

sunsilk

A Ramadan Sitcom... on TikTok

Sunsilk became the show, not the ad. Partnered with Rana Al Khodari to create an 8-part serialized Ramadan TikTok series.

Ramadan TikTok series.

Background

Ramadan is the noisiest ad season in MENA, and Gen Z women in KSA and UAE tune out anything that feels like an ad. To connect, Sunsilk shifted from brand-led to creator-driven content—authentic, funny, and rooted in cultural chaos. By showing up where Gen Z lives—TikTok, Suhoor, post-Iftar—Sunsilk aimed to entertain, not interrupt, building real engagement and brand love during the most crowded digital moment of the year.

Ideation

Sunsilk reimagined Ramadan marketing with a scripted TikTok sitcom co-created with Gen Z star Rana Al Khodari. Instead of traditional ads, it delivered 8 snackable, relatable episodes using native TikTok humor, trends, and real-time engagement. Amplified through Spark Ads, TopView, and localized for KSA and UAE, Sunsilk blended entertainment with strategy, setting a new benchmark for branded content on the platform.

Execution

Sunsilk's Ramadan 2025 campaign ran in KSA and UAE as a mobile-first TikTok series tailored for Gen Z women. Teased ahead of Ramadan, episodes dropped weekly via Rana Al Khodari and Sunsilk's channels. Spark Ads, TopView, and localized content in Arabic and English drove reach and relevance—turning a traditional campaign into a bingeable, platform-native Ramadan experience.

Result

Sunsilk's campaign drove over 47M views, high engagement, and overwhelmingly 95% positive sentiment, with Rana's episodes becoming her top branded content. Organic shares, comments, and saves proved it was true entertainment, not ads. The big win: TikTok-native, episodic storytelling turned Sunsilk into a cultural player for Gen Z during Ramadan.



47M
Views

30%VTR
(13.1M 2s views)

Overall **CPM** and
CPV below
benchmarks

95%
Positive sentiment

