



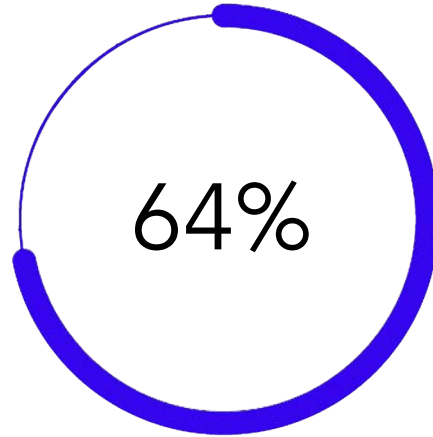
Sharing memorable moments

RAMADAN | 2021

advertise@anghami.com

A month of Hope

Covid 19 challenges and restrictions are still impacting our lives & habits and just like everyone else, our Anghami community is feeling affected by those restrictions. Despite all this, they are looking forward to Ramadan as it brings them a lot of Hope.



“

I can't wait for the month to come, I feel it is bringing lots of hope



Ramadan: The season of unity, spirituality and togetherness

Ramadan: the biggest cultural season during which Muslim communities unite on a journey of spirituality and compassion. It's celebrated with family & friends across the globe.

Daily gatherings, community prayers, charity events, and outings for iftar or suhoor make Ramadan the month all Muslims look forward to.

With the outbreak of Covid 19, celebrating Ramadan – together – became a challenge. The pandemic reshaped how the Muslim community prepares for, lives, and celebrates the holy month.



Hop on board with us to discover how people in MENA are planning on living and celebrating Ramadan this year.



Our Community cares about family

Value spending time with the family



68.6%

Are expecting to have family gatherings & visiting relatives this Ramadan



52%

Don't go out for iftar as they prefer staying with the family



46%

Source:

1. GWI - Anghami users in MENA, Q1 - Q4 2020
2. CG Ramadan 2021 Research, Anghami Users



They value faith & spirituality

“

My faith & spirituality are important to me



55.1%

“

I plan on going to mosques to pray this Ramadan, while respecting the restrictions



57%

Source:

1. GWI - Anghami users in MENA, Q1 - Q4 2020
2. CG Ramadan 2021 Research, Anghami Users



They're socially responsible

As much as they look forward to spending time with family and friends, they still plan on being careful

