



# Ramadan Revised: Celebrating Virtually

#DukkanIftarConversations

# Jay Marketing

*Jay Media is a leading advertising agency that values creativity, innovation and uniqueness at the heart of their campaigns.*

*At Jay Marketing, we prioritise executing our clients campaigns in ground-breaking and impactful ways.*



"My favourite thing about being a Jay Marketing employee, is being given the freedom to visually bring campaigns to life. Creative freedom births good ideas and allows for me to show my range as a designer"

JUMOKE MOHAMMED

# The Dukkan Show Podcast

*The podcast originated in 2013 to broadcast the culture and innovation in Dubai, to the world. They were one of the first ever podcasts in the UAE and gained an audience through their transparency, authenticity and discussing otherwise "taboo" topics.*

*They discuss topics related to their personal lives and experiences, their culture and representation in the media. Most of the listeners are 22+ millennials from Egypt, UAE, Saudi and Iraq.*

*Their podcast acts as a way for them to connect with their audience and guide people who are looking for their routes in their culture. They are heavily immersed in social media and making connections through marketing and attending events. They provide experiences for their listeners.*



# CLIENT BRIEF

*-This campaign should be monetisable to generate revenue for the client.*

*-This campaign needs to uphold the company values and brand image.*

*-The campaign should communicate with its audience on a global scale.*

*-This campaign should innovatively merge authenticity and culture in the metaverse.*

# Objectives

## **Advertising objectives**

*To generate a buzz and excitement towards the launch of the campaign*

## **Campaign objectives**

*To launch the Ramadan campaign and connect with the audience during this holy and spacial time.*

## **Business objectives**

*To attract more listeners and sponsors from launching "Ramadan Revised: Celebrating virtually"*

# WHAT IS THE METaverse?

*The metaverse is a virtual reality space in which users take the form of avatars and are able to complete multiple tasks such as gaming, socialisation, working, making purchases through cryptocurrencies and much more. It consists of multiple virtual spaces that allow for different tasks to be carried out. (Tucci Linda, 2022).*

*Users are able to control the movements and actions of their avatars to exist in virtual social spaces to attend events, game and socialise.*

*The metaverse is fast growing with innovations like NFTs, cryptocurrency and gaming becoming popular and wide-spread. The most dominant field include gaming, entertainment , education and marketing. (Adam Katz,2022).*



# THE SIGNIFICANCE OF RAMADAN

*Ramadan is a holy month in which muslims abstain from eating from sunrise till sunset with the intention of becoming more virtuous and fulfilling their religious duties (BBC, 2023).*

*This month is a month of love, charity, community and is an important part of the Arab culture. This month is one of forgiveness love and connecting with those around us (Alyazya Alkhazraji, 2020).*

*Importance of family and community in ramadan (Islamic Relief Australia, 2022).*



# Primary Research

*Qualitative interviews were conducted with marketing and metaverse experts to get a sense of direction on what the metaverse is and how to make most use of its capabilities in this campaign. They were asked a set of questions on the metaverse, its benefits, its profitable investments and their knowledgeable opinions on efficiently maximising the potential.*

*Who we interviewed:*

*Mrs. Nathalie Kachouh - Branding expert*

*Evand Egor - Tesla employee*

*Arwah Mustafa - Marketing Co-ordinator*

*A number of qualitative interviews were also conducted with muslim individuals on the significance of Ramadan to them and their culture.*

## 90%

*of the marketers would conduct events in the Metaverse.*

## 80%

*of the experts think having consumer interaction would appreciate consumer satisfaction.*

### **TESTIMONIAL FROM A PARTICIPANT**

*"I love Ramadan because I get to be around the people I love, and make new friends by connecting about fasting, becoming better muslims and appreciating our culture and religion"*



## TACTICS

### VIRTUAL IFTAR

*This campaign aims to bring about a sense of community in the metaverse by hosting #DukkanIftarConversation.*

### NFT DONATIONS

*This campaign aims to uphold one of the essential elements of giving charity through NFT purchases.*

# Target Audience

Our target audience for this campaign are: Individuals with a keen interest in the Web3.

The target audience for this campaign, is high earning male and female Arabic consumers between the ages of 22-45. The target audience is a group of people who are interested in the virtual world, communities and connecting. They have an interest in investments and are up to date on investments, innovation and technology. They value unique experiences.

These individuals are highly engaging with virtual communities and have an interest in learning about communities and cultures in the Middle East. Targeting this demographic has a high chance of yielding great impact and engagement with the campaign.

It is worth noting that Ramadan is a particularly significant event for families, and as such, the podcast may also appeal to parents and families within the target audience age range who are looking for ways to celebrate the holiday together in a virtual setting.



