



II Kvartal 2024

Internet reklama 2024



Bizga bir vazifa topshirildi: biz uchun tushunarsiz bo'lgan, butunlay boshqa madaniyatga tegishli mahsulot qadriyatlari va xususiyatlarini yetkazish.

Sizga tushinarli bo'lishi uchun aytishimiz lozimki, Trichup - bu Hindistondan keltirilgan, tabiiy ingredientlardan tayyorlangan Ayurveda mahsuloti bo'lib, sochni parvarish qilishda keng qo'llaniladi, va uning tarkibi ming yillar davomida takomillashtirilib, avloddan-avlodga o'tib kelgan.

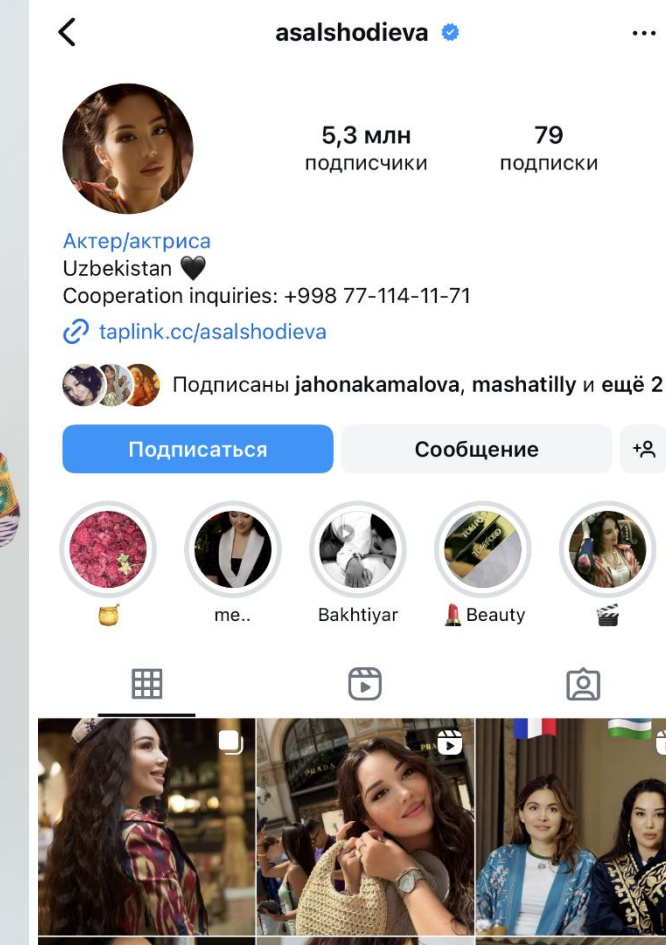
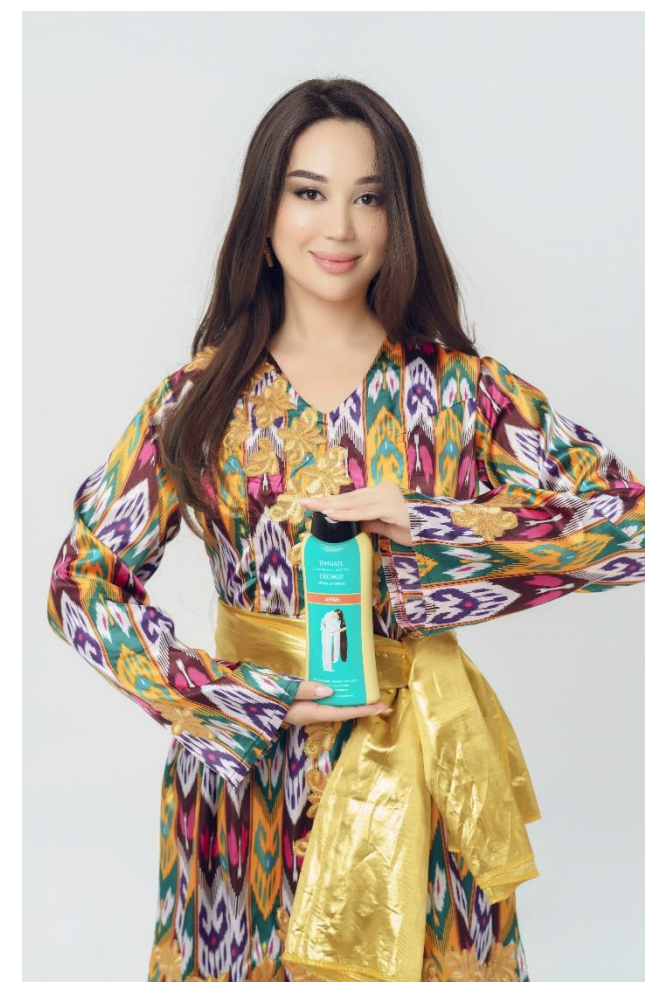
Brendni rivojlantirishda asosiy vazifa brend ambassadorini tanlashga qaratildi: unga ko'ra brendning qadriyatlarini baham ko'radigan, barcha yoshdagilar orasida mashhur, ijobiy his-tuyg'ularga ega. Biz 5.3 million obunaga ega o'zbek aktrisasi va xonandasi Asal Shodiyevani tanladik.



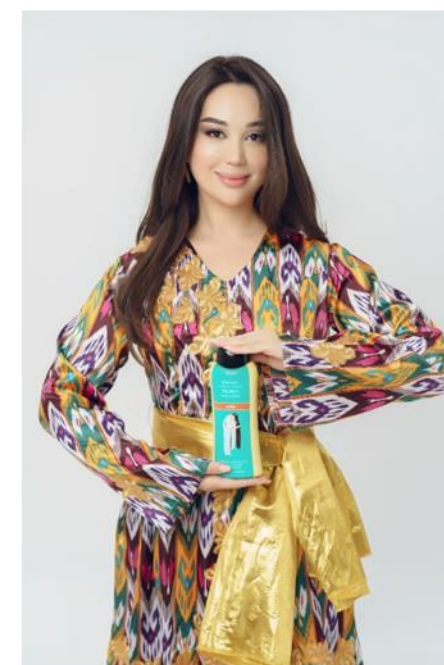
Ambassador

Asal O'zbekistondagi mashhur aktrisa bo'lib, u ijtimoiy tarmoqlarni faol olib boradi va faol auditoriyaga ega.

