

Digital Trends and Insights at the year of Reunion

2023

MENA TREND REPORT



DIGITAL/DESIGN/INTEGRATED/PARIS
Istanbul - Paris - Dubai



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Agenda

1 **2022:** The year of change, Digital transformation

a) Key Figures b) Our Learnings

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6 Changing communication habits and and new approaches in 2022

7 Sectoral analysis and learnings

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2022: The Year Of Change, Transformation



Internet Usage

Increased Significantly

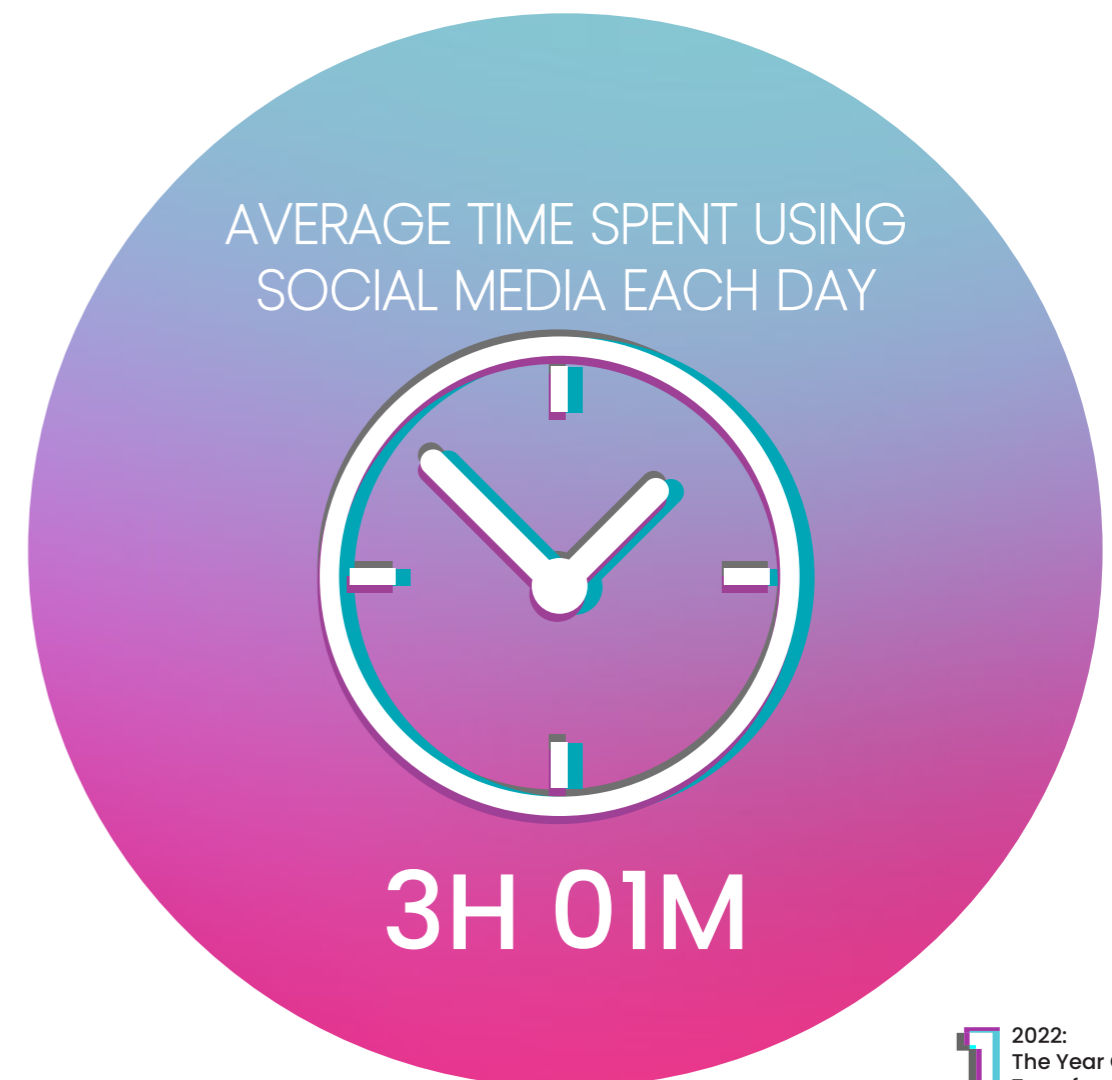
Kepios analysis indicates that internet users in the **UAE** increased by **539 thousand** (+1.5 percent) between 2022 and 2023.

Saudi Arabia's internet penetration rate stood at **99.0 percent** of the total population at the start of 2023.

Internet Activity

Types & Rates

On average, **Saudi Arabian** people spend **3 hours and 01 minutes** a day on social media.



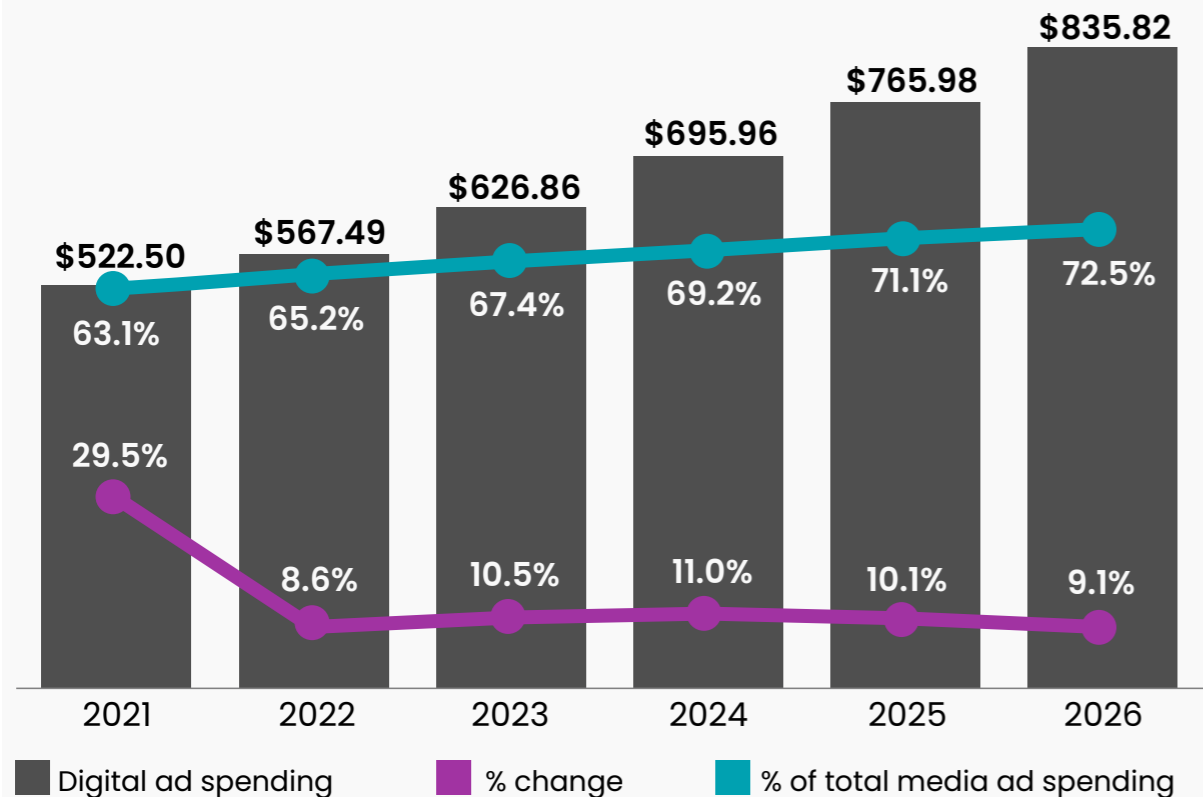
Social Media Advertising

Revenue Is Increased In 2022

Many countries around the world have increased their social media advertising revenue by **investing in money, technology, and time, which** has contributed to the overall growth in this area.

These investments have allowed these countries to take advantage of the increasing **popularity and use of social media platforms**, which has in turn generated more revenue for businesses and organizations

Digital Ad Spending Worldwide, 2021-2026
Billions, % change, and % of total media ad spending



This trend is expected to continue in the future, as social media continues to play a significant role in marketing and communication strategies.

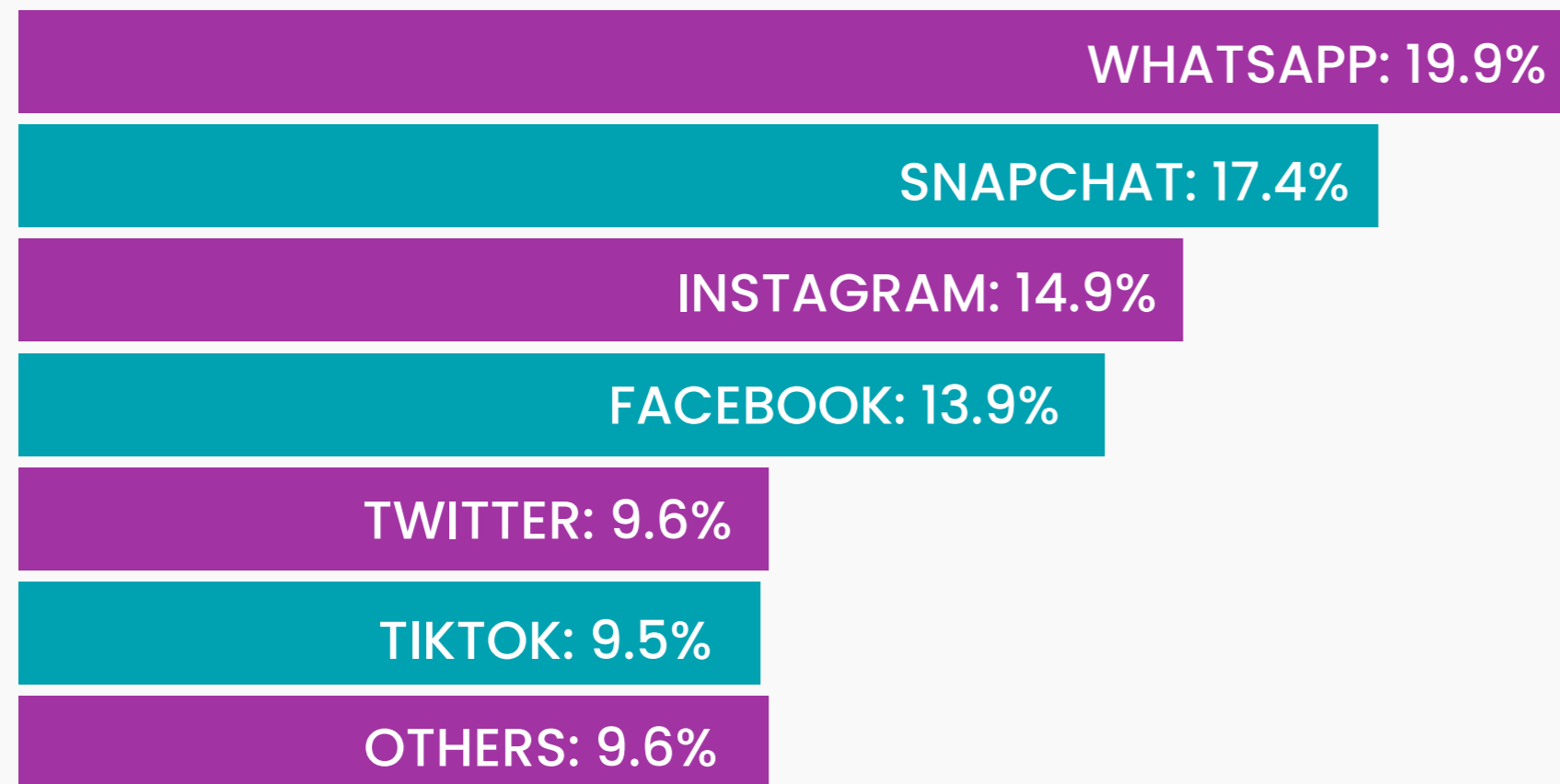
Favourite Social Media Platforms

Leading social media platforms by share of website visits in MENA as of January 2022, might seen as a guide on investing for social media advertising.

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FAVOURITE SOCIAL MEDIA PLATFORMS

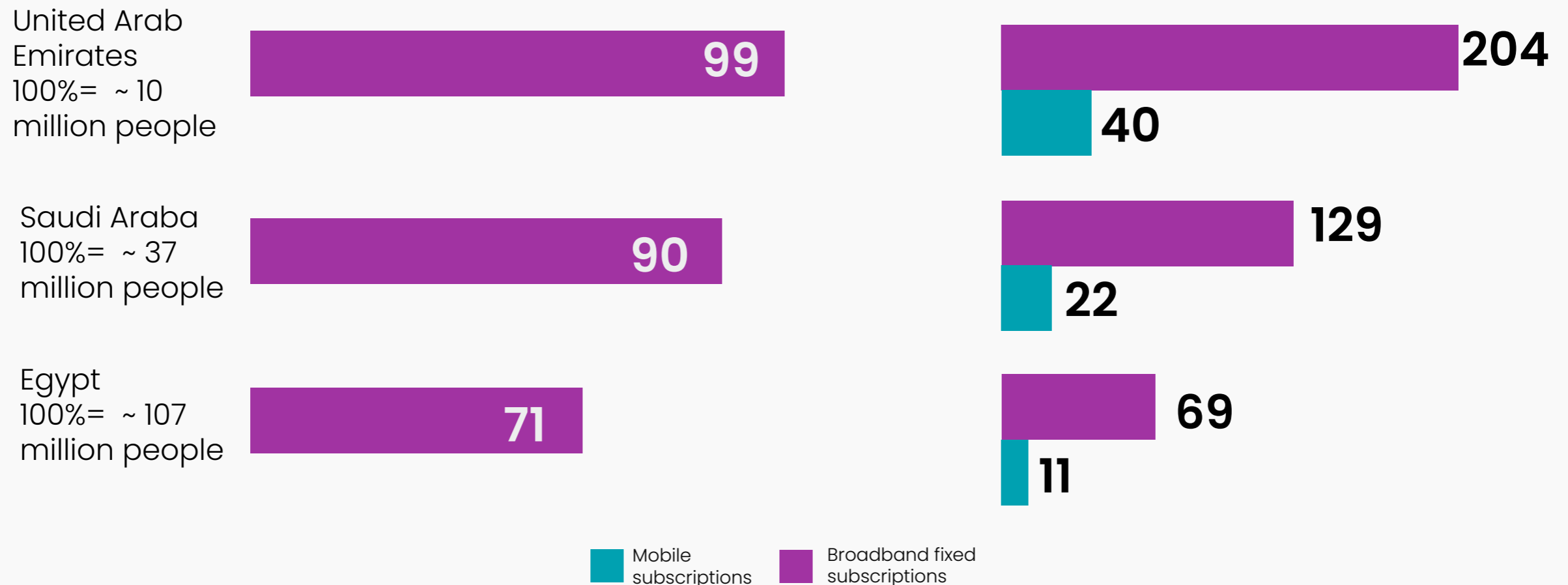
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORMS



1. Digital Access Varies By Country

The **three Middle Eastern countries** in our sample offer different windows into the region, but each has its own levels of internet penetration and modes of access.

