

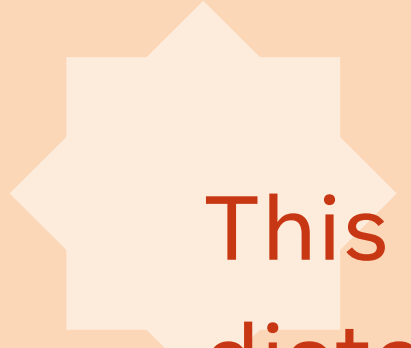
This is the Joy of Discovery

Ramadan Marketing Insights and Recommendation Guide



FACEBOOK





This Ramadan season people will want to come together, whether virtually or socially distanced, to share the joy with loved ones. And despite inevitable differences to years gone by, we will see the emergence of new discovery and shopping behaviours.

In this marketing guide you'll learn how people plan to observe, celebrate and discover new products and services during Ramadan. You'll also see recommended solutions to help you adapt and plan for the season ahead. And for a deeper dive into our insights and marketing recommendations, [check out our website](#).

Methodology

To understand the behaviours of people who observe Ramadan and/or who shop for this season, Facebook IQ commissioned YouGov to survey 17,758 adults between May 23 and June 13 2020.

Approximately 1,500 interviews were completed in 11 countries, with samples that were representative of the adult online population across age, gender and region in each market.

In eight study markets, Ramadan and Eid al-Fitr are celebrated and observed among the majority of the population: Egypt, Indonesia, Malaysia, Pakistan, Nigeria, Saudi Arabia, Turkey, and the UAE (n=12,219).

In three markets, Ramadan and Eid al-Fitr are celebrated and observed, but among a minority of the population: France, Germany, and the UK (n=5539).

For the global average data cuts in this guide, we focused our analysis on the eight markets where Ramadan is celebrated by the majority of the population.



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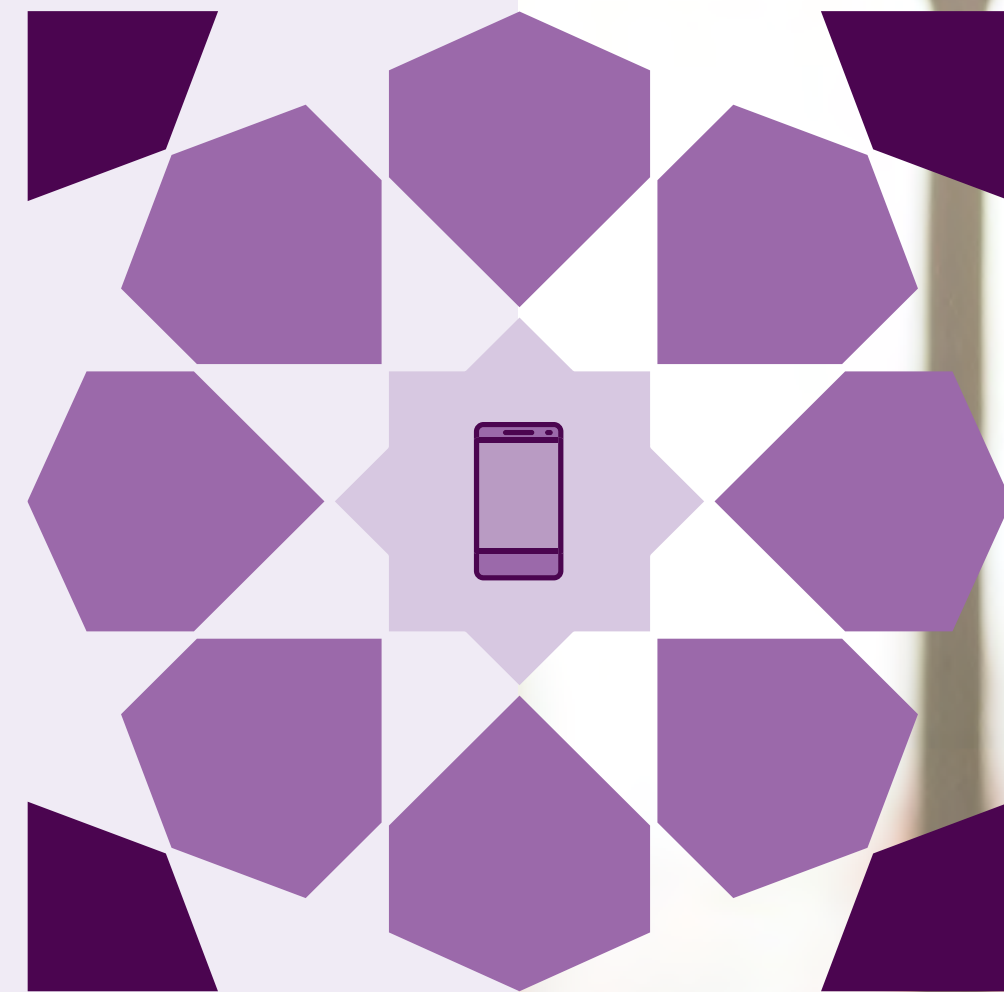
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INSIGHT #1

A demand for safety drives mobile shopping

The pandemic has changed the way people live, connect and shop, and mobile is seen as the safer alternative for those observing or shopping during Ramadan.

Whether it's reducing time in stores or relying on new digital shopping methods, people want to shop where they feel safest.



INSIGHT **#1**

Discover new demand

AMONG THE MAJORITY OF RAMADAN OBSERVERS / SHOPPERS SURVEYED:

42%

spent less time shopping in stores during Ramadan / Eid because of COVID-19.

51%

spent more time shopping online during the season because of COVID-19.

3X

On average they're 3x more likely to feel safer using mobile to shop, compared to in store.

Mobile =
the safer alternative

INSIGHT **#1**

Discover new demand

WHAT DOES THIS MEAN FOR MARKETERS?

The demand from shoppers to browse and shop safely online is greater than ever.

It's all about enabling shoppers to discover and purchase the things they'll love, both safely and conveniently.

HOW CAN YOU REMOVE THE FRICTION AND BARRIERS?

- Lay the foundations for a simple shopping experience - with [Facebook pixel](#), Commerce, Shops and Instagram Shopping.
- Connect with shoppers who have expressed interest in your products (or similar ones), and inspire them to buy automatically with [dynamic ads](#).
- And if you have physical locations?
 - Promote contactless collection - via Click & Collect/Curbside - within messaging and [ads](#).
 - Keep your [audiences broad](#) to allow the delivery system to optimise efficiently.



