



**MIKADO**  
INTERNATIONAL

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**MANY MUSLIMS, MANY FACES**

MARKETING TO THE MUSLIM CONSUMER



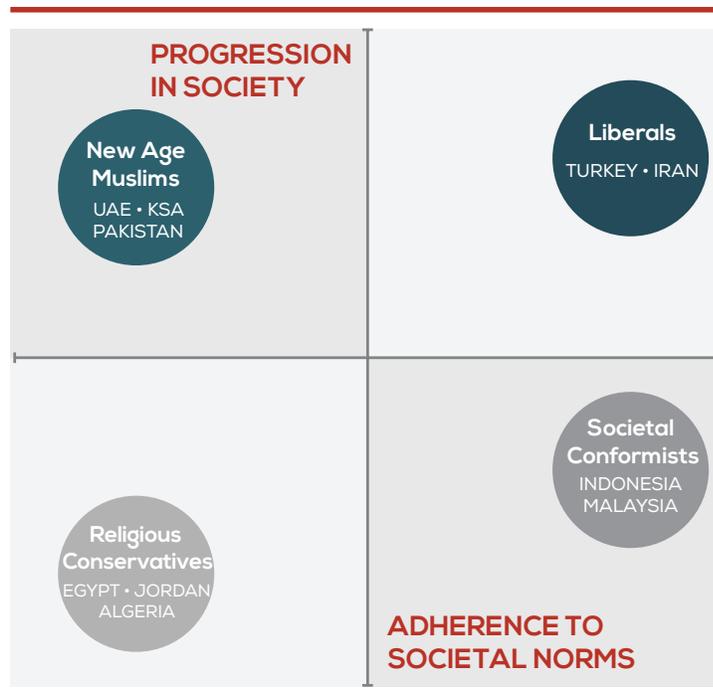
## MANY MUSLIMS, MANY FACES



It is vital to understand an often overlooked distinction between Arabs (or Arab world) and the rest of the Muslim world (or Muslim world). The consumer needs and behavior are as varied as their outlook towards religion and society. Some Muslim regions, such as the Arabian Gulf, reflect Western ideas and tremendous wealth. Others, such as Somalia and Afghanistan, do not. For example, "hummus" is featured heavily in the Arab Muslim preferences versus Pakistani and Bangladeshi Muslims who prefer sauces for condiments with their meals. Other markets such as Malaysia and Indonesia are becoming sourcing hubs for Halal produce catering to the Western Muslims and ethical consumers in North America and Europe.

DISTINCTION WITHIN THE ISLAMIC WORLD:

### TOP 10 MUSLIM COUNTRIES





## THE MUSLIM IDENTITY CONTRASTING SEGMENTS



**Conservative Muslims** are very family oriented, strive to belong and support traditionally established gender roles. They are less demanding in their consumption and try to enjoy the little things in life. They are much less interested than the average Muslim in standing out. Their consumption is relatively frugal. They do not go after the latest products and prefer products they can trust which cover their basic needs and do not cost much. The archetype of the Everyman resonates best with them.



**Family  
Oriented**



**Low Consumption  
Habits**



**Relatively  
Frugal**



**Achiever Muslims**, however, are much more status oriented. They want to be well-respected in society and lead by example. They like brand stories that encompass the Ruler narrative, because they aspire to be leaders themselves. They have a high socioeconomic status, which they try to reaffirm through their consumption. They like products that are technologically advanced, offer something new and which help them enhance their personal image to the fullest. The fundamental duality within Muslims highlights the importance of a targeted approach when communicating with them. It also shows that Muslim consumers are far from a homogeneous group. Sociocultural values and trends as well as archetypes for creating effective narratives in storytelling are two ways to support a targeted approach.



