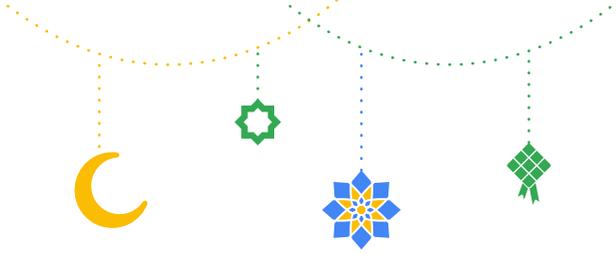




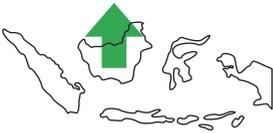
Google

# Winning Ramadan with Digital 2021

Playbook



# Content



1  
Indonesia's growing  
internet economy

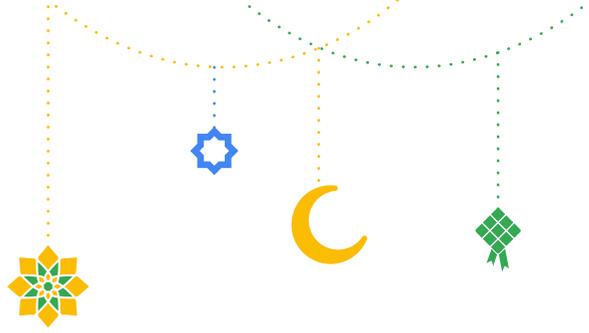


2  
Learnings from 2020



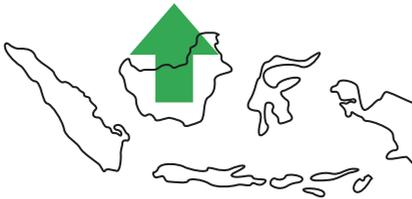
3  
2021 Ramadan planning





# 1

## Indonesia's growing internet economy

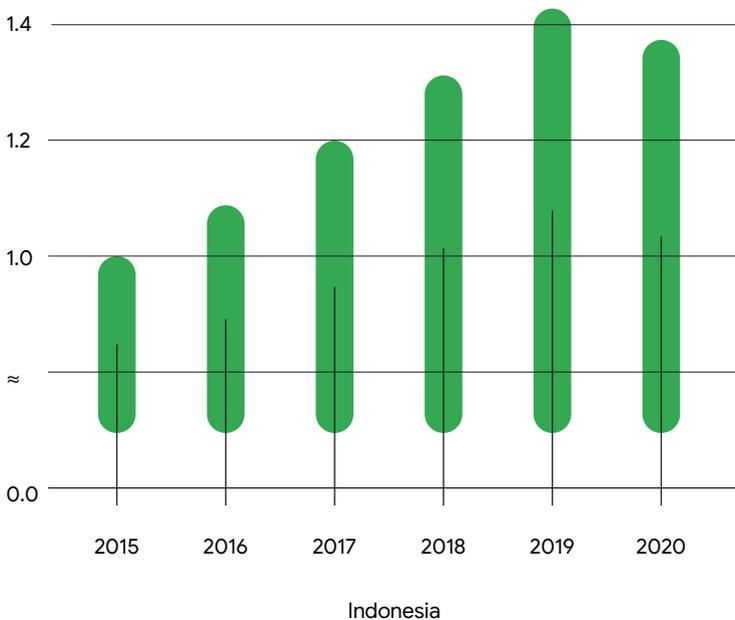




## Indonesia remains resilient in the face of headwinds.

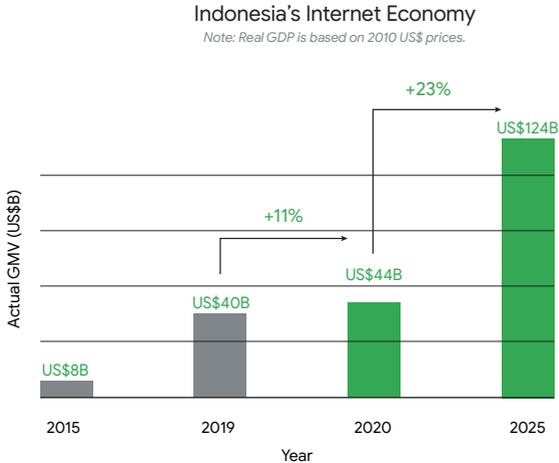
For the first time in the past five years, Indonesia's GDP contracted because of the effects of the COVID-19 pandemic.

