



SNAPCHAT FOR FOODIES

Connecting to Life's Realdest Moments



SNAPCHATTERS REALLY

Love

FOOD AND BEVERAGES

10x

Snapchatters talk 10x more about **Food** than they talk about **Taylor Swift**.¹

4x

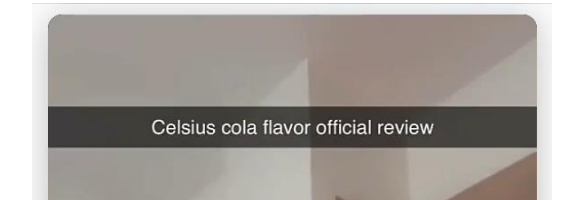
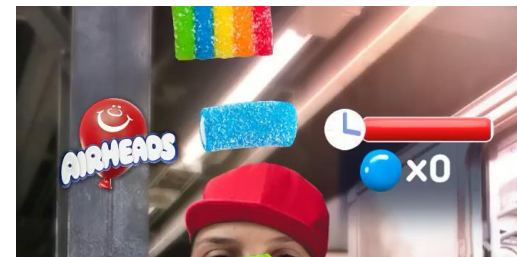
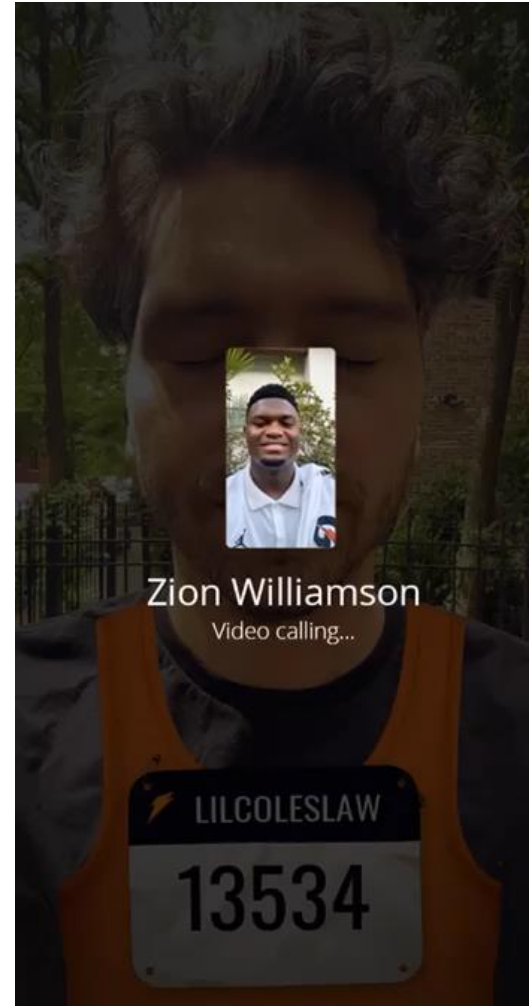
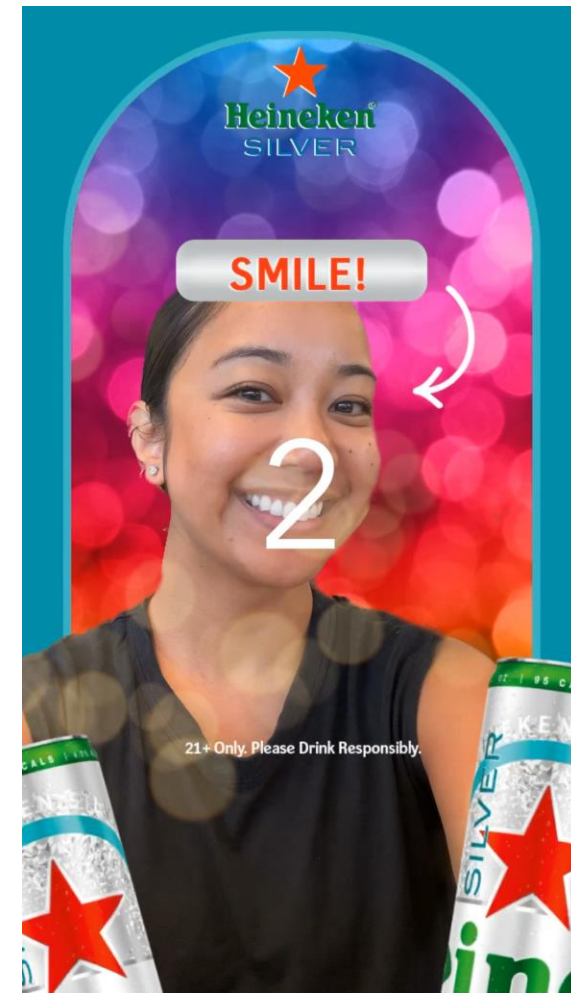
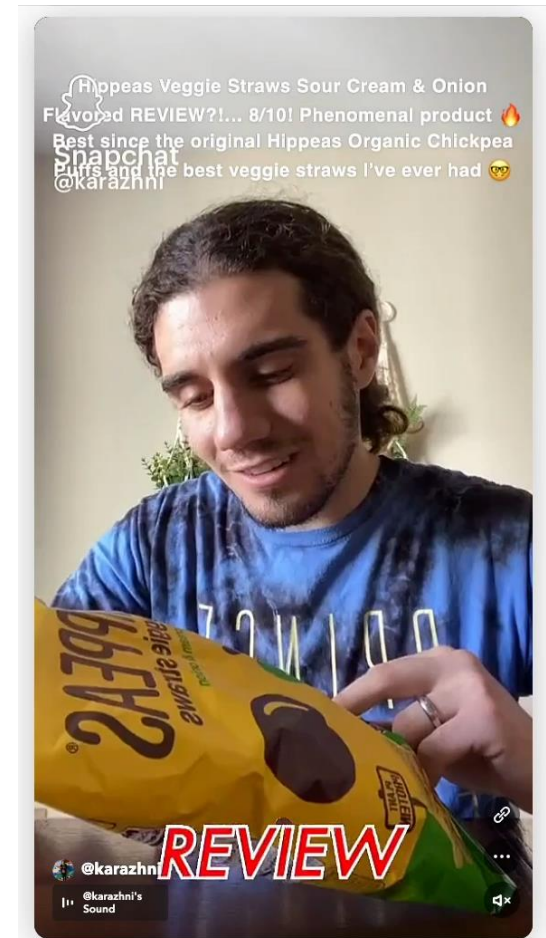