Biz Trichup falsafasini mahalliy madaniyatga, nafaqat umumiy o'zbek madaniyatiga, balki har bir mintaqaning mahalliy madaniyatiga hurmat bilan yetkazishimiz, har bir hududning o'ziga xosligi va o'ziga mosligini tarannum etish uchun u bilan konseptual foto va video suratga olishlar o'tkazildi.



Asalni mamlakatimizning har bir viloyatining milliy liboslarida suratga tushirdik va butun reklama kampaniyasida Asalning mahalliy kiyimdagi suratlaridan foydalandik: viloyatlardagi avtobuslarda, Telegram kanallaridagi reklamalarda, barcha do'konlarda va javonlarda.



**Dastur reklamalari uchun video,
metro, telegram va ijtimoiy
tarmoqlarda**

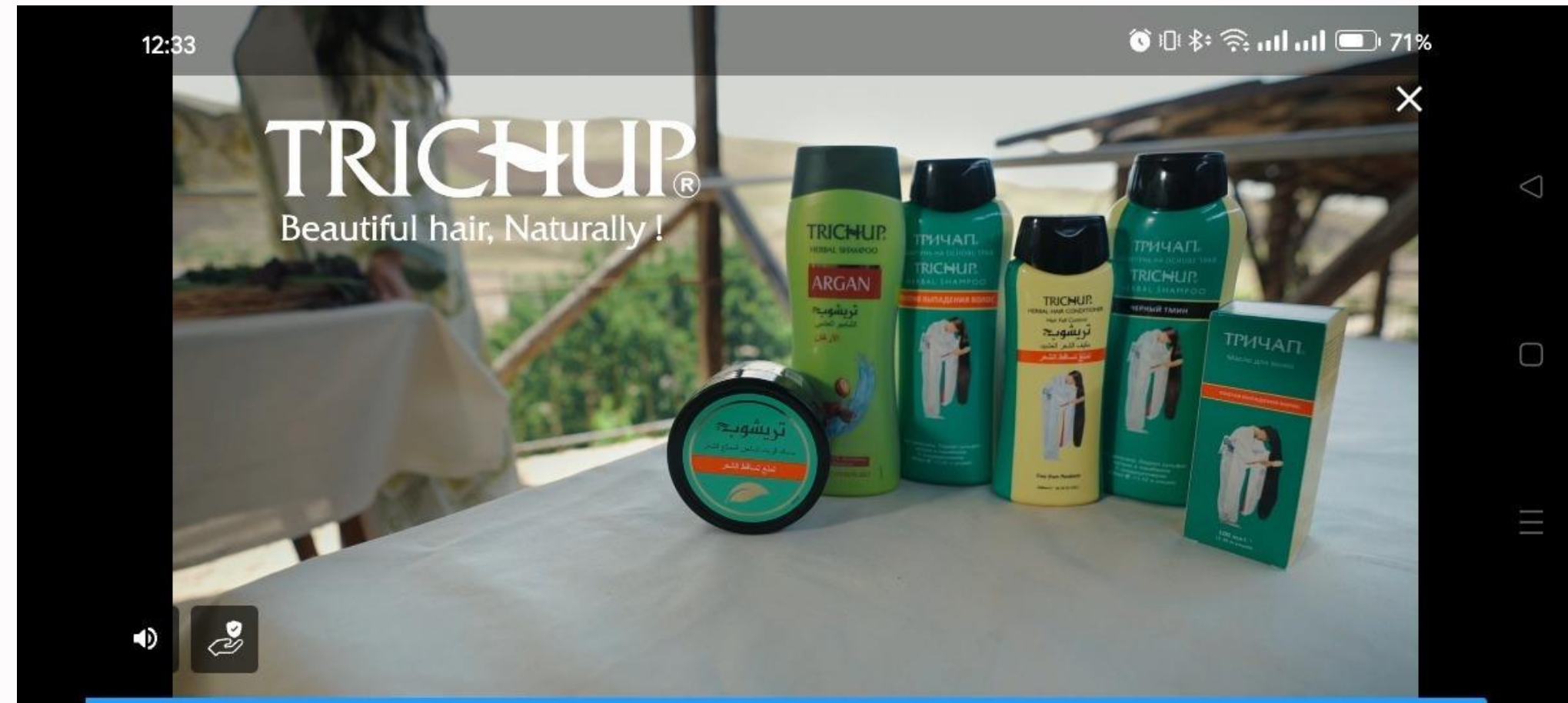


DIGITAL

MOBIL ILOVALARDAGI REKLAMA



RICH content



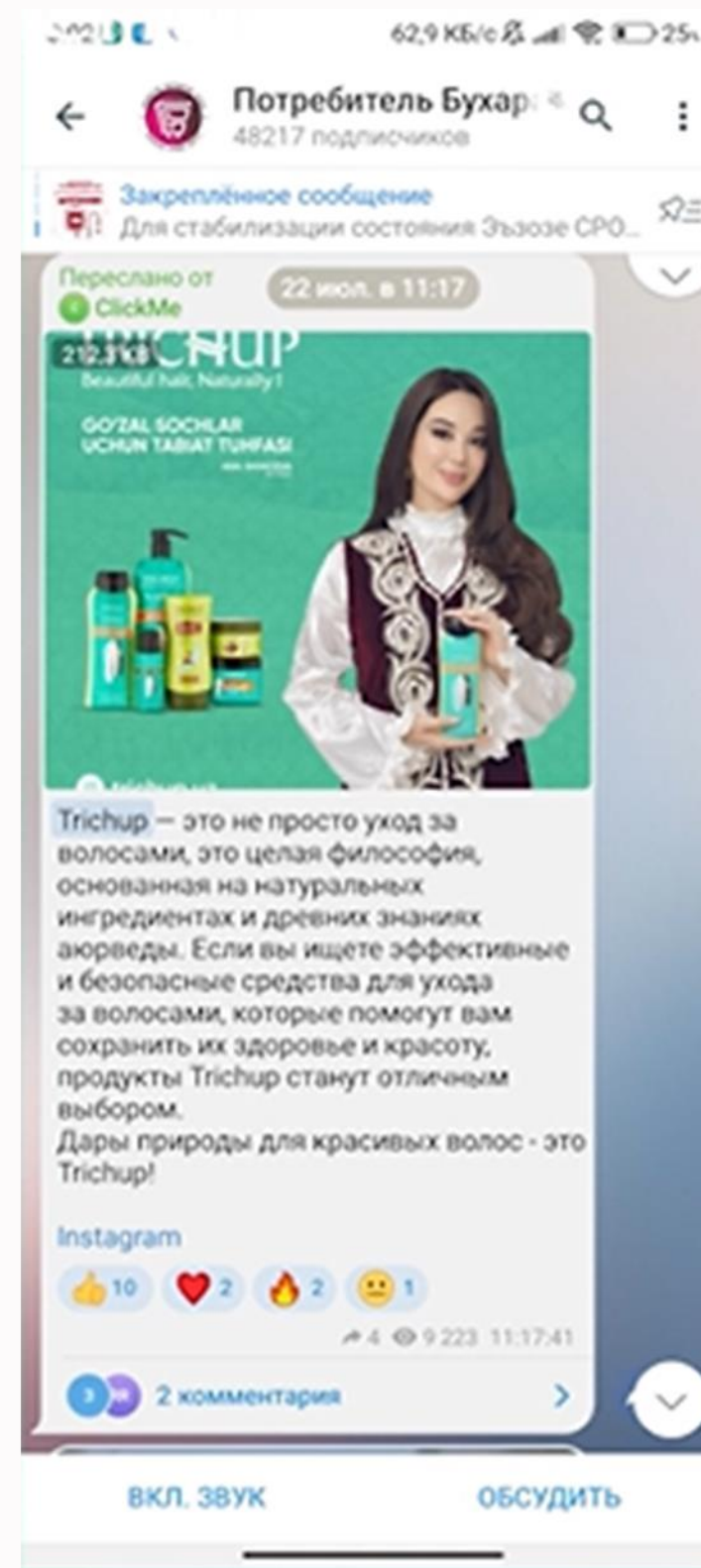
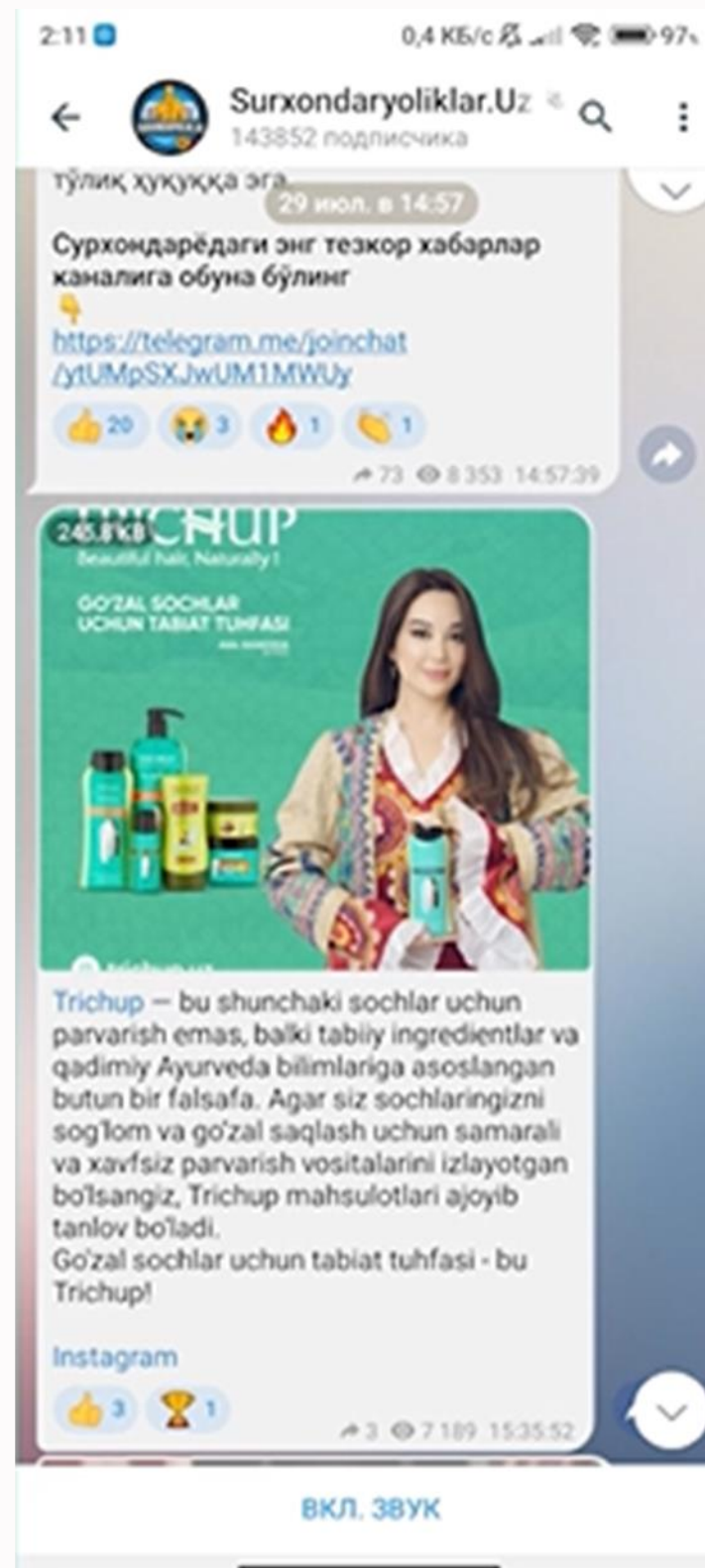
DIGITAL

MOBIL ILOVALARDAGI REKLAMA

Davr	Trichup		Ko'rsatilimlar			CTR	Bosishlar	Ko'rilimlar	VTR	Oxvat
	Format	Model	Reja bo'yicha	Asl ko'rsatkich	Yakuniy, %					
05.07-04.08.2024	Rich Media	CPM	1 327 200	1 357 219	102,26%	0,51%	6 942	-	-	449 658
05.07-04.08.2024	Видео	CPM	1 327 200	1 337 483	100,77%	0,32%	4 250	954 622	71,37%	444 207

