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FOR BRANDS

Share The Joy Of Learning

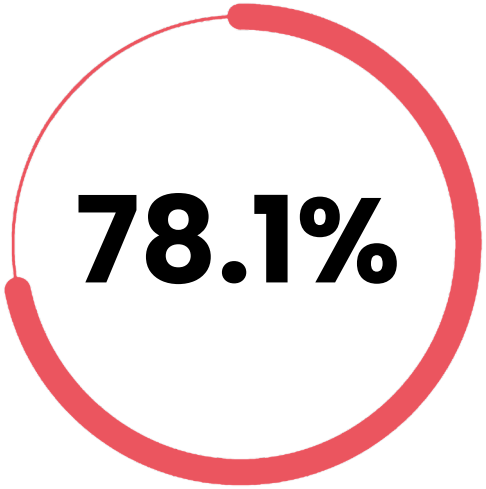
Back to School | 2021

Approaching the "Return to Normal"

As we almost mark 2 years of school closures and remote learning, 2021 appears to be the year where students head back to their classrooms, reunite with their peers, and regain the opportunity of refined classroom education.

This long awaited moment of relief created valuable experiments and shifting sentiments for both students and parents.

Our back to school audience is listening



Of Anghami users across MENA are Parents or Students

Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

Music is a crucial part of their Back to School experience

37.1K

User generated playlists related under the **"Back to School"** theme

531K

Unique users engaged

Aug-Sep

Streams start peaking in August and reach the peak in September

Drive hours

Streams on those playlists peak the most at 7:00AM, 2:00PM and 6:00PM

Most engaged markets

Saudi Arabia

Egypt

United Arab Emirates

Lebanon

Kuwait

Source: Anghami Internal Data, 2020- 2021

12x

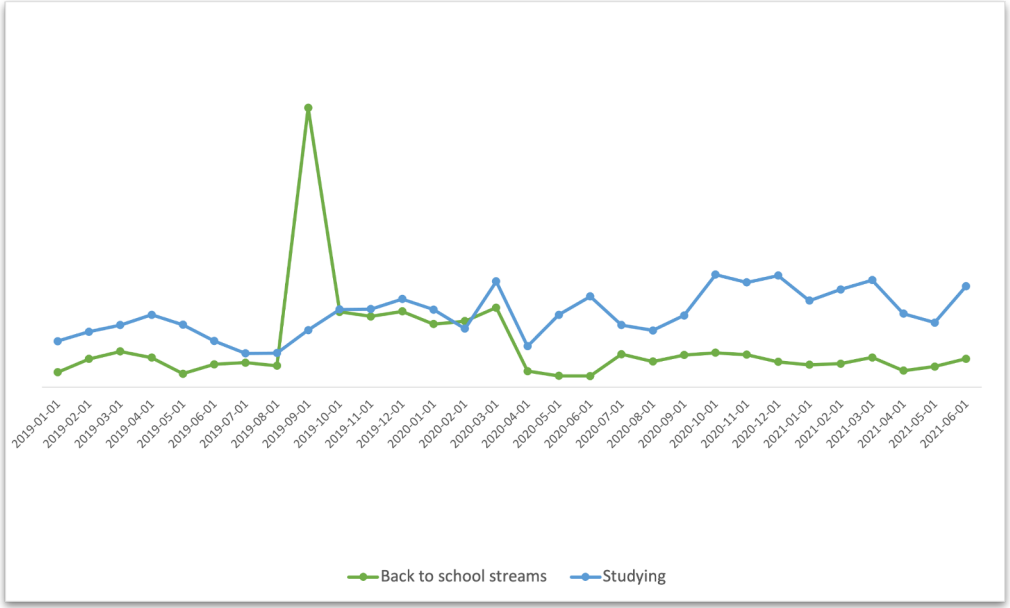
More streams on **Back to school** playlists in August - September

+43.4%

Increase in streams on **“Studying”** playlists around August - September (the peak stays till December)

