



*Ramadan &
Eid Offering
2020*



34.3 Million
Page Views

ليادين

19.5 Million
Social
Media Fans

القيادي

90%
Mobile



36%
returning
visitors

تاجك

8.4 Million
Visits

SOUD
www.3oud.com

5.4 Million
Unique
Users

نسر بو
السرب

am7

رائج

0:01:56
Avg. Visit
Duration

7awi Family

ليالينا

رائج

نيربو
arabsturbo.com

القيادي
alqiyady.com

سائح
sa2eh.com

SOUD
www.3oud.com

تاجك

استبيانني

Arabic Lifestyle, Fashion, celebrity & entertainment destination.

Shine More!
تألقي أكثر

Get ready for unlimited content snacking! The Buzzfeed of the region

رائج دوما رائج

The Middle East leading motor destination.

Buckle Up & Go! اربط الحزام وانطلق

You're the man! stay connected on the latest innovations, technology, lifestyle, celebrities and sports

Stay on Top!
كن في الطليعة

From your connected device, we show you the world!

Discover the World
اكتشف العالم

The name says it all! The Middle East Leading Fashion destination

Set the trends!
اكتشي أكثر

All what you need to know about your hair care, latest hair styles and more!

Set the trends!
شعرك تاج جمالك

Online Research and panel management solution

You act better when you are sure

Page Views
22M

Unique Visitors
4.2M

Page Views
5.8M

Unique Visitors
528K

Page Views
572K

Unique Visitors
175K

Page Views
4.7M

Unique Visitors
290K

Page Views
288K

Unique Visitors
114K

Page Views
424K

Unique Visitors
95K

Page Views
165K

Unique Visitors
32K

Access to more than 5M Users

Panel Size
120K

Our Social Numbers Speak!



10.5M Fans



1M Followers



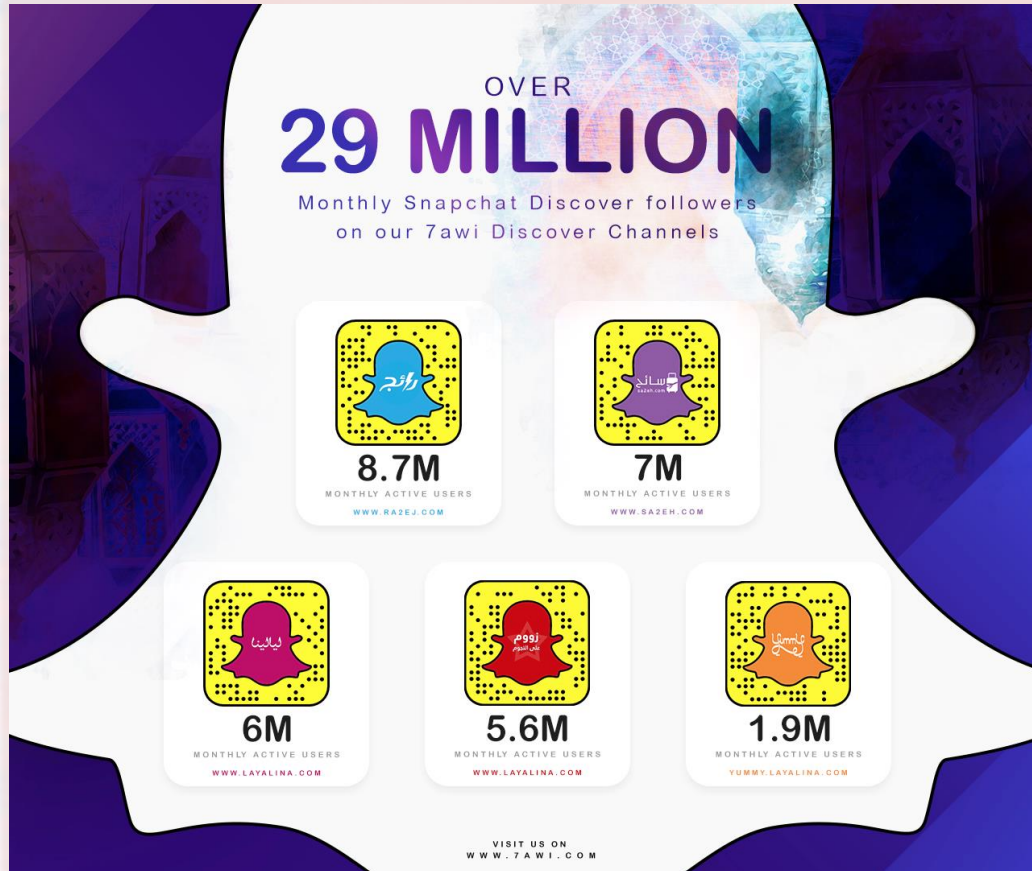
3.5M Subscribers

OVER
19.5 MILLION
Social Followers

*Fashion, Lifestyle, Celebrities, Autos,
Entertainment, Videos, Technology...*



Our Snapchat Numbers Speak!



