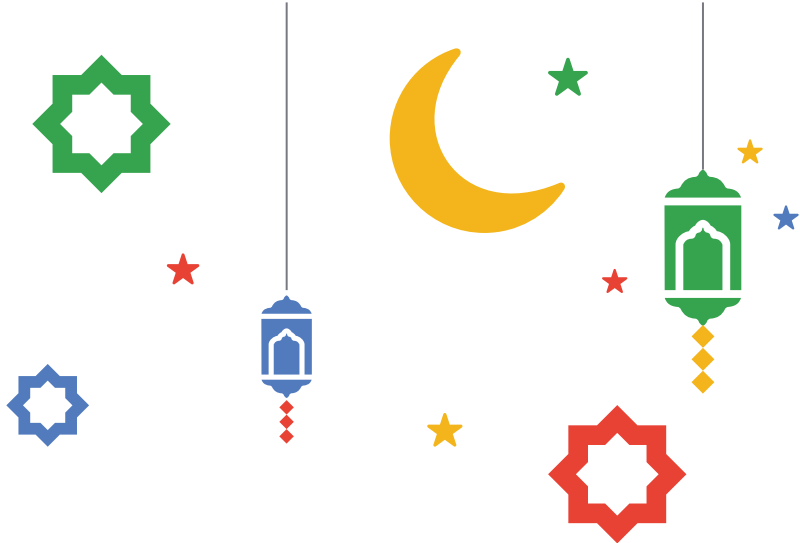


Winning Ramadan with Digital



Google





Ramadan: A Season of Opportunities for Advertisers

Ramadan is Indonesia's largest festivity, celebrated by millions of Muslims. A month of self-reflection and renewal to be a better person, it changes the way they live, eat, think... and search.

As Indonesians prepare for Eid al-Fitr, their spend is at its peak — along with their watch time on YouTube and Google searches. The Ramadan effect on Indonesians' digital behaviour during this season of major retail growth is your opportunity to reach a widespread audience that's turning to digital more than ever.

Ramadan 2018 drove Indonesia's
economy to a new record high

5.27% ↑

GDP growth (Q2 year-on-year)

Indonesia's first **best economy growth** since 2013.

5.14% ↑

Household consumption growth
(Q2 year-on-year)

Highest household consumption growth since 2016, the **first time to hit pass 5%** after 6 quarters.





Your Guide To Winning Ramadan

It takes a clear, focused strategy to stand out during Indonesia's busiest ad season. The success of your Ramadan campaign starts with three critical steps.



1. Find Your Audience

Who are the core Ramadan segments my brand should target, and how will my brand message live in this key Ramadan moment in order to reach them?



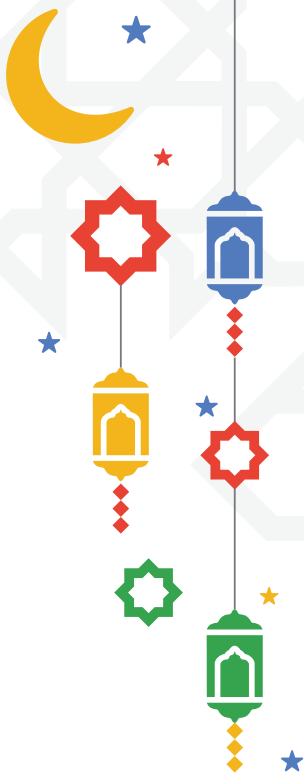
2. Capture Their Attention

How can I create content that cuts through the clutter and what formats should I build for multiple attention spans?



3. Convert Your Customers

What tools can I use to ensure my campaign leads to conversion of customers into sales?



01

Find Your Audience

Google

Understanding the Ramadan Audience

The holy month inspires Muslims to do good and be better, influencing what they search for and the content they consume.

By understanding your audience's motivations during Ramadan and its impact on their digital habits, you can deliver tailored and effective messaging to an audience that makes sense for your campaign.

