

GUIDE TO WINNING RAMADAN 2018



RAMADAN IS THE LARGEST ADVERTISING MOMENT IN MENA



The holy month of Ramadan brings us all together with family and friends in a festive spirit that inspires and connects us on a deeper level. YouTube is where MENA chooses to watch your content during Ramadan.



RAMADAN IS THE LARGEST ADVERTISING MOMENT IN MENA

THE OPPORTUNITY

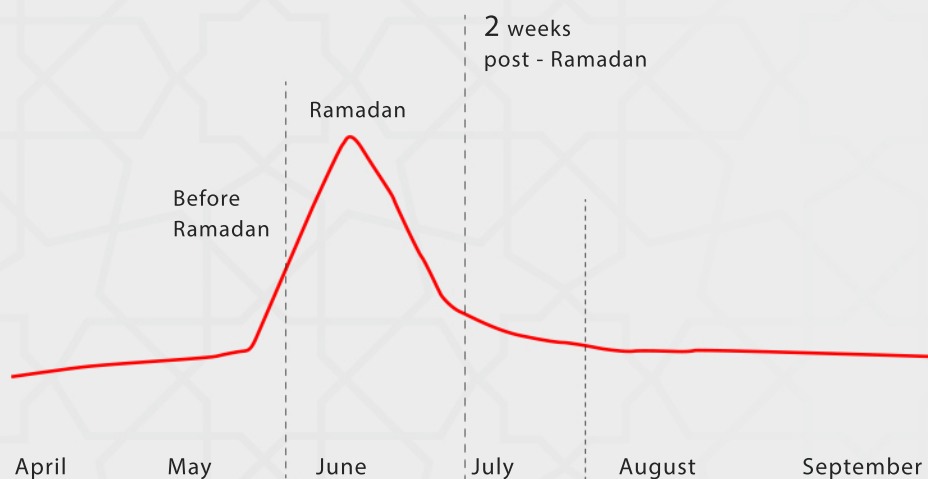
Consumer spend increases by **53%** overall during Ramadan, and specifically:

90%
on regular
household items

*in UAE, KSA, and EG

This season is unique because changes occur **before, during** and **after** Ramadan finishes

Watchtime for
top broadcasting
channels in
the region



Broadcasted content on YouTube peaks during Ramadan and up to **2 weeks** post-Ramadan as people catch up with their favorite shows on their own time; this creates more opportunities to engage with your audience.

AUDIENCE INSIGHTS AND CHANGES IN ONLINE CONSUMPTION PATTERNS OF CONTENT BEFORE, DURING AND AFTER RAMADAN



Connecting with friends and family is a core part of Ramadan, giving this holy month a strong social component. With **shorter working hours** and **more free time**, there's more room to spend time online. This leads to a shift in online habits.





Before Ramadan

Watchtime on YouTube for cooking videos starts to increase steadily a month before the start of Ramadan, and peaks at almost **30%** higher than average in the first week of Ramadan. Searches for recipes also spike **50%** higher than the annual average, especially at the start of the month.



During Ramadan

- Audiences watch more videos in longer formats - with a **60%** YOY growth
- Audiences spend longer periods of time on mobile
- Organic viewership of advertising content increases



With increased time watching YouTube videos, overall engagement also increases



57%

Increase in
Comments



13%

Increase in
Subscriptions



11%

Increase in
View Duration



After Ramadan

Two weeks post Ramadan, the behavior witnessed during Ramadan is sustained. This presents an opportunity to engage with your target audience for a longer period of time.

Lets not forget the Eid opportunities **after** Ramadan, with searches for air travel and hotels increasing by

20- 25%



RAMADAN AUDIENCES PREFER YOUTUBE CONTENT OVER TV CLUTTER

Jeddah, Male, 21

"I prefer YouTube over TV as it is with me 24/7, in my hand. I am not limited to watching at home."

Riyadh, Female, 30

"YouTube is the champion of entertainment during Ramadan for me. Because it's not limited like television I can watch what I want, when I want."

Jeddah, Female, 34

"On TV, honestly they are killing us with too many ads that we are forced to watch. On YouTube, I can control what I watch."

