

QUANTUM'S POV

Unlocking Meaningful Ramadan Ads



USHERING IN A NEW AGE OF RAMADAN COMMUNICATION

Ramadan, the most festive month of the year, represents a unique phase where the usual rhythms of daily life and lifestyle preferences lose their conventional significance for consumers.

In this transformative period, as individuals undergo a comprehensive shift in their daily routines, the landscape of consumer needs and choices undergoes a dynamic evolution. This necessitates brands to adapt and reposition themselves, recognizing the altered requirements, presence, and roles they play in consumers' lives during this distinctive time.

Thus, communication becomes key to engage and relate to the shifted consumer needs.

What We Did?

We embarked on a journey to scrutinize the myriad Ramadan communications that unfold annually - to identify themes that help to make Ramadan advertisements a success amongst Indonesian consumers.

After examining over 55 well performing Ramadan advertisements across 2022 – 23, we offer

- A semiotic decoding of key Ramadan communication themes
- A framework guiding well performing Ramadan communication
- **An agile framework to apply to your brand's 2024 Ramadan communication strategy**

Based on our analysis, we identified THREE COMMUNICATION STRATEGIES adopted by brands to drive successful communication

RAMADAN RELEVANCE



Tehbotol Sosro, Memberi Kebahagiaan adalah Kebahagiaan



ProChiz, Spesialkan Momen Lebaran bersama Prochiz



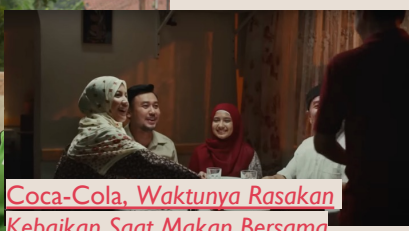
Pertamina, Energizing You

ADS THAT EMBRACE THE VALUES OF RAMADAN AS A FESTIVAL

BRAND INTEGRATION



Gojek, Jalanin Ramadhan? Gojek Siap Bantu Kamu



Coca-Cola, Waktunya Rasakan Kebaikan Saat Makan Bersama



Wardah, Bergerak Hidupkan Harapan



Lifebuoy, Akar Kuat di Bulan Suci

ADS THAT INTEGRATE BRAND VALUES INTO THE FESTIVE CELEBRATION

PRODUCT INTEGRATION



Dulcolax



Aqua, Puasa Setap Sehat #AquaDulu



Tokopedia, Ramadan Ekstra



Xiaomi, Bulan Ramadan Saatnya Lebih Baik dengan Xiaomi

ADS THAT INTEGRATE PRODUCT VALUE INTO THE FESTIVE CELEBRATION

DECODING RAMADAN COMMUNICATION STRATEGIES



RAMADAN RELEVANCE

ADS THAT EMBRACE THE VALUES OF RAMADAN AS A FESTIVAL

This communication strategy highlights **important values of Ramadan**. But the link to what the brand stands for and what its products do is not very strong.

Even though the ads are interesting and get attention, low brand connect **dilutes brand differentiation**.

When adopted by **old known brands with high local equity**, the ads highlight their **connectedness with Indonesian culture and heritage** – but do not help translate the marketing effort or brand connectedness beyond the Ramadan month.

BRAND INTEGRATION

ADS THAT INTEGRATE BRAND VALUES INTO THE FESTIVE CELEBRATION

In this space, brands strategically align their mission/ vision with Ramadan values.

Success hinges on harmonizing brand identity with cultural significance of Ramadan, fostering stronger connections, authenticity and building loyalty.

However, a sole focus on emotional connections might miss the opportunity to highlight the product's practical advantages and re-positioning during the **NEW Ramadan routine**.

PRODUCT INTEGRATION

ADS THAT INTEGRATE PRODUCT VALUE INTO THE FESTIVE CELEBRATION

Adopted by brands with high relevance during the month of Ramadan, in this marketing niche, **brands highlight product role, benefit and its practical applications within the cultural context of Ramadan.**

Effective communication strategy requires maintaining a delicate equilibrium, **integrating functional utility and emotional resonance, capitalizing on both aspects for a meaningful connection with consumers.**