INSIGHT **#1**

Discover new demand

WHAT DOES THIS MEAN FOR MARKETERS WORLDWIDE?

Offer cross-border shoppers a frictionless experience throughout the purchase journey.

HOW CAN YOU REMOVE THE FRICTION AND BARRIERS WHILE BRINGING YOUR BRAND TO THE WORLD?

- Group multiple countries or regions to find the people most likely to care about your business with [worldwide/regional targeting](#).
- Speak to your customers in their preferred language with [dynamic language optimisation](#) and communicate about your products with local information using [multi-country multi-language dynamic ads](#).
- Solve for operational barriers to expansion, such as pricing, payments and logistics, through our network of [global expansion partners](#).



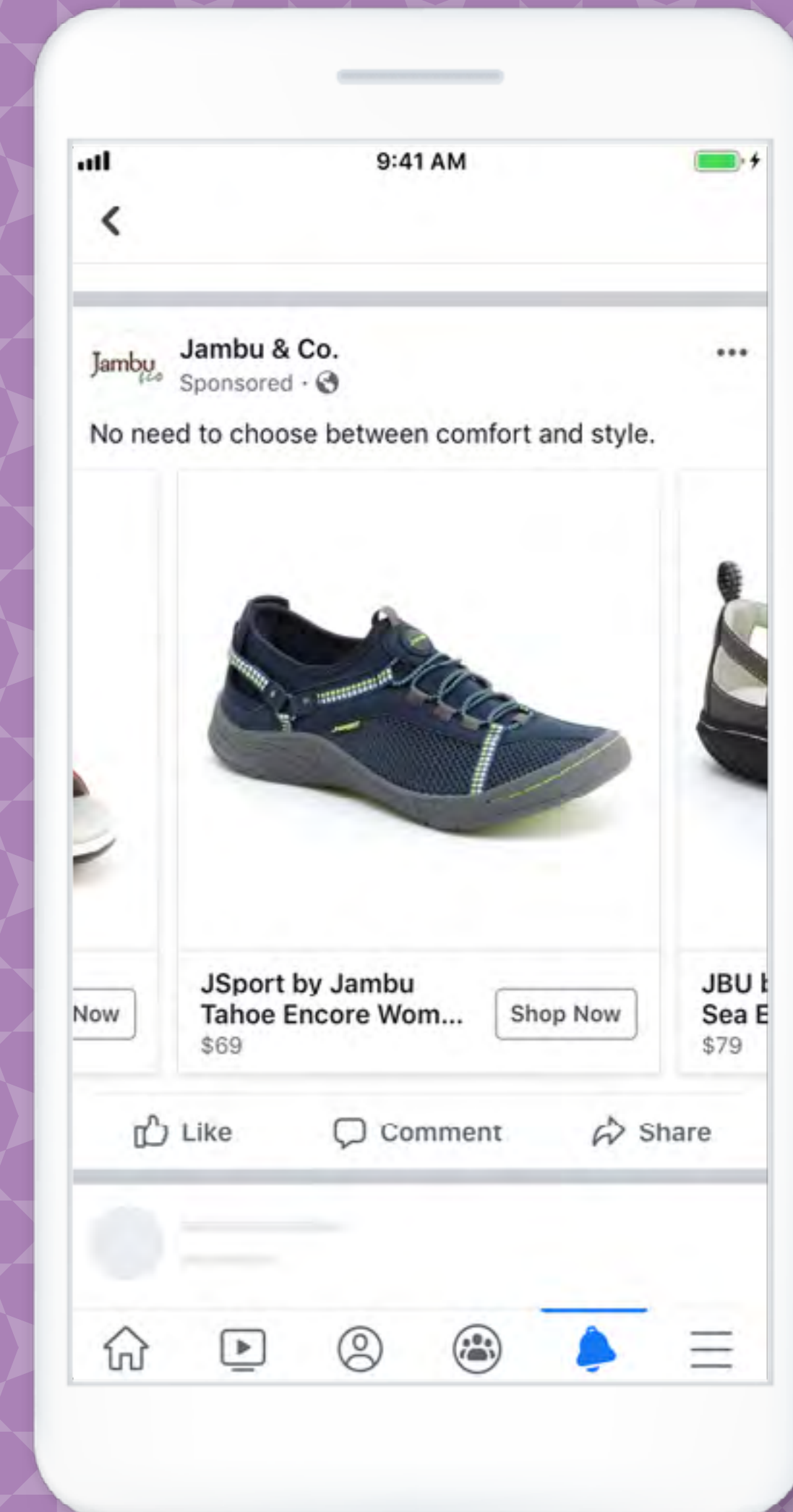
INSIGHT #1

Discover new demand

SUCCESS STORY 1

Discover how Jambu, the outdoor-inspired shoe retailer, saw a 5x return on ad spend using dynamic ads with the Facebook pixel.

Learn more



INSIGHT #1

Discover new demand

SUCCESS STORY 2

Transferwise translated its ads in 9 languages to improve relevance and enhance performance.

To raise awareness of its live exchange rates, TransferWise ran dynamic product ads using language optimisation in Facebook News Feed and Instagram Feed and Stories. The campaigns ran from January 2019 for 10 weeks across 8 different markets using 9 languages.

