

Company: Oksijen Events, İstanbul, Beşiktaş

Company Description: Oksijen Event is one of Turkey's leading event agencies. Founded in 2016 by the partnership of Orhan Elmaslar and Merve Yenilmez Dokuzer. Corporate events, Launch Events, Festivals & Concerts, Field Events & Road Shows, International Events and Social Responsibility Projects are our area of expertise.

Nomination Category: Event Categories

Nomination Sub Category: Brand & Experiences - Guerilla Marketing Experience

Nomination Title: Oksijen & hepsiburada, hepsiburada Orange Truck

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

2. 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://vimeo.com/1078625111/749da5ada0>

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 455 words used.

A Guerrilla School Shopping Experience

During the highly competitive back-to-school season, Hepsiburada—Turkey's leading e-commerce platform—launched a bold guerrilla marketing campaign that brought the brand to life in the streets of Istanbul. The "Hepsiburada Orange Truck" initiative was designed to directly connect with students and families, turning everyday locations into vibrant touchpoints of brand engagement and excitement.

As a primarily online brand, Hepsiburada sought to extend its presence into the physical world. The goal was to increase brand visibility during the back to school shopping season, create a memorable experience that would resonate with young audiences, and drive both social media interaction and web traffic to the platform. The company also aimed to strengthen its perception as a fun, dynamic and customer-focused brand—beyond the digital space.

The "Hepsiburada Orange Truck" was imagined as a mobile gift hub that would surprise the public in high-traffic neighborhoods across Istanbul. Covered in Hepsiburada's signature orange-and-black branding, the truck was not only a visual magnet but a hub of activity. Its interior was styled with vibrant back-to-school elements, showcasing popular products and creating a playful, Instagrammable setting.

Every interaction was designed to be shareable. Visitors who took photos with the truck and shared them on social media were instantly rewarded with a **200 Turkish Lira discount coupon**, blending fun with tangible value. This incentive encouraged participation and ensured the experience reached well beyond those physically present—activating digital amplification through organic content.

What made the campaign stand out was its mobility and immediacy. The truck traveled from one neighborhood to another, appearing in unexpected locations—from busy squares to university entrances. This surprise element drew large crowds and sparked real-time buzz.

Unlike traditional advertising, the Orange Truck invited people to step inside the brand. It provided entertainment, visual engagement, and direct benefits all in one, setting itself apart from static displays or purely digital promotions. The combination of in-person joy and online sharing transformed everyday passersby into brand advocates.

The truck reached **tens of thousands of people** within one week, covering diverse age groups and demographics

Social media exploded with user-generated content, extending the campaign's visibility far beyond the street-level experience

The campaign drove a **significant increase in web traffic**, especially in the school supplies category

It strengthened Hepsiburada's image as an innovative, youth-connected brand that is present both online and offline

The "Hepsiburada Orange Truck" was more than just a promotional vehicle—it was a mobile brand experience that reimagined how an e-commerce leader could interact with its audience in a fun, meaningful, and guerrilla-style way. By combining surprise, utility, and shareability, the campaign delivered measurable success while deepening emotional ties between the brand and its users. It proved that Hepsiburada is not only at your fingertips—but also just around the corner.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Attachments/Videos/Links:

[Oksijen & hepsiburada, hepsiburada Orange Truck](#)



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