DIGITAL

TELEGRAM KANALLARIDAGI REKLAMA



DIGITAL

TELEGRAM KANALLARIDAGI REKLAMA

Channel	Done
Vkusno_by_Seva	1
SOG'LOM HAYOT🏠	1
👑 @KELINCHAKUZ 💖	1
Kanallani Dodasi	1
Daryo Rasmiy kanal	1
ОБЛАК☁️ UZ NEWS	1
Gazeta.uz - Новости Узбекистана	1
Потребитель Бухара плюс	1
QASHQADARYO AHLI	1
NURAFSHON UZ Расмий Канал	1
JIZZAXLIKLARuz	1
Бўкаликлар24 Расмий	1
Surxondaryoliklar.Uz Расмий	1
TOTAL	13

DIGITAL

BLOGGERLARDAGI REKLAMA



[asalshodieva](#)



[trichup.uz](#)



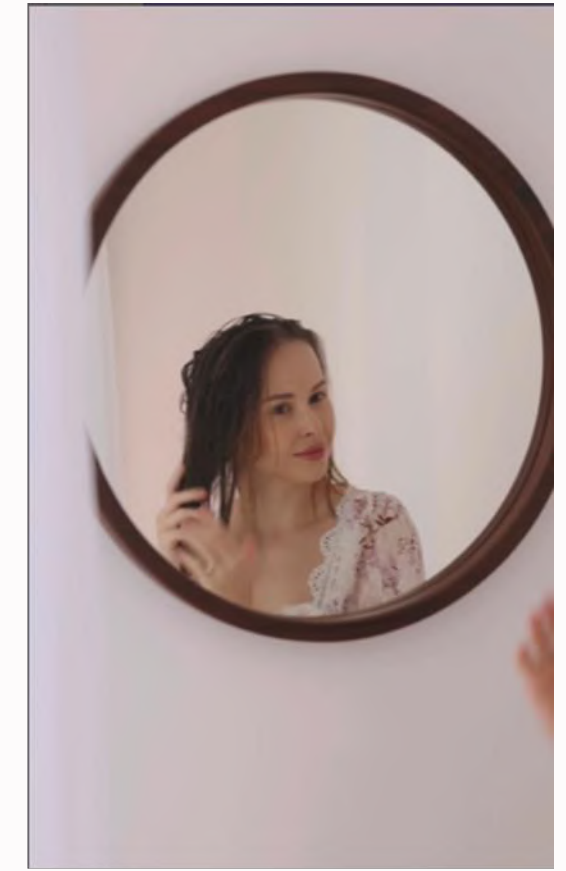
[khusnorik](#)



[azizaziyaeva24](#)



[liikaxo](#)



[e.arutyunova](#)

DIGITAL

BLOGGERLARDAGI REKLAMA



[madina_shadieva](#)



[regina_kim](#)



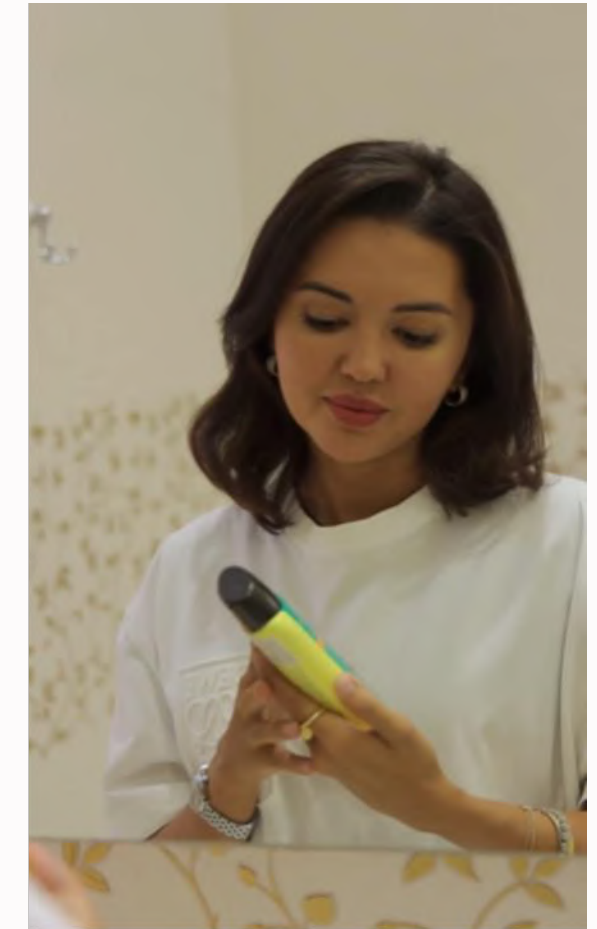
[malikagazieva](#)



[seetora_me](#)



[natavanchik](#)



[yulduz_mav](#)

