New digital communication trends, at the year of change

2022 MENA TREND REPORT

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www.ddip.co
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AGENDA

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01 | 2021, WHAT KIND OF A year was 2021?

02 | OUR PSYCHOLOGY IN PANDEMIC and its outputs

03 | KEEP GOING ON THE ROAD OF the new normal

04 | COMMUNICATION STRATEGIES OF 2021, are we bipolar?

05 | THE CHANGING COMMUNICATION habits of 2021

06 | WHAT WE DID LEARN FROM covid-21?

07 | SECTORAL ANALYSIS and learnings

08 | KEEP GOING ON THE WAY OF the new normal

09 | ARE WE RE-ACTIVATED? has the age of Post-Corona begun?

10 | AT THE CHANGING AGE OF COMMUNICATION, what to expect from 2021?

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2021, WHAT KIND OF A year was 2021?

Dubai EXPO 2020:

Sustainability and future

Dubai EXPO was one of the most prominent events of 2021 that was planned for 2020 but postponed to this year. Due to its significance for both the region and the whole world, EXPO 2020 was one of the spotlights of 2021. Likewise, its compact emphasis on popular themes like sustainability and **"a green future anterior"** is notably recalled by the international community.

https://www.economist.com/middle-east-and-africa/2021/10/16/at-the-dubai-expo-no-one-is-eager-to-talk-about-reality

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Investment to sports continues in **MENA Region**

Arab investors spent significant amounts of money to ensure their capital is circulated through the European markets via sport-related institutions and companies. Instances from 2021 consist of Newcastle United's transition, as well as, Lionel Messi's transfer to PSG.

https://www.zraporu.com/haber-analiz/futbola-birlesik-arap-emirlikleri-ve-katar-damgasi/
https://www.fotomac.com.tr/ingilterepremierlig/2020/01/28/premier-ligde-arap-bahari

Papa Visited
Iraq

Papa Francesco, spiritual leader of the Catholics, visited Baghdad. This visit is the first Papal visit to the city, since the 11th century.

https://www.aa.com.tr/tr/analiz/papa-nin-irak-ziyaretinin-teo-politigi/2168458
https://www.aa.com.tr/tr/analiz/papa-nin-irak-ziyaretinin-teo-politigi/2168458

TOKYO 2020:

How MENA countries performed at the Olympics

Athletes from the Middle East and North Africa (MENA) had their share of medals at this year's summer Olympics in Tokyo, which consists 42 medals, 12 of them gold.

Historic day for Middle East sport as Arab athletes secure these Olympic medals.

https://www.aljazeera.com/sports/2021/8/9/tokyo-olympics-mena-roundup
https://www.arabnews.com/node/1907451/sport

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MENA TREND REPORT:

Technology initiatives and digital transformation

Let's take a closer look at the digital transformation process of the MENA region.

A New Era of Medicine

Technology Is Redefining Reality

The Future of Mobility Is Here

Distributed Clouds and Serverless "Servers"

https://apcoworldwide.com/blog/tech-trends-report-mena-2021/

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THE NEW ERA of medicine

Thanks to this technological application, Telemedicine, there has been a visible increase in remote health professional appointments. We can expect this trend to continue.

FACTS

The global telemedicine market is expected to reach

US 185.6 billion dollar by 2026.

83% of patients expect to use telemedicine after the COVID-19 pandemic.

40% of telehealth encounters report technical issues, according to a 2020 study.

Analysis of APCO Worldwide's data team suggests that consumers in the MENA are undecided on telemedicine. Though, the positive comments are four times higher.

Many countries in the MENA region are trying to gain ground health tourism by providing advanced health services.

https://apcoworldwide.com/blog/tech-trends-report-mena-2021/

Redefining **REALITY**

AR and VR technologies have become a billion-dollar industry thanks to the ever-growing popular digital networks.

FACTS

The global Mixed Reality market is projected to reach

US 4bn dollar by 2026

Awareness of AR, VR, and MR technologies seems to be premature in the GCC according to APCO's analysis. Yet, these technologies will have a critical portion of understanding and interpreting user preferences for both short and long run. For this reason, adding MR technology to marketing communication strategies may be highly beneficial.

https://apcoworldwide.com/blog/tech-trends-report-mena-2021/

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The future of **MOBILITY**

The demand for autonomous vehicle sector attracts different investors, companies, agencies and governments. UAE and KSA aim to become a global technology powerhouse in this specific respect. These countries have made certain regulations to spread self-driving vehicles. According to world-wide parameters, for instance KPMG's annual Autonomous Vehicles Readiness Index, the UAE, and KSA are often ranked high.

FACTS

- WHO estimates there are **50 million** car related injuries annually.
- Human error is reasonable for **95%** of these cases.
- The UAE plans to make a quarter of all transport autonomous by **2030.**
- According to McKinsey in this year **20%** of cars sold globally will be autonomous.
- Autonomous vehicle technology will result in **80%** on the road.

https://apcoworldwide.com/blog/tech-trends-report-mena-2021/

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Serverless 'SERVERS'

Further progress in cloud technology have led to a radical transformation in the field of computing. The serverless cloud system is being adopted worldwide for its various benefits.

FACTS

- More than **50 percent** of data generated by the enterprise business will be held and processed outside a typical single cloud or central data center environment by **2022.** By 2025, this number expected to climb as high as **75 percent to 90 percent.**
- More than **75 percent** of global organizations are predicted to run applications.
- The serverless architecture market is expected to be worth around **21.1 billion US dollar by 2025.**

https://apcoworldwide.com/blog/tech-trends-report-mena-2021/

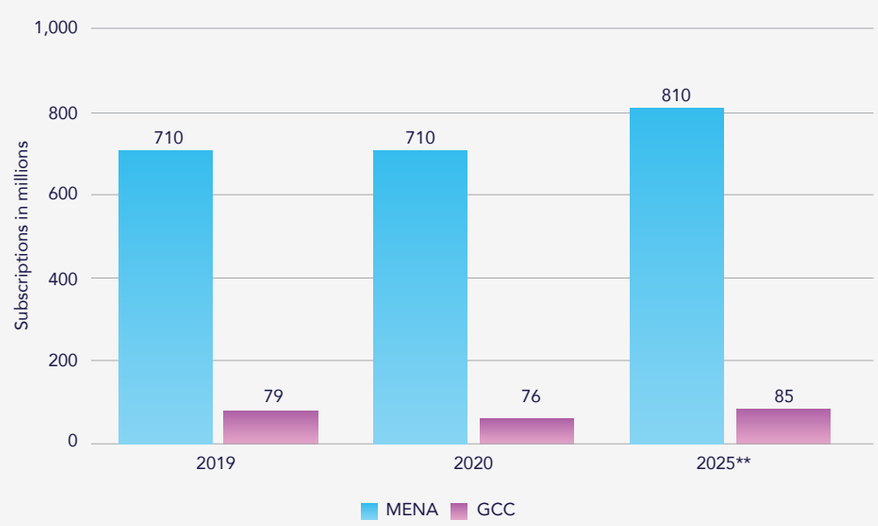
2022 MENA TREND REPORT

Mobile **USAGE**

Further progress in cloud technology have led to a radical transformation in the field of computing. The serverless cloud system is being adopted worldwide for its various benefits.

Mobile Subscriptions

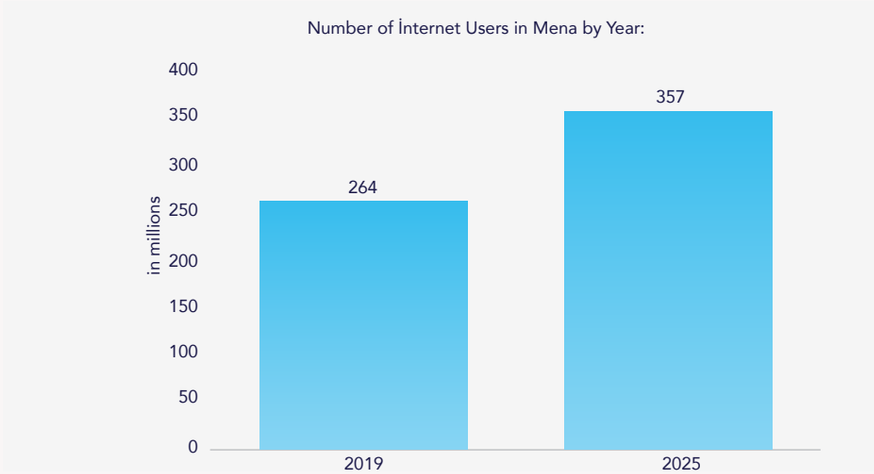
The number of mobile subscriptions was expected to increase from 710 million in 2020 to about 810 million by 2025 in the Middle East and North Africa (MENA) region.



Mobile Internet Users

In 2025, the number of mobile internet users in the Middle East and North Africa (MENA) was forecasted to reach around 357 million, up from 264 million in 2019.

The mobile internet penetration rate in the region was forecasted to reach around 53 percent of the population by 2025.



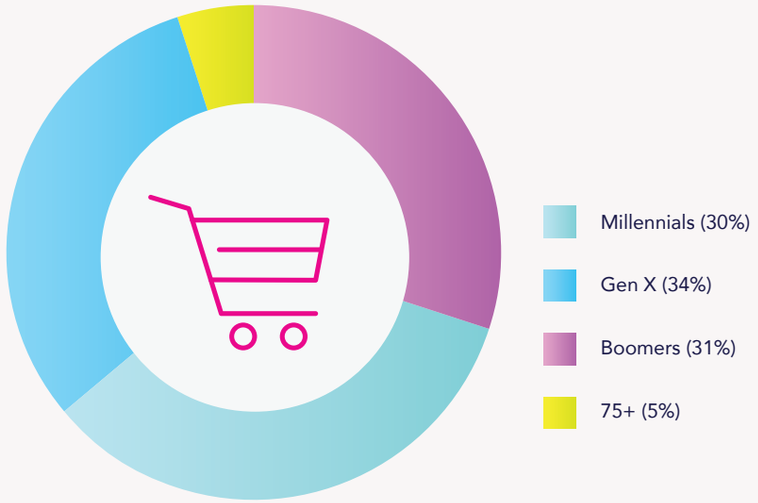
https://www.statista.com/statistics/1273857/mena-mobile-subscriptions/

DEMOGRAPHICS

Age distribution of Online shoppers in MENA

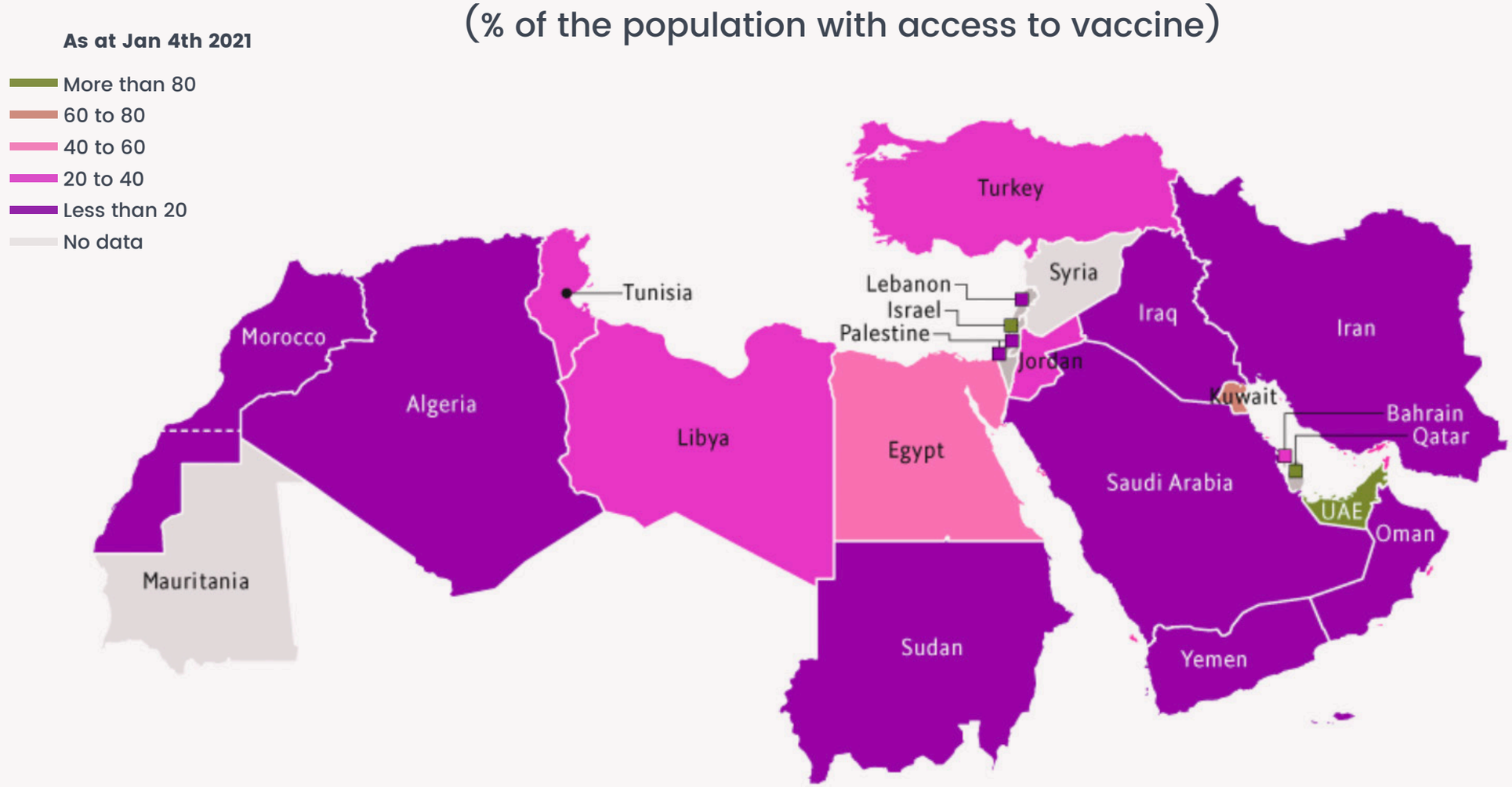
In terms of online shopping, age distribution radically re-shaped by the new outputs of post-pandemic era.

Age Distribution of Online Shoppers (%)



Covid-19 vaccine supply contracts

(% of the population with access to vaccine)



UAE has ranked as the world's second-fastest COVID-19 vaccination country, with its approximately over 80% percent vaccination rate.

The UAE leadership viewed the COVID-19 experience as an opportunity to reflect, strengthen their resource security, and reinforce the critical supply chain.

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8421098/

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VACCINATION

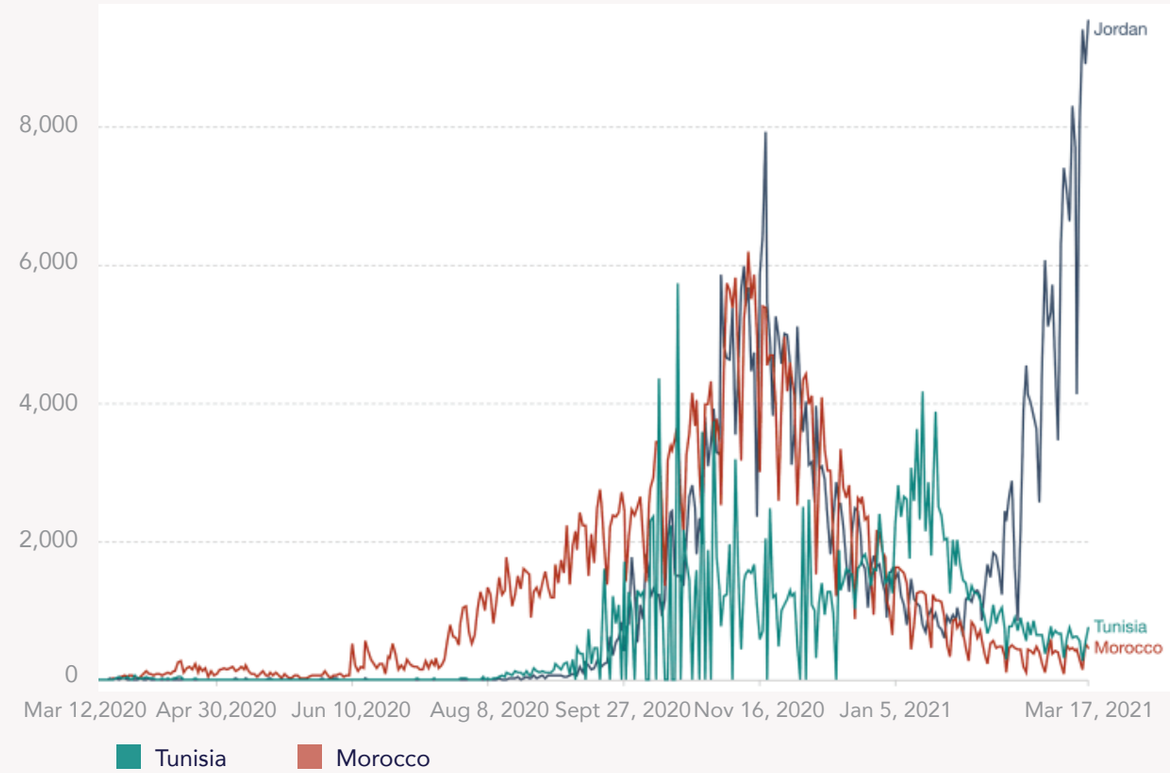
Six ranked among the 20 countries that have administered the most COVID-19 vaccines per 100 residents (**Israel,** with 103.6 doses per 100 residents; the **United Arab Emirates,** with 66.9 doses; **Bahrain,** with 33.6; **Morocco,** with 15.6; **Qatar,** with 13.4; and **Turkey,** with 13.2).

