

TIKTOK



All about TikTok

Ogilvy

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Contents

1. About TikTok

Tik Tok to Me!

What is it?

Tik Tok is an app for creating and sharing 15 second centered around music.

It is a leading short video platform in Asia, United States and other parts of the world.

It became the most downloaded app in the US in 2018 and 2019.

Content revolves around lip-synced songs, comedies and duets, focusing on creativity and self expression.

The main feed revolves around best content rather than user's friendly graph.

Why it Matters?

It's where teens are spending an increasing amount of time and is currently generating a huge amount of monthly video views.

It's becoming a key place for the birth of trends/memes.

Content from TikTok is being re-purposed to other platforms such as You Tube and Instagram generating a strong content half-life.

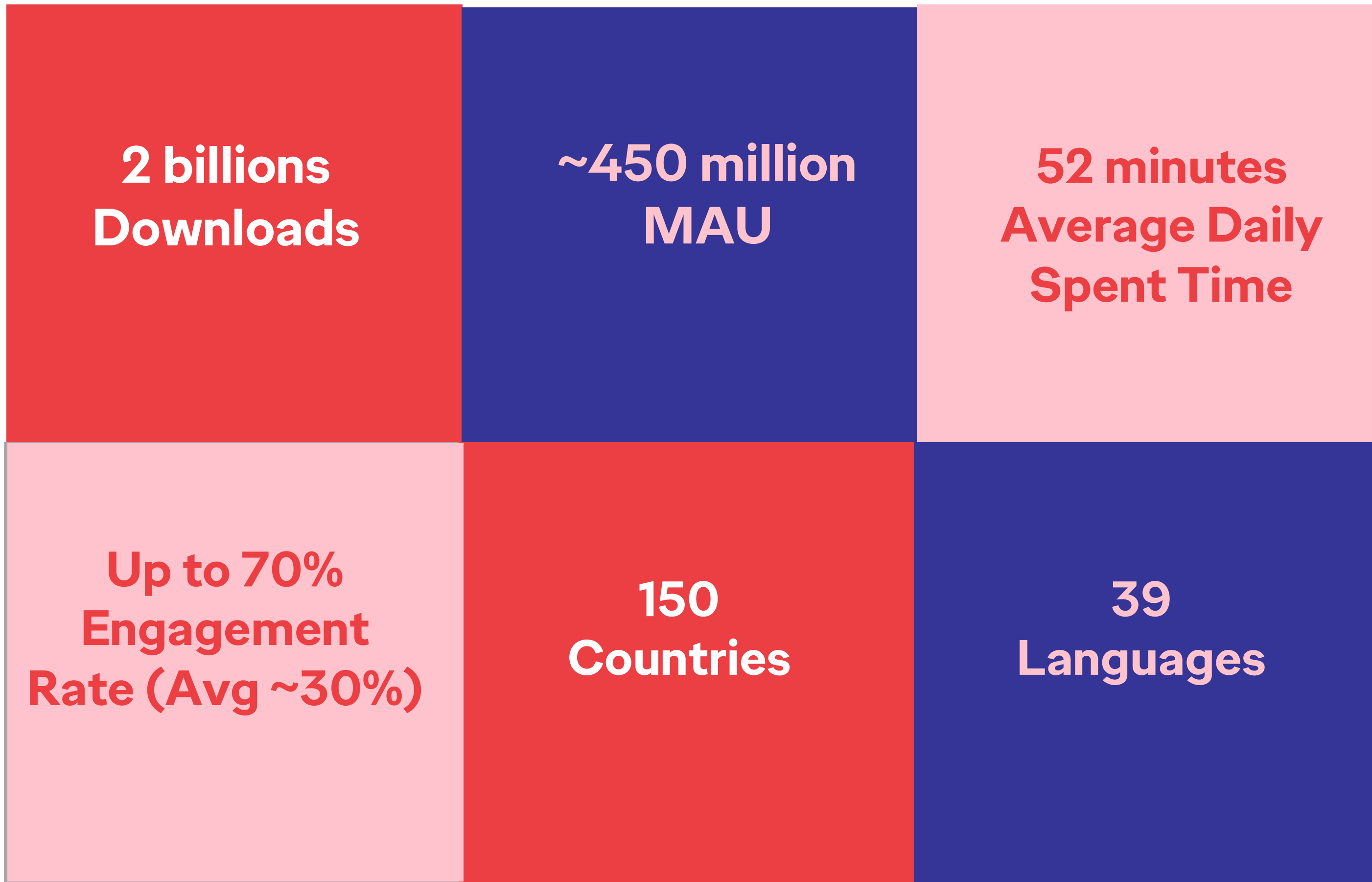
The background is a collage of four distinct images. On the left, a chef in a white uniform and brown hat is smiling while cooking in a pan over a flame. In the top center, a close-up of a person's arm is visible. On the right, a large whale tail is seen emerging from the ocean. In the bottom center, a pottery wheel is shown in motion, creating a blurred effect.

Everyone has a voice on TikTok and creativity is the key.

TikTok is a destination for creating and discovering **real**, **interesting**, and **fun short-form mobile** videos that will make your day. TikTok's mission is to inspire **creativity** and bring **joy**. TikTok offers a home for **creative expression**, encouraging users to share **real** moments from their real lives, and delivering a **personalized** video feed based on what they **watch**, **like**, and **share**.