رمضان كريم

RAMADAN KAREEM

**RAMADAN REVISED:**

**CELEBRATING**

**VIRTUALLY**

**VIRTUAL IFTAR**  
**#DukkanIftarConversations**

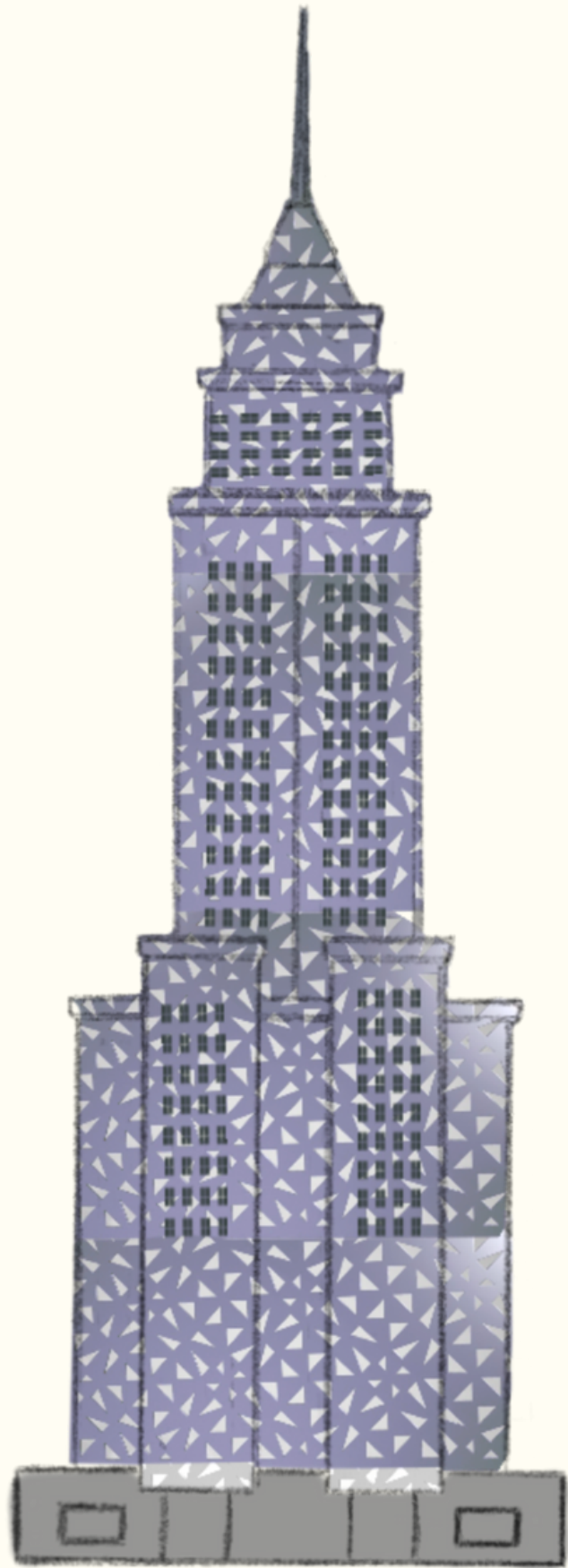


## TACTIC 1 – VIRTUAL IFTAR

# #DukkanIftarConversations

*Ramadan is a huge part of the arab culture and is an important experince for many muslims around the world. The Dukkan audience is largely made up of people from islam dominated countries, meaning it is an important element of their audiences lives. The tower is a culture hub that aims to create a scene of community within the metaverse and having a ramadan centered campaign to discuss ramadan, donate to charity and learn more about different cultures would emphasise and amplify the importance of culture around the world.*

*This campaign will give the Dukkan audience a unique experience of having Iftar conversations and celebrating culture in the metaverse. There will be a specific floor within the tower dedicated to yearly Ramadan Iftars. There will also be a floor dedicated to advertising the NFTs and appreciating the islamic culture. This will bring together a global audience from around the world to celebrate this event virtually.*



# The Virtual Iftar

## #DukkanIftarConversations

*The Dukkan tower is a real estate property to be rented by Dukkan during the month of Ramadan each year. Within this tower, they will host yearly live podcast sessions with their audience centred around discussing Ramadan, its importance and significance to the culture. This gives a sense of community and togetherness as they are given the opportunity to have an immersive experience. This space will act as a merger between modern technology, authenticity, culture and community within the metaverse.*

*This property features authentic Arabic building designs. All users that attend this podcast session will be given the opportunity to purchase NFTs that represent ramadan artworks and 20% of the revenue generated from the NFTs will be donated to the Emirates Red Crescent program that will provide food and clothing for the less privileged. This acts as a means for users to acquire NFTs relevant to their culture and also fulfilling one of the important aspects of ramadan; giving charity.*

