

ASSEMBLY

2024

Ramadan Strategy

illuminating Pathways for Unforgettable
Marketing Moments

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Embracing The Spirit Of Ramadan, The Key Themes To Enlighten Your Strategy

Resilient Ramadan Season

History Repeats Itself

Ramadan Retail in MENA grew by 8% YoY in 2023. Despite the impact of inflation, 2023 was projected to reach \$65Bn.

Self-Care On the Rise

Consumers are pampering themselves more, and sooner, especially in the weeks leading up to Ramadan.



In the mood for Discovery

The suspension of “normal” routines encourages an openness to try new brands

Moments that Matter

Ramadan extends beyond phases; it’s about cherishing key daily moments. Capturing these is vital for fostering profound connections this season.



Mamun Muhammad

Strategy & Insights, Assembly MENA

“As Ramadan approaches, brands are presented with a unique opportunity to connect with audiences on a profound level. Our deck delves into the intricacies of Ramadan marketing, offering insights and strategies tailored to capitalize on this significant cultural event. From understanding audience dynamics and key phases to implementing targeted campaigns and bridging online-to-offline experiences, we provide a roadmap for success. With a focus on authenticity, inclusivity, and innovation, our guide empowers brands to navigate Ramadan with confidence, fostering meaningful connections and driving impactful results”





Ramadan Dynamics: Unveiling Demand, Behavior and Shopping Trends

Understanding the cultural nuances of the holy month to drive strategy:

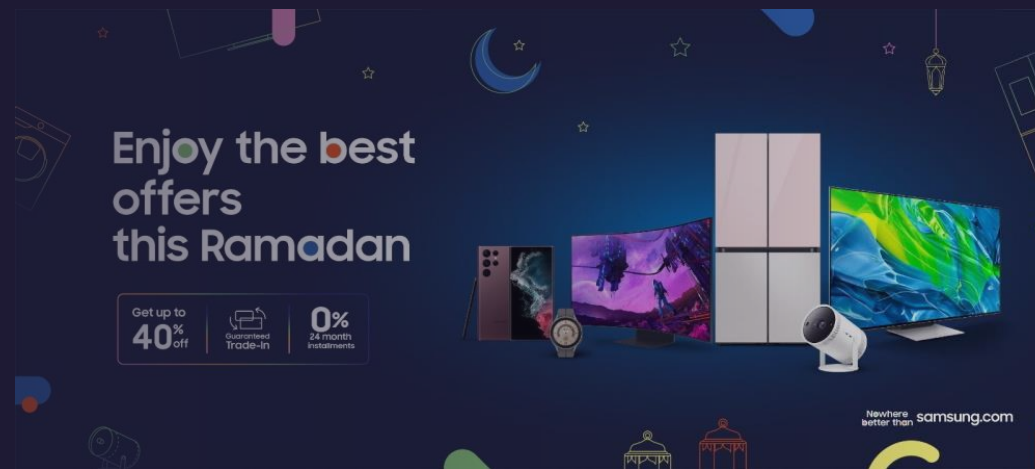
- ✓ **Timing is Key**
- ✓ **Tapping into Ramadan moments**
- ✓ **Personalized Experiences**



Ramadan 2024: Industry Boom & Peak Shopping Frenzy

\$65B+

+8% YoY Growth in MENA 2022 vs 2023



7.2B+

Searches on google during Ramadan 23

38%

Of MENA shoppers prepare 3 weeks before Ramadan or earlier

+30%

Of MENA shoppers buy gifts reiterating the importance of generosity and giving during this holy month

Source: Various



Meaningful Moments; Friends And Family Are Central To The Ramadan Experience

Plan to host
friends and family
at home

61%

Will make a
donation to a
charity

+29%

Plan to gift items
to friends and
family

40%

Source(s): Amazon Ramadan 2024
Report



Fostering a sense of connection and shared devotion through gatherings, the act of giving, whether it be charitable deeds or thoughtful gifts takes on special significance.

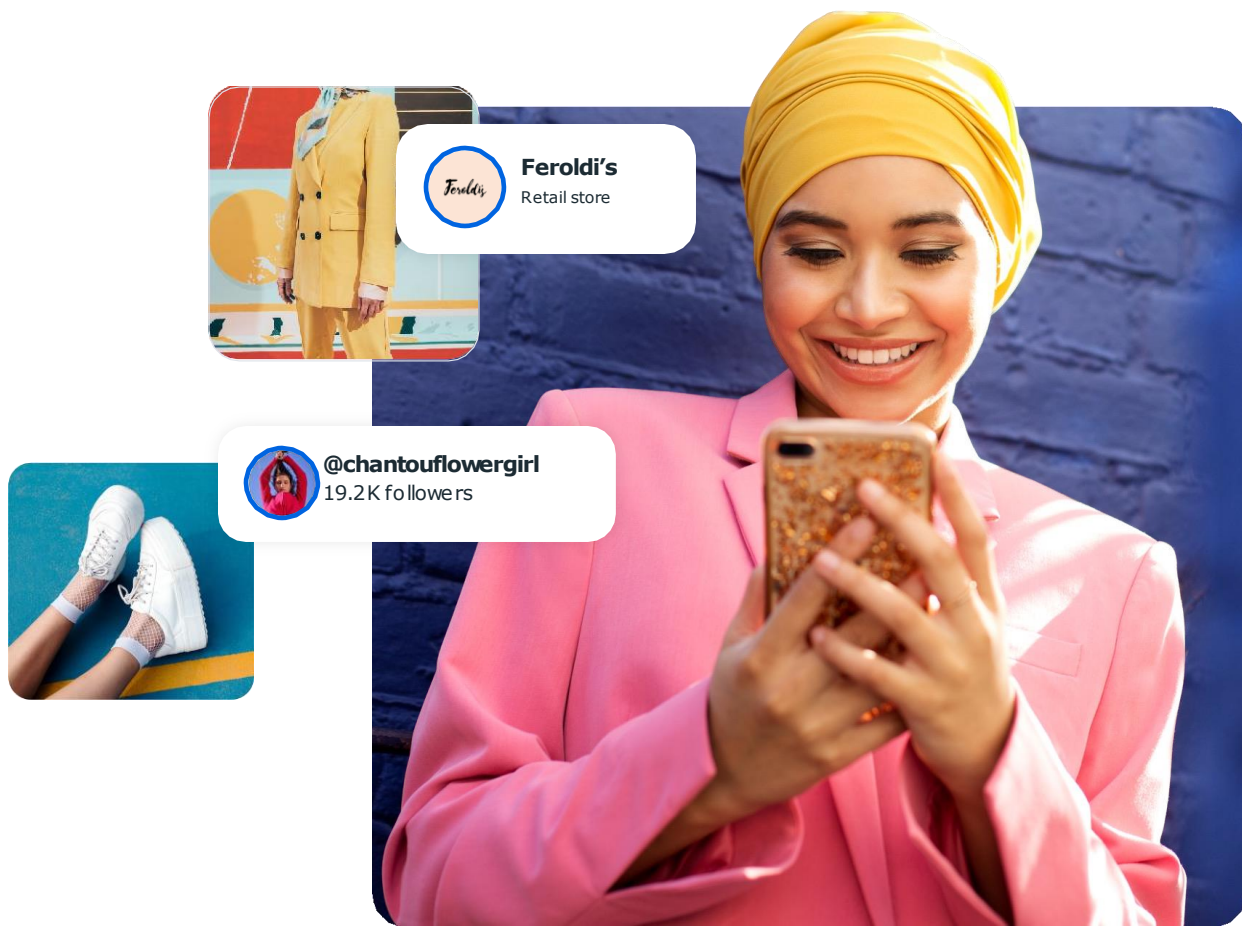


Audiences expect personalized and seamless shopping experiences during Ramadan.