 **TikTok**

TikTok in Numbers



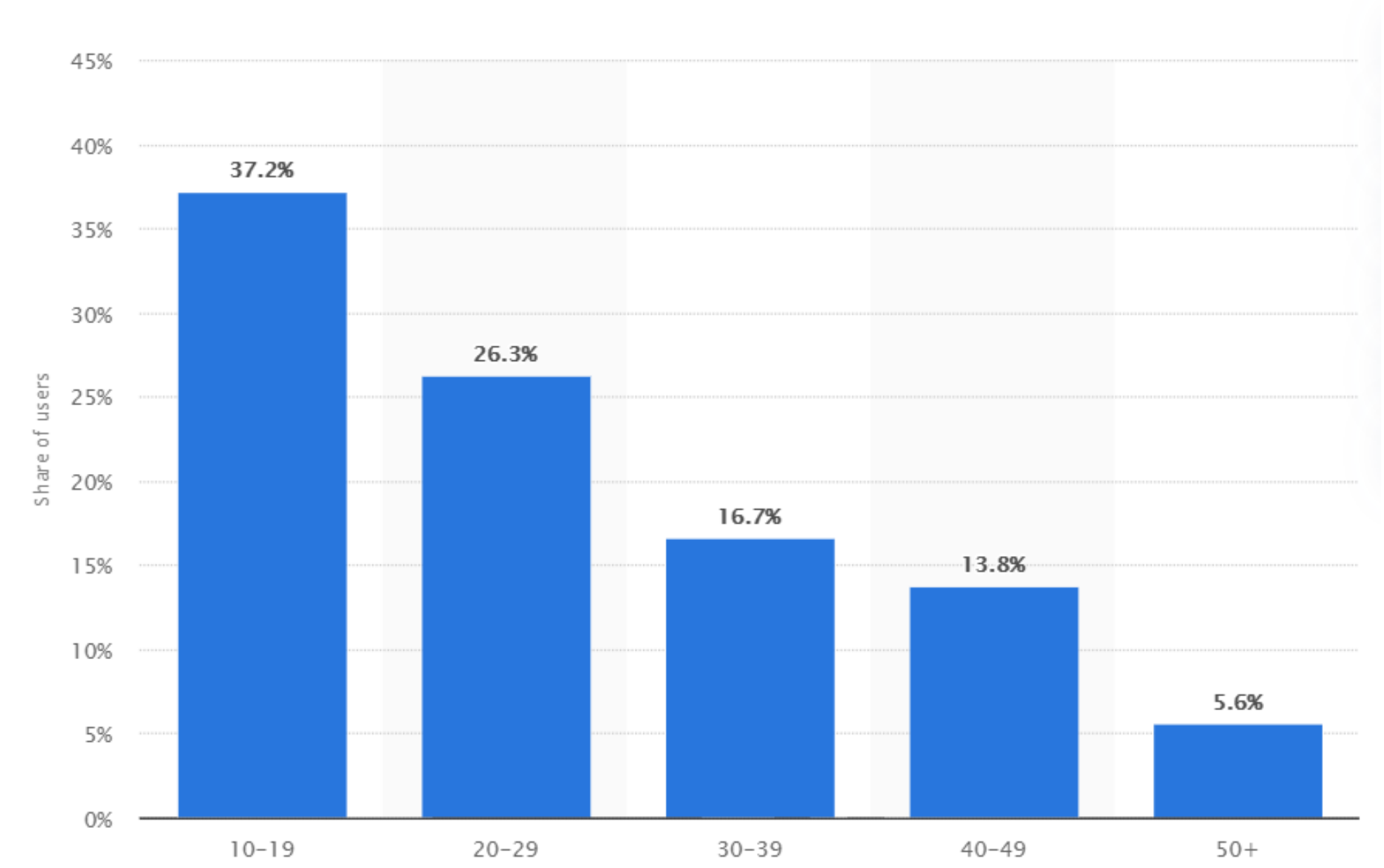
	Q1 2019	Q2 2019	Q3 2019	January 2020
1	WhatsApp	WhatsApp	WhatsApp	TikTok
2	Messenger	Messenger	TikTok	WhatsApp
3	TikTok	Facebook	Messenger	Facebook
4	Facebook	TikTok	Facebook	Instagram
5	Instagram	Instagram	Instagram	Messenger
6	SHAREit	Snapchat	FaceApp	Likee
7	YouTube	SHAREit	Likee	SHAREit
8	Likee	Likee	SHAREit	TikTok Wall Picture
9	Netflix	YouTube	YouTube	Snapchat
10	Snapchat	Spotify	Snapchat	YouTube

Worldwide App Downloads

Worldwide most downloaded App
for Q1 2020

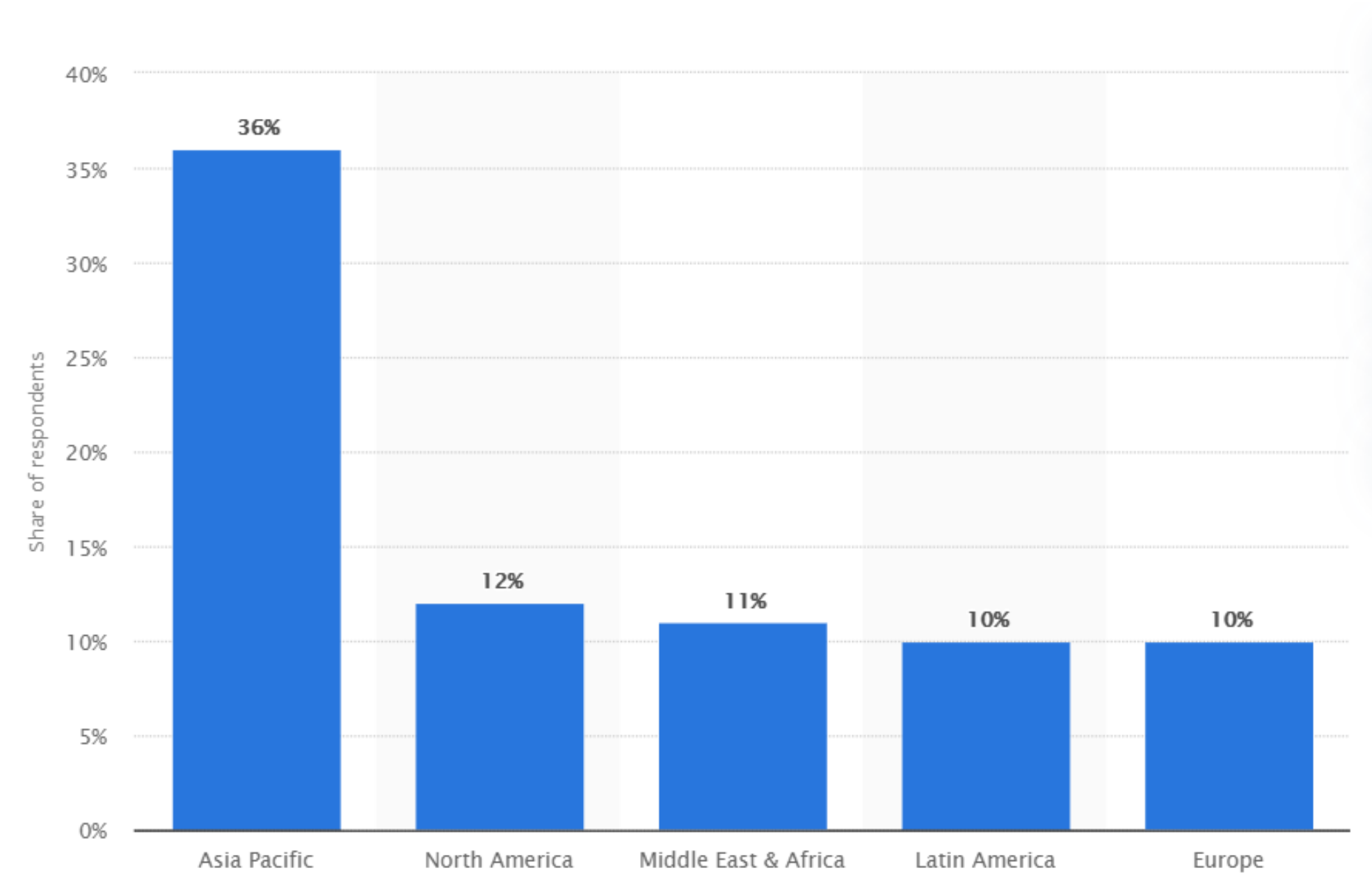
TikTok Demographics: Generation Z focused