Layalina Snap chat Discover



Global



Daily Active Users (Avg)
850K



Monthly Active Users
6 Million

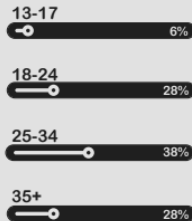


13%



87%

Age



GCC



Daily Active Users (Avg)
700K



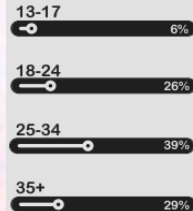
Monthly Active Users
4.8 Million



15%



85%



KSA



Daily Active Users (Avg)
522 K



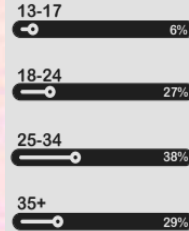
Monthly Active Users
3.7 Million



15%



85%



UAE



Daily Active Users (Avg)
63 K



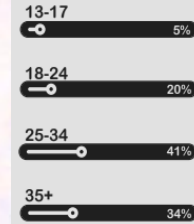
Monthly Active Users
435 K



15%



85%



Jan 2020 figures



Razej Snap chat Discover



Global



Daily Active Users (Avg)
1.2 Million



Monthly Active Users
8.7 Million



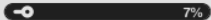
35%



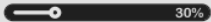
65%

Age

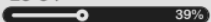
13-17



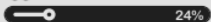
18-24



25-34



35+



GCC



Dily Active Users (Avg)
1.1 Million



Monthly Active Users
7.7 Million

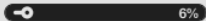


35%

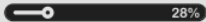


65%

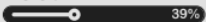
13-17



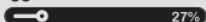
18-24



25-34



35+



KSA



Daily Active Users (Avg)
915K Million



Monthly Active Users
6.2 Million

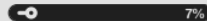


35%

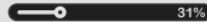


65%

13-17



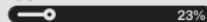
18-24



25-34



35+



UAE



Daily Active Users (Avg)
70 K



Monthly Active Users
550 K

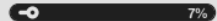


35%

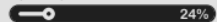


65%

13-17



18-24



25-34



35+



Jan 2020 figures



What can we offer you?

*Reach your goals through leveraging our multiple,
360 innovative media solutions!*

*Content
Advertorial*

Social Media

*Market
Research*

*Display
Advertising*

Video

*SnapChat
Discover*



What can we offer you?

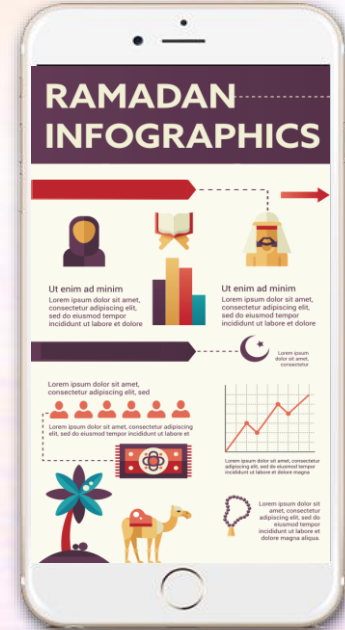
Ramadan Survey 2020

It's time to plan for Ramadan!

Ramadan is an extreme test of impact and connectedness. For brands looking to connect with the right audience at the right time, building a campaign with data-driven insights is the right strategy!

Understand shifts in your consumers' behavior and get at an in-depth analysis:

- ❖ How shoppers behavior changes during Ramadan?
- ❖ Ramadan shopping trends and spending?
- ❖ Top brands?
- ❖ Media consumption?



What can we offer you?

Ramadan Survey 2020

The Ramadan Report is a must-have if you're a brand planning to make an impact during Ramadan and Eid or an agency working to create winning campaigns for your clients.



Conducted over 3 waves: prior, during and after Ramadan

Obtaining information during these three critical time periods will help:

- ❖ *Understand shifts in consumer sentiments, behavior and media consumption.*
- ❖ *Get the opportunity to test, perfect and benchmark your campaign before, during and after Ramadan*
- ❖ *Assess your position compared to competitors, marketing strategies, social media presence, and consumer.*

What can we offer you?

Ramadan Survey 2020

(Methodology)

Total sample size:



*700
Egypt*



*700
UAE*



*600
KSA*

A laptop computer with a black frame, displaying the text 'Quantitative Online Survey' on its screen.

*Quantitative
Online Survey*

A structured questionnaire will be designed by Istibyani. The survey will then be launched to consumers on our online panel as well as river sampling collecting data from all three countries.

**Other markets can be added upon request.*

What can we offer you?

