

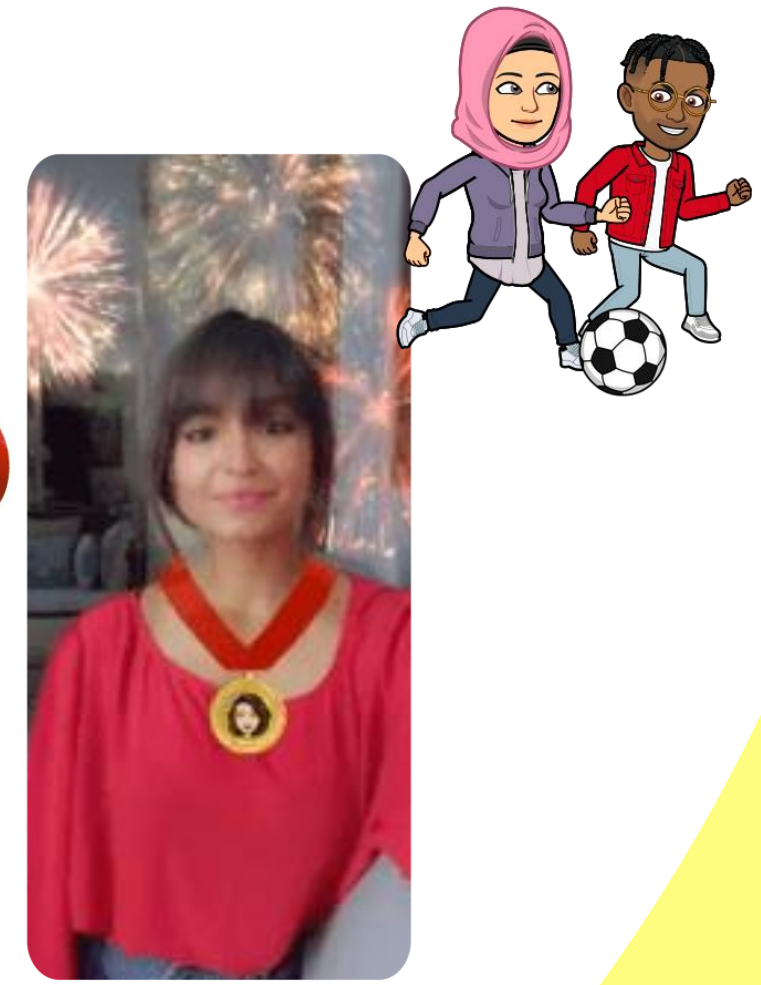
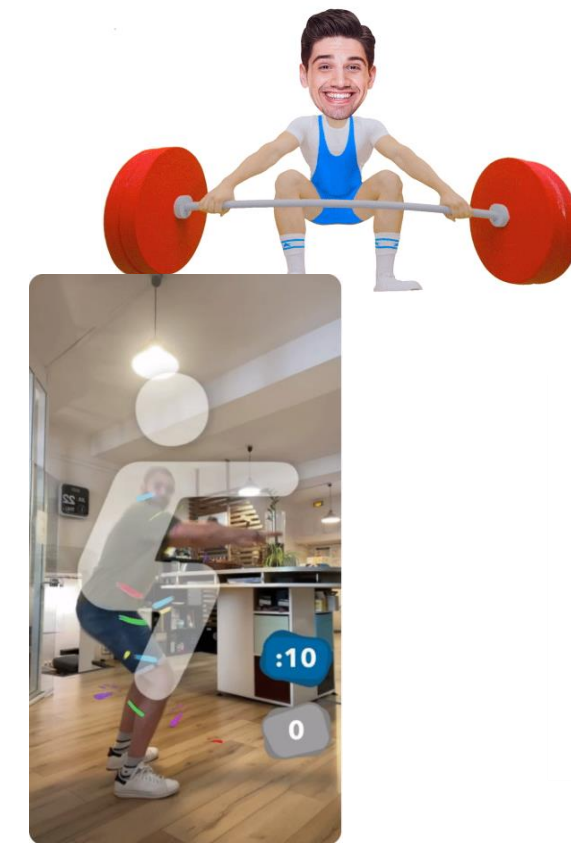
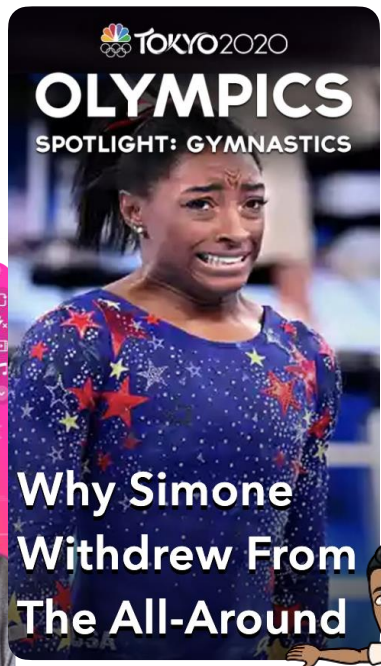
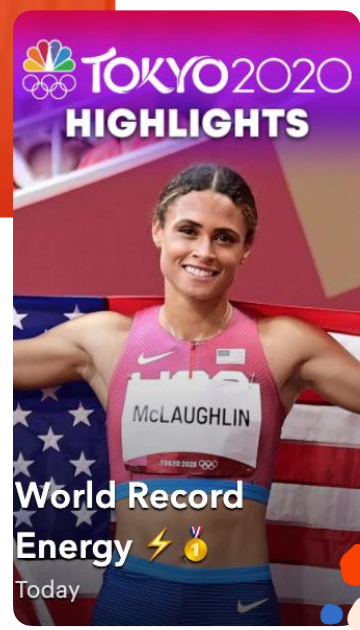
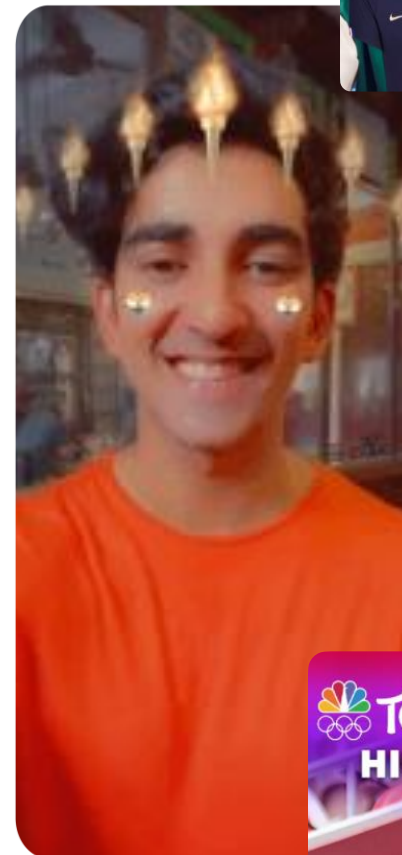


