

Google

Winning Ramadan

with Digital 2020

Ramadan: The Season of More



Ramadan is a season where Indonesians not only focus on more self-reflection, but also spend more time getting together in celebration of their spirituality.

In 2019, according to Kantar, Indonesia experienced a 13% growth in sales, a higher uplift in FMCG consumption compared to past years.

Festive Uplift



Value Growth % Pre-Festive 2019 vs. Festive 2019

Pre-Festive Period: Average of 4 weekly data (in the last six-month period, from Nov 18 - Apr 19)

Festive Period: Average of 4 weekly data (May 2019 and Jun 2019)

Key drivers of growth:



Presidential election
(April 2019)



Longer school holiday



THR*

With Aprindo stating that this festive season drove approximately 30% of sales in retail across the entire year, Ramadan is the most important season for retailers.

How can brands best cut through the noise and drive business results during this festive period?

Source: Kantar Worldpanel FMCG, Aprindo

*Note: THR = Tunjangan Hari Raya, annual bonus or 13th month salary

How are consumers behaving during Ramadan?



A distinct shift in consumer behavior is seen across these 4 categories during this holy period. These changes pose important implications for marketers in the way they should communicate with consumers.

As Indonesians actively move into a **more spiritual** mindset, brands need to ensure that their values and messaging are aligned.

Lower energy levels during fasting makes **convenience** a priority for consumers. Focus your messaging on simplicity and efficiency.

Growth in searches during Ramadan

"Doa" **2.1x** "Zakat" **15x**
"Donasi" **2.2x**

Beauty "simple, mudah, tutorial" **1.5x** **Experience** "terdekat" **1.7x**
Cooking "simple, sederhana, praktis" **3x**

With more downtime, consumers are seeking **entertainment** online. Find seamless ways to integrate your brand through storytelling or interactive content.

Higher spending power drives **more purchase intent**. Make sure your brand and products are available and visible while utilizing channels that can drive action.

1.8x growth for searches on **internet packages**

3.2x growth in searches for "gaming vouchers"

408,559

Total volume of conversations about Ramadan-related* shopping

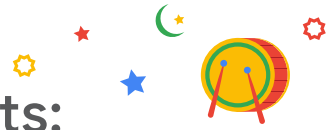
72%

Increase in conversation around "Belanja" during Ramadan period

Sources: Google Trends, 2019. Public Social Media conversations.

*Note: Ramadan-related conversations include keywords "Ramadan", "Lebaran", "Puasa", "Sahur", "Ngabuburit", "Bukber", "Zakat", "Belanja" and similar; from May - June 2019

Ramadan Creative Insights: 3Cs to Remember



How can you ensure that you are building campaigns that are relevant to Indonesians?

With the help of Google Creative Analysts and Machine Learning, Unskippable Labs conducted a meta analysis across

900+

Ramadan ads

- Year 2016 - 2018
- Multiple industries

Here are 3 critical elements needed for creating effective Ramadan campaigns:



1. Context

What **context** should my ad relate to during Ramadan?



2. Craft

What do I need to consider when **crafting** my video ad?



3. Campaign

How do I optimize reach through my **campaign**?

Q 1. Context



Showcase sincere Ramadan stories beyond themes and moments

Ramadan is a time when people are more spiritually-minded and more focused on a sense of community. Brands need to be mindful of the way they communicate their messages during this holy month and shift the focus away from purely commercial storytelling.

Findings:

What worked well?

Top 5 Ramadan themes across the most viewed organic content:



Example of creative that performed well

Authentic content that focused on togetherness, blessings, and compassion resonated well with consumers.

2. Craft



Optimize the production of your ad

Lower levels of energy when people are fasting, combined with people being busier than usual during Ramadan, means brands need to pay more attention to creative best practices to capture consumers' attention and form meaningful connections.

Visual

Successful storytelling during this season relies on weaving your message with the right context and incorporating visuals that stand out despite Indonesians' lower attention spans.