Real GDP 2015-2020, indexed to 2015 levels





However, if we look at Indonesia's internet economy today, it is still growing at a healthy 11% year on year, driven by E-commerce and Online Media. Indonesia's internet economy now sits at a strong \$44B in 2020, and is expected to grow to \$124B by 2025.



What is driving this growth?

**Indonesians are online.**



~ **197** million Indonesians are online



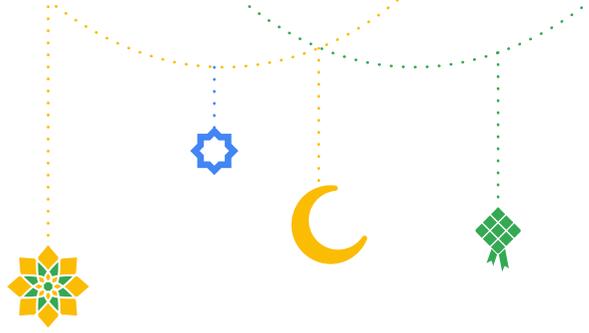
**93%** of new users plan to stay online



> **93** million YouTube reach

Source:

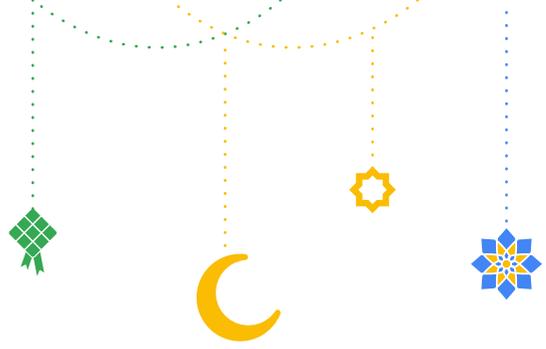
- Google, Temasek, Bain, ID, eConomy SEA 2020 report, n=2762, October 2020
- APJII, ID, Internet Penetration report, 2020
- Kantar, ID, When you go on the internet for personal usage, how long do you typically spend in a day?, n=813, 2020
- Comscore, ID, Video Multi Platform, 18+ population, April 2020



# 2

## Learnings from 2020





Through all the changes that happened in 2020, we identified three key learnings across our platforms that stood out during Ramadan 2020:



### i. Consumer insights

What are Indonesians looking for during these changing times?



### ii. Creative best practices

What types of creatives drive results?



### iii. Key moments

How are Indonesians celebrating Ramadan online?



## i. Consumer insights

What are Indonesians looking for during these changing times?

Last Ramadan, we shared four key pillars that Indonesians searched for. This year, there is still a growing appetite in Spirituality, Entertainment, Convenience and Shopping, however Indonesians are now carrying out these interests digitally.

Find out how brands can tap into these changes.



## Rethinking Spirituality:



↑ **2 X** increase in search interest for “donation” as Indonesians look to donate digitally during Ramadan



↑ **4 X** increase in search interest for “ *kirim makanan / parcel*”

- **Celebrate the spirit of Ramadan online**  
How can brands help Indonesians celebrate through the meaning of spirituality and social togetherness while staying physically apart? As Indonesians stay connected with each other online, advertisers need to rethink how to engage with consumers online.
- **Agility is key to staying relevant**  
As new search data and interests come to light, consider the tone of content for this holy Ramadan period as you prepare creatives to resonate with Indonesians.

## Rethinking Entertainment:



↑ **2 X** increase of Entertainment searches during Ramadan



↑ **41 %** of Indonesians increased usage of media streaming platforms

- **Think digital first**  
With COVID changing the way people consume entertainment, digital channels have reached critical mass and become the main media platform for a majority of Indonesians.
- **Rethink online engagement**  
YouTube and live streaming have changed what it takes for brands to connect with audiences. What other online engagement models can you explore this Ramadan?



## Rethinking Convenience:



**55 %** of Indonesians use food delivery apps more than before COVID

- **Consumers are more conscious of health and safety regulations**  
Help consumers achieve ease of mind while making a purchase of your product by following health and safety protocols.
- **With more time at home, consumers are investing time in new activities**  
Understand their new interests, for example, beauty, cooking, and gardening, and tap into these growing trends to push your product and message accordingly.

## Rethinking Shopping:

In Ramadan 2020, more people searched for:



how to shop online



↑ **44 %** how to be an online seller

- **More online shoppers means more online demand to capture**  
These days, however, people are more mindful of where they spend their money. Brands that highlight their value to consumers help influence their decision to purchase.
- **Consumers are exploring more ways to purchase online**  
Have you thought about the consumer purchase journey? Ensure that your products and their information are accessible everywhere your consumers might be looking for them (for example, Google Search, your website and app, marketplace or ecommerce).

