

UAE Ramadan Marketing Campaign

A Comprehensive Review of Transcreation and Cultural Localisation for a UAE Retail Ramadan Campaign

(Company Logo)

Prepared By: Translation Services Team

Date:

Prepared For: UAE Retail & Brand Client Portfolio

Document Type: Project Portfolio Report

Document Control

Field	Detail
Document Title	UAE Ramadan Marketing Campaign: Project Portfolio Report
Document Type	Case Study / Project Portfolio Report
Prepared For	UAE Retail & Brand Client Portfolio
Classification	Client-Confidential Summary (Illustrative)
Version	Final

Abstract

This report documents a Ramadan marketing transcreation programme delivered for a regional retail brand launching a coordinated campaign across the United Arab Emirates. Rather than direct translation, the engagement required transcreation of advertising copy, social media content, video scripts and in-store signage from English into Arabic, reworked around Ramadan themes of generosity, family and reflection so that the campaign felt culturally native to UAE audiences rather than a translated version of an English original. The scope spanned multiple content formats, each with distinct tonal, length and platform constraints.

The chapters that follow describe the cultural and commercial context of Ramadan marketing in the UAE, the transcreation methodology used in place of direct translation, the team structure and creative qualification standards applied, the review process used to check content against UAE advertising and cultural guidelines, and the results achieved across the client's social, video and in-store channels. The report closes with lessons learned and recommendations for future Ramadan and seasonal campaign localisation work in the region.

Findings indicate that effective Ramadan marketing localisation depends less on linguistic accuracy alone and more on cultural authenticity: messaging that reads as translated, however grammatically correct, tends to underperform messaging created natively around the cultural and emotional register of the season. The transcreation methodology documented in this report achieved a campaign launch on schedule ahead of Ramadan, with stronger engagement across the client's UAE social channels than prior campaigns produced through direct translation.

Table of Contents

Report Overview	9
Chapter 1: Introduction to Ramadan Marketing in the UAE	11
1.1 Purpose and Scope of This Report	11
1.2 Why Transcreation, Not Translation	11
1.3 How This Report Is Organised	11
Chapter 2: Cultural and Commercial Context of Ramadan Marketing	13
2.1 Shifting Consumption Patterns	13
2.2 UAE Advertising and Cultural Guidelines	13
2.3 Competitive Landscape During Ramadan	13
Chapter 3: Project Scope and Objectives	14
3.1 Content Formats in Scope	14
3.2 Project Objectives	14
Chapter 4: Creative Team Structure and Qualification	15
4.1 Core Roles	15
4.2 Qualification Standards Applied	15
Chapter 5: Transcreation Methodology	16
5.1 Concept-First Development	16
5.2 Ramadan Thematic Anchors	16
5.3 Sample Terminology and Thematic Glossary Entries	16
5.4 Validating Transcreation Against the Original Brief	16
Chapter 6: Workflow: From Brief to Approved Asset	17
6.1 The Workflow Stages	17
6.2 Handling the Core Tagline Across Formats	17
6.3 Managing Parallel Language Tracks	17
Chapter 7: Platform-Specific Adaptation	18
7.1 Short-Form Video Scripts	18
7.2 Social Media Captions	18
7.3 Outdoor Signage and In-Store Headlines	18

7.4 E-Commerce Banner and Landing Page Copy	18
Chapter 8: Cultural and Compliance Review	19
8.1 UAE Advertising Standards Compliance	19
8.2 Ramadan-Specific Cultural Review	19
8.3 Platform-Specific Content Policies	19
Chapter 9: Technology and Tools in Campaign Localisation	20
9.1 Asset Tracking and Version Control	20
9.2 Shared Creative Brief Repository	20
9.3 Platform Preview Tools	20
Chapter 10: Case Examples: Campaign Assets Delivered	21
10.1 Core Campaign Video	21
10.2 Social Media Content Series	21
10.3 In-Store and Outdoor Signage	21
10.4 E-Commerce Landing Page	21
Chapter 11: Challenges Encountered	22
11.1 Maintaining Tagline Consistency Across Formats	22
11.2 Avoiding Divergence Between Language Tracks	22
11.3 Balancing Brand Voice with Ramadan Tone	22
11.4 Tight Pre-Ramadan Production Window	22
Chapter 12: Solutions and Best Practices	23
12.1 Format-First Tagline Testing	23
12.2 Joint Creative Check-Ins	23
12.3 Brand Voice Calibration Guide	23
12.4 Parallel Production Scheduling	23
Chapter 13: Client Collaboration and Communication	24
13.1 Weekly Creative Review Sessions	24
13.2 Joint Bilingual Review Sign-Off	24
13.3 Post-Launch Performance Reporting	24
Chapter 14: Timeline and Delivery Management	25
14.1 Phase One: Concept and Tagline Development	25