The very first shipments of COVID-19 vaccines have arrived/are planned to arrive in January in **Bahrain**, **Egypt, Israel, Morocco, Oman, Qatar, Saudi Arabia, Turkey**, and the **UAE.** This led those countries to acquire better outputs of vaccination processes.

On the other hand, **Iran, Iraq**, **Libya**, **Mauritania, Sudan**, **Syria** and **Yemen** populations' significant proportions could not reach the vaccines, at overall.

Daily new confirmed COVID-19 cases

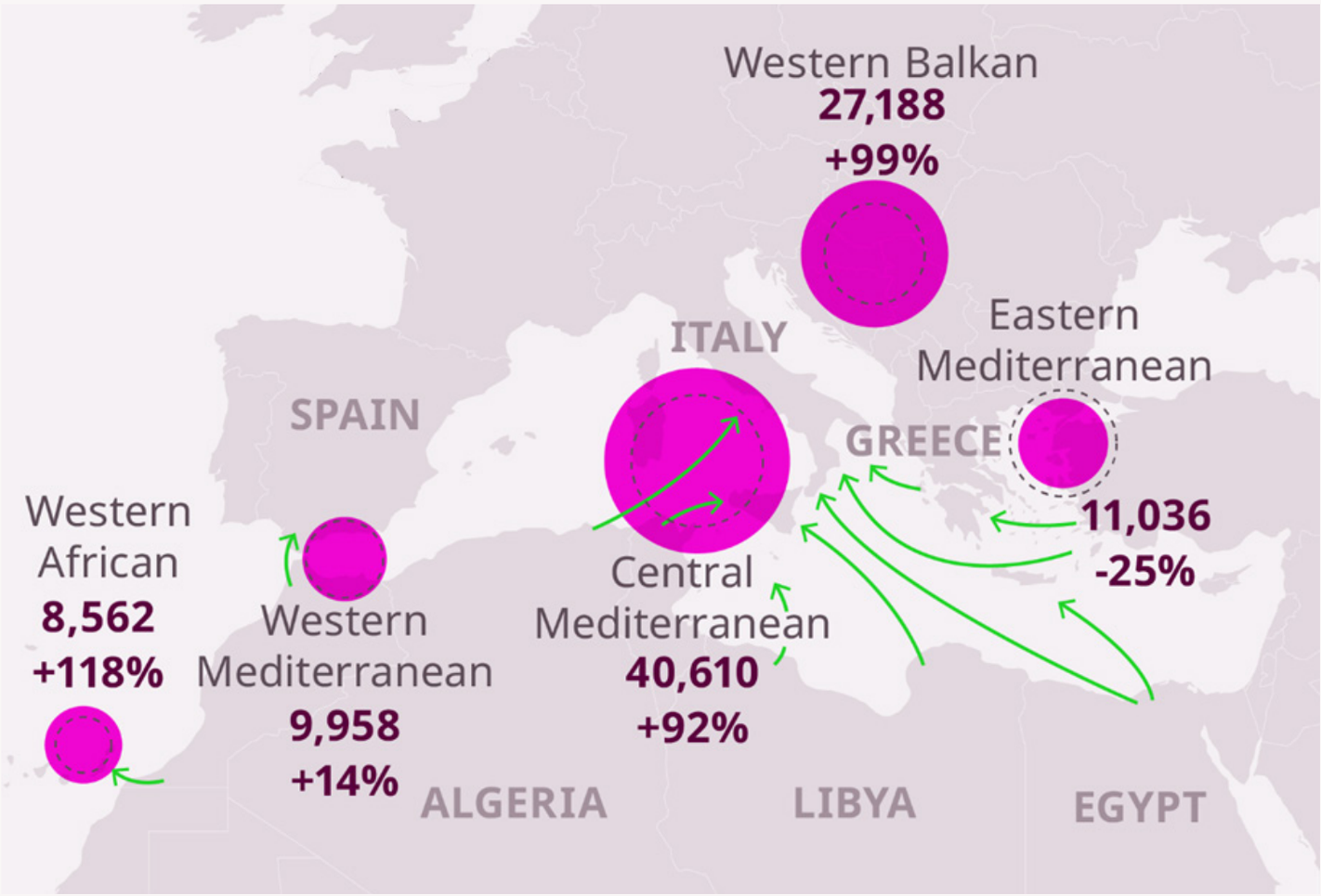
The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.



https://www.brookings.edu/blog/order-from-chaos/2021/03/22/one-year-of-covid-19-in-the-middle-east-and-north-africa-the-fate-of-the-best-performers/

Number of illegal border crossings

Jan.- Aug. 2020 vs. 2021 by route



Millions that went through unknown

Syrian refugees' vast majority live in neighboring countries across the Middle East, such as Turkey, Lebanon, Jordan, Iraq, and Egypt. Turkey hosts the largest amount of population.

Poverty, unemployment, asylum conditions, racial/religious discrimination are some of the biggest challenges Syrian refugees face, which have been become harsher during the COVID-19 outbreak.

In 2021 896 deaths have been documented by IOM who try to reach across the Mediterranean Sea.

https://www.unrefugees.org/news/syria-refugee-crisis-explained/
https://reliefweb.int/report/syrian-arab-republic/nearly-10-years-conflict-tens-thousands-syrians-run-due-floods

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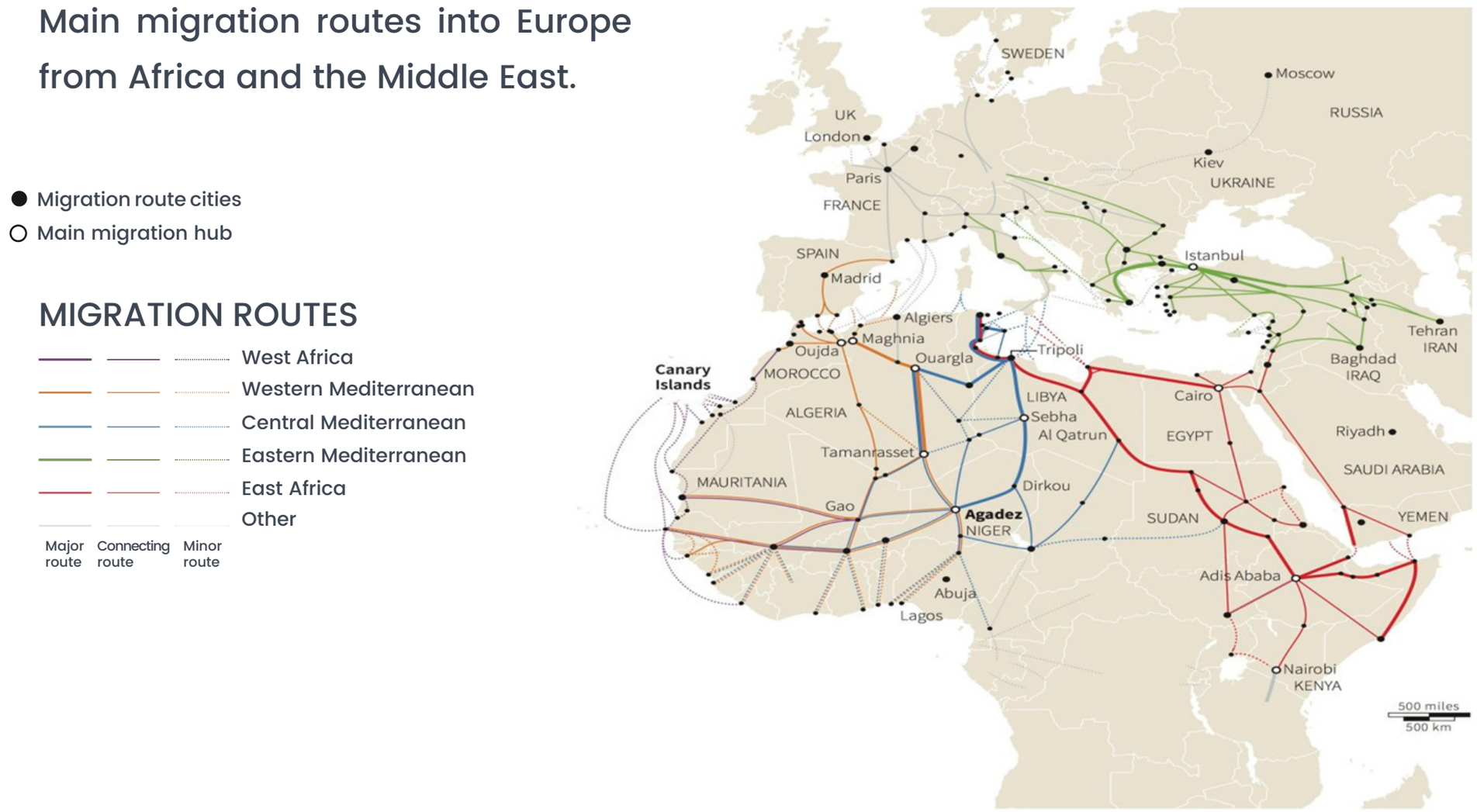
Routes to a **BETTER LIFE**

Main migration routes into Europe from Africa and the Middle East.



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https://www.iom.int/middle-east-and-north-africa
https://www.migrationdataportal.org/regional-data-overview/northern-africa

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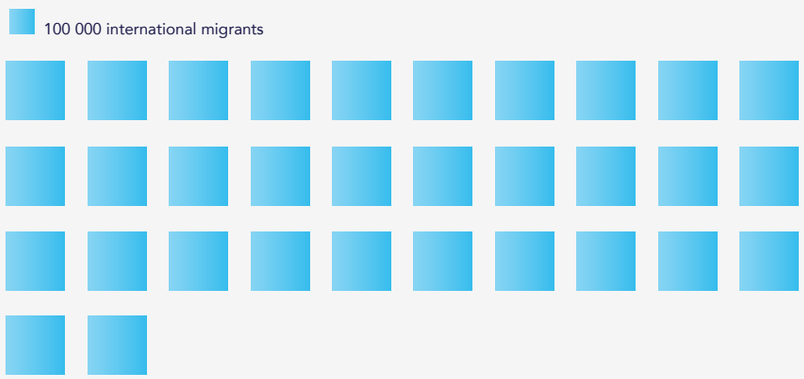
MIGRATION TO NORTHERN AFRICA



An estimated **3.2 MILLION INTERNATIONAL MIGRANTS** resided in Northern Africa at mid-year 2020

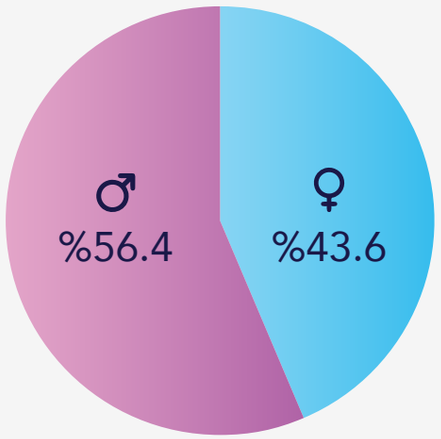
TOP3 DESTINATION COUNTRIES

Sudan
44%,

Libya
26%

Egypt
17%

MIGRANTS IN NORTHERN AFRICA AT MID-YEAR 2020, BY AGE AND SEX



*Geographial region based on the United Nations Statistics Division's classification.

https://www.iom.int/middle-east-and-north-africa
https://www.migrationdataportal.org/regional-data-overview/northern-africa

The changing communication HABITS OF 2021

2022 MENA TREND REPORT

Pandemic and Digital Transformation—

The Middle East and North Africa Are Ready to Level Up

Even before the pandemic, we were discussing a possible fourth industrial revolution—within the dynamics of transform governance, management, and production systems across the world. In terms of climate change and many other highlights coined in the last years, the very concept of the fourth industrial revolution became a crucial front-runner.

https://www.internetsociety.org/blog/2021/10/pandemic-and-digital-transformation-the-middle-east-and-north-africa-are-ready-to-level-up/

2022 MENA TREND REPORT

UAE Social Media STATISTICS 2021

Internet penetration and engagement across the country remained same in 2021.

Total Population
9.94 million
100%

Active Social Media Users
9.84 million
98.99%

Number of Mobile Internet Users
9.12 million
91.75%

Active Mobile Social Media Users
9.76 million
98.19%

Annual Growth In Active Social Media Users
UNCHANGED
0.0%

Annual Growth of Internet Users
158,000+
1.6%

Average Daily Time Spent on Internet
7 hours 24 mins

Active Mobile Social Media Users
2 hours 55 mins

https://www.globalmediainsight.com/blog/uae-social-media-statistics/

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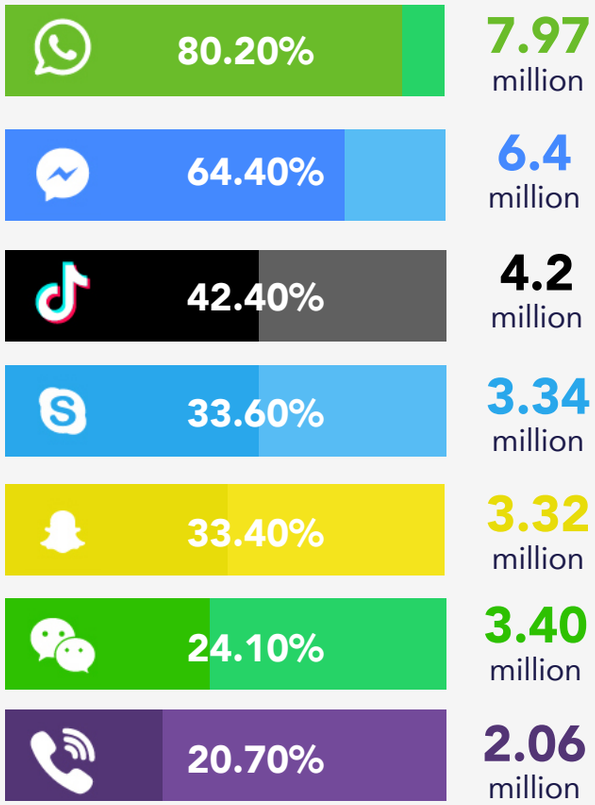
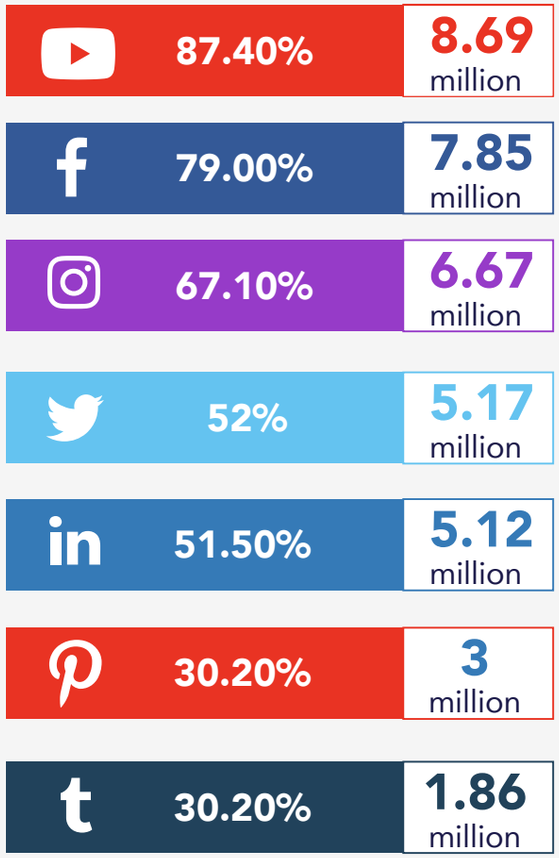
Pandemic and Digital Transformation—

The Middle East and North Africa Are Ready to Level Up

Popular Messenger Apps In The UAE



Social Network Platforms In The UAE



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Pandemic and Digital Transformation—

