



Ramadan 2020 Data Trends **FOR MARKETERS**




There are 240 million Muslims in Southeast Asia and 600 million Muslims in South Asia representing a \$2.2 trillion dollar market that brands would be foolish to ignore.

With Ramadan just around the corner, brands are racing to stand out during the busiest ad season of the year.

During this time, brands often make the mistake of creating a single message that they simply flip from subdued to celebratory between Ramadan and the Eid al-Fitr festive periods. Brands ignore that Ramadan can be a journey full of changes in behaviour, emotions and needs; and in doing so, fail to connect with their target audience.

Timing and location matters. With XACT, our proprietary data management platform, we've uncovered 7 data trends. Marketers in Indonesia, Malaysia, and Bangladesh should consider to optimise a dynamic marketing strategy grounded in data.



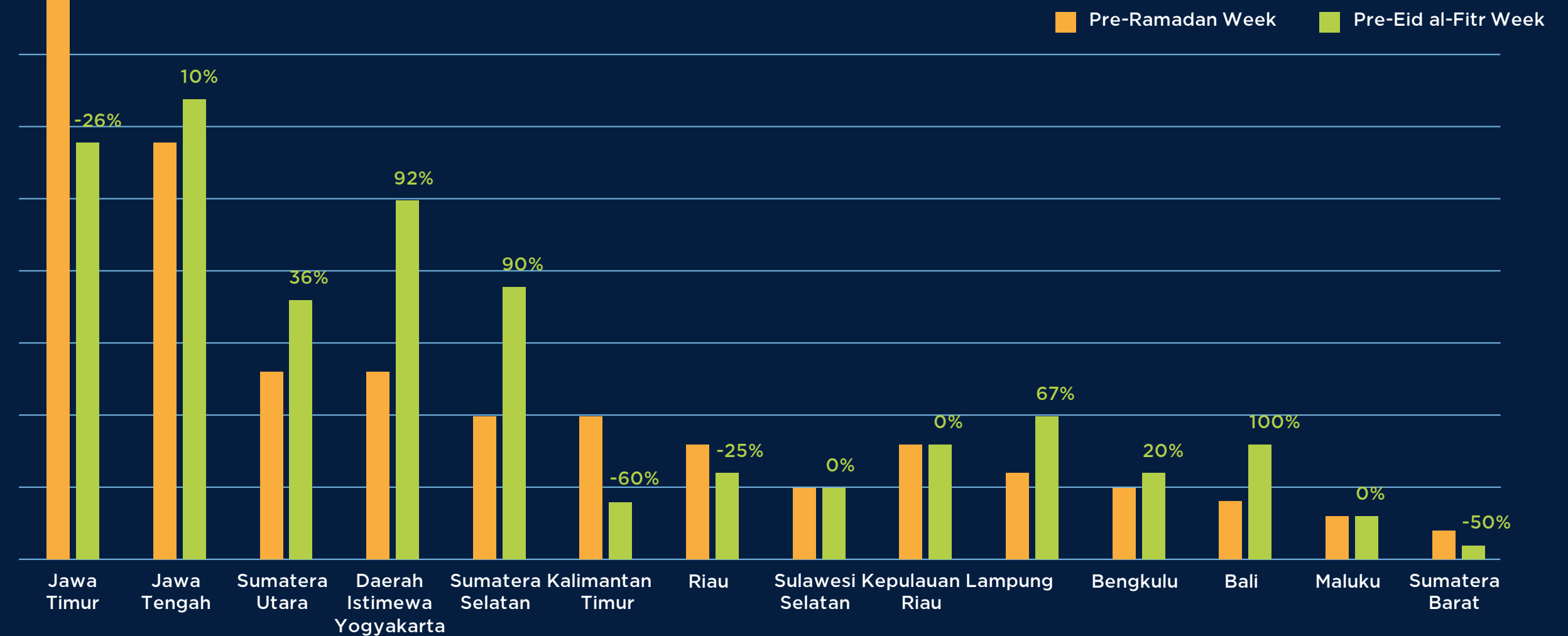
1

Travel to hometowns is common - but travel patterns may differ by country

Indonesia

It is common tradition for Muslims to travel back to their hometowns to celebrate Eid al-Fitr with family. Naturally, businesses assume that most people would travel back close to the festive period. Our data revealed, however, that in Jawa Timur, Kalimantan Timur, Riau, and Sumatera Barat, most people would travel the month before.

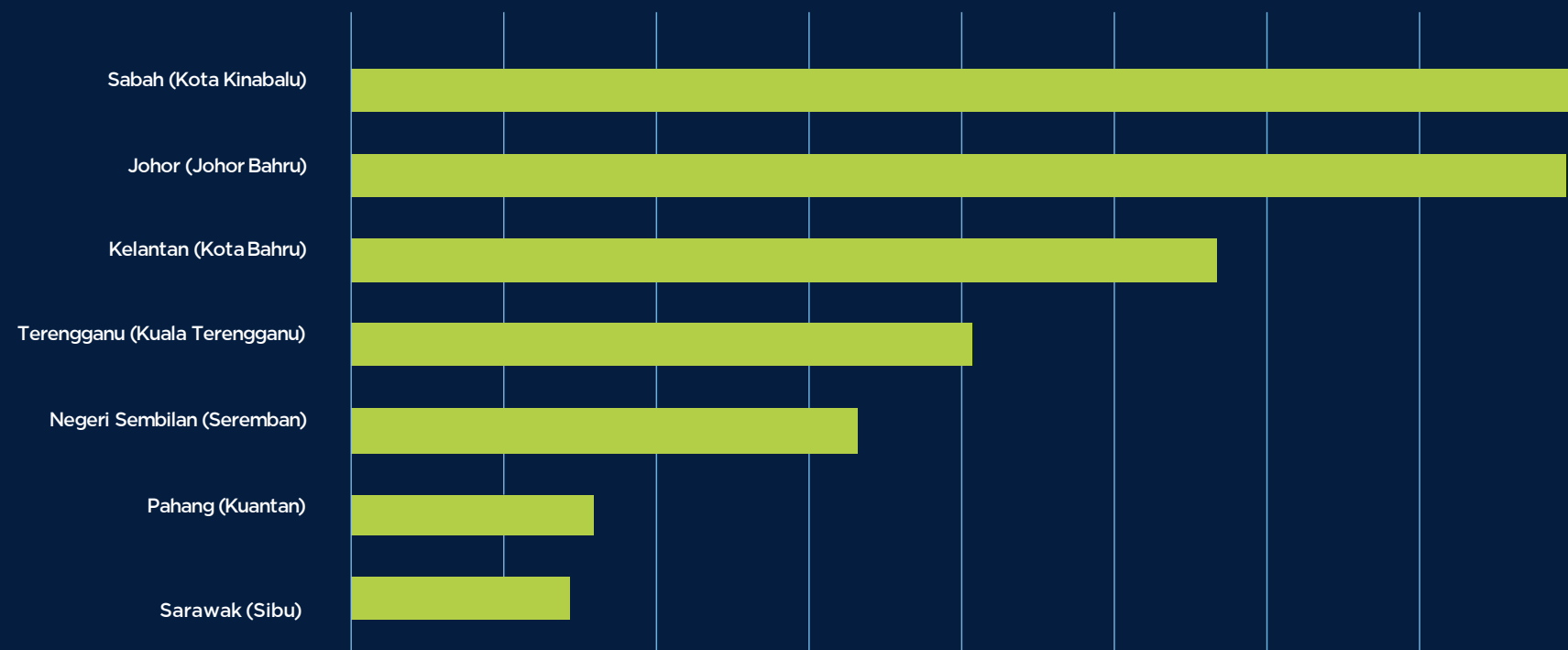
Top Travel Destinations During the Season in Indonesia



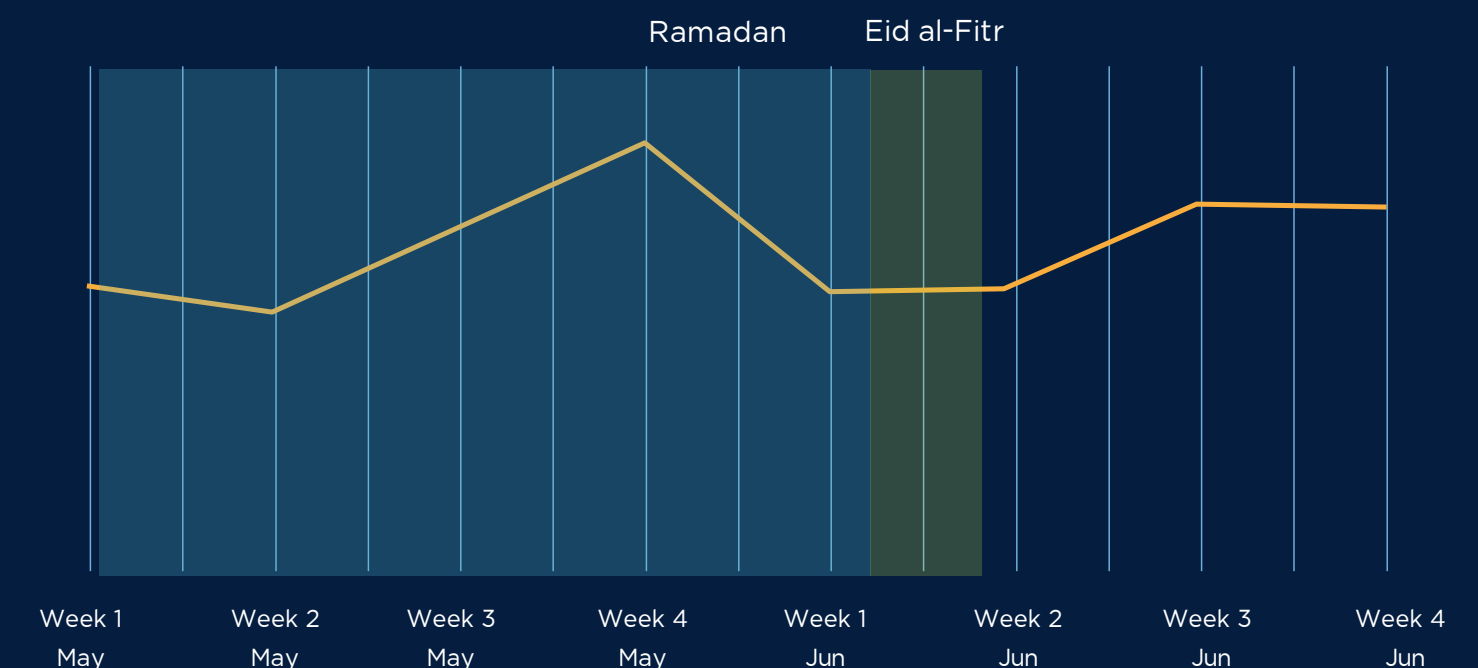
Malaysia

There are two spikes in travel. The first occurs a week before the festive period, and the second occurs on the third week of Eid al-Fitr. Surprisingly, more people travel to Kota Kinabalu (in East Malaysia) over Johor Bahru or east coast cities (in Peninsular Malaysia, which is home to a larger number of Muslims).

