

NOON & P&G

RAMADAN INITIATIVE

FEB / 2026

vitamin
EXECUTION & DESIGN

Honoring the drivers who deliver for us all month

Context & Opportunity

Ramadan is a moment of family, warmth, and gathering.

But for Noon drivers, it's often a moment spent on the road delivering comfort and convenience to everyone else.

P&G and Noon have the opportunity to create a simple, human, high impact gesture that honors these drivers during the most meaningful time of the year.



x



Objective

Create a Ramadan activation that:

- Shows genuine gratitude to Noon drivers
- Aligns with P&G's purpose of care and dignity
- Strengthens Noon's human, community-first identity
- Generates emotional resonance with consumers and the public
- Is simple, scalable, and easy to execute



Human Insight

While families gather for Iftar, Noon drivers are still delivering.

They miss the moment so others can enjoy it.

This truth is emotional, relatable, and deeply Ramadan-specific.





Brand Truth

P&G stands for care, home, and everyday dignity.

Noon stands for access, convenience, and delivery.

Together, they can authentically say:

“We care for the people who carry Ramadan on their shoulders.”

Strategic Idea

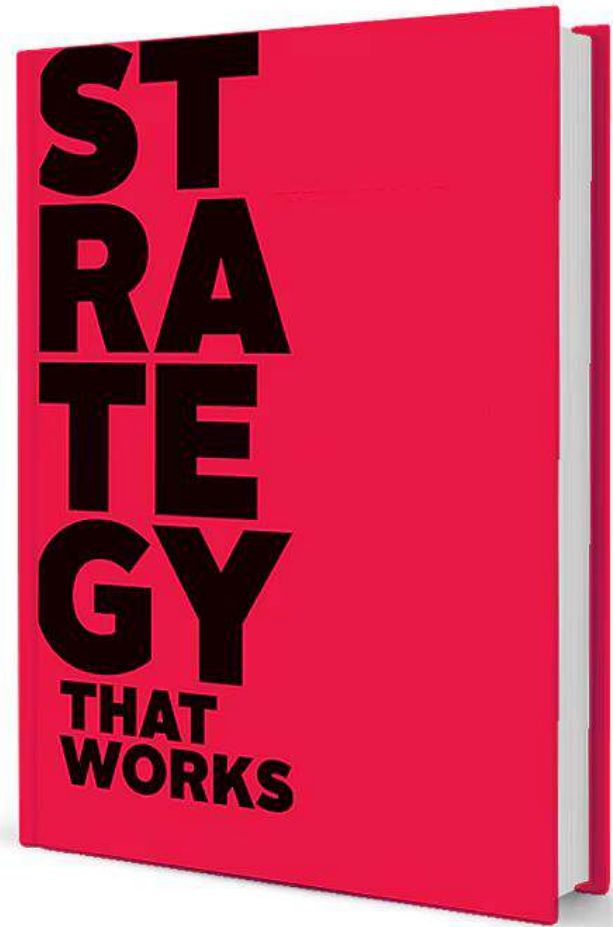
They deliver for us all month.

This Ramadan, we deliver Iftar back to them.

A reciprocal act.

A simple truth.

A powerful emotional anchor.



Campaign Platform

The name, the message, and the emotional center of the campaign.

Iftar, Delivered Back.

Short. Ownable. Noon-specific.
Ramadan-specific.



V1



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



*Terms and Conditions Apply

V2



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*

*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*

*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*

*Terms and Conditions Apply



Iftar, Delivered Back

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*

*Terms and Conditions Apply

V3



Give Back With Every Pack

GIVE BACK

Spend **₹50** & treat your Noon rider to an Iftar meal!*

ARIEL True 2000g

*Terms and Conditions Apply



Give Back With Every Pack

GIVE BACK

Spend **₹50** & treat your Noon rider to an Iftar meal!*

ARIEL True 2000g

*Terms and Conditions Apply



Give Back With Every Pack

GIVE BACK

Spend **₹50** & treat your Noon rider to an Iftar meal!*

ARIEL True 2000g

*Terms and Conditions Apply



Give Back With Every Pack

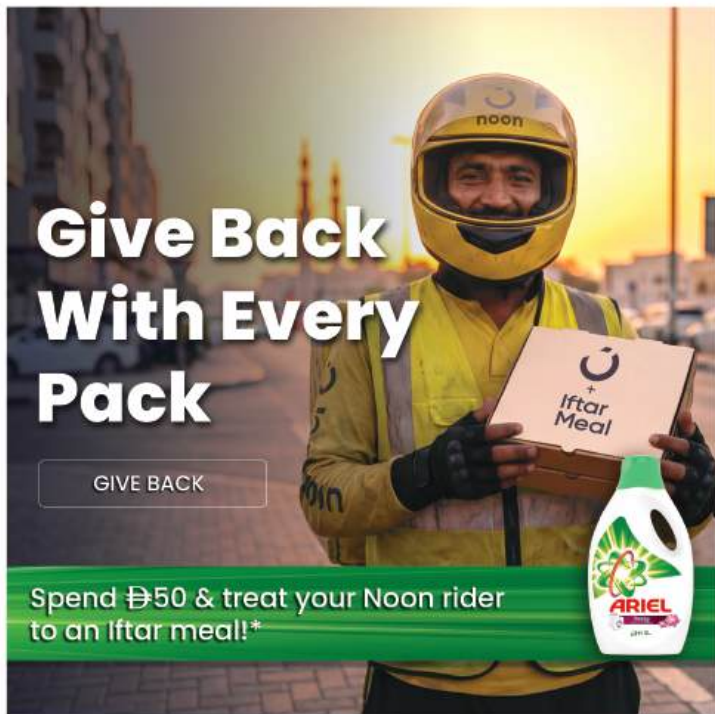
GIVE BACK

Spend **₹50** & treat your Noon rider to an Iftar meal!*

ARIEL True 2000g

*Terms and Conditions Apply

V4



Give Back With Every Pack

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



Give Back With Every Pack

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



Give Back With Every Pack

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*



Give Back With Every Pack

GIVE BACK

Spend ₪50 & treat your Noon rider to an Iftar meal!*

Supporting Messaging

- For the drivers who miss Iftar, we bring Iftar.-
- A meal for those who deliver our Ramadan.-
- You deliver for everyone. Tonight, we deliver for you.-
- Gratitude, delivered.-

Subline:

P&G and Noon are providing Iftar meals to Noon drivers throughout Ramadan.



Activation Mechanics

1. Meal Preparation

- Partner with local NGOs.
- Branded P&G x Noon Iftar boxes.

2. Distribution

- Meals handed out at Noon hubs before Maghrib.
- Drivers on-route receive meals before departure.

3. Experience

- Warm, respectful handover moments.
- Simple branded setup.
- Thank-you card inside each box.

Thank-You Card Copy

Front:

"You deliver for everyone. Tonight, we deliver for you."

Inside:

"All Ramadan, you've been on the road making life easier for families across the city. This Iftar is a small thank you for your big effort."

With gratitude,
P&G and Noon."



THANK YOU

Vitamin Studio

- Dubai, UAE
- Belgrade, Serbia

Vitamin Factory

- Dubai Industrial City, UAE

+971 4 429 0555

vitamin
EXECUTION & DESIGN