

# hepsiburada

# efsane bulucular



Barış Dada  
November 1



Ali Berberoglu  
November 2



Aykut Elmas  
November 3



Siyinem Gültekin  
November 4



Aybuke Derin & Deniz Aksu  
November 5



Mido & Yaren  
November 6



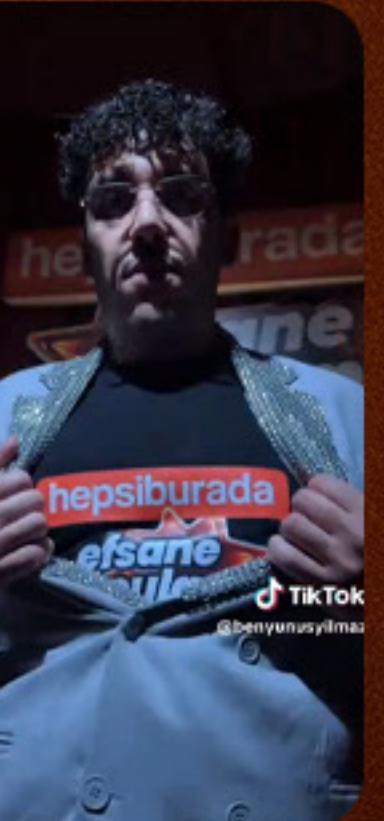
Selen Özyurt  
November 7



Ayşenur Karga  
November 8



Ali Barış Özkesen  
November 9



Yunus Yılmaz  
November 11

## Evaluation

Hepsiburada, one of Türkiye's leading e-commerce platforms, needed to reassert its price leadership during the 10th year of Efsane Kasım. The prolonged discount period had strengthened the belief that early deals were not truly valuable, while constant "best deal" claims from competitors reduced excitement. TikTok's highly interactive culture made it the ideal platform to challenge this perception.

## Objective

The goal was to prove Hepsiburada's price expertise on TikTok using real data, reinforce the "If you find it cheaper, we refund the difference" promise, boost awareness and engagement, and drive qualified traffic to the Hepsiburada app.

## Strategy

Instead of expecting users to search for deals, we created an entertaining system where top creators acted as Official Deal Finders across key categories, leveraging TikTok-native behaviors to build trust and engagement.

## Execution

From November 1–11, creators highlighted daily top deals, responded to comments with videos, used personalized promo codes, and amplified reach through organic content, PR, and TikTok ads.

# 75<sup>B</sup> videos

**101m** views  
IN 10 DAYS

**23%** best video view

**150k** interactions

Average Playtime Per User **16**

ON LIVE STREAMS

**15%** effective live view

**3.684** purchases

**3.269** comments