

1 month period



Total Impressions

1,37M

Following

0 to 24,2K

Metrics

Clicks

10,446

Followers gained

11.8k

CPC

R0.89

Cost per follower

R0.50

CPM

R6.78

Conversions (purchases):

272

Top 3 Creatives



827,7K views
2,964 likes
27 comments
209 saves
68 shares



368,6K views
554 likes
22 comments
15 saves
37 shares



307,8k views
8,931 likes
42 comments
389 saves
105 shares

Outcome

Key Takeaway: The “Say Yes” campaign proved that growth doesn’t come from polished messaging – it comes from cultural alignment and immediacy. By tapping into real, everyday moments and removing friction in the message, the campaign turned passive viewers into active participants, driving rapid follower growth at scale.

Instead of selling product, we sold a mindset and that’s what converted.

Insight: The strongest performance came from content that felt native, unfiltered, and instantly recognisable to the audience. When users see themselves in the content within the first few seconds, decision-making speeds up, resulting in higher engagement, stronger shareability, and lower acquisition costs.

This shows that on platforms like TikTok, relatability outperforms refinement, and speed of connection matters more than depth of explanation.