

# THE NEW CODES OF SOCIALIZING & CELEBRATIONS

Lessons from Raya in the backdrop of Covid-19  
Captured via Digital Immersions

An Ipsos Malaysia Thought-Piece

July 2020



# IPSOS WEBINAR

In Covid-19 times – New Codes of Socializing  
and Celebrations – Lessons from Raya 2020

## Team-Profile



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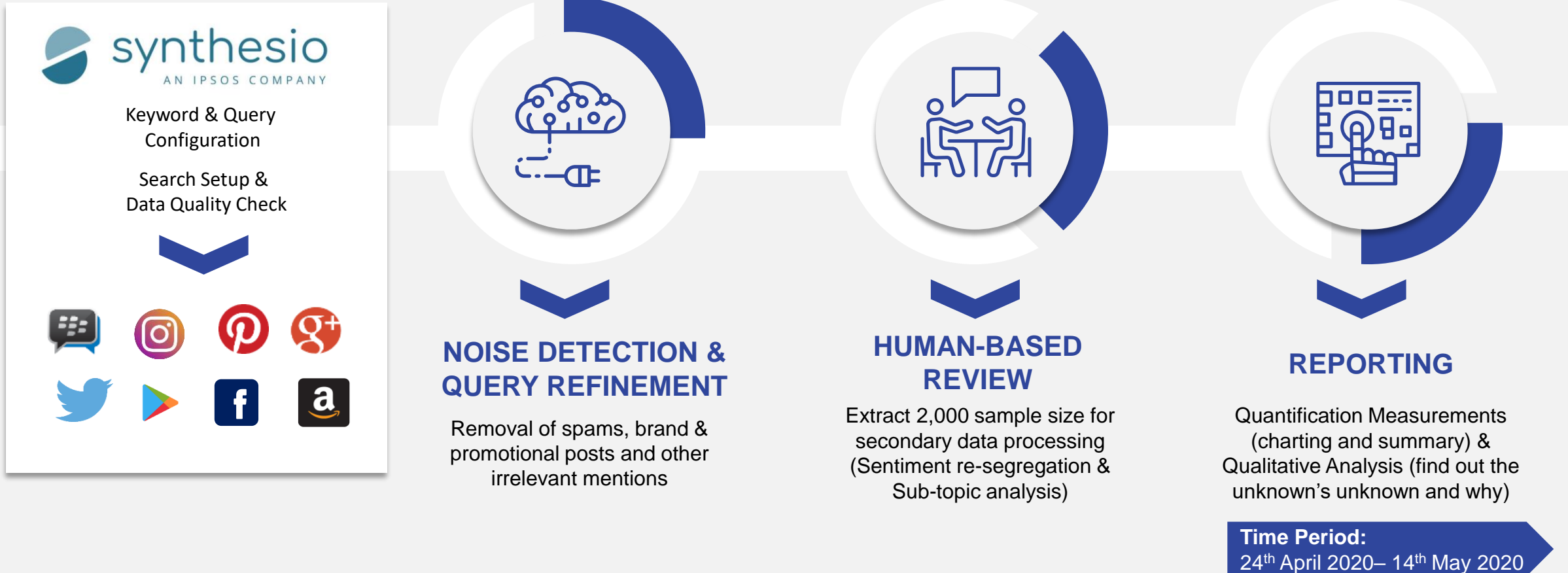
**Jane Ramasamy**  
Community  
Administrator



# RAMADHAN SOCIAL LISTENING



# A SIA study capturing social sentiments during Ramadhan and Hari Raya festive in Malaysia in the backdrop of MCO

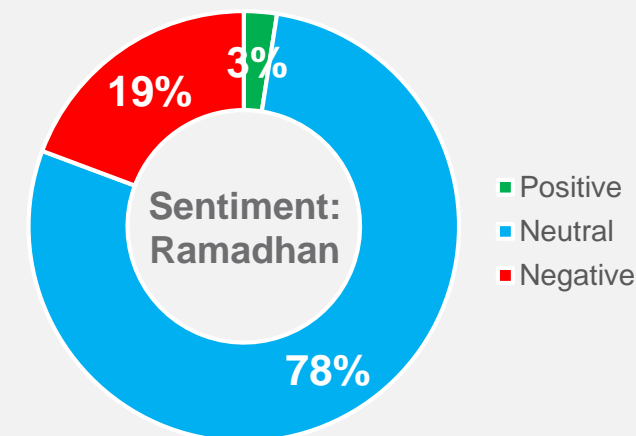
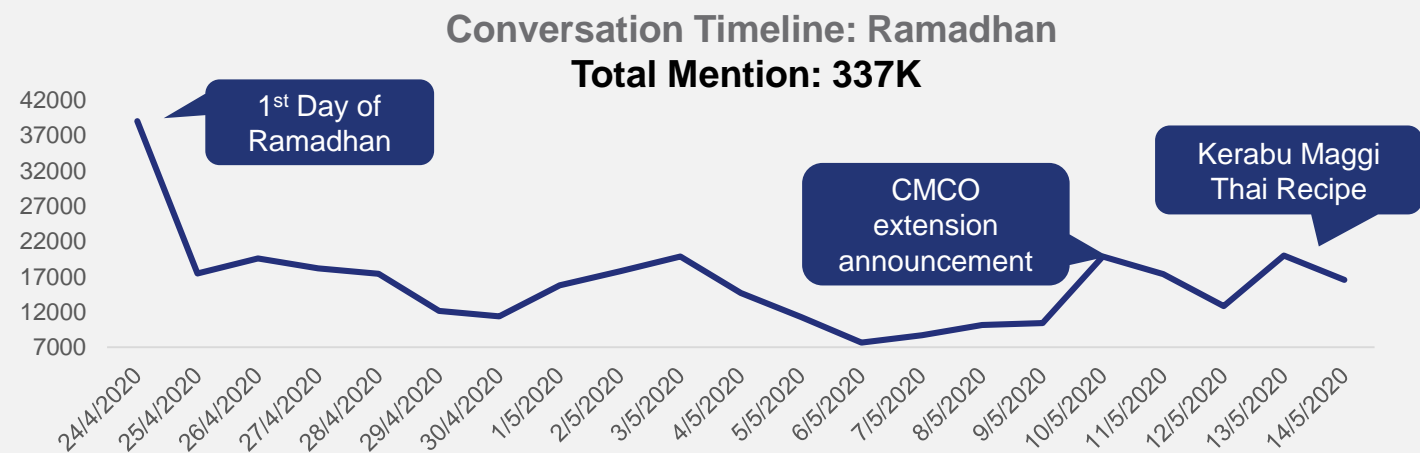
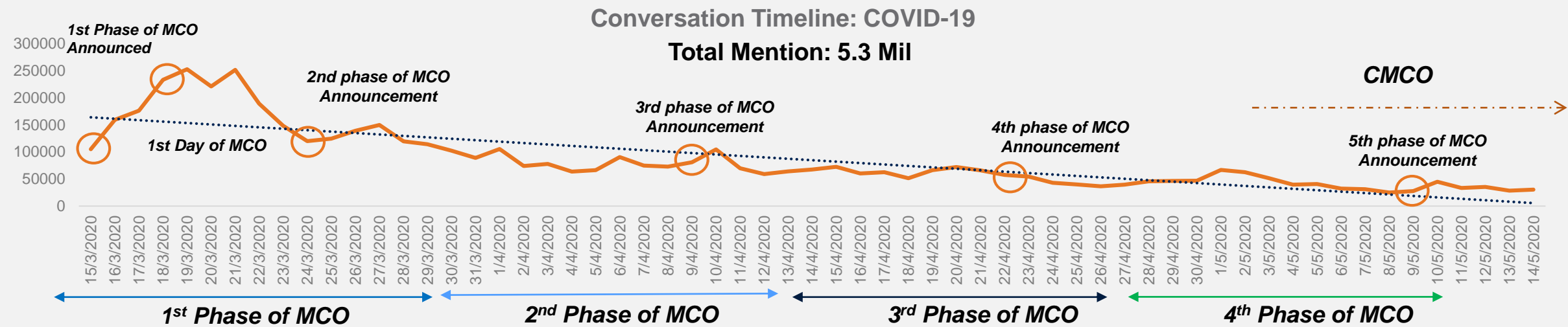


