



M&C SAATCHI

# WHEN FAITH TRUMPS FEAR

Ramadan in a post-COVID Indonesia

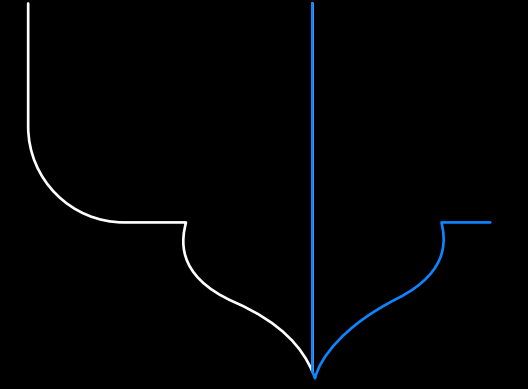
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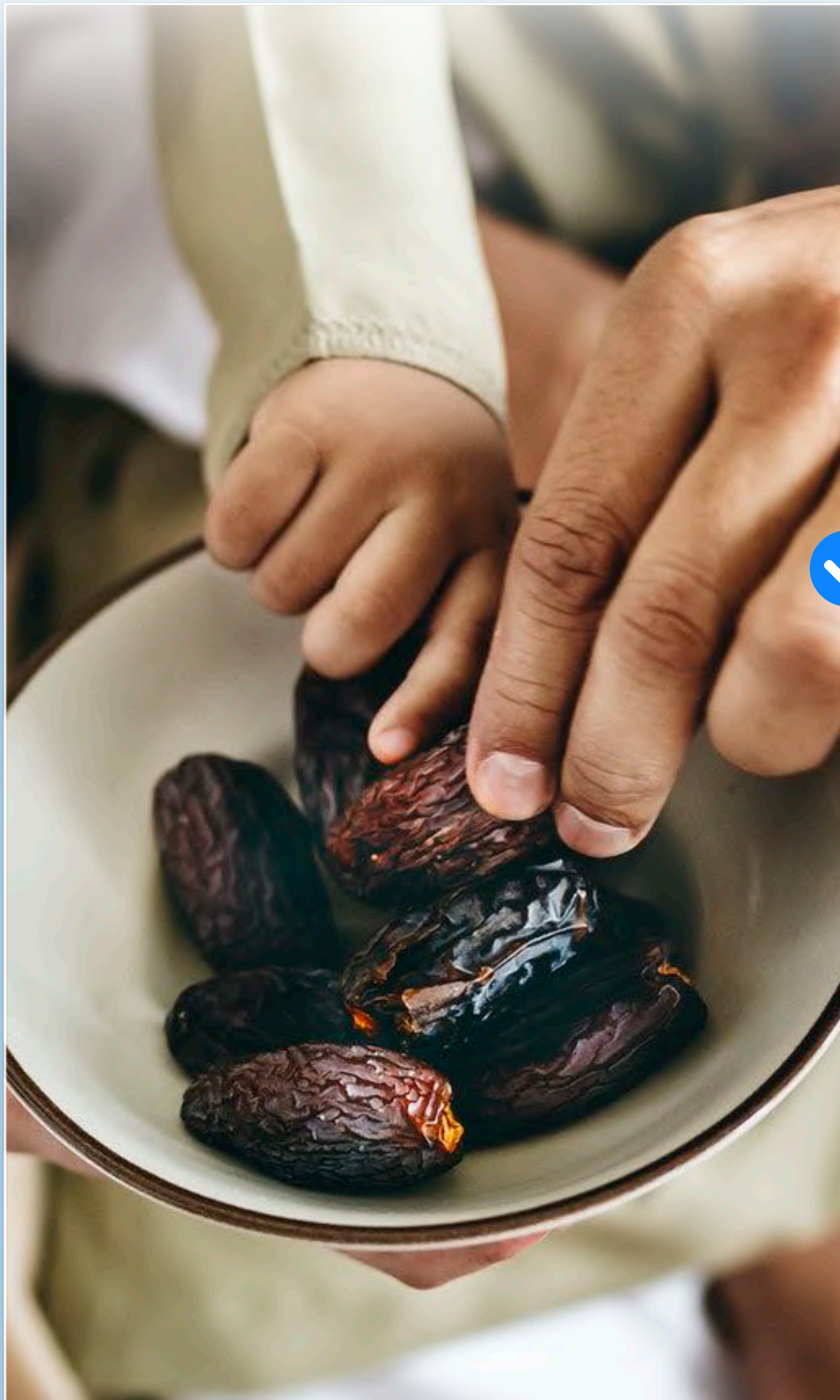


**OPTIMISM  
IS THE  
SIGN OF  
THE BELIEVER.”**

PROPHET MOHAMMAD







# INTRODUCTION

## BELIEVERS – 1 COVID – 0

In 2020, Ramadan was a damp squib, marred by lockdowns and sorrow owing to the pandemic.



### **THIS YEAR'S RAMADAN WILL BE THE MOMENT TO CHERISH AND REJOICE.**

People around the world believe Ramadan 2021 will be joyful and festive again, with renewed optimism as global vaccinations kick into high gear.

Consumers in Indonesia have always topped the charts with their optimism and consumer confidence. In February, amid the launch of a massive COVID-19 vaccination program, Indonesia's consumer confidence index increased from the previous month.

It is this belief about a brighter future that promises to make Ramadan a time for celebration, once more. This paper from M&C Saatchi Indonesia dives into the consumer sentiment and charts a roadmap for brands to leverage their optimism in Indonesia.



# A JUSTIFIABLE OPTIMISM

“Hopefully, this year's Ramadan situation will be normal so that the mosques will fully reopen and that feeling of Ramadan as usual will be there. We have missed the feeling of welcoming the month of Ramadan, breaking fast together every afternoon at the mosque, until the takbirs go around welcoming Eid-al-Fitr.”

I M R A N H A N I F

Small Business Owner

“I will celebrate Ramadan with enthusiasm. It is a month of forgiveness, which truly makes an individual pious. This does not take away from the wonders of the wonderful month. Let's continue to follow the rules so that the pandemic can be brought to a close as soon as possible.”

W I N A R S I H

Home Maker and Online Reseller



# A JUSTIFIABLE OPTIMISM

## ARRIVAL OF THE VACCINE

At the end of January 2021, 61% of Indonesian respondents stated that they were either willing to be vaccinated or were already vaccinated against COVID-19.

<https://tinyurl.com/9apfjhvk>

## POSITIVE SENTIMENT

Despite a challenging 2020, conversations around Ramadan 2020 on Twitter were largely positive (57%). When asked in December 2020 about their sentiments for entering the new year, Indonesians were hopeful that the country's pandemic situation would improve (45%).

<https://tinyurl.com/y6bhc3fv>

## RETHINKING NORMAL

E-commerce sales in Indonesia grew by 37% to reach IDR351.1 trillion (US\$25.3bn) in 2020, compared to the pre-COVID-19 estimate of 22% for the same year

GlobalData's E-Commerce Analytics

## ECONOMIC REBOUND

Over half of Indonesian consumers are optimistic about a quick economic rebound. 9/10 Indonesians have tried a new shopping behavior, most intend to continue usage beyond COVID-19, citing value and convenience as drivers for trying new places to shop.

<https://tinyurl.com/4nr846ck>

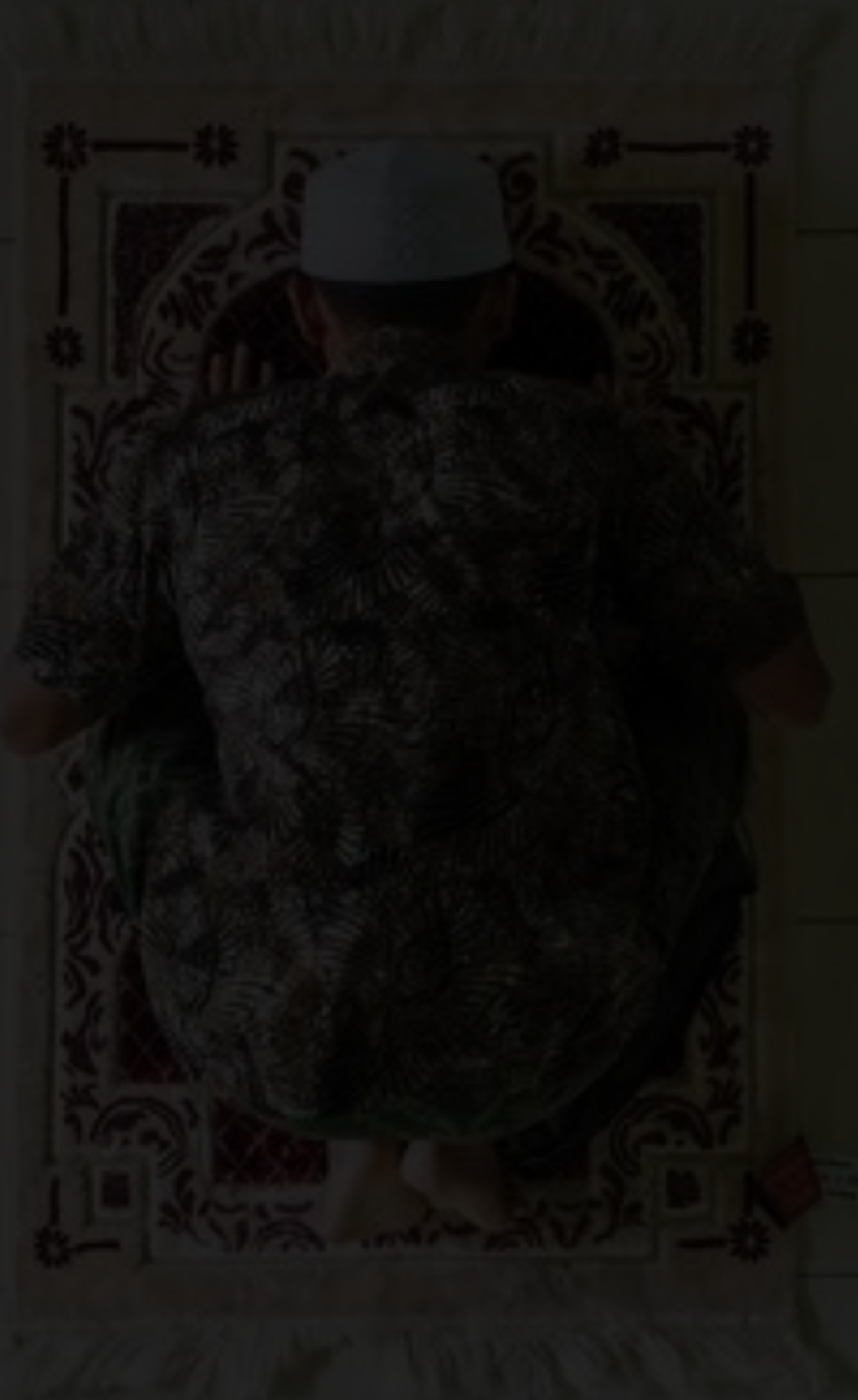


Strengthen Faith and Return to Fitrah (Purity):

# THE MOMENT OF REDEMPTION

“Last year’s Ramadan was a big challenge for my family and a big test for our faith. The impact of the pandemic hit our livelihood more than ever, but we thank God that we still have the chance to be alive and healthy, are ready to welcome the new Ramadan and make the most out of it.”

With normalcy returning to daily life and business, people feel that their faith has been redeemed. This Ramadan will not only be an occasion to thank God for looking after them, but also to celebrate the spirit of survival and the strength of convictions in every family and individual.





# NOTHING TO FEAR IN POST-COVID RAMADAN

## CULTURE

Ramadan is a time for renewal, spiritual reflection, connection with family and friends. It provides inspiration for purposeful living. The COVID experience has put into sharp focus the pain of suffering, and made the teachings of caring and compassion for one another in times of crisis more relevant, across all communities.

## CONSUMER

Traditions and plans will change, creating new needs as families navigate a rapidly shifting situation. Over the past year, they have learned how to protect themselves. From celebrating Ramadan under PSBB in 2020, people expect that they will return to mosques this year, even as they observe social distancing.

## COMMERCE

During the Ramadan season, consumers rediscovered their spending habits, particularly online. Last year, 53% of Ramadan shoppers reported buying more (Facebook), while Twitter conversations around Ramadan shopping increased by 22%. We expect that momentum to continue – strengthened by expectations of income improvement.

## COUNTRY

Several positive catalysts in late 2020 such as the development of COVID-19 vaccines, the passing of Omnibus Law on Job Creation, and United States Election which went relatively smooth were several factors which moved the Jakarta Composite Index (JCI) further upward. These are expected to improve the performance of several consumer sectors during Ramadan.



# A FEARLESS RAMADAN



## BELIEF IN SPIRITUALITY

2X increase in search interest for 'donation' as people look for ways to donate digitally during Ramadan

4X increase in search interest for ' kirim makanan/parcel'

Five most popular themes or organic video views:

- Togetherness: **22%**
- Blessings: **17%**
- Self-improvement: **12%**
- Breaking fast: **10%**
- Compassion: **9%**.



## BELIEF IN ENTERTAINMENT

2X increase of entertainment searches during Ramadan

41% of Indonesians increased their usage of media streaming platforms

TV viewing increased, triggered by several things, including a fourfold rise in viewers (+372%) from Sahur time until early morning.



## BELIEF IN SHOPPING

During Ramadan 2020:  
79% more people searched how to shop online

44% increase in searches 'how to be an online seller'

Food and beverage, household, health, and electronics categories were the four most popular categories sold online

But, with 82% of women not having planned their shopping in 2021, brands will have to cater to the impulsive shopper.



## BELIEF IN CONVENIENCE

55% of Indonesians used food delivery apps more than before COVID-19

At the same time, with more time at home, people didn't need to focus on convenience as much, and instead were choosing to spend time cooking their own food, learning about new skincare routines, and taking part in workouts online.



# A FEARLESS RAMADAN



## BELIEF IN CONNECTIONS

To make up for the lack of physical visits during Ramadan, people will predominantly use social media apps more (88%) to stay connected, with many planning to stream videos (77%)

This is the new spirit of #Silaturahmi (connecting people)



## BELIEF IN BRAND ENGAGEMENT

Over 80% of people think it's important to be well-informed. More than 50% seek expert opinions before purchasing products and services. 75% believe that brands should look for ways to give back to society.

Brands must plan content that engages with them this Ramadan – from magnifying charitable acts to posting “how-to” content to product reviews to expert voices



## BELIEF IN TRAVEL

40% people surveyed are planning to go back to their hometown during the festival

For those who are able to afford it, rather than use public forms of transport such as buses, trains or flights, renting a car seems to be the most desirable mode – for safety reasons



## BELIEF IN CHARITY & GIFTING

The pandemic has not discouraged Indonesians from fulfilling prayers and sharing goodness from their homes during Ramadan. 91% of consumers said that they had engaged in charity. The means have changed though - the total amount of donations and zakat collected through Tokopedia exceeded Rp13 billion. The amount of Zakat al-Fitr paid through Tokopedia is equivalent to almost 100 tons of rice. Meanwhile, the amount of Zakat al-Mal collected saw a triple increase compared to the previous year.



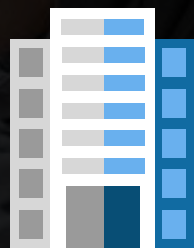
From PSBB to PPKM

# REGULATORY RELAXATIONS AND ADJUSTMENTS

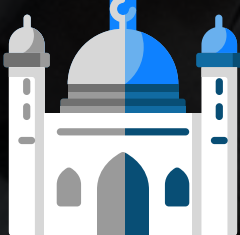
This year PPKM (Enforcement of Restrictions on Community Activities) will be applied to most urban areas in Indonesia, with some local adjustment and relaxations depending on zoning.

