



IAL Saatchi & Saatchi

Spotlight

22nd August, 2022



This Week's Focus:

TikTok

Power of TikTok

There's no denying the impact that TikTok has made over the years. Not only has it grown at a striking rate but it has also helped brands harness the power of TikTok in an engaging and powerful way that has led brands achieve breakthrough success.

The most important differentiators for TikTok being one of the most effective engaging platforms are celebrities, social media hashtags, voiceover, character and music.

The platform is creating excitement in the industry, and the rewards can be huge, but brands should look and learn before they take the leap. The platform demands a new, creative way of thinking and acting, and shoehorning old ideas into this space will not work.

To tap into the powerful audience response, it is vital to understand TikTok, and to engage with users on their own terms.





“The space is a playground for brands that learn the mindset and behaviours of the platform, as people **WANT** to engage with brands.”

Lewis Steele
Head of Social & Content
Connecting Plots



What Makes TikTok Special?



It's Different



*Creators are
the Foundation*



*Music Hits the
Right Keys*





01

It's Different

TikTok is different to platforms that have come before. It stands out because it is an entertainment space rather than a lifestyle one - and anyone can become a creator.

TikTok's data shows us that engagement rates are not only high, but stay high when follower numbers increase.

The elements that make TikTok unique are the very reasons why it provokes such potent engagement.

There are four key factors that make TikTok distinct:

1. Simple Creativity
2. Relatable Authenticity
3. Short Form
4. Challenge Mechanism

Simple Creativity

TikTok's easy-to-use augmented reality, video editing and music features allow people to explore their creative side in a simple way. TikTok levels the playing field - anyone can contribute and gain popularity. This ease and freedom lead to more playfulness when creating. TikTok is full of joy, quirk and experimentation.

Relatable Authenticity

TikTok is a space where people can be real. It is not a curated place where people show a vision of the life they wish they were living, but a place of authenticity and community. The content is relatable and honest.

Short Form

We know from many studies that video is the most engaging content type. Kantar AdReaction studies also found that younger people are positive towards adverts which last 10 seconds or less. TikTok's short-form videos are perfectly positioned to tap into these preferences.

Challenge Mechanism

The mechanism of the challenge itself is compelling and different. In a Hashtag Challenge, people are invited to take part in something that has never been done before. The elements of play and sharing, as well as competition, make it irresistible.

02

Creators are the Foundation

It is vital to identify the right creators early on, and to co-create with them. They should be active participants in any brand challenge, and they have expertise that is invaluable. Listening to them and partnering with them is the best way to create powerful content.

It's important to lean on your creators as much as possible and give them freedom to create. They are well-versed & well-acquainted with the platform, and know what works best for their audience. This also means that the creators become convincing ambassadors of different brands.