SNAPCHAT & SPORTS 2024

Connecting to Life's Realdest Moments



Snapchat is the place to experience the Sports





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**

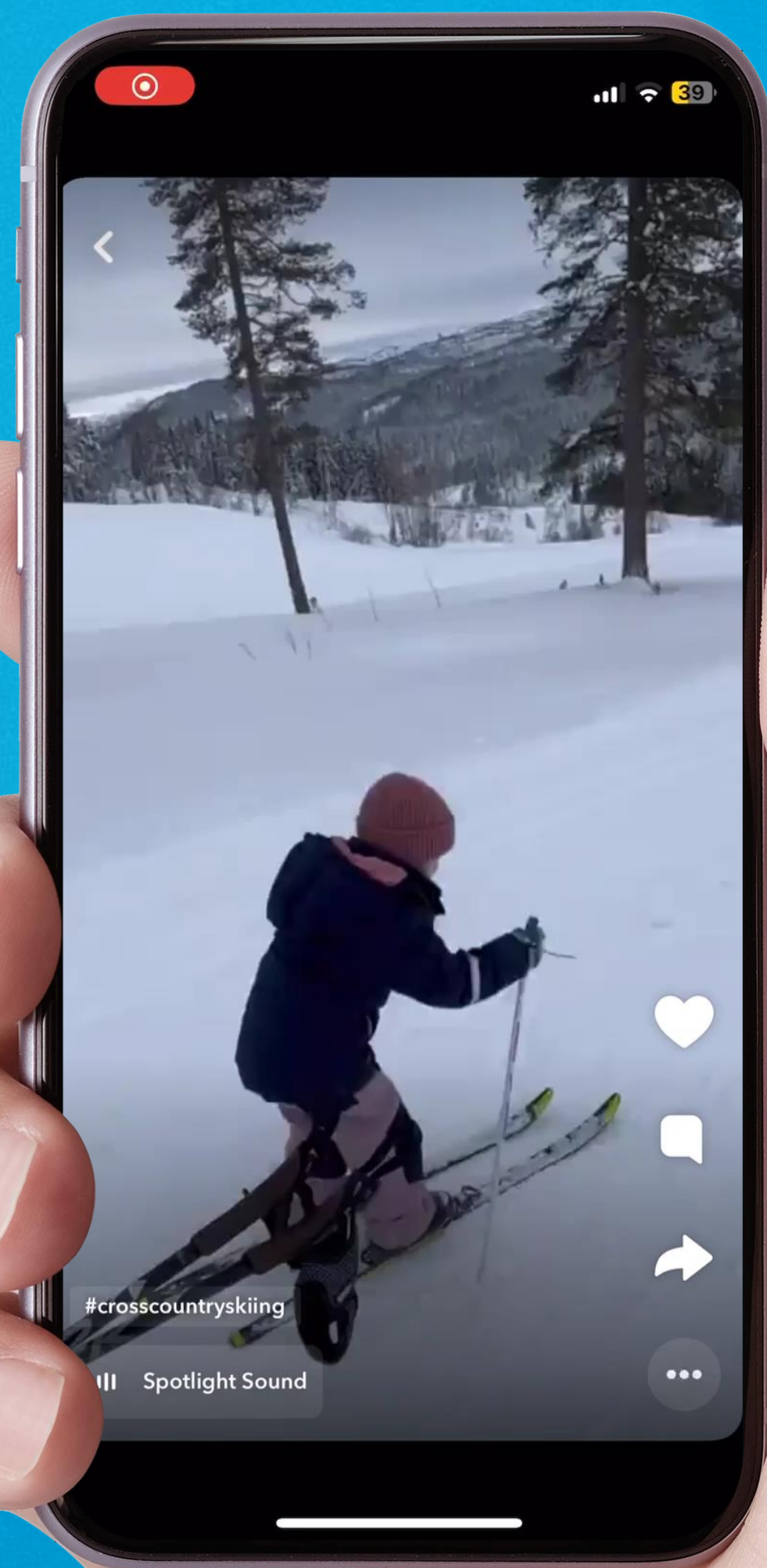
Is used to try & buy **anything from anywhere.**

