

*Eva*

REACHING OVER **500K +** PEOPLE WITH THE  
MILLIONAIRE DREAMS PROMO IN JUST  
OVER **A MONTH** ON TIKTOK!

*Eva*  
*Millionaire*  
*Dreams*

*Enjoy Christmas*

to its fullest!

Bring home the million with  
Eva Millionaire Dreams!



# Overview

## Case Study

Being a customer oriented brand, Eva launched a new promo "The Millionaire Dreams Promo" - giving away voucher's worth LKR 5000 every day, 100k Cash Prize every month & the lucky winner to receive 1 million at the end of the promo.

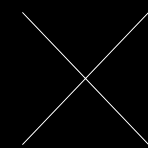
Eva wanted to create some buzz around the promo in order to get people talking about it, & mainly focusing on creating a mind set of buyers to purchase Eva products more-than once. This was undertaken by collaborating with influencers along with strategically proposed TikTok plan to help reach the end goal of the campaign.

Read on to learn more how the campaign DontBlink executed for Eva performed.

# Client

Sri Lanka's leading sanitary napkin brand 'Eva' has been in existence for many years, providing consumers with better and improved products. Eva, "leading with confidence" lives to its purpose by boosting the confidence of women throughout their journey.

Eva is known to be a renowned sanitary napkin brand in Sri Lanka capturing most of its market share.



# The Challenge

Eva requested DontBlink to create some buzz around the campaign -Eva millionaire promo in order to get people talking about it, by specifically building a TikTok presence and building awareness around the campaign via Influencer marketing, strategic & trend based content to mainly capitalize on the organic reach of TikTok.



*Eva Millionaire Dreams*

**4000+**

winners have already been selected  
Become a millionaire today!

The graphic features a woman with long dark hair wearing a red Santa hat with white trim and a white top, smiling broadly with her hands raised in a surprised gesture. The background is a vibrant red with white and gold Christmas ornaments hanging from the top right. The text 'Eva Millionaire Dreams' is written in a stylized, cursive font in the top left corner. At the bottom, the number '4000+' is displayed in large, glowing, 3D-style digits. Below the number, the text 'winners have already been selected' and 'Become a millionaire today!' is written in a clean, white sans-serif font.