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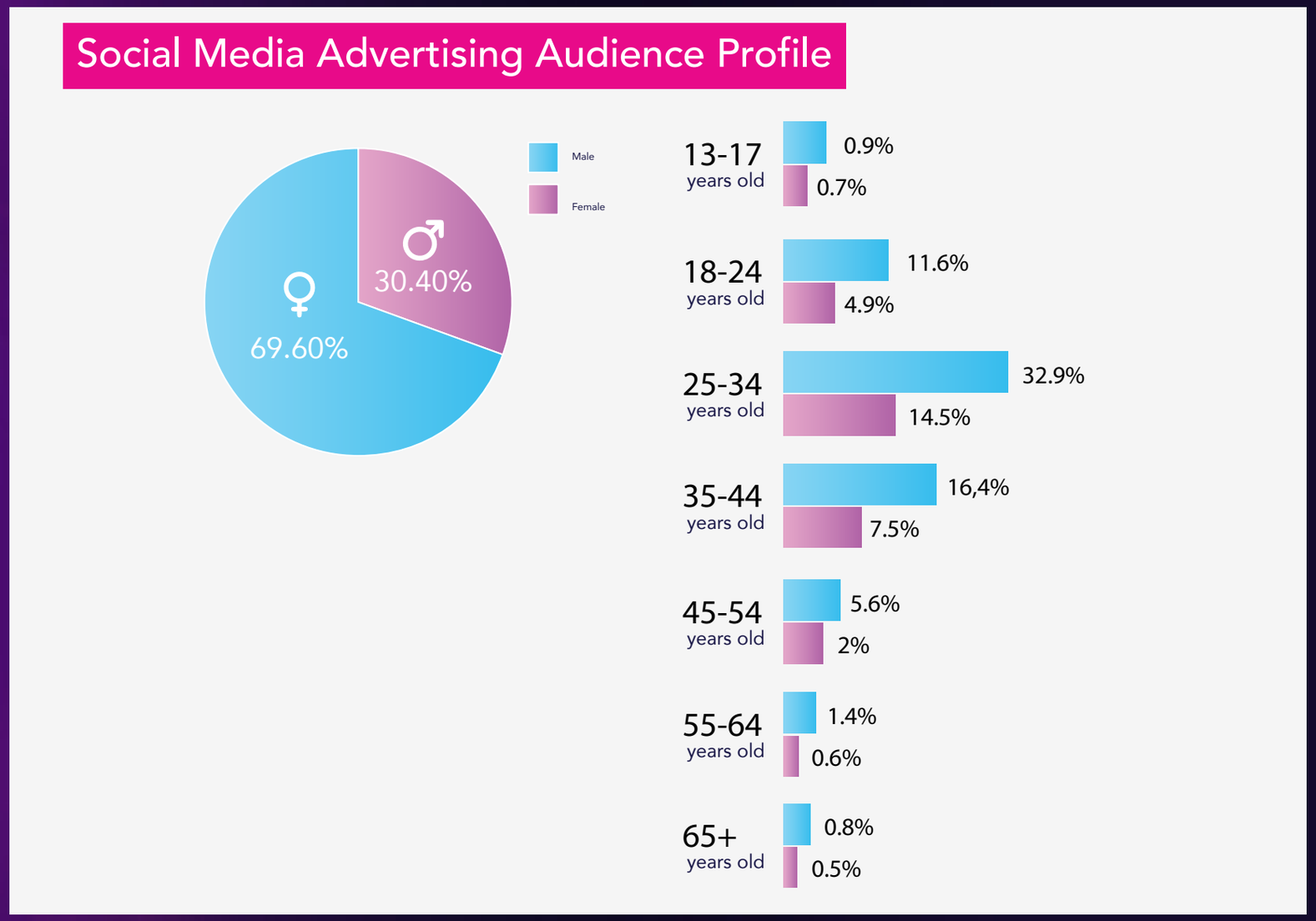


https://www.globalmediainsight.com/blog/uae-social-media-statistics/

2022 MENA TREND REPORT

Pandemic and Digital Transformation—

The Middle East and North Africa Are Ready to Level Up

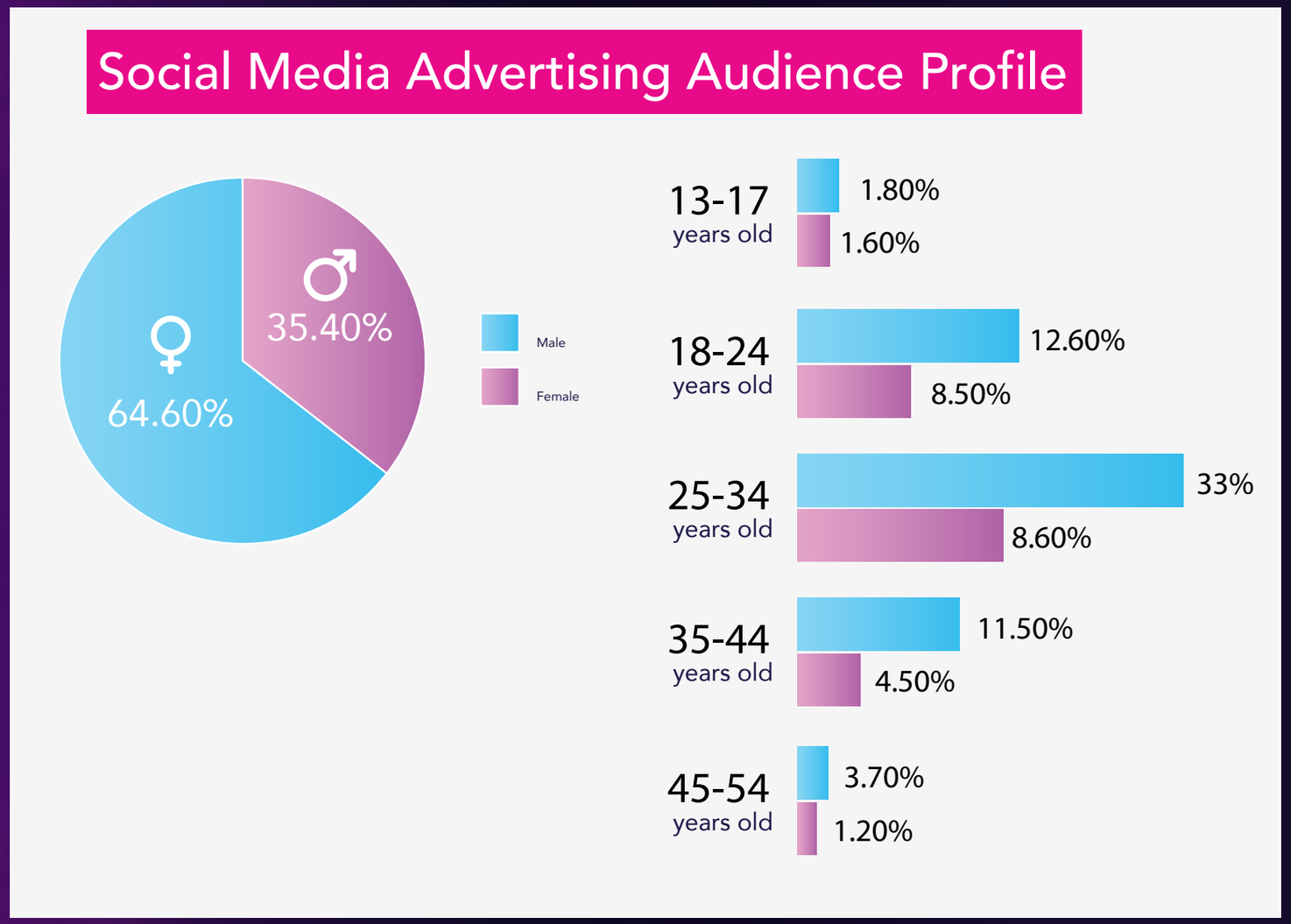
Total Population	Active Internet Users	Active Social Media Users	Avg Daily Time Spent On Internet	Avg Daily Time Spent On Social Media
35.08 million	33.58 million	27.80 million	7 hours 24 mins	3 hours 06 mins
100%	95.72%	79.25%		

https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/

2022 MENA TREND REPORT

Pandemic and Digital Transformation—

The Middle East and North Africa Are Ready to Level Up



https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/

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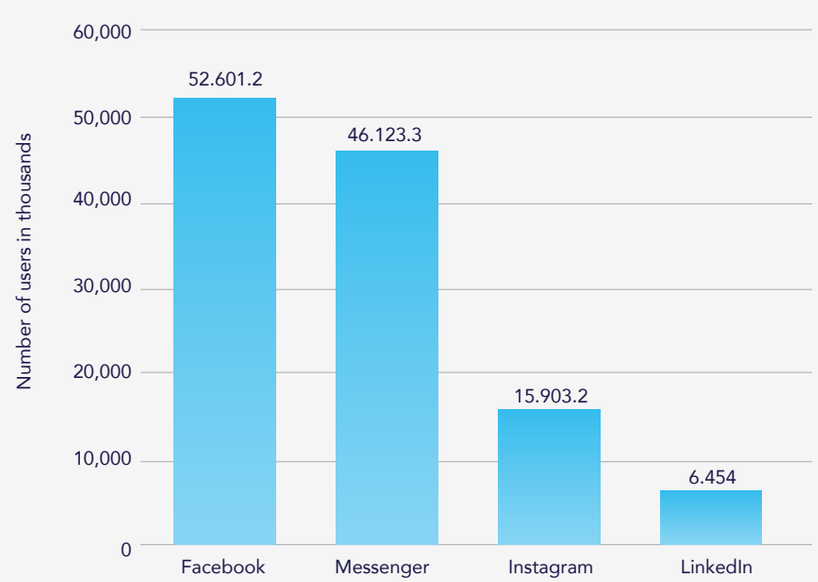
Egypt Social Media Stats

Number of social media users in Egypt as of December 2021



59.2M
Internet users in Egypt in Jan 2021
(=57% of the total population)

96%
of internet users (16-64)
in Egypt own smartphone

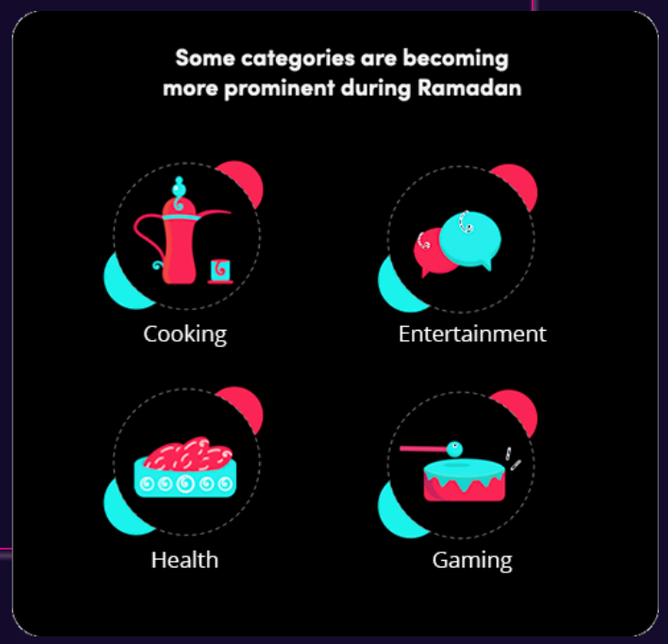
47%
of the total population are
active social media users

7h36
is the daily time using
internet (all devices)

https://www.statista.com/statistics/1263755/social-media-users-by-platform-in-egypt/
https://www.naos-marketing.com/b2b/2021-digital-report-egyptians-and-digital-uses/

Facebook, Twitter, TikTok excess weigh in on this year's Ramadan trends

According to data from online advertising company Criteo, consumers in the Middle East start searching for retail products well before the start of the holy month of fasting. Also, TikTok thanks to its vivid audience and atmosphere.



https://www.arabnews.com/node/1866531/media

Facebook, Twitter, TikTok excess weigh in on this year's Ramadan trends

In both Arabic and English, the **Ramadan** moments hashtags were the top two most trending hashtags on **TikTok** with the highest video views and publishing rate.

According to a study done by TikTok for Business on content engagement patterns during Ramadan last year, **52** percent of users said they learn about new products via brand video ads on **TikTok.**

https://www.arabnews.com/node/1866531/media

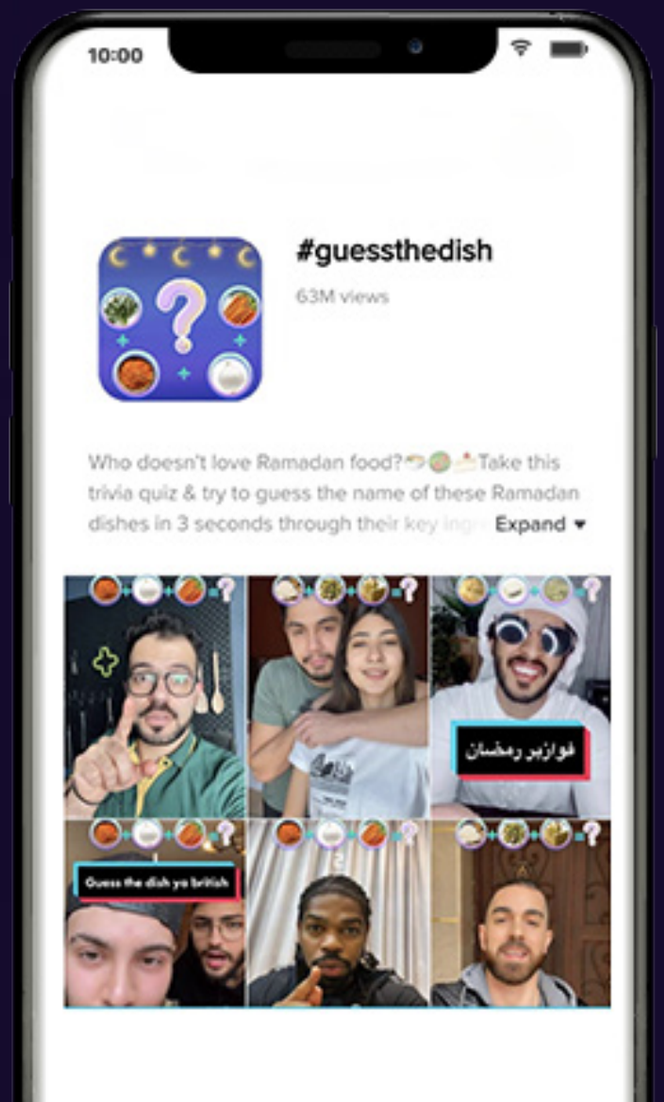
2022 MENA TREND REPORT

Facebook, Twitter, TikTok execs weigh in on this year's Ramadan trends

Smartphone ownership per head is extremely high in Saudi Arabia, making it an ideal place to adopt and market AR.

Especially this Ramadan people of MENA have seen various AR (augmented reality) filters.

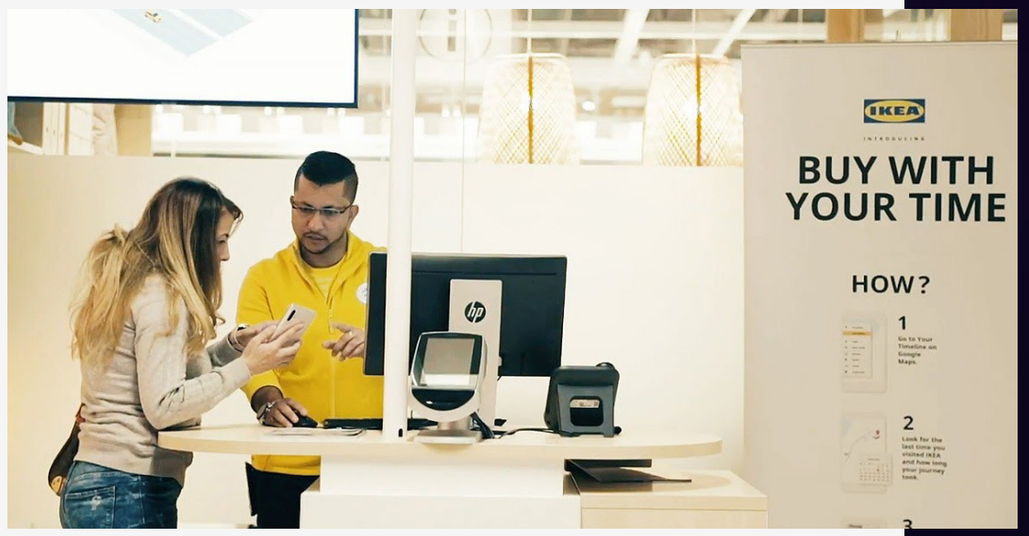
Another good example for AR marketing; To mark Saudi National Day, Snapchat allowed users to explore six of the Kingdom's hidden cultural gems through AR.



https://www.arabnews.com/node/1866531/media
https://www.thenationalnews.com/arts-culture/ramadan-2021-the-best-shows-and-hashtags-from-youtube-tiktok-facebook-and-instagram-1.1211464

Communication strategies of 2021, ARE WE BIPOLAR?