71%

of shoppers or observers agree that it's **easier** to complete Ramadan shopping with **personalized product recommendations**.

Source(s): META Ramadan Moment Study



Ramadan: A Journey of Moments, From Suhoor to Iftar, Culminating in Eid Celebrations



Capturing the Major Moments of Ramadan

Ramadan is more than a 30-day event, it's pre, during and post



PRE - RAMADAN

21-day preparation phase

The pressure to entertain is real! Prep Shopping is the highest one week before Ramadan!

Deeper Spirituality

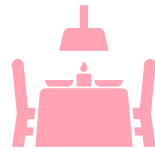
Prayer Search Queries reach an annual peak right before the holy month

Festive Decor

YouTube Content Creators witness an annual Spike in views for the grocery shopping & home decorations

Fashion Statement

Colorful Ramadan fashion is a rising trend



WEEKS 1 & 2 OF RAMADAN

Ramadan is Finally here!

Modest Beauty

Beauty Content peaks during the first two weeks of Ramadan especially the first week as the deep spirituality momentum continues

Uplift in Gatherings

Socializing through Iftar and Suhoor gatherings peak in the first two weeks – opportunity for CP to build content themes around Iftar Outfits



WEEKS 3 & 4 OF RAMADAN

The final two weeks of Ramadan

The Third Phase is a period of anticipation of Eid Festivities with all its gifts & glamour. There's a shift to Eid-specific ads & offerings weeks before Eid begins

Beauty gets festive

Beauty shifts to vibrate trends including nail polish, festive hair care & Makeup Tips

Grooming for men

Research shows an increase in shaving & grooming

Perfect Gifts

Search for gifts begin a few weeks in advance of Eid. With increased research & purchases online as well as more mail visits

Entertainment peaks

Content by broadcasters & creators sees higher viewership & engagement during this period



POST – RAMADAN: EID

Festive Eid is a Ramadan moment of its own

The final stage is Eid, which is a Ramadan of its own in terms of intensity & Excitement. A lot of the searches for Eid happen weeks earlier.

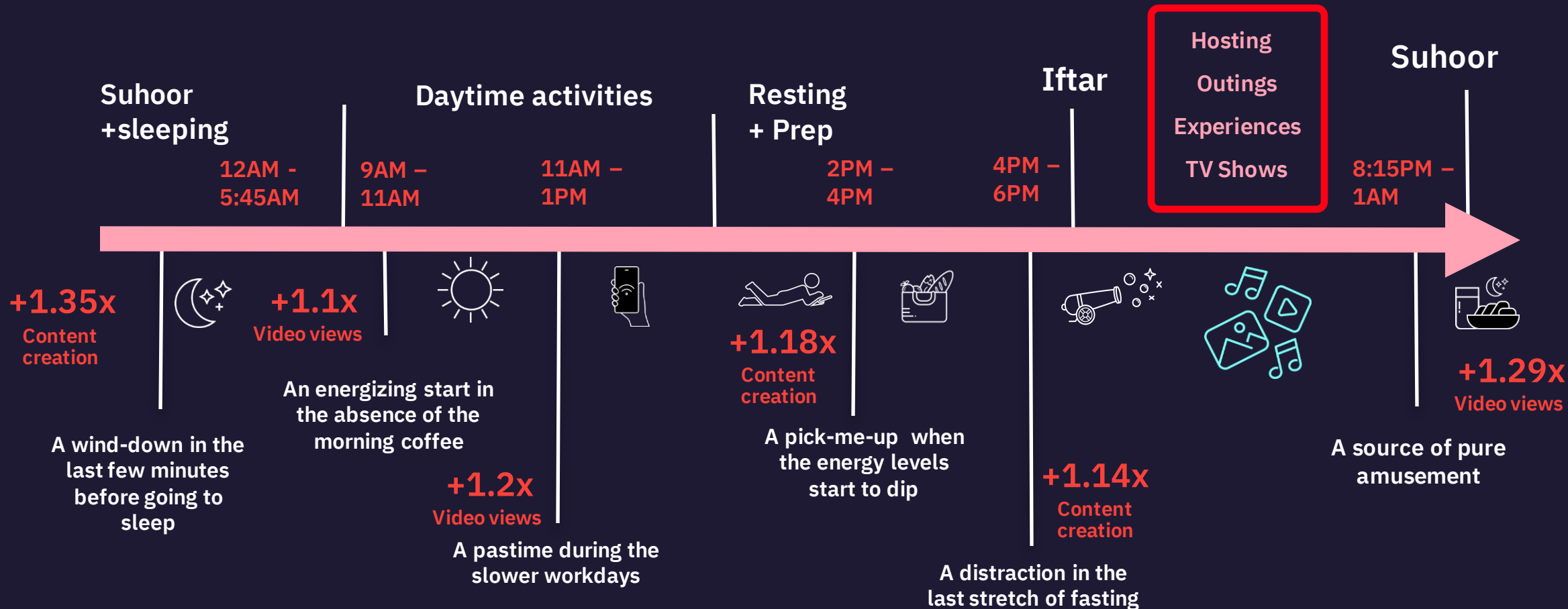
Return to old habits

People start going out again, with a peak in visits to restaurants- Opportunity to serve Eid outfits related content

