



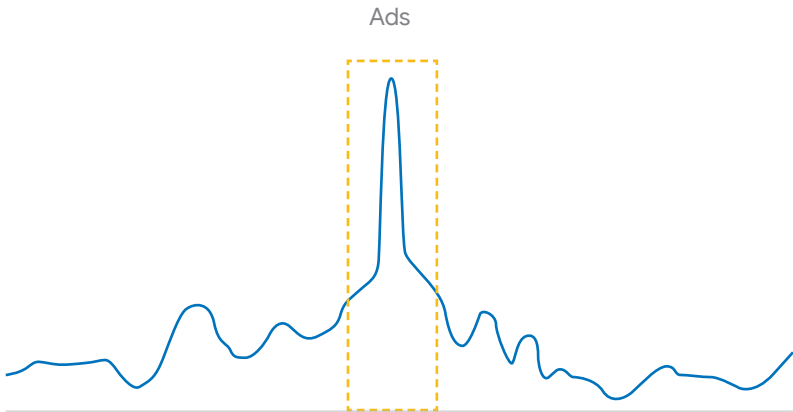
Think with **Google** MENA

Ramadan 2020 Creative Playbook

The 5 sources to inspire great
creative content



Did you know that Ramadan is the one time of year when people actively look forward to ads? On YouTube, searches for “ads” spike during the holy month.



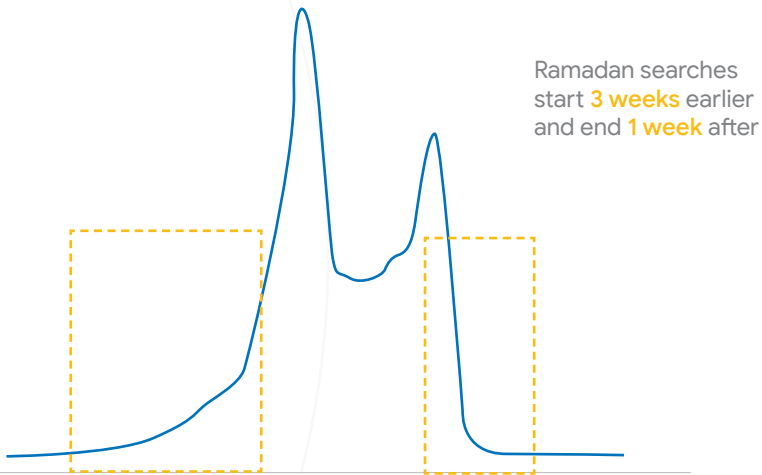
This insightful Ramadan Creative Playbook delves into **five sources** to ensure your ads are worthy of consumers’ attention and engagement.





1 Learn from users

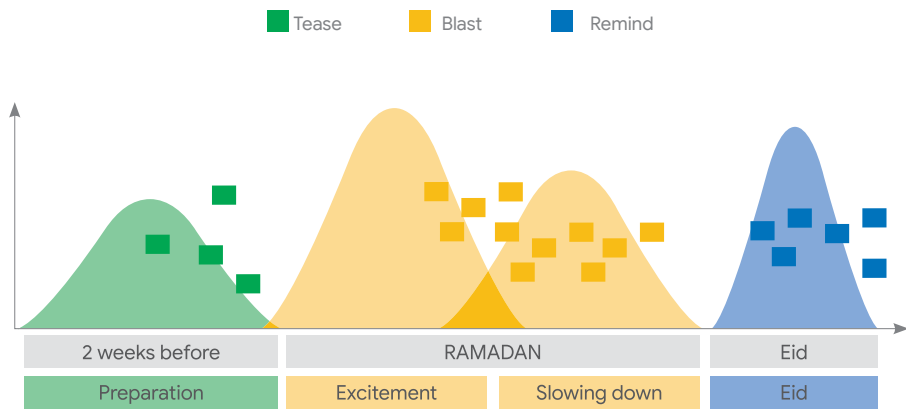
Consumer insights should play a big part in how you develop your content. Let's start with a general trend that we've already explored: It seems that people can't wait to get into the spirit, with Ramadan searches **starting three weeks earlier and ending a week after**.



Most advertisers in MENA focus on teasing only one week prior to Ramadan, but ideally brands need **to start building anticipation as soon as interest for Ramadan starts and only stop when it ends**.

