A guide to win the hearts and carts during Ramadan in Indonesia

Ramadan 2023 with TikTok

Meaningful Celebrations with Joy

A guide to win the hearts and carts during Ramadan in Indonesia

tiktokramadan.com
Why is this important for brands?

01 Be a part of meaningful celebrations on TikTok in Ramadan
TikTok users look forward to celebrating more in the upcoming Ramadan, and TikTok is where they go for inspiration, activity ideas, and entertainment throughout the season.

02 Inspire users throughout Ramadan with meaningful content
Unlock opportunities for your brand by tapping into Ramadan moments and inspire users on TikTok.

03 Win hearts and carts with TikTok during this Ramadan
Plan your Ramadan campaign strategically from Ramadan preparation to Lebaran with Shoppertainment on TikTok, where entertainment-first content sparks discovery and inspiration that leads to shopping.
TikTok celebrates Ramadan meaningfully with joy

In 2022, TikTok users constantly come to TikTok for Ramadan inspiration and entertainment, with 69% TikTok users looking forward to celebrate Ramadan in 2023 the way they did pre-Covid.

+70% video views in Ramadan 2022 vs 2021

+66% video published in Ramadan 2022 vs 2021

Across Indonesia

From key cities and beyond

TikTok community has a greater appetite for celebration and shopping during Ramadan

67% TikTok users shop more for Ramadan

Sources:
1 TikTok Data on Video Views and Publish during Ramadan 2021 vs 2022, ID
2 TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Ramadan Opportunities on TikTok

An opportune moment for brands to be discovered and memorable, with Shoppertainment opportunity from start to finish

Entertainment-first

- Video-first
- Storytelling, educational
- Authentic
- Don’t force decision making
- Trends & Recommendations

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Commerce-second

- Clear information
- Purchase straightaway

In the form of entertainment that drives from content to cart throughout Ramadan to Lebaran and beyond

Sources:
- Future of Commerce research by Boston Consulting Group, commissioned by TikTok. Conducted in ID, TH, VN, JP, KR, AU, Apr 2022
Ramadan Preparation and During Ramadan Period

Ramadan Preparation comes early for TikTok users.

**43%** will browse more festive product sections online, 1.5x more likely than non-TikTok users

### Shopping

- More than a month before: 23%
- 1 month before: 27%
- Few weeks before: 22%
- 1 week before: 20%
- Few days before: 9%

**During Ramadan**, TikTok users engaged most of the time on TikTok.

Almost half of TikTok users said they will be spending more time on TikTok during Ramadan

### Activity Distribution

- **Sahoor**: 45%
- **Mid-day**: 48%
- **Iftar Time**: 21%
- **Morning Time**: 19%
- **Ngabuburit**: 63%
- **Nights Time**: 43%

Source: TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Elevate your Ramadan Content

3 in 4 users use TikTok during Ramadan to find entertainment and inspiration.

Here are the top content that TikTok users look out for during Ramadan:

- Product Showcase
- Tutorial / Tips
- Daily Updated
- Festives Traditions & Rituals
- Updates from Friends & Families

Work with a diversified portfolio of creators

Hyperlocal Creators

- Comedy
  - @rullysarjana
- Rural Living
  - @mursid241
- Travel
  - @rival_amir03

Nationwide Creators

- Food Creator
  - @amritsaraje
- Fashion
  - @florie_aa_
- Tech & Appliance
  - @teriyulah

Source:
TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Lebaran Preparation and Celebration

Much excitement has been brought by TikTok users to prepare their Lebaran celebration. A season full of opportunities for brands to meet consumers.

More meaningful preparations for meaningful celebrations in Lebaran 2023

TikTok users will do more:

- **68%** Lebaran Shopping
  - #RacunInTikTok 12B views

- **80%** Home Cleaning
  - #BersihBersihRumah 127M+ views

- **63%** Lebaran THR
  - #THR 1.4B+ views

- **49%** Appearance
  - #BajuLebaran 500M+ views

Purchases continue even during Lebaran!

