

AIM Technologies

Ramadan Media Tracker

2024 (4th Edition)

Why Would You Need Ramadan Media Tracker?

- **Data-driven decisions:** Ditch the guesswork and make impactful marketing choices based on reliable insights.
- **Know your audience:** Tailor your campaigns to content that resonates with your Ramadan audience's preferences.
- **Maximize your marketing budget:** Allocate resources effectively and reach the right audience at the right time.
- **Stay ahead of trends:** Align your strategy with popular programs and capitalize on engagement opportunities.
- **Benchmark your performance:** Analyze competitor strategies and identify areas for improvement.
- **Measure success and refine:** Track your campaigns' impact and optimize future efforts for even better results.



Proven Success and Trusted Results

For the past Three years, AIM Technologies has successfully conducted this project **three times** with a sample size of **3,000** each. We are proud to have garnered the trust of clients across various industries, including FMCG, real estate, advertising agencies, telecom, and many others. Our Ramadan Media Tracker has become a go-to resource for clients who want to make informed decisions based on reliable data.



Cutting-Edge Tools for Tracking Ramadan Media Consumption Habits

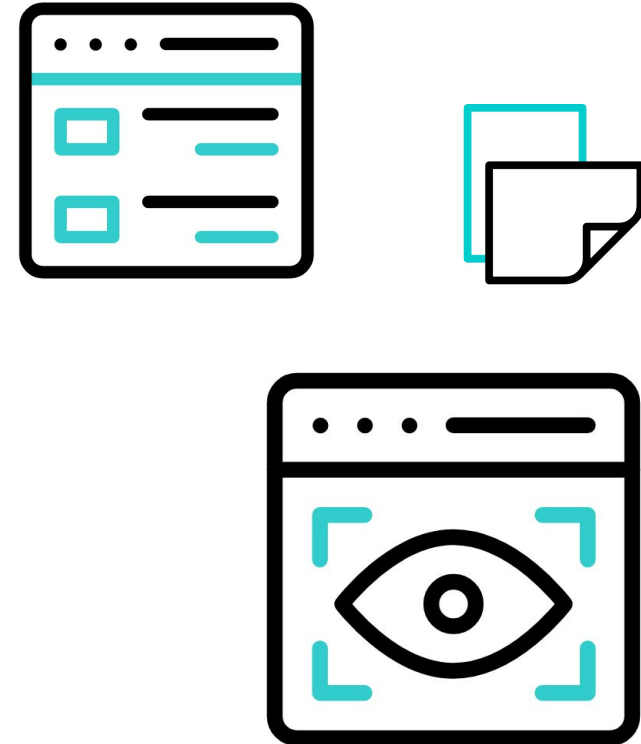
AIM Technologies is proud to present the 4th edition of the Ramadan Media Tracker, the ultimate tool to help you make informed decisions about your advertising strategy during the holy month of Ramadan.

Our cutting-edge tools uses two methodologies;

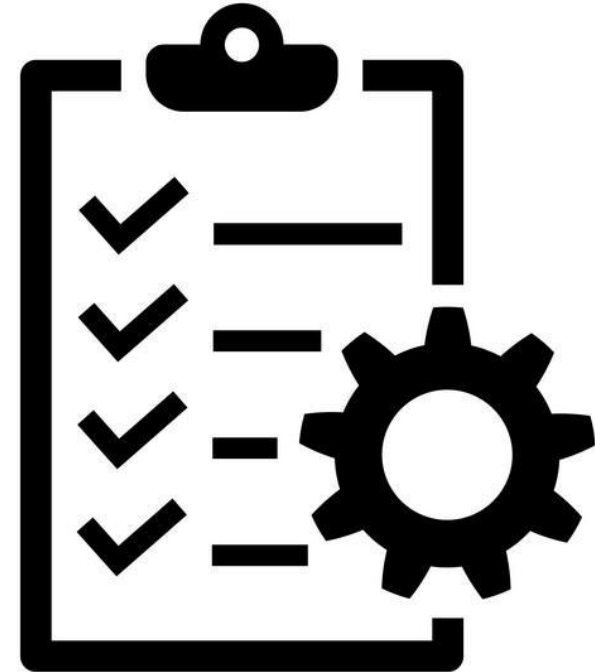
(1) social media listening: a passive approach to track and analyze the feedback from social media