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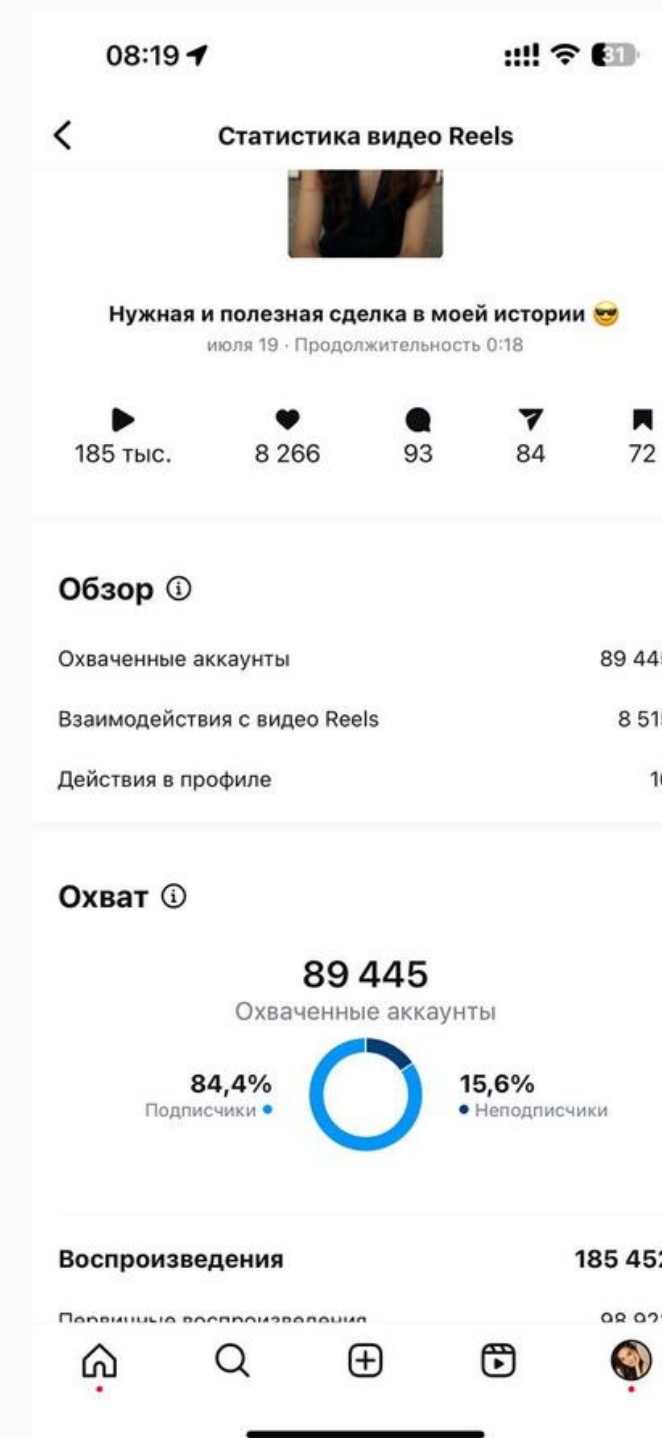
