



Ramadan Offering 2017

MENA consumer behavior in Ramadan - 2016



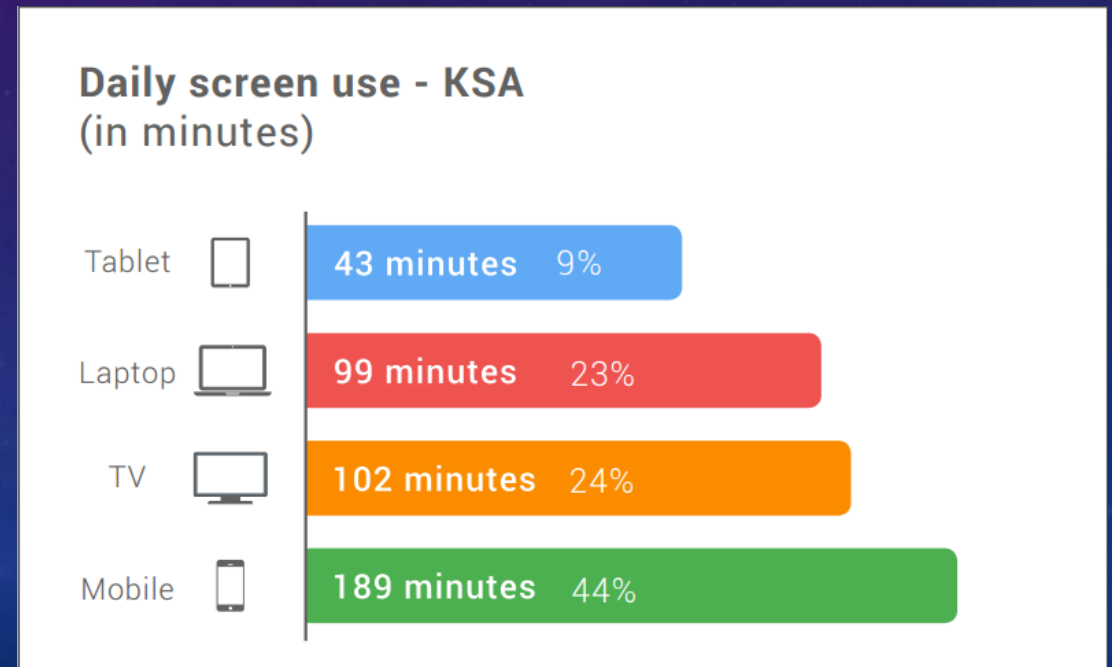
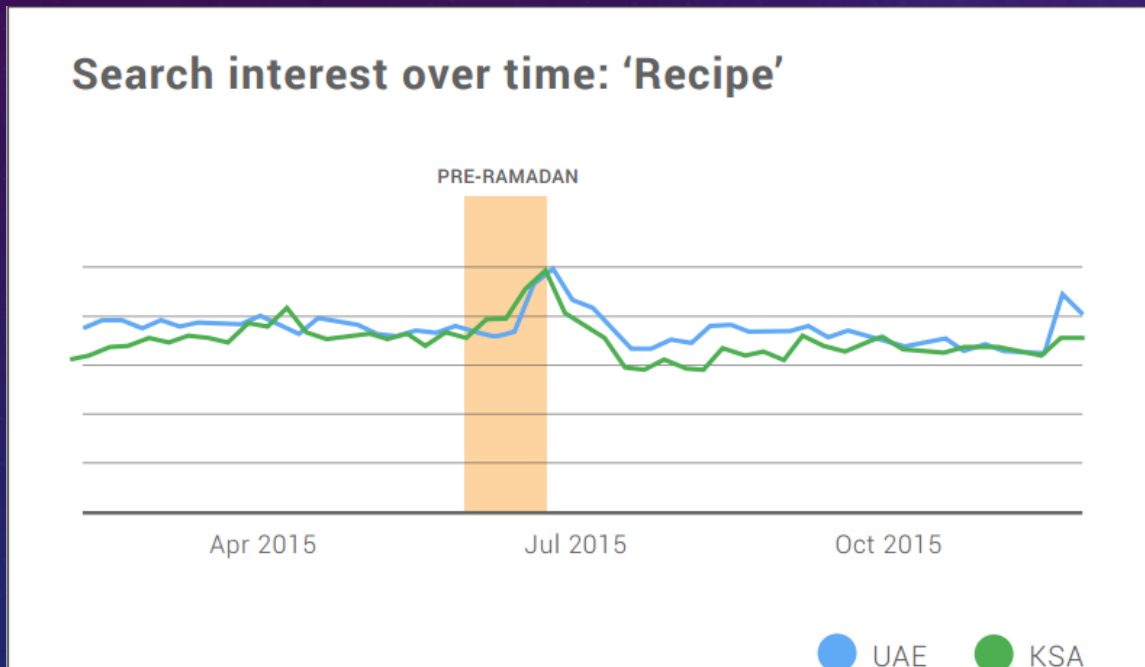
MENA consumer behavior in Ramadan