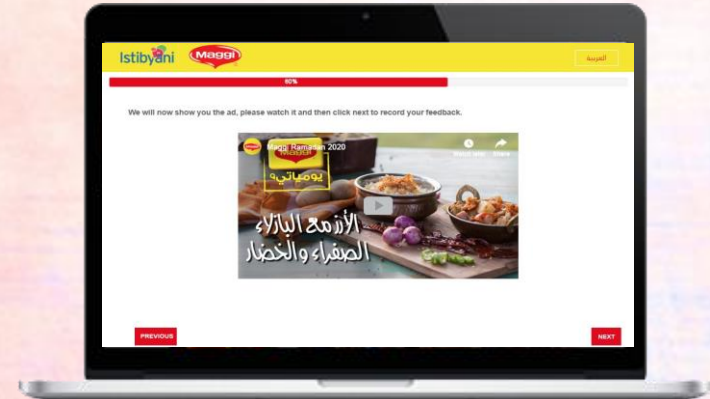
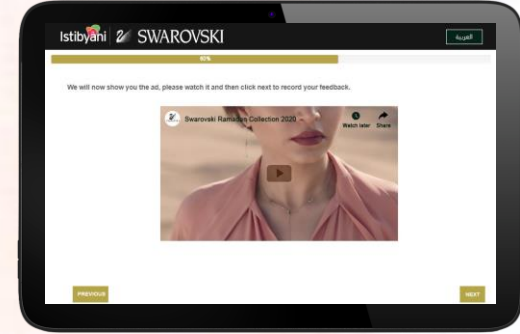
Ramadan Survey 2020 - Ad-Ons

Ad Campaign Testing

- ❖ A very cost-effective approach.
- ❖ Measure and improve your marketing effectiveness.
- ❖ Determine if an ad has effectively increased awareness and the intent to purchase for your brand.
- ❖ Improve your reach of the target audience.

Pre-ad survey

Post-ad survey



[Live Link](#)



What can we offer you?

Ramadan Survey 2020 - Ad-Ons

Brand Testing

- ❖ *Benchmark the impact of your campaign on your brand, discover how your brand is perceived today. Find out awareness of your brand, purchase intent, perceptions and campaigns they recall before Ramadan.*
- ❖ *Build, manage and monitor your company's brands. Use market analysis to assess your strengths and weaknesses as compared to your competitors.*

Istibyahi SWAROVSKI

Q14. Do you expect to spend more on regular household items during Ramadan?

☐ Yes

☒ No

Choose one of the following answers

Q15. What are the top media platforms you spend most of your time on during Ramadan?

☒ Social Media

☐ Internet

☐ Watching TV

☐ Other

PREVIOUS NEXT

Istibyahi SWAROVSKI

Q14. Do you expect to spend more on regular household items during Ramadan?

☐ Yes

☒ No

Choose one of the following answers

Q15. Which categories do you expect to spend more on during the holy month?

☒ Dates

☐ Yogurt

☐ Soups

☐ Juices and soft drinks

☐ Other

PREVIOUS NEXT



What can we offer you?

Branded Content

While Content Marketing isn't anything new, it remains and continues to be a great marketing tool which creates interest in your products! It helps build brand awareness, customer loyalty and ultimately driving sales!