The United Arab Emirates has the highest degree of digitization, and Egypt represents the largest untapped opportunity.
Internet access, % of internet users by country

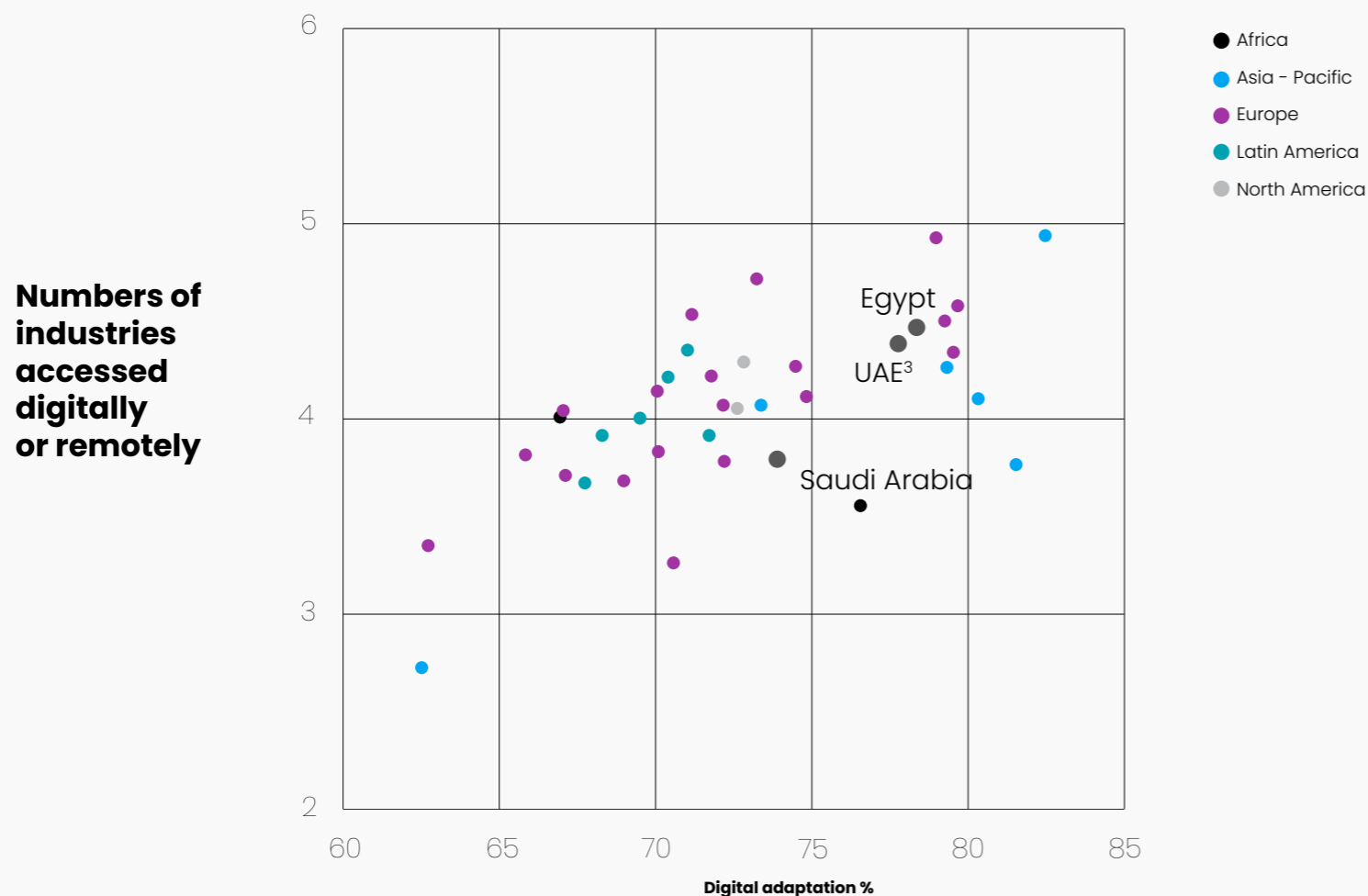


2. Consumers Embrace Digital Across Industries

Over the past six months, the degree of digital penetration among Middle Eastern consumers places the region in line with leading European and North American countries.

In **Saudi Arabia** and the **United Arab Emirates**, consumers use digital channels to interact with an average of approximately **4.5 industries**.

Middle Eastern countries are global leaders in level of digital penetration.



Egyptian consumers engage through digital channels with about **3.8 industries**, on average, and have a digital adoption rate of 74 percent.

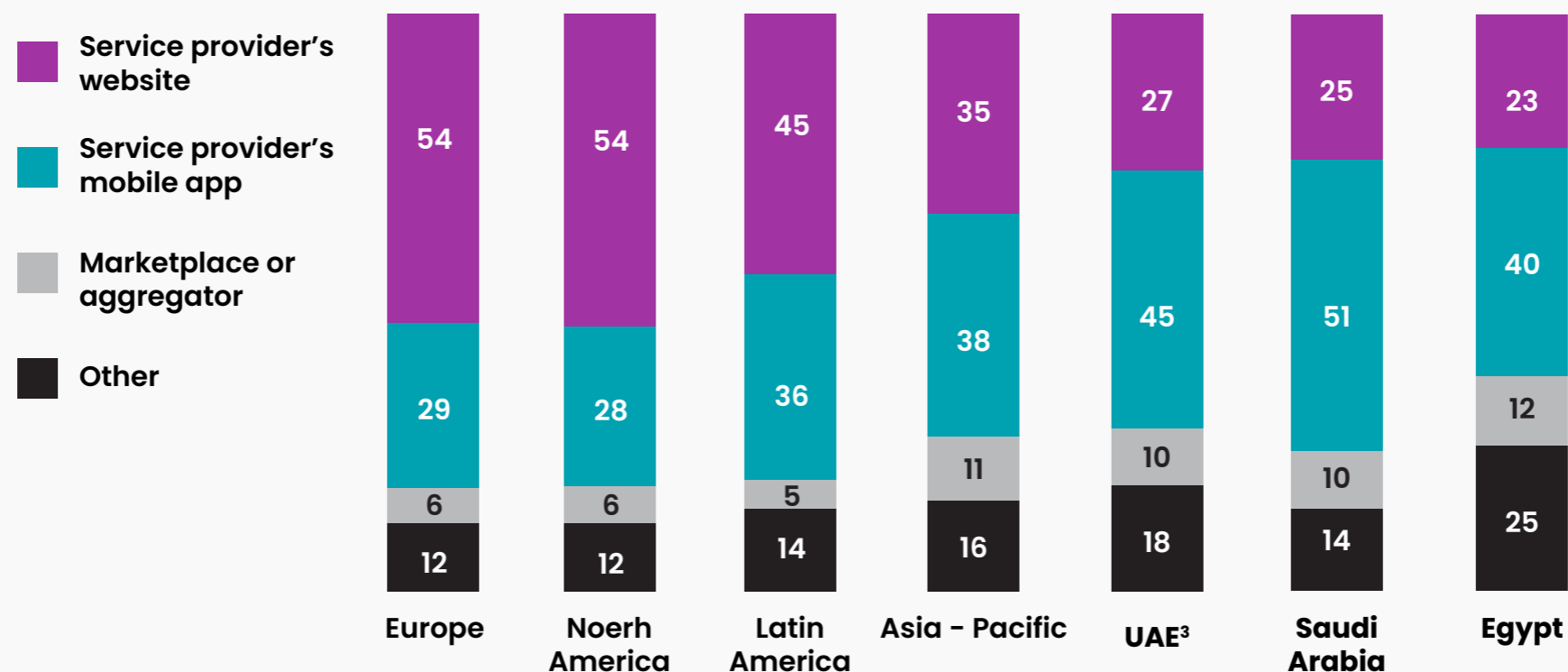
3. Apps Are The Preferred Digital Channel For Consumers

Middle Eastern consumers are mobile first: they overwhelmingly favor mobile apps as their preferred channel.

Accelerated digital adoption in the Middle East also makes **marketplaces** significantly more popular:

The Middle East tends to be mobile first, with high adoption of marketplace models compared with global leaders.

Most frequent way to access digital services, 1 %

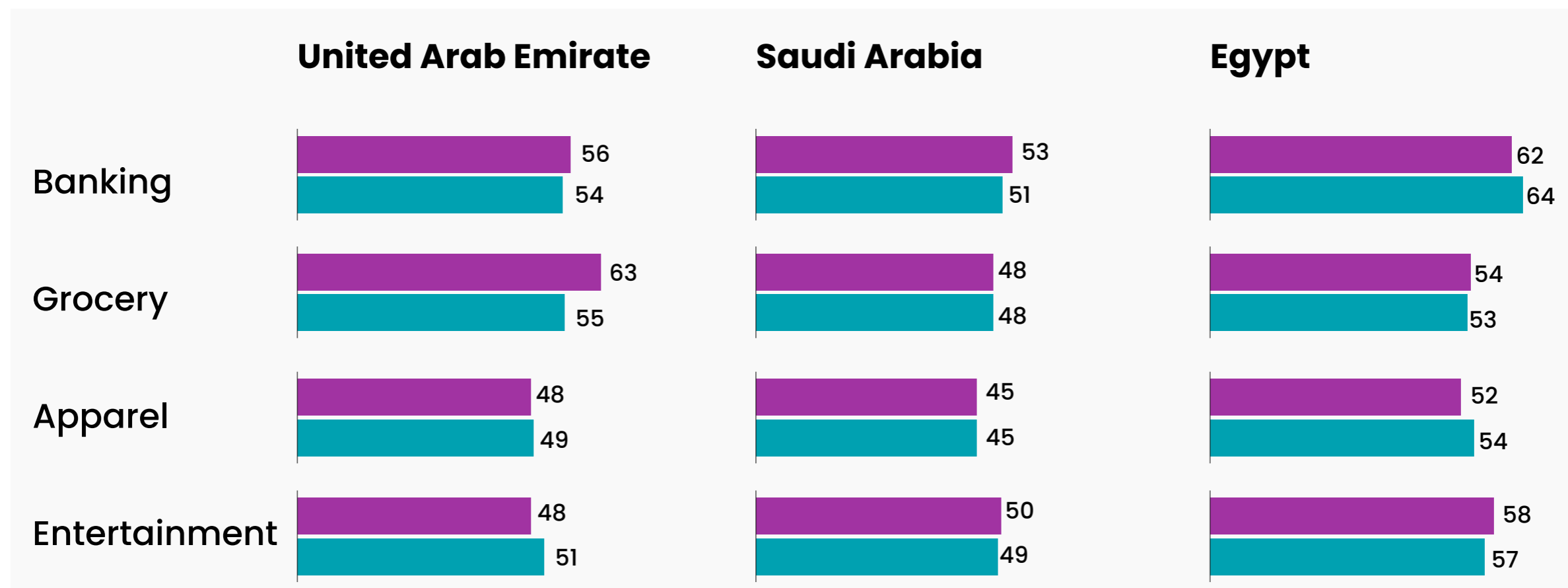


Consumers in the region interact with marketplaces at a rate that is similar to that of Asia but **1.7 times higher** than that of developed markets in Europe and North America.

4. Digital Use Among Consumers Is On The Rise

Over the past three years, consumers have increasingly migrated to digital channels, and this trend shows no signs of slowing.

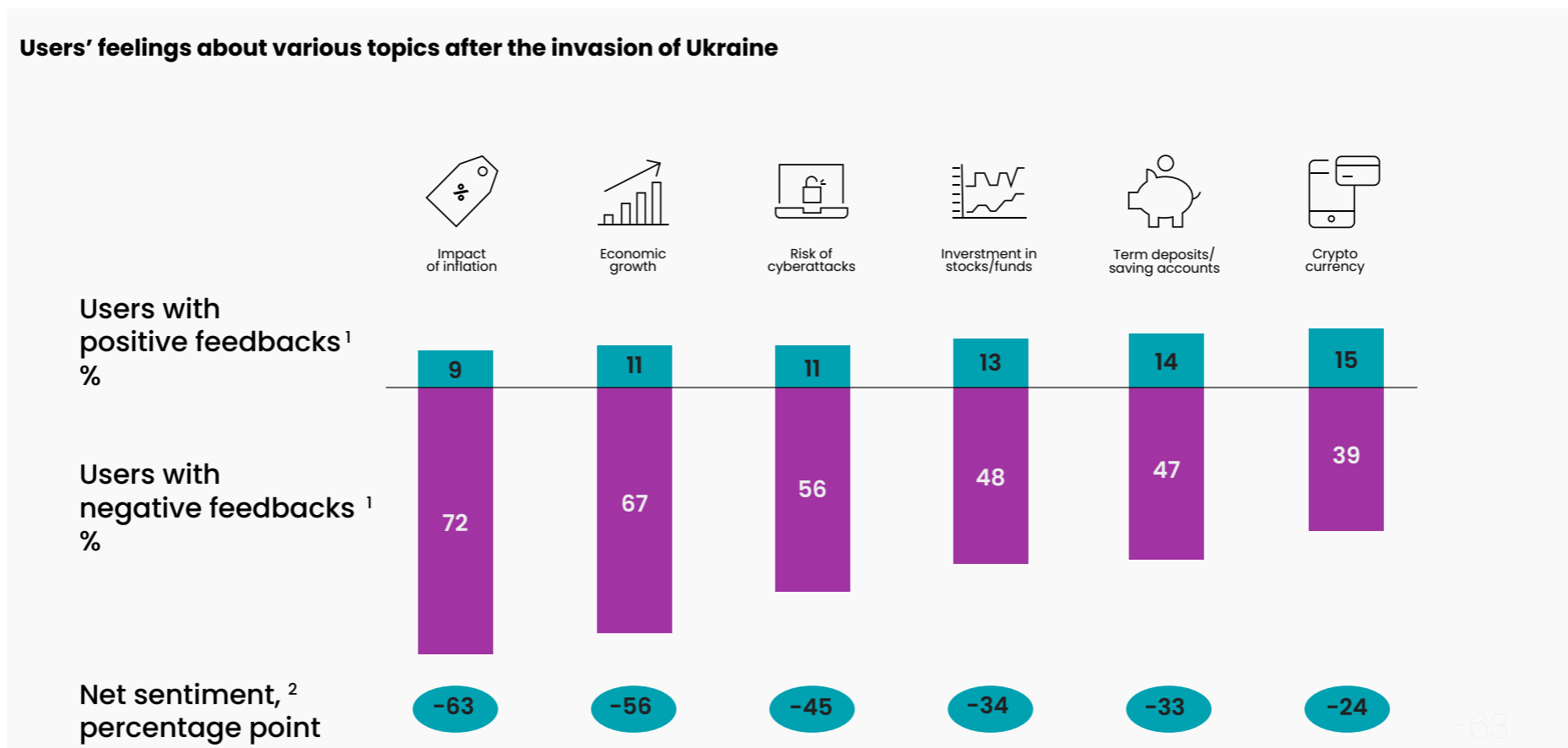
Overall, consumer use of digital services is poised to grow fastest in Egypt (an average of 8% higher than in the previous six months across industries) compared with Saudi Arabia (3% points) and the United Arab Emirates (4% points).



5. External Factors That Restrain Digital Growth

Economic uncertainty is causing consumers to worry about inflation, financial market volatility, and the possibility of extended bear markets;

Which may lead to **lower consumer confidence and reduced spending** on travel, groceries, and retail goods.

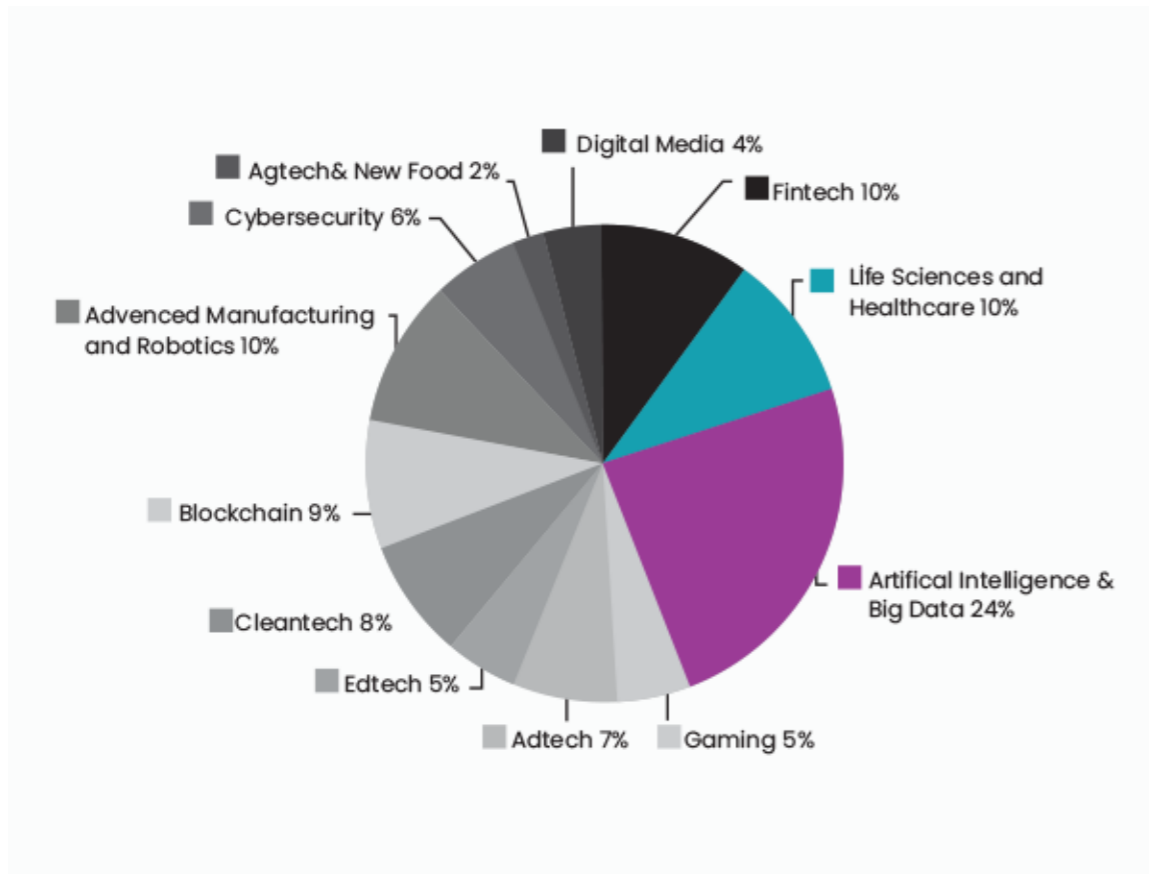


6. Digital Use Among Consumers Is On The Rise

Startups and venture capital in MENA in 2022

Startups in the Middle East and North Africa (MENA) region drive economic growth and address regional challenges, such as water scarcity and access to education.

