

Winning Ramzan & Eid ul-Fitr with Digital

Pakistan
2019

Google







Ramzan & Eid ul-Fitr: A Season of Opportunities for Advertisers

The holy month of Ramzan, which culminates with the Eid ul-Fitr celebrations, is Pakistan's largest festivity celebrated by millions all over the country. The holy month inspires Muslims to put into practice Islamic values such as self-improvement, spiritual development, and community.

A large part of the Ramzan experience is the shift of daily routine—from fasting from dawn to dusk, to preparations for the day's *iftar* and the Eid ul-Fitr festivities. This in effect causes major shifts in consumer behaviour and intent, impacting how Pakistanis go online.

As marketers, this is an opportune time to leverage billions of intent signals across Google's eight 1B+ user platforms to effectively understand and engage your audience during this season. Successful brands will take the opportunity to innovate and craft content that is not just relevant, but helpful to audiences during this month, paving the way to success, no matter your marketing objectives.

Winning Ramzan & Eid ul-Fitr

So how do you win attention and cut through the clutter during the noisiest festive season in Pakistan? In this playbook, we will share three critical steps in ensuring the success of your Ramzan campaign across Google's platforms.



Your Guide To Winning Ramzan

How to make your ad stand out from the crowd during Pakistan's busiest ad season? The secret to a successful Ramzan campaign begins with three critical steps.



1. Find Your Audience

Who are the core Ramzan segments my brand should target?

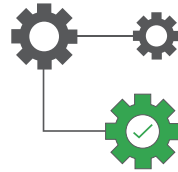
How can I tailor my brand message to key Ramzan moments?



2. Capture Their Attention

How can I create content that cuts through the clutter?

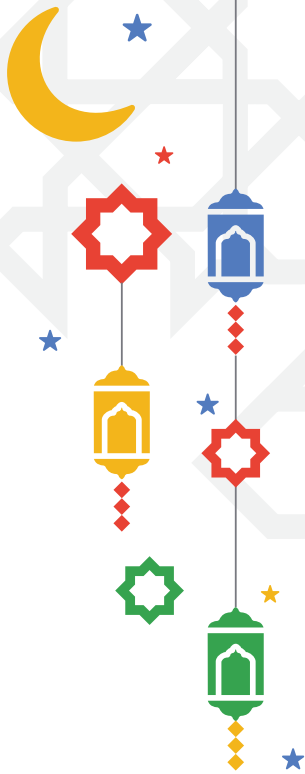
What formats should I build for multiple attention spans?



3. Execute Effectively

How can I plan my campaign's reach for optimal exposure?

When are the key moments to boost consumer engagement?



01

Find Your Audience

Google

Understanding the Ramzan Audience

By understanding your audience's motivations during Ramzan 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 Google internal data, we have identified **four audience types** to reach out to during Ramzan.



The Entertainment Seeker

During the low moments of the day, looking for a pick me up entertainment avenue

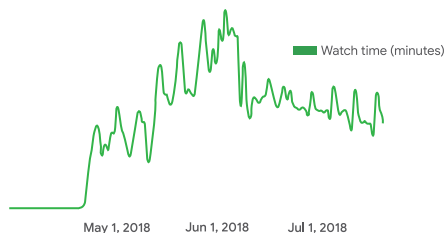


Turns to YouTube for entertainment at home or on the go
44% year-on-year watchtime increase in entertainment content during Ramzan



Searches for Ramzan specific local content
Suno Chanda, Jeeto Pakistan searches grew **7X** during Ramzan versus 30 days prior

Watchtime on
Ramzan transmission channel
grew **2X** compared to
30 days prior





The Ramzan Homemaker

Women in charge of the house trying everyday to win the hearts through tasty Ramzan treats



Watches interior design videos, product reviews, recipe videos
39% growth in watchtime for food-related videos



Interest on recipes starts early with onset of Ramzan.
Recipe searches increase by 70% during Ramzan

Watchtime on top cooking channel
grew 2.3X compared
to 30 days prior



The Festive Groomer

Anticipating Eid ul-Fitr, unleashing the designer within

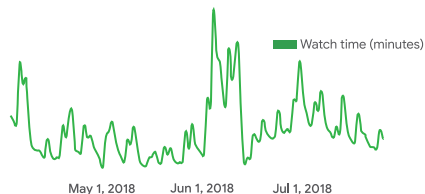


Watches makeup tutorials
17% growth in watchtime for beauty videos during Ramzan



Interest builds up gradually towards Eid ul-Fitr
Searches for hairstyles, mehendi, bangles grew 1.3X
compared to 30 days prior

Watchtime on top beauty channel
grew 1.6X compared to
30 days prior





The Sports Fanatics

Staying up till Sehri is no more a gully thing...
fulfilling the appetite for sports via YouTube



Watches videos relating to cricket and football

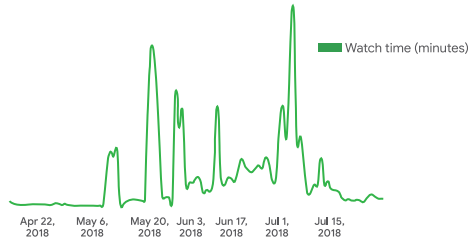
220% growth in watchtime on sports content during Ramzan



Searches for cricket websites and live scores

37% increase during Ramzan versus 30 days prior

Watchtime on top cricket
content grew **93%** compared to
30 days prior



A decorative header featuring a light gray geometric pattern of interlocking stars and polygons. On the left side, several colorful hanging lanterns (fanoos) in red, blue, yellow, and green are strung vertically, accompanied by small blue and yellow stars and a yellow crescent moon.

