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Introduction	<p><i>Tzuki</i> is brand with a herbal whitening soap that is safe for all skin types. Formulated using green tea and rice extracts, and processed with modern technology, the whitening soap is effective in delivering rich nutrients and vitamins that your skin needs in order to stay beautiful.</p>
The Objective	<p>Primary</p> <ul style="list-style-type: none">• Build and maintain reputation & trust in the brand and product. <p>Secondary</p> <ul style="list-style-type: none">• Drive sales to their Business WhatsApp Account
The Challenge	<p><i>Tzuki</i> has limited resources and reach. Building trust amongst a core audience is challenging when the brand does not have big budgets. <i>Tzuki</i> is looking for effective and efficient advertising methods to market their products.</p>
The Task	<p>The Main Ask</p> <ul style="list-style-type: none">• Create TikTok content that helps build brand equity/trust for <i>Tzuki</i> <p>Key Message(s)</p> <ul style="list-style-type: none">• <i>Tzuki</i> is trusted and good for your skin
Target Audience	<p>Indonesian females aged 16 - 34</p>
Expected Deliverables	<ul style="list-style-type: none">• Minimum 1 x TikTok Video Creative<ul style="list-style-type: none">○ File size should be 50MB or under○ Submission language: Bahasa Indonesia
Requirements	<ul style="list-style-type: none">• Register before submission<ul style="list-style-type: none">○ <i>To submit an additional entry, submission process has to be repeated</i>• Only one person is allowed per entry
Deadline	<p>15 January 2021, 23:59 (GMT+08:00)</p>