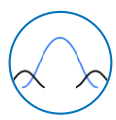
How can we change our approach?





Move viewers along a planned sequence of content, giving users a more relevant and timely ad experience.

You can use different sequencing frameworks, for instance:



Tease, Amplify, Echo

Tease your audience with short ads, amplify with long-form ads, and echo them to spur people to take action.



The Mini Series

Break your story into thematic chapters, told over time.

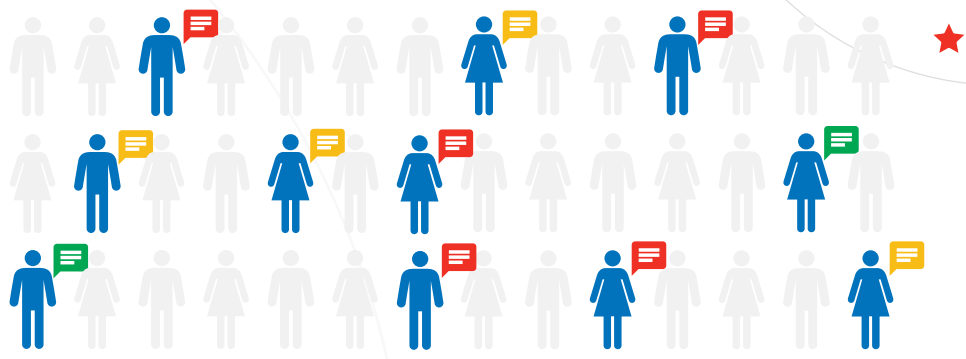


The Direct Shot

Use short-form video to highlight specific uses or features of your product or brand.



As well as sequencing your campaign according to each phase of Ramadan, aim to **customize your content according to different audiences.**



One way to do this is to move away from demographic profiling to a focus on audience interests.

Why focus on audiences?

Because **74%** get frustrated when ads appear that have nothing to do with their interests¹

And they give **x3** more attention to ads that are relevant to them compared to those that are generic.²



¹ cmo.com, February 2015
² Google/IPSOS, Video Mobile Diary, US, 2017



Customizing doesn't have to be complex. For example, producing three ads for three different audiences won't necessarily triple your production budget.

Experiment with customization for audiences.

TAILOR CREATIVE

- COPY
- MUSIC
- VOICEOVER
- CROPPING
- IMAGES
- STORY ARC
- ETC.

2 Learn from others

We analysed Lantern Award winners from the past four years to discover common features of the region's most engaging and creative Ramadan and Eid el Fitr YouTube campaigns. Among these best-in-class examples, **five elements** consistently increased engagement.



Comedy

People were **12.5%** more likely to watch till the end if an ad was funny



Proximity

When an ad featured local content, organic views were **75%** higher than ads with regional content.



Length

Long-form content (including ads of more than two minutes and web series with episodes ranging from nine to 26 minutes) gained five times more organic views than shorter ads.



Celebrity

Ramadan ads with famous faces gained six times more organic views, twice as many shares, and **16 times** more subscriptions on average than those without.



Song and dance

Organic views increased by **45%** when content included singing and dancing.



As the heart and soul of YouTube, **YouTube creators** are another important body of expertise when it comes to what content works best.

To achieve high levels of engagement, these content creators:



• Listen to their audience and create videos people want to watch



• Provide tips and tricks in a friendly, approachable tone



• Inform their audience about new content ahead of time



• Incorporate brands in a seamless way
Post regularly

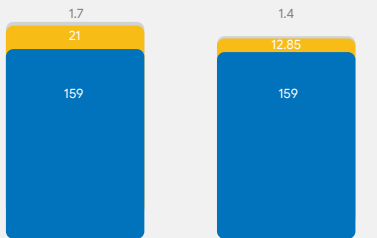
During Ramadan, **YouTube Creators not only post regularly but also often – they upload more and see higher viewership during the time period, too.** Take a page out of their successful playbooks to attract attention in Ramadan.

Trends Uploads by Creator Type (in Thousands)

Trends Views by Creator Type (in Billion)

+6%

+22%



• Creator • Media • Brand





3 Learn from your own brand

As a brand, today you can access data – your own data – to fuel better creatives. While video creative analytics can show audience retention patterns and reveal key brand moments in your content, running video experiments before launch offer a real-time creative testing canvas.