- ✓ Given the attraction of **promotions/offers during Ramadan**, the findings show that consumers **are less likely to be brand loyal** when it comes to food and drink products.
- ✓ **40%** of respondents overall claim they will **always buy from brands that have the best offer/promotion** irrespective of who makes them.
- ✓ **53%** of consumers surveyed in the **UAE, Saudi Arabia and Egypt** will spend more money during the fasting month, of which **93% expect to increase their spend on food, drinks and groceries**.
- ✓ **43%** of respondents in all three countries expect to **travel** during Eid. The most appealing promotions for travelers during Eid are discounted promotional offers on flights (62%), followed by discounts on hotel stays (57%).

MENA consumer behavior in Ramadan

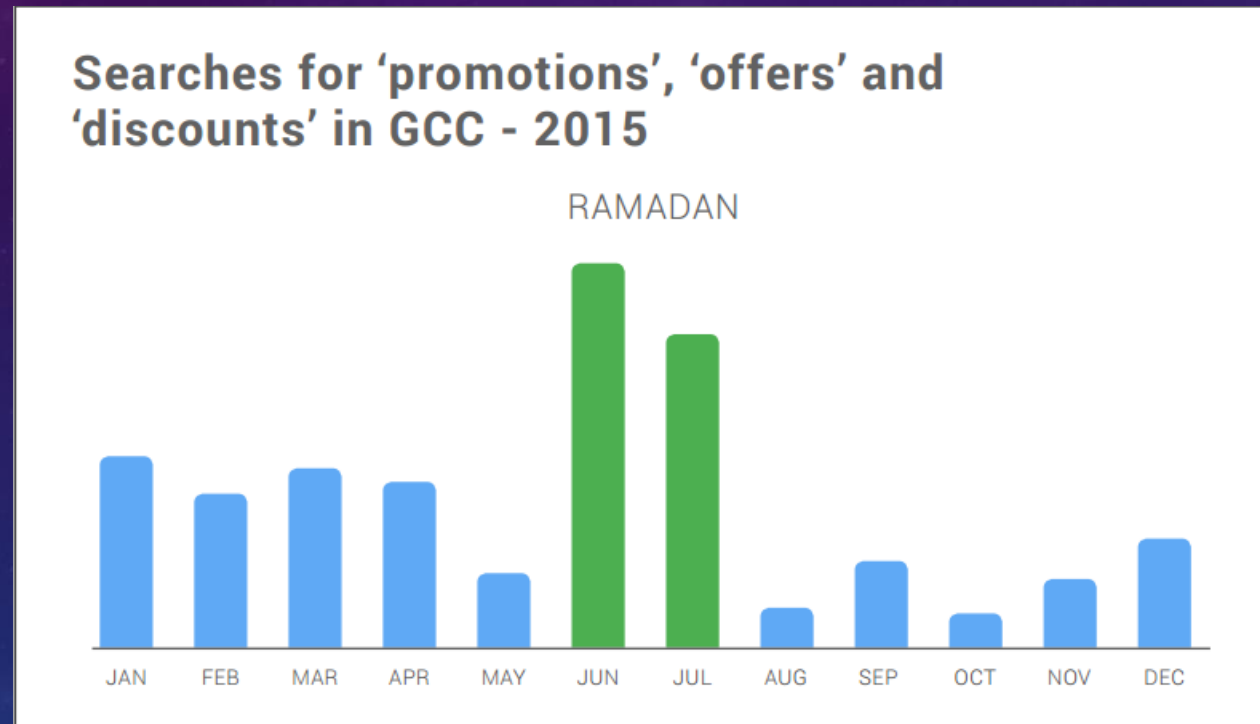
The opportunity for **food companies** is particularly strong pre and during Ramadan , as consumer interest in anything food-related increases. Google's data shows a significant rise in “**recipe**” searches during this period.

Ksa users spend more time on **mobile**.