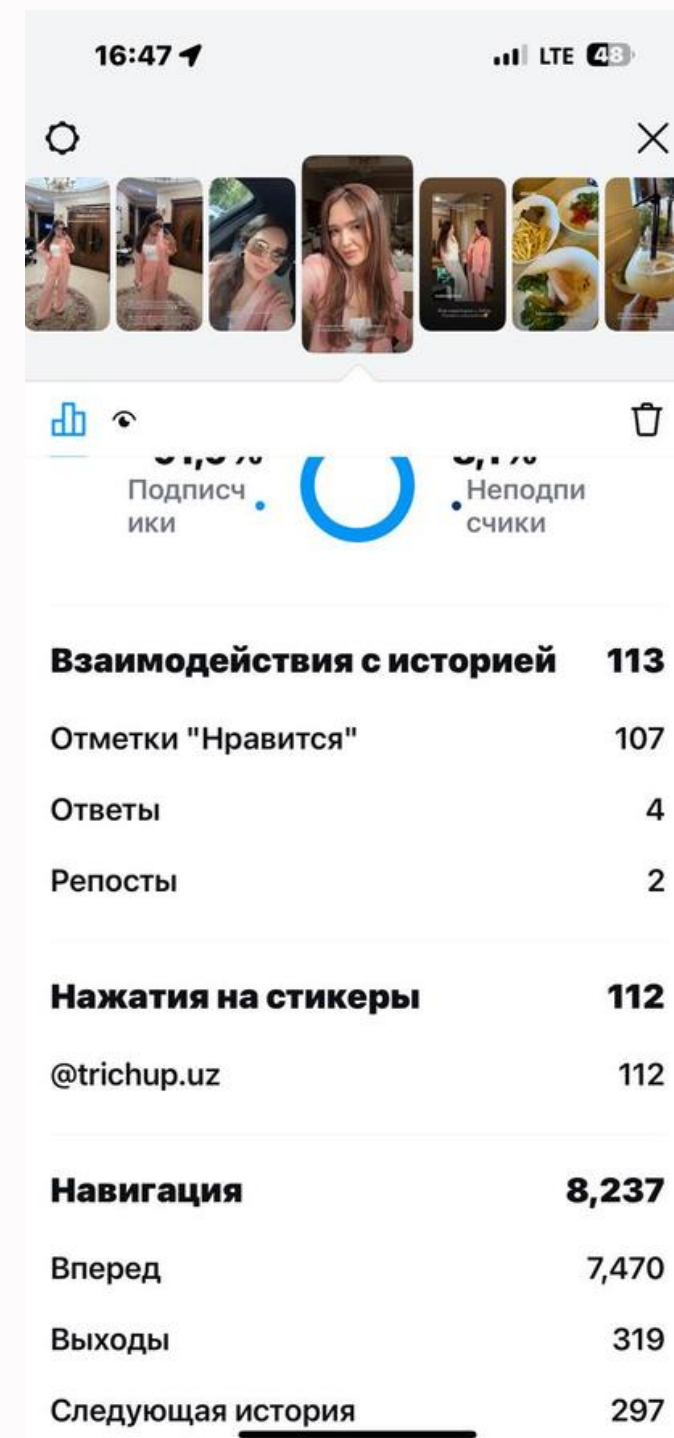
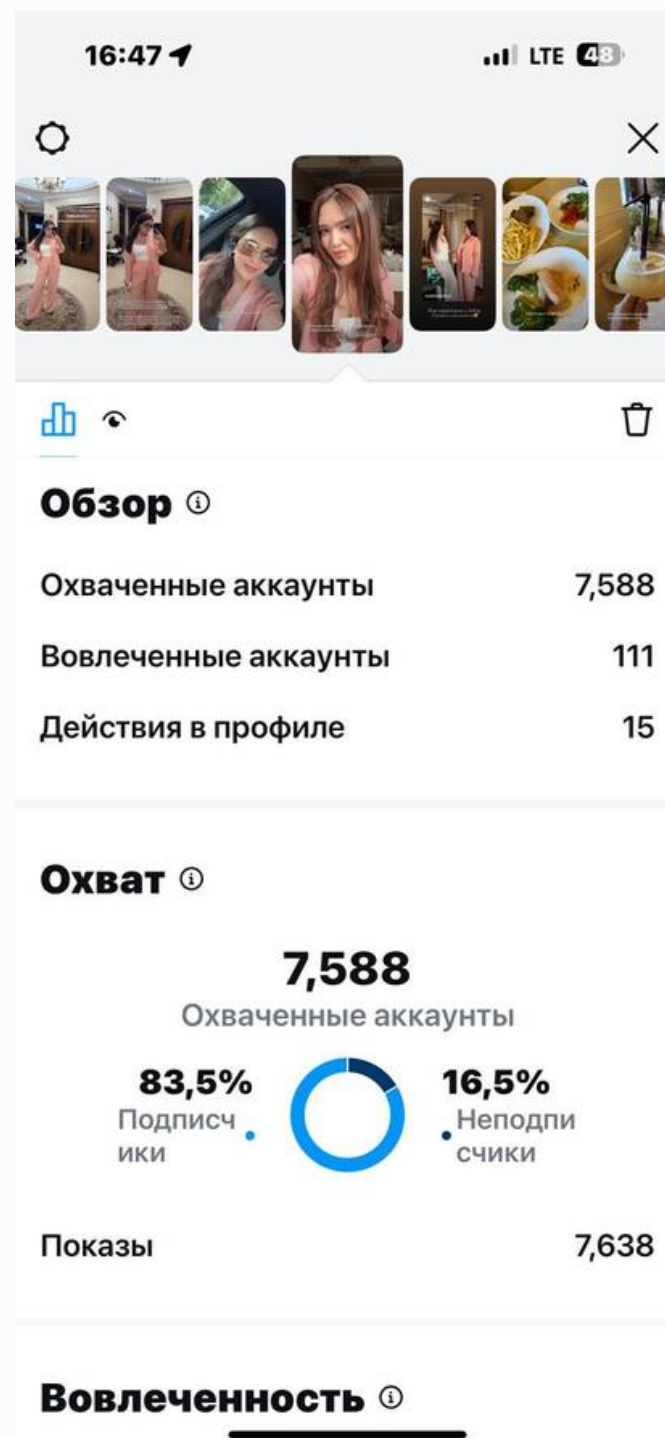
BLOGGERLARDAGI REKLAMA