These startups also drive innovation in various industries, including technology, e-commerce, and healthcare.



Distribution of startups worldwide 2022, by industry

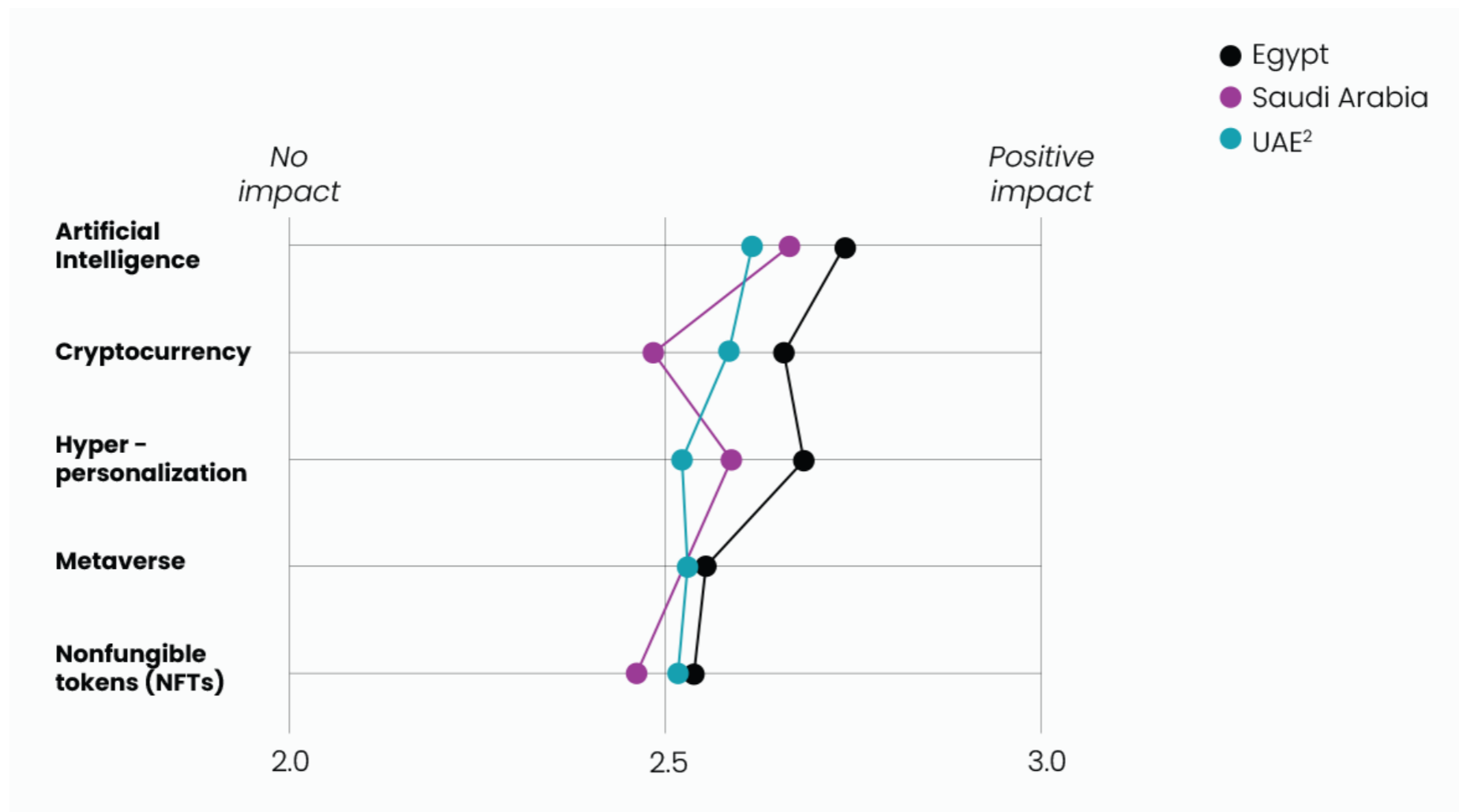
The top 20 companies in the Middle East and North Africa (MENA) region are diverse and include both local and international firms across a range of industries.

These companies have established a strong presence in the region and have contributed significantly to its economic development.

7. Consumers Warm To Emerging Tech

Emerging technology has made a big splash on the global stage, **despite** recent issues in cryptocurrency markets.

However, **digital users in the region** expect these new trends to have a significantly positive impact, with **Egypt** slightly ahead of **Saudi Arabia** and the **United Arab Emirates**.





2022 REWIND: The Ones That Made Their Mark



FIFA World Cup Qatar 2022

The four-week tournament kicked off on November 20, with **FIFA estimating that five billion people would tune in** to the tournament this winter, compared to 3.5 billion in 2018.

While the **location** of this year's **Qatar 2022** World Cup **makes it the most controversial to date**, fans worldwide have been engaging with it—but with a level of trepidation.



It has put sponsors and brands in **tricky positions** weighing up the **opportunity for global exposure** against the moral question of whether they should boycott a tournament.

<https://www.creativemoment.co/world-cup-2022-the-approaches-activations-and-impact-of-creative-marketing>

<https://www.fifa.com/tournaments/mens/worldcup/qatar2022/media-releases/groundbreaking-facts-and-figures-as-qatar-2022-tm-group-stage-wraps-up>

Iranian Women've Been Fighting For Their Rights

The death of 22-year-old Kurdish / Iranian woman **Mahsa Amini** subsequent to her arrest on September 13 due to allegedly wearing her hijab too loosely, paved the way for outbreaks of protest.

These protests are one of the most severe challenges to Iran's government since the **1979 Islamic Revolution**.

There are millions of people around the world who support Iranian women's freedom and justice search.



Russian-Ukrainian War

This year, the **uncertainties** brought by the war in Ukraine and subsequent economic and political factors have changed the picture and will likely continue to **impact advertising spending** and revenues in the future.

How are global companies affected to the crisis?

Alphabet (Google's parent company) has revealed that its 2022 Q1 earnings have suffered because the company has suspended most of its commercial activity in Russia.

Meta's Q1 earnings also reflect the hit of suspended ads from Russian companies.



UAE Offers One Year Paid Leave For Workers To Start Their Own Businesses In 2023



In 2023, workers in the United Arab Emirates (UAE) will have the opportunity to apply for a year of paid leave to establish their own business. This leave will allow them to focus on starting and building their **own company** without having to worry about financial pressures. This is a **unique opportunity** for workers in the **UAE** to pursue their entrepreneurial ambitions and potentially create new businesses that can contribute to the economy and create jobs for others.



Magnificent AI-Produced Selfies: **Lensa AI**

Prisma Labs which is an app for photo and video editing, benefited artificial intelligence to create pop art style selfie photos with several filter effects.

Photos created by **Lensa AI** spread to cover the Instagram feeds. Although many advocates that there is **no privacy** inconsistency, some people claim that artists' works have been **stolen** by including Lensa AI algorithms.



Avant-Garde Chatbot By Artificial Intelligence: **ChatGPT**

OpenAI's ChatGPT chatbot can generate text, expand on existing content, summarize written pieces, and give feedback on ideas. It can also function as a search engine, **answering** more complex questions and even **roleplaying** conversations.

However, there are concerns about the chatbot potentially aiding in the spread of misinformation and being used for **unethical** purposes such as cracking passwords or creating racist jokes.



Time To BeReal For Mena

Gen-Z

The new social mania stream named **BeReal** abolishes the long-familiar fashion of social media platforms as promoting our best moments. Thanks to **spontaneous** posts taken by not only the front but also the back camera after taking a notification, sharing only the perfect poses era abolished and now it is time to be real.

Thousands of **Gen-Z** have appreciated the intimate way of sharing our daily lives without forgery in Mena and the rest of the world.



The Fastest-Growing Crypto Market Of MENA

Cryptocurrency adaptation in MENA reached the **fastest** speed compared with the other parts of the world.

According to surveys **9.2%** of the digital currencies' transactions is held in the Middle East and North Africa region during the period from **July 2021 to June 2022.**

This adoption spread over **financial institutions, retail, client, and banks.**



<https://digitalage.com.tr/kripto-pazarinin-en-hizli-buyuyen-bolgesi-mena/>

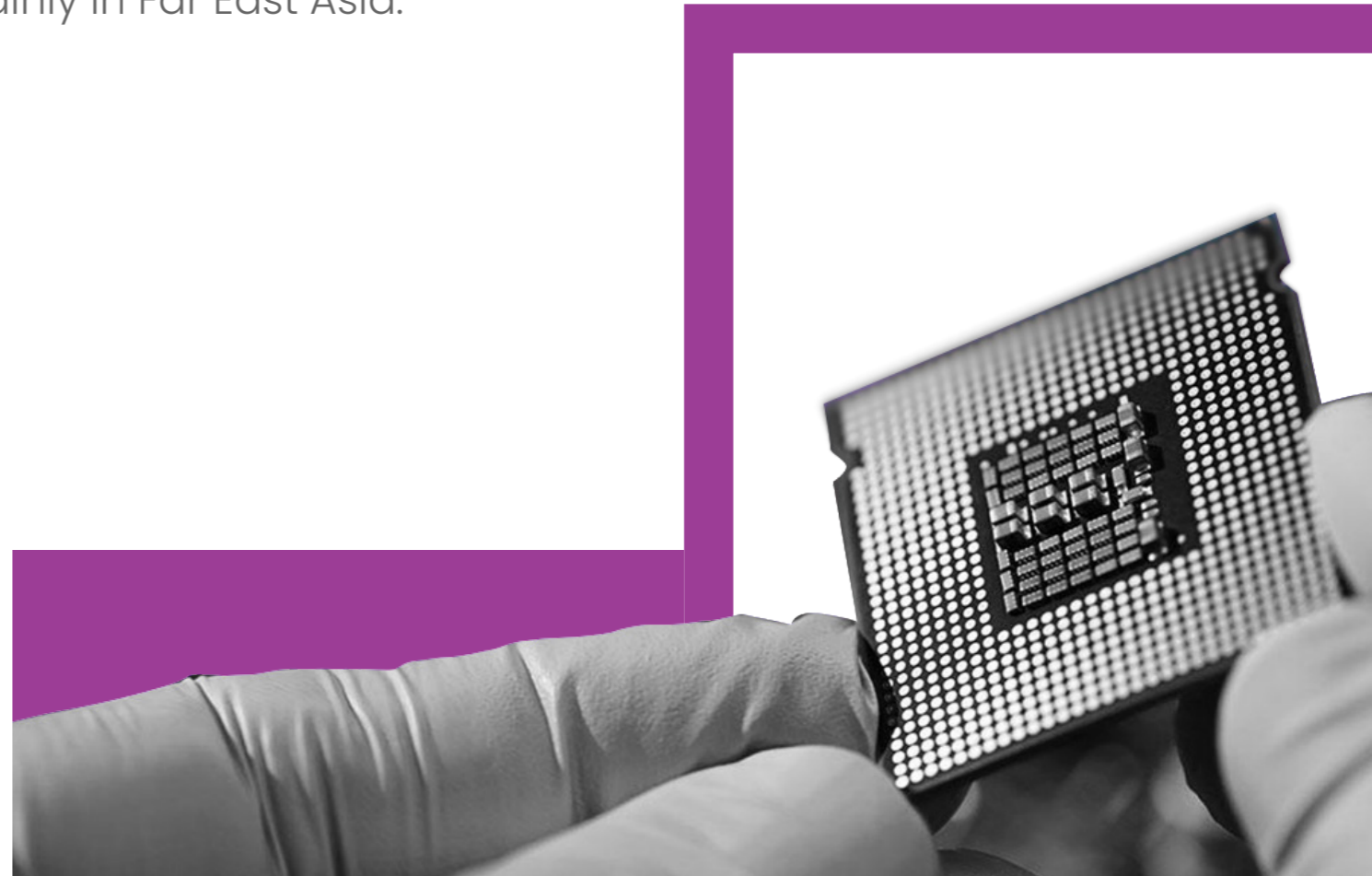
<https://fastcompany.com/news/mena-region-is-the-fastest-growing-crypto-market-in-the-world/>

Chip Shortage Affected The Mena Region In 2022

The global **semiconductor shortage** has wreaked havoc on multiple industries and highlighted the pitfalls of depending on a handful of chip manufacturers, mainly in Far East Asia.

While **Egypt** and **Saudi Arabia** share the first place with **9,9%**; the **United Arab Emirates** and Israel have the relatively low ones with **3.0%** and **3.2%**.

Global sufferings due to the **Russia- Ukraine War** also drastically impacted the MENA oil transactions that paved the way for altering the whole economic and political balances.



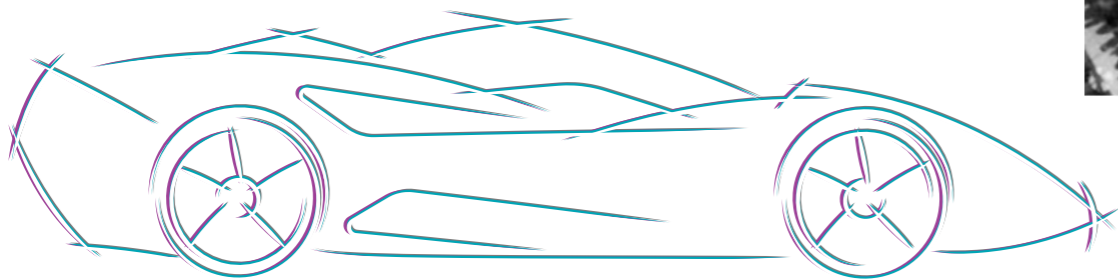
<https://enterprise.press/industries/egyptian-sectors-feeling-impact-chip-shortage/>

<https://www.thenationalnews.com/arts-culture/art-design/2022/12/09/lensa-ai-security-concerns-regarding-app-behind-colourful-selfies-on-social-media/>

Ferrari World Abu Dhabi Will Unveil A New Mega Coaster Attraction In January

Ferrari World Abu Dhabi will open a new mega coaster attraction called **Mission Ferrari** on **January 12, 2023**. The 5D ride will offer a multi-sensory experience and will be the first roller coaster to feature a sideways drop.

Mission Ferrari is the **latest addition** to Ferrari World Abu Dhabi's collection of thrilling rides, which also includes the Formula Rossa, the **world's fastest roller coaster**. The amusement park, located on Yas Island in Abu Dhabi, also offers a variety of other attractions, including **a zip line** and **a kid-friendly Family Zone**.





Communication Strategies OF 2022



Digital Channels Was The Key For Middle Eastern Consumers In 2022

A study by **MoEngage** found that **67% of consumers in the Middle East** are shifting to digital channels for engaging with brands.

Personalized emails and **push notifications** were found to have a higher conversion rate than broadcast versions. **The study** covered over 7,500 **campaigns sent to two million consumers** in the region **by top brands in 2021**.

The results show that **personalization** is key for consumer brands in the Middle East to engage with the region's **tech-savvy, younger population**.



Moving To Digital Transformation With More Cultural Understanding



1- Diversity, inclusivity, and uniqueness:

Approaching way to audiences from various cultures, generations, and special situations has been gaining significance as a result of the fact that reaching more people than ever.

2- Cultural comprehension:

Alongside inclusivity, focusing on specific aspects, desires, behaviors, and traditions of the Mena region provide valuable insights on the way to determining your plans.

3- Rising impacts of Influencers:

While macro-influencers are more suitable to create brand awareness by interaction with 10,000-100,000 users, micro-influencers are appropriate for affiliate marketing thanks to close engagements with consumers.

