



RAMADAN SHINES BRIGHTER ON TIKTOK:

AUTHENTICITY AND INCLUSIVITY KEY INGREDIENTS FOR

BRANDS TO SUCCEED





Ramadan is synonymous with celebrations, joy, and a spirit of generosity.

Magnanimous gifting, home renovations, self-care, shopping, elaborate feasts, and more are hallmarks of the holy month, even as self-reflection and restraint take center-stage. Such a prolonged sense of joy is unique to the festival, only furthered by users looking for inspiration, infotainment and indulgences online.

Ramadan conversations start early and last long after the season ends, according to a recent study by Ipsos. In fact, 7 out of 10 users surveyed admitted that Ramadan is their favourite time of the year, associated with the best brand deals and shopping opportunities. Users want to amplify their festive experiences online. Brands will gain from priming users with the right content mix and well in advance – delivering inspiration across categories and content relatable to diverse users.

'Tis the Season to spend

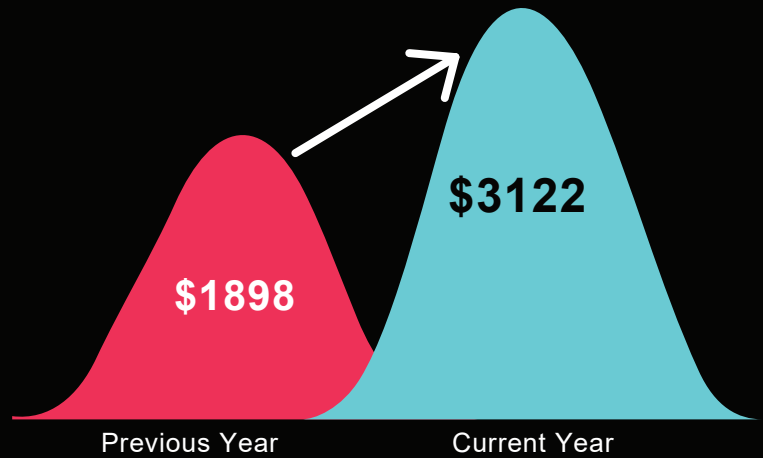
Although motivations are unique, audiences from all walks of life look forward to Ramadan.

For example, while millennials resonate with this time as their favourite during the year, western expats look for deals and promotions across categories. Arab expats and locals look forward to gathering together as a family.

Though the reason for such excitement could be different, collectively, it has been shown to amplify the dollar value spent



