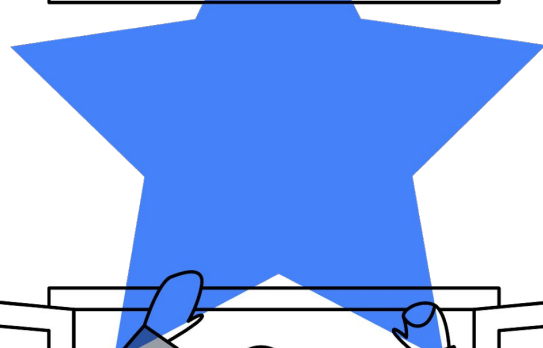
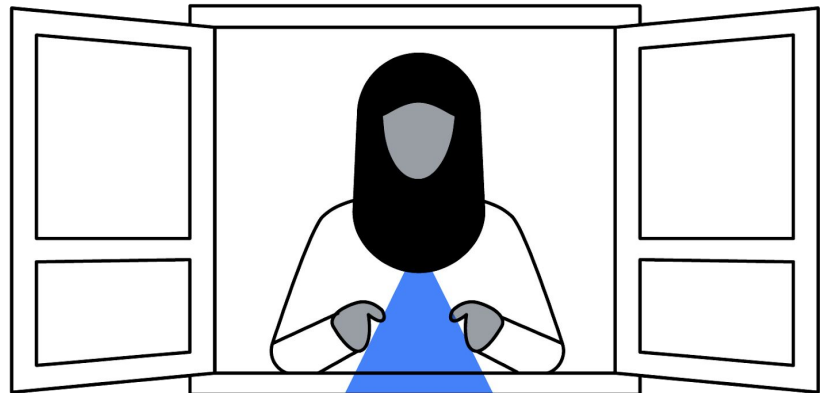
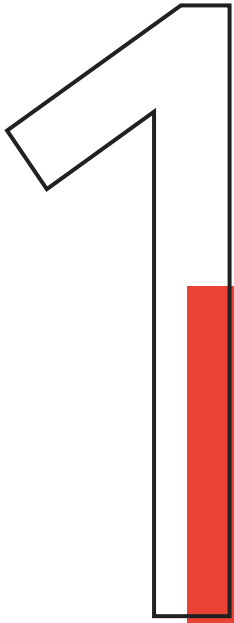