Top Travel Destinations During the Season
Malaysia, by City



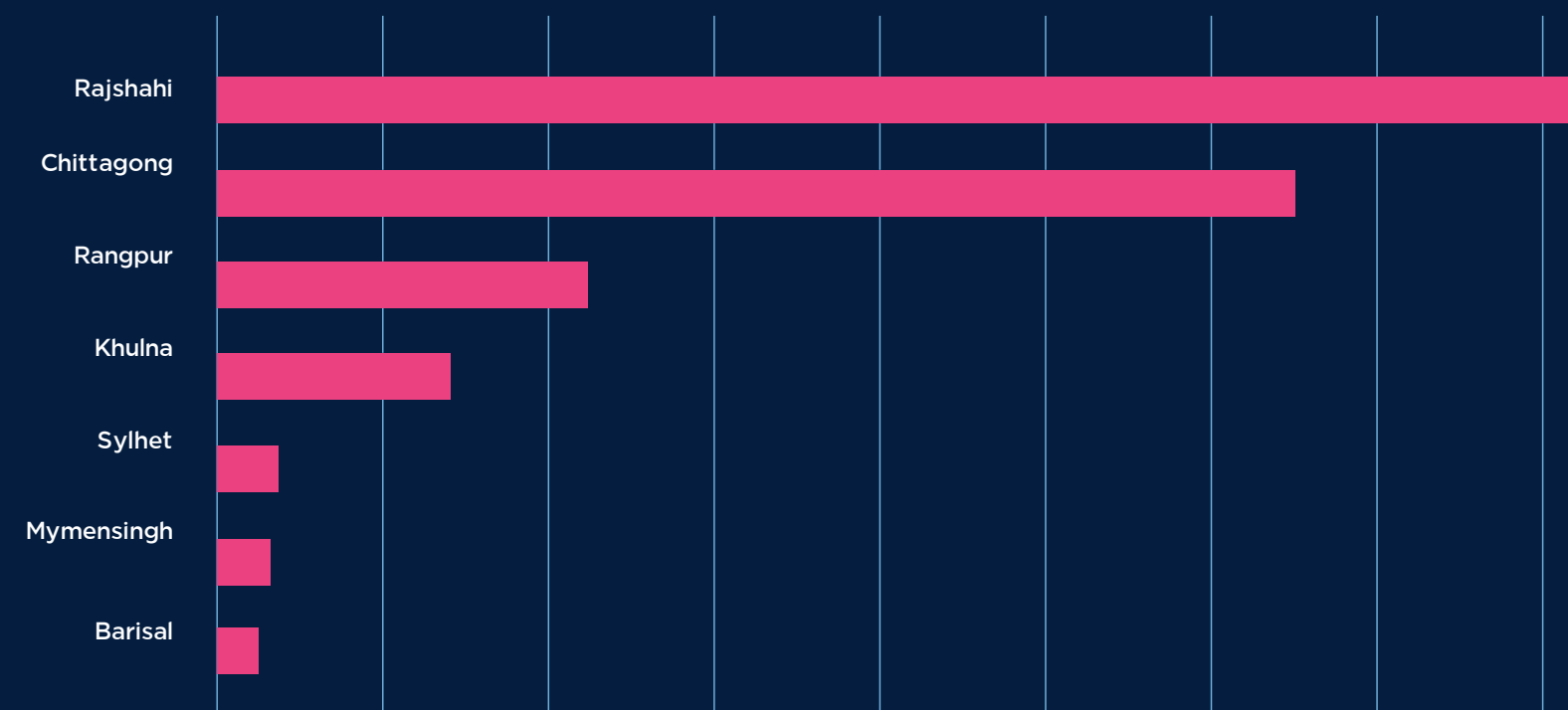
Travel Patterns During the Season
Malaysia, by Week



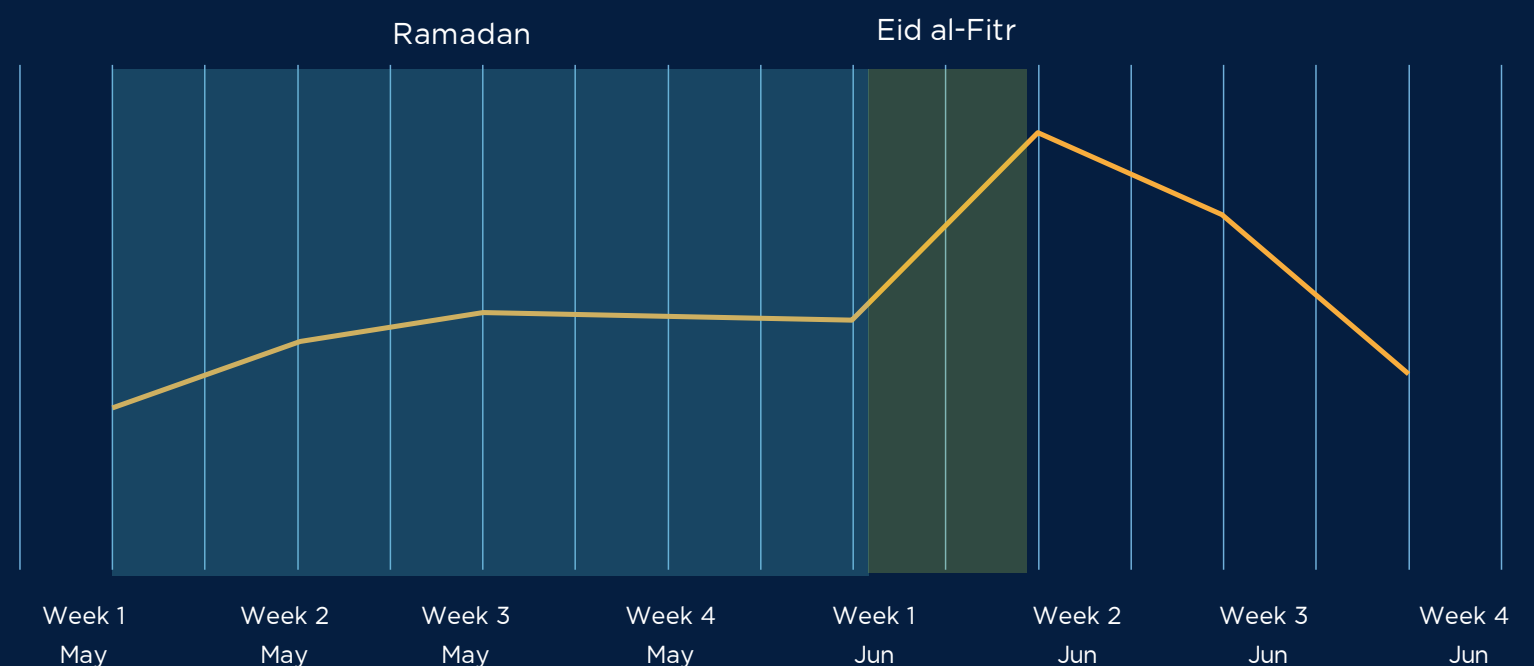
Bangladesh

Travel out of the city centre only peaks after the second week of the festive period.