IKEA Dubai:
Pay-With-Time campaign



IKEA had a unique way of maintaining its customer engagement. In the **UAE,** the brand introduced **"time currency"** to encourage visitors to engage with more products and spend more time in the store.

Barakat and Havas Middle East:
#ReadTheLabel

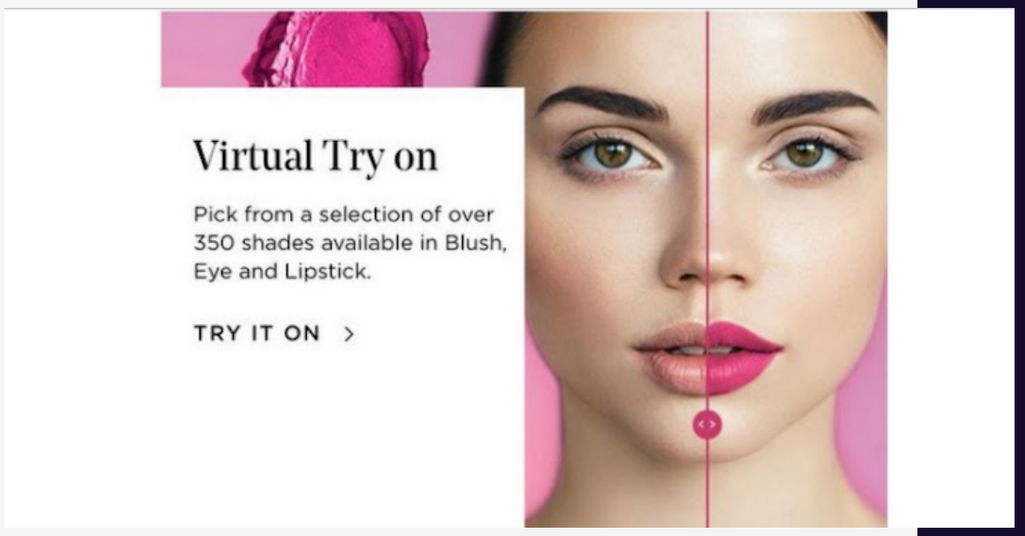
UAE-rooted juice brand Barakat collaborated with **Havas Middle East** to raise awareness about the significance of reading the back labels on products.

https://www.linkedin.com/pulse/ikea-dubai-launched-its-pay-with-time-campaign-tausif-mulla/
https://campaignme.com/barakat-and-havas-middle-east-collaborate-for-readthelabel-awareness-campaign/

McDonald's UAE:
The BTS Meal

The **K-pop** sensations have created a meal that you can now order across the Emirates: The collection is inspired by the menu items that make up the **BTS Meal,** and includes different clothes.

L'Oréal Middle East:
Virtual try and data-driven marketing



Loreal launched digital try-on across their vast beauty brands' websites such as **Yves Saint Laurent Beauty** and **Lancôme** where consumers can try makeup tools virtually.

https://www.esquireme.com/food-and-drink/52837-the-bts-meal-launches-at-mcdonalds-in-the-uae-tomorrow
https://www.arabnews.com/node/1969281/media

P&G: Lead with love

Through an empowering creative film, **"Emotions," P&G** encourages everyone to make **2021** the year we all collaborate and create change.

https://campaignme.com/pg-commits-to-2021-acts-of-good-in-2021-and-inspires-millions-through-lead-with-love-campaign/

COVID-19 changed everything, including Ramadan. Maggi, embraced the spirit of Ramadan reflecting on how its essence brings people together thanks to its connotations.

In 2021, we realized that video ads samples achieved great success during Ramadan time. Notable campaigns, such as Zain KSA's vaccine song which celebrated the holy month through an important and timely message.

https://www.arabnews.com/node/1866531/media
https://campaignme.com/maggi-arabia-celebrates-the-moments-that-define-ramadan/
https://www.zain.com/en/press/zains-ramadan-know-your-friends-television-commerc/

2022 MENA TREND REPORT

How Personalized Customer Engagement IS A GAME-CHANGER FOR RETAILERS IN MENA

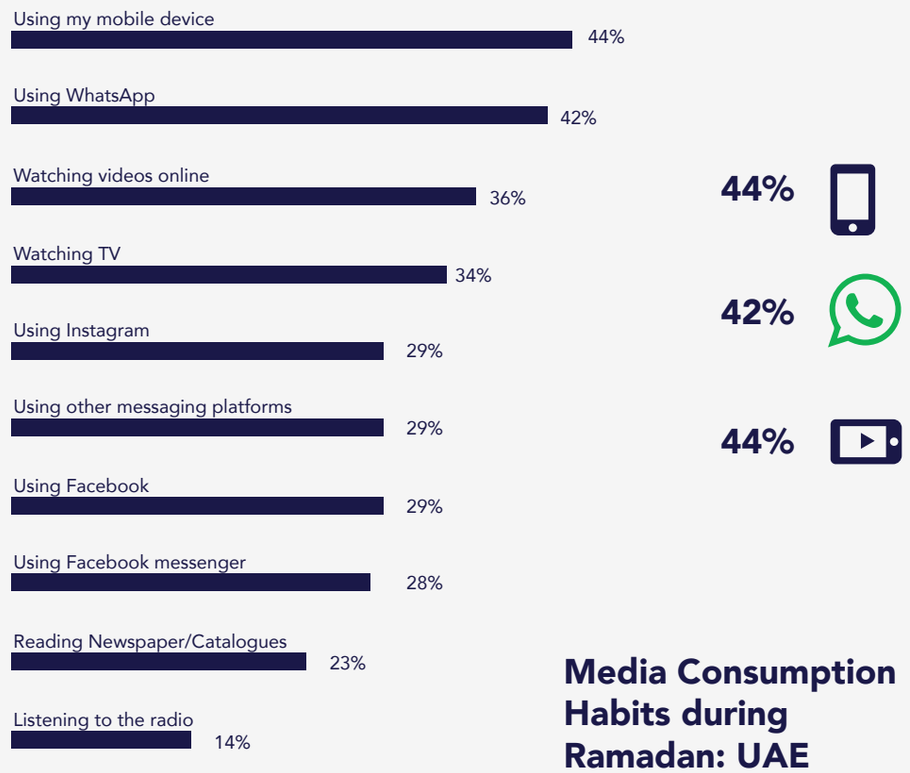
1. Go Digital
2. Online Shopping
3. Personalized Customer Engagement
4. Building Customer Advocacy

2022 MENA TREND REPORT

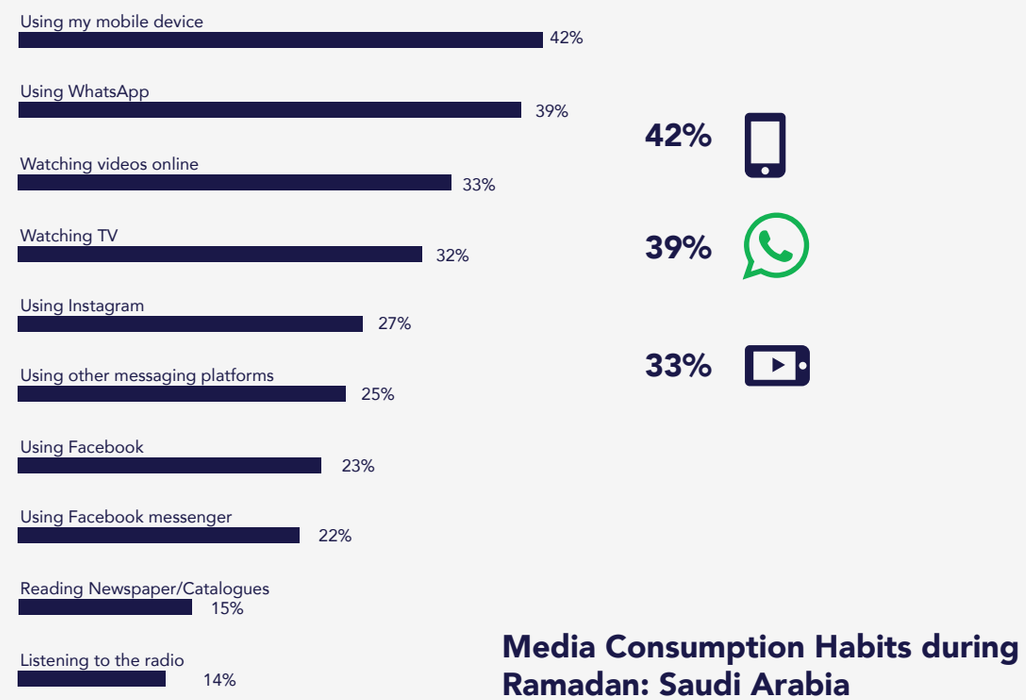
1 Go Digital

Almost 44% of people in UAE and 42% in Saudi Arabia spend time on their mobile device during the holy month of Ramadan.

Whatsapp is the preferred choice over other social media channels with 39% people in Saudi Arabia and 42% in UAE opting for it.



Media Consumption Habits during Ramadan: UAE

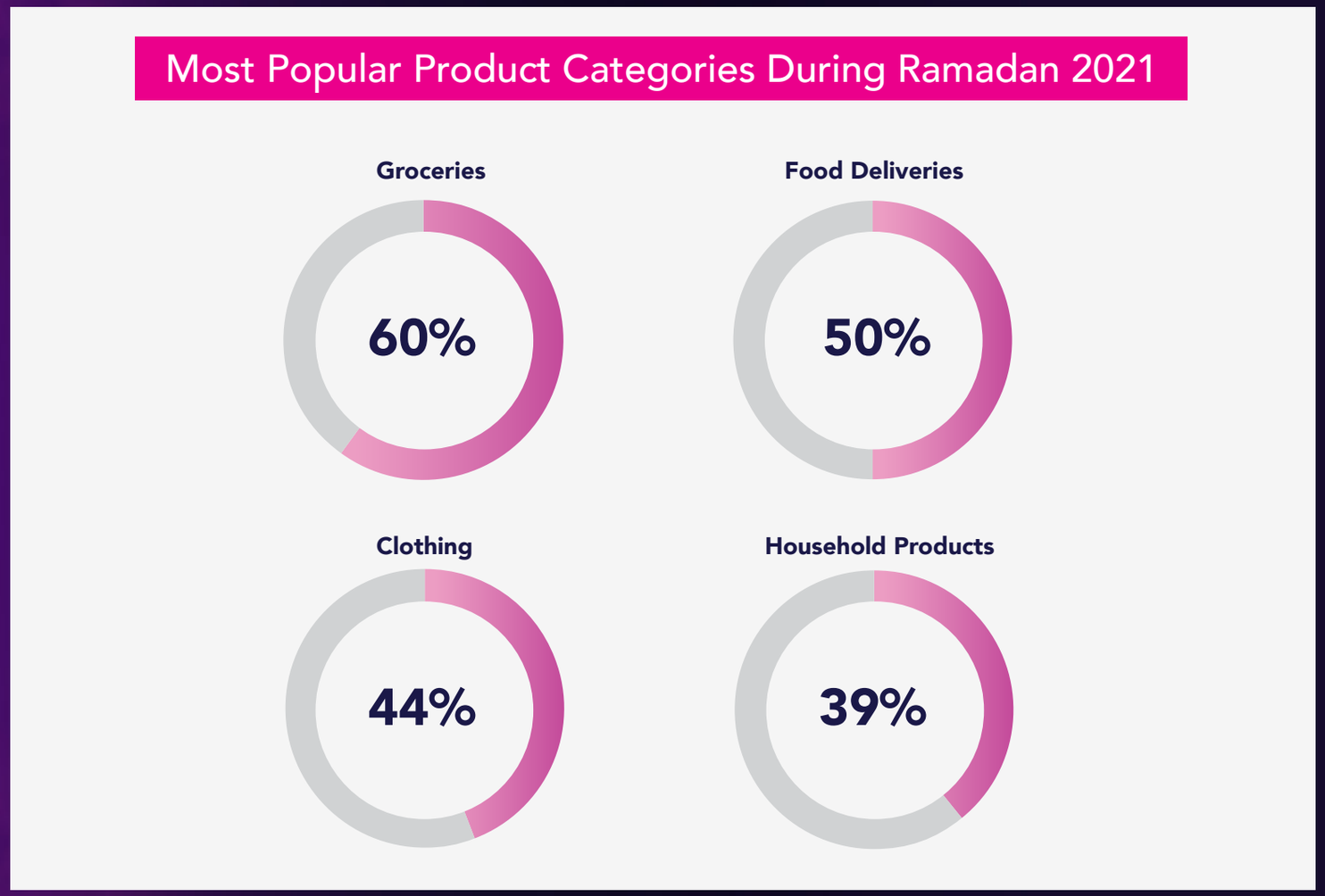


Media Consumption Habits during Ramadan: Saudi Arabia

https://www.capillarytech.com/blog/marketing/personalized-customer-engagement-middle-east-during-ramadan-2021/

2 Online Shopping

A Survey by checkout.com expresses that **95%** of Saudi Arabia and UAE residents are actively using online shopping. Because of the **COVID-19** Pandemic, a large portion of customers and buyers tend to use online shopping.



https://www.capillarytech.com/blog/marketing/personalized-customer-engagement-middle-east-during-ramadan-2021/

3 Personalized Customer Engagement

68% of Saudi viewers give attention to advertisements of their favorite brands that focused on relevant messaging. Consumers are more responsive to brands that exhibit personalized shopping experiences.

https://www.thenationalnews.com/business/technology/ramadan-2021-online-shopping-trend-to-accelerate-during-the-holy-month-1.1202902
https://www.capillarytech.com/blog/marketing/personalized-customer-engagement-middle-east-during-ramadan-2021/

4 Building Customer Advocacy

This could be the perfect time to build customer loyalty and multiply your brand value in a new light. A specified & comprehensive mobile loyalty program can be one of the major strategies that a brand can implement with its audience to establish customer advocacy with the brand.

https://www.capillarytech.com/blog/marketing/personalized-customer-engagement-middle-east-during-ramadan-2021/

2022 MENA TREND REPORT

Year In Search 2021 (MENA)

People slowly eased back into life.

+30%

YOY increase in search interest for تنسيق حفلات ("party planner") in Saudi Arabia.

+130%

YOY increase in search interest for قاعات افراح مفتوحة ("open wedding halls") in Egypt.

Staying out all day was in.

+100%

YOY increase in search interest for picnic chair in the United Arab Emirates.

+100%

YOY increase in global searches containing zoo tickets.

Healthy habits went beyond diet and exercise.

+100%

YOY increase in global searches containing sunscreen for face.

+40%

YOY increase in global searches containing best time to take vitamin.

Working from home led people to invest in theirs.

+40%

YOY increase in search interest for شركات نقل اثاث ("furniture moving companies") in Egypt.

+400%

YOY increase in global searches containing budget small bathroom ideas.

https://www.thinkwithgoogle.com/intl/en-145/consumer-insights/consumer-trends/trending-visual-stories/google-search-data-insights

WARC 2021 MENA Strategy Report

The four key takeaways highlighted in **WARC's 2021 MENA Strategy Report** are:

1 Targeted experiences cut through in the pivot to digital

Amongst this year's winners were brands that proved the pay-off of targeted digital activations. KFC, Bose and Burger King all created experiences that supported specific audiences or communities.

2 Switched-on brands leave a mark on local culture

By having their finger on the pulse of local issues and events, winners Emirates Nation Brand, An-Nahar and LADA showed that reacting to cultural happenings can build strong connections with audiences.

3 Empowering communications heighten engagement

Many brands, including Almosafer, Diari and Knorr empowered their audiences – whether by providing tools for life improvement or giving them a voice – these brands showed the engagement potential of empathetic participatory strategies.

4 Real-life stories lend humanity to brands

Featuring real people instead of actors, as well as creating relatable characters, has paid off for winners like Emirates NBD, Burger King and Home Centre. These winners showed how infusing communications with humanity can aid brand perception.