48%

Expect to live
Ramadan rituals,
with restrictions

25%

Will be taking high
precautions even if there
are no restrictions



Source:
CG Ramadan 2021 Research, Anghami Users

They cherish moments with people

52%

Are expecting to have gatherings during Ramadan - with restrictions

46%

Are planning on inviting people over for iftar or suhoor

86%

Stay at home during Ramadan, or go out once a week only



Source:
CG Ramadan 2021 Research, Anghami Users

They care about their health

55.3%

Value their personal
healthcare

56.9%

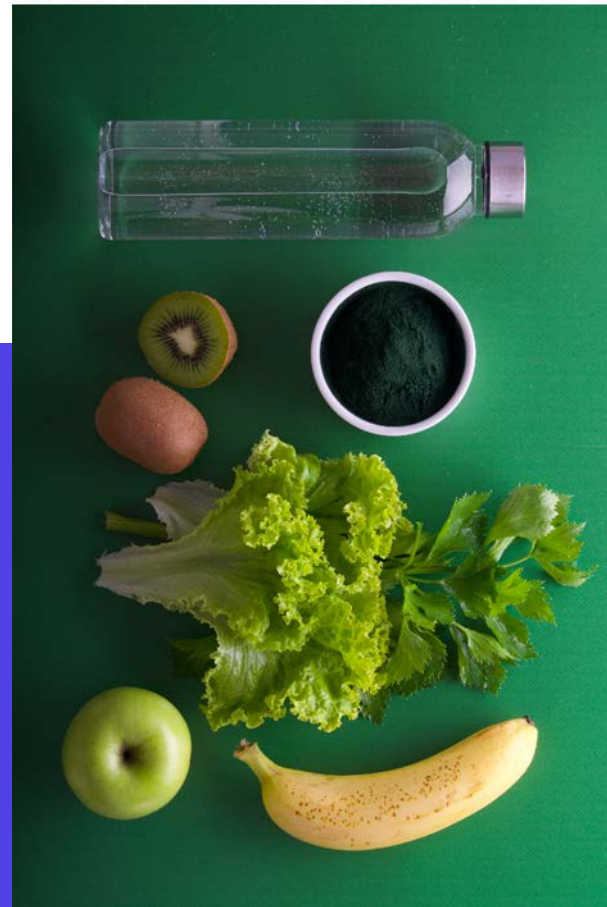
Are interested in
healthy food & drinks

52%

Workout frequently

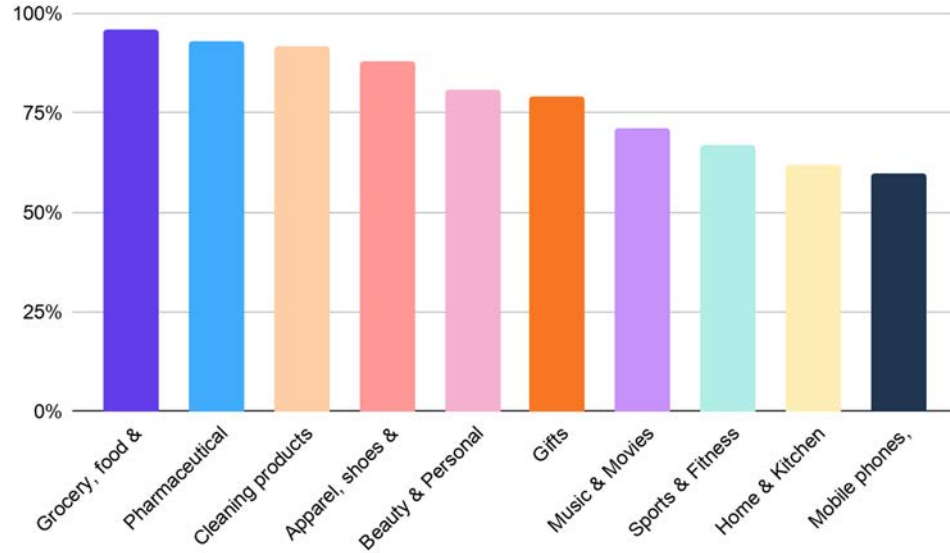
5PM-7PM & 11PM - 1AM

Peak Workout times



Source:
GWI - Anghami users in MENA, Q1 - Q4 2020
Anghami internal data, 2020

Here's the top 10 products they plan on buying



Source:
CG Ramadan 2021 Research, Anghami Users



Food Insights

Cooking is one of their top interests

60.8%

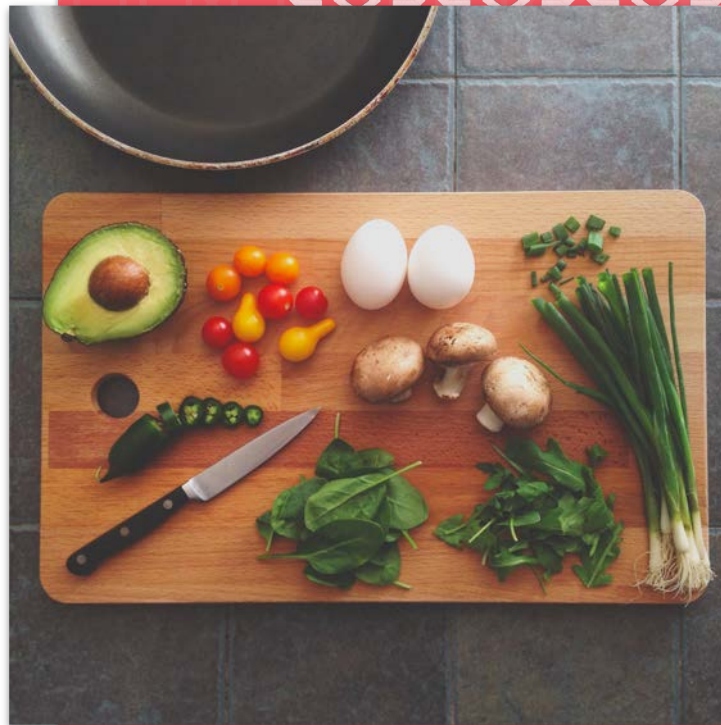
Say that cooking is one of their top interests!