14.2 Phase Two: Full Asset Development	25
14.3 Phase Three: Review, Compliance and Launch Preparation	25
Chapter 15: Results and Impact	26
15.1 Launch Timeline Performance	26
15.2 Compliance Outcome	26
15.3 Engagement Performance	26
Chapter 16: Lessons Learned and Recommendations	27
16.1 Recommendations for Future Engagements	27
Chapter 17: Conclusion	28
Chapter 18: Risk Management in Campaign Localisation Projects	29
18.1 Categories of Risk Identified	29
18.2 Risk Review Cadence	29
18.3 Escalation Thresholds	29
Chapter 19: Data Handling and Campaign Confidentiality	30
19.1 Access Controls	30
19.2 Secure Asset Sharing	30
19.3 Embargo Discipline	30
Chapter 20: Training and Creative Development	31
20.1 Onboarding for New Creative Team Members	31
20.2 Seasonal Marketing Knowledge Sharing	31
20.3 Internal Retrospective Sessions	31
Chapter 21: Comparative Approaches: Ramadan and Standard Campaign Creative	32
21.1 Structural Differences in Messaging	32
21.2 Pacing and Visual Rhythm	32
21.3 Reintroducing Standard Voice Post-Ramadan	32
Appendix A: Extended Ramadan Messaging Glossary	33
Appendix B: Cultural and Compliance Review Checklist	34
Appendix B.1 Common Issues Avoided	34
Appendix C: Frequently Asked Questions	35

Appendix D: Team Roles and Responsibilities Matrix	36
Appendix D.1 Extended Delivery Timeline	36
Appendix E: Illustrative End-to-End Case Narrative	37
E.1 Brief Alignment	37
E.2 Parallel Script Development	37
E.3 Bilingual Creative Director Review	37
E.4 Cultural and Compliance Review	37
E.5 Production and Launch	37
Appendix F: Glossary of Platforms and Formats	38
Appendix G: Document Version and Change Control Log	39
Appendix H: Sample Weekly Status Report Structure	40
Appendix I: Creative Governance Principles	41
Appendix I.1 Governance Review Cycle	41
Appendix J: Cost and Resource Planning Summary	42
Appendix K: Post-Project Review and Client Feedback	43
Appendix K.1 Feedback Themes	43
Appendix K.2 Actions Taken in Response	43
Appendix K.3 Client Satisfaction Outcome	43
Appendix L: Summary of Key Success Factors	44
Appendix M: Closing Summary Statement	45
Acknowledgements	46
References	47
Appendix N: Sample Tagline Format Adaptation Notes	48
Appendix O: Escalation Contact Reference	49
Appendix P: Structure of a Creative Sign-Off Statement	50
Appendix P.1 Why Structural Consistency Matters	50

Report Overview

This report is organised as a full project portfolio account rather than a brief summary, reflecting the creative and coordination complexity of a multi-format seasonal marketing campaign. Readers seeking a quick reference may wish to begin with the Abstract, Chapter 15 (Results and Impact), and the closing summary appendix, before returning to the full chapter sequence for methodological detail.

Chapter 1: Introduction to Ramadan Marketing in the UAE

Ramadan is the single most significant seasonal marketing period in the UAE, shaping consumer behaviour, media consumption and brand communication across the retail, food and hospitality sectors for the full lunar month and the Eid period that follows it. Brands operating in the UAE consistently shift both spend and creative approach during this period, moving away from standard commercial messaging toward campaigns built around the season's cultural and emotional register.

This report documents a Ramadan marketing transcreation programme delivered for a regional retail brand, covering advertising copy, social media content, short-form video scripts and in-store signage. The brief called explicitly for transcreation rather than translation: content that felt culturally native to a UAE audience during Ramadan, rather than a translated version of an existing English-language campaign.

1.1 Purpose and Scope of This Report

This report sets out the cultural and commercial context that shapes Ramadan marketing in the UAE, the transcreation methodology applied in place of direct translation, the creative team structure and qualification standards used, the review process applied against UAE advertising and cultural guidelines, and the measurable results achieved across the campaign's channels.

1.2 Why Transcreation, Not Translation

- Emotional register: Ramadan messaging draws on themes of generosity, family and reflection that do not translate literally from a Western retail campaign concept without feeling imported.
- Cultural sensitivity: certain imagery, tone and pacing appropriate in a standard retail campaign can read as inappropriate or tone-deaf during Ramadan without careful adaptation.
- Platform-specific constraints: a tagline that works as a video voiceover rarely works unchanged as an Instagram caption or outdoor signage headline, requiring format-specific creative adaptation rather than a single translated master copy.
- Audience expectation: UAE audiences can readily distinguish translated campaign content from natively created content, and engagement data consistently favours the latter during Ramadan.

“A translated Ramadan advertisement tells the audience what the brand wants to say. A transcreated one sounds like the brand already understands them.”

1.3 How This Report Is Organised

Chapters 2 and 3 set out the cultural and commercial context and the specific project scope; Chapters 4 through 9 describe the creative team structure, transcreation methodology, cultural review framework and platform adaptation process; Chapters 10 through 15 cover format-specific case examples, challenges, solutions, client collaboration, timeline and measured results; and Chapters 16 through 23 draw out lessons learned, risk management, data handling, training and post-project review. A series of appendices provide

reference material including a Ramadan messaging glossary and reusable creative templates.

Chapter 2: Cultural and Commercial Context of Ramadan Marketing

Ramadan marketing in the UAE operates within a distinct rhythm shaped by changed daily routines during the fasting month, evening and post-Iftar peaks in social media and retail activity, and a cultural expectation that brand communication reflect the season's values rather than treating it as a purely commercial opportunity.

2.1 Shifting Consumption Patterns

Daily routines shift substantially during Ramadan, with reduced daytime activity giving way to a pronounced evening peak after Iftar, when social media engagement, in-store visits and online shopping activity all increase markedly. Campaign scheduling and content pacing needed to reflect this shifted rhythm rather than following the brand's standard non-Ramadan posting schedule.