(2) quantitative online research – an active approach to track & analyze media habits

Both approaches will help in providing a full 360 analysis of Ramadan programs and series and provide our clients with the most accurate insights on viewership, likability, reach and word-of-mouth impact of Ramadan series and programs



INFORMATION AREAS



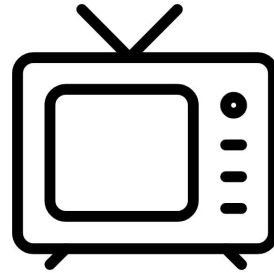
Project Details



TV

In the TV section will be investigating the watched:

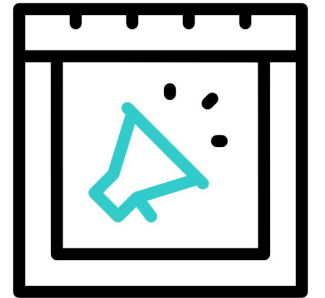
- Arabic series
- Talk shows
- Sports Shows
- Time of day
- Duration



Online

In the Online section will be studying the watched:

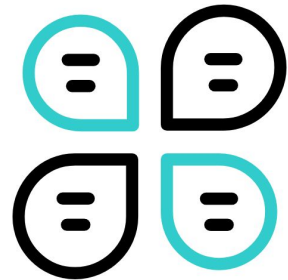
- Arabic series
- Talk shows
- Platforms
- Device
- Time of day



General

In the General section will be covering:

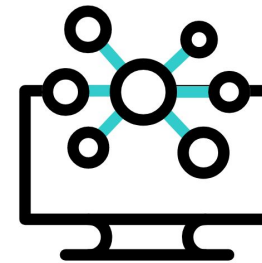
- Type of content watched on TV
- Type of content watched Online



ADs

Additionally, the Ads Section will focus on:

- Ads seen/recalled
- Top liked ads
- Source of ads recall (TV, social media, other websites, VODs...etc)



Series & Show

Understand the most liked series & shows whether online or TV

Social Media Listening

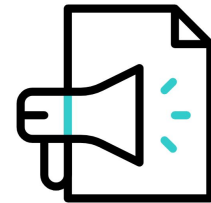
The social media listening component of the project will evaluate the following:



Total engagement rank of
top campaigns



Sentiment rank of
top campaigns



Top campaigns deep
dive

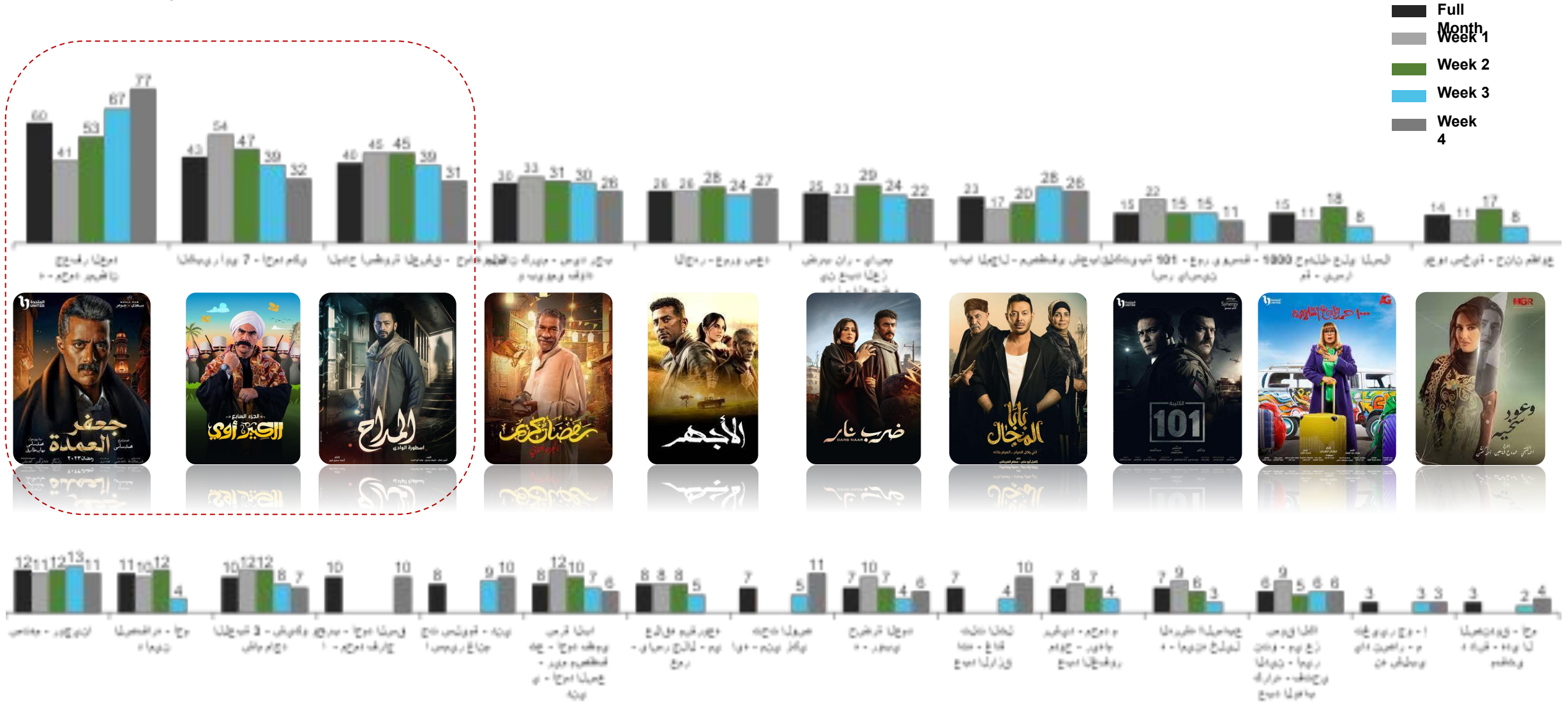
Sample Output





Arabic series watched on TV

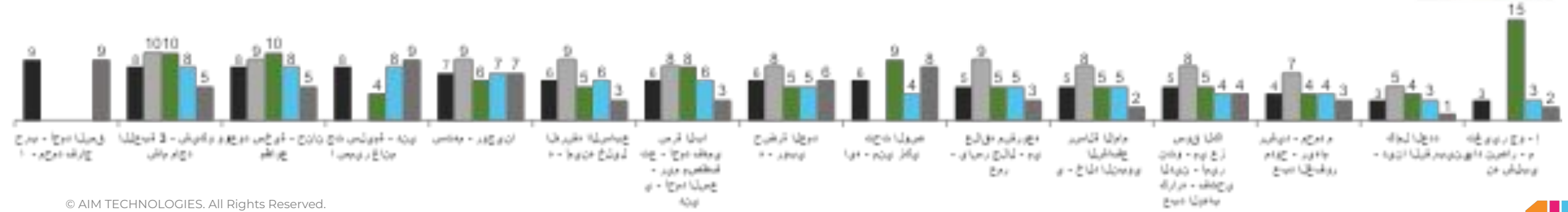
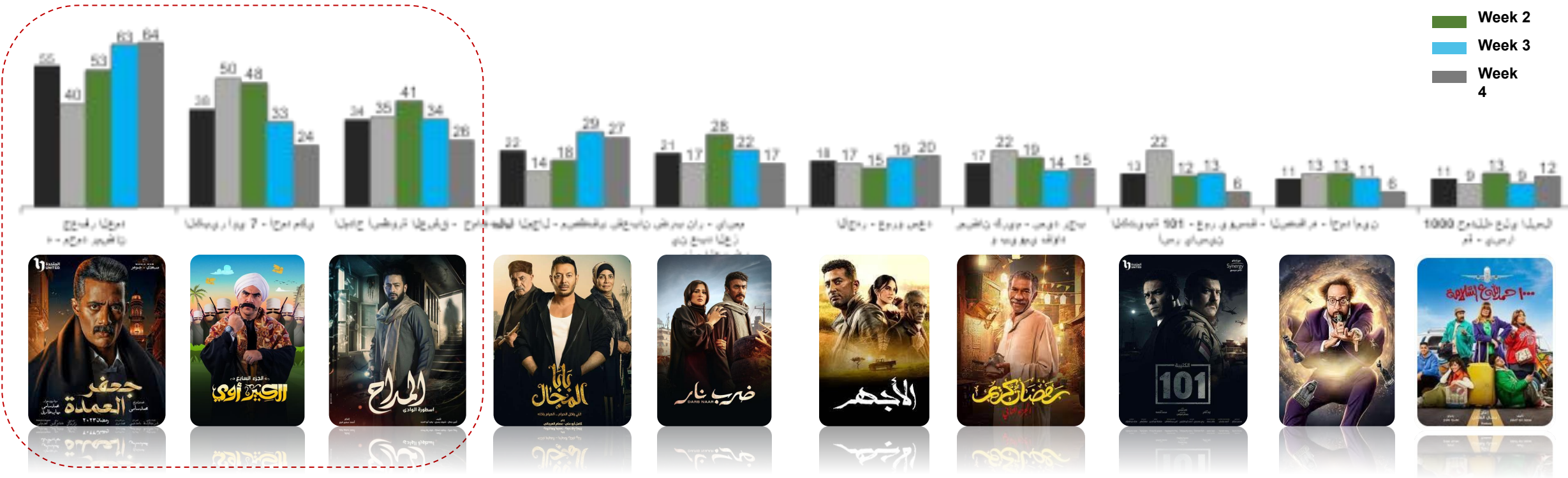
جعفر العمدة was the top watched TV series during Ramadan with a gradual increase over the 4 weeks, followed by الكبير and المداح which were decreasing gradually from week 1 till week 4.