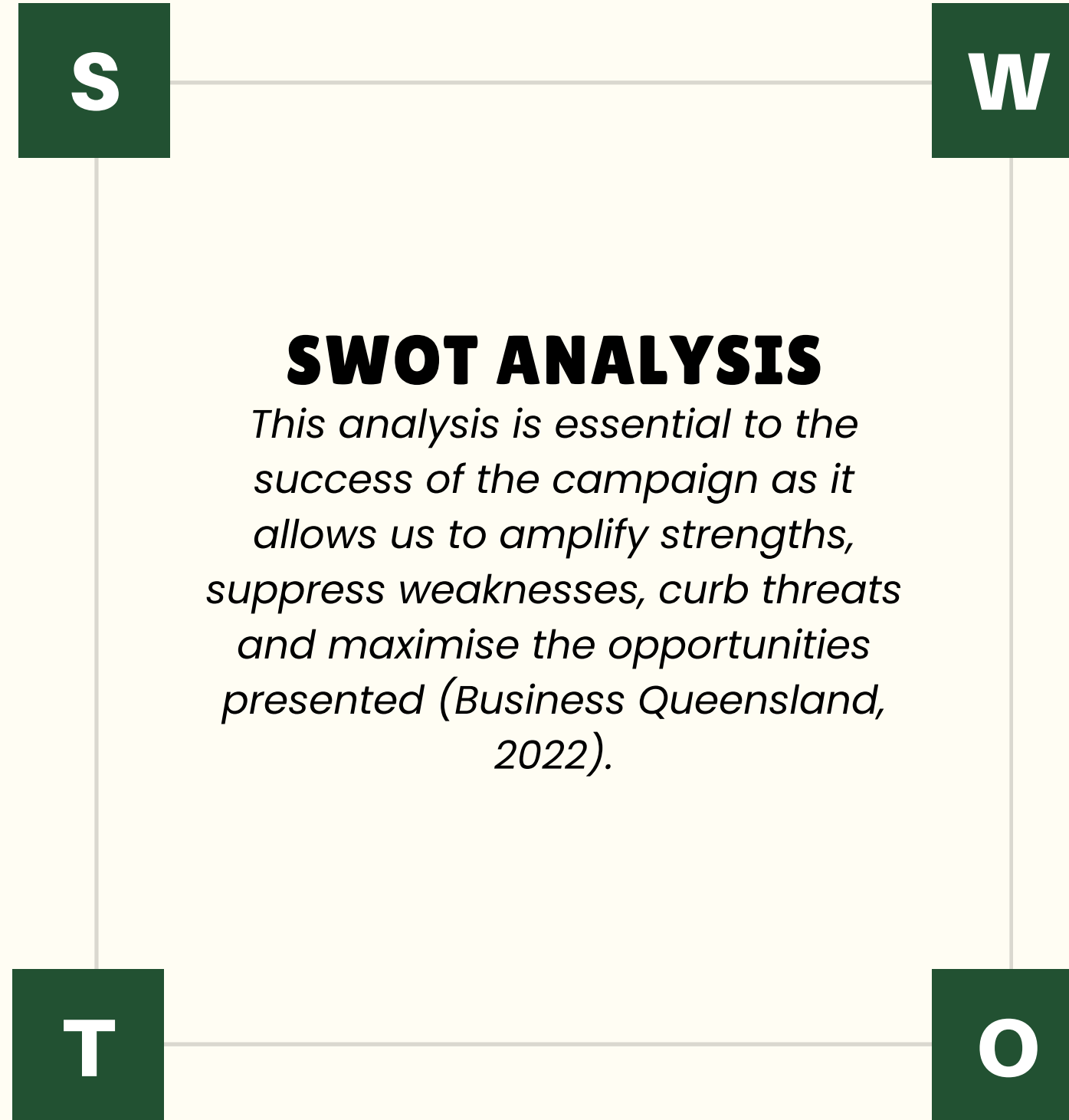
*This will attract both sponsors and podcast listeners by creating a sense of community around Ramadan, connecting and giving charity.*

## STRENGTHS

- *This campaign has a unique concept that is culturally relevant to the Dukkan audience.*
- *This campaign provides a strong opportunity for partnerships and Collaborations and Sponsorships*
- *This campaign has a large revenue potential.*

## THREATS

- *Limited Technology: This campaign is fully virtual and requires for the audience to have the digital devices to access the virtual world.*



## WEAKNESSES

- *Limited audience: This campaign focuses primarily on people who observe ramadan, limiting its potential audience.*

## OPPORTUNITIES

- *Growing interest in virtual events*
- *. Increasing interest in diverse cultures:*