2X

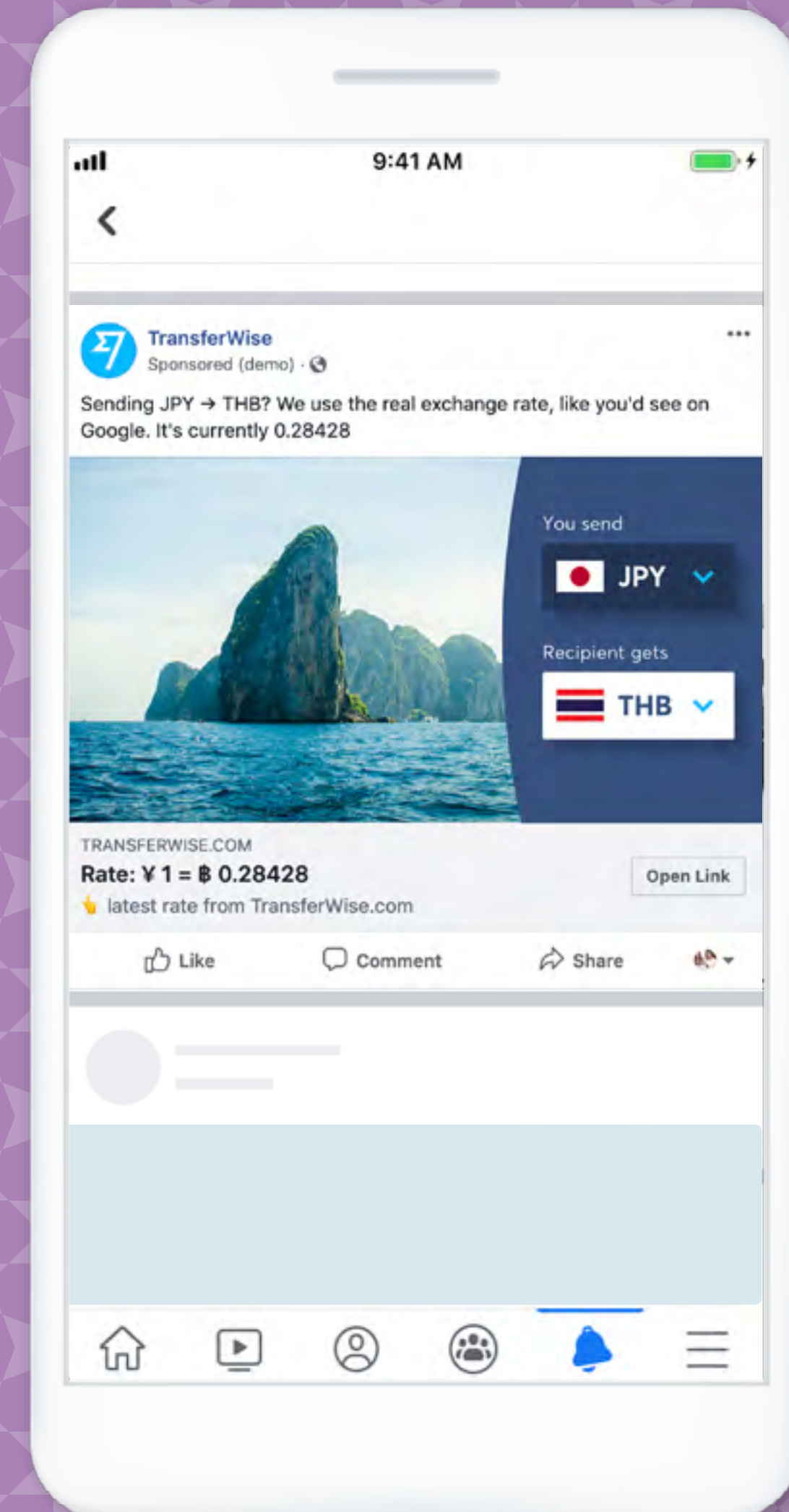
average increase
in conversion rates
across all markets.

2X

average increase
in average increase in
registration volume.

3X

average decrease
in cost per acquisition
across all markets.



INSIGHT #2

Creators offer a new source of credibility

Amongst the Ramadan observing and shopping community surveyed, nearly half said they trust creators for impartial advice and inspiration.

They look to public figures for self-improvement content as well as deals, especially when it comes to discovering and purchasing new products and services.

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INSIGHT #2

Discover partnerships

AMONG THE MAJORITY OF
RAMADAN OBSERVERS /
SHOPPERS SURVEYED:

80%

said they follow public figures
on Facebook platforms.

AND OF THOSE WHO
FOLLOW PUBLIC FIGURES:

46%

agreed that public figures and
celebrities can influence their
purchasing decisions.

INSIGHT #2

Discover partnerships

WHAT DOES THIS MEAN FOR MARKETERS?

Engage with partners and creators to help reach new audiences in an authentic way.

Collaborate with creators who can inspire, generate deals and announce trends.

How?

- For greater authenticity, share your brand story from the creator's point of view.
- People often look to creators for the best deals and self-improvement content, such as keeping fit. Consider using original content from the creators in your ad strategy with [branded content](#).
- Half of the respondents said they'd like to see ads from businesses in creator content. Try out popular longform video formats such as IGTV and Live that can be brought to life on both mobile and in-store.