السيات، 22 فبراير 2020 كيفية التصرف عند انقراض إطار السيارة؟

🔍 📷 📺

📺 فيديو أخبار صور تجارب قيادة موتور سبورت

أخبار جديدة

تيلورايد تتألق وتحصد جائزة السلامة والأمان

in 📷 📺

أخبار جديدة

فورمولا 1: روميو تتفاجئ الجميع وتتصدر التجارب الحرة الأولى

in 📷 📺

أخبار جديدة

مهرجان عروض نيسان لشهر رمضان الفضيل، الجوائز مضاعفة و الخير للجميع

in 📷 📺

صور

بالصور: بتبلي كونتيننتال GT مولينر فخامة تفوق التوقعات

in 📷 📺

السيات، 22 فبراير 2020

🔍

القيادي فيديو أعمال كيف سائل رياضة وسيارات المزيد

ساحة وسفر

لجربة فريدة: 21 وجهة عليك زيارتها أنت وأسرارك في أبوظبي

تكنولوجيا

مهرجان عروض هواوي لشهر رمضان الفضيل، الجوائز مضاعفة و الخير للجميع

أخبار عالمية

لربطلة شياوية: 11 قبة شوية للحفاظ على دفء رأسك

العالمية جمال الربيل

خذ حذرك: تعليمات هامة قبل شراء كريم الجدين للرجال

ليالينا

🔍

فيديو كيف سائل موضة جمال عروض نجوم مطبخ بونيك

السيات

أخبار جديدة

سرا أكام الباليونات الغريبة التي ظهرت بها التجمعات في الفولدن غلوب 2020

كيف سائل

أبو ظبي تلمزون رمضان لقلب الإمارات، قائمة براكات المصممة

السيات

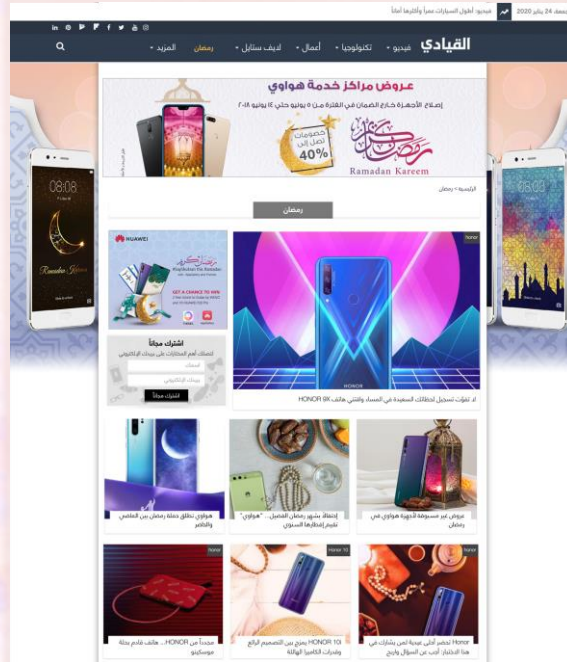
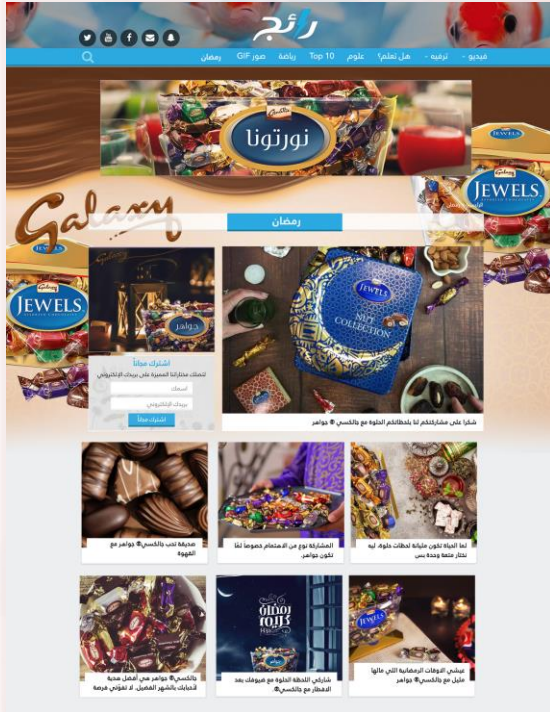
أخبار جديدة

ميكاي التجمعات في دولدن جلوب بين الحرة والتعومة: اختاري ما يناسبك

What can we offer you?

Ramadan section full sponsorship - 100% SOV

Full sponsorship option includes (Articles, Albums, Videos plus Innovative Advertising Solutions)

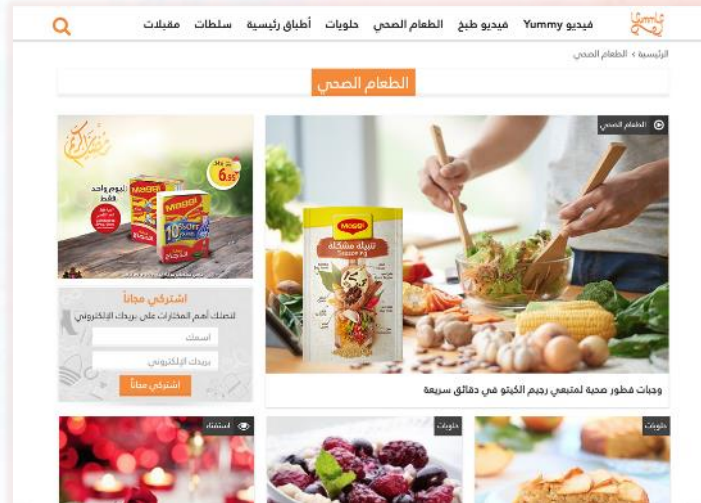


What can we offer you?



*Yummy, your ultimate food destination in Ramadan.
Engage with your consumers, they are searching for you!*

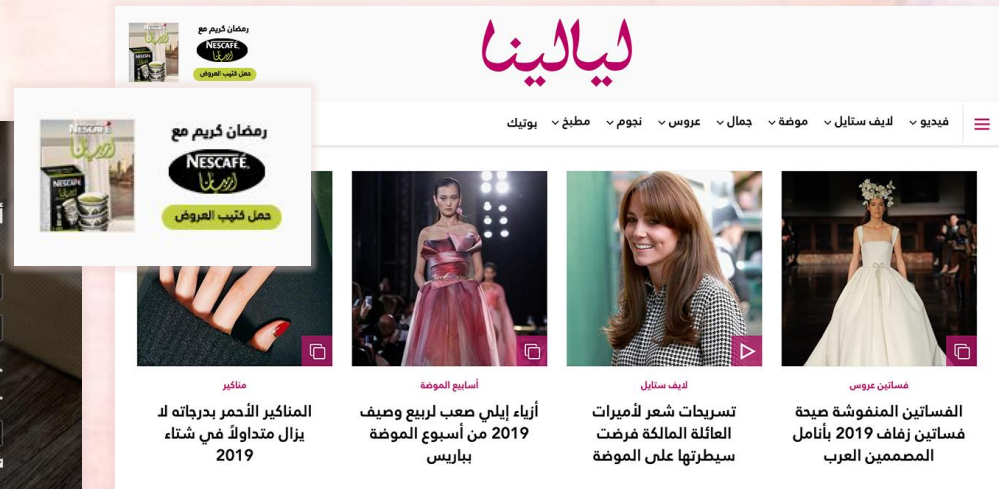
- ❖ Native Video Sponsorship, Yummy Homepage.
- ❖ Full section sponsorship 100% SOV (Articles, albums, Videos plus Innovative Advertising Solutions).