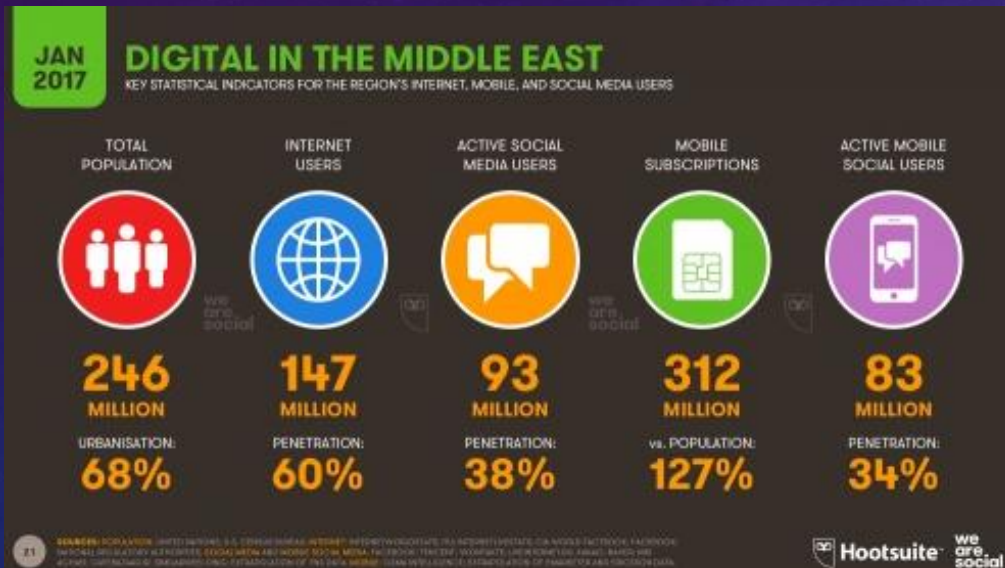
MENA consumer behavior in Ramadan

Cars and **hypermarket** deals – were among the most popular search topics during the holy month in 2014 and 2015.



Digital Facts

- ✓ The Middle East claims top spot in this year's growth rankings though, with all key indicators showing impressive growth. Internet users are up **15%** year-on-year.
- ✓ Social media use overall grew a staggering **47%** in the past 12 months, with mobile social media up **44%**.

