



Step into Colgate's store at TikTok Mega Mall this 9.9

Maximizing effective reach and building brand relevance during 9.9 on TikTok

1.4M
Unique Visitors to TikTok Mega Mall

75,600
TikTok Lucky Draw participants

126K
Total TikTok LIVE watch count

The Objective

Big sales equals big smiles. The Mega Sales season is prime time for brands to turn excitement into expenditure. However, as commerce offerings expand across almost every digital platform, the space has become more competitive with brands jostling to reach and engage consumers at the right place and time. Consumer products company, Colgate, wanted to reach its audience effectively and in the most relevant way during the 9.9 Mega Sales Day.

The Solution

Shoppertainment is the name of the game. Colgate's strategy was simple - it leveraged entertaining content on TikTok to stand out and deepened engagement during the 9.9 Mega Sales period. The brand turned to **TikTok Mega Mall**, a content sponsorship package that consists of innovative solutions such as **TikTok LIVE** and **TikTok Lucky Draw**, to achieve its objectives.

TikTok Mega Mall was the hub of Colgate's Mega Sales campaign which ran from September 1 to 10. Colgate blasted TikTok users into its immersive landing page, styled as an interactive, virtual shopping mall.

TikTok users who interacted with **TikTok Lucky Draw** were offered a chance to win marketplace vouchers. To participate, they needed to earn tokens by completing simple branded tasks: following Colgate on TikTok, visiting its marketplace stores and sharing the Mega Mall landing page with others. This ignited the Shoppertainment spirit as consumers were entertained and even purchased Colgate products.

Meanwhile, Colgate utilized **TikTok LIVE** to engage the TikTok community who tuned in to livestreams hosted by prominent creators. Through the livestreams, TikTok creators such as Cristiana Cruz and Hoang Hon engaged and bonded with Colgate's audience by turning personal brand stories into shared experiences.



Colgate®

Colgate: TikTok Mega Mall Maximizing brand awareness and engagement during 9.9 with Shoppertainment on TikTok

With **TikTok Mega Mall**, Colgate created a Mega moment for the 9.9 Mega Sales day. Users first discovered the brand through engaging ads and were ushered to entertaining experiences like **TikTok Lucky Draw** and **TikTok LIVE**. These experiences then led them to Colgate's ecommerce platforms to discover products and drive purchases in a few clicks!

The Result

Colgate shot for the stars and was rewarded. It gained over 214.8 million total impressions, which led to 1.4 million unique visitors to **TikTok Mega Mall**. Over 75,600 people gravitated to **TikTok Lucky Draw** and 8,000 vouchers were won. The exuberant TikTok livestreams also proved to be a big draw as it garnered over 126,000 LIVE watch count. The fun experience ensured that Colgate not just reach its audience, but also helped the brand maximize reach and relevance with its consumers during the 9.9 Mega Sales period.

Consumers want uplifting and relatable content more than ever. Brands can meet this need with Shoppertainment on TikTok, blending enjoyable content with fruitful commerce. In Colgate's case, entertainment and shopping combined brought purchase and joy on **TikTok Mega Mall**.



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MEGA
SALES
WITH JOY

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