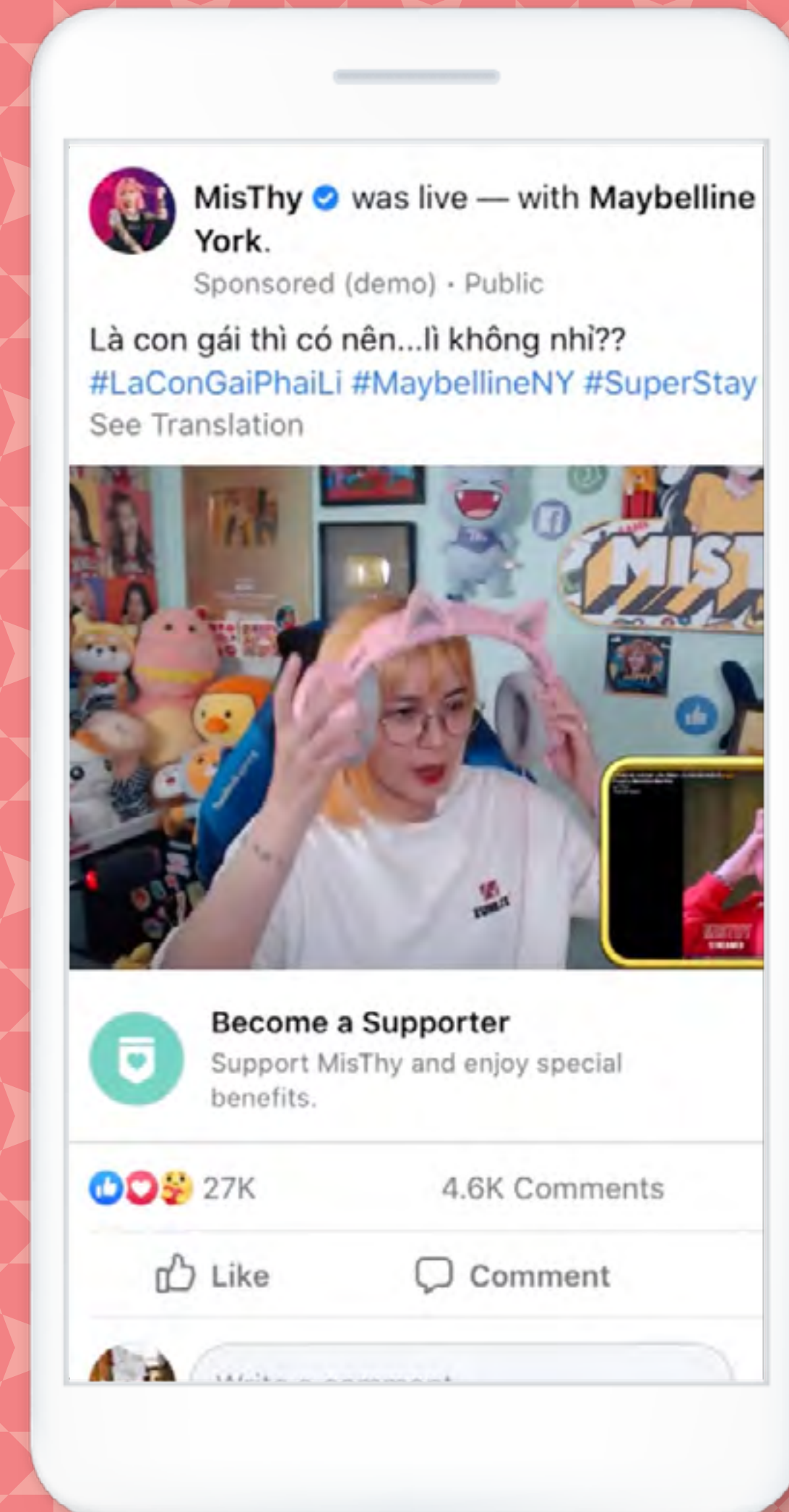
INSIGHT #2

Discover partnerships

SUCCESS STORY

Learn how Maybelline Vietnam achieved a 13pt lift in ad recall using branded content from creators via Facebook Live.

Learn more



INSIGHT #3

Social conscience drives support for local communities

The theme of giving back is deeply rooted in Ramadan. People are increasingly giving back with time and money - and this extends to local businesses too.

As people personally contribute to their communities, they increasingly expect the same of businesses. They want brands to express their values, speak authentically and stand up for causes they care about.



INSIGHT #3

Discover new ways to support

AMONG THE MAJORITY OF RAMADAN OBSERVERS / SHOPPERS SURVEYED:

91%

have engaged in a charitable activity during Ramadan.

78%

have participated in activities to support local businesses during Ramadan.

75%

agree brands should find ways of giving back during the Ramadan season, while 60% became more interested in a brand after learning about their business practices.

INSIGHT #3

Discover new ways to support

WHAT DOES THIS MEAN FOR MARKETERS?

Help build your brand and drive business results, by sharing simply and clearly how you've helped support the community through COVID-19.

How?

- Connect with and support online communities that naturally align with your brand's values and mission, wherever they are.
- Adopt a hyperlocal strategy in media planning and messaging. Adapt to the various ways in which people in different countries and towns prefer to give back and show support.
- Encourage people to give directly in their community, by using Facebook and Instagram's [fundraising](#) and [donation features](#). You'll also be able to raise awareness and support for the causes your business cares about.
- Looking for more ideas? Check out the [dedicated resource page](#).



INSIGHT **#3**

Discover new ways to support

SUCCESS STORY

See how Facebook helped Pakistan's Ministry of Health double the number of blood donation volunteers.

Learn more



INSIGHT #4

Unity through technology; mobile empowers family connection

During Ramadan, people look to technology, especially mobile, to stay up-to-date and connect with family and friends. They also use mobile to shop and stay entertained.

Because of the COVID-19 pandemic, mobile has become the constant companion driving additional time spent on the small screen.



INSIGHT #4

Discover mobile audiences

AMONG THE MAJORITY OF RAMADAN OBSERVERS / SHOPPERS SURVEYED:

48%

Nearly half said they spend more time using their mobile during the season.

More people

are using mobile across discovery, research and purchase compared to going in store.

8 in 10

said they use mobile while watching TV - including Gen X and Baby Boomers.

1.14x

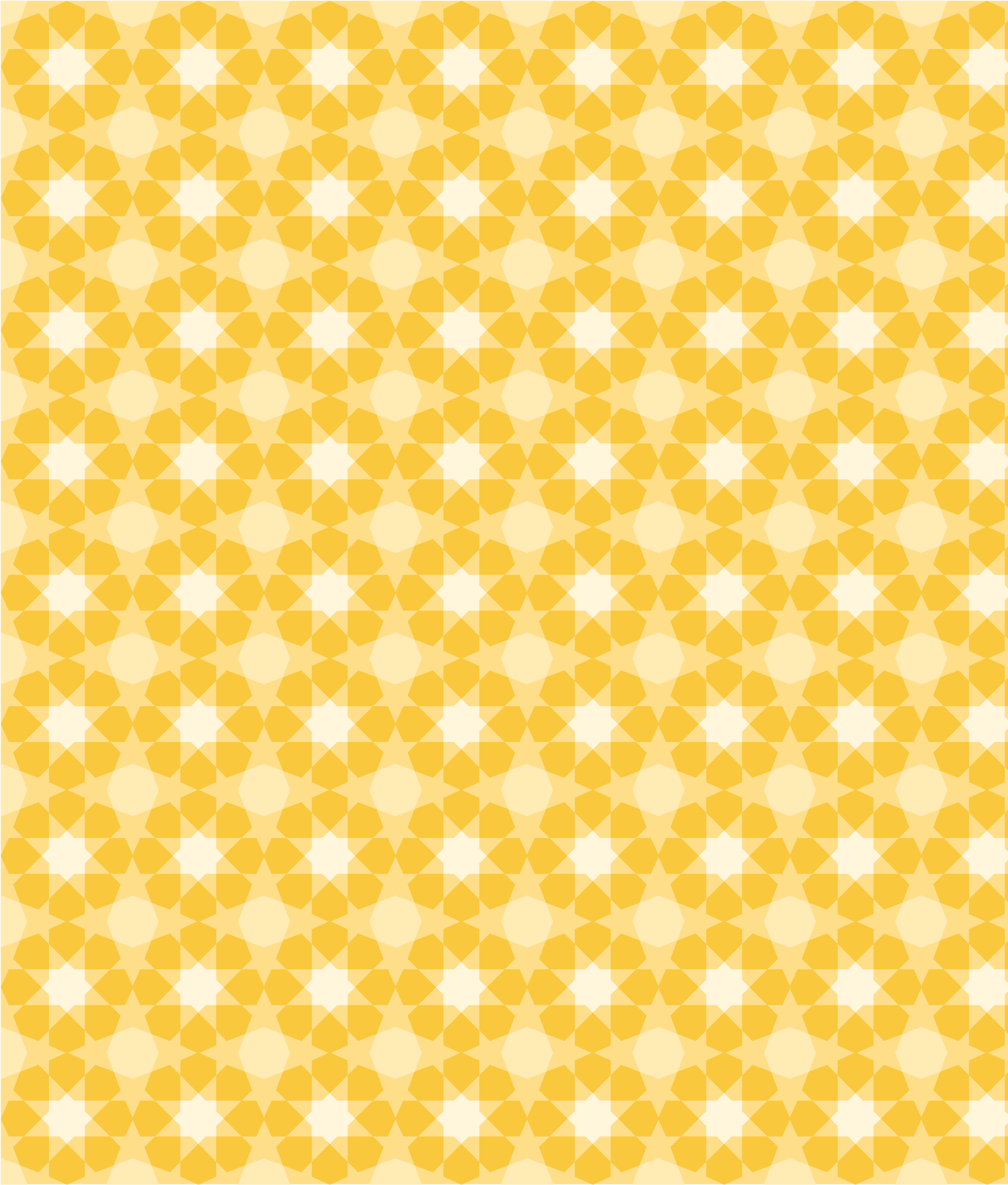
Compared to general Ramadan shoppers, those surveyed are 1.14x more likely to spend heavily on global cross-border businesses / products.