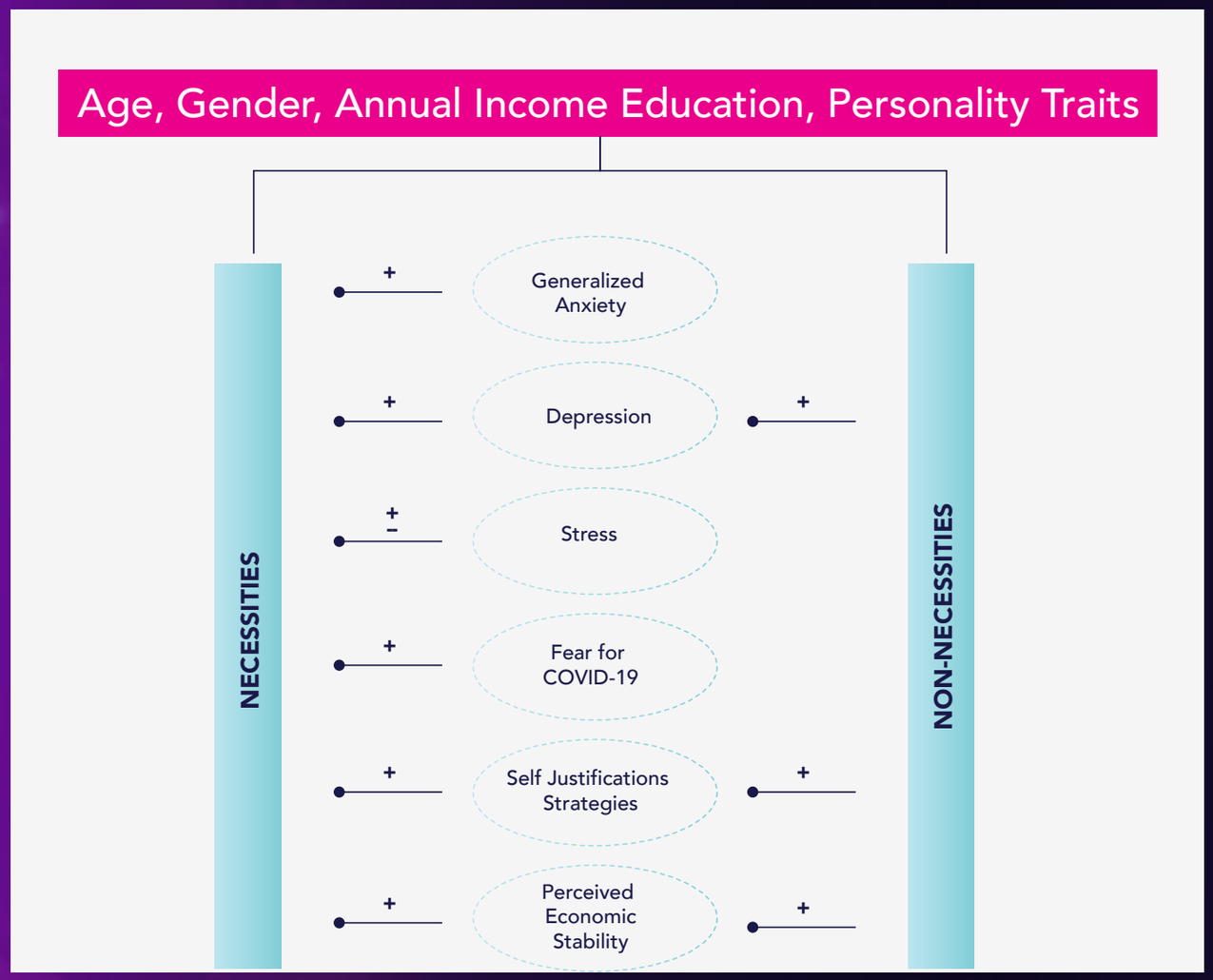
https://campaignme.com/warc-releases-insights-from-the-warc-prize-for-mena-strategy-2021/

OUR PSYCHOLOGY IN pandemic and its outputs

04

2022 MENA TREND REPORT

1- Psychological EFFECTS OF COVID-19

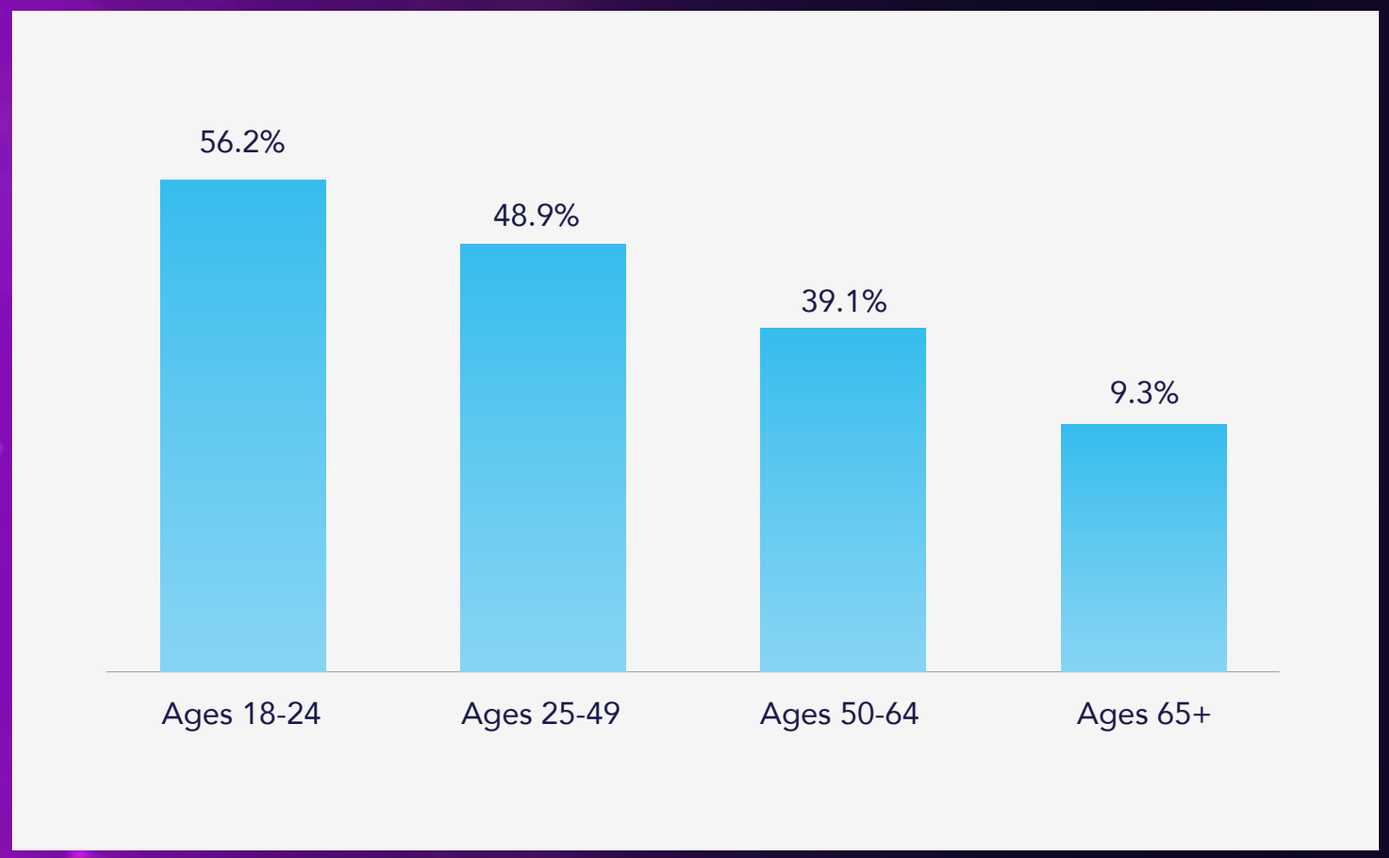


The social distance and the lockdown measures have seriously affected the relationship among people. Thus, telepsychology and technological devices assume important roles to decrease the negative effects of the pandemic.

https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0256095

2022 MENA TREND REPORT

2- Psychological Factors On Consumer Behaviours



The **COVID-19** pandemic is far more than a health crisis: It has unpredictably changed our whole way of life.

As suggested by the analysis of economic data on sales, this dramatic scenario has also heavily impacted individuals' spending levels.

https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/
https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0256095
https://www.ipsos.com/en-jo/ipsos-tracks-mena-consumer-sentiment-light-covid-19-outbreak

3- COVID-19 has the overall impact OF SPEEDING UP THE ADAPT FORCES

Digital

Local-first and employment

Energy transition and sustainability

Fiscal innovation

Value creation

Both globally and locally, the impact of **COVID-19** has made overwhelming impacts on each of the **ADAPT** forces – accelerating change at even greater speed.
Five long-term transformational changes were already at work shaping our world - the “megatrends”.

https://www.pwc.com/m1/en/publications/gcc-post-pandemic-massive-fast-transformation.html

What did we learned from COVID-21?

2022 MENA TREND REPORT

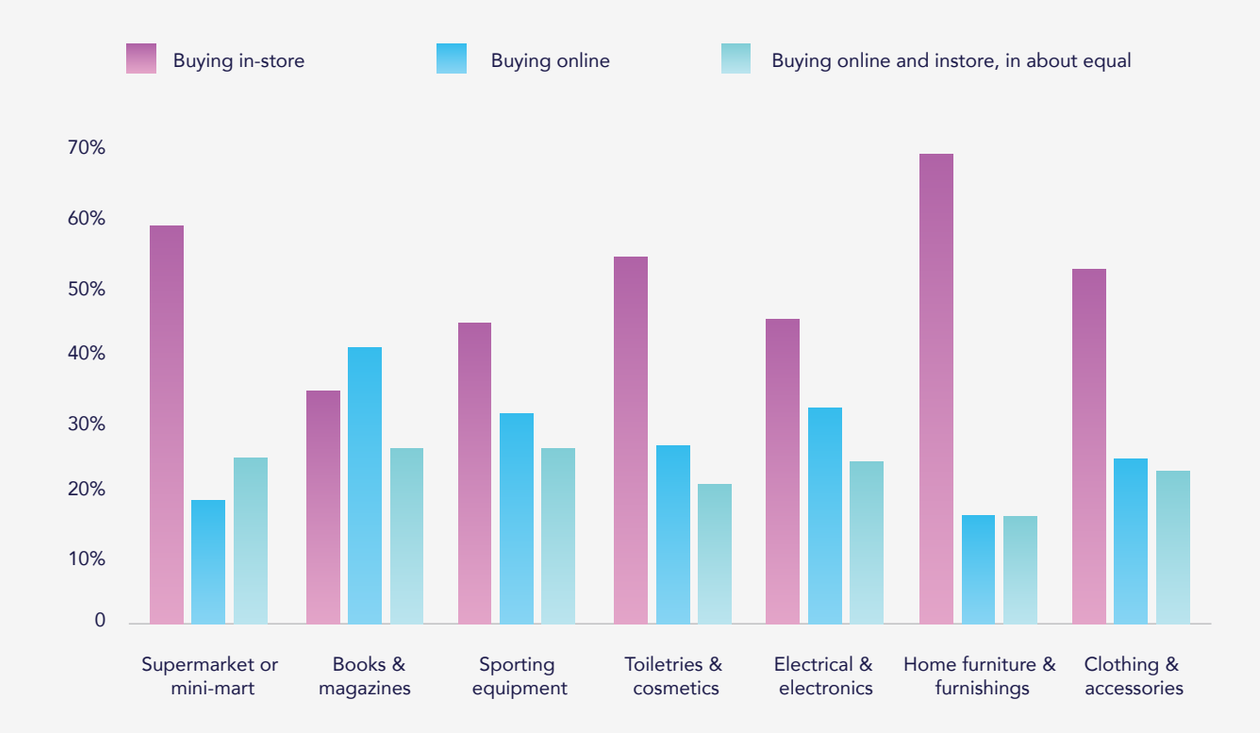
What did COVID19 SHOW US?

To strengthen an ever-growing economy in post-pandemic conditions those features could be fulfilled:

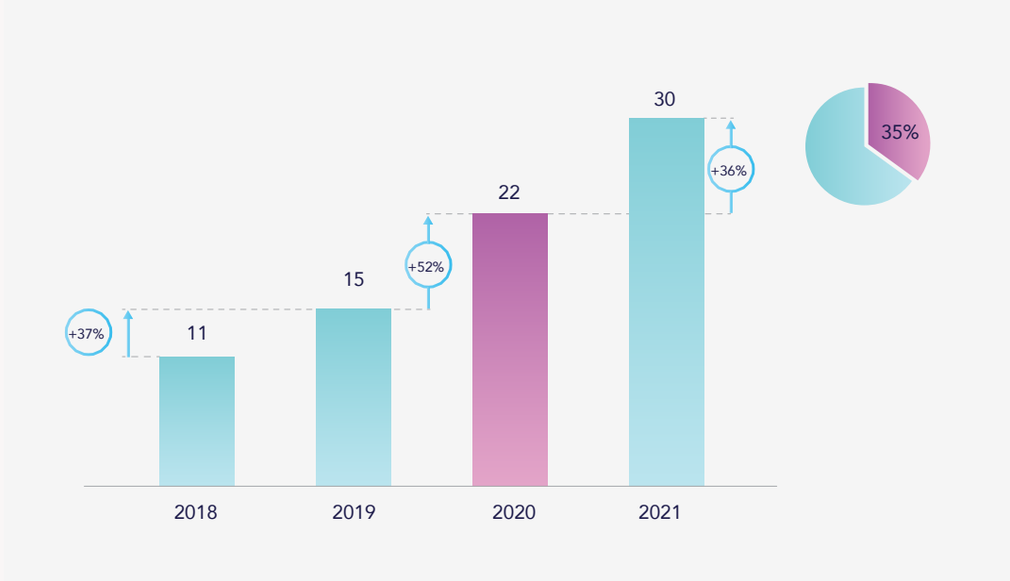
Transition to a trust-based economy

Support to entrepreneurship environments

MENA E-Commerce Gross Merchandise Value 2018 - 2021



UAE Instore vs. Online Consumer Preferences by Product Type



https://legatum.mit.edu/wp-content/uploads/2021/03/170321-MIT-Wamda-E-Commerce-COVID19-report-EN-01.pdf

COVID-19 Reframed
Ramadan Ads

Without mentioning the deadly pandemic that overwhelms the World, brands across the MENA proposed new strategies and conceptualizations to satisfy public.

For instance: STC TELEKOM

Telecom company STC launched its sustainability-focused campaign during Ramadan, within a futuristic and tailored concept.

https://www.lbbonline.com/news/how-covid-19-reconstructed-ramadan-advertising-across-the-middle-east
https://www.youtube.com/watch?v=b4lQO1rZUUk

2022 MENA TREND REPORT

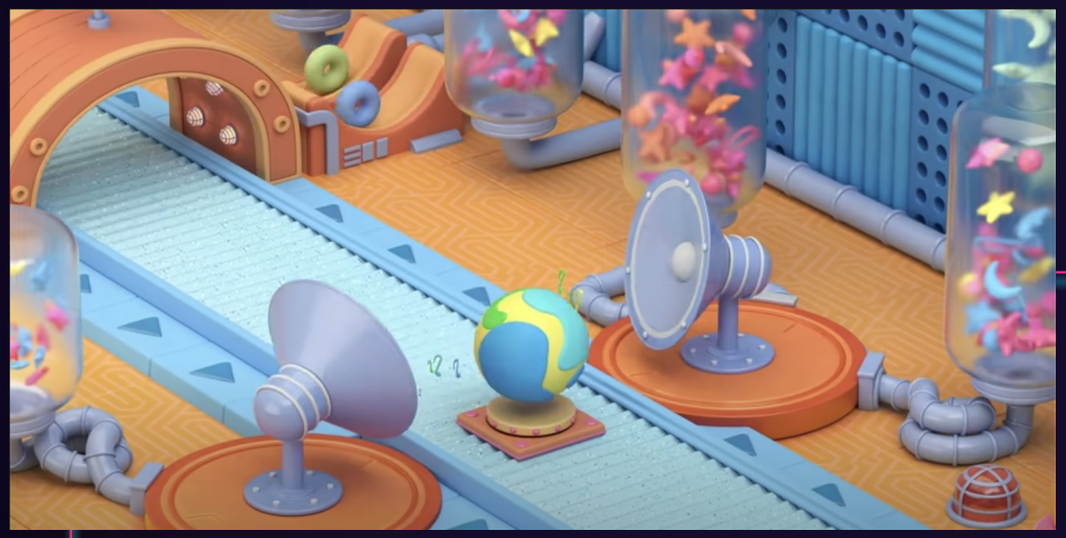
COVID-19 Reframed **Ramadan Ads**

Optimistic Atmosphere

This year's Ramadan ads are demonstrating the hope. For example,

Mobily:

Ads like M&C Saatchi UAE's grin-fest for Mobily in Saudi Arabia acknowledge the reality of the pandemic while being enthusiastically cheerful and colorful.



