

**Company:** BESLER/SuperFresh, İstanbul

**Nomination Submitted by:** OCC Marketing

**Company Description:** BESLER, a pioneer in the Turkish frozen food and margarine market since 1970, has continually innovated and expanded its offerings. Introducing the concept of "frozen food products" to Turkish consumers, it boasts a diverse portfolio of over 400 items across 21 categories under the SuperFresh brand. Your Organization's Address \*Kısıklı, Ferah street. No:1, 34692 Üsküdar/İstanbul

**Nomination Category:** Marketing Campaign Categories - Specialty

**Nomination Sub Category:** Influencer Marketing Campaign of the Year

**Nomination Title:** SUPERFRESH x REFIKA'YLA SUPER HIZLI TARİFLER

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

**12 March 2024 – 09 April 2024**

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

A video of up to five (5) minutes

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.

UPLOAD: [case\\_video\\_SUPERFRESH\\_REFIKAYLA\\_SUPERHIZLI\\_TARIFLER.mp4](#)

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 249 words used.**

#### **The Challenge: A Quiet Category, a Powerful Opportunity**

Globally, frozen food reaches 99% household penetration, with per capita consumption as high as 60kg in the US and 25kg in Europe. In Türkiye, however, it remains significantly underutilized—just 5.6kg per person annually. Although the category grew by 11% in 2023 and became the second-fastest growing segment in the food sector, it still lagged behind in awareness and branded engagement.

Private Label products held 69% of market share, while branded competitors remained largely silent. Traditional TV, though offering high reach, was expensive, and due to regulations, brands were limited to just 90 seconds of visibility within cooking shows.

Ramadan—a culturally significant period when meal frequency increases—was both a source of stress and opportunity. In this context, consumers were actively seeking quick, trustworthy, and delicious meal inspirations to ease their everyday burden.

#### **The Ideal Brand Ambassador: Refika Birgül**

Refika Birgül is a trusted and innovative chef who brings traditional Turkish culinary values into the modern era. With 2.5M YouTube and 1.7M Instagram followers, she is one of Türkiye's most followed food influencers. In 2021, she was selected among 19 chefs to represent Türkiye globally and was named "Best Gastronomy Influencer" at Inflow Awards the same year. Her warm, relatable style speaks to both novice cooks and those seeking practical yet tasty meals. With her high credibility and wide digital reach, Refika became the perfect ambassador to reshape perceptions of frozen food and connect the category with modern consumer needs.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 249 words used.**

**Objectives:** Increase tonnage share by 1- point compared to Q1'23. Increase household penetration by 1-point. Boost annual per capita consumption by at least 50units.Improve top-of-mind brand awareness by 5 points during the campaign period. Strengthen brand image attributes such as leadership, expertise, trust, taste, and practicality. Achieve over 5million TV reach among HKF 25+ and 10M additional digital impressions.

**Idea:** While TV viewership globally has shifted toward digital platforms, 69% of Türkiye's population still watches TV daily—a figure that rises even higher during Ramadan. However, traditional TV cooking shows were long and slow-paced, failing to meet the fast and practical needs of modern women. Meanwhile, short recipe videos on social media (TikTok, Reels, Shorts) were gaining massive popularity. Based on this insight, SuperFresh brought the widespread and beloved 1-minute digital video format to television, transforming it into "Super Fast Recipes," combining digital practicality with the broad reach of traditional TV.

**Execution:** We created 10 different recipes using SuperFresh products, prepared and presented by trusted chef Refika Birgül. Each recipe aired as a 60-second TV spot across Türkiye's top 5 channels during daytime (12:00-5:30PM) slots throughout Ramadan. Simultaneously, identical short-form videos were shared on Refika's and SuperFresh's social media accounts. The recipes proved that fast could still mean fresh, delicious, and high-quality—just as SuperFresh promises. We shared the recipes simultaneously on TV and on Refika Birgül's and SuperFresh's social media accounts, creating a seamless experience. By delivering fast-paced, unconventional content on TV, we boosted brand visibility.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 225 words used.**

Throughout the campaign, we offered practical answers to the daily "What should I cook?" dilemma—successfully engaging a broad audience. We strengthened our leadership in a low-penetration market while achieving high impact across both TV and digital channels.

#### **Key achievements include:**

- Tonnage share increased by 1 point as targeted, making SuperFresh the fastest-growing brand in the category (NielsenIQ, Q1 2024).
- We gained +467,000 new households, boosting penetration by 1.6 points (Ipsos Household Consumption Panel, Q1 2024).
- Advertising message recall rose by +1 to +3 points (Ipsos Brand Health Report, April 2024).
- Per capita annual consumption increased by 36 units, reaching an average of 85 units (Ipsos Panel, Q1 2024).
- Top-of-mind brand awareness rose by 6 points—from 57% to 63%—within just two months (Ipsos Brand Health Report, April 2024).
- Brand image scores improved as follows: "Is a leading brand" +3, "Is an expert" +1, "Is trustworthy" +3, "Products are delicious" +1, "Makes life easier" +1, "Made with the freshest ingredients" +3 (Ipsos, April 2024).

#### **Digital and TV impact:**

- Combined with Refika Birgül's social channels, the campaign reached 14 million impressions and 5.5 million unique users.
- Our TV spots ranked among the top 3 most-viewed food content across daytime programming (Kantar Media, 2024).
- The campaign reached 8 million viewers—20% higher than average food shows since 2019—and improved media efficiency by 9% (Kantar Media, 2024).

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

#### **Attachments/Videos/Links:**

[SUPERFRESH x REFIKA'YLA SUPER HIZLI TARİFLER](#)



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