+20% more than the rest of the online population in MENA

56%

Are interested in anything related to food & drinks

+21.4% more than the rest of the online population in MENA



Source:
GWI - Anghami users in MENA, Q1 - Q4 2020



Especially during Ramadan

36%

Never order food
during Ramadan

96%

Will be buying grocery,
food & drinks products
+56% than the usual

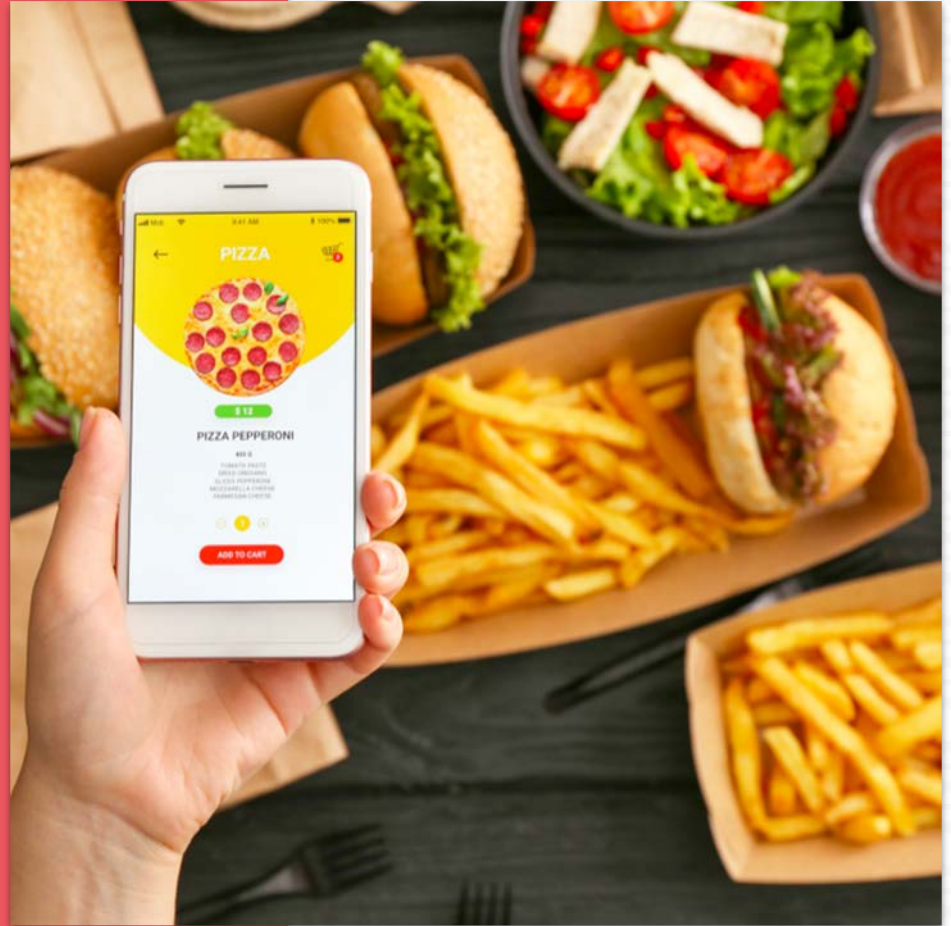
1:00PM-7:00PM Peak cooking time



Source:

1. CG Ramadan 2021 Research, Anghami Users
2. Anghami internal data, 2020

Fast food is their
guilty pleasure



60% order food from time to time

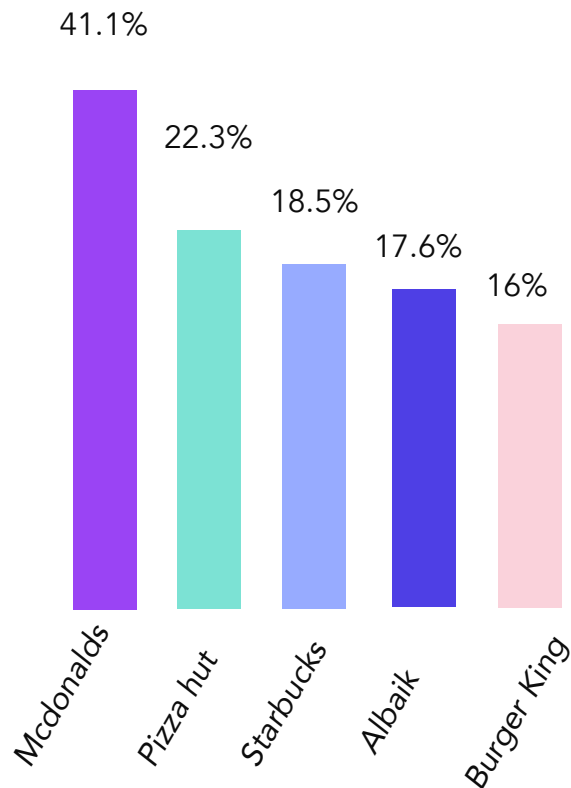


48% go out to a restaurant



Their favorite fast food brands

The ones they buy from or visit on a weekly basis

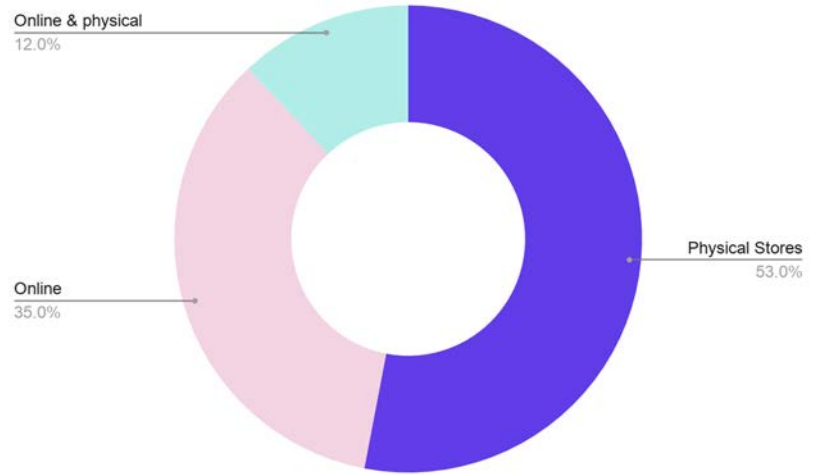


Source:
GWI - Anghami users in MENA, Q1 - Q4 2020



Fashion & Beauty Insights

While they enjoy shopping in physical stores - they will be buying products online too

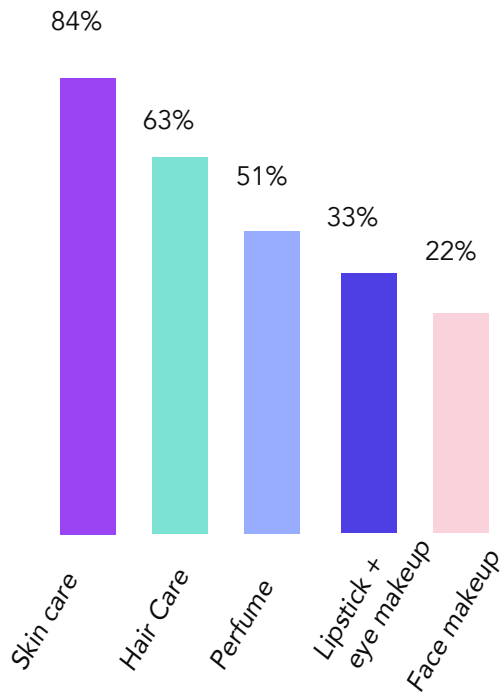


Source:
CG Ramadan 2021 Research, Anghami Users



63% take care of their beauty during Ramadan

Top 5 beauty products used during Ramadan



Source:
CG Ramadan 2021 Research, Anghami Users



As they like to stand out from the crowd

"I like to stand out from the crowd"

42%

"I take care of my appearance"

66%

"Clothing matters a lot to me, especially during Ramadan"

54%

"Woman should take care of herself any time of the year."

44%

Source:

1. GWI - Anghami users in MENA, Q1 - Q4 2020
2. CG Ramadan 2021 Research, Anghami Users



VOD Insights

71% use VoD platforms in Ramadan

56%

Are planning on
subscribing to Netflix
this Ramadan

41%

Are planning on
subscribing to Shahid
this Ramadan



Source:
CG Ramadan 2021 Research, Anghami Users

What does this mean to
brands?

Your audience will be listening

- **Own the right moments** and make it memorable
- **Ramadan is a big season to them** make sure your brand is part of their journey
- **Entertain & inspire:** Give them ideas on what to cook, what to buy, where to buy from, where to go, how to stay healthy...
- **Make them feel safe.** They will be celebrating, they will be buying and they will be going out - all while being careful
 - Ex: Highlight your product/services safety measures
- **Make sure your brand is heard while seen.** 27% of our users are listening while checking their SM platforms.