Ramadan audiences that every marketer needs to know

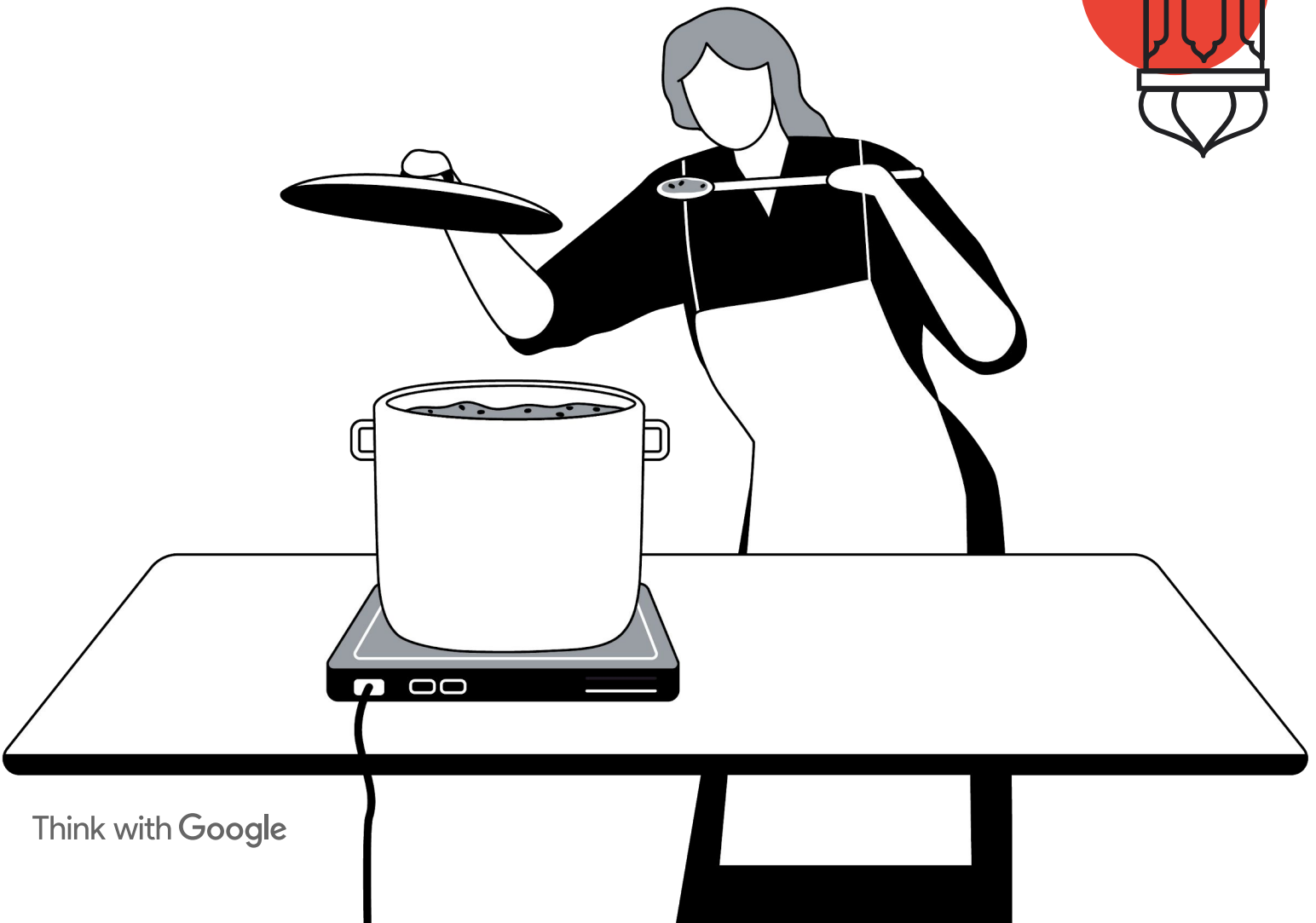


Get ready to meet the seven personas to help you understand, prepare, and engage with consumers this Ramadan.





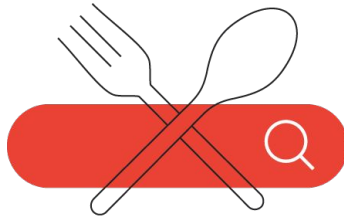
Rania: The foodie



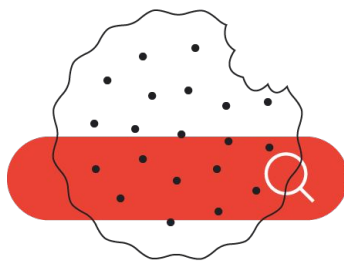
Cooking, getting together, and having great iftars and souhours are an integral part of how Ramadan is celebrated. **Rania turned to digital during Ramadan to indulge in her love for food.** She even watched YouTube creators vlog about their grocery shopping journey. **Food content queries related to ‘cooking’ grew significantly across MENA, as people like Rania put effort into authentic and homemade recipes.**



Insights



125% year-on-year growth in food-related queries in the region during Ramadan.



‘Quick and easy’ was a key trend, with searches for ‘10 minute biscuits’ growing by **1000%** week-on-week.



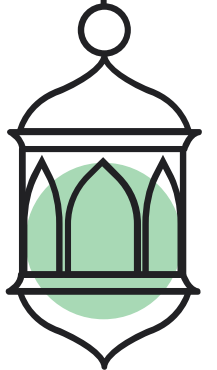
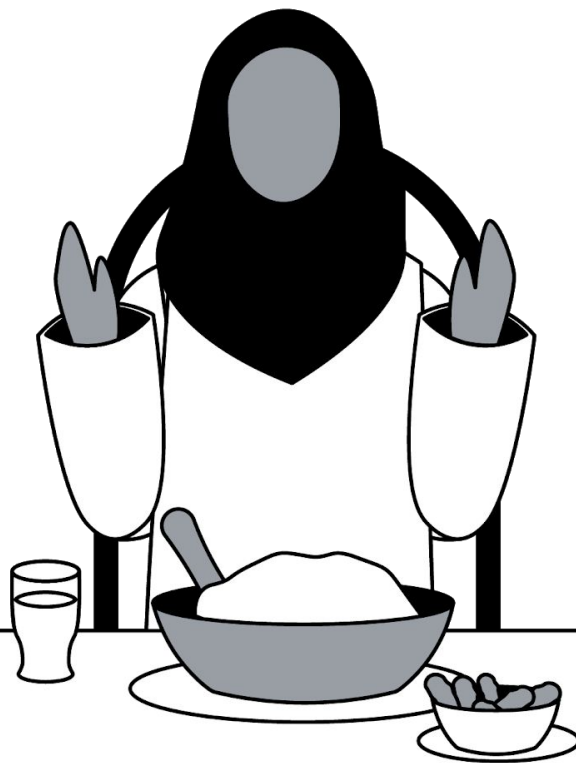
23% year-on-year increase in grocery delivery apps in the United Arab Emirates and Saudi Arabia in the first week of the holy month.¹