Source: Anghami Internal Data, 2020- 2021

The Back to School & Studying seasons



Back to school content significantly peaks during BTS season, while studying content peaks throughout the “school year” (exams season)

Get to know Anghami's Parents & Students

They’re young, successful and urban

63.1%
Of Anghami Parents have kids in school *(3-18 YO)**

48.76%
Of Anghami users are 13-24 YO **

60.7%
Medium to High income households*

77.8%
Live in urban areas*

69.5%
Of Anghami Parents are 25-44YO

Source:
**Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA*
*** Anghami Internal Data, Q2 2021*

They are loyal and advocate for brands they love

46%
Are loyal to brands they love

48.9%
Tell family & friends about brands/ new products

58.9%
Would pay for a brand they know vs. a cheaper option

Motivations for brand advocacy:

Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

68.8%

Are interested in **Technology**

+15.2% more than the "Online Population"

They're tech savvy

61.6%

Plan to buy a **mobile phone** in the next 6-12 months

24.2%

Plan to buy a **laptop** in the next 3-6 months

21.6%

Plan to buy a **Tablet** in the next 3-6 months

Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

59.5%

Are interested in
Food & Drinks

+27.4% more than the "Online Population"

Food lovers

59.1%
Will be buying chocolate
in the next 3 months

41.6%
Will be buying Snack Food
in the next 3 months

50.5%
Will be buying chips
in the next 3 months

41.3%
Will be buying Bottled water
in the next 3 months

Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

Fashion enthusiasts

66.5%

Like to take care of their **appearance**

+21.7% more than the "Online Population"

60.6%

Plan on buying **Clothes** in the upcoming months

47.6%

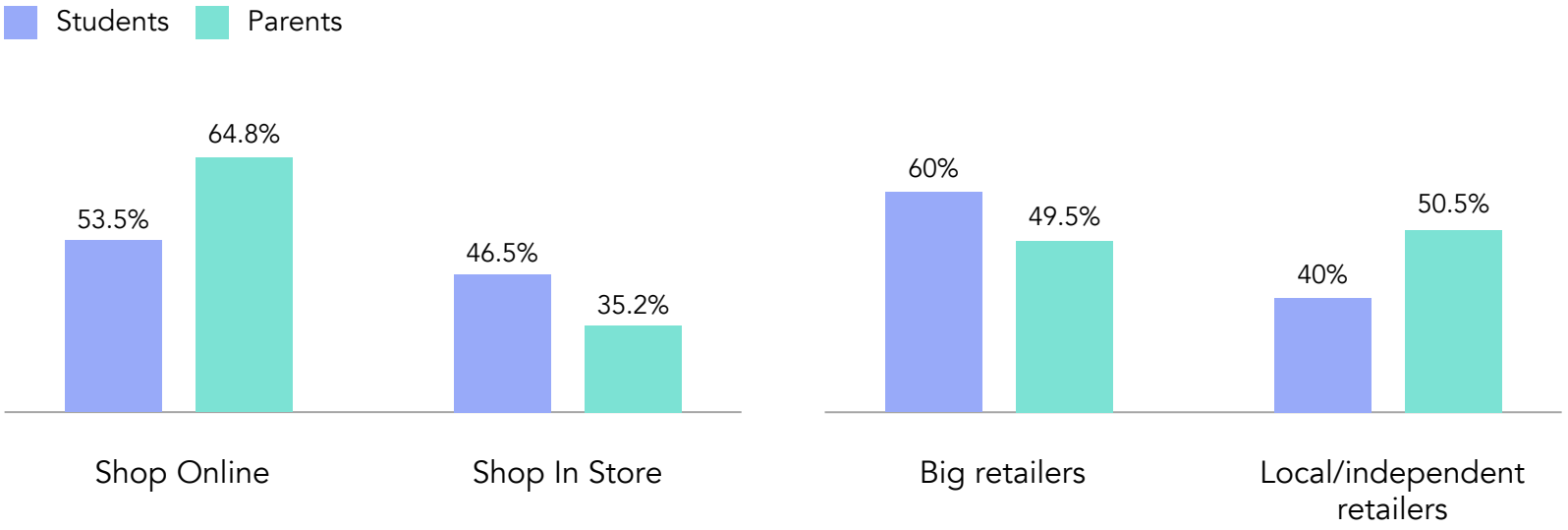
Plan on buying **Shoes** in the upcoming months

39.2%

Are interested in **Fashion**

Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

Anghami Parents like convenience while Students like experiential



Source: Global Web Index, Anghami Parents & Students, Q1 2021 - Q2,2020, MENA

Leverage an audio first strategy.