*Worldwide **69%** of users are between **16 and 24** years old
and **31%** worldwide users are above the age of **25+***



Source: Statista

***36%** of Tik Tok users were from Asia Pacific for 2019*

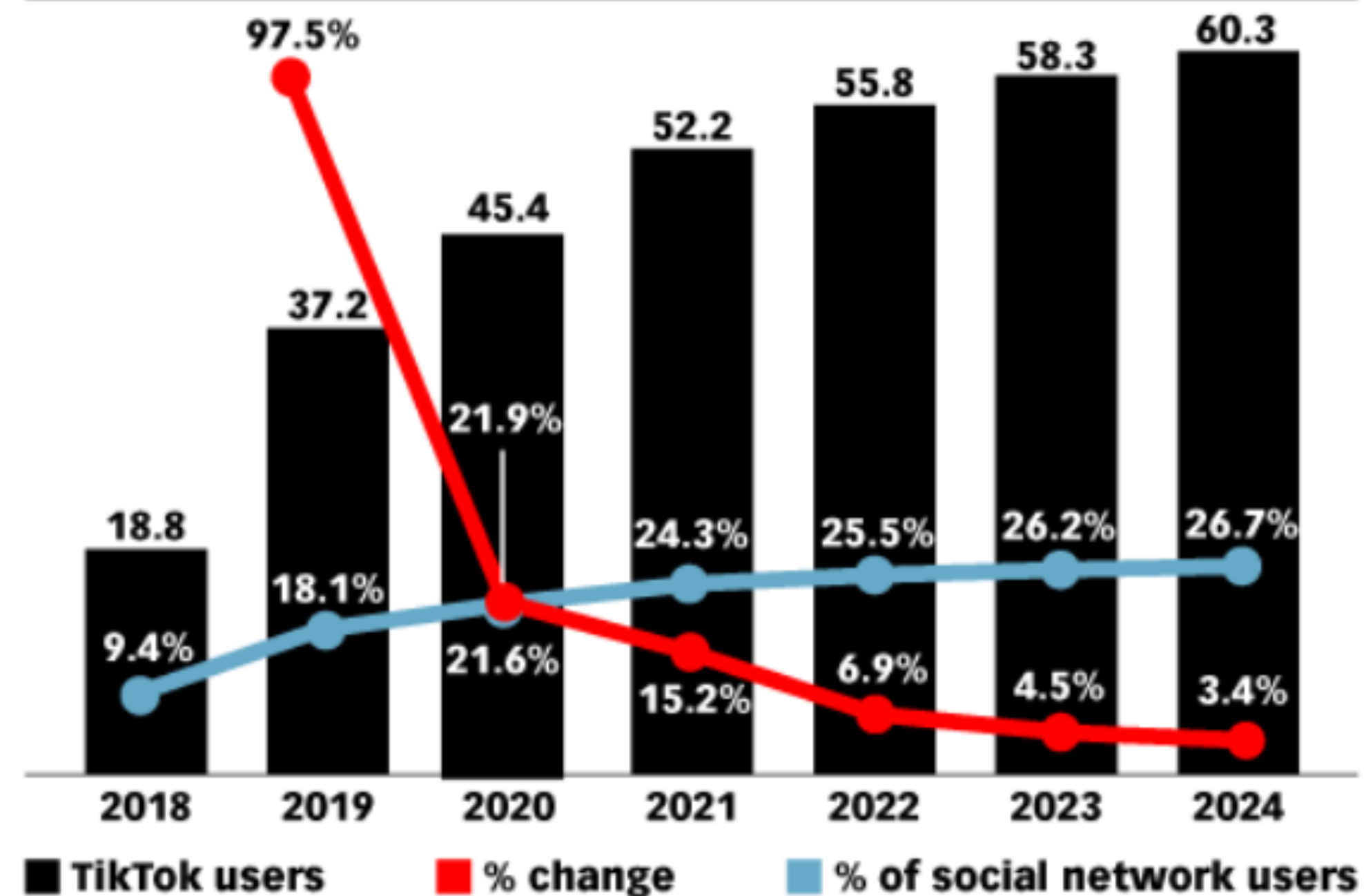


Source: Statista

<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

US TikTok Users, 2018-2024

millions, % change and % of social network users



Note: internet users who access their TikTok account via any device at least once per month

