



**TikTok offers opportunities
for brands of all sizes**

THE FASTEST GROWING PLATFORM AT A GLANCE



TikTok users spend more than 850 minutes per month on the app



167 million TikTok videos watched in an internet minute



U.S. influencers had an average engagement rate of 17.99%, compared to an engagement rate of 1-5% on Instagram



TikTok now has 1 billion monthly active users (January 2022)



Highest social media engagement rates per post of any social network



61% of US TikTok users are women

TIKTOK IS NOT JUST A GEN Z APP

It is a social hub where people are actively seeking entertainment and educational content.

Executive Summary

- TikTok is currently the fastest growing social network
- The platform is steadily growing popular among people 30-49 years of age, and the gap is only getting smaller
- The platform offers a natural way to complement Pharma's other marketing outreach efforts, including:
 - Influencers
 - User Generated Reviews
 - Paid Ads
 - Creative Research
 - Engaging with Potential Customers
 - Brand Awareness
- It is a high-impact platform: TikTok is where trends are being created – and they remain active well after their starting point.



WHAT IS TIKTOK?

TikTok is a social media platform for **creating, sharing and discovering short-form videos**. Users on TikTok are referred to as creators. They make videos ranging from a few seconds to 10 minutes in length, with the vast majority of them clocking in at under 3 minutes. They often incorporate music and creative editing effects to express themselves and engage with the community.

Its rapid-pace format became famous for dance challenges and inventive lip-sync routines. But creators are using the platform to discuss more complex issues as well, with subjects ranging from wellness to social accountability.

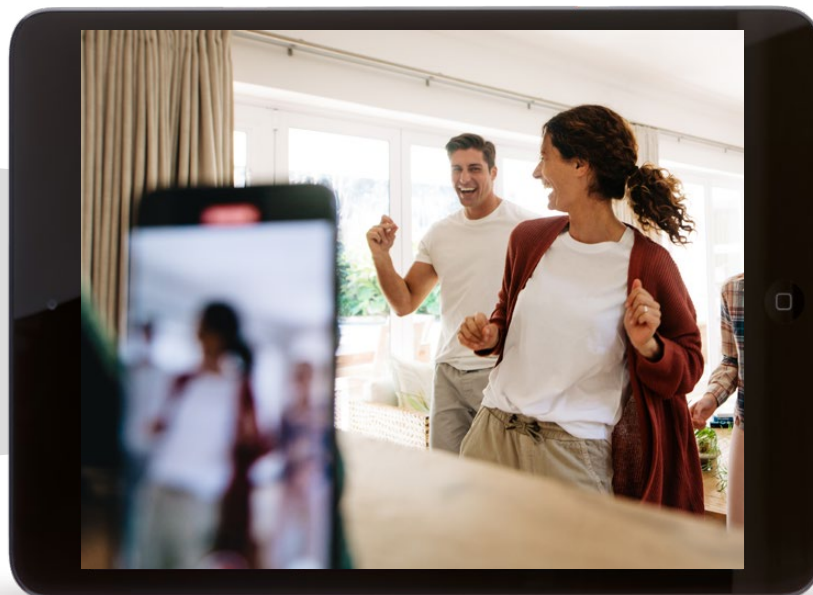
TikTok's surging popularity can be attributed to how different it is from other social media platforms. It stands out because it has established itself as an entertainment space rather than a lifestyle space. As such, it invites anyone to be a creator.

TikTok's content algorithm is still "pure" and has not been tainted by trolls, political bickering, and other unwanted content. Users are still getting shown relevant content to their interests.

Unlike limited-circle communication apps like Snapchat, TikTok provides a truly creative outlet for users to share their content widely. And contrary to the idealized versions of users' lives shared on Instagram, TikTok offers a genuine user experience that encourages you to be yourself and embrace your flaws. Here, users celebrate talent and diversity in a way other platforms do not.