**Status  
Oriented**



**High Consumption  
Habits**



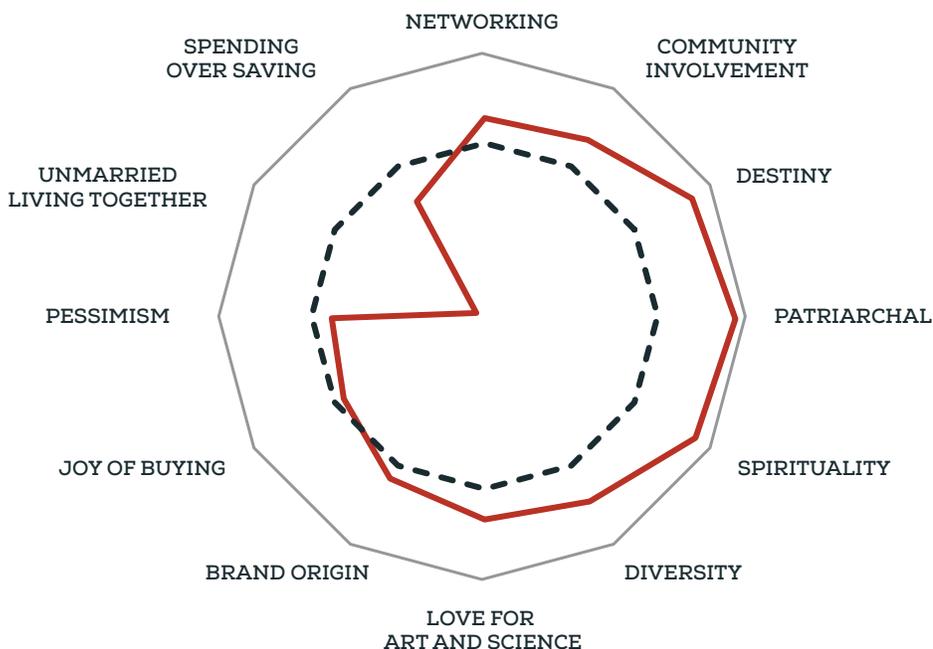
**High Socioeconomic  
Status**



# THE MUSLIM IDENTITY COMMON DENOMINATORS

Muslims as a whole are much more community-oriented and consider maintaining good relations with others very important. It is very true that Muslims are more traditionally-minded in family matters (e.g. well-defined gender roles and marrying before cohabitating). However, they also like to be surrounded by things from different cultures, which is an opportunity for international brands. Furthermore, they are more optimistic in general. Another notable belief is in the existence of a particular destiny for every individual, which one can never deny nor escape, which reflects their faith. When we look at values cards, we observe that Muslims are more likely to select the cards 'sharing' and 'helpful'. This confirms the deeply-rooted community oriented values that characterize their relationships with others.

**Typical Values**  
(Standard score differences)



**The Pyramid of Pinto**



— Muslims (n=4,265) - - - Rest of Population (n=52,144)



## KEY INSIGHTS

1

### OGILVY NOOR

Ogilvy Noor research reveals that 86% of American Muslim consumers believe that American companies “need to make more of an effort to understand Muslim values,” but at the same time they feel largely ignored by American brands and companies, with 98% feeling that American brands “don’t actively reach out to Muslim consumers.” This despite these consumers showing the potential to be an extremely loyal customer base, with over **80% saying that they would prefer to buy brands that support Muslim identity** through promotion and celebration of religious festivals, for example.