Knows how to **create their own magic**





From tuning in to trying it out, these moments are best shared with the ones we love most.

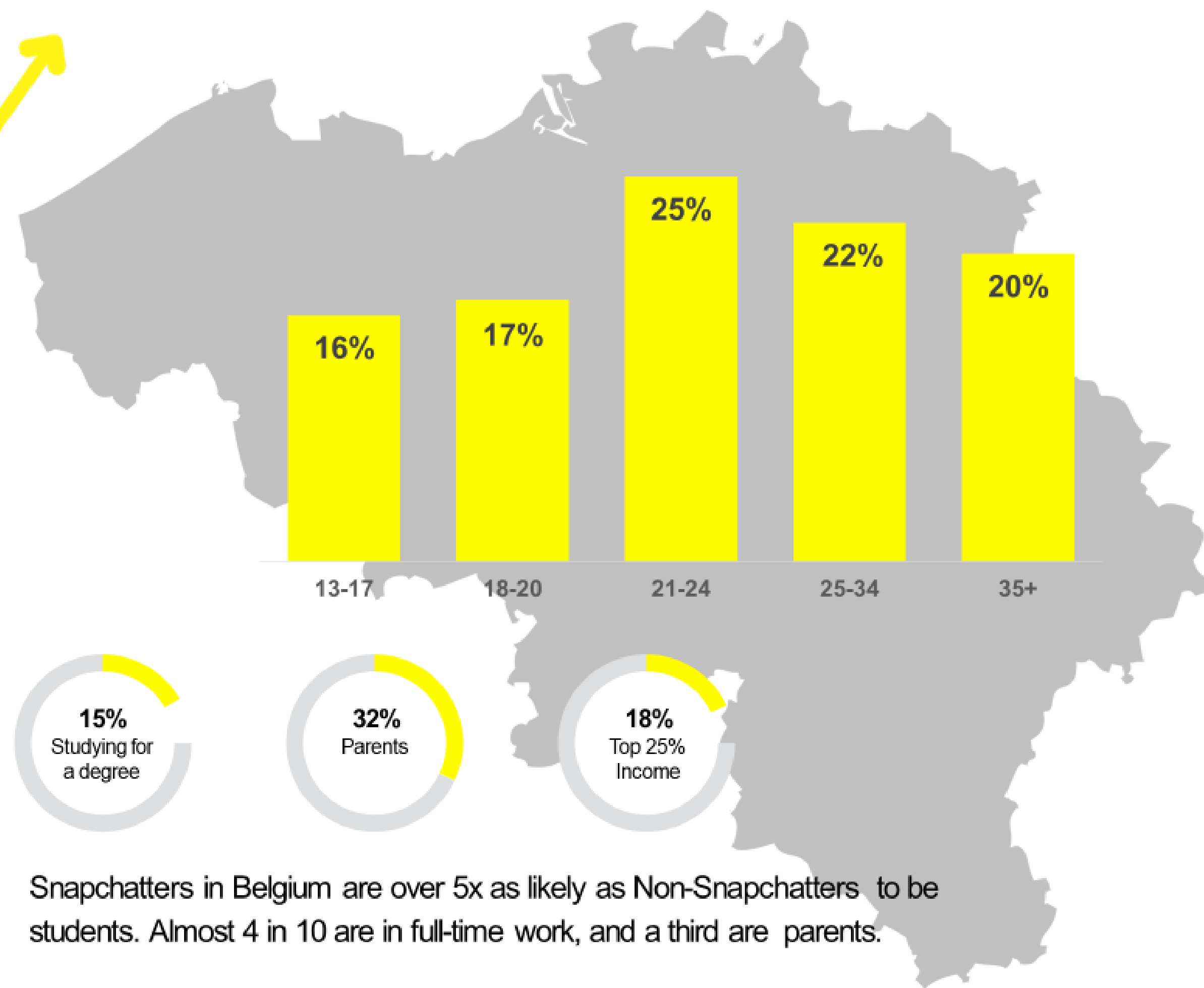




Our Belgian community is growing



