



# Tourism Perak Year 2024 (SushiVid)

Case Study by SushiVid



## SushiVid x Tourism Perak 2024

The Tourism Perak 2024 campaign is designed to elevate Perak as a premier travel destination through the **#VisitPerakYear2024** initiative. Leveraging TikTok and powered by SushiVid's expertise, this campaign showcases Perak's vibrant events, unique attractions, and local gems. The SushiVid team created and managed engaging content, highlighting destinations such as Taiping, Kuala Kangsar, Teluk Intan, Ipoh, and Lumut. Targeting a wide audience, from adventurous youth to culture and heritage enthusiasts, the campaign combines captivating visuals and compelling storytelling to create a dynamic digital presence.



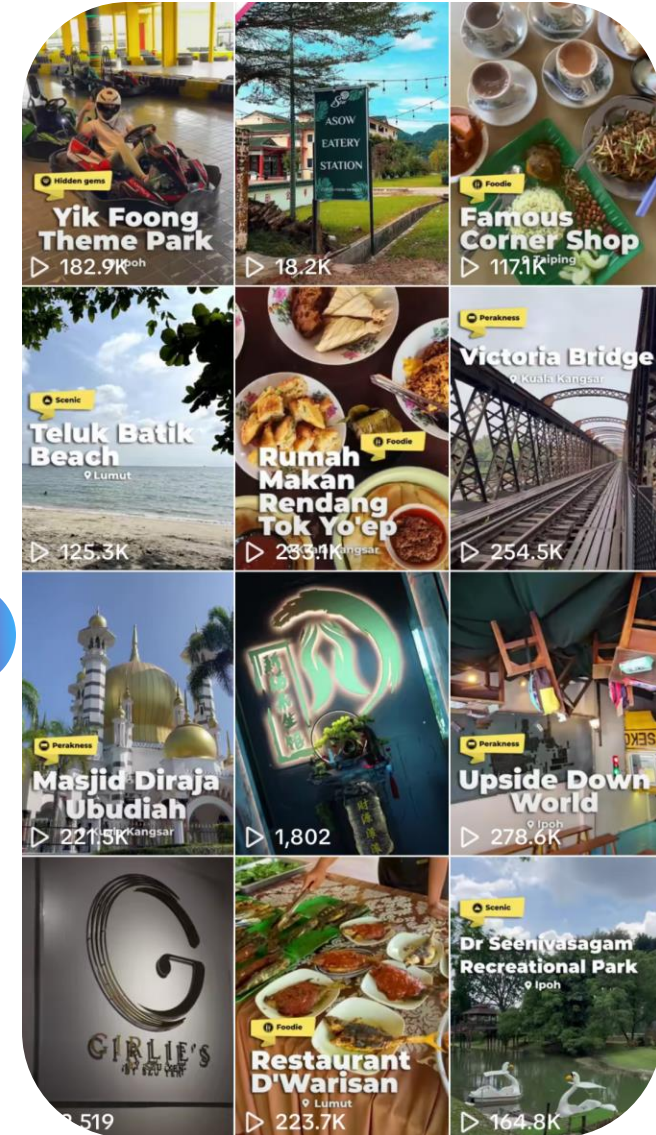
# Concept

This campaign is dedicated to showcasing Perak as the ultimate travel destination for 2024 through the engaging theme **#VisitPerakYear2024**. We're thrilled to leverage TikTok's dynamic platform to connect with younger audiences and highlight the unique charm of Perak. SushiVid focuses on creating authentic and captivating content that brings to life the breathtaking landscapes, rich cultural experiences, delicious local cuisine, and exciting events that Perak has to offer.

Our approach emphasizes highlighting ongoing activities and uncovering hidden gems that make Perak truly special, allowing potential visitors to get a taste of what awaits them. In addition, we strategically utilize sponsored ads to amplify Perak's digital presence, ensuring our message resonates with a broad audience. Our goal is to inspire more travelers to explore and discover the beauty and authenticity of Perak, making it a top choice for their next adventure.

# Execution

SushiVid is producing **92 TikTok videos** over the course of a year, from February 2024 to February 2025, with **43 already live**. Each piece of content is crafted to provide valuable insights into the attractions of Perak, complete with specific thumbnails that help the audience quickly identify the video topics. Our posting strategy maintains a rhythm of **2-3 content posts per week**, featuring two unique videos from our dedicated team across diverse themes, including **Foodie, Hidden Gem, Icon, Perakness, and Scenic Series**. This structured approach ensures the Tourism Perak account remains active and engaging.

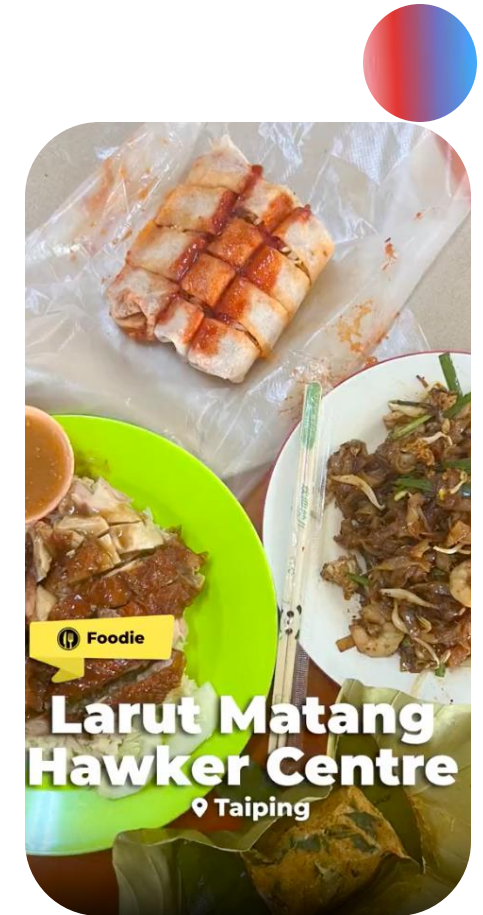


The content will be categorized into several themes to capture a wide range of interests, including **foodie** posts that highlight **local culinary delights**, **adventure** posts showcasing **outdoor activities**, and **travel** posts featuring **iconic landmarks and hidden gems**. This strategic variety not only engages different segments of our target audience but also promotes a comprehensive view of what Perak has to offer, making it an enticing destination for both local and international travelers.