Gifting

Searches & Online shopping for gifts peaks during Eid

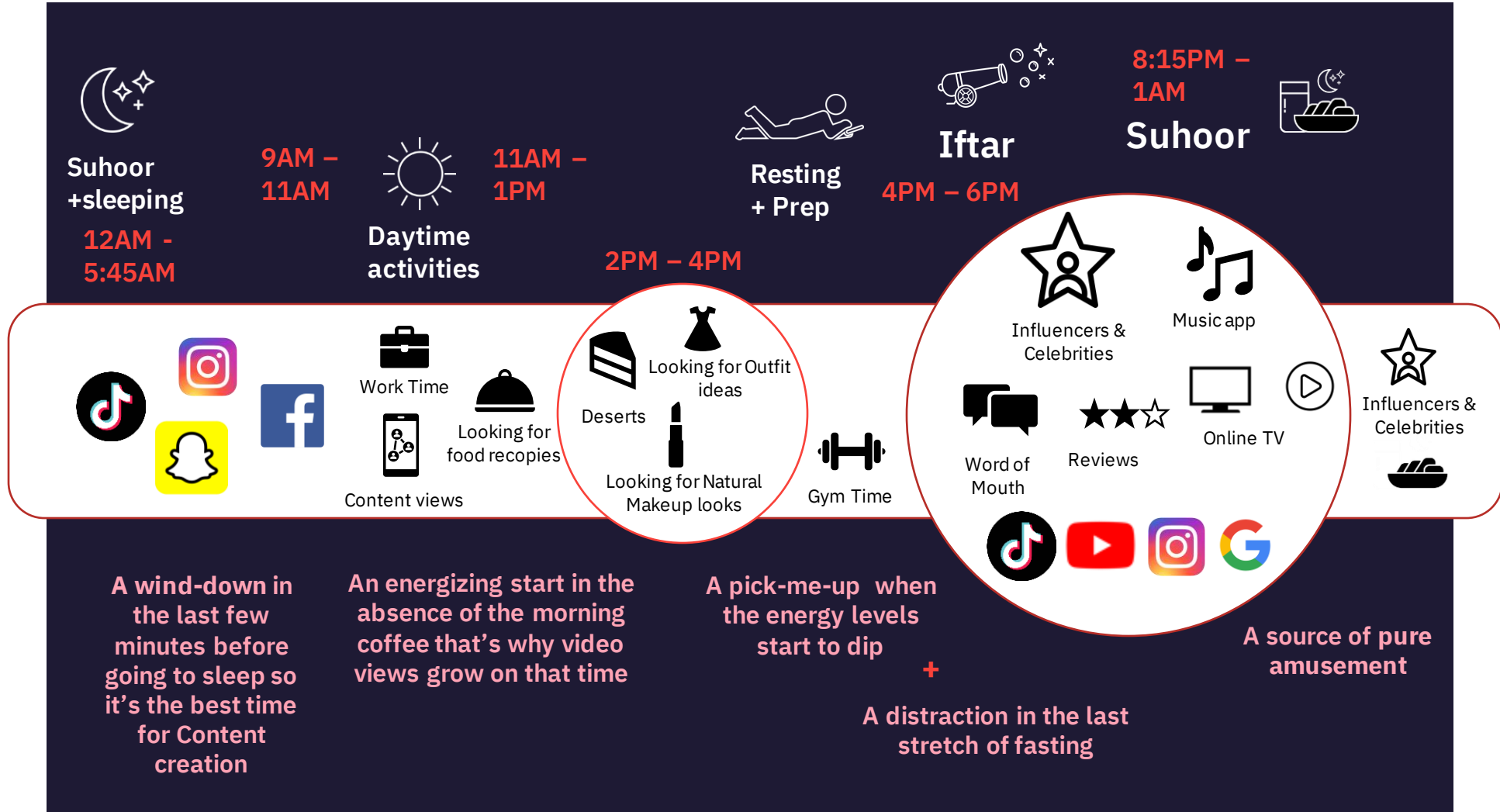




The opportunity is to Connect with Consumers during **key moments throughout the day**



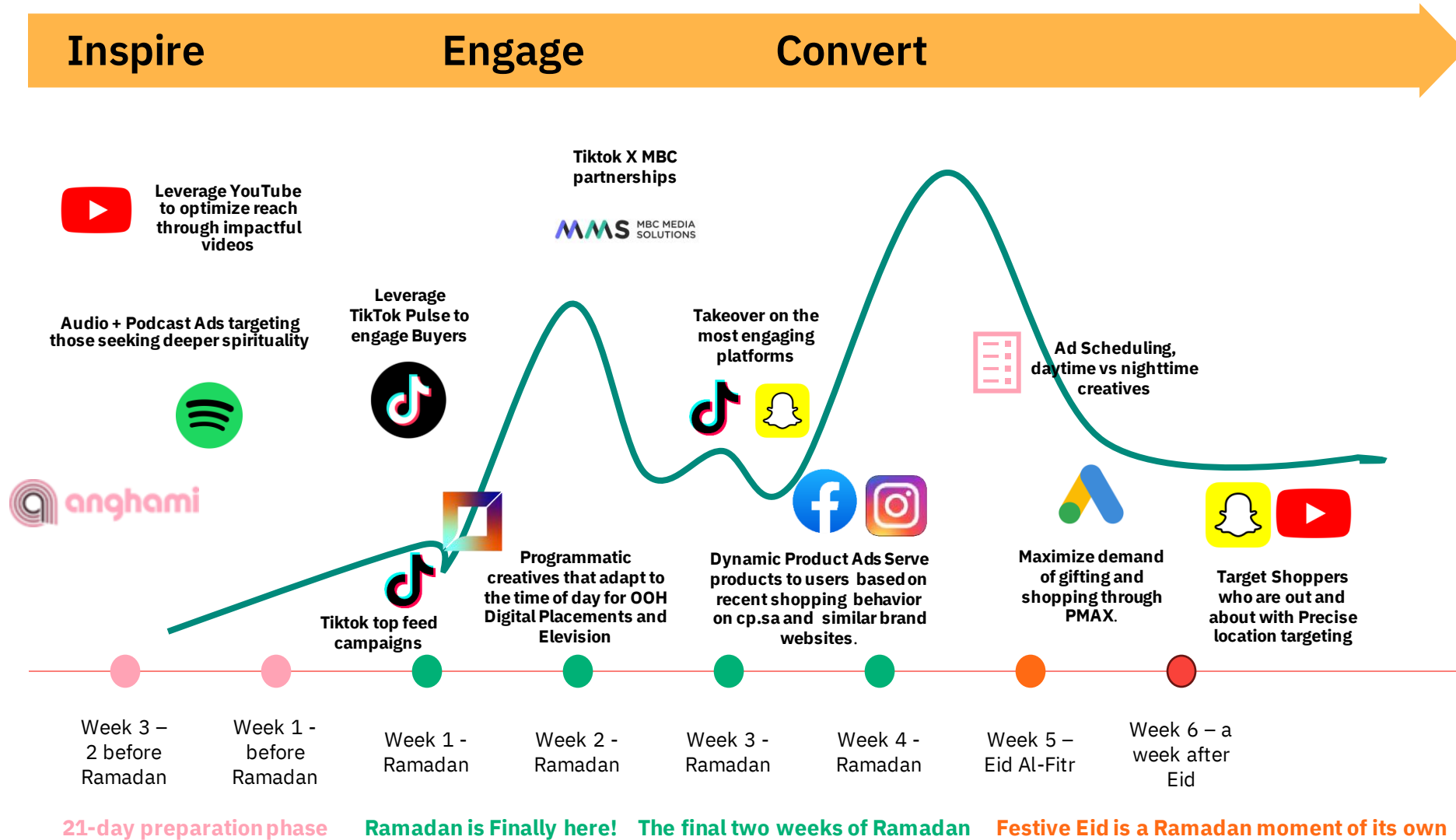
Across the right platforms



Source: GWI, TikTok



Allowing us to Connect with them during the right moments





Impactful Strategy: Building Brand Connections

Strategy is tailored to the phases and daily moments
of this sacred month:

- ✓ Phased approach
- ✓ Moment-centric content
- ✓ Platform diversification



4 Strategic Insights

that shape the Ramadan go-to-market plan



01

Anticipate the Ramadan rush as consumers gear up weeks in advance. Ensure your campaigns are ready and set to captivate the early-prep audience!

02

Elevate your content strategy by prioritizing themes of generosity and giving, recognizing their paramount importance in resonating with your audience.

03

Personal appearance shines. Capture the essence for communal gatherings, prayers, and meals – a prime opportunity for grooming and fashion brands.