PSBB

Offices 100% WFH



Worship places fully closed



Shopping malls close for online shopping. Only Take away and online orders.



Dine-in not allowed. Only Take-away orders are allowed



PPKM

Offices can operate at 25% capacity, applying safety protocols  
75% WFH.

Worship places can operate at 50% capacity. **Safety protocols will apply.**

Shopping Centres, Markets, and shopping malls can operate normally until 7:00 PM. **Safety protocols will apply.**

Dine-in at restaurant and cafes allowed with 25% capacity. Takeaway to operate normally.





# THE PANDEMIC HEATMAP OF INDONESIA

TOTAL CASES

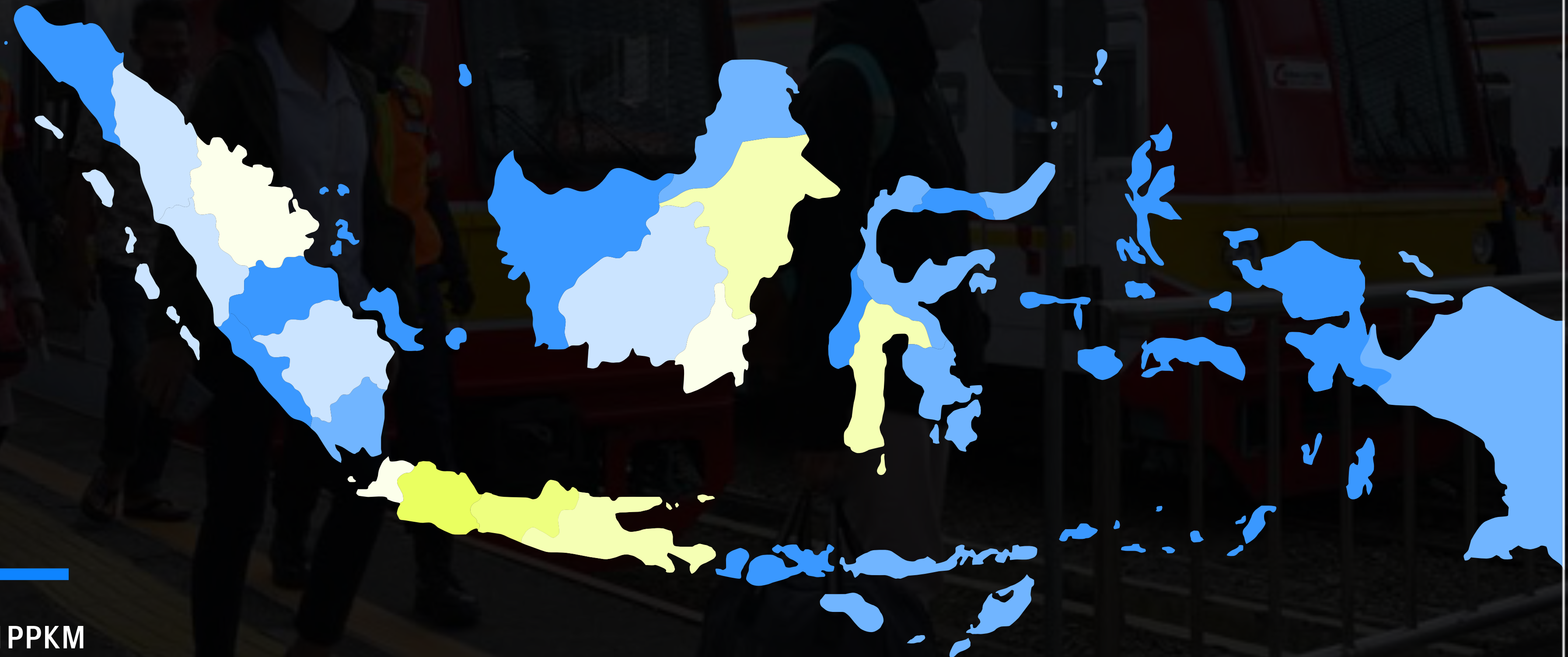
**1,455,788** +5,656

HEALED

**1,284,725** +5,760

DIED

**39,447** +108



The Blue Zones face a more relaxed PPKM

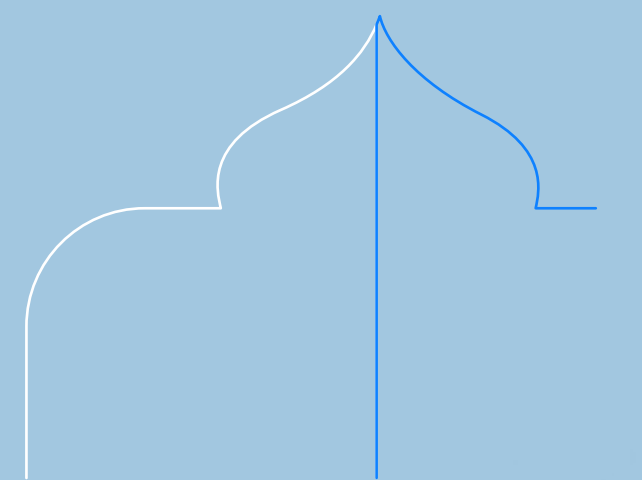
The White and Green Zones face a more strict PPKM





# RAMADHAN 2021

? What do we believe  
**WILL HAPPEN?**











# FAITH IN SAFE RITUALS & SOCIALIZATION

There is a pent-up demand for in-person celebration:

- 28% of people say they will attend Iftar parties;
- 24% plan to visit Ramadan bazaars;
- 40% intend to travel to their home towns. The journey for most is as spiritual as it is physical.

## PHYSICAL JOURNEY

A month full of fasting  
A longer day - from Fajr prayer to Tarawih  
More social activity - Iftar party  
Ramadan preparation and shopping

## SPIRITUAL JOURNEY

Emotional & spiritual stretch  
Personal - Ibadat, prayer, Reading Quran  
Social - do good, help others  
Zakat, Infaq, and other spiritual charity

Brands will once again find opportunities for relevance and stories in the observance of rituals particularly prayer & charity. Gratitude should be a definitive theme.





# FAITH IN COMMUNITY SUPPORT

The pandemic tested our values and humanity, encouraging us to think beyond ourselves and to consider the greater good of the community. While some found ways to give back to society and the environment through charity work, or adopting sustainable consumption, others supported small businesses that were impacted by the pandemic.

The theme of giving back is deeply rooted in Ramadan. People are increasingly giving back with time and money - and this extends to communities.

As people personally contribute to their community, they increasingly expect the same of businesses. Brands must express their values, speak authentically and stand up for causes consumers care about.

## 52%

of Indonesians will spend up to Rp2mn on charity this Ramadan

## 150%

jump in searches related to "menyumbangkan" (donate), in comparison to 15% in the previous year

## 91%

have engaged in a charitable activity during Ramadan

## 78%

have participated in activities to support local businesses during Ramadan



In the spirit of togetherness, TikTok users have a strong sense to contribute back to community

7 in every 10 TikTok users would like to give back to the community during Ramadan. The pandemic has fueled this sense of community; 48% reflected that the pandemic will not impact on their zakat contributions, and 47% mentioned that they will even contribute more zakat than before.





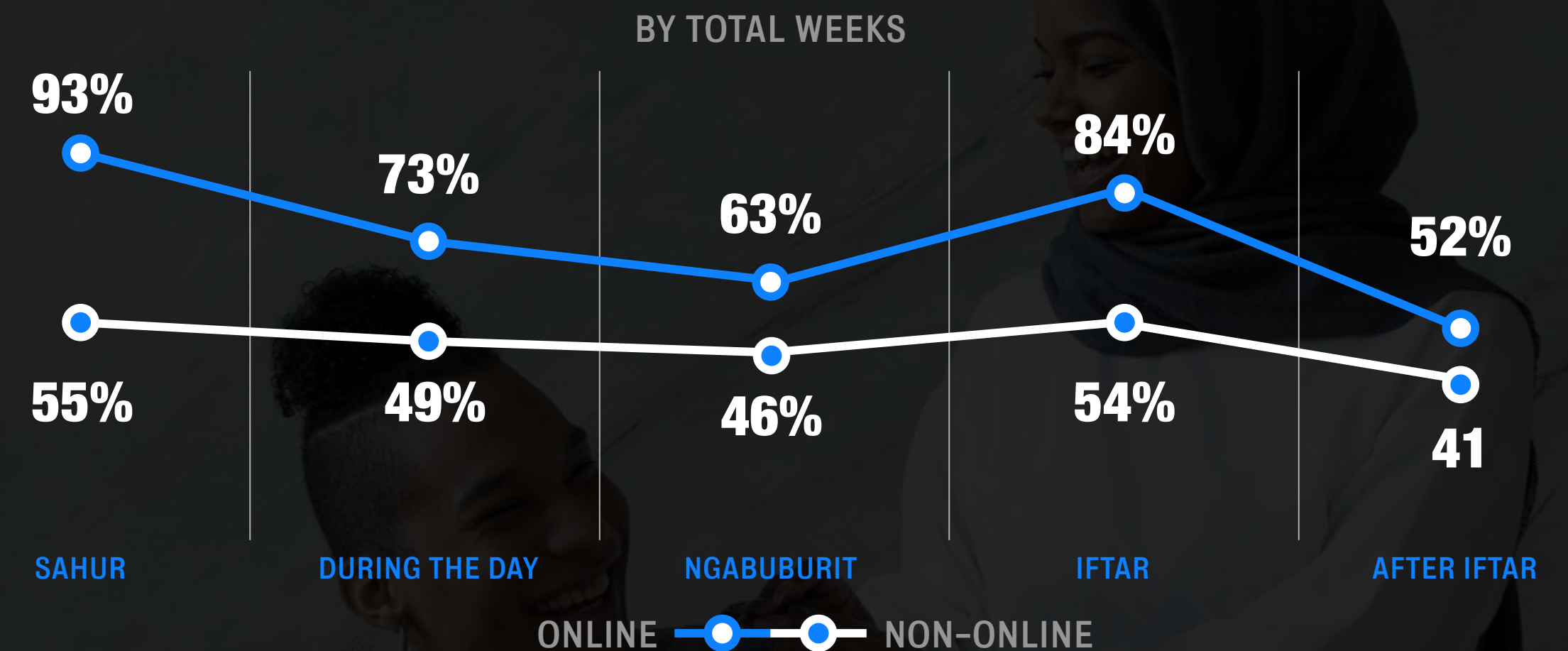
# FAITH-LED, MEANINGFUL CONTENT

Online platforms dominate for most people compared to non-online platforms such as TV and radio.

Sahur and iftar are the most chosen times by most respondents to engage with media. However, after Iftar is the time for respondents to watch or access the media the least - this is when people usually focus on night worship such as tarawih or reading the Al-Quran.

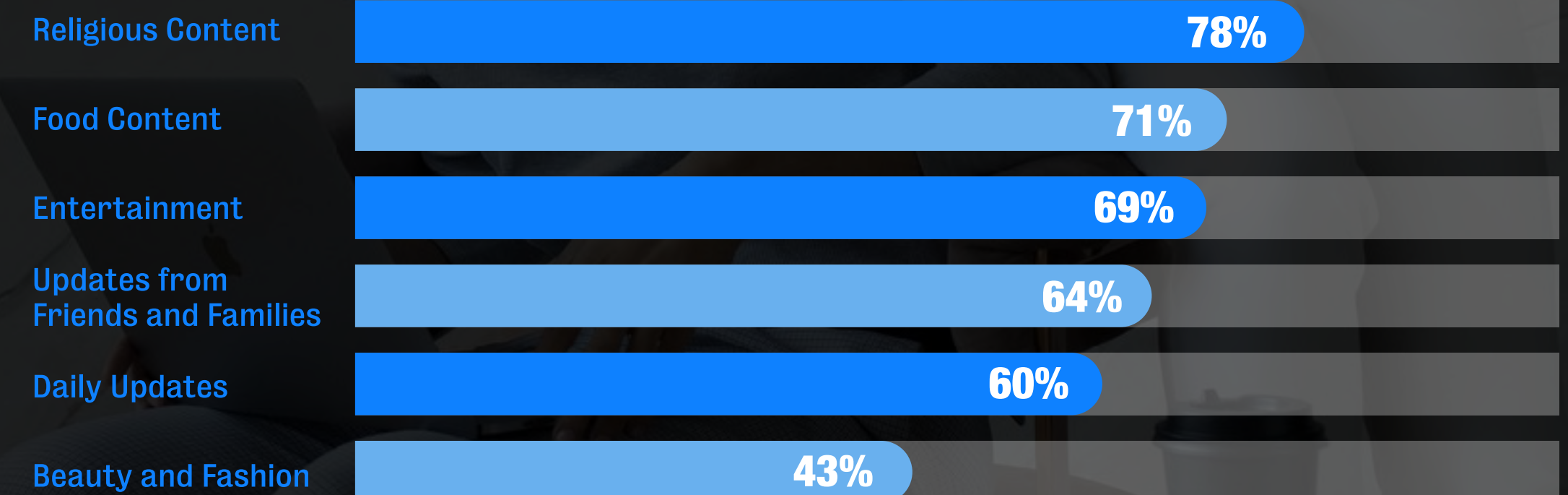
While Ramadan is mainly a time for reflection, connection and inspiration, people are also looking to have meaningful interactions with businesses. Meaningful content speaking of Ramadan values and themes perform significantly better.

Authentic content that focused on togetherness, blessings, and compassion resonates well with consumers. Brands that leverage media content around these themes will be able to connect in deeper ways.



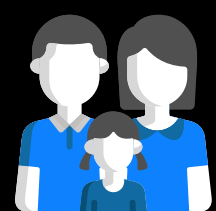
## Most Preferred Types of Content

that Users Expect on TikTok during Ramadan 2021



Source: Jakpat Survey, 2020; TikTok Survey 2021





# FAITH IN CONNECTED FAMILIES

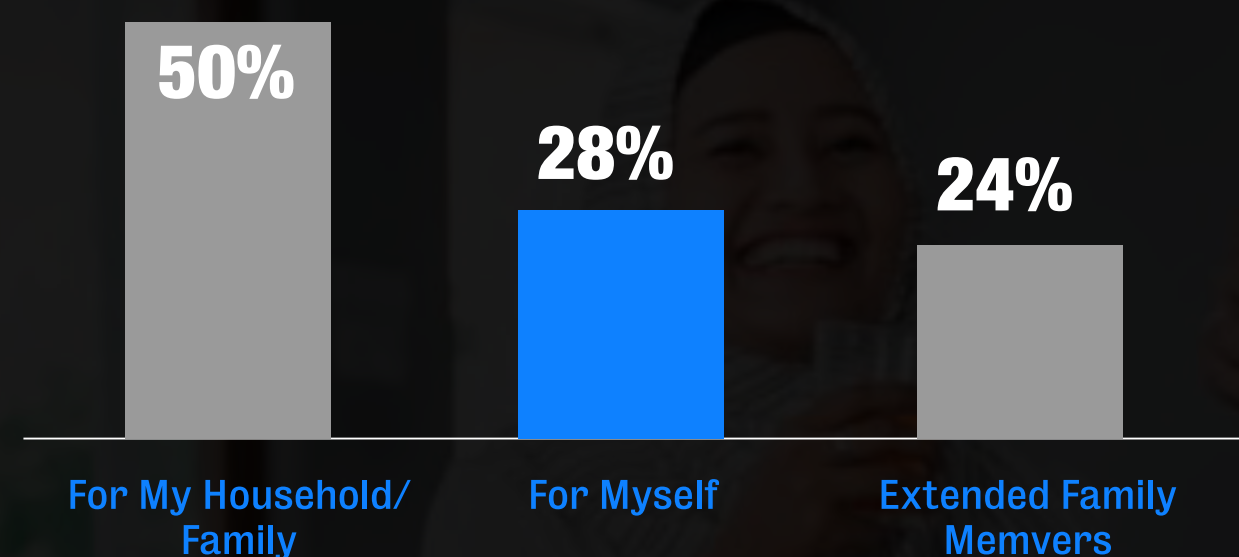
During Ramadan 2020, Indonesians took to social media to share their hopes, spread positivity, and express their emotions during the holy month.