Source: eMarketer, Feb 2020

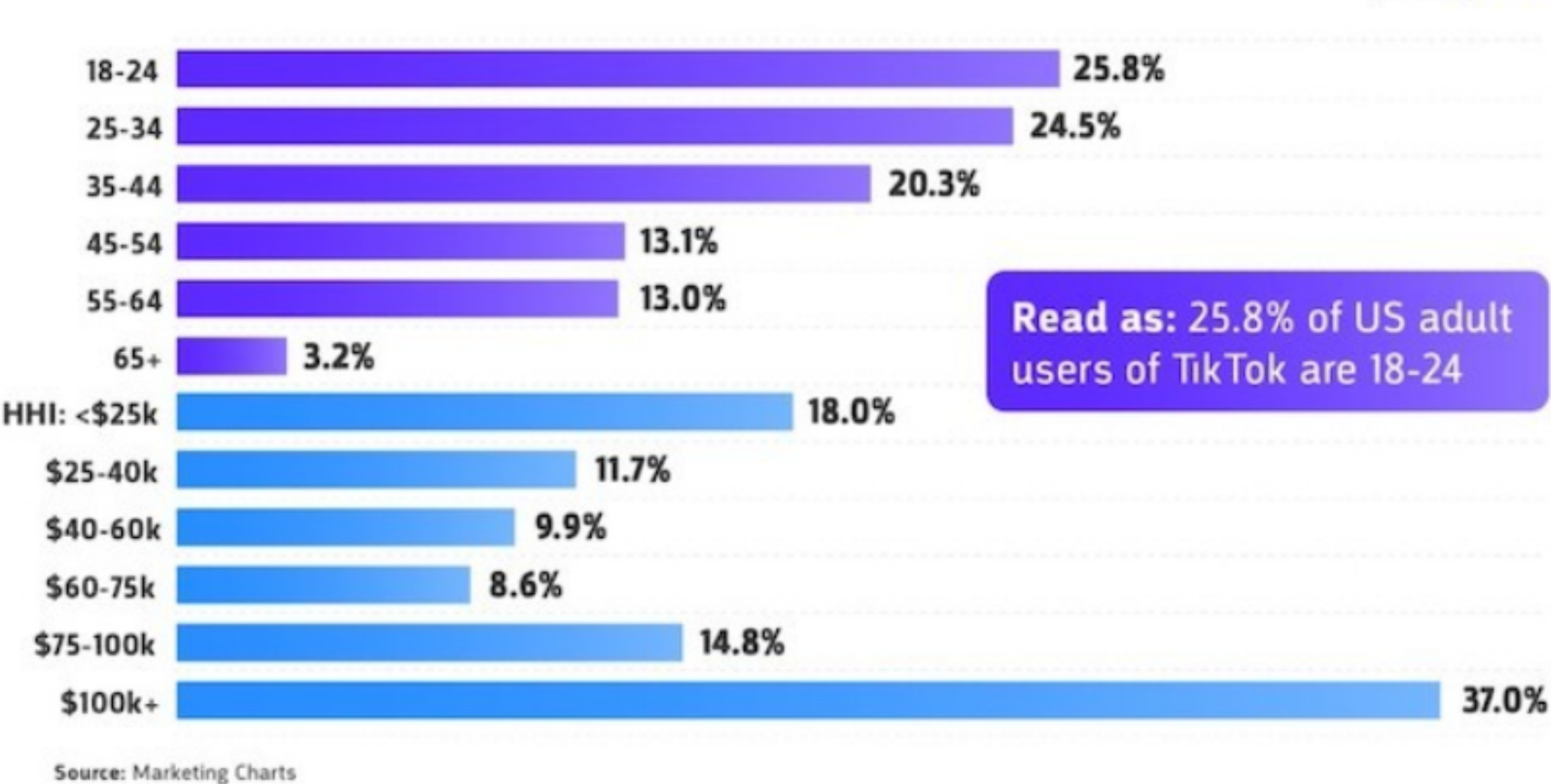
252734

www.eMarketer.com

- ✓ In 2019 TikTok almost doubled its US user base.
- ✓ TikTok is estimated to surpass 50 million users in the US market by 2021.
- ✓ Growth will slow to single digits in 2022 as the app becomes heavily saturated among core younger users.

TikTok User Demographics (US)

TikTok US adult user distribution by age and income (March 2019)



03/15/2020 to 04/13/2020

		f	d	Difference
CA	CPM	€ 8.00	€ 0.29	-96%
	CPC	€ 0.81	€ 0.05	-94%
	CTR	0.98%	0.55%	-44%
	CPI	€ 1.53	€ 0.37	-76%
US	CPM	€ 12.43	€ 1.84	-85%
	CPC	€ 1.08	€ 0.22	-80%
	CTR	1.14%	0.85%	-26%
	CPI	€ 2.20	€ 0.63	-71%

02/15/2020 to 03/16/2020

		f	d	Difference
CA	CPM	€ 5.00	€ 0.25	-95%
	CPC	€ 0.52	€ 0.06	-89%
	CTR	0.97%	0.44%	-54%
	CPI	€ 1.20	€ 0.56	-54%
US	CPM	€ 7.50	€ 1.21	-84%
	CPC	€ 0.77	€ 0.17	-79%
	CTR	0.97%	0.73%	-25%
	CPI	€ 1.74	€ 0.62	-64%

50% of TikTok users in the US are aged 18-34.

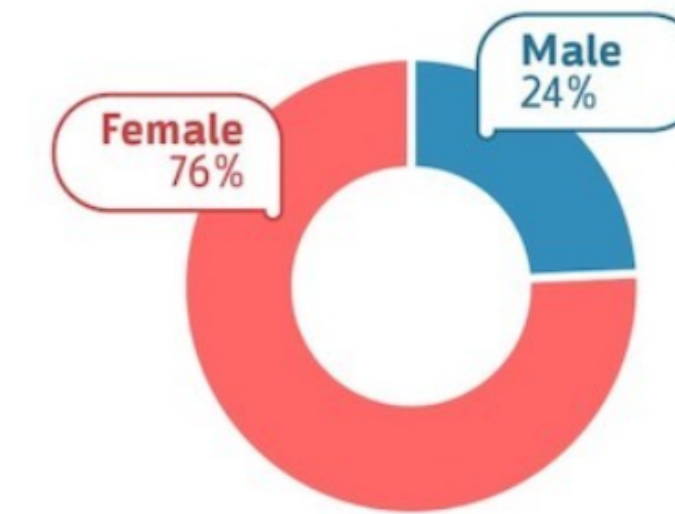
*While at the same time, we still find a **quarter of US TikTok users are aged 45-64.***

Its appeal, therefore, is not simply limited to kids, and from an income perspective, we find a preponderance of usage among those with household income in excess of \$100K plus (37% of users).