RAMADAN RELEVANCE



BRAND INTEGRATION



PRODUCT INTEGRATION



Creating a winning Ramadan communication requires

IDENTIFYING THE RIGHT RAMADAN STRATEGY FOR YOUR BRAND AND CATEGORY

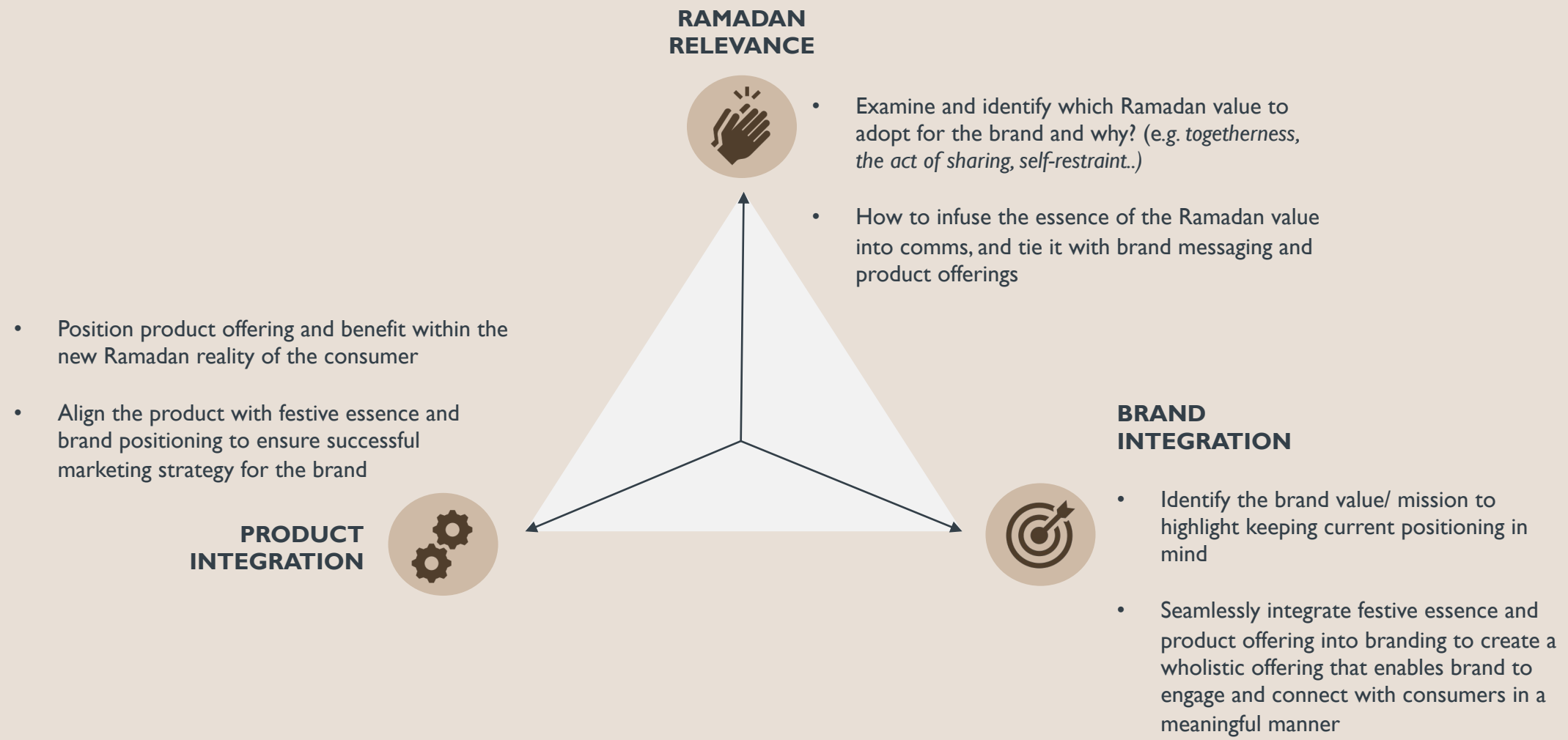
Based on the brand positioning and category landscape – each brand needs to decide

WHETHER TO HIGHLIGHT RAMADAN CORE VALUES, BRAND VALUES OR PRODUCT OFFERING

AND

IDENTIFY HOW TO INTEGRATE AND BALANCE THE REMAINING 2 ASPECTS IN THE COMMUNICATION STRATEGY

QUANTUM INTRODUCES A SIMPLE FRAMEWORK FOR BRANDS TO UNLOCK MEANINGFUL RAMADAN COMMUNICATIONS



Using Quantum framework to decode some of the previous well performing advertisements...

DECODING A WELL-PERFORMING RAMADAN 2023 AD USING QUANTUM FRAMEWORK

Tehbotol Sosro (*Memberi Kebahagiaan adalah Kebahagiaan*)

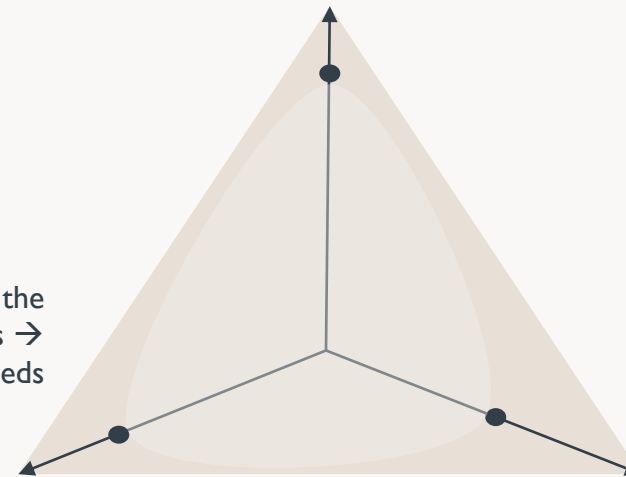


Seamless product integration into the new routine of Ramadan needs → sweet drink for taajil needs