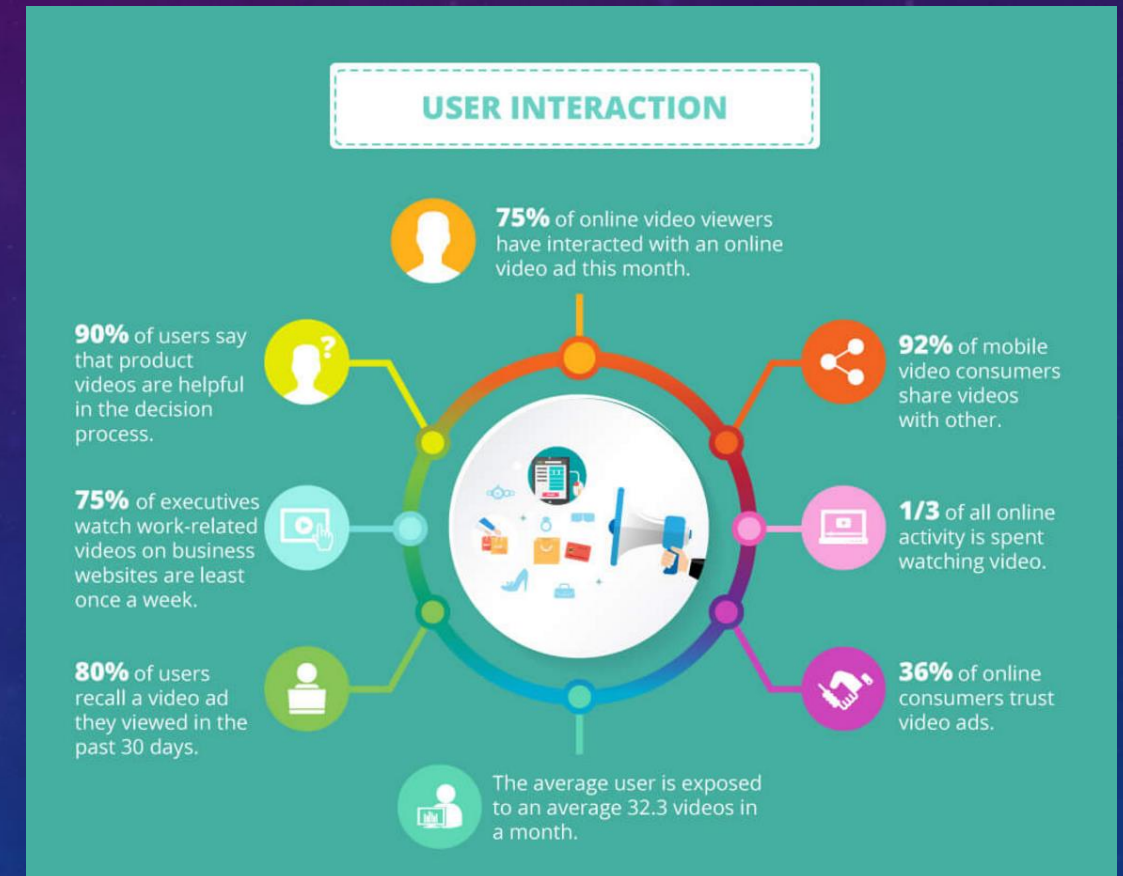


Digital Facts

Video Marketing Statistics in the Middle East 2016



- ✓ Video consumption in the UAE and Saudi Arabia exceeds the global average due to the increased social networking and app usage on smartphones in 2016.
- ✓ Over 70% of smartphone users in Saudi Arabia and the UAE watch videos on social networking websites at least once a week, compared to 65% of global average.



Findings

Time spent online and consumer spending is higher during Ramadan than any other period. In the holy month, users in MENA:

- ✓ Watch more **video**.
- ✓ Perform more searches, mainly search for online deals and **Ramadan promotions**.
- ✓ Spend more time on **mobile**.

Two ornate lanterns are positioned on the left side of the image. They are dark in color with intricate cut-out patterns on their domes and bodies. The lanterns have a tiered, hexagonal structure. The background is a deep blue with a subtle, repeating geometric pattern and several small, glowing light spots.

RAMADAN KAREEM

Our Offering

During Ramadan, 7awi is the destination that will help brands connect with their consumers, reach their target audience and achieve their campaigns' objectives.

Reach

**Reach your target
Audience**

Engage

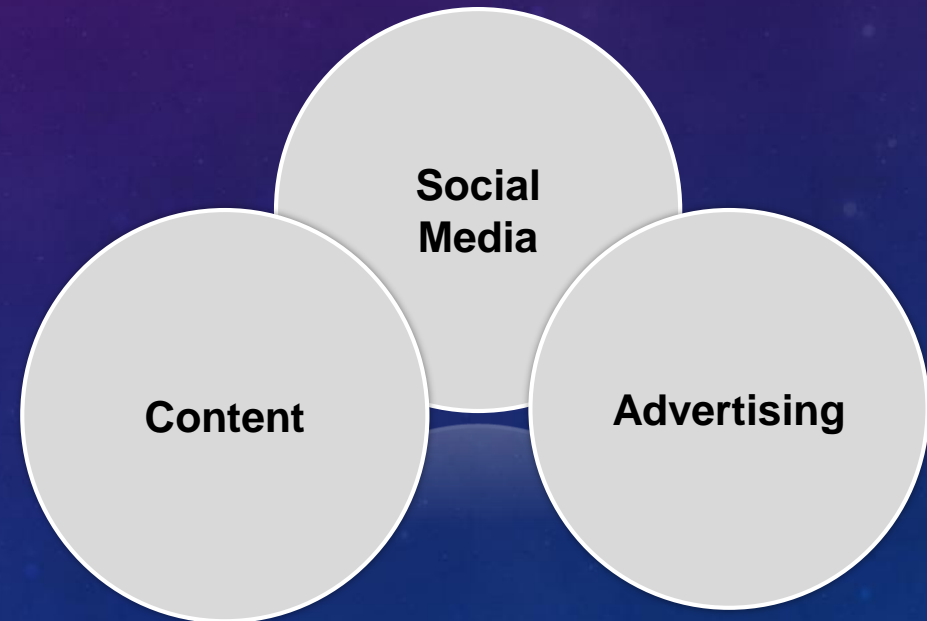
**Engage and know
more about your
customers**

**Long term
relationship**

**Build a long term
relationship lasting after
Ramadan**

Regardless of your campaign's objectives, whether you want to:

- ✓ Drive Brand Awareness.
- ✓ Increase Trials and Signups.
- ✓ Launch New Products.
- ✓ Increase Sales Online.
- ✓ Change Brand Perception.
- ✓ Increase Brand/User Engagement.