- Top Twitter hashtags reflected the reality of the pandemic (#dirumahaja clocked 80K mentions),
- People held space for festivities with hashtags #Ramadan (54K mentions), #eidmubarak (44K mentions), and #lebaranbarengshopee (42K mentions) emerging just as prominently.

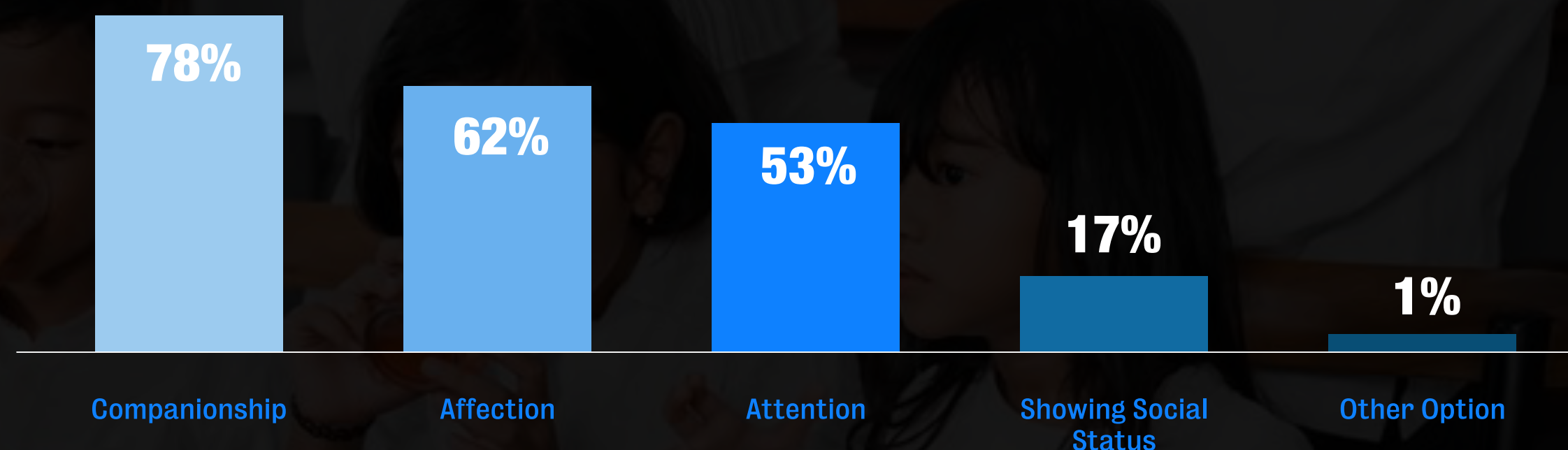
7/10 respondents claimed to give Eid gifts and having received them. Giving Eid gifts served as a substitute for moments of gathering with family and relatives.

People kept loved ones in mind, with Ramadan conversations centered on family and togetherness. At 5 million mentions, these conversations made up 33% of the 2020 Ramadan conversation in Indonesia.

Who will Indonesians shop for this Ramadan?



What is the meaning of Eid gift for you?



# 79%

**INDONESIANS ARE  
PLANNING TO STAY CONNECTED  
BY SHARING PICTURES  
OF FAMILY/KIDS**

We believe that family and togetherness conversations will continue to increase and will be key topics during Ramadan 2021, and brands should integrate these themes into their campaigns.



# FAITH IN INSIDE-OUT PURITY

Ramadan is the moment to pray solemnly, to rejoice in blessings, and to celebrate purity (fitrah).

There are two dimensions of purity – spiritual purity, which has always been associated with Ramadan, and physical purity or hygiene, which has become so important because of COVID.

## PHYSICAL PURITY

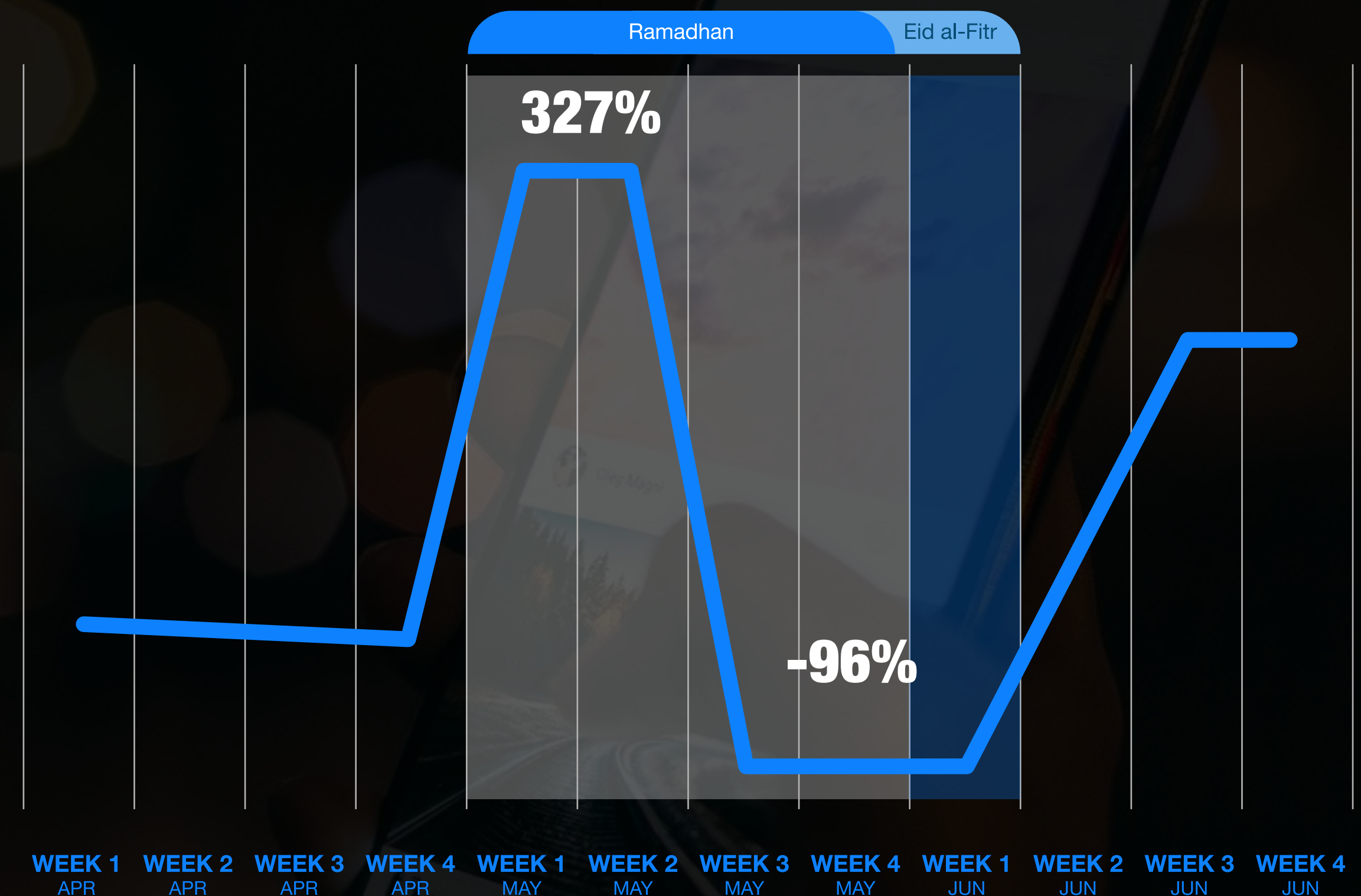
33% women expect physical marketplaces to have followed sanitization measures – before they start shopping there.

## SPIRITUAL PURITY

There is a 327% increase in people using religious apps which drops to -96% by the third week of Ramadan as people adapt to fasting and other routines of the holy month.

## People using Muslim apps

INDONESIA, BY WEEK



Brands ought to live up to the faith that is reposed on them by their users.





# FEARLESS CONSUMER CREATIVITY

The concern for health, a plethora of home remedies and the need to alleviate boredom have all contributed to a sharp increase in user generated content, especially around Ramadan.

Last year, as Muslims around the world celebrated Ramadan, content creators on TikTok have been busy sharing #RamadanHealth tips via the video sharing platform.

By May 6th, #RamadanHealth had racked up over 2 million views worldwide and content creators from around the world chipped in to share their insights and tips.

TikTok users in Indonesia increased their engagement by an average of 29 percent in 2020. This year, it is expected that about 96 percent of TikTok users will upload their content onto the platform throughout the holy month.

**“Through TikTok, brands have a huge opportunity to connect with users who are highly engaged with the platform throughout the month of Ramadan in an authentic manner. Users can directly get involved with brand campaigns by independently creating content in pursuit of their own creativity,”**

S I T A R E S T I   A S T A R I N I

Head of Business Marketing, TikTok Indonesia

Brands should stimulate their consumers and fans' creativity around themes of joyful celebration.





# FEARLESS BUT COST-CONSCIOUS CELEBRATION

With 61% of families reporting a dip in their incomes, they will be more careful with their spending. Cooking in is one way of keeping costs down. During Ramadan people show more interest in recipes for kue kering and new styles of festive clothing as they prepare for the festive period.

At this time, Indonesians are interested in videos about family, togetherness, and traditions. After the first week of Eid celebrations, they start becoming concerned about price as their expenditures during the festivities start to take a toll.

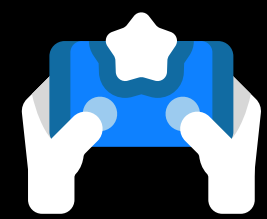
17% of planned shoppers will decide based on product offers and discounts, and brands that offer deals will be able to convert them quickly.



69%

**69% OF RAMADAN SHOPPERS  
SURVEYED IN INDONESIA  
AGREE THAT RAMADAN IS A  
TIME TO FIND THE BEST DEALS**





# FEARLESS, UPLIFTING ENTERTAINMENT

More Downtime for Game Play: Mobile gaming is expected to continue to be consumers' entertainment of choice during this COVID-19 period. In 2020, it was observed that 80% people played mobile games more frequently, 46% have started to play a new game, and 34% are playing more games.

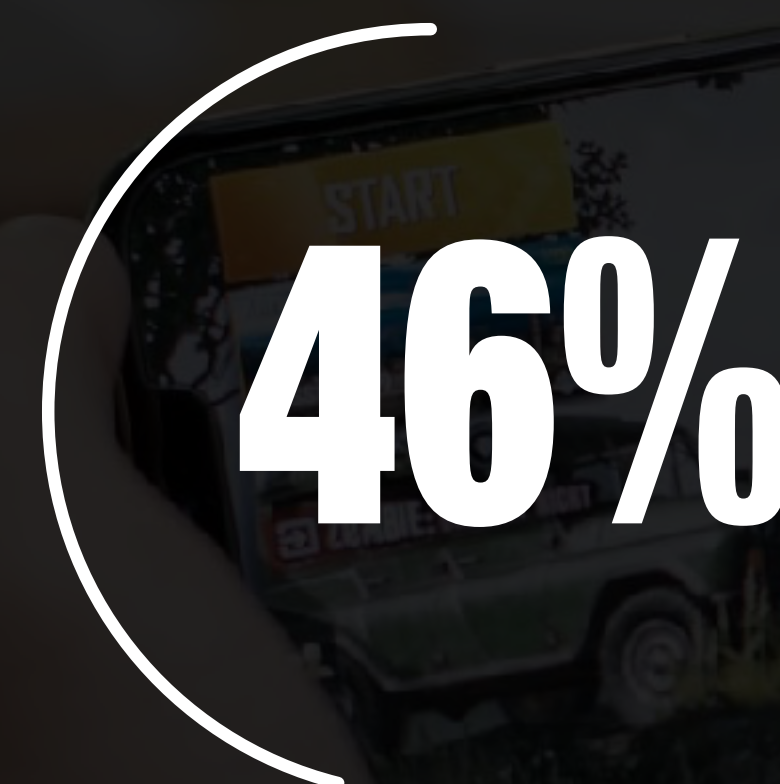
61% play Mobile Games While Multi-Screening: While there is plenty of content options available for consumers, the majority chose to entertain themselves by playing their favorite mobile games. Mobile gaming took the top spot, followed by music streaming, social media, networking and emails.

Almost everyone feels happy when they're playing mobile games. Brands have the opportunity to ride on the sense of optimism and joy during the festive season.

Source: <http://bit.ly/3vQCb1Q>

## Time Spent on Playing Mobile Games

During Ramadan,



Spends more time  
playing mobile games



Moms enjoy playing  
games everyday

## Mood Scale

While Playing Video Games







# FEARLESS SHOPPING

Online shopping peaks in the third week, showing a rise of 9% over the first week. This is mostly due to preparations for Eid.

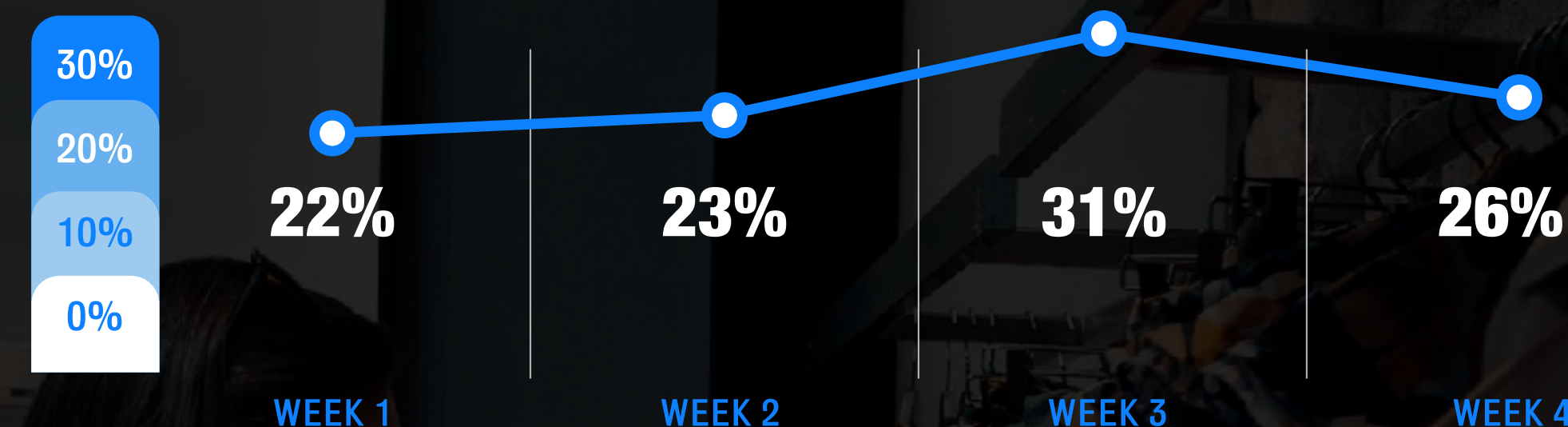
There is a slight increase in the intensity of shopping between 4-10 am - if in an ordinary month, 15% of the population shops at that time, during Ramadan 18% of respondents shop online from sahur hours until 10 am. As mentioned earlier, impulsive shopping is expected to be the norm.

