



Insights from Ramadan and Lebaran Seasons

OOH Trends Report — Q1 2025



Table of Contents

Overview	3
Consumers Traffic	4
Purchase Decisions	5
Travel as a Key Touchpoint	6
Double Time Purchases	7
Digital Influence	8
Mudik Rush Period	9
Homecoming Trends	10
Recommendations	11

OVERVIEW

Ramadan and Lebaran bring significant shifts in consumer behavior, creating unique opportunities for Out-of-Home (OOH) advertising. People's routines change, with increased movement during key times of the day, heightened shopping activity, and mass travel for homecoming traditions. Understanding these behavioral patterns helps brands strategically place their messages, capturing attention at the right moment and in the right locations.



CONSUMERS TRAFFIC

Ramadan and Lebaran in 2025 led to a notable increase in consumer mobility and expenditure. Research indicates that 60% of Indonesian consumers planned to spend over Rp 3 million during Ramadan, with 22% anticipating expenditures above Rp 5 million. This heightened activity enhanced the effectiveness of Out-of-Home (OOH) advertising, particularly in areas like malls, markets, and transit hubs.





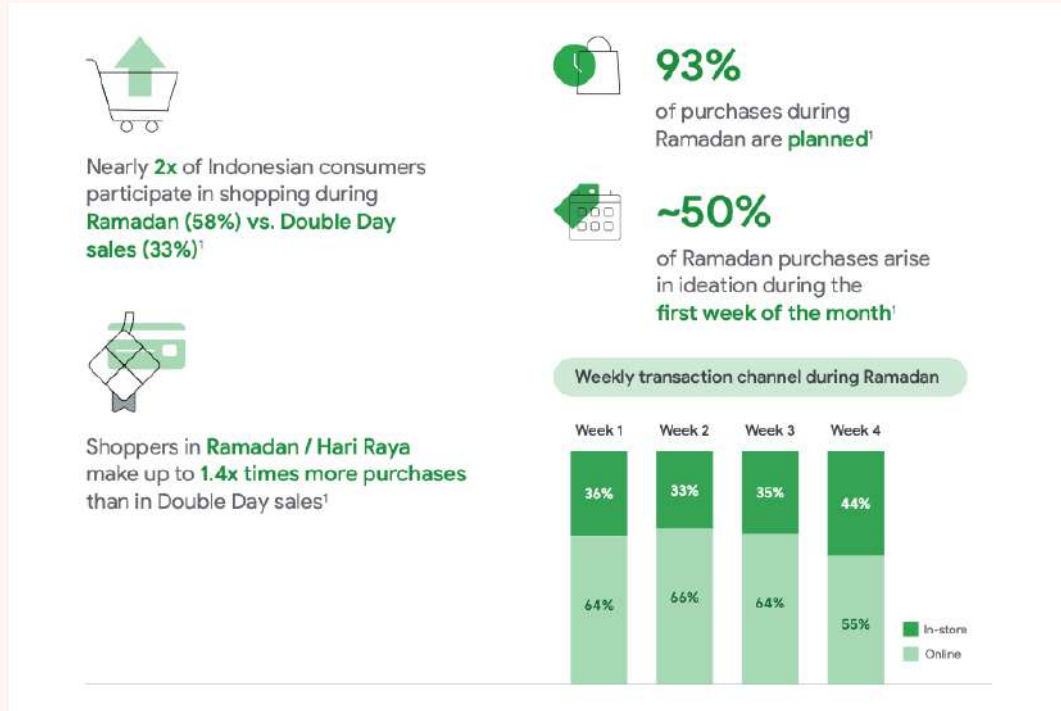
PURCHASE DECISIONS

Ramadan and Lebaran are deeply emotional seasons, with themes of family, togetherness, and generosity influencing consumer behavior. People actively seek products tied to gift-giving, homecoming celebrations, and festive preparations. Brands can grab attention with emotionally resonant messaging, featuring visuals that evoke cultural connections, like ketupat and lanterns, paired with calls to action focused on sharing and gratitude.

TRAVEL AS A KEY TOUCHPOINT

The homecoming (mudik) tradition creates mass movement across cities and provinces. Toll roads, airports, and bus stations become prime advertising spaces. Brands can leverage this by using traditional & digital billboards with evolving content that speaks to travelers, such as journey tips or festive greetings.





DOUBLE TIME PURCHASE

Nearly 2x of Indonesian consumers participate in shopping during Ramadan (58%) vs. Double Day sales (33).