4- Data analytics :

By taking the advantage of having insight from interpreting user behaviors data, creating high consumer engagement and increasing efficiency are possible.

5- Functions of PR agencies:

Especially during the post-pandemic period that leads the distance working model, the leaders' relationships with employees the foreground. Since effective communication is key to grasping employees' concerns, PR agencies play a crucial role in Mena.

Reaching And Conserving Customers

Digital platforms maintain their impact on buying behaviors.

Customers finding the rate of their suitable offers and products on digital platforms is **21% in 2022**.

Whereas on the social side, the top three of the discovering fun things' distribution are

Facebook (26%), **Instagram** (25%) and **YouTube** (15%).

The rising popularity of **TikTok in 2022** was not sufficient to enter the top three with a **15 percent** preference rate.



Somewhat to highly personalized

China
86%

UAE
84%

UK
76%

US
75%

Italy
74%

Spain
73%

Germany
71%

France
69%

Customization

Most consumers (**66%**) desire to be informed about brands' discounts and offerings. Specifically, **personalized offers** on an interpretation of previous orders' (**44%**) and a prediction of future ones' (**32%**).

Values

Globally **57 percent** of customers are more aware of and take into consideration of retailers' concerns about **values** including climate change, sustainability, ethics, and so on, while their decision process.



Aligning values –Important

UAE	75%
China	66%
Spain	57%
Italy	54%
France	52%
US	52%
UK	46%
Germany	40%

Creating trust via transparency

While, **57% of buyers** suggest that their trust the information provided by retailers, the rate is **60%** in the United Arab Emirates.

–Mostly trust it

UK	67%
UAE	60%
Germany	58%
Spain	57%
US	57%
China	56%
Italy	56%
France	53%

METaverse

JOURNEY CONTINUES: Metaverse Communication Strategies Of Brands



Metaverse And Brands

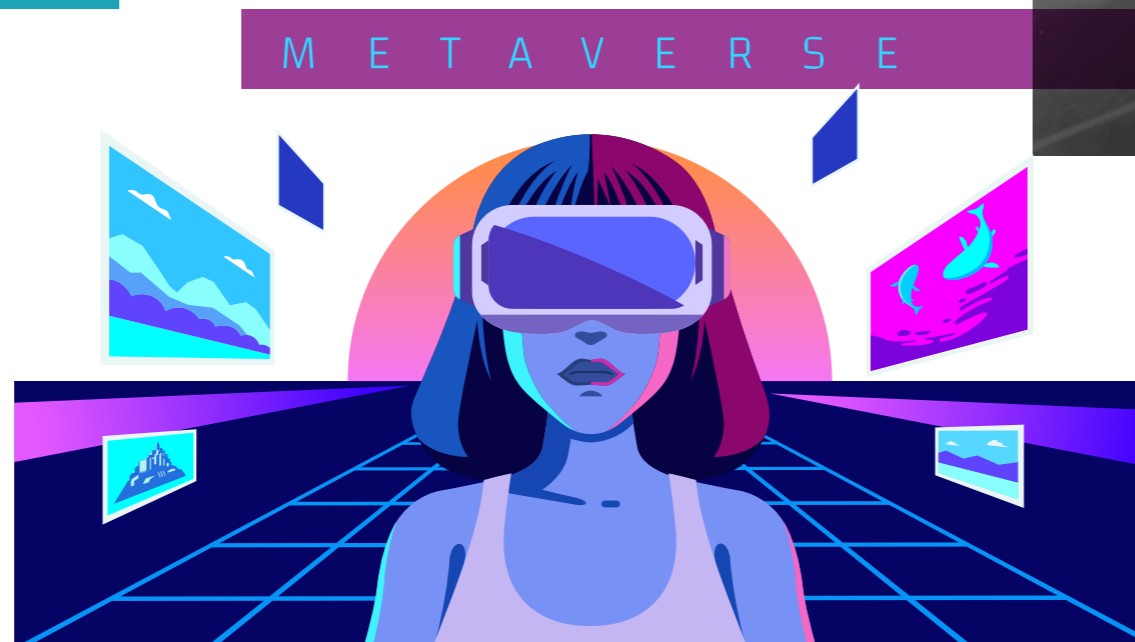
How Are They Connected?

The **Metaverse** is a **relatively new concept**, and brands are just starting to see the vast business potential that it offers.

Some brands gearing up to sell in the metaverse.

While some have already made huge waves within the metaverse space, there are many in their development stages.

Here are some examples;



McCain Foods: Farms Of The Future

McCain Foods released a new metaverse game named **Farms of the Future** on the **ROBLOX** platforms.

The game beyond its marketing goals aims to raise **awareness** about the significance of **sustainable farming** that is enabled by building soil health, improving biodiversity, and enhancing the resistance to climate change by reaching the young generations.



Samsung: Superstar Galaxy On Roblox

An exciting experience of being a pop star has launched as a game named **Superstar Galaxy** on **ROBLOX**, by Samsung.

Users could decorate their own stage and complete quests on a virtual concert of famous pop singer Charli CXX. It was a chance available for a limited time for users to **live their dreams** of performing as a pop star.



Gucci Town

One of the **most mentioned** brands when it comes to Metaverse is the fashion giant brand Gucci has introduced a virtual Piazza in Roblox's Landscape.

Gucci Town provides avatars with **trying** on them the clothes up to 6 layers and accessories. Besides visitors can create artwork or take part in competitions held by the connection with the House.



Nikeland

Sportswear brand **Nike** became one of the metaverse commerce pioneers by facilitating the users' **shopping experiences** through creating a well-designed virtual shop world.

In time, over **21 million visitors** spend joy time playing games, socializing, and trying on the newest Nike equipment in Nikeland.



Chipotle Burrito Maze

Chipotle Mexican Grill has had a remarkable tradition as those who come to chipotle restaurants with Halloween costumes are served delicious burritos for free.

Restaurants' shutdowns during the Covid-19 led them to find a solution that will continue the tradition. Thus, Metaverse was a brilliant idea. Chipotle has reached **the highest** download score and the highest digital transaction rates.



Coca-Cola Launches New Beverage In The Metaverse

Coca-Cola has created an island called **Pixel Point in Fortnite** Creative for players to enjoy themed games and mini-games, as well as discover hidden treasures.

The company has described its new beverage as having the **"aroma of pixels"** and will be available in stores in the United States starting on May 2nd. Coca-Cola also emphasized that it did not sponsor Epic Games or Fortnite in the production process of Pixel Point.



Dubai Opens First Physical Nft Shop In **Mall Of The Emirates**

Dubai will soon be home to **the first physical store** for buying and selling non-fungible tokens (NFTs), called the **ftNFT Shop**, located at the Mall of the Emirates. Operated by tech company SoftConstruct, the store will offer a range of NFTs, including digital art, music, and collectibles, and will also feature a 3D scanner for creating avatars.

The store will also host local NFT artists and exhibitors, including **Amrita Sethi, AKNEYE**, and **Chiko & Roko**. The grand opening of the ftNFT Shop on December 22 will require a special pass in the form of a free NFT, and a second store will open at the Dubai Mall.



The First Gas Station In Metaverse: **Metafuel**

Turkish fuel-oil company **Aytemiz** has established the globally the first gas station in Metaverse.

Located in loved platform **Decentraland** with the 139,-72 coordinates and is a neighbor to the popular theme park named **Dragon City** which is visited by 280,000 people monthly.





The Future OF THE INTERNET



A Declaration For The Future Of The Internet

On the 28th of April, **61 nations** including Israel, Niger, and Peru signed the declaration for the future of the internet to ensure **secure, connectable, free, reliable, affordable, and inclusive Internet** in the future.

A DECLARATION for the FUTURE of the INTERNET

We are united by a belief in the potential of digital technologies to promote connectivity, democracy, peace, the rule of law, sustainable development, and the enjoyment of human rights and fundamental freedoms. As we increasingly work, communicate, connect, engage, learn, and enjoy leisure time using digital technologies, our reliance on an open, free, global, interoperable, reliable, and secure Internet will continue to grow. Yet we are also aware of the risks inherent in that reliance and the challenges we face.

We call for a new Declaration for the Future of the Internet that includes all partners who actively support a future for the Internet that is an open, free, global, interoperable, reliable, and secure. We further affirm our commitment to protecting and respecting human rights online and across the digital ecosystem. Partners in this Declaration intend to work toward an environment that reinforces our democratic systems and promotes active participation of every citizen in democratic processes, secures and protects individuals' privacy, maintains secure and reliable connectivity, resists efforts to splinter the global Internet, and promotes a free and competitive global economy. Partners in this Declaration invite other partners who share this vision to join us in working together, with civil society and other stakeholders, to affirm guiding principles for our role in the future of the global Internet.

RECLAIMING THE PROMISE OF THE INTERNET

The immense promise that accompanied the development of the Internet stemmed from its design: it is an open "network of networks", a single interconnected communications system for all of humanity. The stable and secure operation of the Internet's unique identifier systems have, from the beginning, been governed by a multistakeholder approach to avoid Internet fragmentation, which continues to be an essential part of our vision. For business, entrepreneurs, and the innovation ecosystem as a whole, interconnection promises better access to customers and fairer competition; for artists and creators, new audiences; for everyone, unfettered access to knowledge. With the creation of the Internet came a swell in innovation, vibrant communication, increased cross-border data flows, and market growth—as well as the invention of new digital products and services that now permeate every aspect of our daily lives.

Over the last two decades, however, we have witnessed serious challenges to this vision emerge. Access to the open Internet is limited by some authoritarian governments and online platforms and digital tools are increasingly used to repress freedom of expression and deny other human rights and fundamental freedoms. State-sponsored or condoned malicious behavior is on the rise, including the spread of disinformation and cybercrimes such as ransomware, affecting the security and the resilience of critical infrastructure while holding at risk vital public and private assets. At the same time, countries have erected firewalls and taken other technical measures, such as Internet shutdowns, to restrict access to journalism, information, and services, in ways that are contrary to international human rights commitments and obligations. Concerted or independent actions of some governments and private actors have sought to abuse the openness of Internet governance and related processes to advance a closed vision. Moreover, the once decentralized Internet economy has become highly concentrated and many people have legitimate concerns about their privacy and the quantity and security of personal data collected and stored online. Online platforms have enabled an increase in the spread of illegal or harmful content that can threaten the safety of individuals and contribute to radicalization and violence. Disinformation and foreign malign activity is used to sow division and conflict between individuals or groups in society, undermining respect for and protection of human rights and democratic institutions.

OUR VISION

We believe we should meet these challenges by working towards a shared vision for the future of the Internet that recommit governments and relevant authorities to defending human rights and fostering equitable economic prosperity. We intend to ensure that the use of digital technologies reinforces, not weakens, democracy and respect for human rights; offers opportunities for innovation in the digital ecosystem, including businesses large and small; and, maintains connections between our societies. We intend to work together to protect and fortify the multistakeholder system of Internet governance and to maintain a high level of security, privacy protection, stability and resilience of the technical infrastructure of the Internet.

We affirm our commitment to promote and sustain an Internet that: is an open, free, global, interoperable, reliable, and secure and to ensure that the Internet reinforces democratic principles and human rights and fundamental freedoms; offers opportunities for collaborative research and commerce; is developed, governed, and deployed in an inclusive way so that unserved and underserved communities, particularly those coming online for the first time, can navigate it safely and with personal data privacy and protections in place; and is governed by multistakeholder processes. In short, an Internet that can deliver on the promise of connecting humankind and helping societies and democracies to thrive.

The Internet should operate as a single, decentralized network of networks – with global reach and governed through the multistakeholder approach, whereby governments and relevant authorities partner with academics, civil society, the private sector, technical community and others. Digital technologies reliant on the Internet, will yield the greatest dividends when they operate as an open, free, global, interoperable, reliable, and secure systems. Digital technologies should be produced, used, and governed in ways that enable trustworthy, free, and fair commerce; avoid unfair discrimination between, and ensure effective choice for, individual users; foster fair competition and encourage innovation; promote and protect human rights; and, foster societies where:

- Human rights and fundamental freedoms, and the well-being of all individuals are protected and promoted;
- All can connect to the Internet, no matter where they are located, including through increased access, affordability, and digital skills;
- Individuals and businesses can trust the safety and the confidentiality of the digital technologies they use



https://www.whitehouse.gov/wp-content/uploads/2022/04/Declaration-for-the-Future-for-the-Internet_Launch-Event-Signing-Version_FINAL.pdf

<https://www.internetgovernance.org/2022/04/29/the-declaration-for-the-future-of-the-internet/>

Web 4.0

The fourth generation of the internet (**web 4.0**) is referred to the internet that enables the most personalized and interactive searching experience for users.

The **key features** that are expected to change human life are a **virtual reality** which gives a sense of togetherness by acting in several created worlds no matter where you are; and the internet of things (IoT).



Internet Of Things Trends

In 2023, it's predicted that there will be more than **43 billion devices connected to the internet**. They will generate, share, collect, and help us to make use of data in all manner of ways.

Here's an overview of some of the **key trends** that will affect how we use and interact with these devices

1- Regarding security

Professionals work on developing complex security programs against cyber crimes which spread because of connecting all devices together.

2- In manufacturing and production

Machines with lot sensors enable early detection of the issues which reduces the repairing cost and consumed time.

3- Big data, machine learning, and analytics

Integrated data with machine learning and analytics serves high efficiency via making inferences consumer behaviors' data.



4- The healthcare sector

Wearable technologies and devices with IoT, enhance tracking sensors which improve the surgery success rate and the patient's recovery process.

5- Improving workplaces management

By following the actions of workers via beacons like devices equipped with the internet; safety, efficiency, schedules, order, and so on the working conditions are taken under control.

6- Rising of smart cities

Smart cities make people's life comfortable and served sustainable, sociable, and affordable urban life. Such that smart city spending reach \$158 billion by 2022.

7- Customer services

IoT's improved customer engagements and experiences via speed payments or personalized purchasing offerings pave the way to enhance CRM.

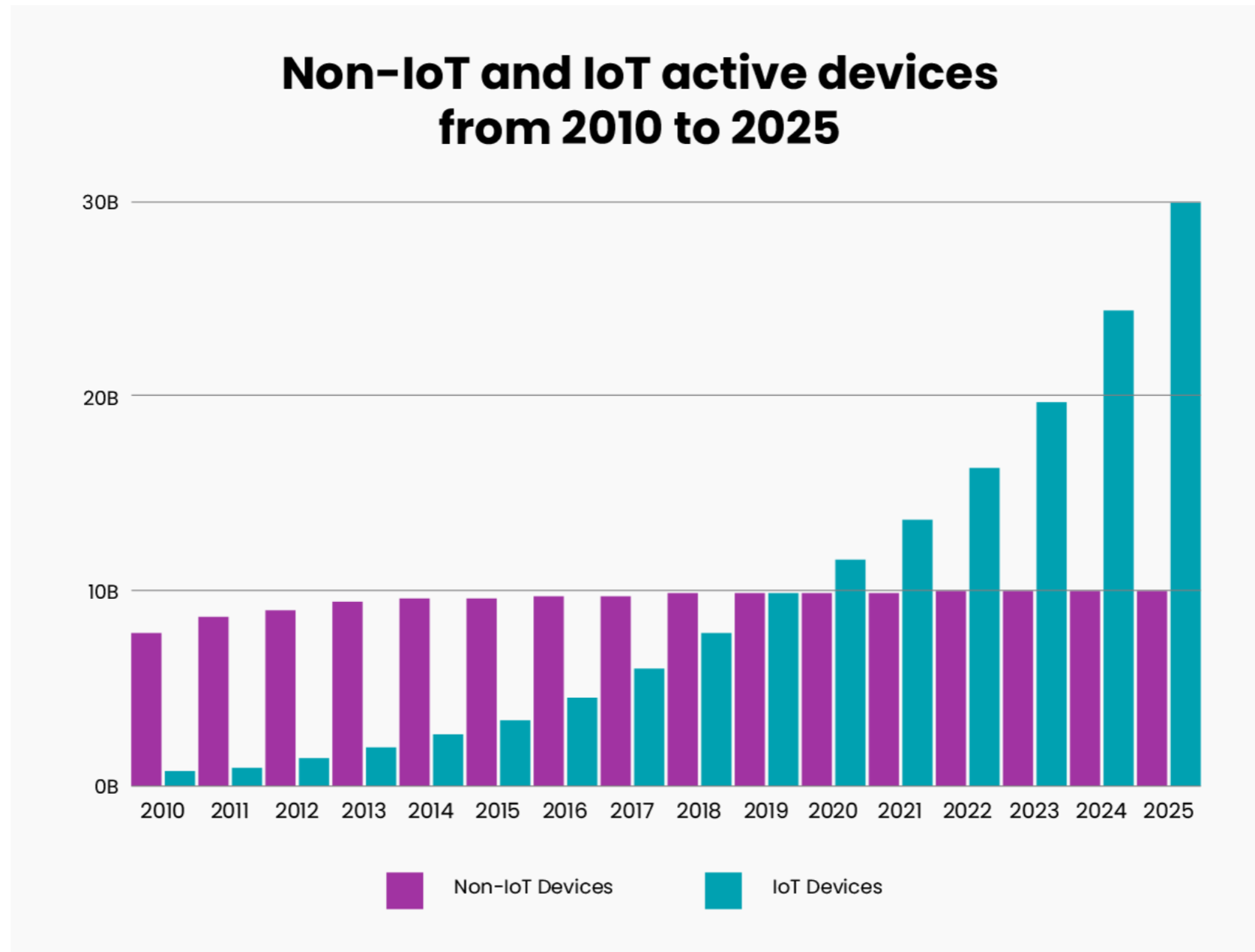
8- Cloud services vendors

The primary focus of the IoT in terms of Cloud services is the ensuring best integration between devices that flowed data and the other device that collects and observe it.