## Sample Queries:

ramadhan OR Ramadhan OR puasa OR "buka puasa" OR berpuasa OR fasting OR bazaar OR bazaars OR bazar OR "e bazaar" OR "e bazar" OR ebazaar OR ebazar OR "warong digital" OR "hari raya" OR raya OR aidilfitri OR "balik kampung"

# FAITH REMAINS AT THE HEARTLAND OF RAMADHAN

Even during uncertain times, netizens driving positive conversations

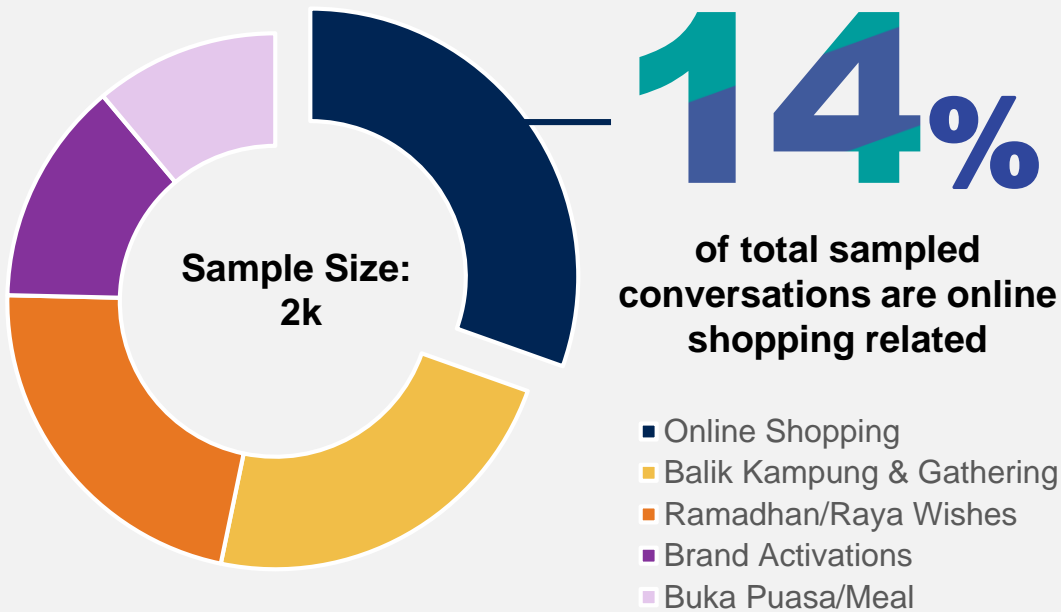




# ONLINE SHOPPING ACTIVITIES SOAR DURING THIS PERIOD AS A RESULT OF THE NOVEL COVID-19 OUTBREAK

Conversations are highly concentrated on Twitter and Instagram.

## Conversation Topics (Top 5)



**sayajual** #fgcrazydeals

#DudukRumah #kuihrayamurah

Jenama sendiri Tudung raya

ZaloraMY #bajurayabesar #branding

Bundle murah Flash sale

bajubundle #GrabRayaDeals

**#bajuraya2020**

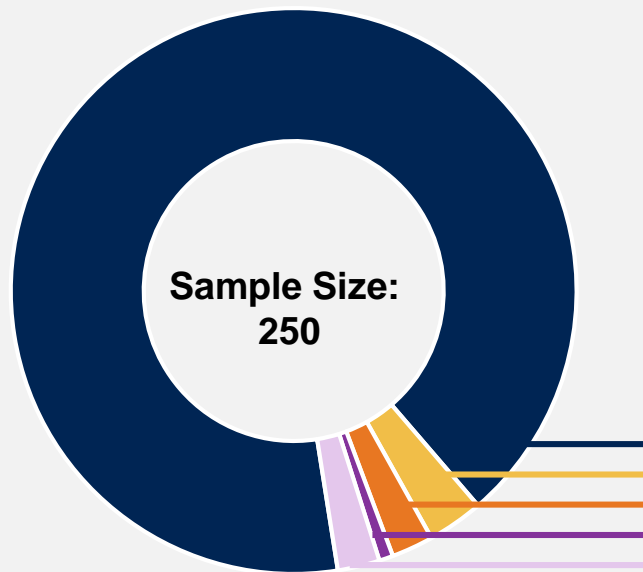
#kasutbundle

#brandaku

# ONLINE CITIZENS ARE OFFERED WITH ABUNDANCE OF CHOICES

Drastic increase Self-Employed Business as many sellers have moved online due to MCO

## Brand Mentions



More than

# 90%

of online shopping conversations are contributed by self-employed business social handles

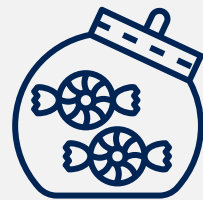
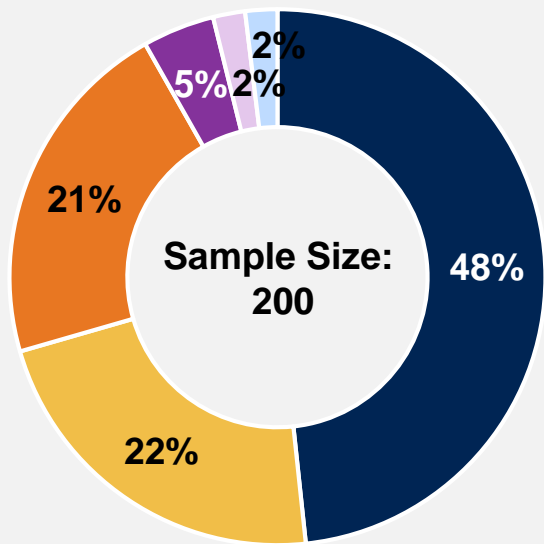
**91% Self-Employed Business**  
**3% Shopee**  
**3% Lazada**  
**1% Zalora**  
**2% Others**



