

Winning Ramadan & Raya with Digital

Malaysia
2019

Google





Ramadan & Hari Raya: A Season of Opportunities for Advertisers

The holy month of Ramadan, which culminates with the Hari Raya celebrations, is Malaysia'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 Ramadan experience is the shift of daily routine—from fasting from dawn to dusk, to preparations for the day's *buka puasa* and the Hari Raya festivities. This in effect causes major shifts in consumer behaviour and intent, impacting how Malaysians 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 Ramadan & Raya

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



Your Guide To Winning Ramadan

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



1. Find Your Audience

Who are the core Ramadan segments my brand should target?

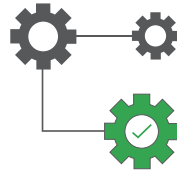
How can I tailor my brand message to key Ramadan moments?



2. Capture Their Attention

How can I create content that cuts through the clutter?

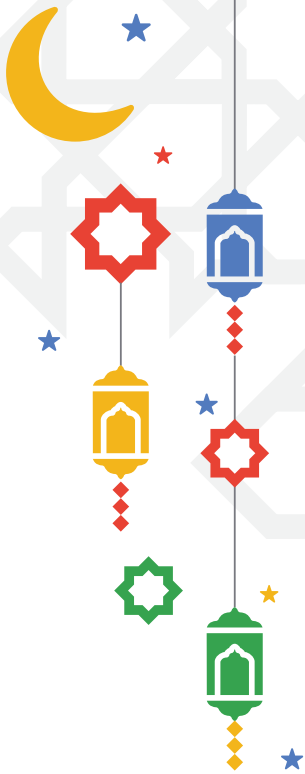
What formats should I build for multiple attention spans?



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 Ramadan Audience

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 Google internal data, we have identified **five audience types** to reach out to during Ramadan.



The Pious Self



Searches for religious companion and content

Top religious searches: ayat kursi, doa berbuka puasa, zakat



Watches videos relating to religion and prayer

25% growth in watch time on religious content during Ramadan



Downloads Muslim Pro app for prayer times

1000% growth in searches for top Islamic apps



Marks mosques on maps based on location

Audience Targeting Examples

Custom Affinity: Top channels, apps and religious locations



The Home Maker



Searches for furniture, cleaning tips, recipes
*Recipe searches grow by **120%** during Ramadan*



Watches interior design videos, product reviews, recipe videos
***32%** growth in watchtime for food-related videos*



Downloads e-commerce apps
Top downloaded apps: Lazada, Shopee, Carousel



Visits shopping malls
Searches for IKEA spikes just before Hari Raya

Audience Targeting Examples

Affinity: Home & Decor Enthusiasts, Grocery Shoppers, Cooking Enthusiasts
In-market: Home appliances, furniture
Custom Intent: Searches for recipes, cleaning products, cleaning tips



The Ramadan Groomer



Searches for beauty and fashion tips
***100%** increase in searches for beauty and fashion tutorials and begins to increase six months prior to Ramadan*



Watches makeup and “tudung” tutorials
***25%** growth in watchtime for beauty videos during Ramadan*



Downloads beauty companion apps
Top downloaded apps: Sephora, Facetune apps



Visits hair salons and cosmetics stores
Interest in hair-styling increases as Raya approaches

Audience Targeting Examples

Affinity: Beauty Mavens, Fashionistas
Custom Affinity: Interested in beauty, fashion, hair salons, manicures & pedicures



The Devoted Faster



Searches for buka puasa times and meal options
*Ramadan bazaars and buffets searches grew **7X** and **4X** respectively*



Watches recipe videos to prepare for buka puasa
***32%** growth in watchtime for food-related videos*



Downloads ShareTheMeal app for feeding the disadvantaged
One of the top ranked apps in Malaysia



Marks popular Ramadan Bazaars and Buffets

Audience Targeting Examples

Affinity: Foodies, Cooking Enthusiasts

Custom Intent: Searches for popular buka puasa food and meal locations, meal times, Ramadan bazaars and buffets



The Homecomer



Searches for gifts, bus and train tickets
E-commerce sites and promotion searches spikes



Watches old Raya ads, listens to Raya music
***76%** year-on-year watchtime increase in festive content*



Downloads e-commerce apps
Top downloaded apps: Lazada, Shopee, Carousell



Travels home
***25%** Increase in distance driven per Waze user over the Hari Raya period*