Based on insights mined from our data, we have identified five audience types to reach out to during Ramadan.



The Devoted FASTER

Insight

Searches for the terms 'doa', 'jadwal puasa' and 'zakat' grew by **3x**.



Searches for religious related content.



Watches religious content and songs.



Downloads Muslim Pro and Holy Quran apps.



Visits mosques on maps based on location.



The Home Maker

Searches for 'oven listrik', 'meja tamu' and 'vacuum cleaner' increased by **1.8x**.

Searches for home appliances and recipes.

Watches food vlogs and cooking tutorials.

Downloads Zomato, Qraved, Cookpad, fast food apps.

Visits groceries stores, mini markets.



The Ramadan Groomer

Insight Searches for 'baju lebaran 2018', 'model rambut 2018' and 'tutorial hijab' grew by **10x**.



Searches for fashion and beauty



Watches makeup, hairstyle, fashion or hijab tutorials.



Downloads Beautyplus, Facetune, Youcam apps



Visits hair salons, cosmetics stores



The Tech Follower

Searches for 'smartphone terbaik 2018', 'laptop gaming', 'kamera' increased by **1.3x**.

Searches for latest tech gadgets

Watches product reviews.

Downloads e-commerce apps.

Visits electronic stores, coffee shops.



The Homecomer (Mudik)

Searches for 'tiket pesawat murah' and 'mobil murah' grew by **2.2x**.

Searches for transportation mode and accommodation

Watches traveling vlogs, traffic news.

Downloads travel apps.

Visits airports, stations, bus terminals, hotels, tourist attractions.



The desire for self-improvement during Ramadan transcends age, gender and income. That's why your targeting strategy needs to go beyond demography and focus on an audience's intent to buy.

Ads served based on intent alone see a **30% increase in consideration** and **40% in purchase intent** than when the same ads are served by demographic. Here's how brands have successfully identified relevant customer bases, using In-Market Audiences and Custom Affinity Audiences.

Success stories

Samsung Indonesia drove more traffic to site with in-market audience

To drive sales for their latest refrigerator products, Samsung targeted consumers who were 'in-market' with an existing interest to purchase household appliances. Use of data-based insights was paired with video advertising to not only efficiently reach relevant new audiences, but also drive tangible action leading to incremental sales.

3x

More traffic from relevant audience

14x

Increase in incremental conversions*

Maybelline Indonesia built their own audience with custom affinity

For their latest pencil brow products, Maybelline targeted users who were interested in achieving the 'perfect brow', using multiple signals such as brow-related keywords in Google Search, in YouTube videos, salon targeting on Google Maps, and beauty app downloads via the Play store.

+50%

Consideration**

+15%

Favorability**



Source: Google Brand Lift, Global, Smartphone, July 2017-June 2018

*)converting of signals into actions
**)comparing vs. demo targeting only

A decorative header featuring a light gray geometric pattern of interlocking stars and polygons. On the left side, a series of colorful Islamic motifs are arranged vertically: a yellow crescent moon and a blue star at the top, followed by a red star, a blue lantern, a yellow lantern, a red star, a green star, a green lantern, and a yellow star at the bottom. Small blue and red stars are scattered around the lanterns.

02

Capture Their Attention

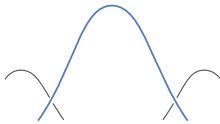
Google



Best Practice for Brands

But how do you retain your audiences attention in a digital world filled with noise? The key is in a winning combination of data-driven insights and creative storytelling. **Here are five tips to help get you exceptional results this Ramadan.**

1. Story tell your brand message



Tease, Amplify, Echo

Tease your audience with short ads, amplify with long-form, echo to spur action

6,30,6

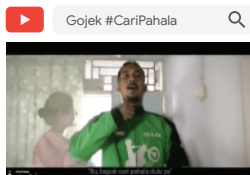
Tips: Orchestrate your message with long and short forms

Use long form (30s or more) to drive human insight + brand story telling

Use bumper (6s) to:

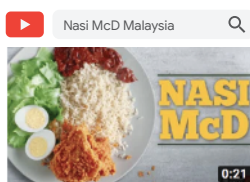
- Tease
- Remind
- Drive specific benefit / message
- Call to action e.g., promo, download

2. Make your story heard



Frontload your brand and message

- Tell what your audience needs to hear within 5 seconds (including brand and main message)
- Start the video in a strong tone



Make product the hero

- Start with inviting thumbnail
- Zoom on the product
- Show product appreciation and repeat the process



Increase pacing and play with multiple cuts

- Design your story and key message so it can be delivered in different ways
- Keep the audience engaged by showing multiple cuts of the story at a faster pace
- Repeat your main call to action



3. Execute differently

Be Unexpected: Surprise and keep your audience engaged with a plot twist or a quirky visual element.

Use Contrasting Approaches: Capture attention by challenging the status quo in storytelling, such as defying character stereotypes.

Exaggerate Your Message: Once you have a clear theme, do not be afraid to take creative risks or exaggerate. This differentiates your ad and makes it memorable.



4. Be seamless and be useful



Consumers seek more information during Ramadan. Leverage on signals like time, location and interest from Google to adjust **your creative automatically** (e.g., dynamic countdown banners to 'buka puasa') and serve information that matters to your audience.

5. Drive for performance

Some brands aim to go beyond brand building and leverage Ramadan for a performance-driven campaign to promote their app. Here are three ways to do this well:

- Focus on the experience of the application
- Connect with the audience by showing an experience in addition to appreciation
- Prompt self-initiated action by communicating a strong message



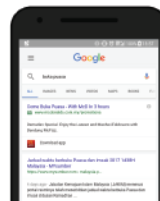
Success stories



To resonate better with Muslim consumers during Ramadan, McDonalds Malaysia turned to Search to drive hungry consumers to its McDelivery services to visit their site and download their app.

Approach

McDonald's Malaysia created a Ramadan search campaign by targeting search terms related to breaking fast - serving hungry consumers dynamic countdown ads with customized messaging, counting down to the time to break fast based on the user's location.



Their effort paid off with



20%

growth in
Click-Through-Rate



-50%

decrease in
Cost Per Click



87%

of new site visits due to
countdown ads and Search

Due to the success of this format, McDonalds Malaysia expanded their strategy in 2018 to promote their new Nasi McD - their special Ramadan offering extending their campaign beyond Search.

Display:

Muslim consumers were served countdown banners featuring Nasi McD, with dynamic copy based on the user's location and time of search. The banners also highlighted the nearest outlet and even offered dynamic menu suggestions. For example, banners featuring McDonald's wraps targeted snackers late at night.



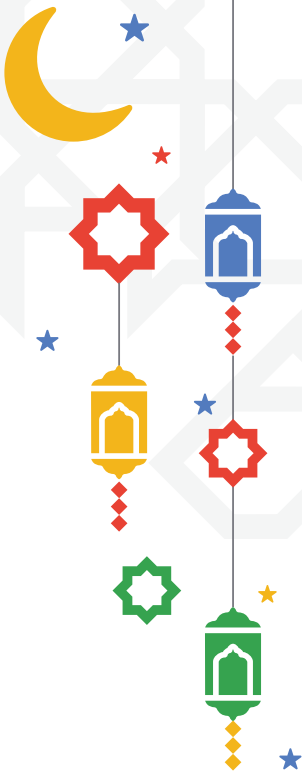
Video:

A series of bumpers and 30-second ads featuring the Nasi McD product were also run during Ramadan.

*"We've seen **double-digit growth** since we've adopted a **digital-first approach**, and this growth is the direct result of how we've changed the way we talk to our customers through digital media,"*

~

Eugene Lee, Marketing Director at McDonald's Malaysia concluded.



03

Convert Your Customers

Google



Getting your audience's attention is no easy task. Now that you have it, how do you make it count for your brand?