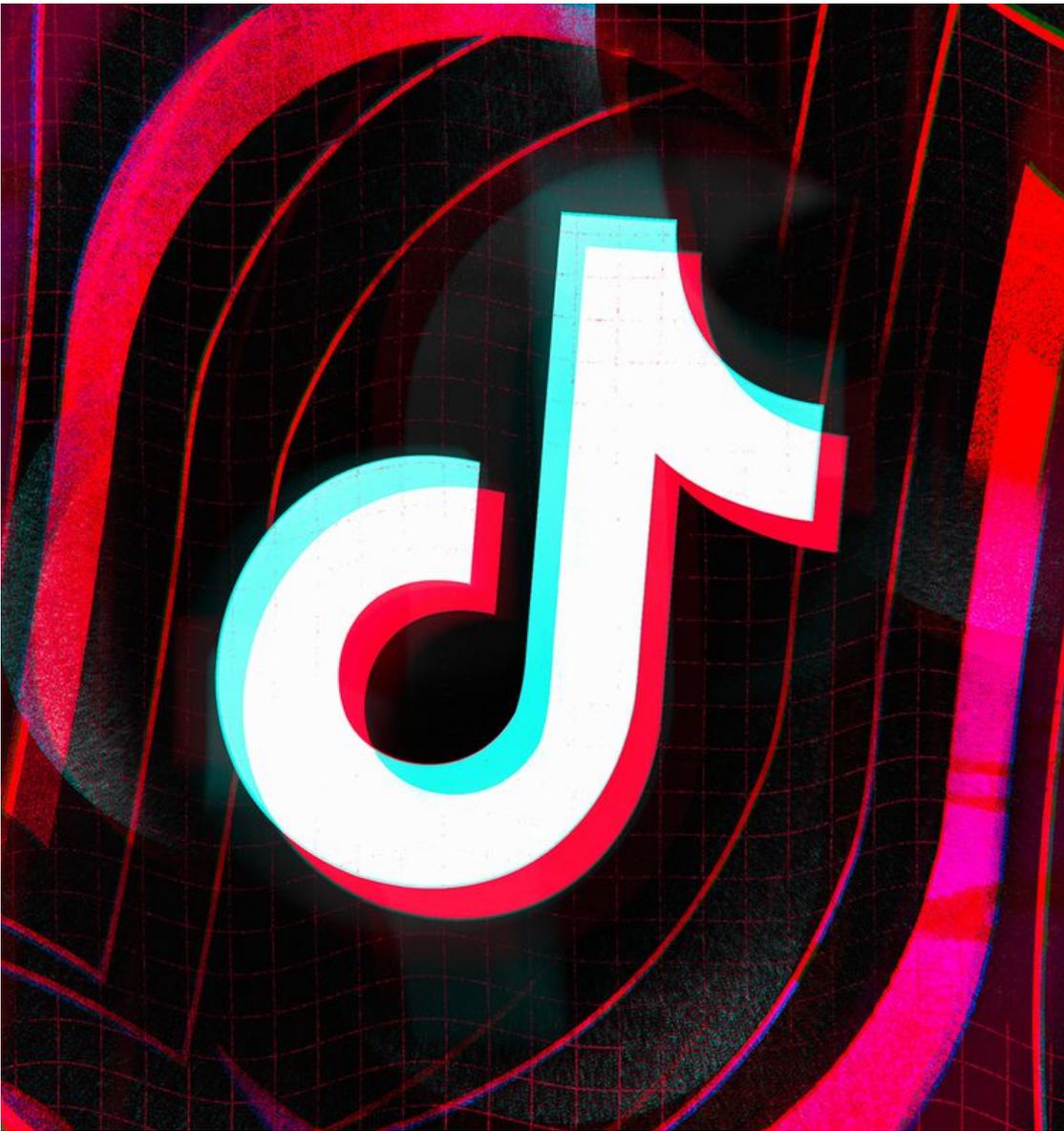
As well as learning from them, working with creators allows brands to create a compelling mix of fresh, user-generated content and recognizable talent.





“It's essential to understand how the app and the community thinks... co-create hashtag challenges with influencers and ask for their feedback.”

Alessandro Bogliari
CEO & Co-Founder
The Influencer Marketing Factory



03

Music Hits the Right Keys

We know that music is a unique strength of TikTok, as sound is on by default. The use of music and sound in short form video is a game changer. Music evokes emotions and forms memories, and the use of sound greatly increases engagement.

A catchy and unique soundtrack can make a Hashtag Challenge both recognisable and memorable. Motion challenges are the most popular format, and it is crucial to pair the right music to the right choreography to create something distinct.



Why TikTok Can Work For You?