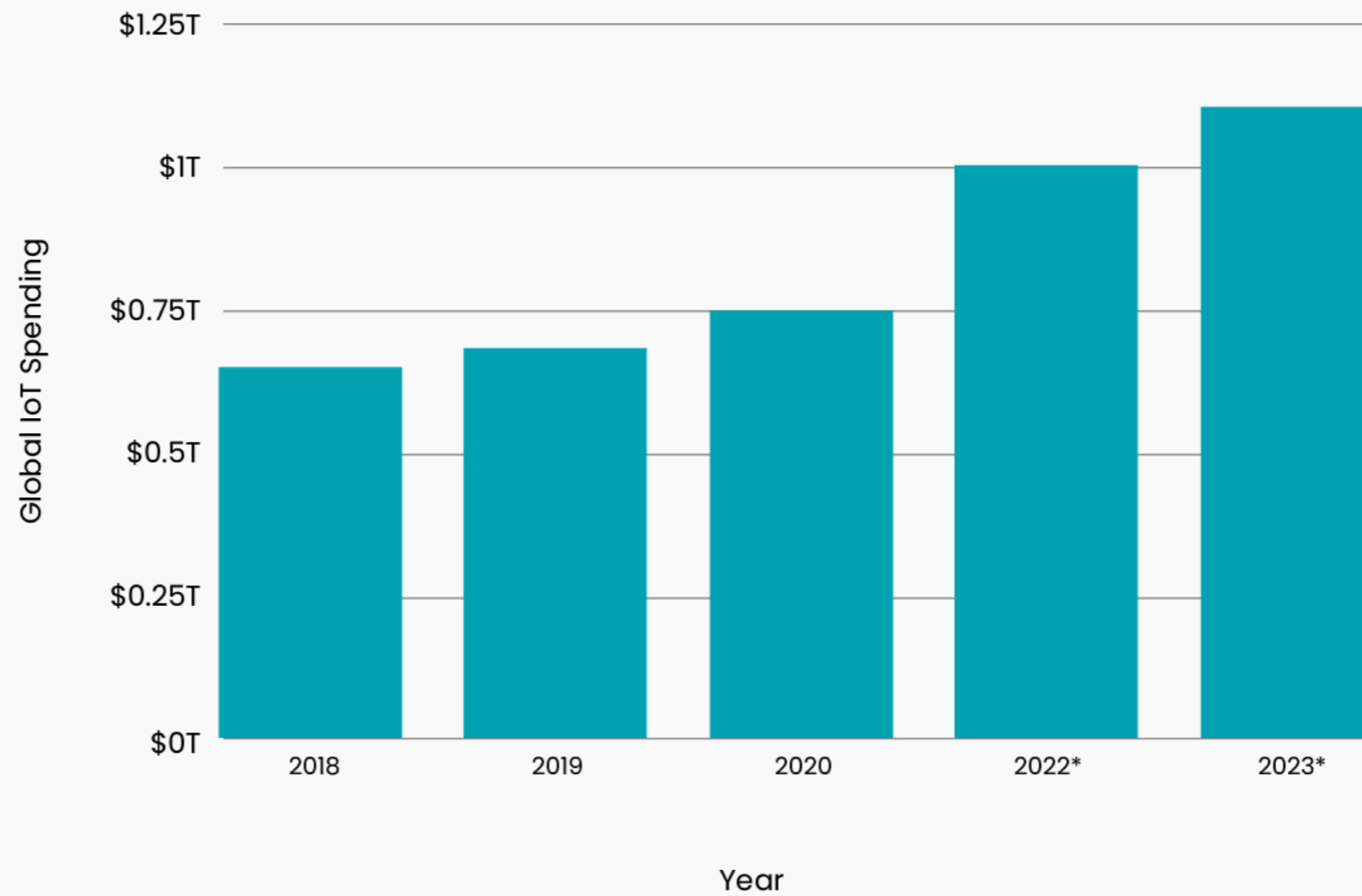
IoT Statistics

While, there are 16 billion active IoT devices, it is estimated as **30 billion in 2025**. By **2025, 152,200 IoT devices** will be connecting to the internet per minute. There are incredible shifts towards IoT so that by **2030 IoT devices will occurs 75% of all devices**.

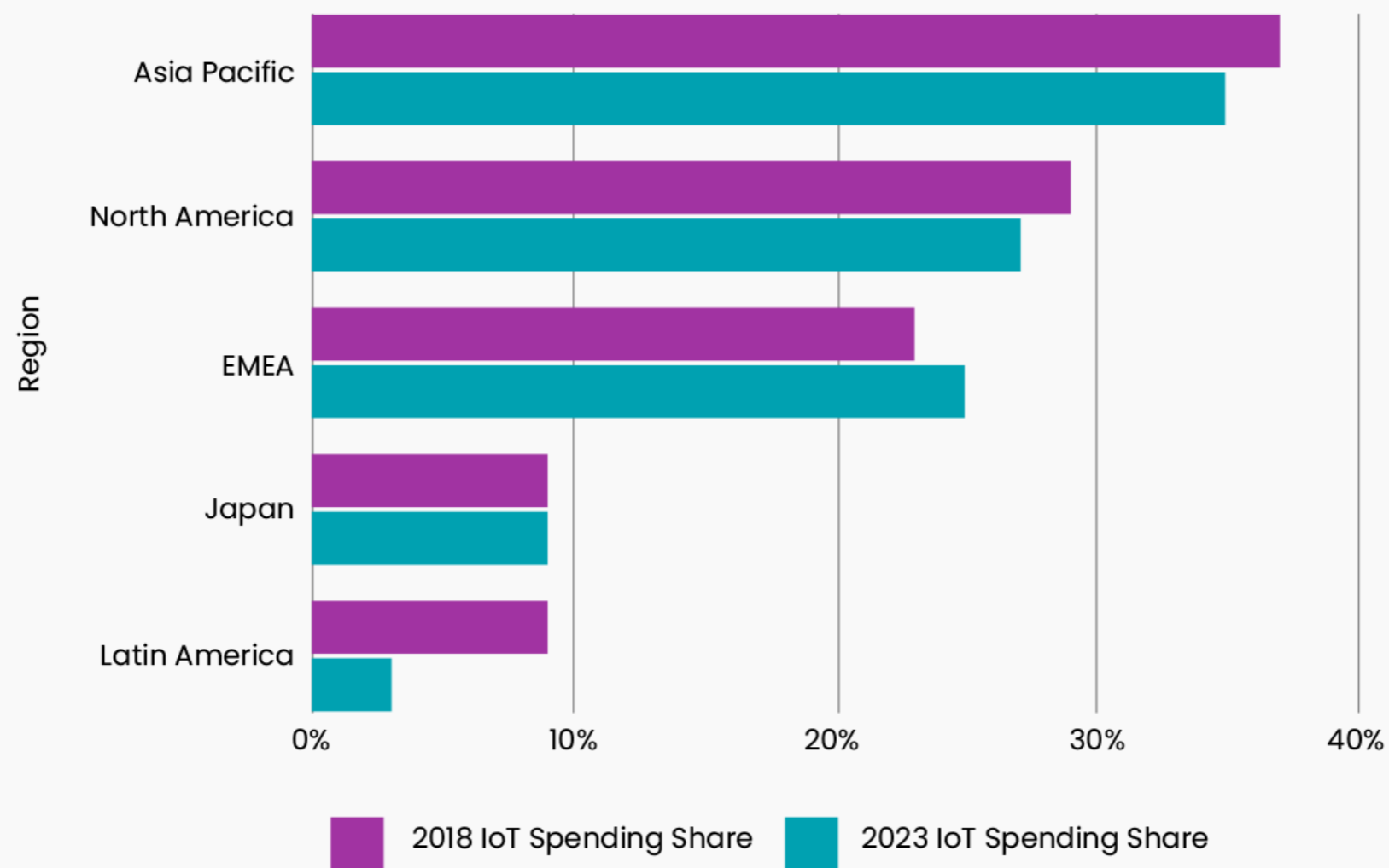


IoT Statistics

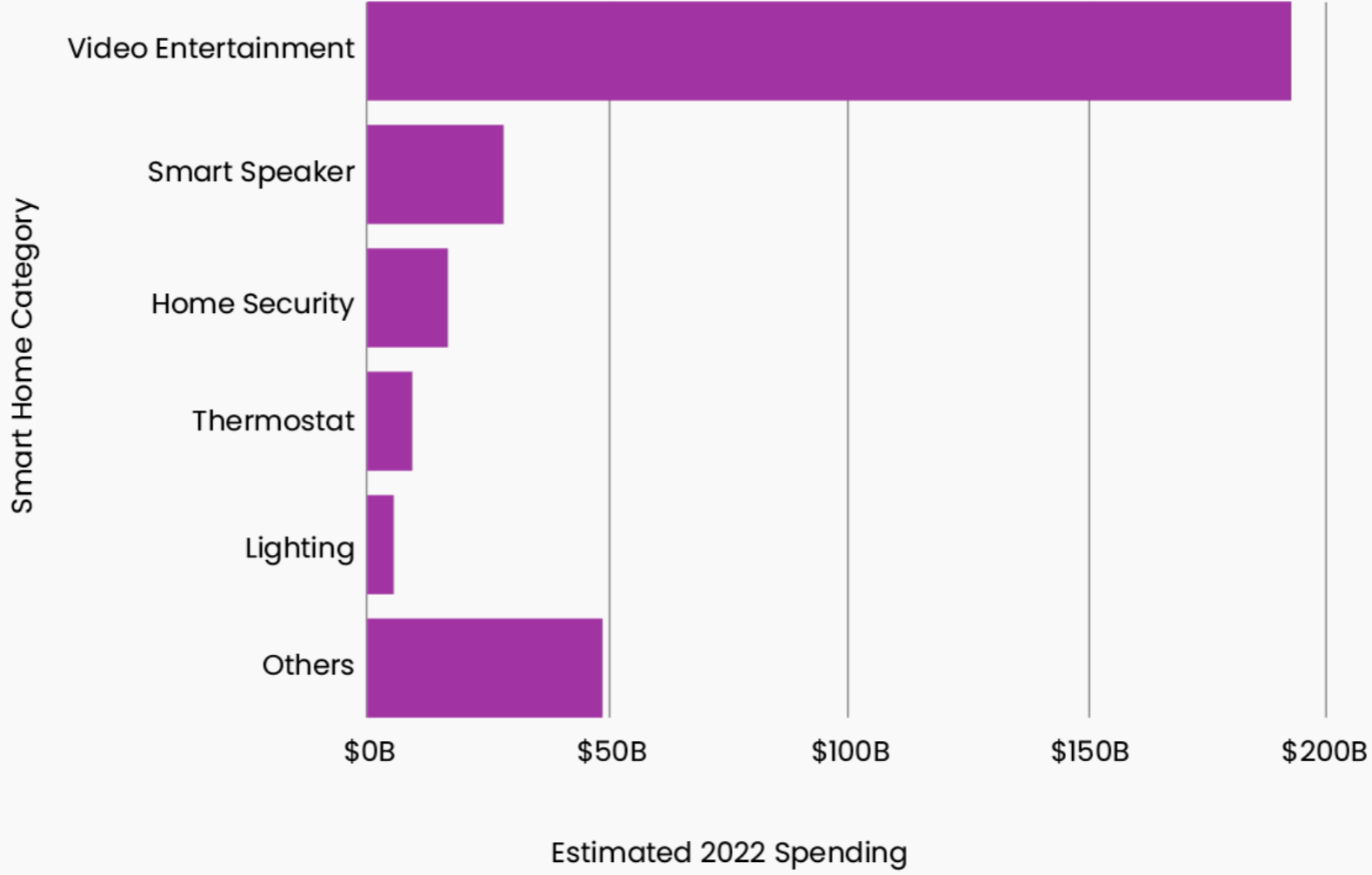
How Much Is Spent in IoT Each Year?



2018 IoT spending and 2023 projected IoT spending by region



IoT Global Spending by Category

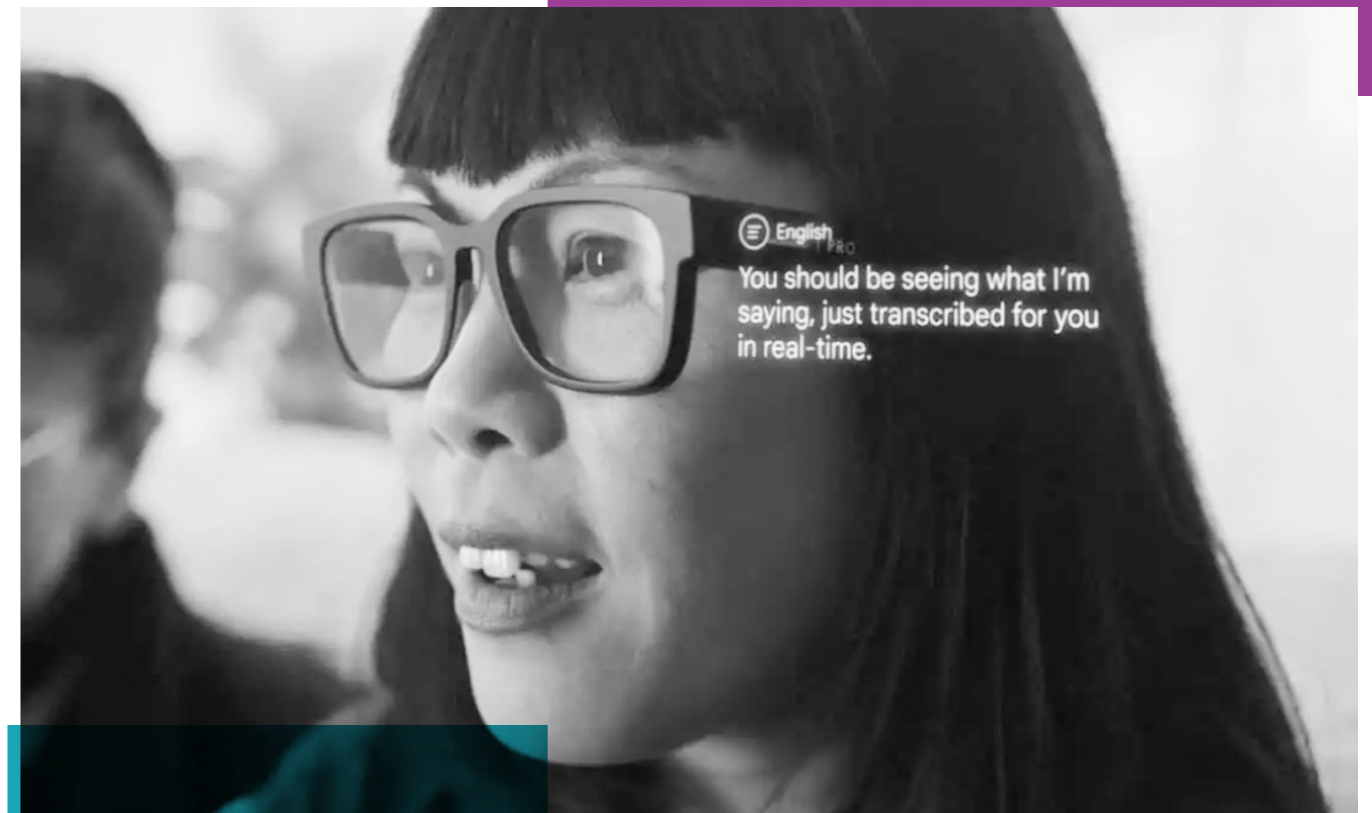


Google's New AR Glasses Translate Language In Real Time

At the **Google I/O Developers** Conference, Google presented a prototype of its latest augmented reality (AR) glasses, which can translate languages in **real-time**.