TikTok VS. Facebook Demographics (US)

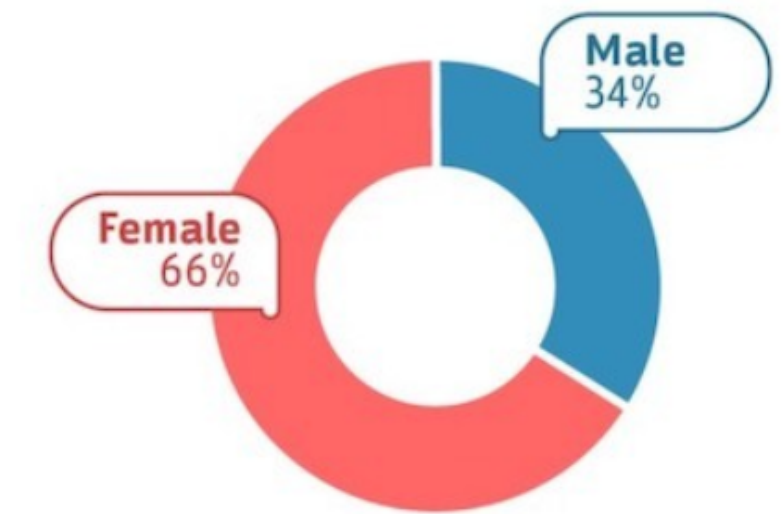
TikTok has 10% more female users than Facebook in the US
Within TikTok the **difference of female to male users is 52%**

33% more TikTok than Facebook users are between **18 and 24** years old while users aged between **35 to 54** make up **42%** of **Facebook users**

