

A photograph of three women wearing hijabs, looking towards the right side of the frame. The woman on the left is wearing a blue and white patterned hijab and a red top. The woman in the middle is wearing a grey hijab and a grey sweater. The woman on the right is wearing a dark grey hijab and a dark grey sweater. They are all smiling and appear to be engaged in a conversation or watching something off-camera.

 theTradeDesk®

THE ROLE OF MEDIA DURING RAMADAN

Insights and strategies for reaching your customers
where they are over Ramadan.



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1

THE ROLE OF MEDIA DURING RAMADAN

A key cultural moment where family time is enriched by technology

88%

prioritise family time above all else during Ramadan

76%

say technology plays an integral role to Ramadan



Every channel
matters during
Ramadan



DOOH



CTV, linear and gaming encourage togetherness

-  51% watch traditional TV exclusively with other people over Ramadan
-  49% stream TV and film content exclusively with other people over Ramadan
-  36% play games on gaming consoles always with other people over Ramadan

Other channels are for individual consumption, whether to deepen interests or spend time alone

68%

browse their interests online alone over Ramadan

59%

browse social media by themselves over Ramadan

46%

play games on their mobile phones alone over Ramadan



Media habits follow the rhythms of Ramadan

Throughout the day over Ramadan

BEFORE SUNRISE/DURING SUHOOR

DURING THE DAY/BEFORE IFTAR

AT NIGHT/AFTER IFTAR

TV channels are most used

18% Watch linear TV

16% Watch CTV (streaming services)

Audio channels are most used

41% Listen to terrestrial audio

37% Listen to streaming audio

TV & Social are most used

55% Watch linear TV

54% Use Tiktok, FB and/or Instagram

50% Watch CTV (streaming services)



2

SHOPPING TRENDS AND CUSTOMER PATTERNS

A warm, intimate scene of a woman wearing a brown hijab and a young girl with braided hair hugging each other. They are seated at a dining table with various dishes, including a bowl of soup and a plate of food. The background is softly blurred, showing other people in a social setting. The lighting is warm and golden, creating a cozy atmosphere.

79%

of people are planning to
spend more over
Ramadan in 2025

The Ramadan calendar

When it all begins...

FROM
5 MONTHS BEFORE

Large purchases
Travel, flights & hotels

FROM
3 WEEKS BEFORE

Mid-sized purchases
Fashion, apparel & luxury products

FROM
1 WEEK BEFORE

CPG purchases
Food, drink and household products

Ramadan starts

A woman wearing a blue abaya and a red headscarf is walking on a city street. She is holding a smartphone in her right hand and has a black bag slung over her shoulder. The background shows a blurred city street with buildings and a red flag.

Over 6 in 10 plan to
spend more on travel in
2025 vs 2024

61%

of people expect to
spend more on travel
over Ramadan & Eid
than last year

Over two thirds of people are planning to spend more on fashion and luxury products this year



72%

of people expect to spend more on clothing than last year.



68%

anticipate increasing their spending on luxury items compared to last year.

As Ramadan approaches, consumers will spend more on essential grocery items in 2025



78%

of people say they'll spend more on fresh food (milk, meat/fish etc)



68%

of people say they'll spend more on beverage



67%

of people say they'll spend more on confectionary



62%

of people say they'll spend more on ready-made meals



58%

of people say they'll spend more on household products

Technology forms an integral part of a mother's consumer journey during Ramadan

Mums are **50%** more likely to shop online on desktop and **15%** more likely to shop online on their smartphone than women with no kids.

73% of Mums in MENA pay closer attention to Ramadan ads and are **45%** more likely to do this than women with no children.



