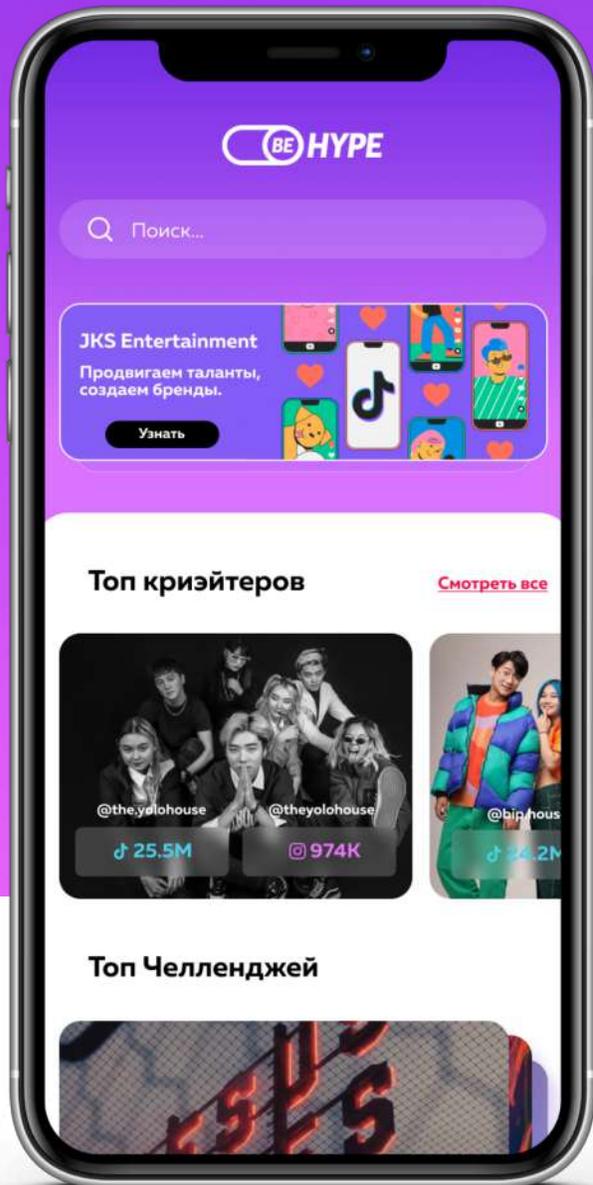


BEHYPE



BE HYPE



BEHYPE – marketplace for social collaboration between creators and advertisers.



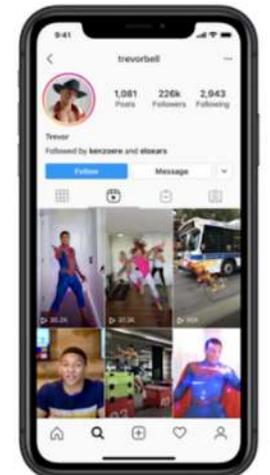
**Your brand will be recognized
by millions of Kazakhstanis in
the shortest time possible
through an extensive network
of opinion leaders**

WITH BEHYPE:

Announce your new product in a native and engaging manner.

Creatively convey your brand's message or reshape public opinion.

Infuse organic virality into your brand with the help of hundreds of influencers and user-generated content.

