



SIGHT
for Growth

- a monthly series

FEBRUARY | 2024




Ramadan Kareem!

Welcome back and wishing you & your loved ones a happy & healthy Ramadan!

In this series we share our point-of-view on how the **codes of Ramadan are evolving** in the post-pandemic era.

We also explore the **generational mindsets** to see what connects with them in the context of these evolving codes.





The pandemic had a dramatic impact on people's lives & created a **shift in how Ramadan was celebrated.**

4 years post pandemic, people are **reimagining Ramadan** in the **digital realm while bringing back** some of the **cherished rituals & celebrations..**

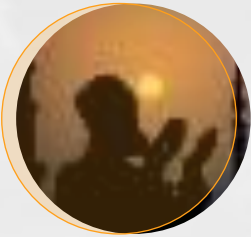
Let's take a look at what has changed across the core pillars:

- Prayer & Worship
- Self-reflection & Spiritual Growth
- Charitable Giving & Community Service
- Cultural Traditions & Customs
- Community & Family
- Shopping & Media Consumption
- Festivity & Celebration



Prayer & Worship

Communal prayers have resumed and back in full force. Attending Taraweeh prayers at mosques remain prevalent & there has been a **resurgence of community iftars, religious gatherings, and charitable initiatives.**



Self-reflection & Spiritual Growth

Increased **focus on personal reflection, mindfulness & well-being.** People are embracing **digital resources** like Ramadan planners, trackers, supplication apps to seek guidance from experts as well as aid their spiritual routine.

"The virtual world during the holy month, is also an integral part of their spiritual journey... the biggest shift in online behavior during Ramadan is not in shopping habits but increased engagement with spiritual and religious activities" **Arab News**



Charitable Giving & Community Service

People are supporting **varied causes from** local community needs to global issues. There is a boost in charity made **easy by online portals.** They are **seeking transparency** & avenues for more **tangible impact** of their donations.

"It's a mix of face-to-face & online. For example, youngsters like 'The Live to Give' charity, want to give back to society & feed the poor. You also read of how a Saudi charity used AI to raise millions for orphans last Ramadan"



Cultural Traditions & Customs

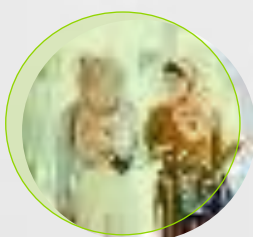
Communities are coming together to **revive age-old rituals**. It is also seen as an opportunity to **connect the younger generation** to their **cultural roots**.

"When I was a young boy, we had many celebrations like grandfather playing carom (a Saudi board game), listening to stories, Gargee'an, the canon and traditional Ramadan songs were sung in public. This year you can see all these are becoming public once again" Abu Sulayman, a perfumer in Saudi



Community & Family

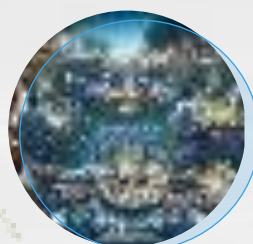
People are embracing **hybrid formats** to connect. Virtual events and livestreaming allow to celebrate with their wider network. **In-person reunions** with **smaller groups** preferred as they cherish time spent with **people that really matter**.



Shopping & Media Consumption

A mix of **in-person and online shopping** habits. **Blend of Ramadan classic series** & evolved genres on a **mix of platforms & devices**.

"Media consumption has become more personalized & interactive... social media platforms offer interactive features such as live polls, Q&A sessions, and virtual watch parties, enabling viewers to engage with content creators & fellow users in real time."

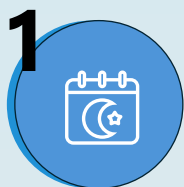


Festivity & Celebration

Blend of traditional and modern festivities. It's not just about the classics anymore; **themed iftar parties** are in, serving up a taste of different cultures.



Ramadan continues to evolve and adapt to the changing dynamics of **culture and technology**.



1 Honoring timeless Ramadan rituals while welcoming diverse customs from across cultures.

It's about cherishing the essence of the month while opening arms to the richness of multiculturalism.



2 Sustainability meets the month of abundance.

Ramadan Commerce sees a buzz in market activity, with a galore of promotions and Ramadan-specific products taking over shelf space. Increasingly, **Sustainable initiatives** advocate eco-friendly practices, and promote eco-conscious choices.

Hilton's 'Green Ramadan' Campaign Records a 51% Reduction in Food Waste Across the UAE, Saudi Arabia and Qatar



3 This Ramadan, the spotlight is on comprehensive health.

From carefully selected nutritious meals to conversations about balanced nutrition for iftar and suhoor, its a holistic approach to health even during the holy month.

The well-being of our guests is our top priority. With 2023 planning to launch our health and wellness program, we are committed to providing a holistic approach to health and wellness during the holy month of Ramadan. This year, we are focusing on providing a holistic approach to health and wellness during the holy month of Ramadan. This year, we are focusing on providing a holistic approach to health and wellness during the holy month of Ramadan. This year, we are focusing on providing a holistic approach to health and wellness during the holy month of Ramadan.



