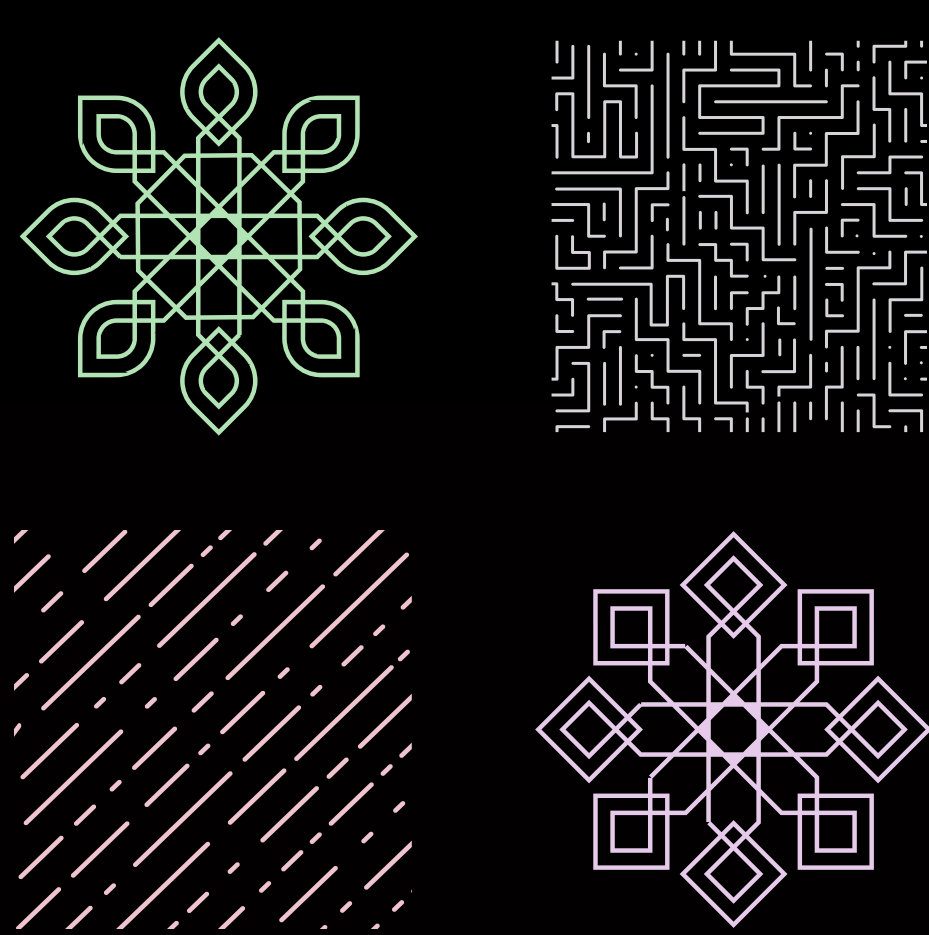


# RESONATE

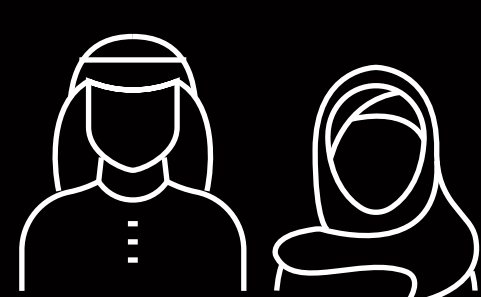
WITH YOUR LOCAL AUDIENCES  
THIS RAMADAN



During Ramadan, every brand strives to belong. So how do you make a difference?

At DMS, we believe in the power of community. In the midst of this holy month, Ramadan is a time for togetherness, connection, and community building.

This time of year, our partners create moments that your brand can own, along with content and stories that not only shape opinions but also connect your brand with the local community.