04

Gradually introduce your generosity-focused content leading up to Eid. Align your messaging to capture the festive spirit and enhance the shopping experience.

Pre-Ramadan

Feb 15 – Mar 9

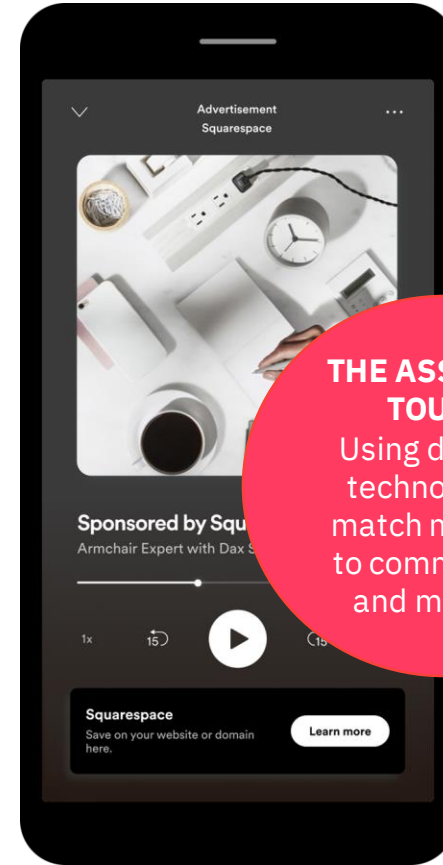
Moment: Cultivating Deeper Spirituality and Self-Care in Preparation for Ramadan's Beginning



Distribute Content On Platforms Fostering Spiritual Growth And Self-discovery Such As Audio And Podcasts



Platforms such as Spotify & Anghami reach every generation of listeners and adapts to their changing moods, mindsets, and motivations. Be part of their spiritual journey, and tailor your content around Ramadan to make meaningful connections pre-Ramadan.



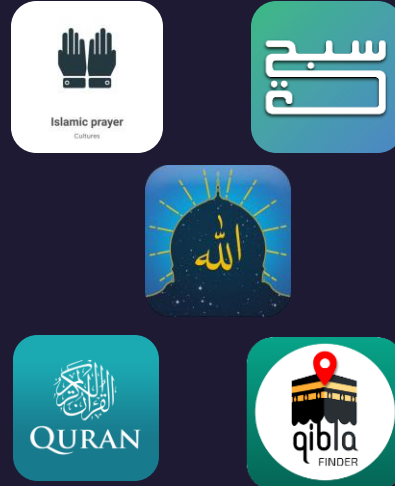
Sponsored playlists and podcasts



Audio + Display First-Impression

THE ASSEMBLY TOUCH:
Using dynamic technology to match message to communities and moment

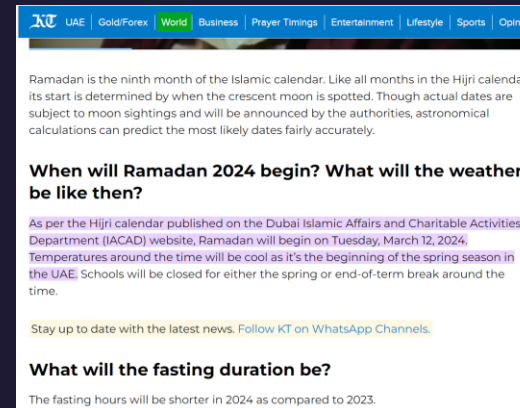




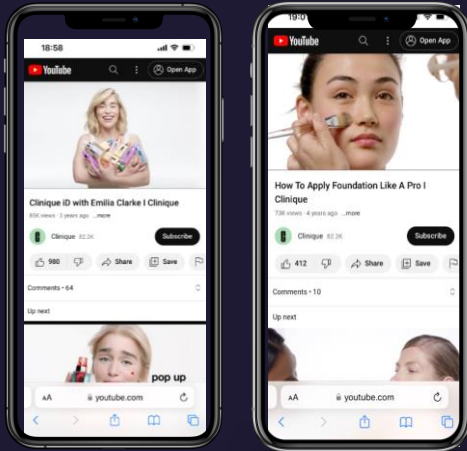
Reach Audiences Seeking Ramadan Guidance

Blend Content In Natively Across Specific Islamic Apps And Across Specific Webpages That Are Contextually Relevant

Tip: Be Mindful of disrupting the essence of spirituality. Utilizing native formats to the platform / website when serving content and ensuring frequency is controlled.



Build Hype On Tiktok, Snap, IG And YouTube And Optimize For **Reach** In The Lead Up To The Ramadan Frenzy



Bumper Ads, Instream-shorts, Ad Sequencing

To maximize reach and awareness, launch campaign video with high frequency to reach a broad audience



TikTok, Snapchat, Instagram

Launch with campaign video assets and influencer content optimized to reach

Planning Params:

YouTube Video Reach (Bumper Ad):

KPI: Reach

In-Stream Shorts:

KPI: Video Views & Engagements

YouTube Ad Sequencing:

KPI: Reach

Facebook Video Ads:

KPI: Reach

Instagram Reels:

KPI: Reach

Partner With Influencers To Amplify Interest In Your Products Early On, With A Special Focus On Self-care, & Festive Décor In Anticipation Of Ramadan Approaching



Content can be around themes of preparation such as décor, Ramadan outfits and beauty products



Build content around products that offer self-care and preparing for Ramadan



Bring your brand through life with influencer content.
Start communicating natural look
Self-help

Sync Influencer content with Ramadan's key prep themes



Phase 1

March 9 - 22

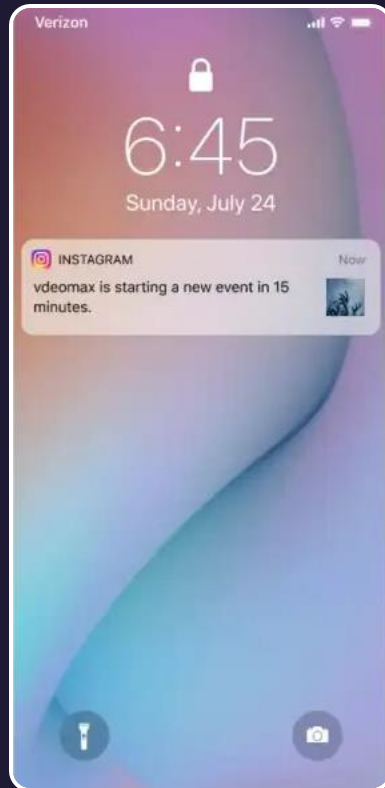
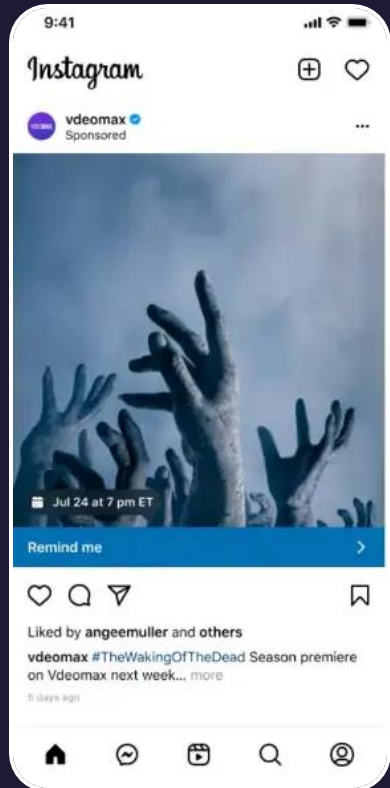
Moment: Elevated gatherings; Amplify Iftar and Suhoor Connections, Bridging Offline and Online Realms