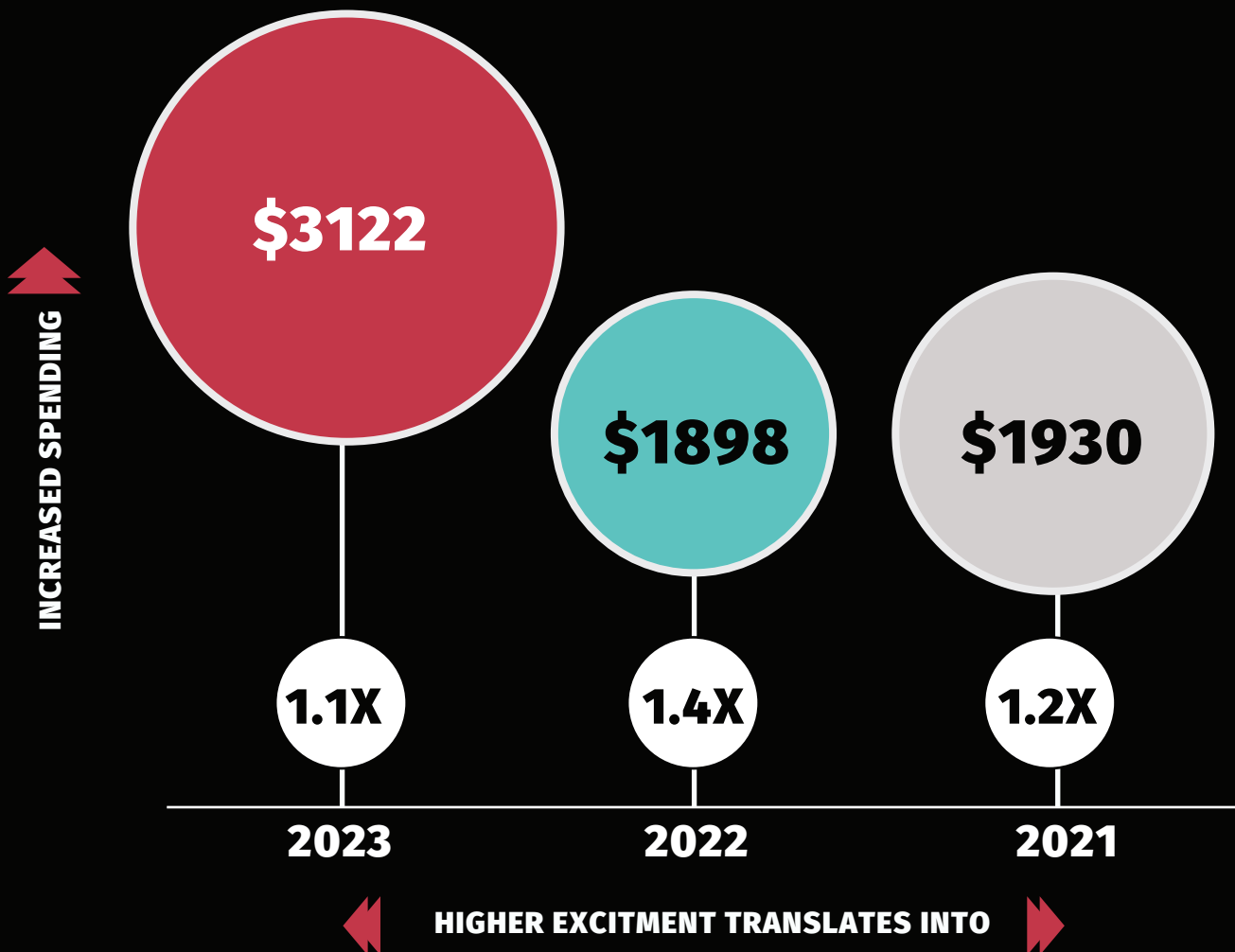
Ipsos found that there was **1.6x growth** year on year in the average user spend during Ramadan



Estimated budgets and actuals aligned, too, indicating that users look forward to spending generously, on oneself and on others, during this time of the year.

Ramadan excitement starts weeks in advance, with conversations online remaining high throughout the festive season.

Average Spends during Ramadan

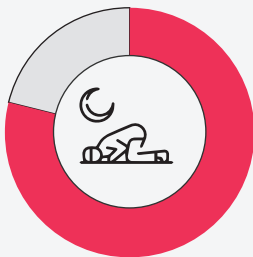


Great deals, greater diversity audiences relate to authenticity

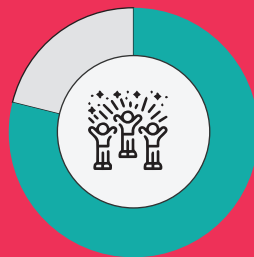
While audience motivations could be different, their diversity is also the unifying factor for the one thing they commonly look for – relatable content. 83% of those surveyed stated that it is essential to see brands showcase diversity, while there was a 64% increase in engagement with such diversity. Consumers want to see inclusive content, feel represented, and would like to relate to brands rather than being merely sold to through advertisements.

On the other hand, they are actively seeking inspiration during Ramadan. Be it content that helps them discover new products, gifting ideas, home decor ideas, recipes, or deals for products on a list they have already made. In fact, when they discover products during the festive season, they often switch from their regular brands and claim to recall them much after the season ends. The trends indicate promise for creating high-quality, relatable content during this season.