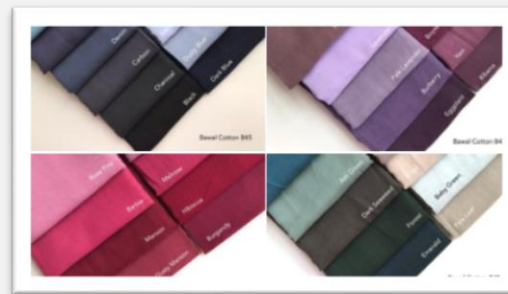
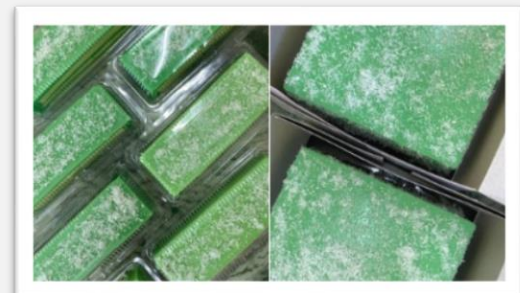
# FOOD AND FASHION ITEMS ARE THE MOST MENTIONED COMMODITY

Snacking is a big opportunity area... Lockdown creates new meal occasions and binging moments

## Commodity Types



- Raya Snacks
- Clothes
- Cosmetics
- Health/Slimming Products
- IT Gadgets
- Greeting Cards

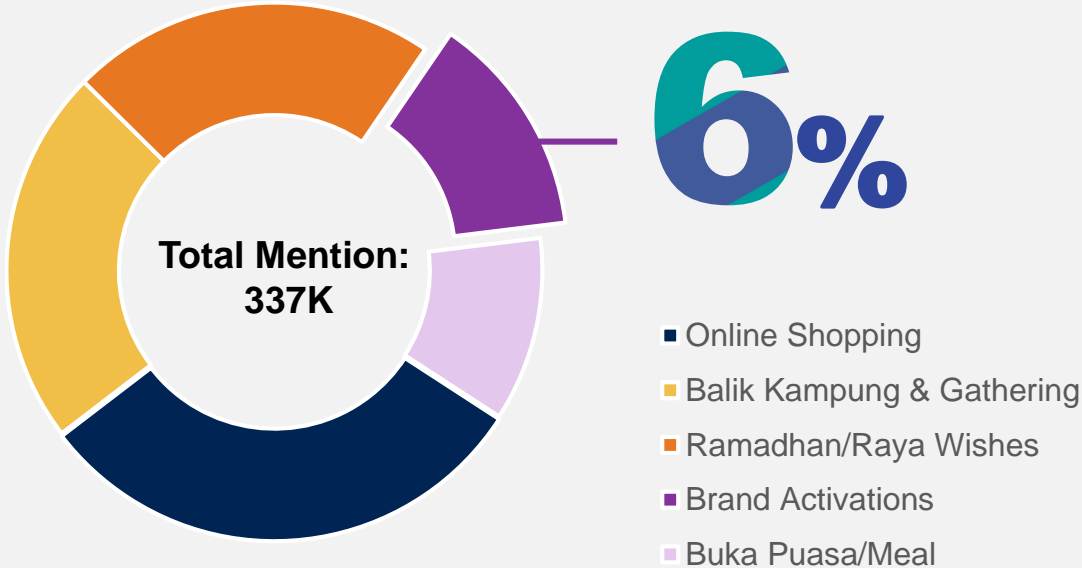




# BRANDS TOOK A DIFFERENT STANCE FOR THIS YEAR'S RAYA CAMPAIGNS

Majority of brands focus heavily on 'Stay at Home' concept

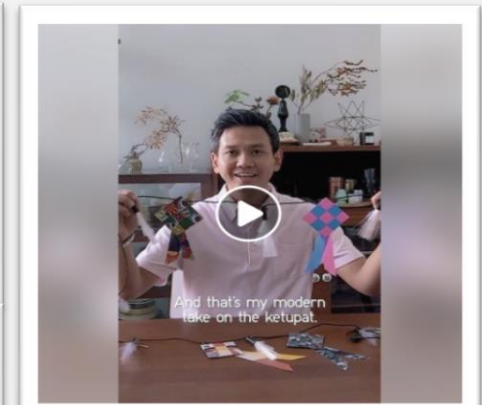
Conversation Topics (Top 5)



# ONLINE CONTESTS, ONLINE RECIPES AND TUTORIALS GARNER HIGHER SOCIAL TRACTION, CREATING NEW OPPORTUNITIES FOR BRANDS



Top 10 Brands (Facebook)		Total Post	Total Engagement	Impressions
01	<b>SAMSUNG</b>	8	500	1b
02	<b>Lazada</b>	18	3k	533m
03	<b>Shopee</b>	42	29k	714m
04	<b>watsons</b>	57	37k	640m
05	<b>MAYBELLINE</b> NEW YORK	7	53	244m
06	<b>HUAWEI</b>	4	3k	233m
07	<b>NESCAFÉ</b>	5	366	186m
08	<b>L'ORÉAL</b> PARIS	3	180	106m
09	<b>Grab</b>	10	747	67m
10	<b>Ford</b>	3	57	47m




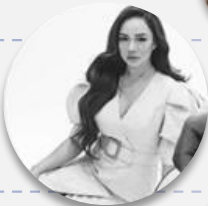

\*Ranked by Synthesio influencer rank (in-house derivate metric from volume, interaction & followers).



