



A Time to Be Meaningful

Ramadan in a New Light

Ramadan looks a little different this year, and Snapchatters are looking for new ways to celebrate the holy month. Now, more than ever, brands have a unique opportunity to form meaningful connections.

What do these meaningful connections look like?

Meet a Meaningful Audience At Scale

+67m

Our monthly addressable reach in the MENA region has grown to 67 million unique Snapchatters.¹

77min

In the UAE, Saudi Arabia, and Kuwait, Snapchatters spent 77 minutes daily on the app during Ramadan 2020, on average, resulting in an increase of 20% from 2019.²

41x

In the UAE, Saudi Arabia, and Kuwait, Snapchatters opened the app 41 times per day during Ramadan 2020, on average, resulting in an increase of 12% from 2019.³

+Avg

In Saudi Arabia, Snapchat had a higher average daily open rate than Facebook, Instagram, and Twitter throughout Ramadan 2020.⁴

¹ Snap Inc. internal data as of November 2, 2020 for MENA region (countries included: UAE, Morocco, Algeria, Egypt, Iraq, Jordan, Kuwait, Bahrain, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, and Tunisia).

² Snap Inc. internal data for UAE, Saudi Arabia, and Kuwait April 22, 2020 - May 26, 2020 v. May 5, 2019 - June 6, 2019.

³ Snap Inc. internal data for UAE, Saudi Arabia, and Kuwait April 22, 2020 - May 26, 2020 v. May 5, 2019 - June 6, 2019.

⁴ App Annie Market Intelligence, KSA Report, April - May 2020 *Daily open rate is based on the proportion of smartphone install base (iPhone and Android phones combined) that opened the app during Ramadan 2020 in Saudi Arabia.

Snapchatters are discovering new brands and connecting with ones they already love

96%

of Snapchatters made a purchase during Ramadan.⁵

Base: Snapchatters (n=800)

⁵ 2020 Ipsos study commissioned by Snap Inc.; Q12: "Thinking about the products you have purchased for or during the month of Ramadan this year, please choose all the product types you have bought."

68%

of Snapchatters are still deciding on a brand/company for Ramadan-related purchases before they start looking.⁶

⁶ 2020 Ipsos study commissioned by Snap Inc.; Q15C: "Typically when you are making purchases for or during Ramadan, how certain are you about the specific brand/company you want when you first begin looking for information?"

What do Snapchatters have planned for Ramadan 2021?

30%

of Snapchatters say their social/communication app usage will increase compared to this year's Ramadan.⁷

Base: Snapchatters (n=800)

⁷ 2020 Ipsos study commissioned by Snap Inc.; Q5C: "Thinking ahead to next year's Ramadan, do you think your social/communication app usage will increase, decrease, or remain the same compared to this year's Ramadan?"

69%

of Snapchatters say they will be watching more video content to learn about a specific product or service.⁸

63%

of Snapchatters say they will rely more on social apps to discover and buy new products/services.⁸

⁸ 2020 Ipsos study commissioned by Snap Inc.; Q17: "On a scale from 1 to 5, 1 being "strongly disagree" and 5 being "strongly agree," how much do you agree with the below statements regarding your purchase behavior for or during Ramadan next year?" T2B.

57%

of Snapchatters say they will prioritize online shopping via e-commerce websites.⁸



Associate your brand with meaningful content

Welcome to Discover, Ramadan's new "digital Majlis," where Snapchatters can enjoy highly curated content from their favorite Shows, publishers, and the best creators in the Arab world.

If your brand wants to be part of meaningful, safe, and highly engaging content, then Discover is the place to be!

A brand safe environment where Snapchatters create new Ramadan traditions watching content on their mobile

2.5x

growth in Daily time spent on Ramadan content YoY.⁹

2x

In Ramadan 2020, the number of daily viewers watching Ramadan content doubled YoY.¹⁰

>TV

in Saudi Arabia, more people watch Snapchat Discover every day than any of the top-ten TV channels. This is both before and during COVID-19.¹¹

40

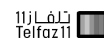
shows produced specifically for Ramadan in 2020, doubling the supply YOY vs. 2019

⁹ Snap Inc. internal data. April 24, 2020 - May 23, 2020 v. May 6, 2019 - June 3, 2019.
¹⁰ Snap Inc. internal data. April 24, 2020 - May 23, 2020 v. May 6, 2019 - June 3, 2019.
¹¹ IPSOS TLM KSA data, Feb 2020 and April 2020, Snap Inc. internal data February 2020 & April 1-23, 2020.

A digital Majlis in your pocket with curated premium Ramadan shows by the region's top publishers. Shows like...



Our Content Partners





Unleash Meaningful Creativity

Owning meaningful Ramadan moments through AR will give you the opportunity to engage with Snapchatters, establish relevance, and ultimately yield business results across moments.

We have developed a whole suite of tools and support to make it easy and cost effective!

