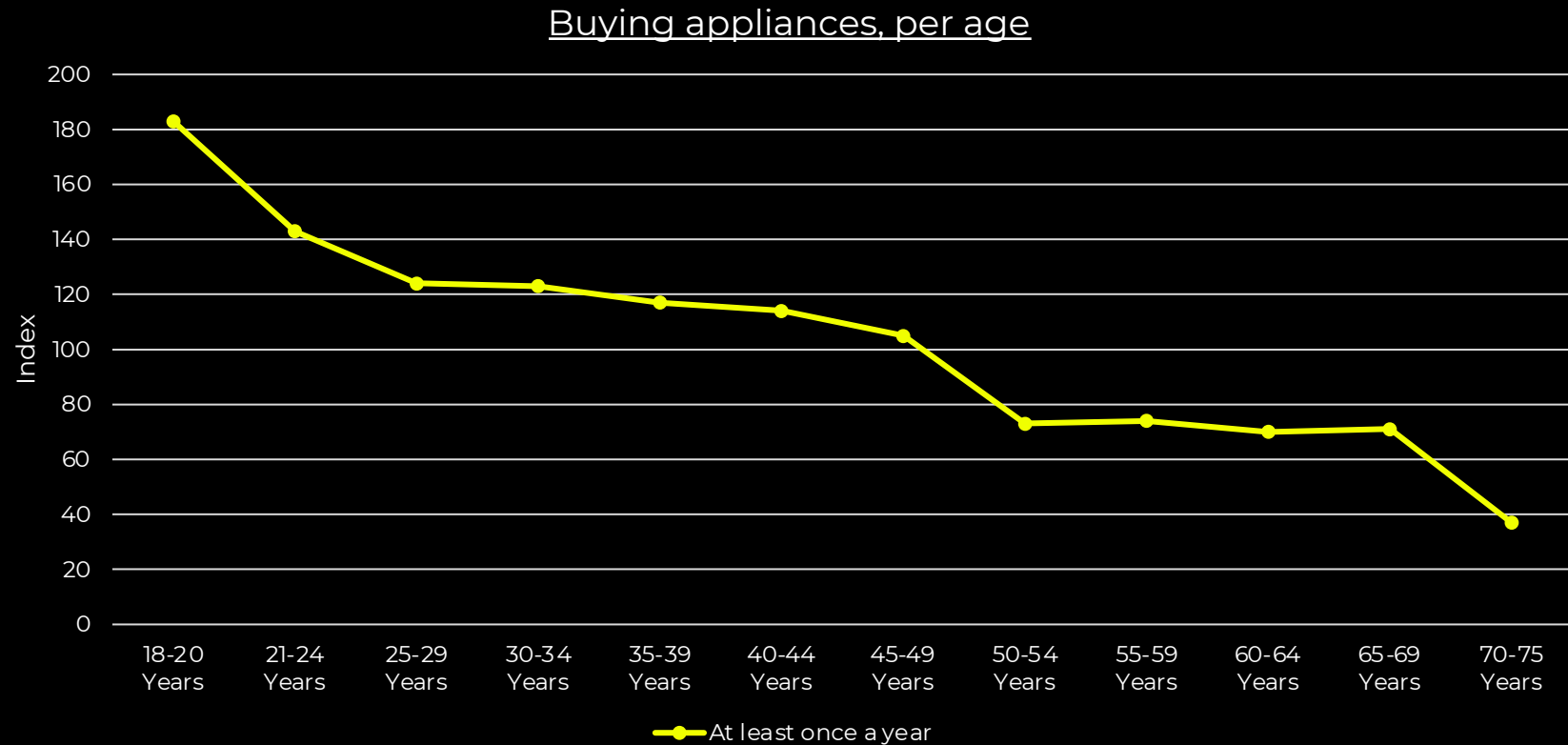


STARTING POINT.

90% of Belgian 18–35-year-olds **know Bosch** (top of mind), but they **don't buy Bosch**. Why? We found out it's the most **negatively-perceived** home appliance brand among youngsters.