Destinations States of Dhaka Travellers
by State



Domestic Travel Patterns: Out of Dhaka
by Week





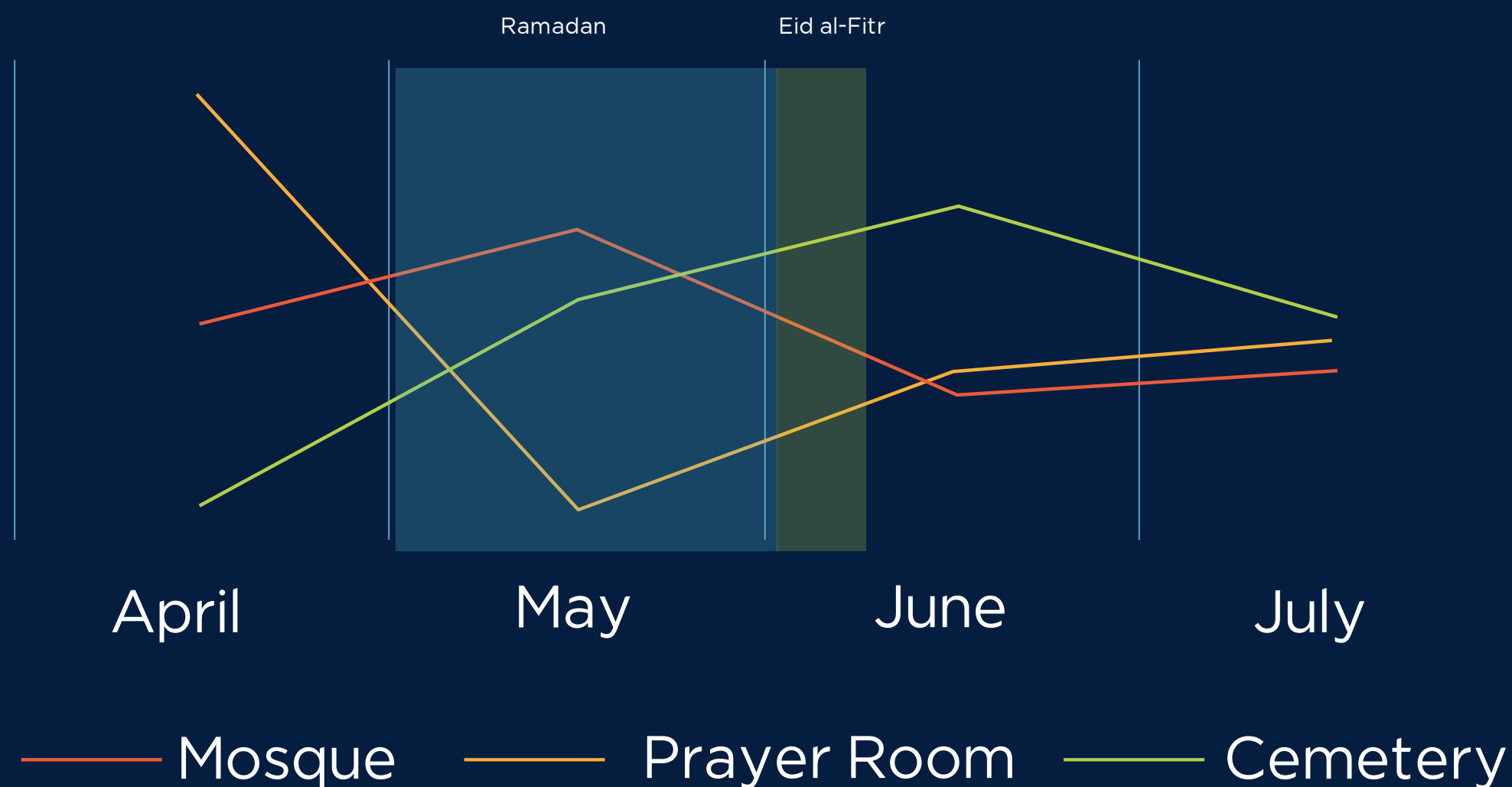
2

Visits to mosques,
prayer rooms,
and cemeteries
shift

Indonesia

As more Muslims head to the mosques, less people visit prayer rooms. Meanwhile, the tradition of cleaning relatives' graves only picks up closer to the second week of the festive period.

Footfall to Top 3 POIs during the season *Indonesia, by Week*



*Footfall represents the number of people who go into a shop or business in a particular period of time.

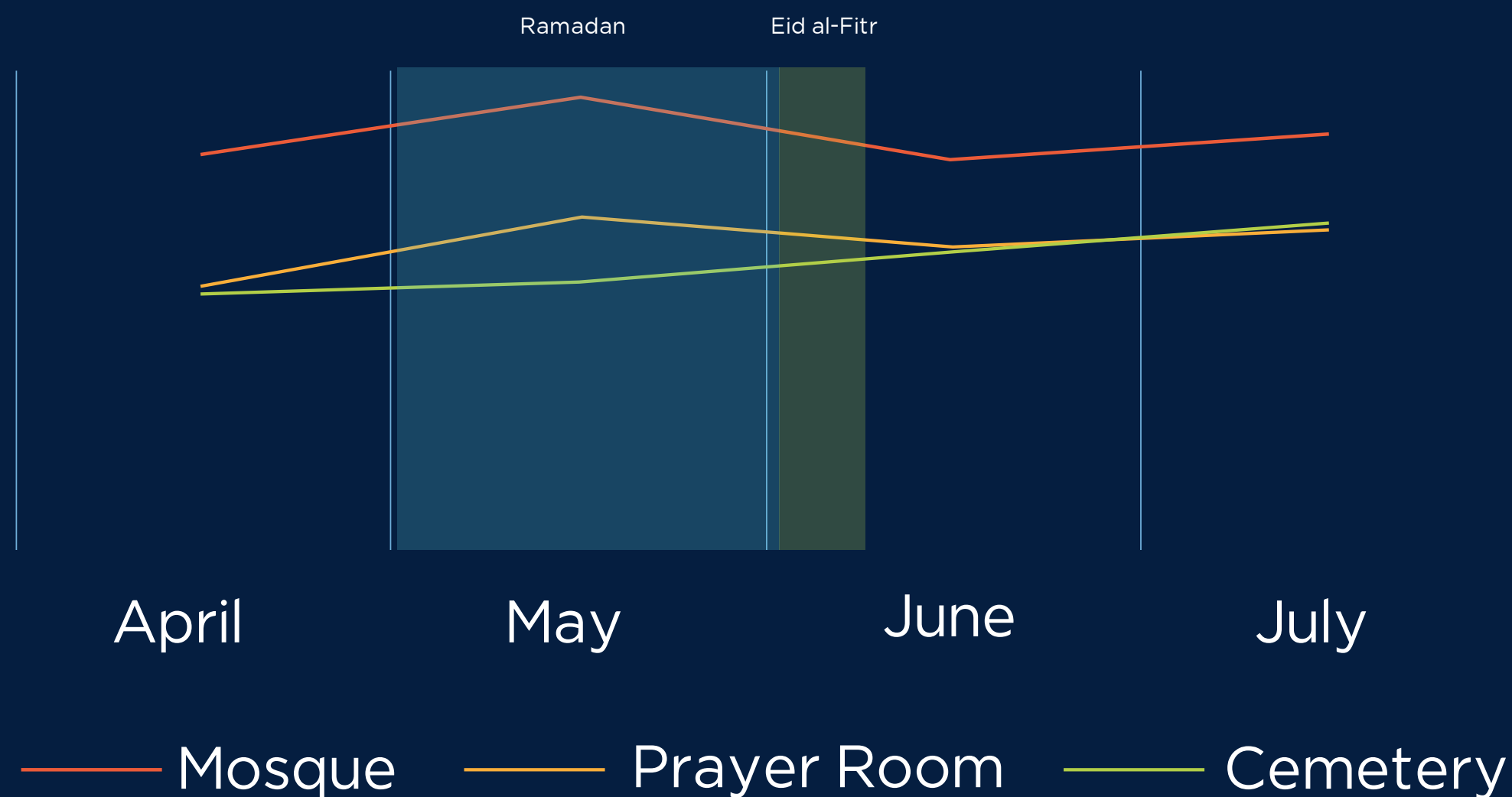
* POI represents points of interests.

Malaysia

For Malaysians, convenience is important as the number of people visiting both mosques and prayer rooms increases, which shows they do not discriminate between the two. Meanwhile, visits to relatives' graves start picking up from the second week of Ramadan onwards.

Footfall to Top 3 POIs during the season

Malaysia, by Week

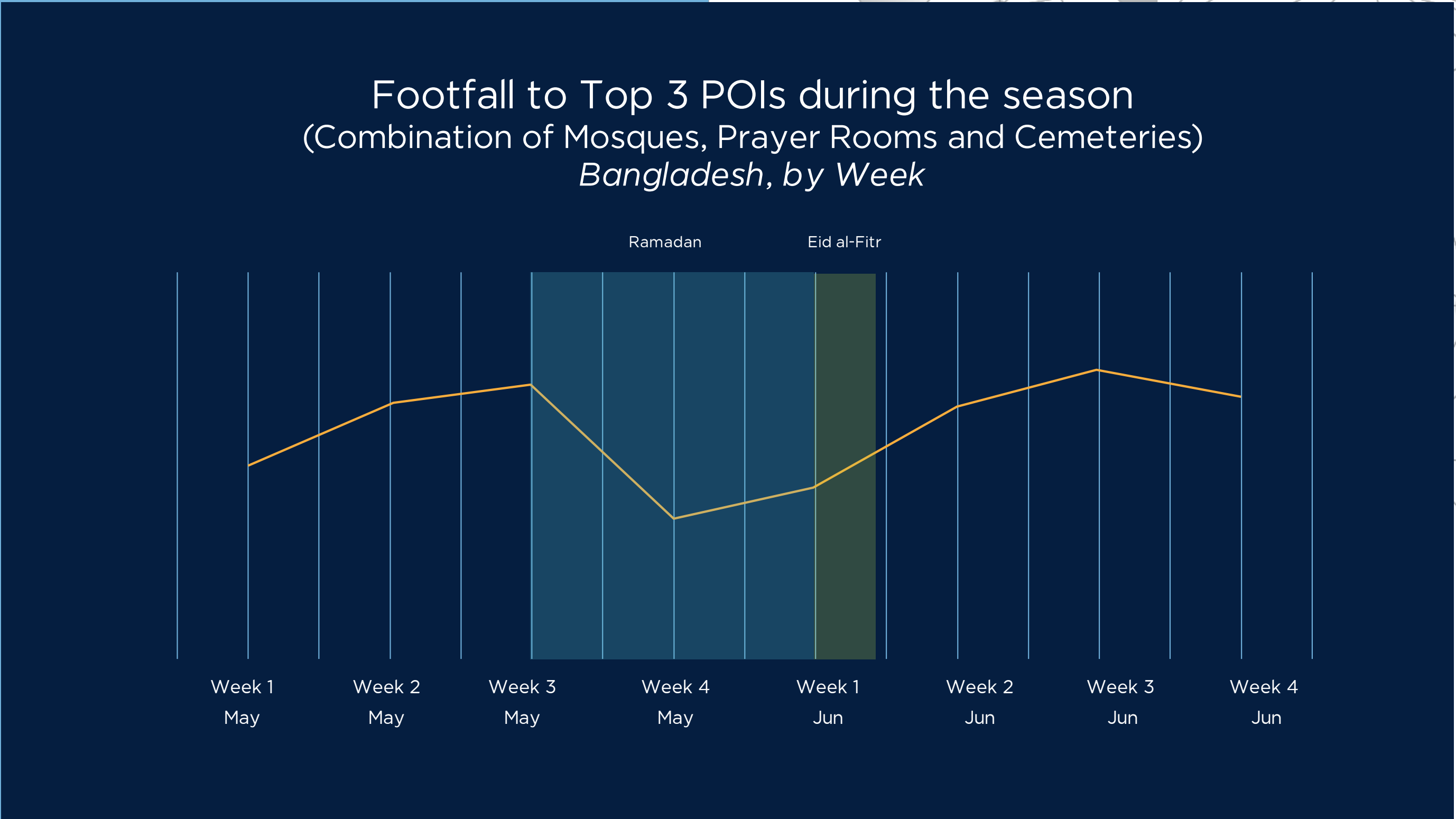


*Footfall represents the number of people who go into a shop or business in a particular period of time.

