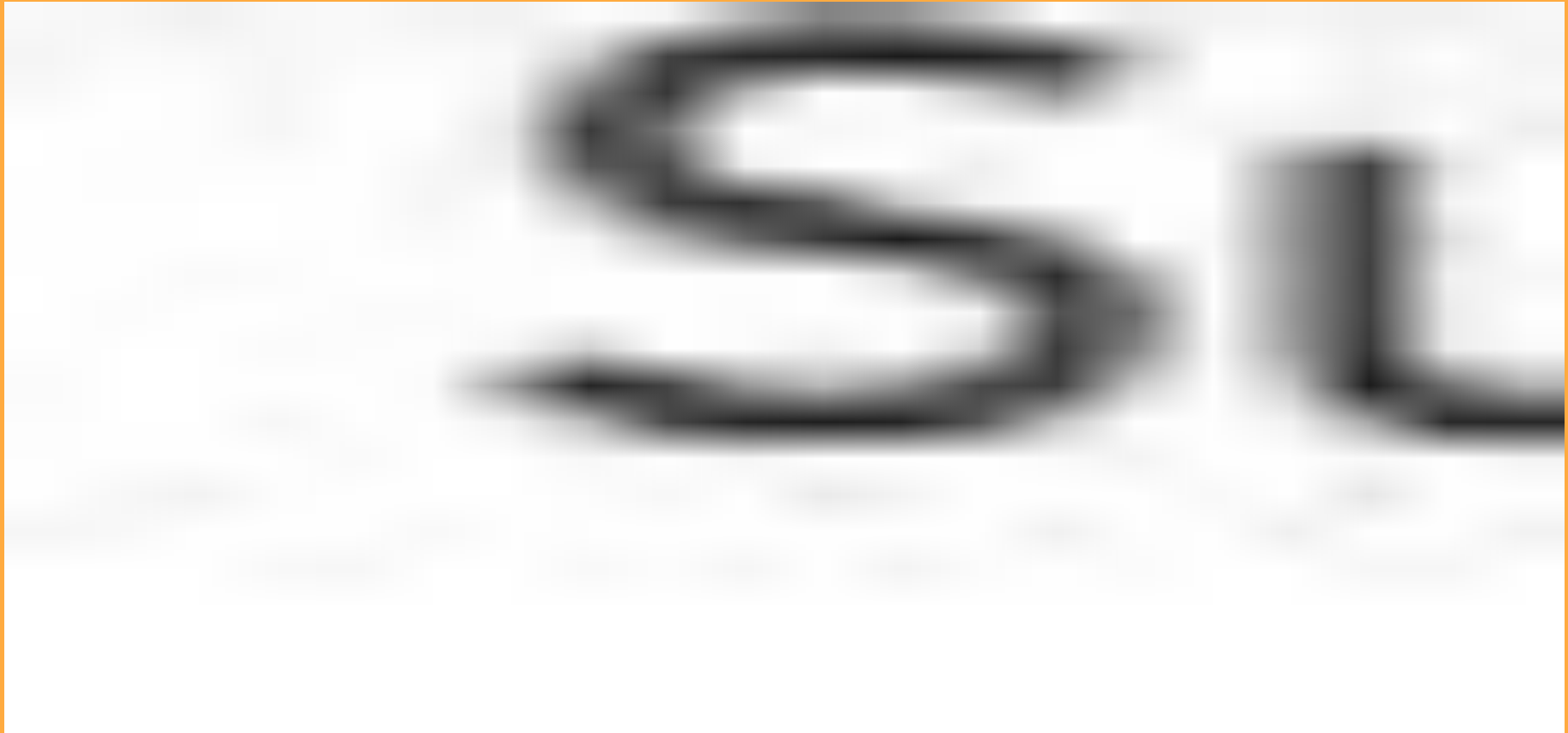


JUNE 2025

REPORT

Views were much higher than usual on **June 9th and June 22nd**, showing increased interest on those days.





June 9

Time: Mid-June, aligning with back-to-school shopping and preparations.

Target Audience: Students, parents, and families looking for affordable treats.