2.2 UAE Advertising and Cultural Guidelines

UAE media and advertising regulators maintain guidance on appropriate content during Ramadan, and major platforms and outdoor media owners in the UAE apply their own additional review standards during the season. Campaign content was checked against both general UAE advertising standards and the specific cultural expectations associated with Ramadan messaging before release.

2.3 Competitive Landscape During Ramadan

Nearly every major retail brand active in the UAE runs a dedicated Ramadan campaign, creating a crowded seasonal media environment in which generic or translated messaging is particularly likely to be overlooked. This competitive context reinforced the brief's emphasis on transcreation over translation as a differentiator.

Consideration	Standard Campaign Approach	Ramadan Campaign Approach
Posting Schedule	Daytime-weighted	Evening and post-Iftar weighted
Tone	Standard brand voice	Reflective, generosity-themed voice
Imagery Pace	Fast-cut, high-energy	Slower, warmer pacing
Messaging Origin	Direct brand messaging	Family- and community-centred framing

Chapter 3: Project Scope and Objectives

The client is a regional retail brand with a multi-channel presence across the UAE, including physical stores, an e-commerce platform and an active social media following. The engagement was initiated several weeks ahead of Ramadan to allow sufficient time for transcreation, cultural review and platform-specific adaptation before the campaign's planned launch date.

3.1 Content Formats in Scope

- Short-form video scripts for social media and in-store screens.
- Instagram and other social media captions and post copy.
- Outdoor signage and in-store point-of-sale headline copy.
- E-commerce banner and landing-page copy.
- A core campaign tagline intended for use consistently across all formats.

3.2 Project Objectives

Three objectives anchored the engagement. First, all content needed to read as natively created for a UAE Ramadan audience, not as translated from an English original. Second, the core campaign tagline and its supporting themes needed to remain recognisable and consistent across every format, from a fifteen-second video script to a single line of outdoor signage. Third, every asset needed to clear UAE advertising and cultural review before release, without compromising the launch timeline.

30+	6	1
Assets Transcreated	Content Formats	Unified Campaign Theme

Chapter 4: Creative Team Structure and Qualification

Given the brief's emphasis on cultural authenticity over literal accuracy, the project team was structured around native UAE-based creative talent rather than a standard translation workflow.

4.1 Core Roles

Native UAE Copywriters

Lead creative work was carried out by copywriters based in the UAE and immersed in the local Ramadan cultural context, rather than translators working from an English source. These copywriters developed Arabic messaging concepts directly around the campaign brief, rather than adapting pre-written English copy line by line.

Bilingual Creative Director

A bilingual creative director oversaw both the English and Arabic versions of the campaign, ensuring that the two language versions shared a consistent core concept and tagline even though the specific wording and imagery references in each language were allowed to diverge where a literal match would have undermined authenticity in either language.

Cultural and Compliance Reviewer

A dedicated reviewer checked every asset against UAE advertising standards and Ramadan-specific cultural expectations before release, flagging any imagery, tone or pacing choice that risked reading as inappropriate or tone-deaf for the season.

Project Coordinator

A coordinator tracked asset status across all six content formats, managed the client review cycle, and served as the single point of contact for the client's marketing team throughout the engagement.

4.2 Qualification Standards Applied

- UAE-based creative talent with demonstrated prior Ramadan campaign experience for at least one other regional or international brand.
- Native Arabic fluency with copywriting, not purely translation, experience.
- Familiarity with current UAE advertising standards and platform-specific content policies for social media and outdoor media.
- Bilingual creative direction capable of validating conceptual consistency across both language versions of the campaign.

Chapter 5: Transcreation Methodology

Transcreation differs from translation in that the starting point is the campaign concept and brief, not a finished English source text. The project's methodology reflected this distinction throughout.

5.1 Concept-First Development

Rather than translating a finalised English campaign, the team developed the Arabic and English versions from a shared creative brief in parallel, allowing each language version to be built around imagery, idiom and rhythm that worked naturally in that language, while remaining anchored to the same underlying campaign concept and core tagline.

5.2 Ramadan Thematic Anchors

The team anchored all messaging to three recurring Ramadan themes identified during the discovery phase: generosity toward others, connection with family, and a period of personal reflection. Every asset, regardless of format, was checked against these anchors to ensure thematic consistency across the full campaign.

5.3 Sample Terminology and Thematic Glossary Entries

Term	Definition
Generosity Theme	Rendered through imagery and copy emphasising giving and sharing, avoiding direct commercial framing.
Family Theme	Rendered through Iftar-gathering and togetherness imagery rather than individual consumer framing.
Reflection Theme	Rendered through slower-paced, warmer tonal choices distinct from the brand's standard high-energy voice.
Core Tagline	Developed natively in Arabic and English in parallel, not translated word for word between versions.

5.4 Validating Transcreation Against the Original Brief

Although the Arabic and English versions were allowed to diverge in specific wording, both were checked against the original campaign brief and thematic anchors to confirm they served the same strategic objective, preventing the transcreation process from drifting away from the client's core campaign intent.

Chapter 6: Workflow: From Brief to Approved Asset

Each asset moved through a defined workflow designed to preserve creative quality while still meeting the client's review and compliance requirements.