* POI represents points of interests.

Bangladesh

There is a dip in the number of people going to mosques, prayer rooms, and cemeteries the week before the festive period, possibly as people start travelling back to their hometowns.



*Footfall represents the number of people who go into a shop or business in a particular period of time.
* POI represents points of interests.



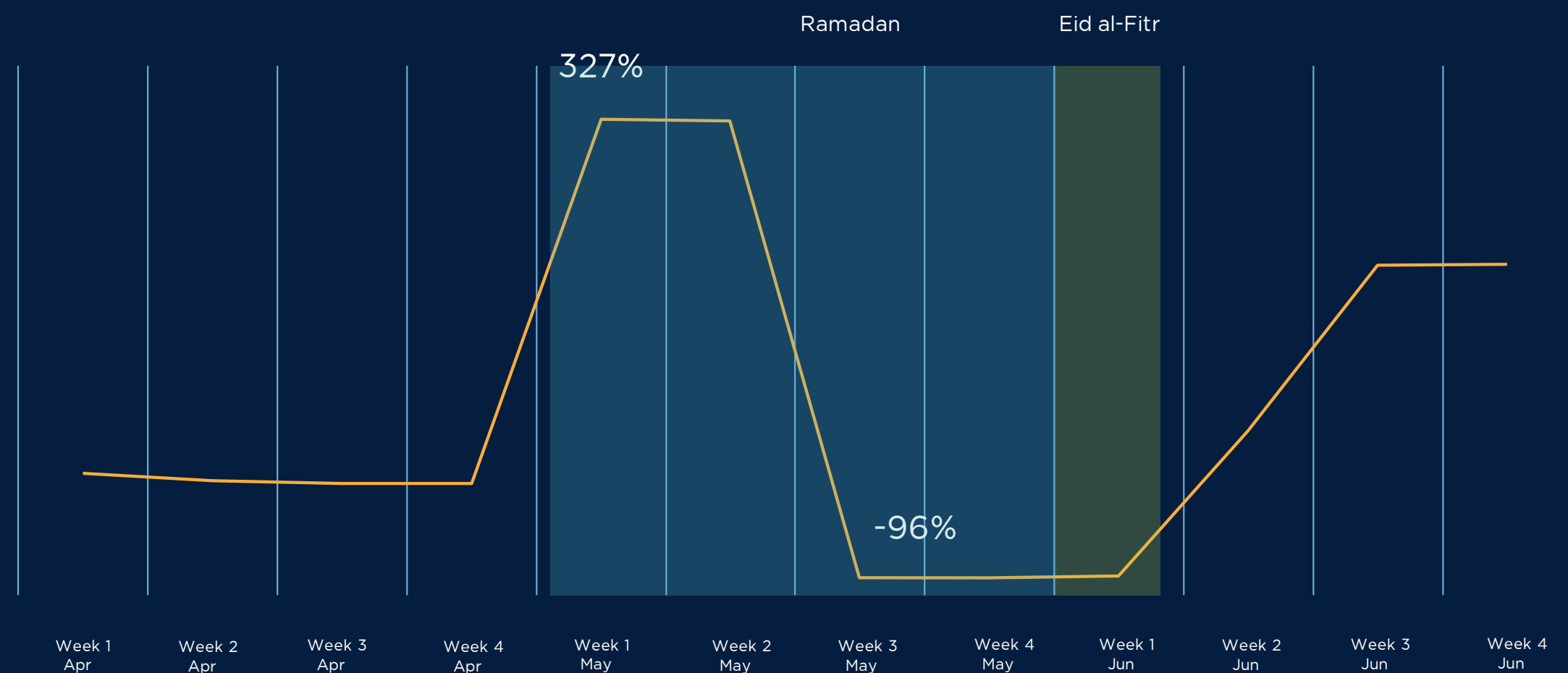
3

The usage of
religious apps
fluctuates

Indonesia

There is a 327% increase in people using religious apps which drops to -96% by the third week of Ramadan as people adapt to fasting and other routines of the holy month.

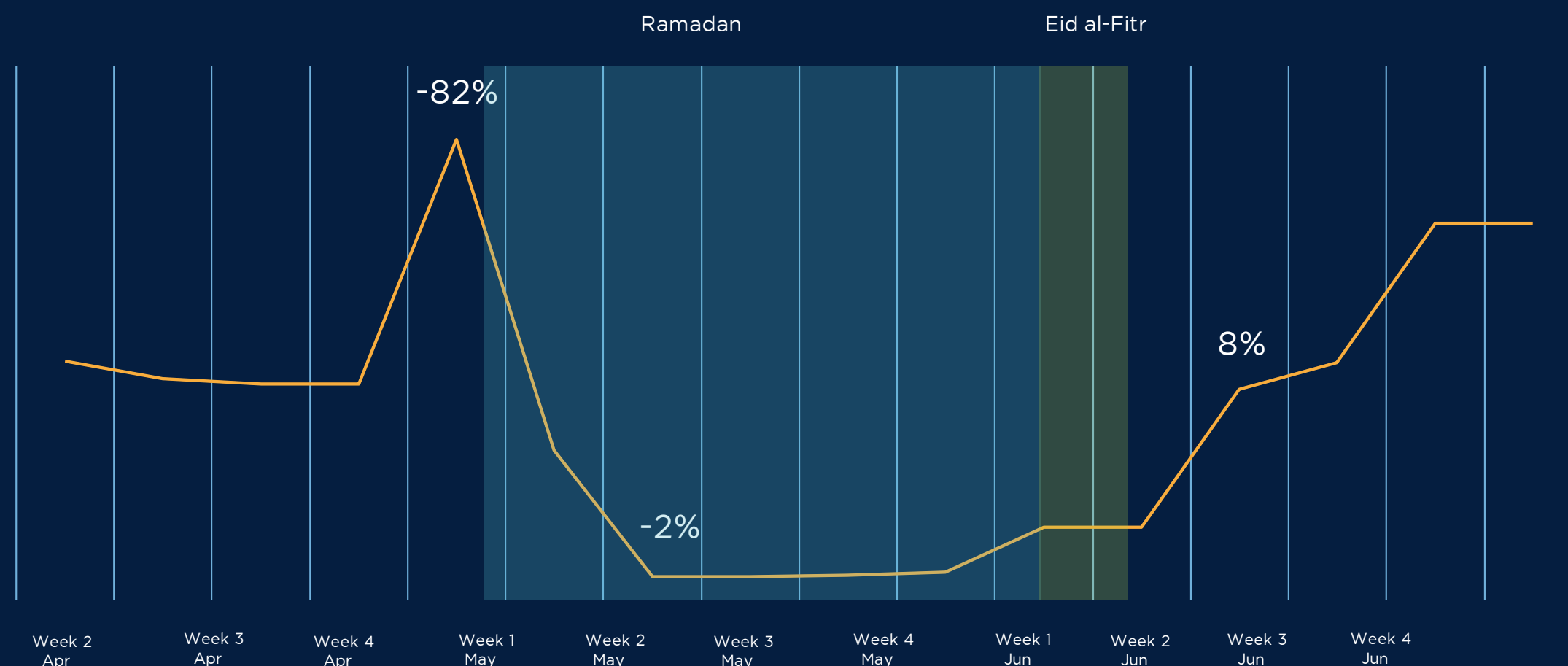
People using Muslim apps *Indonesia, by Week*



Malaysia

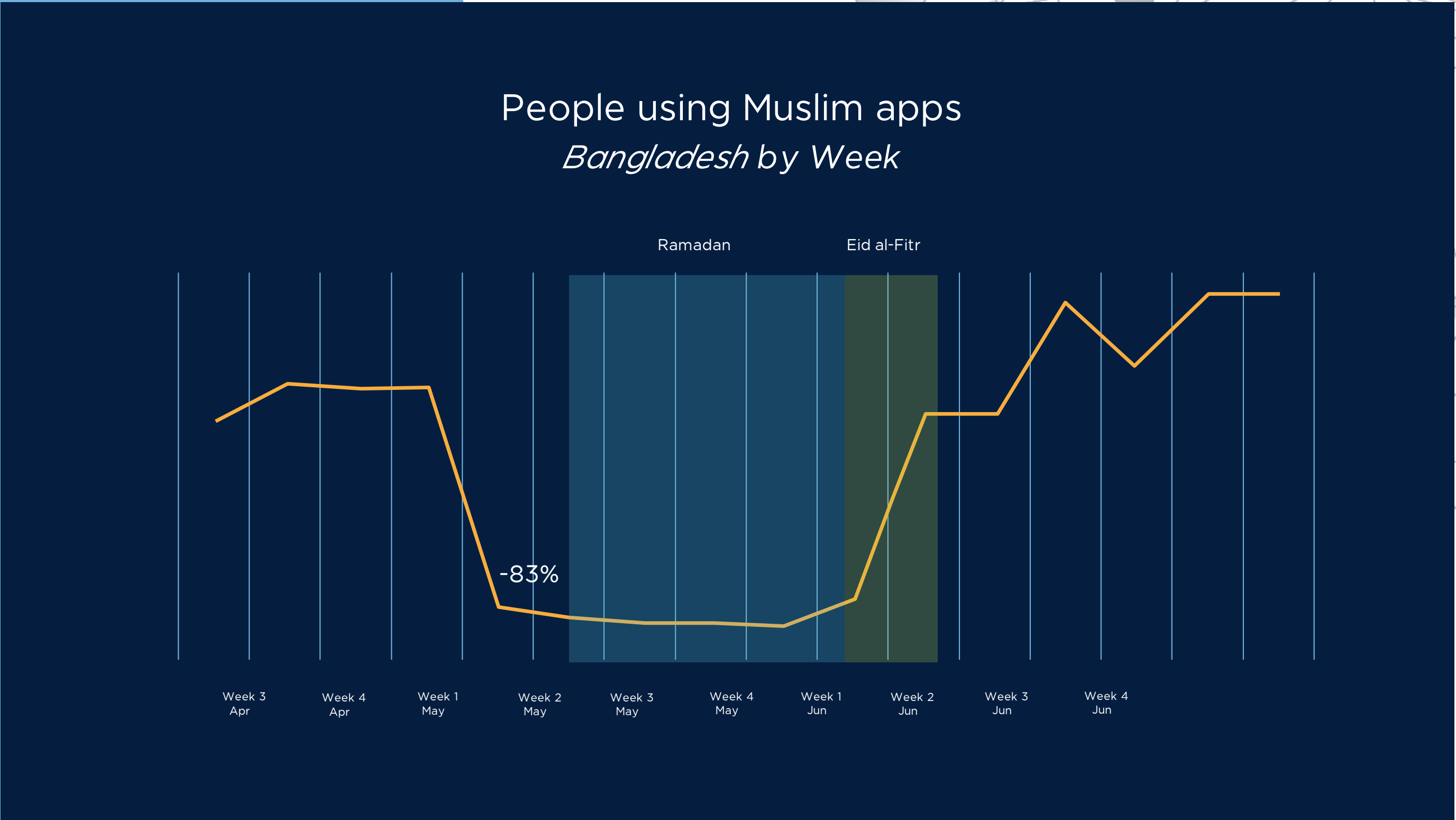
There is a sharp 82% increase of people using religious apps just before Ramadan. This drops to -2% once the fasting month starts, and only picks back up during the second week of the festive period.