Source:

• Kantar, SEA, Thinking about before the coronavirus lockdown, have your behaviors in the following activities changed?, n=4199, 2020  
• Google Trends Data, Indonesia, April 2020 - May 2020

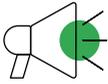


## ii. Creative best practices

What types of creatives drive results?

More Indonesians are leaning on digital, driving brands to go online and advertise. Though this has resulted in consumers' declining attention span, the advertising landscape has not evolved to keep up with this change.

How can we move from the old-school creative mindset and shift towards a more digital approach that drives results?



## Win your audience in the first 5 seconds

Try not to look like an ad. Battle your consumers' short attention span by standing out and staying relevant.

### Success story: Gojek

With ads looking more and more alike, brands need to find ways to capture their audience in the first 5 seconds.

Gojek was able to do that with their eBadah campaign, whose first 5 seconds consisted of bold and catchy copy that reeled viewers in to watch more.

To top it off, viewers did not feel like they were watching an ad, as the creatives were designed in a local comic style.



eBadah Ramadan di rumah aja pake Gojek



## Repurpose your story

Balance storytelling and product selling by repurposing longer assets into shorter ads.

One idea told three different ways can drive +133% in purchase intent.

### Success story: Glico Wings

How does a brand stay top of mind during the most busy period of the year? Find out how Glico Wings was able to do so by engaging their skippers and viewers through relevant and repurposed ads.



▶ GLICO WINGS #RAMADANHALALGW

View



Skip



Learn more by watching the Glico Wings case study video [here](#):





## Build personalized creatives to drive impact

Brands can build personalized creatives by tapping into audience behaviors and data signals.

Through personalized creatives, brands can achieve 67% higher impact on integrated campaigns.

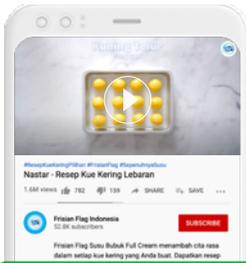
### Success story: Frisian Flag Indonesia

With many Indonesians staying at home during Ramadan, Frisian Flag knew that interest in baking recipes would be at an all-time high.

In order to personalize content depending on different recipes audiences may be searching for, Frisian Flag created multiple content to meet this consumer need. Additionally, by tapping into more than 6,000 keywords, they were able to own popular search terms such as “cakes” and “cookies”, ensuring brand visibility when consumers searched for recipes.

Due to the high relevance of the videos, Frisian Flag achieved high engagement with their audiences.

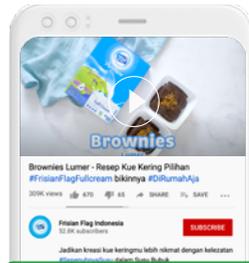

**17** recipes
 
**6000+** keywords
 
**17** different creatives



nastar



bolu kukus



brownies

Learn more about this success story [here](#).



### iii. Key moments

How are Indonesians celebrating Ramadan online?

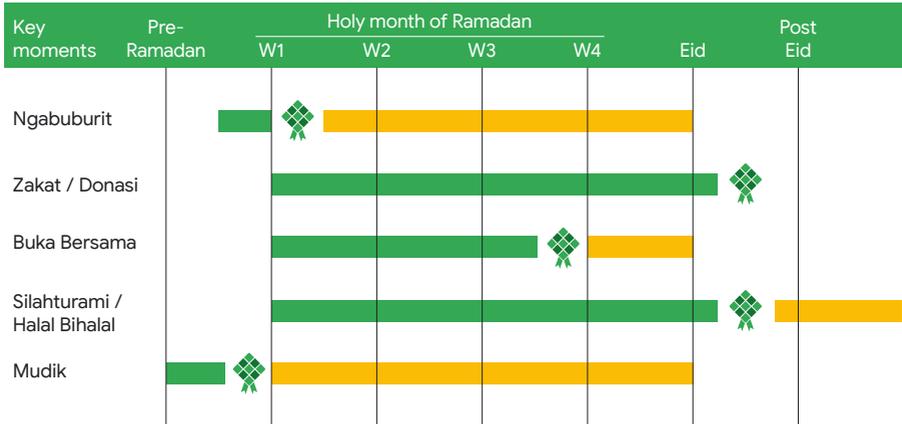
With everything going digital, we see that Indonesians are also moving their celebrations online.

How can brands tap into the 5 key Ramadan moments consumers look forward to celebrating most?