6.1 The Workflow Stages

- Brief alignment: the creative team confirmed shared understanding of the campaign concept, thematic anchors and format-specific constraints before drafting began.
- Parallel concept development: Arabic and English versions were drafted in parallel by native speakers in each language, guided by the same creative brief.
- Bilingual creative director review: the creative director reviewed both versions together to confirm conceptual and tonal consistency.
- Cultural and compliance review: the dedicated reviewer checked each asset against UAE advertising standards and Ramadan-specific cultural expectations.
- Client review and approval: the client's marketing team reviewed both language versions together, with any requested changes routed back to the relevant language team.
- Platform-specific finalisation: approved copy was adapted into its final format-specific length and structure for each platform.

6.2 Handling the Core Tagline Across Formats

The core campaign tagline required particular care, since it needed to work as a video voiceover line, a short social caption headline and a single line of outdoor signage without losing its identity across these very different formats. The team developed the tagline first as a standalone creative exercise, then tested its adaptation into each format before finalising the wider content set around it.

6.3 Managing Parallel Language Tracks

Running Arabic and English development in parallel, rather than sequentially, required close coordination between the two creative tracks to avoid the two versions drifting apart conceptually. Regular joint check-ins between the copywriting teams and the bilingual creative director kept both versions aligned without forcing either into an unnatural literal match with the other.

Chapter 7: Platform-Specific Adaptation

Each content format in scope carried its own tonal, length and structural constraints, requiring the core campaign concept to be adapted deliberately for each platform rather than resized mechanically from a single master copy.

7.1 Short-Form Video Scripts

Video scripts for social media and in-store screens were paced for a fifteen- to thirty-second format, with dialogue and voiceover lines built around the reflection and family themes, and visual direction notes provided alongside the script to guide pacing consistent with the slower, warmer Ramadan tone described in Chapter 2.

7.2 Social Media Captions

Instagram and other social captions were developed as short, standalone pieces of copy rather than condensed video scripts, designed to work alongside campaign imagery without repeating the video voiceover verbatim.

7.3 Outdoor Signage and In-Store Headlines

Outdoor and in-store signage required the most condensed form of the core tagline, tested for legibility and impact at a glance given the format's limited dwell time, while still carrying the campaign's generosity theme recognisably.

7.4 E-Commerce Banner and Landing Page Copy

E-commerce copy balanced the campaign's thematic tone with the practical need to drive a clear consumer action, requiring a slightly more direct register than the pure brand-storytelling content used in video and social formats.

Chapter 8: Cultural and Compliance Review

Every asset underwent a dedicated cultural and compliance review before release, checking for both regulatory compliance and cultural appropriateness specific to the Ramadan season.

8.1 UAE Advertising Standards Compliance

Assets were checked against general UAE advertising standards applicable year-round, including standard restrictions on comparative claims and required disclosures for promotional pricing.

8.2 Ramadan-Specific Cultural Review

Beyond general compliance, each asset was reviewed specifically for Ramadan appropriateness: pacing and tone were checked against the reflective register described in Chapter 2, and imagery was reviewed to ensure it reflected generosity and family themes rather than the brand's standard high-energy commercial imagery.

8.3 Platform-Specific Content Policies

Social media platforms and outdoor media owners active in the UAE maintain their own content policies, which were checked in addition to general advertising standards, particularly around imagery depicting food and dining given the fasting context of the season.

3	0	On Time
Review Layers Applied	Compliance Rejections	Campaign Launch

Chapter 9: Technology and Tools in Campaign Localisation

While transcreation remained a fundamentally creative, human-led process, supporting tools were used to manage the volume and coordination complexity of a multi-format campaign.

9.1 Asset Tracking and Version Control

A shared asset tracker recorded the status of each of the 30-plus assets across drafting, creative director review, cultural review and client approval, giving the coordinator and client visibility into progress across all six formats simultaneously.

9.2 Shared Creative Brief Repository

The campaign brief, thematic anchors and approved core tagline were maintained in a shared repository accessible to both the Arabic and English creative tracks, ensuring that any refinement to the core concept during development was reflected consistently across both language teams.

9.3 Platform Preview Tools

Social media and outdoor signage mockup tools were used to preview how condensed tagline versions would actually appear in situ, supporting the legibility and impact testing described in Chapter 7 before final sign-off.

Chapter 10: Case Examples: Campaign Assets Delivered

The following examples illustrate the range of assets delivered during the programme, generalised to protect commercially sensitive campaign details.

10.1 Core Campaign Video

A thirty-second hero video anchored the campaign's launch, built around a family Iftar gathering scene, with the tagline delivered as a closing voiceover line rather than displayed as on-screen text throughout, keeping the visual focus on the family imagery.

10.2 Social Media Content Series

A series of social posts extended the campaign's family and generosity themes across the month, including a rotating format highlighting small acts of generosity, distinct from the brand's standard product-led social content.

10.3 In-Store and Outdoor Signage

A condensed version of the core tagline was adapted for outdoor billboard use and in-store point-of-sale signage, tested for legibility at both billboard viewing distance and close in-store range.

10.4 E-Commerce Landing Page

A dedicated Ramadan landing page combined campaign storytelling copy with clearer promotional and product information, balancing the campaign's emotional register with the practical needs of an online shopping context.

Chapter 11: Challenges Encountered

The following were the most significant challenges encountered during the engagement, along with their immediate impact on the team's working process.

11.1 Maintaining Tagline Consistency Across Formats

Adapting a single core tagline across six very different formats, from a video voiceover to a condensed billboard headline, without the tagline losing its identity required multiple rounds of format-specific testing described in Chapter 6.