3

HOW BRANDS CAN AUTHENTICALLY ENGAGE DURING RAMADAN

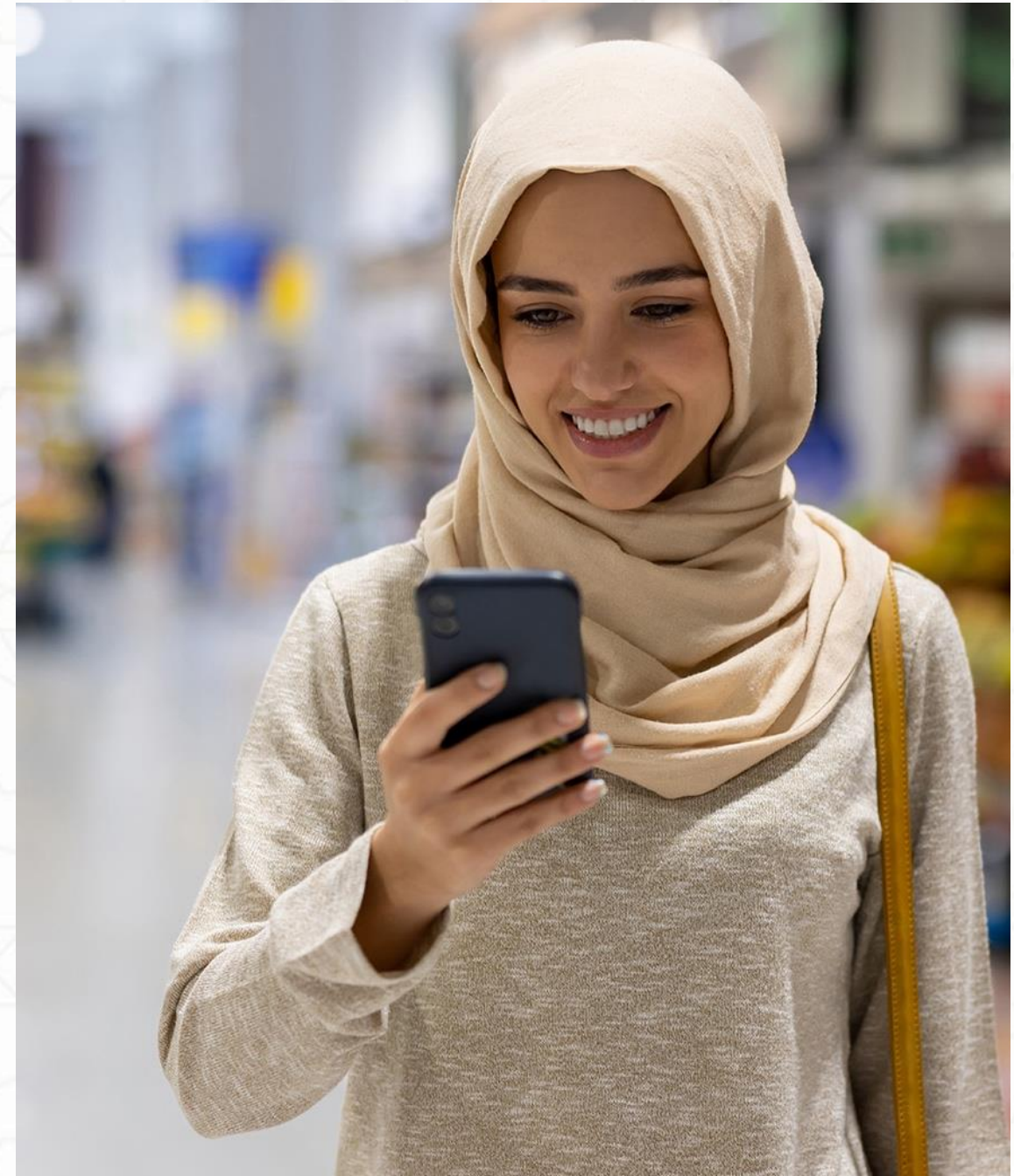
Brands have a place in Ramadan but should align with the spirit of the season

67%

of people pay closer attention to ads during this time

92%

emphasise the importance of brands aligning with the spirit of Ramadan



How brands can be part of Ramadan 2025

MAXIMISE THE IMPACT OF MEDIA REACHING PEOPLE WHERE THEY ARE

Set up an omnichannel campaign across CTV, DOOH, Display, Audio and Video – and manage it all on one platform – to help increase audience reach and lower overall spend.

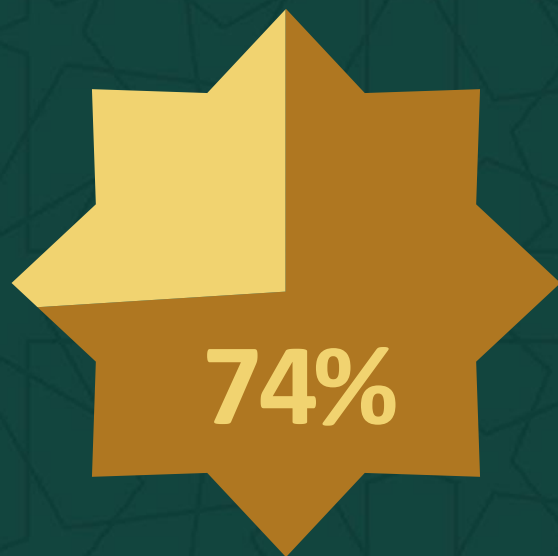
CAPITALISE ON CHANNELS WITH THE POWER OF CONNECTION

CTV and Gaming present an opportunity for togetherness. Lean into high quality long form content through CTV, and reach immersed audiences through innovative formats in Gaming.