Benefits to testing with YouTube:



Real AD Environment

The user encounters the test where the ad is typically shown, allowing for a frictionless user experience.



Representative

Youtube's scale allows for a representative and authentic audience and sample size.



Methodologically Sound

Be confident creative results are attributable to a single creative.



Built in Measurement

Brand Lift lets you measure lift in key brand metrics, at no added cost.



Quick

Results are immediate and available as soon as the test is complete (3-10 days).



Cost Effective

Results are free of charge. The only cost is campaign dollars which translates into working media for your client.



4 Learn from the winner

Maybelline New York is the most recent winner of the Lantern Award for the best Ramadan ad on YouTube. The brand's local [web series](#) MWB is a great case study for engaging holiday content. By developing content with YouTube creators especially for the platform and keeping Ramadan at the center, their 2019 campaign reached **300%** growth across all engagement metrics.

What did **Maybelline NY** do differently this Ramadan?

Co-created with a YouTube creator?

Stayed true to the YouTube platform

Ramadan at the heart of it all



“We didn’t push our agenda”

reveals Senior Brand Manager Nour Chamoun of their winning approach.



“We listened to what the consumer wanted and served exactly that, creating content that was native to the platform based on top search themes and topics during Ramadan.”

For example, after spotting comedy as a massive opportunity, **the team introduced pranks within episodes to keep consumers engaged.**



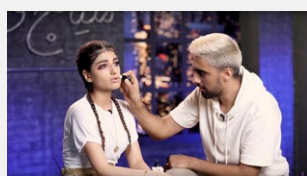
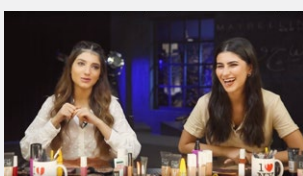
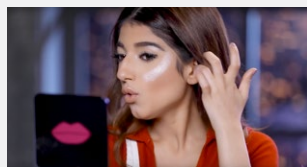
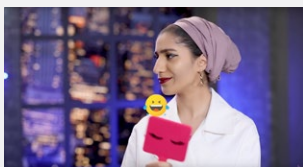
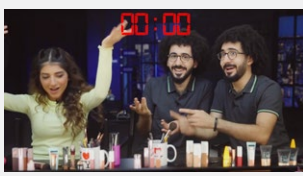
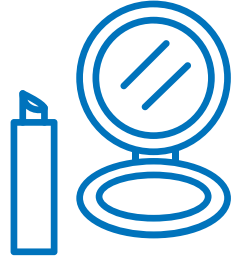
“Throughout the series, we kept Ramadan at the heart of it all, from the set’s look and feel to the wardrobe to the actual discussions.”

Chamoun says





“We also adapted to the seasonality within Ramadan. At the beginning of Ramadan, we started our episodes with no-makeup tutorials about how to stay hydrated and care for your skin. We then gradually moved into full-on make-up looks, and ended with getting ready for Eid.”





5 Learn how to do it faster


Most brands have more creative capabilities than they realize. Retail brands are often awash in assets – from product shots to screen shots, print ads to social media posts. Even with no video and no creative budget at all, you can still produce effective YouTube ads.



No video? No Problem!

Once you have some video, Bumper Machine can turn one video into a flock of hard-working bumper ads. This tool lives right inside Google Ads and **uses machine learning** to edit one video into a whole **suite of six-second bumpers**. After you've converted a longer video into bumpers, you can make the most of Google's audience targeting to reach people according to their interests.