# Our Approach

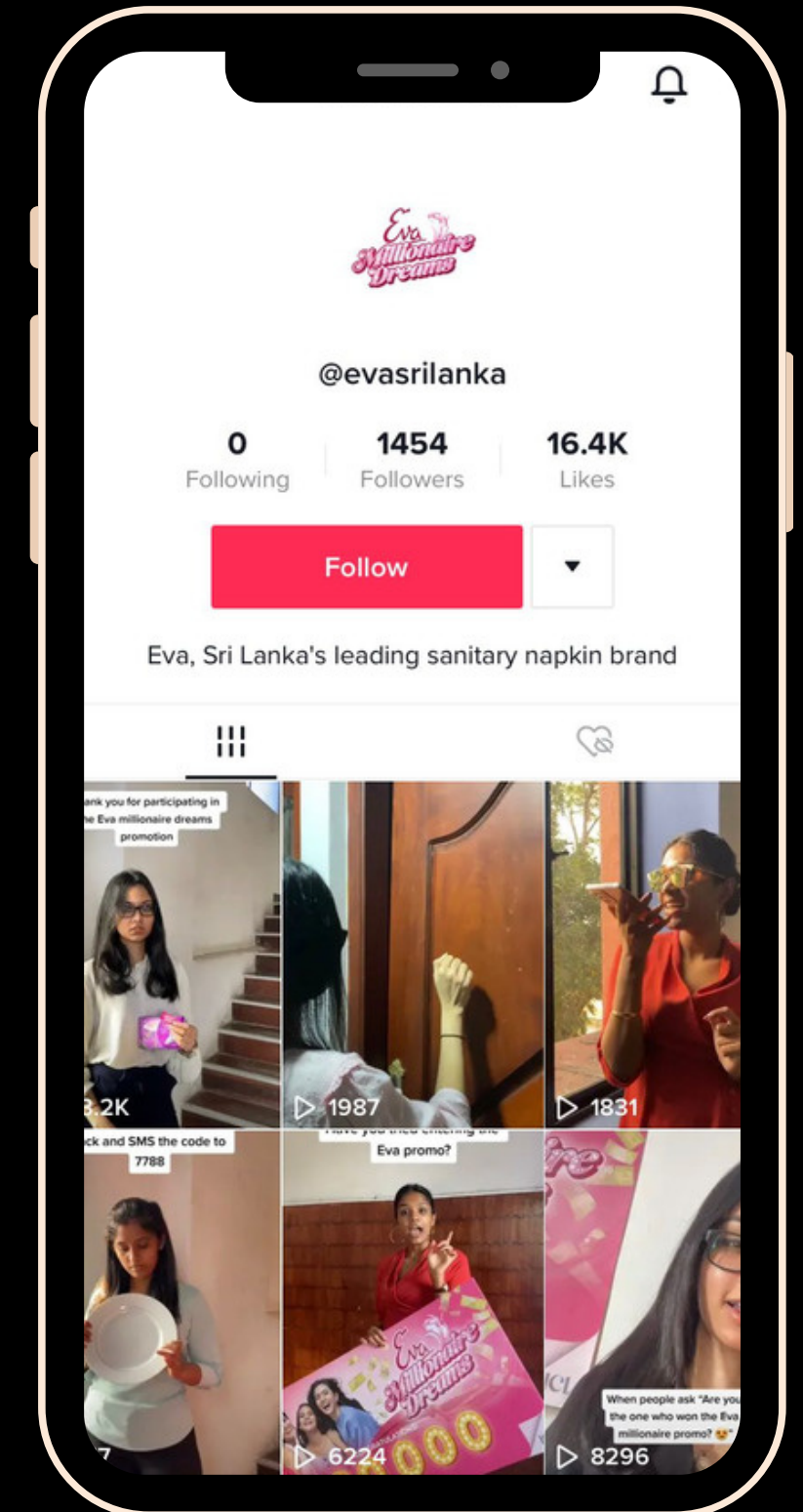
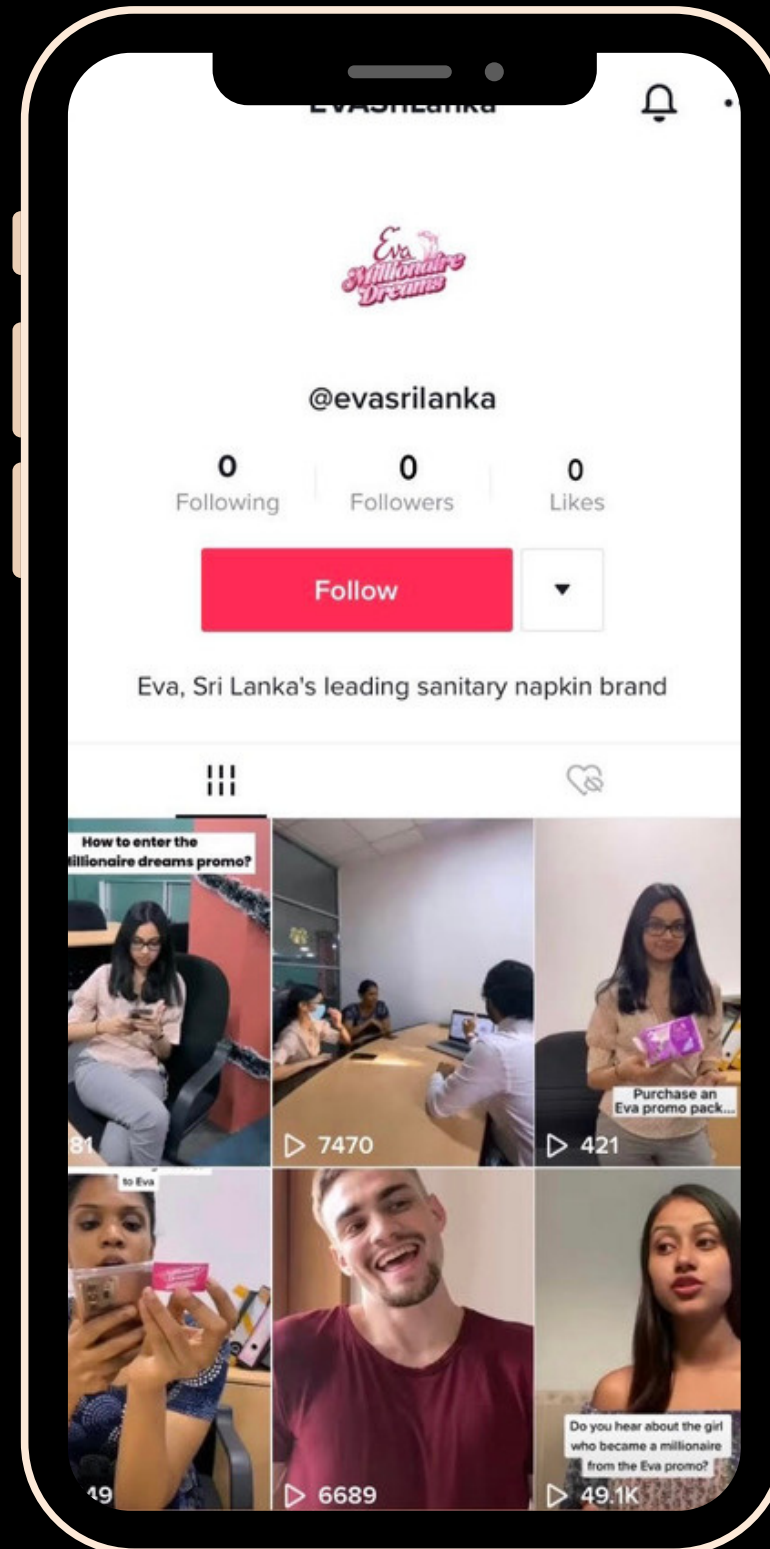
1. Trend based content along with a connection to the millionaire promo.
2. Shoot emotional content & share stories of the winners from the promo (interview format content).
3. Promote with other content creators ( influencers ).