KO'RILIMLAR	REPOSTLAR	YUKLAB OLISH
3 MLN+	4k+	2k+

OBUNA BO'LISH	LAYKLAR	KOMENTARIYALAR
+11%	60k+	2k+

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BLOGGERLARDAGI REKLAMA

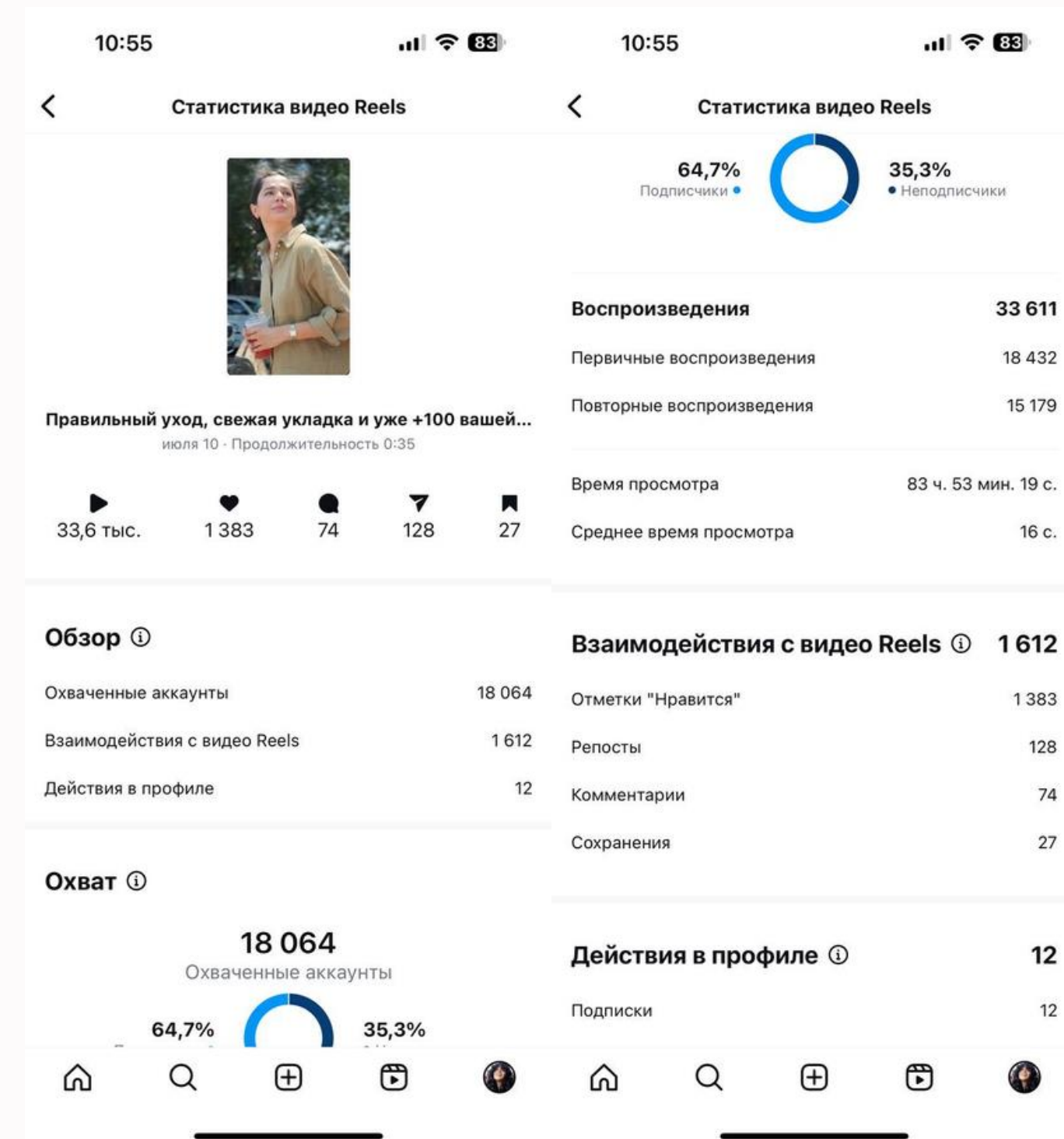
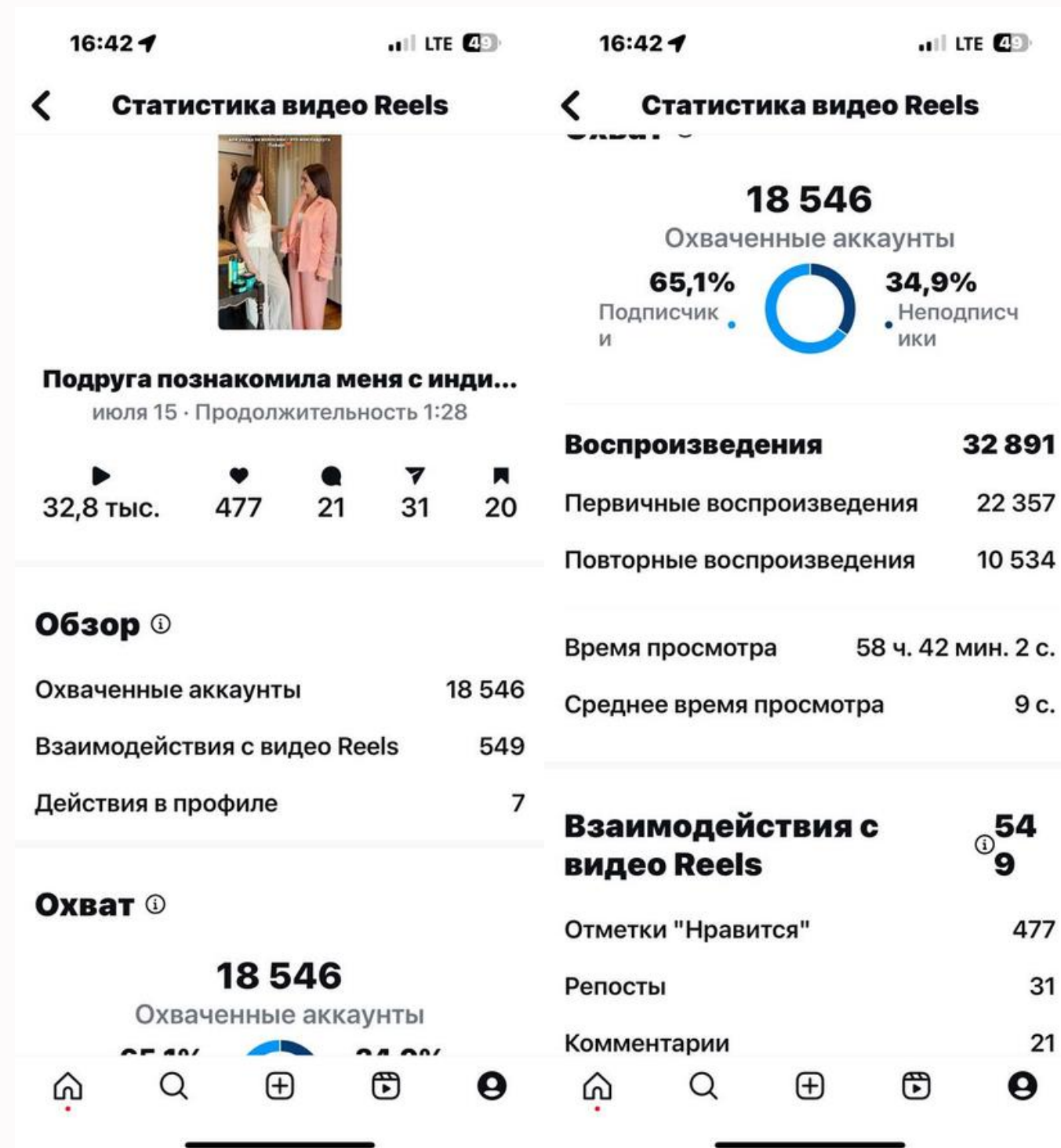