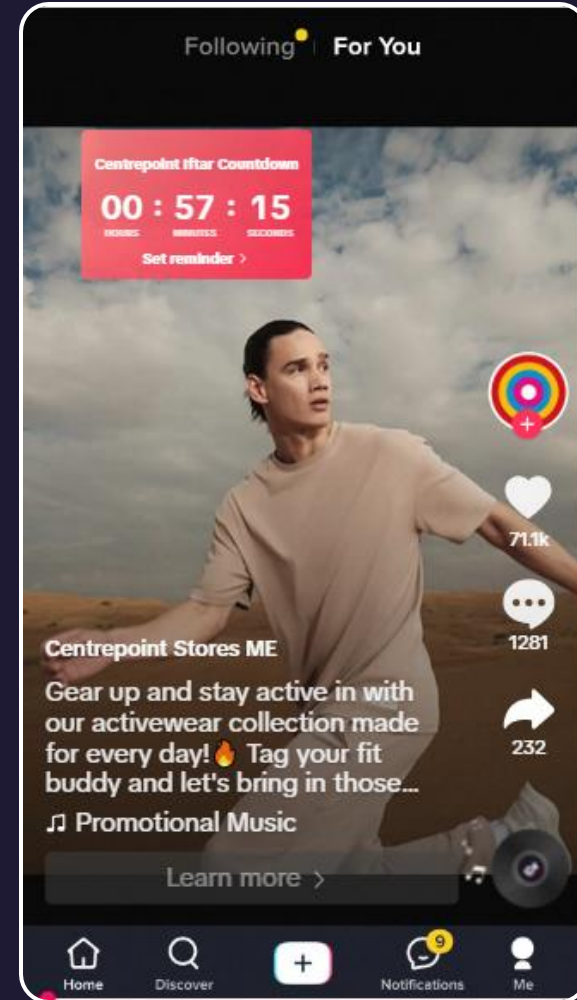
All Eyes Are On The Countdown To Iftar! This Makes A Memorable Moment to Tap Into...



Create a custom countdown that works as a reminder notification for users.



Instagram Reminder Ads



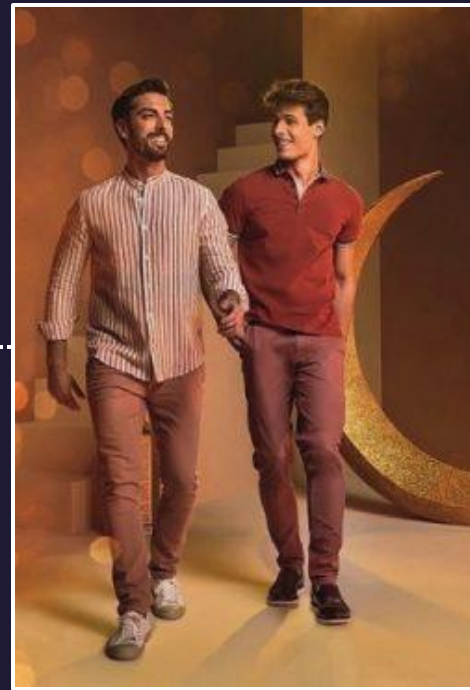
TikTok Interactive Add-On

Ramadan Is The Season The Night Comes To Life!

8:15PM – 1AM

DUAL CREATIVE APPROACH

Programmatic creatives that adapt to the time of day for OOH Digital Placements and Elevison



Raising Awareness In Week 1 With Top Feed And Commercial Ads To Give It A Strong Start

8:15PM – 1AM



Top Feed, Reach In-Feed, Spark Ads

Create buzz with top feed reach & frequency format

Amplify Influencers content through in feed spark ads



Commercial ads, Snap Ads

Launch with campaign video assets on commercial ads which force a 6-second non-skippable view & influencer content on story ads

Planning Params:

Top Feed:
KPI: Reach & Frequency

In Feed:
KPI: Reach

Commercial Ads:
KPI: Reach & Video Views

Snap Ads:
KPI: Reach & Engagement

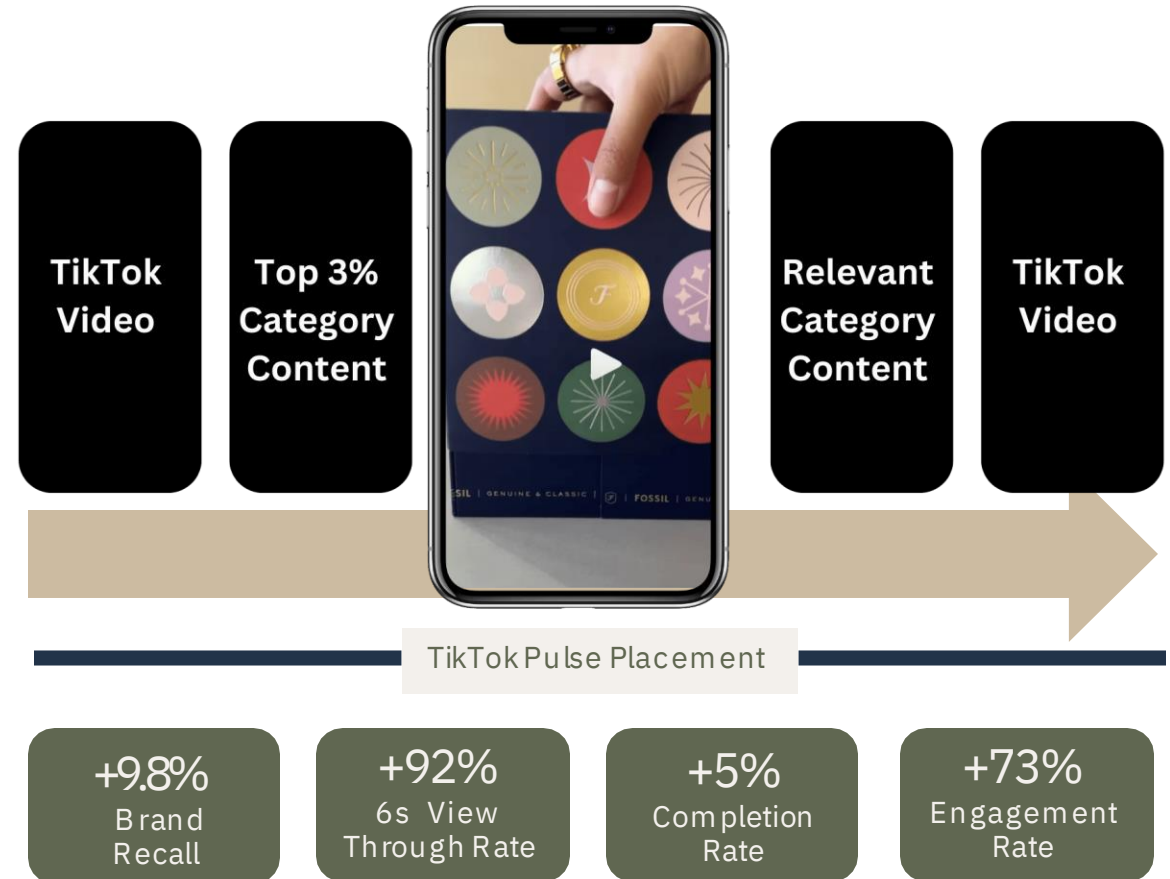
Build Desire Early and Surround Cultural Moments of gatherings, with High Visibility Placements on TikTok



Leverage TikTok Pulse to engage buyers and show Your brands next to premium video inventory. Show next to the top 4% of TikTok videos in the most trending vertical.

