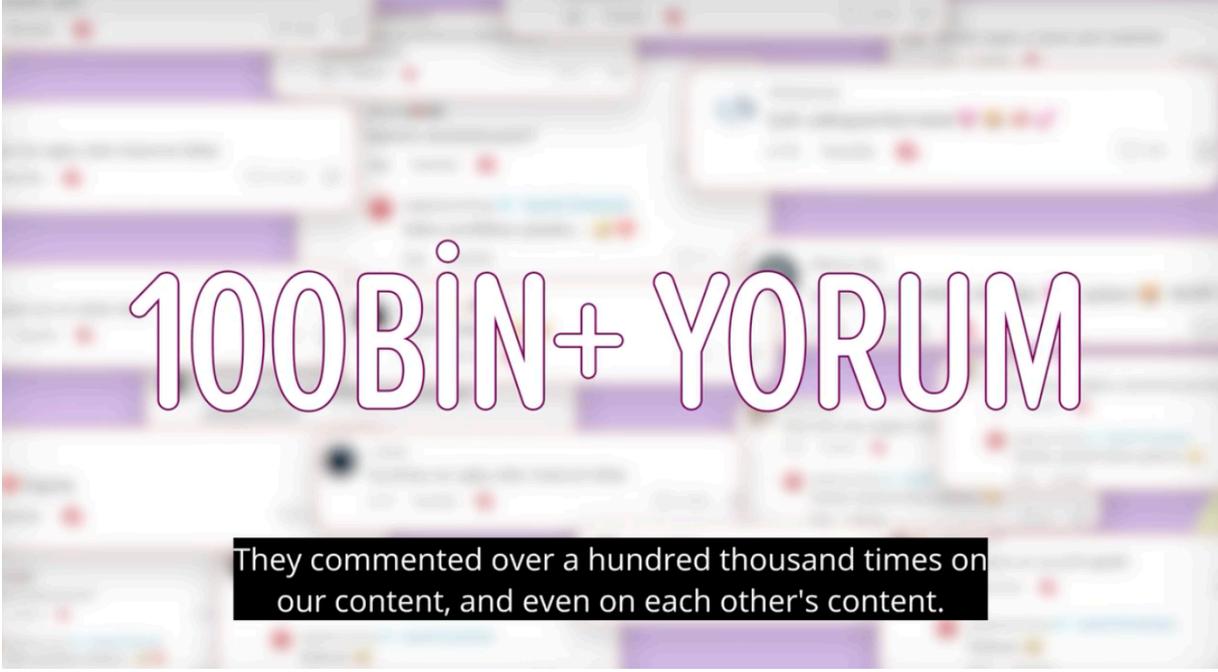




5000+ İÇERİK

TIKTOK FMCG BENCHMARK'ININ 5 KATI

even though there were no gifts or challenges.



100BİN+ YORUM

They commented over a hundred thousand times on our content, and even on each other's content.



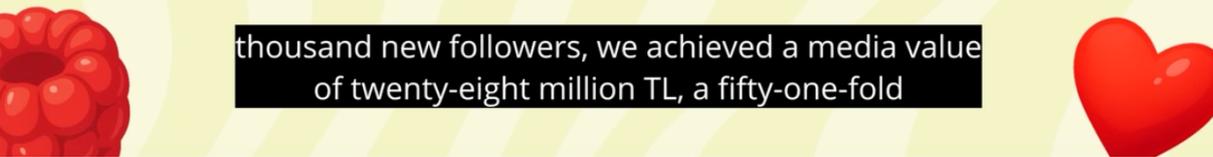


2.5M ETKİLEŞİM

The result is over two hundred million impressions, two and a half million interactions.



ALGIDA +38K,
LIPTON ICE TEA +35K



thousand new followers, we achieved a media value of twenty-eight million TL, a fifty-one-fold

28M TL MEDYA DEĞERİ

thousand new followers, we achieved a media value of twenty-eight million TL, a fifty-one-fold

51 KAT YATIRIM GETİRİSİ

return on investment, and a sales increase of one hundred and twenty percent for Lipton one-liter

LIPTON 1L ÜRÜNLERİNDE %120,
KEYİF 750ML ÜRÜNLERDE %19
SATIŞ ARTIŞI*

*MİGROS ALGİDA KEYİF + LIPTON ICE TEA İKİLİ ALIM KAMPANYASI SONUÇLARI

products and nineteen percent for Keyif
seven hundred and fifty milliliter products.