Touch of The Heritage

A nostalgic touch is always crucial for Ramadan. For example,

Deliveroo:

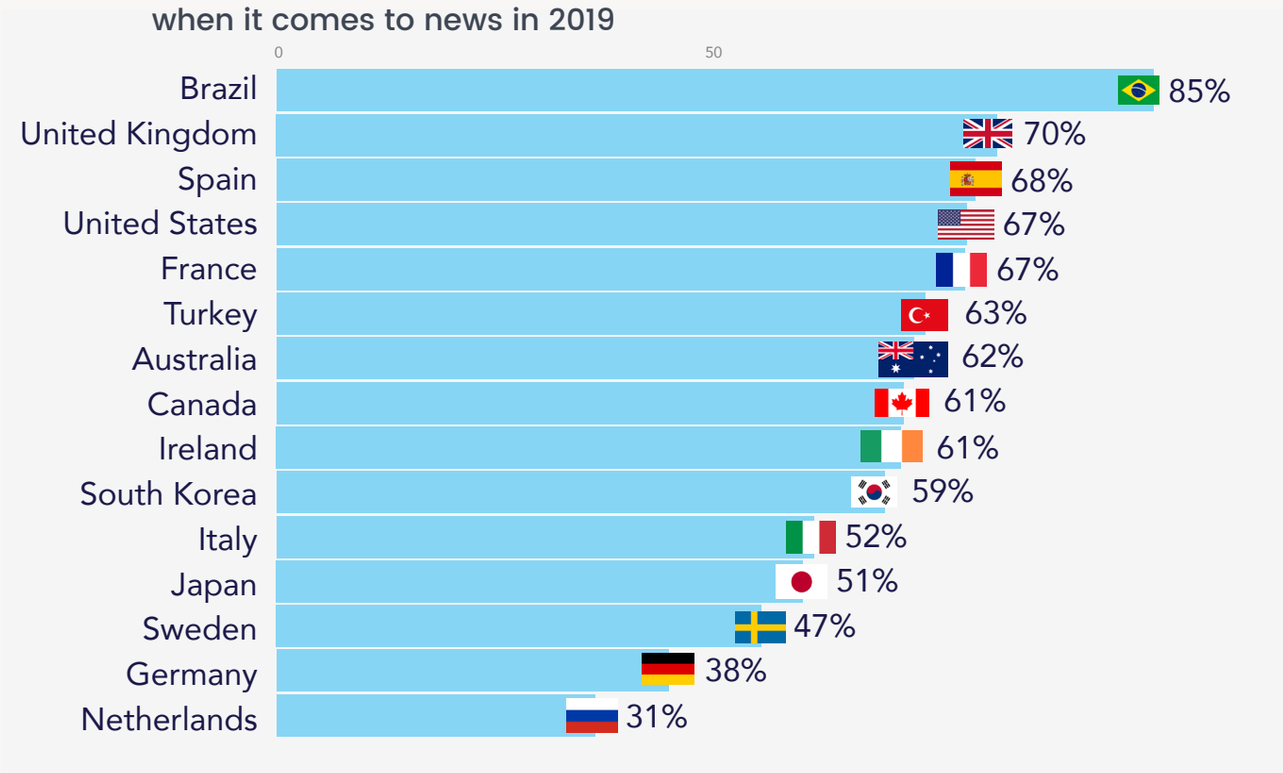
The spot focuses on the promise that the food delivery platform will be able to serve up the authentic tastes and smells people associate with lavish restaurant feasts and big family gatherings.

https://www.lbbonline.com/news/how-covid-19-reconstructed-ramadan-advertising-across-the-middle-east
youtube.com/watch?v=7CZA0LZ6FPE&t=10s
https://www.youtube.com/watch?v=Zac4j_bgbVM

INFODEMI SURGES

As misinformation and direct attacks to reputation and scientific-trustworthiness of the vaccines increase, alongside the governmental institutions social media giants introduced different labels and procedures on reputation rapid enhancement of misinformation. Though, extensive concerns about the fake news about the vaccines are now worryingly spread.

Where Concern Is Highest About Fake News On The Internet



https://gh.bmj.com/content/6/2/e005175
https://campaignme.com/twitter-introduces-labels-for-the-covid-19-vaccine-as-it-continues-its-fight-against-misinformation/
https://cdn.statcdn.com/Infographic/images/normal/18343.jpeg

Sectoral analysis AND LEARNINGS

08

2022 MENA TREND REPORT

CROWD ANALYZER RELEASES STATE OF SOCIAL MEDIA REPORT 2021

Total Active Users - UAE

7.7M	4.7M	1.6M 2M	4.8M	2.3M 2.4M

Total Active Users - Kuwait

2.5M	2.3M	1.1M 1.4M	760K	1.7M 1.8M

Total Active Users - Saudi Arabia

13M	15M	10.9M 13.3M	5M	17.9M 18.6M

Total Active Users - Bahrain

820K	890K	297K 363K	380K	540K 570K

Total Active Users - Egypt

44M	11M	3.3M 4M	5.3M	7.1M 9.3M

The **5th Edition** of the annual social media report covers **4 key chapters**, helping marketers in the region access the key trends emerging in **2021**, gain an understanding of what happened on social media in **2020** amid the **Covid-19** situation as well as gaining an in-depth understanding of consumer behaviour through the updated data on the most popular platforms in **Egypt, KSA, UAE, Kuwait** and **Bahrain**.

https://campaignme.com/crowd-analyzer-releases-state-of-social-media-report-2021/

Digital Transformation and COVID-19 in MENA:
Turning Challenge into Opportunity

Across the world, government-ordered lockdowns showed that access to the internet has become a lifeline for modern society, especially in the workforce. This lesson came amidst ongoing efforts by MENA governments to diversify their economies and reap the benefits of a digital transformation.

Opportunities in digital transformation

The region's active start-up ecosystem has been a key driver of this trend; and even came out ahead last year as lockdowns forced many people to use online services for the first time. According to data by **MAGNiTT, MENA** start-ups in 2020 saw a record $1 billion in investments, up 13 percent from 2019, while the number of investment deals decreased. This positive trend also continued in the first months of 2021, with startups raising $396 million in 125 deals in the first quarter according to **Wamda,** an accelerator and knowledge platform in the MENA Region.

https://www.wamda.com/2021/04/mena-startups-raised-170-million-march-2021

TikTok: A pathway to top

TikTok's impact on MENA can be evaluated in three different respect:

Vividness:

TikTok is ever engaging within its tools: Various live stream options, active engagement options and the different colors coined by many people.

Quick-responsivemodel:

TikTok tracks, analyzes and responses super-fast. It reduces trend-catch intervals. Also it maximizes the user's content creation motives. This model allows different users to stay in the TikTok's own system.

Diversified contents & tools:

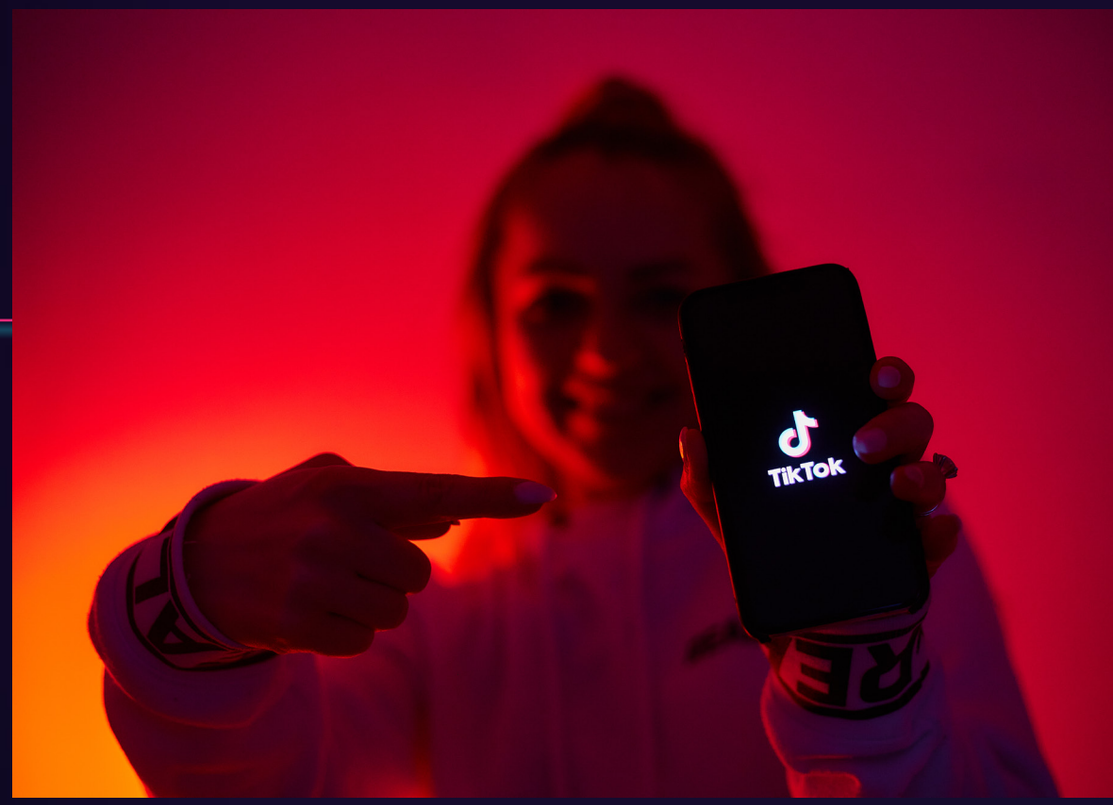
TikTok, as a matter of algorithm, collects and shows different and distinct content prototypes. In a diverse region like MENA, it works!

New E-Commerce Giant

TikTok promises huge **e-commerce** potential, but that's not the only reason it's loved by marketers. Reaching **850 million** monthly active users, **TikTok** allows reaching a large audience like television once was.

An average user spends **476 minutes per month** on TikTok, which is the second most time-spent application among social media platforms after **Facebook. TikTok** users spend more money on the app despite having a lower average age than other social media platforms.

This situation causes us to think that we are witnessing the birth of a new giant in **e-commerce.**



https://qz.com/1918570/how-businesses-are-leveraging-tiktoks-growth-to-drive-engagement/

MENA: Health infrastructure after the pandemic

The pandemic also sharply highlighted disparities between **MENA countries'** health systems and their digital infrastructure.

UNICEF declared a worldwide learning crisis due to school closures, affecting more than **110 million children** in the **MENA region.** Only **55 percent of children** in seven **MENA countries** that were enrolled before the pandemic had access to some form of distance learning.

https://www.unicef.org/mena/reports/unicef-mena-covid-19-situation-report-no13

2022 MENA TREND REPORT

MENA: Black Friday/Cyber Monday 2021

(Insights & Takeaways)

30%

more spending MENA compared to the global average during **Black Friday**

85%

increase in **YouTube** searches for 'unboxing videos'

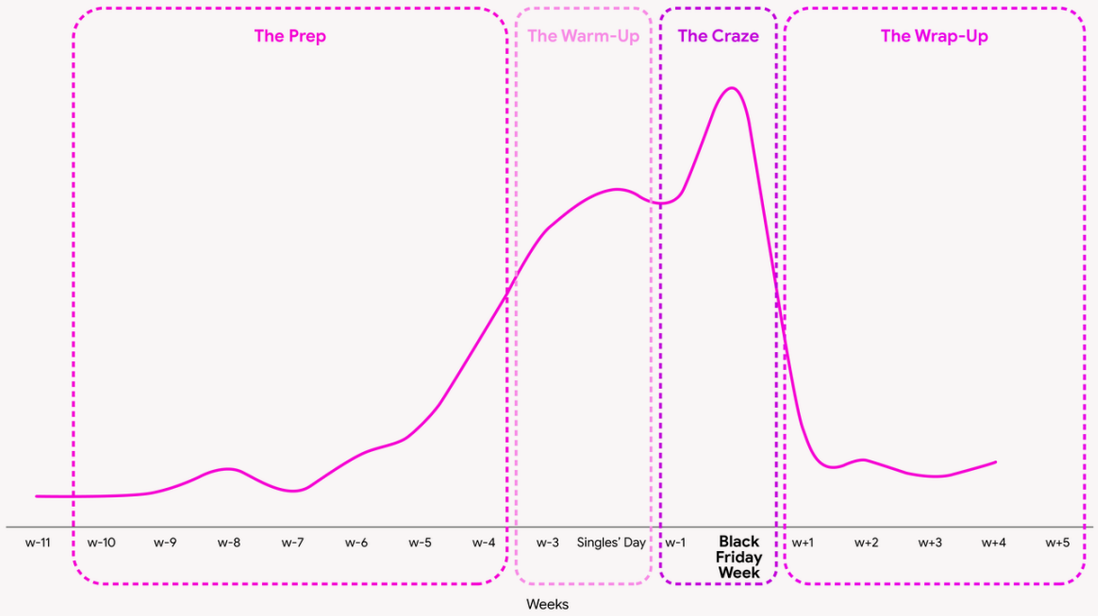
71%

uplift in **Cyber Monday** searches

45%

Week-on-week increase in **'product review'** searches during the craze phase

Search Interest in Seasonal Moments
[UAE, KSA, EG, 2020]



Compared to just one year ago, this year the excitement for **Black Friday** starts even earlier and ends later, spanning over a longer period. **The Black Friday 2021** season is happening over the course of four major phases.

https://www.thinkwithgoogle.com/intl/en-145/consumer-insights/consumer-trends/black-friday-shopping-mena/

Keep going on the way of THE NEW NORMAL

The rise of services such as Netflix, which allows users to move seamlessly from one device to another without skipping a beat, has helped create a growing expectation of ease and continuity from all brands.

Here are 3 tips to watch in new normal;

1 - Reimagine customer journeys: People might have started using a service during lockdown out of necessity; they will need a great experience if they are to stick with it.

2 - Seek out customers who've gone quiet: Remind customers you're there, using additional channels like chatbots and WhatsApp, and show you care.

3 - Monitor the actions you've put in place: Brands need to understand the impact of what they're doing to engage consumers and adjust the experience they offer accordingly.

Consumers Want Brands to Listen

78% of consumers think it's important for brands to listen and respond

17% feel that brands are truly listening

Brand Sympathy
Brand Uniqueness
Customer Satisfaction

Brand Trust

Customer Loyalty

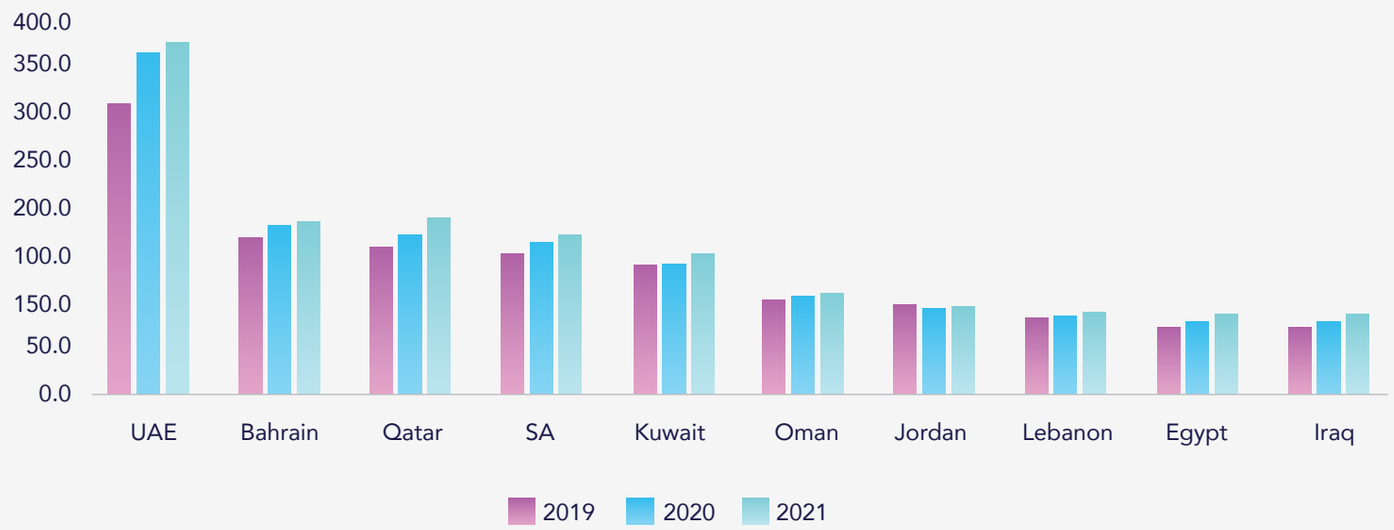
https://campaignme.com/the-game-changer-reimagining-customer-experience-in-the-new-normal-by-kantar-brandz/

2022 MENA TREND REPORT

Internet penetration across ME

According to Euromonitor International, the percentage of households with internet access is over **94%** in GCC countries, an established digital infrastructure that has fostered the acceleration of e-commerce.