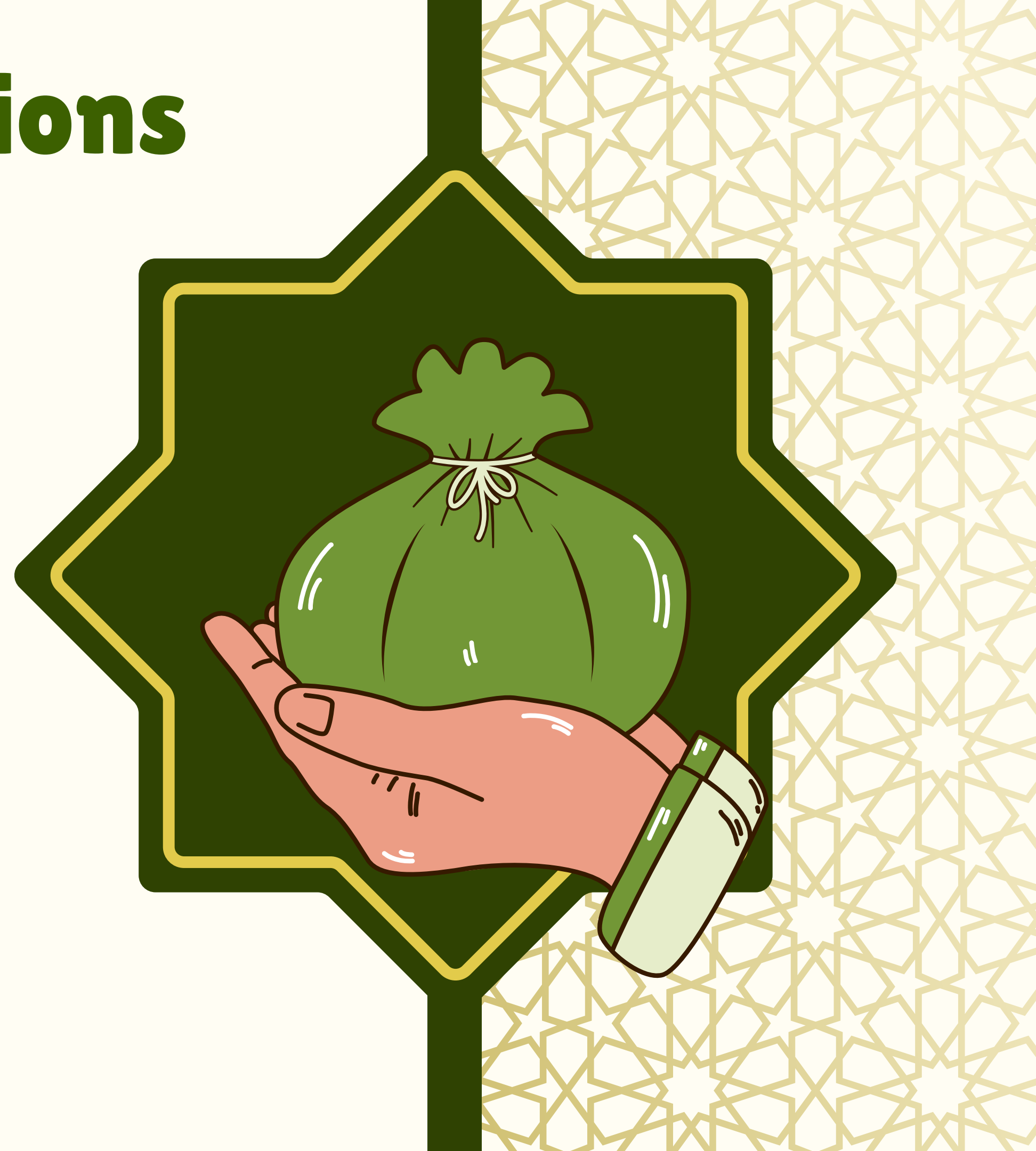
# Tactic 2–NFT Donations

*Non-fungible tokens (NFTs) are a safe category of digital assets built on the same blockchain technology as cryptocurrencies (Tucci Linda, 2022).*

*NFTs can be a digital reproduction of an original work of art, a game, a collectable, a piece of music, a picture or a video, or they can be a representation of that original work (deVere Group, 2023).*

*Ramadan is a month of charity in the muslim culture, it is compulsory for those who can. (Charity Navigator, 2023).*

*This campaign will feature an NFT line consisting of art, icons and images related to Islam and Middle Eastern culture. The revenue from the sales will be donated to Emirates Red Crescent to provide for the less privileged in the spirit of ramadan*