*TikTok Has a
Broader Audience*



*TikTok is for
All Brands*



*TikTok
Shortens the
Funnel*

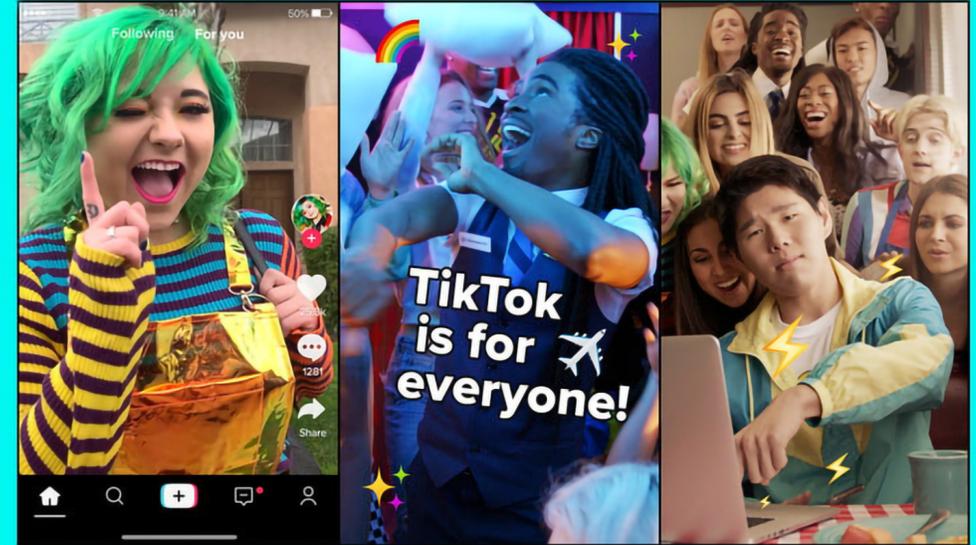
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TikTok Has a Broader Audience

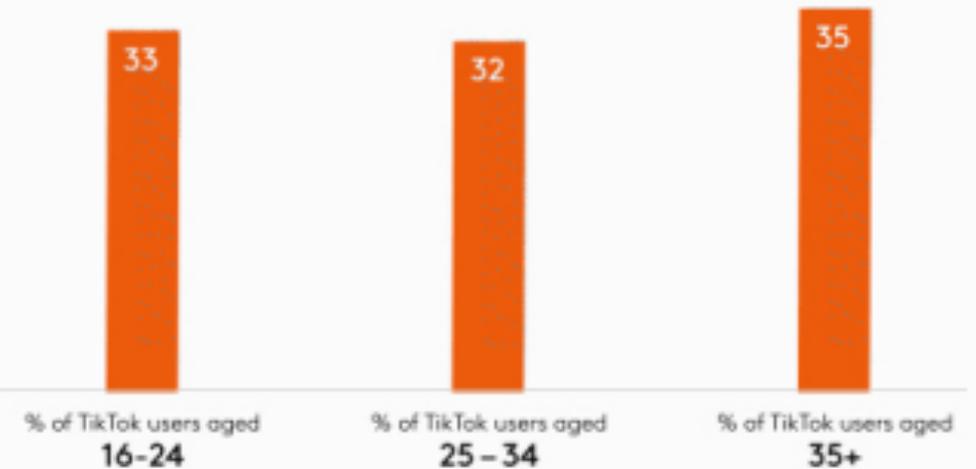
It is easy to assume TikTok is only useful if you want to raise awareness amongst Gen Z.

Both our experts and the data prove otherwise. The age range involved in TikTok is much broader than people imagine. 32% of Global TikTok users are aged 25-34.

Even though TikTok is undeniably magnetic in terms of attracting the younger audiences, the platform is swiftly attracting older users.



32% of global TikTok users surveyed are aged 25-34



Source: Kantar TGI Global Quickview, 2020. Sample: 60,000 connected consumers



“The platform is ageing up quite quickly. The brands that will do well are those that are ... there to capitalise as the audience expands further.”