11.2 Avoiding Divergence Between Language Tracks

Running Arabic and English creative development in parallel carried a risk of the two versions drifting apart conceptually; this was actively managed through the joint check-ins described in Chapter 6, but required more coordination overhead than a standard sequential translation workflow.

11.3 Balancing Brand Voice with Ramadan Tone

The client's standard brand voice was energetic and product-led, which needed to be deliberately softened for the reflective Ramadan register without losing brand recognisability, a balance that required several rounds of creative director calibration.

11.4 Tight Pre-Ramadan Production Window

Video production, in addition to copywriting, needed to be completed within a defined pre-Ramadan window to allow the campaign to launch on schedule, requiring the creative and production workstreams to run in close parallel rather than sequentially.

Chapter 12: Solutions and Best Practices

Each challenge identified in the previous chapter was met with a specific process response, several of which became standing practice for the remainder of the engagement.

12.1 Format-First Tagline Testing

Rather than finalising the tagline in one format and adapting it afterward, the team tested draft taglines across all six target formats simultaneously during development, catching format-specific weaknesses early rather than after the wider content set had already been built around a tagline that later needed revision.

12.2 Joint Creative Check-Ins

Regular joint check-ins between the Arabic and English copywriting teams, facilitated by the bilingual creative director, kept both language tracks aligned to the same thematic anchors without requiring either version to mirror the other's specific wording.

12.3 Brand Voice Calibration Guide

A short internal guide, developed jointly with the client's brand team, set out how the client's standard brand voice should be adjusted for Ramadan tone, giving the creative team a shared reference point rather than relying on case-by-case judgment calls.

12.4 Parallel Production Scheduling

Video production scheduling was run in parallel with copywriting finalisation rather than waiting for full script sign-off, with production locking only the elements least likely to change, allowing the tight pre-Ramadan window to be met without compromising creative review rigour.

Chapter 13: Client Collaboration and Communication

A campaign of this creative and coordination complexity depended on close, ongoing collaboration with the client's marketing and brand teams throughout development.

13.1 Weekly Creative Review Sessions

A standing weekly session between the project coordinator, creative director and the client's marketing team reviewed asset status, outstanding creative decisions and the upcoming production and launch schedule.

13.2 Joint Bilingual Review Sign-Off

The client's marketing team reviewed both language versions of each asset together at sign-off, supported by the bilingual creative director, rather than reviewing the Arabic version in isolation without full visibility into how it compared conceptually to the English version.

13.3 Post-Launch Performance Reporting

Following launch, the team provided the client with a structured summary of engagement performance across social channels, supporting the results described in Chapter 15 and informing planning for future seasonal campaigns.

Chapter 14: Timeline and Delivery Management

The engagement ran across a defined pre-Ramadan window, structured around three phases to meet the client's fixed launch date.

14.1 Phase One: Concept and Tagline Development

The initial phase developed the campaign's core concept, thematic anchors and tagline, tested across target formats before wider content development began.

14.2 Phase Two: Full Asset Development

The second phase developed the full set of video, social, signage and e-commerce assets in parallel across the Arabic and English creative tracks, running alongside video production scheduling.

14.3 Phase Three: Review, Compliance and Launch Preparation

The final phase completed cultural and compliance review, client sign-off and platform-specific finalisation, concluding with campaign launch ahead of Ramadan.

Phase	Focus	Approximate Duration
Phase One	Concept and tagline development	3 weeks
Phase Two	Full asset development	5 weeks
Phase Three	Review, compliance and launch prep	2 weeks

Chapter 15: Results and Impact

The campaign delivered measurable outcomes across launch timeline performance, compliance and audience engagement.

30+	6	On Time
Assets Transcreated	Content Formats	Campaign Launch

15.1 Launch Timeline Performance

The campaign launched on schedule ahead of Ramadan across all planned channels, meeting the client's fixed launch date despite the tight pre-Ramadan production window described in Chapter 11.

15.2 Compliance Outcome

Every asset cleared cultural and compliance review without requiring post-launch amendment, reflecting the effectiveness of the review framework described in Chapter 8.

15.3 Engagement Performance

The client reported stronger engagement across its UAE social channels for the transcreated campaign content compared with prior Ramadan campaigns produced through direct translation, with the client's marketing team specifically noting stronger response to the family-themed video content.

Chapter 16: Lessons Learned and Recommendations

- Develop the core tagline and format-specific adaptations together from the outset, rather than finalising a single master version and resizing it afterward.
- Run parallel-language creative development with structured joint check-ins to avoid conceptual drift between language versions.
- Build a brand-voice calibration guide early for any seasonal campaign that requires a meaningful tonal shift from the brand's standard voice.
- Schedule production and creative finalisation in parallel where launch timing is fixed, locking only the elements least likely to change ahead of full sign-off.
- Review both language versions jointly at client sign-off, rather than reviewing the localised version in isolation.

16.1 Recommendations for Future Engagements

For future Ramadan or other seasonal campaign engagements, it is recommended that concept and tagline development, described in Phase One, be allocated additional time relative to the rest of the engagement, since early format-testing at this stage materially reduced rework later in the project.

Chapter 17: Conclusion

This report has set out the structure, methodology and outcomes of a Ramadan marketing transcreation programme delivered for a regional retail brand operating across the UAE. The engagement demonstrated that effective Ramadan marketing localisation depends on treating transcreation as a distinct creative discipline from translation, anchored in native cultural understanding, thematic consistency across formats, and close bilingual creative coordination throughout development.

