

# **SELFY – “Came With Its Plus”**

## **THE CHALLENGE**

Youth category = total benefit parity. All operators were offering the same advantages in the same tone. Selfy risked becoming “useful but invisible” to Gen Z.

Gen Z was tired of manifesto-style messages (“be free”, “be yourself”). They wanted real, practical, immediately useful value.

Selfy had a unique angle: benefits you can share with friends. This social “+1 value” became the foundation of a new distinctive identity.

## **THE IDEA — “Selfy Came With Its Plus”**

A TikTok-first platform turning everyday youth moments into +1 moments:

- Cinema → Buy 1 ticket, get +1 free
- GB → Get extra GB equal to your plan
- Sil Süpür → +1 additional right every week

The “Plus” icon became a TikTok-native mascot — fun, fast, meme-friendly.

## **WHY IT WAS TIKTOK-NATIVE**

- Built for TikTok’s rhythm: cut-punchline edits, quick payoffs, remixable audio
- Used TopFeed, Reach, Pulse placements for scale
- “Plus character” appeared in duets & comments, becoming a community meme
- Straight-to-action CTAs → Join Selfy / Get +1 GB

Not identity... utility + humor + shareability — Gen Z’s actual language.

## EXECUTION

- 3 films designed and recut specifically for TikTok formats
- Custom sound variations aligned with TikTok's sound-on culture
- Short, loop-friendly versions to boost repeat view
- Paid + organic synergy to maximize conversions

## RESULTS

### TikTok Performance (3 Films Combined)

- 243M views
- 44M reach
- 556K clicks (0.17% CTR)
- 160K engagements (8.9% ER)
- +4,900 new followers

### Brand Impact

- +8.9 pts brand awareness → 56.4%
- +5.1 pts youth market share → 27.2%
- +80% growth in youth activations

## CULTURAL IMPACT

The “+1” became a youth expression on TikTok — appearing in comments, memes, duets, and creator reactions. Selfy shifted from a functional mobile brand to a youth energy symbol, adding “+1” to everyday life.