

Ramadan & Eid 2023

Ramadan: 02 Feb – 05 April 2023

Eid: 06 April – 26 April



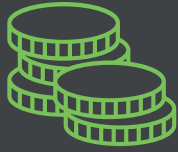
ASDA Media
Partnerships

In partnership with

GIG

RETAIL

Ramadan



£200
Million

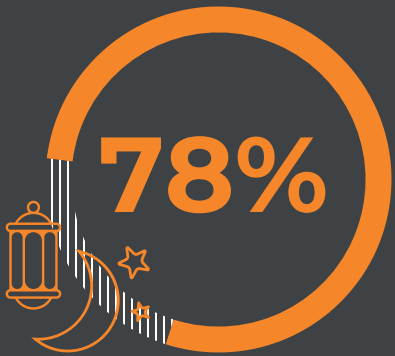
5%
of people in the UK
are Muslim.¹

spend in supermarkets
for Ramadan.²



Sources: ¹Office for National Statistics; ²Ogilvy Noor-Holy-Joes

Popular Ramadan & Eid Purchases:³



say that they are interested in brands and retailers with products tailored specifically for Ramadan and Eid.²



59% of muslims celebrate eid by cooking together, so multi buys and value packaged foods may be more popular.

- Dates
- Chocolate
- Tea
- Soft Drinks
- Cooking Oil
- Sugar
- Flour
- Rice
- Halal Meat
- Milk & Yoghurt
- Lanterns / Candles
- Clothes / Jewellery / Perfume
- Electronics

With over 3 million people¹, celebrating this religious holiday and increased spending of £100 million annually,² Ramadan is a key seasonal moment for brands to engage with shoppers and promote their products.















Throughout Ramadan, Muslims will fast between sunrise and sunset, but each evening, as the sun goes down, family and friends come together to break the fast with a meal called 'Iftar'. Consumers will be on the look out for a variety of health-promoting and energy boosting foods to assist them with days of fasting and will stock up on tinned and frozen foods for the month ahead.

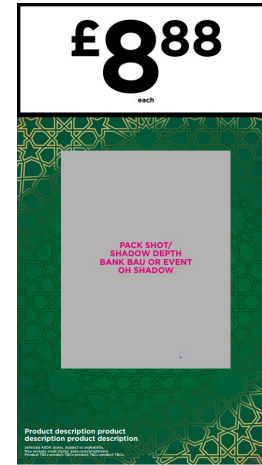
Eid-al-Fitr marks the end of Ramadan and Muslims get together with loved ones to enjoy a meal and exchange gifts. This is a great opportunity for brands to inspire shoppers with gifting ideas such as; cosmetics, fragrance, clothing and chocolates.

Supplier Opportunities

ASDA's Ramadan & Eid event will run back-to-back and each have their own creative template, therefore they will need booking as separate campaigns.

All campaigns aligned to *Ramadan & Eid* will use the supplied toolkits/creative templates for the following media formats.

- | | | | |
|---|---------------------------------|---|------------------------------|
|  | Bollard Covers |  | Leader-board Banners |
|  | Security Covers |  | Promo Banners |
|  | Digital 6 Sheets |  | Department Nav Banner |
|  | Gondola End |  | Category Nav Banner |
|  | Event Value Blinkers |  | Inserts (PLA) |
|  | POS & Recipe Barkers |  | Social Media |
|  | POS Bubbles | | |
|  | ASDA FM | | |



Key Dates

Event Live Date:

Ramadan: 02 Feb – 05 April 2023

Eid: 06 April – 26 April



Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Blinkers	9 weeks	Mon 05 Dec	Tues 06 Dec
Gondola End	8 weeks	Mon 12 Dec	Tues 13 Dec
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 02 Jan	Weds 04 Jan
Barkers & Bubbles	5 weeks	Tues 03 Jan	Fri 05 Jan
ASDA FM	5 weeks	Mon 02 Jan	Mon 02 Jan
Digital 6 Sheets	4 weeks	Mon 09 Jan	Mon 09 Jan
Online Media	-	-	Fri XX Jan



Contact:

Speak to your Account Manager to begin building your *Ramadan & Eid* campaigns.

Invest in ASDA's Ramadan Event and...



Inspire ASDA households with product suggestions to help them celebrate

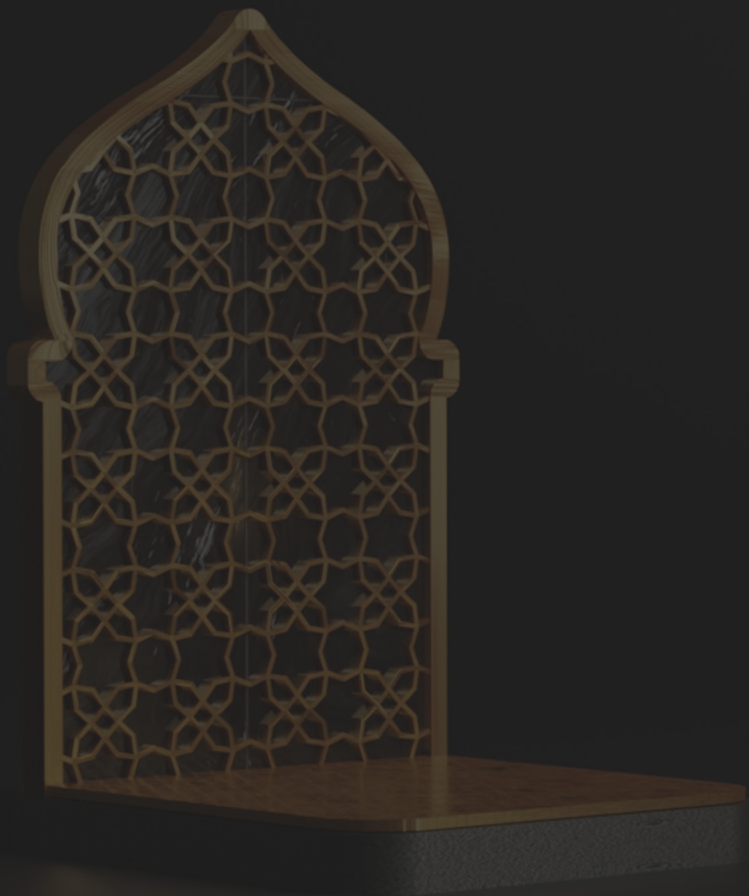


Associate your brand with this key seasonal calendar moment



Engage with shoppers and drive incremental sales for your brand

Thank you.



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