PRODUCT INTEGRATION

RAMADAN RELEVANCE

Successfully extend Ramadan's value of **profound kindness** by shedding light on the **often-overlooked sacrifices of food service workers**



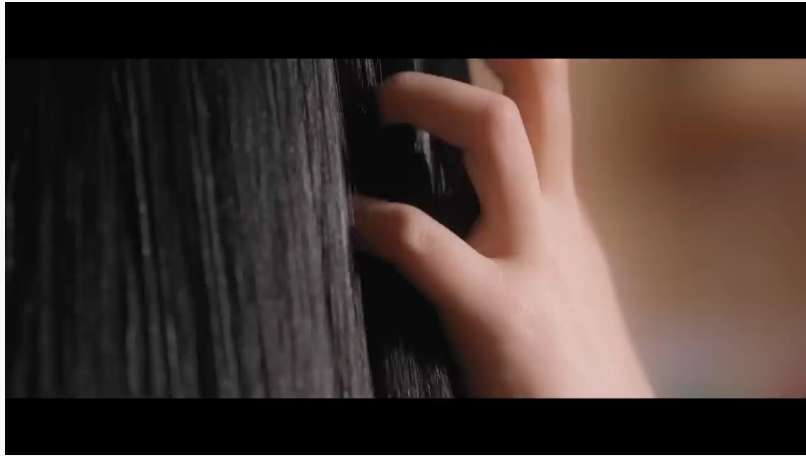
BRAND INTEGRATION

Extending the boundaries of Ramadan values helps to differentiate brand image → **Evokes deep empathy, establishing a connection through authentic storytelling**

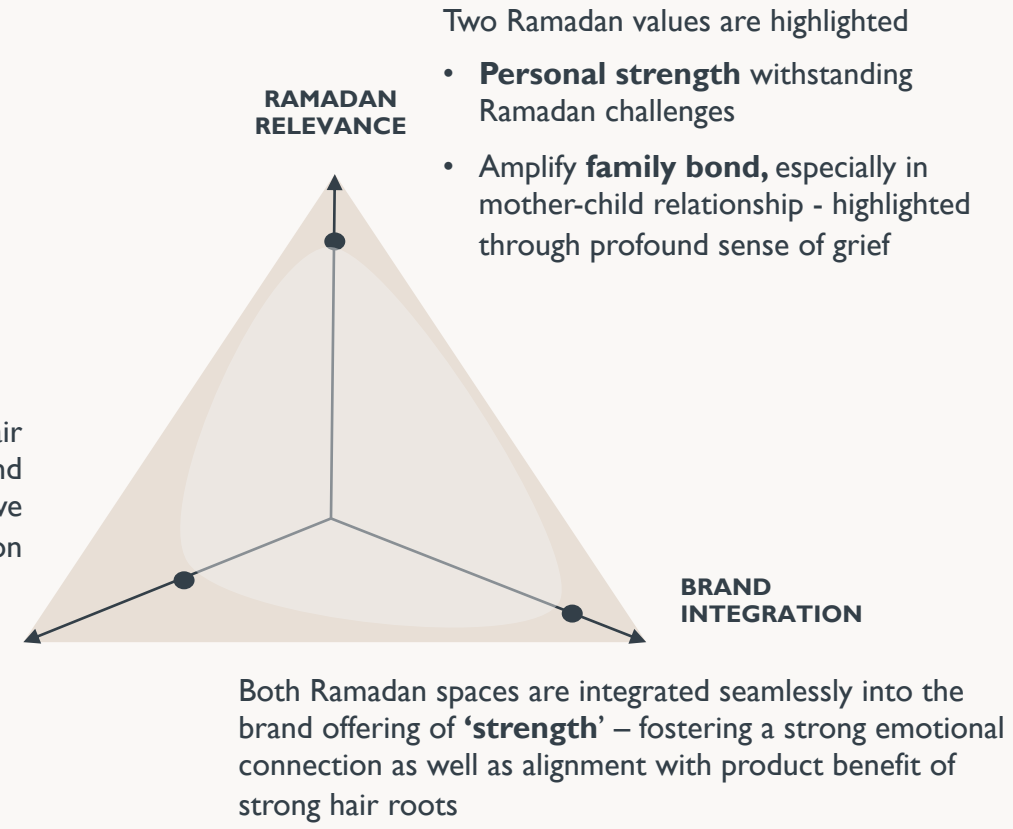
While there is potential to strengthen brand purpose or brand mission in the ad, strong and distinct Ramadan value with clear product role helps to position the communication strongly