3,7 MIO
Monthly Unique Users



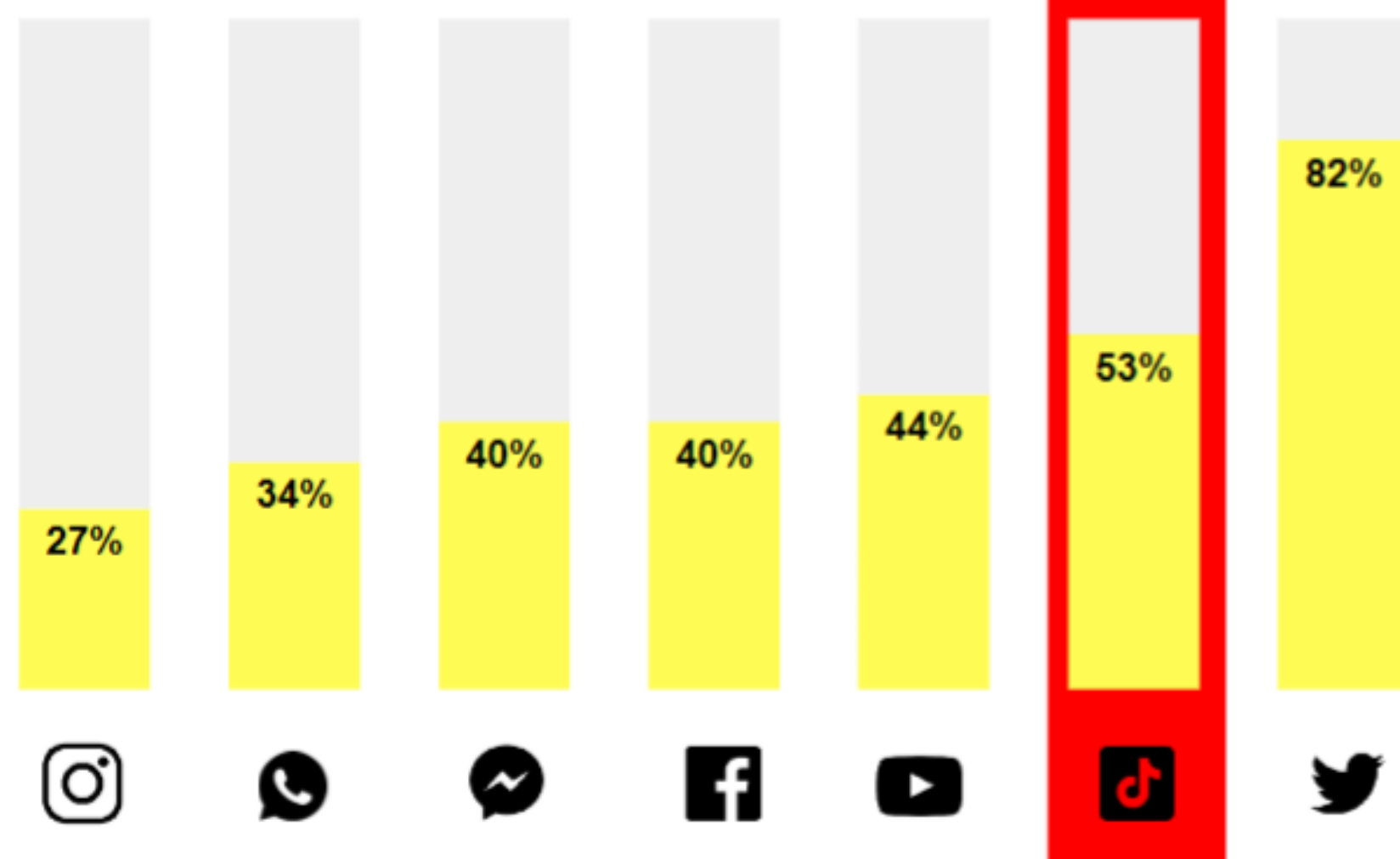
Snapchatters in Belgium are over 5x as likely as Non-Snapchatters to be students. Almost 4 in 10 are in full-time work, and a third are parents.