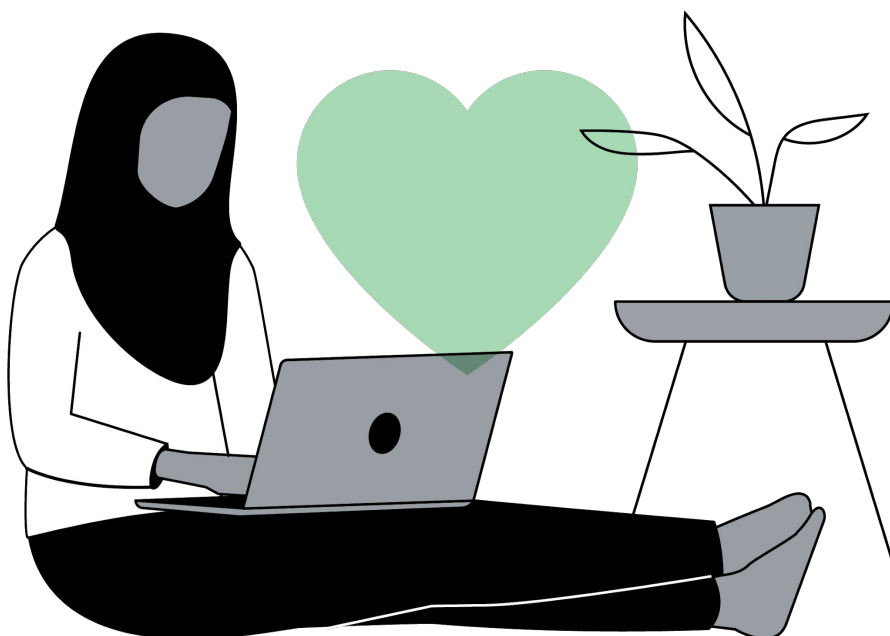
Key takeaways for marketers

- Keep track of new video trends in MENA, in line with evolving consumer habits.
- Ensure your digital storefront is ready to welcome Rania and provide her with a great experience with tips and tricks on how to excel at cooking this Ramadan.

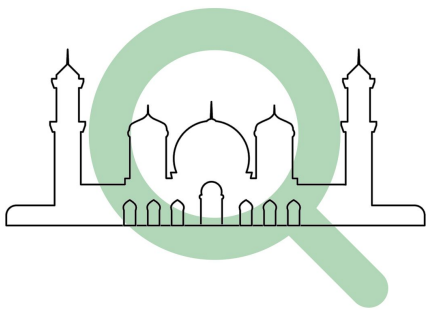
Soumaya: The spiritual faster



Not only did Soumaya search for Mosque opening hours, but she also watched recitations, videos on how to practice faith, and searched ‘how to pray “Taraweeh” at home’. Soumaya embodied the spirit of Ramadan through giving and charitable donations. **She also took time to invest in herself and consumed content that helped her grow —** creators stepped up to support trends like ‘learn with me.’



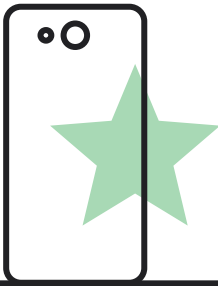
Insights



Searches for ‘religious app downloads’ increased 1860% year-on-year since the start of Ramadan 2020.²

Meanwhile ‘donations and charitable giving’ reached an all-time high on Google Search and YouTube last year.





Key takeaways for marketers

- Optimise your online presence, particularly on mobile, so Soumaya can exercise her values and bring them to life at the tip of her fingers.
- Consider automation so ads are served at thoughtful times, like Unilever Turkey did in this case study around Ramadan prayer times.

Rami:

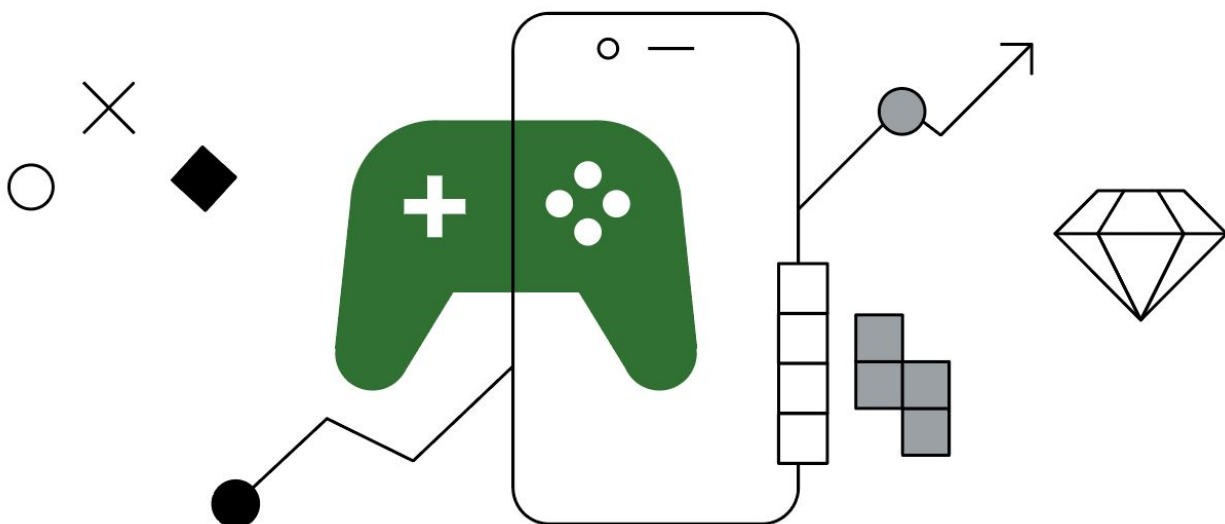
The entertainment

lover

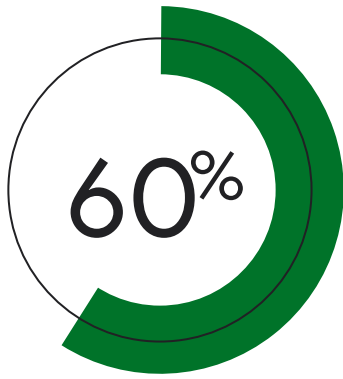
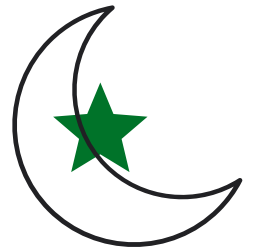
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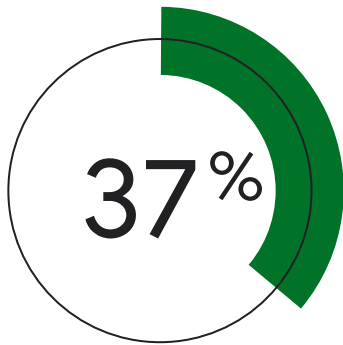
Rami was all in for entertainment on YouTube last year. Rami started gaming and he now consumes gaming content the same way others watch TV shows. He also picked up podcasts, which are growing in popularity in the region.³ **Consumers like Rami seek an immersive experience to dive into.** In addition to podcasts, Rami turned to spiritual music during this period.



