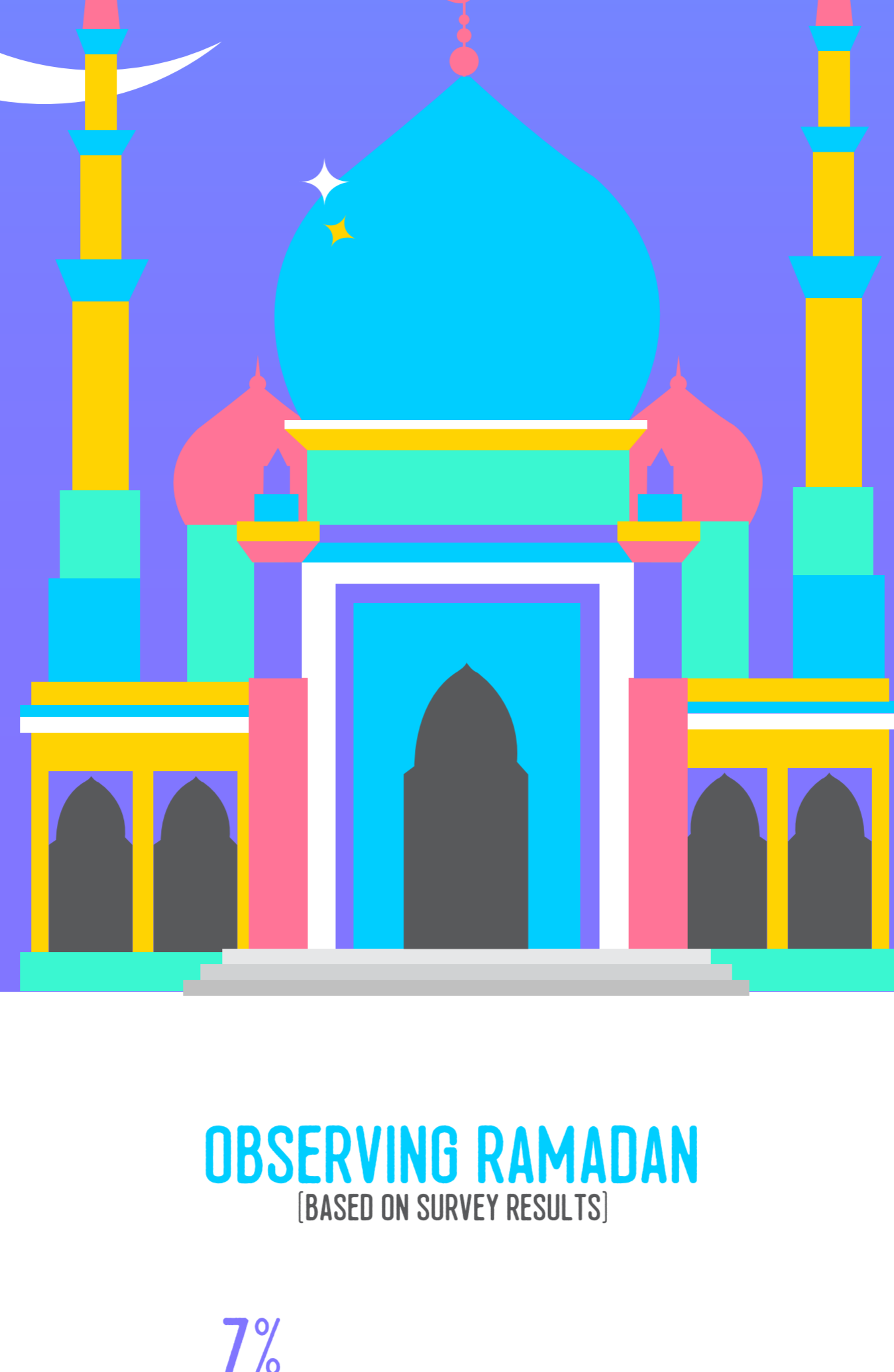


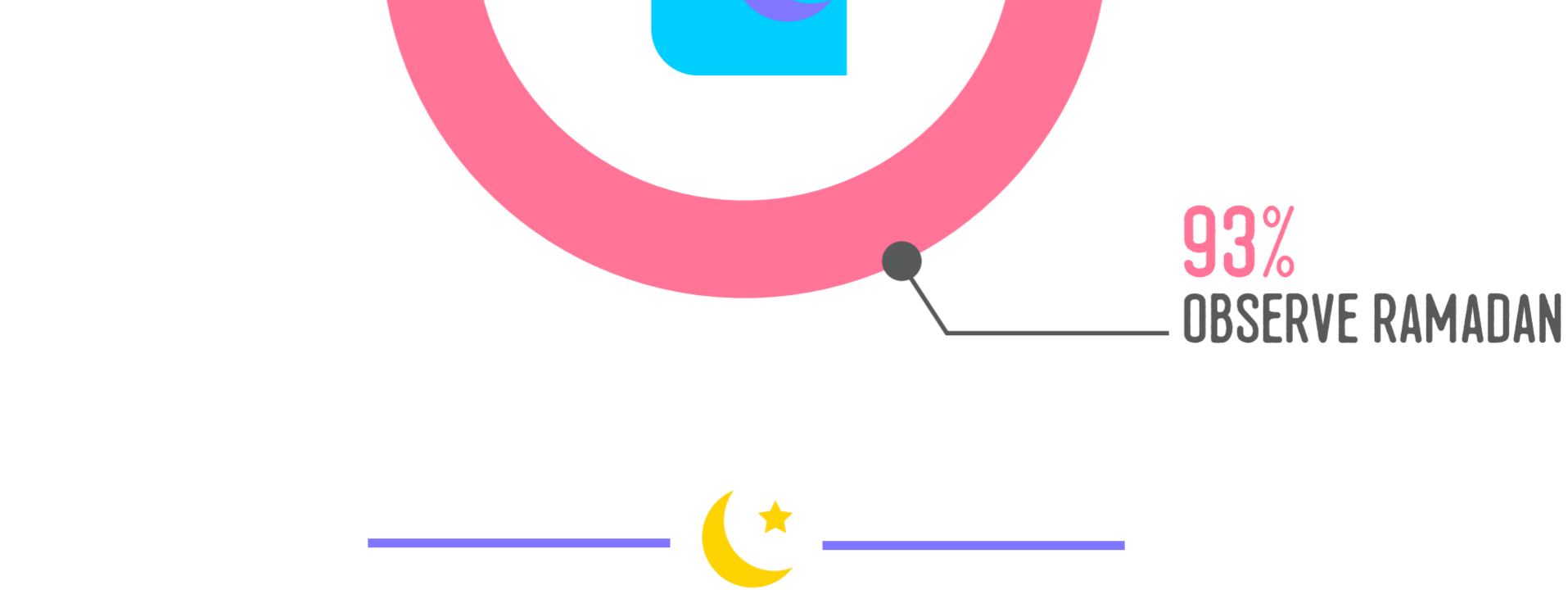