Arabic series watched online

جعفر العمدة was the top online series watched during Ramadan with a gradual increase across the 4 weeks, while الكبير followed as well as المداح and both were decreasing gradually across the 4 weeks.



* Base: Those who watched Arabic series Online

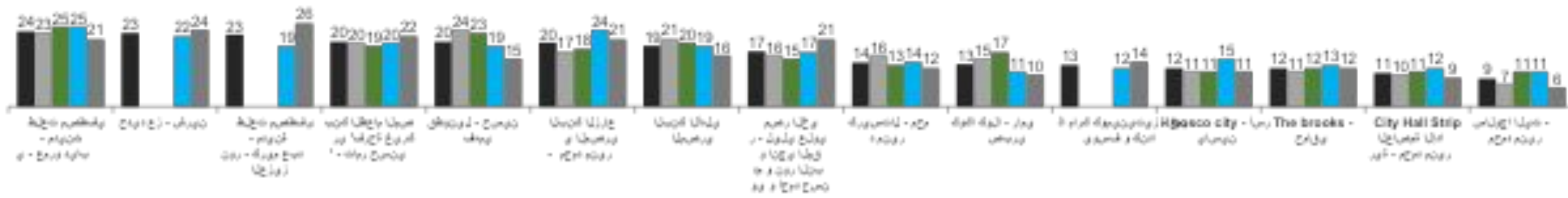
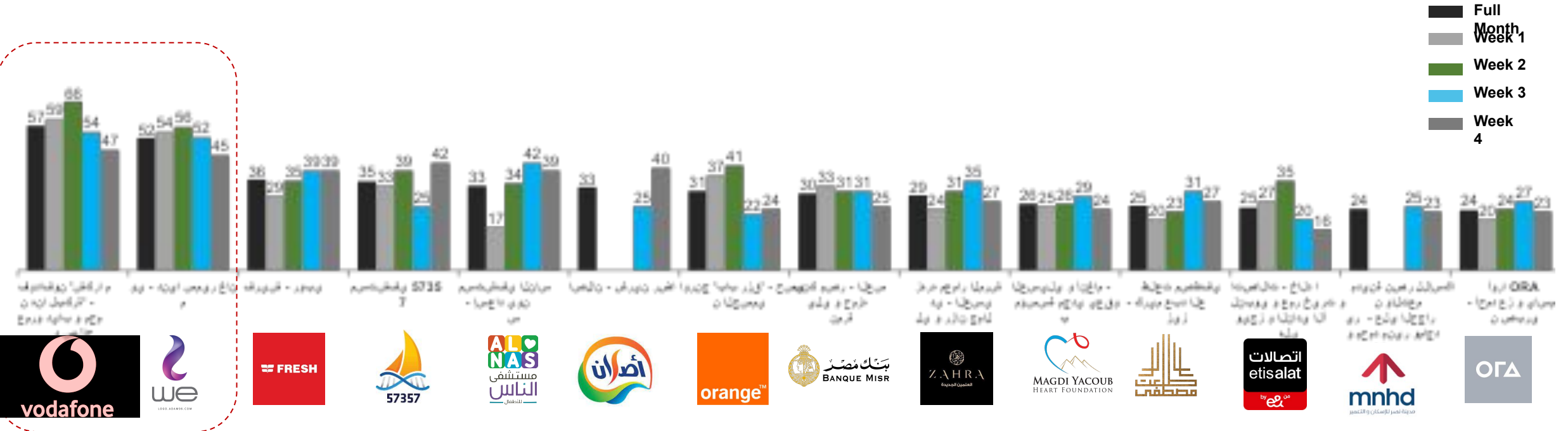
All figures are in percentage