Cairo, Male, 21

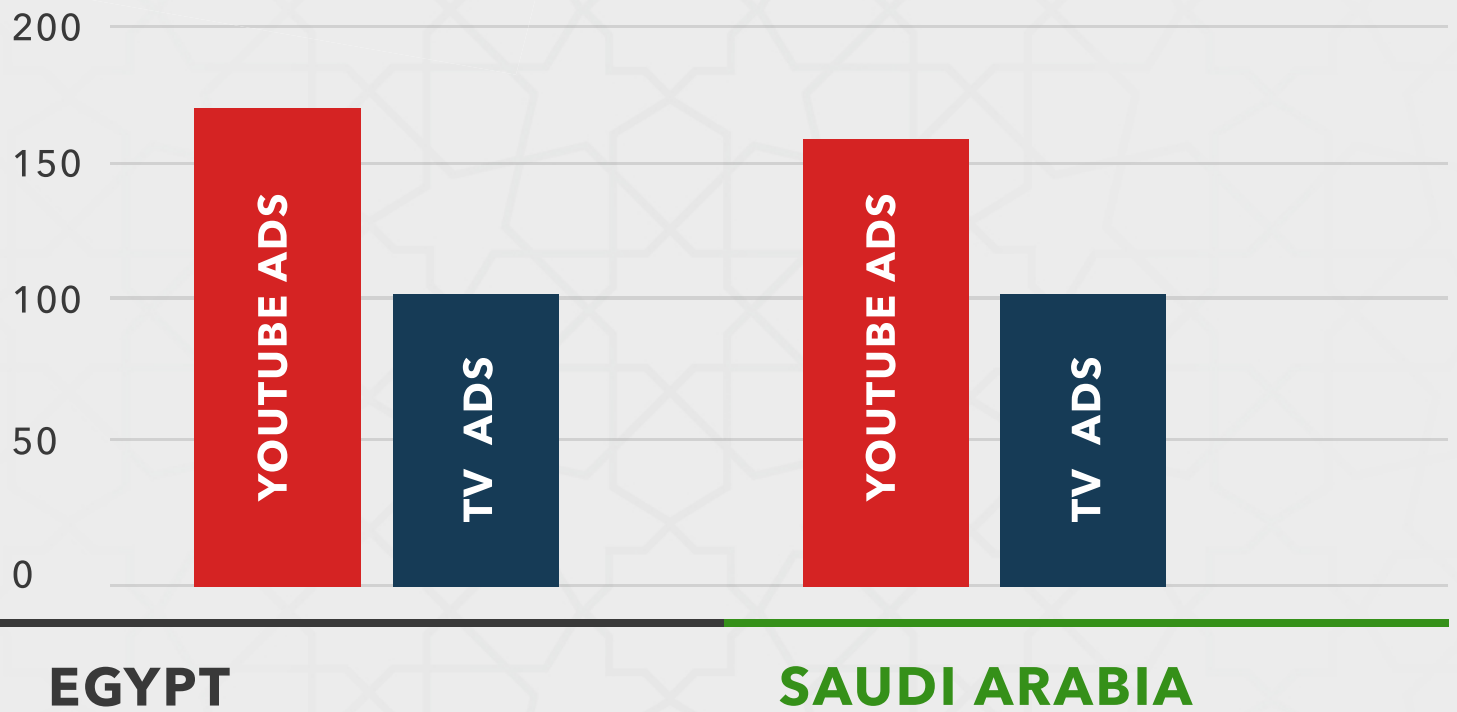
"TV in Ramadan in 3 words? Ads, ads, ads. Why do they air the same ad in each ad break again and again?"

Jeddah, Female, 39

"YouTube is like a library that I have anywhere I want, whenever I want. I can look for anything."



VIEWER AD PREFERENCE DURING RAMADAN (TV INDEXED TO 100)



Source: IPSOS MENA 2017 Ramadan Insights

YOUTUBE IS YOUR KEY TO UNLOCKING THE RAMADAN ADVERTISING SEASON ONLINE



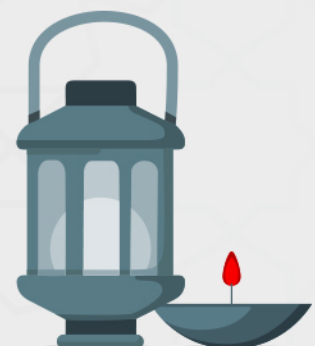
More advertisers move to YouTube during Ramadan because of:

- **Cost effectiveness** in comparison to television
- **User reach:** accessible throughout the day
- **Diverse content** selection with both broadcasted and creator content

Over the last three years, Ramadan viewership on YouTube has **increased 3X** in comparison to TV. TV viewership remained flat during the same period.