Audience Targeting Examples

Affinity: Shoppers, Family Focused, Travel Enthusiasts

Custom Affinity: Searches for bus/train/ air tickets, e-commerce apps, review videos
In-market: Travel, Electronics, Fashion, Beauty



Opportunity to Innovate

1. Can your brand maximise engagement across multiple audience segments and moments?



As a leading personal care brand, Rexona Malaysia did not limit their reach by solely targeting beauty and grooming enthusiasts in their 2018 Ramadan & Raya video campaign. Here's what they did:

The Pious Self



PRAYER

The Faster



BAZAAR

The Festive Groomer



GROOMING

The Festive Homemaker



COOKING

Approach

- By creating **six bumper ads**, the Rexona Motionsense was positioned to appeal across four audience types by touching on prayer, bazaars, grooming and cooking.
- Drove the message that no matter what one is doing during Ramadan - the Motionsense product is not only present but vital in the Ramadan experience.
- As a result, meaningfully associating the Rexona Motionsense to key Ramadan moments and needs across the audience types.



2. Do more with Google Marketing Platform and Waze

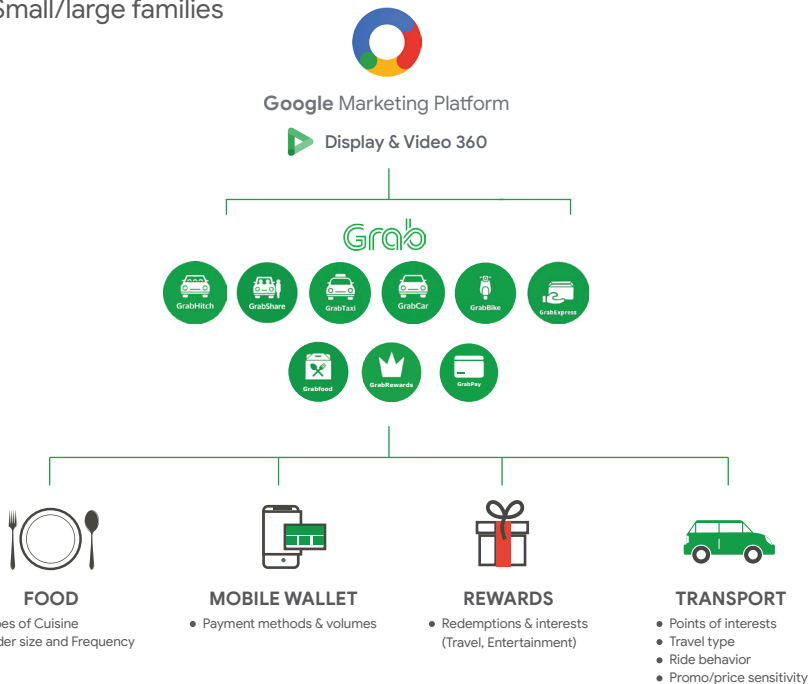
In addition to the five audience types suggested in the previous section, you can do a lot more with advanced audience solutions with Google Marketing Platform and Waze to further expand your campaign's reach.

Leverage audience signals from beyond the Google ecosystem with Google Marketing Platform

Marketers can tap into third party audiences from partners such as Grab to target even more niche audiences during the holy month.

Using DV360 allows you to leverage on data from Grab's ride-hailing, food delivery and payment services to target relevant Ramadan audiences such as:

- Mosque goers
- Halal food enthusiasts
- Small/large families





Reach Malaysians on the road with Waze



Waze's Destination Targeting capability gives brands the opportunity to reach Wazers in a very specific frame of mind by leveraging on their travel insights during the Ramadan period:

10%

increase in overall **restaurant navigations** throughout the day.

15%

increase of navigations during **Sahur**.

Marketers can deploy campaigns with contextually relevant offerings to the right target audience when they are currently on route such as:



Hungry Wazers

Navigations to Fast Food, Restaurants



Traveling Wazers

Airports, Transit Stations, Hotels



Shoppers

Malls, Departmental Stores, Home Goods



Finance

Banks, ATM, Finance, Insurance



Success stories

The desire for self-improvement during Ramadan transcends age, gender and income. That's why your targeting strategy needs to go beyond demographics and hone in on audiences' intent and affinities.

According to a global Google Brand Lift study, ads served based on intent alone sees a meaningful impact on consideration and purchase intent than when the same ads served by demographic.