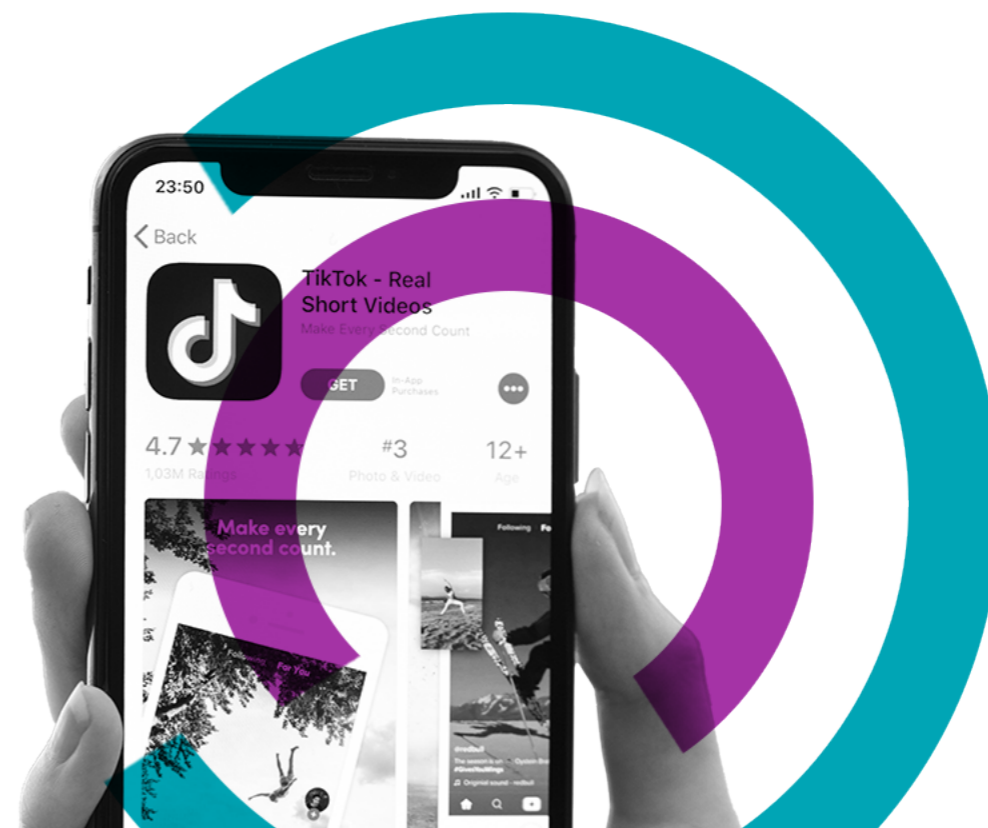
Google's CEO, Sundar Pichai, highlighted the importance of designing technology for the real world and how **AR** can help in this regard. He used **language translation as an example**, stating that it is crucial for communication, but can be difficult for those who do **not speak the same language or are deaf or hard of hearing**.

Pichai then demonstrated one of the **prototypes** that the company has been testing, which combines advancements in translation and transcription to provide language assistance in the **user's line of sight**.





Changing Communication Habits And New Approaches IN THE WORLD IN 2022



Digital Transformation Is The Key For The Future

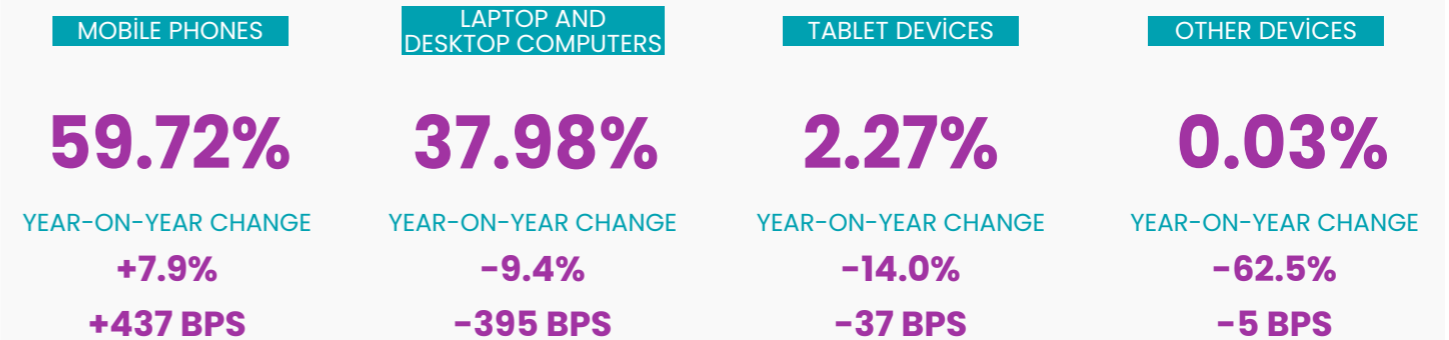
By June 2022, the nb. of people with mobile phones is **5,34 billion** which equals **59%** of the world's total population. While the nb. of internet users is **5,03 billion**, active social media users are **4,7 billion**.

Consumers' (51%) expectation is to be able to handle their work totally or most partially on **online platforms**. However, **40%** of customers both **prefer to visit the store** and do online shopping.

Although people's **news-following** habits have replaced paper with the internet, **trust on the internet news** is only **41%**.

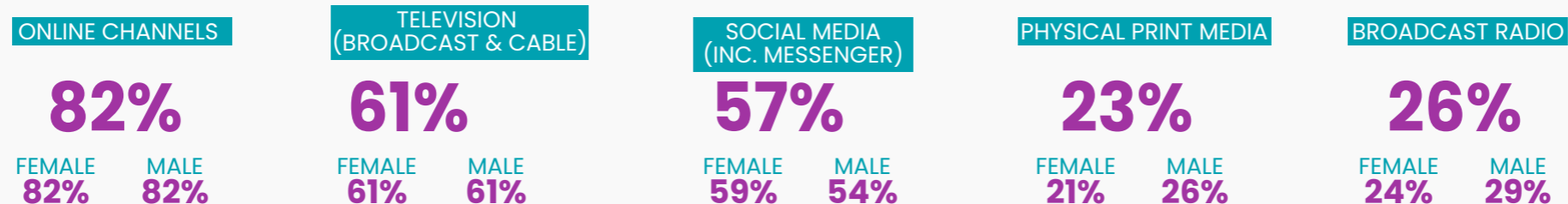
SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF WORLDWIDE* SURVEY RESPONDENTS WHO SAY THAT THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT



Internet Users

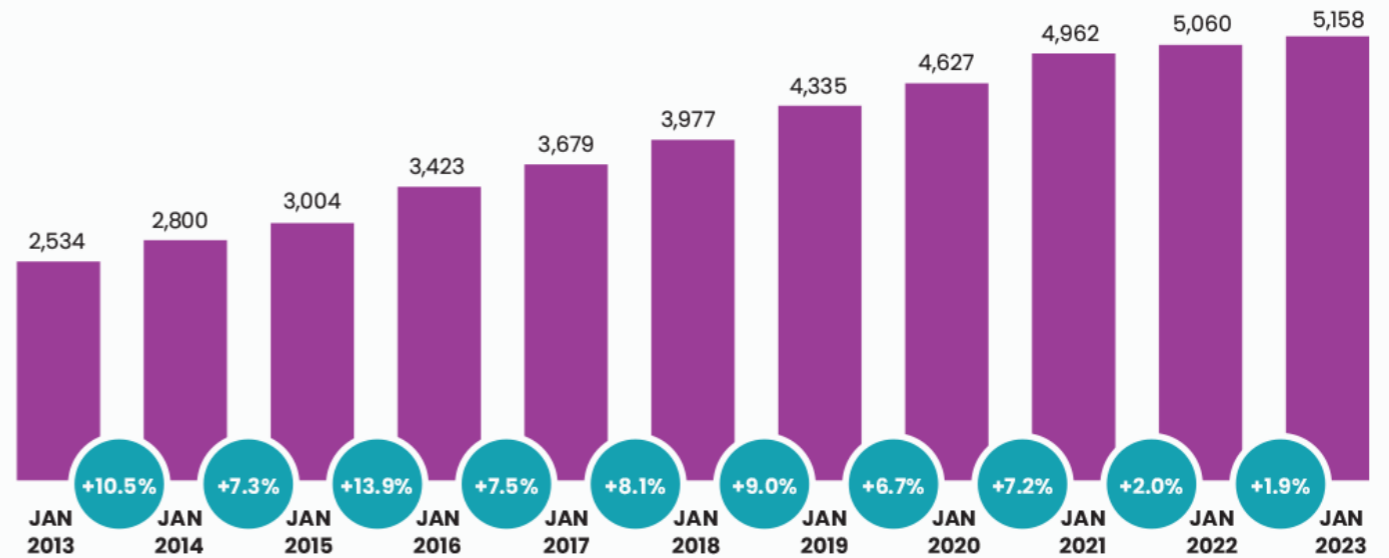
By the end of 2022, it is expected that about **three-quarters of the world's population will be online.**

The number of internet users is **growing faster than the number of TV viewers**, and it is expected that these two figures will be almost equal within the next 18 months.

**JAN
2023**

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS IN MILLIONS AND YEAR ON YEAR CHANGE



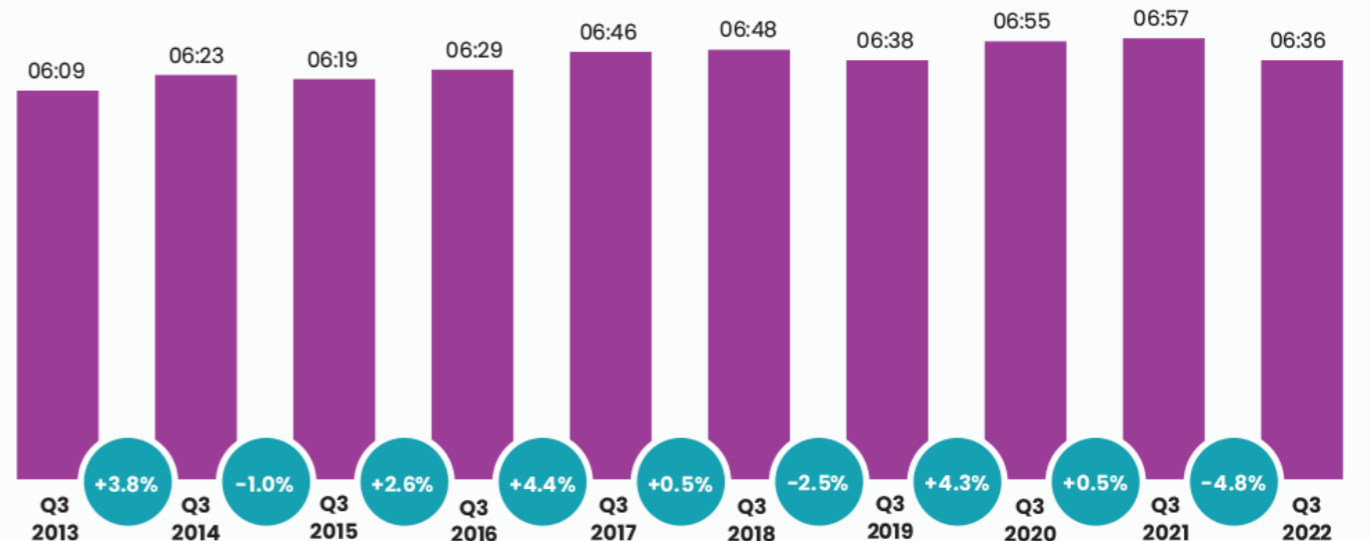
Time Spent

The amount of time spent online has **not significantly increased**, but the way it is used has changed, highlighting the importance for digital platforms to offer lasting value to users in order to **retain them.**

**JAN
2023**

DAILY TIME USING THE INTERNET (YOY)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THE INTERNET USERS AGE 16 TO 64 SPEND USING THE INTERNET EACH DAY



NFT

NFT popularity and transaction volume have decreased, with a decrease in the number of wallets trading NFTs by over **80%** since December and fewer than **200,000 wallets trading NFTs in the past 30 days.**

To ensure NFTs reach their potential in 2023 and beyond, it is suggested to **focus on their benefits** rather than speculation or fraud.

AWARENESS OF NFTS

PERCENTAGE OF SURVEY RESPONDENTS* WHO AGREED WITH EACH STATEMENT

HEARD OF THE TERM
"NFT" AND UNDERSTAND
WHAT AN NFT IS

28.6%

HEARD OF THE TERM
"NFT" BUT STILL NOT SURE
WHAT AN NFT IS

39.2%

NOT HEARD
OF NFTS BEFORE

32.2%

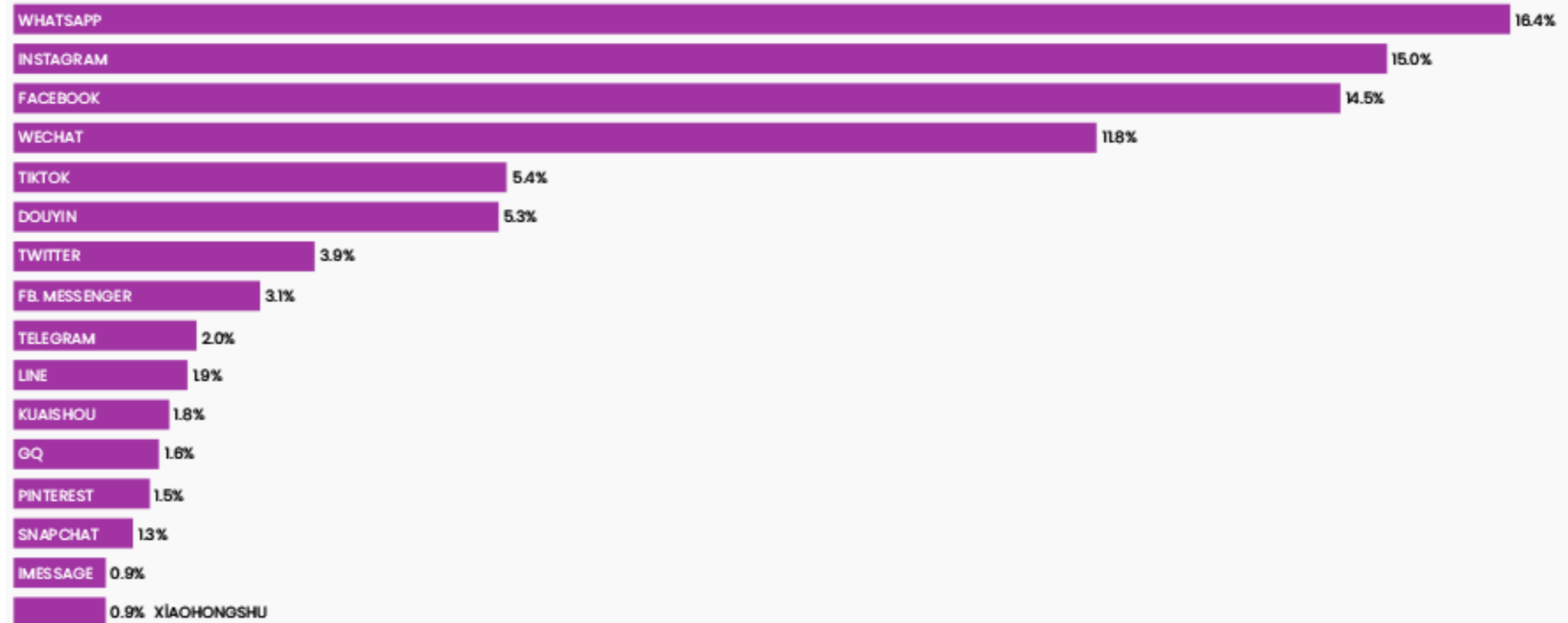
TikTok vs Facebook

Social media platforms continue to evolve with **TikTok** increasing its power, **while rumors of Facebook's demise persist but it continues to hold its third place position.** Despite the claim that young people are leaving Facebook, data shows that **from April to June 2022.**

1.35 million more young people saw Facebook advertisements, indicating that Facebook's global youth user base is still growing.