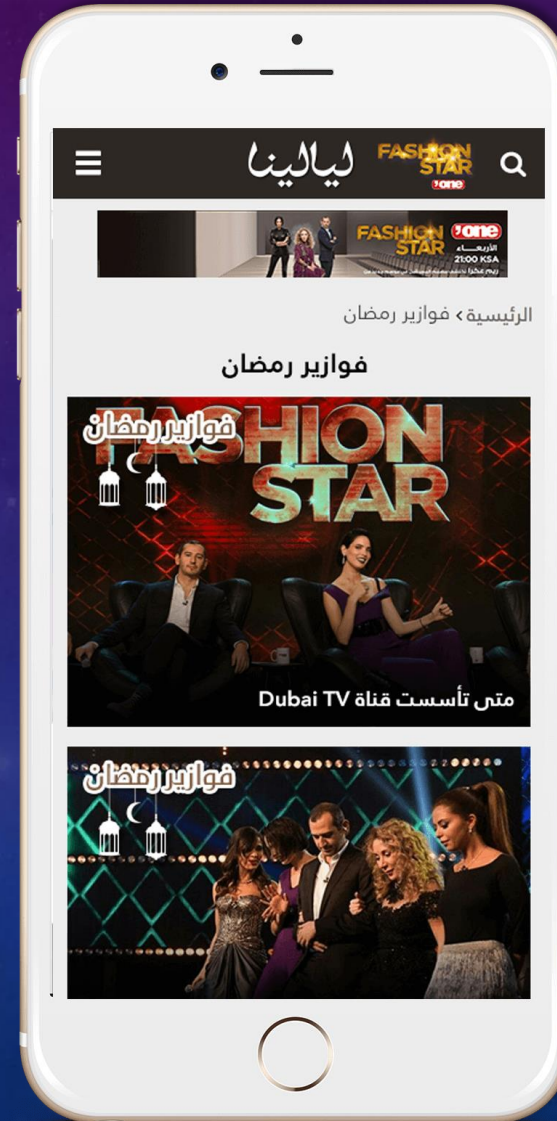
Package 1

Fawazeer Ramadan Section Sponsorship

- ✓ For this year, Ramadan is going to be different with 7awi. As we will allow brands to interact with their consumers, through a time where they are looking for something to entertain them online.
- ✓ Advertisers can sponsor Ramadan Fawazeer section for any site under 7awi network, and according to their target audience. Layalina, ArabsTurbo, Alqiyady, 3oud and Ra2ej, Buzz on Social Media will be included too.
- ✓ Minimum sponsorship period per each advertiser is one full week, with a quiz published on daily basis which will end up with a final winner/s each week.
- ✓ Users' Engagement through Social Media is a requirement for winning a prize (share with a friend).

[illegible][illegible]