Penetration Rates of Internet in the Middle East: 2019-2021



https://www.euromonitor.com/article/global-consumer-trends-in-the-middle-east

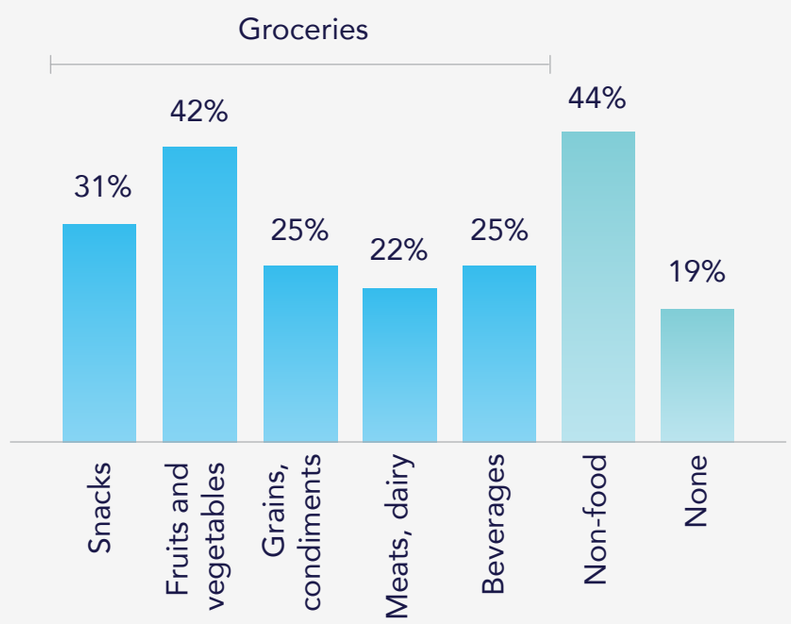
2022 MENA TREND REPORT

E-commerce remarks in the times of pandemic

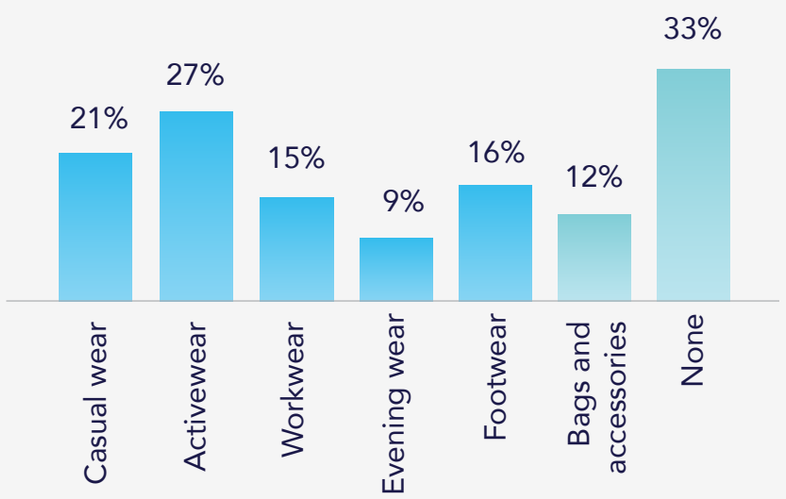
While COVID-related concerns were still cited as a reason for preferring to buy online, convenience continues to be a major driver of digital purchases.

E-commerce continues to penetrate all categories; consumers are getting comfortable with purchasing groceries online
Which of the following have you bought online in the last month?

E-commerce trials: food and grocery
(% of respondents who have bought category online in past month)



E commerce trials: fashion and accessories
(% of respondents who have bought category online in past month)



https://www.kearney.com/web/middle-east/consumer-retail/article/?/a/what-the-next-normal-will-look-like-to-uae-and-ksa-consumers

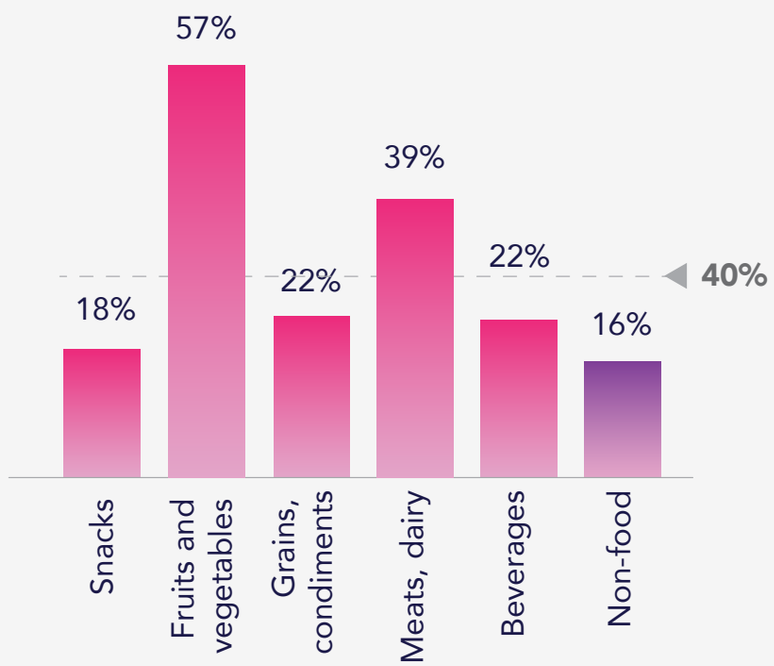
2022 MENA TREND REPORT

Stores of post-pandemic era

Physical stores remain as a strong actor across categories where consumers want to touch, feel, and try the products.

The store still plays a strong role across categories which require the consumer to touch, feel, and try the product

Offline preference: food and grocery
Which of the following would you prefer to buy in store? Why?



Offline preference: fashion and accessories
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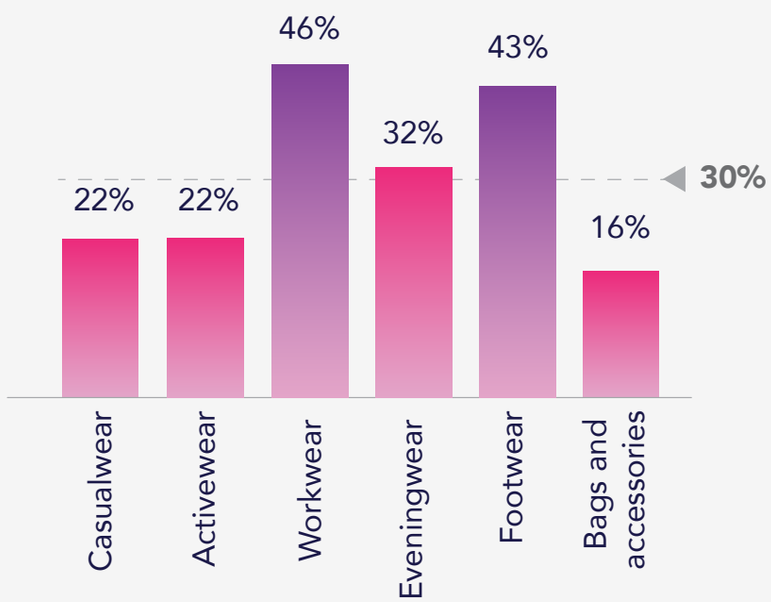


https://www.kearney.com/web/middle-east/consumer-retail/article/?/a/what-the-next-normal-will-look-like-to-uae-and-ksa-consumers

2022 MENA TREND REPORT

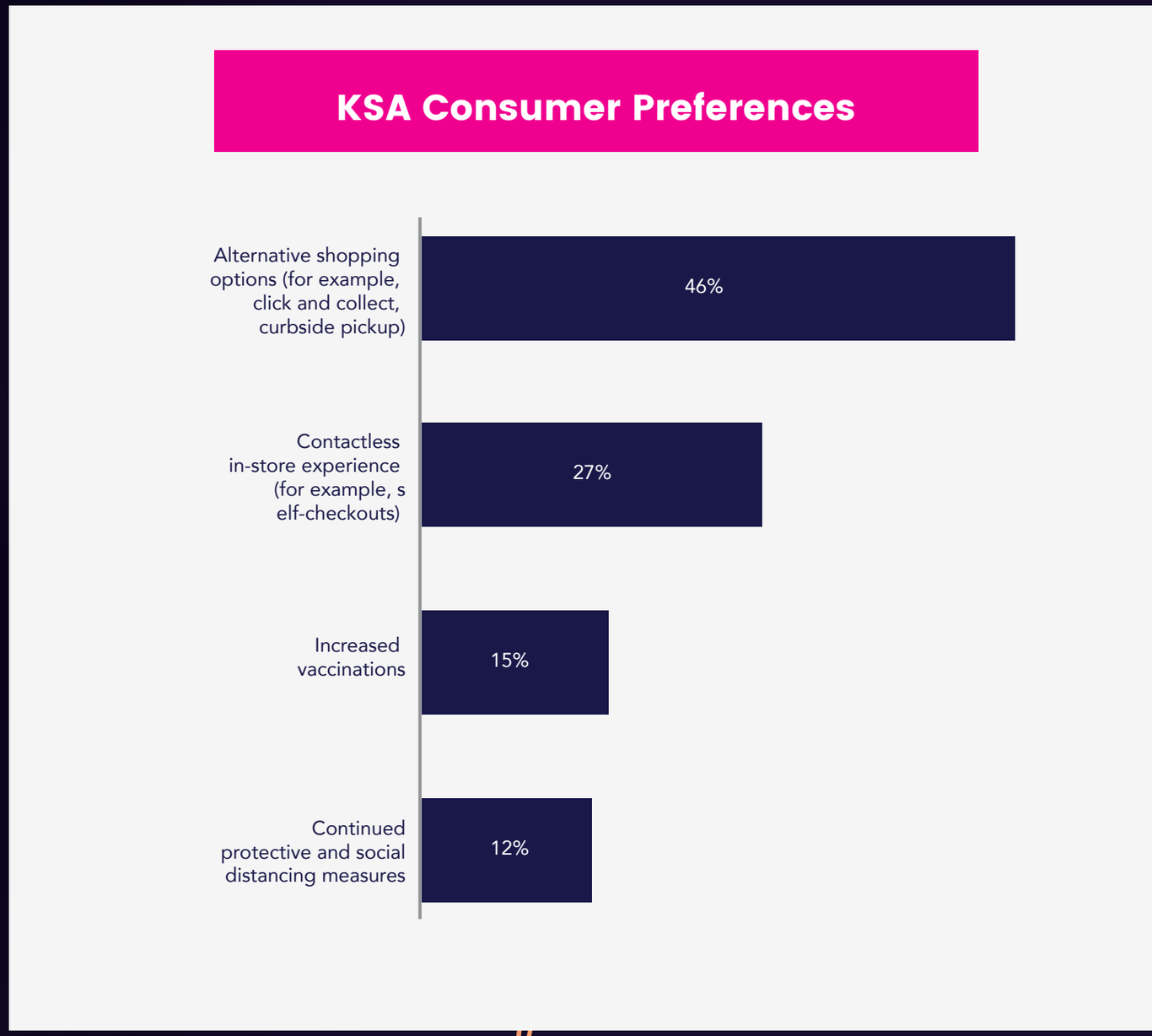
Stores and KSA residents

KSA consumers, for example, are more comfortable with omnichannel journeys and innovative in-store models.

KSA consumers are looking for more omnichannel journeys and innovative in-store models; vaccination and social distancing are a lesser concern.

KSA

(Which of the following will increase your comfort in visiting public places e.g., Stores, Restaurants, Supermarkets?)

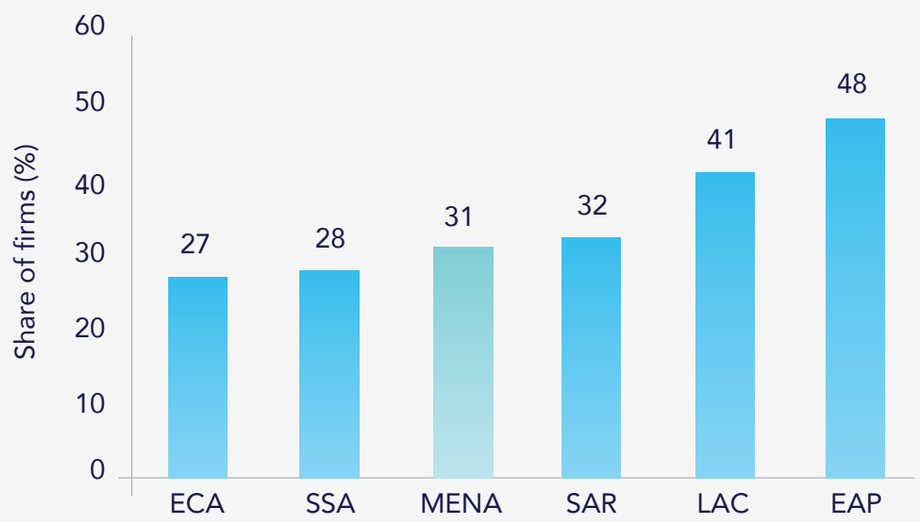


https://www.kearney.com/web/middle-east/consumer-retail/article/?/a/what-the-next-normal-will-look-like-to-uae-and-ksa-consumers

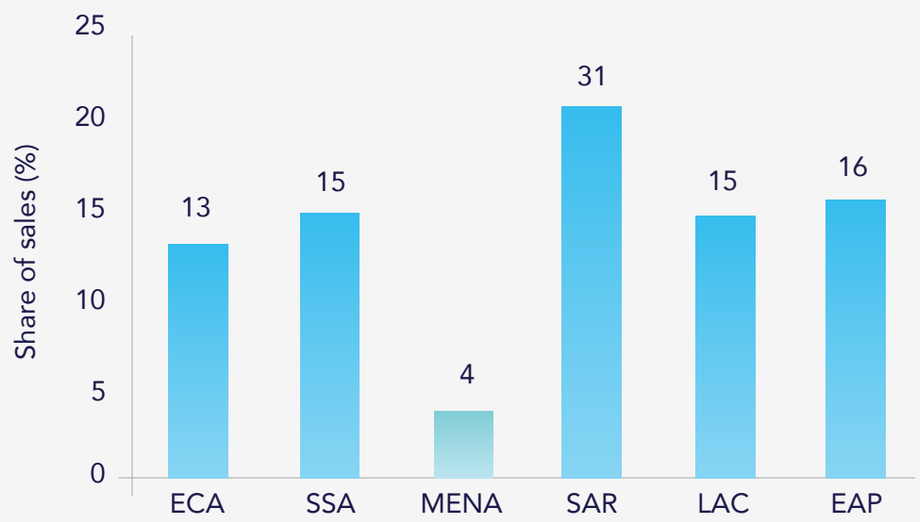
MENA Steps Up Use of Digital Platforms and Eases into Digital Sales

Use of digital platforms in response to shutdowns, by region

a. Share of firms that started or increased the use of digital platforms



b. Share of monthly sales using digital platforms



https://openknowledge.worldbank.org/bitstream/handle/10986/36618/9781464817762.pdf

ARE WE RE-ACTIVATED?

Has the age of Post-Corona begun?

1- UAE launches new task force to create **next-generation digital economy**

The **UAE** is going to assign a "task force" to materialize a next-generation economy structure for the country's **2050-60 vision,** activated by various creative initiatives that will prepare the government to handle **newly-changing** global dynamics.

https://www.thenationalnews.com/business/technology/2021/10/19/uae-to-create-new-task-force-to-create-next-generation-digital-economy/

2- UAE retailers need time to ensure their **digital image's consistency and continous visibility**

UAE retailers have got their acts together on e-commerce. But they have work to do on finetuning their digital visibility and marketing cues.

Learning:
It is undeniable that a digital-first and data-driven approach is the blueprint of the future.