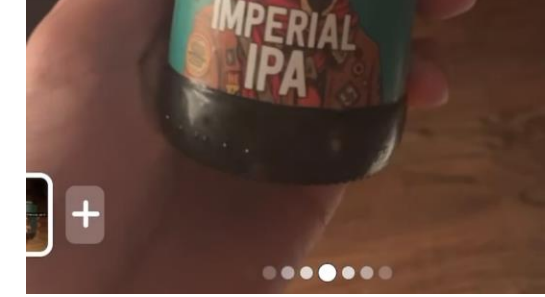
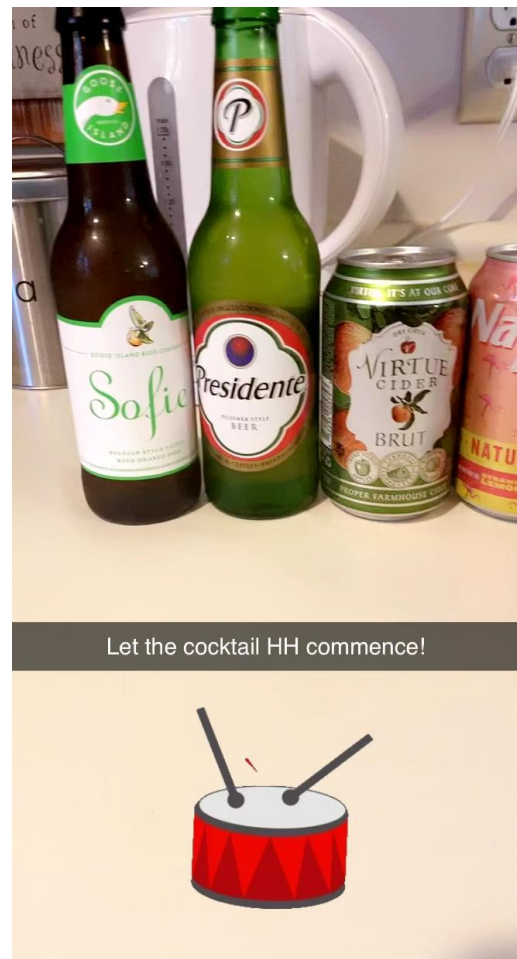
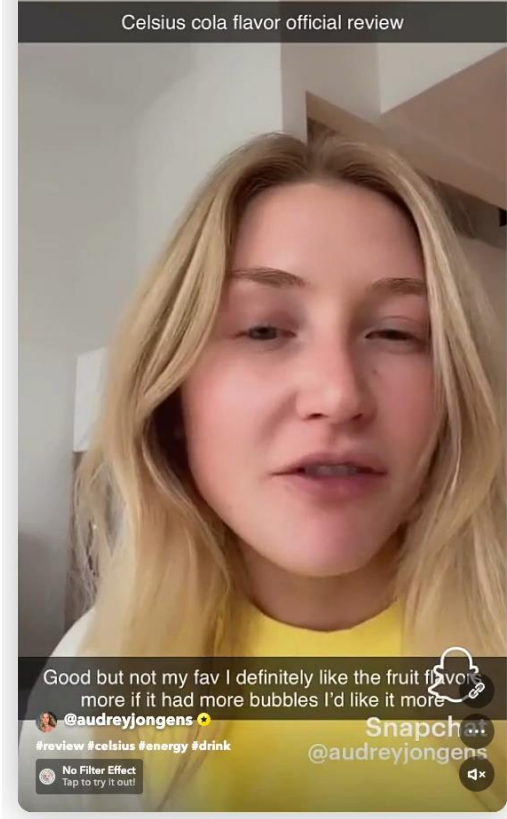
Snapchatters talk 4x more about being **Thirsty** than they talk about **Bad Bunny**.¹

118

Snapchatters **over index** in interest over **Food and Beverage**.²

¹ Snapchat insight tools: Public conversation volume index from March 8, 2023–March 8, 2024.