DECODING A WELL-PERFORMING RAMADAN 2023 AD USING QUANTUM FRAMEWORK

Lifebuoy Shampoo (*Akar Kuat di Bulan Suci*)



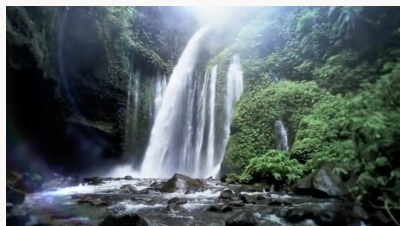
Highlight the benefit of 'strong hair roots' offered by the product and connect it with the overall narrative of the communication



Connecting Ramadan values with brand values and product benefit can offer strong communication space

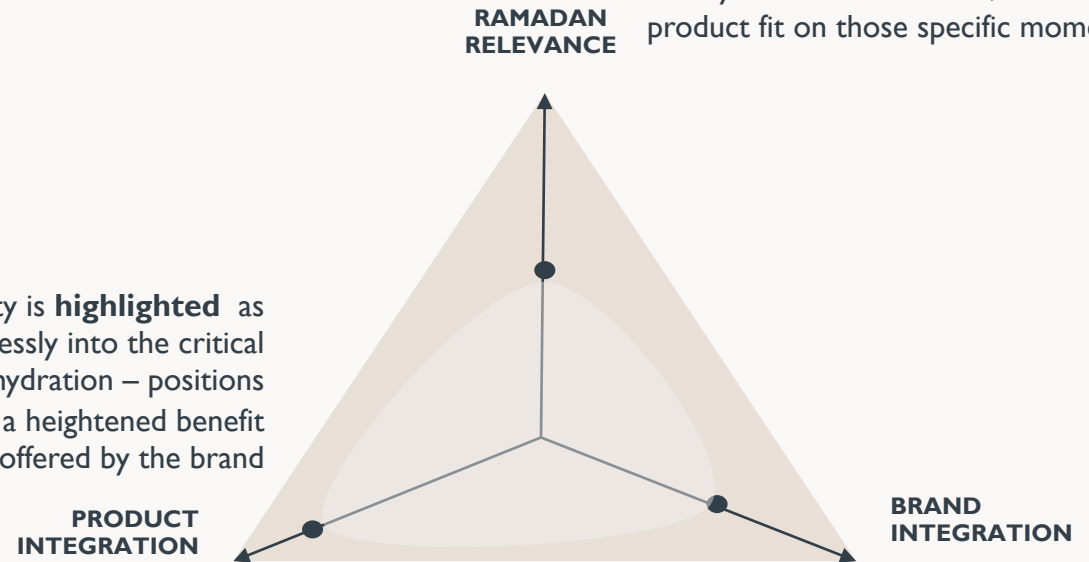
DECODING A WELL-PERFORMING RAMADAN 2023 AD USING QUANTUM FRAMEWORK

AQUA (*Puasa setiap sehat, #AQUADULU*)



Product functionality is **highlighted** as it integrates seamlessly into the critical Ramadan needs for hydration – positions purity of Aqua as a heightened benefit offered by the brand

Instead of focusing on Ramadan values, the communication identifies and focuses on key Ramadan moments, and informs product fit on those specific moments



Retain brand superiority through promise of purity, naturally resourced drinking water – staying true to the brand image of Aqua

While the product offering and brand positioning connect seamlessly to the Ramadan moments – enhancement of Ramadan value relevance could evoke deeper connection with consumers

WHAT WE ARE OFFERING:

7 DAYS* AGILE SEMIOTIC DIAGNOSIS TO ENHANCE YOUR UPCOMING RAMADAN COMM STRATEGY



SEMIOTIC DECODING OF BRAND'S CURRENT RAMADAN COMMUNICATION

Leveraging Quantum's expertise in cultural semiotics to diagnose the gaps and further improve your upcoming Ramadan ad:

- Deep semiotic scan into the brand's previous Ramadan communication.
- Decode the upcoming ads through our specialized triangulation framework vis a vis brand communication index and positioning.
- Propose the semiotic codes for the upcoming Ramadan comm materials.



Est. Price:
IDR 25 mio (for upcoming single comm strategy)



RAPID QUANTITATIVE CHECK WITH CONSUMERS

Quantum will partner with QuanTech, our in-house digital quantitative unit, to measure the impact of the brand's Ramadan communication.

We will conduct an agile quantitative check to gain consumers' evaluative feedback towards the upcoming Ramadan ads.

This additional study includes 150 respondent samples.



Est. Price:
IDR 60 mio (for 150 quantitative samples)

*working days

Thank You!

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