FAVOURITE SOCIAL MEDIA PLATFORMS

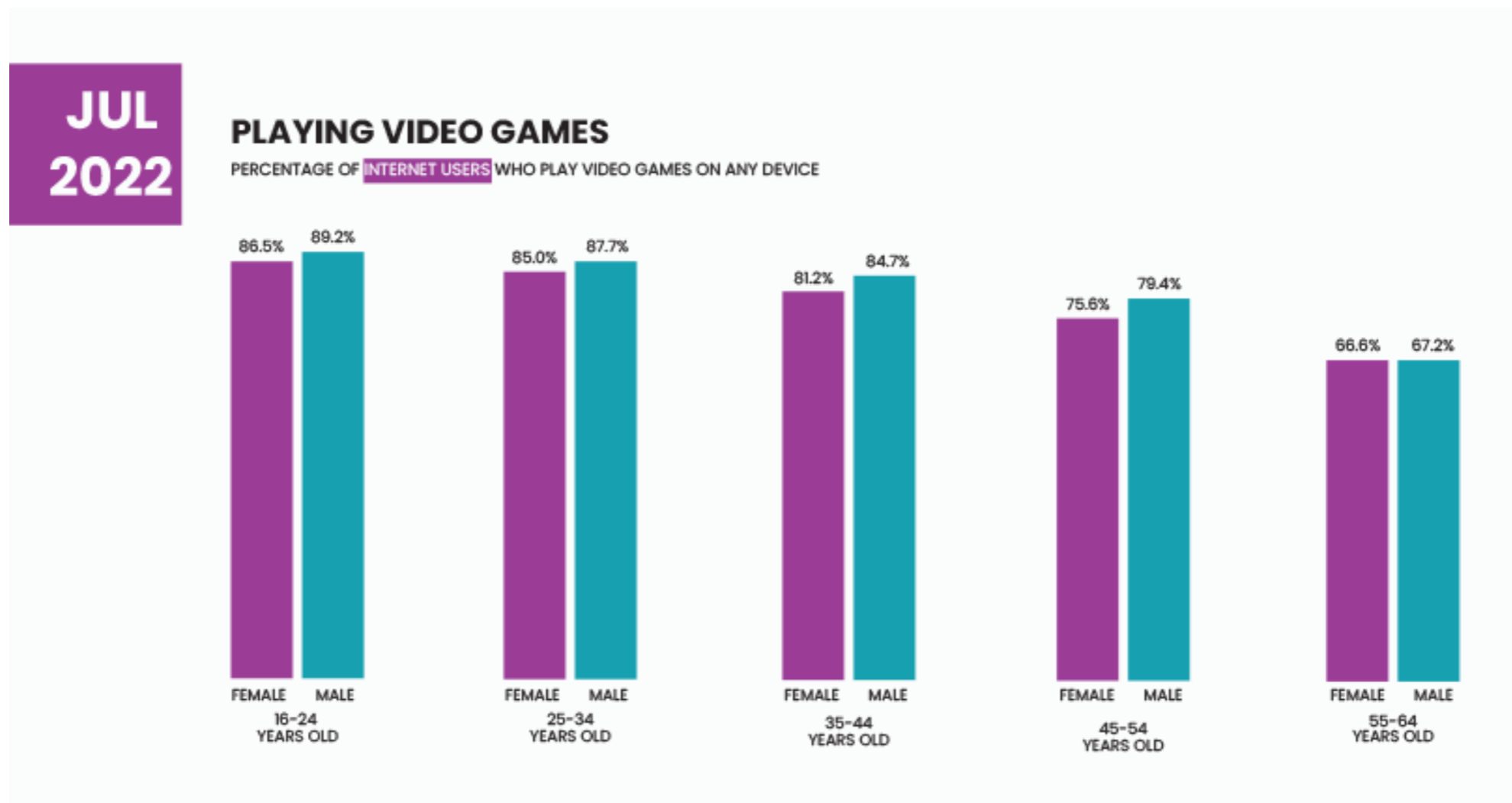
PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAYS THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



Gaming

Video game industry is thriving; is currently among the fastest-growing segments in the entertainment business. The gaming market is dominated by world-famous consoles and brands from reputable game development companies such as Sony PlayStation, Nintendo, Xbox, etc.

Marketing executives are turning to video games in a wide variety of industries to market goods, **through movie tie-ins and in-game promotion.**



Digital Advertising Trends for 2022

Programmatic advertising is a type of digital advertising that uses automated processes to purchase and display ads. It is expected to continue to evolve and change in the coming years, driven by technological and regulatory changes.

Another trend is the emergence of **new advertising platforms**, such as segmented and connected TV, digital out-of-home (DOOH) advertising, **audio podcasts**, and gaming.

Retail media is also expected to see growth, with brands focusing on customer knowledge and performance measurement to drive their digital strategies.

There is also an anticipated acceleration of the use of **extended reality (XR)** technologies, such as **virtual reality (VR)** and **augmented reality (AR)**, in advertising, as well as a greater focus on creativity and personalization.

Finally, the increasing **importance of data privacy** is expected to lead to the development of new data protection and privacy regulations.



Marketers Are Modernizing Their Brands In A Variety Of Ways

More companies are taking steps to **evolve their brands** to meet rapidly **changing social norms** and **expectations**.

Here are some common actions that brands took to **position their brand for a modern audience**:

Digitalize historically **in-person experiences**

Experiment with **bold, playful, and/or simplified design**

Ensure your brand messaging is **welcoming and inclusive**



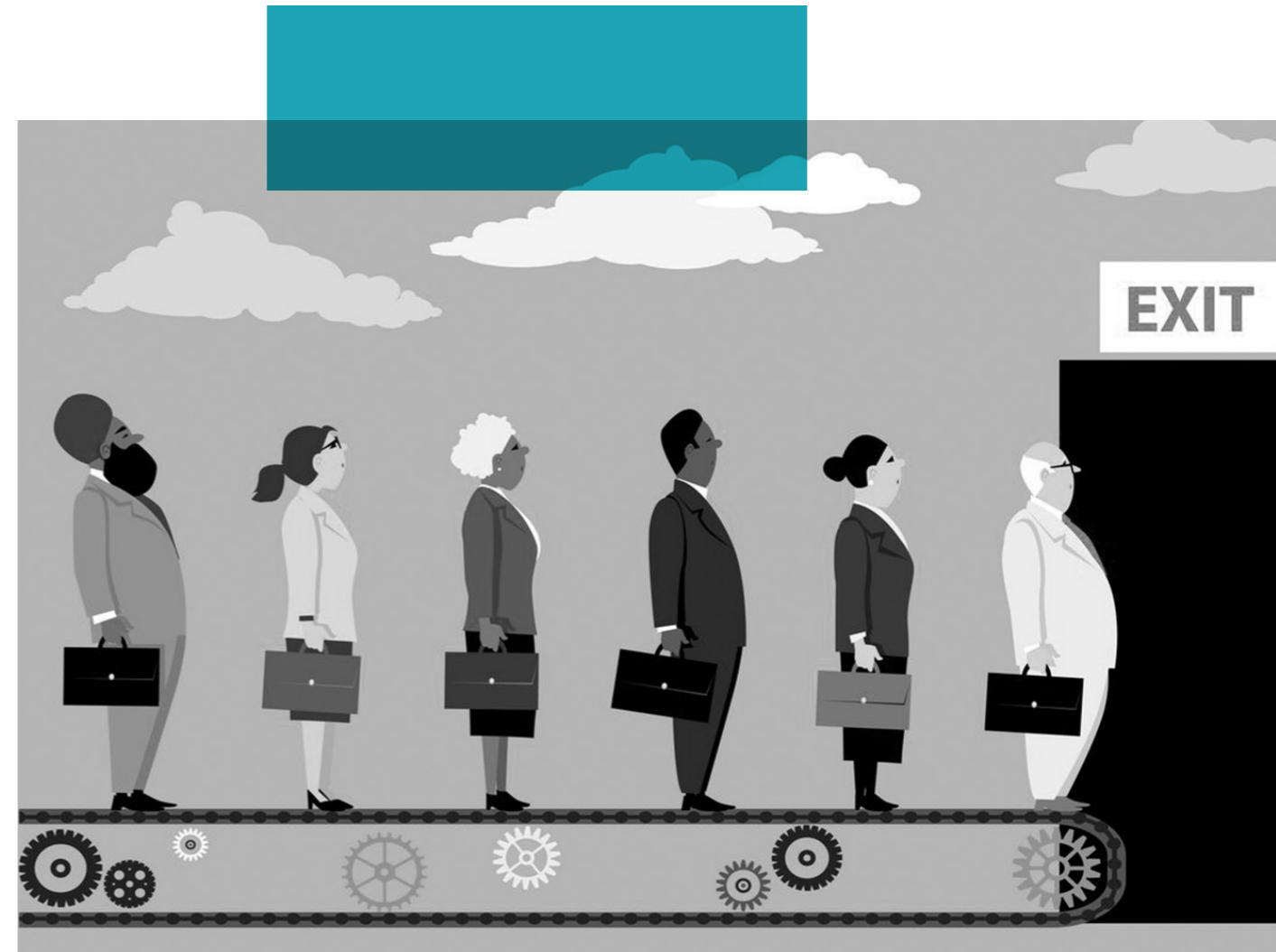
<https://brandactive.com/marketing-trends-rebranding-strategy-2022/>

<https://www.thinkwithgoogle.com/intl/tr-tr/pazarlama-stratejileri/arama/aramada-niyeti-saptayin/>

Organizations Are Revitalizing Their Employer Brand In Light Of Great Resignation

The Great Resignation, also known as the Big Quit and the Great Reshuffle, is an ongoing economic trend in which employees have voluntarily resigned from their jobs on masses, beginning in **early 2021** in the wake of the **COVID-19 pandemic**.

Brands are **defining their culture** and use it to avoid losing their talents or attract new talented team members who will **live out their brand promise** every day.



Users Are Using More Precise Language When Searching Online

There is a trend towards users using more specific language when searching on Google.

This trend of using specific language in searches can help brands anticipate and plan for the future, especially during times of economic uncertainty.

As users' needs can be unpredictable during times of change, marketers cannot rely solely on past data and predictions for their plans, such as those for 2023.

The key to adapting to this change is to focus on users' intentions and, most importantly, to identify these intentions early on.





SECTORAL ANALYSIS

&

Learnings



Economics' Impact On Google Searching

In 2022, the terms “inflation,” “increasing living expenses,” and “economic uncertainty” have become increasingly familiar as people face financial challenges.

These concerns have been reflected in **Google search trends**, with more and more people turning to the internet for information and solutions to their **financial struggles**.



1-Questions regarding finance

“What is inflation?” searched over all the world in 2022 because people want to understand the impacts of economical incidents’ impacts on their daily lives. There is a **20% increase** in the search rate of “**expensive**” related to “**why**”. Such as “**why butter is so expensive**” in the UK, “**what can I afford**” globally, and “when is the fuel price going up” in South Africa.

2- Interesting pair: inflation and sustainability

The last google trends revealed that people searching the way for reducing costs led to sustainable solutions including **second-hand** goods and **repairing** old ones. Thus, the number of people who use second-hand shopping applications is increasing exponentially. On the other hand, energy-saving ways were also searched such as “ does switching off the geyser save electricity” in South Africa.

3- Little luxuries are not abandoned

Encountered economic difficulties do not mean solely buying the cheapest goods. Hence, most people are ready to draw their budget plans according to **bigger purchases** that may need financial support. Shortly, during uncertain economical periods, society tries to balance their consumption between “**cheap**” and “**luxury**”.

2022 Influencer Marketing Trends

In The Middle East



There are expected insights on **influencer marketing in the Middle East and North Africa (MENA) region**. This includes understanding the **unique cultural** and **social factors** that can impact the effectiveness of influencer marketing campaigns in the region, as well as the specific platforms and influencers that are popular among MENA audiences.

By carefully considering these factors, businesses can create more successful and impactful **influencer marketing campaigns in the MENA** region whose influencer marketing industry is presumptuous to be worth **\$16 billion in 2022**.



1- Increasing use of influencer technology and tools.

In 2022, brands and agencies are expected to utilize influencer marketing technology to make more **data-driven decisions** and efficiently **manage campaigns**.

This shift towards **using technology in influencer marketing** is driven by the desire for better decision-making and real-time reporting. One example of this is the use of influencer marketing technology to optimize a campaign for Expo 2020 Dubai, resulting in **better influencer selection, content optimization, and improved campaign results**.



Dr. Saif Darwish
Medicine



Ahmed AlMarzooqi
Finance



Athari AlSerkal
Sustainability



Maitha Mohammed
Edutainment

2- The increasing importance of thought leaders and quality content over quantity of followers.

The rise of thought leaders, who produce educational content that is easy to consume, is driven by the increasing demand for **high-quality content**. This trend is leading brands to invest in **creating their own influencers**, whether they are brand advocates or employees, to produce a high volume of content.

The creation of internal influencers allows brands to effectively **communicate** their message and engage with their audience.

3- A shift towards performance-based collaborations with influencers.

In 2022, the percentage of brands collaborating with influencers on a quarterly basis increased **by 8% compared** to the previous year. However, only 49% of US brands pay influencers a flat rate for their services.

This trend suggests a shift towards **a performance-based compensation model for influencers**, which benefits both brands and influencers by aligning their goals and **incentivizing** successful results.

REACH & AWARENESS

The influencer will be paid a flat rate that is discounted in comparison to their usual rates

LEAD

The influencer will be paid on top for every lead or traffic generated.

CONVERSION

The influencer will be paid on top for every successful conversion.



In The Changing Communication Age; **WHAT AWAITS US IN 2023**



The **challenges** and **disruptions** brought on by the pandemic, geopolitical **tensions**, and economic **uncertainty** will make 2023 a year like no other.

However, **businesses cannot press pause on 2023** planning to wait and see how things will unfold.

To **help your business find clarity** amidst uncertainty and move forward with confidence, we dedicated this section and **tried to forecast what awaits us in 2023.**



Marketing Trends & Predictions for 2023

1

More inclusive media planning

Brands should audit their media plans in 2023 to ensure that their **mix of channels and publishers reaches their intended audience** and **review for potential biases in keyword** and topic exclusions, and consider affirmative action to authentically **support underrepresented voices and communities.**

2

Privacy and peace of mind

In 2023, businesses should prioritize **online privacy to differentiate** themselves in a competitive market and maintain customer trust, as bad privacy experiences can be almost as damaging as data theft and lead to a switch to another brand for 43% of consumers.

Brands should provide customers with the **tools to manage their privacy** and ensure that online experiences are delivered with the **privacy** that people deserve from brands they can trust.



1

It's Gen Z's world (we're just living in it)

In 2023, brands targeting **Gen Z** should meet them in their **own dynamic and highly visual online worlds**, understand their unmet needs, prioritize relevance and authenticity, and **embrace the diverse**, visual worlds they inhabit.



2

Snackable, short-form videos

In 2023, brands should focus on **creating engaging, short-form video content** that leverages storytelling best practices and appeals to the growing number of people using **YouTube Shorts**.

Machine learning tools can help reformat landscape videos for different viewing formats, and brands should consider using these tools to make the most of the available ad time and connect with their audiences.

Tech and Media News That **May Impact 2023 Marketing in MENA**

The **marketing industry**, like most industries these days, is highly susceptible to economic change and constant technological evolution.

There will be **more advancements** in marketing technology in 2023, as digital marketing **spending will increase to \$146 billion in early 2023**

We have gathered the most important news that will affect the marketing sector in 2023.



1- Netflix And Disney Planning To Show Advertisements

Netflix whose **stock values has declined 35%** and **the market value decreased 50 billions associated** these lose as a result of users' sharing their accounts led them to take some precautions.

Getting **obstruction to share the passwords or accounts** is one of the protection way for reaching the desired outcomes.

Another way that Netflix has been working on is **launching cheaper accounts with advertisements** similar to **Disney** so do.

Ad-supported tier renders a growth for the commercial and marketing executives, however, this creates question marks on customers' minds as to whether watching without ads will abolish or become more expensive.



2- YouTube Shorts Will Enable Shopping

Subscribers will be able to **purchase products while surfing the YouTube shorts**. On the other hand, content creators will **gain commissions** from the bought or suggested products and the advertising incomes.

According to the information received from the company, the first trials have **just begun in the US** and **will spread in 2023 to various countries** around the world including Brazil, India, Canada, and so on.