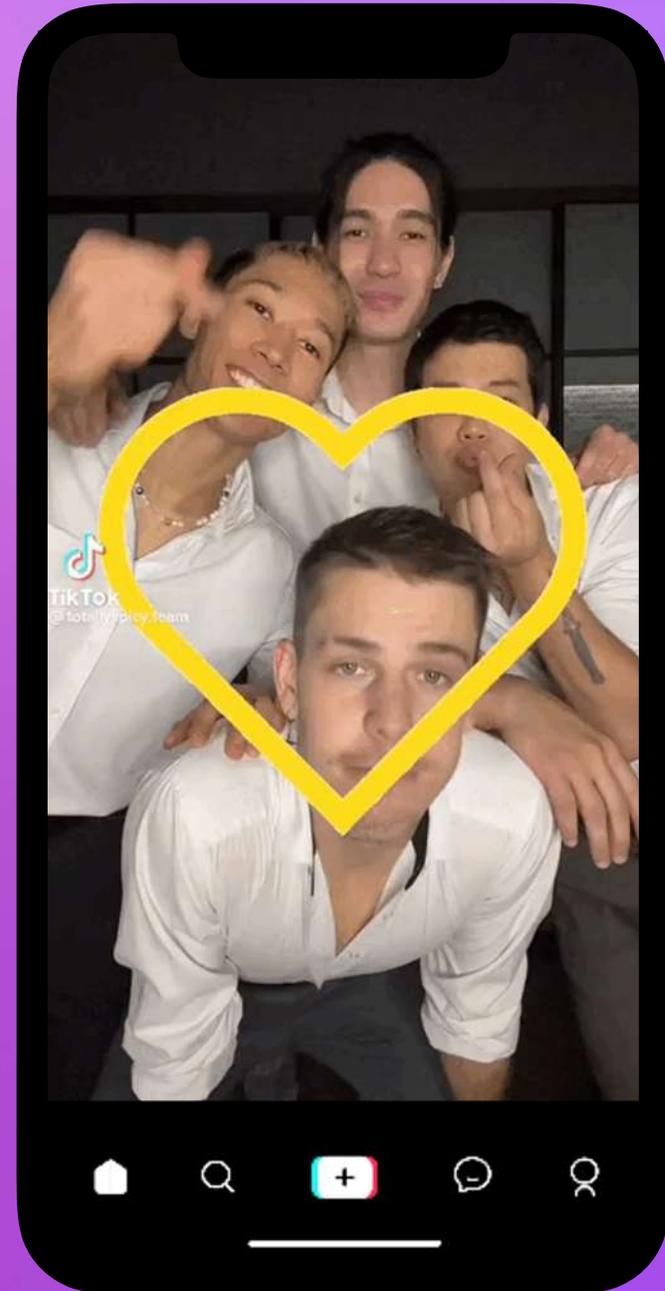


Hashtag Challenge

Do you need to attract customers or announce a new product?

Launch a Challenge, and your advertising message will reach millions of Kazakhstanis within a couple of days!

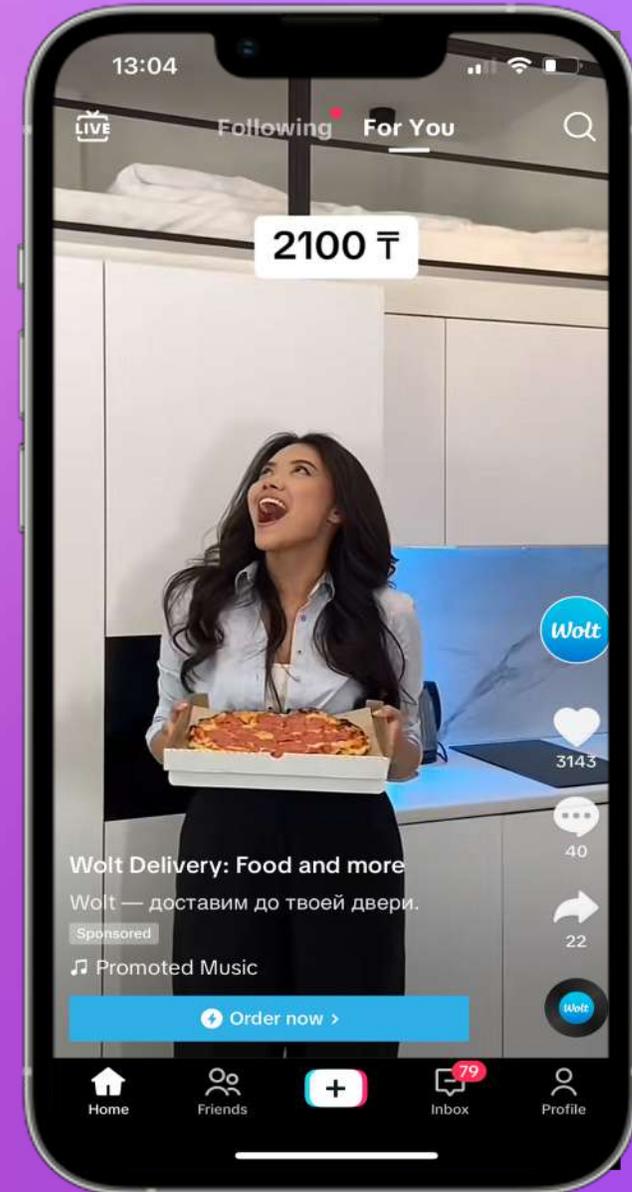
1. We formulate the Challenge concept and set a guaranteed Challenge reach.
2. We initiate the seeding of native videos with the help of hundreds of Behype influencers on TikTok and Instagram.
3. Social media users join the Challenge for free, promoting the brand and its message.