Interestingly, the top activity that people above 55 expect to indulge in during Ramadan is online shopping.

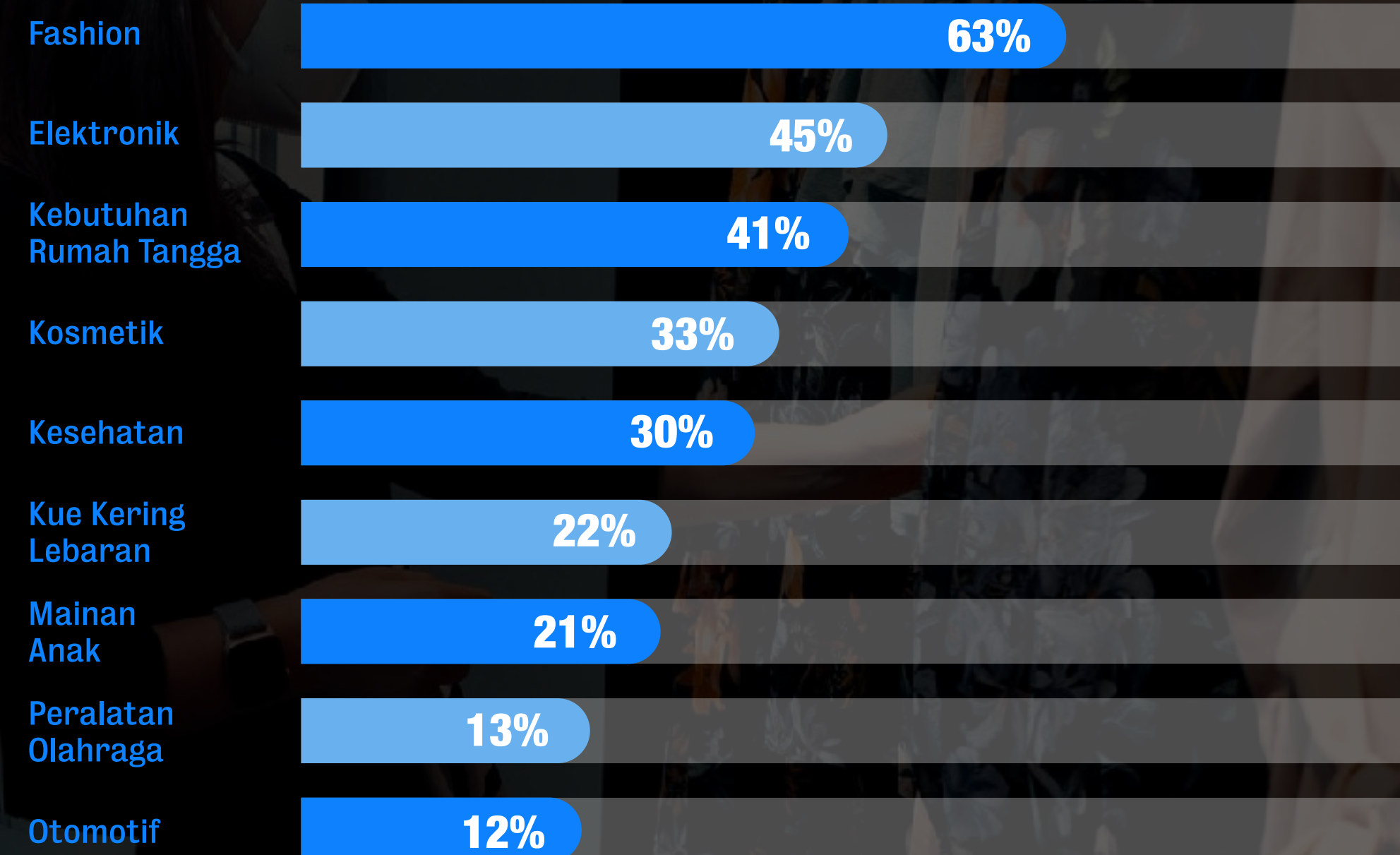
Brands should find ways of triggering shopping impulses through discounts as well as moment marketing by aligning with their media consumption and online search patterns.

## Online Shopping

WHEN THEY BUY



WHAT THEY BUY







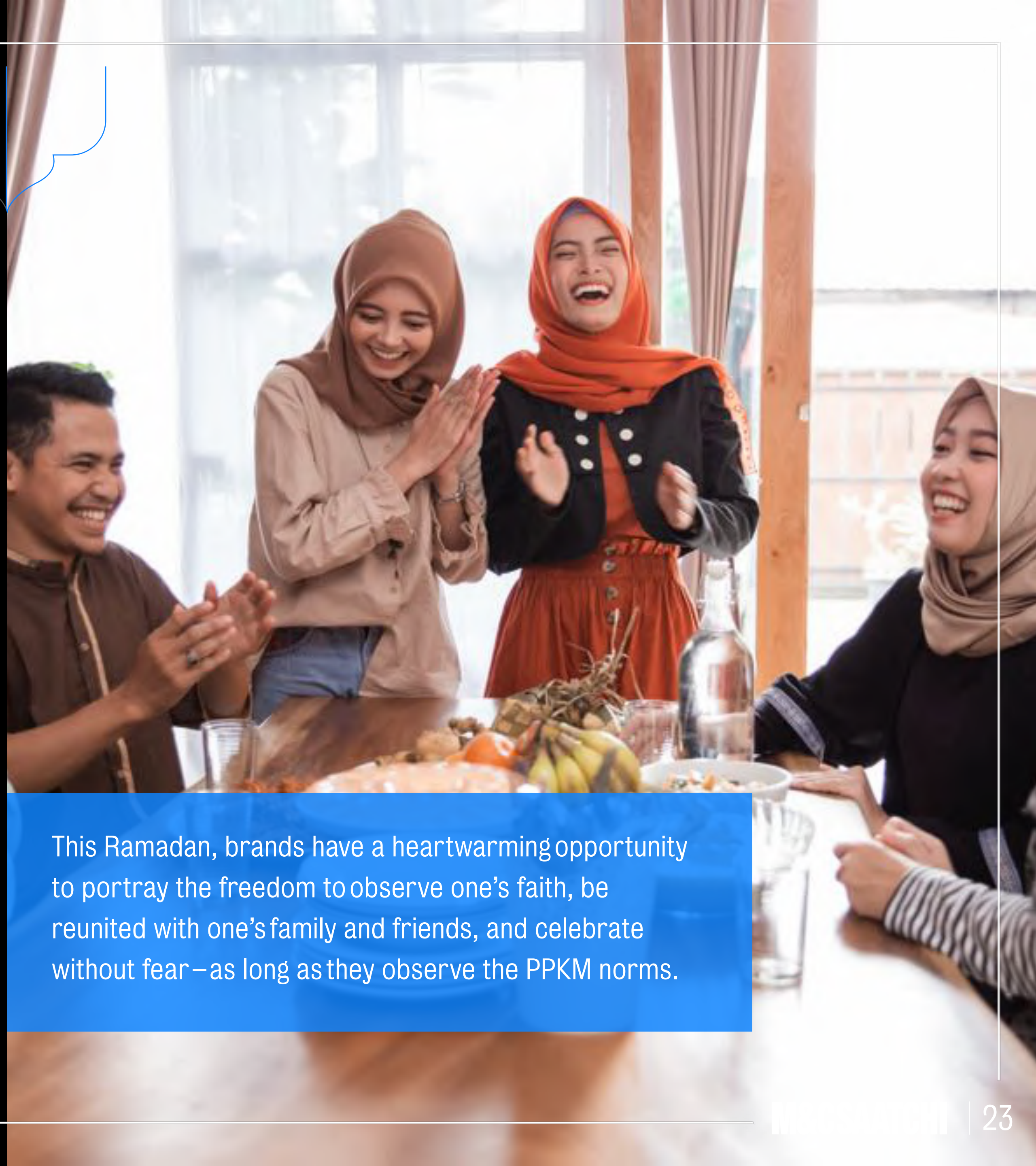
# FEARLESS RETURN TO NORMALCY

During PSBB, many people experienced severe stress, with declining income and lack of physical proximity to their loved ones. 2021 Ramadan is giving them the opportunity to meet family members and friends, as well as to pray in a mosque. This is the normal behaviour which they have been waiting for.

Dina Arti Novianti, 25, lives and works in Cirebon, West Java. She hasn't seen her parents, who live around 200 kilometers away in Garut in the same province. While video chats helped her engage with loved ones during the pandemic, Dina feels there was something missing from these virtual interactions.

"I know that my friends and family are well since we often chat. However, they often don't share much during our video call, since there are hurdles like time limitations and bad internet," she says. Dina is one of the millions of young people who are eager to be reunited with their families during this Ramadan.

Source: <https://bit.ly/31wv2pv>



This Ramadan, brands have a heartwarming opportunity to portray the freedom to observe one's faith, be reunited with one's family and friends, and celebrate without fear—as long as they observe the PPKM norms.



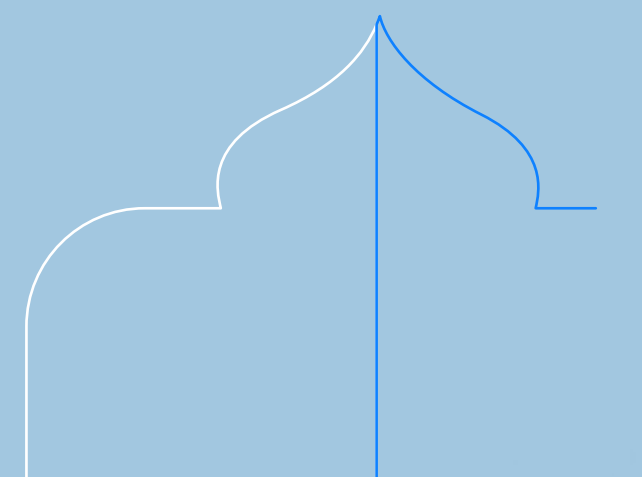
# RAMADHAN 2021



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How can brands

**TOUCH PEOPLE AND  
EARN THEIR BELIEF?**





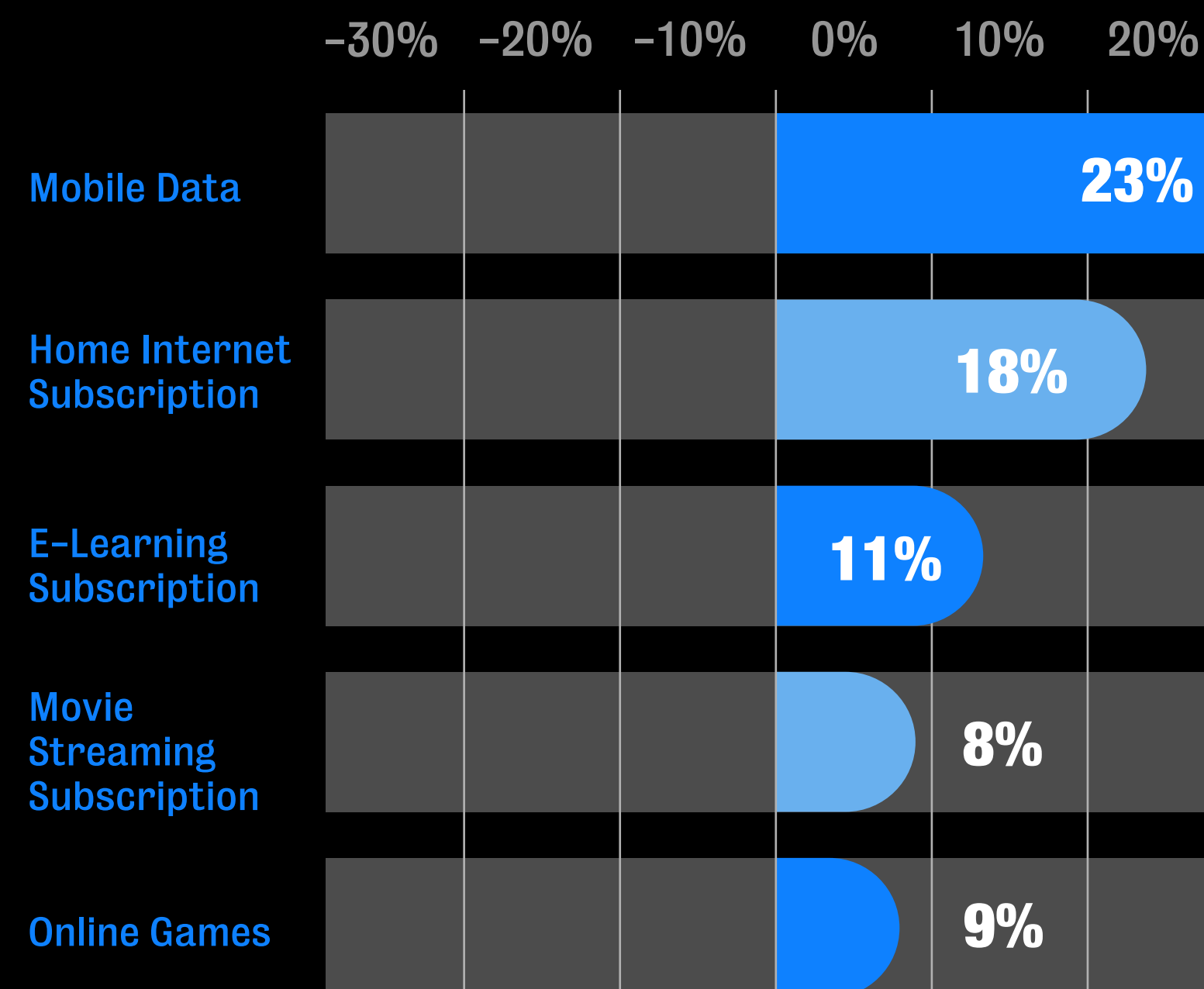
# TELECOM

Through the pandemic, remote working, video conferencing, electronic payments and streaming services have put the telco sector in the spotlight. Overall data traffic jumped by 24.93% during Ramadan season in 2020 amid large-scale social restrictions (PSBB) and a ban on 'mudik' tradition to curb the COVID-19 outbreak. ISAT IJ led the traffic growth with an increase of 27% compared to normal days, followed by EXCL IJ (25%) and TLKM IJ (23%).

