

A close-up photograph of two hands, one from a person wearing a red and white patterned keffiyeh and the other from a person in a brown and black striped garment, both resting on a white fabric. The background is a warm, out-of-focus beige.

2018 Ramadan Consumer Research Report

Plan - Track - Evaluate this Ramadan

Consumer behavior, media habits and campaign evaluation prior to, during and after Ramadan 2018

Before you embark on your 'big idea' to increase your brand's reach this Ramadan, get the consumer insights you need to test & track its impact on the market with YouGov's unique syndicated Ramadan insights study. Let us help you **Plan, Track and Evaluate** your consumer, brand & campaign this Ramadan.

YouGov[®]
What the world thinks

2018 Ramadan Consumer Research Report

The Holy month of Ramadan has a significant impact on people's lifestyle and daily routine in the Arab world. During this intense period of behavioural change many brands are vying for consumer attention through millions spent on media buys. This makes creating a campaign that speaks to your consumers through their preferred channels more important than ever.

The study will be conducted in the UAE, Saudi Arabia and Egypt and will be informed by the very people businesses and their competitors serve on a daily basis. (Other markets can be added on request). The Ramadan Report is a must-have if you're a brand planning to make an impact during Ramadan or an agency working to create winning campaigns for your clients.

Research Timings

The study will be conducted in the form of three waves across three time periods:

Prior to Ramadan

During Ramadan

After Ramadan



Plan



Track



Evaluate

Obtaining information during these three critical time periods will help to understand shifts in consumer sentiments, behaviour and media consumption. This is also your perfect opportunity to test, perfect and benchmark your campaign before, during and after Ramadan, allowing you to gain a true sense of how well your campaign has fared in the market and its impact on your brand.

Sectors Covered

Apart from covering general consumer and media insights, the study will also cover consumer behaviours around FMCG, consumer electronics, retail, leisure & entertainment, automotive and real estate. Get in touch to add a new sector!

Arabic drama series and comedies were the most preferred TV shows during Ramadan 2017*

47% of consumers spent more money during the month of Ramadan 2017*

UAE residents are the most likely to switch brands when purchasing beauty products and dining out if the offer is right during Ramadan*

*YouGov 2017 Ramadan Consumer Report



Plan | Areas Covered Prior To Ramadan

To help you plan your perfect campaign and promotion activities during one of the fastest selling yet highly saturated times of the year, YouGov is executing syndicated research amongst a representative population in each market. This is your opportunity to fine tune your strategy and campaign for the month of Ramadan!

When: Launch early March 2018

Syndicated Scope (Core Scope)

Spending Habits & Sentiments



What are your consumers spending on and what are their general sentiments towards the economy and their household's financial stability?



Media Consumption Habits

What are your consumers' favourite media platforms & how to best reach them? Viewing habits, amount of time, times of day, genres of interest, who with, location of access, favourite channels/platforms.

Promotional Mixes

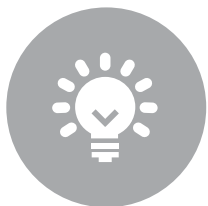


Find out the most attractive promotions to your consumers and how this varies across categories/sectors.

Discounts and buy 1 get 1 free were the most preferred promotions for household groceries in 2017*

Custom Modules (Add On's)

Ad Test



This is your perfect opportunity to test your 'Big Idea' for Ramadan! How do consumers rate your creative idea? Is your message understood? Do they like it? What do they like and dislike about it? Does it stand out from others? Do they relate to it? What can be improved?

Brand Test



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.

*YouGov 2017 Ramadan Consumer Report



Track | Areas Covered During Ramadan

Whilst most trackers would evaluate the start and end of the campaign, we at YouGov believe there is a better way to track your campaign as it unfolds during the holy month. Using YouGov's unique capabilities, check your campaign effectiveness each week of Ramadan to find out the impact it had on your brand and its performance!

When: Weekly During Ramadan

Results as fieldwork progresses to give you the chance to refine your ad. Information areas to be repeated every week of the month to track campaign performance.

Syndicated Scope (Core Scope)

Spending Habits & Sentiments



Get a real time view of what your consumers are spending on every week of Ramadan and uncover what their outlook is towards their household's financial well being this month!

Promotional Mixes



Find out which promotions are most appealing to your consumers during Ramadan across categories and sectors!

Media Consumption Habits



Discover consumers' favourite media platforms and know how to best reach them during Ramadan. How do their viewing habits differ during the Holy month, the amount of time spent, times of day, who with, most appealing genres/content and their favourite media platforms?

**During Ramadan 2017
82% of consumers spent
over an hour a day on
social media***

Custom Modules (Add On's)

Ad Tracking



How does your campaign stack up against others during Ramadan? Did your campaign pick up over the course of Ramadan? Is your campaign being spontaneously recalled? Did your message stand out? Which campaigns are trending? What are the most impactful campaigns? Which campaigns are 'making a difference' and why?