Own the moments and
make them memorable

Speak to them using
products that engage
all their senses



MEDIA SOLUTIONS

AUDIO, DISPLAY & VIDEO

Across devices - available programmatically



Audio

15 seconds
30 seconds

Video

Horizontal
Vertical

Display

MPU
Interstitial



Offer multisensory experiences with Audio





The Campaign Chorus

YSL wanted to build awareness and engagement and get users to feel the intense power of YSL Libre in the wake of the Covid-19 Pandemic. Cutting edge 8D immersive audio technology helped promoting a highly experiential product - using audio.



[Listen here](#)

Upper Funnel Impact



113%

Increase in CTR vs. the industry's benchmarks



67%

Increase in brand awareness



143%

Increase in ad recall

Mid Funnel Impact



Female millennial's
most engaged users



25%

Increase in brand consideration



37%

Increase in brand favorability

Audio best practices

Be in harmony.

Our users stream while at home, in their cars, at gatherings... Adapt your communication to their activity & experience.

Be concise.

Users might have their screens off. Make sure your message is straight to the point..

Be clear.

Make sure your audience understands what is required of them. Have the right call to action & focus on one key message per ad.

Be relevant.

Your ad will be running between songs, so ensure a smooth transition. Use the right voice & music to deliver your message.

Be a storyteller.

Draw your brand story using audio to maximize engagement.

Be genuine.

Let your brand speak from the heart, users will engage better with that.

20%

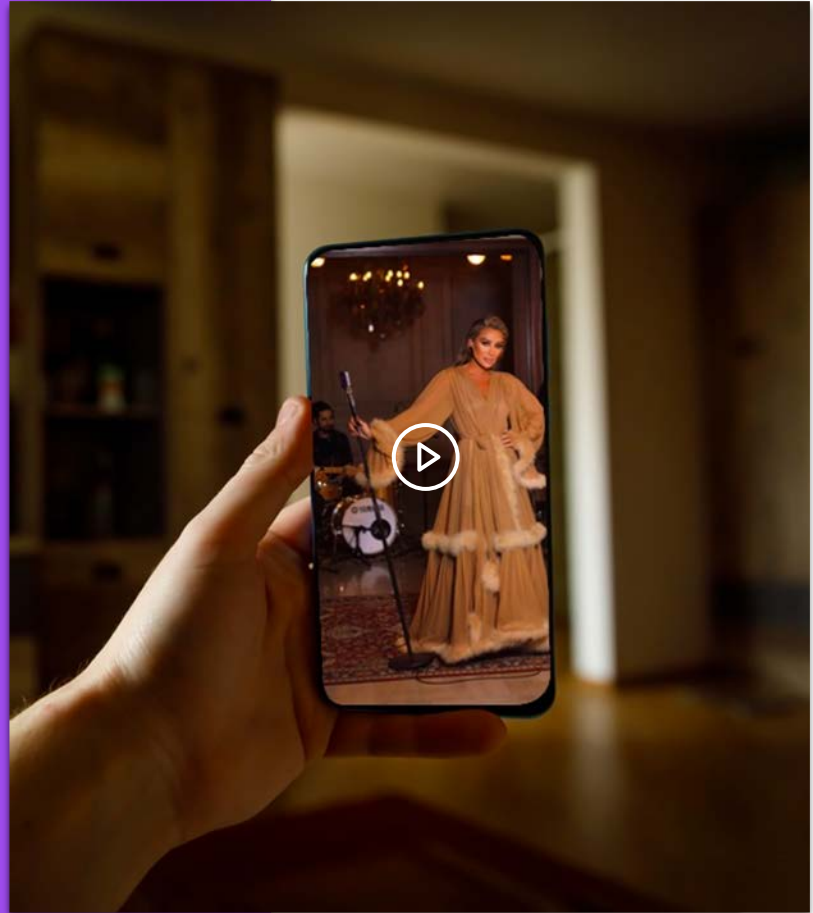
What you say

80%

How you say it



Entertain with Content

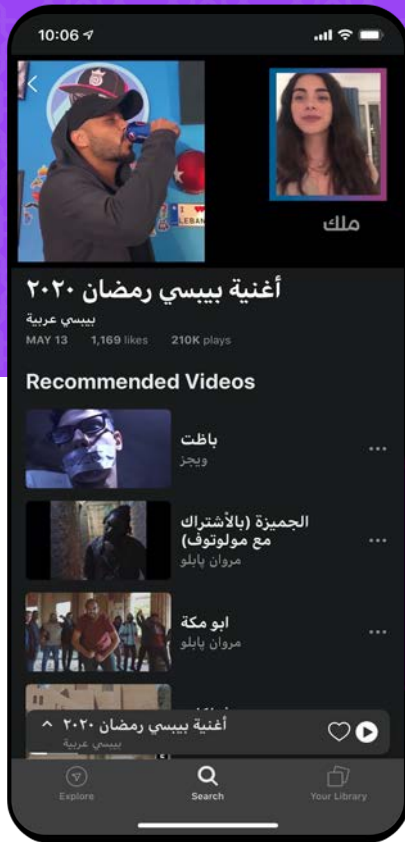


We'll translate your brand story to a song

We've got the **artists**. We've got the **data**. We've got the **tools**.
We've got you covered.