People using Muslim apps *Malaysia, by Week*



Bangladesh

Interestingly, the usage of religious apps drops throughout Ramadan but picks back up closer towards the festive period.



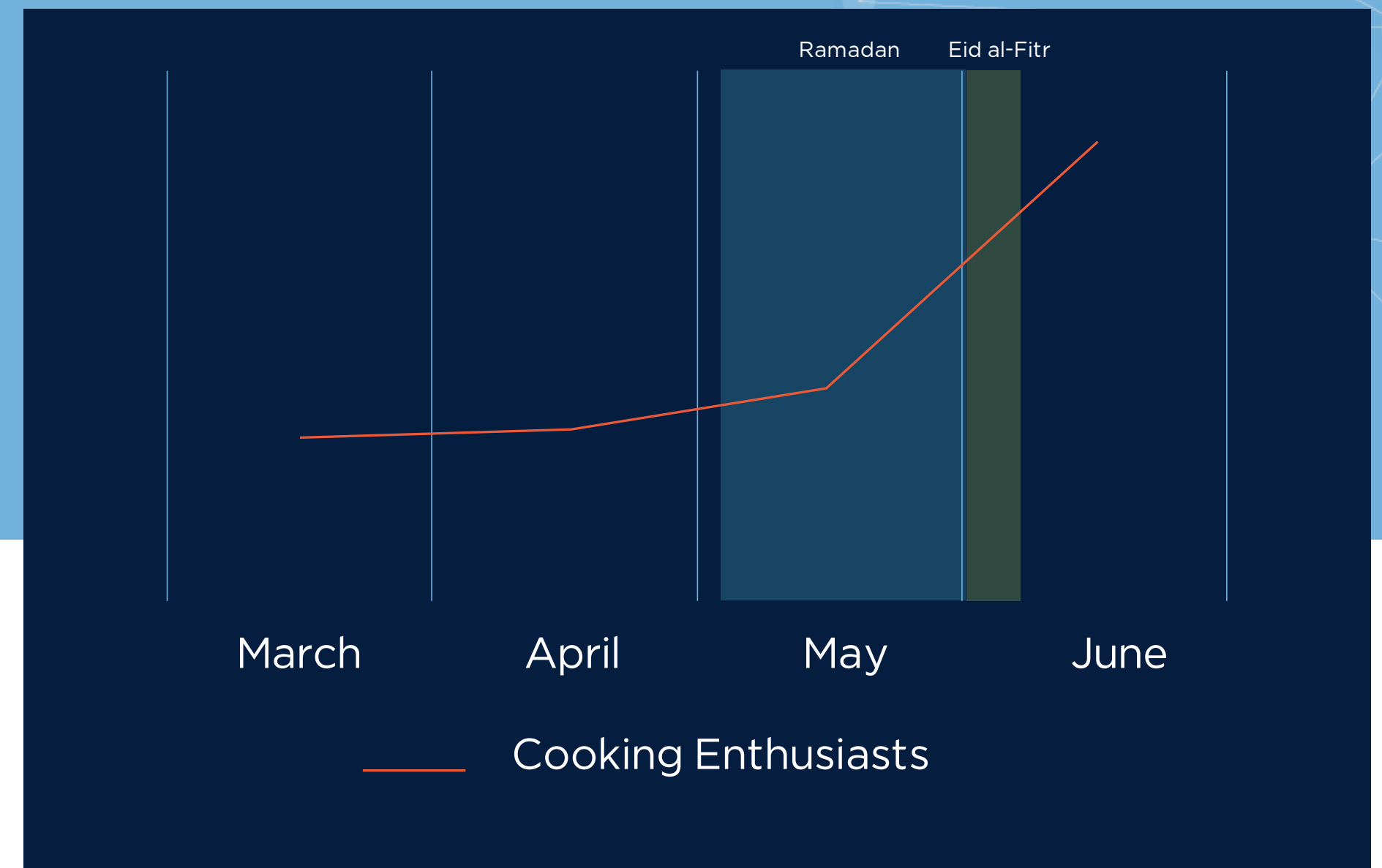
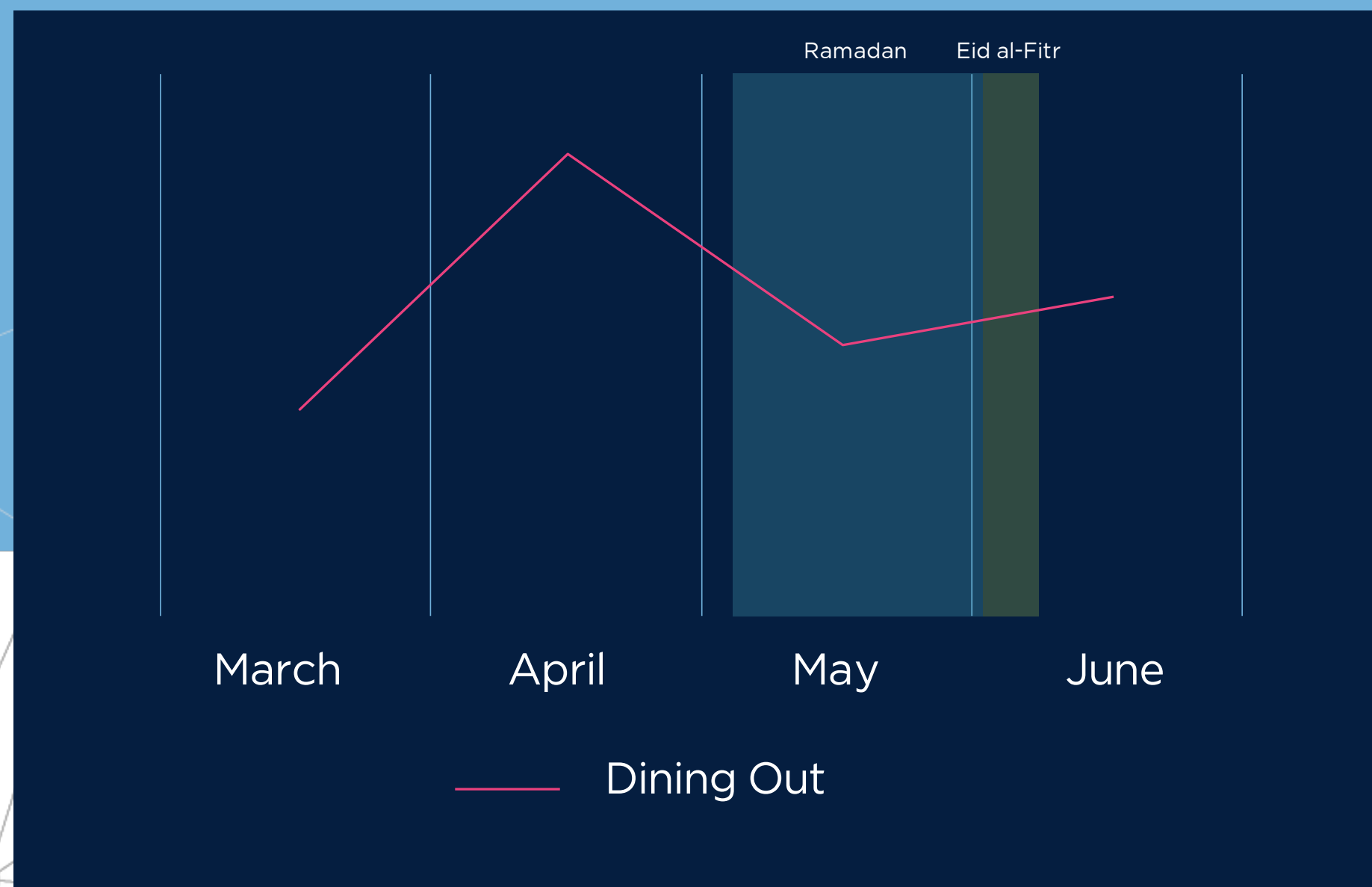
4