Turn attention into actual sales with these two keys:

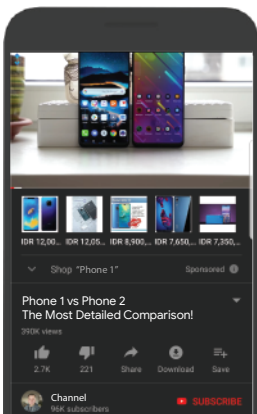
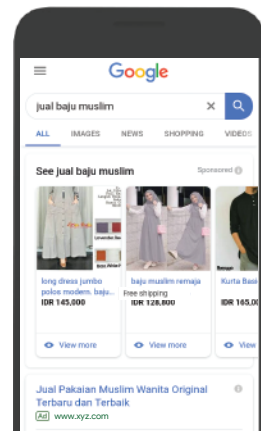
Optimize for action

Device media implementation based on action oriented KPI (e.g., cost per acquisition, cost per conversion)

Use the right format to drive conversion

Shopping

Shopping ads include rich product information, such as product image, price, and merchant name, and use data attributes from the product information you submit. Ads will be shown to people who are already searching for the kinds of products you advertise — so those people are more likely to take action.



TrueView for Shopping

TrueView for shopping campaigns make video ads interactive by connecting viewers directly to your products and providing information that brings customers closer to making a purchase.

Winning in Ramadan

A quick review of the 3 key steps to execute a successful Ramadan campaign for your brand:



1. Find Your Audience

Identify and target audiences relevant to your brand



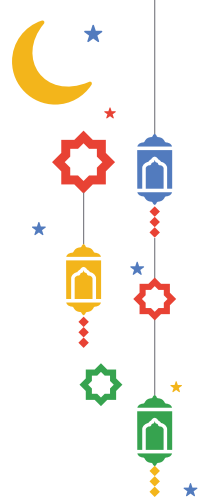
2. Capture Their Attention

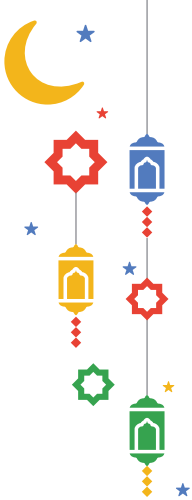
Implement fresh storytelling approaches to convey your brand message to your audience



3. Convert Your Customers

Translate brand affinity and interest into tangible results and sales





Execute with Excellence

After you identify your audience, connect with them and guide them to purchase, you have a winning Ramadan campaign on your hands. But with the rise of a multi-screen audience and TV still forming the majority of advertising budgets, even the best of campaigns do not work in silos.

Here are three ways to align your campaign with your audience's activity and the rest of your advertising efforts.