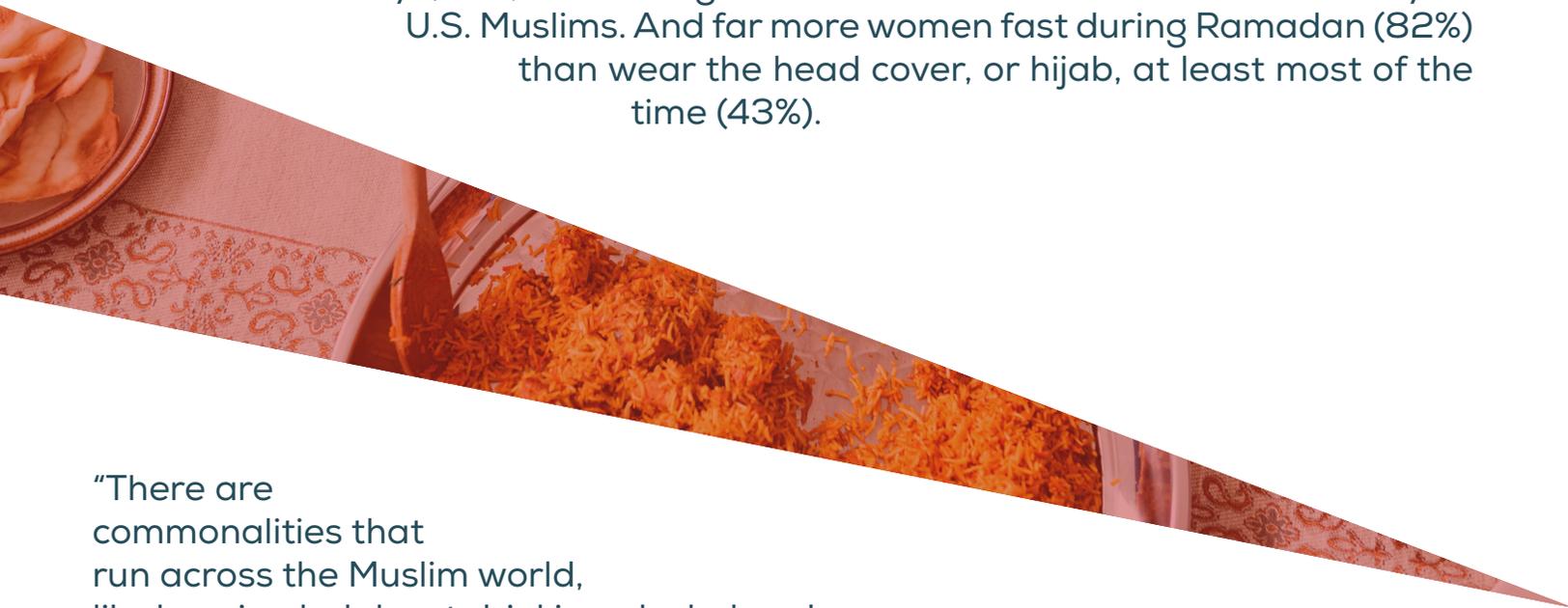
Inclusivity for Muslim consumers goes hand-in-hand with community spirit. Community is one of the key Shariah values and matters enormously to the Muslim consumer. One of the five pillars of Islam is zakaat, or the regular giving of a set portion of one’s earnings to the poor. The true definition of zakaat, however, like that of halal, is much wider, and encompasses a set of values based in always looking out for those less privileged than oneself and actively seeking to make contributions to the wider community.



# 2

## PEW RESEARCH

In the United States, the **vast majority of Muslims celebrate Ramadan, with eight-in-ten saying they fast during the holiday**. In fact, more Muslim adults say they fast during Ramadan than say they pray five times a day (42%) or attend mosque weekly (43%), according to a 2017 Pew Research Center survey of U.S. Muslims. And far more women fast during Ramadan (82%) than wear the head cover, or hijab, at least most of the time (43%).



"There are commonalities that run across the Muslim world, like keeping halal, not drinking alcohol and a strong sense of community; as noted by this young Malay in a focus group, "In Islam we tend to take care of society- like donating money, helping each other."

**MILLWARD BROWN**

# 3

## 4

## HBR

Respecting the Five Pillars of Islam:

Not all consumers in the Arab world are Muslims, but Islam molds the region's economy, touching every consumer and company through its five pillars.

### 1 SHAHADA: FAITH

Shahada is a declaration of faith and trust that professes that there is only one God (Allah) and that Muhammad is God's messenger. It is a set statement normally recited in Arabic: "There is no god but God (and) Muhammad is the messenger of God." It is essential to utter it to become a Muslim and to convert to Islam.

### 2 SALAH: PRAYER

Salah (salāh) is the Islamic prayer. Salah consists of five daily prayers according to the Sunna; the names are according to the prayer times: Fajr (dawn), Dhuhr (noon), 'Asr (afternoon), Maghrib (evening), and 'Ishā (night).

### 3 ZAKAT: CHARITY

Zakāt or alms-giving is the practice of charitable giving based on accumulated wealth. The word zakāt can be defined as purification and growth because it allows an individual to achieve balance and encourages new growth. The principle of knowing that all things belong to God is essential to purification and growth. Zakāt is obligatory for all Muslims who are able to do so.

### 4 SAWM: FASTING

Three types of fasting (Siyam) are recognized by the Quran: Ritual fasting, fasting as compensation for repentance (both from sura Al-Baqara), and ascetic fasting (from Al-Ahzab). Ritual fasting is an obligatory act during the month of Ramadan.

