

Ramadan 2023 Charity Ads Assessment Syndicated Study help Charity Foundations assess their campaigns' effectiveness for better future communication planning.



Sample Design

600 Respondents – Nation wide Face to Face Interviews (Cairo-Alex-Delta –UE) with ABC1 respondents



Socio-Economic Class

AB 30% C1 70%



Gender

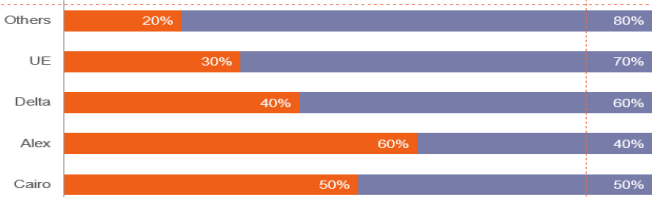
50% male; 50% female

Report Snapshots

Donation Penetration- By Region

Alex came on top of regions with highest donation penetration: "60%"

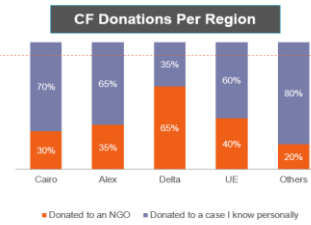
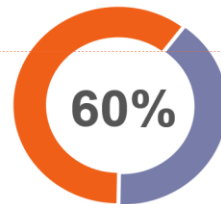
■ Made a Donation ■ Didn't make a Donation



Ramadan 2023 Charity Ads Assessment Report Snapshot

- 60% of donors have donated through a Charity foundation in past Ramadan
- Delta had the largest shares of CF donations (65%) compared to other regions.

Charity Foundation Donations – Ramadan 2023

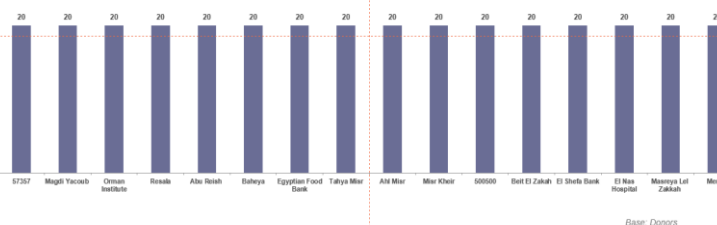


Base: Donors

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Ramadan 2023 Charity Ads Assessment Report Snapshot

Donated to Charity Foundations- Ramadan 2023



Base: Donors

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Ramadan 2023 Charity Ads Assessment Report Snapshot

Charity Foundations Ramadan Ads Assessment Using NIQ EPIC Module

E.P.I.C Scores	Charity Foundation 1	Charity Foundation 2	Charity Foundation 3	Charity Foundation 4
Empathy	2.6	3.3	2.6	3.3
Relevance (T2B) "Is relevant to me as an individual"	55%	59%	55%	59%
Absolute liking (T2B) "Compared to competition ads"	54%	71%	54%	71%
Relative liking (T2B) "Compared to competition ads"	38%	60%	38%	60%
Persuasion	2.3	3.8	2.3	3.8
Persuasion (T2B) * "Makes me feel happier or more comfortable about donating to it in the future"	21%	66%	21%	66%
Impact	2.7	3.4	2.7	3.4
Visibility (T2B)	36%	45%	36%	45%
Brand recognition or linkage	92%	65%	92%	65%
Uniqueness (T2B) "Different from other Charity foundations ads"	53%	56%	53%	56%
Communication	3.3	3.9	3.3	3.9
Comprehension (T2B) "How strongly the advertising gives you the impression that the brand"	83%	76%	83%	76%
Key message takeout (T2B) "How strongly the advertising gives you the impression that the brand"	85%	68%	85%	68%

Base: Total Sample

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Ramadan 2023 Charity Ads Assessment Syndicated Study

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Donation Penetration

1. What was the donation penetration in Egypt & classify it by region?
2. What were the shares of monetary donations vs. non-monetary donations?



Charity Foundations

1. Have contributors donated to a Charity Foundation?
2. What were the methods of donation?
3. What are the preferred causes for donation?
4. What is the awareness, conversion, preference, future consideration, NPS, and loyalty measure of the different Charity Foundations?
5. What were the barriers for non-Charity Foundation donors?

Ramadan Ads Assessment

1. What are the preferred channels for Charity ads during Ramadan, “TV vs. Social media”?
2. What are the preferred TV channels?
3. What were the top recalled & liked Charity Ads?
4. Which ads impacted the donors the most?
5. How do they assess Charity Ramadan ads on the different KPIs for campaign effectiveness?
6. How did those campaigns impact the Charity Foundation's awareness?

Investment

135,000 EGP

Timeline

7.5 working weeks



Contact your NIQ representative or email heba.mahmoud@nielseniq.com to buy the report