Seasonal Pulse rolled out Q4 2023 and runs ads next to the hottest trending videos surrounding Ramadan and the key moments during Ramadan, after work on the way home, on the way to someone's house for a gathering.

2PM – 5PM



Phase 2

March 23 – Apr 8

Moment: Entertainment Content Peaks & Gift-giving Soars:
Prepare for Eid Festivities



A Focus on **MBC Partnerships** for Full Attention Through the Day on Entertainment Content

8:15PM – 1AM

A TikTok & MBC Partnership



Audiences watch, share and engaged with their beloved MBC shows on TikTok

Pulse Premiere allows your brand to show up next to premium content from MBC

Over
1BN
Views

Impressions available across KSA, UAE, EGY

Impressions available across markets between 1st March to 10th April

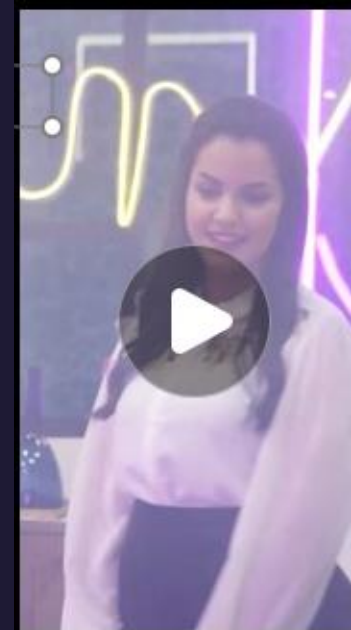
Brand lift results can be generated via premium content adjacency

Solution available through TikTok ads manager & includes Spark ads

Unskippable **Premium Commercials** in specific MBC & Ramadan flagship shows

- **Contextual placement with** opportunity to extend TV-buy
- Fixed \$10 CPM & Impression Buy
- Ranges between \$20k-\$60k depending on impressions and gender targeting

2PM – 5PM



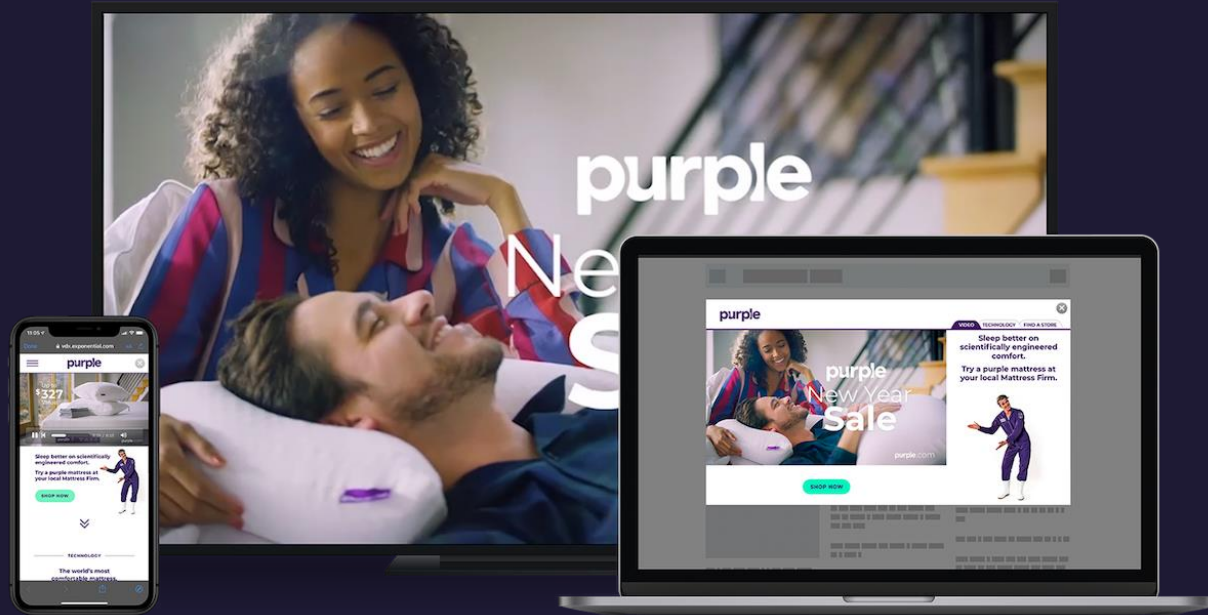
As Gatherings Between Friends And Family Begin To Die Down, There Is An Increase In Tv Streaming And Gaming

8:15PM – 1AM



STARZPLAY

mbc
GROUP



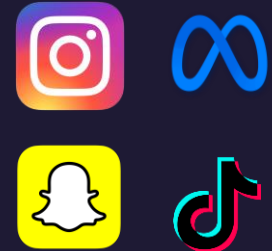
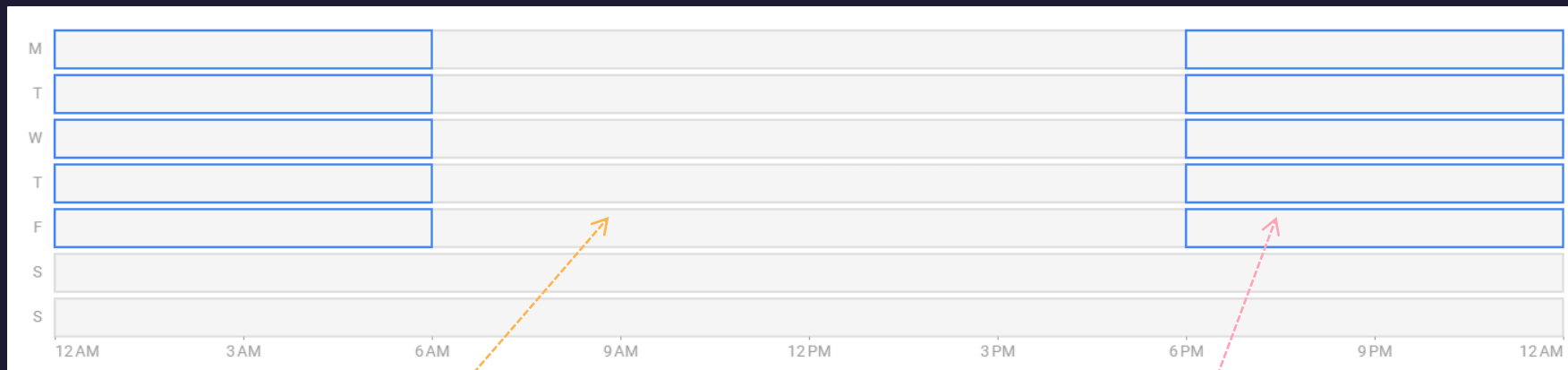
In-game advertising



Maximize The Relevancy Of Your Creatives With Ad Scheduling



Running simultaneous campaigns with alternating ad scheduling to show the most relevant creatives in the moments that matter most!