What can we offer you?

Branded PDF, Ramadan PDF Recipes Guide Book , Full Sponsorship.

Provide your customers with 30 days recipes guide book, available for download throughout the month.



and guess what? You can collect your users' data!

What can we offer you?

Branded Ramadan Imsakieh

Exclusive Sponsorship for Ramadan Imsakieh, can be customized per brand, available on both Mobile and Desktop, and across any site under zawī network.



Desktop

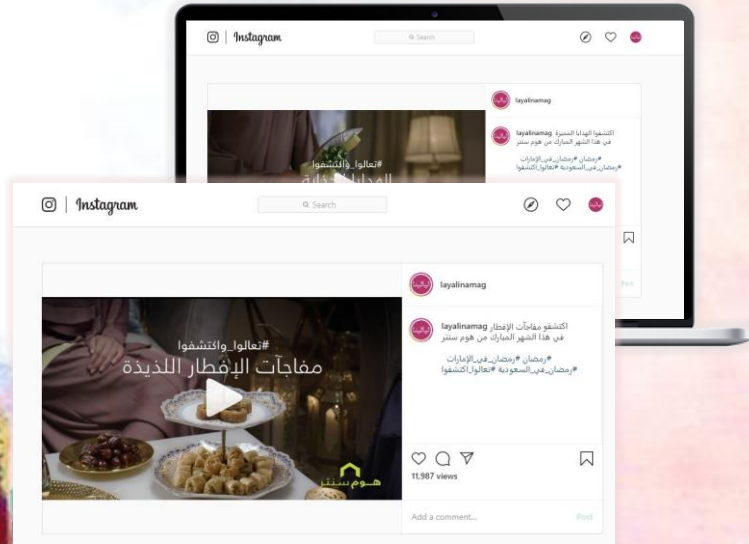


Mobile

What can we offer you?

Social Media Posts

It's time for brands to benefit from the highest users' engagement across 7awi social media Platforms!

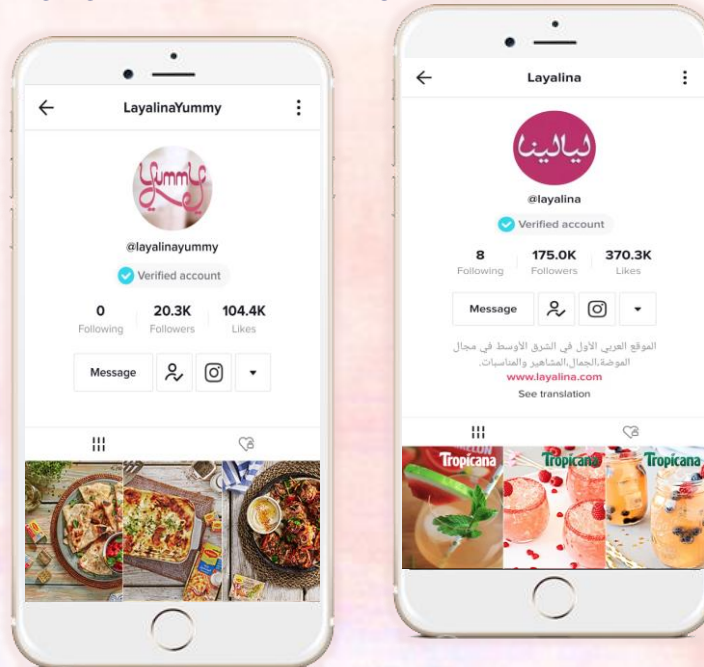


What can we offer you?

Social Media Videos - TikTok

The platform has over 500M active users worldwide!