GETTING READY FOR RAMADAN

RESEARCH FOR MEDIA PLANNERS AND OWNERS IN MENA

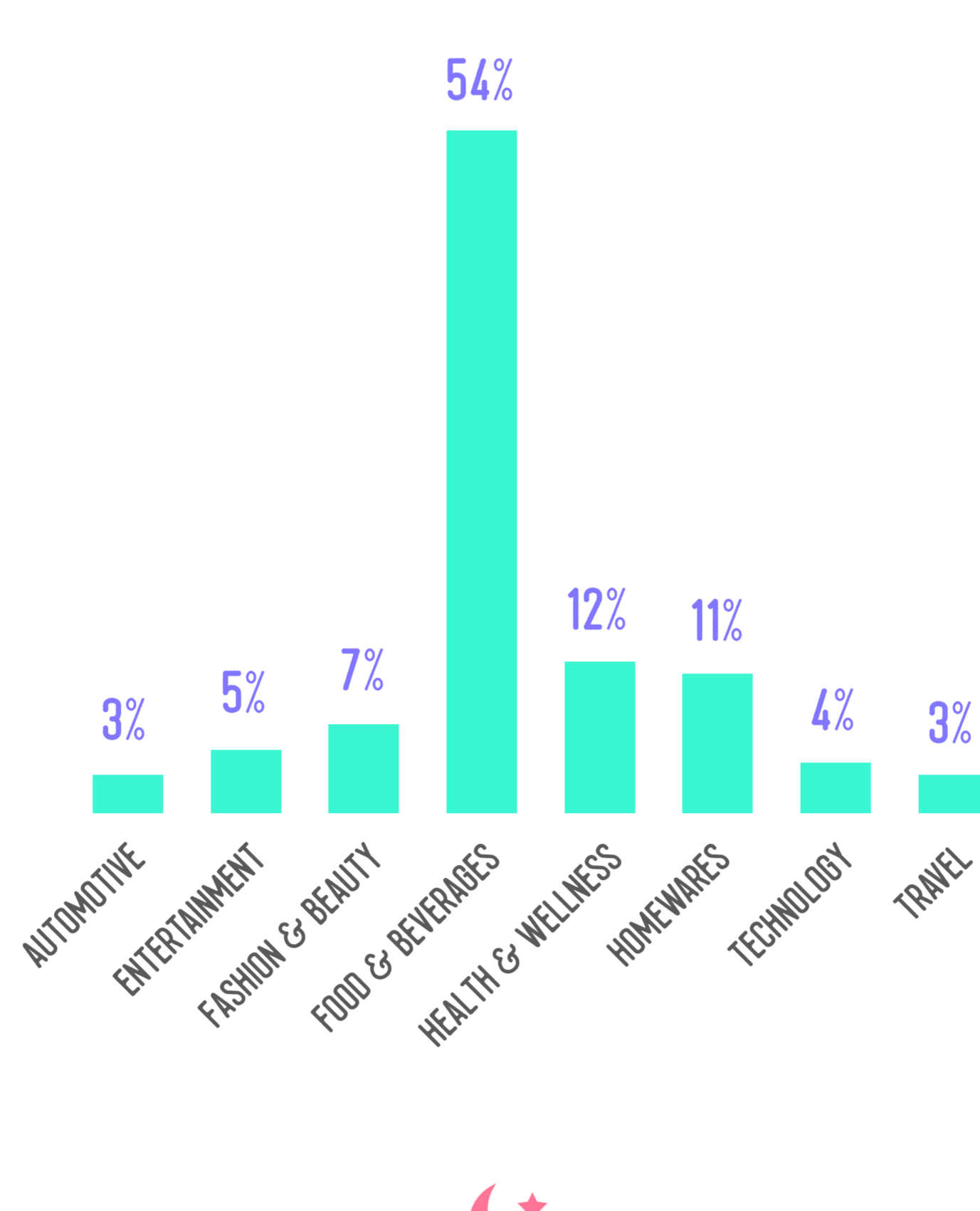


