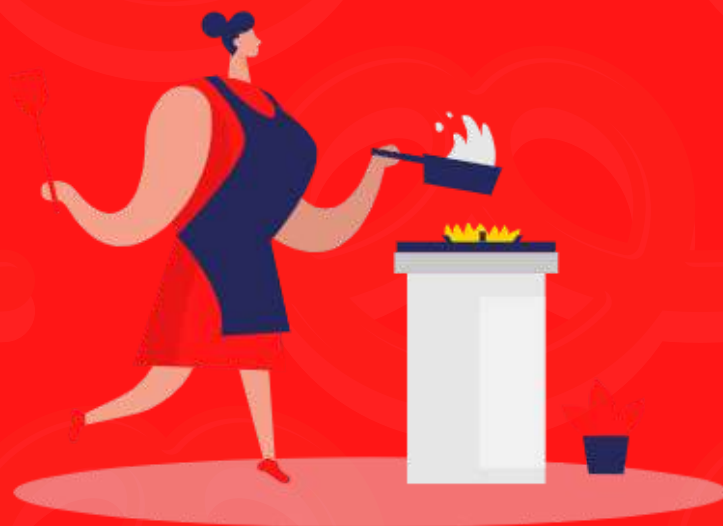


DOPSU X OTS CAMPAIGN ANALYSIS 2022

ots DOPSU



THE BRIEF

After a few weeks of back and fourths and multiple email chains, OTS presented the brief to DOPSU to run an advertising campaign via the Off The Shelf TikTok platform.

The idea was to produce vegan recipe style content and publish it to OTS' engaged community of UK foodies.

Consisting of a 3 video series that will be broadcasted over the course of 3 weeks, including 2 traditional review style videos and 1 recipe focused use case.

YOUR TEAM

LUKE
Culinary Artist



BEN
Content Lead

...AND HOW DID WE PERFORM?

**77,128
VIEWS**

**135+
HOURS**

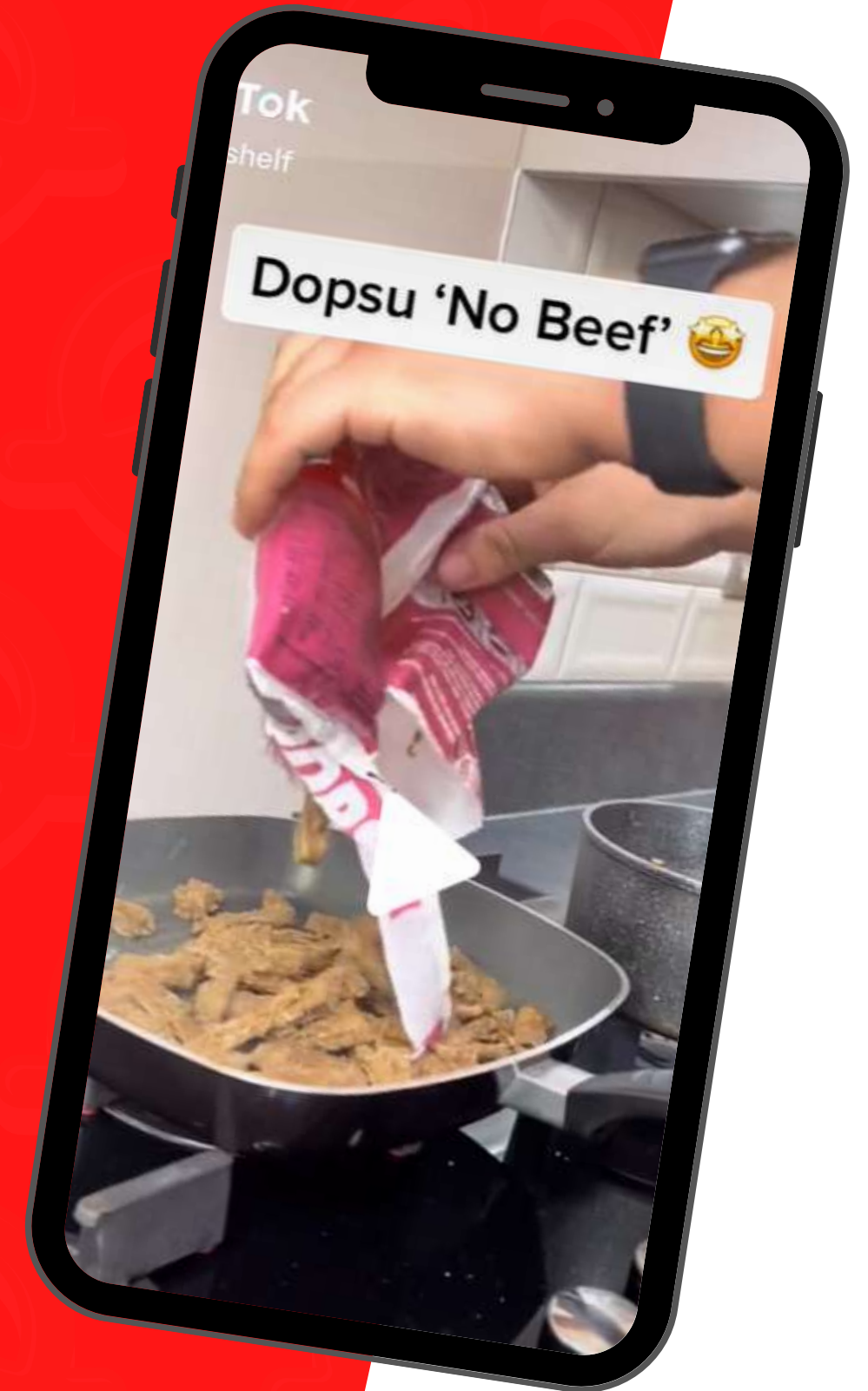
**3,140
LIKES**



TOP PERFORMER

DOPSU 'NO BEEF' STEAK SANDO'S

- **61,000 VIEWS**
- **2752 LIKES**
- **22 SHARES**
- **75 BOOKMARKS**
- **109 HOURS WATCHED**
- **94% UK AUDIENCE**





GOING MULTIPLATFORM



The posting didn't just stop at TikTok. We also broadcasted DOPUSU products on Instagram, boasting an impressive engagement rate of 1 in 3.

WHAT DID OUR AUDIENCE THINK?



@NoPe12345

'No Pork' Pieces

"Where can you buy this?"



@eddyellery

'No Chicken' Pieces

"Them wraps look wicked!"



@Ellie

'No Beef' Pieces

"This looks so good!"

FEEDBACK

"It's been great to work with Off The Shelf as part of one of our foodie clients' influencer campaigns. They were fast and efficient, and created great quality videos that fit our clients business requirements."

Social Media Manager @ Ilk Agency.