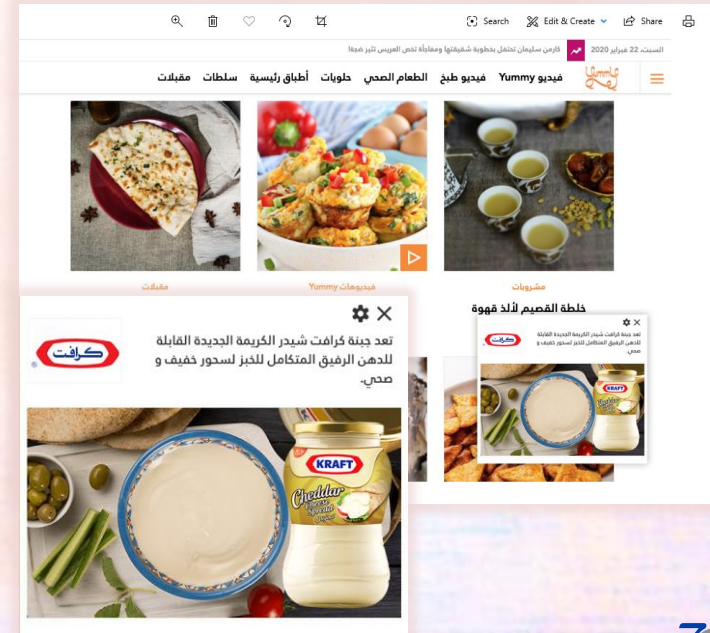
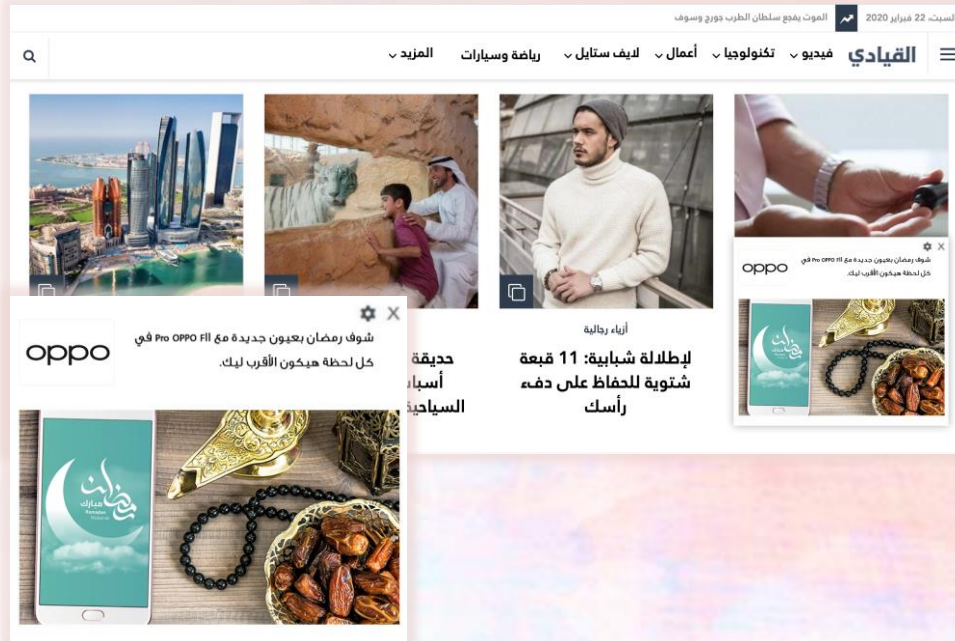
It's time to pay serious attention to TikTok, one of the world's most downloaded apps in recent years! gain the highest engagement rate on your videos!



What can we offer you?

Push Notification

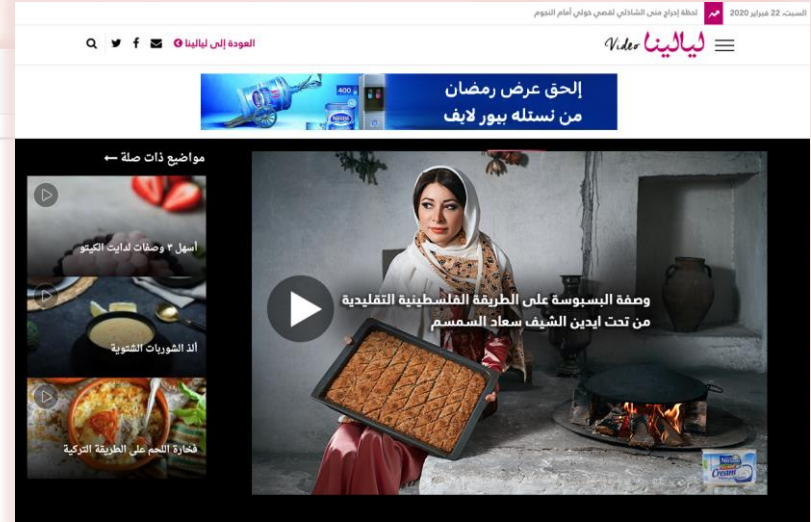
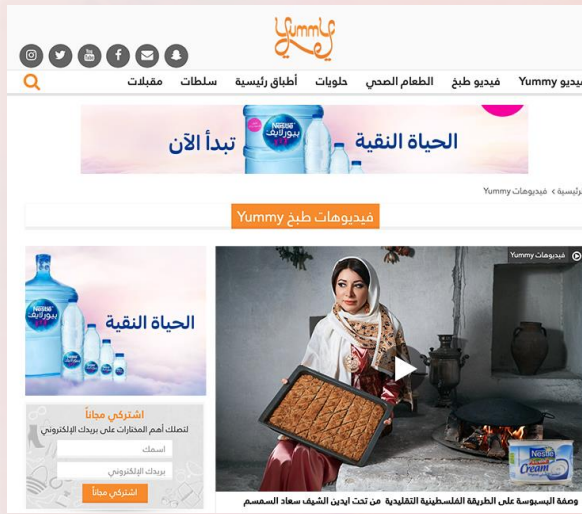
Great branded content, published at the right time, directed to the right audience helps influence conversions! **50K+ Subscribers** across the network.



What can we offer you?

Brands collaboration with Influencers

Connect with your target audience instantly, directly and at a large scale, through real-life consumers, who got the power to motivate their followers to take desired actions, It's the power of influencers marketing!



