



**63% are
mothers**



of TikTok's Female Users

63% of female users on TikTok are mothers,



**59% are
open to innovation**



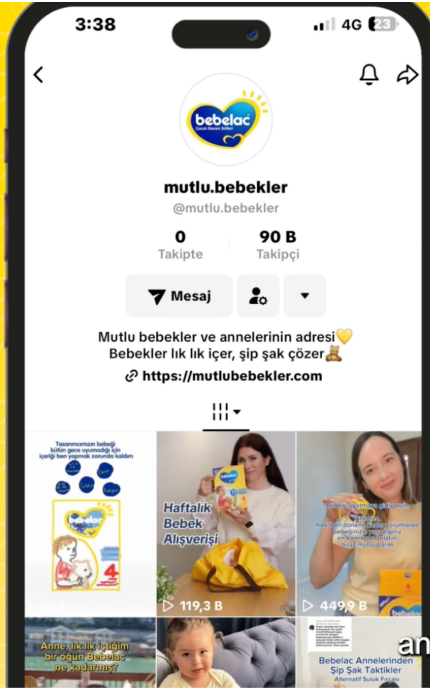
of TikTok's Female Users

59% are open to innovation.



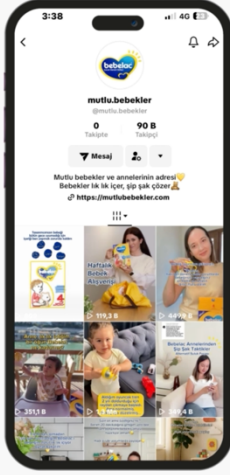
20K
Comments

We received over 700,000 likes and 20,000 comments!



385 M
Total Views

and 385 million views!



**MUTLU
BEBEKLER**
(Happy Babies)



Türkiye's first mother-baby platform on TikTok!

**Bebelac
is a Social and
Outgoing Brand**

+6

pts of brand attribute

Moms now say, "Bebelac is a social and outgoing brand,



**Supports My Baby's
Cognitive
Development**

+3

pts of brand attribute

Moms now say, "Bebelac is a social and outgoing brand,

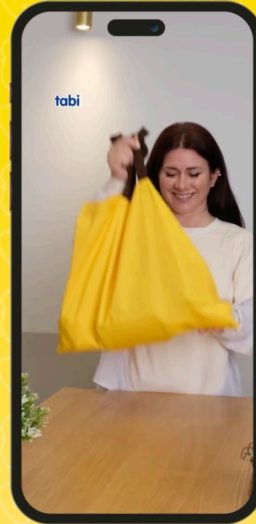


**Supports My Baby's
Complete
Nutrition**

+3

pts of brand attribute

ensures their complete nutrition,



**Makes My Baby
Feel Happy
and Comfortable**

+3

pts of brand attribute

it supports my baby's cognitive development,



**Worth
the Money
I Pay**

+3

pts of brand attribute

and is worth the money I pay."





**Brand
Awareness**

+2

Our brand awareness score jumped +2 points to 99%!



**Brand
Awareness**

%99

Our brand awareness score jumped +2 points to 99%!