OBSERVING RAMADAN

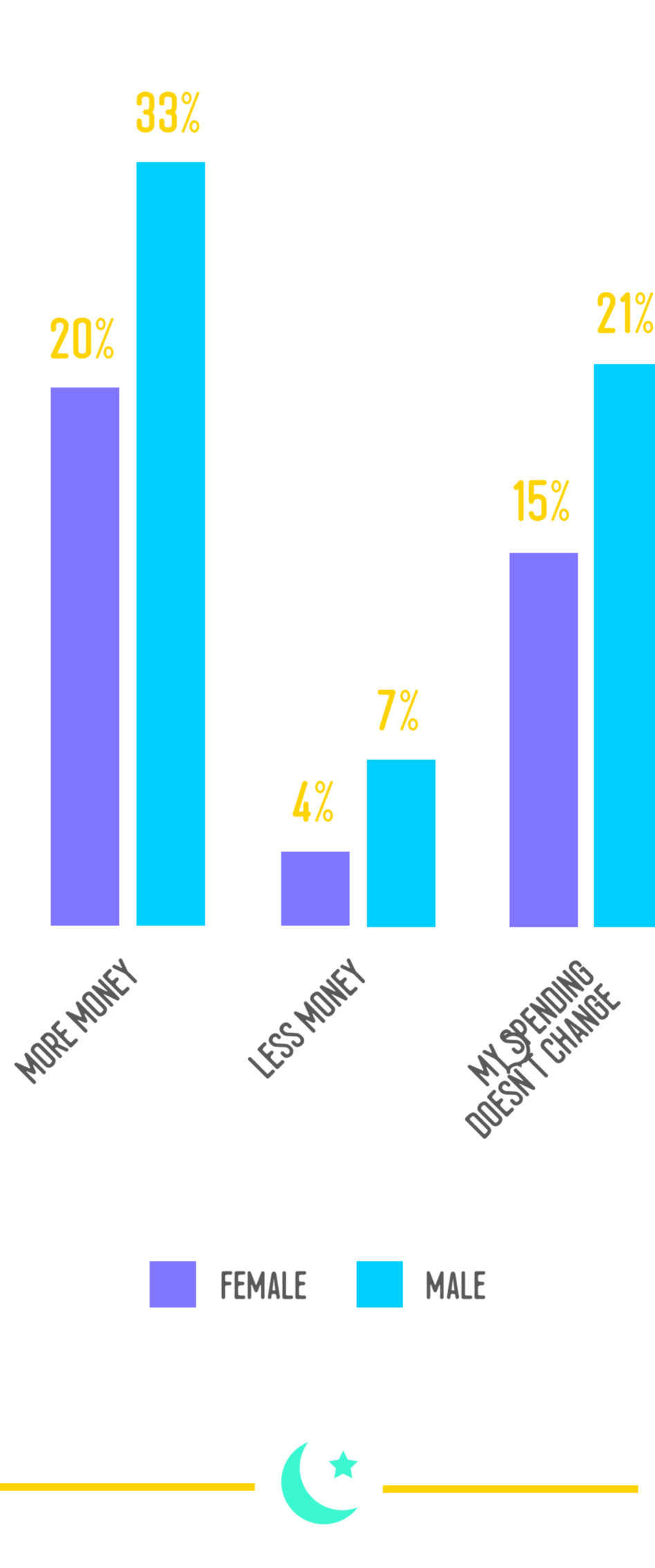
(BASED ON SURVEY RESULTS)