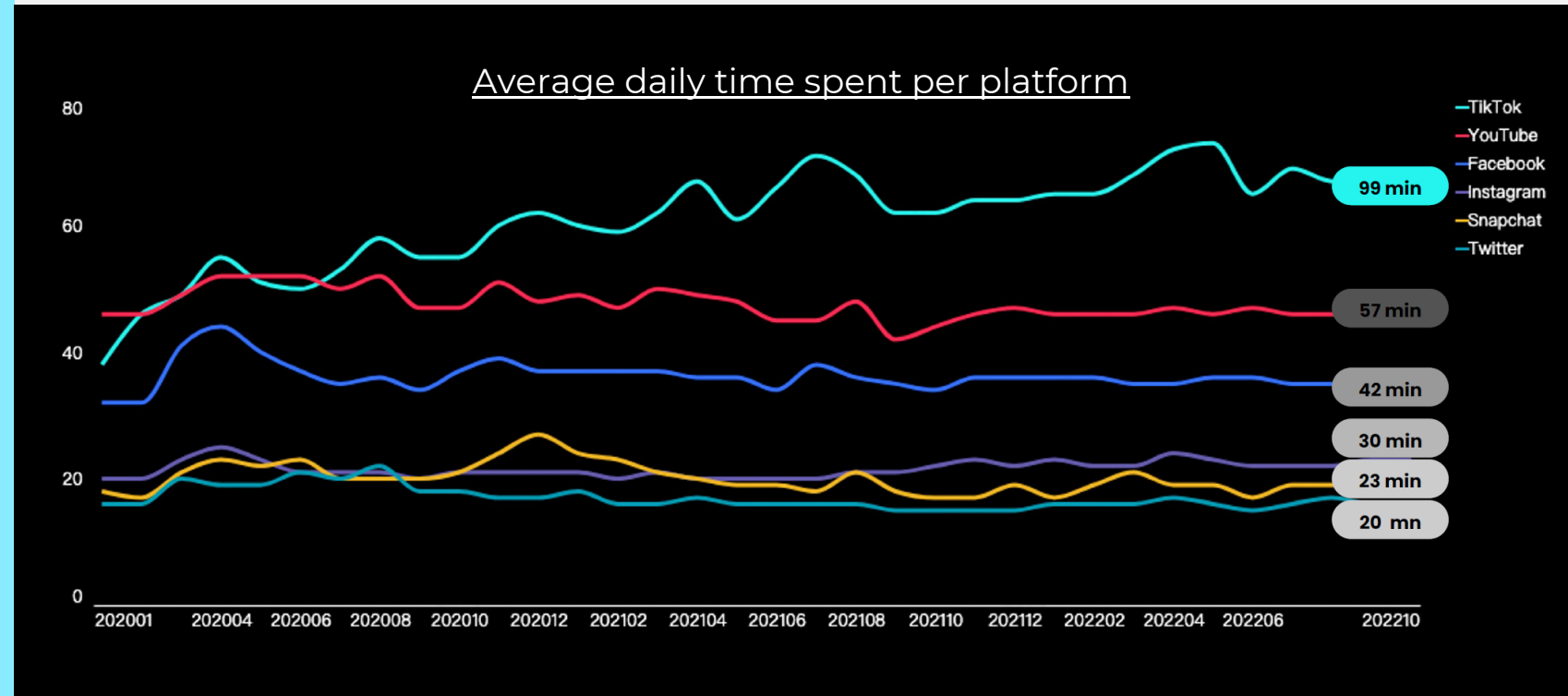
**Meanwhile,
we are
missing out
on sales.**



It is a **missed opportunity**, as Belgians buy more home appliances in their early adult life (18-50) and they tend to buy less and less frequently with age.

Belgians are **early home buyers** as well which implies significant purchases.

Where can Bosch grab their attention?