Ad Recall



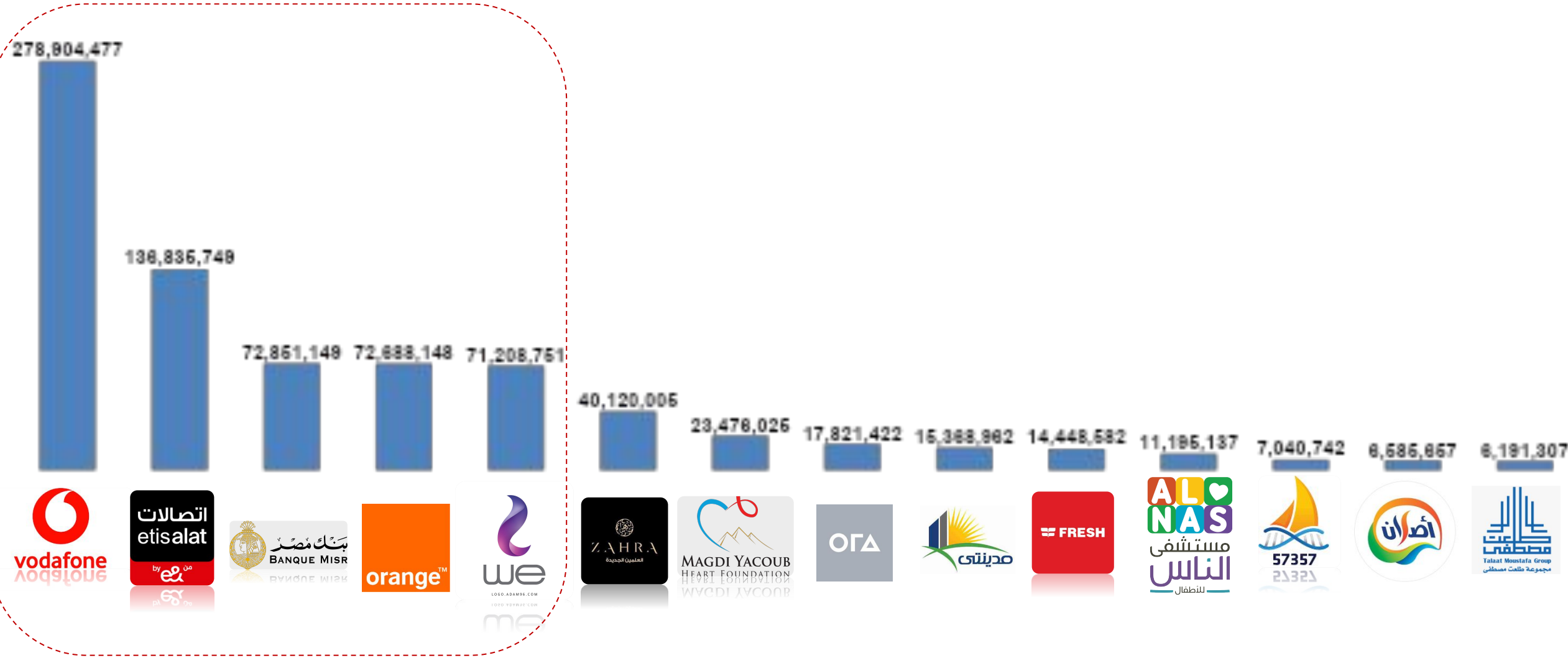
During the whole month, Vodafone ad was the most recalled ad followed by WE