- **98%** Influenced by TikTok to purchase a product / service

Top 3 Purchase Influences:
1. Product Reviews
2. TikTok content that triggers curiosity to buy
3. Ads on TikTok

Click here for more Ramadan Insights

Source:
1 TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Ramadan Creative Inspiration

How can your creatives drive campaign success during Ramadan?

To spark your creativity, we’ve identified a few key moments for different industries to win the hearts and carts with joy.

TikTok users are interested in seeing these verticals-related content on TikTok during Ramadan & Lebaran¹

- **86%** Food & Beverages
- **66%** CPG
- **43%** Finance
- **30%** Consumer Tech
- **44%** Travel
- **23%** Automotive

**F&B**

TikTok users plan to cook more this Ramadan¹

From the joyfulness of grocery runs, to getting iftar-ready, meal preps for sahoor, and all the other moments that surround the occasion. At the center of it all, is the Food and Feast. Discovering how people from all across Indonesia observe the occasion only brings us closer.

How to tap into the moments:

- Cooking recipes
- Share Sahoar & Iftar preparations
- Highlight the culinary diversity across the regions
- Give a new twist on how to meal prep Ramadan edition
- Work with creators

Best with:
Branded Effect, Hashtag Challenge, Spark Ads, Branded Mission

Source:
¹ TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Ramadan Creative Inspiration

**CPG**

TikTok users prepare the best for their appearance for Ramadan and Lebaran¹

Bring goodness from the inside out this Ramadan—as we catch users who want to be their best selves at every Ramadan phase.

**How to tap into the moments:**
- Product reviews that fit into Ramadan moments
- Makeup ideas for Iftar gathering and Lebaran
- Recreate trending beauty hacks in Ramadan theme
- Shopping haul, skincare routine for Ramadan

**Best with:**
- TopFeed, Spark Ads, Dynamic Showcase Ads, Video Shopping Ads

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**Finance**

TikTok users have more spirit to spend on Financial category for Ramadan¹

Financial conversations dominate the Ramadan space as people discuss budgeting and financial tracking of Ramadan-related spending. It’s also a time when people spend time doing good, and giving their wealth to charity.

Let’s tap into these Ramadan moments to deliver value – demystifying finance and spreading financial literacy.

**How to tap into the moments:**
- Finance product review (highlight relevant features)
- Create a fun way of budgeting for Ramadan
- Inspire on what to do with THR money
- Facilitate and educate people about Zakat contributions

**Best with:**
- In-feed, App Installs

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Source:
¹ TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Ramadan Creative Inspiration

Consumer Tech

TikTok users look forward to tech and gadget upgrades.
Stay productive and connected during The Holy Month. Tap on to experiences that enhance celebrations with family and friends, and how a good product can improve the quality of the time spent, whether it’s being online or offline in real life.

How to tap into the moments:
- Tech Hacks that improve Ramadan daily activities
- Tech shopping haul
- Highlight products innovation
- Ramadan Product review that makes our lives easier

Best with:
TopView, TopFeed, Interactive Gesture, Dynamic Showcase Ads, Collection Ads

Travel

In the spirit of celebration and holiday. TikTok users are 1.5x more likely than non-users who plan to travel during Lebaran.
Highlight the spirit and optimism of Ramadan-related travel by sharing tips, tricks, deals, more Ramadan activities inspiration, places to go, events, and attractions to visit. Regardless of where you are this Raya, let’s give Indonesia more things to do and see.

How to tap into the moments:
- Amplify key Ramadan moments
- Utilize LIVE to engage in real-time
- Give inspiration and fresh perspective about Ramadan-related travel themes from creators across Indonesia and even across the globe
- Uncover hidden gems during homecoming and Lebaran holiday

Best with:
Spark Ads, In-feed, App Installs, Creator Marketplace

Source:
*TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Ramadan Creative Inspiration

Automotive

During Ramadan and Lebaran, TikTok users are 3.5x more likely to purchase automotive products than non-users1

This year Ramadan hits differently. Tap new moments to drive the intention of purchasing. Highlight the opportunities of Lebaran Preparation that it’s not only for the people, but also the ride that carries the family together.