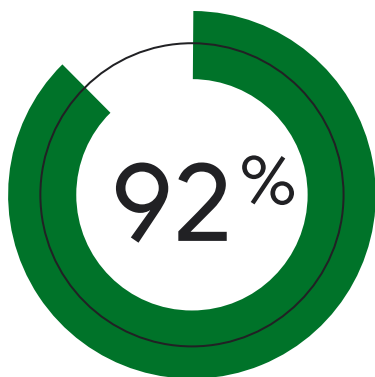
Insights



Search results for ‘entertainment’ were up by **60% vs last year.**



Entertainment apps downloads grew by **37% year-on-year.**⁴



Listening to podcasts dramatically increased by **92% year-to-date.**⁵

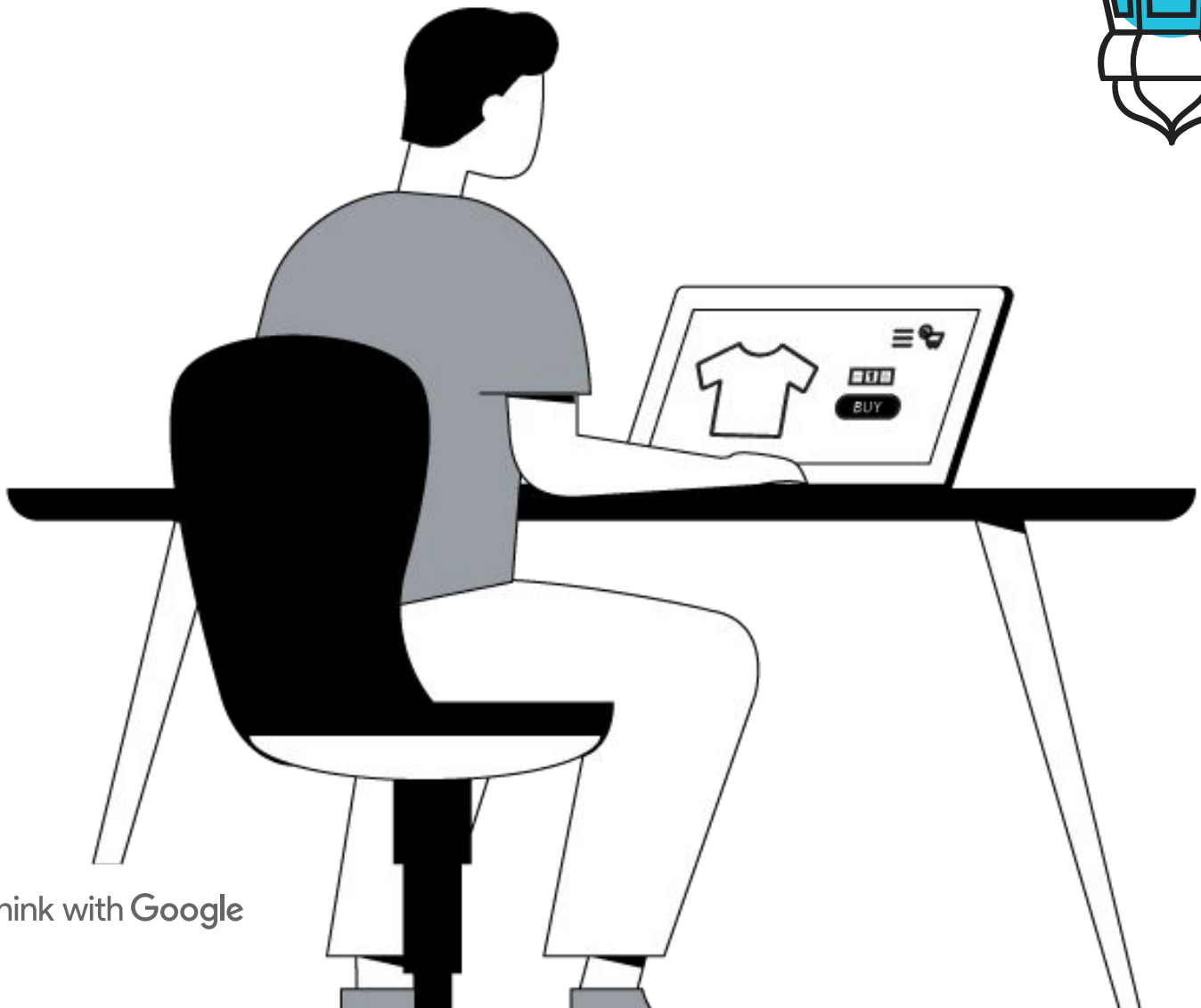


Key takeaways for marketers

- **Build content strategies** that allow Rami to engage with the brand, while tapping into new mediums.
- With the exponential growth in gaming interest year-on-year, **consider collaborating with content creators** who are experts in this space.



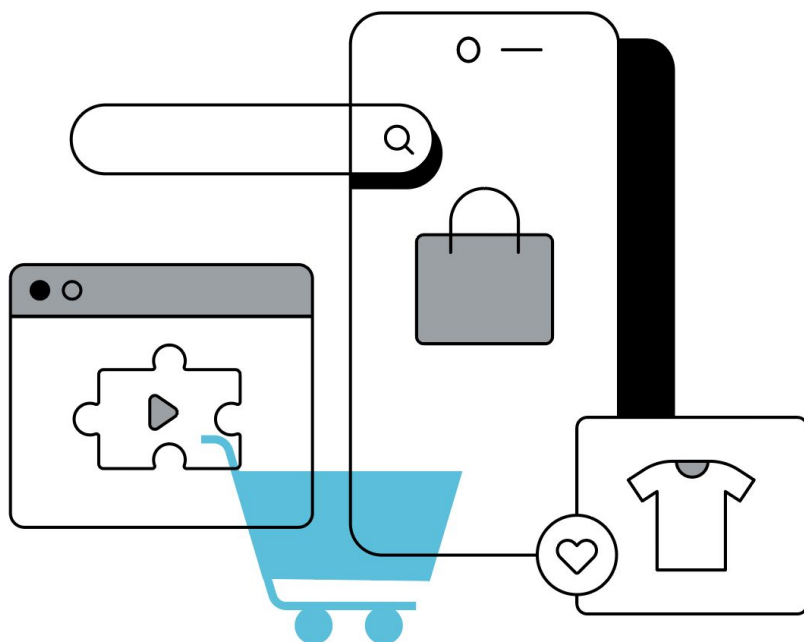
4 Karim: The Ramadan shopper



Karim was serious about shopping: he downloaded e-commerce apps and browsed extensively online for purchases. What was he shopping for in particular?

DIY was a huge trend for him this year.

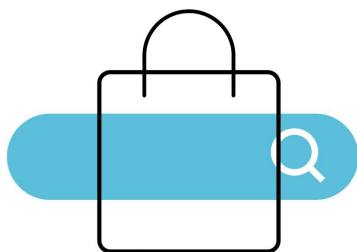
He wanted to decorate his festive home for Ramadan, so he searched online for tips, tricks, and tutorials. Karim was looking for the best deal he could find. He also started to prepare for Eid much earlier this year and took to YouTube to research products pre-purchase.



Insights



Shopping queries were up by 30% year-on-year in Saudi Arabia and Egypt.



In the UAE, shopping queries were even higher at 45% year-on-year in Ramadan 2020 vs Ramadan 2019.