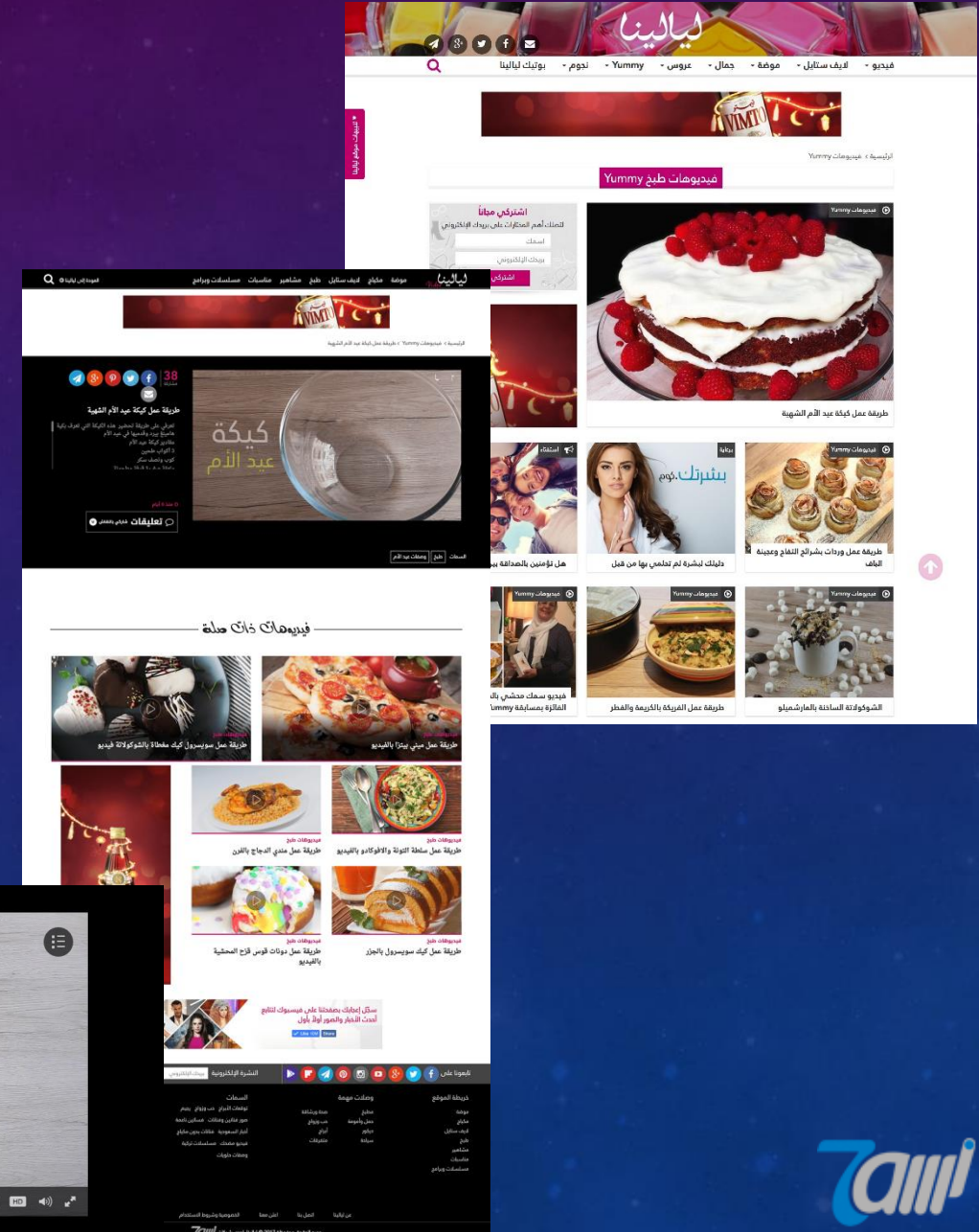
Fawazeer Ramadan Section Sponsorship



Package 2:

Short Cooking Videos – Yummy Section

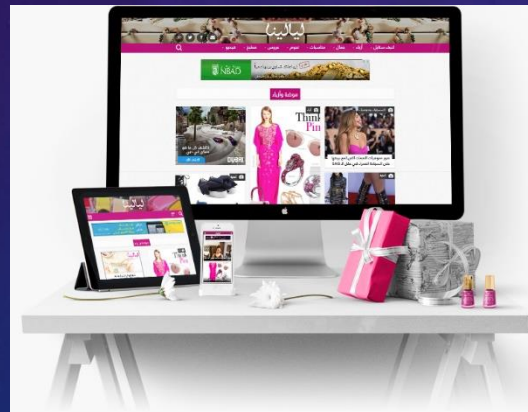
Through 7awi professional content and video production team, brands can connect with their audience in a very smart and digestible way.



Package 3:

Section Sponsorship – 100% SOV

Target your exact audience, through different Sponsorship options across 7awi network in addition to Ramadan section, while utilizing 7awi different creative ad solutions.



Package 4:

High Impact Creative Ad Solutions

- ✓ Target your audience through high impact creative solutions, that are Ramadan-Exclusive and can be customized per brand.
- ✓ Can run across any related site to target audience under 7awi network.
- ✓ Most of the solutions are applied on both Desktop/Mobile devices.

Option I

Quiz Editorials

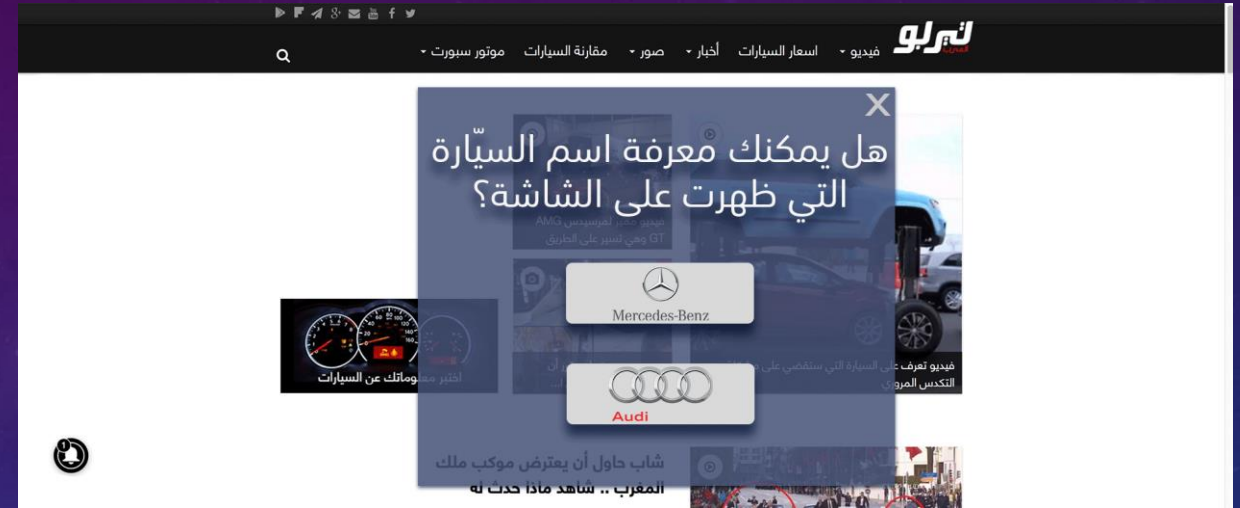
A sponsored editorial piece, that asks readers to guess the number of rice pieces in a rice bowl, this will be applied through a special execution banner running across 7awi network, also we will be utilizing our social media through publishing a link post on Facebook.