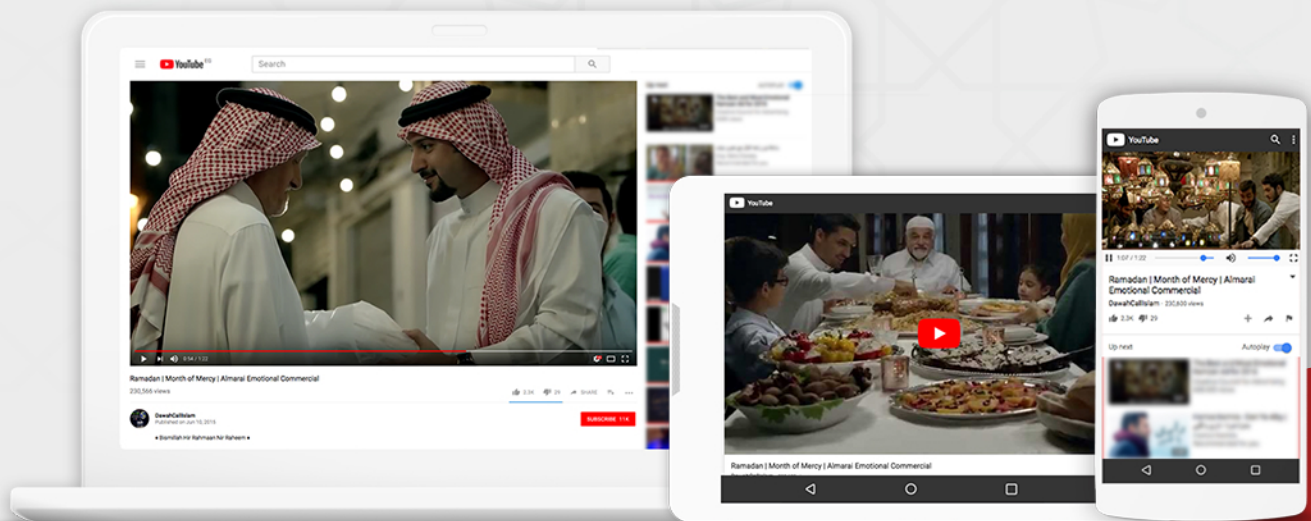


The clutter on TV during Ramadan is **2X** the norm with ad breaks increasing up to **50%**, making your advertising message a **lot less likely** to be noticed.



The cost of TV prices **increases** by **2.5X** during Ramadan representing **27%** of the gross local and Pan-Arab TV expenditure happening in MENA during the holy month. YouTube, on the other hand, stays fixed with Google Preferred rates.

Smartphone penetration reached **60%** across MENA (**91% in UAE**) while demand for smart TVs increased by **10X** in the last 5 years making YouTube the largest ad supported digital platform that works across every single screen: **mobile, desktop, tablet** and **TV**.



The Arab World is one of the **TOP 5 LARGEST** in terms of total YouTube watchtime, making the opportunities for advertising **endless**.

WAVE FRAMEWORK: MEASURE SUCCESS OF A VIDEO CAMPAIGN BY ANALYZING THESE FOUR KEY METRICS

W

WATCHTIME

Video platforms must first reach a sizeable audience that consistently spends a significant amount of time consuming video. YouTube viewership rises during Ramadan, whereas TV experiences an overall drop.



A

AUDIBILITY

Videos work through a combination of sound and motion. Without audio, much of the message and emotional impact will be lost. **95%** of YouTube video ads are audible.



V

VIEWABILITY

Video ads cannot work if they are not actually viewed; at best, video ads that are not viewable are reduced to unintentional radio ads. YouTube ads exceed industry averages for viewability of digital videos.



E

ENGAGEMENT

To deliver impact, videos must reach users at a moment when they are paying attention with a message that is relevant to them. Users value the flexibility and convenience of YouTube over the rigidity of TV.



For more information on **WAVE** stay tuned for the next Think
With Google MENA newsletter

PERFECTING YOUR CREATIVE CONTENT FOR RAMADAN

THE 5 KEYS TO MASTERING CONTENT IN RAMADAN

1

Use the storytelling approach and connect with your audience using multi-story series rather than using the same content throughout Ramadan

2

Give back to society - a concept loved by audiences during Ramadan

3

Content should address real user needs, true passions and relevant real-life issues - be authentic

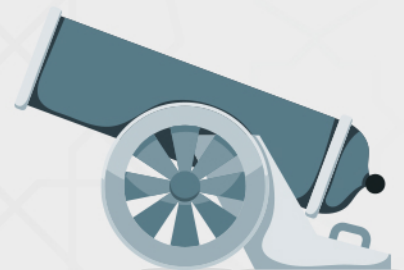
4

Base your strategy on reliable consumer insights

5

Take advantage of the Eid period, when searches for certain categories, such as travel, beauty and fashion peak.

For more info on **content creation** during Ramadan stay tuned for the next Think With Google MENA newsletter



GOOGLE CAN HELP YOU PERFECT YOUR DIGITAL STRATEGY FOR RAMADAN TO LEVERAGE THE LARGEST ADVERTISING SEASON OF THE YEAR.

Base your strategic goals and content creation on the **latest insights** which you can find on Think With Google MENA.

Optimize your campaign & measure performance using our free and easy to use tools:



Consumer Barometer



Google Trends



Google Analytics



Search Console

Reach out to Google experts who can help build your media plan and deliver a customized approach for your digital strategy.

Set
Goals/KPI

Creative
Content

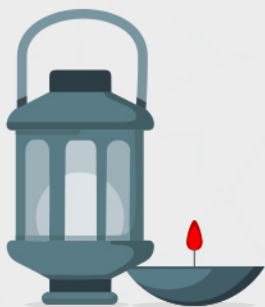
Media
Plan

Optimization

Performance
Measurement



For more information on the Ramadan digital advertising opportunity, please visit and subscribe to **Think With Google MENA**.
or Email: **Ramadan-2018@google.com**



SOURCES:

GfK 2017 Ramadan Insights Research

Ipsos Statex Monitoring Data

Google Connected Consumer Survey Research





SEE YOU IN RAMADAN 2018

رَمَضَانُ كَرِيمٌ

Ramadan Kareem