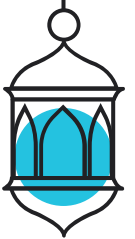


Karim loved a good deal, with search queries for 'bargains' rising during this period.



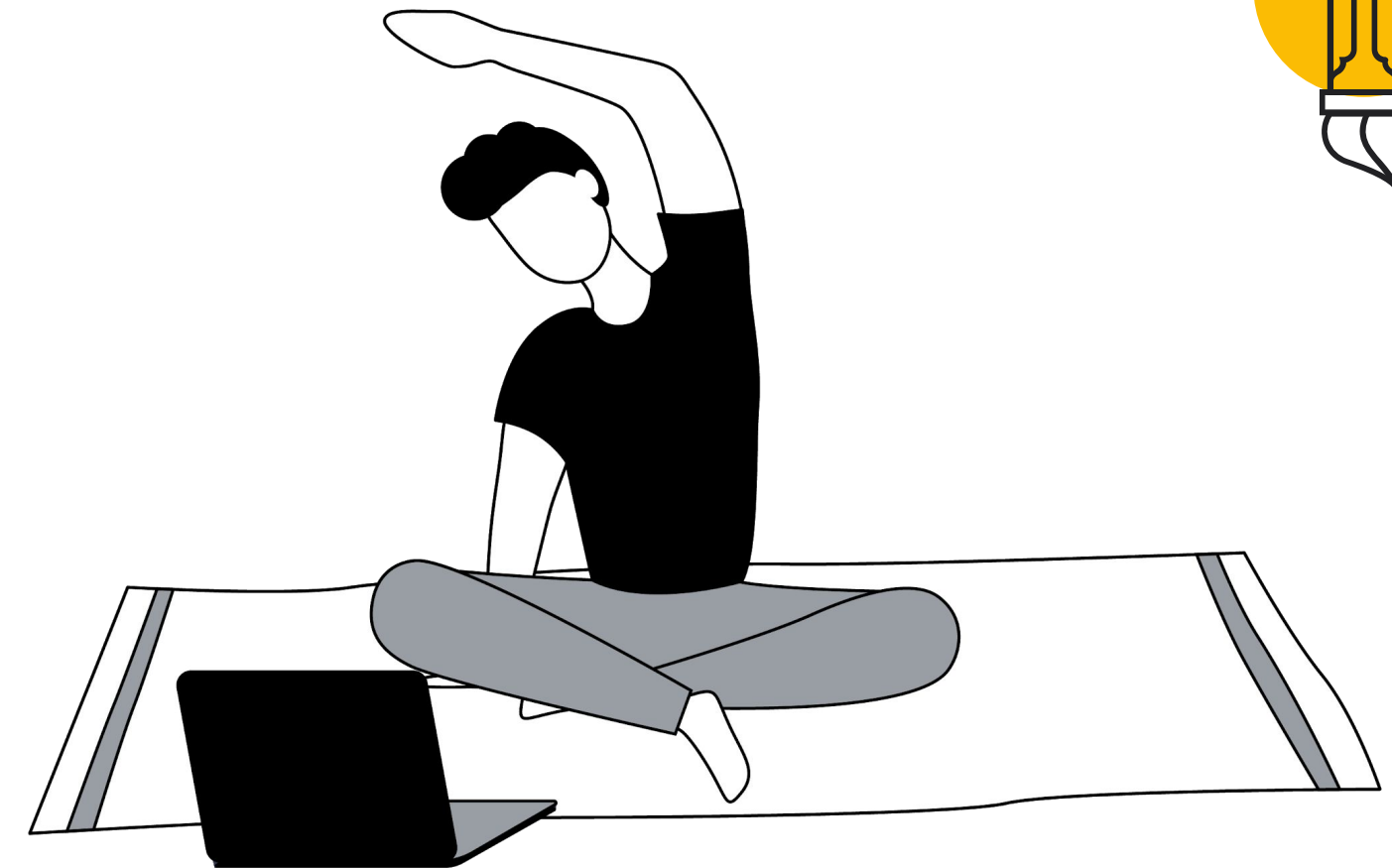
Key takeaways for marketers

- Offer coupons or discounts for customers searching for a good deal at an early stage
- Optimise your online presence, particularly on mobile, so Karim can easily access what he needs.