A Little History:

TikTok is a story of two apps. The Chinese company, Bytedance, released a video-sharing social network app called Douyin in 2016. They named the international version of their app TikTok when they released it in 2017 to a global market. In 2018, TikTok merged with Musical.ly, an app that allows users to create lip-syncing music videos. This merger catapulted the app into a global powerhouse – combining Musical.ly's impressive music library with TikTok's short-form videos, inventive editing, and creative filters. The rest is history.



IT'S BIGGER THAN YOU THINK. NOT JUST FOR THE “COOL KIDS” ANYMORE, TIKTOK IS GROWING IN MAINSTREAM POPULARITY AMONG BRANDS.

As with any newer social media platform, some companies are taking a wait-and-see approach before deciding how they want to engage with audiences on TikTok. Currently, only 8% of the Fortune 500 brands are on the platform, but the number is slowly growing. Amazon, Apple and Walmart are already using it.

WHY IS TIKTOK SO POPULAR?

This is a complex question but it can be answered with two theories.

Psychological Theory: TikTok is highly immersive and captures users' attention very quickly by targeting them with their favorite types of content through its algorithm.

- **Simplicity at the core:** Simple swipe interactions are all you need.
- **Ease of navigation:** The content takes the whole viewport, while secondary content (creator's name, description, music, and reactions icons) are smartly positioned in the thumb access zone.
- **Stats tell the story:** The number of views, likes, comments, and shares allow the user to form an opinion about the video quickly. The more likes it has, the more likely it's worth viewing – which is why creators strive to get as many likes as possible.
- **The infinite feed:** Users can swipe for interesting content almost eternally, providing a surefire way hook them. It's the same variable-rewards principle slot machines use: You don't know what you'll get next, so you keep on swiping.

Gratification Theory: TikTok moves beyond passive content consumption to active participation.

- Creators yearn to expand their own social networks
- Creators seek fame through engaging content, resulting in a plethora of entertaining videos for viewers
- The platform consistently rewards self-expression and creativity without judgment or belittling people for being different
- The algorithm is still pure and advertising has value

LiveWorld's POV: The surging popularity of TikTok can be attributed to its unique feature set and the instant gratification it provides – resulting in more creators and brands flocking to the platform. During the pandemic, TikTok provided a perfect mix: distracting content to interest viewers and very little divisive politics. Unlike other social platforms, it offered an uplifting experience at a time when people were looking for an escape.



HOW ARE BRANDS USING TIKTOK?



Dunkin' launched "The Charli," a limited-time beverage created and sponsored by famed TikToker, Charli D'Amelio. As the new cold brew danced onto the menu, Dunkin' bolstered the promotion with a chance to hang out with Charli virtually, plus an original Charli-inspired song and exclusive content on social.



In 2020, **Chipotle's** Justin Bieber challenge reached 95M on TikTok during the Super Bowl. The "TikTok Timeout" challenge featured singer Justin Bieber and social influencers, urging people to create their own "February Free Delivery Sundays" ads set to Bieber's latest song, "Yummy."



Volkswagen introduced the all-electric ID.4 SUV to a new audience that may not have electric vehicles on their radar. The TikTok community knows Kurt Schneider for bringing life to inanimate objects through sound. For this campaign, he took features of the vehicle – locks, beeps, clicks – and turned them into a captivating tune that became the cornerstone soundtrack of the vehicle. The promotion reached over 23 million users, with custom sound immediately capturing viewers' attention.



Courting love from the next generation of sneakerheads, **eBay** launched a branded hashtag challenge that leveraged a custom song the brand commissioned featuring the lyrics, "got my sneaks on eBay." #LaceEmUp invited the community to slide on their favorite kicks and show off their unique dance moves. The challenge inspired over half a million people to join in – and positioned eBay as the place they'd buy sneakers in the future.



In the Philippines, where the conditions are perfect for fungal infections, **Clotrimazole** launched the #GoodbyeFungiChallenge to bring awareness to its antifungal cream. Popular online personalities such as Yanyan De Jesus, Zendee and Criselda Alvarez created viral dance videos which were served as TopView and Brand Premium In-Feed Ads. The campaign successfully enticed viewers to participate and take control of their fungal health.