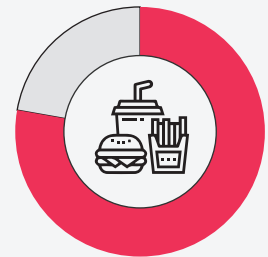
Types of content users looked forward to and were inspired by during Ramadan



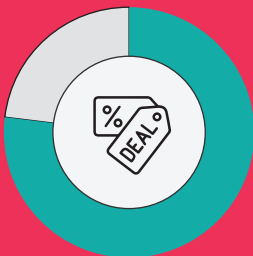
79% Spiritual Reflections



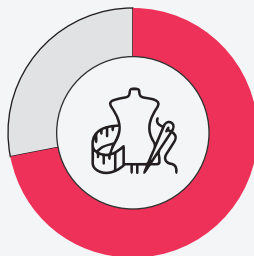
79% Entertainment & Lifestyle



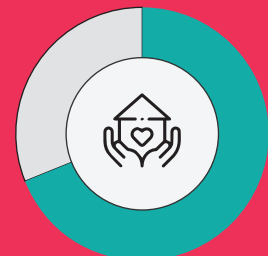
78% Food & Drink



77% Deals and offers



72% Fashion



69% Family and Home

Where it's prime time all the time

Just like surfers eagerly wait for the perfect wave to ride, most brands relish the opportunity to capitalize on prime time slots to reach their target audience effectively. Running a campaign during prime time can generate greater visibility, engagement, and conversions for brands. No wonder brands jostle to find space in this time slot.

But, what if brands could get the perks of prime time plays all the time during Ramadan? Well, with TikTok, they can.

TikTok has redefined what a Ramadan day looks like for its users.



There are **consistent app-opens**, creating peaks during Ramadan that don't exist in other days of the year.



In fact, users report **1.9x more** watch time per video content during Ramadan.

The variety of content types and topics on offer persuades users to spend more time on TikTok than on any other platform during the month-long festival.

TikTok continues to amplify Ramadan experiences for its users



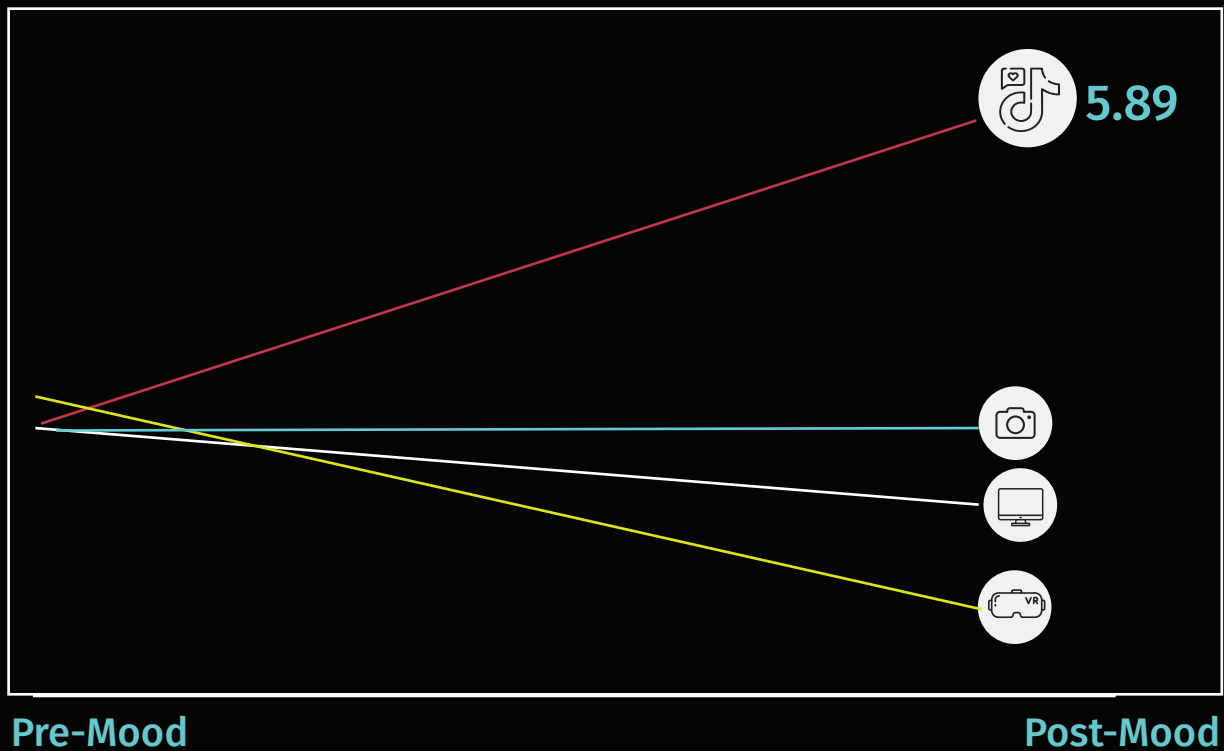
Ramadan shines brighter on TikTok because audiences enjoy spending time on the platform.