02

Capture Their Attention

Google



How do you retain your audience's attention in a digital world filled with noise? The key is in a winning combination of data-driven insights and creative storytelling.

Here are **four tips** to help get you exceptional results this Ramzan and Eid ul-Fitr.

1) Resonate with your audience

You can create personalised creatives which can be served to specific audience segments using formats such as automation, dynamic creatives and ad customizers on Search and Display, as well as YouTube's at-scale-customization tool Director Mix.

IPC Malls generated 156 dynamic videos using Director Mix which helped engage a large audience with diverse interests by displaying playful alternative acronyms for IPC tailored to a viewer's search terms.



Viewers who searched for
World Cup content

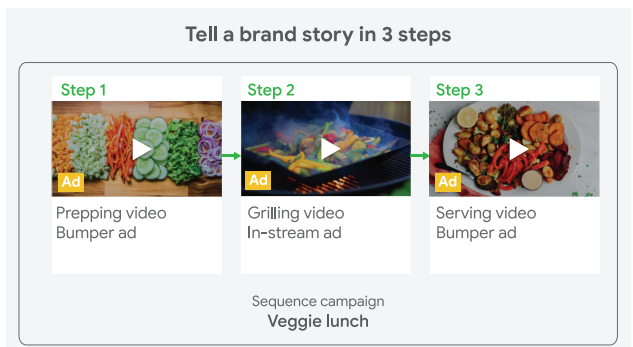


Viewers who searched for the
Avengers: Infinity War trailer

2) Sequential Storytelling

Carve a user journey with a sequential narrative for your brand

Video ad sequencing enables advertisers to link viewership across a series of Bumpers and/or TrueView in-stream ads. Advertisers can determine the next ad to serve a user based on their prior ad impression.





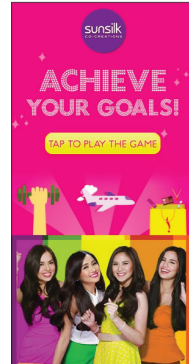
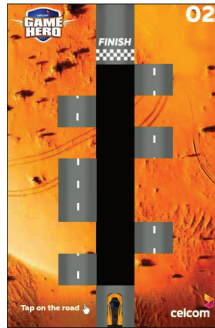
3) Innovate with display

Personalise with countdown timer

- A countdown to iftar
- Nearest outlet based on user location
- Dynamic menu suggestions



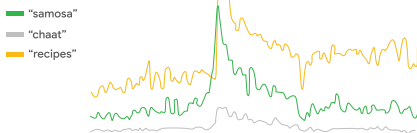
Engage users with gaming creatives



4) Be Present on Key Ramzan Moments on Search

Leverage on signals such as time, location, and interest and incorporate them into your dynamic creatives to serve relevant information that matter to your audience - e.g. Search or banner ads counting down to 'Iftar'

Ramzan 2018 Search Trend



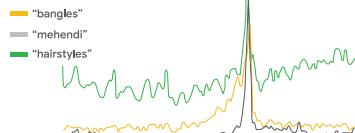
Iftar With McD in 26 minutes

[Ad] mcdelivery.com.pk/ramzan

Enjoy Our Ramzan Value Set with McDelivery. Simple & Convenient.

Countdown to Iftar
with McDonalds McDelivery

Ramzan 2018 Search Trend



Ponds brings you exclusive Ramzan offer

[Ad] pondsy.com.pk/ramzan

Enjoy Our Ramzan offer on Ponds Beauty facewash range.

Customize creative for specific
audience segments



Success stories

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



Approach

In 2017, McDonald's Malaysia created a Ramzan search campaign by targeting search terms related to breaking fast by serving dynamic countdown ads with customized messaging, counting down to the time to break fast.

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 beyond Search in 2018 to promote the new Nasi McD - their special Ramzan offer.