88%

In the UAE, Saudi Arabia, and Kuwait, over 88% of Snapchatters engaged with augmented reality daily during Ramadan 2020, on average.¹²

12 Snap Inc. internal data for UAE, Saudi Arabia, and Kuwait April 22, 2020 - May 26, 2020.

National Moments

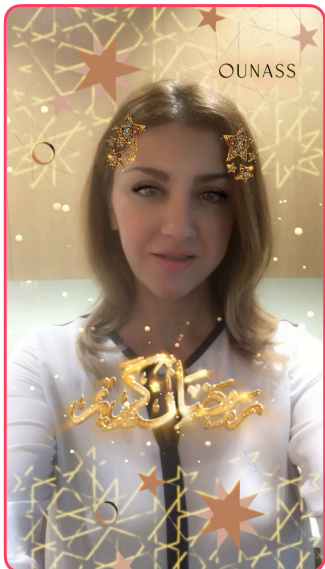
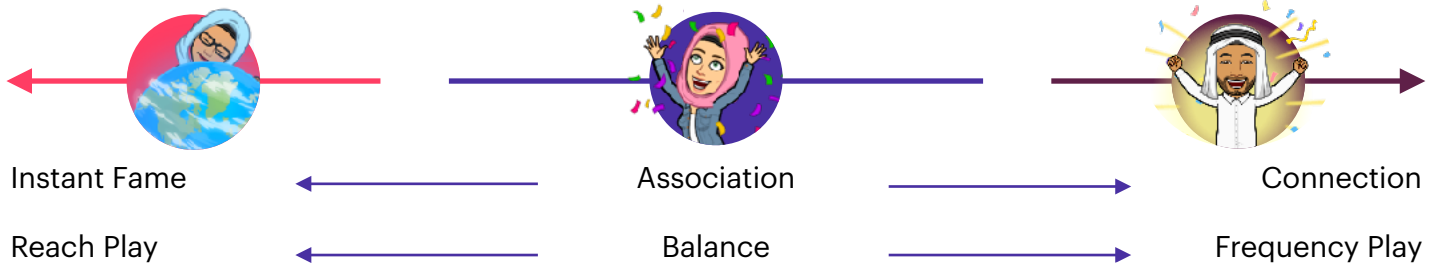
- Ramadan announcement
- First day of Ramadan
- Eid announcement
- First day of Eid

Cultural Moments

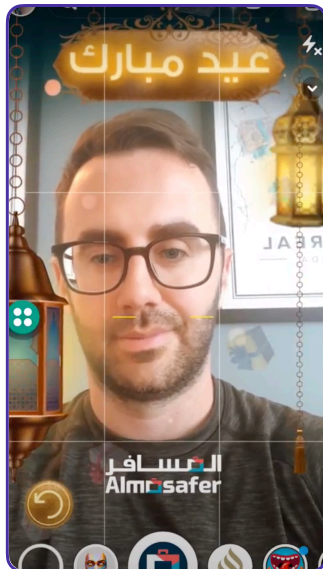
- The last 10 days
- Taraweeh and prayers
- Garge'aan: 15th of Ramadan
- Eid Prayer
- Eidiya
- ...

Human Moments

- Iftar time
- Souhour
- Grocery shopping
- Friends gathering
- Eid shopping
- Visiting Family
- ...



Equivalent to a "Take Over", owning these high-profile moments allows brands to capture the nation's attention and imagination for the entire day



Activating during different phases of Ramadan lets brands demonstrate their purpose and shows a deep understanding of audience behavior and mindset

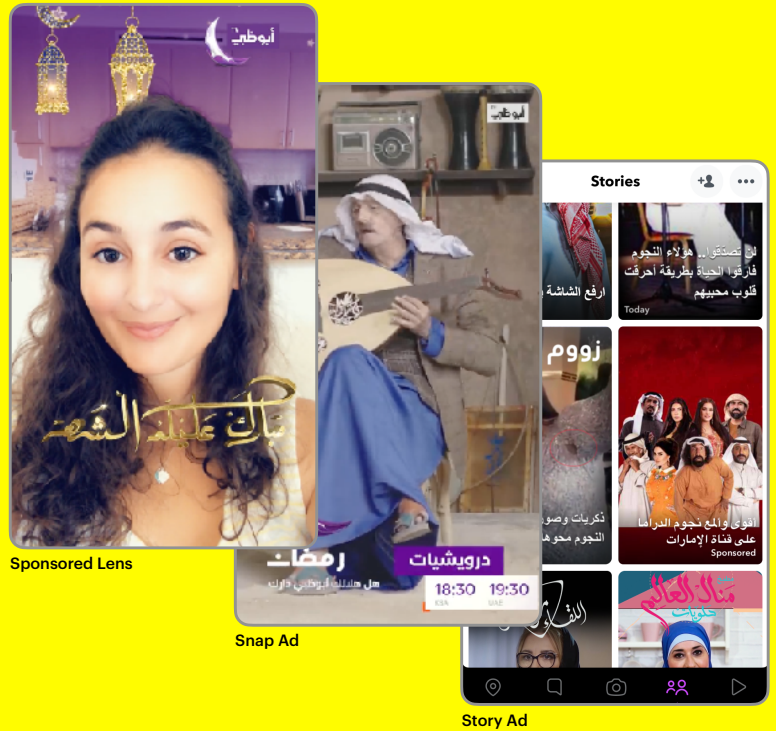


Focussing campaigns on the key daily Ramadan rituals will drive deep connection with audiences over time, throughout the holy month



Takeaways

Creating a meaningful Ramadan Campaign



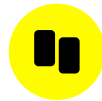
Considerations for advertisers to keep in mind



Understand your **audience** and how much changes they've gone through to adopt a **new approach to Ramadan Planning**. Their mindset, media consumption and purchase journey are nowhere close to what we've known for years.



Consider Ramadan as a collection of **magic moments** that brands can own - be it National, Cultural or Human - to be meaningful while creating **special connections** and **traditions** with their audience.



Maximize impact by combining the formats and their benefits:

- Video in Discover (Aka "Digital Majlis") to shine brighter in **brand safe and premium content**
- Video in user stories to **echo Ramadan's values**
- AR experiences to **bridge online and offline, bring fun and generate advocacy**.



Ramadan is a peak season for advertising. Your brand needs to break the clutter by starting early as almost half of Snapchatters plan in advance. Make sure to plan with a high frequency and optimize as you go.