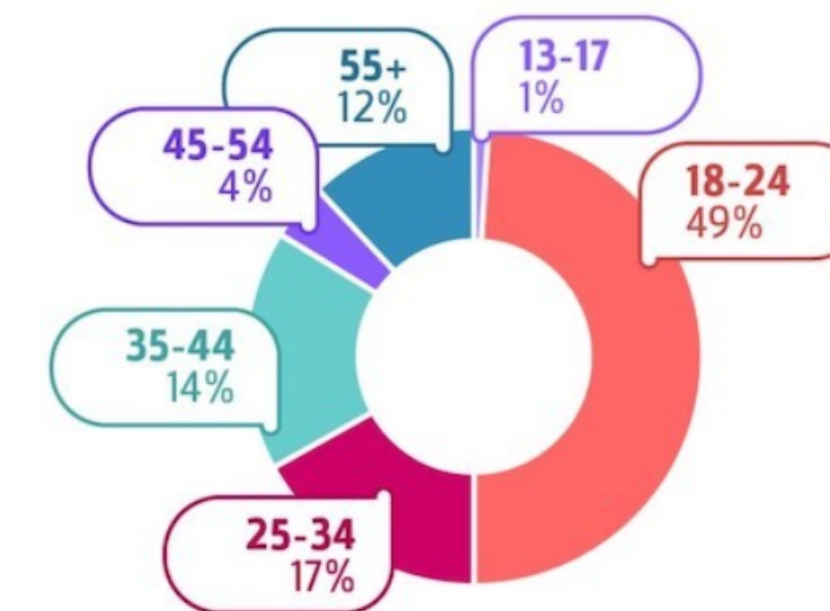


TikTok

Source: Admiral Media Own Data

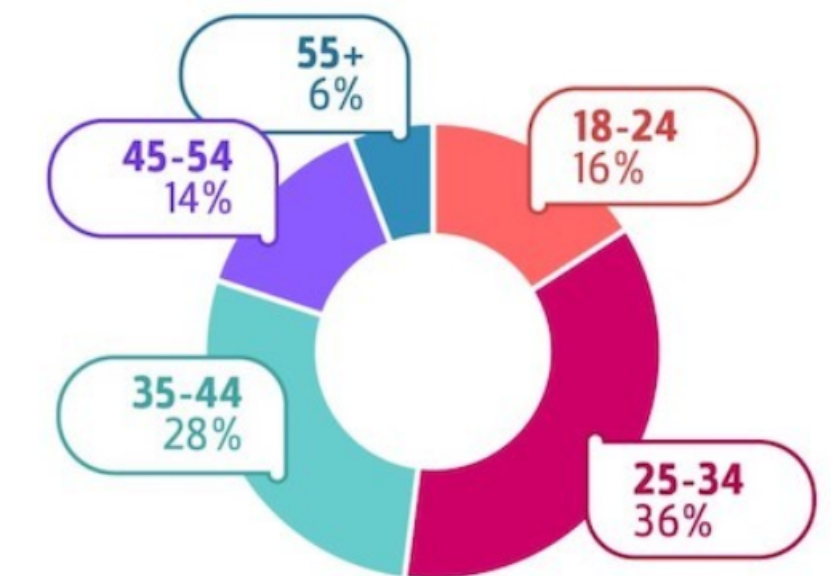


Facebook



TikTok

Source: Admiral Media Own Data



Facebook

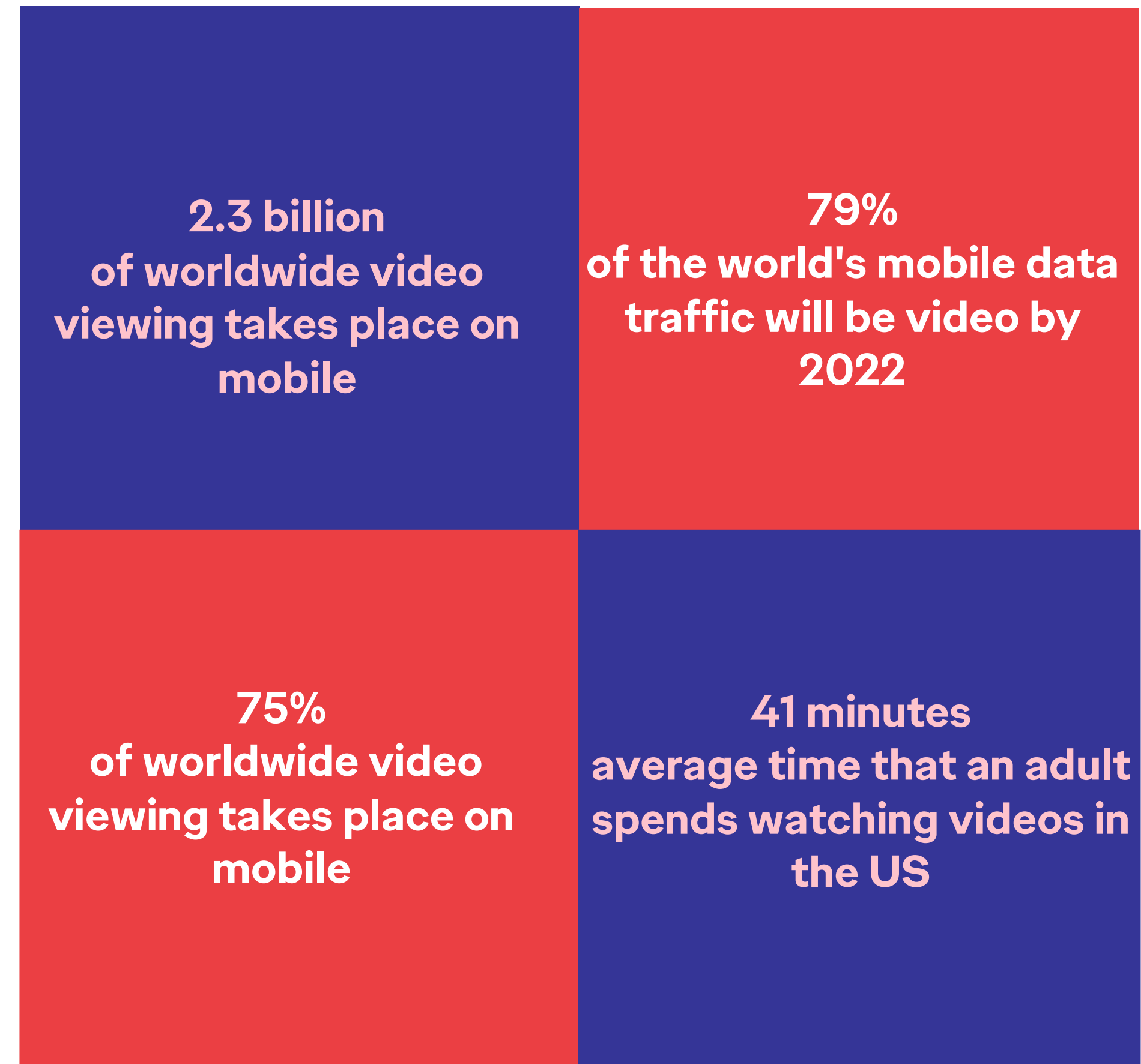
a Own Data

Video Content Trend

According to a Cisco study, **by 2022, 82% of all online content will be video** content.

This clearly shows how important it is to start utilizing video content to stay relevant in the social media domain.

In the near future, videos will dominate social media.