Also available for social platforms

Reward WhatsApp Users With Limited Time Events!

8:15PM – 1AM

Target WhatsApp users with limited time coupon codes that can only be redeemed in-store!

**ONLY TONIGHT – SHOP AT YOUR
NEAREST STORE AND CLAIM FREE
GIFTS (GWP)**



- Target users after Iftar or night prayers!
- Create urgency to purchase with a limited time offer
- Drive store visits with exclusive in-store redemption
- Track coupon redemptions
- Generate an organic buzz and build WhatsApp customer base

Eid

Apr 9

Moment: A Return To Old Habits, As People Start Going Out Again, Boost Store Visits With Online-offline Tactics



Pay-Day Power Play

As Ramadan draws to a close, the auspicious occasion coincides with a significant moment: **Pay-Day.**

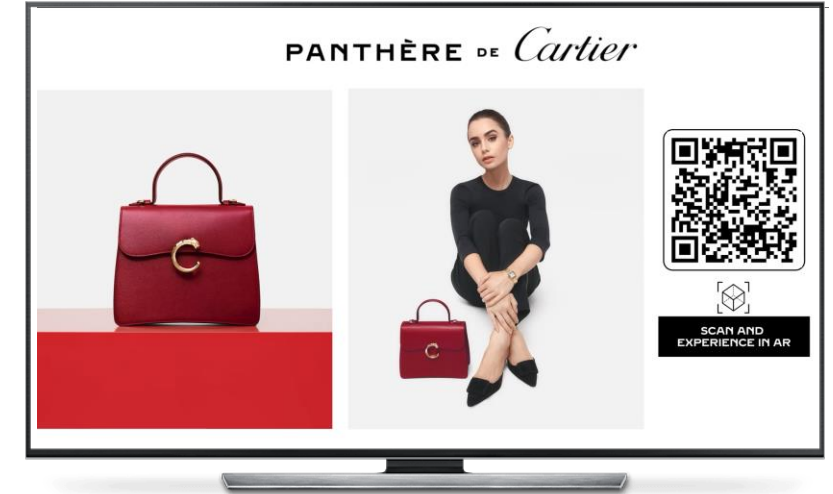
Presenting a prime opportunity to leverage offer-led messaging and curated content, particularly focusing on fragrances and gift-related items, to captivate our audience and drive sales.



Maximize audience data from previous phases to re-engage audience within consistent channels, partners or platforms.



Article In-read Virtual Try On



YouTube Video For Action & QR Code



OOH/DOOH Retargeting

Reach Out-and-about Shoppers With Precision Location Targeting



Google and Snapchat offer capabilities to precisely target shoppers who are within a close radius of our stores!

1

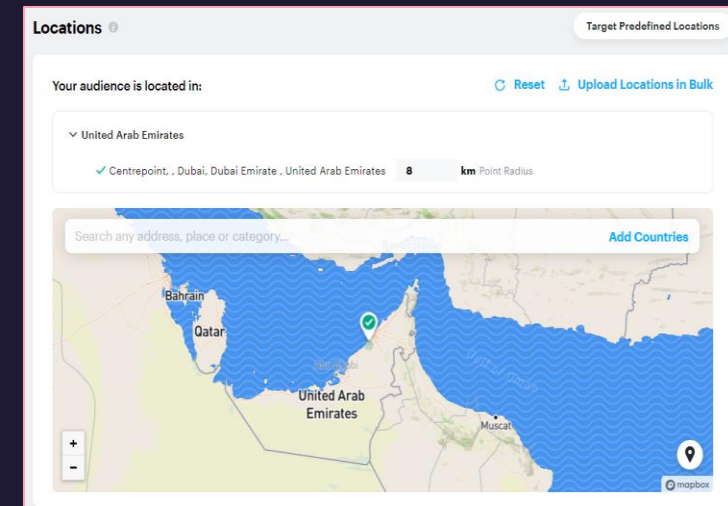
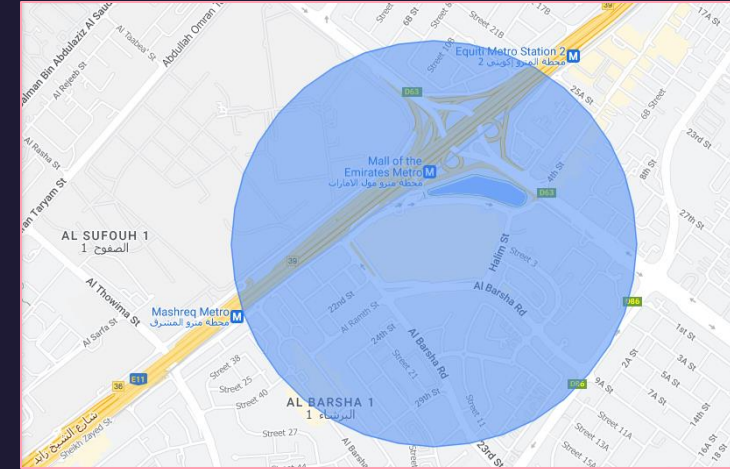
Prepare bulk locations file of all stores' coordinates

2

Upload file and apply limited radius targeting

3

Run ad creative with promotional code for in-store redemption





Advantage+ shopping campaigns to drive sales

Optimize across multiple campaign levers including creative, targeting, placements and budget.

17%

improvement in cost per conversion.

32%

increase in return on ad spend cost.