# WHILE BRAND ACTIVATIONS ARE SEEN TO BE SUCCESSFUL ON FACEBOOK,

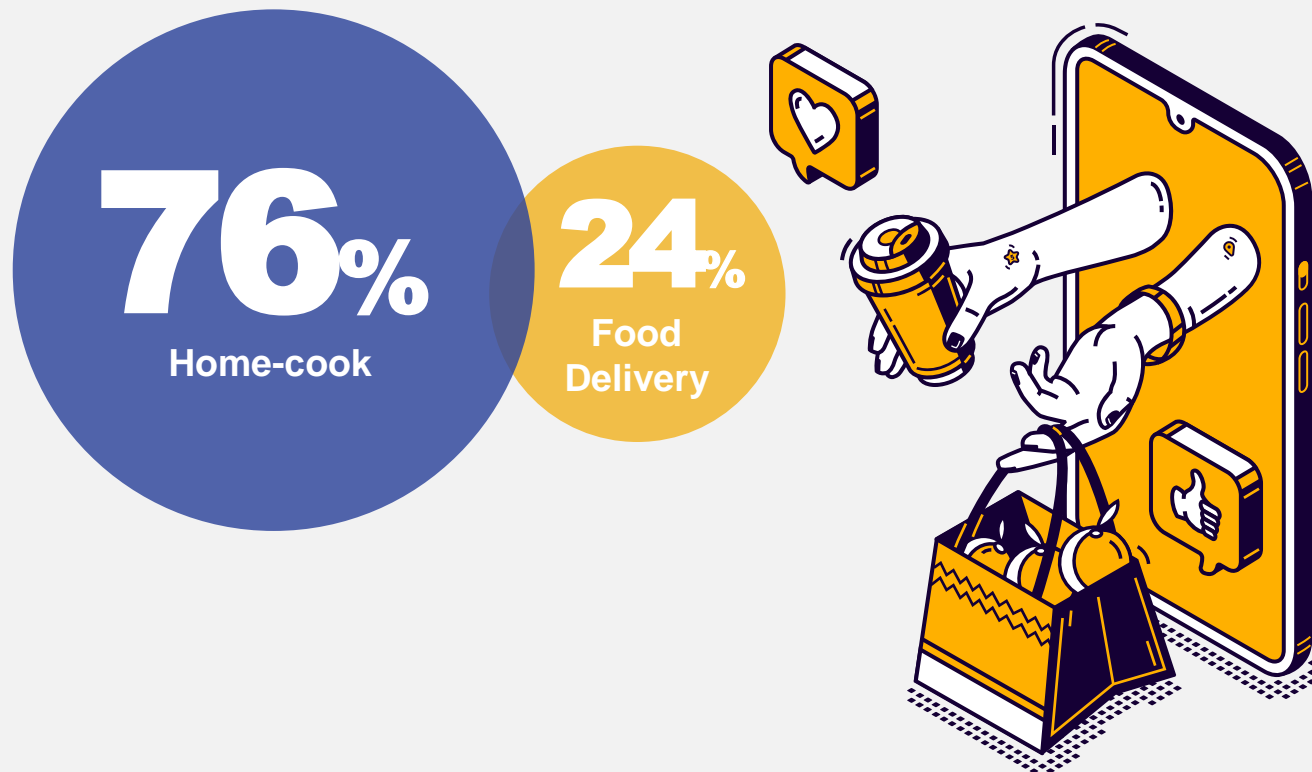


KOLs play a more influential role with Insta-Live skyrocketing

Top 5 KOLs (Instagram)		Total Post	Total Engagement	Impressions	
01	Rozita Che Wan	44	780k	4.8m	 Fashion
02	Laudya Cynthia Bella	4	584k	31m	
03	Mrs Nedim	18	203k	6.9m	 Beauty
04	Ohabangkosmetik	14	10k	55m	
05	Mira Filzah	8	274k	6.4m	 CPG

# WE SEE A SIGNIFICANT CHANGE OF DINING BEHAVIOUR WITH NETIZENS OPTING FOR MEALS VIA **FOOD DELIVERY** INSTEAD OF IFTAAR BUFFETS

Home-cook vs Food Delivery



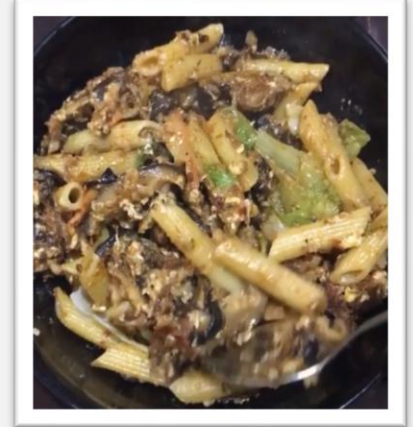
'Today berbuka with my fav Nasi Ayam Geprek 🤤🤤 Now KOTAK ada buat set untuk Ramadhan !! Siap dapat soto daging, air & dessert 🍷🍷 Rm29.80 ( 2 pax ) 📷 Pixel 4 XL'

'Bazaar ramadhan online area Batu Pahat, Johor. Boleh tengok kat bawah ni ws dan beli !!!'

'Area Subang kalau ada yg buat ketupat ni tolong pm saya. Saya nk order utk raya'

# COOKING BECOMES A NEW LIFE-SKILL EVERYONE WANTS TO OWN

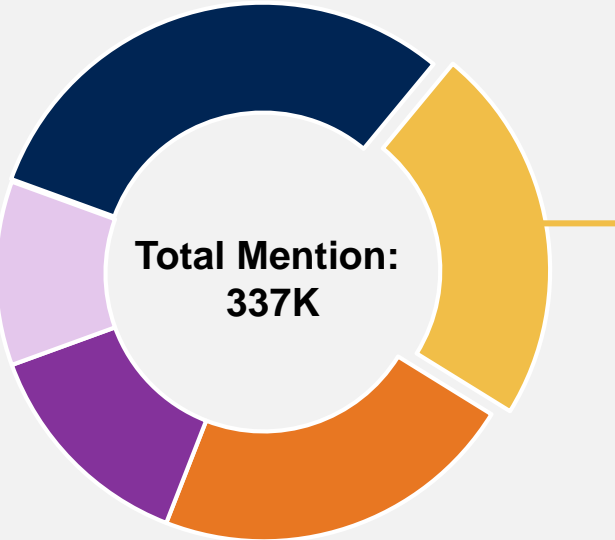
Kuih Raya  
momscooking  
foodporn  
sahur  
e-Ramadhan delivery  
bazaar online  
Malay food  
masak  
order #dudukrumah  
#stayathome  
iftar  
resepi  
#zerocovid19 #staysafe  
buka puasa  
sedap giler





# HOWEVER, WE SOME LOW SPIRITS CAPTURED AS INTERSTATE BALIK KAMPUNG WAS NOT ALLOWED IMPACTING FESTIVE SPIRIT

Conversation Topics (Top 5)



10%

- Online Shopping
- Balik Kampung & Gathering
- Ramadhan/Raya Wishes
- Brand Activations
- Buka Puasa/Meal



# RAMADHAN DIGITAL IMMERSION



# COMMUNITY DURATION AND RESPONDENT CRITERIA



## METHODOLOGY

Online community on Ipsos proprietary platform



## DURATION

2 weeks, covering the week before Hari Raya, and the Hari Raya week



## WHOM WE MET

- 30 Malay consumers
- Good mix of Male & Female
- Across different life stage
- Higher income & lower income




## 5 AREAS COVERED

- Ramadhan rituals in MCO
- Lifestyle & Socializing during Ramadhan in MCO
- Ramadhan Shopping in MCO
- Hari Raya celebration
- Media & entertainment in MCO



# SNAPSHOT OF THE IPSOS SRP COMMUNITY PLATFORM



Malaysia

Board Summary

Active Participants	28
Number of topics	5
Number Of Questions	27
Total Posts	424
Total Likes	97
Total Dislikes	--

TOPICS

+

CLOSED

Day 1 - 19th May – Observing Ramadhan in a ne...

113 posts 79 new

Last Post by norhafiz 5/21/20 2:25 PM

Day 2 - 20th May – Staying connected during Ra...

89 posts 89 new

Last Post by nizam 6/9/20 4:38 PM


Day 3 – 21st May – Preparing for the important o...

75 posts 71 new

Last Post by syahira 6/9/20 11:22 AM

Day 4 - 26th / 27th – Hari Raya Celebration!

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Selamat Aidilfitri

Hari Raya

Salam Dear colleague, welcome to the Ramadhan + Hari Raya Online Community! Managed by the UU & SIA team, we thank you for your participation in this community. This community is focused on capturing your point of view and activities in observing the last few days of Ramadhan + Hari Raya Aidilfitri.