For World AIDS Day 2020, **Durex** ran a campaign in Germany urging men to raise awareness on condom use. The program targeted 18+ Gen-Zers using In-Feed Ads. Creators crafted videos addressing condom myth-busting, STI education, and more. At the end of each video, a call-to-action either directed users to the #LetsNotGoBackToNormal campaign page or drove them to Amazon where the breadth of Durex products could be explored.

Additionally, disparate brands like Gucci, Starbucks, Le Creuset, Ryanair are generating interest through organic engagement on the platform.

LiveWorld POV: TikTok lends well to content that is produced in a person's home rather than a studio because it feels more genuine. People are more aware of the tricks brands use in studio-produced videos so TikTok prefers seeing creators making content. Their creative studio tells brands looking to run a campaign to make TikTok videos, not ads.

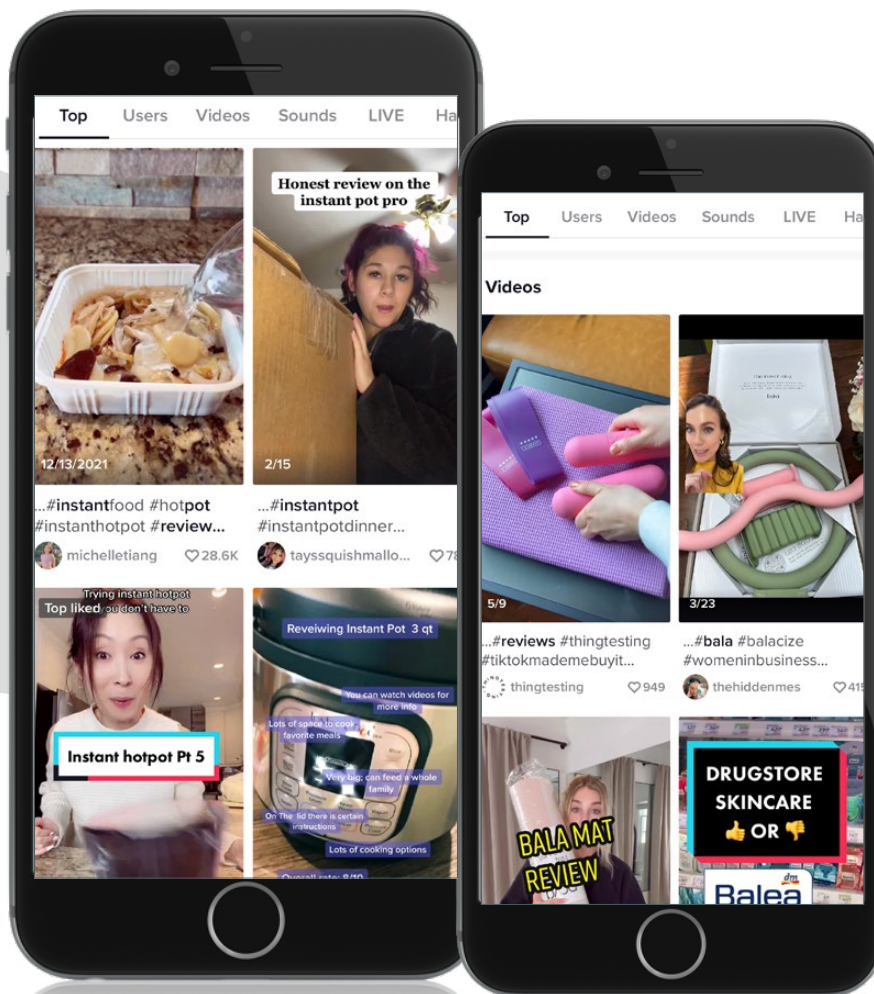
THE POWER OF ORGANIC CONTENT ON TIKTOK

TikTok has the perfect format for genuine organic reach. Users crave relatable easy-to-watch content that entertains or educates them.

