hepsiburada

efsane bulucular

Barış Dada
November 1

Ali Berberoğlu
November 2

Aykut Elmas
November 3

Sıynem Gültekin
November 4

Aybüke 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 videos IN 10 DAYS

101m views

23% best video view

150k interactions

Average Playtime Per User **16**

ON LIVE STREAMS

15% effective live view

3.684 purchases

3.269 comments