4 Generations come together to find common ground.

Youth are crafting a Ramadan that's both authentic to its heritage and adaptable to contemporary life. It's a **time-honored celebration, now with a fresh, adaptive edge.**

"In 2020, wicker weaver Razan Jaber & Sadu weaver Aisha Fakhaihi took training courses as part of an initiative aimed at preserving heritage crafts through workshops & events. Kids are getting exposure to new things, and they are curious about where these things come from". Arab News



5 Celebrations re-calibrated to match the burgeoning entertainment avenues

Celebrations leap to new heights with buzzing pop-up markets, and a tapestry of cultural spectacles. Expect a feast for the senses with culinary delights, music, theatre, and art that light up the night and capture the spirit festivity and innovation.

"Ramadan Promenade offers an array of activities, local handmade goods, live performances, traditional storytelling, and engaging games. Various events and activities include calligraphy workshops, outdoor cinemas, puppet theaters and interactive art events" Arab News



6 Sports and Fitness make their way into Ramadan

Ramadan's getting active with sports tourneys and fitness fun designed for the fasting month. It's all about staying healthy and spirited!

Ramadan 2023: Fitness group in Riyadh encourages exercising during holy month



Ramadan Renaissance:

The new mantras in Ramadan communication



Diversity and Inclusivity



Emotional Storytelling



Purpose-Driven Messaging



Interactive Experiences

Ramadan advertising today is all about **meaningful connection** — *celebrating diversity, sparking empathy, and driving social change.*

Engaging stories and interactive experiences invite participation, resonate with a global community & reinforce brand relationships.



Revitalize Your Brand This Ramadan:

Forge Deeper Connections and Champion Sustainability with Campaigns That Resonate Across Generations.



Virtual Community Bonding

Brands can facilitate virtual gatherings like iftars and charity events, bridging generational and cultural gaps to strengthen community ties and promote social responsibility.



Cultural Fusion Fashion

Launching special Ramadan collections that merge traditional and contemporary design, these fashion and lifestyle lines cater to varied tastes and celebrate cultural heritage.



Holistic Health Engagement

Health and wellness brands can offer digital content focused on mindfulness, nutrition, and spiritual wellness to support personal reflection and well-being during Ramadan.



Culinary Heritage Sharing

Campaigns can encourage the sharing of traditional Ramadan recipes between generations, fostering family connections and preserving cultural gastronomy.



Sustainable Ramadan Practices

Creating eco-friendly Ramadan kits that include reusable and ethical products, these initiatives align with eco-conscious values and promote sustainable living.



Ramadan Digital Narratives

Digital platforms can be used to share personal Ramadan stories and reflections, fostering a space for cultural storytelling and intergenerational exchange.

Mind-the-Gap

Each generation infuses Ramadan **with unique hues**

Baby Boomers

Uphold tradition and community service



Generation X

Hold on to age-old customs while adapting to new age media & technology



Millennials

Weave in social activism & community engagement



Generation Z

Champion inclusivity & environmental consciousness



Generation Alpha

Curiosity to understand, participate and enjoy the festivities



Across generations, Ramadan is embraced as a time for spiritual reflection, community unity, and heartfelt giving.

While each cohort may have its unique way of observing the Holy month, the essence of connection and collective elevation is a timeless thread that binds everyone together.



Ramadan Strategies by Generation



Baby Boomers

Heritage Celebration:

Highlighting traditional iftar events and culinary workshops to honor generational recipes and cultural rituals.

Nostalgia Marketing:

Evoking sentimental memories of previous Ramadan experiences, emphasizing family gatherings and storytelling.



Generation X

Smart & Creative Solutions:

Providing quick and easy iftar recipes and time-saving meal prep tips while allowing for individual creativity.

Celebration of Traditions:

Showcasing traditional foods, decorations, and cultural traditions appealing to nostalgic sentiments and cultural pride.



Millennials

Experiential Engagement:

Curating unique Ramadan experiences like immersive iftar pop-ups featuring local cuisine and cultural performances.

Influencer Collaboration:

Partnering with social media influencers to co-create engaging content and share authentic Ramadan traditions.



Generation Z

Interactive Digital Experiences:

Developing gamified mobile apps and social media challenges related to Ramadan, encouraging participation and content creation.

Educational Awareness:

Launching campaigns to inform and engage Generation Z about Ramadan's significance, traditions, and charitable practices.



Generation Alpha

Family-Centric Content:

Creating family-friendly activities such as storytelling sessions and arts/crafts projects, promoting bonding during Ramadan.

Interactive Storytelling:

Incorporating animated videos, interactive storybooks, and virtual reality experiences to make Ramadan traditions engaging and age-appropriate.

We hope you find this series inspiring.

Look forward to meeting you next month as our series captures the **evolving landscape of Leisure & Entertainment**



OUR 4SiGHT Live Suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data.



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business.

Enables clients to make consumer relevant decisions by testing on the go.



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer.

Available as ad-hoc & annual programs.

For more information, contact info@4sight-global.com



OUR Other Research Tools

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

For more information, contact info@4sight-global.com

OUR Calendar



JANUARY 2024

TRENDS SHAPING OUR REGION

<https://4sightglobal.com/wp-content/uploads/2024/02/4SiGHT-for-Growth-Trends-shaping-our-region-Jan-24.pdf>

FEBRUARY 2024

RAMADAN IN THE POST PANDEMIC ERA

MARCH

Coming Soon: LEISURE & ENTERTAINMENT

For more information, contact info@4sight-global.com