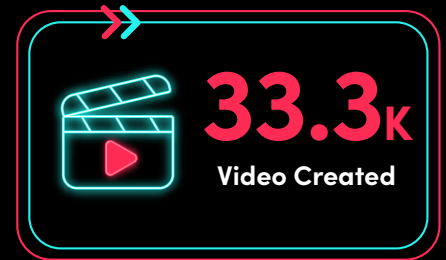
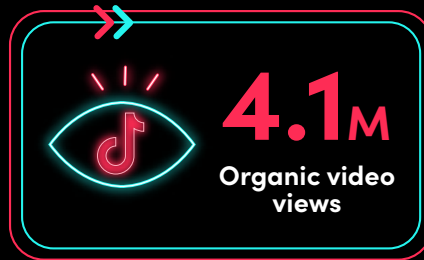




Mirinda: Quenching the thirst of consumers with Branded Hashtag Challenge and Gamified Branded Effect



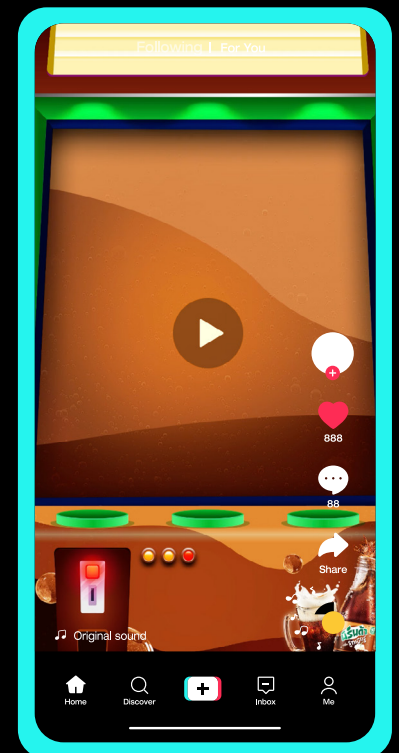
The Objective

Thailand's carbonated soft drink industry saw great growth in 2020 and food and beverage giant Suntory PepsiCo Beverage saw the uptake as an opportunity to launch its new Mirinda root beer flavour to the user segment driving soft drink sales – the youth. Edgy and innovative marketing was the way forward and TikTok was the ideal place to start.

The Solution

To fast-track their online presence and reach users effectively, the brand launched the #เกินต้าน challenge (which translates into “can't resist” in English) Branded Hashtag Challenge. The challenge was centered around a whack-a-mole style Gamified Branded Effect in which users aimed for high scores by sipping from as many root beers that appeared on the screen as possible. This is all done while donning a pair of cute, magnified “anime eyes” in a simulated arcade setting, with upbeat music and sound effects. The fun and randomized gameplay, which is unique to Gamified Branded Effects, gained traction with the audience, seeing more users play with the effect. This allowed Mirinda to engage with the TikTok community in creating user-generated content that was aligned with its brand.

In-Feed Ads further supplemented this outreach by appearing seamlessly with other content under users' personalised For You pages. Meanwhile, a TopView ad helped capture the attention of users by appearing as a full-screen video the moment the app was launched. Clicking on either ad directed users to the Hashtag Challenge, further driving up campaign participation rates.





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The Results



Mirinda's Branded Hashtag Challenge became one of TikTok Thailand's top campaigns in 2021. The challenge page saw more than 5.3 million views, with the Branded Effect achieving over 798,800 total effect plays and 450,500 total unique plays. In terms of engagement, the number of user-generated videos created exceeded 33,300. This organic approach towards building an online community helped drive more than 4.1 million video views and almost almost 286,800 engagements with users throughout the campaign. Mirinda had gone from quenching people's thirst to inspiring their creativity online through intuitive and engaging ads.

Products Used



TikTok

The leading destination for short-form mobile video.

[Learn more about TikTok](#)



In-Feed Ads

Integrate video content into users' "For You" feed.

[Learn more](#)



Branded Effects

Tailor-made sharable stickers, filters, and special effects.

[Learn more](#)



Branded Hashtag Challenge

A one-of-a-kind engagement format that taps into user passion for creation and expression.

[Learn more](#)



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