Option II

Racing Car

A great solution that supports lead generation campaign's objective, should be incentivized in order to guarantee better results.



جواب صحيح!

هل أعجبتك السيارة؟
قم بتعبئة هذا الطلب لتجربتها

الاسم:

الرقم:

البريد الإلكتروني:

قدم الآن



شكراً!

سنقوم بالاتصال بك خلال ٤٨ ساعة.

اعرف كل مزايا السيارة هنا:

WWW.AUDI.COM



Option III

Customize Your Shows Calendar

An interactive banner that allows users to select their favorite Ramadan series, view their timings and on which channel they are showing instantly.



اختر مسلسلاتك المفضلة لتعرف
مواعيد عرضهم على شاشاتنا

إضغط هنا



اضغط على مسلسلاتك المفضلة

THE CAESAR

تدور أحداث المسلسل حول شخص يمتلك قدرات غير عادية، يُدعى (القيصر) تابع لإحدى الجماعات الإسلامية التكفيرية المتطرفة، والتي تتبنى عمليات إرهابية، ومع قيام الجماعة بعملية إرهابية تفاجئ بحصار الشرطة لها في أحد أنفاق رفح، والتي تتولى الشرطة هدمها ويتم القضاء على جميع الموجودين بها، ولكن القيصر يصبح الناجي الوحيد ويتم سجنه في سجن يدعى المغارة و تتوالى الأحداث

GMT	1	2	3	4	5	6	7	8	9	10	11	12
13		14	15	16	17	18	19	20	21	22	23	24

إعادة العرض

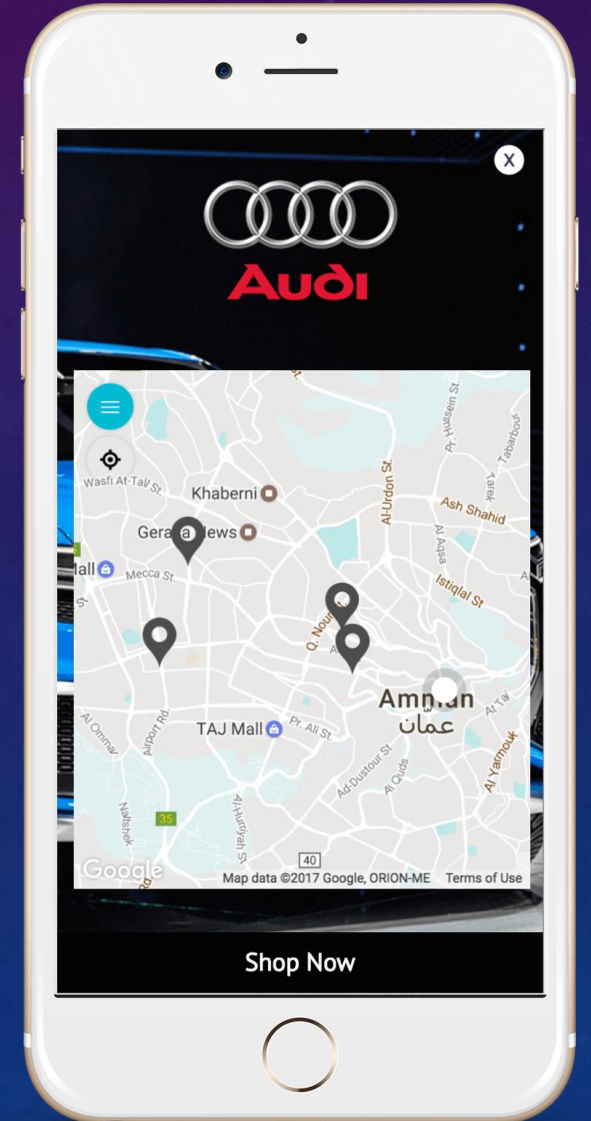


Option IV:

Store Locator

Great creative solution for restaurants, automotive and fashion verticals during Ramadan and Eid.