The on-schedule campaign launch, zero compliance rejections, and stronger engagement performance relative to prior directly translated campaigns reflect the effectiveness of the methodology set out in this report and provide a reusable template for future seasonal campaign localisation work in the UAE market.

Chapter 18: Risk Management in Campaign Localisation Projects

A multi-format seasonal campaign with a fixed launch date carries risks distinct from open-ended creative work, and the project maintained a dedicated risk register throughout the engagement.

18.1 Categories of Risk Identified

- Creative risk: the possibility that transcreated content fails to land authentically with the target audience, addressed through native creative talent and joint bilingual review.
- Compliance risk: the possibility that an asset is rejected on cultural or advertising-standards grounds close to launch, addressed through the layered review framework in Chapter 8.
- Schedule risk: the possibility that the fixed pre-Ramadan launch date is missed, addressed through parallel production scheduling.
- Brand consistency risk: the possibility that Ramadan-adapted content drifts too far from brand recognisability, addressed through the brand-voice calibration guide.

18.2 Risk Review Cadence

The risk register was reviewed at each weekly creative review session, with any newly identified risk assigned an owner and target resolution date ahead of the fixed launch deadline.

18.3 Escalation Thresholds

Clear thresholds determined when a creative or compliance issue required escalation beyond the project coordinator to the creative director or directly to the client's brand lead, ensuring significant issues received timely senior attention given the fixed launch date.

Chapter 19: Data Handling and Campaign Confidentiality

Pre-launch campaign creative is commercially sensitive, and the client's standard confidentiality expectations for unreleased marketing material formed part of the engagement terms.

19.1 Access Controls

Access to unreleased creative assets was restricted to team members actively working on the campaign, with broader internal or external sharing routed through the client's own approval process rather than the localisation team.

19.2 Secure Asset Sharing

Draft and approved assets were shared through access-controlled project storage rather than open file links, consistent with standard practice for pre-launch marketing material.

19.3 Embargo Discipline

No campaign asset was referenced publicly or used as a portfolio example by any member of the project team before the client's official launch date, maintaining the embargo the client required for a coordinated multi-channel launch.

Chapter 20: Training and Creative Development

Sustaining the cultural authenticity standard set out in this report required ongoing investment in the creative team's cultural and seasonal marketing knowledge.

20.1 Onboarding for New Creative Team Members

Any copywriter or reviewer joining the project completed onboarding covering the campaign's thematic anchors, brand-voice calibration guide, and the cultural and compliance review standards applicable to Ramadan content specifically.

20.2 Seasonal Marketing Knowledge Sharing

The creative team held periodic briefings reviewing successful and less successful seasonal campaign approaches observed across the wider UAE market, keeping the team's creative instincts current with evolving audience expectations for Ramadan content.

20.3 Internal Retrospective Sessions

Following campaign launch, the creative team held an internal retrospective reviewing which creative choices performed best against engagement data, feeding directly into the recommendations set out in Chapter 16.

Chapter 21: Comparative Approaches: Ramadan and Standard Campaign Creative

The engagement required the creative team to work fluently across two distinct creative registers: the client's standard year-round brand voice, and the adapted Ramadan register developed for this campaign.

21.1 Structural Differences in Messaging

Standard campaign messaging for this client typically led with product features and direct calls to action, while Ramadan messaging led with thematic storytelling, introducing product or promotional information later in the content or in a secondary format such as e-commerce copy rather than the hero video.

21.2 Pacing and Visual Rhythm

The brand's standard content used fast-paced editing and high visual energy, while Ramadan content deliberately slowed pacing and softened visual energy to align with the reflective tone described in Chapter 2, a shift the creative director actively calibrated across all video and animated content.

21.3 Reintroducing Standard Voice Post-Ramadan

The team also planned the transition back to the brand's standard voice for the post-Eid period, ensuring the shift out of Ramadan tone felt like a natural seasonal transition rather than an abrupt change immediately after the holiday.

Appendix A: Extended Ramadan Messaging Glossary

The following glossary reproduces a representative extract of the thematic and messaging reference maintained throughout the campaign.

Term	Definition
Iftar	The evening meal breaking the daily fast; used as a recurring visual and narrative anchor across video and social content.
Suhoor	The pre-dawn meal; referenced selectively in content targeting late-evening and early-morning posting windows.
Generosity Framing	Messaging structured around giving to others rather than direct product benefit framing.
Family Gathering Imagery	Visual direction emphasising multi-generational gathering scenes over individual consumer imagery.
Reflective Tone	A slower-paced, warmer register applied consistently across video, social and signage copy.
Eid Transition Messaging	Content bridging the end of Ramadan into Eid celebration themes, distinct from core Ramadan messaging.
Core Tagline	The unifying campaign line adapted, not translated, across all six content formats.

Appendix B: Cultural and Compliance Review Checklist

The following checklist summarises the procedural steps applied to every asset before release, consolidating the requirements described in Chapter 8.

- Content checked against general UAE advertising standards, including promotional pricing disclosure requirements.
- Imagery and pacing checked against Ramadan-specific cultural expectations for tone and dining depiction.
- Platform-specific content policies checked for each target channel.
- Core tagline and thematic anchors confirmed present and consistent with the approved campaign brief.
- Bilingual creative director sign-off obtained confirming conceptual consistency between language versions.
- Client marketing team joint bilingual review and approval obtained.
- Platform-specific formatting and length constraints confirmed before final release.