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 Sports Fans

1,7 M - 1,8 M

Couverture mensuelle estimée

■ 3,6 M - 3,8 M

♂ 67.6 %
Homme

♀ 32.4 %
Femme

■ 48.4 %

■ 51.3 %

Sports Fans

100.0 % | 2,1x

■ 47.7 %

Shoppers

93.3 % | 1,1x

■ 88.4 %

Travel Enthusiasts

88.6 % | 1,1x

■ 78.9 %

Film & TV Fans

87.4 % | 1,3x

■ 64.9 %

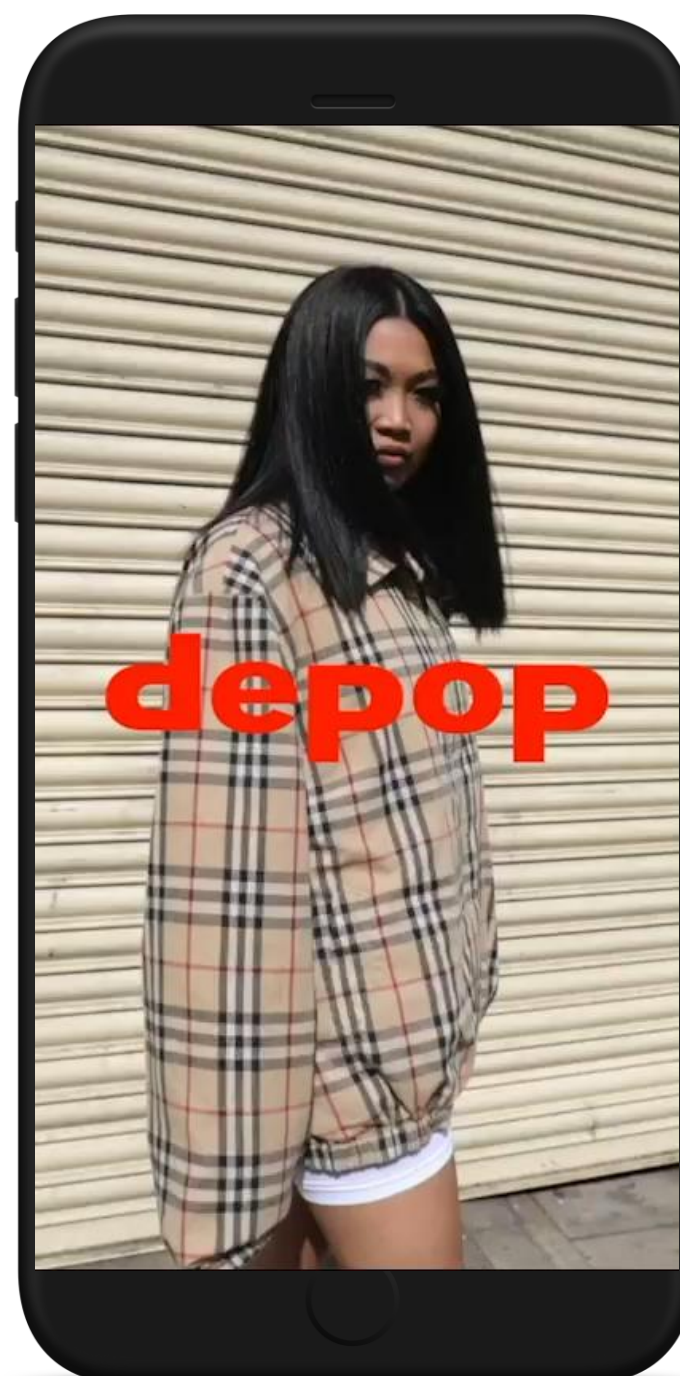


Make instant impact with full