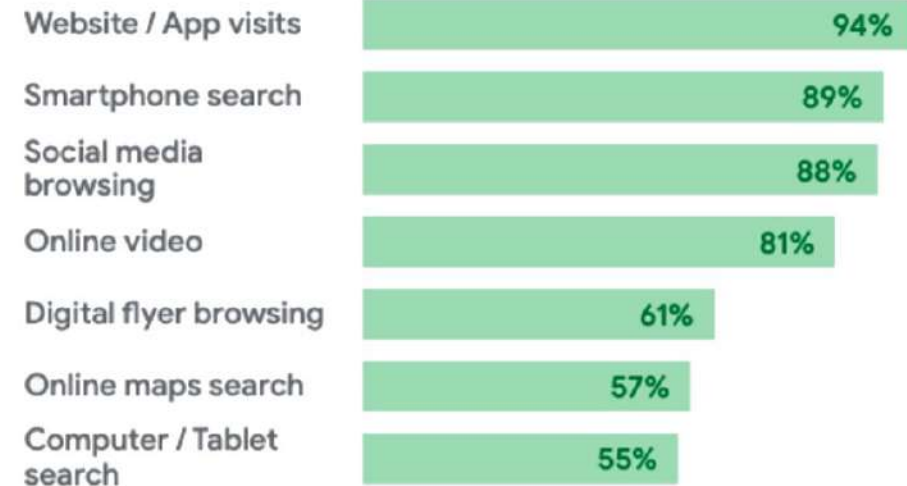
Source: 1Google/Ipsos

DIGITAL INFLUENCE

Digital touchpoints stand out as a major deciding factor for Indonesian consumers before making a purchase. Brands can amplify their results by blending OOH and digital strategies seamlessly.