### 5 HAJJ: PILGRIMAGE TO MECCA

The Hajj is a pilgrimage that occurs during the Islamic month of Dhu al-Hijjah to the holy city of Mecca. Every able-bodied Muslim is obliged to make the pilgrimage to Mecca at least once in their life



# COMMUNICATION STRATEGY BECAUSE FOOD AND FAMILY IS THE COMMON THREAD...

BRINGING PERSONALITY TO LIFE USING WORDS THAT  
STIMULATE THE SENSES

**Authentic**

Natural, human & conversational language

**Joyful**

Expressed through the notion of inclusivity and thoughtfulness

**Inspiring**

Encouraging others to paint a more positive image through a friendly gesture or smile

**Generous**

Inspired by the principals of Islam, Zakat or charitable giving, and a strong sense of community



**Because Halal is not just a certification, it is a way of living...**

Halal, also spelled hallal or halaal, refers to what is permissible or lawful in traditional Islamic law. It is frequently applied to permissible food and drinks.



# COMMUNICATION STRATEGY: EXAMPLE KNORR HALAL FROM FASTING TO FEASTING, KNORR KNOWS HALAL

Branding

Halal Certification



Messaging to cater to  
consumer sentiment  
during key holidays

Represent the Product  
with Halal Attributes





# GLOBAL MUSLIM ADVERTISING: EXAMPLES



**Luxlait, à vos côtés pendant le Ramadan**

Proposez à vos clients des produits de qualité pour accompagner le Ramadan, ces derniers sont frais, naturels et bons pour la santé.

Pour plus d'informations nos commerciaux, sont à votre disposition:

commerciaux-export@luxlait.lu  
Tél.: 00352 250 280 558 / 603

Nous livrons partout en France

**LUXLAIT**

www.luxlait.lu

SODA **ifri** SE BOIT TRÈS FRAIS

Ramadan moubarak

DISPONIBLE AUSSI EN FORMAT 2L & 0,33L

ENCORE PLUS PROCHE DE VOUS

**MUSLIMAN** MOUSLIMAN

Le Numéro 1 de la Télévision Arabe en France

Profitez de la promo durant le Ramadan\*

www.bouquet-musliman.tv

www.bouquet-arabia.tv

**Donnia Halal** دنيا الهالال

La marque leader 50% de part de marché en valeur sur la catégorie Plats cuisinés apertisés.

1<sup>er</sup> contributeur à la croissance de la catégorie\*

Seule marque présente en barquette Micro-ondable (plats cuisinés individuels apertisés)

FRANCAIS ARABE

INFORMATION RASSEMBLÉE DIVERSITÉ SOCIAL CULTURE POLITIQUE

**Radio Orient**

CHANGEZ D'HORIZON 2 !

www.radioorient.com

**Authentic & Halal**

Le french food halal, le goût des bonnes choses en toute confiance!

www.authenticahalal.fr

**JUMBO**

Délicieuses recettes à savourer en famille

Fièremment JUMBO

WORLD CUISINE **Saffron Road**

**RAMADAN KAREEM**

CLICK NOW FOR PRINTABLE COUPONS

Advertise with Muslim Ad Network

SECOURS ISLAMIQUE FRANCE

Ramadan

ZAKAT AL FITR 5 € par personne

CADEAU DE L'AID 25 €

ZAKAT AL MARI 2,5 €

COUS ALIMENTAIRE 30 €

www.SECOURS-ISLAMIQUE.ORG



## MIKADO RECOMMENDATIONS

**An effective strategy to market to Muslims is to find the thread that is common (Islam, Family & Societal values).**

Specific to Halal food, an effective strategy would be to highlight the importance of family values, and cater to the need for cooking/role of food in everyday life of Muslims by creating a hub that upholds the Muslim values, not limited to a certain region but to the community at large.

**CAPTURING THE ESSENCE OF RAMADAN** - To better relate to consumers, advertisers try to relate and engage the religious sentiment and the holiness of the occasion across their communication platforms (crescent moon, traditional lantern) as well as cater to the increasingly digitally savvy consumers by creating Ramadan recipes online, as well as through booklets, to remain top of mind by engaging largely with the female demographic, as cooking takes the center stage during this month.