Muslims start
eating out less



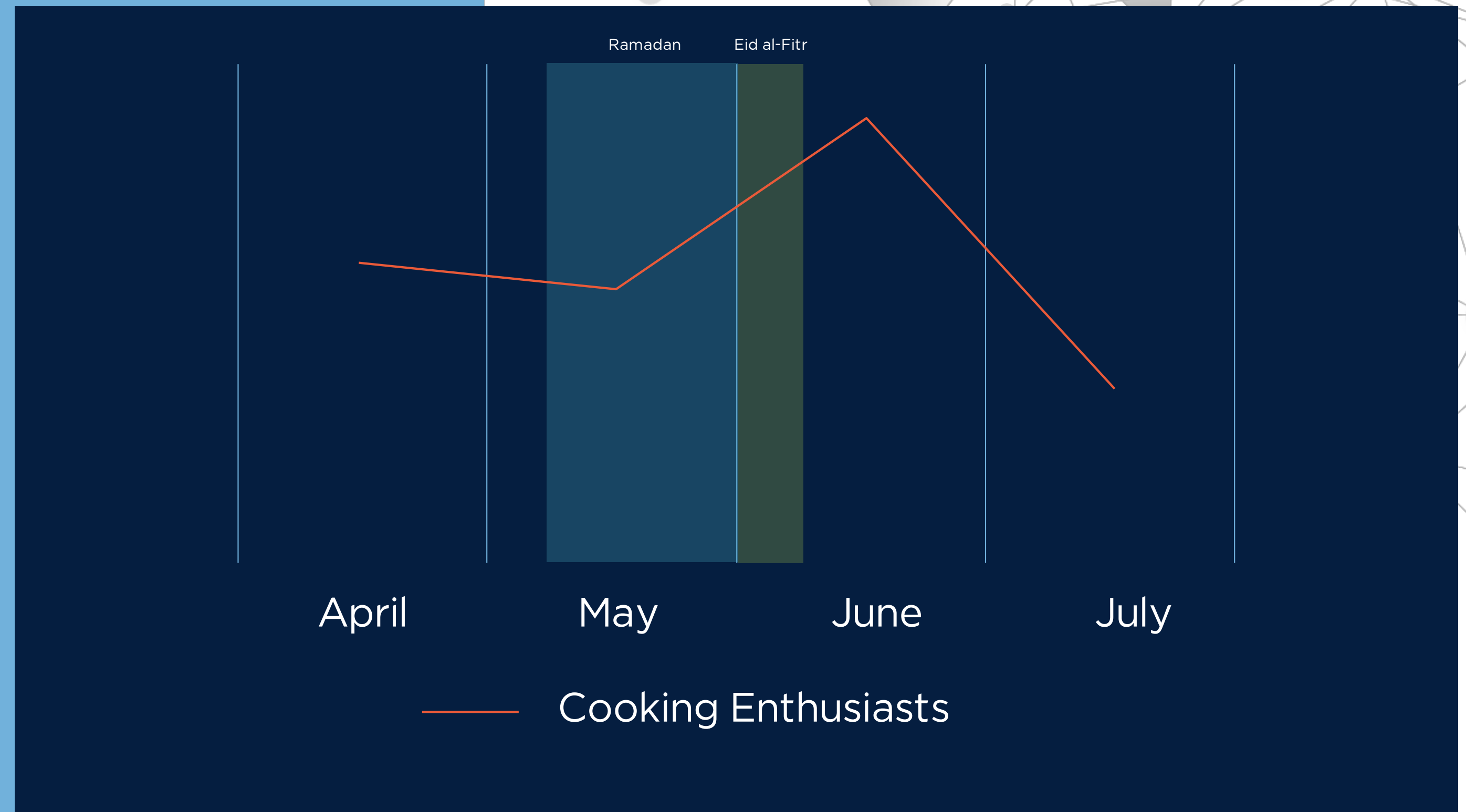
Indonesia

As the number of cooking enthusiasts begin to spike, there is a correlating dip in interest towards eating out as people shift their behaviour.



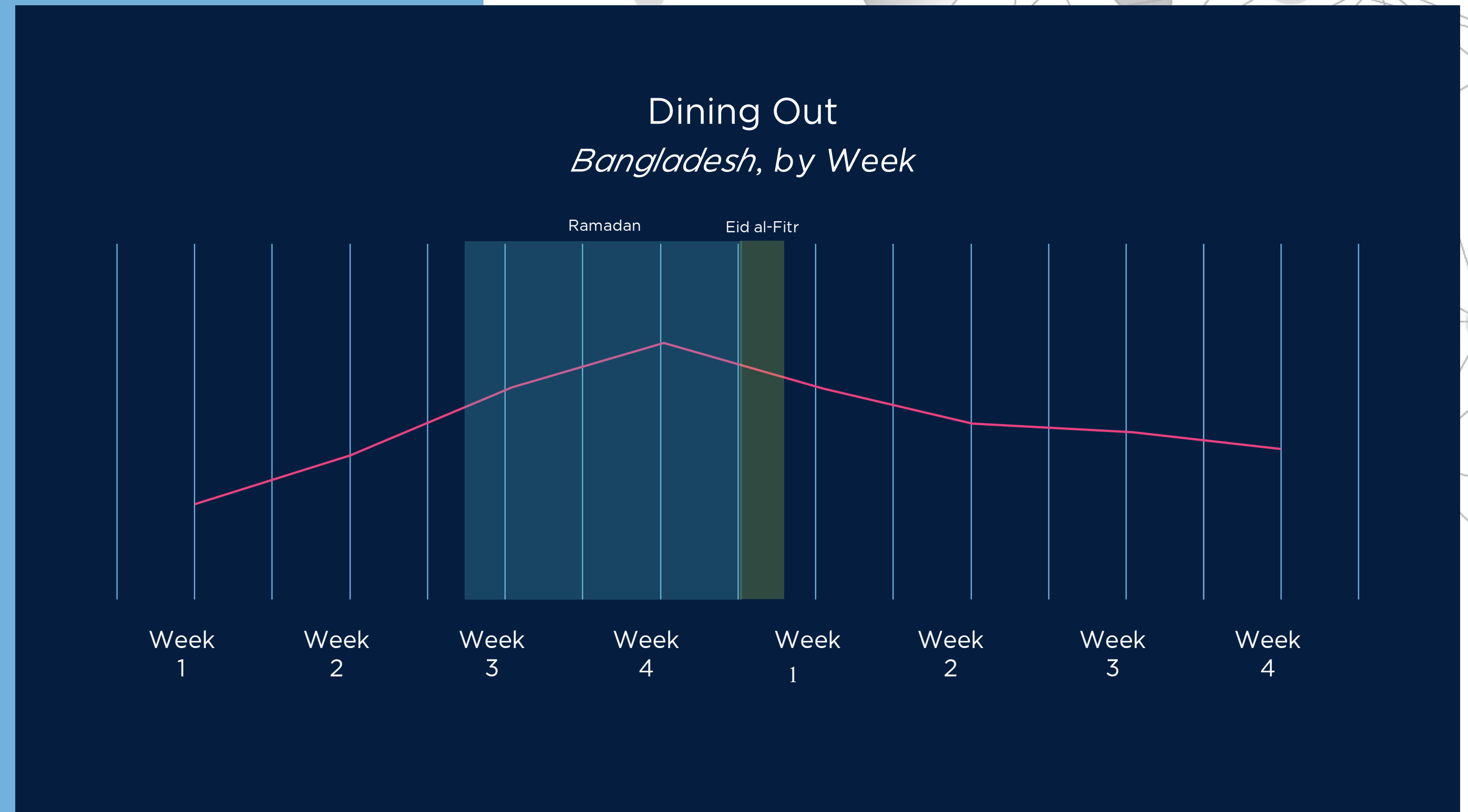
Malaysia

Malaysians are quicker to shift from dining out to cooking at home and this behaviour remains strong throughout the festive period as people often get together for meals in each other's homes.



Bangladesh

During Ramadan, Muslims in Bangladesh dine out more often, however, they follow a similar trend of opting to eat in throughout the festive period.