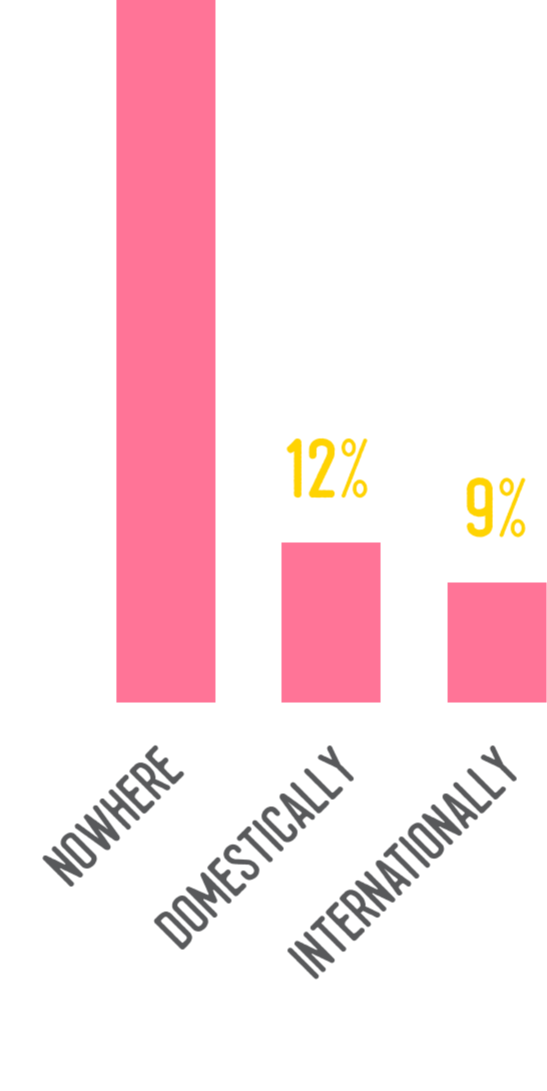
DURING RAMADAN, I SPEND MORE ON...



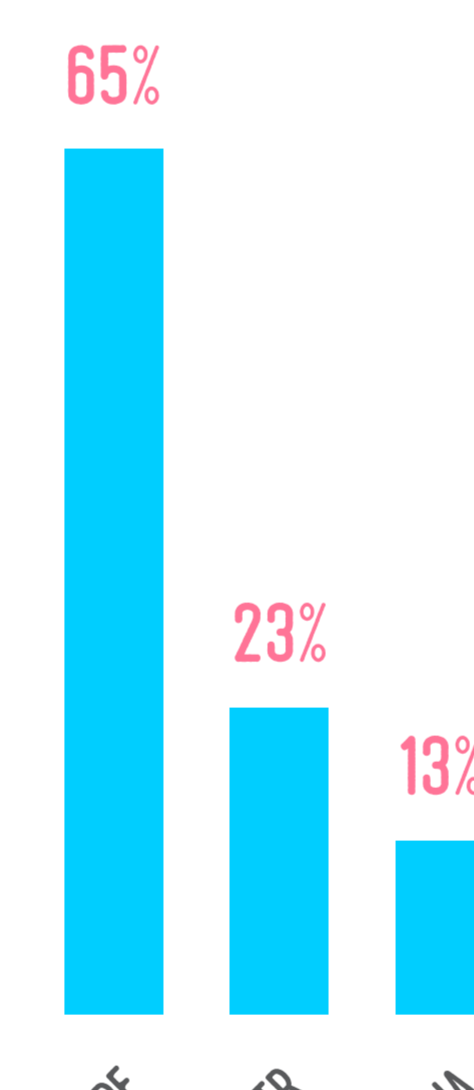
DURING RAMADAN, I TEND TO SPEND...



