

# ✦ Light Up Your Ramadan ✦



Total Views



5,424,195M

Total Likes



223,552K

## ✦ The Brief

Ramadan is peak streaming season, and Yango Play came in strong with exclusive Egyptian series starring some of the country's biggest names.

**Our mission:** To promote the shows, drive downloads, and bring "رمضانك نور" (Light up your Ramadan) to life on TikTok. The catch? Just 10 days to launch.

## ✦ The Challenge

To merge multiple shows with different tones and storylines into one **seamless hero asset** that positions Yango Play as **the ultimate Ramadan destination**.

## ✦ The Creative Approach

On TikTok, sound isn't background, it's the heartbeat. And during Ramadan, jingles and titres define the season's vibe as much as the shows themselves.

To unify multiple shows into **one cohesive Ramadan identity**, we created a custom AI-generated jingle, designed **to be used natively as a TikTok sound**.

We launched it **with beloved creators**, and the community picked it up organically, turning one sound into a shared Ramadan moment that tied all Yango Play shows together and positioned the platform as the ultimate Ramadan destination.