

CELEBRATE SAUDI NATIONAL DAY ON SNAPCHAT

Snapchat is the #1 platform in KSA for sharing personal and real moments during celebrations.¹ Connect with your audience and join the festivities.



START YOUR SAUDI NATIONAL DAY MARKETING TODAY

Celebration is at the heart of Saudi National Day, and celebration means shopping! 83% of Snapchatters in KSA intend to purchase items to help them celebrate.² Don't miss out on this moment and get started on your Saudi National Day campaign with our tips below.

1 PHASE I - AUGUST 23 - SEPTEMBER 17:

Make sure Snapchatters hear and see you by starting your media campaign focused on establishing brand awareness and consideration.

- Prepare pixel and design seasonal creatives
- Kick off awareness, consideration and conversion ads
- Consider Snap Takeovers to gain up to 100% SOV
- Create custom audience lists (based on swipes, pageviews or purchases)
- Double down on prospecting DPA campaigns to stay ahead before the competition heats up
- Set up relevant measurement solutions across the funnel

2 PHASE II - SEPTEMBER 18-25:

Ramp up your conversion campaign during National Day week as celebrations heat up. Showcase exclusive offers and promotions as Snapchatters are actively making purchases.

- Keep awareness and consideration ads to stay top of mind
- Consider Snap Takeovers to create a buzz in the market during the busy season
- Scale conversion campaigns
- Double down on retargeting DPA campaigns during this competitive time

3 PHASE III - SEPTEMBER 25 - OCTOBER 2:

Keep the momentum going and reward Snapchatters during one of the biggest Salary Weeks of the year following National Day with extended promotions and offers.

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

4 PHASE IV - OCTOBER 2 - BEYOND:

Don't stop now. We recommend maintaining an always-on campaign to maximize ROAS wins as shopping season approaches.

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

3 AD FORMATS TO DRIVE RESULTS

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



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.



STORY ADS

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



DYNAMIC COLLECTION ADS

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



DON'T MISS OUT—GET PERSONALIZED SUPPORT FROM YOUR ACCOUNT MANAGER

Get it touch now to plan your Saudi National Day advertising campaign.

¹ 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?
² 2024 Moments NRG research commissioned by Snap Inc. | Base: KSA Snapchatters (n=297) | Q. How do you celebrate? (NET Shop for the holiday, moment, or celebration, Buy cards/gifts for others, Buy gifts for myself, Buy decorations and decorate my home, Buy a special outfit, clothing, or accessory)