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* Base: All respondents

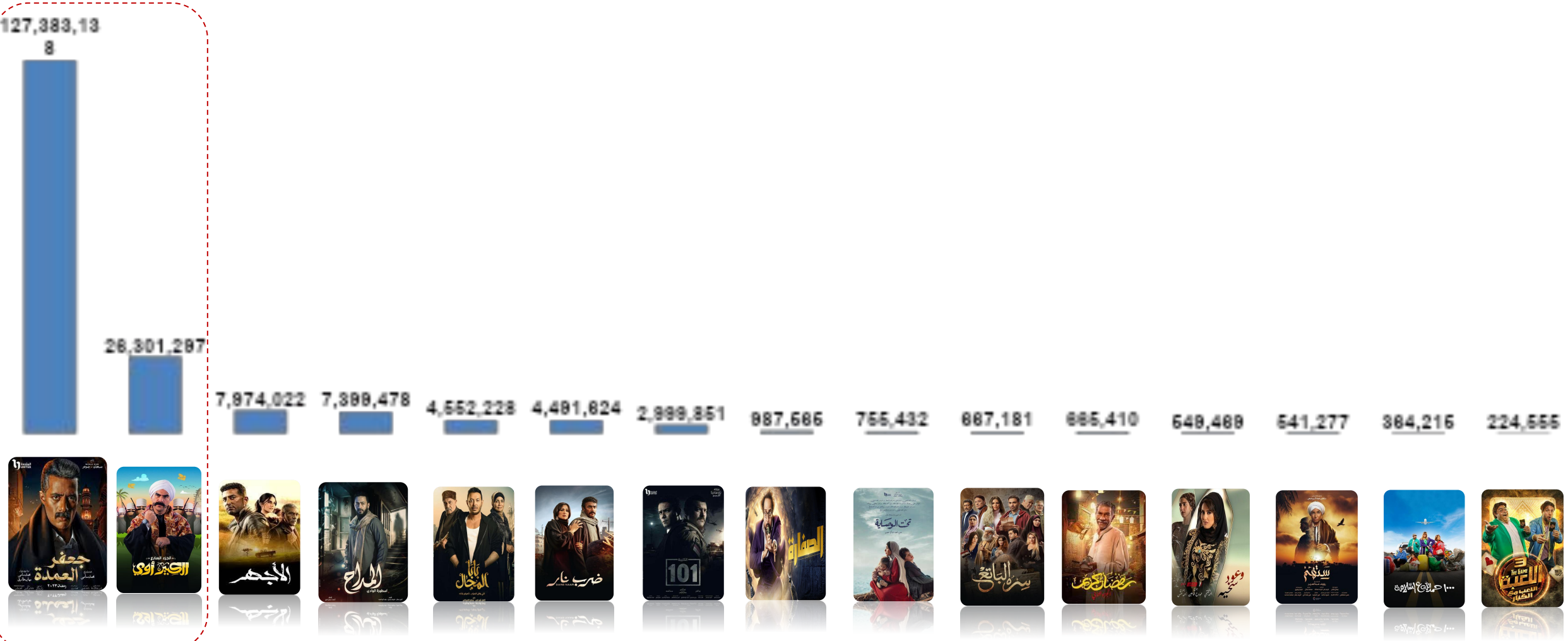
Social Media Total Engagement

Vodafone Ad comes as the top Ad in terms of total engagement, followed by Etisalat, Banque Misr, Orange and WE.