## 5 key Ramadan moments

■ Rise in Search trends    ◆ Google Trends peak in 2020    ■ Sustenance of Search



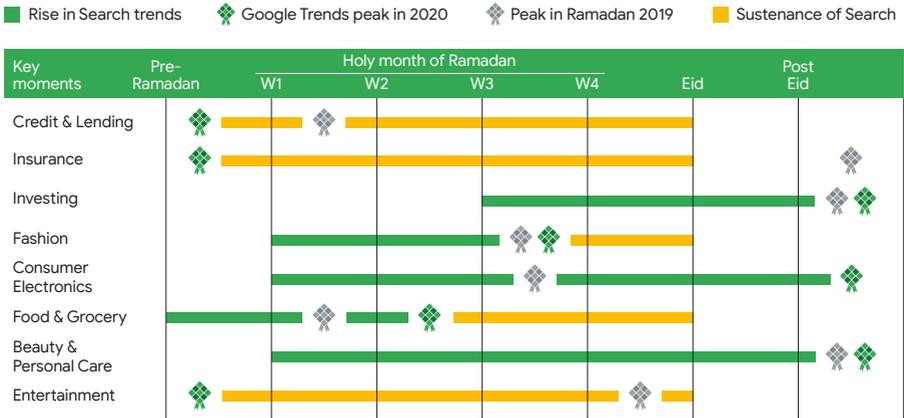
## Why was 2020 unique?

- “Ngabuburit”**  
 “Ngabuburit” is the period before breaking of fast where Indonesians engage in an activity to pass their time. This year, during this moment, more people went online to consume media and entertainment (for example, online video streaming, music streaming, online game).
- Zakat / Donasi**  
 The pandemic has heightened Indonesians’ social awareness, driving them to find online platforms to donate to those in need. (for example, “zakat itrah online”, “donasi corona”, “website donasi”).
- Buka Bersama & Silaturahmi / Halal Bihalal**  
 In 2020, Indonesians were looking for new ways to celebrate “buka bersama” together despite the social distancing measures in place, eventually leading them to celebrate the moment online. (for example, “ide buka bersama online”, “cara silaturahmi online”).
- Mudik**  
 The peak for “mudik” happened much earlier than 2019 as people wanted to learn about the government’s latest policy to help them prepare their own homecoming plans. (for example, “informasi mudik”, “aturan larangan mudik”).



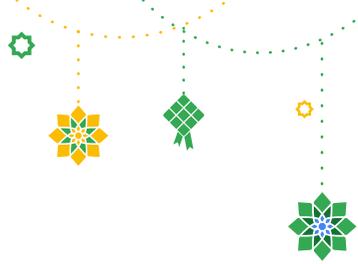
# Category Search trends

By aligning the peak search periods of consumer categories to key moments, brands will be able to reach their audiences when their consumers are looking for them.



## Why was 2020 unique?

- Credit & Lending**  
 With the pandemic bringing unexpected challenges, more Indonesians started searching for credit and lending options much earlier than last Ramadan.
- Insurance**  
 The pandemic motivated Indonesians to search for insurance products much earlier.
- Investing**  
 People still waited until post-Eid to search for investment-related topics, choosing to fulfill their main Eid needs first before thinking about where to allocate their remaining Ramadan budget.
- Fashion**  
 While there is no change in the peak search periods for fashion, people followed the latest trends of Ramadan fashion (for example, “kerudung bergo”, “pashmina crinkle”, “masker hijab”).
- Consumer Electronics**  
 People delayed the purchase of high-ticket items post-Ramadan to ensure they covered their primary needs first.
- Food & Grocery**  
 While peak searches last year happened in the start of Ramadan, this year the peak happened during the second week of Ramadan as consumers needed to replenish their household products.
- Beauty & Personal Care**  
 In 2020, beauty accessories and hygiene products were more heavily searched as people had to groom themselves at home to maintain safe distancing.
- Entertainment**  
 With social distancing, people turned to online platforms earlier this year to consume video / music streaming and online gaming.



# Success stories

## 1. XL Axiata

How have brands been able to tap into these key Ramadan moments in the past?

By collaborating with YouTube, YouTube Creators and NET TV last Ramadan, XL was able to create a “Satu Indonesia Buka Bersama” livestream event that then broke a MURI record as the largest digital “buka bersama” in history.