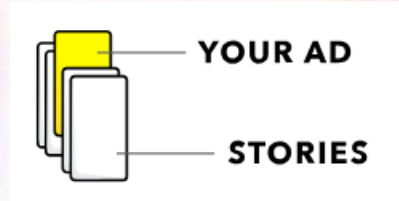
List of influencers to be discussed with 7awi team, according to each brand's/advertiser's needs and nature of their product/services.

What can we offer you?

Layalina Snapchat Discover - Snap Ads

Find the perfect way to reach your audience, and drive the results that matter to you!

Advertisement positions which are located within Layalina Snap Stories (appear after every 3 snaps).



Drive Snapchatters to your website, video, or app store page, all in a single swipe.



What can we offer you?

*Layalina Snapchat Discover – Editorial Snaps
Advertise Natively!*

- ❖ *Ranked as # 1 channel in the region.*
- ❖ *Full access to our branded content, use our power!*
- ❖ *Direct reach to our users and audience, we speak their language!*
- ❖ *Each story generates around 300K+ Unique Viewers.*
- ❖ *Reflect articles with 10 seconds video that you see the first thing when you subscribe to Layalina Discover. Stories do NOT have link out. They serve to create a huge awareness and can direct the users to an editorial article.*



What can we offer you?

*Branded Mailshots,
250K+ subscribers across 7awi network!*

*Helps you catch your readers' attention,
maintain their interest and encourage
them to take action. The best tool to
measure your ROI!*



نشرة **لبرلو**



معاً على طريق البهجة! التترا بر رمضان تجمع العائلة!

عند اختيارك لإنفينيتي، أنت
تختار الخروج عن المألوف.
فتعبر عن نفسك بطريقة
تتعذى الرفاهية التقليدية



الصيانة المنتظمة ستحسن
من أداء سيارتك، فعاليتها،
ومستوى السلامة



يجمع نظام إنفينيتي مزايا
الملاحة والملازمة والأمان
والترفيه في نظام متقدم في
لوحة التجهيزات المركزية.



نشرة **ليالينا** Moulinex



إليك 5 قواعد لتناول الطعام بشكل صحي خلال رمضان!

فاسيكلتك الزوجية: خلط
متعدد الاستخدامات، يمكنك
استعماله لتحضير البانكيك
بسرعة الضوء



يتميز خلط إنفني فورس
بشكله الجميل واستخداماته
المتعددة.



كانت حياتنا لتكون من دون
تحضير الكيك! تعيدني رائحة إلى
ذكريات الطفولة: موس
الشوكولاتة التي تحضره ماما



What can we offer you?

Video Production

Video content represents around **74%** of all Internet traffic source
Can you afford to miss out on that?

Suggested Ideas:

Food and Beverage, Hospitality sector – Ramadan Iftar and Suhoor

- ❖ *Short videos for the restaurant - visuals to be provided by the client (Live example).**
- ❖ *FB live videos - Tours inside hotels/restaurants along with interviews with the chefs/managers talking about Ramadan activities.*
- ❖ *Customized video for a certain service - Top dishes to have in a certain hotel/restaurant during Ramadan, focuses on showing the chefs making these dishes (Live example).*
- ❖ *2D Animated Videos (Live example).*



What can we offer you?

Video Production

Video content represents around **74%** of all Internet traffic source
Can you afford to miss out on that?

Suggested Ideas:

Jewelry sector – Eid Collection

- ❖ *Short videos, which focus on displaying the jewelries. These will include using a model without showing her face, with a full focus on the products. visuals to be provided by the client **
- ❖ *FB Live videos, capturing discounts in stores along with interviews' coverage.*
- ❖ *Customized videos upon request, ideas to be discussed with 7awi video production team (Live example).*