How to tap into the moments:

- Embrace new way of Mudik
- Tap on trending Mudik ideas and the activities that can be done with innovative auto features
- Highlight the joy of the new ride

Best with:
In-feed, Lead Generation

To further enhance the creatives and create content that can turn moments into movements, please visit TikTok Creator Marketplace to collaborate with our creators.

Steps to Win Ramadan on TikTok

01 | Build relevance & connect with TikTok community

02 | Develop your creative campaign right

03 | Plan your TikTok campaign across all Ramadan stages

Source:
1 TikTok commissioned study conducted by Toluna on behaviours during Ramadan among n=596 TikTok users and non-users in ID, Sep 2022
Formula for Successful Ramadan Campaign

**Ramadan Preparation**
February - March 2023

**During Ramadan**
End of March 2023

**Lebaran Preparation**
Mid April 2023

**Lebaran Celebration**
End of April 2023

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**Always On Awareness - R&F**

Prepare and Build Up Hype via R&F Reach/Video Views
- Keep R&F always-on to lock in CPM and avoid fluctuations during Ramadan season
- Utilize TopFeed for premium ad placement
- Tease at 40% Reach
- Make noise at 70% Reach
- Sustain and re-engage at 40% Reach

KPIs: Reach, Impressions, Video Views

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**High Impact Awareness & Engagement - Reservation**

Own Big Moment via TikTok’s Premium ad solutions
- Activate TopView on first day and THR periods
- Engage users via HTC & BE executions, encouraging participation and sharing of their Ramadan experiences

TopView KPIs: Reach, Impressions, Brand Lift

HTC+BE KPIs: Video Views, Engagement, Video Creations

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**Always On Performance - Auction**

Drive Traffic and Conversion via full funnel Shoppertainment solutions
- TikTok Shop
  - Live Shopping Ads
  - Video Shopping Ads
- Brand Owned Assets
  - App Promotions
  - Dynamic Showcase Ads (App)
  - Collection Ads (Website)
- Lead Generation (Instant form)

KPIs: Clicks, Conversions, CPA, LIVE Metrics, Leads, Revenue

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Presentation by TikTok for Business
Leverage TikTok’s latest ad solutions to let users have a wholesome Ramadan experience from your brands.

### 01. Strengthening Brand Discovery

#### Reach & Frequency

- **Pro-Tips:**
  - Utilized TopFeed the premium placements 4th Video on FYP
  - Deliver different ad creatives the way you want through sequenced or scheduled delivery
  - Drive more engagement to entice viewers with Interactive add-ons

- **Measuring your success:**
  Predicted Reach, Impressions, CPM & complemented with Brand Lift Study

#### Focused View Objective

- **Pro-Tips:**
  - Suitable for advertisers who want to get their brand message/story to be delivered well to the users in the first 6s
  - Get Optimized to reach users that are likely to interact (click, like, share, and follow) or watch the video within the first 6s
  - Ensure the creative uses TikTok native format and target broad audiences to maximise cost efficiency

- **Measuring your success:**
  6s VTR and CPEV, Viewability, Brand Lift Study

### 02. Own Key Ramadan Moment

#### TopView

- **Pro-Tips:**
  - Let TopView’s 5-60 seconds video take over your screen
  - Leverage on creators to engage better with the audience & be aware of the safe zone
  - Extend the impact with your CTA and Landing page

- **Measuring your success:**
  Impressions, Reach, and Brand Lift Study

#### Hashtag Challenge and Branded Effect

- **Pro-Tips:**
  - Branded Mission will help to maintain the campaign’s relevancy through the curated user-generated ads
  - Elevate your exposure with massive ad support and KOL activations
  - Make it seamless and entertaining by lowering the barriers to entry and provide incentives to motivate participation