INSIGHT **#4**

Discover mobile audiences

WHERE RAMADAN/EID SHOPPERS DISCOVER IDEAS, RESEARCH AND PURCHASE ITEMS:

| | DISCOVERY | RESEARCH | PURCHASE |
|----------|-----------|----------|----------|
| MOBILE | 69% | 87% | 72% |
| IN-STORE | 63% | 33% | 59% |



INSIGHT #4

Discover mobile global audiences

WHAT DOES THIS MEAN FOR MARKETERS?

It's all about reaching the right people no matter where they are, and knowing how they like to discover new things.

How?

- Start one-to-one relationships with customers via channels they're already using. Connect through [WhatsApp](#) and [Messenger for Business](#).
- Expand your borders and engage global customers with [multi-country multi-language dynamic ads](#).



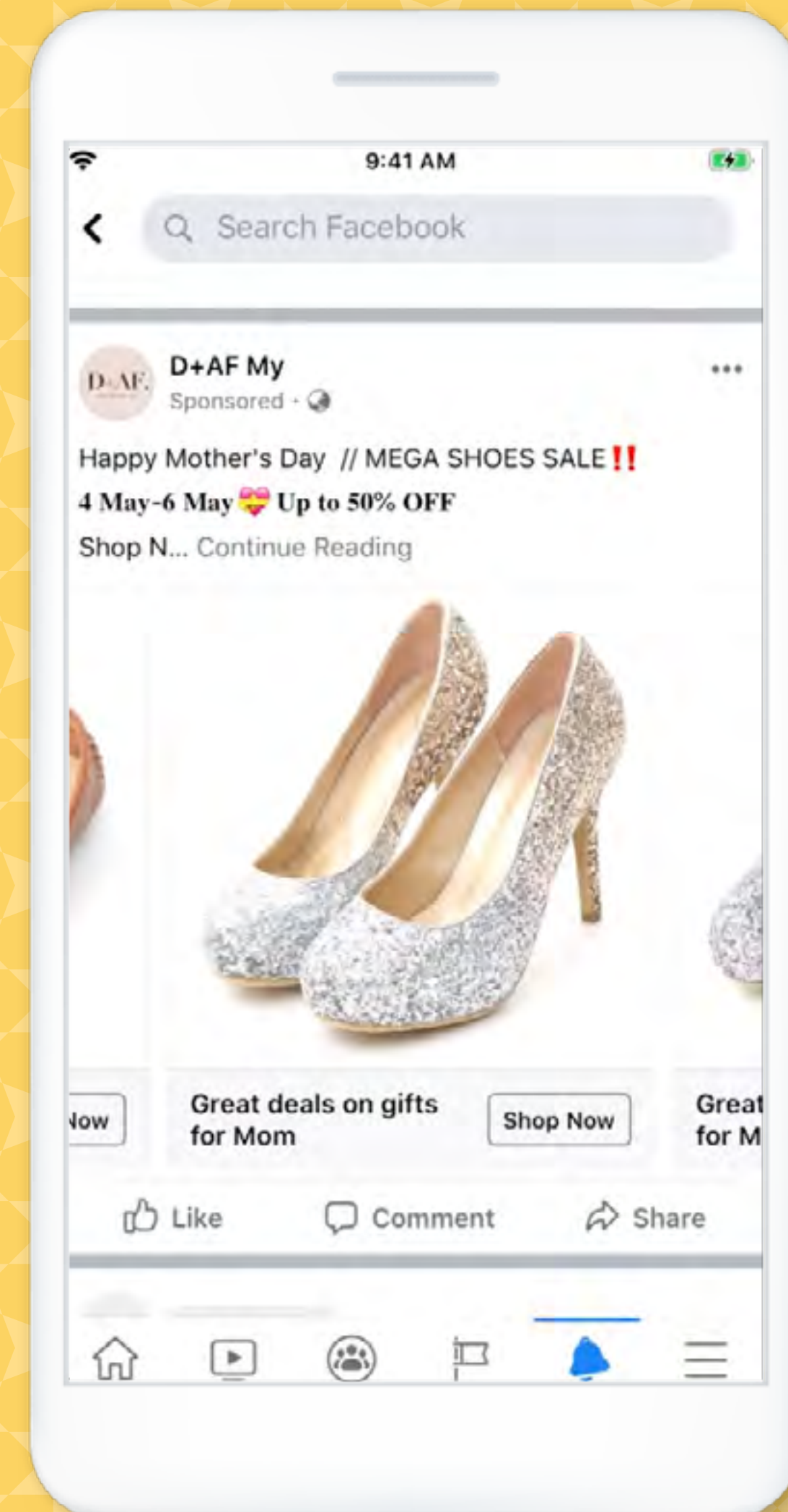
INSIGHT #4

Discover mobile global audiences

SUCCESS STORY

Discover how D+AF, the Taiwanese retailer, drove 53% more online purchases using multi-language and multi-country On-Facebook Dynamic Ads.

Learn more



INSIGHT #5

Continuous shopping results in a surprising second shopping peak

Ramadan is one of the biggest shopping moments of the year, yet most advertisers / businesses switch off spending during this time, based on the misapprehension that most people finish their Ramadan shopping early.

People are continually preparing their homes, meals and gifts for loved ones and are looking out for the best deals before and during the season.

The period just before Eid has become the single biggest 10-day shopping period.

FACEBOOK



INSIGHT **#5**

Discover new opportunities

AMONG THE MAJORITY OF RAMADAN OBSERVERS / SHOPPERS SURVEYED:

Product quality was the most important purchasing decision factor, even for Gen Z and Millennials.