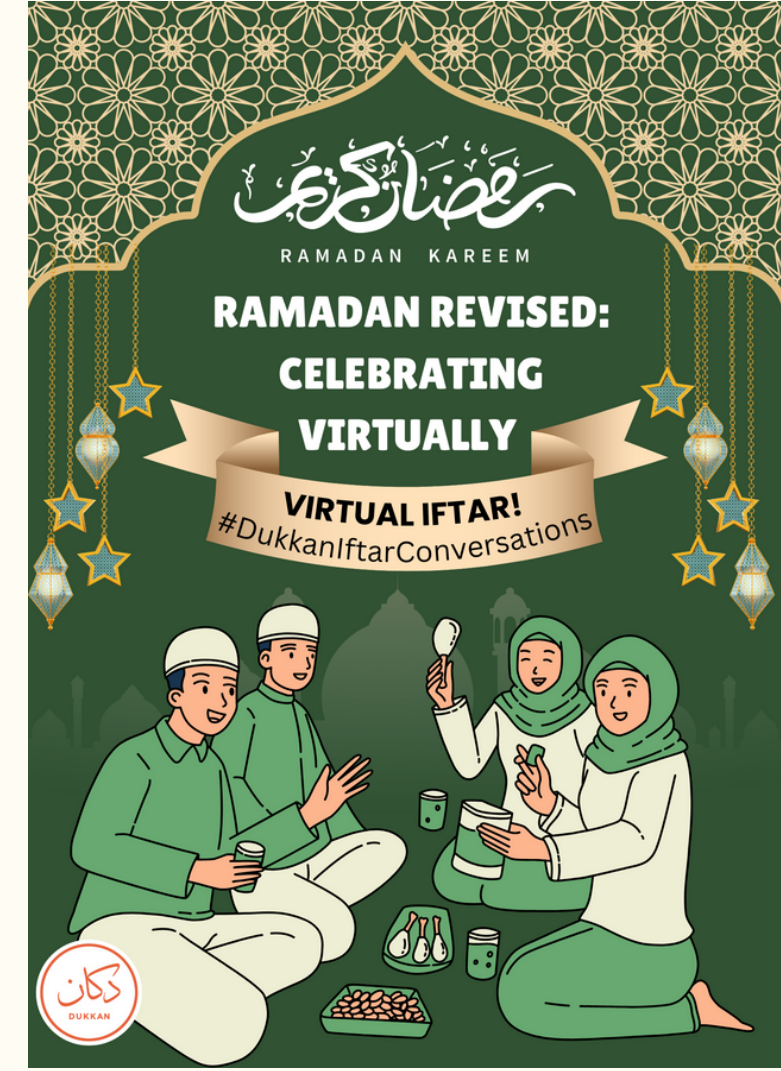




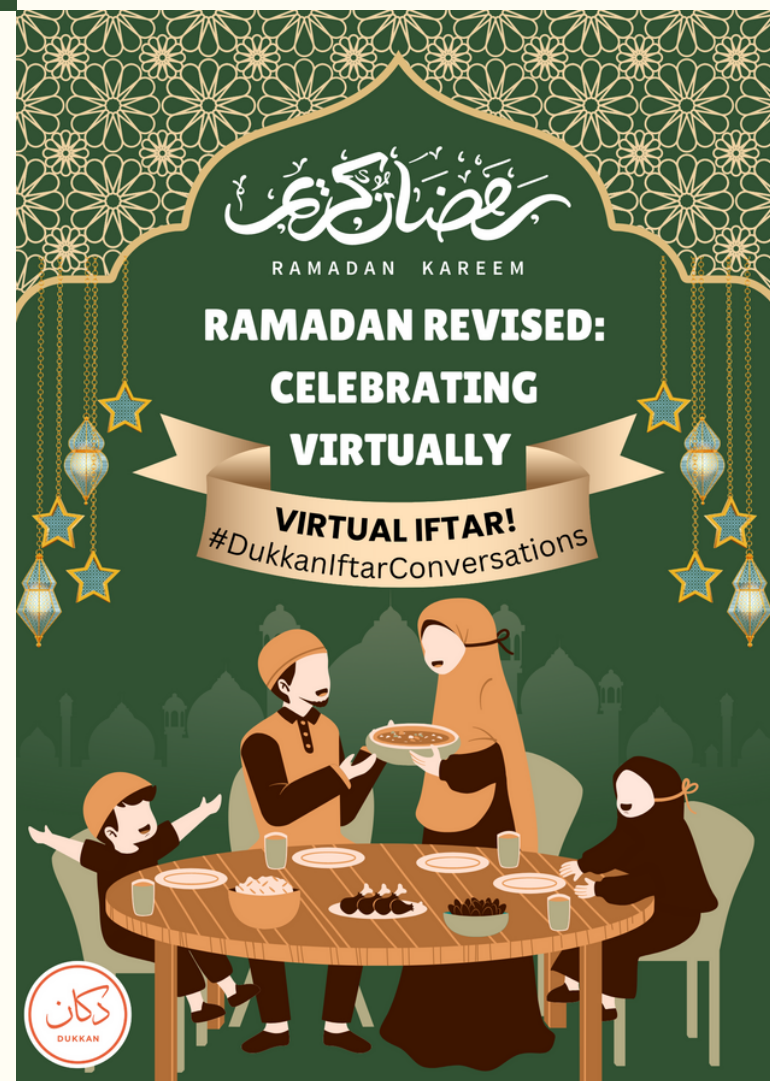
**CONNECTION**



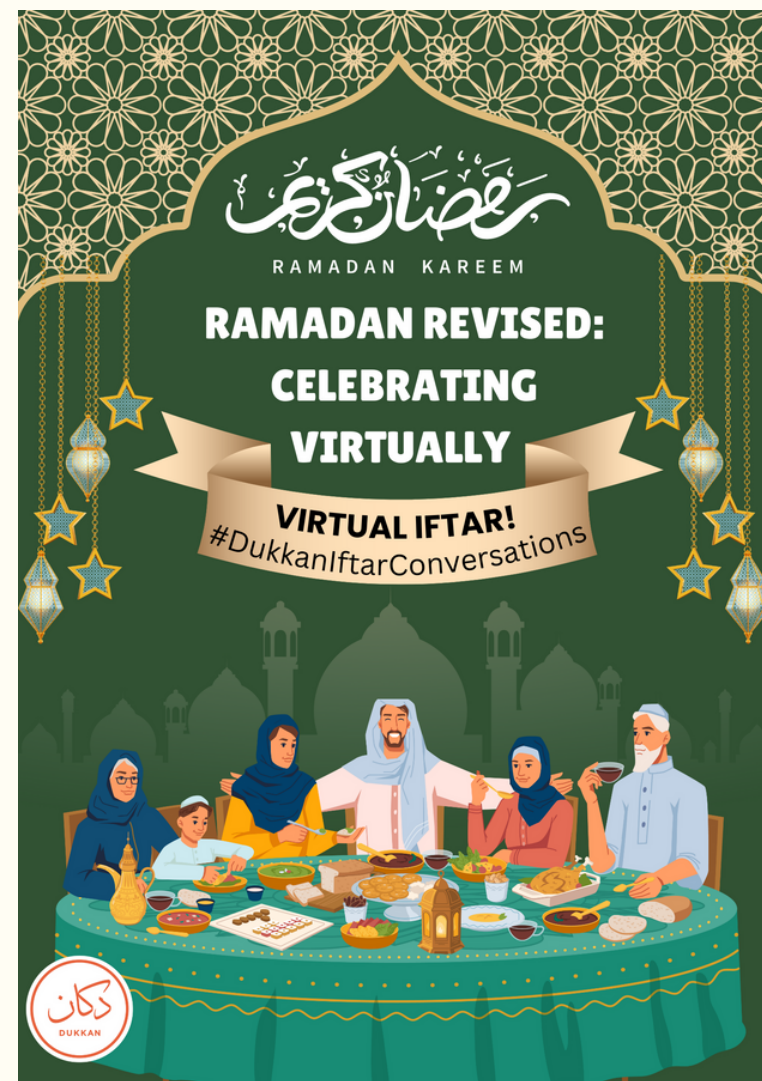
**CULTURE**



**CONVERSATIONS**



**VIRTUAL**



**TOGETHERNESS**



# Social Media Campaign

*Social Media is one of the best and most effective ways to communicate with an audience and gain interaction with a campaign.*

*These social media channels are best suited to the target audience and communicating with them. They provide spaces that are open to unique ideas and experiences.*

*Social media is the most influential virtual space that allows brands to grow an audience, make use of visual storytelling and build a relationship with consumers (Henderson, 2020).*

**INTSAGRAM**



**LINKEDIN**



**FACEBOOK**



**SPOTIFY**



# Instagram

*Instagram has Dukka's largest following out of their social media accounts, meaning it plays a vital role in engaging with their target audience.*

*Instagram will boost the success of this campaign by effectively reaching Dukkan's audience.*

*Instagram allows for large engagement, and creates never ending opportunities to grow a brand. (Defazio, 2021).*

