabia, a momentous occasion for fashion and the region.

Over

2B

Filters viewed

Nearly

5B

Lenses viewed

Over

108M

Story posts

TIP

Snapchatters use the app to flaunt their fashion sense and keep tabs on cutting edge looks at Arab Fashion Week. Join the conversation and outfit the Fashion & Style Gurus audience with your own custom creative.



ASSOCIATED MENTIONS

Show

Designer

Fashion

Style

Trends

Street Fashion

Icon



Gargee'an / Hag Al Laila

As Ramadan approaches, Snapchatters fall into the deep candy craze known as Hag Al Laila, as well as the first of two Gargee'an celebrations.

Over

480M

Filters viewed

Over

1B

Lenses viewed

Over

20M

Story posts

TIP

If you're looking for the most engaged Snapchatters around Hag Al Laila, start with the Candy and Sweets Lovers audience segment.

ASSOCIATED MENTIONS

Festival

Clothes

Photos

Activities

Sweets

Preparations

May

May kicks off a period of reflection, wellness, worship, and fasting.

JAN

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NOV

DEC

Ramadan

A month of intense prayer and fasting, Ramadan is very much a communal event on Snapchat, as people share their observances during the holy period in huge numbers.

Nearly

8B

Filters viewed

Nearly

8B

Lenses viewed

Over

456M

Story posts

TIP

As Snapchatters take the time to reflect and observe the holy month, your brand can earn some goodwill with a "Ramadan Mubarek" Lens or Filter.



ASSOCIATED MENTIONS

Ramadan Mubarek

Health & Wellness

Memories

Worship

Fasting

Holy Mosque



Source: Snap Inc. internal data: "Ramadan" (5/15/18 - 6/14/18)

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

JAN

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Eid Al-Fitr

Eid Al-Fitr might be the “Festival of Breaking Fast” but that doesn’t stop Snapchatters from hopping on the app and sharing moments with family and friends.

Over

1B

Filters viewed

Over

1B

Lenses viewed

Over

59M

Story posts

TIP

Food and family are top of mind for Snapchatters celebrating Eid Al-Fitr, a powerful combination for lifestyle and food and beverage brands.



ASSOCIATED MENTIONS

Festival

Blessings

Presents

Holiday Money

Feast



Graduation

The graduation season is one big, extended party on Snapchat, as new grads close an amazing chapter in their lives and celebrate what’s next with friends and family.

Over

8B

Filters viewed

Over

9B

Lenses viewed

Over

476M

Story posts

TIP

Ace graduation season with a smart targeting strategy among high schoolers and collegiates.

ASSOCIATED MENTIONS

Congratulations

Party

Concert

Job

July

Summer kicks into high gear come July, and summer on Snapchat is a season-long fun fest.

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DEC

Summer

The start of July sees Snapchatters extra-aware of what the weather's doing, as keywords like "sun" and "heat" pop.

Over
42B
Filters viewed

Over
60B
Lenses viewed

Nearly
2B
Story posts

TIP

Stay a step ahead of Travel Enthusiasts on Snapchat and greet them with branded Geofilters at their summer destinations.



ASSOCIATED MENTIONS

Winter

Colors

Weather

Sun

Heat



Source: Snap Inc. internal data: "Summer" (6/21/18 - 9/23/18)

Source: Tips are based on Snap Inc. internal Audience Insights tool, Snapchat Audience Category data

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

August

Eid Al-Adha takes place in August, and Snapchatters give the "Festival of Sacrifice" its due with encouraging words.

JAN

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NOV

DEC

Eid Al-Adha

Family, prayer, and a big feast mark this holiday that falls on the 10th day of last month of the Hijri calendar.

Over

1B

Filters viewed

Nearly

2B

Lenses viewed

Nearly

47M

Story posts

TIP

Help Snapchatters make their family feast pop with Lenses and Filters tailored to this holy moment.



ASSOCIATED MENTIONS

Blessed Adha

Festival

May You Be Well

Hijra Month



Source: Snap Inc. internal data: "Eid Al-Adha" (8/21/18, 8/22/18)

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

September

Snapchatters are all up in their feels over Islamic New Year and Saudi National Day.

JAN

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NOV

DEC

Islamic New Year

Islamic New Year kicks off Muharram, the second holiest month in the year after Ramadan. Snapchatters use the app to express their gratitude, remembrances, and love for fam.

Over
783M

Filters viewed

Over
1B

Lenses viewed

Nearly
37M

Story posts

TIP

Consider reaching your audience with well wishes during this moment - a Lens or Filter wishing them a "Happy Islamic New Year" could go a long way with Snapchatters.



ASSOCIATED MENTIONS

Pray

Hijra Year

Blessings

Peace

Happy New Year

Prophet Mohammed

(Saudi Arabia)



Saudi National Day

Snapchatters keep it festive on Saudi National Day, with keywords like "party," "discounts," "special sales event," and "celebration" capturing engagement.

Over
914M

Filters viewed

Over
853M

Lenses viewed

Over
39M

Story posts

TIP

You'll find the color green all over Saudi National Day. Use it in your Lenses and Filters to let Snapchatters know you're about that life.

ASSOCIATED MENTIONS

Party

Discounts

King Abdul Aziz

Special Sales Event

Celebration

White Friday

It wouldn't be White Friday without Snapchatters straight up reveling in a good "mega sale," "discount code," and "offers." Will they discover yours?

Over
674M
Filters viewed

Nearly
888M
Lenses viewed

Nearly
31M
Story posts



TIP

Going after specific audience segments like Department Store, Luxury, Online, Shopping Mall, Consumer Tech, or Big Box Store Shoppers can help ensure you reach your most valuable shoppers during White Friday.

ASSOCIATED MENTIONS

Online Shopping

Discount Code

Offers

Mega Sale

Gowns

Cars



December

The U-A-E gets a D-A-Y to celebrate joining forces.

JAN

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APR

MAY

JUN

JUL

AUG

SEP

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NOV

DEC

UAE National Day

This annual celebration of the UAE federation coming together sees Snapchatters hit the town (and the app) for a night of food, fireworks, and partying.

Over
106M

Filters viewed

Over
92M

Lenses viewed

Over
5M

Story posts

TIP

Snapchatters flock to popular beaches like Ajman Beach and Ghantoot Beach for UAE National Day. Branded Geofilter, anyone?

(United Arab Emirates)



ASSOCIATED MENTIONS

Celebrations

Activities

Party

Discounts

Dubai

Ceremony



Source: Snap Inc. internal data: 'UAE National Day' (12/2/18)

Source: Associated Mentions derived from each Moment's corresponding words or phrases in Internal Snapchat Search and Sticker data: May 2018 - April 2019; Public Snaps & Our Story submissions only