Activities

Indonesia

Malaysia

2



Hykari Moderator 5/19/20 11:35 AM


Required

2) Talking about food in particular, Hari Raya is always associated with special dishes that sometimes only available during this period! what dishes do you prepare for this year?

a. Is there something that is a must for every Hari Raya, or is there anything special prepared for this year?

b. Are there any dishes not being prepared for this year? Why?

15




Yummy Raya food

0

0

suffian 5/23/20 6:48 PM

a. I don't normally prepare any dishes but lemong with rendang and satay with nasi impit & kuah kacang is a must for pagi raya!



b. No cookies or biskut raya this year as we decided to buy them this year

0

zaidan 5/27/20 10:41 AM

Preparing to bake some cakes 🍰





# RAMADHAN & RAYA – CULTURAL AND ECONOMIC SIGNIFICANCE

One of the most significant events in the calendar for Malays



**1.8 Billion** Muslims globally and approx. **19 Million Muslims in Malaysia** practice fasting during Ramadhan and celebrate Raya



There is a vibrant and significant 'Ramadhan Economy' created by consumption, gifting and charity



**Fasting** during the month of Ramadhan is one of the main five pillars of Islam



A time for **togetherness and socialization**. At the same time it's the time for **generosity, compassion, self-reflection and spiritual significance**, to develop a deeper connect with Allah



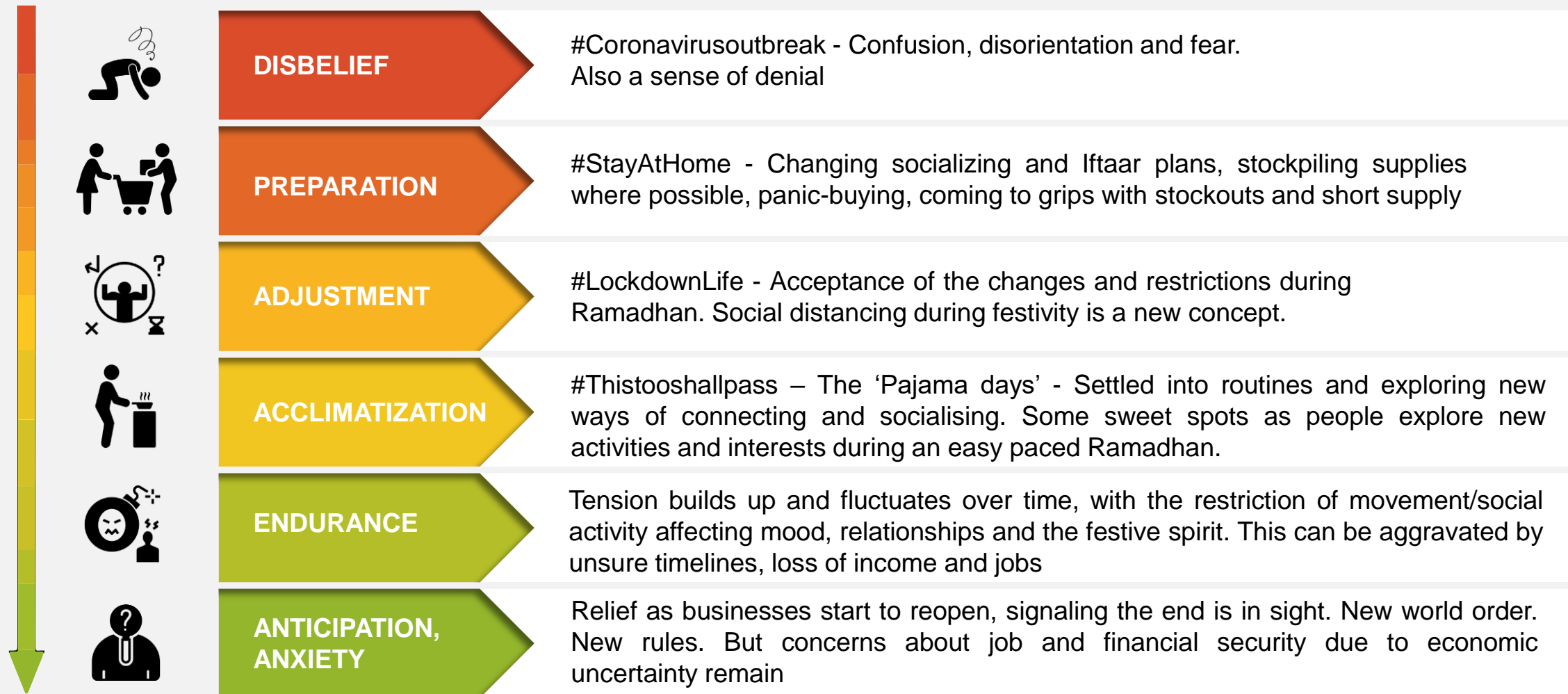
Spending for Ramadhan and Raya goes up to MYR 18 billion each year, with an average revenue of **MYR 1000** per Malaysian for Raya and Ramadhan related consumption





# SEVERAL SENTIMENTS EMERGED THROUGH THIS PERIOD

These stages are indicative based on sentiments and AI based analysis



# THE VARIED RAYA MOODS THIS YEAR

The separation, yet the positivity & humour – The polarized sentiments



*"We are very aware that we can't touch each other, keep washing our hands and just being so careful but I saw on social media that some were not so vigilant! am just worried on the next 5 days numbers of new cases!"*

*"But Raya is Raya. We will definitely have a celebration, only that we cannot balik kampung or go for iftar buffets"*

*Final thoughts –  
"Hope this will all end soon so we can go out to 'lepak at mamak' with friends"*



**Being at home alone - sad**  
**Being at home with family - Great!**  
**Working from home - Cool**  
**Working from home when people expect you are available anytime - LOL not cool!**

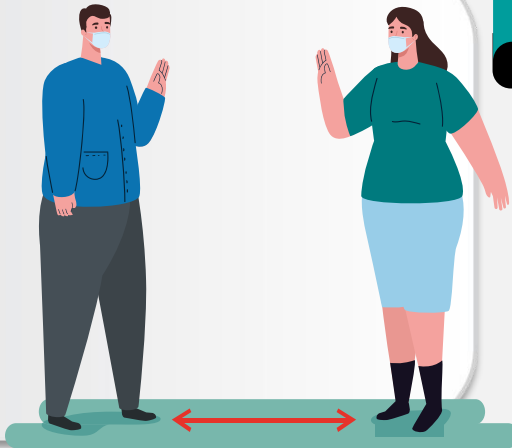


# THE 4 BIG SHIFTS THAT WILL IMPACT THE WAY PEOPLE CELEBRATE FESTIVE MOMENTS

We have now delved into each of these shifts to uncover the emerging insights and the biggest areas of opportunity for brands to act upon

## RAYA REVISITED

The rituals, practices and socializing drastically changed during Raya but festivity and faith are still at its heart



## DIGITAL UBIQUITY

Physical connectivity is substituted by virtual connectivity.