screen vertical creative format

Text overlay



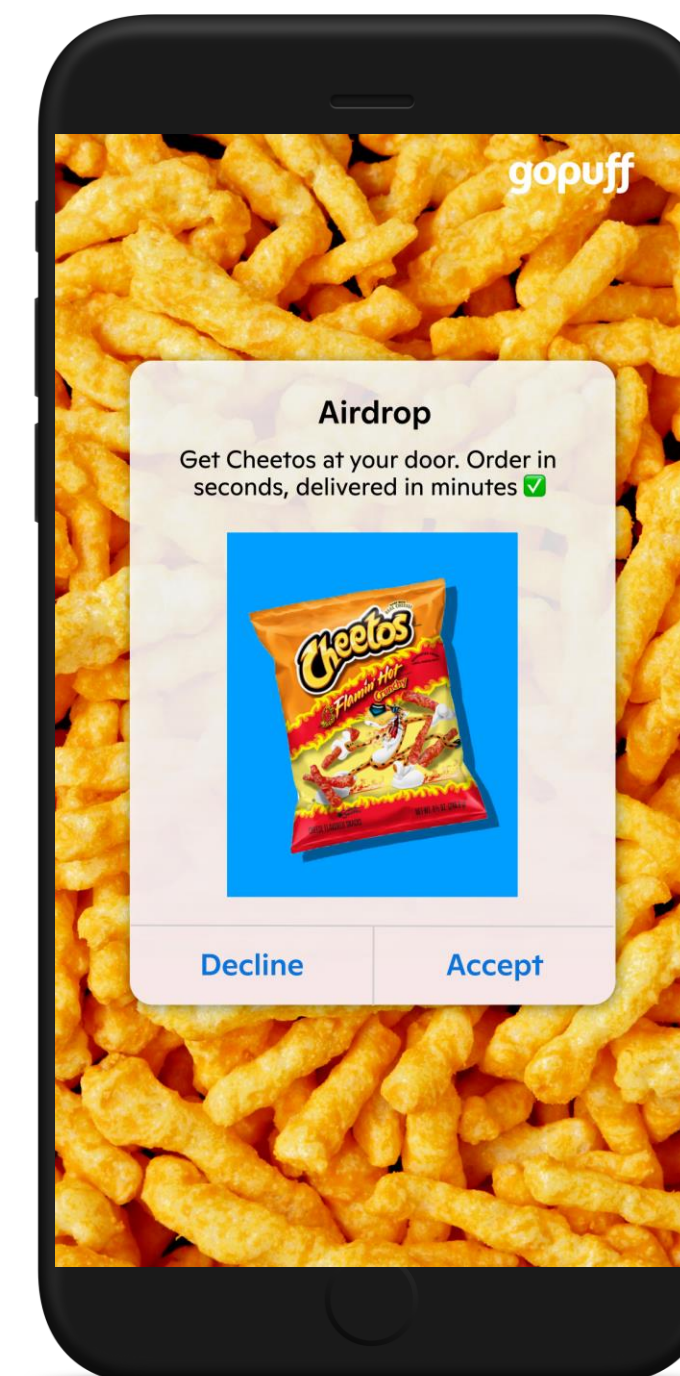
Boomerang



Animation



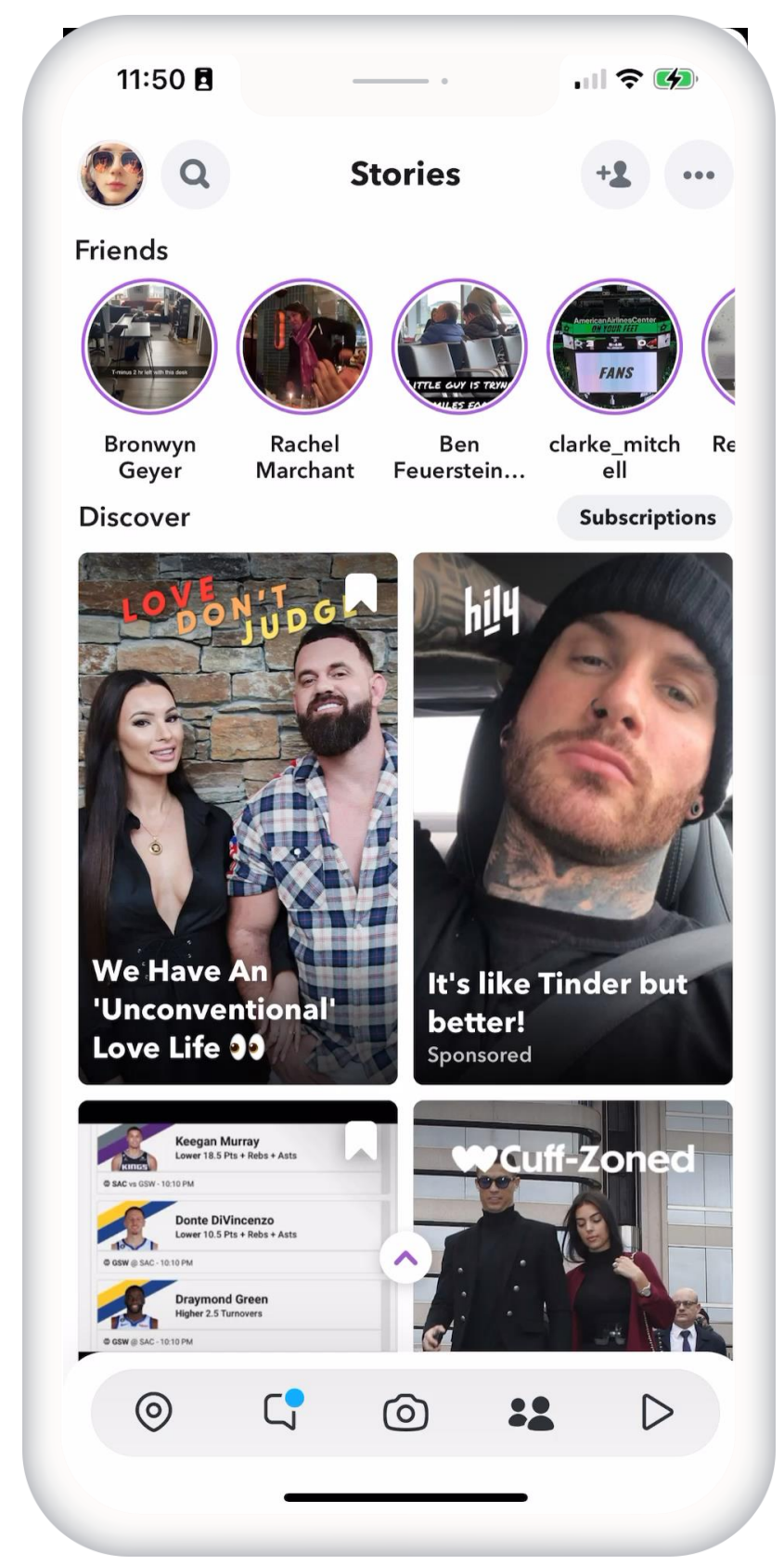
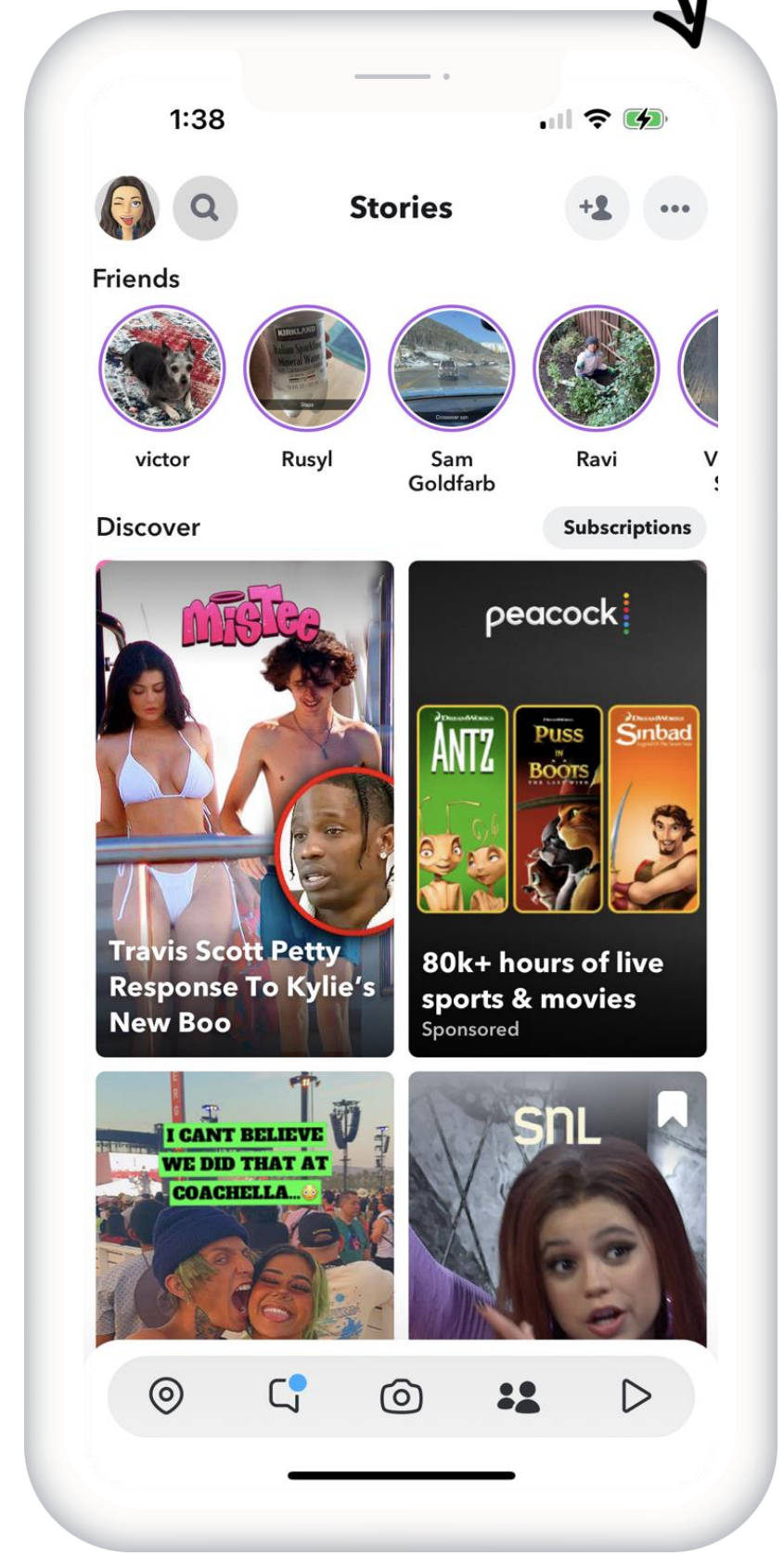
Still