Brand Tracking



Learn what impact your campaign and promotions are having on your brand! Has your brand awareness improved? Is your share of wallet growing? Is your brand being considered more now? Are perceptions towards your brand shifting? What is your brand's image during Ramadan?

*YouGov 2017 Ramadan Consumer Report



Evaluate | Areas Covered After Ramadan

Get the most comprehensive insights into your campaign's performance and its impact on your brand following Ramadan. This phase helps you measure the true ROI of your efforts whilst showing the long term impact of your initiatives.

When: Two - Four weeks following Ramadan

Custom Modules Only

Ad Evaluate



Which were the top campaigns during Ramadan? Is your campaign still remembered after Ramadan has passed? Is the message still recalled? Where does your campaign stand against those by competition? Which campaigns were most influential and prompted a purchase? Which ones do they want to see again?

Brand Evaluate



Measure the impact of your Ramadan campaign on your brand, its performance and image today (longitudinal and uplifts). Did your brand gain a wider share of mind now? Have perceptions and associations to your brand shifted as a result of your Ramadan campaign? What action did your campaign prompt consumers to do? Has their share of wallet changed for your brand?

Methodology

The following methodology will be used to conduct this research.

Total Sample size



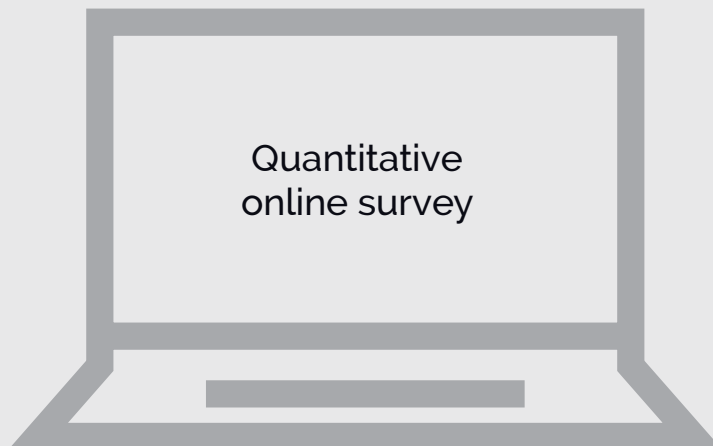
3600
UAE



3600
KSA



7200
EGYPT



Geographical coverage



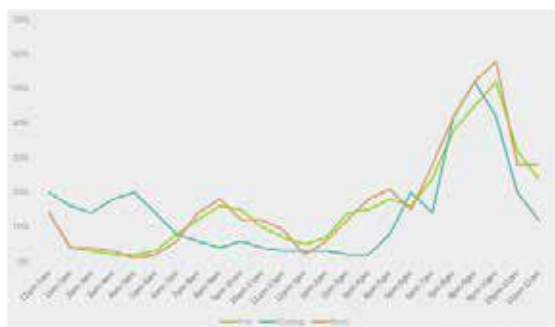
A structured questionnaire will be designed by YouGov. The survey will then be launched to consumers on the YouGov panel in all three countries. Participate in all phases and all countries to get views of over **14,000** consumers in the **UAE, Saudi Arabia and Egypt** or pick a module, phase or country to participate.



Deliverables

For each of the three waves, YouGov will make all results available via a powerpoint presentation after completing the fieldwork for each wave. This will enable you to take necessary actions based on the insights with a full report available on request. PowerPoint report format will be available with the purchase of all three phases and any additional modules.

TV Viewership



Ramadan Offers Available



Get Involved

Should you wish to ask customised sector-specific questions, understand campaign/ promotion effectiveness, or simply your brand's perception during Ramadan, a custom module can be included in the questionnaire in any one or all three waves, pricing for this would be on an adhoc basis.

All results will be provided in a powerpoint report and a full report on request.

The prices include the following YouGov research services:

- Survey design
- Project management
- Fieldwork set-up (material translation, recruitment)
- Fieldwork and analysis
- Reporting provided in powerpoint format

100% of the payment is required upon confirmation of purchase.



Your Investment

Syndicated Scope

- **Plan Wave + Track Wave** **\$10,000** 2 waves per market

Customised Modules

Applicable when commissioned with syndicated scope (excluding third wave)

- **Ad Test or Ad Track or Ad Evaluate** **\$2,500** per wave per market
5 - 8 Questions
- **Brand Test or Brand Track or Brand Evaluate** **\$2,500** per wave per market
5 - 8 Questions
- **Each Extra Question** **\$350** per wave per market

Contact Us

For more information and to discuss this research in detail please contact:

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