## WE DELIVER YOUR STORY AT SCALE

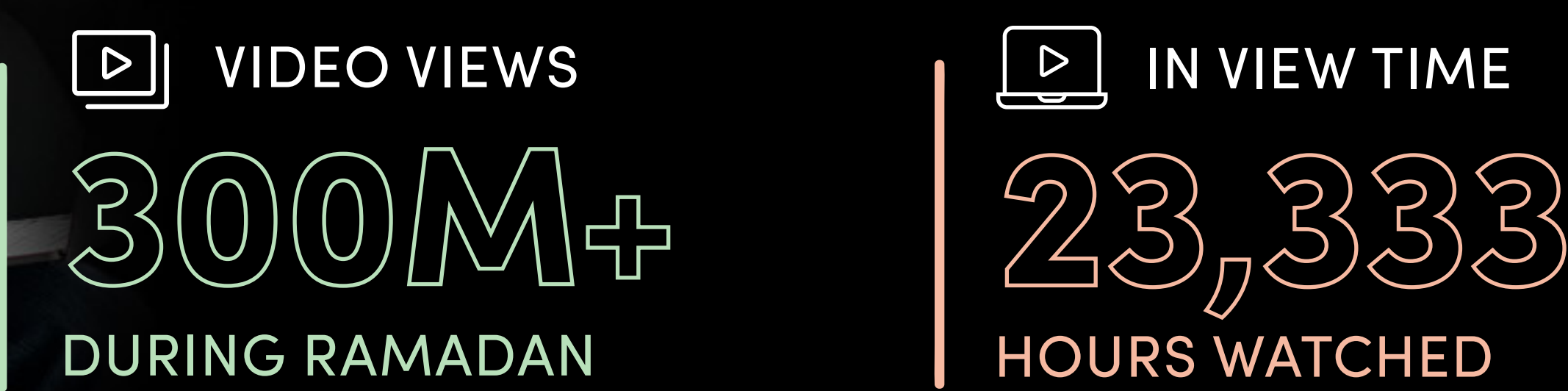
### DATA RAMADAN 2022 KSA Spain



### DATA RAMADAN 2022 MENA

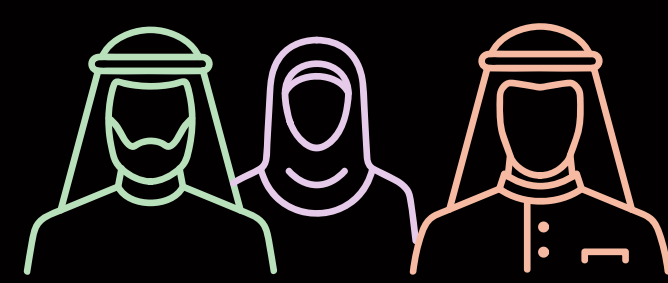


## VIDEO FOCUS (MENA)



## DMS INCREMENTAL REACH KSA + UAE

*Based on each platform's light and non-users*



### DMS VIDEO USERS 100%



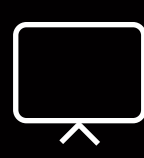
SOCIAL MEDIA

12%



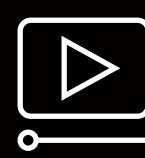
VIDEO PLATFORMS

34%



TV

35%



VOD

44%

## HOW TO CONNECT WITH YOUR LOCAL AUDIENCE IN A MEANINGFUL WAY



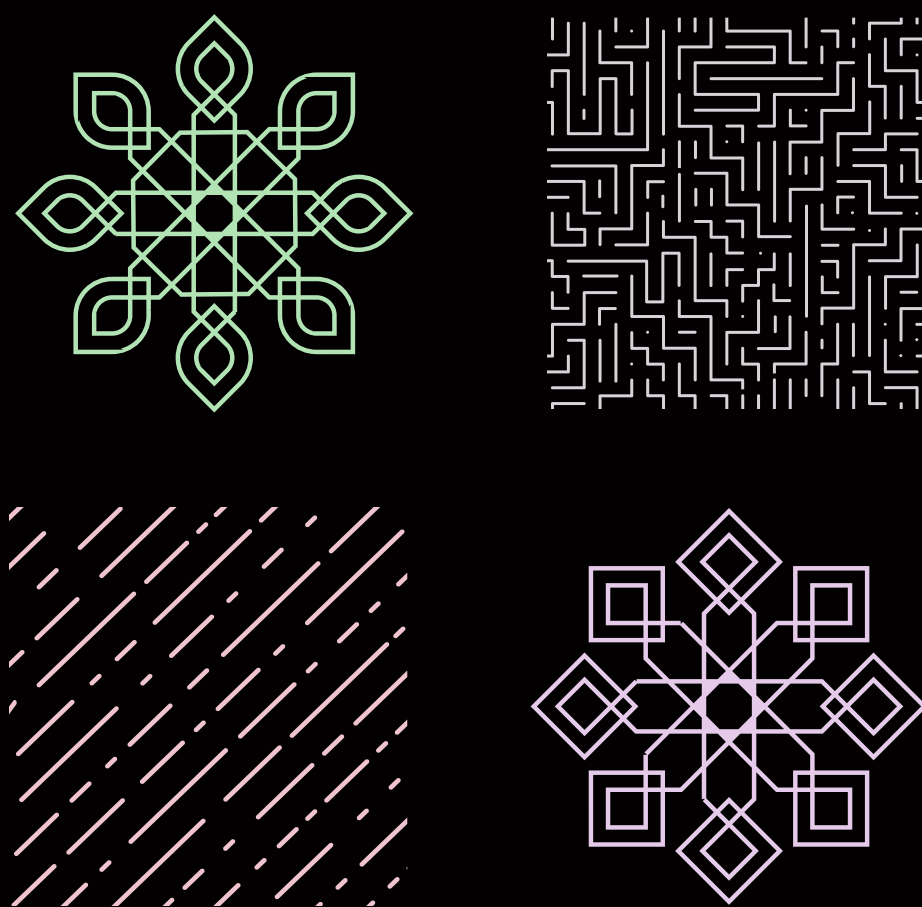
Start your preparations early and extend the festivities well beyond Eid to ensure a truly memorable Ramadan experience.



Keep in mind that timing is everything. Don't just focus on one specific moment during the holy month, instead engage with your audience during various consumer touchpoints throughout Ramadan.



Avoid falling into a creative fatigue by diversifying your reach across a range of channels with a smart mixed media approach.



## OUR RAMADAN FAVORITES