Reservation Format

Get the most out of Challenges with our reserved format featuring top influencers.

To support the launch of your Challenge, you have the opportunity to reserve three videos from Behype's top influencers.



Creators Base

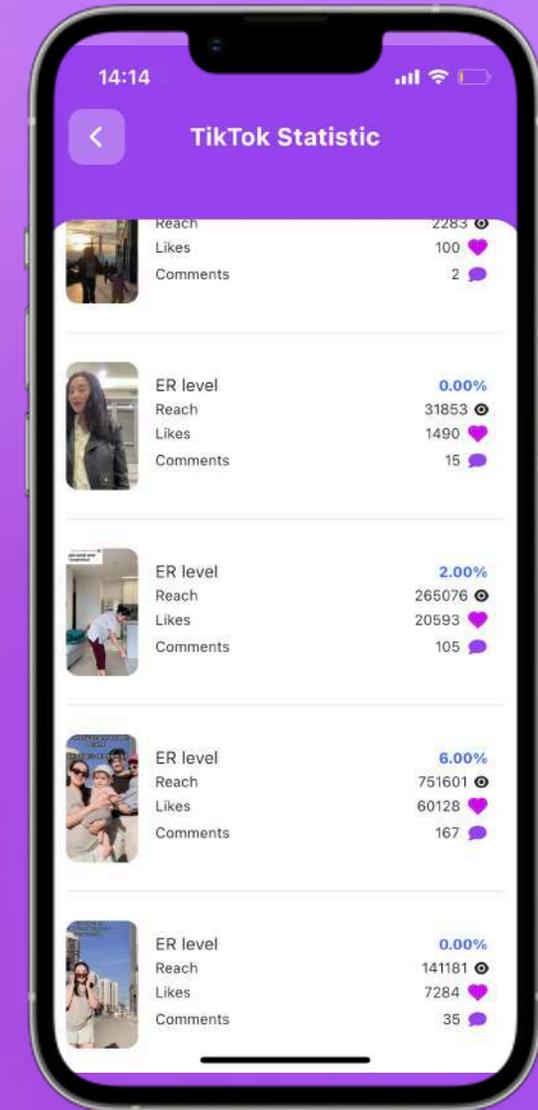
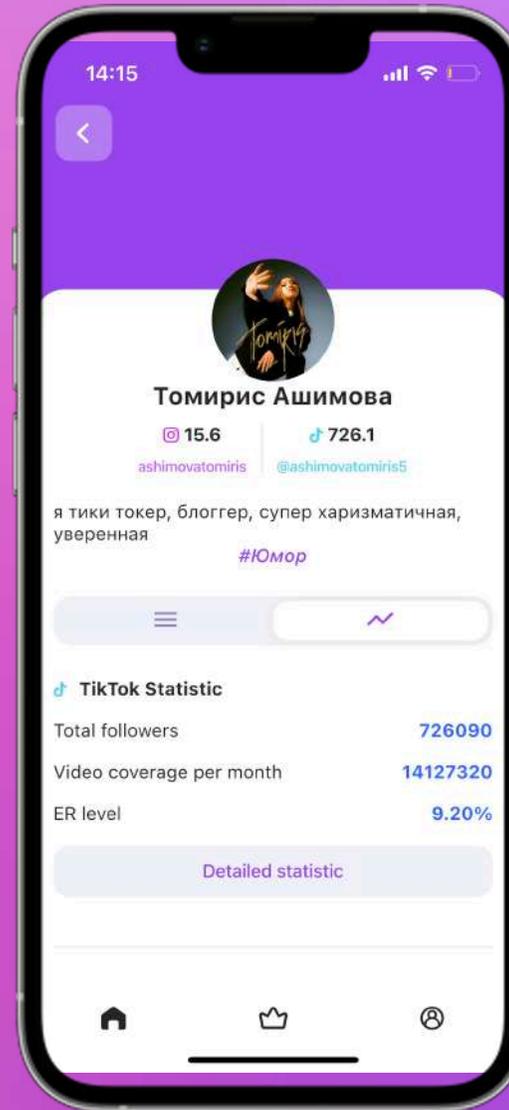
A segmented database of creators and influencers with transparent statistics.