[Live Link](#)



Option V

Mix Your Ramadan Cocktail!

The user will be enticed to do a mix of juice by selecting the fruits, placing them in a mixer.

This execution can be supported by a post on Facebook that would lead to this interactive banner.

[Live Link](#)

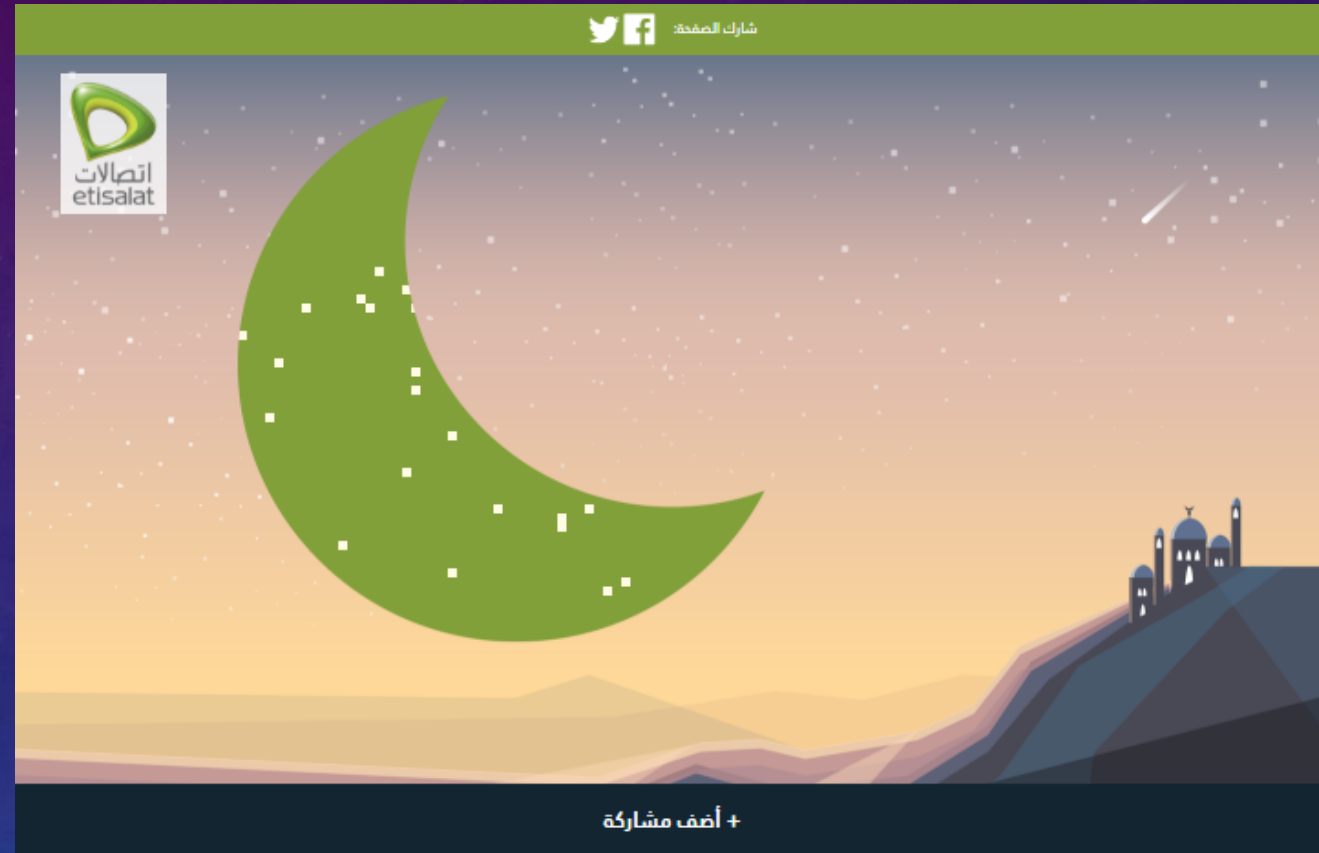


Option VI

Hilal Ramadan

Allows maximum engagement, where users can share their memories, and the best idea would win a prize at the end of the month.

[Live Link](#)



Package 5:

Ramadan Imsakieh

Exclusive Sponsorship for Ramadan Imsakieh, can be fully customized per each brand and can be booked for any of 7awi's sites.



Thank You!