- Users often look to TikTok as the go-to place for reviews of products and brands. By establishing an active presence on the platform, you can create seamless customer engagement and brand love with users sharing content about you.

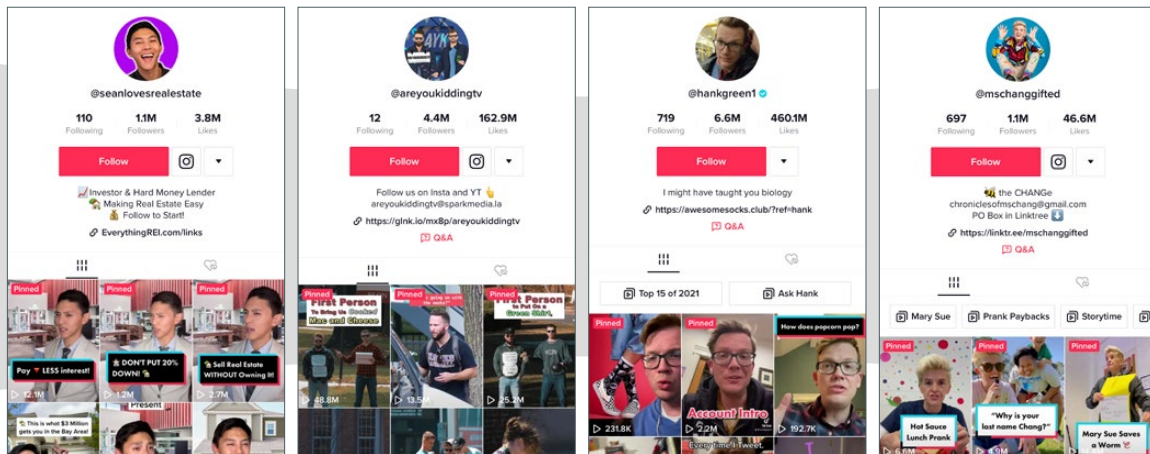
Engage with brands that are part of your niche.

- TikTok's algorithm may showcase organic posts with content that resonates with the user. This creates a possibility of "going viral", although brands shouldn't count on it; But when it does happen, that's the power of TikTok.
- Create content specifically for TikTok. The most successful brands on the platform participate in the culture of TikTok.

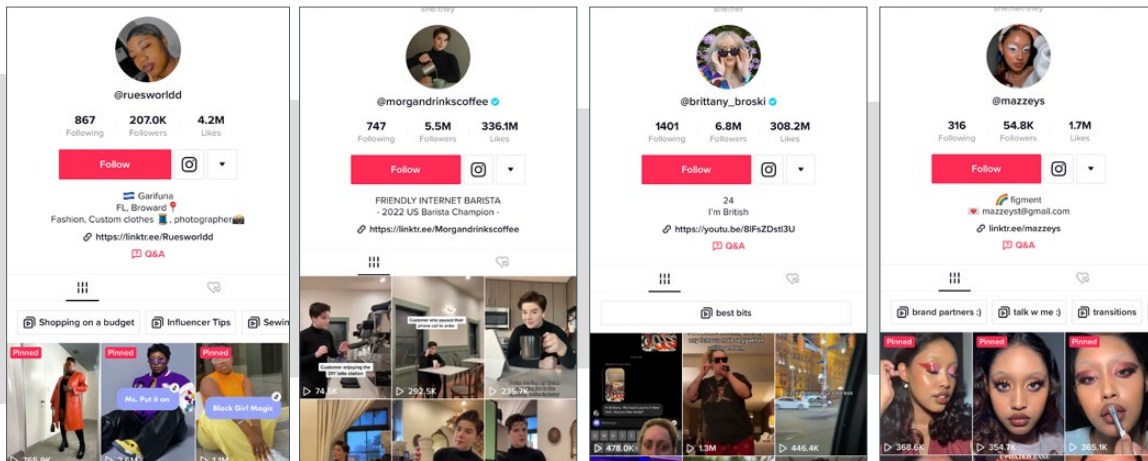


PEOPLE WHO LOVE YOUR BRAND ARE PROBABLY ALREADY ON TIKTOK

They dance. They entertain. They educate. Influencers are taking to TikTok and connecting with viewers in brand new ways.