They will listen when you speak.

Stay top of mind with audio

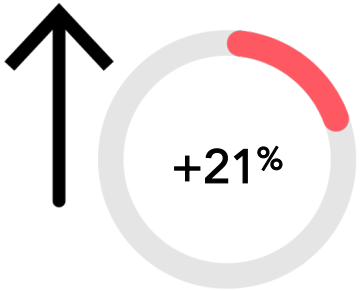
Audio is your solution!

Whether you want to:

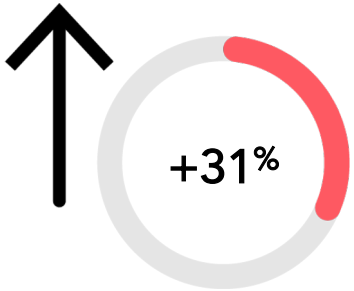
- Be their “go to brand” when they want to order food or buy products/services
- Keep them up to date with the latest products
- Notify them about your promotions/ offers

AUDIO

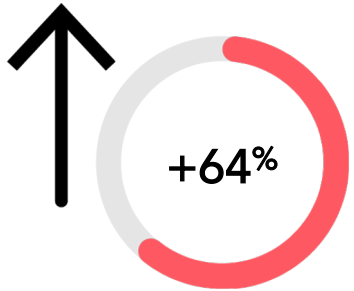
It’s highly effective and measurable



Consideration/Intent



Awareness



Ad Recall

Source: Anghami & Choueiri Group Data – Brand lift studies across categories benchmarks- as of 2019.

Our production studio – at your disposal

Our creative ad studio will help you tap into creative execution

It's all in the creative! We're here to help you optimize and maximize your campaign's performance

Be their companion

Own the right moment(s) & the right mood(s)!

