

Ramadan 2027 starts around 8 February. Your plan starts now.

A short guide to planning the whole month backwards from the first night, with the spreadsheet that does the date maths for you.

iklipse

Plan from the first night backwards.

Ramadan has a fixed finish line. A hero film that lands a week late misses the moment, and the media you booked runs without it.

So start from the day you go live. Give every step a lead time. Then let the spreadsheet count the days and turn late steps red.

The rest of this guide follows the tabs in the spreadsheet, in order.

Keep two start dates in your plan.

8 Feb

Expected first day of Ramadan 2027.

9 Feb

Possible in some countries, depending on the moon sighting.

9 or 10 Mar

Expected first day of Eid al-Fitr, after 29 or 30 days of fasting.

These dates come from astronomical calculations reported in the UAE press in 2026. Each country confirms the start of Ramadan and the day of Eid by moon sighting, usually the evening before. The spreadsheet has a switch for 8 or 9 February and for 29 or 30 days.

Here is the whole season on one page.

October	5 Oct	
	12 Oct	Music-led and star-led films start here.
	19 Oct	
	26 Oct	
November	2 Nov	
	9 Nov	Brief approved
	16 Nov	Partner booked
	23 Nov	
	30 Nov	Concept approved
December	7 Dec	Media booked
	14 Dec	Casting and locations
	21 Dec	Pre-production meeting
	28 Dec	Shoot
January	4 Jan	Offline edit
	11 Jan	Client approvals
	18 Jan	Online, color and sound. Cutdowns in Arabic and English
	25 Jan	Platform delivery
February	1 Feb	**Launch**
	8 Feb	**Ramadan begins, 8 or 9 February.**
	15 Feb	**Middle ten days from 18 February.**
	22 Feb	**Saudi Founding Day, 22 February. Last ten nights from 28 February.**
March	1 Mar	**Last ten nights.**
	8 Mar	**Eid al-Fitr, around 9 or 10 March.**

Weeks start on Monday. Dates assume Ramadan starts 8 February and the campaign goes live one week earlier.

Every milestone has a lead time you can change.

Milestone	Before launch	Default date
Brief approved	12 weeks	Mon 9 Nov
Partner booked	11 weeks	Mon 16 Nov
Concept approved	9 weeks	Mon 30 Nov
Media booked	8 weeks	Mon 7 Dec
Casting and locations	7 weeks	Mon 14 Dec
Pre-production meeting	6 weeks	Mon 21 Dec
Shoot	5 weeks	Mon 28 Dec
Offline edit	4 weeks	Mon 4 Jan
Client approvals	3 weeks	Mon 11 Jan
Online, color and sound	2 weeks	Mon 18 Jan
Cutdowns in Arabic and English	10 days	Fri 22 Jan
Platform delivery	1 week	Mon 25 Jan
Launch	**launch**	Mon 1 Feb

Late in the year already? Shorten the lead times in the Back-plan tab and the dates move. Red rows show what to fix first.

The month has five phases.



- **Pre-Ramadan.** A teaser week to say something is coming.
- **First ten days.** The hero film and the start of any series.
- **Middle ten days.** Giving, replies and steady episodes.
- **Last ten nights.** A calmer tone, late nights and Eid shopping.
- **Eid.** Greetings, family and a thank-you.

Open with a teaser week, then launch big in the first ten days.

Pre-Ramadan.

One frame and one date. Behind the scenes with no reveal. Ask people for a Ramadan memory and keep the replies. Share your Ramadan hours and offers the day before.

First ten days.

Premiere the hero film around iftar on day one. Post cutdowns the next day. Start your series on day three and release an episode every few days.

Keep the middle busy, and slow down for the last ten nights.

Middle ten days.

Start the giving campaign and show real progress with real numbers. Answer the best questions from week one. Keep the episodes coming.

Last ten nights.

Lower the volume and raise the care. Post later at night. Run the Eid gift guide and last order dates, and keep night 27 quiet and sincere.

Have the Eid post ready for either day.

Eid is announced the evening before. Finish the Eid film a week early, approve it, and schedule nothing until the announcement.

Day 1

Eid Mubarak film.