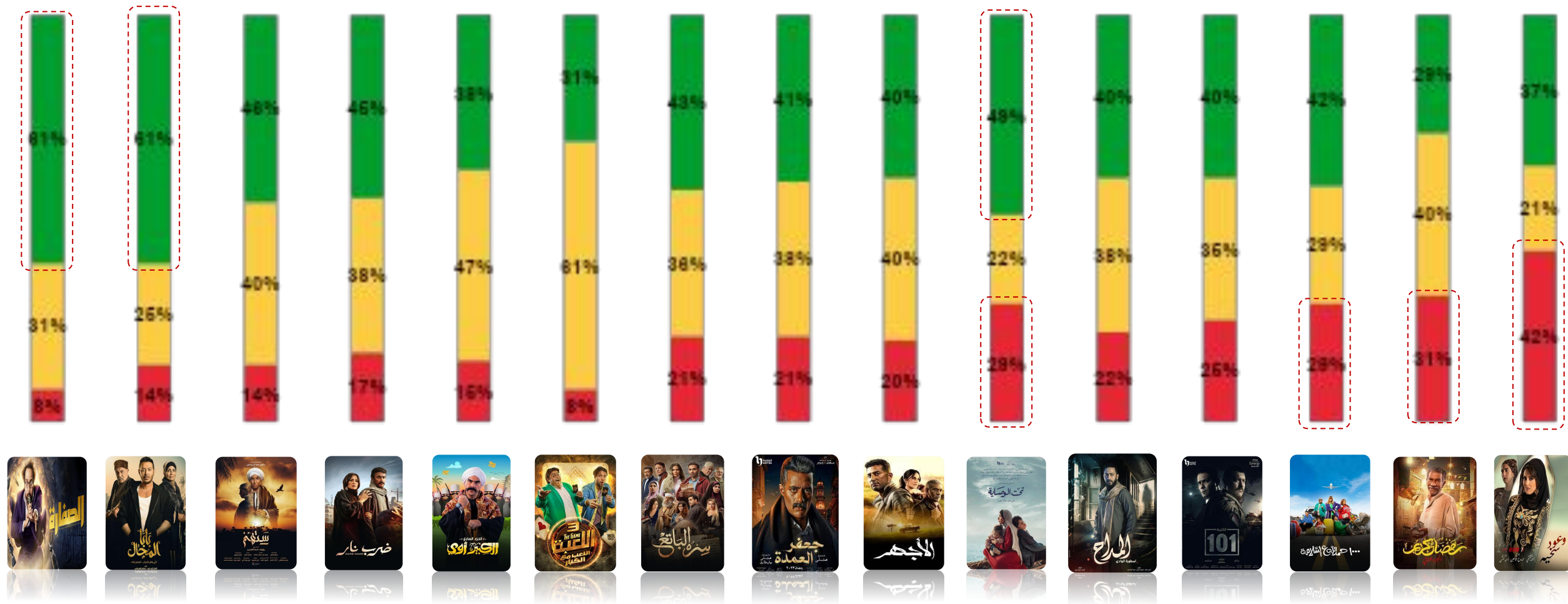
Social Media Total Engagement

جعفر العمدة generated the highest engagement on social media across the whole month, followed with a big difference by الكبير



Social Media Sentiment

بابا المجال and الصفاره had the highest **positive** sentiment, while وعود سخية had the most **negative** sentiment, followed by رمضان كريم and حمدالله علي السلامه ١٠٠٠. Worth noting that تحت الوصاية had a very polarized views having both high positive & negative sentiment



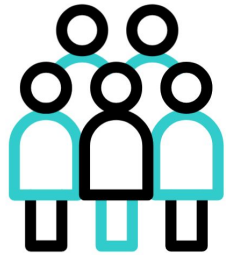
Project Design



Project Design

Sample size

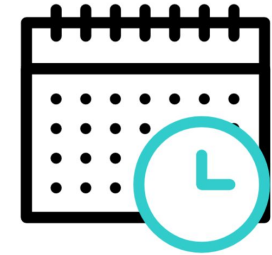
3000 ss



- Age group 14 to 60
- All regions Cairo, Alex, Upper Egypt, Delta

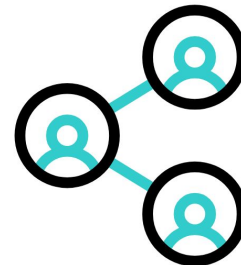
Report frequency

4 times per month – weekly basis



Sample criteria

Following the national distribution



Males & Females

SEC AB, C1, C2, D

Investment



Based on 2023 Study

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