

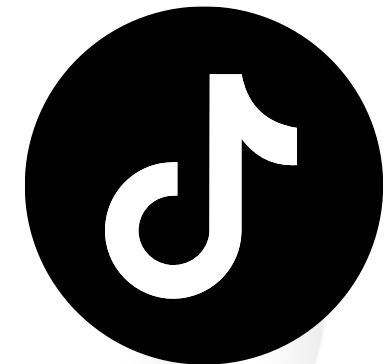
2023-24 Turkish Airlines EuroLeague

TIKTOK REPORT



TURKISH
AIRLINES
EuroLeague

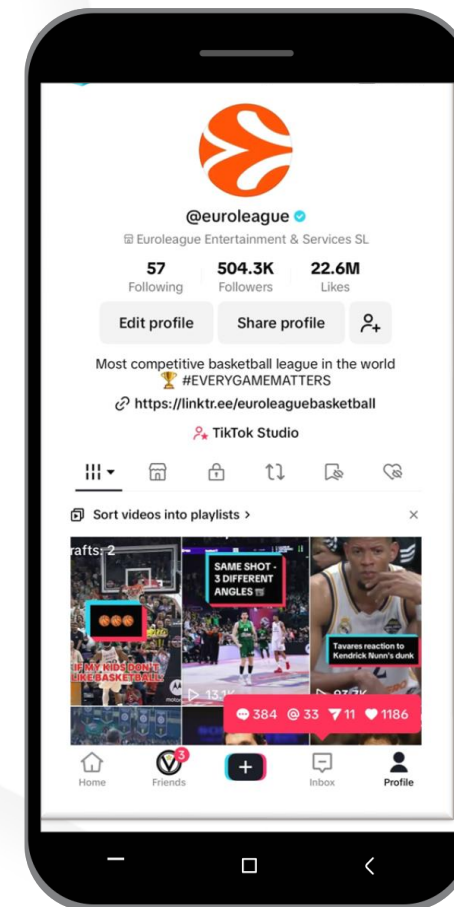
- 1. Year to Date Evolution**
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YEAR TO DATE EVOLUTION

| Period | May 2024 | May 2023 | YoYTD |
|------------|------------|------------|-------|
| Followers | 502 300 | 379 700 | 32% |
| Posts | 1 044 | 383 | 172% |
| Engagement | 7 521 974 | 4 407 361 | 71% |
| Views | 88 841 081 | 57 708 853 | 54% |

The continued growth on TikTok over the course of the season is evident. We'll highlight why #F4GLORY Week was so successful in this case study, hitting over half a million followers, leveraging super stars to their max value and keeping on top of trends.



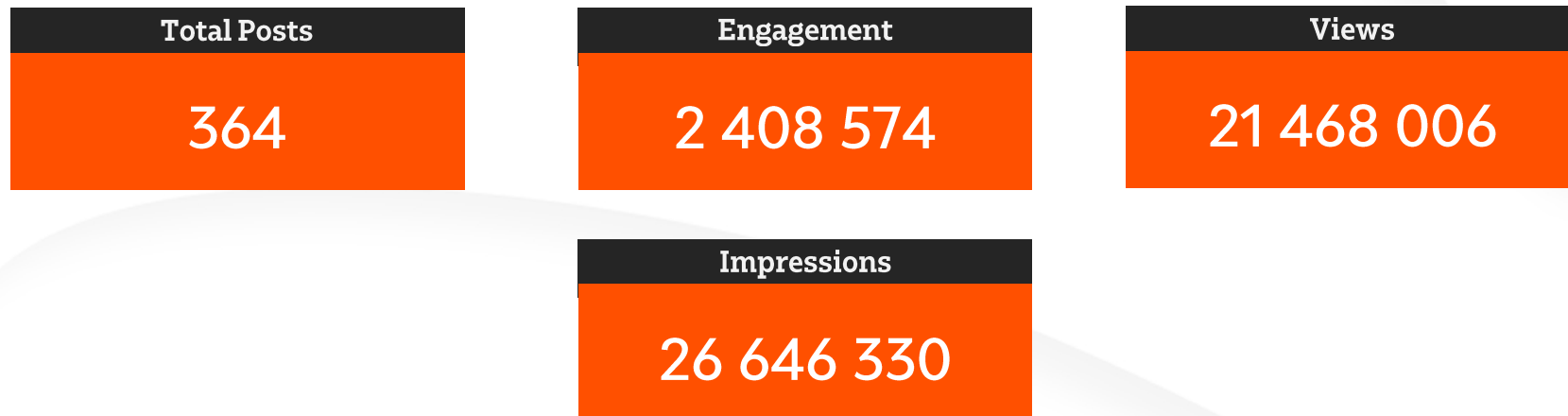
KPIs April 2024 – June 2024

These numbers include all EL and HoM content starting from April 1st (when we started posting regularly) until June 10th.