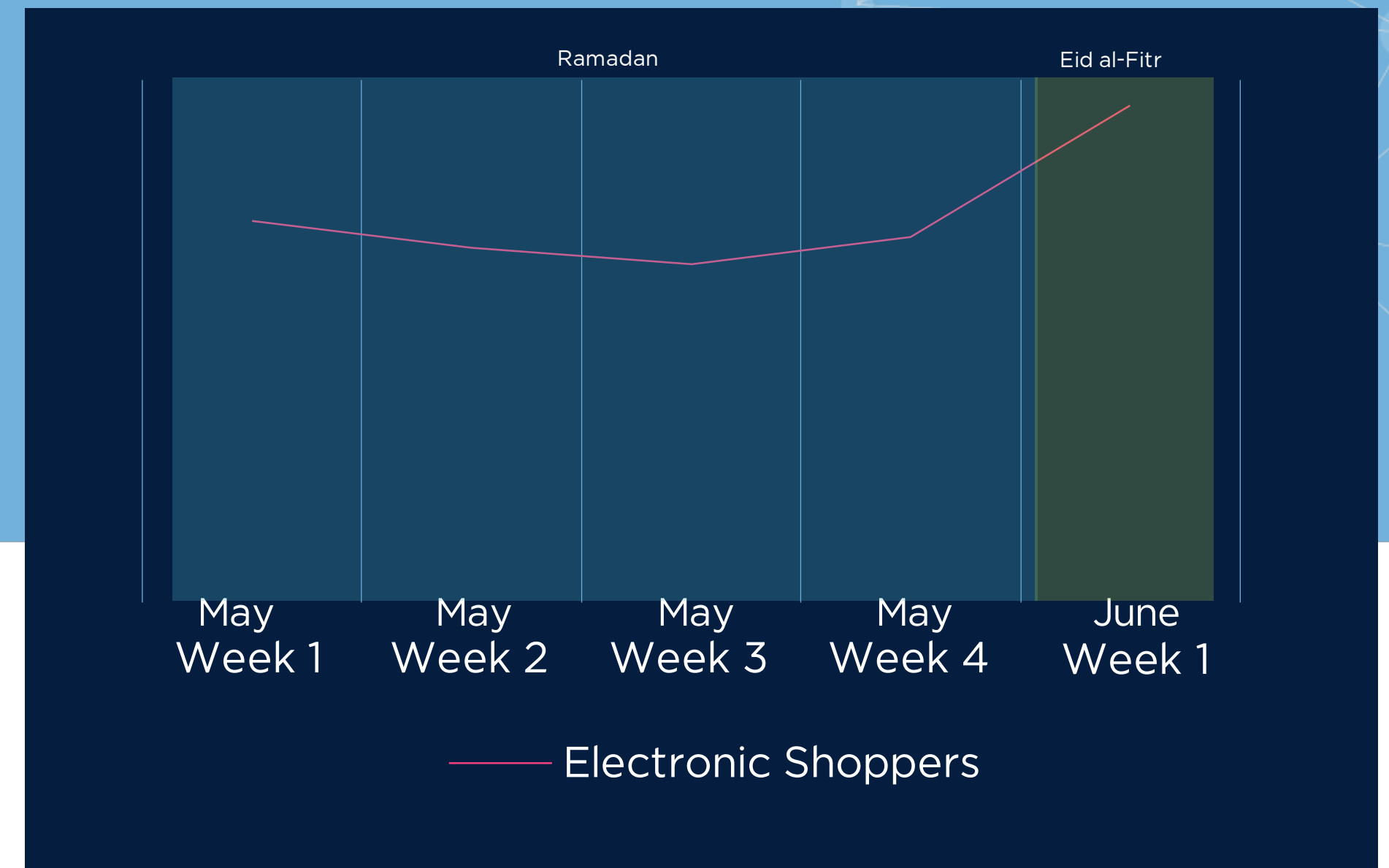
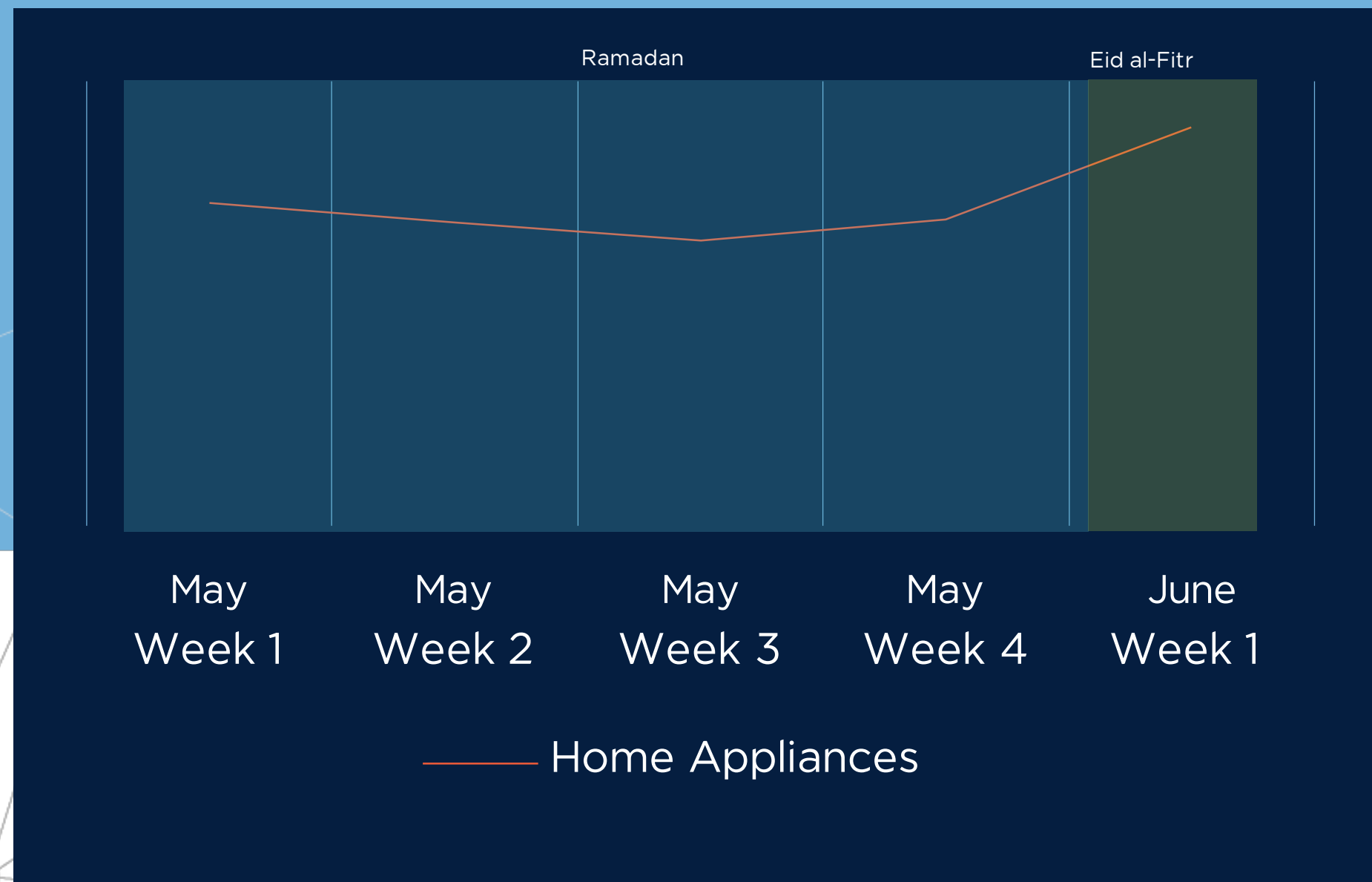


5

Last minute
buying of big-
ticket items

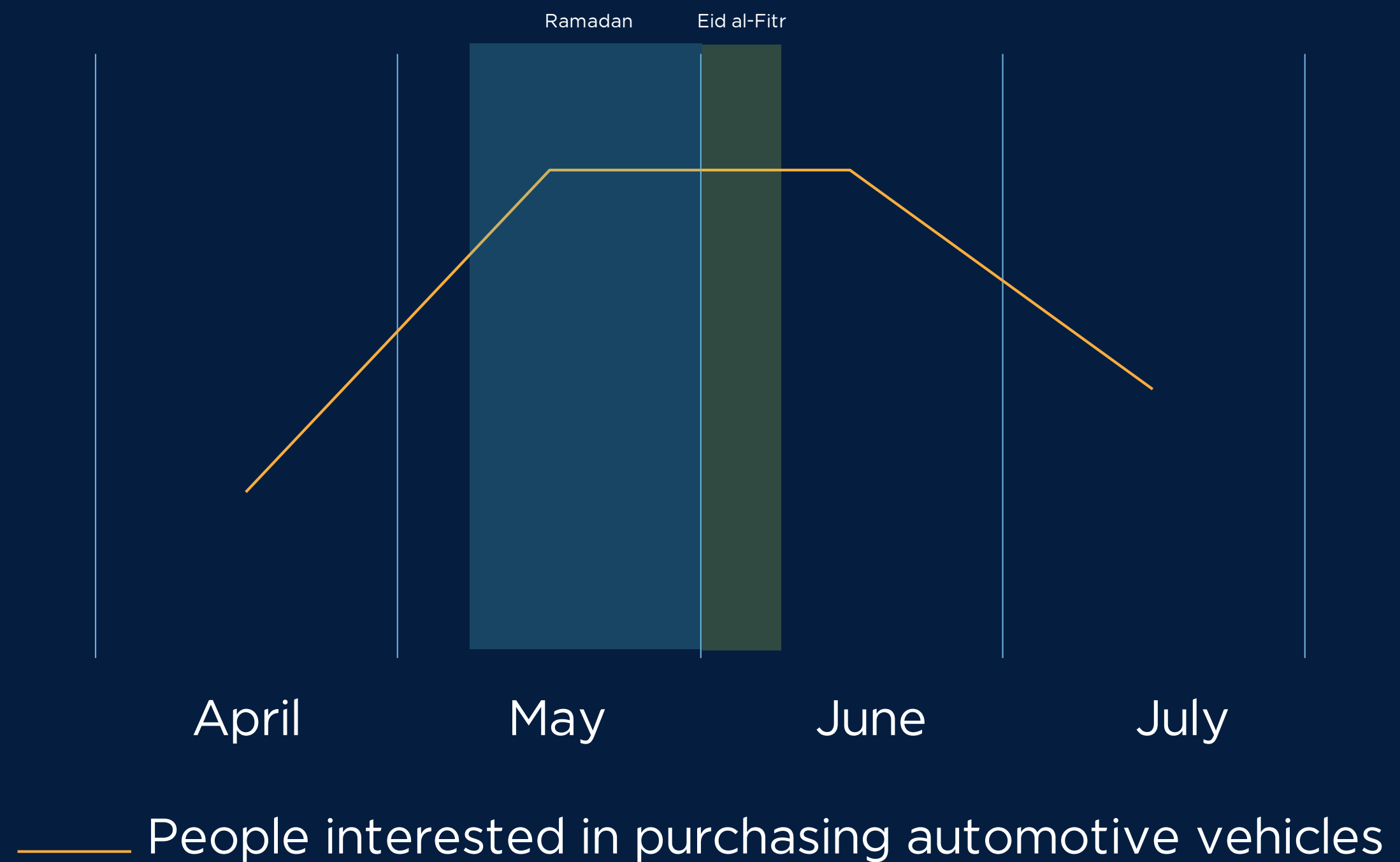
Indonesia

During the festive period, Muslims traditionally make purchases of big ticket items - furniture, automotive, and electronics - as they prepare their homes to receive guests in the days/weeks to come. A deep dive into our XACT data shows that there is a slight dip during the first two weeks as people either end up making last minute purchases or they receive their salary then.



Malaysia

Malaysians, on the other hand, have a tendency to purchase new cars leading up to the festive period as they plan to drive back to their hometowns.





6

Muslims are
searching for
different content
at different times

According to our **Video Analytics and Creation Engine**, during Ramadan people show more interest in recipes for *kue kering* and new models of festive clothing as they prepare for the festive period. During this time, Indonesians are largely interested in videos about family, togetherness, traditions, and beef dishes. After the first week of Eid celebrations, people start gaining interest in traffic conditions and start becoming concerned about price as their expenditures during the festivities start to take a toll.

[illegible][illegible]

Malaysia

Insights drawn from our **Video Analytics and Creation Engine** reveal that during Ramadan, people were interested in religious key words like *Ustaz*, *Iftar* and *Quran*. They were also interested in *Ketuk-Ketuk Ramadan* starring Sheila Rusly which ended after 15 years in 2019. During the festive period, their interests centre around entertainment and celebrities, but after the festive period, people start looking for content on open houses and vlogs.