Lewis Steele
Head of Social & Content
Connecting Plots

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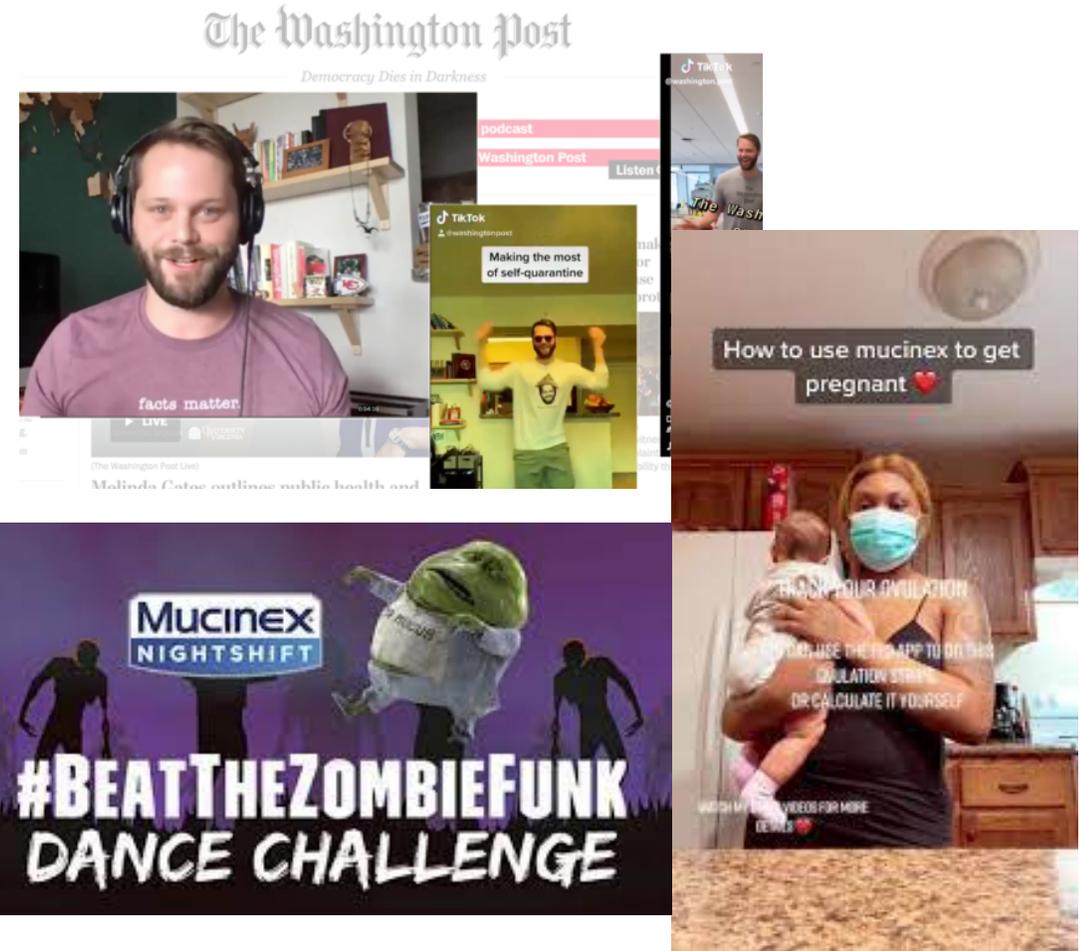
TikTok is for All Brands

People might think that TikTok is only suitable for playful brands aimed at young people.

Certainly, fashion, make up and sporting brands with lively personalities have gained success, but other brands should not feel excluded.

The only brands which should stay away from the platform are those which are not willing to let go and pass the torch on to the TikTok community.

Brands that might not see TikTok as their natural habitat should work to understand the platform more fully, and see how the right creative idea can help them to communicate with hard-to-reach audiences.





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TikTok Shortens the Funnel

We know that TikTok can drive brand awareness and intent - and innovative new features aim to reduce the gap between this awareness and purchase.

The results of Hashtag Challenges have so far focused on engagement, awareness, consideration and intent, but brands are beginning to chart footfall, sales and site visits. We are in the early days of seeing how TikTok can shorten the marketing funnel.