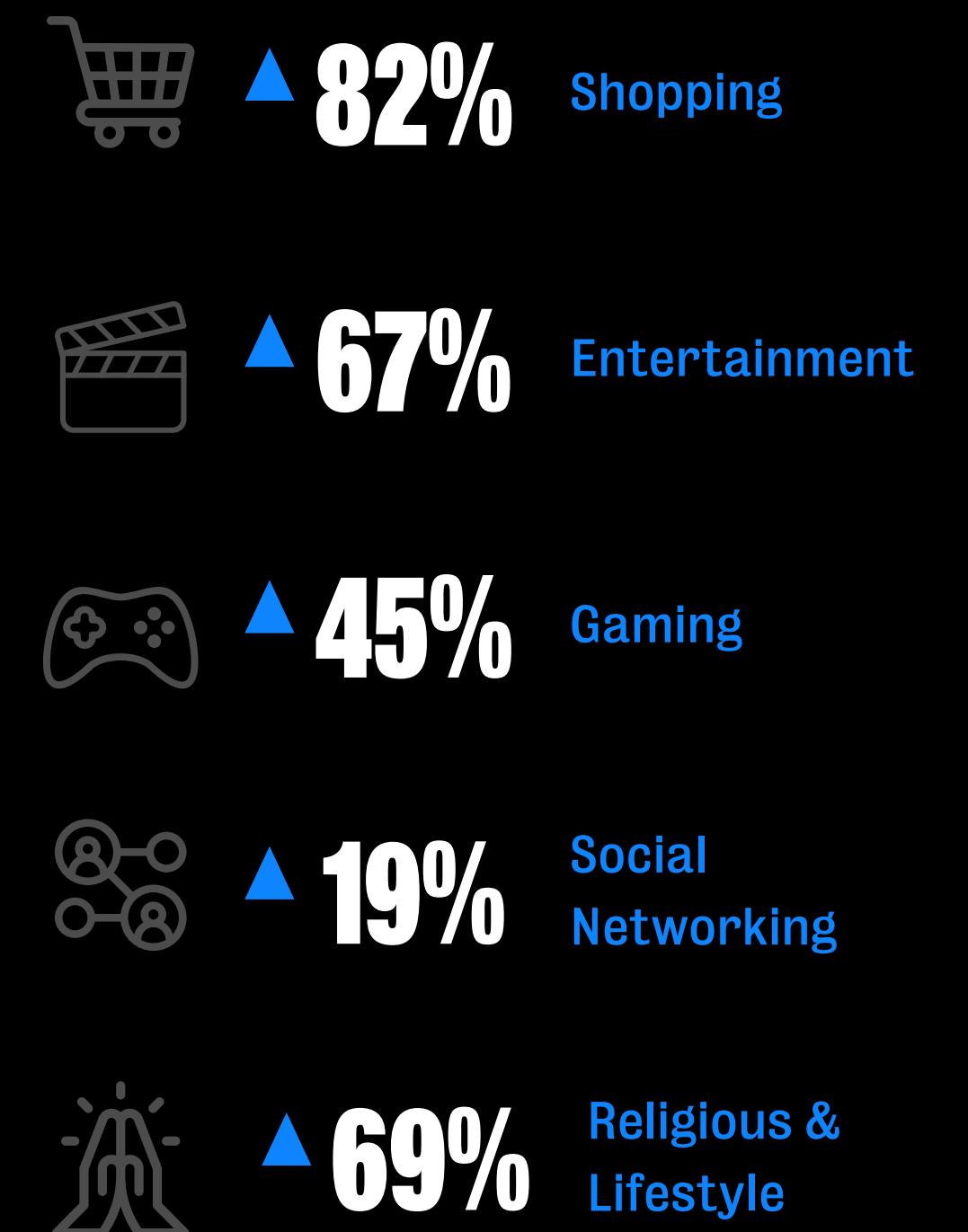
## WHAT BRANDS COULD DO

- With far more engagement on the mobile, both telco providers and other firms need to find ways of converting the engagement into profit.
- This can be done through bundled offers, such as combining gaming with entertainment or social networking. Users could listen to religious sermons, and follow that up by e-learning that will help them find livelihoods.

## Consumers are spending more on digital categories while recreational spending drops



## Expected Increase In App Usage During Ramadan





# FOOD & BEVERAGE

In 2020, the government's recommendation to #stayathome compelled the majority of Indonesian people to eat sahur and iftar at home. There was no significant increase from the first week to the 4th week of Ramadan, the majority of them getting sahur and iftar meals by cooking at home. But food delivery services picked up during iftar so this offers a significant opportunity for restaurant and delivery service companies.

## WHAT BRANDS COULD DO

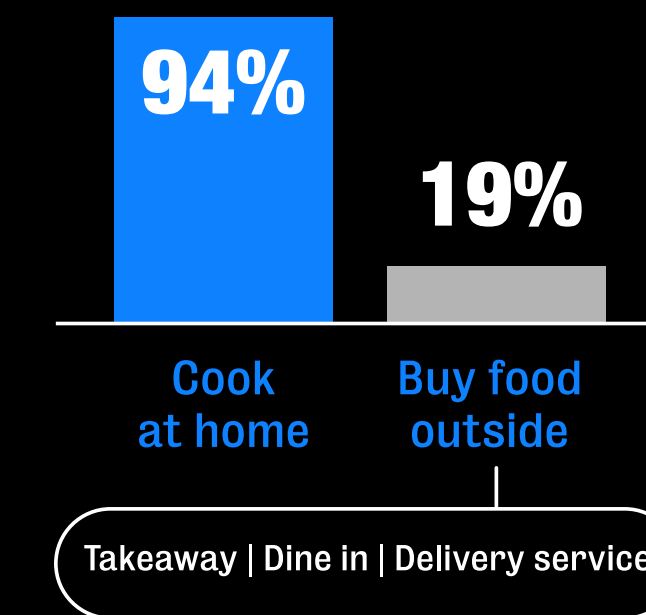
- With many people wanting to return home to their families this year, preparation of and celebration around food would be more pronounced.
- Greater experimentation through packaged ingredients, and food delivery could lessen time in the kitchen and offer more time with loved ones.

Source: Jakpat Survey, 2020

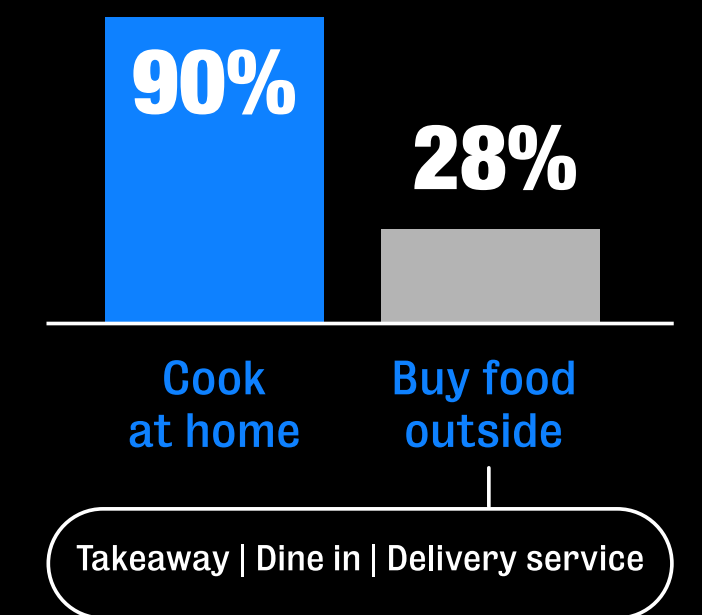
## FUN FACT

Searching for keywords such as “nastar cakes” or “pastries”, one comes across many choices that we can buy through e-commerce. In one survey, 22% of respondents bought Eid cookies on online platforms, which suggests that the pastry business in Indonesia has great potential.

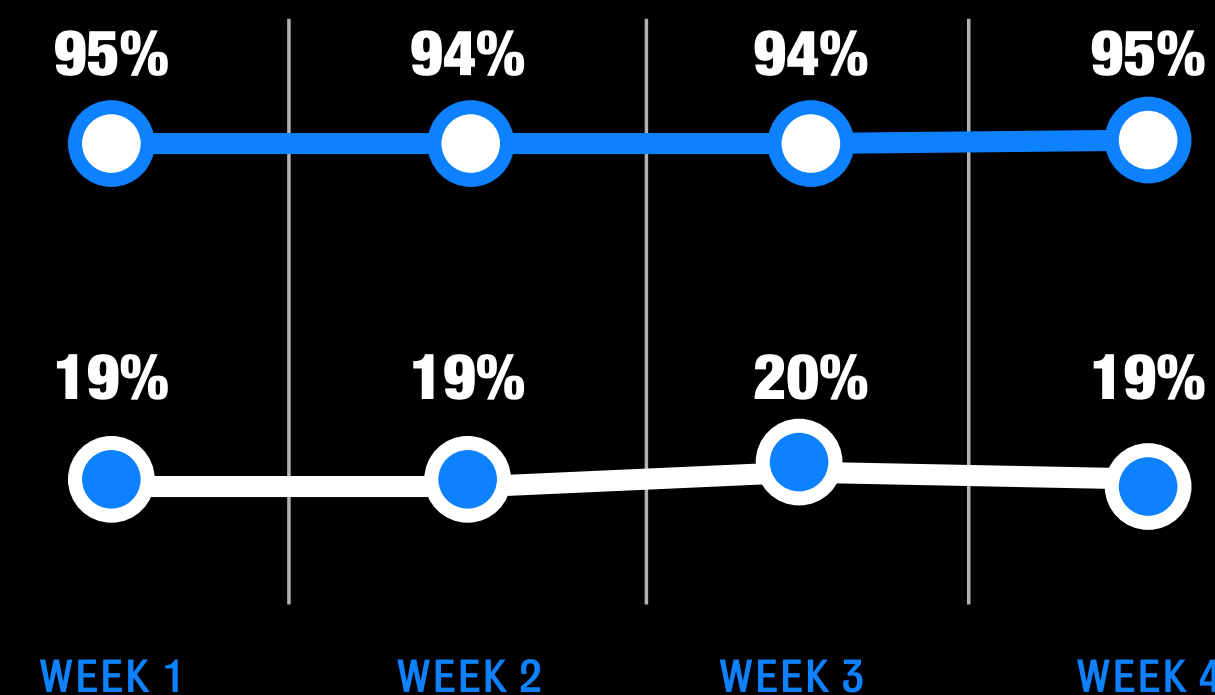
### SAHUR



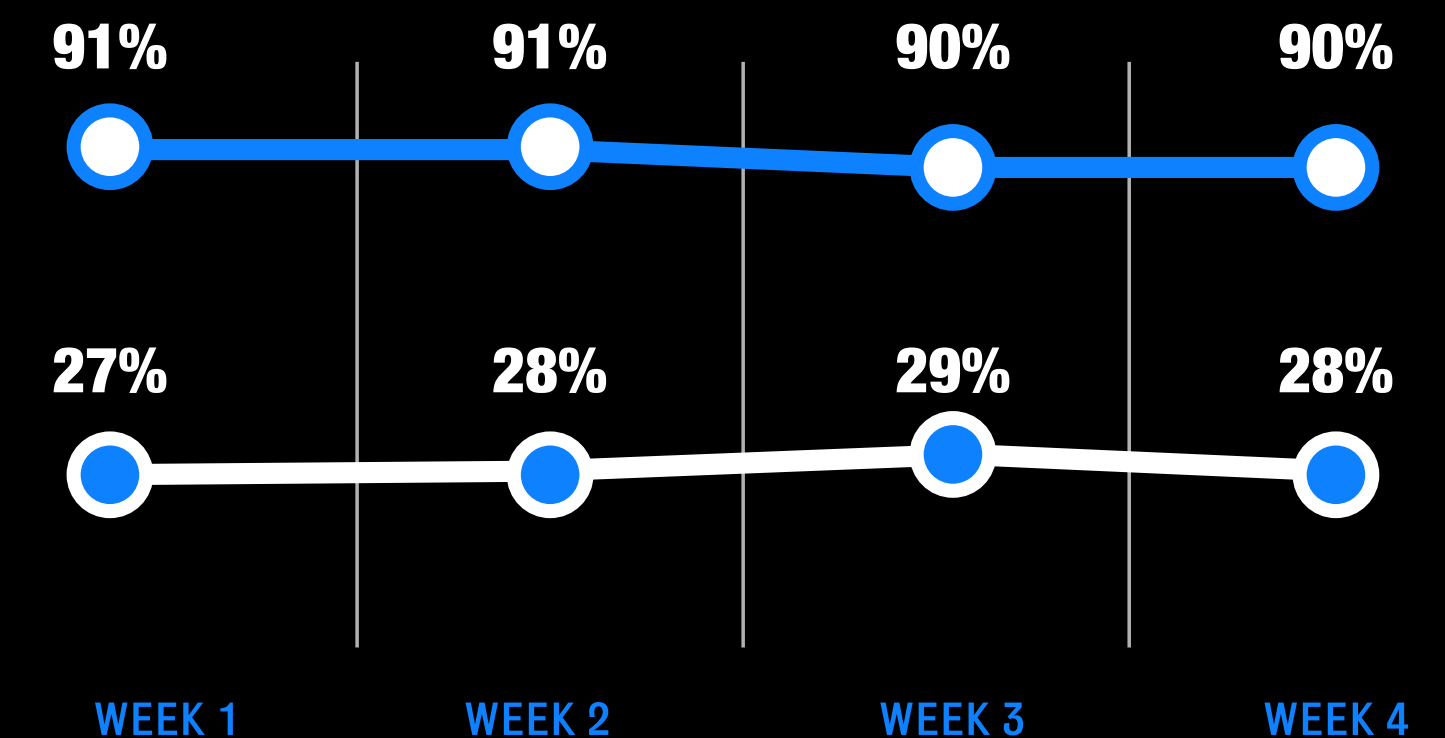
### IFTAR



### SAHUR



### IFTAR



Cook at home —●— Buy food outside



# HORECA

With many people eager to escape the confines of their homes this Ramadan, this sector will pull out all stops to welcome customers and ensure a safe, hygienic and worry-free experiences.

Innovative menus curated by well-known chefs, activities that respect social distancing norms will be big draws for people who do step out of their homes, and some of them can be offered as packages to folks who stay home and celebrate.

## WHAT BRANDS COULD DO

- Assure customers of the stringent standards of hygiene at establishments for in-person dining and food delivery, as well as where they would be staying.
- Restaurant and hospitality brands can make it easy for their patrons to pay zakat fitrah by giving them the choice of adding it to their online orders for food and beverage, or when going out for iftar. A thank you message which patrons can share on their social media can amplify the charitable association.

**“The safety of our guests at this time is the most important thing to us, so it’s been crucial to implement a strict policy around health and hygiene. This includes measuring everyone’s temperature on arrival, providing them with access to disinfectant, and then every hour throughout the day cleaning all of the high touch surfaces, like lift buttons and door handles.”**

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N I K O   W I C A K S O N O

Director of Marketing Communications at Sari Pacific Jakarta



# RETAIL

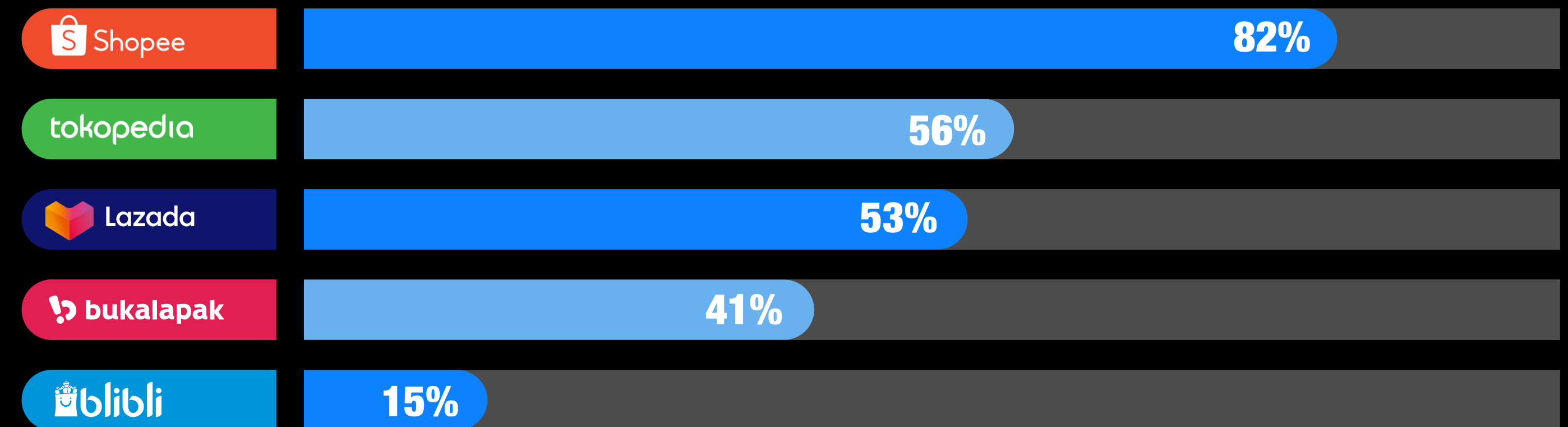
With marketplaces and malls opening up, consumers are eager to rediscover the joy of physical browsing. Nearly one-fourth of surveyed respondents said that they will go in-store for browsing, and then buy online. In the stores, there is an expectation of safety, as 47% of women say that they expect social distancing measures to be followed.