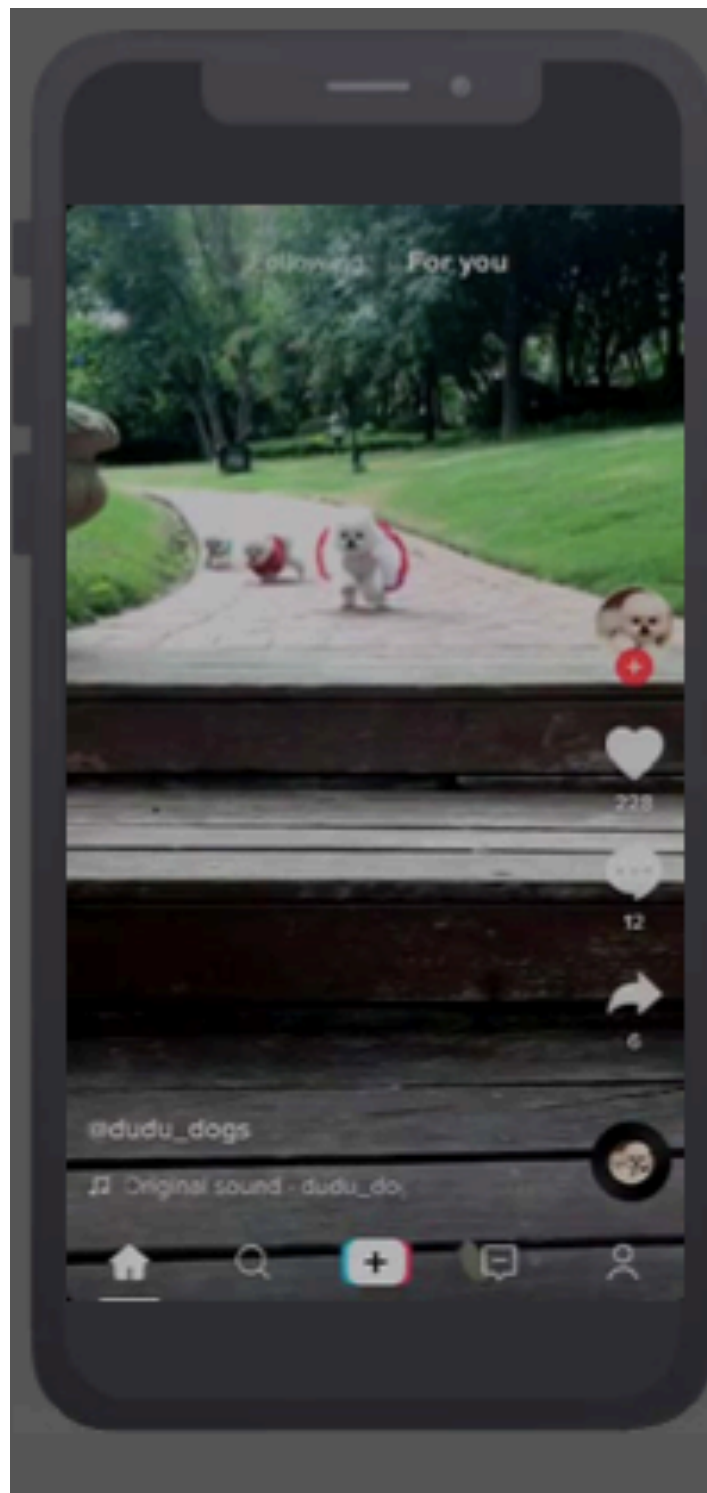


Contents

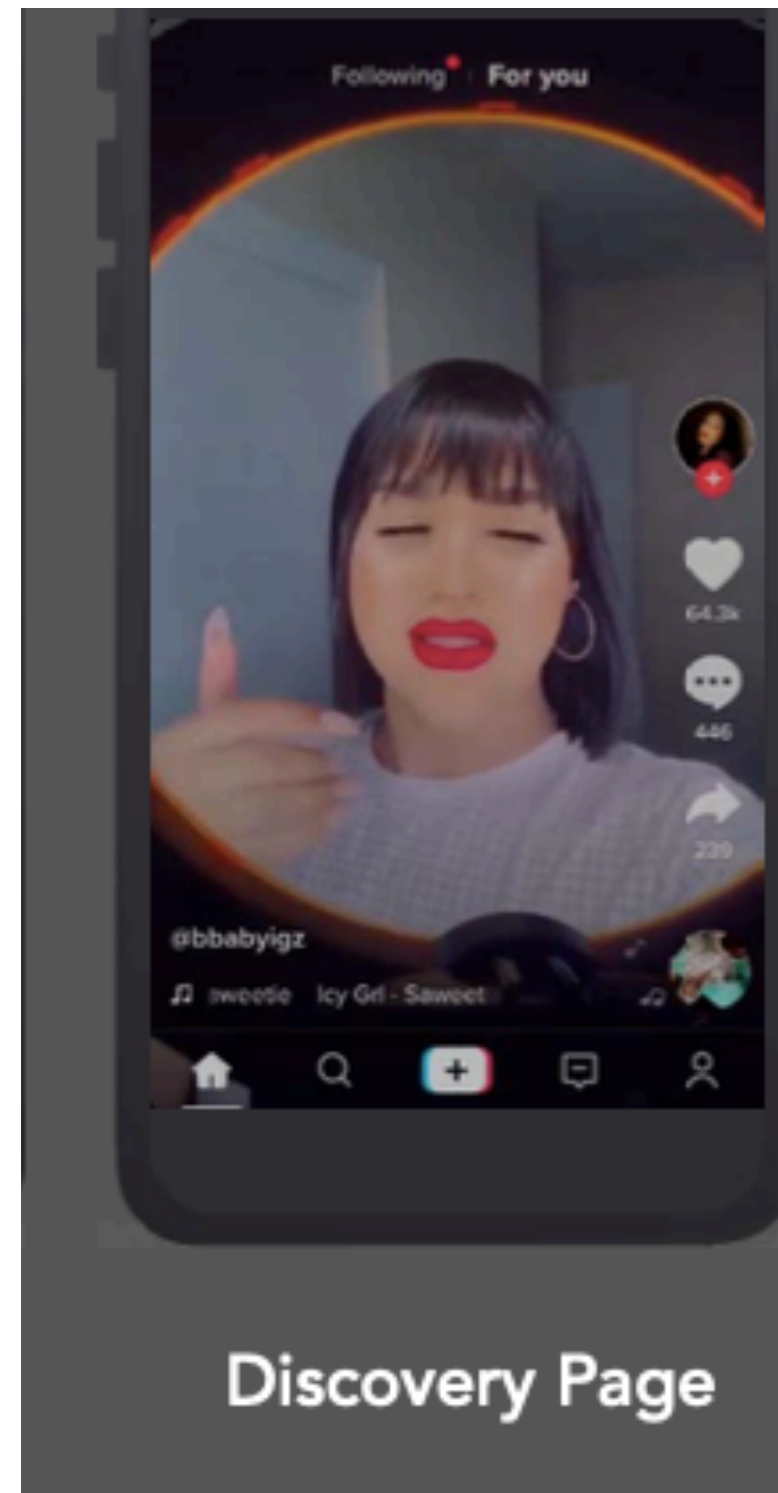
1. About TikTok

2. How to TikTok?