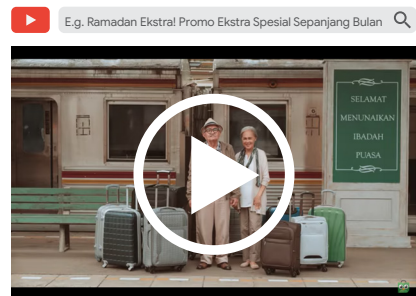
- Make use of **dominant colors** that people can easily associate with your brand
- Incorporate your **visual identity** into the ad, e.g. branding, logo, icon
- Feature **relatable characters** like families and friends over celebrities



Audio

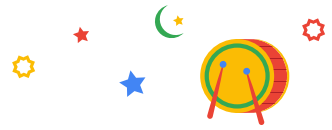
With a heightened sense of spirituality, consumers seek authenticity and are more receptive to ads that are personal and direct.

- Use **original Ramadan music**, not library or generic music
- Reinforce any written messages through **voice overs**
- Have characters **address your audience directly**





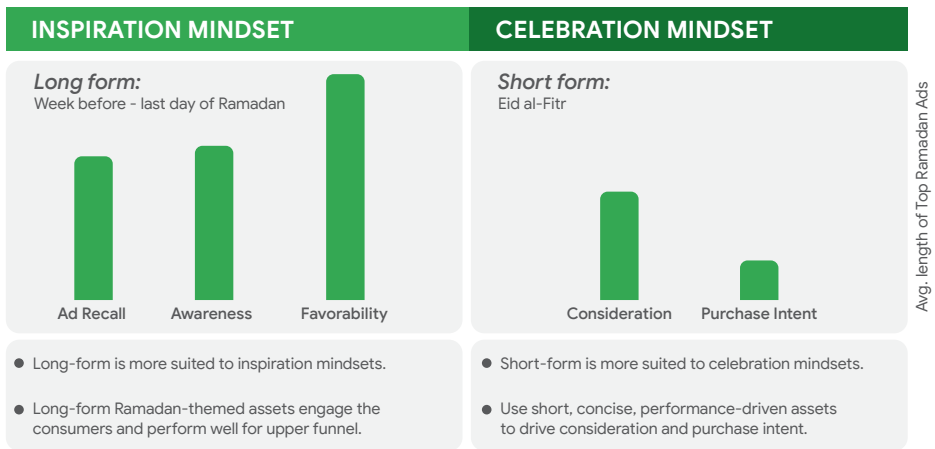
3. Campaign



Be there along the consumer journey

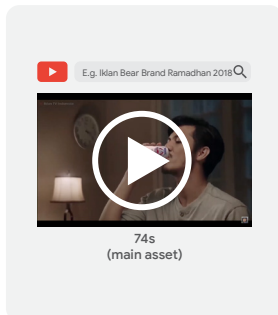
Consumers adopt two different mindsets during Ramadan: **inspiration and celebration**. By making use of different ad formats and lengths, brands can capture consumers as they move through these mindsets.

During the inspiration phase, consumers engage in self-reflection as they embrace the spirit of Ramadan, and ready themselves for festivities during the celebration phase.

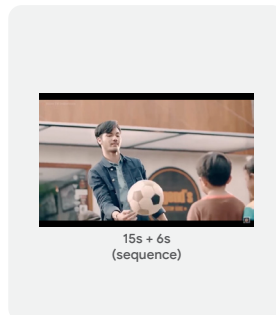


Drive one message through multiple creatives and ad sequencing

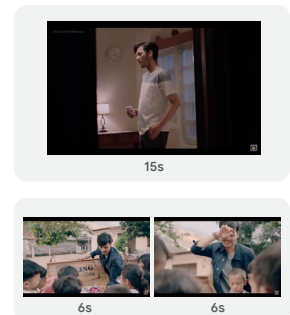
In 2019, Bear Brand rolled out one long-form asset during the Inspiration phase.



They then repurposed the long-form ad during the Celebration phase into multiple short-form ads.



Bear Brand then used sequencing to serve these different short-form ads to viewers who either viewed or skipped the video.