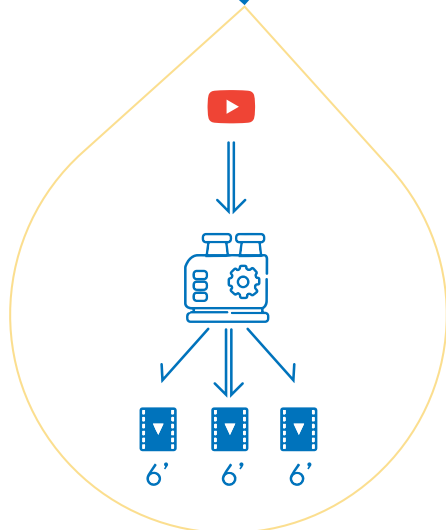
Make your existing video work harder

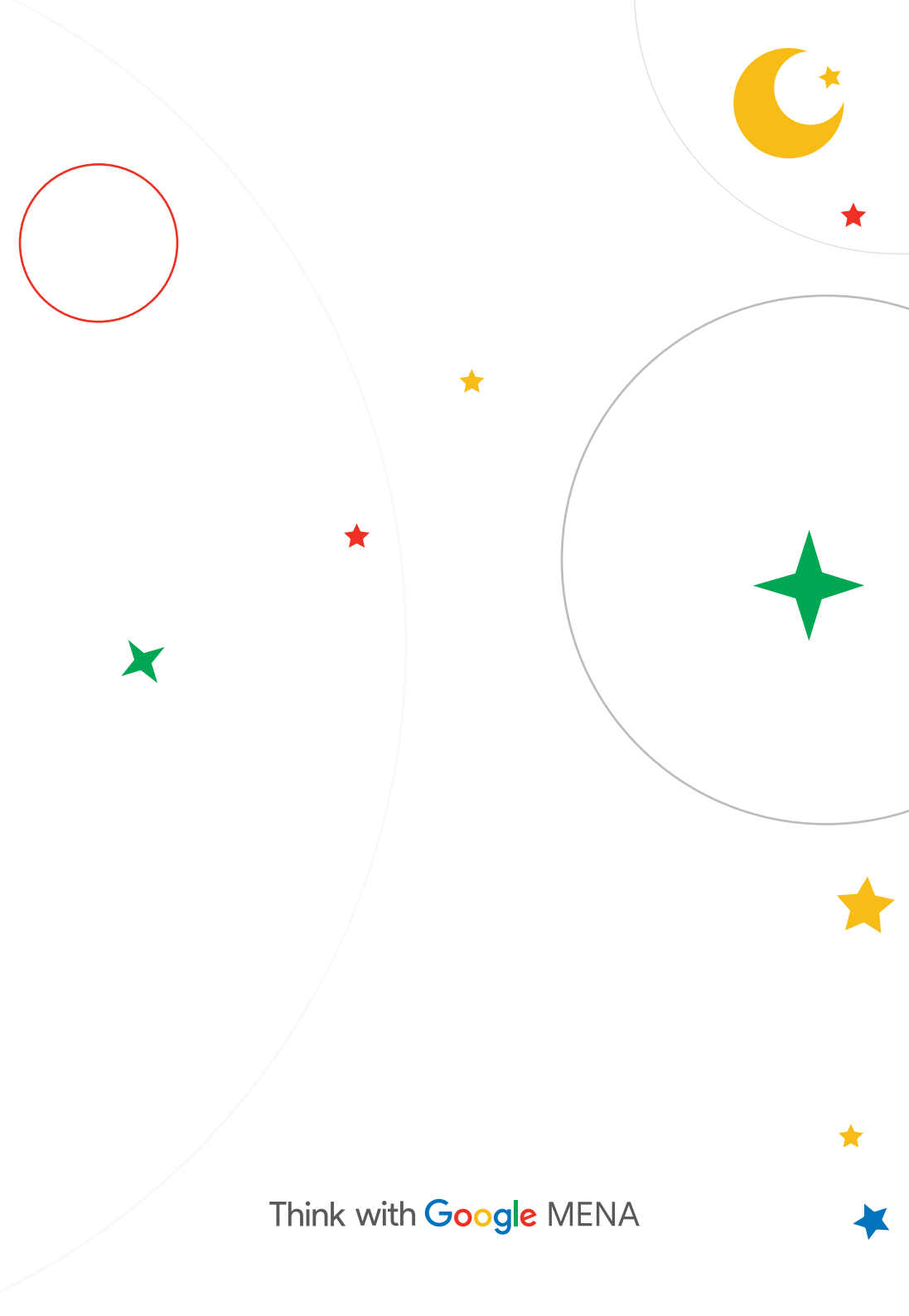
by cutting it into bumpers

With great content tailored to the platform and the season, the next challenge is to be sure that your ads appear when and where they need to. Stay tuned as we next turn our attention to media planning in our Ramadan series to help you get prepped for the holy month.

Bumper Machine

uses Machine Learning to edit one video into a flock of 6-second ads.





Think with **Google** MENA

