


Saudi National Day is one of the most important 'connect' moments of the year in Saudi Arabia.

Join the conversation this **#SaudiNationalDay**

2 in 3 Of the Twitter audience in KSA are excited about the upcoming Saudi National Day*

#Facts

Video is driving the Saudi National Day conversation


134M

Total Video views related to Saudi National Day 2020**

50%

Of Saudi National Day conversations on Twitter are happening between September 1 and September 21***

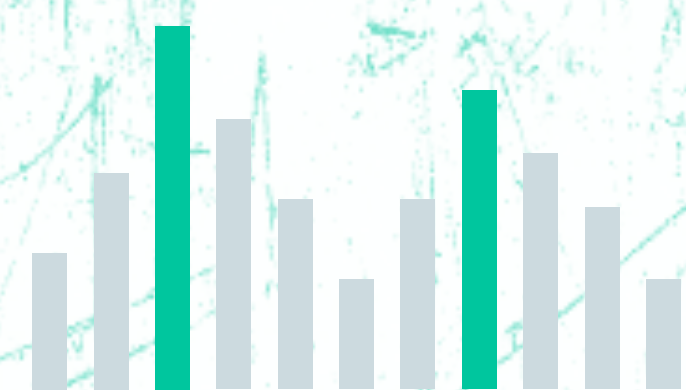
46%

Believe that National Day celebrations are more special on Twitter vs other platforms*

#Connect with your audience

69%

Believe it's important for local brands to communicate on Twitter around SND*



56%

Believe it's important for multi-national brands to communicate on Twitter around SND*

Launch early & expand campaign window for more efficiency & effectiveness****

Hype

Build your message and build anticipation

2x

More engagement

Participate

Take part in the peak of the conversation

3x

More cost efficiency

React

Maximize buzz and phase out while driving consideration

35%

Better view through

*Source: Twitter Insight Survey, Twitter audience in Saudi Arabia, June 2021, n=1,180

**Source: Tubular Labs, commissioned by Twitter. Global video view data

***Source: BrandWatch, September 1- September 30 2020

****Source: Twitter Internal, Jan 2018-Mar 2019, US campaigns \$50K+