Plan for Success

Creatives can also be used to maximize reach when going to market, by incorporating the three actions below:

Cross Funnel Planning

Make use of **remarketing** to drive consumers who have already seen your message, to action

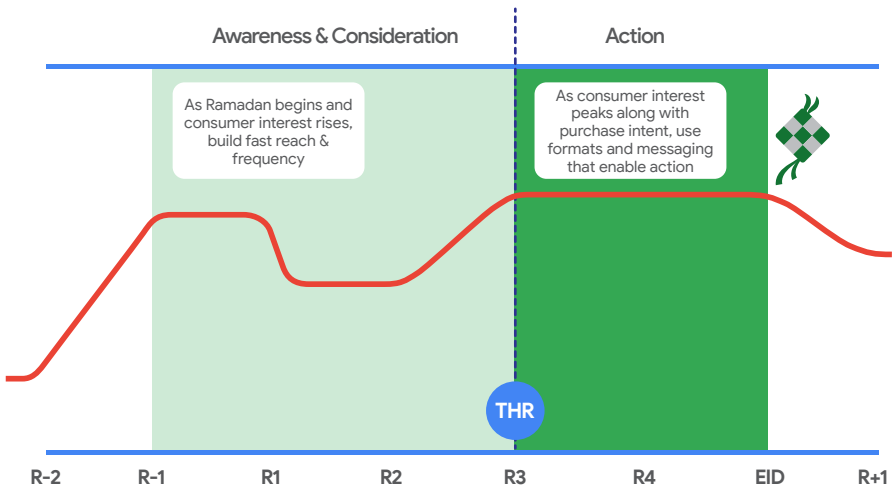
Cross Format Integration

Utilize different **ad formats** to drive different business objectives

Ramadan Content Coverage

Use **advanced audience targeting** to meet the most relevant consumers where they are

Proposed Media Plan








Optimize the full momentum of Ramadan with Google

How can we help you attain optimal reach and frequency during this noisy period?

Ensure that you are delivering your message through various formats across the consumer journey

What do you need to remember?

	Awareness	Consideration	Action
	Focus on most efficient format	Drive engagement	Focus on conversion
 Video	Mix Skippable 15s + 6s	Long-form + Sequencing	TrueView 4 Action: Leads Generation*, Site Visit, etc.
 Display	Native Ads	Discovery Ads*	Smart Display Campaign
 Search	Dynamic Search Ads & Promotion Extensions*	Smart Shopping	Remarketing List Search Ads

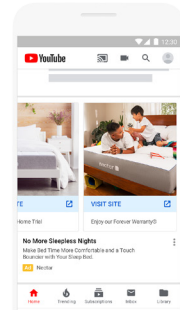
*Note: What's New from Google

What's New?



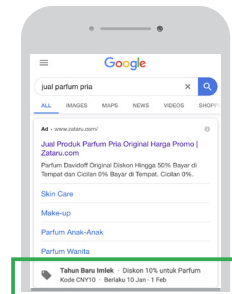
GDN Discovery Ads

As consumers search for inspiration, Discovery Ads are a great way to combine audience targeting features and visually engaging formats to better personalize your ads and inspire customer action. Whether it is while watching videos, searching online, or reading emails, Discovery Ads give you an opportunity to answer consumers' questions before they are asked.



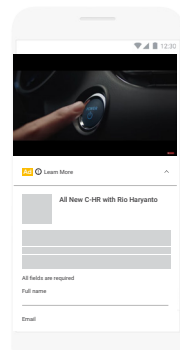
G Promotion Extensions

Thousands of consumers will be searching for products/services to meet their needs, at the best price. With promotion extensions, you can highlight your offers in a prominent format, without having to manually update every single ad. Using an 'Occasion' label around Ramadan will help make your promotion stand out.



YouTube Leads Generation

With YouTube Leads Generation, you can move consumers from browsing to taking actions. By including a call to action, you can encourage them to explore your product/service, share their contact information, or take up an offer through coupons.





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