+2000 influencers in the app

30,000,000 total number of subscribers

From all regions of Kazakhstan

Content in Kazakh and Russian languages



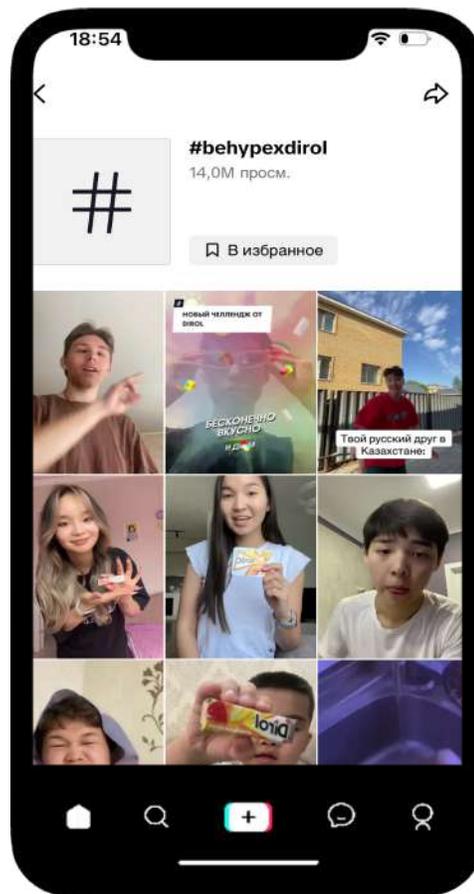


Behype cases

#GETATASTEDIROL

CHALLENGE for DIROL
“#ВойдивовкусDirol”

BEHYPE CREATED MASK +
CREATORS PARTISIPATION

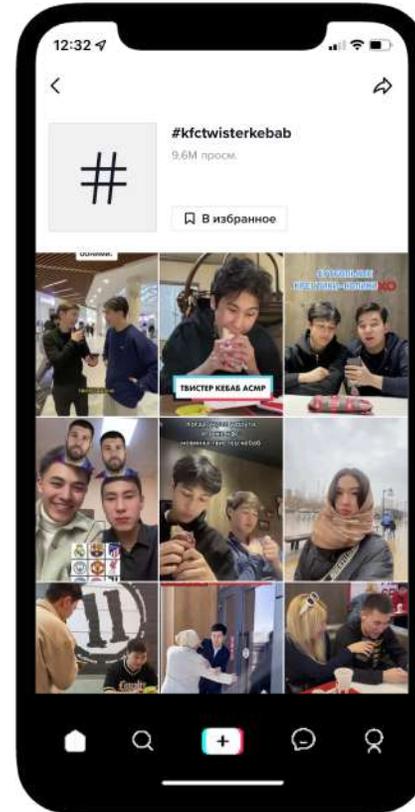
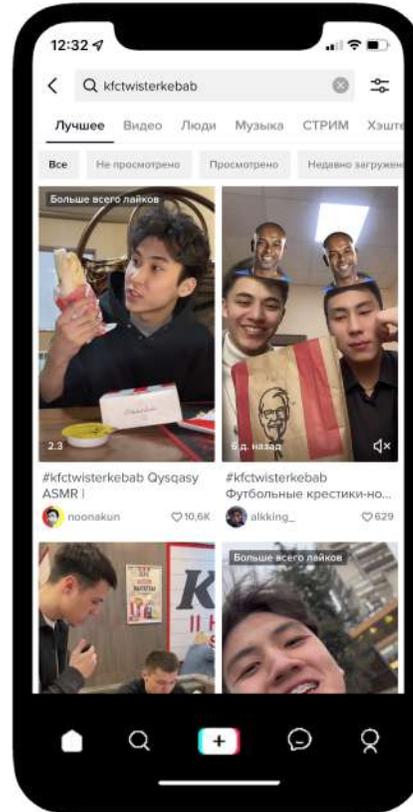


KPI: 4MLN REACH
REACH: 14MLN IN THE FIRST WEEK
20MLN IN THE SECOND WEEK

POSTS: 90 VIDOES
BEHYPE CREATORS: 75 TIKTOK
CREATORS WITH AUDIENCE FROM 1K
TO 1M FOLLOWERS
LIKES: 455, 298
COMMENTS: 11, 137
SHARES: 17, 185
DURATION: 2-7 JUNE

#KFCTWISTERKEBAB

**CHALLENGE FOR KFC
“#KFCTWISTERKEBAB”**



STATS

KPI: 3 MLN REACH

REACH: 10MLN

POSTS: 103

**BEHYPE CREATORS: 71 TIKTOK
CREATORS WITH AUDIENCE FROM 1K TO
1M FOLLOWERS**

LIKES: 349,100

COMMENTS: 3,700

SHARES: 4,200

DURATION: FEBRUARY

L'Oreal #TelescopicOneLove

**CHALLENGE TO PROMOTE
TELESCOPIC LIFT MASCAR**



KPI: 6 MLN

REACH: 7,2 MLN

POSTS: 117 VIDEOS

**BEHYPE CREATORS: 117 FASHION
& BEAUTY INFLUENCERS**

LIKES: 153,612

COMMENT: 789

SAVES: 5121

SHARES: 218

DURATION: JUNE 2023



CHALLENGES' REPORT FROM BEHYPE

The audience who has viewed Behype challenges.