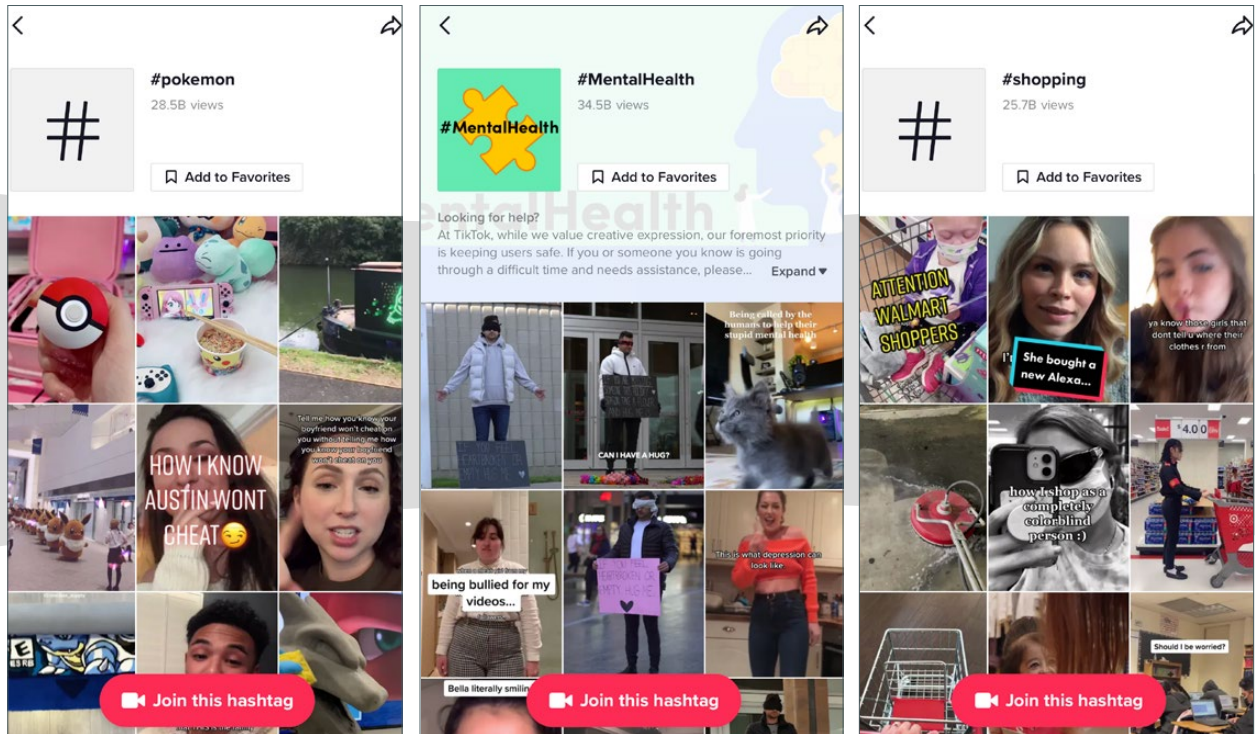
- [@seanlovesrealestate](#) is a real estate agent who gives users tips on buying houses and helps them navigate the market.
- [@areyoukiddingtv](#) are two former students from Elon University who are known for holding signs with instructions on them. If someone performs the task, they are rewarded with money or a big prize. The inventive duo has inspired more people to create similar content in their own communities.
- [@hankgreen1](#) gained internet fame hosting “SciShow”, a science-based explainer channel on YouTube. He has since become TikTok’s go-to person to decipher what is happening in videos, often utilizing the stitch feature on the app to provide millions of followers with explanations.
- [@mschunggifted](#) gained internet fame hosting “SciShow”, a science-based explainer channel on YouTube. He has since become TikTok’s go-to person to decipher what is happening in videos, often utilizing the stitch feature on the app to provide millions of followers with explanations.