# THE EXECUTIONS

# TikTok

## Content results & growth

- TikTok reach increased by a total of approx 800 followers along with reach of over **455,000 + views** in less than one month.



# Creative Executions - Organic

TikTok Videos



**Views - 102k+**  
**Comments - 32**  
**Shares - 67**



**Views - 28k+**  
**Comments - 22**  
**Shares - 17**

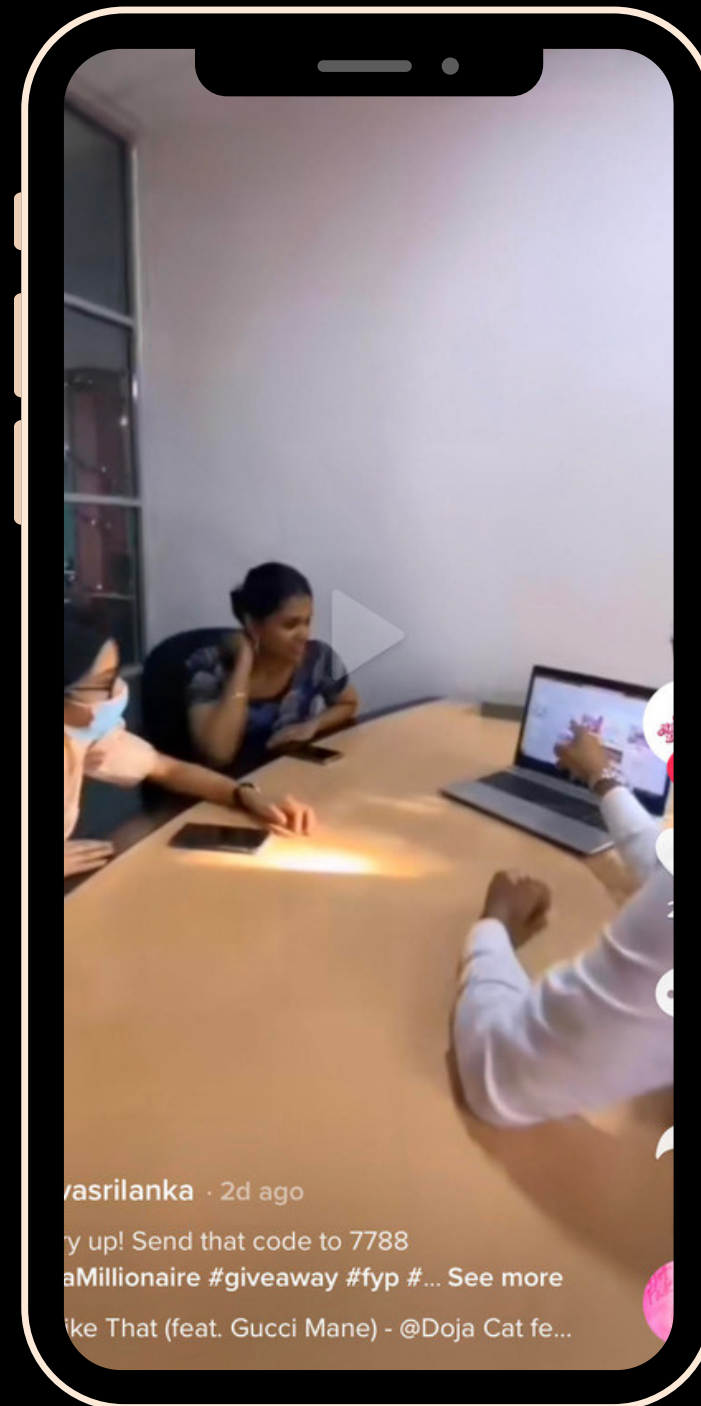


# Creative Executions - Organic

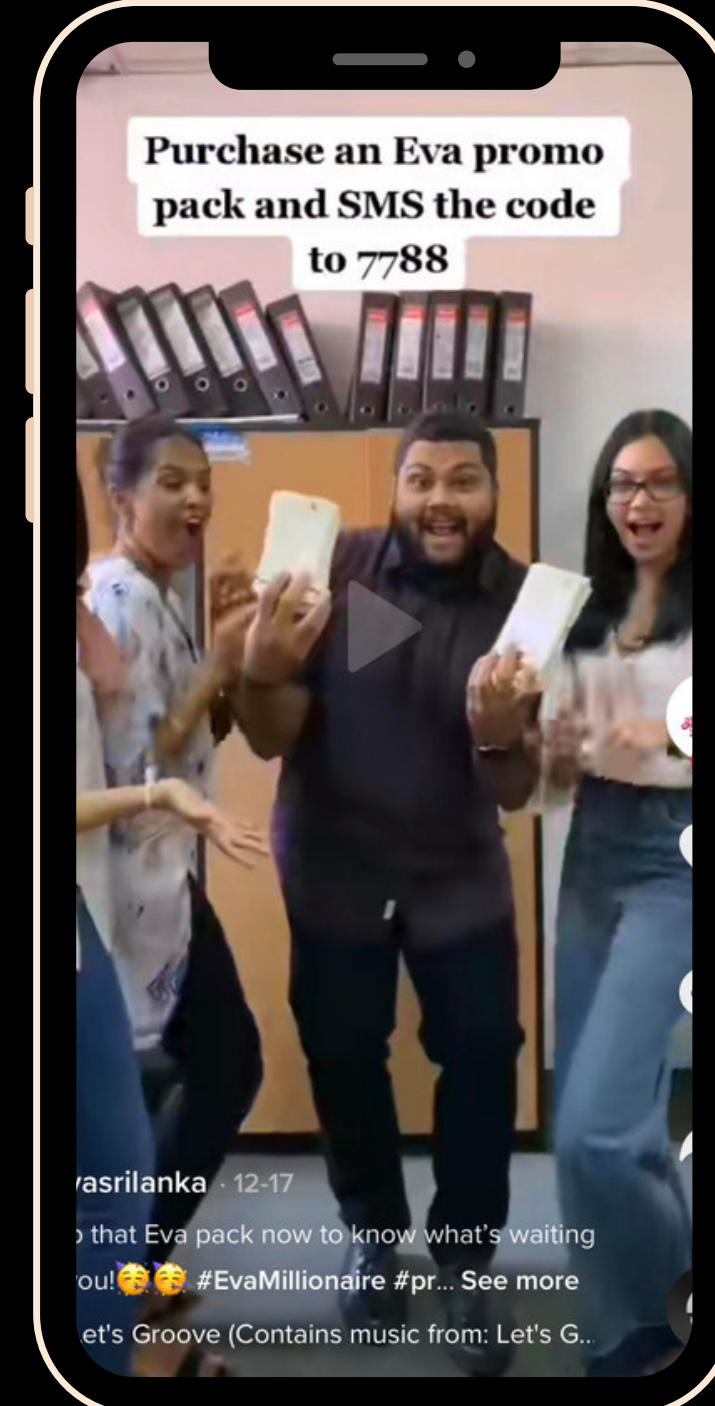
