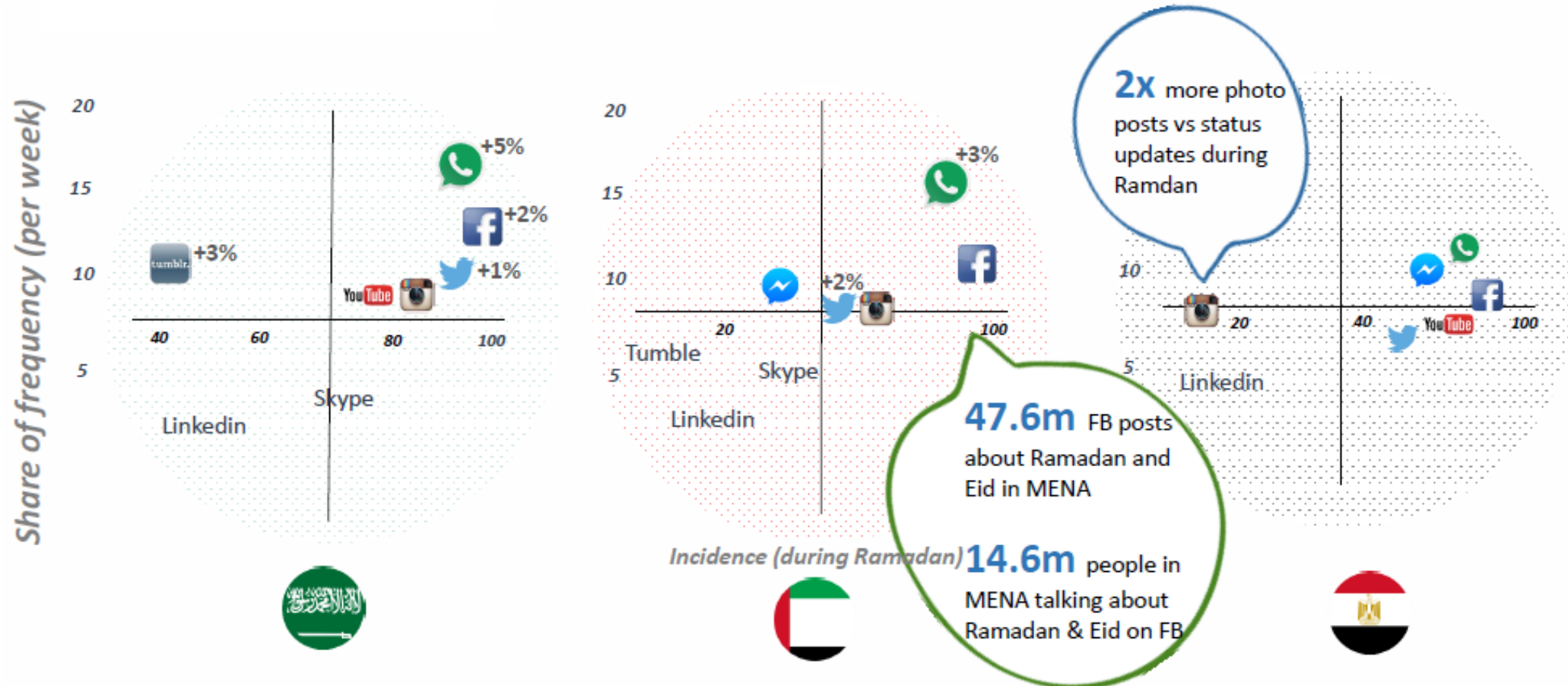


# Ramadan Insights

The way they interact on Digital Media changes to embrace the spirit of Ramadan



**Source:** A regional study covering UAE, KSA and Egypt that aims to understand shifts in consumer behaviour around the holy month of Ramadan/Eid and impact on media habits, consumption, purchase & overall attitudes. The research is conducted among fasting Muslims that represent Youth (15-25 yrs); Adult Males, Females (25-40 yrs).

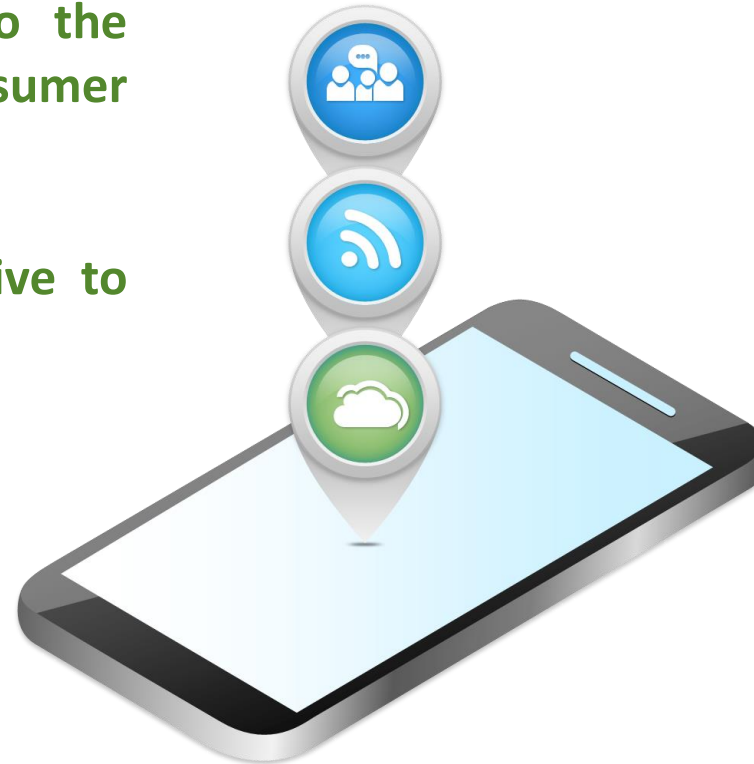
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# Ramadan Insights

Understanding their needs during Ramadan can help marketers connect better during Ramadan

**Brands need to stay true to the spirit of Ramadan to get consumer attention.**

**Yet, they need to be disruptive to get noticed given the clutter**



**Different social media platform have different roles to play during Ramadan.**

**Brands need to tailor make their offerings to match these needs**