

RESPECT BEFORE REACH

CONTEXT

Beshqozon is one of Uzbekistan’s largest plov restaurant chains. More than 90% of our customers are Muslim.

CHALLENGE

During Ramadan, algorithms continued showing food ads even to people who were fasting.

IDEA

We couldn’t change the algorithms. So we changed our marketing.

We created a digital strategy that stopped showing food content during fasting hours and returned only after Iftar—putting respect for people before maximum reach.

During Ramadan, we chose not to show food advertising while people were fasting. We paused our content until Iftar, putting respect for our audience before reach.

RESULTS

We gave up reach, but gained positive feedback, brand trust, and inspired other companies to follow.

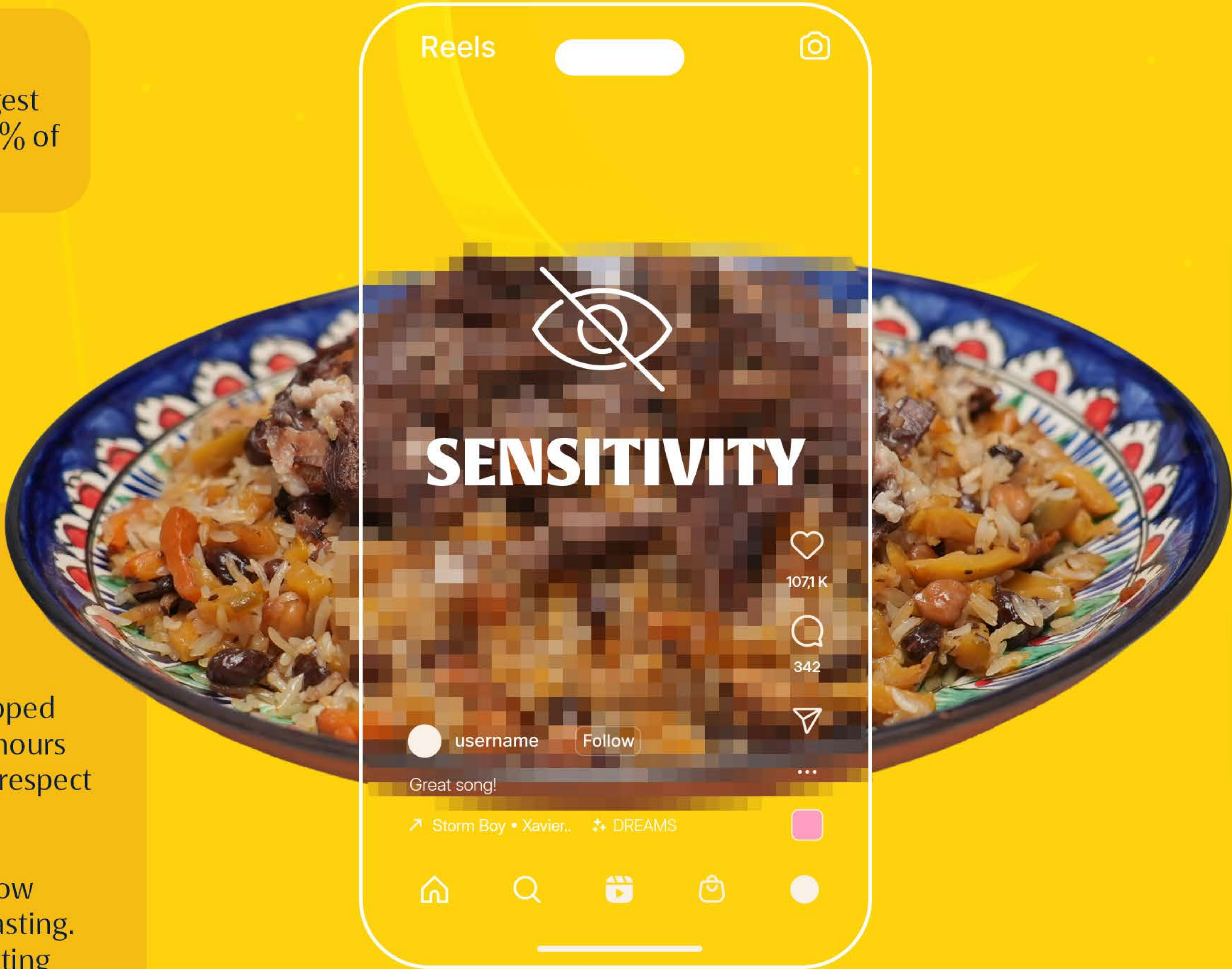
15X
MORE VIEWS

1M+
TOTAL VIEWS

10K
NEW FOLLOWERS

10X
MORE LIKES

1,000+
POSITIVE COMMENTS



EXECUTION

We added a message before every food video: “If you’re fasting, please swipe.”

5



ATTENTION!

SO INSTEAD OF CHANGING OUR MESSAGE, WE CHANGED HOW OUR MARKETING WORKED.

We archived old food videos so algorithms couldn’t recommend them again..

WE
ARCHIVED
ALL



OUR
OLD
FOOD
POSTS.

We paused all digital advertising during fasting hours and resumed it only after Iftar.

ADVERTISING TIME