² GWI. Q: Which of these things are you interested in? Base: Daily Snapchatters, USA. Waves: Q2 2022. Export Date: October 11, 2022.



Being part of gatherings is crucial to growing your brand and gaining new consumers.



85%

of people say that “friends get-together” is the primary way for them to try new brands or new flavors of food.

delicious!!



So... how do YOU become the brand people think about for their next get-together?



Meet the Snapchat Generation

An entire generation that:

Prefers to communicate with **pictures over words.**

Speaks up about the fact that **you can be yourself without being judged.**

Makes sure **their voice is heard**

Is used to try & buy **anything from anywhere.**

Knows how to **create their own magic**

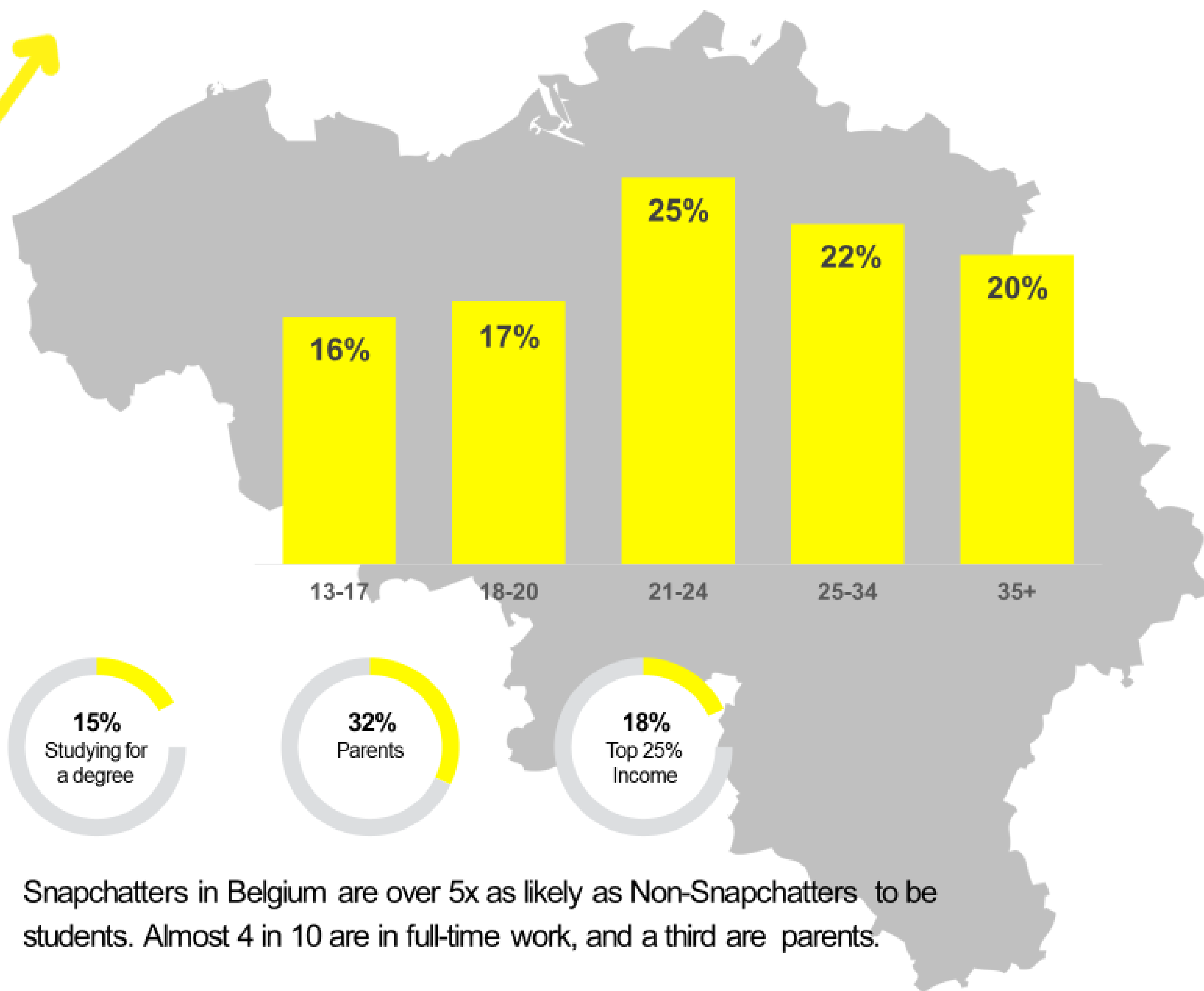
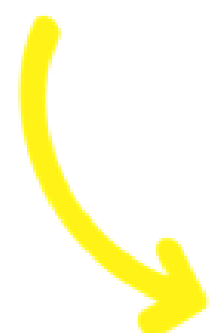




