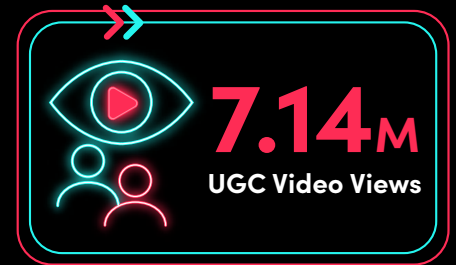
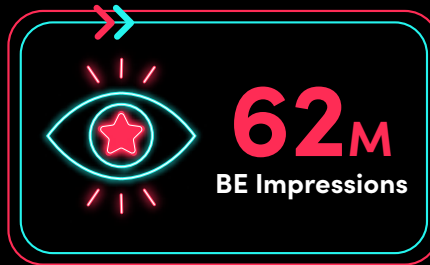
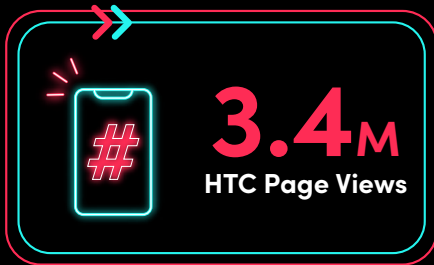




Here's #MyShopeeWish for 12.12 Mega Sales Day!

Igniting the Christmas spirit with
Shoppertainment during 12.12



The Objective

Christmas is the season of giving. The Mega Sales season helps to turbocharge the joyous atmosphere – providing the perfect time to leverage the increase in shopping appetite amidst the festivities. With consumers inundated with a bevy of offers, it is vital for brands to deck the halls to stand out and connect with their customers.

Online marketplace, Shopee wanted to reach its audience effectively and in the most relevant way during the 12.12 Mega Sales Day. It sought to ignite its consumers' shopping spirit by answering their need for joy.

The Solution

Shopee's goal was simple – to bring entertainment into commerce, and to engage and enthrall customers. And, **Shoppertainment** shines the brightest on TikTok. Shopee harnessed the potential of **TikTok's Hashtag Challenge** (HTC) and **Branded Effects** (BE) solutions to achieve its goals. It drove brand relevance and deepened engagement with its customers by getting them to spread the love of shopping during 12.12 Mega Sales Day on TikTok.

HTCs embodied consumers' happiness from within, while providing entertaining content for all. With a special day like Christmas on the horizon, Shopee got TikTok users in the Philippines even more hyped about buying gifts with the hashtag **#MyShopeeWish**.

Upon motioning one of the four gestures – peace sign, open palm, korean heart, or "okay" gesture, a luxurious gift is displayed and participants can continue dancing hard to the Shopee-original jingle to show how badly they want to win the gift for Christmas, all while having fun.

What's more, the **BE** showing Shopee's 12.12 logo further sparked excitement about the brand and put users in the mood for more shopping.





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Meanwhile, Shopee continued to drape the tinsel on its campaign by tapping TikTok's community to deliver more entertaining and authentic content. TikTok creators shared their Shopee stories, which propelled the creation of **User-Generated Content** (UGC) and allowed users to discover and purchase more products.

Focusing on entertainment as a content strategy, Shopee successfully created a joyful shopping experience for its customers.

The Results

Shopee spread the joy of Christmas with glad tidings. The 12.12 Mega Sales campaign's relevance to gift-giving garnered high participation rates, where users found great joy interacting with the brand.

Powered by **UGC**, the engaging **HTC** and **BE** lit up the Christmas spirit. The **HTC** reached a peak success rate of 3.4 million page views and 9.7 million engagements. Similarly, the **BE** obtained 62 million impressions, 35.3 million video views and 23,400 video creations.

There is nothing better than seeing smiles galore, and Shopee's collaboration with TikTok lifted spirits heading into the holiday season. With customers at the core of **Shoppertainment**, brands can enhance their retail performance in the long run by serving up joyful experiences.



Win Mega Sales with Shoppertainment!

Complete the form [here](#)
or contact your Partnership Manager to find out more.