## WHAT BRANDS COULD DO

- Brands that embrace omnichannel retail will do well in this Ramadan season, and beyond.
- By leveraging technology, such as QR codes and mobile for discovery and exploration, and using VR/AR to create immersive experiences, they could generate a much-needed excitement through the shopping journey.

## Top five online marketplaces

% of People Buying



## How much did they spend?





# FASHION

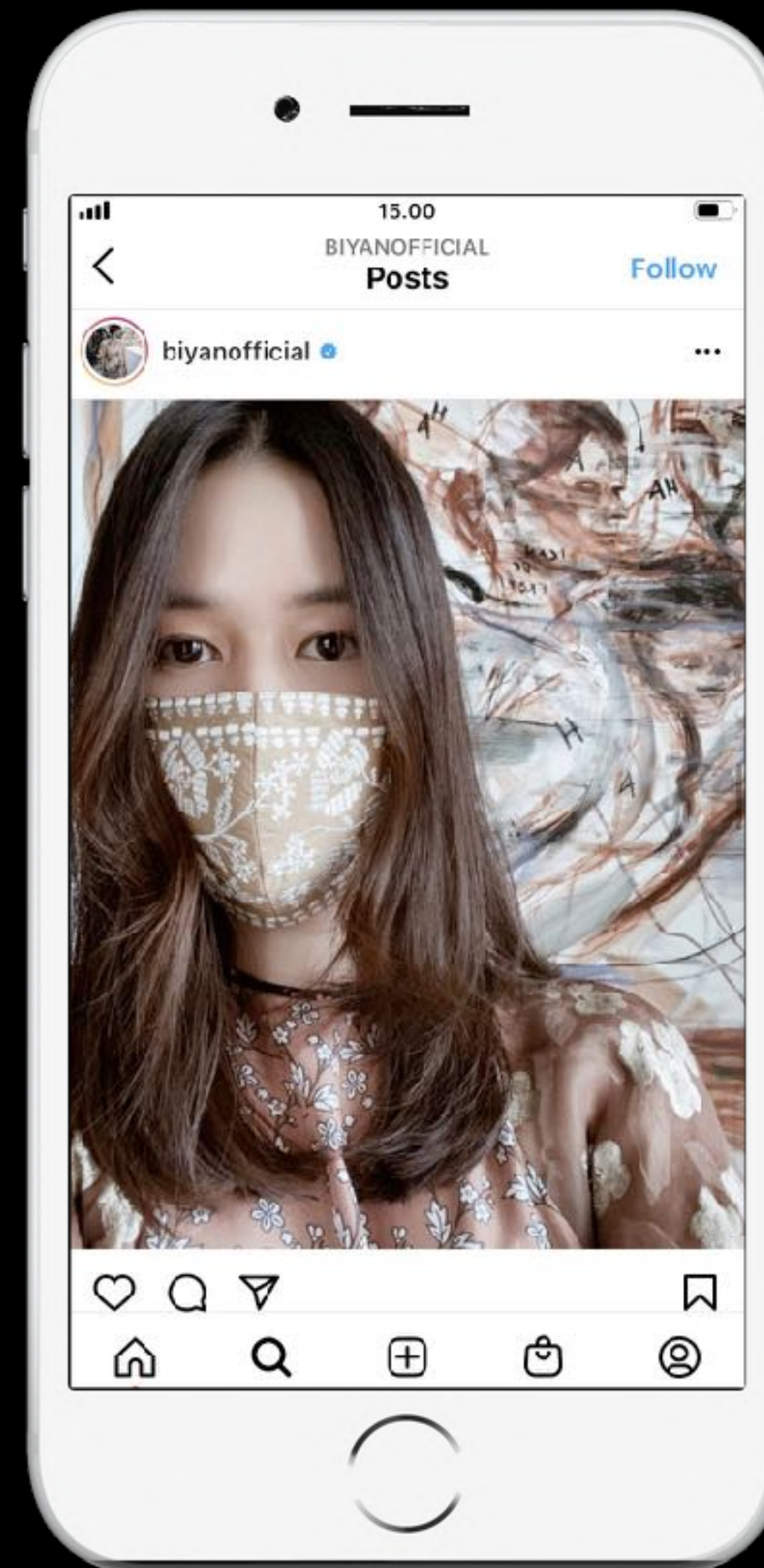
Despite the curtailed moments of family gatherings, buying new clothes give people the feeling of happiness. More than 40% of respondents to one survey claimed to have bought new clothes to celebrate Eid.

One of the trends that has emerged is of dedicated Ramadan fashion, with colorful abaya lines and themed accessories, as people look to visiting friends and family, and also post pictures of their celebrations. This is reflected in a 72% increase in dressing up and fashion-related content on YouTube.

## WHAT BRANDS COULD DO

- Responsible/sustainable fashion will help shoppers balance their own sense of purpose and style.
- Play up colour to enliven their mood and festivities.
- Instill confidence in small-town youth by inviting them to share their fashion sense.

Source: Jakpat Survey, 2020, Think With Google, Jakarta Post



As people try to express themselves through their masks, fashion designers are bringing together charity and style. Biyan Wanaatmadja has released the Biyan Mask, embellished with intricate embroidery and inspired by Sumba Island in East Nusa Tenggara.

Biyan collaborated with online fundraising platform WeCare.id, and contributed rapid test kits to 550 people in five densely populated areas in Jakarta and 275 N95-type masks to five health facilities, the funds for which came from each purchase of the Biyan Mask.



# BEAUTY

Engagement with beauty peaks during Ramadan, but with a clear focus on the season. Beauty creators share Ramadan makeup tutorials featuring simple, natural looks during the holy month. They explain typical routines to keep skin hydrated while fasting. It's all Ramadan-themed and extremely popular.

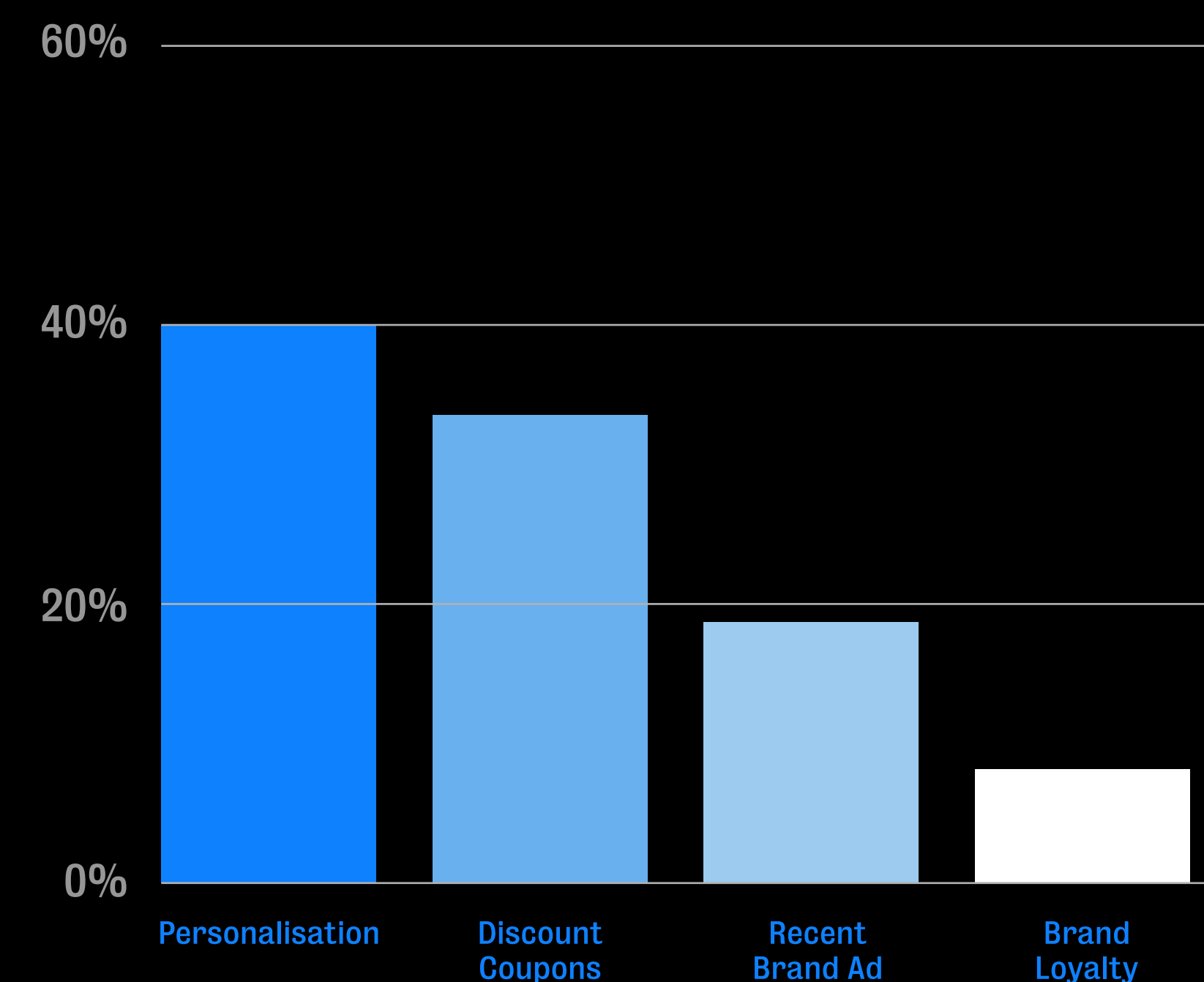
Personalised advertising is most likely to influence purchase decisions, according to 40% of Indonesian mobile users – and this is very relevant to beauty, where consumers have different hair and skin types and try to create unique looks. Last year, Unilever Indonesia created 300 contextual bumper ads that led to a 1.6% increase in favourability. Discount coupons place second, at one-third (33%).

## WHAT BRANDS COULD DO

- With permission to go out, women are expected to use more makeup when they meet close family and friends. Brands could heighten the appreciation for the way they look.
- Appeal to their sense of purity by using Halal cosmetic products.
- Wudhu-friendly features that support their Ramadan prayers will find traction.

## Indonesian, Ramadan shopping

Influences purchase decisions, % of mobile users



Note: Based on representative survey of Indonesian mobile users (n=1.800), Jan 2020

Source: InMobi, Understanding the Mobile Ramadan Consumer: Ramadan Insights 2020



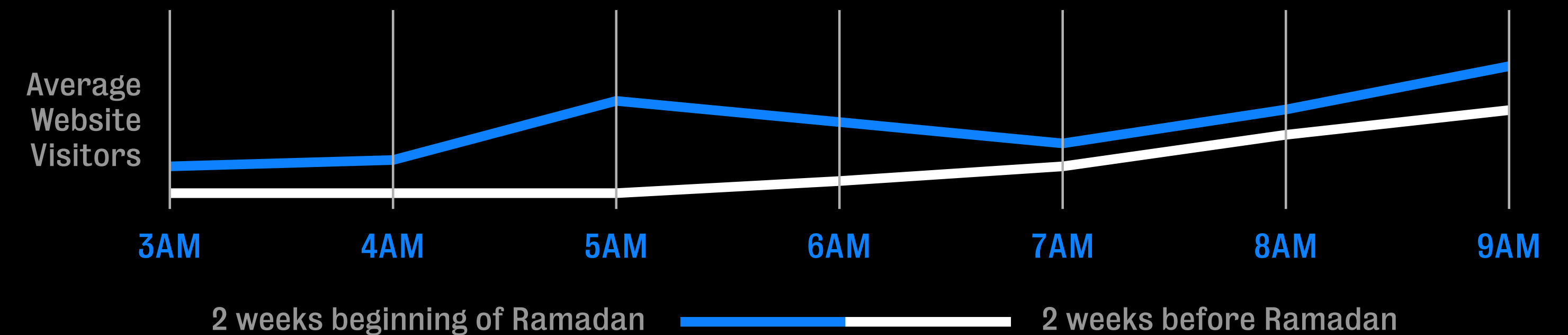
# E-COMMERCE

There are 3 key moments that online businesses need to focus on: Sahur, “Ngabuburit” (leisure activity or idle time prior to iftar) , and the THR (Raya Bonus) moment.

Sahur time gains the highest ecommerce traffic compared to others. In 2020, major ecommerce platforms experienced an overwhelming increase in traffic from 125% up to 400%. “Ngabuburit” moment takes the 2nd biggest contribution, with lots of flash sales and promotions during the time when people wait to break their fast.

Both moments will be boosted by the power of THR, the “Hari Raya” bonus which people get mostly in the 3rd week of Ramadan as an incentive to come home and celebrate.

## Indonesians Use Sahur Time to Shop Online



## WHAT BRANDS COULD DO

- Connect both Sahur and Ngabuburit moments with a series of marathon sales that people don't want to miss out on.
- Boost Ramadan sales with consumer promos like Sahur Sale, with THR coupons as prizes.
- Bundle the most popular categories during Ramadan sales (makeup and fashion, gadgets and consumables, holiday packages and F&B).

**INDONESIANS START TO SHOP  
ONLINE FROM 5AM, WITH**

**400%**

**INCREASE IN VISITORS  
2 WEEKS AHEAD OF RAMADAN.**



# AUTOMOTIVE

Ever since the government removed the PPnBM (Value Added Tax on motor vehicles) for new cars in February 2021, automobile dealers have been feeling its positive impact. There has been an increase in indents and orders for 2021 car models.

"The government welcomes the public interest in enjoying this relaxation facility, as evidenced by the increase in the purchase order rate of 140.8% (as of March 12, 2021) after the relaxation of motor vehicle PPnBM," according to the Minister of Industry (Menperin), Agus Gumiwang Kartasasmita

Car rentals are also expected to recover significantly with the indication of Ramadan inquiries that are forecast to grow by 10-20% compared to last year. However, anyone who rents a car will need to be reassured about their safety and sanitization.

## Car Sales Skyrocketed Post-PPnBM Relaxation 0 Percent New Car



Maulandy Rizky Bayu Kencana  
13 Mar 2021, 20:44 WIB



Share  
262



TOYOTA LET'S GO BEYOND  
www.toyotajakartapusat.com  
BONUS FREE OBUMANDIRI TOLL PASS  
Ramadhan Datang Beli Mobil Baru Lebih Mudah  
PajakOnline

## Diskon Pajak, Pembelian Mobil Meningkat 140,8 Persen

ditulis Redaksi PajakOnline — 18/03/2021 — Berita, Headlines, Otomotif, Perpajakan — 0



Cek Kurs Pajak Up-to-date!

## WHAT BRANDS COULD DO

- With the automotive industry starting to rebound, people remain concerned about health and safety. As a Ramadan promo, car brands can collaborate with insurance partners to offer value deals that not only protect the new car but also owners and their families.
- Communicate the pride and joy of ownership of a new car, as well as the experience of driving it – reflect the optimism of the times.