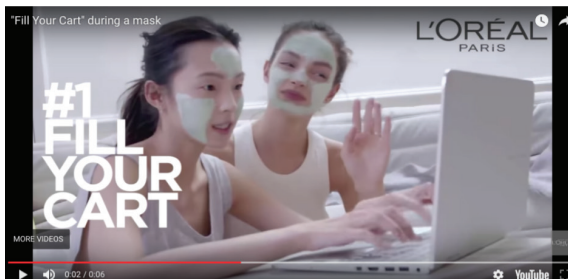
Malaysian advertisers have also seen positive results when using intent- based audiences.

+30%
Consideration
intent

+40%
Purchase
intent

L'Oreal Malaysia achieved +2000% product interest with bumpers and affinity targeting

Using Affinity targeting, L'Oreal Malaysia drove large uplifts in both brand and product metric utilising the Fashionista, Beauty, Health and Entertainment Affinities. Furthermore, incremental Search activity (brand and product interest) was achieved by adding a call to action to Search.



+2000%
product interest

+98%
ad recall

+180.9%
brand interest



A decorative header featuring a light gray background with a large, faint geometric star pattern. On the left side, there are several colorful hanging lanterns (fanoos) in red, blue, yellow, and green, along with a yellow crescent moon and small blue and red stars.

02

Capture Their Attention

Google

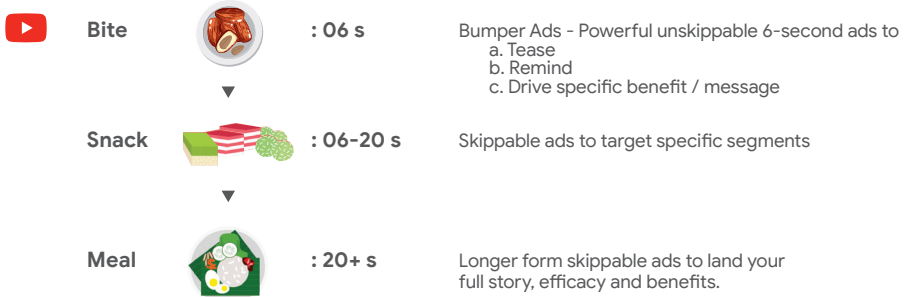


How do you retain your audience's attention in a digital world filled with noise? The key is in a winning combination of data-driven insights and creative storytelling.

Here are **three tips** to help get you exceptional results this Ramadan.

1) CREATE FOR DIGITAL

Cater for multiple attention spans



Capture attention in a native environment



Parallax ads are a unique display format that create the perception that different image layers of the ad have different depths.

Native ads are paid ads that blend seamlessly with the media format that it appears in

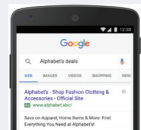
Promotion extension allows you to quickly and prominently show Raya promotions on Search



To see a parallax ad in action, scan QR code above for more.



Native ad



Promotion extension

2) MAKE YOUR STORY HEARD



Build For Mobile Screens

- Use close-ups of product and/or people
- Don't forget about sound: ads are more effective when they're seen and heard.



Front-load your story arc

- Establish your key message within the first 5 seconds
- Start the video on a strong tone



Optimize for objectives

AWARENESS - Brand early & often for increased recall

CONSIDERATION - Consider quick cuts to keep people watching longer

ACTION - Front load your offer - don't make viewers wait for a big reveal





3) PERSONALISE, PERSONALISE, PERSONALISE

Be helpful & relevant by tapping into seasonal intent

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 'buka puasa'

Buka Puasa With McD in 26 minutes

[Ad](#) mcdelivery.com.my/ramadhan

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

Countdown to Buka Puasa
with McDonalds McDelivery

Buka Puasa at Jalan Telawi

[Ad](#) nestle.com.my

Get The Best Food To Buka Puasa Here
Nestle Wishes You Ramadan Kareem!

Customize ads to the user's
physical location



Opportunity to Innovate

Customize across different audience segments

You can create personalised creatives which can be served to specific audience segments using formats such as automation, dynamic 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



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

In 2017, McDonald's Malaysia created a Ramadan 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 Ramadan offer.

