

Company: Besler

Nomination Submitted by: Senfonico

Company Description: Besler, a leading company in the Turkish frozen food and margarine market, has been operating since 1970. The SuperFresh brand boasts the richest portfolio in the frozen food market with over 400 products. In the oil and margarine sectors, the company produces and markets 50 brands, including Bizim Yağ, in both Türkiye and foreign markets.

Nomination Category: Social Media Categories

Nomination Sub Category: Most Innovative YouTube Channel

Nomination Title: Bizim Yağ - Senfonico | Türkiye's Largest Branded Pastry Channel: Hamur Bizim İşimiz

1. If you are providing a written submission, provide here an essay of up to 625 words describing the innovations expressed through the nominated use of YouTube since 1 January 2023:

Total 366 words used.

Oil is an essential part of the kitchen. When it comes to Turkish cuisine, one of the key ingredients in pastries is oil. Due to rising inflation, products like olive oil and butter had become increasingly inaccessible. On the other hand, margarine was the biggest player in the solid fat category. With an 87% penetration rate, margarine was present in about 9 out of every 10 households. However, the healthy living trend had started to reduce consumer demand for margarine. In the last three years, the margarine market had shrunk by 11.3% in tonnage, and it was evident that this contraction would continue in 2024. In recent years, functional benefits like affordability and practicality stood out in margarine preferences, while the emotional bond between the consumer and the product weakened. Our closest competitor, Sana, entered 2024 with a new communication platform. The "Sana, İlham Verir Sana" campaign emphasized both the functional and emotional benefits of the brand.

Bizim Yağ was the clear leader in its category with a 20% market share; out of approximately 24 million households in Turkey, 10.5 million used Bizim Yağ in their kitchens. It also ranked high in mental availability. When margarine was mentioned, Bizim Yağ was the first brand that came to mind for 19 out of every 100 people. Over the past 30 years, Bizim Yağ had not only entered kitchens but also won consumers' hearts. Drawing strength from its bond with consumers, it could take on the role of filling the emotional gap in the margarine category.

HBİ began its journey as Bizim Yağ's branded recipe/content platform. In this context, it was positioned as a support channel within Bizim Yağ's communication plan. As the digital face of Bizim Yağ, HBİ grew slowly but steadily over the years, turning into a community of 385,000 people. If we could elevate HBİ beyond being just an additional communication channel, we could respond to the competitor's communication attack and preserve our strength in market and mental share. We segmented the target audience by analyzing our past content. Based on insights, we defined the platform's main theme as "The meeting point for those with curiosity and creativity in their dough."

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the innovations in your nominated use of YouTube since 1 January 2023, OR a written essay of up to 625 words? (Choose one):

Written essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

https://youtu.be/0fxbC4oMmT4?si=Y2C11_aDdviWnA1u

Attachments/Videos/Links:

[Bizim Yağ - Senfonico | Türkiye's Largest Branded Pastry Channel: Hamur Bizim İşimiz](#)



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