



Ramadan Real Estate Ad Assessment 2023 Syndicated Study

Ramadan Real Estate Ad Assessment 2023 Syndicated Study helps Real Estate developers assess their campaigns' effectiveness & optimize strategy for better communication planning in the future

Sample Design

Face to Face interviews with 250 respondents who are TV Watchers, A class, Cairo & Alex residents

Socio-Economic Class

A 100%

Gender

50% male; 50% female

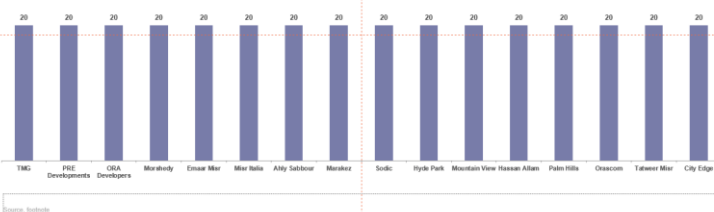
Age

25 to 54 years old

Report Snapshots

Ramadan 2023 Real Estate Ads Assessment Report Snapshot

Real Estate Developers Consideration

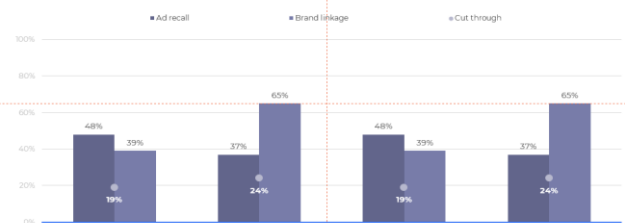


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Ramadan 2023 Real Estate Ads Assessment Report Snapshot

Real Estate Developers Ramadan Campaign Reach Metrics



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Ramadan 2023 Real Estate Ads Assessment Report Snapshot

Real Estate Ramadan Ads Assessment Using NIQ EPIC Module

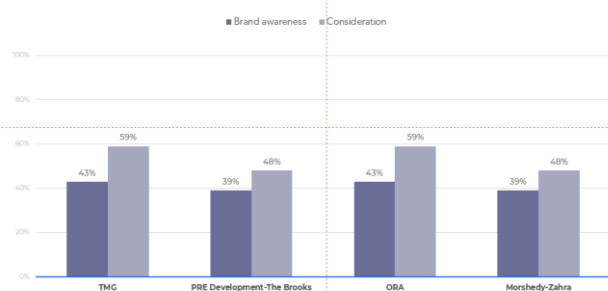
EPIC Scores	TMG	PRE Developments-The Brooks	ORA Developers	Morshedy-Zahra
Empathy	2.6	3.3	2.6	3.3
Relevance (T2B) *Is relevant to me as an individual*	55%	59%	55%	59%
Absolute liking (T2B) *Compared to competition ads*	54%	71%	54%	71%
Relative liking (T2B) *Compared to competition ads*	38%	60%	38%	60%
Persuasion	2.3	3.8	2.3	3.8
Persuasion (T2B) * *Makes me feel happier or more comfortable about buying from 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 Real Estate ads*	53%	56%	53%	56%
Communication	3.3	3.9	3.3	3.9
Comprehension (T2B) *Most people would find easy to follow*	83%	76%	83%	76%
Key message takeout (T2B) *How strongly the advertising gives you the impression that the brand "....."*	85%	68%	85%	68%

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Ramadan 2023 Real Estate Ads Assessment Report Snapshot

Impact of ad exposure on Real Estate Developers on Awareness & Consideration



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Base: Those who have seen Real Estates Ads © 2023 Nielsen Consumer LLC. All Rights Reserved.

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Ramadan Ads Assessment



- What are the preferred channels for Real Estate ads during Ramadan, “TV vs. Social media”?
- What are the preferred TV channels?
- What were the top recalled & liked Real Estate Ads?
- How do they assess Real Estate ads on different KPIs for campaign effectiveness?
- How did the ads impact the Charity Foundation's awareness.

Real Estate Developers Brand Health Measures



- Developer Awareness
- Developer Preference
- Developer Consideration
- Developer recommendation & Advocacy

Timeline



9 working weeks



Investment

150,000 EGP