COMPLETE THE RAMADAN CHECKLIST

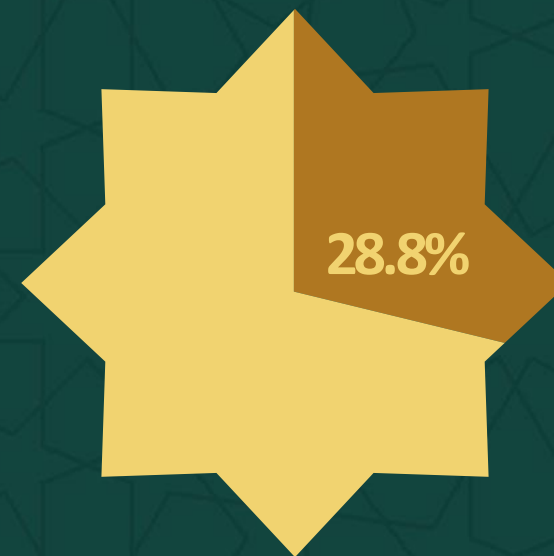
92% of consumers surveyed across the region emphasised that the alignment of products or services with the spirit of Ramadan is important to them. Make sure your Ramadan message is respectful.

Investment isn't being focused where consumers are spending most of their time



...of people's time with digital media in MENA is spent on the open internet¹

but...



...of digital investment goes towards the open internet²

An omnichannel approach can help you reach people where they are this Ramadan, and improve brand performance

Connected Omnichannel Campaigns tested were...

1.5x

More **persuasive** than disconnected campaigns

Connected Omnichannel Campaigns tested were...

2.2x

Less **fatiguing** than disconnected campaigns

Connected omnichannel campaigns have a significant impact on engagement and reduction in mental effort

Measure | Indicator

IMMERSION |

Recall



• 1.5^x

MORE IMMERSED

CONNECTION |

Intent



• 1.9^x

MORE CONNECTED

ATTENTION |

Breakthrough



• 1.4^x

MORE ATTENTION PAID

ENCODING |

Brand link



• 1.2^x

MORE ENCODED TO MEMORY

COGNITIVE LOAD |

Mental effort



• 2.2^x

LESS COGNITIVE LOAD

CTV brings people together at Ramadan: Scale and Precision

Reach high-value audiences with curated, brand-safe content through our Connected TV partnerships on The Trade Desk.

The logo for Telly, featuring the word "Telly" in a white, cursive script font.The logo for Shahid, featuring the Arabic word "شاهد" (Shahid) in white Arabic script above the word "Shahid" in a white, bold, sans-serif font.

Gaming represents an exciting opportunity to reach people in social moments over Ramadan

This new format creates an opportunity for brands to capitalize on an underinvested medium in the media world, with creativity and immersion at its core to create powerful brand messaging.



The Trade Desk is your single access point to gaming inventory across an array of genres

Our top vendors



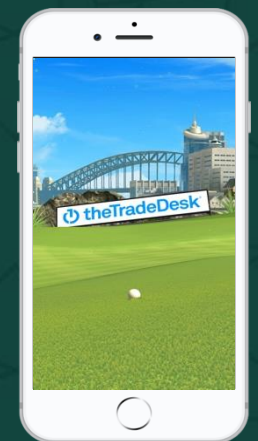
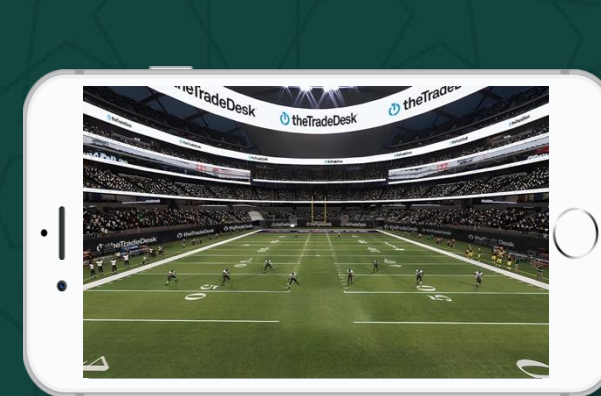
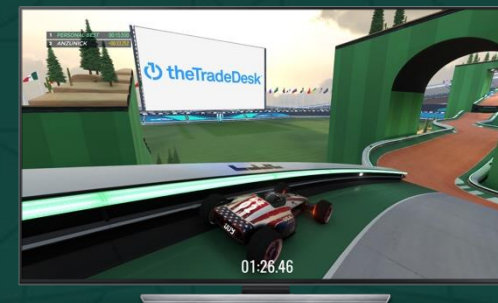
Genres

Racing, Sports, Role-playing, Action, Simulation, Adventure, Casual, Arcade, Shooter, Strategy

Games



Examples of In-game creative



Complete your activation checklist

- 1 Connect 1st or 3rd party data to your planning and campaign set up
- 2 Adapt your Ramadan creatives to run across CTV (20-30s), Digital-out-of-home, video (6-15s) and Display
- 3 Work with your media agency to ensure your campaign truly measures all customer touchpoints across an omnichannel campaign.
- 4 Ensure your tags, creatives and brand safety standards are in place
- 5 Share your plan with The Trade Desk client team so that we can help set you up for success
- 6 Upload your creatives in the platform ready to launch
- 7 Launch day! Lean on our AI, Koa, to help optimize budgets and performance

Bring your Ramadan story to life on
The Trade Desk

Thank you.

 theTradeDesk®