Timing

Adjust time and length based on consumer's activity

Integrate Cross Platform

Make efficient buys across different platforms

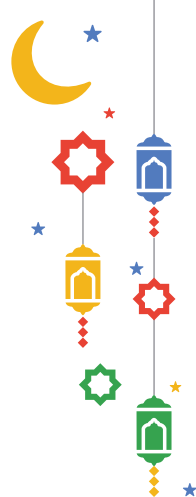
Reach & Frequency Sufficiency

Plan for incremental Reach and Frequency over your TV buys

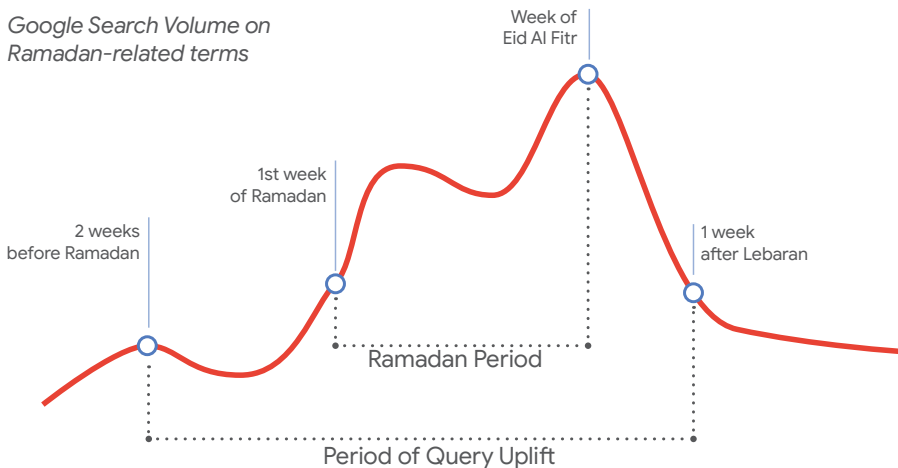


Tap Into Your Consumer's Behavior

One interesting element of Ramadan is the way consumer behaviour changes through the season. For a truly effective strategy, match your advertising investment to your audience's activity and align your campaign duration with their behavioural pattern. Timing is everything.



Google Search Volume on Ramadan-related terms





How To Achieve Optimal Reach and Frequency

It is important to maintain your campaign's momentum throughout the holy month and its pre and post-Ramadan phases.

Plan for at least **25%+ census reach** and at least **1 exposure per week** for optimal reach and frequency. To ensure maximum campaign coverage, you should plan for **equal weeks on air** alongside your TV advertising.



* Sample

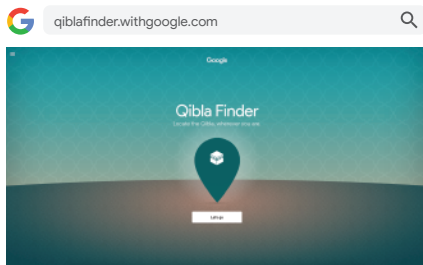


Get in the Ramadan spirit with Google

Did you know that you can now...

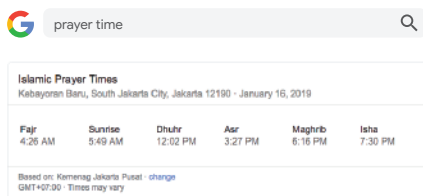
Search for the Qibla anywhere in the world

Millions of Muslims in Indonesia turn to Mecca every day for prayer. So we launched Qibla Finder, an augmented-reality app that shows you the direction of the Qibla, wherever you are in the world. With offline usage now enabled and a shortcut to add it to your Android home screen, it's now easier than ever to locate Mecca on the move.



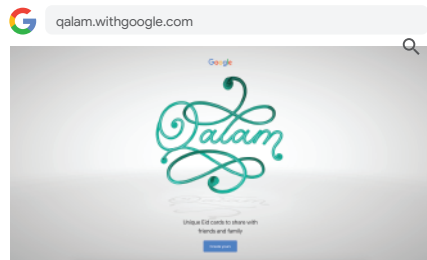
Search for prayer times

A Google search for “prayer time” now brings up daily Islamic praying times based on your location that will help you plan your holy month, such as when to pray or break the fast.



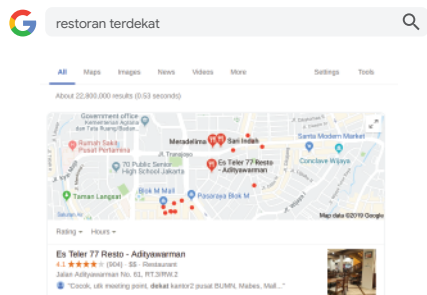
Search for greeting cards

Ramadan and Eid greeting cards are the top trending searches before, during and after Ramadan. With Qalam from Google, Muslims can now easily create beautiful personalised messages for loved ones.



Find the closest restaurant to break your fast

Breaking fast with friends and family is one of the most important parts of the day during Ramadan. Where to do so has been one of the key searches on Google during this time. With our locations feature, Muslims can now get a list of nearby dining locations in just a few clicks.





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Google Indonesia



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