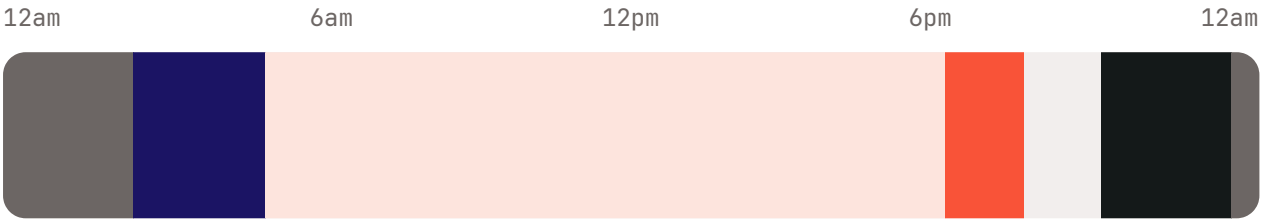
Day 2

Family visits, gifts and outfits.

Day 3

Thank-you post and campaign wrap.

Post around the day as people live it.



Illustrative only. Dawn and sunset move by city and by date.

- **Suhoor.** Before dawn. Calm, warm, food and family.
- **Daytime.** The fasting hours. Useful, light, behind the scenes.
- **Iftar.** Sunset. Hero films and greetings.
- **After taraweeh.** Episodes and entertainment.
- **Late night.** Gift guides, countdowns, replies.

Treat each window as a planning slot.

1. Check local prayer times for every city you post in. Sunset moves a little each day.

2. Set each market on its own clock. Your markets may sit in different time zones.

3. Schedule suhoor posts in advance so nobody on the team is awake at 3am.

4. Release series episodes at the same time every night, after taraweeh.

5. Keep someone on replies and DMs late at night. That is when people talk back.

Ramadan has its own regular formats.

Theme songs and music-led ads.

One track people hum all month.

Star-led musical ads.

A known singer or actor fronts it.

Micro-dramas and series.

Short episodes, recurring characters.

Giving and CSR.

A real act of giving, filmed with consent.

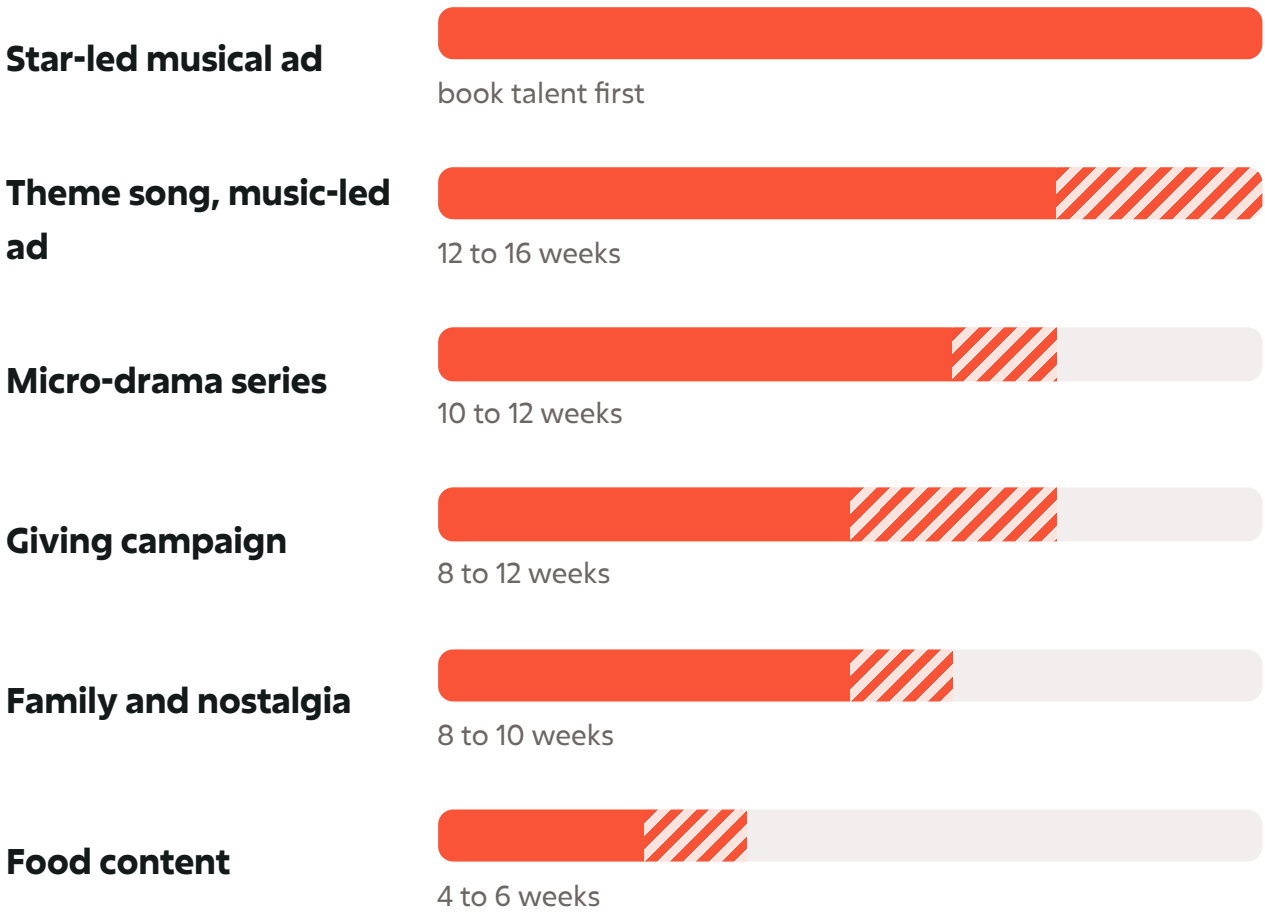
Family and nostalgia.