STATISTIKA STATISTIKA

Nashrdan bir hafta keyingi statistika

DIGITAL

BLOGGERLARDAGI REKLAMA

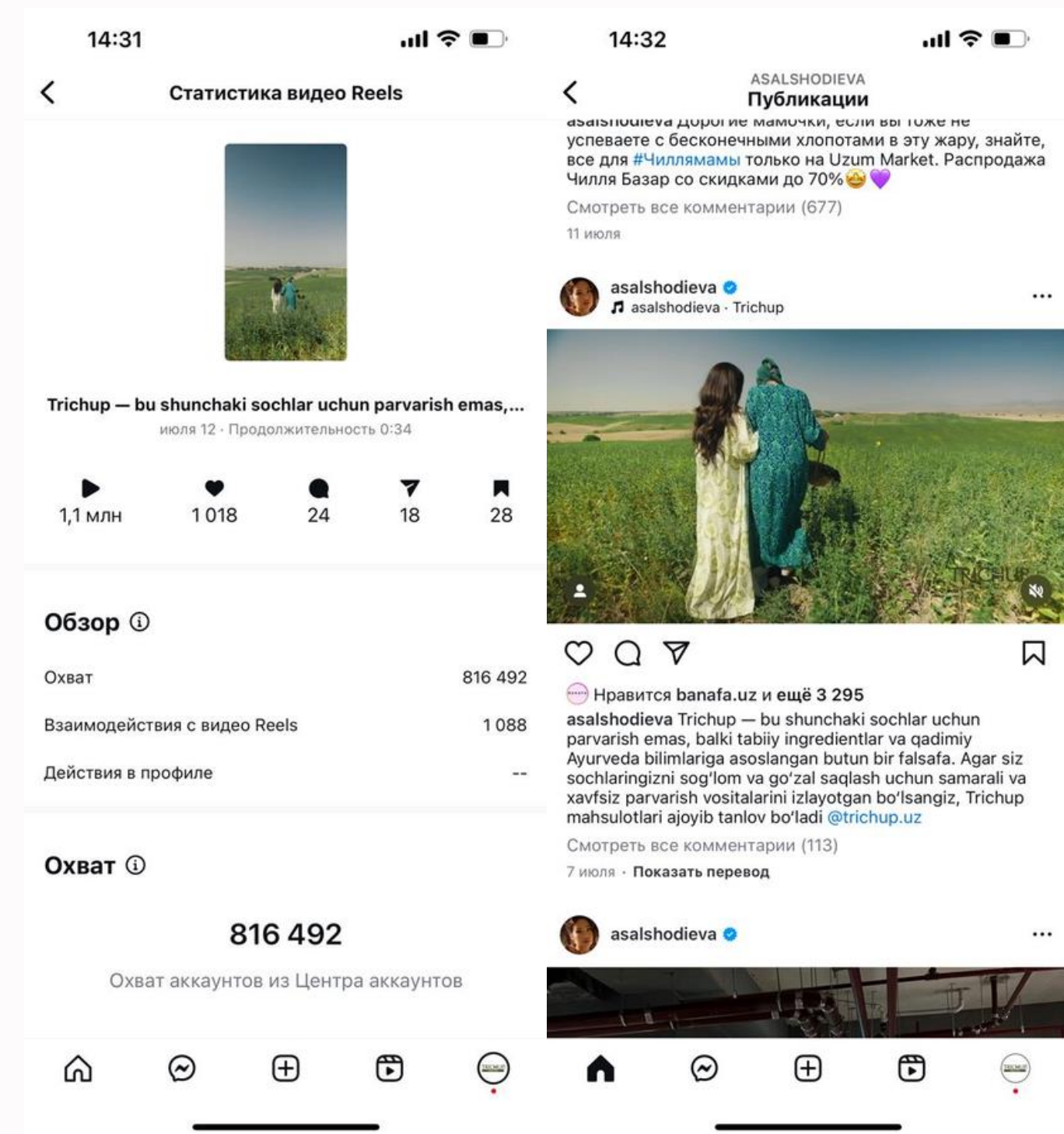
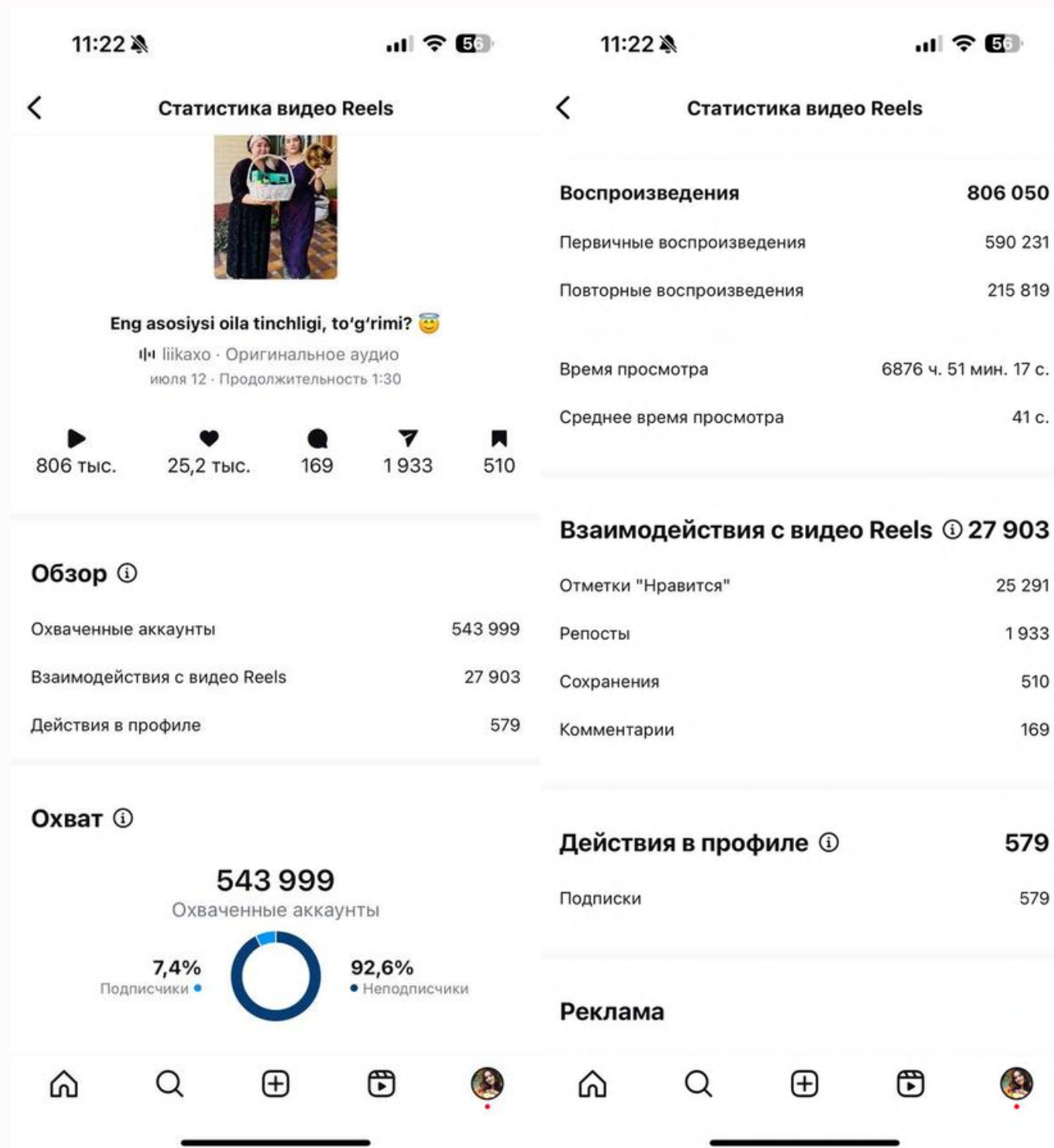


STATISTIKA STATISTIKA

Nashrdan bir hafta keyingi statistika

DIGITAL

BLOGGERLARDAGI REKLAMA



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Nashrdan bir hafta keyingi statistika



2024

E'TIBORINGIZ UCHUN RAHMAT!

TRICHUP ijtimoiy tarmoqlarda