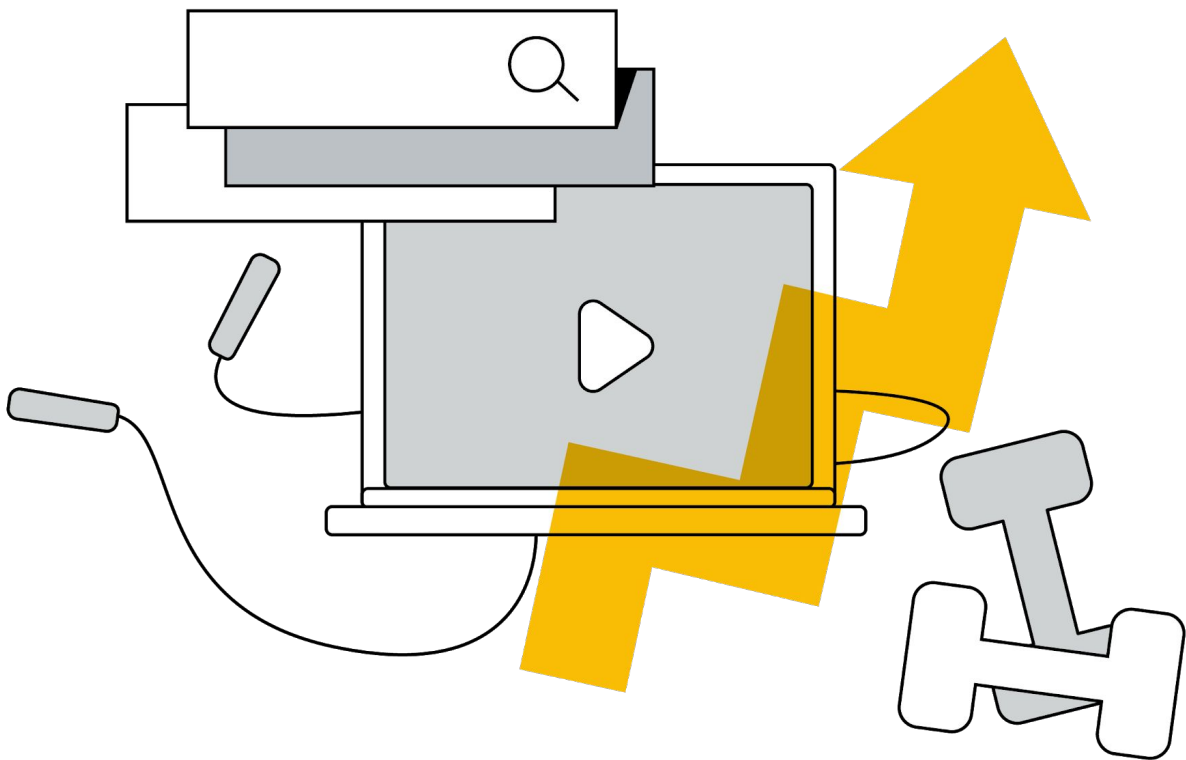


Seif:

The seeker of
mental refuge



Seif is seeking to build a positive state of mind through home workouts, yoga, moments in nature, and self-care. He is searching for ways to get moving at home and investing in equipment to use long-term.



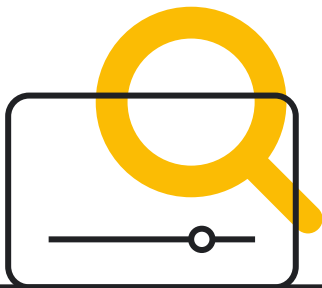
Insights



Search interest for exercise across the UAE, Egypt and Saudi Arabia **rose 115% during Ramadan** 2020 compared to Ramadan 2019.



Nature is a key source of comfort, evident in the year-on-year rise in search queries. Seif is using outdoor furniture and house plants to bring him closer to nature.



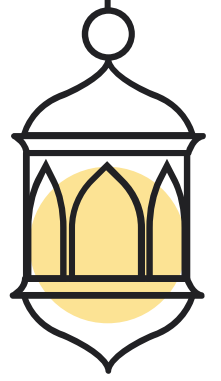
Key takeaways for marketers

- Use Google Trends to identify areas that matter to users like Seif.
- Capture attention by mixing audience interests, like Oreo did in Saudi Arabia.

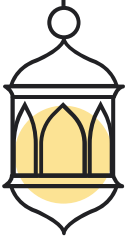




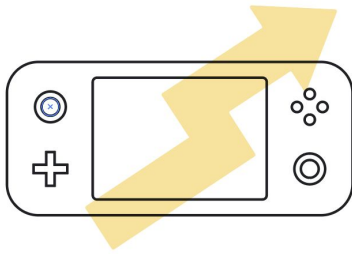
Nourah: The escapist



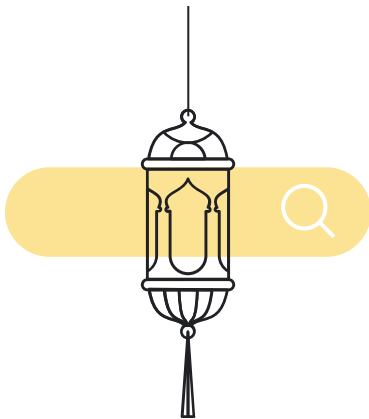
Part of escapism is about switching off. Nourah took up analogue activities like puzzles and board games, but she also picked up online gaming. Nourah went big on movie night and we can see through her investment in entertainment equipment, from soundbars to flatscreens, that streaming at home is a trend that's here to stay.