Childhood Ramadans and traditions.

Food content.

Iftar tables, suhoor ideas, recipes.

The biggest formats need the most time.



Weeks before launch. These are planning estimates. Music and talent rights take the longest, so clear them early for every platform, market and cutdown.

Brief your production partner on one page.

1. The goal, in one line you can measure.
2. Who you are talking to, and how their day changes in Ramadan.
3. The one message people should remember.
4. Every format, length and language you need.
5. Budget range, key dates, and who signs off.

The Brief tab has eighteen questions with tips, and pulls your dates from Start here.

Make every asset in Arabic and English.

Placement	Usual ratio
TikTok, Reels, Stories, Shorts, Snapchat	**9:16**
YouTube pre-roll	**16:9**
TV and connected TV	**16:9**
OOH and digital screens	**Per site**

For each one, tick Arabic, English and subtitles in the Assets tab. Have a native speaker check every subtitle.

Platforms change their specs. Check each one before export.

Plan the other big dates of 2027 the same way.

22 Feb

Saudi Founding Day. Falls inside Ramadan 2027, on day 15 if Ramadan starts 8 February. Give it a Ramadan tone and shoot it with your Ramadan film.

16 May

Eid al-Adha. Expected 16 or 17 May, depending on the moon sighting.

23 Sep

Saudi National Day. Every year.

2 Dec

UAE National Day. Every year. Officially called Eid Al Etihad.

The Other dates tab has a short back-plan for each one.

Use the spreadsheet in five steps.

1. On Start here, pick 8 or 9 February and set your teaser week.

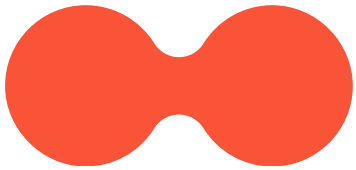
2. Mark your markets.

3. On Back-plan, match each lead time to your partners.

4. Fill the Content map, Brief and Assets tabs.

5. Check Back-plan with your team every Monday until Eid.

Prefer Notion? Import the CSV files in the notion-import folder. The README explains how.



When you want a partner for the films and the posting, talk to iklipse.

iklipse plans, films and posts Ramadan content for brands in the GCC and Egypt. Our KitKat Ramadan creative and director treatment is on the Works page.

iklipseworld.com/services/social-media-marketing

iklipseworld.com/work/kitkat-ramadan

iklipseworld.com/contact