Our Belgian community is growing



3,7 MIO
Monthly Unique Users



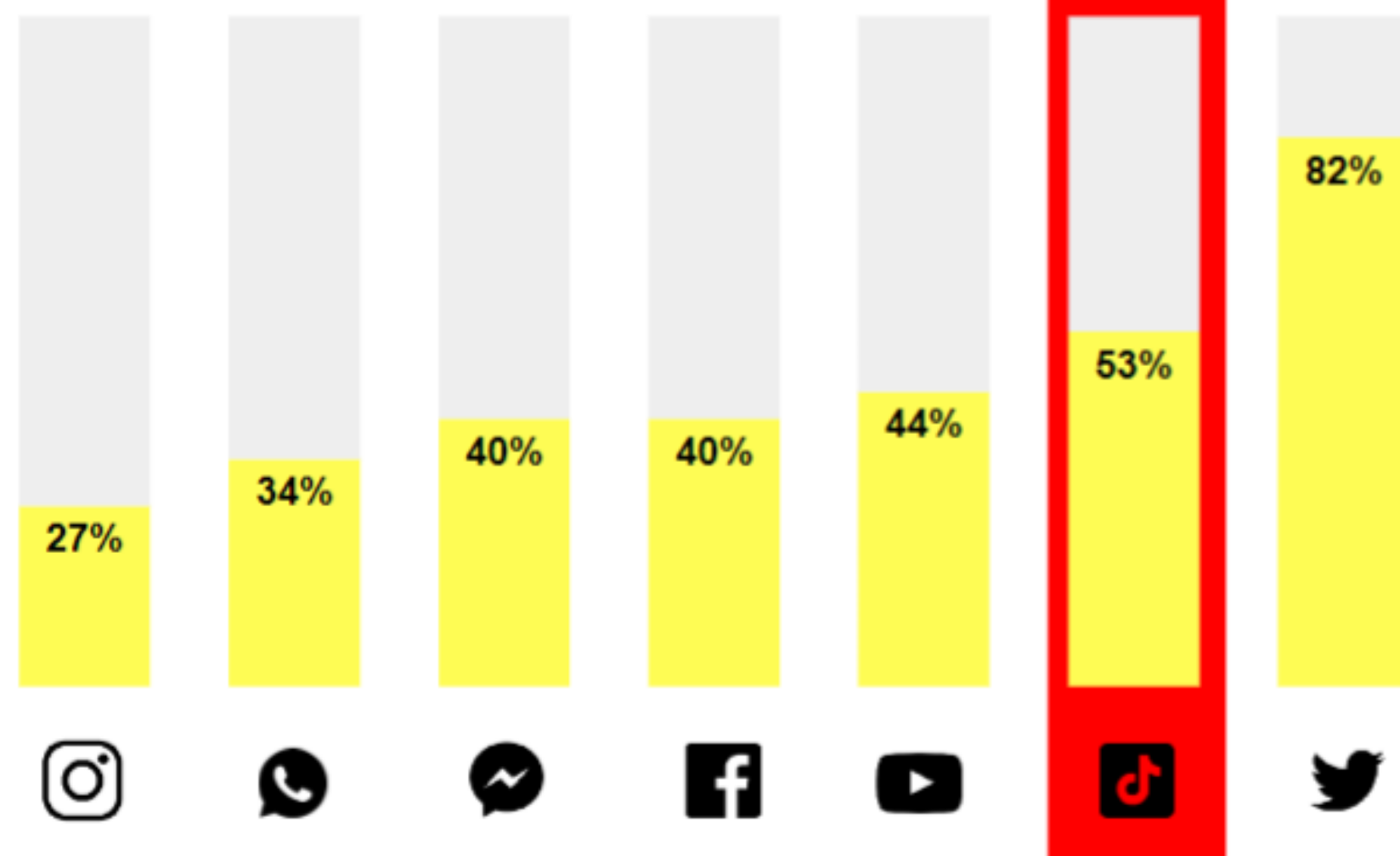
Snapchatters in Belgium are over 5x as likely as Non-Snapchatters to be students. Almost 4 in 10 are in full-time work, and a third are parents.