TikTok has something for every user, from creation and active sharing to watching or discovering products. Users' time on the platform in the MENAT region peaks during the season, with **3 out of 5** users finding the platform entertaining and 43% finding the platform more trustworthy.



TikTok even has a positive impact on the mood of users, with **47% finding TikTok** more uplifting during Ramadan. In fact, when asked to rate their mood on a ten-point scale before and after spending time on different digital platforms, users recorded the highest level of mood improvement on TikTok with an average of 5.89. This mood upliftment is 2.6x higher than those in other channels .



The fact that content on TikTok caters to diverse users contributes to this Ramadan spike. Various groups get to belong differently and seek the inspiration they seek – spiritual reflections, entertainment, lifestyle, deals, fashion, and family-centric.

TikTok does much more than entertain – with its dual role of inspiring and informing audiences.

It is known to shorten the discovery-to-purchase cycle by 74%

In fact, on TikTok, 1 in 4 users made a purchase even when they did not mean to!



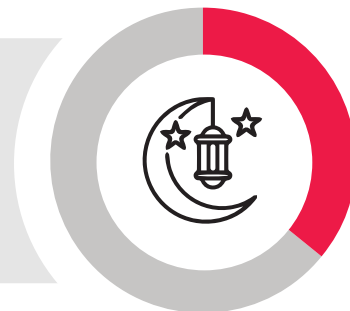
Three easy tips for brands to join the celebrations meaningfully

Considering the expanse of opportunity ahead for brands looking to make the most of the festive season, here are three simple cheat codes:

1. Make a 50-day strategy instead of a 4-week one

Brands that focus their attention on just the 4 weeks of Ramadan and the day of Eid miss out on making the most of this extravaganza

According to research, **36% of Ramadan related conversions happen 2 weeks before Ramadan and 1 week after the day of Eid.**



Since consumers like to plan and prepare for the season, brands should too. A 2-5-1 Strategy is recommended that starts 2 weeks before Ramadan starts and extends up to 1 week after Eid



Brands can **target the anticipatory phase** two weeks before Ramadan begins with new ideas, recipes, trends, and themes. Feeding the brewing excitement helps users to take note of brands and add it to their wishlists.



Once Ramadan begins, brands can use the **initial days to help users** explore the right deals, content, and themes. The rest of the time is best spent creating a diverse mix of binge-worthy content.

Engagement can taper by the third week, so breaking the monotony with a unique set of ideas is important. After Eid concludes, it is the time to recap and rejoice. It helps to keep conversations flowing with top nostalgic moments.

2. Harness the power of content creators

Users prefer to engage with people like them over celebrities during the festivities. Creators inspire their community with entertaining content, driving home brand authenticity.

Besides, consumers are actively seeking inspiration and as much as According to research,

55% admitted to feeling inspired to try new products through content creators during the festival season.



Brands will do well to partner with content creators who have a strong community supporting them, and create authentic content around their own values.

3. Build with the three 'I's in Mind

Inclusivity, inspiration and influence are the three 'I's that brands need to be aware of as the Ramadan season approaches. Inclusive content will be the key vehicle to propel a brand's visibility as audiences look for content. Inspiration through creator-led community is the way forward to be remembered, and ultimately it must culminate through influence – increasing conversion rates and shortening sales cycles.



Ramadan is the season of joy and abundance. Brands will do well to join the celebrations early and engage with users with meaningful content packed with the flavours of diversity, inclusivity and authenticity.



REFERENCES:

[1] Ramadan & Eid study conducted by Ipsos in UAE, KSA, and Turkey

[2] TikTok Marketing Science X-Media META Analysis – MENA

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