3- Meta Lays Off Thousands Of Employees



Meta laid off over 11,000 employees in early November and reduces its workforce by 13%.

The worst influenced departments are stated as **business and recruiter teams.**

Mark Zuckerberg said that the **company's growth will be similar or maybe smaller scale compared with 2022 at the end of 2023.**

Several professionals' expectations show that **emphasized spheres will advertisement operations, business messaging platforms, exploring algorithms, and the Metaverse vision.**

4- Changes In The Shared Workspace Industry Due To Remote Work

Shared workspace sector has rapidly grown in the past 15 years and this growth looks set to continue. It is estimated that the **shared workspace market will reach \$11.52 billion in 2023.**

The increase in remote work, which has seen the number of remote **workers rise by 44% in the past five years due to the Covid-19 pandemic,** has led to a change in the shared workspace sector as well.

While **remote work** reduces the need for physical offices, there are still occasions when workers need to meet in person or **find a physical meeting space,** leading companies to send their employees to shared workspace facilities rather than opening their own offices.



What Will Be The Trends In **Social Media Marketing in 2023?**

Social media marketing trends for 2023 will continue to evolve. Brands and businesses will continue to rely on **digital and social media for targeting and generating revenue.**

1 – Investments in social commerce will increase

In 2023, investment in social commerce, which allows for the **direct purchase and sale of products or services through social media platforms**, is expected to continue growing as major platforms **integrate payment systems like Shopify** and **encourage small businesses and local start-ups to join the market.**



2– Rise of live streaming shopping

Live stream shopping brings the age-old practice of in-store personalization into online times. Except, instead of a shop assistant, the person advising you is a social **influencer** who loves and uses the products that you are sure to love and use.

Same concept, different channel.

3- Influencer marketing

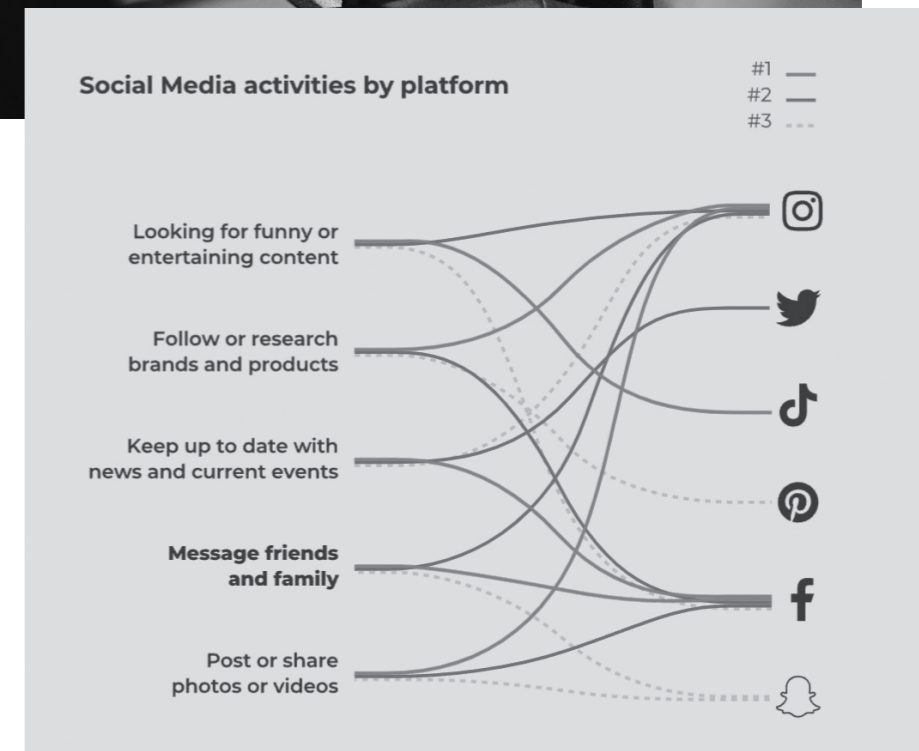
Influencer marketing, which relies on the recommendations of influencers and their followers, is becoming an increasingly important part of social media marketing strategy, as more and more brands recognize its potential to drive sales directly and indirectly.

In 2023, influencers will continue to play a key role **in promoting various brands and types of branded content through live stream commerce, in-app purchases, and the use of special codes.**

4- Different Networks for Different Needs

More than **84% of TikTok users** are also **on Facebook** and **almost 88% of Twitter users** are also on Instagram.

People don't only get different types of value from different networks, **they explicitly use different social networks for different purposes.**



<https://www.thinkwithgoogle.com/intl/en-ssa/consumer-insights/consumer-trends/digital-marketing-trends-2023/>

Graphic Design Trends Set to Define 2023

1- The Color of 2023: Viva Magenta

Pantone Color Institute, which determines the trend color for the next year every December, announced that the **color for 2023 will be Viva Magenta.**

PANTONE describes Viva Magenta as a shade representing **a new power coming from its red family roots.**



2- Summer Colors Of 2023

Ultra-calm tints and tones suggest a quiet presence



PANTONE 12-4604
Skylight



PANTONE 12-1009
Vanilla Cream



PANTONE 13-3804
Gray Lilac



PANTONE 15-0628
Leek Green



PANTONE 17-1221
Macchiato

Pantone Color Institute experts believe that our experiences over the past few years have influenced **how we use and perceive color**. This may be reflected in the use of bold, unconventional colors and color combinations that allow us to express ourselves in unique ways.

The overall **aesthetic** may range from **chaotic** and **energetic** to calm and **peaceful**, reflecting our desire for originality and experimentation.

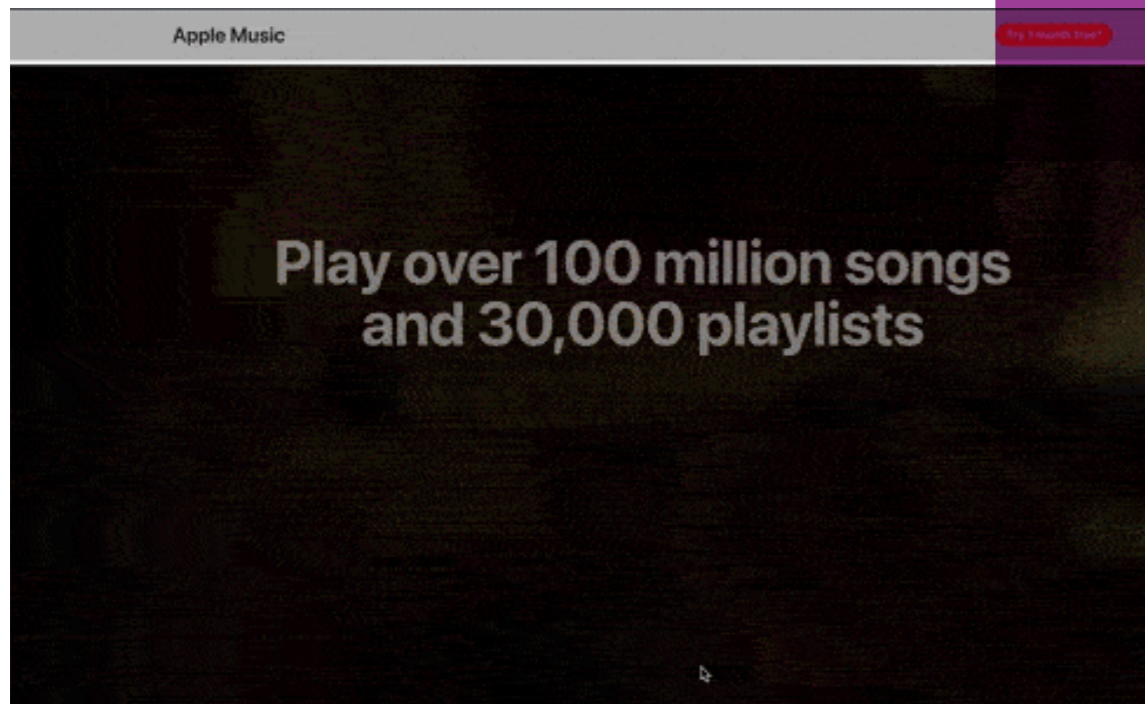
3- AI-Generated Art

Have you played around with OpenAI's DALL-E 2 yet?

Since its public release, the **AI powered image** generator has impacted the design world in a huge way, influencing **imaginative works and memes alike.**



4- Motion Graphics



With brands flocking to the platform in hopes of capitalizing on **Motion graphics'** vast, highly engaged user base, graphic designers have followed suit.

From social feeds to UX designs (like the Apple Music product page shown here), we'll be seeing a lot more of this interactive trend in future creations.

Read

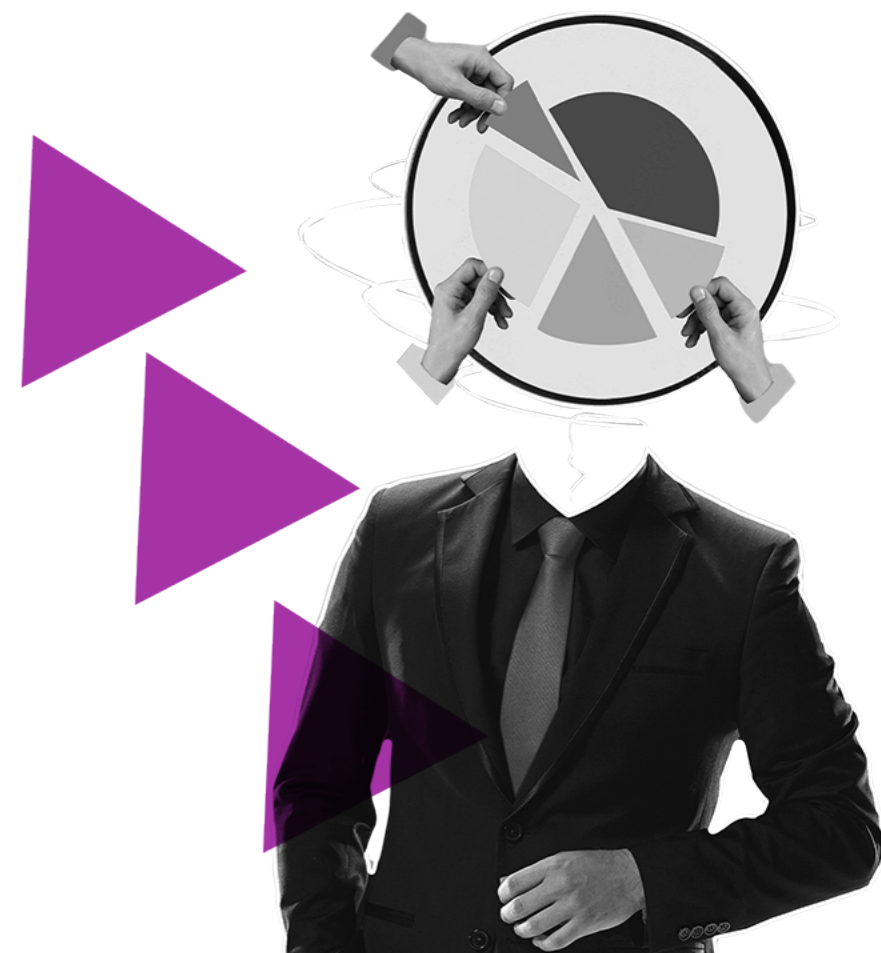


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About ddip

DIGITAL/DESIGN/INTEGRATED/PARIS



We are an independent, international, and integrated creative network specializing in digital marketing and design, with offices in Dubai, Paris, and Istanbul. Our team works in a hub that fosters entrepreneurship and multidisciplinary collaboration.

We create integrated 360-degree marketing strategies that work both online and offline, delivering lasting results on social media and beyond. Our social media strategies align with current trends and differentiate brands in the short and medium-term. By combining strategic integrity with design excellence, we achieve highly effective and measurable results that drive business growth.

If you're looking to take your brand to the next level, let's collaborate and see what we can achieve together.

[Meet us](#)

We offer

Strategic Management

Partnerships with brands to drive

Profitable Growth >

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 are your marketing team



STRATEGIC MANAGEMENT

Market analysis&Benchmark
Brand positioning&Integrated communication strategy
Advertising : Big idea&Copywriting
Digital&Social media brand strategy

ROI&KPI MANAGEMENT

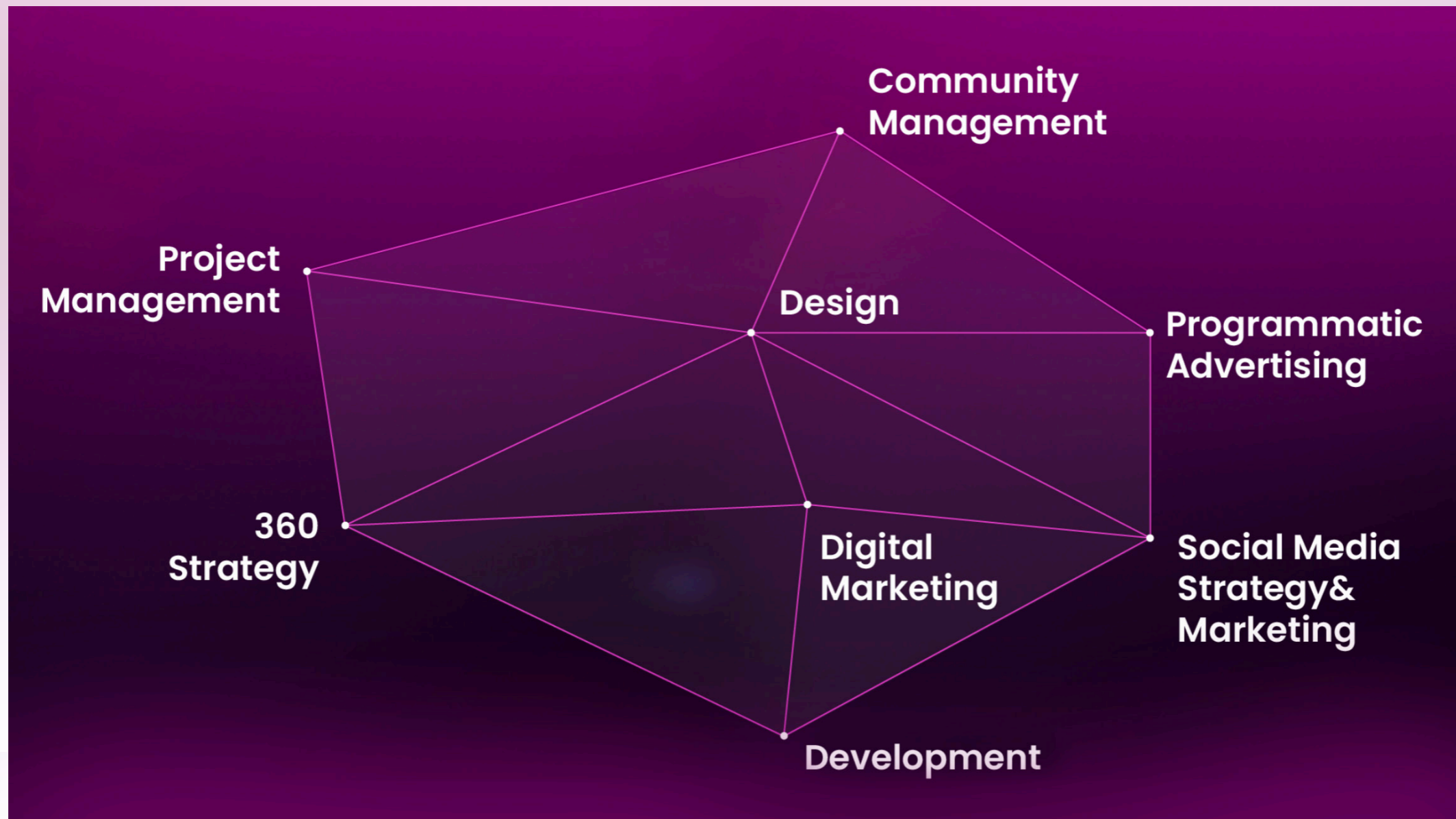
Creating KPI Strategy
Monthly&Yearly targeting
Digital Media planning, optimization&reporting
Digital Trend Reports&Insights

DIGITAL MARKETING

Representation in multiple markets
Concept and identity development
Markets (MENA, Europe, Asia) insights, social and digital media operations
360° communication
Social media networks management
Web design&Development
SEO (Search Engine Optimization)

Team of professionals

From strategists, brand managers and creatives to executers





DIGITAL/DESIGN/INTEGRATED/PARIS
Istanbul - Paris - Dubai

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