- [@ruesworlddd](#) is a fashion influencer. She is famous for her signature pops of color and inspires people to express individuality through the clothes they wear.
- [@morgandrinkscoffee](#) is a coffee barista who has invited her audience to a peek behind the counter. During the pandemic, she delighted followers with stories detailing her years as a barista.
- [@brittany_broski](#) sky-rocked to fame after a viral video featured her first sip of kombucha. Since then, she has teamed up with other creators and comedians in her videos. She is relatable to young adults and knows how to target her audience well.
- [@mazzeys](#) posts beauty content and trends. Her make-up posts attract hundreds of thousands of views and generate positive support in her comment feeds.

TikTok has already forged a number of communities through the love of a brand or creator.

These communities engage and gather through the use of hashtags, much like Twitter and Instagram. They also stage “challenges” for users, encouraging them to partake in an activity to create hype around a brand or cause. The challenges often invite creative content creation such as dancing or lip-syncing.



Gaming

#Pokemon has over 25.4B views on TikTok.

Through the hashtag, users can discover videos featuring merch hauls, game tips, theories about new releases, and general fan content. People are encouraged to share their love of Pokémon with the hashtag and join the community fun.

Mental Health

#MentalHealth hashtag has over 27.3B views on TikTok. The platform has become a destination for groups to find refuge and discuss challenges related to mental health. The community has galvanized around a variety of topics, including teen bullying, workforce dynamics, and self-care.

Shopping

#TikTokMadeMeBuyIt has over 10.8B views.

TikTok has caused stores to sell out of products and created back orders for others. Creators are constantly sharing new finds with their audience, inspiring followers to try the product themselves. Some recent examples include milk frothers, carpet scrapers, and the adjustable hula hoop.

TIKTOK OFFERS MANY UNIQUE BENEFITS FOR BRANDS OF ALL SIZES

Content Creators

The most effective way to reach your target audience is to work with content creators. They will produce a video for you and share it with their audience. Content creators spend months and years crafting a deep relationship with their followers and know how to engage them so they, in turn, engage with the ad.

Paid Media Opportunities

- **Brand Takeovers/Top View:** The most expensive ad unit, the ad appears as soon as the user opens the app. Brand takeovers feature short videos or GIFs to relay your message.
- **In-Feed Style Videos/Top View Features:** Native ads placed at the bottom of organic videos or in the feed

as part of the video queue. The comments on these can be moderated for brand protection and listening. These ads can include fun interactive elements like polls or pop-ups.