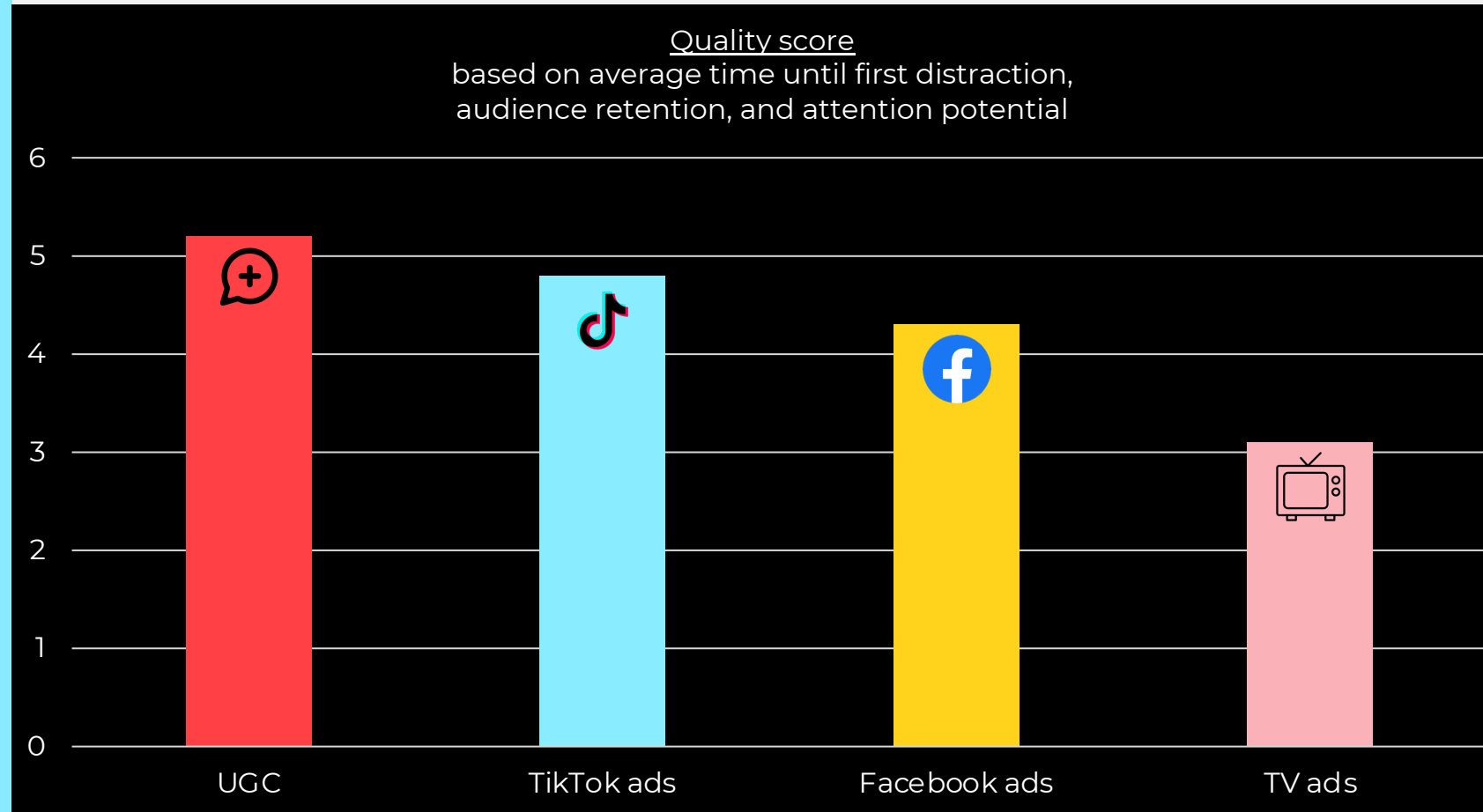
TikTok is the platform on which the target audience spends **the most time**. About **27 hours** per month, to be exact. There's no better place to grab their full attention.

There's
plenty of
18-35 yo
on **TikTok.**

	Monthly active users (BE)		
MAUs	18-34	35-54	55+
3.7M	71%	24%	5%

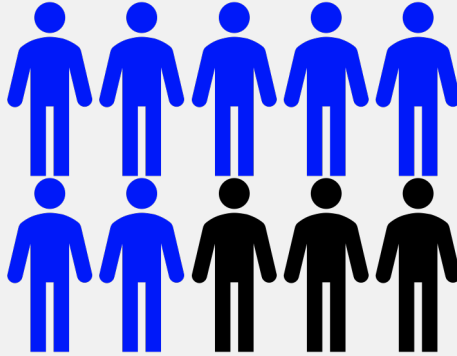
TikTok is used by **3.7M adults** in Belgium, **71%** of which are within Bosch's target audience – roughly about **2.6M** people.

Branded content is a high achiever on TikTok.

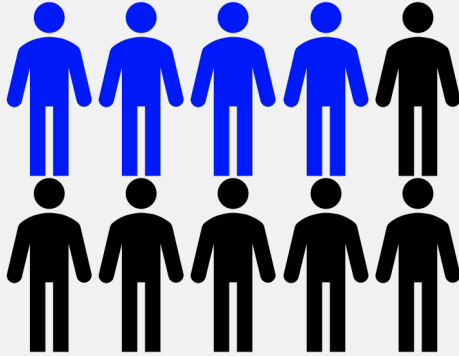


This research shows that **TikTok ads perform much better** than Facebook and TV ads when it comes to attention. Only **UGC** beats TikTok ads.

Good news, TikTokers are **receptive** to home appliances.



72% of users in Belgium are interested in **home appliances** content on TikTok.