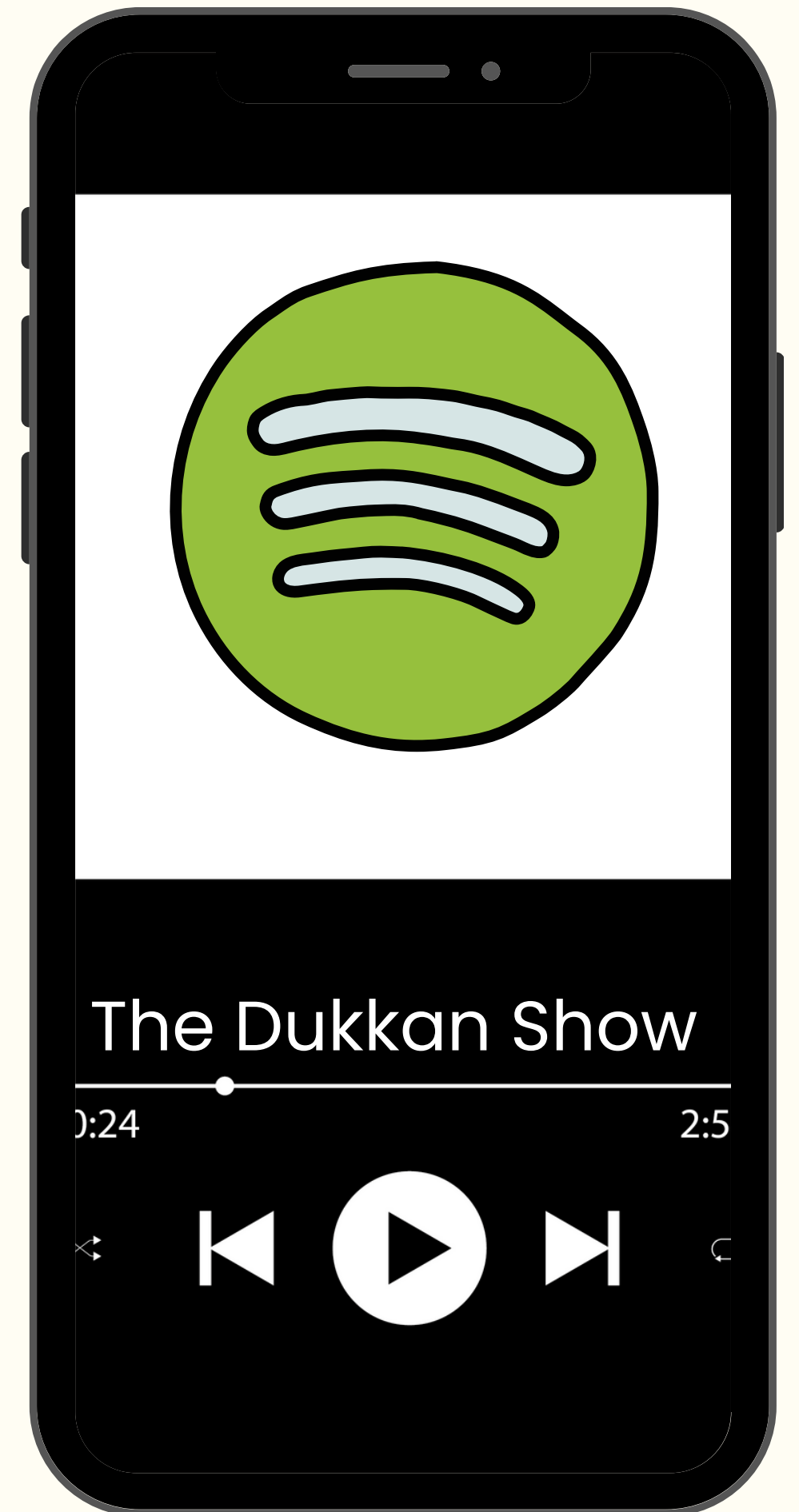


Created by  
Team

# Spotify Advertisements

*Spotify is one of the best places to advertise this campaign because it can be incorporated into Dukkan's Podcast sessions and used to generate a buzz, but also because of the success of Spotify Ads.*

*Spotify has low competition, is budget friendly and has a large engagement of listeners listening for up to 140 minutes (Mark Raymundo, 2022).*



# TIKTOK

*Tiktok is one of the most popular social media apps, generating a huge engagement through trends and hashtags while being budget friendly. (PixleeTurnto, 2023).*

*It is an innovative app that is easy to use, relevant and very popular these days with constant viral campaigns.*