## TikTok Videos



**Views - 23k+**  
**Comments - 4**  
**Shares - 8**



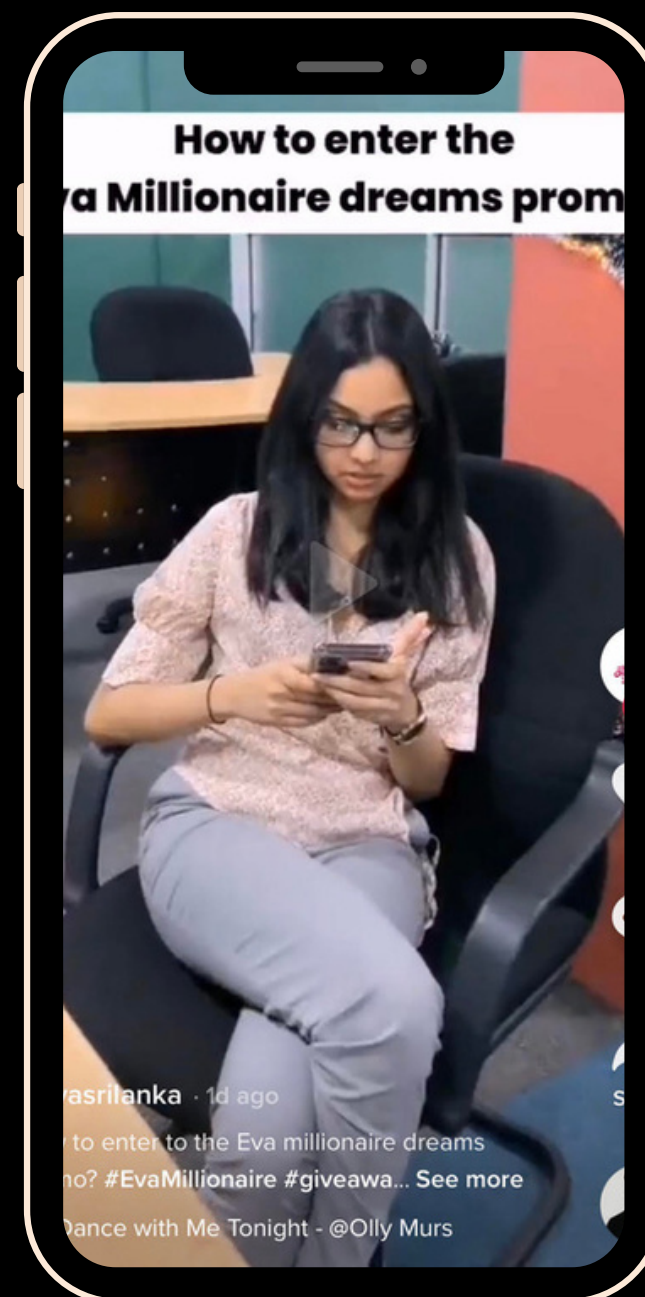
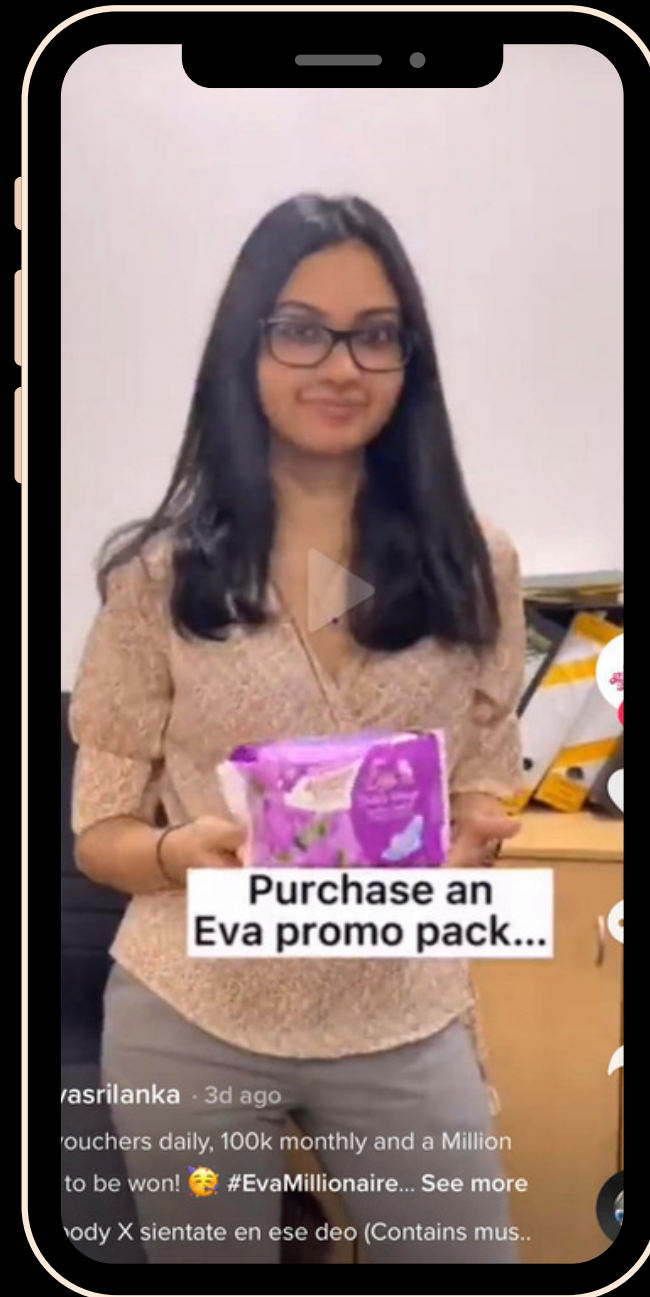
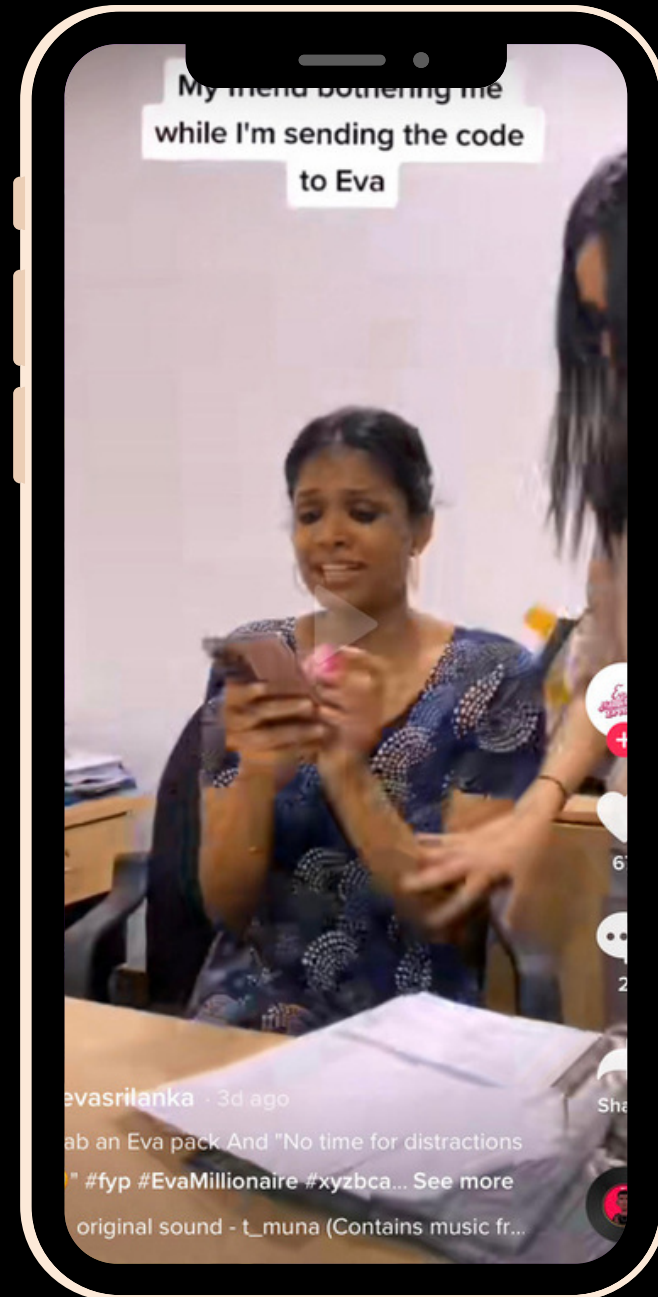
**Views - 17k+**  
**Comments - 4**  
**Shares - 10**