**Shooting by 7awi videographer is available upon request, additional cost applies.*

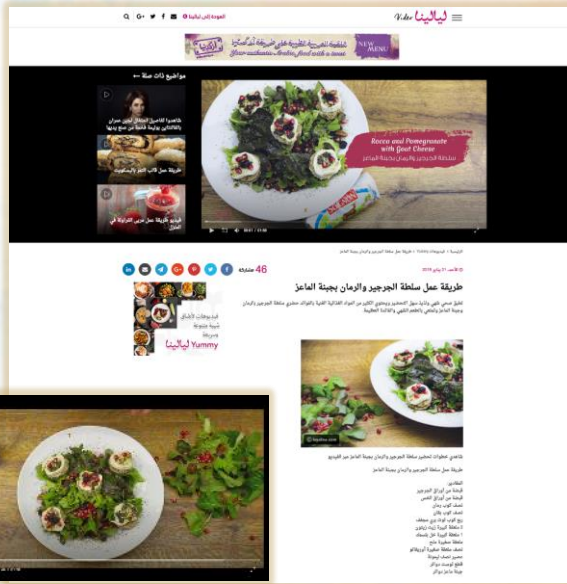
Source: <https://bit.ly/2T21Bot>



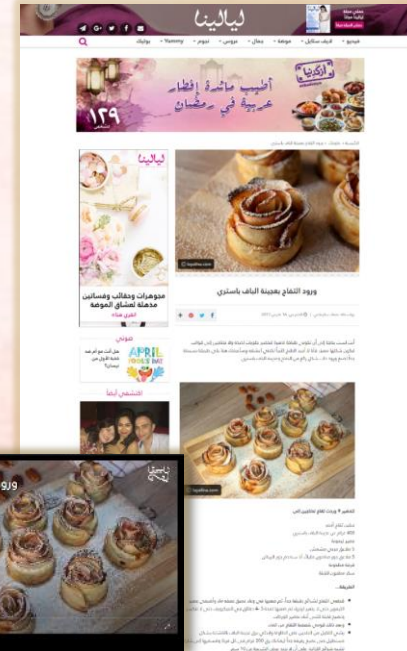
What can we offer you?

Video Production - Customized Cooking Videos

Through zawii professional content and video production team, brands can connect with their audience in a very smart and digestible way.



[Live Link](#)



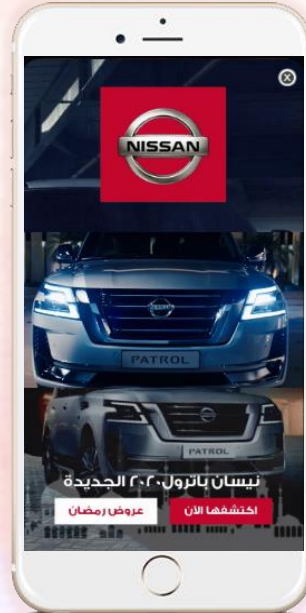
[Live Link](#)



What can we offer you?

High Impact Advertising Solutions - Mobile Video Interstitial

Exclusive and can be customized per brand! similar concept is available on Desktop.



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions - Mobile Floating Video

Ramadan Exclusive and can be customized per brand! similar concept is available on Desktop.



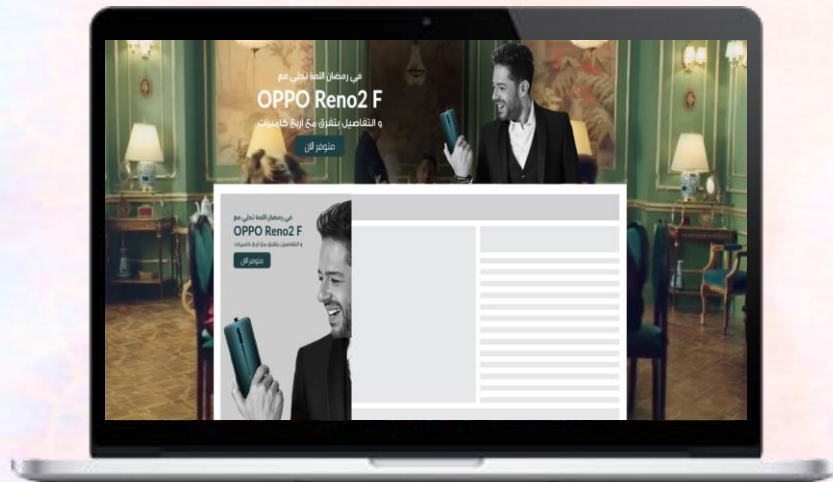
[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – Animated Desktop Skin.

Ramadan Exclusive and can be customized per brand! similar concept is available on mobile using different formats.



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – Footer Desktop.

Ramadan Exclusive and can be customized per brand!



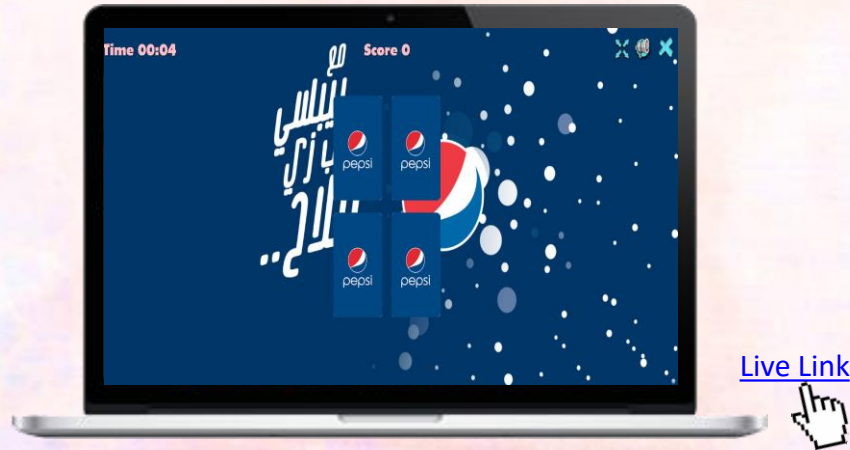
[Live Link](#)



What can we offer you?

Ramadan Branded Game - Match the Pictures

Gaming has become a very popular form of entertainment, to pass time during Ramadan, why not be part of such a peak area!



*Ready to customize your
own package?*

*contact 7awi
representatives now!*

Thank You!

