

Hunter's Top 5 Tips for a Successful Ramadan Campaign

53%

Average increase in customer spend during Ramadan

60%

Watch longer video formats during Ramadan year on year

200%

Increase in Facebook usage between 2am and 5am during Ramadan

Top purchases

71% Food & groceries

47% Clothes

1 HAVE RELEVANT CREATIVES AND INCORPORATE RAMADAN'S LOOK AND FEEL

Make sure your videos and static creatives incorporate the **theme of Ramadan** and showcase imagery such as **creascent**s and **lanterns**. While you embrace this holy season, be careful, however, as **flagrant advertising** may be seen as **exploitative**.



2 PLAN FOR YOUR VERTICAL

Restaurants should be active throughout the month to invite devotees for Iftar and Suhoor. **Travel** and **e-commerce** sites should focus their efforts on first and last parts of the Ramadan, respectively.

3 USE SPECIALIZED MESSAGING TO LEVERAGE DIFFERENT PHASES OF RAMADAN

Consider what messaging will compliment **pre-and-post Iftar ads**, pre-and-post Suhoor ads as well as the weeks before Ramadan, the first 3 weeks of Ramadan and the final week of Ramadan when there is a **22% increase** in the search for gifts.

BEFORE-IFTAR

AFTER-IFTAR

RAMADAN TIMELINE:

TRAVEL & AIRLINES

E-COMMERCE

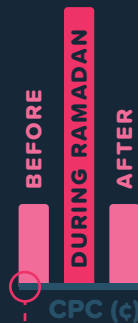
EID-AL-FITR

RESTAURANTS

DAYS →

4 BE PREPARED FOR FIERCE BRAND COMPETITION

Utilize the **latest marketing insights** to keep a leg up on competing brands just as eager to be seen. Remember to always be **well prepared to adapt** your efforts during your campaigns.



5 PLAN FOR EID-AL-FITR

As Ramadan comes to an end, users' **shopping intent will increase** because of Eid-al-Fitr, a time where many share gifts with their loved ones. Get ready for this surge in spending by implementing a **strategy in your creatives and budget planning**.

At the end of the day, as with any special event or season, the most important thing to do is to **have a game plan for changes** in behavior and **be willing to adapt** as necessary. This is the only way to have **rockstar results every time**.

ROIHUNTER