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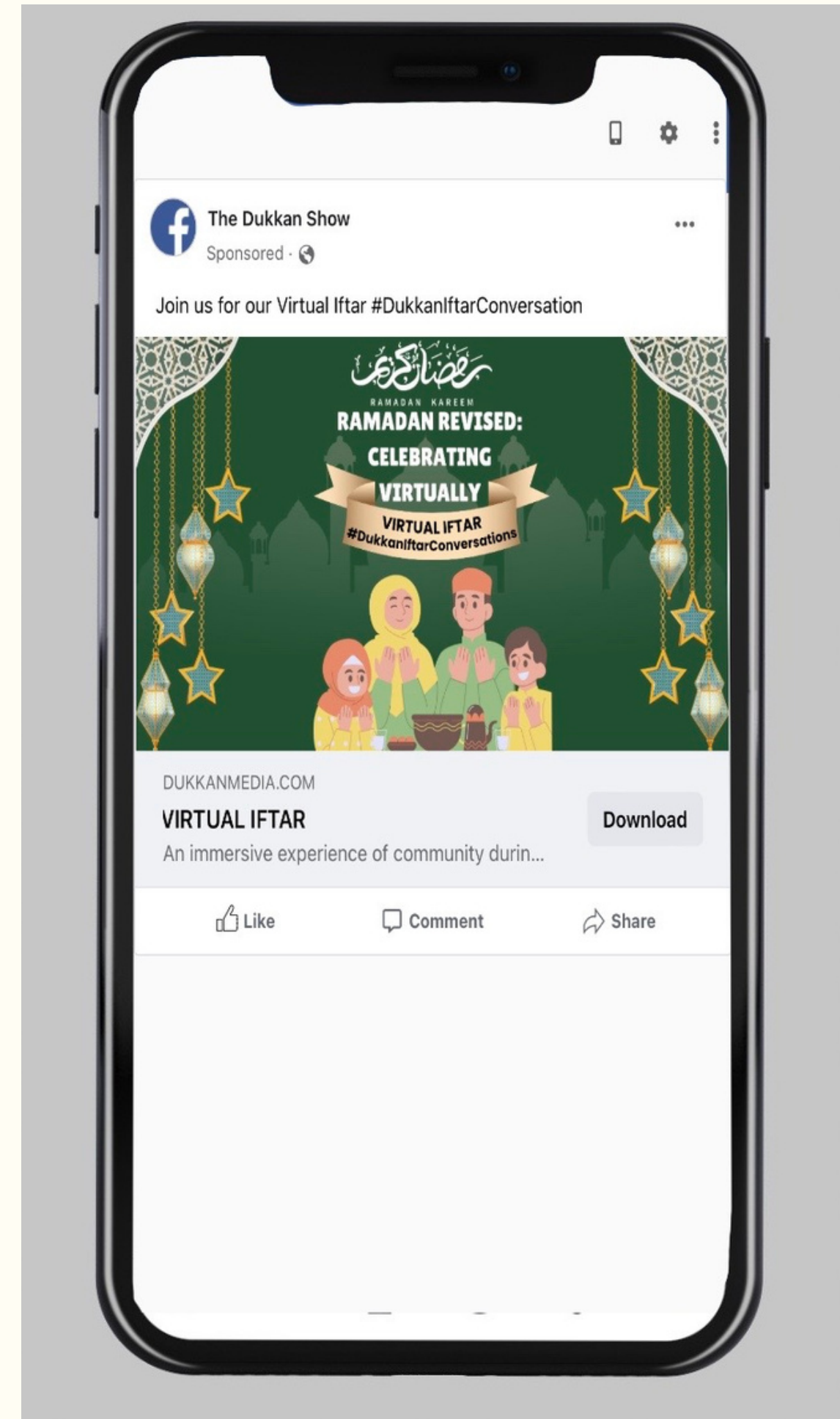


# Facebook

*Facebook allows for targeted ads and reaching a specific audience, allows for monitoring of engagement and is budget-friendly (Eliisa, 2021).*

*As the target audience is mostly millennial, Facebook is a great way to connect with them as it is one of their most preferred social media apps.*

Created by  
Team



# Outdoor Advertising

*Instagram has Dukkan's largest following out of their social media accounts, meaning it plays a vital role in engaging with their target audience.*

*Outdoor advertisements acts as a way to grow brand recognition and engage with the community. (Clear Channel, 2021).*



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# PR Strategy – Press Release

*Press releases are important because they engage the media and create public relations activity. (Clanton, 2023).*

*A press release will be given out to media contacts before the launch of the campaign. The press release will summarise the contents of the events, details about where and how it will hold. It will contain information about the purpose of the campaign and what the campaign aims to achieve. This will act as a form of earned content as the media contacts will help amplify the buzz around the campaign.,*

For Immediate Release

**The Dukkan Show to host virtual iftar; the first of its kind.**

Appreciating culture and tradition in the metaverse

**Dubai-UAE, April 10, 2023**—In this first ever virtual experience, the Dukkan Show is hosting a virtual Iftar. One of the leading podcast groups in the middle east have shocked the world by launching their virtual iftar campaign; Ramadan Revised: Celebrating Virtually. The #DukkanIftarConversations is buzzing all around social media and has created a conversation around the uniqueness and social relevance of the campaign.

Users from around the world are said to join the virtual space using their avatars on Spatialy. The event is set to take place at a virtual tower rented out by Dukkan, featuring multiple social spaces and hubs for interaction and engagement. The spaces include a hall for the virtual iftar, a museum space to display the NFT collection, mosques, Arabic style interior and seating arrangements and much more. The event is centred around appreciating the beauty of Ramadan, it's importance and significance in the lives of people from around the world.

Dukkan is also set to release a special line of NFT's centred around Middle Eastern and Islamic art and culture. These NFT's will be sold at the tower during the virtual Iftar as a means of inspiring people in the month of Ramadan donate to charity.

Mohamad Ali Akkaoui stated 'We are thrilled to be launching the world's first virtual iftar and bringing together a community of people to appreciate and go on a journey through the middle easter culture. We aim to connect with a global from all regions of the world to learn, share, connect and donate in the spirit of Ramadan.'

For more information, please contact:

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#ENDS#

# PR Strategy – Media Kit

*Media kits have immense benefits because they act as a brand introduction and give good first impression.(5WPR, 2023).*

*Our Media contacts will be sent Pr packages featuring an infographic about the virtual event, an invitation to the event, a box of premium dates, water and snacks. This is inspired by the muslim culture of giving out care packages during the month of Ramadan.*





# Media List

*The Media contact list for this campaign, consists of the perfect balance between local and international news. The media list is focused primarily on UAE news outlets. It is a mix of islamic and traditional news outlet that give the best chance of connecting with our target audience.*