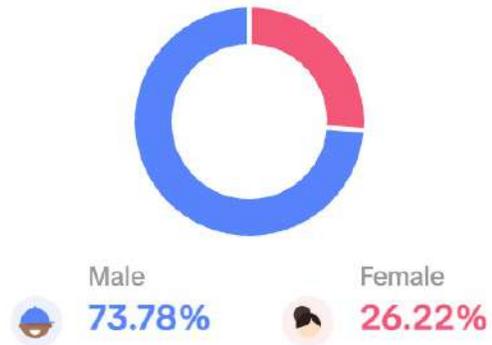
Country or Region ?



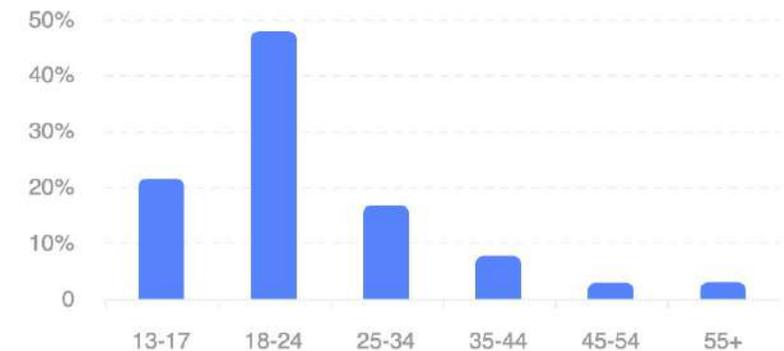
Top 3 countries or regions



Gender



Age ?



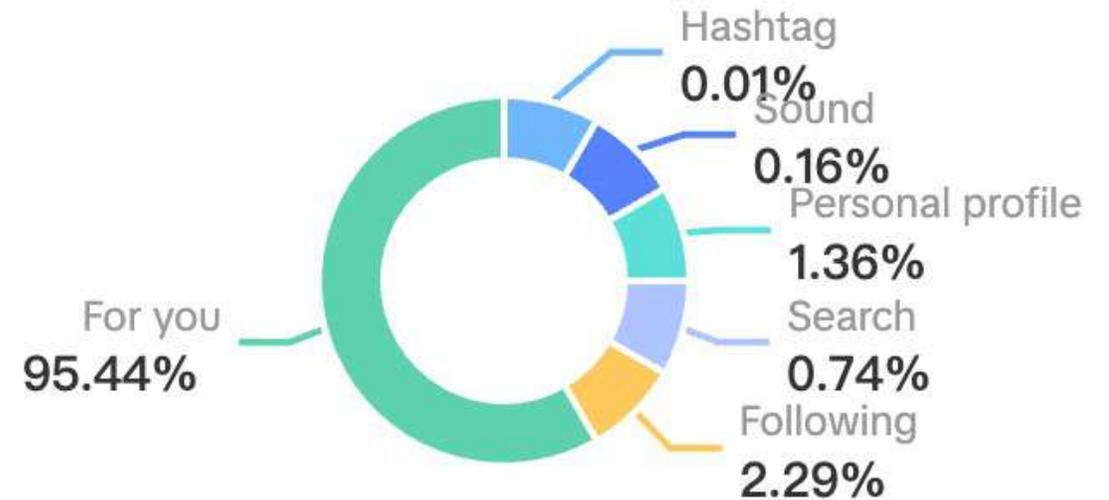
Video views by source on TikTok

91% of views were from the Recommendations section of TikTok.

This means that the Behype Challenge and the videos of the Behype creators became viral and went beyond the audience of the creator's followers.

*According to TikTok's statistics, a larger percentage of the audience watches Behype creators' challenge videos from the recommendations section on TikTok.