Cleanliness of mind and body matters, and those surveyed globally, are mindful about what they use / consume in this season of introspection.

Ramadan shopping focuses on food and beverage related needs, and while it's still important in Eid, there's a marked increase in people who shop for apparel / fashion, health and beauty, and gifts like jewellery or toys.

39%

start planning by March,
about a month before
celebrations start.

20%

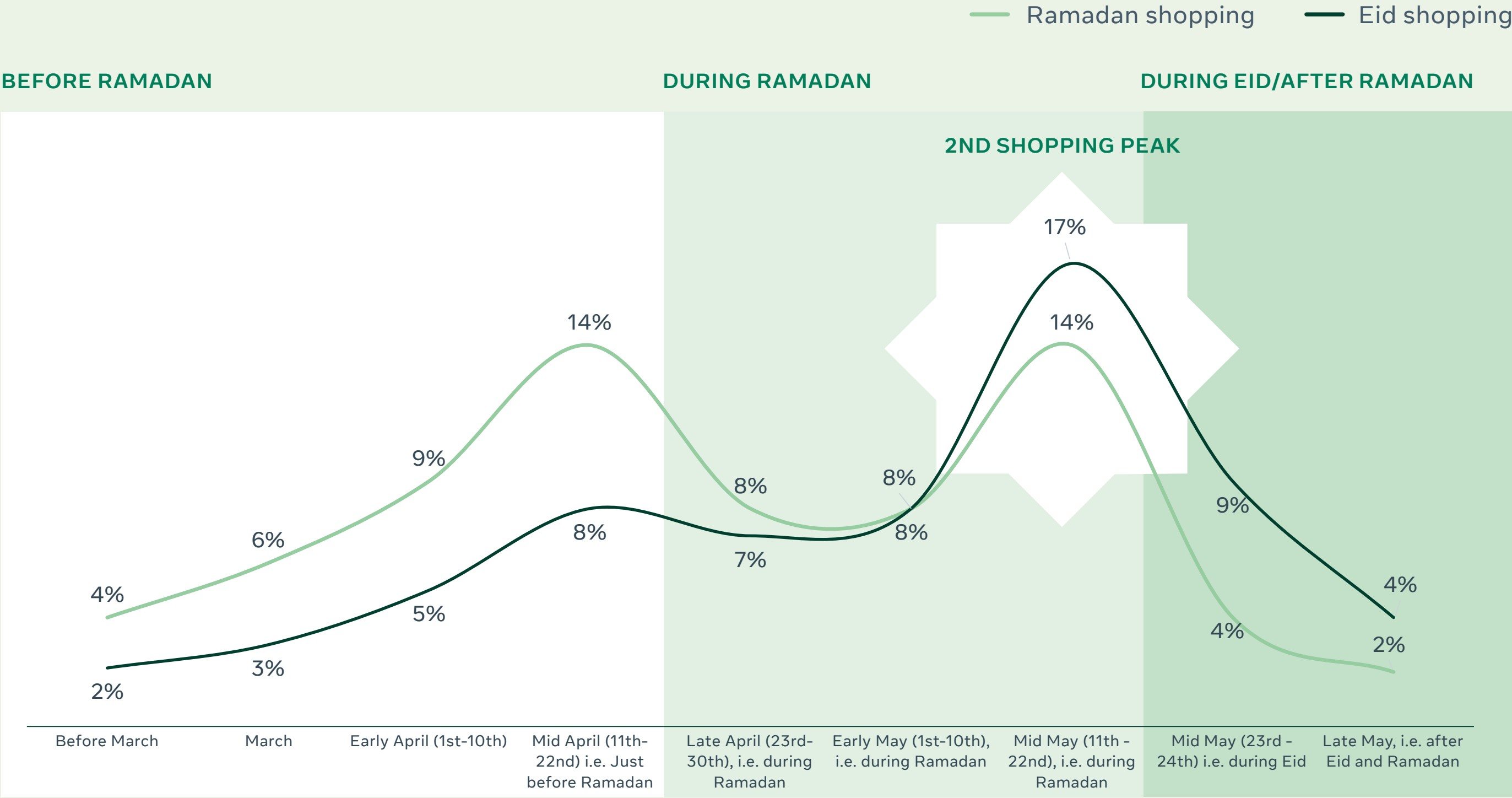
have completed
shopping when
Ramadan starts.

THE BIGGEST SHOPPING PEAKS ARE:

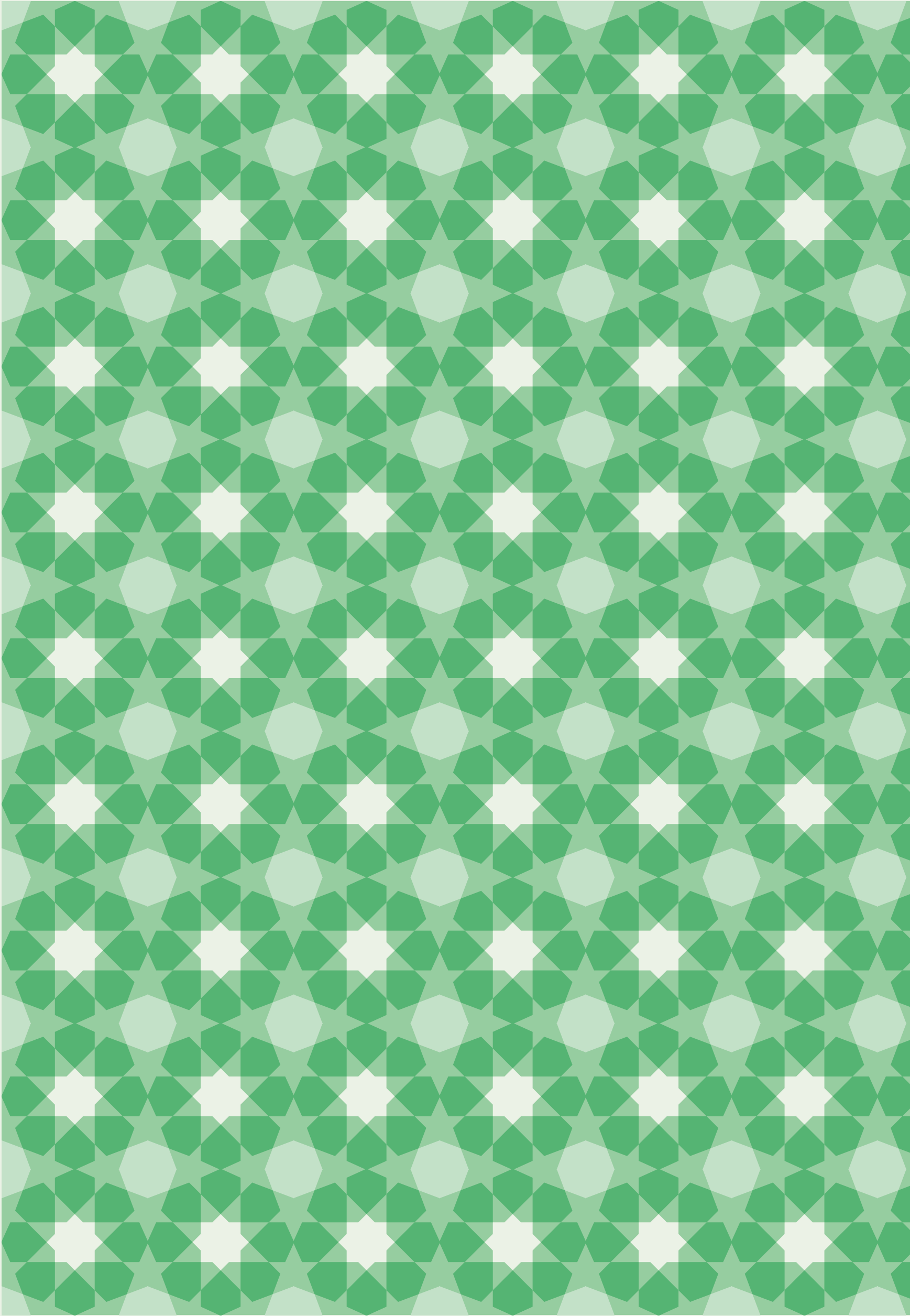
- **1st Peak: In Mid-April (11-22),
just before Ramadan**
- **2nd Peak: In mid-May (11-22),
just before the start of Eid**

