



Ramadan Revelations

Unmasking the Spirit of Ads

Utilizing the power of Quals.ai, an AI-powered qualitative research tool, we conducted 90 in-depth interviews with Muslims from Turkey, Germany, and the UK on February 22-25, 2025. Our research aimed to uncover the key factors and cultural nuances shaping how the Muslim community perceives and evaluates Ramadan ads.



Ramadan is a magnet for marketers. Advertisements during Ramadan aim to tug at the heartstrings while gently nudging consumers.

Let's dive into the kaleidoscope of feelings and opinions from participants across the UK, Germany and Turkey as we explore their emotional responses, perceptions of commercial versus cultural intentions, motivations behind brand engagements, and ad elements that either resonate or cause discomfort.



Reactions to Ramadan ads vary across Germany, the UK, and Turkey due to differences in cultural context, minority status, and commercialization. In Turkey, where Ramadan is already central to daily life, reactions are mixed—some appreciate the community spirit, while others find the commercial aspects excessive and inauthentic.

A high-angle, slightly blurred photograph of a group of people sitting around a wooden table, enjoying a meal. The table is set with various dishes: a large wooden bowl of flatbread, a plate of meat and vegetables, a wooden board with grilled fish and vegetables, and several glasses of juice. The people are engaged in conversation and eating, creating a warm, communal atmosphere.

In Germany, where Muslims are a minority with deep ties to their heritage, Ramadan ads evoke nostalgia and joy, offering rare mainstream recognition and reinforcing cultural identity.

In the UK, with its strong multicultural landscape, these ads are valued for celebrating inclusivity, instilling pride in representation, though some consumers are mindful of commercialization.



"When I see Ramadan-themed ads, I feel a sense of nostalgia and belonging. It's like a reminder of home, even when I'm miles away."
(Germany, Female, 44)

"These ads fill me with a sense of pride and happiness. They bring out the beauty of our culture and traditions." (UK, Male, 24)

"Ramadan ads sometimes make me feel a bit annoyed when they seem too commercialized, like they're just trying to sell stuff." (Turkey, Female, 19)




The key to a good Ramadan campaign is the balance between commercial intent with cultural respect. Participants from the UK and Germany generally championed ads that honor traditions while subtly promoting their products. In Turkey, however, there was a prevalent sentiment that the commercial aspects often overshadow the cultural significance, leading to discomfort.



"The best ads are those that manage to respect our traditions while promoting their products."
(UK, Female, 42)

"I think some brands do a great job of blending their commercial goals with a respectful nod to Ramadan's cultural significance." (Germany, Female, 45)

"When brands focus too much on selling, it takes away from the essence of Ramadan and feels disrespectful." (Turkey, Female, 30)



In Turkey, participants appreciated ads that embraced traditional music and imagery, as these elements helped set the Ramadan mood. The emphasis was on inclusivity and representation, with participants valuing ads that featured diverse faces and real people when it comes to the UK. In Germany, there was a preference for ads that highlighted spiritual and communal aspects, while avoiding clichés and overproduction.



"I love ads that incorporate traditional music and imagery – it really sets the mood for Ramadan." (Turkey, Male, 23)

"When ads feature diverse faces and show real people, it makes the message feel more genuine and inclusive." (UK, Female, 31)

"Ads that highlight the spiritual and communal aspects of Ramadan are the most impactful for me." (Germany, Male, 40)



Recipe for the Perfect Ramadan Campaign

When it comes to brands naturally aligning themselves with Ramadan, it's not just about slapping a crescent moon on the packaging. The intersection of Ramadan and brand advertising is not just about leveraging cultural symbols or timing. It's about creating authentic connections that resonate with the core values of this sacred month.



Authenticity and Cultural Sensitivity: Start with a genuine understanding of Ramadan's traditions and respect for cultural nuances.

Spiritual Reflection: Incorporate themes of faith and introspection to resonate deeply.


Stir in Community Engagement: Engage local communities for input and ensure your campaign reflects their values.

Storytelling: Share real stories that highlight familial and communal bonds.

Diversity & Inclusion: Represent the diverse Muslim community in your campaign.

Season with Charity & Generosity: Highlight acts of giving, aligning with Ramadan's spirit.

Finish with Local Collaboration: Partner with local influencers for authenticity and connection.




Authenticity is king. Ads that fail to respect cultural traditions are quickly dismissed. German participants value diversity but demand sincerity over superficial representation. In the UK, multicultural representation is a must, with ads needing to reflect the diverse tapestry of society. Across the board, there's a call for accurate depictions and genuine engagement with Ramadan values.



*"In Turkey, if an ad doesn't respect our cultural traditions, it simply won't work. We value authenticity and cultural respect above all else."
(Turkey, Female, 44)*

"In Germany, we are more open to diverse representations, but it needs to be genuine, not just ticking a diversity box." (Germany, Male, 28)

"Ramadan ads in the UK need to reflect the multicultural society we live in. If they don't, they feel out of touch." (UK, Female, 35)

A photograph showing a group of people from behind, embracing each other in a warm, supportive manner. The person in the foreground is wearing a blue t-shirt and has long brown hair. Their arms are wrapped around the shoulders of others. The background is a soft-focus outdoor scene with green and yellow foliage, suggesting a park or garden. The overall mood is one of community and care.


In Turkey, ads that rekindle a connection to tradition are powerful motivators for consumer behavior. German participants are swayed by ads that highlight substantial charitable endeavors, suggesting a strong alignment with the altruistic spirit of Ramadan. Meanwhile, in the UK, cultural respect is non-negotiable; brands perceived as disrespectful are swiftly boycotted.



"A good Ramadan ad makes me want to try new foods or products that are part of our tradition. It's like they're saying, 'Hey, remember this?'" (Turkey, Female, 19)

"I once switched brands because an ad really highlighted their charitable work during Ramadan. It made me feel like my money was going somewhere good." (Germany, Female, 44)

"In the UK, I've avoided brands with insensitive ads. It's a no-brainer; respect our culture, or you lose business." (UK, Male, 24)

A decorative lantern with intricate patterns and a crescent moon are silhouetted against a warm, orange-hued sunset sky. The lantern is on the left, and the crescent moon is on the right, both glowing with the light of the setting sun.

The key to a successful Ramadan campaign is authenticity. Brands that balance tradition, cultural respect, and meaningful engagement leave a lasting impact, while those seen as opportunistic risk rejection. Whether through nostalgia in Germany, inclusivity in the UK, or sincerity in Turkey, true connection matters more than seasonal marketing.