**Views - 8k+**  
**Comments - 4**  
**Shares - 11**

# Creative Executions - Organic

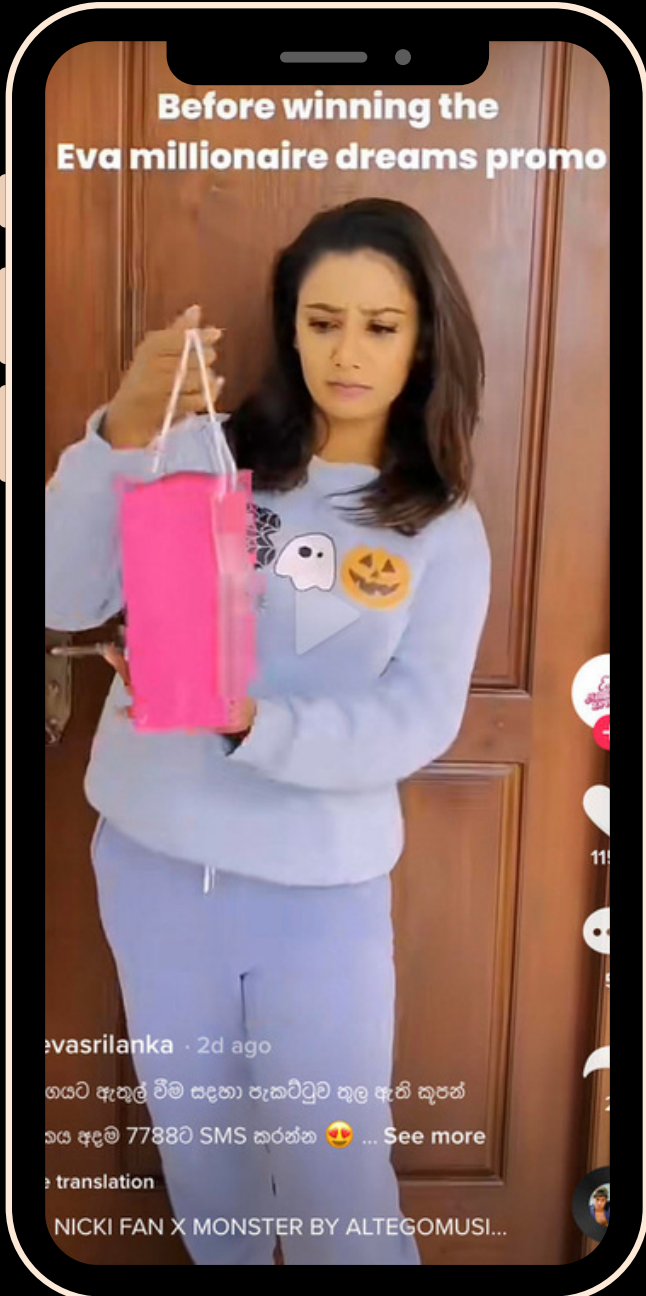
TikTok Videos



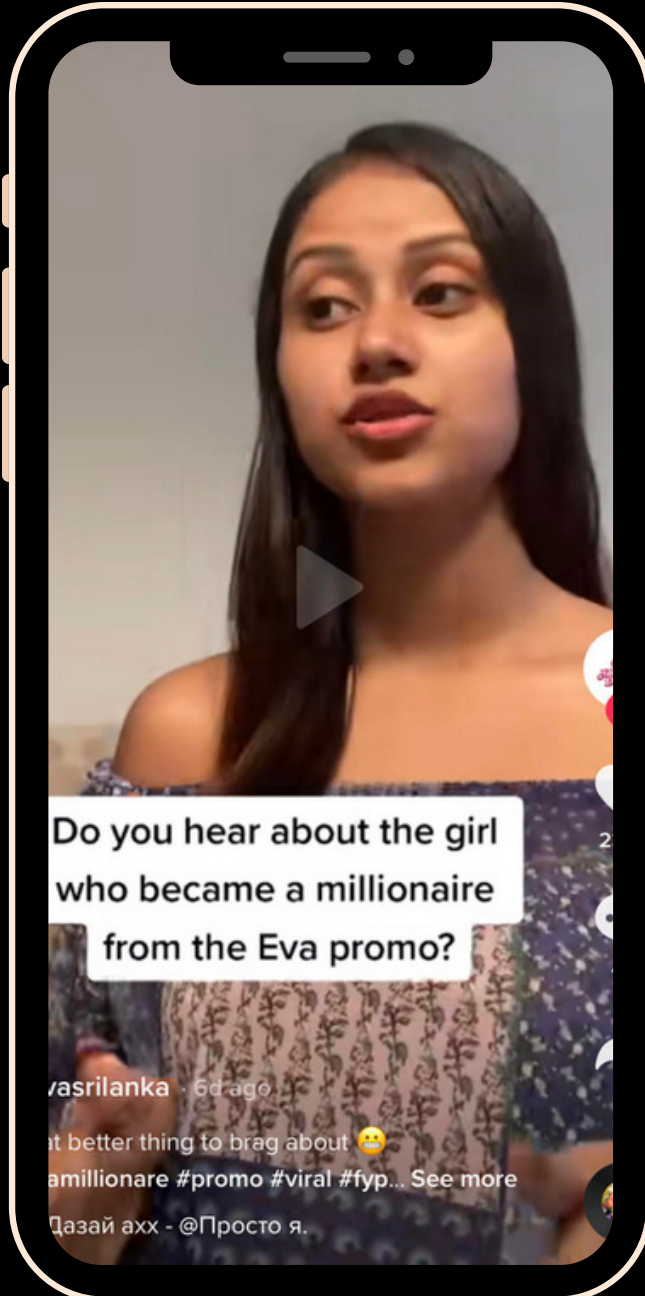
Views - 10k