Insights



Online gaming was up by **107%** this year, particularly multi-player games as people sought togetherness online.



Search queries for Ramadan decorations rose by **50%** as Nourah made an effort to create a festive spirit at home.

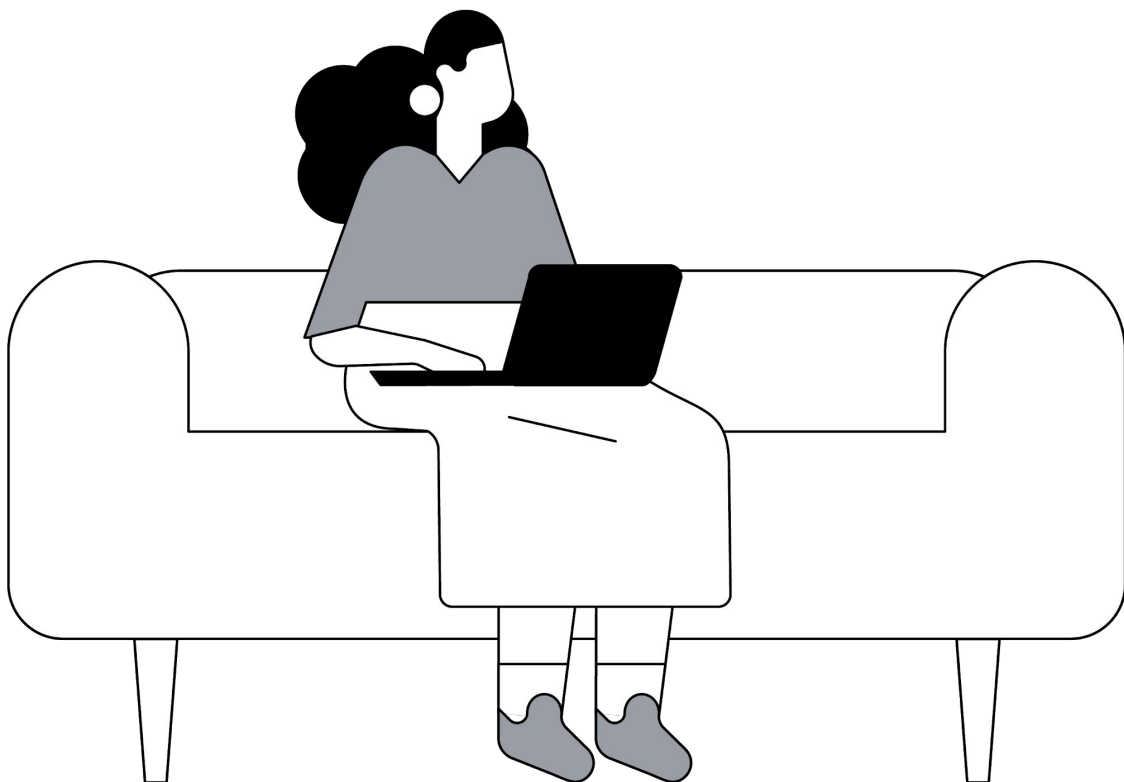


Key takeaways for marketers

- Consider advertising tools such as YouTube Mastheads on TV, as Nourah spends more and more of her time enjoying online video on the big screen.
- Suggest helpful ways Nourah can use her online entertainment alongside analogue activities like puzzles.



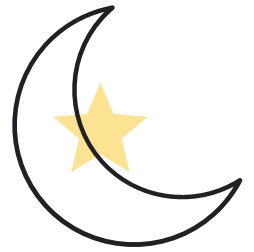
Youmna: The progress seeker



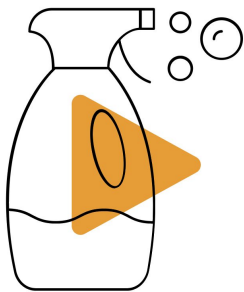
Youmna is being the most productive version of herself by setting up dedicated space to work and be productive. She is researching online courses to do in her spare time to help her progress at home. She has taken control of her home and created a healthy multi-dimensional living space to live and work.



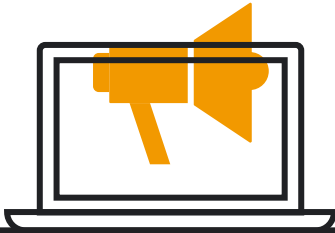
Insights



In Saudi Arabia, there was a **300% increase in searches for 'online learning'**.



Videos on cleaning and organising witnessed a spike as Youmna prepared for productivity.



Key takeaways for marketers

- Offer Youmna products and services that are going **to make her feel empowered and help her achieve her goals.**
- **Market services** that make it easier for Youmna **to work from home** and stay focused.



