

Lenovo – Disconnect to Reconnect



Often dubbed the “superbowl of the Middle East”, Ramadan is a time when marketers tend to increase their advertising spend, paying top advertising dollars to keep their brands top of mind on ATL, BTL, and digital and social channels.

Not only that, but online traffic tends to increase by 10-15% and time spent online increases by 30-40%, meaning that a lot of people are spending their time online rather than interacting with other people. This is attributed to shorter working hours, combined with more holidays, which means that people have a lot more time to browse their phones and laptops. Facebook witnesses a 5% increase in usage, with close to 58 million more hours spent on Facebook during Ramadan in the Middle East, and more YouTube videos watched than any other time.

Lenovo, a brand whose primary business is laptops and phones, decided to encourage people to truly observe the values of Ramadan, by inviting people to spend more time with each other, rather than on their devices. And in doing so, it put its money where its mouth is, by refraining from posting and promoting any content on its Middle East social media pages during the 30 days of Ramadan. We created a video to inform our community that we’d be going offline, and inviting them to join us in doing the same. And that’s how Lenovo decided to go offline for a month.

Our objective: as little engagement as possible: fewer page visits, fewer views, fewer clicks.

In the month of Ramadan, we saw a total of:

577 total engagements for Lenovo

231,908 engagements for similar brands

In addition to which, our engagement rate was on average 40% less in the month of May than it was on average during all of 2019.