

ETi Nero- Nero Knew What to Do

Market: Türkiye

Turning a user-generated TikTok food trend into brand-led growth with native storytelling and commerce activation

Challenge

- A fully organic TikTok trend had no brand involvement.
- Convert cultural buzz into measurable sales.
- Maintain trend authenticity while driving first-time purchases and repeat behavior.

Execution

- Multi-tier creator system: nano + mid-level creators
- Native TikTok formats: POV, trending audio, fast cuts
- Paid + organic synergy for reach, engagement, conversion
- Optimized first 3-second hooks + retargeting for purchase

TikTok-First Idea

- Created a native content platform: “Nero knew what you were up to” (from community joke).
- Amplified existing creator content via TikTok Content Suite (nano creators).
- Sustained momentum with TTCX mid-level creators.
- Bridged culture → commerce with Nero + milk bundle on Getir / CPAS campaigns.

Results vs Goals

- TikTok CPAS: 260K impressions / 7.50 ROAS
- Market Impact: +4pt market share, +3.6pt subcategory penetration, +1pt domain penetration
- Sales: 2.5x unit growth, +30% basket value
- Acquisition: 60% new buyers, 10% repurchase
- Trend converted into measurable business growth while staying culturally authentic