**Khaleej Times**



**Podnews**



**Ilmfeed**



**Islam Channel**



**Arab News**



**Dubai Eye**

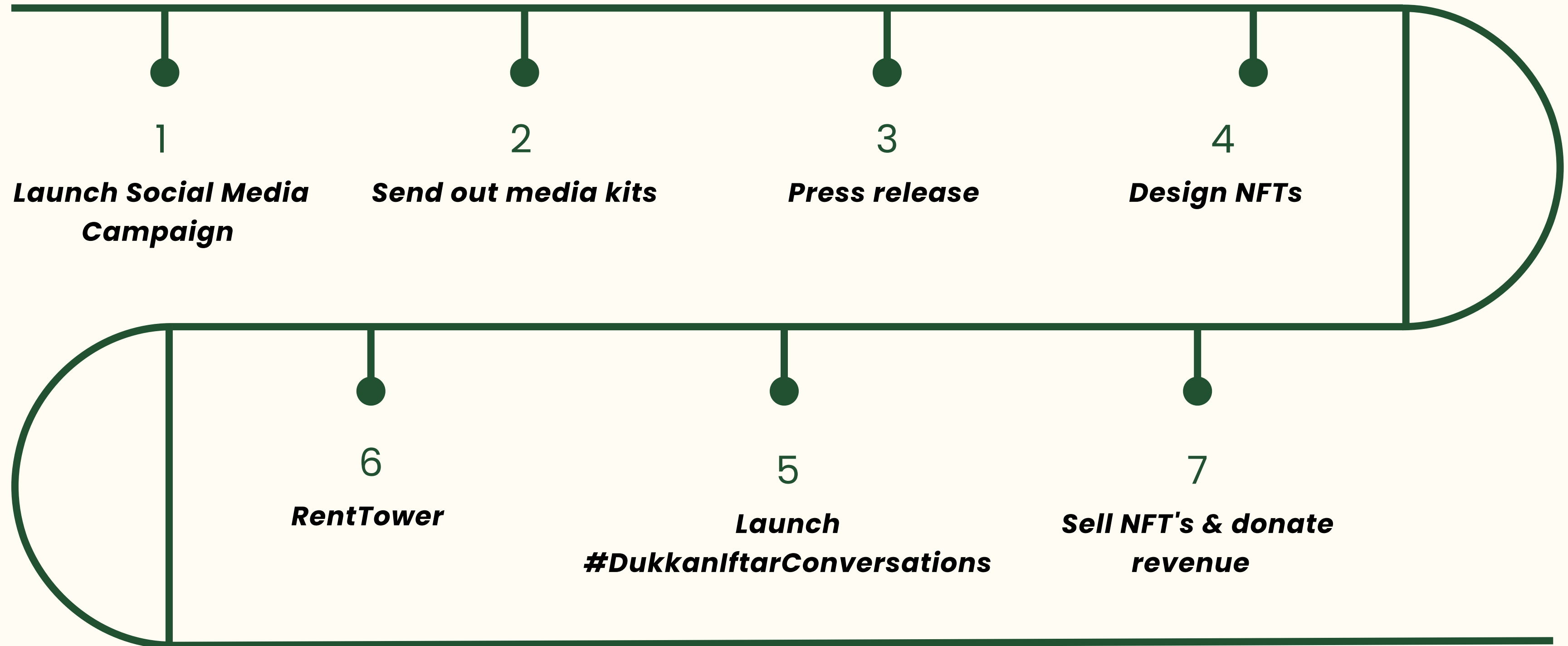


**Salaam Gateway**

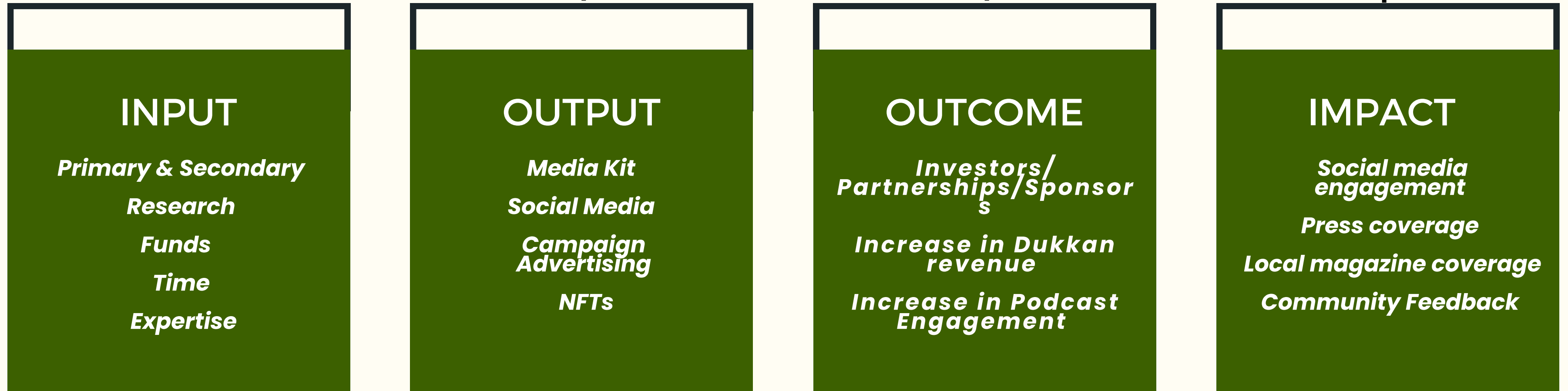


**Alarabiya**

# TIMELINE



# EVALUATION



*Evaluations are necessary because they allow brands to analyse what works and what doesn't this helps to understand what to do in future campaign ( Smith, 2021).*

# Budget

<b>NAME</b>	<b>COST</b>
<i>Agency Fee</i>	<i>75,000 AED</i>
<i>Advertisement Charges</i>	<i>100,000 AED</i>
<i>NFT Design</i>	<i>15,000 AED</i>
<i>Building Rent</i>	<i>140,000 AED</i>
<i>PR Strategy</i>	<i>55,000 AED</i>
<i>Evaluation</i>	<i>10,000 AED</i>
<i>Total cost</i>	<i>395,000 AED</i>

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