Display

Dynamic banners were served, which included:

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



Video

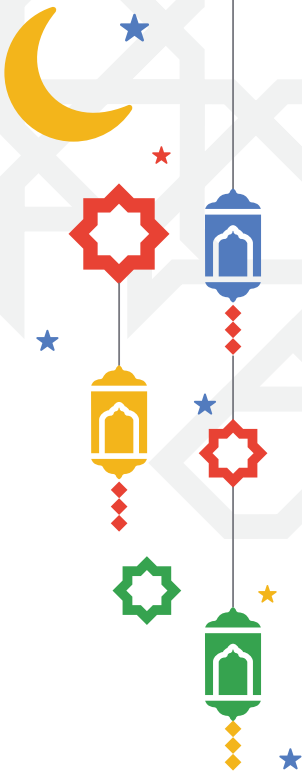
A series of bumpers and 30-second ads featuring the Nasi McD product were also run on YouTube throughout Ramadan



"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



03

Execute Effectively

Google

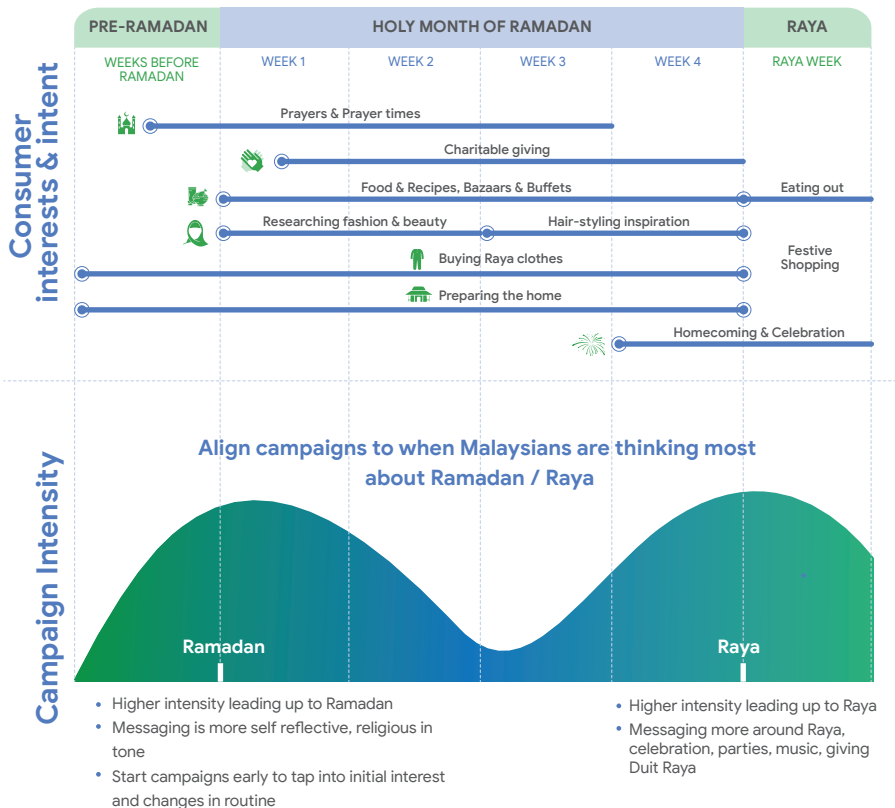


Drive Impact This Festive Season

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 Ramadan 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. Plan For Optimal Reach and Frequency

It's essential to keep your campaign's momentum up throughout the holy month in its pre and post-Ramadan phases. Armed with the right data and insights, continue to drive your message on the right platform at the right time.






To ensure maximum campaign coverage, plan for

- **40-50% census reach**
- **2-3 exposures per week**
- **Across 4-6 weeks**

3) Integrate Cross Platforms

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 shopping TrueView for action
	Seasonal searches, e.g. buka puasa, Raya recipe searches	Product and Category Searches	Branded Searches
	Zero Second Videos Carousel Ads	Discovery Ad campaigns	Automation Smart Campaigns Dynamic Ads
	Branded Pins Zero-Speed Takeovers	Branded Search Push Notifications	CTA message "Drive There" "Save for Later" or "Save Offer"
	Native Ads Parallax Flipbook Audio ads		Data-Driven Creative

Winning in Ramadan

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



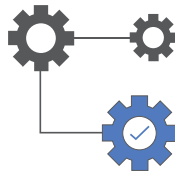
1. Find Your Audience

Identify and target audiences relevant to your brand



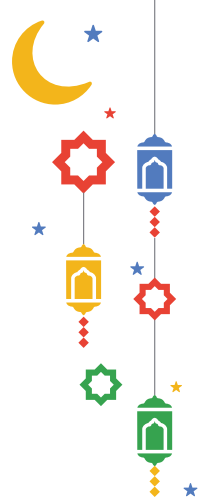
2. Capture Their Attention

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



3. 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