Song writing	✓
Artist (s) selection	✓
Recording	✓
Audio Production	✓
Video Production	✓
Content promotion	✓





Oghniyat Pepsi - Ramadan 2020

The Campaign Chorus

Pepsi want to promote the idea of being together, even though we're far apart during the pandemic. This came to life via a song, but also a music video shot remotely, from the artists bedrooms.

 **228K**
Streams

 **No.1**
In KSA

 [Tap here to play the song!](#)

Or help you set up the right mood with a playlist

Existing Playlists

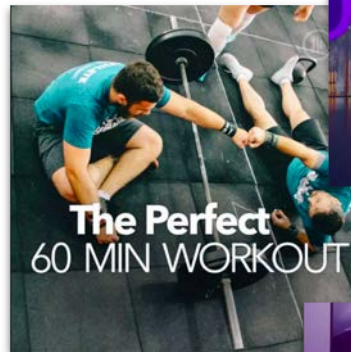
Top Performing

Theme/Niche

Newly Created

New Playlist

Personalized Playlist



Creative challenges? We're here to help

Our creative ad studio will help you tap into
creative execution - across formats



1-2 days
turn over for audio



3-4 weeks
turn over for production



Measuring all this

Optimize & Measure on the go

Now that you know who is listening and how
you can engage with them.

You can now also measure the effectiveness
of your campaigns.



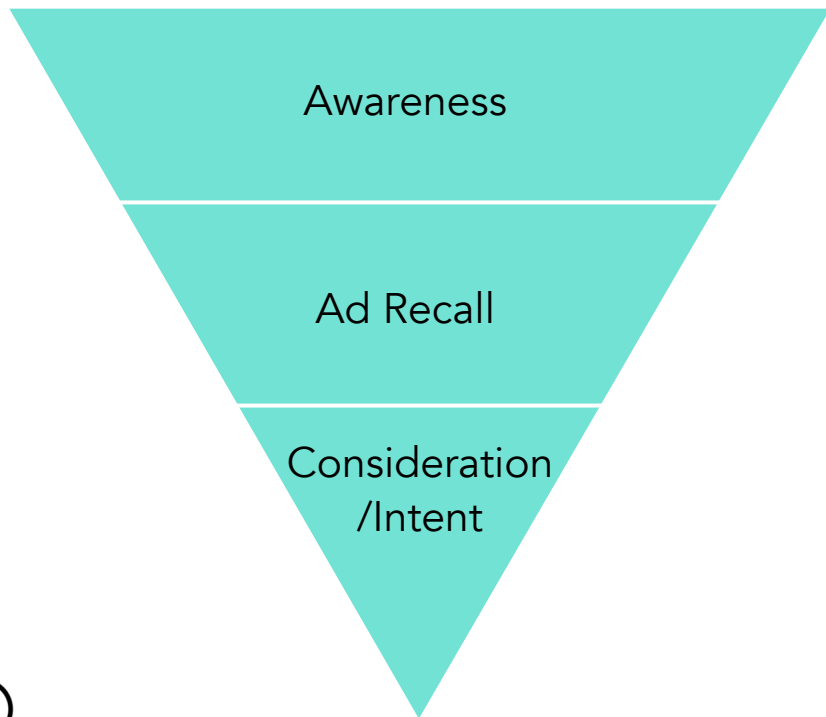
Serve the right format at the right time

Average brand uplifts across categories (as of 2019)	Audio Only	Audio +Display	Audio +Video
Awareness	+31%	+39%	+23%
Ad recall	+64%	+50%	+46%
Consideration / intent	+21%	+26%	+24%

Source: Anghami & Choueiri Group Data – Brand lift studies across categories benchmarks – as of 2019.



Get a deeper understanding, across the funnel



With our brand lift studies you can measure the increase in awareness, ad recall, brand love & consideration and purchase intent.





Let's make moments count

advertise@anghami.com