In our **Foodie Series**, we showcase must-try spots like Restaurant D'Warisan in Lumut and Larut Matang Hawker Centre in Taiping, where viewers can savor local flavors.

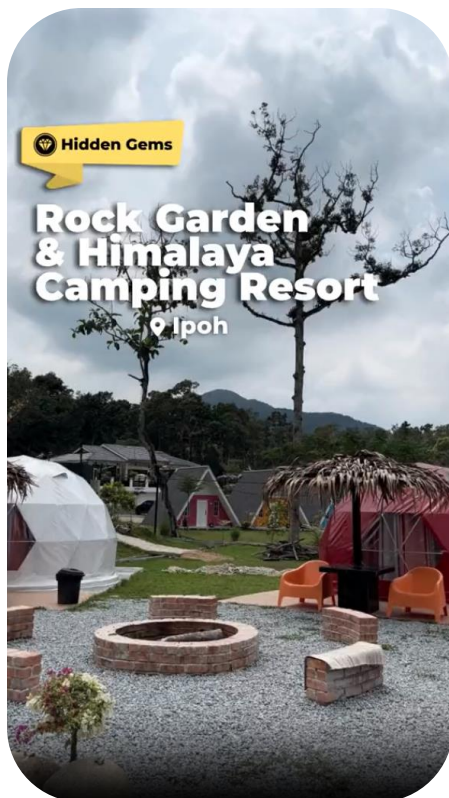


TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)

**Hidden Gem Series:** Uncovers lesser-known attractions such as Rock Garden & Himalaya Camping Resort, Yik Foong Theme Park and Kin Loong Valley in Ipoh, offering unique experiences away from the crowds.



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)

The **Icon Series** features popular landmarks like Kellie's Castle in Batu Gajah, while the **Scenic Series** highlights beautiful locations such as Teluk Batik Beach in Lumut. Lastly, the **Perak-ness Series** delves into the state's culture and heritage, spotlighting historical sites like the Sitiawan Settlement Museum in Sitiawan, providing educational content that celebrates Perak's rich traditions.



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)



# Differences Between TikTok Videos and Other Content

TikTok videos differentiate themselves from traditional content formats through their unique characteristics tailored to today's digital audience. The platform **focuses on short-form, engaging content**, allowing creators to deliver impactful messages in under a minute. This format is perfect for capturing the attention of viewers who quickly scroll through their feeds, unlike the longer videos on platforms like YouTube. Additionally, TikTok's algorithm promotes discovery and virality, enabling content to reach a wider audience beyond the creator's followers, which is further enhanced by its emphasis on trends and user-generated content.

In the context of the **#VisitPerakYear2024** campaign, TikTok's attributes make it ideal for showcasing Perak's offerings. For example, our **Restaurant D' Warisan** video initially received **14,800** views, which skyrocketed by **102,786** after a strategic boosting campaign, totaling **205,322** views. This significant increase underscores TikTok's effectiveness for both organic reach and targeted promotions, showcasing its crucial role in promoting Tourism Perak and engaging a broader audience.

# Deep Dive (Before & After SushiVid)

## BEFORE SUSHIVID

Video: 'Dekat Pangkor nak buat apa?'

Posting Date: June 26, 2023

Views: 2, 233 (boosting status unknown)

### PROBLEMS

- No Subtitles
- Follow Trend but Not As Informative



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)

## AFTER SUSHIVID

Video: Yik Foong Theme Park

Posting Date: October 2, 2024

Views: 200,900 (before boosting)

### WHAT WE DID RIGHT?

- Subtitles
- Detailed Information (Direction, Operating Hours, Ticket Prices, etc)
- Sharing Experience

**\*DISCLAIMER:** This highlight differences in content strategy, not a statement of superiority



## Results

As of now, the results have been fantastic! The follower count for the Tourism Perak TikTok account has jumped from **11,788** to an impressive **19,200**, an increase of 7,412 followers. With 43 out of the planned 92 videos already live, our videos has garnered a total of 14,799 likes, 264 comments, 3,621 saves, and 3,883 shares, reflecting an average engagement rate of 0.96%.

SushiVid's expertise in TikTok content creation has been a key advantage, allowing us to craft videos that not only capture attention but also provide valuable information and engage the audience effectively. By understanding TikTok's unique platform dynamics and user preferences, we have successfully created content that resonates well with viewers. As we continue to roll out more videos, we're excited to see how much further we can grow and how we can help establish Perak as a top travel destination.

**\*Data shown are based on data collected until October 29, 2024**

# References



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)



TikTok Video from [tourismperak](#)

# Thank you

We hope you found this case study useful!

Overall, the campaign was a true eye-opener for us, and we believe this will shape how we create content for our brands in the future. If you have any questions for us, please feel free to reach out to me at [wen@sushivid.com](mailto:wen@sushivid.com).

Find 'SushiVid' on



Visit to our website [www.sushivid.com](http://www.sushivid.com)