The Snapchat audience is unique to Snapchat



Belgium: Exclusive daily reach of Snapchatters 16+



% of Snapchatters who do not use any other platform on any given day

53%
of Snapchatters
are NOT on **TikTok**





Snapchat's monthly reach on Belgium on Foodies

1,7 M - 1,8 M

Couverture mensuelle estimée

■ 3,7 M - 3,8 M

♂ 47.7 %
Homme

♀ 52.3 %
Femme

■ 48.3 %

■ 51.4 %

Foodies

100.0 % | 2,1x

■ 46.7 %

Shoppers

96.4 % | 1,1x

■ 89.4 %

Travel Enthusiasts

94.1 % | 1,2x

■ 79.3 %

Film & TV Fans

85.2 % | 1,3x

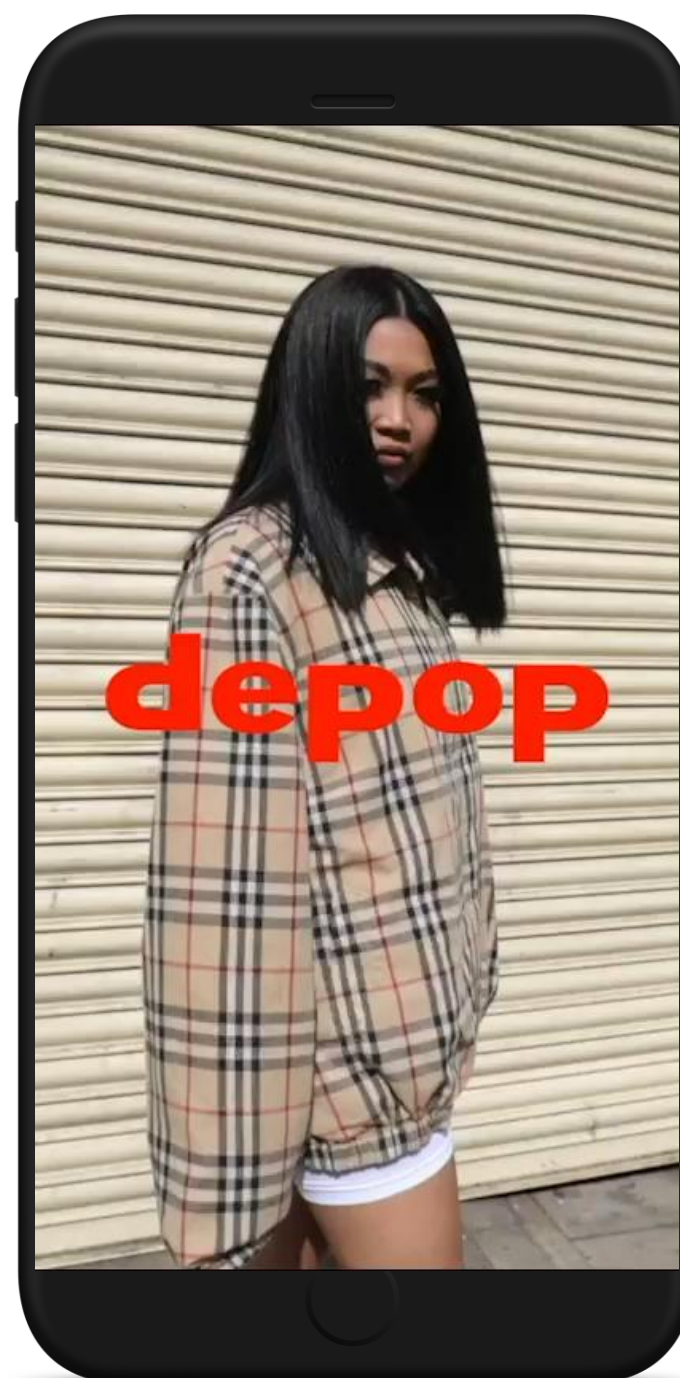
■ 64.9 %

Make instant impact with full screen vertical creative format