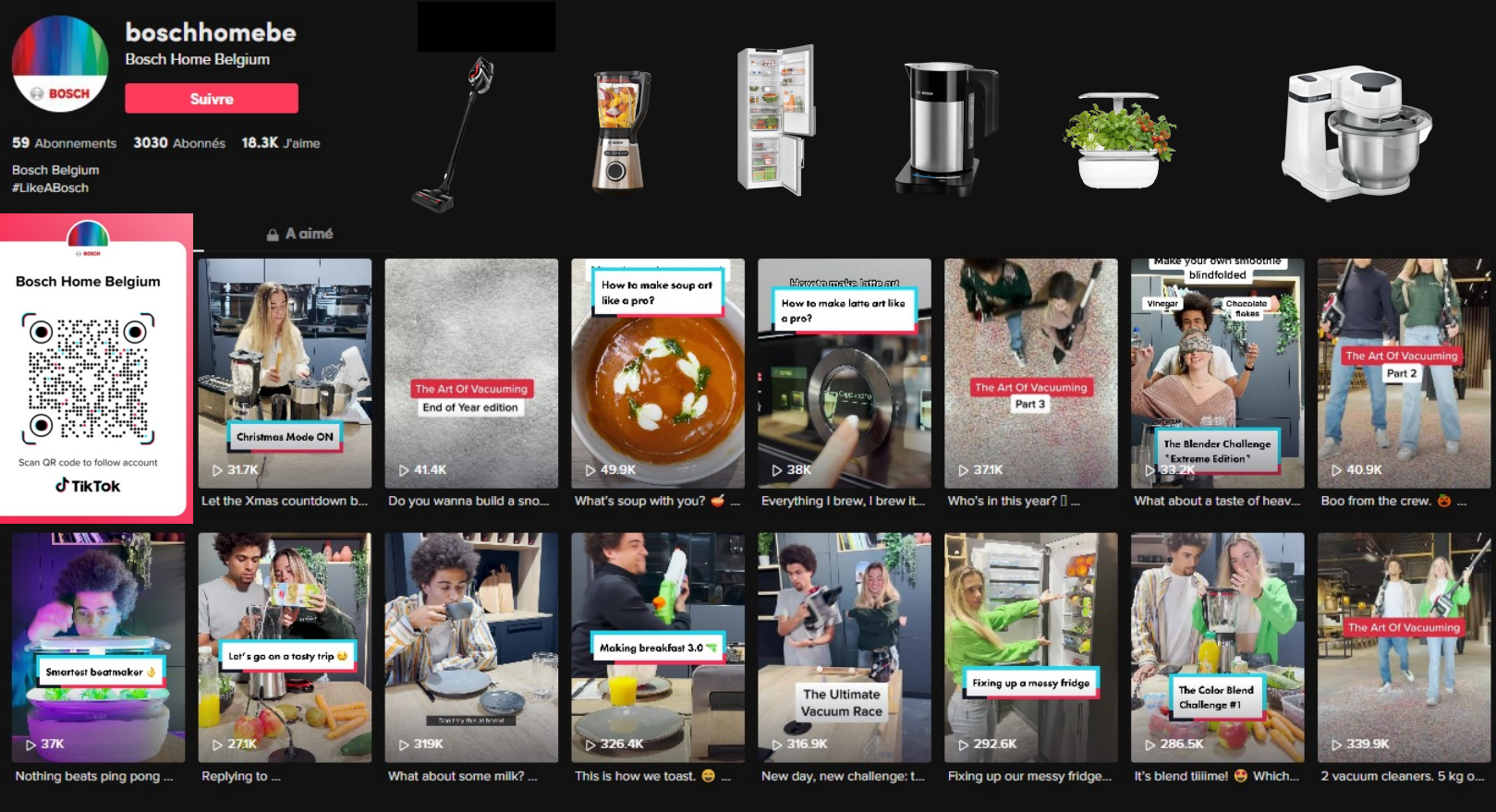
40% of users have **bought a household appliance** after seeing something on TikTok.

It's a **match**
made in
heaven.

Top Viewed content Categories 2021

1	COMEDY
2	DAILY LIFE
3	ENTERTAINMENT + CULTURE
4	LIP SYNC
5	GAMING
6	SPORTS
7	DANCING
8	ANIMALS
9	FOOD & DRINK
10	FAMILY

The top viewed categories of TikTok are **perfectly in line** with the “Like a Bosch” quirky tone of voice.



To improve Bosch's **brand image**, we made **15 organic videos** posted every week for 4 months, each boosted with 500€.
The characters are actors, not influencers, with real chemistry.

2 media phases:

- Reach → 6 videos
- Engagement → 9 videos

2 content pillars:

- Life Hacks #CleanTok
- Create Like A Bosch

**We
managed
to grab
their
attention.**

CPM	Reach	Impressions
3 times lower than TikTok benchmark	445,5K (18-34 BE)	2,3M with only 3K€ in media
OTS	VTR	AWT
10x total brand exposure	3,55% outperforming benchmarks	3,4 seconds
Total play time		
1828 hours, 52 minutes and 43 seconds		

**And we
also
managed
to connect
with them.**

ER	CPE	Engagement
3,5% of impressions drove to an interaction	0,13€ per interaction	25.994 total interactions
Record	Sentiment	Followers
1 video generated 2.652 interactions (comments, likes...)	45% positive = unheard of	3.068 followers in just 4 months (leader)
Why does this case deserve to win an AMMA?		
Bosch has grown in the hearts of its target audience thanks to this native content.		