Display

Dynamic banners were served, which included:

- A countdown to iftar
- Nearest outlet based on user location
- Dynamic menu suggestions



Video

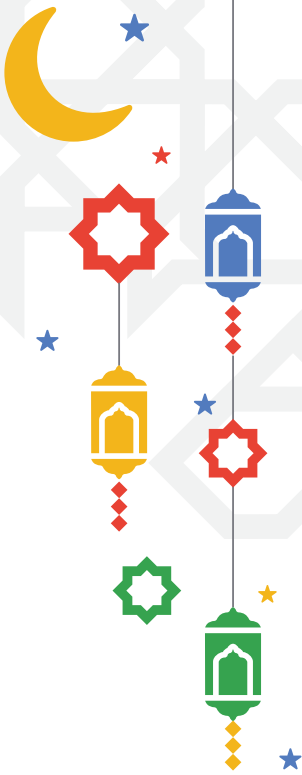
A series of bumpers and 30-second ads featuring the Nasi McD product were also run on YouTube throughout Ramzan



"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



03

Execute Effectively

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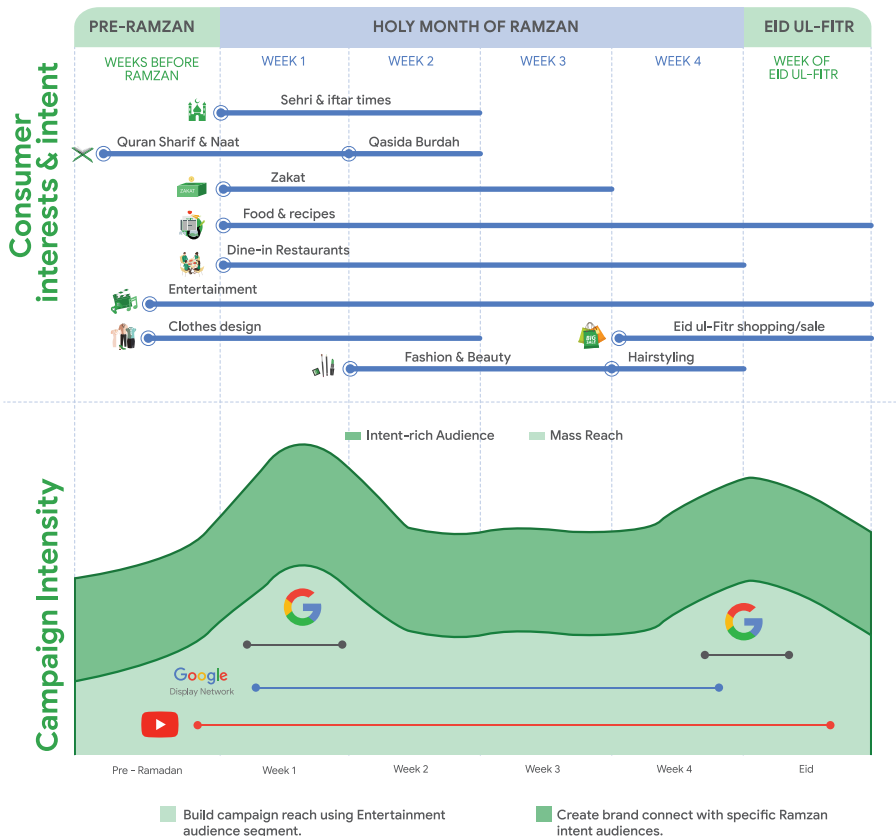


Drive Impact This Festive Season

You have identified your audience personas, made some engaging creatives, it's now time to make sure they convert into happy paying customers. Ensure that your campaign achieves a significant impact by planning for these three critical steps:

1. Timing is everything

With shorter working hours and altered eating schedules, timing is everything during the Ramzan season. For a truly effective festive marketing strategy, you will first need to understand your audience's intent and match your campaign's duration with their behavioural pattern.









2) Connect with Pakistanis by utilising all Google solutions

The consumer journey is never confined to a single platform. Therefore, it is crucial to tap into the various Google platforms available to ensure that your campaign reaches your target audience at each step of their consumer journey.

Below are a few suggested formats that you can use across platforms, at every stage of the funnel:

	Build Awareness	Grow Consideration & Interest	Drive Actions
	Bumper ads TrueView for reach Reservation 15s Masthead	TrueView instream TrueView discovery	TrueView for action
	Seasonal searches, e.g. "Eid ul-fitr fashion, Ifitar recipe searches	Product and Category Searches	Branded Searches
	Zero Second Videos Carousel Ads	Discovery Ad campaigns	Automation Smart Campaigns Dynamic Ads
	Native Ads Parallax Flipbook Audio ads		Data-Driven Creative

Winning in Ramzan

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



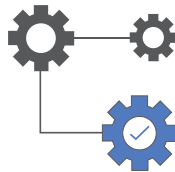
1. Find Your Audience

Identify and target audiences relevant to your brand



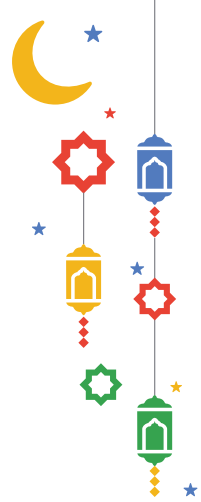
2. Capture Their Attention

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



3. Execute Effectively

Plan reach for optimal exposure and identify key moments to boost consumer engagement





For more best practices and
insights, visit
apac.thinkwithgoogle.com