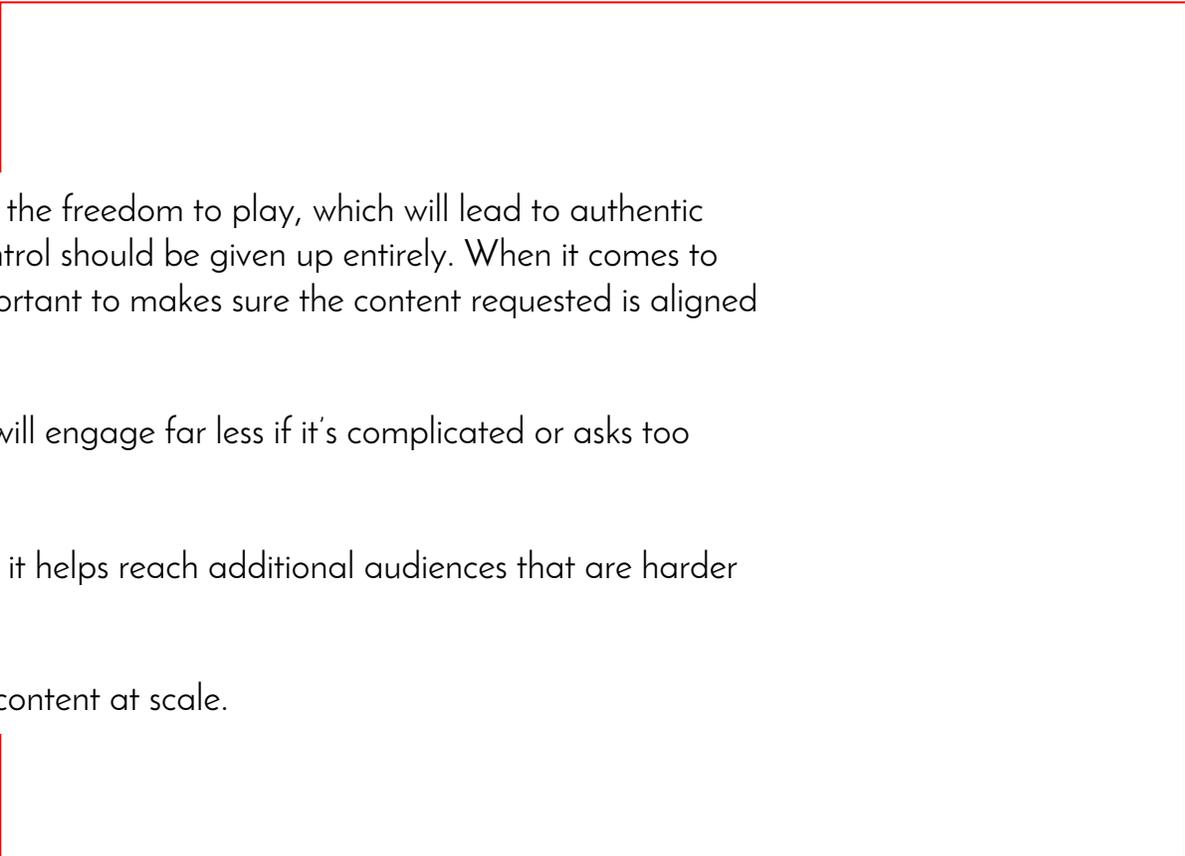


“Physical store visits have increased during the Hashtag Challenge. The visit rate increased for those who were exposed to the challenge.”

Mr. Taku Meguro
Vice President
Cyber Communications Inc.



Takeaways

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- Brands need to be prepared to let go and allow users and creators the freedom to play, which will lead to authentic engagement and authenticity in content BUT it does not mean control should be given up entirely. When it comes to the most winning content approach “Hashtag Challenges” it is important to make sure the content requested is aligned with brand strategy.
 - Challenges should be easy to be taken part in otherwise audience will engage far less if it’s complicated or asks too much of them.
 - TikTok should be used as part of the communication ecosystem, as it helps reach additional audiences that are harder to reach with traditional channels.
 - Brands can achieve breakthrough, brand-building user-generated content at scale.



**Thank
You!**

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