## 2. Unilever

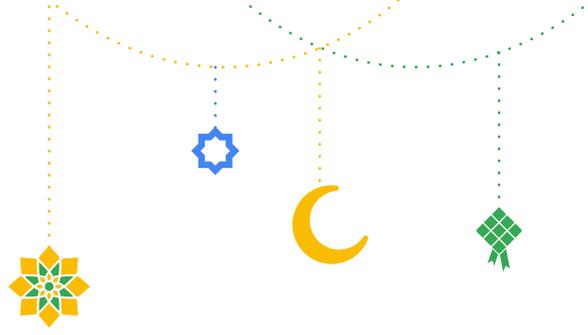


↑ 1,950 %

increase in queries for “iftar”  
(the evening fasting meal during Ramadan)

Unilever was able to help consumers find relevant recipes during Ramadan 2020 by tapping into “buka puasa” and “iftar” moments, creating dynamic ads using Search Ads 360 that led to the brand staying top of mind during this period.

Learn more about this success story [here](#).



# 3

## 2021 Ramadan planning





## How can brands plan for Ramadan 2021?

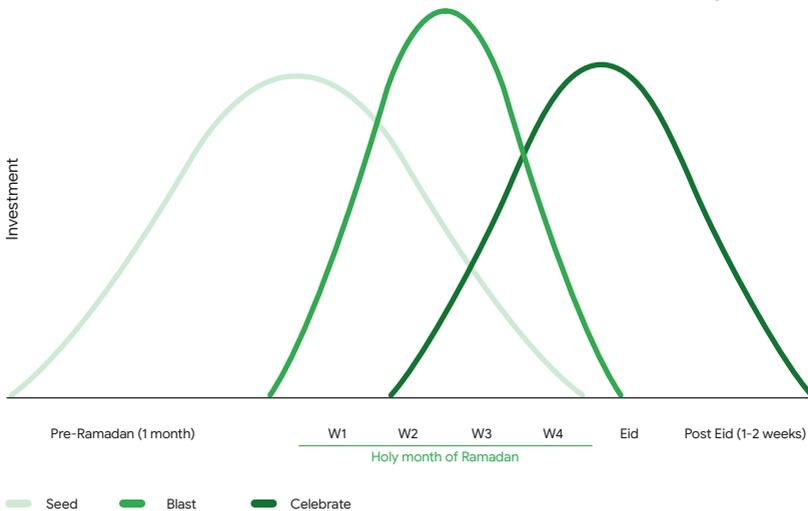
It is important to maintain your campaign's momentum throughout the holy month as well as its pre- and post-Ramadan phases. Below is a proposed media plan to reach your audiences this Ramadan.

### Pre-Ramadan (1 month)

Start engaging by seeding your campaigns early, as consumers are preparing for their celebrations earlier than before.

### Post Eid (1-2 weeks)

Consumers continue to search for products even after Eid. Capture this intent by staying online post-Eid.





## What's new?

At Google, we've been working on ways to help brands drive results across your marketing objectives. Here are a few new solutions we've created that may help you reach your business goals:



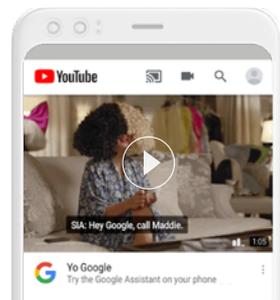
### Trends & Insights

[Google Search's Insights page](#) makes it easy for you to explore insights and emerging trends based on your business, and help you uncover growing Search queries relevant to your brand you're not currently covering.



### Awareness

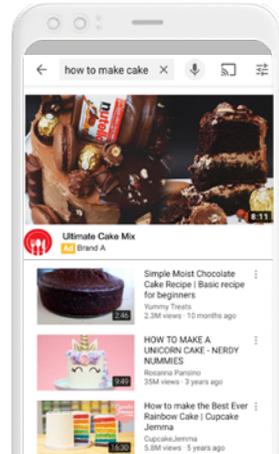
[Mastheads](#) are premium placements on YouTube's Homefeed, which now enable you to personalize at scale (for example, location and audience) and achieve massive reach along with other YouTube formats.





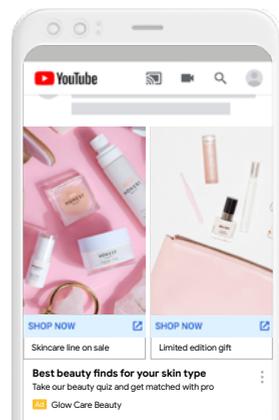
## Consideration

[Trueview Discovery on YouTube Search](#) can help you capture consumer intent on YouTube by personalizing your ad to audiences looking for your brand and related categories on YouTube.



## GN Action

[Discovery Ads](#) has a new carousel ad format that allows you to display products that are relevant to your audiences. This new ad format allows your audience to take action and shop your products while they watch videos, read emails or browse the Google app.





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