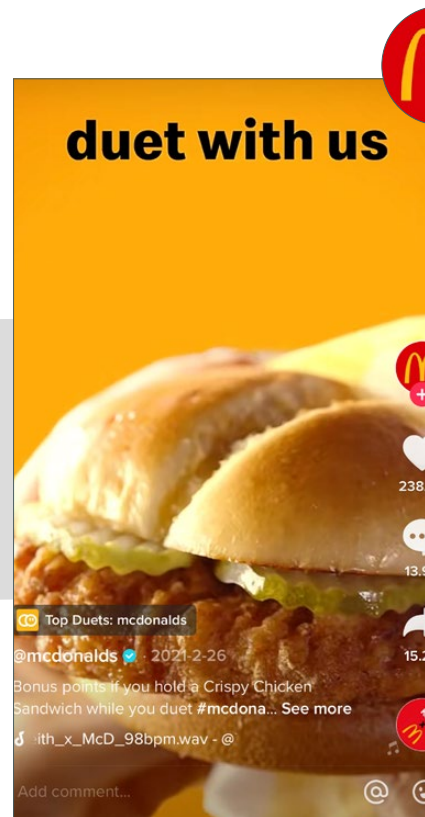
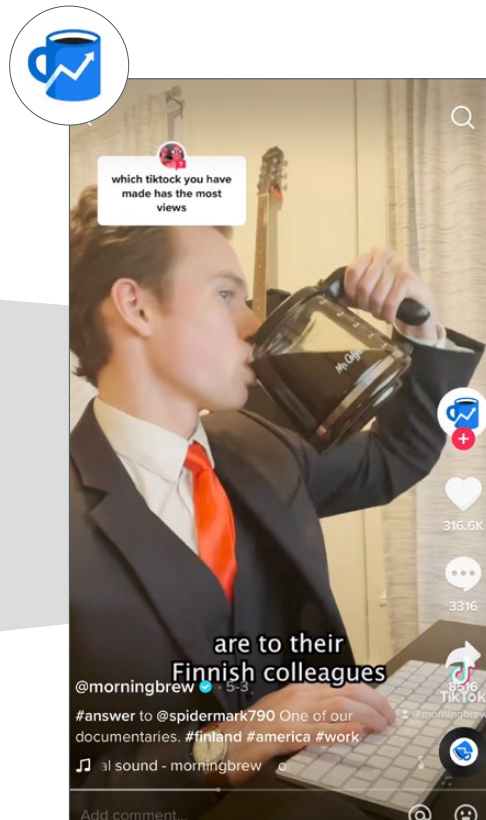
- **Hashtag Challenge:** A sponsored hashtag that encourages users to share content on the brand's behalf. The average timeline is 6 days.
- **Brand Lenses/Effects:** Similar to a Snapchat lens, this can serve as an awareness or consideration tactic.

Creative Research

TikTok encourages viewers to engage with content on a deeper level (leaving comments, sharing the video, duetting/stitching). Old Navy crafted an entire campaign from comments on TikTok. This kind of insight is only seen in the comments on videos and TikTok allows you to listen in on these with moderation.



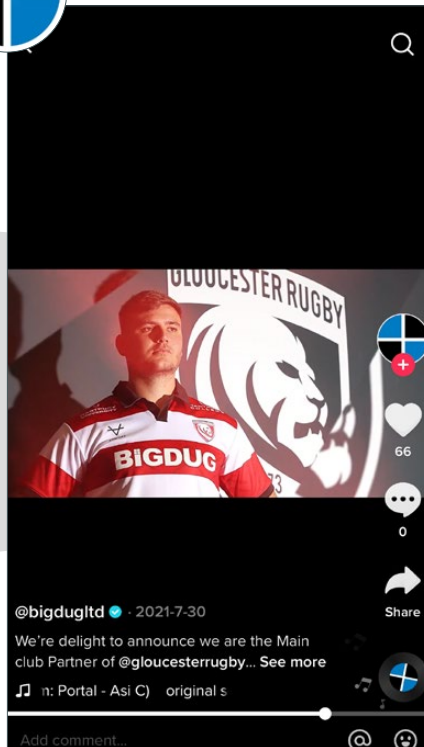
Case studies illustrate how brands are already engaging with TikTok audiences.



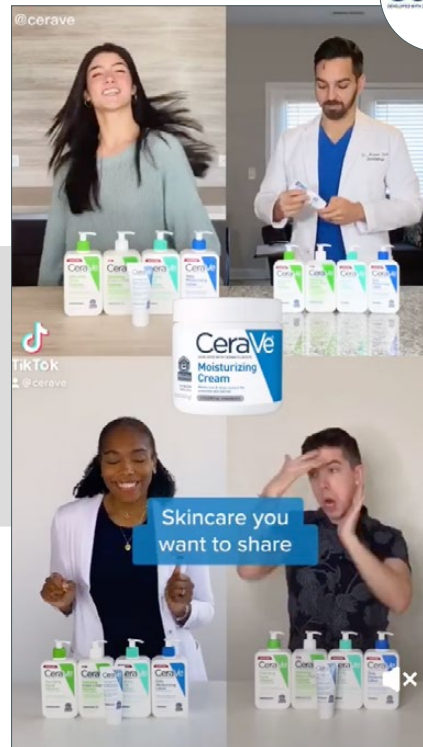
Morning Brew: To gain more subscribers to their email newsletters, Morning Brew partnered with a popular creator to foster an authentic presence on the platform. 28% of the subscribers coming from TikTok are quality, engaged subscribers. Before doing a paid campaign, the brand had already established a strong organic presence with funny, relatable content.