Discover new opportunities

RAMADAN/EID SHOPPING TIMELINE:



Base (Shoppers): Majority Ramadan markets (9,651).
Q101. When do you start your Ramadan/Eid shopping? Q102. When do you finish your Ramadan/Eid shopping?



INSIGHT **#5**

Discover new opportunities

WHAT DOES THIS MEAN FOR MARKETERS?

Planning and preparation are crucial.
Remind people of what they love by
tapping into their preferences.

How?

- Harness [automation and machine learning](#):
find the right audience, at the right time and at
the best price, with liquidity and automation.
- Leverage the power of augmented reality (AR)
technology: make digital shoppertainment
feel real with [AR ads](#) across a broad regional or
worldwide audience.



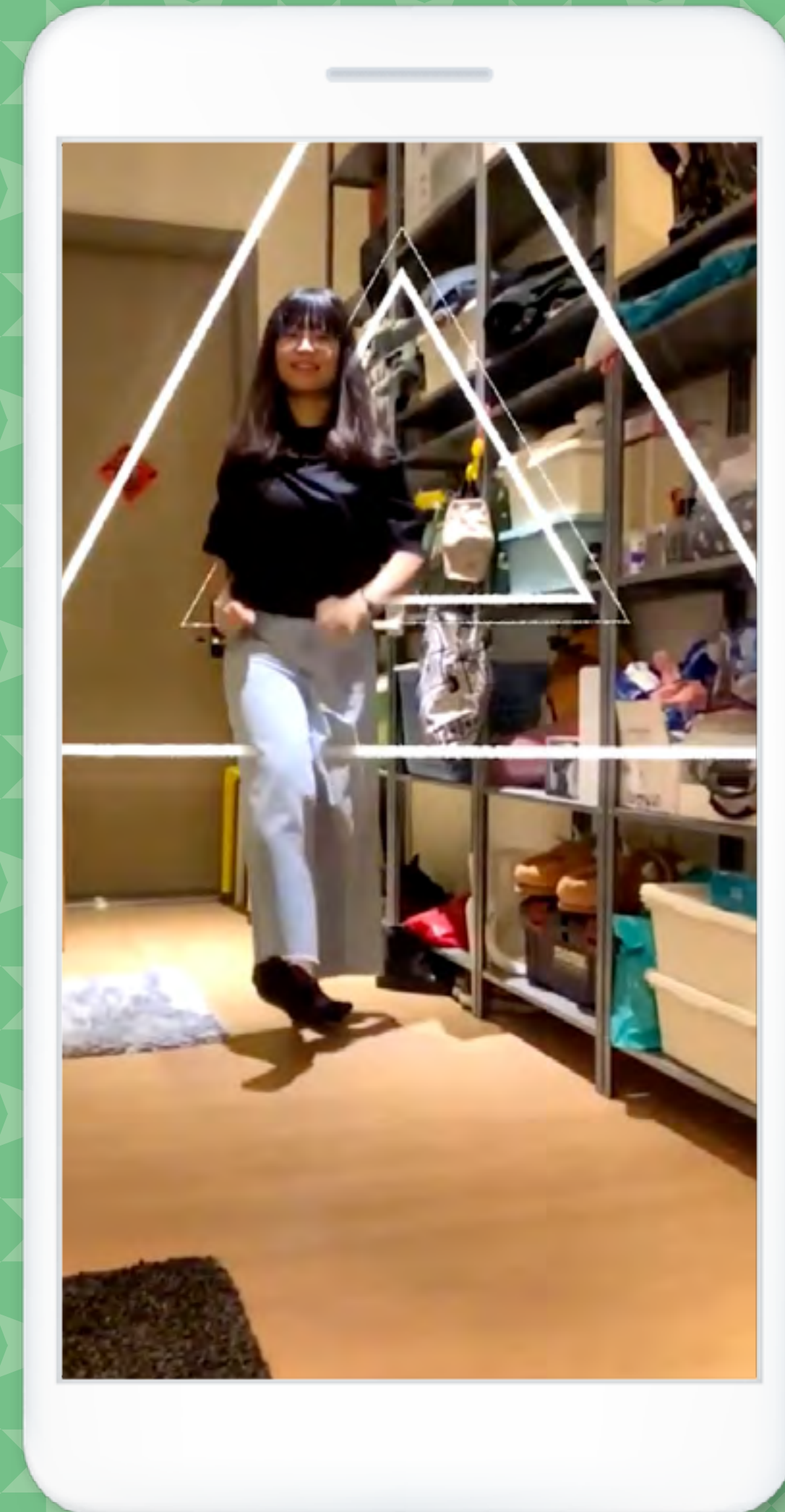
INSIGHT #5

Discover new opportunities

SUCCESS STORY

Check out the latest in inspiration with Instagram Reels and the Spark AR hackathon winners.