# CONSUMER ELECTRONICS

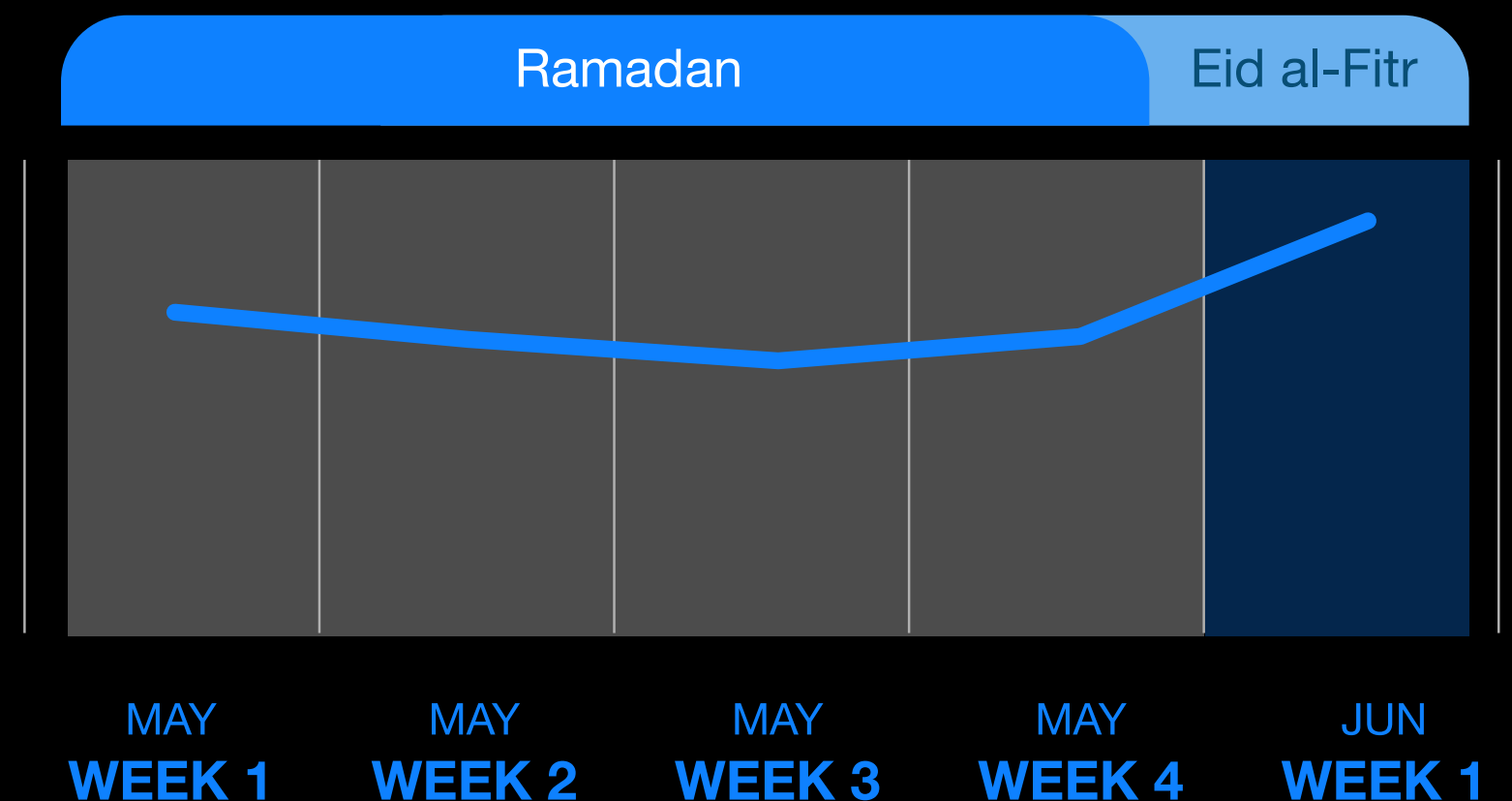
During the festive period, Indonesian shoppers traditionally make purchases of big ticket items such as electronics and furniture - as they prepare their homes to receive guests. There is a slight dip during the first two weeks as people either end up making last minute purchases or they receive their salary and THR.

Online smartphone sales in Indonesia grew 70% YoY and 7% QoQ during Q2 2020 – the Ramadan season. The total online smartphone market share reached an all-time high of 19% during Q2 2020. This spurt was due to the COVID-19-triggered need for social distancing and innovative marketing strategies such as shopping through WhatsApp.

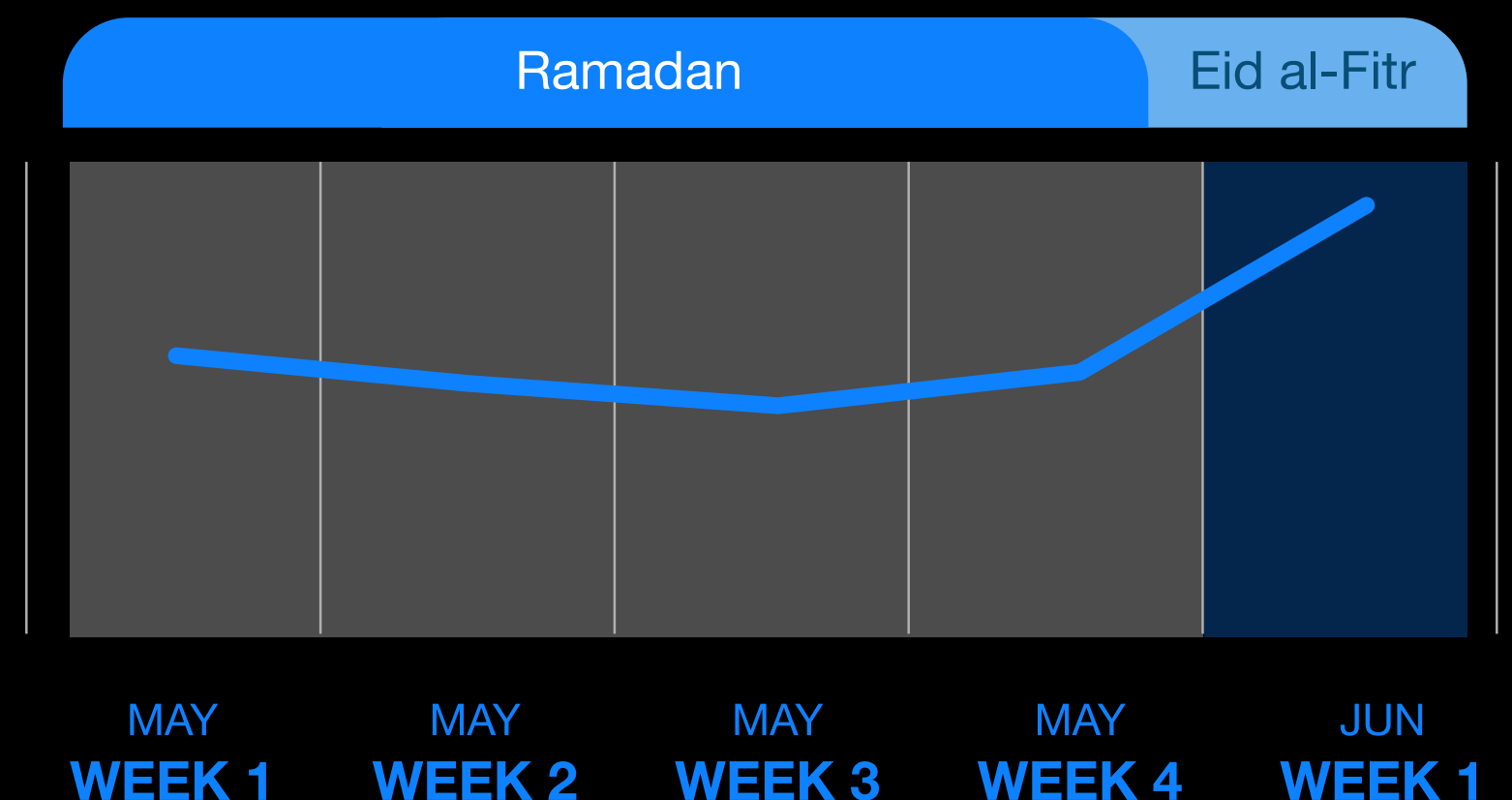
## WHAT BRANDS COULD DO

- As people continue to stay, work and shop from home, products that are advertised around the benefits of saving time, lessening labour, family entertainment and staying connected will find more takers.
- With budgets pinched, they will look for discounts. New business models - like rental or service - for products offering health benefits, such as air and water purifiers will become popular, and can be aligned to Ramadan's appeal of physical purification.

### Home Appliances



### Electronics





# TRAVEL

With mudik being banned, there is an immediate opportunity for private transportation operators. According to the Ministry of Transportation, the number of cars used by the public is expected to be around 2.15 million.

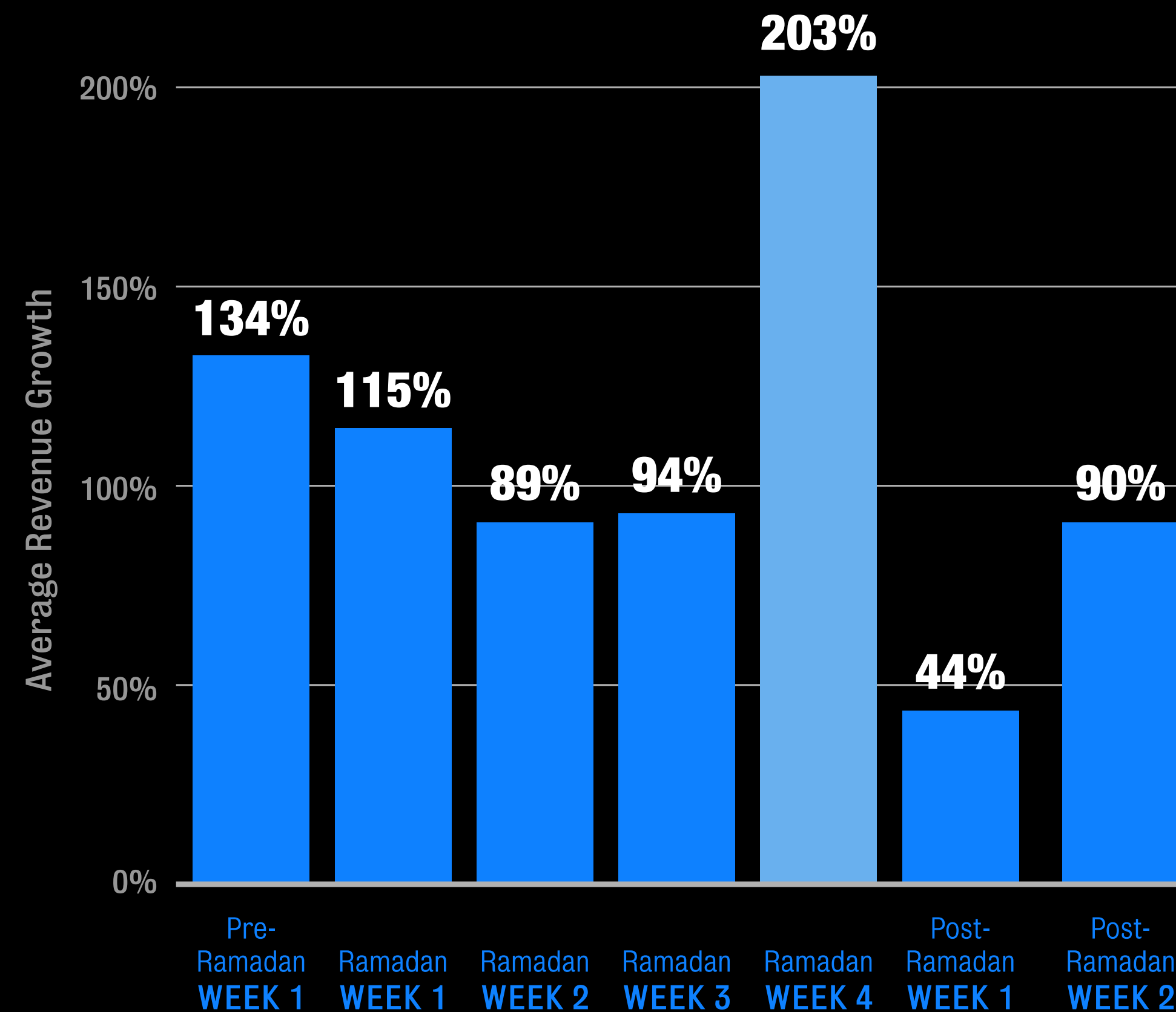
Within cities, one can still expect a fair amount of movement, especially in the Blue Zones.

## WHAT BRANDS COULD DO

- Since travellers would seek safety and social distancing, demand for car rentals would see a spike.
- Reassure users about regular sanitisation measures taken by car rental companies, and convey messages to prevent overcrowding in public areas.

Source: <http://bit.ly/2NLIC6g>

Average growth of revenue for travel apps during Ramadan in Indonesia.



Source: [statista.com](https://www.statista.com)

Business at Traveloka, Southeast Asia's largest travel startup, is at half of pre-Covid level in Indonesia. "The worst has happened and now we're well prepared for 2021. Domestic travel is driving recovery,"

CAESAR INDRA

CEO Traveloka

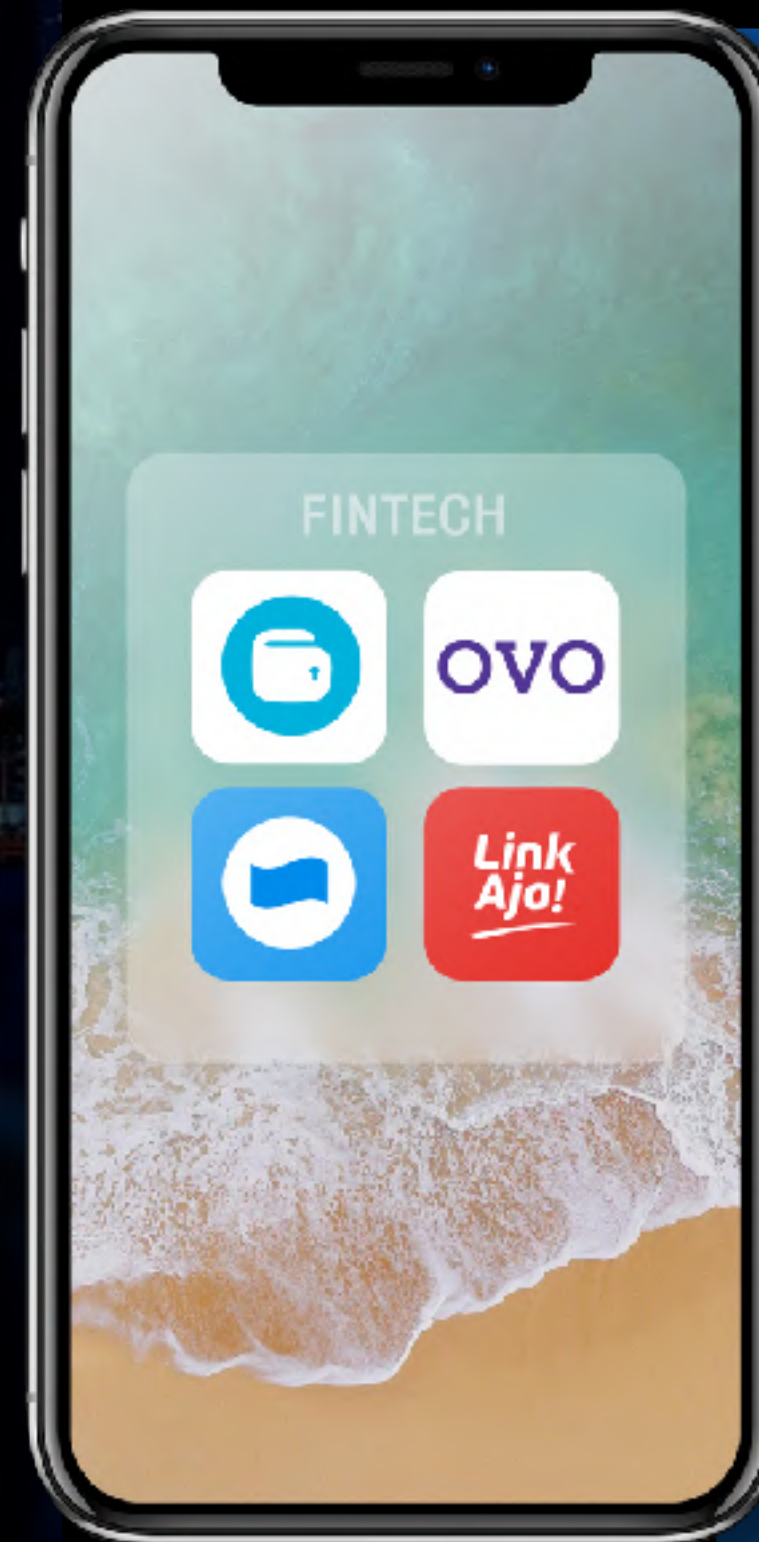


# FINTECH

Ramadan offers the opportunity for spending and charity alike, but the new behaviour in a social-media enabled world is one about bragging about the money given away. With e-zakat and e-charity on the rise, fintech players have the opportunity to engage a larger number of users to be charitable through their apps and platforms.