Eid al-Fitr



Ramadan



Post Eid al-Fitr



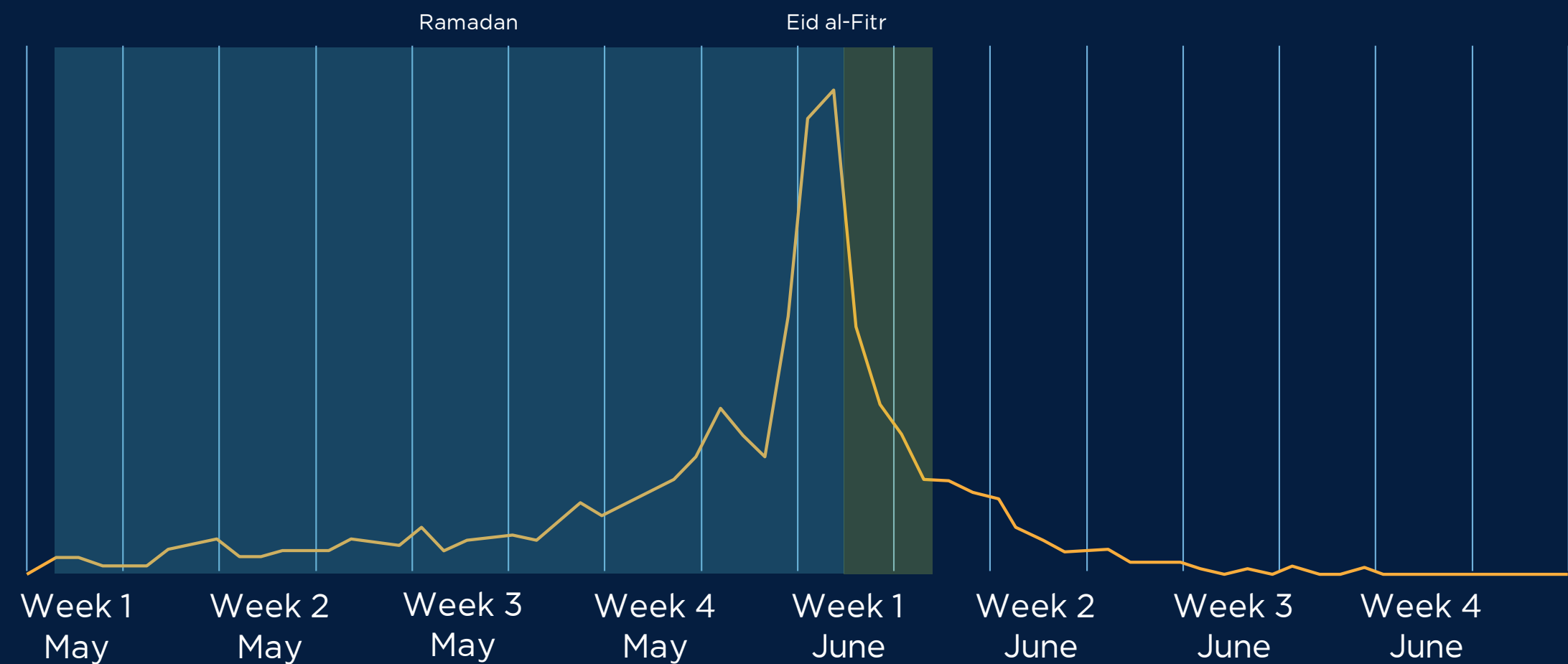
7

Avoid the clutter
when uploading
videos

Indonesia

Brands and creators post the most the first two days before the Eid al-Fitr period, which is by far the most cluttered time in Indonesia that advertisers should avoid.

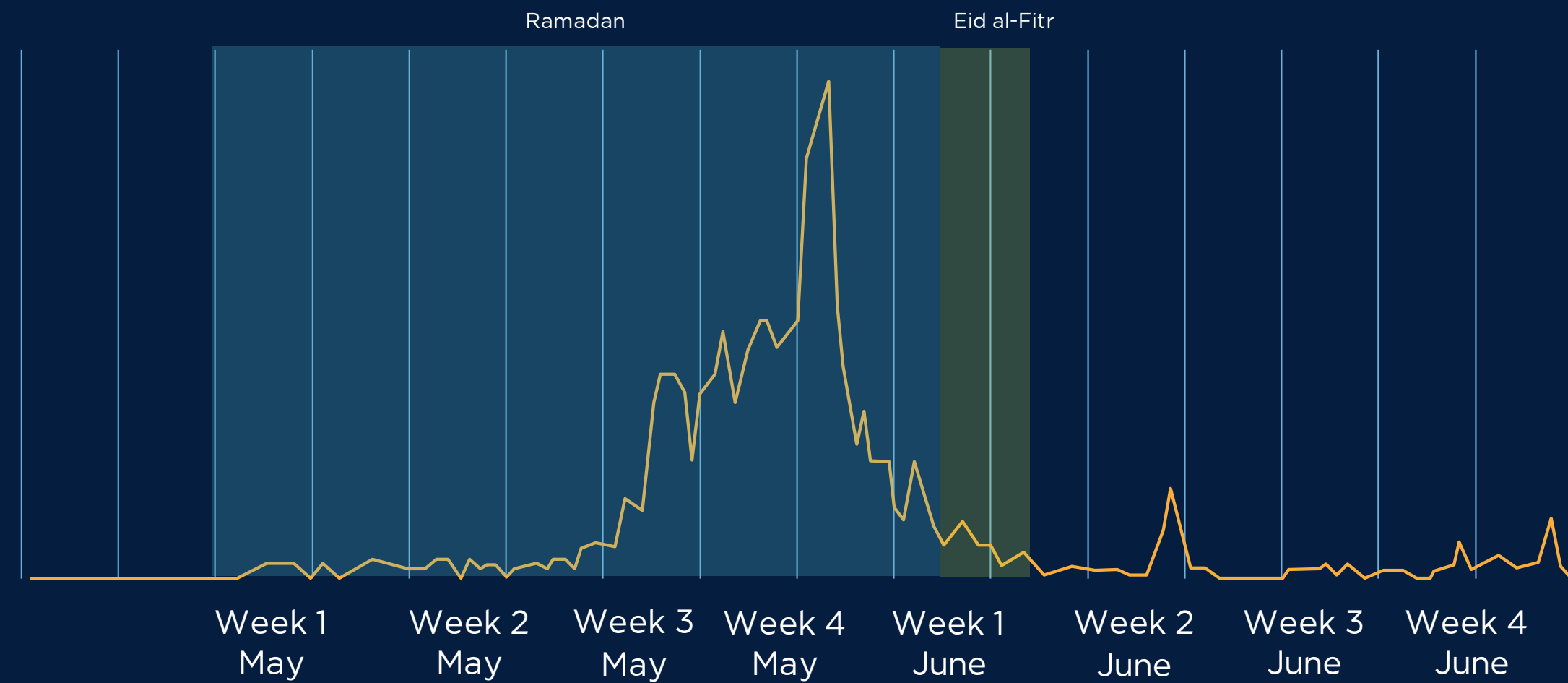
Video uploads *Indonesia, by Week*



Malaysia

Brands and creators post the most ten days before Eid al-Fitr period, which is by far the most cluttered period in Malaysia that advertisers should avoid.

Video uploads *Malaysia, by Week*

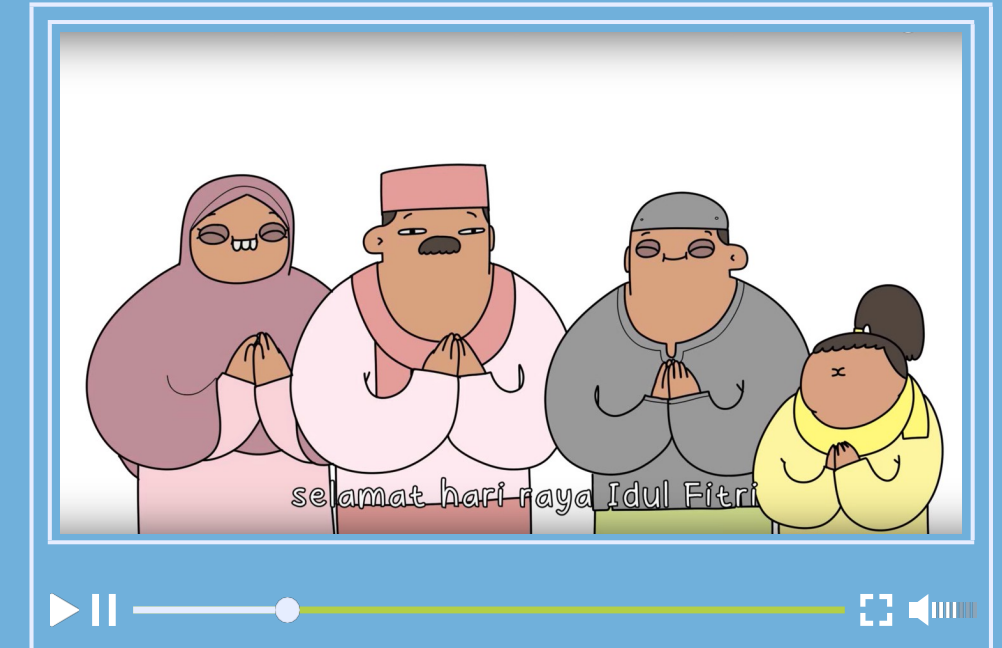


What does this mean for marketers?

There is no one-size fits all solution when it comes to marketing during this season. People have different needs, interests, and pain points – these go through lulls and peaks throughout the season. In order to connect with Muslims during this period, marketers need to make sure they are serving the right message at the right time. Otherwise, they run the risk of being seen as tone-deaf, or wasting valuable marketing dollars on a blanket approach while hoping that something sticks.

1. **Consider** each pain point your target audience may have.
2. **Connect** with them through authentic and hyper-targeted content.
3. **Celebrate** with entertaining content.

Best Performing Videos (Highest Views and Likes)



Indonesia

<https://youtu.be/Unk8nqbiw-4>



Malaysia

<https://youtu.be/ZuXZRehfuNE>

Contact us

<http://bit.ly/ADAramadan2020>



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