# Creative Executions - Influencer

## TikTok Videos



**Views - 65k+**  
**Comments - 5**  
**Shares - 6**



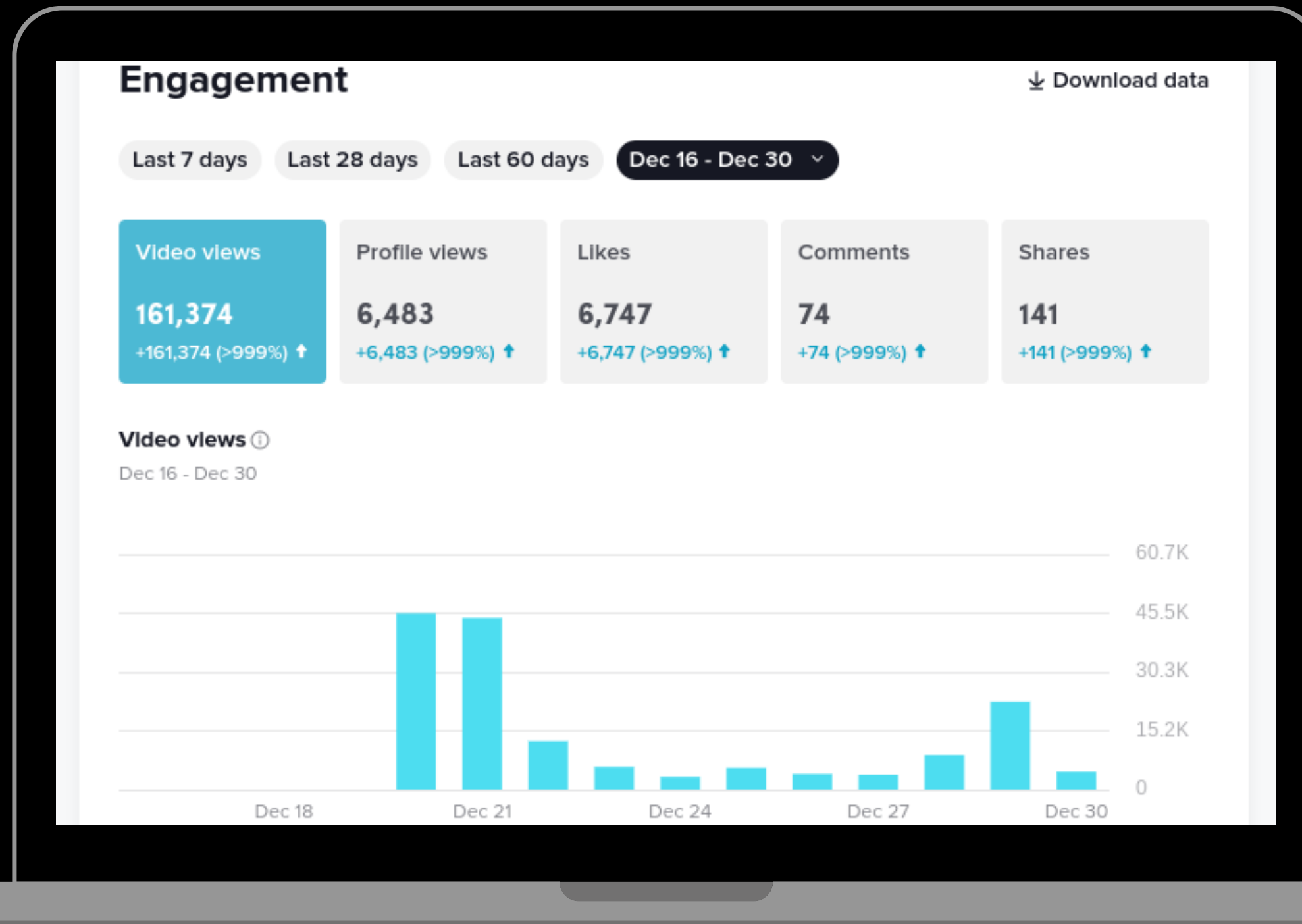
**Views - 78k+**  
**Comments - 43**  
**Shares - 14**