Snap Ads

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

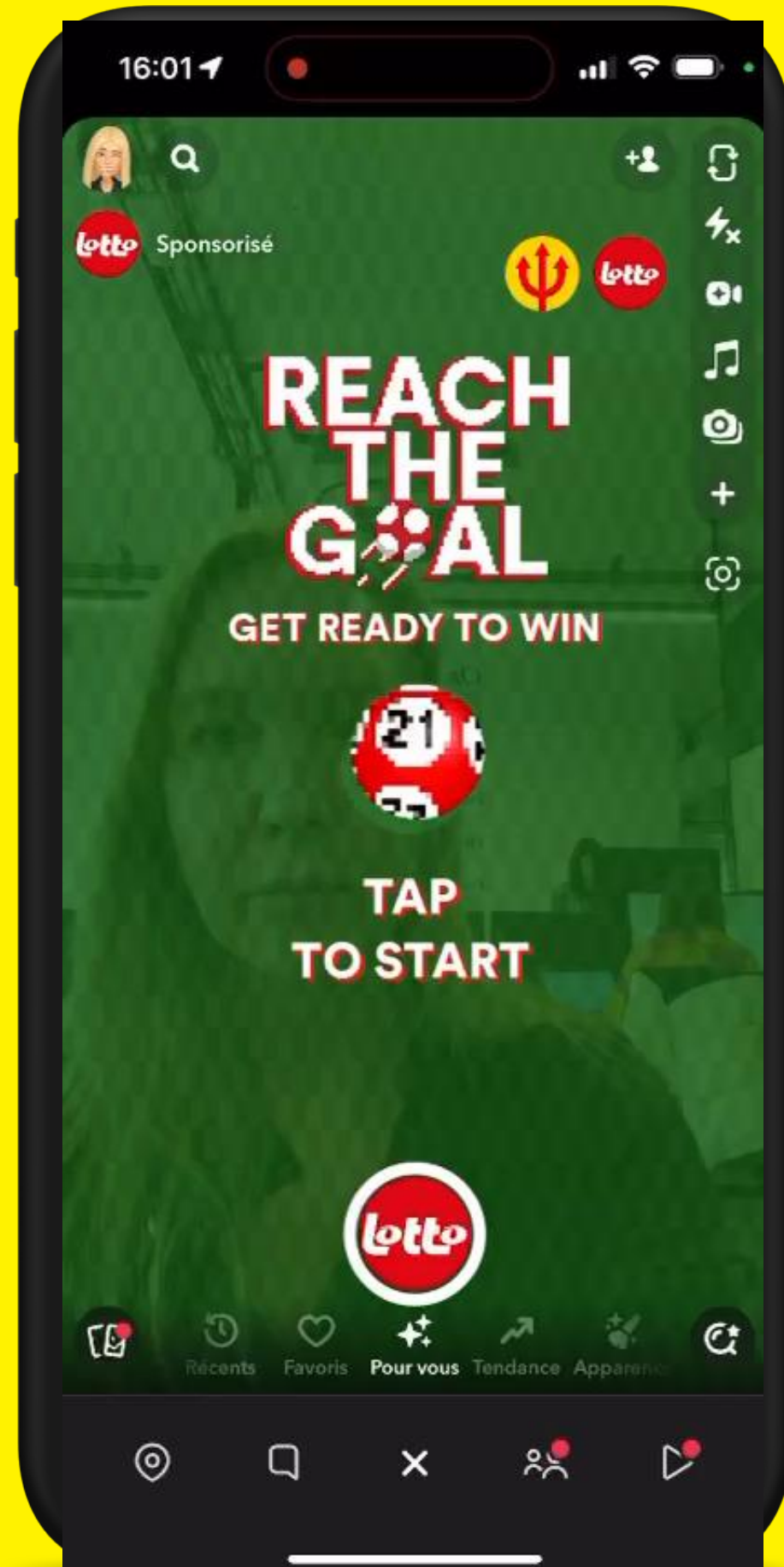


Story Ads

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 Sports package



- Belgium audience Sports 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!