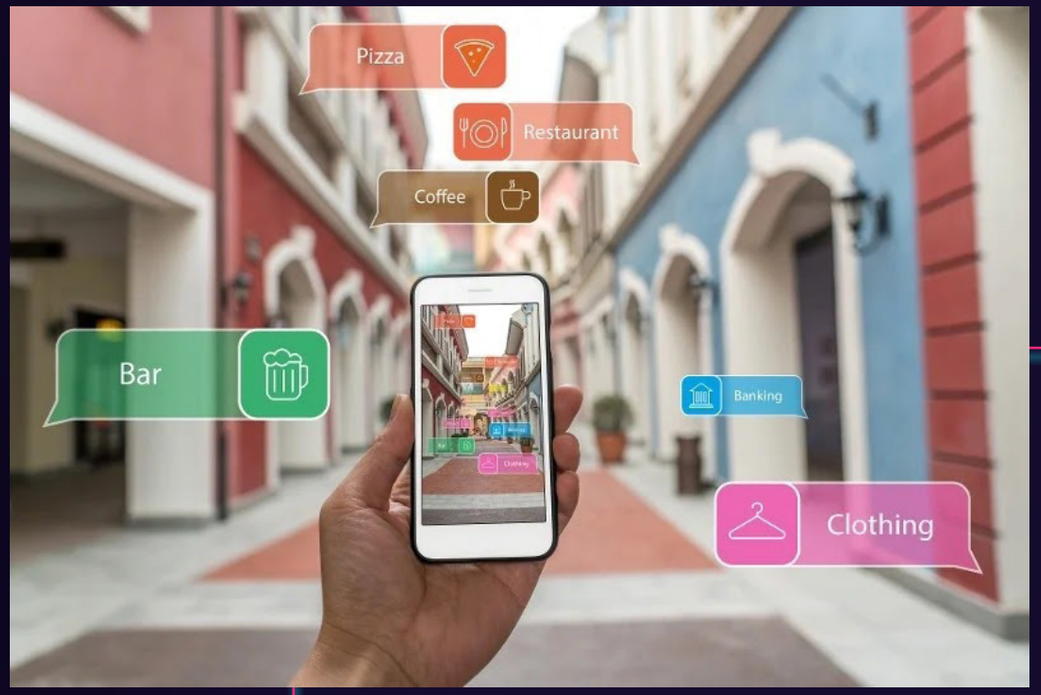
https://gulfnews.com/business/retail/uae-retailers-need-more-time-to-get-a-hang-of-their-digital-visibility-1.1631858283172

2022 MENA TREND REPORT

3- 1 In 4 UAE Marketeers Intends

‘Very Large’ Increase In Mobile Marketing

Within COVID-19 accelerating the sharp transition to mobile and contactless medians, 84% of UAE businesses state that **mobile applications** are currently a ‘must’ to provide a sufficient contact base with its customers/users.



https://arabianmarketer.ae/1-in-4-uae-marketeers-intends-very-large-increase-in-mobile-marketing-spending /

4- Middle East Ads Expenditure On Facebook And Instagram Increases

According to Emplifi's latest data, ad spend on Facebook and Instagram in the Middle East increased 33.32% year-over-year (YoY) during Q3, and by 7.38% between Q2 and Q3.

Learning:

It is undeniable that a digital-first and data-driven approach is the blueprint of the future, but greater collaboration between retailers and agencies - to harness innovative solutions backed by metric, measurement and outcome - remains essential.

https://arabianmarketer.ae/middle-east-ad-spend-on-facebook-and-instagram-climbs-33-32-yoy-in-q3 /

2022 MENA TREND REPORT

Mobile key to bringing customers back into stores post-Covid

The report finds that **58 percent** of consumers in the UAE and **54 percent of Millennials** and **58 percent of Gen Z** always use their phone while shopping in stores, while **6 in 10 UAE** shoppers would specifically visit a store if it had interactive services that allowed them to try on items virtually.

https://www.politico.eu/article/coronavirus-pandemic-remote-work-zoom-office-transformation/

Changing habits

E-commerce has dramatically accelerated globally in the last year, with **65 percent** of consumers in the **UAE** claiming to have shopped on their mobile more since the start of the pandemic.

63 percent of UAE shoppers have missed the human interaction that comes with shopping in-store.

2022 MENA TREND REPORT

The Political Economy of Reform in **Post-COVID MENA**

Each country will have to find its own path to galvanize support for a complex package of reforms. No matter the strategy, one set of reforms is truly no-regret: moving towards more transparent governance, fair and modern judicial systems, and a relationship with citizens that relies on full information and data openness, not only to help people and institutions navigate the **COVID-19 pandemic,** but also to rebuild trust between citizens and governments.

https://www.mei.edu/publications/political-economy-reform-post-covid-mena

AT THE CHANGING AGE OF COMMUNICATION, what to expect from 2021?

The year 2021 was about preparing for and responding to uneasy conditions, otherwise, 2022 is expected to be about getting used to these conditions, accordingly recovering and developing.

2022 Marketing Trend Projections

Growth within a purpose: The objective here is to take a holistic stance by reducing the things that cause interference in communication, to gain a competitive advantage through a holistic goal.

Inclusive marketing: As communities become more diverse consumers prefer brands that take reasonable and comprehensive stances on social issues.

Developing the smart-creative engine: In a digitalized world, marketers need a model that moves as fast as the culture and fills the skill gaps.

Welcoming users in a cookie-free world: Cookies are started to get annoying and negatively affect the user experience. For this reason, first-party data strategies are expected to be re-designed.

https://www.marketingturkiye.com.tr/haberler/pazarlama-trendleri/

Metaverse...

According to **Google Analytics data,** interest in metadata peaked in 2021. Research on this and related topics topic has increased more than ten times compared to 2020.

Giants like **Facebook, Epic Games, Microsoft** have declared their plans to build their metaverse worlds. Among the brands that want to be a part of this world are giant companies such as Burberry, Coca-Cola, and Visa. These companies are only the very tip of the iceberg.

93% of global consumers think technology is our 'future'. **76%** say their lives extensively depend on technology, and **81%** say a brand's digital presence is just as crucial as physical.

In this period we live in, we are witnessing the construction of a digital world step by step. As human habits re-shape in the digital direction, thus the desire to exceed the limits of the physical world increases. There are people all around us who have already stepped into the metaverse with the games they play and the artworks they buy with crypto money.

https://www.marketingturkiye.com.tr/haberler/metaverse-geliyor/

Changing Vacations

Within the pandemic period, demand for places that offer **spa therapy and compact holidays** has increased. Interest in gastronomic travel has increased, too.

Within the pandemic time, the overall rate of pet ownership has increased. For this reason, tourism venues have started to create areas for people traveling with their pets.

Physical **contact-free check-in and check-out**, the demand for solutions such as digital keys have increased.

As the overall importance spent on health has risen, the total number of travelers who spend time on **sports activities** during travels has increased.

Travelers began to plan their journeys in line **with more selective tastes.**

It is commonly predicted that in **2022**, people will focus on spending more time with their families.

With in the possibility of better conditions, crowded travels seem to come to light again. Seemingly, brands that show sensitivity to environmental and **social issues will be more preferred throughout 2022.**

https://www.marketingturkiye.com.tr/haberler/arastirma/gezgin-tanimi-degisiyor/

Smart Glasses

According to research conducted by Dynabook, **63%** of companies will start using smart glasses technology in the period of next three years. According to the research, companies aim to use this technology for a better remote working experience **(47%)**, for improved data acquisition and processing **(34%)**, and better sharing and collaboration **(39%)**.

Farewell to an Old Friend (Internet Explorer)

Internet Explorer, which has been a part of our lives for more than 25 years and has served internet users very well, **is being unplugged.** Microsoft announced on June 15 2022, that it will completely shut down Internet Explorer.

https://webrazzi.com/2021/05/20/microsoft-internet-explorerin-fisini-2022de-tamamen-cekiyor
https://www.marketingturkiye.com.tr/haberler/son-24-saatin-gundemi-3/

Autonomous Vehicles
MAY BE ON THE ROADS IN 2022

Ford will materialize the autonomous delivery and robotaxi project in **2022,** which it was preparing to implement in **2021** but had to postpone due to the pandemic.

Mercedes has planned to spend **$10.8 billion** on ten new electric car projects by **2022.** These vehicles are expected to be on the roads in **2022.**

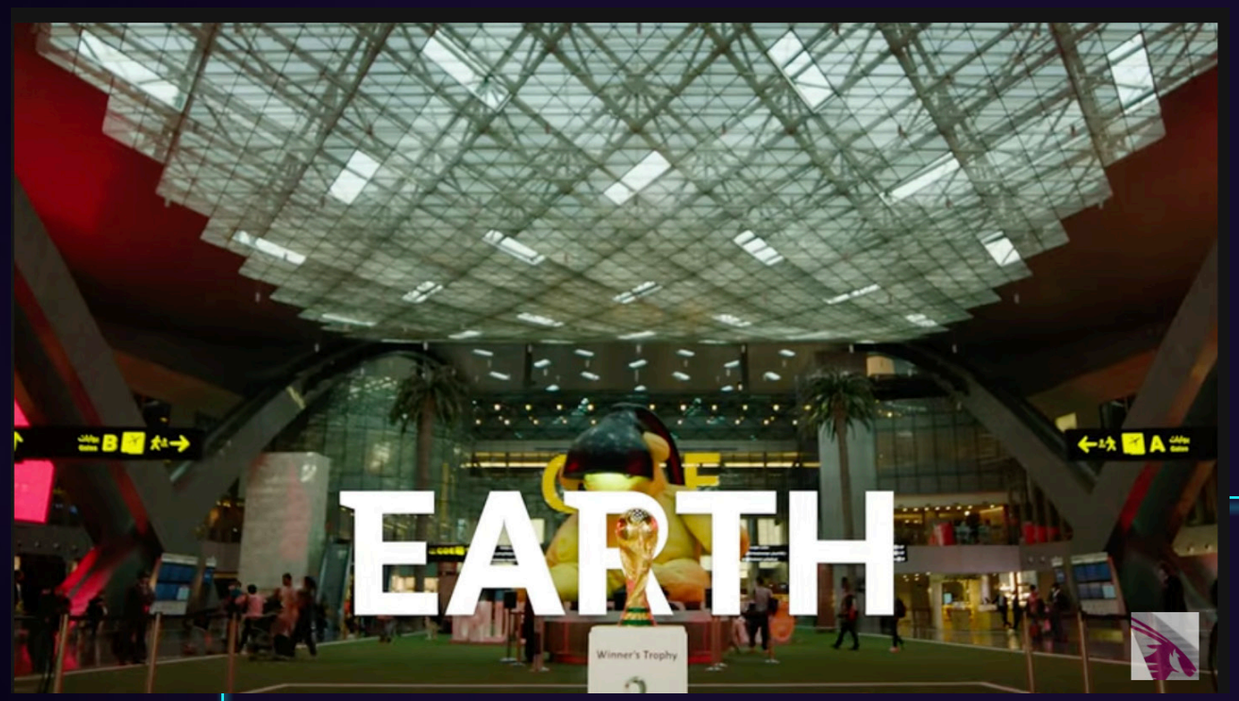
Germany may be the first country to allow the common usage of self-driving vehicles in the whole country with the law to be created on autonomous vehicles. This law is expected to be enacted in **2022.**

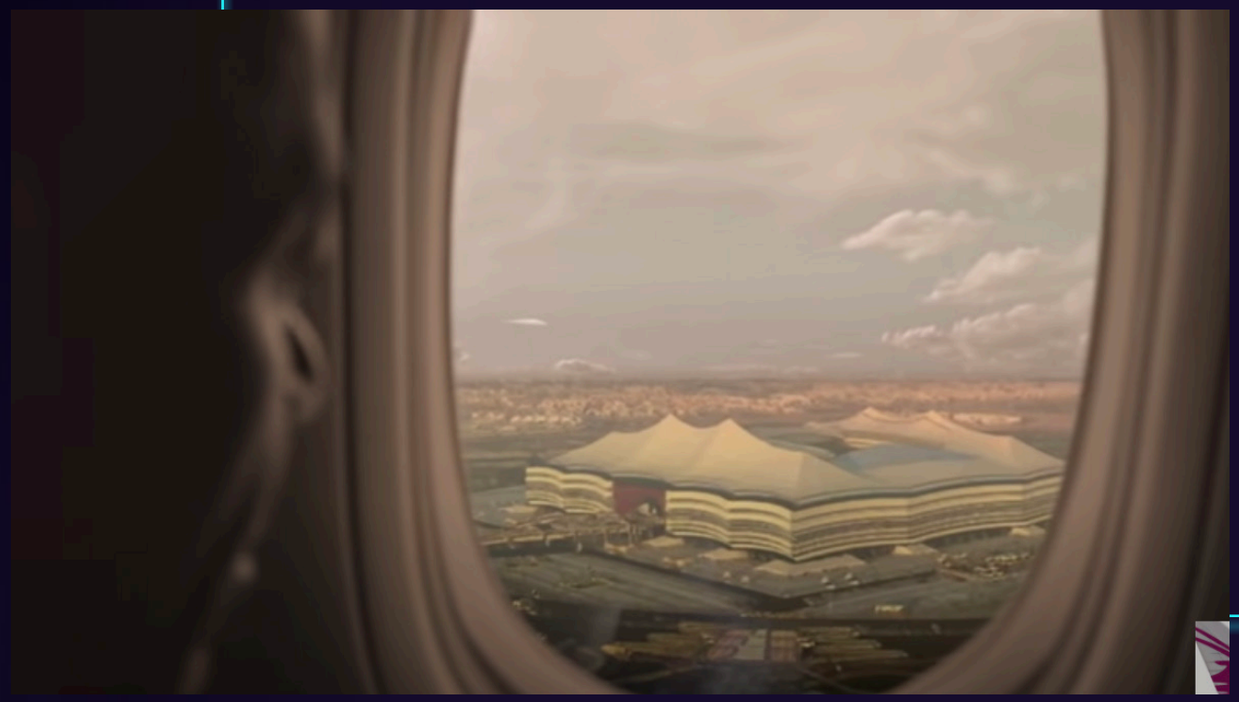
https://www.pazarlamasyon.com/almanya-2022de-otonom-araclara-izin-vermeyi-planliyor/

2022 World Cup

World Cup 2022 is going to be held in Qatar. The major organization has chosen its PR face as well-known soccer player **David Beckham.**

New data from Thinkbox, based on the **Euros 2020** that ran this year, shows that tournament football offers incredibly cost-effective reach and an unparalleled ability to reach younger, wealthier consumers at scale.



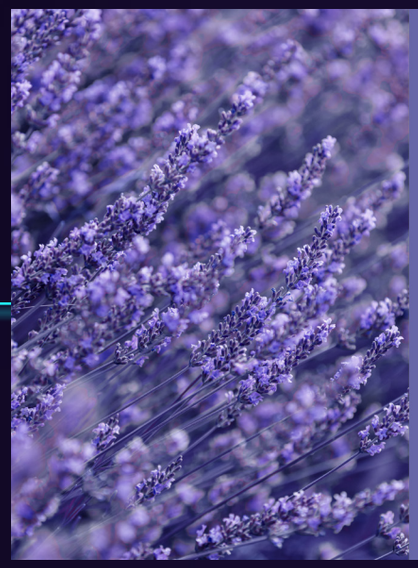


https://www.eurosport.com.tr/futbol/katar-2022-dunya-kupasina-hazir-mi_sto8632408/story.shtml
https://bayraks.net/tasarim/logo/fifa-dunya-kupasi-katar-2022-logosu-tanitildi/

Trend Colors of 2022

Pantone Color Institute has declared the trend colors of 2022. ‘**Very Peri**’

The initial ten main colors in the published report were created from bright, fun, and optimistic color tones with the awareness of acting as an antidote to the **COVID-19** process.



Color of the Year 2022

https://pazarlamasyon.com/pantone-2022-nin-trend-renklerini-acikladi/

2022 MENA TREND REPORT

DIGITAL MARKETING TRENDS IN 2022

Content Marketing will be one of the prominent trends of the year. In particular, **SEO-compatible content** will be even more significant in 2022.

The importance of **Mobile Compatible Marketing** will increase even more in **2022.**

Interest in **E-Mail Marketing** will continue to increase in **2022.**

Corresponding with this new strategy, **TikTok** will guide digital marketing trends in **2022.** The interest in the platform, which appeals to the base of the Z generation, will continue to increase in **2022.**

https://www.trthaber.com/haber/infografik/2022de-dijital-donusumde-hangi-adimlar-atilacak-621471.html

2022 MENA TREND REPORT

DIGITAL MARKETING TRENDS IN 2022

Affiliated Marketing studies using **Influencer and Blogger** led e-commerce platforms in **2021.** Companies that receive successful outputs will continue this strategy in **2022.**

E-commerce companies that diversified their **Instagram** shares with the **Insta Shop** feature made it easier for people to visit their sites. With this new feature, companies that attract visitors to **e-commerce** sites more easily will tend to increase this strategy in **2022.**

Video content will mark **2021** and will continue to hit in **2022.** Video content, which especially supports the rise of **e-commerce** platforms, will be adopted by companies as an indispensable communication model in **2022.**

Instagram Reels content has been highly adopted by companies throughout **2021.** These contents provided an opportunity to establish a more **intimacy-oriented** relationship between the customer and the company. This sincerity brought trust, and this trust was positively reflected in sales. It is expected that this chain of sincerity-trust will get stronger in **2022.**

https://www.trthaber.com/haber/infografik/2022de-dijital-donusumde-hangi-adimlar-atilacak-621471.html

About ddip
digital/design/integrated/paris

2022 MENA TREND REPORT

A new generation of agency:

An independent, international and integrated creative network, specialized in digital marketing & design, based between Dubai, Paris, and Istanbul; Together in an entrepreneur-spirit & multidisciplinary hub.

We bring brands together with the masses. **ddip digital/design/integrated/paris** implements comprehensive social media strategies that will bring your business to the masses, in line with the trends of the day, with differentiating agendas in the short and medium-term. When the resulting strategic integrity is combined with excellence in design, we achieve highly effective and lasting results in social media.

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Thank You...