Appendix B.1 Common Issues Avoided

Issue	How It Was Avoided
Tone mismatch with Ramadan register	Brand-voice calibration guide
Tagline losing identity across formats	Format-first tagline testing
Arabic/English conceptual drift	Joint bilingual creative check-ins
Platform policy non-compliance	Platform-specific policy review layer
Late-stage production delay	Parallel production scheduling

Appendix C: Frequently Asked Questions

Question	Answer
Why not just translate the English campaign into Arabic?	Direct translation tends to read as imported rather than native, and UAE audiences can readily distinguish translated from natively created seasonal content.
Do the Arabic and English versions say exactly the same thing?	They share the same core concept, tagline and thematic anchors, but specific wording and imagery references were allowed to diverge where a literal match would undermine authenticity.
Who decides if content is culturally appropriate for Ramadan?	A dedicated cultural and compliance reviewer, supported by native UAE-based creative talent, checks every asset before release.
How was the tight production window managed?	Production scheduling ran in parallel with copywriting finalisation, locking only elements least likely to change ahead of full sign-off.
Does the brand voice disappear during Ramadan?	No; the brand-voice calibration guide adjusted tone and pacing while preserving brand recognisability.
What happens to the campaign content after Eid?	A planned transition back to the brand's standard voice was scheduled for the post-Eid period, described in Chapter 21.

Appendix D: Team Roles and Responsibilities Matrix

Role	Primary Responsibility	Reports To
Native UAE Copywriter (Arabic)	Arabic creative concept and copy development	Creative Director
Copywriter (English)	English creative concept and copy development	Creative Director
Bilingual Creative Director	Conceptual and tonal consistency across languages	Engagement Lead
Cultural & Compliance Reviewer	UAE advertising standards and Ramadan cultural review	Project Coordinator
Project Coordinator	Asset tracking, client liaison, schedule management	Engagement Lead
Engagement Lead	Overall delivery accountability and risk register ownership	Client Brand Lead

Appendix D.1 Extended Delivery Timeline

Week	Milestone
Week 1	Campaign brief alignment and thematic anchor definition
Weeks 2-3	Core tagline development and format testing
Weeks 4-6	Full asset development (video, social, signage, e-commerce)
Week 7	Video production and parallel copy finalisation
Week 8	Cultural and compliance review, client sign-off
Week 9	Platform-specific finalisation
Week 10	Campaign launch

Appendix E: Illustrative End-to-End Case Narrative

The narrative below walks through the development of the core campaign video, from brief to launch, illustrating how the processes described throughout this report operated together in practice.

E.1 Brief Alignment

The creative team aligned on the family-gathering concept as the anchor for the hero video, confirming with the client's marketing team that this direction fit the campaign's generosity and family themes ahead of scripting.

E.2 Parallel Script Development

Arabic and English scripts were drafted in parallel, with the Arabic version built around natural Iftar-gathering dialogue rather than a translated version of the English script's specific lines.

E.3 Bilingual Creative Director Review

The creative director confirmed both scripts served the same underlying concept and carried the tagline consistently, despite differences in specific dialogue between the two versions.

E.4 Cultural and Compliance Review

The cultural reviewer confirmed the dining imagery and pacing were appropriate for the fasting context, and that platform-specific policies for food depiction during Ramadan were respected.

E.5 Production and Launch

Production proceeded on the parallel schedule described in Chapter 12, and the finished video launched on schedule as the centrepiece of the campaign, with the client's marketing team specifically noting its strong engagement performance in the post-launch review.

Appendix F: Glossary of Platforms and Formats

Term	Definition
Hero Video	The primary campaign video anchoring the launch, used across social and in-store screens.
Social Content Series	A rotating set of shorter social posts extending the campaign through the month.
Outdoor Signage	Billboard and external signage carrying a condensed version of the core tagline.
Point-of-Sale (POS) Signage	In-store signage supporting the campaign at the point of purchase.
E-Commerce Landing Page	A dedicated Ramadan-themed page on the client's online store.

Appendix G: Document Version and Change Control Log

Version	Change Description	Approved By
v1.0	Initial creative concept and tagline issued for internal review	Creative Director
v1.1	Tagline revised following format-testing feedback	Creative Director
v1.2	Brand-voice calibration applied across video script	Cultural & Compliance Reviewer
v2.0	Final campaign asset set approved for launch	Engagement Lead

Appendix H: Sample Weekly Status Report Structure

Section	Content
Assets Completed	List of assets approved and finalised in the reporting week
Assets In Progress	Current workflow stage for each active asset
Outstanding Creative Decisions	Any open tonal or conceptual questions awaiting sign-off
Production Schedule Status	Video production milestones and any schedule risk
Risk Register Updates	Any new or resolved items on the project risk register

Appendix I: Creative Governance Principles

- Anchor every asset to the campaign's approved thematic anchors rather than allowing format-specific creative to drift toward generic seasonal messaging.
- Prefer a natively developed line over a literal translation, even where the literal translation is grammatically correct.
- Review Arabic and English versions jointly, not in isolation, to preserve conceptual consistency without forcing wording to match.
- Treat platform-specific adaptation as a creative task, not a resizing task.
- Document the reasoning behind any significant tonal shift from the brand's standard voice for future seasonal campaign reference.