Recreation & faith embracing technology



## REVITALISING CREATIVITY & WELL-BEING

Pursuing new passions and interests to achieve a feeling of self-accomplishment and to fight boredom



## CHANGING RAMADHAN ECONOMY

Due to social distancing, we witness changes in purchase behavior and also role reversals in the context of shopping





# SHIFT 1: RAYA REVISITED



# RAYA REVISITED

## WHAT IT MEANS?



**Overview** | Cultural Drivers | Implications

Next ▶

**The rituals, practices and socializing drastically changed during Raya but festivity and faith are still at its heart**

Concept of festivities changing through never-before experiences evoking stronger feeling of faith, introspection and simplicity

People are re-defining Ramadhan experiences and codes, which don't revolve around communal prayers, feasts and bazaars that are a hallmark of Ramadhan. But it brought the immediate family closer due to social isolation

**8 big themes are identified under this shift**



Positive Sentiments  
of being Close to  
family



Less rushed.  
Enables connecting  
with self



From Indulgence  
-> To Generosity



Essence is same.  
Ritual is different



Impact on income,  
so this Ramadhan  
was a bit low key



Missing the key  
traditions (No Balik  
Kampung)



Lack of sensorial  
feasts and festive  
vibes



No physical  
togetherness at  
mosques





# RAYA REVISITED

## WHY IS THIS HAPPENING?



Overview | **Cultural Drivers** | Implications

◀ Back   Next ▶



### Positive Sentiments of Being Close to Family

There is a growing spirit of 'Family-First'.

Staying at home creates more 'We Time' - Praying together, cooking together, breaking fast together – creates an essence of a well-knit family



### Less Paced Life. Enables Connecting with Self

The less chaotic schedule offered a perfect opportunity to introspect life, in an otherwise very busy Ramadhan schedule. It was like watching myself in a parallel dimension.



### From Indulgence to Generosity

The desire for social status and standing-out during this Raya was not strong, due to less opportunity for social validation. So no fancy iftar buffets or no expensive gifting. However, the 'spirit of giving', through acts like Donation etc. continued



### Different Rituals. Same Essence

As praying in the mosque was not allowed, the Imam was not leading the prayer. But it didn't restrict the head of the family to recite the beautiful words of Allah at home, with the virtual companion of your siblings, parents, relatives or friends

# RAYA REVISITED

## WHY IS THIS HAPPENING?



Overview | **Cultural Drivers** | Implications

◀ Back   Next ▶



### Loss of Income, hence less festive but stronger faith

Ramadhan is the time when Muslims are expected to empathize and support the less fortunate ones. However, the uncertainty in the job market made it more important to be frugal, spending only on essentials.



### Missing the key traditions (Balik Kampung)

Balik Kampung is a key highlight of Eid with planning and preparations coming together for a trip back home. With restricted movements, it was impossible for many to 'balik kampung'.



### Lack of sensorial feast & festive vibes

This Ramadhan was not associated with the fast-breaking bazaar and community buffets, hence the festive spirit got hampered.

*Those favourite stalls were missed at the Bazaars - Raja Murtabak & 1001 Beriani Gamat TTDIs, The Roti John at PutraJayas*



### No physical togetherness & socializing

Be it the ambience of community prayers for Night Prayers (Terawih) where there is usually a supper session after prayers in the mosque, or visiting relatives with gifts – these social engagements were missed out

# RAYA REVISITED

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

◀ Back Next ▶

Imagine future festive occasions where ...

Many people will choose not to participate in crowded gatherings yet would like to experience the festive spirit.



Consumer tension...

*"I want to have moments of fun and socializing but would like to feel safe by not compromising on my health or privacy"*



What could brands do...?

### CREATE A VIRTUAL OR NEW SOCIAL SPACES

Find ways to authentically curate a festive experience digitally or create ways to get people to the venues, events and activities by assuring safety



How this could come to life?

### GAMIFICATION OF FESTIVE EVENTS & EXPERIENCES

Consider virtual parties for your customers and employees. Your brand ambassador could host a specially designed Spotify list, a virtual party or an event. There are many possibilities where your brand values can converge with current consumer needs



# RAYA REVISITED

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

◀ Back   Next ▶

Imagine future festive occasions where ...

One wants to remain connected to the inner social circle, even during turbulent times, as it gives me a sense of belonging



Consumer tension...

*“Even during turbulent times, I want to remain engaged and connected to my core family”*



What could brands do...?

**CREATE FAMILIAL INSTEAD OF A SOCIAL-COMMUNITY**

The concept of community is dynamic in today's era, while a family brings stability. Hence in the new-world order, the familial community triumphs

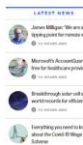
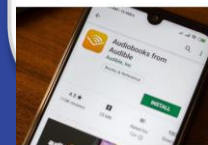


How this could come to life?


**CREATE ENGAGING MOMENTS WITH FAMILY, MAKING INDOOR LIFE ENJOYABLE**



**Hundreds of audiobooks released free on Audible to ease cabin fever**  
by Colin Gorey



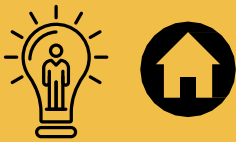




## **SHIFT 2: REVITALISING CREATIVITY & WELL-BEING**



# REVITALISING CREATIVITY & WELL-BEING



## WHAT IT MEANS?

Overview | Cultural Drivers | Implications

Next ▶

**Pursuing new passions and interests to achieve a feeling of self-accomplishment and to fight boredom**

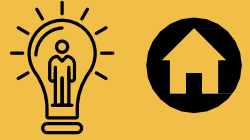
There is rise of holistic well-being as a practice, with consumers aiming at maintaining one's physical and mental well-being

**4 big themes are identified under this shift**



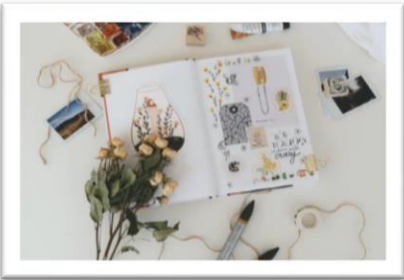
# REVITALISING CREATIVITY & WELL-BEING

## WHY IS THIS HAPPENING?



Overview | **Cultural Drivers** | Implications

◀ Back   Next ▶



### Democratization of creativity

Lockdown brought out hidden kitchen talents and other creative pursuits in Malaysians

With a lot of content readily available via mobile technology, a new ecosystem of learning and sharing is witnessed



### Rise of holistic well-being

Wellness becoming much more than healthy eating and fitness classes, and is increasingly about personal optimization of mind, body and soul.

People are becoming more aware of what goes into their bodies. More emphasis on organic food, home-cooked food & immunity boosting diets



### Being mindful and promoting mental health

Mindfulness is becoming more prevalent.

Meditation, improving mental health, addressing depression due to lockdown are key conversation topics



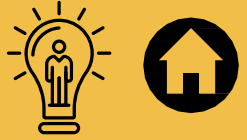
### Today's Home is Tomorrow's Sanctuary

With more people spending disproportionate time at home, it is seen as places of calm sanctuary away from hectic workplace.