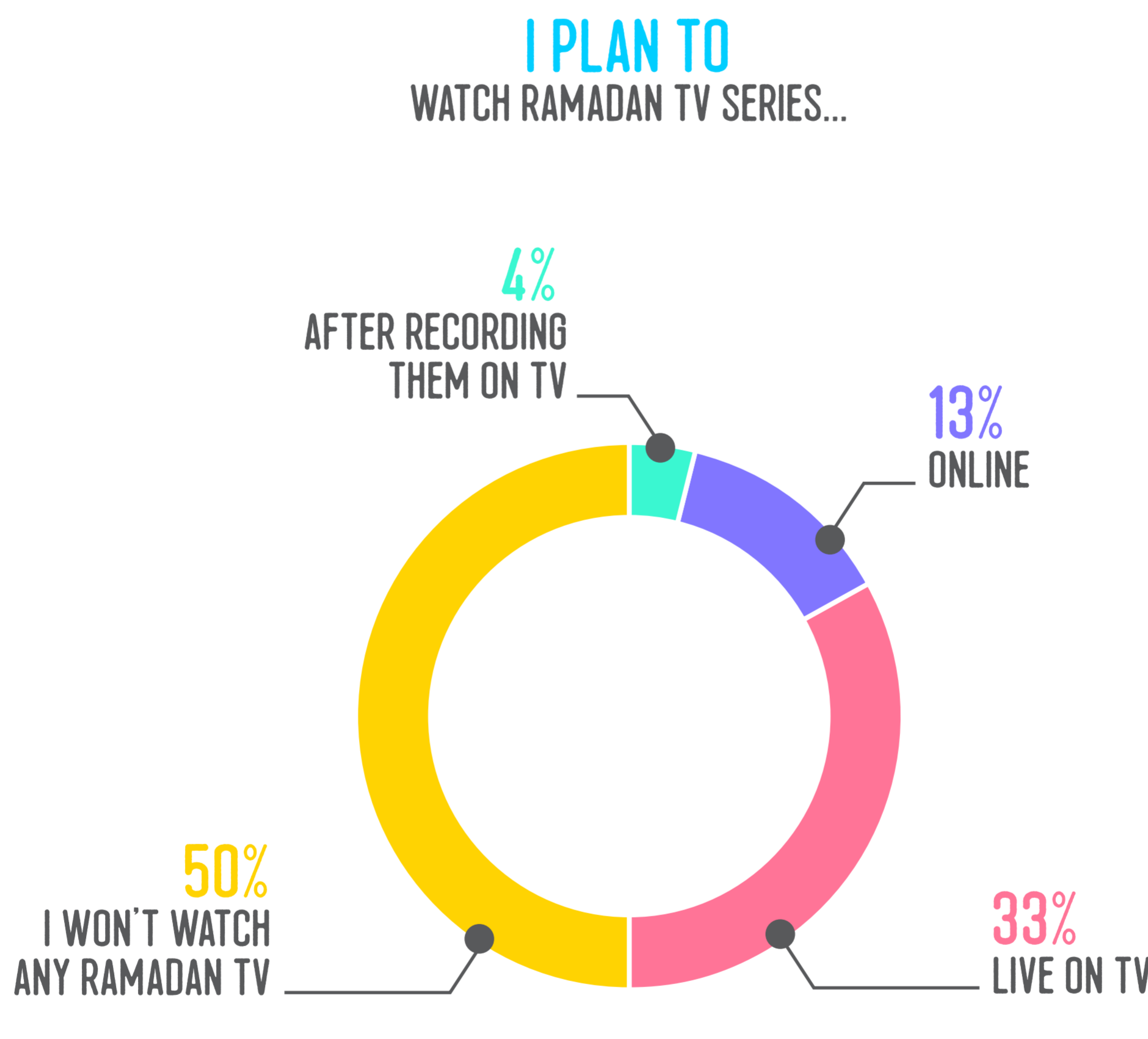
DURING RAMADAN, I'LL BE TRAVELLING...