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APPENDIX



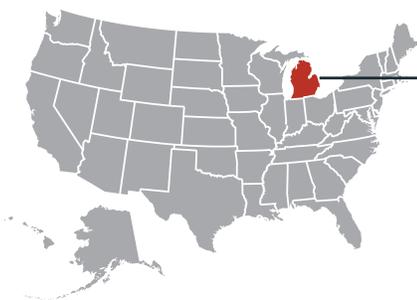
## THE MUSLIM/HALAL OPPORTUNITY MARKET OVERVIEW: U.S.



**7M** representing 2% of the total U.S. population  
(330M)

### MAJOR ETHNICITIES:

- It is estimated that nearly 3.7 million Americans (census ~2M) trace their roots to an **Arab country**.
- **Pakistan** is the largest country of origin, accounting for 14% of first-generation immigrants, or **9% of all U.S. Muslims**.
- There are **250,000 Latino Muslims** in the United States, according to Islam in Spanish
- More recent immigrants include **90,000 Somalis**
- **29% of all Muslims** in the United States are **African Americans**



- In Dearborn, a suburb of Detroit, one-third of residents identify as Arab-American or are of Arab descent



## THE MUSLIM/HALAL OPPORTUNITY MARKET OVERVIEW: CANADA



**1.4M:** Canada's Muslim population increased by 82% over the past decade expected to nearly triple in next 20 years, growing **13% annually**

### MAJOR ETHNICITIES:

- **South Asians\*** are, by far, the largest single group, accounting for more than a third (36%) of all Muslims. **Pakistanis and Indians** dominate this group.
- **West Asians**, including **Iranians, Afghans** and the people from states of the former **Soviet Union (13%)**, and **Black (9%)**, are the next largest minorities.
- There are also small numbers of **Chinese, Japanese, Koreans** and **Filipinos**. According to the 2011 National Household Survey, there were 40,840 people in Canada reporting **Syrian** ethnic origin.



THERE ARE OVER  
**500**  
HALAL RESTAURANTS  
IN THE GTA



- Toronto has the highest concentration of Muslims in North America



# THE MUSLIM/HALAL OPPORTUNITY MARKET OVERVIEW: CONSUMER



Make more of an effort to understand Muslim values

Clearly demonstrate their understanding of Muslim values

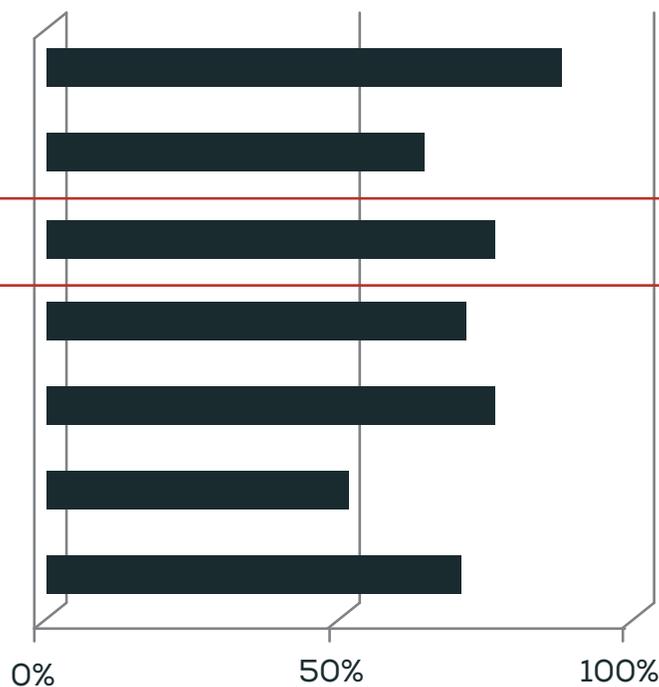
Provide a wide range of products that are specifically appealing to Muslim consumers

Respect Muslim values more in their advertising

Make Muslims feel like an integral part of the wider community, not a marginal group

Play supportive role in the Muslim community, e.g., work with Muslim youth

Be unafraid to support Muslims in public



RELIGION IMPACTS  
FOOD CHOICES

- The key consideration is the Halal certification, Kosher may be acceptable
- Halal availability regardless of time of year or diet
- They would like to have Halal products year-round
- Halal vegetarian options would also be welcomed
- Dry soup bases are often used