Many have started to sense how lockdown would transform our inside worlds by redefining (and redesigning) our homes

# REVITALISING CREATIVITY & WELL-BEING

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

◀ Back   Next ▶

Imagine future festive occasions where ...

People would constantly strive to make time for creative pursuits to stay occupied and mentally stable



Consumer tension...

*"I'm trying to meaningfully stay engaged, adapt and to create positive experiences while at home in the new normal"*



What could brands do...?

**BRANDS NEED TO FIT IN THE NEW CONTEXT OF SELF-CREATION**

Brands will need to stay close to consumers in this new narrative of 'hyper-skilling' and constant self-development



How this could come to life?

**CREATING POSITIVE EXPERIENCE AT HOME**



# REVITALISING CREATIVITY & WELL-BEING

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

◀ Back Next ▶

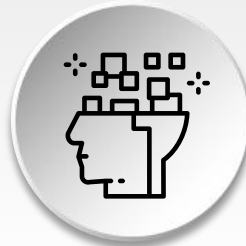
Imagine future festive occasions where ...

People would choose to celebrate at home and not at conventional venues for events and parties



Consumer tension...

*"I want my home to be the festive destination, by giving everyone a unique experience"*



What could brands do...?

**CREATE IN-HOME CONSUMER GENERATED EXPERIENCES**

Help people to turn their homes into awesome entertainment venues, by enabling them to be amazing hosts.



How this could come to life?

**ON-DEMAND, PERSONALISED SERVICES**

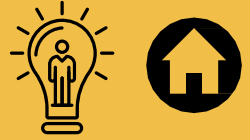


Disney Hotstar  
First Day First Show



# REVITALISING CREATIVITY & WELL-BEING

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

◀ Back Next ▶

### Imagine future festive occasions where ...

You can also access data about consumer's habits, interests and passion-points through device data



### Consumer tension...

*"Too much of choices confuse me. Wish I had products which are more personalized to my needs"*



### What could brands do...?

#### CURATE BEHAVIOURAL DATA TO CREATE BRAND RELEVANCE

This allows you to make better predictions as to which brands or products are most likely to appeal to them



### How this could come to life?

#### PERSONALISED RECOMMENDATION OF PRODUCT & EXPERIENCES

If your consumers are enrolling to **online workout sessions with an interest to eat healthy**, then accordingly build an association with your product.

**Partnering with food delivery apps** also work here, as you would get to know whether your consumer is swaying more towards healthy eating or junk indulgence. Accordingly build a proposition for your brand





SHIFT 3:  
**THE CHANGING  
'RAMADAN  
ECONOMY'**



# CHANGING RAMADHAN ECONOMY

## WHAT IT MEANS?



Overview | Cultural Drivers | Implications

Next ▶

### Purchases are made due to practical reasons but considerations may have been compromised

Limited movement forces Muslims to adapt their shopping behavior. At normal times, the Eid buzz is being felt at the shopping areas 2 weeks before the festivities, which was not the case this year.

Also due to social distancing, we witness changes in purchase behavior and also role reversals in the context of shopping

### Following are the 4 big themes are identified



Husbands can shop too



Panic buying syndrome



Small joy  
→ small SKU



Practicality instead of flaunt





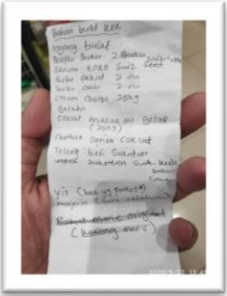
# CHANGING RAMADHAN ECONOMY

## WHY IS THIS HAPPENING?



Overview | **Cultural Drivers** | Implications

◀ Back Next ▶



### Husbands can shop

Strict MCO protocols allows for only family heads to be out for purchases

This led to unique shopping challenges that the head of the family had to tackle

Funny memes and communications were rampant



### Panic Buying Syndrome

During the initial phase of MCO, fear and anxiety were heightened

Selected popular items were seen to be constantly running out of stock – E.g. bread (Gardenia), spread, rice and cooking oil (Halal brands).



### Small Joy → Small SKU

As the MCO progressed, there was an acceptance that Eid in 2020 is not going to be a big social festivity

Preparation for Eid was done in a smaller scale

Smaller SKUs and moderation consumption took place instead of excess consumption



### Practicality instead of flaunt

The scale of the festivity was small, hence no motivation to stand out from the crowd

Many have opted to 'reuse' the old Eid items – clothing, drapery, decorations

No luxurious gifting took place

# CHANGING RAMADHAN ECONOMY

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



Overview | Cultural Drivers | **Implications**

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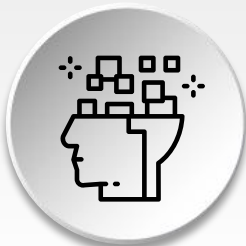
Imagine future festive occasions where ...

There would be a rise of the male shopper



Consumer tension...

*“As the head of the family I would like to take part in tasks like shopping, however I find the whole process quite painful”*



What could brands do...?

### OFFER A SIMPLIFIED RETAIL EXPERIENCE

Brands could assist retail chains in offering carefully curated selections to the time-strapped male shoppers

Access to quick references will also help unfamiliar shoppers



How this could come to life?

### SIMPLIFYING SHOPPING (DIY)

Now All Husbands Can Shop



Tesco Malaysia



Sabah Information Dept





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Imagine future festive occasions where ...

The culture of moderation to dominate the culture of over-indulgence



Consumer tension...

*“Indulgence is accepted but in moderation. I do not believe in wastage”*



What could brands do...?

### FIXING THE PROBLEM OF EXCESS INDULGENCE

Brands could inspire shoppers to opt for a more sustainable and restraint consumerism



How this could come to life?

### FRUGAL SHOPPING



# SHIFT 4: DIGITAL UBIQUITY





# DIGITAL UBIQUITY

## WHAT IT MEANS?

Overview | Cultural Drivers | Implications

### Recreation & faith embracing technology

**Physical connectivity is substituted by virtual connectivity.**

Not just for Ramadhan and Raya, the Movement Control Order in Malaysia help to push the huge surge of online presence, for both content creators and viewers.

Technology is seen as a savior to many people – where there is continuity of work, variety of entertainment content available, and how socializing can be maintained regardless of location



Heighten demands for  
Digital entertainment



Get-togethers without  
getting together



Keeping faith through  
digital means



Emergence of new social  
space (Third Space)



Emergence of digital  
community and advisors



Next ▶



# DIGITAL UBIQUITY

## WHY IS THIS HAPPENING?

Overview | **Cultural Drivers** | Implications



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### Heighten demands for Digital entertainment & gaming

Most consumers experienced an increase usage of smartphone internet, laptop or video game console during this period. Most use their downtime to catch up on their long watch list of movies, backlog of video games or even playing casual games on their smartphones



### Keeping faith through digital means

Due to the mosque being off-limits, people are turning into online hosted religious classes to learn

These sessions are hosted mostly through Facebook, Instagram and what used to be paid content are now free to view, with the intention to share knowledge freely

### Emergence of digital wellness content & advisors

The trend of 'lockdown fitness' via online work-out sessions conducted by yoga instructors, fitness experts and psychologists help people to unwind and stay in shape. These are through membership or pay-per-session

Personal care shops such as barbers, and beauty saloons being closed, local influencers / make up artists uploading content on how to 'cope' with the lockdown becomes a trending topic.





