

WINNING THE CHAT THIS WORLD CUP WITH SNAPCHAT



WORLD CUP DECISIONS ARE MADE IN THE CHAT, NOT IN FEEDS.



During the World Cup, conversations, reactions and plans surge in Chat and group chats, not just public feeds.



Friends use Snapchat as their second screen: where to watch, what to wear, what to order, and what to buy get decided together in-chat.



For Retail, Beauty and E-com, this is the moment of maximum influence: when emotions are high and baskets are still empty.

SPONSORED SNAPS

YOUR BRAND INSIDE THE CHAT

Sponsored Snaps are the only way to show up inside the Chat Feed, next to live World Cup conversations. Ideal for upper + lower funnel: from awareness to add-to-cart and store visits.



SNAP OWNS THE WORLD CUP CONVERSATION

80% of Snapchatters are World Cup Fans

67% of Snapchatters agree "I bond with my family and friends through sports". 1.8x more than Non-Snapchatters

77% of Snapchatters say "I like to text with my friends during the competition" 1.3x more than Non-Snapchatters

77% of Daily Snapchatters say "I'm more likely to remember brands sponsoring or supporting major sporting events" 1.5x than Non-Snapchatters

WHY THEY'RE PERFECT FOR A MOMENT LIKE THE WORLD CUP

Chat volumes spike around key fixtures, big goals and local matches – Sponsored Snaps scale with that.

Brands can “snap like a friend” at the exact moment decisions are made.



TIPS & TRICKS TO WIN WITH SPONSORED SNAPS

Creative & messaging tips

- Speak like a friend in group chat, not like a TV spot.
- Lead with one clear idea: “What should we buy / wear / order right now?”
- Use simple on-screen text that works muted, but design for sound-on.
- Localise teams, slang, timing to your market.

Flighting & optimization tips

- Stack key fixtures (local team games, semis, final) with higher bids/budgets.
- Test 2–3 creative variants per vertical (offer-led, creator-led, utility-led)

Measurement & proof points

- KPIs: reach in Chat Feed, swipe-ups, purchases / ROAS, cost per purchase.
- Secondary: ad awareness, intent lift, add-to-cart, store visits (where available).

FIND OUT HOW BRANDS WON WITH SPONSORED SNAPS