Targeting

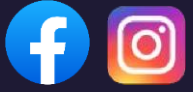
Optimisation



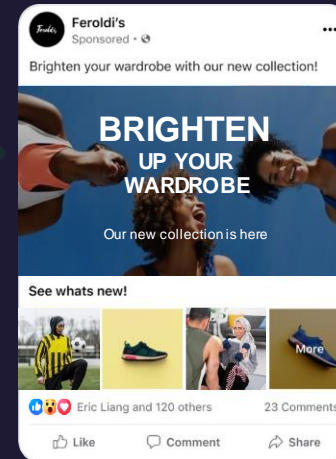
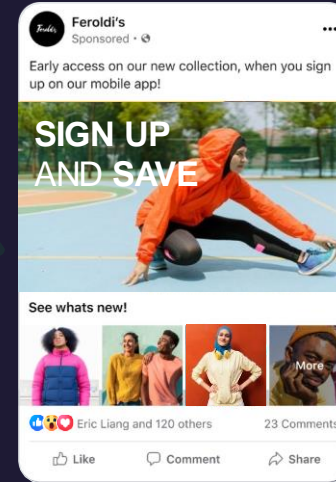
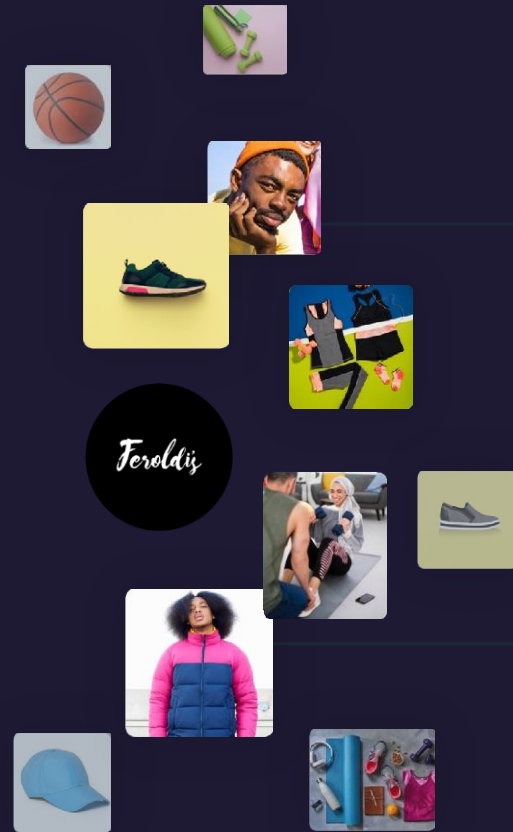
Creative

Destination

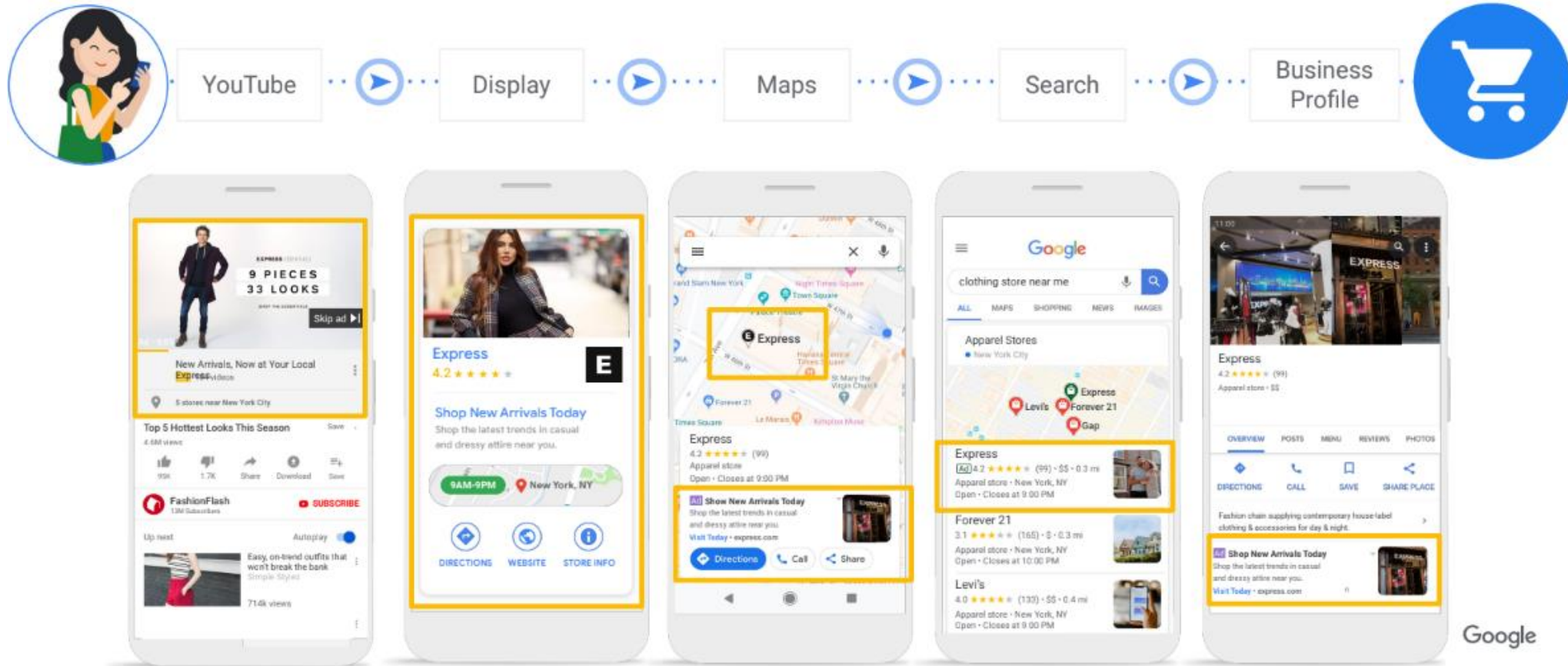




Advantage+ catalog ads help deliver the right creative in your catalog to the most relevant person.



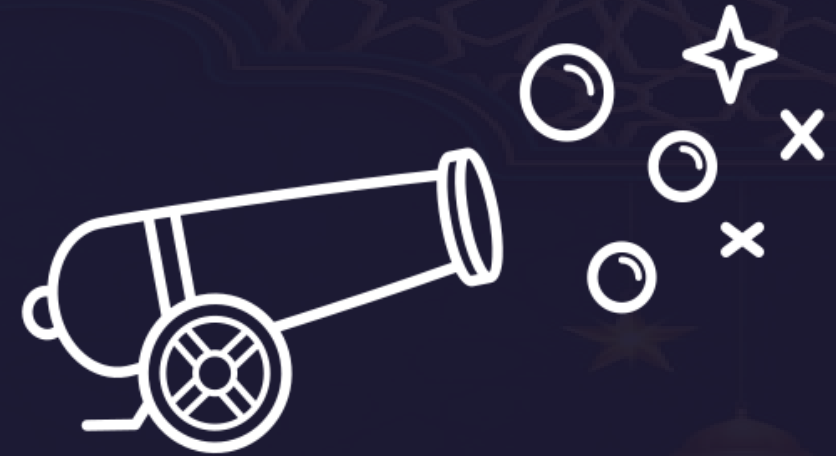
Performance Max Campaigns To Generate Local Results



- Appear in Google Search results
- Priority placement in Google Maps results
- Show location info on YouTube placements

Closing Thoughts

- 1 Shopping activity begins three weeks prior to Ramadan, with deeper spirituality, festive décor and self-help emerging as top-priority themes
- 2 Personalized product recommendations drive increased shopper engagement, emphasizing the significance of tailored content for each phase
- 3 Seize every moment by engaging users throughout their day, encompassing Suhoor, Fasting, Iftar and Post-Iftar activities
- 4 Embrace the power of entertainment and creativity by infusing content with engaging themes. Activate Smart tactics such as night and day creative to captivate audiences around the clock.
- 5 Expand beyond social media and dominate Ramadan moments. Utilize audio placements, DOOH, and CTV for maximum impact during key phases and moments.



Importance of Culturally Sensitive Marketing During Ramadan

- + **Authenticity in cultural representation** incorporate genuine cultural elements into your campaigns
- + **Respecting religious sensitivities** approach religious themes with sensitivity and reverence, avoiding any potential for misinterpretation
- + **Inclusive storytelling for diverse audiences** celebrate diversity while still maintaining a cohesive and culturally sensitive message



Thank You