Appendix I.1 Governance Review Cycle

The campaign brief and thematic anchors were reviewed formally at the close of each project phase, with any refinement approved by the creative director and communicated to the full creative team before being applied to new assets.

Appendix J: Cost and Resource Planning Summary

Resource planning for the campaign reflected the balance between creative development, production and review effort across the engagement.

Resourcing Category	Approximate Share of Total Effort
Creative concept and copy development	40%
Video production	25%
Cultural and compliance review	15%
Platform-specific adaptation	12%
Coordination and client liaison	8%

Appendix K: Post-Project Review and Client Feedback

Appendix K.1 Feedback Themes

- The client's marketing team cited the family-themed hero video as the standout asset of the campaign in post-launch review.
- The joint bilingual review process was seen as giving the client confidence in both language versions without needing separate internal Arabic review capacity.
- Earlier brand-voice calibration alignment was identified as an area to strengthen further in future seasonal campaigns.

Appendix K.2 Actions Taken in Response

Following the engagement, the brand-voice calibration guide described in Chapter 12 was retained as a standing reference document for the client's future seasonal campaigns, reducing the calibration effort required at the start of subsequent engagements.

Appendix K.3 Client Satisfaction Outcome

The client confirmed intent to engage the same creative team for its following year's Ramadan campaign, citing engagement performance and the on-schedule launch as the primary factors behind that decision.

Appendix L: Summary of Key Success Factors

Success Factor	Where Addressed in This Report
Native creative talent over direct translation	Chapter 4
Concept-first, parallel-language transcreation	Chapters 5 and 6
Format-first tagline testing	Chapters 6 and 12
Layered cultural and compliance review	Chapter 8
Brand-voice calibration for seasonal tone	Chapters 12 and 21
Parallel production scheduling under a fixed deadline	Chapters 12 and 14

Taken together, these factors form a repeatable model for delivering culturally authentic Ramadan and other seasonal campaign localisation programmes in the UAE market.

Appendix M: Closing Summary Statement

This closing appendix restates, in brief, the central claim of this report: that effective Ramadan marketing in the UAE depends on treating transcreation as a distinct creative discipline from translation, resourced with native cultural talent and governed by clear thematic anchors from the outset of any engagement.

The methodology set out across the preceding chapters and appendices, spanning concept-first parallel-language development, format-specific creative adaptation, layered cultural review and brand-voice calibration, is offered as a reusable reference for future seasonal campaign localisation programmes undertaken for the UAE retail market.

Acknowledgements

This report reflects the collective work of the native UAE copywriting team, the bilingual creative director, the cultural and compliance review team and project coordination staff engaged throughout the programme, together with the ongoing collaboration of the client's marketing and brand stakeholders.

References

- UAE National Media Council. General advertising standards applicable to seasonal and promotional campaign content.
- Dubai Media Office. Guidance on culturally appropriate seasonal advertising content in the UAE market.
- UAE Ministry of Culture. Cultural context and guidance on Ramadan public communication norms.
- Regional social media platform content policies applicable to Ramadan-period food and dining depiction.
- UAE Outdoor Media Owners Association. Outdoor signage content review standards.
- Dubai Chamber of Commerce. Guidance on retail marketing practices for UAE-based businesses.
- Gulf Cooperation Council Marketing Standards Reference. Regional seasonal campaign compliance guidance.
- UAE Consumer Protection Guidance. Promotional pricing disclosure requirements applicable to retail campaigns.

Appendix N: Sample Tagline Format Adaptation Notes

The table below illustrates, at a structural level, how the core campaign tagline was adapted across formats without altering its underlying thematic concept, referenced in Chapters 6 and 7.

Format	Adaptation Approach	Length Constraint
Video Voiceover	Full tagline delivered as closing spoken line	Approx. 4-6 seconds
Social Caption	Tagline paired with short supporting sentence	1-2 short sentences
Outdoor Signage	Condensed to core phrase only	Single short line
POS Signage	Condensed phrase with promotional detail below	Two-line maximum
E-Commerce Banner	Full tagline with call-to-action button	Headline plus CTA

Testing each adaptation against the format's real-world viewing context, rather than relying on word count alone, ensured the tagline retained its impact even in its most condensed outdoor signage form.

Appendix O: Escalation Contact Reference

A standing escalation contact reference accompanied each weekly status report, described in Appendix H, listing the current creative lead assigned to each format so that the client's marketing team always knew who to approach directly for a fast-moving creative question.

Format	Primary Contact	Escalation Contact
Video	Lead Video Copywriter	Creative Director
Social	Social Copywriter	Creative Director
Signage	Signage Copywriter	Cultural & Compliance Reviewer
E-Commerce	E-Commerce Copywriter	Project Coordinator

Appendix P: Structure of a Creative Sign-Off Statement

Every asset approved for release in this engagement carried an internal sign-off record in a consistent structure, summarised below.

- Identification of the copywriter, creative director and cultural reviewer responsible for the asset.
- Identification of the asset, including its format, target platform and campaign phase.
- A statement confirming the asset aligns with the approved thematic anchors and core tagline.
- Confirmation that cultural and compliance review was completed with no unresolved issues.
- The date of client sign-off and the client approver of record.

Appendix P.1 Why Structural Consistency Matters

Maintaining a consistent sign-off structure across all thirty-plus assets gave the project coordinator and client a reliable, auditable record of approval status at any point during the tight pre-Ramadan production window, reducing the risk of an unapproved asset being released in error.