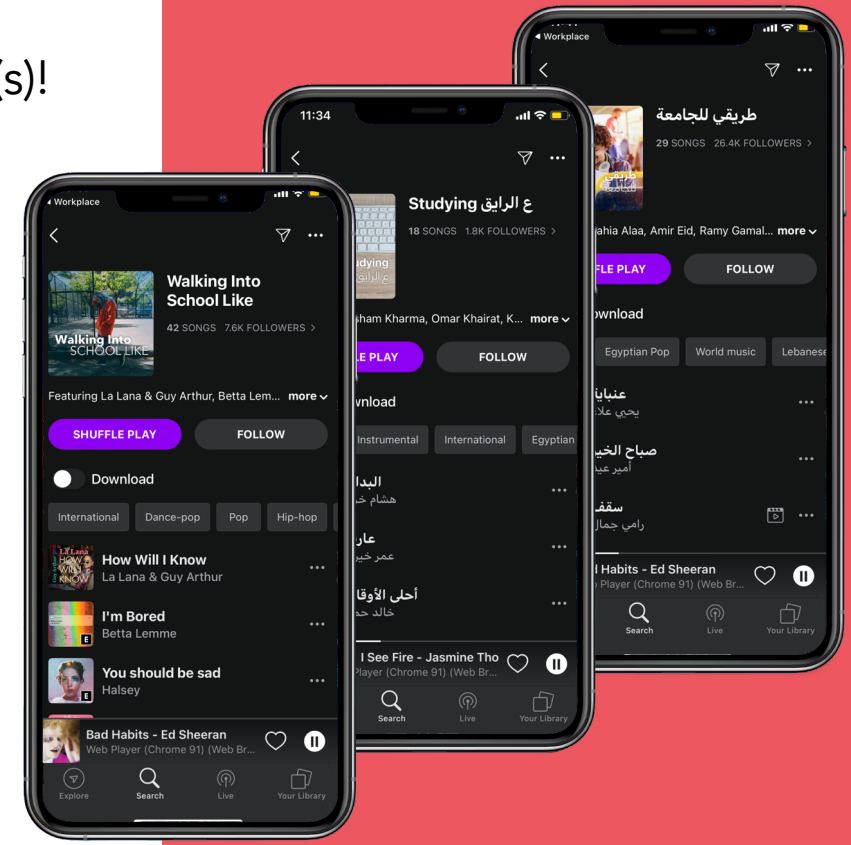
Fully Branded

100% SoV

Sponsored Playlists

Playlists are a music experience offered to users searching for content to play.

Sponsored playlists allow your brand to associate with content that is the most relevant to your audience in that moment/mood.



Measure the effectiveness of branded moments

Sponsored playlists act as Mood enhancers, that ultimately induces a positive sentiment towards the brand.

Key measurement metrics:

Streams of branded content

Avg. time spent on branded content

Audience Engaged with branded content

+88%

Increase in Brand Positivity through sponsored playlists

CG & Anghami: Bershka Brand lift Study, 2019.

Splash Back to School – Case Study

Splash partnered up with Anghami to create an experience like no other – creating a specially curated playlist based on the DNA of each user in GCC. The activation was propelled to increase engagement by being sponsored on the homepage.

15K Users
Created Personalized Playlists

59% Males
41% Females

58% were 18-29
13% were <18
22% were 30-39
7% were 40+

39 minutes
avg. time spent on the Back to School playlists
With an avg. benchmark of 15-20 min.

How can you make the best of BTS?

#1:
Make sure you are present and your ads are relevant to this moment/season.

#2:
Highlight your key product attributes - our users advocate for brands relevant to them.

#3:
Be ahead of competition: initiate early communication to stay top of mind.

#4:
Be the users' studying companion - Learning is a year-long experience.

Package 1

The Educational Package

The Educational Package - GCC

Objective	Description	Markets	Ad Product	Unit	Unit Cost	Paid	Free	Total Quantity	Total Gross Cost	Total Net Cost
Awareness/ Educational	Healthy tips / Educational Series	GCC	Audio Ads	CPM	$35	257,143	167,143	424,286	$14,850	$9,000
Engagement/ Awareness	Healthy tips / Educational Series - sponsorshing playlists	GCC	Playlist sponsorship (Top or niche)	CPM	$25,000	$10,000	$15,000	1 playlist	$25,000	$10,000
Awareness/ Educational	Healthy tips / Educational Series + Playlist audio ads	GCC	Production of 10 Audio Ads/15" tips (10 Eng/10 Ar)	Fixed	$1,000	3	2	5	$5,000	$3,000
BLS	BLS			Fixed	$10,000			1	$10,000	$0
			*same VO and music						**$54,850**	**$22,000**

Playlist Benefits

- Exclusive sponsorship of the playlist for the duration of the campaign
- Card promotion of the playlist on the Home page with brand logo
- Promotion of the playlist in search cues with brand logo
- Promotion of the playlist under relevant tabs with brand logo
- Promotion of the playlist to relevant audiences under the “Suggested for you” section with brand Logo
- Exclusive audio ads within the playlist
- Exclusive banners within the playlist
- 150,000 impressions audio ads + Companion banner targeting relevant audience
- Duration: 1 Month
- Target Market: GCC