- **Measuring your success:**
  HTC Video Creations, Video Views, and Brand Lift Study
# 3 Key Pillars of Success during Ramadan

## 03. Leveraging Real Business Impact

### Lead Generation

- **Pro-Tips:**
  - Ask the right questions
  - Be clear about what the user is signing up for and what the next steps are
  - Use the same key messaging across the creative, form & landing page for uniformity

- **Measuring your success:** CVR & Number of Leads

### TikTok Shop

- **Pro-Tips:**
  - **Expanding Reach**
    - Ride on TikTok’s enormous & growing user base
  - **Reduced Shopping Friction**
    - Seamlessly link to the shopping page from short video /livestream
  - **Branding & Selling in One Go**
    - Videos drive both brand awareness & sales simultaneously

### App Promotion Objective

- **Pro-Tips:**
  - Make sure to connect your MMP correctly & post-back the right signals
  - Target existing users who never purchased from a specific category/ made a specific in-app actions yet
  - Understand how users respond to variables like creative, messaging & CTAs

- **Measuring your success:** CVR, in-app actions & ROAS

### Video Shopping Ads

- **Pro-Tips:**
  - Use short-form videos to highlight deals and build urgency
  - Get optimized towards marketing goals from clicks to TikTok Shop sales
  - Ensure products are always in stock
  - Target 18+ audience with Lowest Cost Bidding to maximize delivery and impact

- **Measuring your success:** CTR, Product Display Click, up to TikTok Shop Sales & ROAS

### Dynamic Showcase Ad

- **Pro-Tips:**
  - Ensure your custom template creatives are engaging
  - Feature attractive commercial messages or offers to drive conversions
  - Analyze the performance of your products and promote highly engaging products

- **Measuring your success:** Purchase Rate & ROAS

### LIVE Shopping Ads

- **Pro-Tips:**
  - Get optimized throughout the funnel from Clicks, LIVE Views, to Product Sales
  - Have at least 2 hours of LIVE event to maximize ad spend
  - Ensure promoted products are always in stock

- **Measuring your success:** LIVE Views, Product Display Click, up to TikTok Shop Sales & ROAS

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**Click here for more Ramadan Insights**
Success Stories

#HiburanSeruRamadan

tiket.com is an Indonesia-based Online Travel Agent (OTA) and lifestyle app. tiket.com successfully drove awareness through the hashtag challenge #HiburanSeruRamadan in a fun and entertaining way. They participated in TikTok Ramadan sponsorship package and utilized multiple products and features including H5 page, HTC, TikTok Bonus, and collaborated with TikTok creators, premium reservation ads and auction ads. tiket.com successfully combined branded and unbranded content to deliver the key message.

Result:

- **100%** TikTok Bonus Redemption
- **2.3x** User Growth from Ramadan Period
- **1.33B** Hashtag Challenge Video Views

Bank BTN

PT Bank Tabungan Negara, often known as Bank BTN, is an Indonesian-based company founded in 1897. Bank BTN stepped out of the box, adapted to the nature of TikTok by shooting natively, collaborated with TikTok creators and made use of ‘ngabuburit’ as prime time to introduce Bank BTN with ‘Berkah Ramadan BETE END’ campaign. This success was delivered via the power of Reach and Frequency campaign.

Result:

- **5x** Webform submission post-Ramadan campaign
- **11K** Increased in followers from Ramadan period
- **+5%** Uplift in brand familiarity at 95% c.i.
Ramadan 2023 with TikTok: Meaningful Celebrations with Joy

Get in touch with your Partnership Manager to kickstart your Ramadan campaign

Stay updated with our latest resources about Ramadan on https://tiktokramadan.com/id

New to TikTok? Drop your contact details here and we will get in touch!

Learn more about TikTok’s full funnel solution and unlock your creative challenge here