Sale Marketing: Maximum of 2 sets per transaction

2.35M

Number of views

June 22

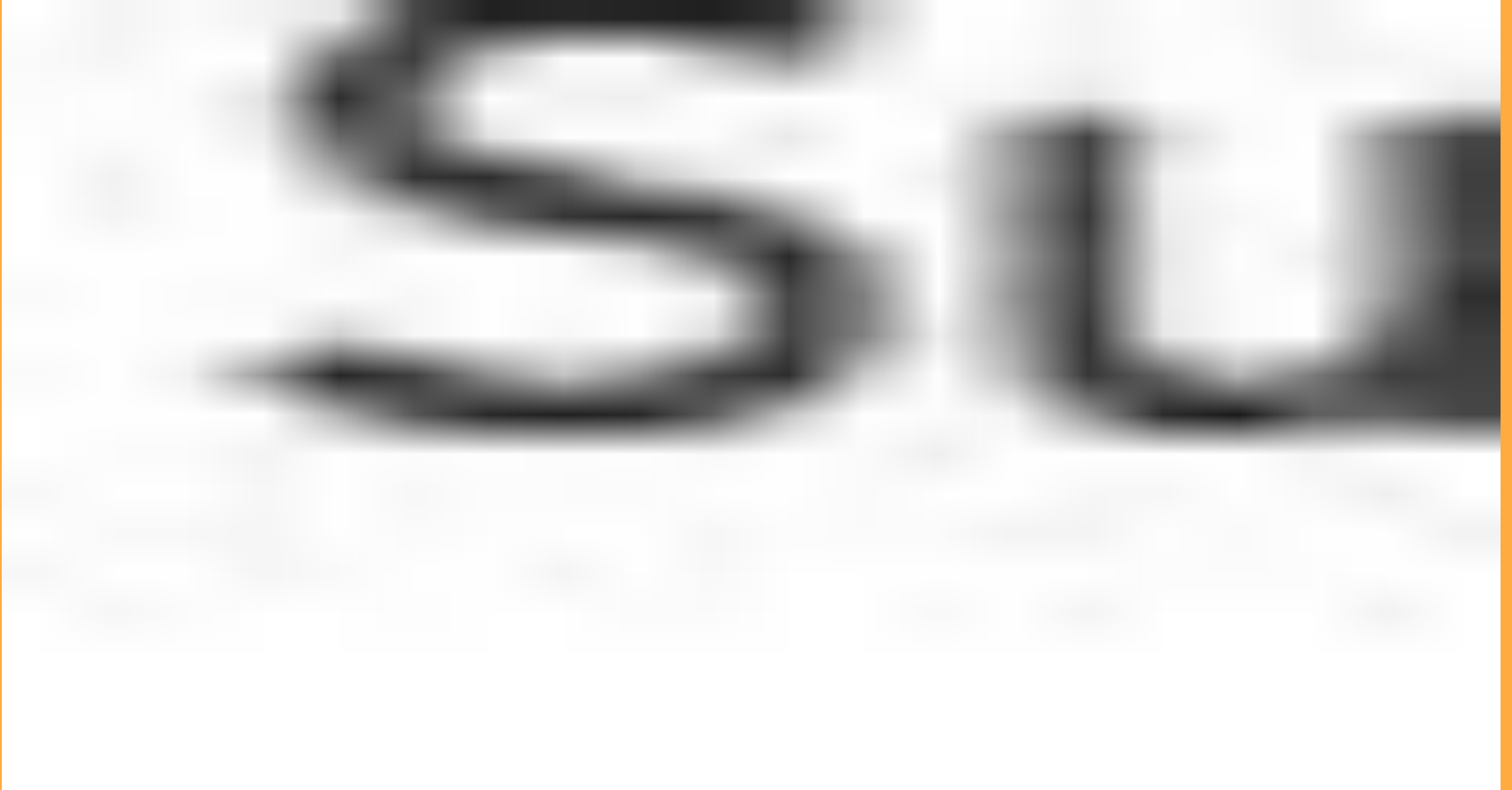
Context: Released a public advisory on Facebook addressing reports of unauthorized reselling of donuts. The brand clarified that it has no official or authorized resellers and discouraged purchases outside their stores. Customers were urged to buy directly from J.CO branches to ensure product freshness and quality.

Target Audience: J.CO customers nationwide, especially those who may unknowingly purchase from unofficial channels.

4.71M

Number of views

The highest engagement times are observed at **6:00 PM** and **10:45 PM**.



High view count does not correlate with **clicks, reactions, shares, or comments.**

Sum of Views, Sum of Total clicks and Sum of Reactions, Comments and Shares by Day