WITH THE HELP OF NEW MEDIA AND TECHNOLOGIES,  
ISLAMIC EDUCATION SESSIONS CONTINUED TO BE  
HELD THROUGH FACEBOOK/INSTAGRAM LIVE.



**Ihya' Ramadan**  
Dewan Pemuda PAS Kawasan Putrajaya

**SLOT 3 : TARBIAH RAMADAN 1441H**  
*"Memburu Lailatul Qadar"*



**Ust. Mohamad Zuhdi Mat Piah**  
Bendahari Dewan Pemuda PAS Negeri  
Selangor / Penceramah

Sabtu, 16 Mei 2020 / 14 Ramadan 1441h  
Jam 10.00 Pagi  
Secara LIVE di Page Facebook Rasmi  
Dewan Pemuda PAS Kawasan Putrajaya

 **Pemuda PAS Putrajaya**  
<https://fb.com/dppputrajaya>



 Pemuda PAS Putrajaya | @dppputrajaya | #RamadanTerbaik

 **MTDC Tazkirah  
Ramadhan 2020**

“Kebahagiaan itu boleh datang  
dari Al Quran dan Teknologi”

**15 Mei 2020 (Jumaat)**  
11.00 Pagi - 12.00 Tengahari

   BERSAMA MTDC FB




**Ustaz Don Daniyal Don Biyajid**  
Pengurus Besar, KUISCELL


**Moderator**  
**Hj Mohammad Hazani Hj Hassan**  
Pengarah, Technology Ventures Division



EPS 8: SHYNESS AND A SENSE OF  
MODESTY

**SALAAM  
RAMADHAN**



A DIGITAL DEEN TALK SERIES  
Imam Nawawi's Fourty Hadiths  
Amazing speakers from various background  
**10 Hadith | 10 Speakers | 10 Episodes**  
 Wwatch FB live @thebulbonprojectmy

THE BULB ON PROJECT • USIM LAW SOCIETY

# DIGITAL UBIQUITY

## WHY IS THIS HAPPENING?

Overview | **Cultural Drivers** | Implications



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### Get-togethers without getting together

Breaking of fast and celebrating Raya has always been a group / community effort. With the help of numerous free platforms (Zoom, WhatsApp, Skype), people are connecting online with family & friends while breaking fast, enjoying meals during Raya

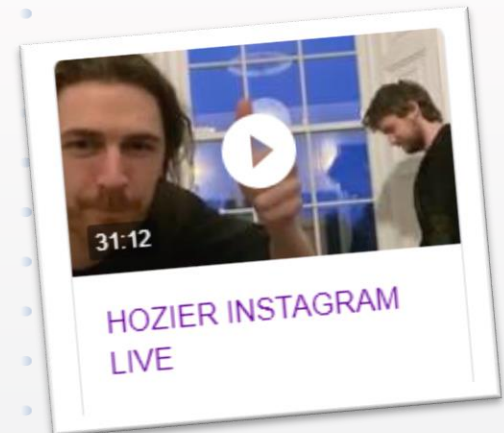


People are setting scheduled iftar sessions, scheduled Raya catch-ups with self imposed dressing codes to fully immerse themselves in the celebration.

### Emergence of – ‘The Third Space’

Live sessions on social media, on-demand and streaming services making any space a social space during Covid-19, thus giving rise to a new concept to social venues

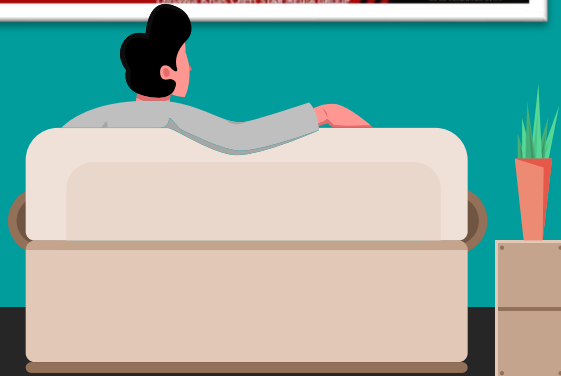
Music shows, live bands, chart- topping musicians have all started performing virtually, let it be through ‘Instagram live’, Facebook live, or even streaming giant ‘Twitch’ and YouTube.



This is a way for them to reach their fans without having to perform physically on stage, as well as bringing joy to people during trying times



MANY MEDIA COMPANIES AND ARTISTS HAVE JUMPED INTO THE BANDWAGON TO HELP FULFILLING THE DEMAND BY CONDUCTING LIVE MUSIC CONCERT AND UPLOADING FREE DRAMA/MOVIE ON SOCIAL MEDIA.



# DIGITAL UBIQUITY

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?

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Imagine future festive occasions where ...

People's lives are fluid and they would like to be involved in events or activities regardless of physical distance



Consumer tension...

*"I want to be a part of an event, learn be able to entertain myself without tied to a routine or traditional socializing patterns"*



What could brands do...?

### HOST EVENTS IN ONLINE THIRD SPACE

Leverage social media / online platforms to bring people to the venues e.g. Launch your brand on TikTok account – it's a great investment to connect with younger audience

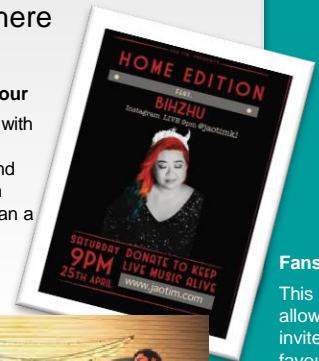


How this could come to life?

### ESTABLISHING BRAND PRESENCE THROUGH ORGANIC CHANNELS

Harness social media to create spontaneous social gatherings by transforming familiar locations to venues. Make your brand visible there

**Jao Tim Art Deco Glamour**  
This cafe attracts patrons with its Art Deco glamour, has shifted its jazz concerts and jam sessions to Instagram Live, featuring one musician a day from 9pm to 10pm



Fanswell, USA

This website allows people to invite their favourite artists to perform





# DIGITAL UBIQUITY

## WHAT BRANDS COULD DO TO RIDE ON THIS SHIFT?



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Imagine future festive occasions where ...

Brands will only create meaningful connections through digital platforms



Consumer tension...

*“When I share so much of my social life online, it’s more than just connecting with people... it’s about being known for my views”*



What could brands do...?

### CREATE USER GENERATED CONTENT

Encourage your loyal followers and customers to share about brand stories on social media. Everyone with a smartphone is a potential brand ambassador



How this could come to life?

### USE INSTAGRAM AS TRADE & AFFINITY CHANNEL

Connect your online store to Instagram Shopping so you can tag products in posts and stories

Share user-generated content in both your stories and your feed to thank your followers for shopping or ordering from you during this time. Use user-generated (consumer-generated stories) – example: Maggi lockdown recipes, Awesome Milo Milk Shakes,



# THANK YOU!

## Q&A

GAME CHANGERS