The posts include:

- Daniel + Gaia originals
- SM team Videos reposted by HoM
- HoM originals

Total KPIs



TOP 3 Viewed: April 2024 – June 2024

Giannis AKA, our very own Super influencer?

The Top 3 performing TikToks over the Final Four weekend all involved the Greek Freak. Although there to support his younger brother Kostas, he accepted 4 Collab posts on Instagram for our numbers to grow exponentially, but his presence also helped us massively on our TikTok growth.

1. Giannis Antetokounmpo Interview F4
 - **Views:** 773k / **Engagement:** 60k
 - [Link](#)
2. Giannis Antetokounmpo admiring the F4 atmosphere
 - **Views:** 764k / **Engagement:** 70k
 - [Link](#)
3. Photo carousel – Scottie Pippen & Giannis Antetokounmpo
 - **Views:** 694k / **Engagement:** 73k
 - [Link](#)

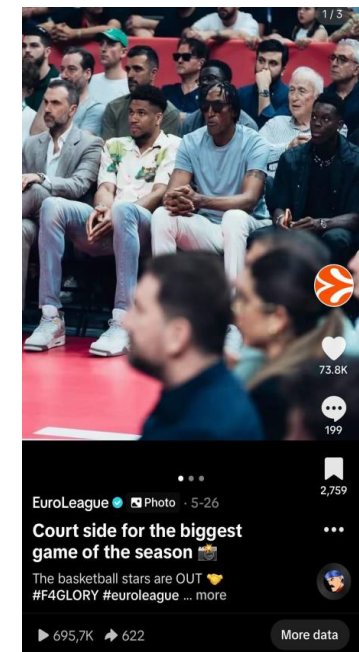
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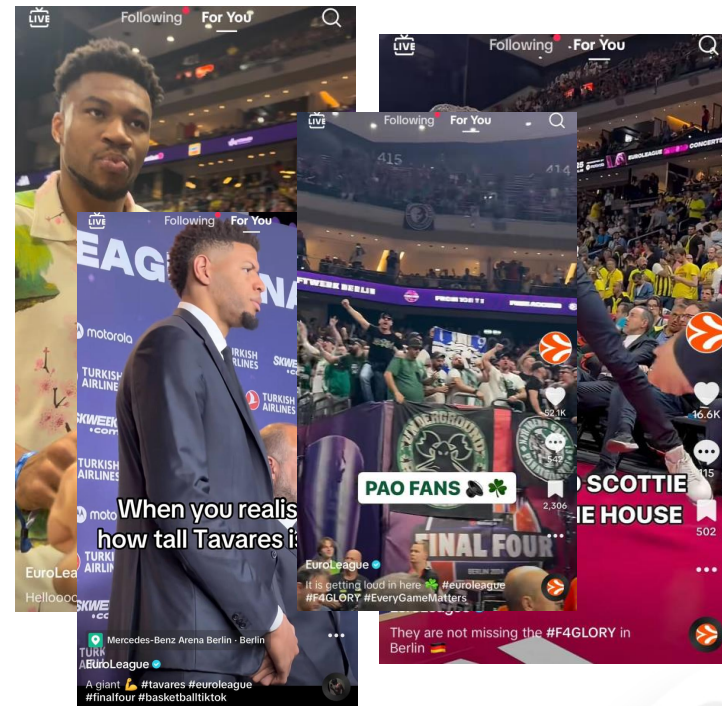


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TOP Viewed: April 2024 – June 2024

4. Panathinaikos fans (F4)
 - **Views:** 670k / **Engagement:** 55k
 - [Link](#)
5. Tavares Height difference
 - **Views:** 578k / **Engagement:** 46k
 - [Link](#)
6. Scottie Pippen & Giannis Antetokounmpo
 - **Views:** 550k / **Engagement:** 17k
 - [Link](#)
7. Giannis fist bump
 - **Views:** 506k / **Engagement:** 21k
 - [Link](#)

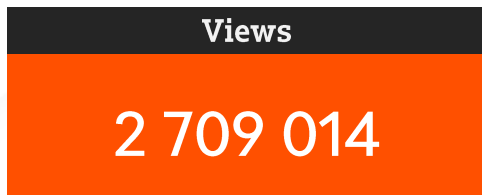


Key things to note - Agreement was made before the Final Four that HOM could reshare content from our other platforms, however every piece of original SM content was produced in house by us.