McDonald's: Looking to bring more people into their restaurants, McDonald's turned to paid ads on TikTok to re-engage audiences. They repurposed TV spots into close-up versions that felt native to the platform. They also utilized brand protection to track where their ads were running and monitor them. The campaign reached over 19 million unique users during its run.

Case studies illustrate how brands are already engaging with TikTok audiences.



BiGDUG: This shelving supplier smartly partnered with a TikTok creator to drive brand awareness. To keep the creator's video authentic, BiGDUG sent him a sampling of their products to help with his job and they were featured throughout the video. The promotion was a hit with 1.5 million engaged viewers.



CeraVe: Seeing sales explode overseas primarily due to the popularity of its products on TikTok, CeraVe amplified their campaign across multiple channels in the Australian market. To increase brand recall and make use of TikToks audio features, the team developed a catchy jingle for the TopView promotion that included the brand's name. This was coupled with additional content from popular TikTok creators.

TikTok is gaining popularity with marketers from all different industries and niche markets. Brands are running ads and seeing an influx of comments and engagements throughout their TikTok. But take note: It is important for brand protection to review and moderate these comments to detect concerns and ensure the content is reaching the right audience.

HOW TO GET STARTED ON TIKTOK

5 Questions to ask prior to diving in:

- 1. How can TikTok help the brand reach its business objectives?** Consider the platform's reach and its demographics, and how that relates to fostering brand awareness and providing education or support to the intended audience.
- 2. How will the brand measure success on TikTok?** TikTok's views are auto-played and align to more standard video impression metrics, so brand managers can use standard engagement metrics to benchmark success.
- 3. How will TikTok be incorporated into the brand's content strategy?** Because TikTok is a dynamic social platform, brands need to consider how creating, publishing, and engaging with content on TikTok synergizes with content themes on their other social platforms.
- 4. What is the brand's policy around engagement and moderation?** Through the TikTok API, brands can moderate the platform to ensure brand safety.
- 5. How often should the brand revisit its TikTok strategy?** The channel is evolving quickly. Adhering to a quarterly review is a good practice, allowing brands to access content themes, influencers, hashtags, and content choices.

Select opportunities to test, learn and grow

Partner with content creators. Content on TikTok is seen as more authentic compared to other social sites. Viewers expect content, even if sponsored, to be authentic and honest. The trust between viewers and creators is strong and a good review can give your brand many benefits.

Use paid ads to bring awareness of your brand. Paid ads provide a broad reach across many diverse audiences on the app. With the API allowing you to moderate the discussions in the comments of the ads, you can start forming a community around your brand.

Begin building your community. When viewers feel strongly about your brand, they will become advocates for you. As they scroll through their feed, they will add their personal endorsement of your products creating a cycle of influence. A strong presence on your own account, where you actively engage with them, will foster a strong advocacy relationship.

ABOUT LIVEWORLD

LiveWorld is a digital agency specializing in social media and technology solutions that help companies spark emotional conversations, build stronger customer relationships, and drive behavior change. We live at the intersection of bold creative rooted in strategy that inspires, moderation that activates human interactions,

and technology that enriches and scales customer experiences. With over 25 years of making connections, our integrated team leverages our social media DNA to deliver emotion driven behavior change through digital campaigns with a human touch.



Learn more at www.liveworld.com. Contact us at hello@liveworld.com