The Educational Package - UAE

Objective	Description	Markets	Ad Product	Unit	Unit Cost	Paid	Free	Total Quantity	Total Gross Cost	Total Net Cost
Awareness/ Educational	Healthy tips / Educational Series	UAE	Audio Ads	CPM	$35	257,143	167,143	424,286	$14,850	$9,000
Engagement/ Awareness	Healthy tips / Educational Series - sponsoring playlists	UAE	Playlist sponsorship (Top or niche)	CPM	$15,000	$7,500	$15,000	1 playlist	$15,000	$7,500
Awareness/ Educational	Healthy tips / Educational Series + Playlist audio ads	UAE	Production of 10 Audio Ads/15" tips (10 Eng/10 Ar)	Fixed	$1,000	3	2	5	$5,000	$3,000
BLS	BLS			Fixed	$10,000			1	$10,000	$0
									$44,850	**$19,500**

**same VO and music*

Playlist Benefits

- Exclusive sponsorship of the playlist for the duration of the campaign
- Card promotion of the playlist on the Home page with brand logo
- Promotion of the playlist in search cues with brand logo
- Promotion of the playlist under relevant tabs with brand logo
- Promotion of the playlist to relevant audiences under the "Suggested for you" section with brand Logo
- Exclusive audio ads within the playlist
- Exclusive banners within the playlist
- 90,000 impressions audio ads + Companion banner targeting relevant audience
- Duration: 1 Month
- Target Market: UAE

Package 2

The Morning Package

The Morning Package - GCC

Objective	Description	Markets	Ad Product	Unit	Unit Cost	Paid	Free	Total Quantity	Total Gross Cost	Total Net Cost
Awareness/ Consideration	Audio Ads promoting FMCG brands + a morning playlist so users can start their day on a positive note with the brand	GCC	Audio Ads	CPM	$35	271,429	176,429	447,857	$15,675	$9,500
Playlist sponsorships (Top playlist + Niche Playlist)		GCC	Playlists (morning playlists)	Fixed	$25,000	$ 12,500	$ 12,500	1 playlist	$25,000	$ 12,500
Awareness/ Consideration		GCC	Production of 1 Audio Ads/15" tips (1 Eng/1 Ar)	Fixed	$1,000	1	0	1	$1,000	$500
									$41,675	**$22,500**

Playlist Benefits

- Exclusive sponsorship of the playlist for the duration of the campaign
- Card promotion of the playlist on the Home page with brand logo
- Promotion of the playlist in search cues with brand logo
- Promotion of the playlist under relevant tabs with brand logo
- Promotion of the playlist to relevant audiences under the “Suggested for you” section with brand Logo
- Exclusive audio ads within the playlist
- Exclusive banners within the playlist
- 150,000 impressions audio ads + Companion banner targeting relevant audience
- Duration: 1 Month
- Target Market: GCC

Package 3

The Personalized Package

The Personalized Package - UAE

Objective	Description	Markets	Ad Product	Unit	Unit Cost	Paid	Free	Total Quantity	Total Gross Cost	Total Net Cost
Awareness/ Engagement	Creation of a new, unique playlist for each user that interacts with the playlist promotion	UAE	Playlist Generator	Fixed	$20,000		0	0	$20,000	$15,000
									$20,000	**$15,000**

Playlist Benefits

- Exclusive sponsorship of the playlist for the duration of the campaign
- Card promotion of the playlist on the Home page with brand logo
- Promotion of the playlist in search cues with brand logo
- Promotion of the playlist under relevant tabs with brand logo
- Promotion of the playlist to relevant audiences under the "Suggested for you" section with brand Logo
- Exclusive audio ads within the playlist
- Exclusive banners within the playlist
- 90,000 impressions audio ads + Companion banner targeting relevant audience
- Duration: 1 Month
- Target Market: UAE

Package 4

The Immersive Package

The Immersive Package

Objective	Description	Markets	Ad Product	Unit	Unit Cost	Paid	Free	Total Quantity	Total Gross Cost	Total Net Cost
Awareness/ Consideration	Media	UAE	Immersive Audio	CPM	$12,500		0	0	$12,500	$12,500
Awareness/ Consideration	Production		Production of 1 Audio Ads	Fixed	$1,500	0	1	1	$1,500	-
									$14,000	**$12,500**

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Let’s share the joy of learning.