

They Can Find with Yandex

PROBLEM:

As a technology-driven, creative brand, Yandex cannot afford to look ordinary or interchangeable with other digital platforms in Türkiye. The brand needed to reinforce itself as the smart, modern choice for online discovery and price comparison, especially among young, mobile-first users on TikTok.

STRATEGY:

Use sound as the emotional and cultural hook, tapping into Türkiye's creator culture instead of traditional display-led campaigns. Flip a nationally recognizable viral track into a brand-owned asset, so that every listen would subtly feel like a Yandex touchpoint.

IDEA:

Re-imagine one of Türkiye's most popular viral sounds – a hit with over 85M streams and 1.1M TikTok videos – as Yandex's musical manifesto. Rewrite the lyrics in Turkish, mixing humor and confidence to deliver a simple promise: Yandex helps you compare prices and search smarter, through music. Sound was not decoration; the track itself was the idea and the branding vehicle.



RESULTS:

- 🔥 30 million unique TikTok views
- 🔥 +13% increase in Ad Recall
- 🔥 63% of paid campaign traffic from TikTok
- 🔥 The track instantly associated with Yandex
- 🔥 Dozens of UGC videos
- 🔥 Users adopted the lyrics in their own content

EXECUTION:

Produced a series of dynamic video clips built around the custom version of the viral track, with fluid motion and rhythmic transitions locked precisely to every beat.

Extended the new sound to TikTok as a challenge inviting users to share "that happy moment when you find exactly what you're looking for."

Led by creator Semiraminta, the challenge turned the campaign song into a creative brief, inspiring dozens of authentic videos that blended Yandex with local creator culture.

TikTok acted as both the main media stage and an amplifier, as users danced, lip-synced, and played with the track in their own formats.

CONCLUSION:

By transforming a national viral sound into a branded anthem, the campaign made audio the entry point into Yandex's creative universe. The work proved that when sound leads on TikTok, engagement follows: Yandex was not just speaking as a brand – it was heard, danced to, and remembered.