Text overlay



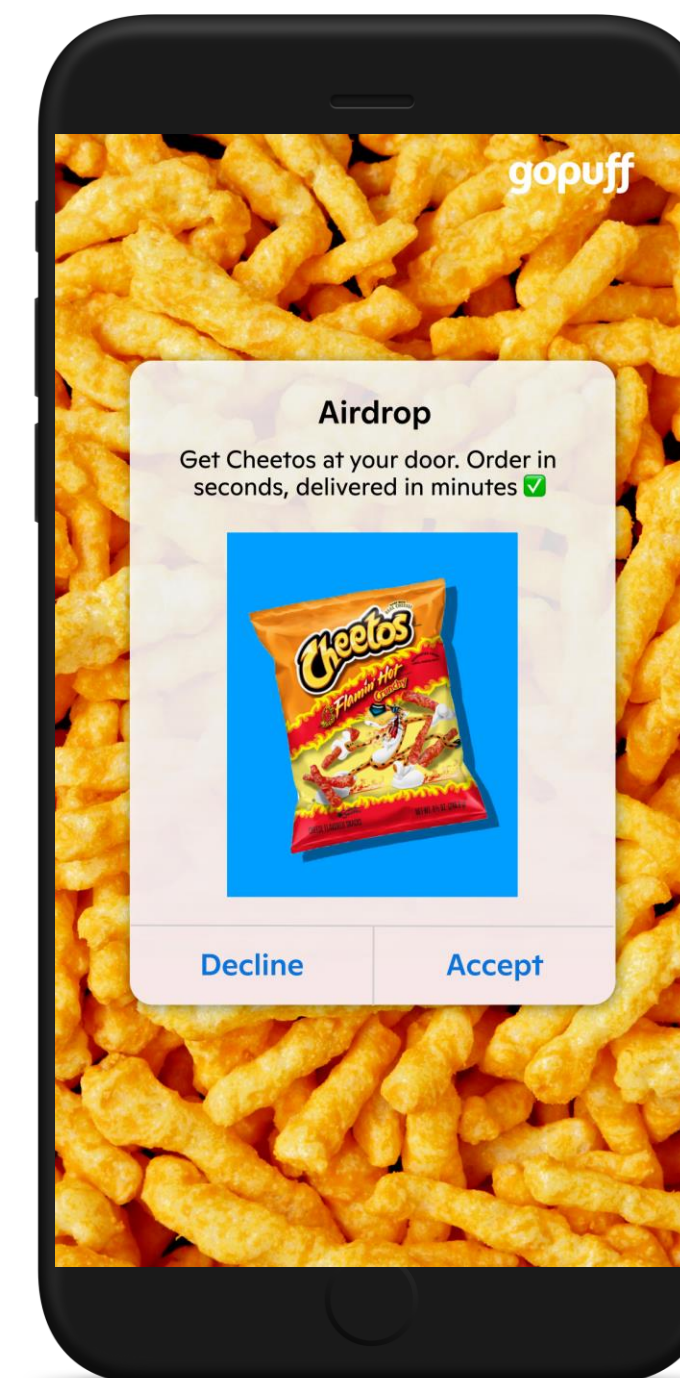
Boomerang



Animation



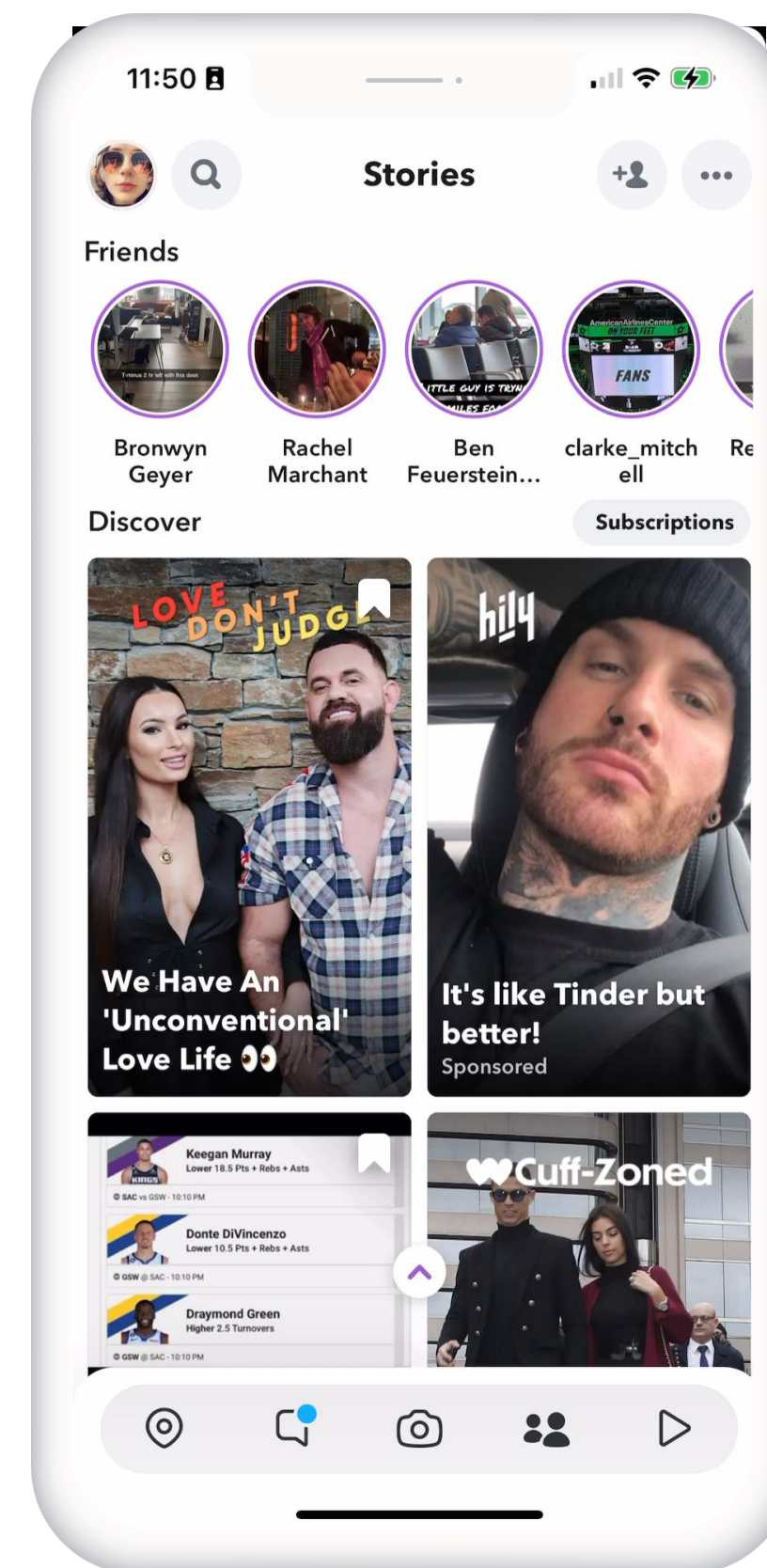
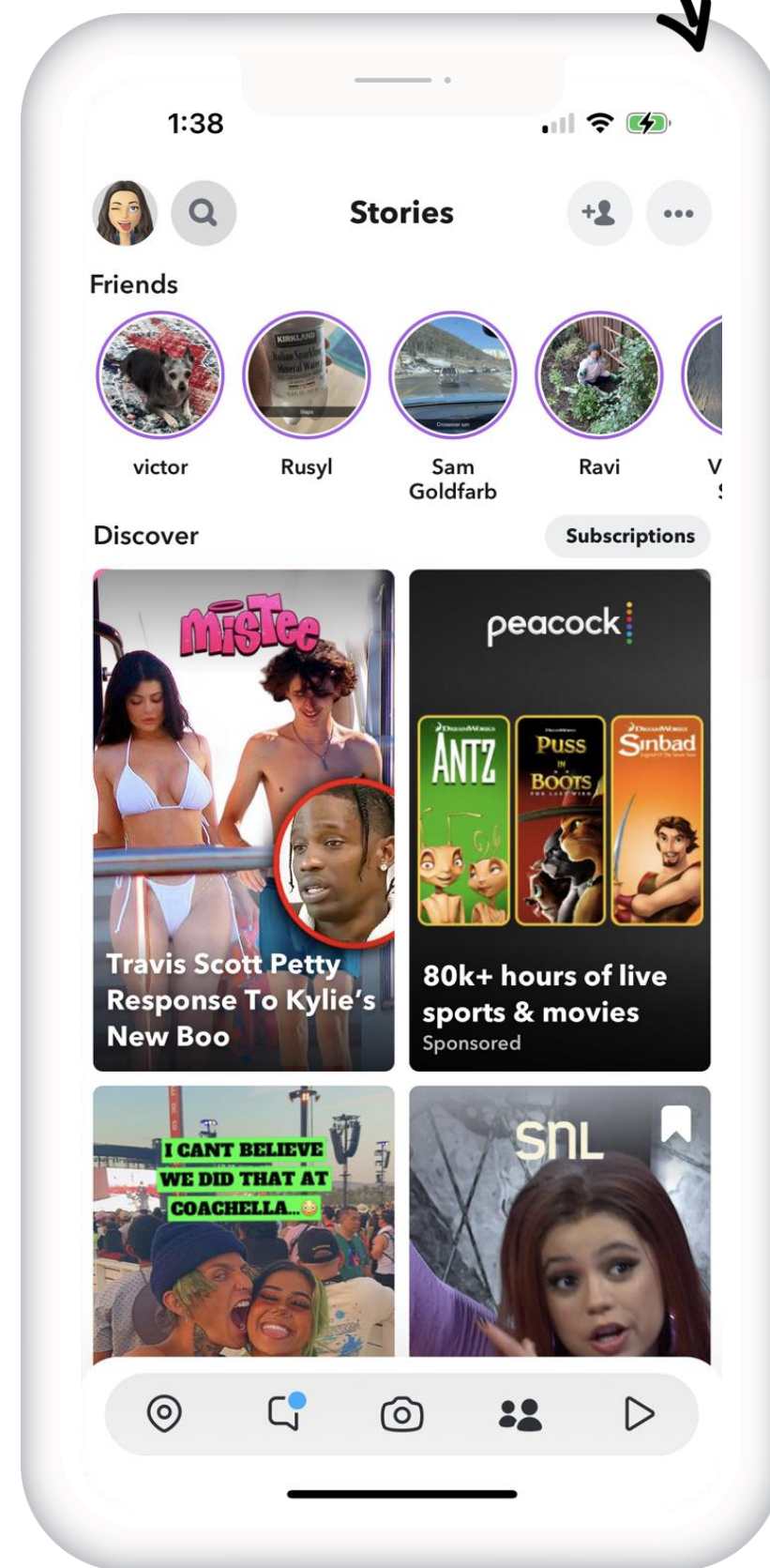
Still





Snap Ads

Your message appears between user stories and publisher content, but it's **skippable**. How do you hook fans in with your message?