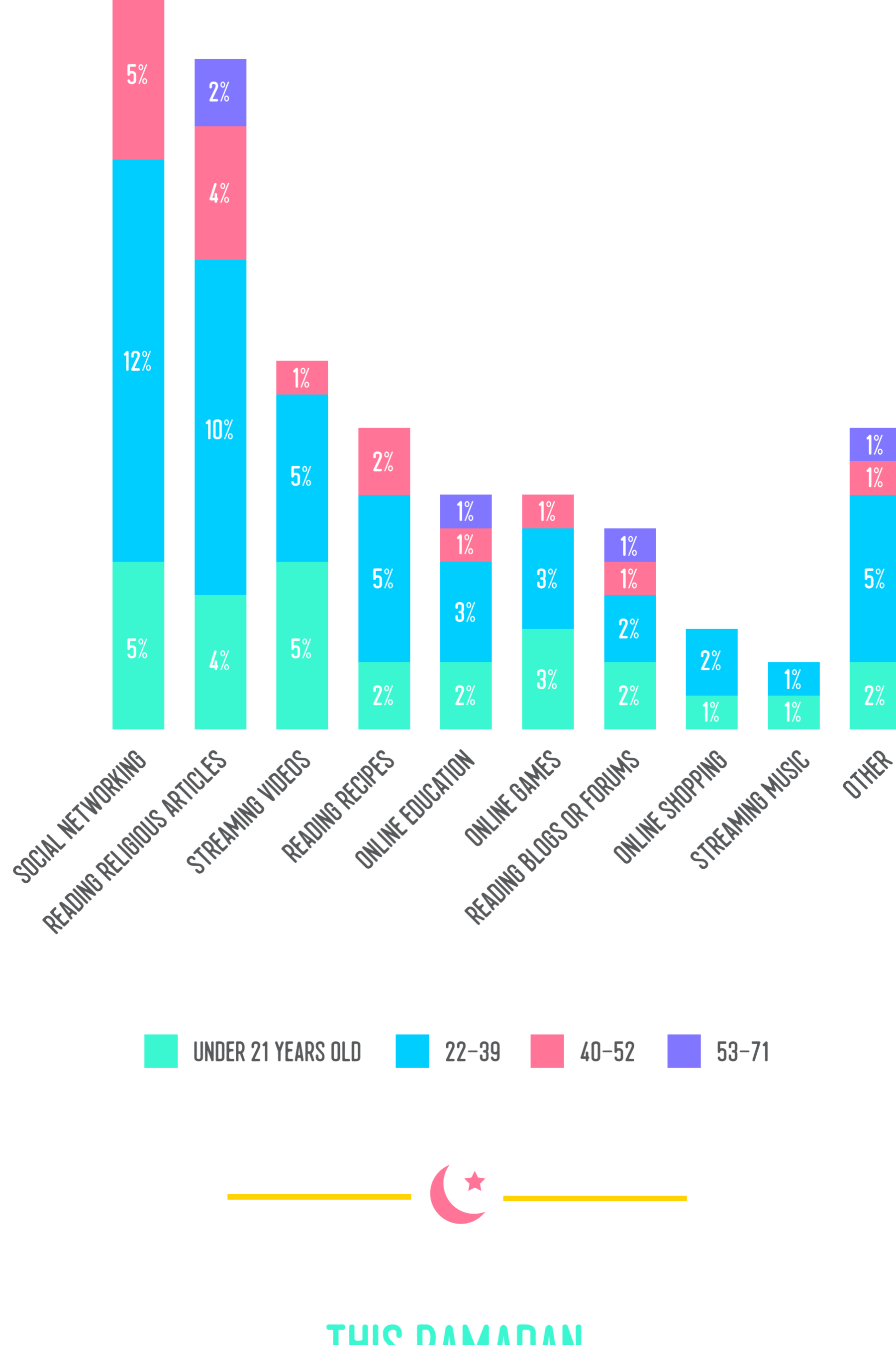
DURING EID, I'LL BE TRAVELLING...



I PLAN TO WATCH RAMADAN TV SERIES...



THIS RAMADAN, I'LL BE INCREASING MY ONLINE ACTIVITY FOR...



THIS RAMADAN, I'LL BE USING THESE ONLINE PLATFORMS MORE OFTEN