Learn more



INSIGHT #6

Price sensitivity elevates an anticipation for mega sales

As the impact of COVID-19 is felt globally, shoppers are increasingly price-sensitive and look to Facebook for deals and inspiration.

This price sensitivity applies to essentials like food and beverages, as well as to clothing and gift items, making mega sales all the more important during the Ramadan period.



INSIGHT #6

Discover bargain hunters

AMONG THE MAJORITY OF RAMADAN OBSERVERS / SHOPPERS SURVEYED:



Facebook was cited as the main platform they use for discovery, inspiration, deals and shopping advice.

45%

said it's increasingly difficult to afford products.

3 in 4

said they're looking to discover more bargains during Ramadan and Eid.

60%

said they use Facebook platforms for inspiration, research and to discover new shopping ideas.

57%

said they use Facebook platforms to ask others for advice about shopping.

INSIGHT #6

Discover bargain hunters

WHAT DOES THIS MEAN FOR MARKETERS?

Showcase deals to price-savvy browsers and shoppers to boost sales.

How?

- Channel the energy of mega sales in new ways with [Facebook and Instagram Stories](#).
- Show support through brand partnerships using [Collaborative Ads](#) to support global and local businesses.

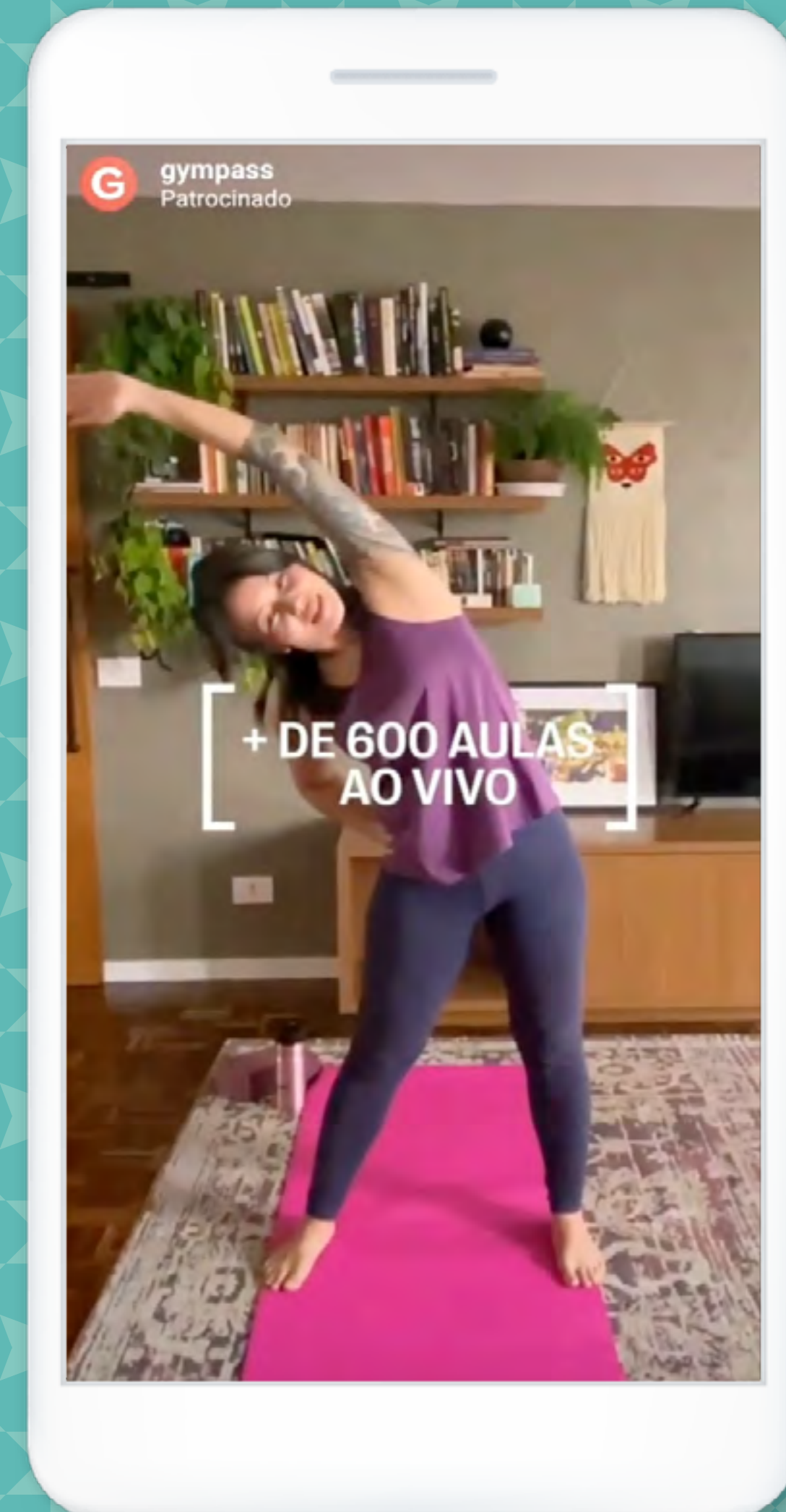


Discover bargain hunters

SUCCESS STORY

Discover how Gympass used Stories to promote health and wellness during COVID-19, driving 18.2 incremental points in ad recall.

Learn more



This is the Joy of Discovery: 2021 Insights

KEY THINGS TO CONSIDER WHEN PLANNING AND CREATING YOUR NEXT RAMADAN MARKETING PLAN:

#1

DISCOVER NEW DEMAND

Understand your audience's needs and safety concerns when shopping online and on mobile.

#2

DISCOVER PARTNERSHIPS

Use partnerships and creators to promote and inspire your audience in an authentic way.

#3

DISCOVER NEW WAYS TO SUPPORT

Raise awareness of your support for local businesses and the community during the pandemic.

#4

DISCOVER MOBILE AUDIENCES

Leverage the rise in mobile entertainment and resources to reach your audience where they are.

#5

DISCOVER NEW OPPORTUNITIES

Plan ahead to stay relevant and prepared for the second shopping peak.

#6

DISCOVER BARGAIN HUNTERS

Highlight key offers and sales ahead of time. Ensure you reach the right people, with the right prices at the right time.

Please visit our Ramadan website, Shared by Facebook, for more insights.



Campaign planner

HERE'S A MEDIA PLANNER TEMPLATE TO HELP YOU ORGANISE YOUR RAMADAN 2021 MARKETING CAMPAIGN.

Edit or print this calendar to map out your next campaign.

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