## WHAT BRANDS COULD DO

- Make it easy for people to donate – allow them to choose options to add a sum for charity when they're buying other items, specifying who their charity will help.
- For Indonesia's fintech players, religious clerics are the gatekeepers to digital banking. Sharia compliance would be even more prominent during Ramadan.



Last year during Ramadan, OctaFX, an industry-leading broker operating worldwide, started a charity run. In this event, traders were able to contribute to a charity fund without spending anything — by just being active. Every time the OctaFX clients traded one whole lot, OctaFX were adding 0.2 USD for the charity needs. By the end of the fundraising campaign, the accumulated amount equaled US\$20,583 or IDR 291,722,860.00.

To provide targeted help to the most needed communities in the region, OctaFX coordinated with Aksi Cepat Tanggap (ACT), a local non-profit organization that exists to provide emergency help throughout Indonesia. The money was then divided into two parts.

One part went to the 'Indonesian Micro-Business Companions' program, which aims at providing business capital and assistance to mothers who run their local businesses, like home-based food. The second part funded free rice distribution, with volunteers handing over packages in 9 villages in 7 sub-districts.



# RAMADHAN 2021



Tips for

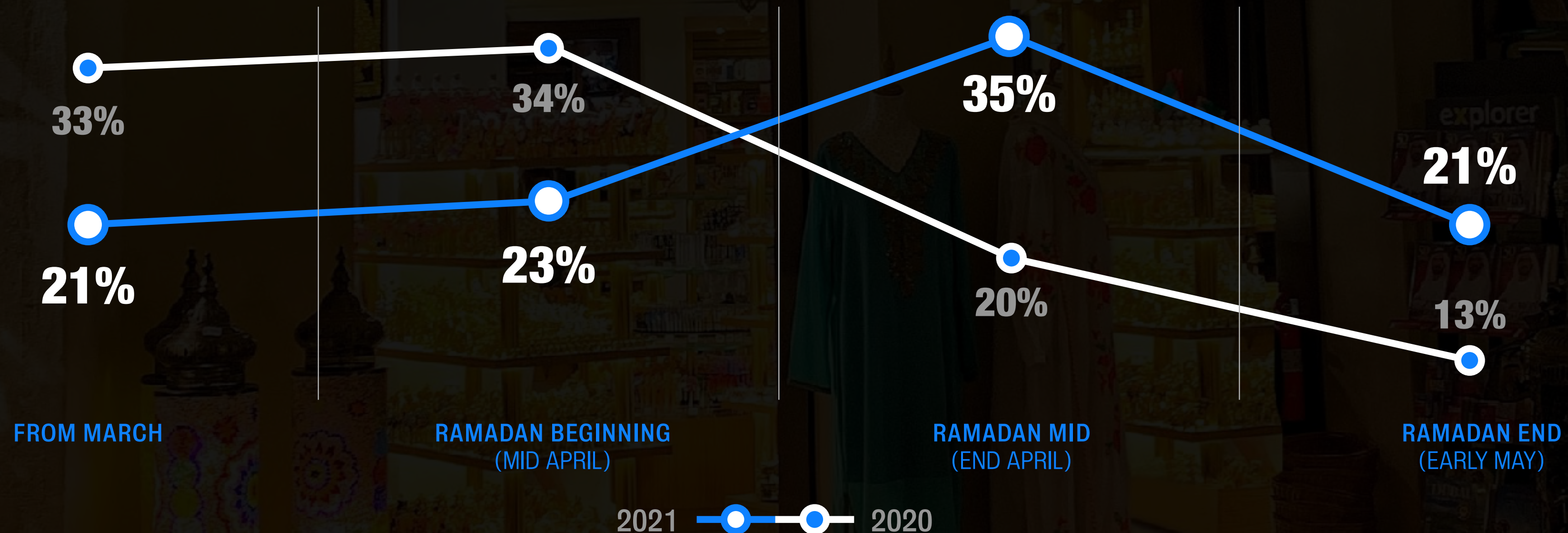
## FEARLESS MARKETERS





# FOLLOW THE RAMADAN TIMELINE

When are Indonesians planning to shop for Ramadan?



**THE IMPULSIVE SHOPPER  
WILL DOMINATE  
THIS YEAR.**

Recent research tells us that as many as 79% of consumers plan to buy goods only during the Ramadan month. This is a marked shift from last year, when only 33% chose to buy during Ramadan, the remaining planning their purchase well in advance.

Brands and retailers will need to keep their prospects engaged throughout, establishing their relevance and leveraging user generated content.



**Shorter  
Attention**  
Simple Message

**Longer  
Attention**  
Complex Message

## SHORTER

### Short-form

Static images  
Slide shows  
Cinemagraphs, GIFs,  
Short videos – TikTok  
Native interstitials

### Interactive

Ads in IG stories  
FB Carousel  
Canvas  
Collection  
Contests

### Long-form

YouTube  
In-stream on FB  
Clubhouse interest groups

## LONGER

# MASTERING MOBILE STORYTELLING

Mobile storytelling involves creating, sharing and making content discoverable at the most relevant moments.

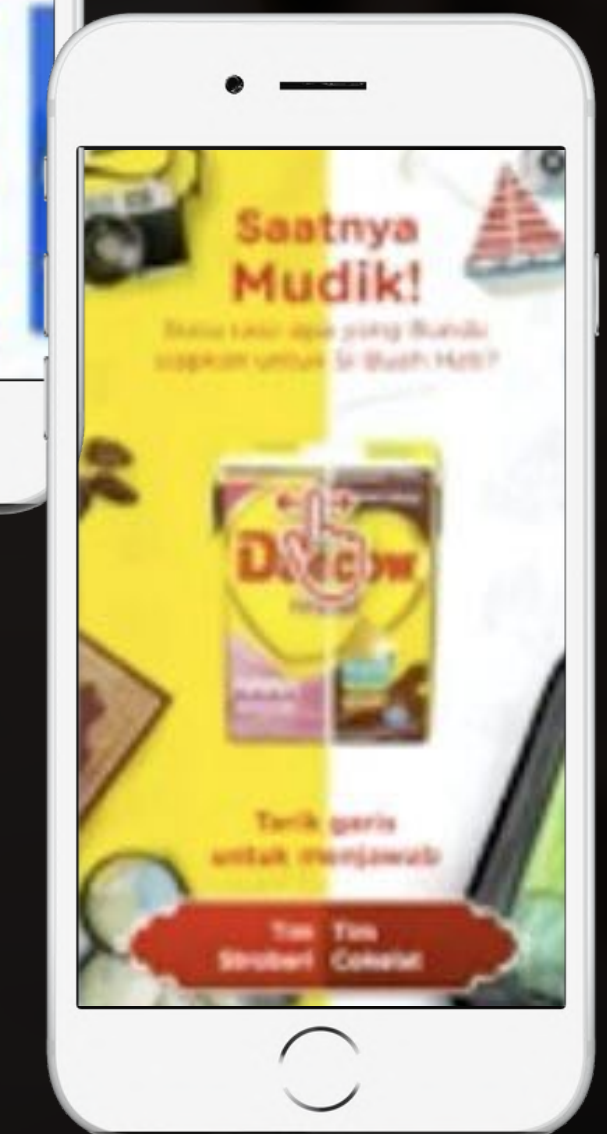
According to TikTok, the content that will gain popularity during the fasting month this year includes religion (78%), food (71%), entertainment (69%), updates from families and friends/acquaintances (64%), daily life updates (60%), as well as fashion and beauty (43%).

Position your portfolio of products  
across Ramadan Moments



### Carousel

Showcase Product Portfolio. Highlight relevance across Sahur & Iftar.



### Comparison Slider

Differentiate KVs of your Product Portfolio. Compare product use cases across Sahur & Iftar.



# BE COGNIZANT OF COVID-INFLUENCED BEHAVIOURS THAT PERSIST



## DIGITAL ADOPTION & PAYMENT

COVID has given digital payments a huge boost, with total transaction volumes expected to grow by 12% this year. More Indonesians started searching online for credit and lending options much earlier than last Ramadan. The pandemic also motivated Indonesians to search for insurance products earlier.



## CAUTIOUS SPENDING

We should expect people to wait until post-Eid to think about making investments. They will choose to fulfill their main Eid needs first before thinking about where to allocate their remaining Ramadan budget.



## HYGIENE

Brands have a crucial role to play by ensuring that their customers, employees and general public can follow practices such as hand washing and always wearing masks in public. Ramadan is an opportunity to reinforce the message through multiple platforms.



## VIRTUAL SOCIALIZATION

With the majority of the population not able to travel home for mudik, the need to celebrate key Ramadan moments virtually will be felt strongly. Brands can create virtual platforms and help socialize shareable moments through TikTok and Clubhouse.



# BELIEVE IN INFLUENCERS

## Zalora dan Klook Kolaborasi Buat Ramadan Discoveries Bareng 5 Influencer

Ade Indra Kusuma | Vessy Dwirika Frizona

Rabu, 01 Mei 2019 | 18:47 WIB



Ramadan is the perfect occasion for brands to collaborate with influencers and to engage with the exposure their persona enables. People connect with with the influencers' persona - brands should leverage that connection.

During Ramadan, the high engagement rate and impression of Islamic lifestyle influencers can give an extra boost to brands - with high relevance, opportunity to be seen as more genuine and achieve better engagement rate, receiving up to 2-4% boost.

Fans follow how these influencers apply Islamic values in what they eat, what they wear, and what they use, especially Halal products where they are able to build more credible and more authentic content compared to advertising. Collaborating with the right Ramadan persona and with the right content can help brands achieve better exposure during Ramadan.



# RIDING THE WAVE OF OPTIMISM

COVID has ensured that technology became a key feature in Ramadan life, with social media consumption habits changing for Indonesians who consume more content during Ramadan, share exhortations to do good, buy more products through e-commerce and swap Ramadan experiences.

At the same time, the singular reason why millions are excited about Ramadan 2021 is the promise of togetherness, as the restrictions on movement are lifted, allowing everyone to pray, fast and break their fast with their loved ones. With the pace of vaccination picking up, the gloom is lifting and being replaced by immense anticipation.

In order to capture the imagination and devotion of the Indonesian people, brands will have to look to further their societal, individual and public beliefs. The message has to be upbeat, and filled with gratitude.

The Indonesian public stood up to the pandemic with the spirit of Gotong Royong, united in facing the challenges together.

**M&C SAATCHI BELIEVES THAT IN 2021,  
PEOPLE'S FAITH AND FEARLESSNESS WILL  
FIND THEM UNITED IN CELEBRATION.**



# METHODOLOGY OF STUDY

This white paper is the culmination of an extensive study using the following tools:

## PRIMARY

Behavioral Observation  
Depth Interviews:

- Consumers
- Industry Experts
- Industry Professionals
- Industry Analysts

## SECONDARY

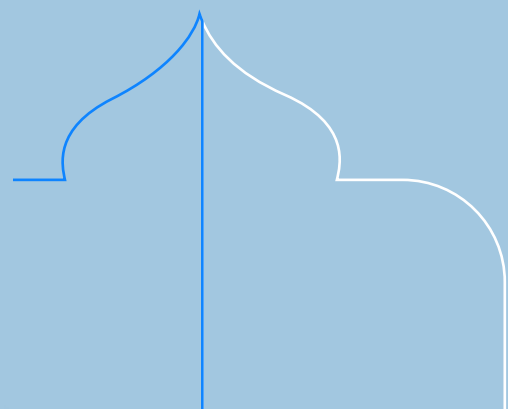
- Data Mining
- Social Listening
- Trend Analysis
- Desk Research
- Government of RI
- Media Resources

## OUR GUIDING PRINCIPLE

**Brutal Simplicity of Thought:** We believe, it is easier to complicate than to simplify. Simple ideas enter the brain quicker and stay there longer. Brutal Simplicity of Thought is therefore a painful necessity.

In the era of information overload, we carefully eliminate excessive data and information to only focus on what matters most. With this, we are able to sharpen our insights with pin-pointed accuracy to help solve business problems.

Feel free to reach out to know how your business can benefit from Brutal Simplicity of Thought.





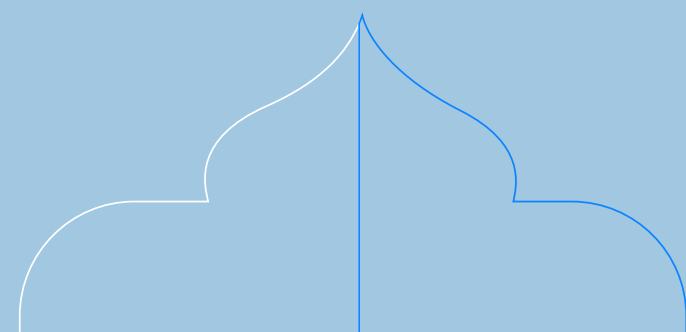
# M&C SAATCHI INDONESIA

M&C Saatchi Indonesia was launched in January 2018, as part of M&C Saatchi Worldwide, the world's largest independent agency network. We are arguably the country's fastest growing agency, ranked 2nd in the 2019 and 2020 R3 New Business League. The agency has also won Creative, Digital and Independent Agency of the Year at Campaign Asia Agency of the Year Awards 2019 and 2020; Integrated Agency of the Year at Marketing-Interactive Agency of the Year Awards 2019; and many metals at the Citra Pariwara Awards in 2019 & 2020. The agency counts Tempo Scan Group, Gudang Garam, BP Castrol, Lafz, Adaro Energy, redBus, Axiata, Lafz, Indofood Group, Ministry of Tourism (Government of Indonesia) and among others, as its esteemed clients.

## HOW WE CAN HELP YOUR BUSINESS

We exist to simplify brand building in the age of change. We create, navigate and lead change for our brands. We do this by offering creative business solutions, online, offline and everything in between.

We offer integrated marketing solutions including advertising, digital and social media marketing, mobile marketing, performance marketing, CRM, data analytics, public relations and influencer marketing, sports and entertainment marketing, sponsorships, shopper marketing and retail innovations, among others.





# LET'S TALK



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# M&C SAATCHI

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