Video views by source



INTERESTS OF THE AUDIENCE OF BEHYPE CREATORS WHO WATCHED THEIR VIDEOS

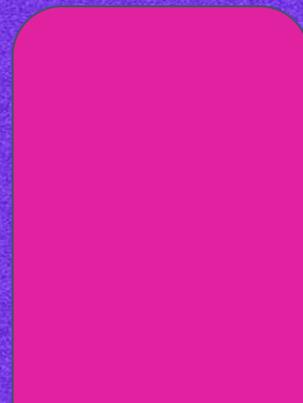
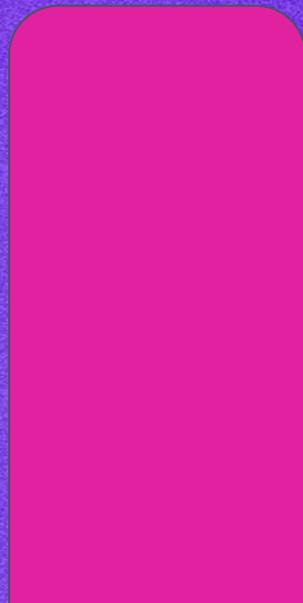
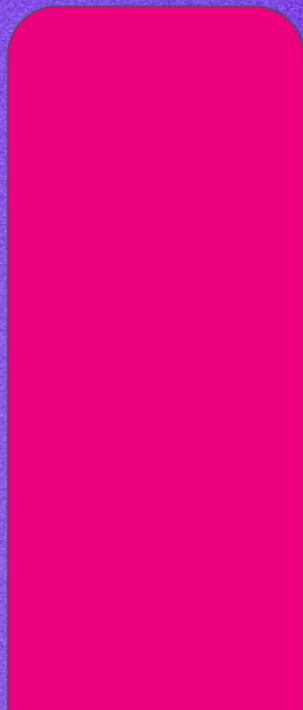
Tech & Electronics
14%

Life services
8,2%

Sport
6,4%

Humor
5,4%

Education
3,1%





NATIVENESS AND VIRALITY OF BEHYPE CHALLENGES

TIKTOK USERS WANT BRANDS TO SPEAK THEIR LANGUAGE

73%

believe that videos from brands should look **authentic and “homey”**

79%

prefer when brands show that they understand **the language of the platform** rather than just trying to advertise

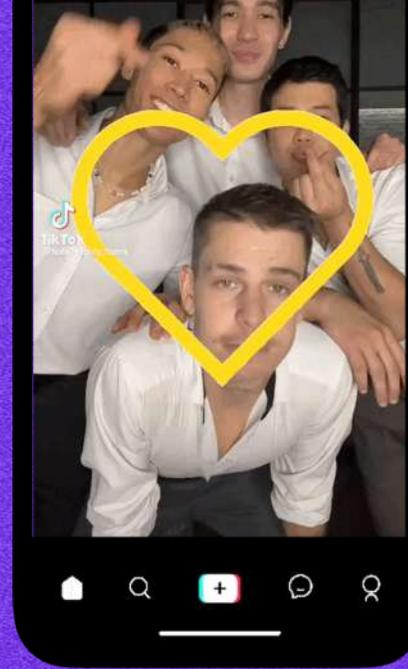
65%

agree that professional videos from brands **seem strange and out of place** on the platform

**One message =
Hundreds of ideas**

**Creators shoot their
videos in completely
different formats**

**Reviews
Storytelling
News report
Domestic situations
Sketches
and others**





ADDITIONAL BEHYPE FEATURES

Native tools:

Branded effect

Creating your own brand mask

- Animated
- Beauty
- AR effect
- Gamified



Native tools: Branded music

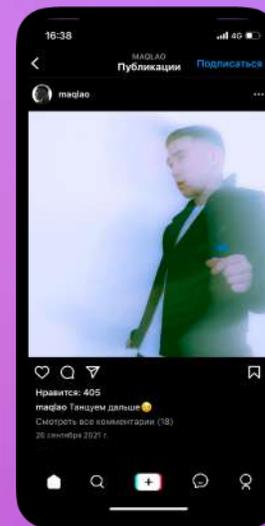
Creating a brand's musical jingle/track/snippet

Partners:

The creative association BH Studio is a Kazakhstani association of young artists.

Also collaborate with Maze-one, Ozen, K17

[Example of a music track](#)



MAQLAO



BOLLO



OFFMI



YLW



MARINET

We know how to create cool viral trends on social media 🙌

Depending on your goals we can offer you various ideas for Challenges on TikTok and Instagram.

Let's talk:)