**Views - 8k+**  
**Comments - 5**  
**Shares - 9**

# Results We Got

Dash Board Snap-Shot (Nov 29- Dec 26)

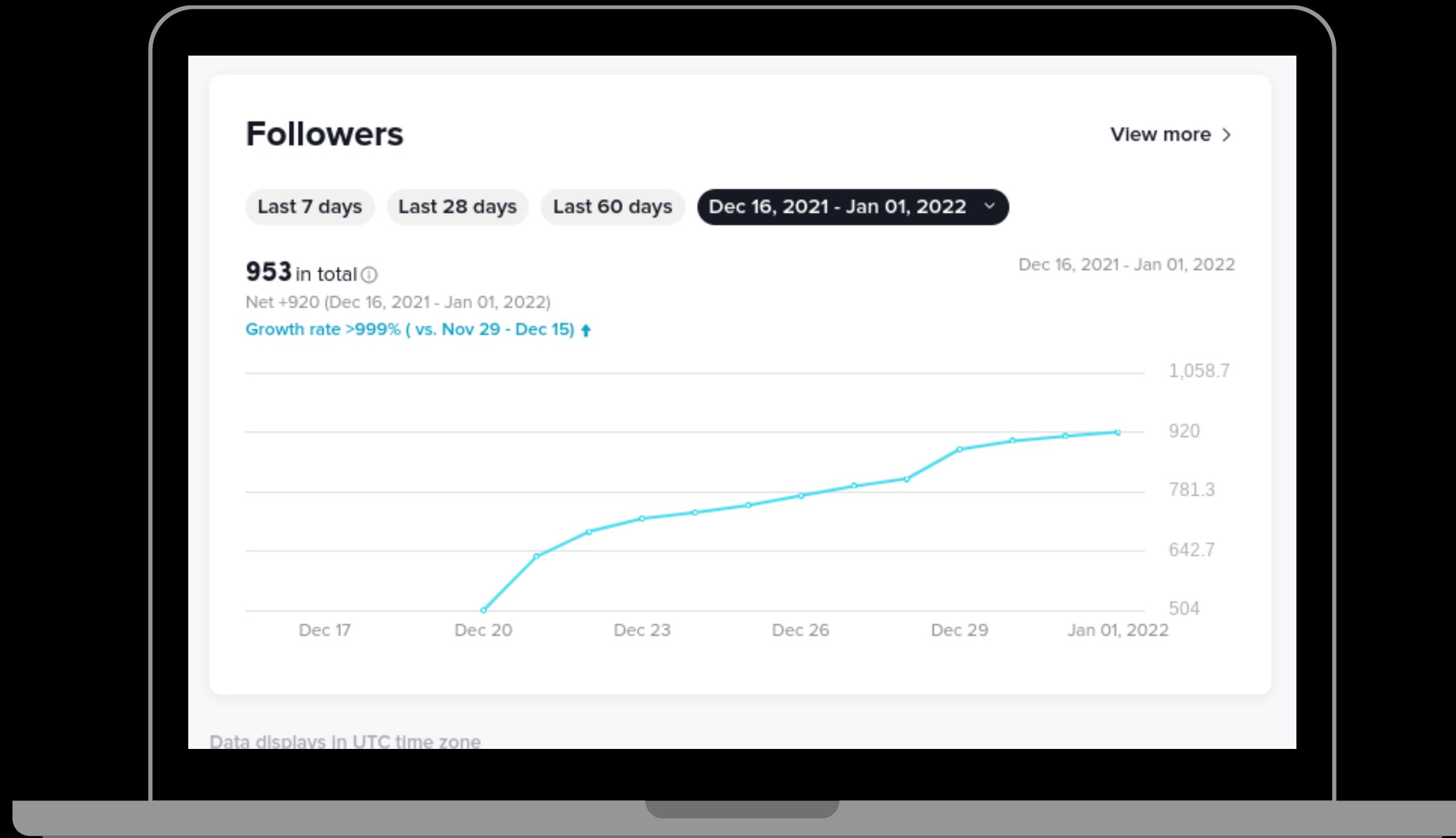


**275K +**  
VIEWS

**7000 +**  
PROFILE VISITS

# Results We Got

Growth in follower count



# LETS TALK!

This is not the end, it's just the beginning..



## Drop by

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