Source: 1Google/Ipsos

Digital Touchpoints

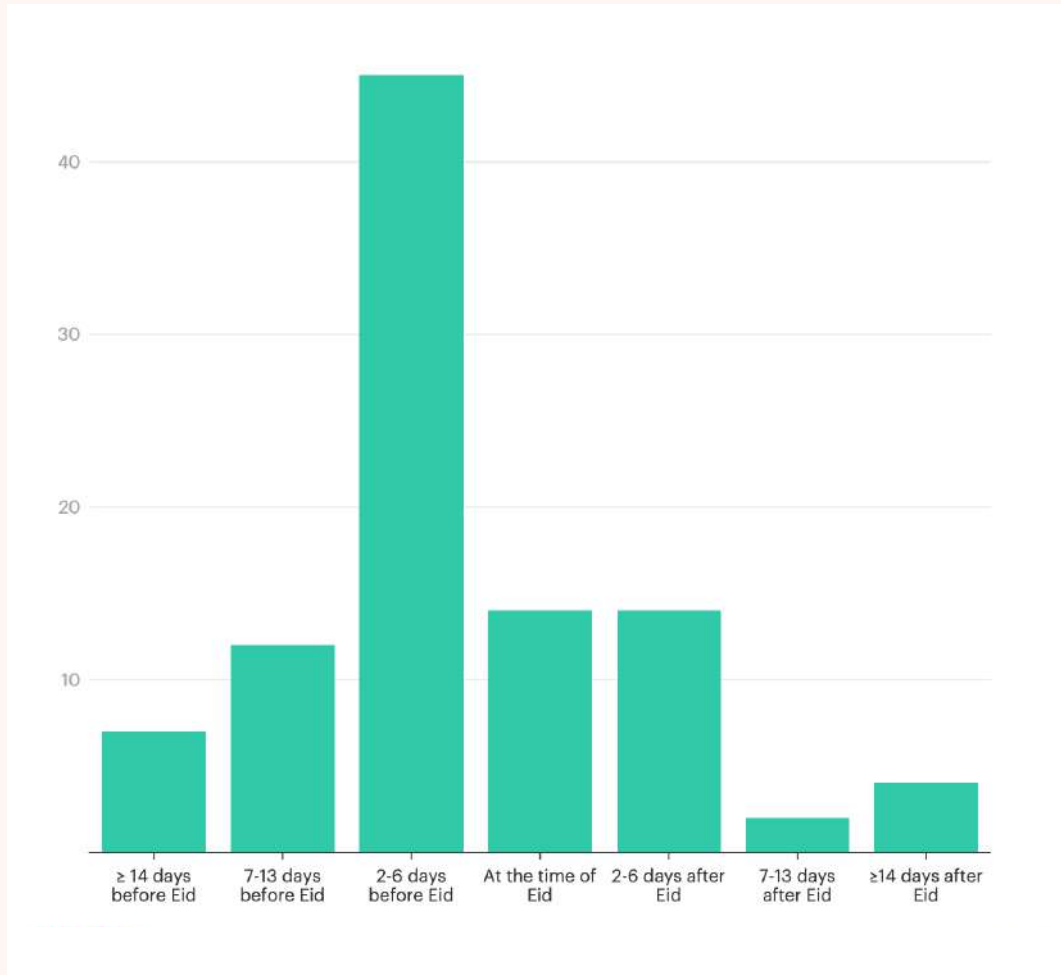


Offline Touchpoints



MUDIK RUSH PERIOD

More than two in five (45%) say they typically perform mudik 2-6 days before Eid al-Fitr / Idul Fitri, by far the most popular period for mudik travel.



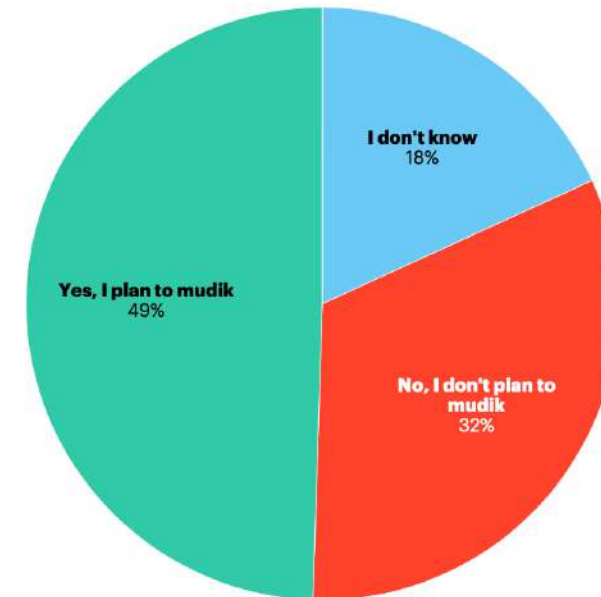
Source: YouGov Surveys

HOMECOMING TRENDS

Latest research from YouGov Surveys show that, about half (49%) of Indonesians who observe Ramadan in Indonesia plan to travel back to their hometowns this year. A third do not plan to (32%), while just under a fifth have not decided at the time of polling (18%).

Source: YouGov Surveys

Are you planning to go mudik this year?



Note: Showing responses from consumers who identify as **Muslim** only.

RECOMMENDATIONS

Here are some recommendations for how brands can maximize impact during Ramadan and Lebaran campaigns:

1. Leverage Digital OOH with Real-Time Content

Use dynamic billboards to display countdowns to iftar, prayer times, or traffic updates during mudik. This creates a relevant, helpful presence while keeping your brand top-of-mind.

2. QR-Integrated OOH for Seamless Shopping

Place QR codes on billboards near shopping hubs, leading to special Ramadan promotions or exclusive collections. This bridges the gap between physical and digital touchpoints, boosting conversions.

3. Strategic Placement Near Travel Hotspots

With nearly half of Indonesians traveling during Lebaran, advertise along highways, bus stations, airports, and rest areas. Greet travelers with festive messages, travel tips, or special travel-related deals.

4. Create Community-Focused Experiences

Place ads near mosques, food bazaars, and night markets where people gather for iftar or sahur. Use contextual messaging that highlights family values, community spirit, and togetherness.

5. Limited-Time Offers and Last-Minute Shopping Push

As shopping peaks closer to Lebaran, highlight flash sales, bundle deals, or gift inspirations. Use high-traffic areas near malls and markets to catch consumers during their buying sprees.

6. Post-Lebaran Recovery Campaigns


Don't stop after Eid — target consumers easing back into routines. Promote wellness, financial services, or productivity tools to help them transition from festive mode back to daily life.

Thank **YOU**



PT Lestari Dev Solusindo

Aldeoz Building Lt. 6, Jl. Wr. Jati Barat No.39, RT.2/RW.4, Kalibata,
Pancoran, Jakarta Selatan, DKI Jakarta, 12740.

 +62813-8945-5717

 contact@lestariads.com

 www.lestariads.com