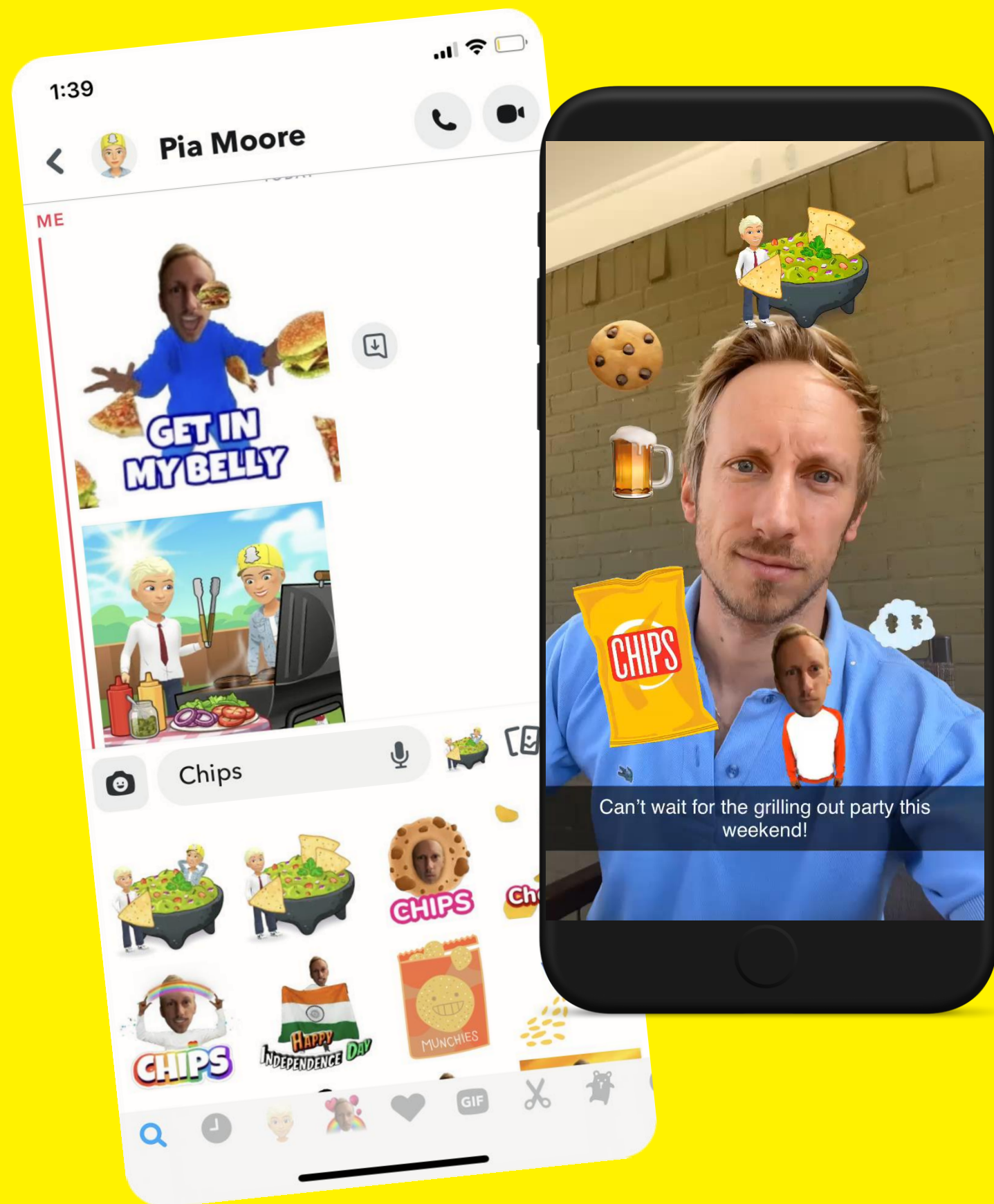


Story Ads

Story Ads convey your message in a **highly consumable way**, whether it's a movie release or alway-on branding. How do you entice fans to engage with your content?



Snapchat Foodies package



- Belgium audience Food Fans
- Estimated total audience: 1,1M – 3M
- Period: 2 weeks
- **Budget: € 7.000**
- 1.600.000 estimated impressions
- 430K estimated unique reach

Please note that they are an estimate of results depending on the creative material, a suitable audience and the market price at the time of the campaign.

Thank You!