

BBDO KNOWS

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Ramadan 2023

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The holy month of Ramadan sees Muslims fast from dawn until dusk, and engage in prayer and reflection, it is also a time of heightened community engagement and generosity. This year marks the long-awaited return to a pre-covid like Ramadan observance and a return to true togetherness with no pandemic barriers. 97% of global Muslims say they will celebrate Ramadan in its full glory this year¹. 2023 also sees a return to missed traditions, and an opportunity to incorporate new ones.

Ramadan carries huge significance for so many Muslims around the world. But increasingly Ramadan is capturing a growing share of conversation and the world's attention, becoming part of the social-cultural fabric in western markets, like never before. Despite this, many observing Ramadan feel underserved by brands who are "out of touch". 69% of British Muslims feel supermarkets don't understand them and their families².

"While supermarkets develop a distinct brand role during Christmas and Easter, their Ramadan efforts are often homogenous, imported and culturally disconnected from the modern British Muslim audience."

The Grocer

There is a clear opportunity and need for brands to participate meaningfully in Ramadan. But this will require brands to truly understand and illustrate how they serve the needs of those observing Ramadan and crucially the "positive contribution" they are making. Here's what you need to know:

COST OF LIVING RAMADAN

The Cost-of-Living crisis is impacting all of us. Most people are trying to balance the need to cut back with the need to live and experience joy. This tension is prevalent this Ramadan with many expressing financial concern but with some planning to spend more than ever on gifts and food to make up for lost time. In homes where the cost of living crisis is truly felt, consumers are creating effective workarounds to alleviate the strain. According to recent research, 42% of shoppers agreed that planning ahead financially for this Ramadan and Eid is now more important than ever.³

References

¹ TGM, Ramadan Global Survey 2023 [Link](#)

² The Grocer, 2023 [link](#)

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Meanwhile, 49% hope to see better deals and promotions this Ramadan ⁴. Brands have an opportunity to support this Ramadan by offering affordable deals and facilitating generosity during the month of observance.

“I think I would think twice when I’m about to give THR* to my nephews if the recession does happen, would reduce the amount of money I give by a little and would try to give gifts that are affordable but still attentively tailored for the one I’m giving to.”

-Quantum, [link](#)

*THR payment in Indonesia is also known as the religious holiday allowance. Following the law, permanent employees must receive financial support once a year before their longest religious festivities.

KINDNESS MATTERS

For those facing financial hardship, Ramadan can also be a time of solidarity and support, as communities come together to share resources and support one another. In the context of a cost-of-living crisis charity will play an even more important role this year. Despite the inflated costs and concern around money, Ramadan remains the kindest time of the year. Charitable donations are the ‘category’ people plan to spend most on this Ramadan⁵ but people are also looking to brands to help them give back meaningfully.

“...especially since the month is about giving back, but contextually, we are in a cost-of-living crisis; so, it’s about how can better support during the holy month, beyond rushed ads that misrepresent us.”

— Sahra-Isha, Gen Z Muslim Content Creator

References

³ Quantum, 2023 [Link](#)

⁴ LinkedIn Post by Nick Vinckier [Link](#)

⁵ Charity Today, 2023, [Link](#).

SAUDI INVESTMENT BANK - IMPACT BBDO SAUDI

Saudi Investment bank celebrates the joy of giving during Ramadan in this heartfelt campaign.

[Link](#)



CONTENT MATTERS

People are also actively seeking Ramadan focused content. They are seeking relevance, and content that reflects them. And they want to make a genuine connection. This all starts with getting your content right. There is an opportunity to use content creators to bridge the content relevance gap. Creators have the ability to represent their communities accurately. 61% of TikTok users agree that creators lend more believability to brands they're unfamiliar with⁶ and 57% get inspired by them to try new products⁷. One-way brands can promote community and togetherness during Ramadan is by creating content that reflects the values of the month.

“In Ramadan, the relatability and authenticity of creators goes a long way, as users look to them for everything from iftar recipes to unboxing videos to comedy skits.”

— Jochen Bischoff,

Head of Consumer Business Partnerships, TikTok.

HOW CAN BRANDS MAKE A POSITIVE CONTRIBUTION?

For brands, there is an opportunity to play a meaningful role and offer a positive contribution this Ramadan. Brands can focus on illustrating lived reality and doing this authentically.

References

⁶ and ⁷ Arab News, 2023 [Link](#)

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SADIA SHOWS THE WONDERFUL IMPERFECTIONS OF RAMADAN - IMPACT BBDO DUBAI

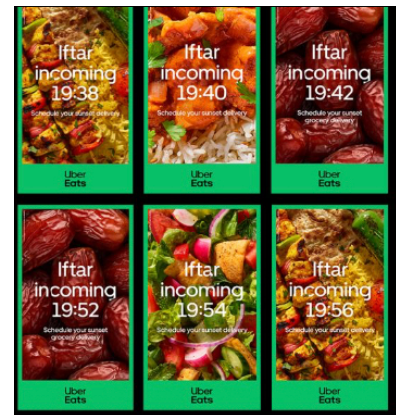
“This Ramadan, Sadia wanted to celebrate what we tend to hide during Ramadan; the good, the bad, the messy, and the crazy, but these are the good times. These are the times that make memories. These are the stories that we tell each year and each generation - “that one Ramadan”. Things rarely go perfectly, so let’s celebrate the crazy times because these are the good times.”



To add visibility and support for Ramadan observers, brands should think of more out-of-the-box ways to connect with them.

UBER EATS HELPS MUSLIMS BREAK THEIR FAST

Uber Eats’ “Iftar Incoming” campaign in the UK celebrates Ramadan with short films promoting sunset deliveries and diverse cuisine options. The campaign is aimed at the UK’s Muslim community and is part of Uber Eats’ efforts to engage with customers during cultural moments and support local restaurants.



The most critical aspect of participating this Ramadan is ensuring your audience is represented authentically, through accurate portrayals and by engaging them meaningfully with content that matters to them. But it is also important to maintain communication throughout the year, not just during this holy month, by utilizing positive, well-researched, and accurate narratives. This month and beyond represents the opportunity to collaborate with Muslim communities and honor their cultures.

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ABOUT BBDO KNOWS

BBDO KNOWS is a planning resource for the BBDO network.

BBDO KNOWS offers thinking, strategy, insights, and inspiration on key categories, key themes and consumer segments.

If you are interested in learning more about the way BBDO thinks please contact **BBDO Knows** on bbdo@bbdoknows.com

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