

ASU Water New Flavors

#AsuТвойЛетнийТайм

TopView + Standard HTC, Jul 2022

Marketing Objectives & Communication Task

RG brands is a leading FMCG (beverages) company. They wanted to introduce their new ASU water lineup through unique experience that would resonate with their audiences and communicate the product's selling points in a fun and engaging way rather than doing another standard commercial.

Creative Idea & Custom Solutions

- Using one of TikTok's most popular branded solutions for driving mass awareness and engagement, ASU partnered with micro TikTok creators.
- The campaign, named #AsuТвойЛетнийТайм, encouraged users to stay hydrated with different flavors of ASU and have fun during the most heated months of the year. Creators invited them to join in on the dance.
- To promote the project to the TikTok community on a larger scale, RG Brands used a premium ad format, TopView, and In-Feed Ads, providing maximum exposure in a minimum amount of time.
- Best and the most creative participants could get a chance to win huge prizes, including mobile phones.

Outstanding Achievements & Tools

- These mechanics revealed TikTok community talents: as a result, campaign gained buzz, creative UGC's and rich engagement in a short period of time. Users participated actively to dance to the dynamic music track.
- The additional In-Feed Ads showed the high ER & CTR as well, served an inspiration for high-quality UGC and proving that the concept piqued the curiosity of the TikTok community.



36,1M

Total World Reach

14M

Total KZ Reach

450.9 M

Total Video Views

341K

Video Created

134K

Video Creators

8,26%

KZ Video ER

11,2M

Video Views with
Official Music

3,51%

Official Video ER