KPIs Original Content – Trends

These KPIs include Daniel and Gaia’s TikTok only content from April 1st until June 10th. Meaning these videos/trends have not been shared on any other of our platforms and were made specifically for TikTok.

Our KPIs



These numbers average to around 4 platform specific posts per week since we took over in April.

It’s important to note that we started posting during the end of regular season and towards the playoffs when ‘buzz’ and interest is high in the league. We will need to see if we can continue this momentum in the off-season.

The aim now is to keep posting content from other platforms, but also keep an eye out for specific TikTok Ideas. Can we find the perfect balance?



TOP Viewed: TikTok Original Content

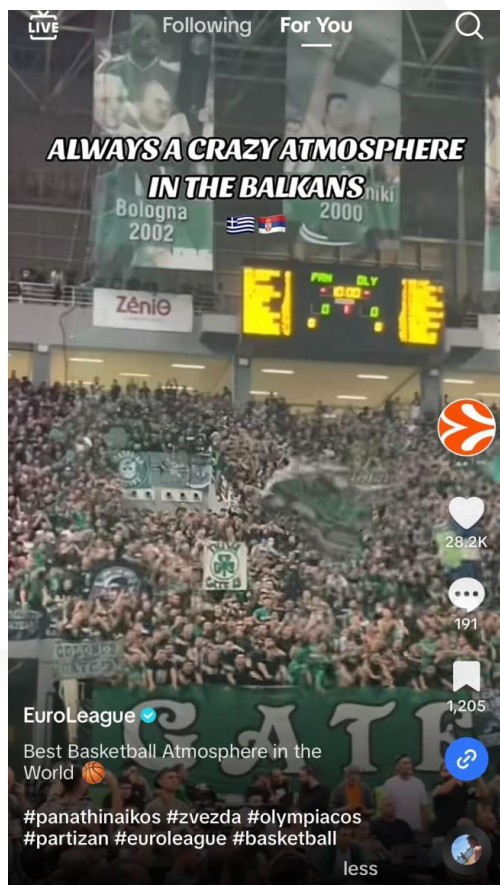
Tavares Height difference

- **Views: 578k | Engagement: 46k | [Link](#)**

TikTok is the perfect platform for casual fans, scrolling and we can end up on their FYP. We need to grab their attention, get more people to focus and watch longer?

How do we do this and improve?

A trend can get your video viral and it's important to understand that it could be any video. The reason this Tavares video worked well? In the copy used, we asked fans to **'Wait until the end'** the CTA used here encourages people and tells the audience that something unexpected could happen (Tavares' size)



TOP Viewed: TikTok Original Content

Best fans in the world

- **Views: 317k | Engagement: 30k | [Link](#)**

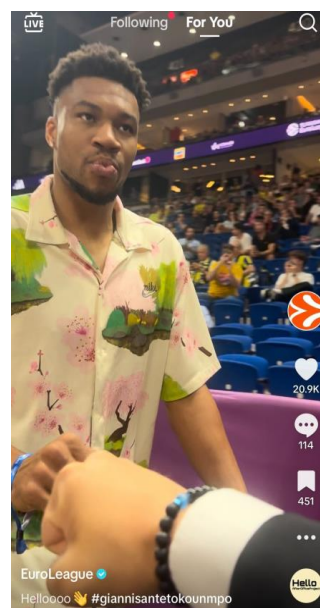
Not a go to, but the fan factor and atmospheres they create is something that separates **US** from other leagues! We're very good at using this to our advantage and highlighting this.

We've seen throughout the season that sharing this type of content attracts not only our fans but also overseas, such as the NBA audiences, as it is something their fans are not too familiar with. Passion is infectious. This video got over 300k views because;

- It showcased several teams' fans (Panathinaikos, Olympiacos, Partizan, and Crvena Zvezda) reaching a wider audience.
- The sound used is popular and catchy

TOP Viewed: Platform Specific Content

- Giannis fist bump
 - **Views:** 506k / **Engagement:** 21k
 - [Link](#)
- Fenerbahce celebrating – Game 5
 - **Views:** 281k / **Engagement:** 20k
 - [Link](#)
- “We made it” hug
 - **Views:** 96k / **Engagement:** 9k
 - [Link](#)



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THANK YOU!