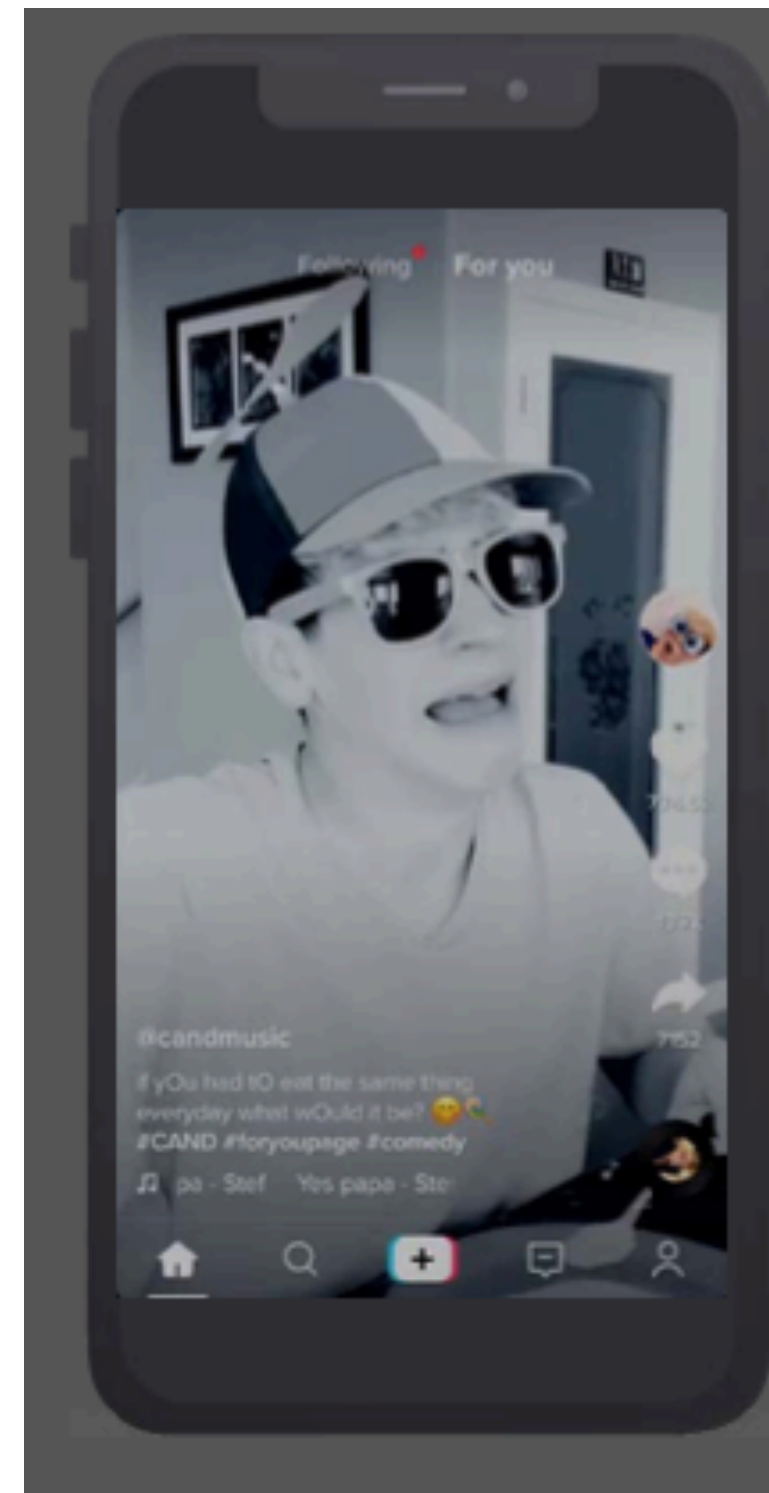
User Interface Snapshot



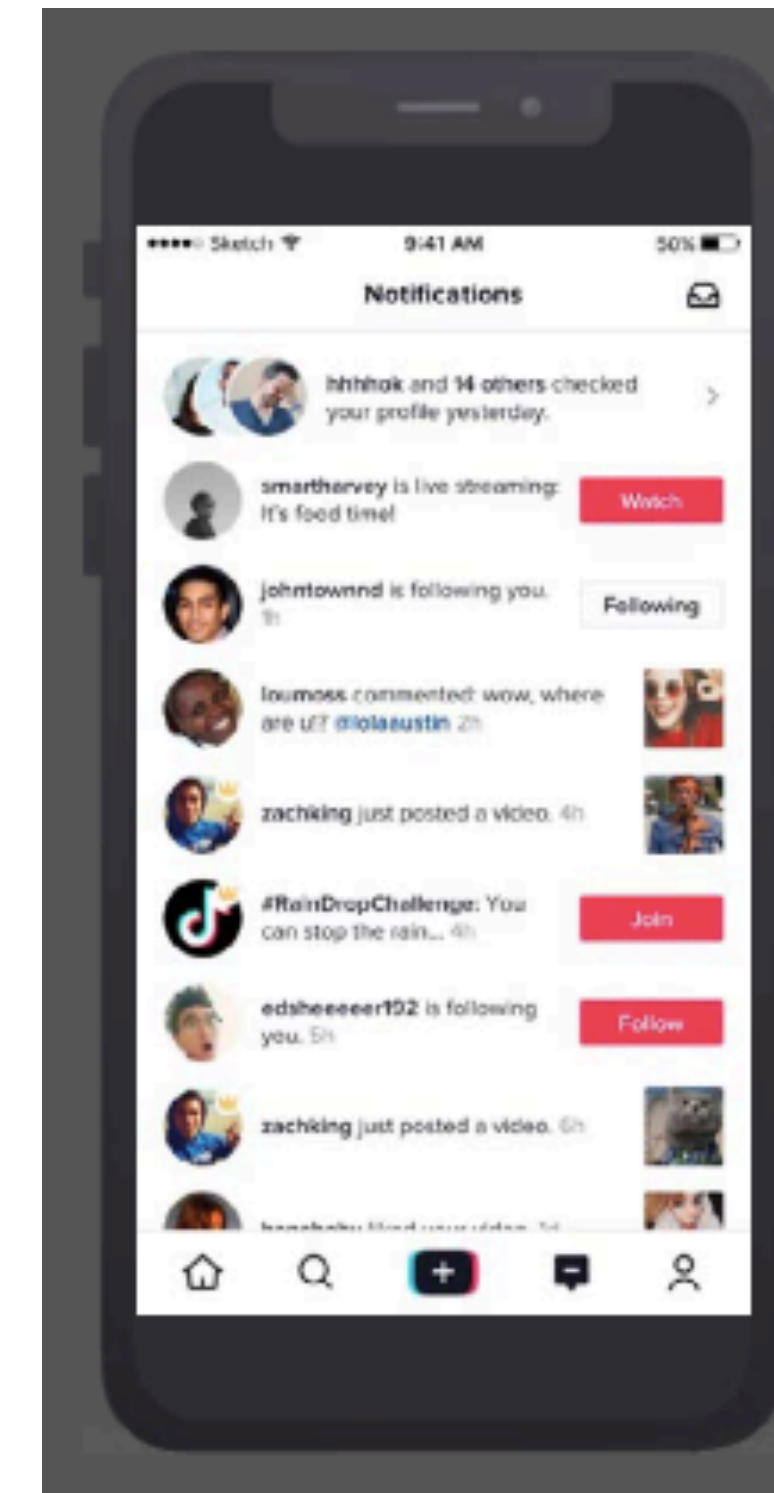
Homepage



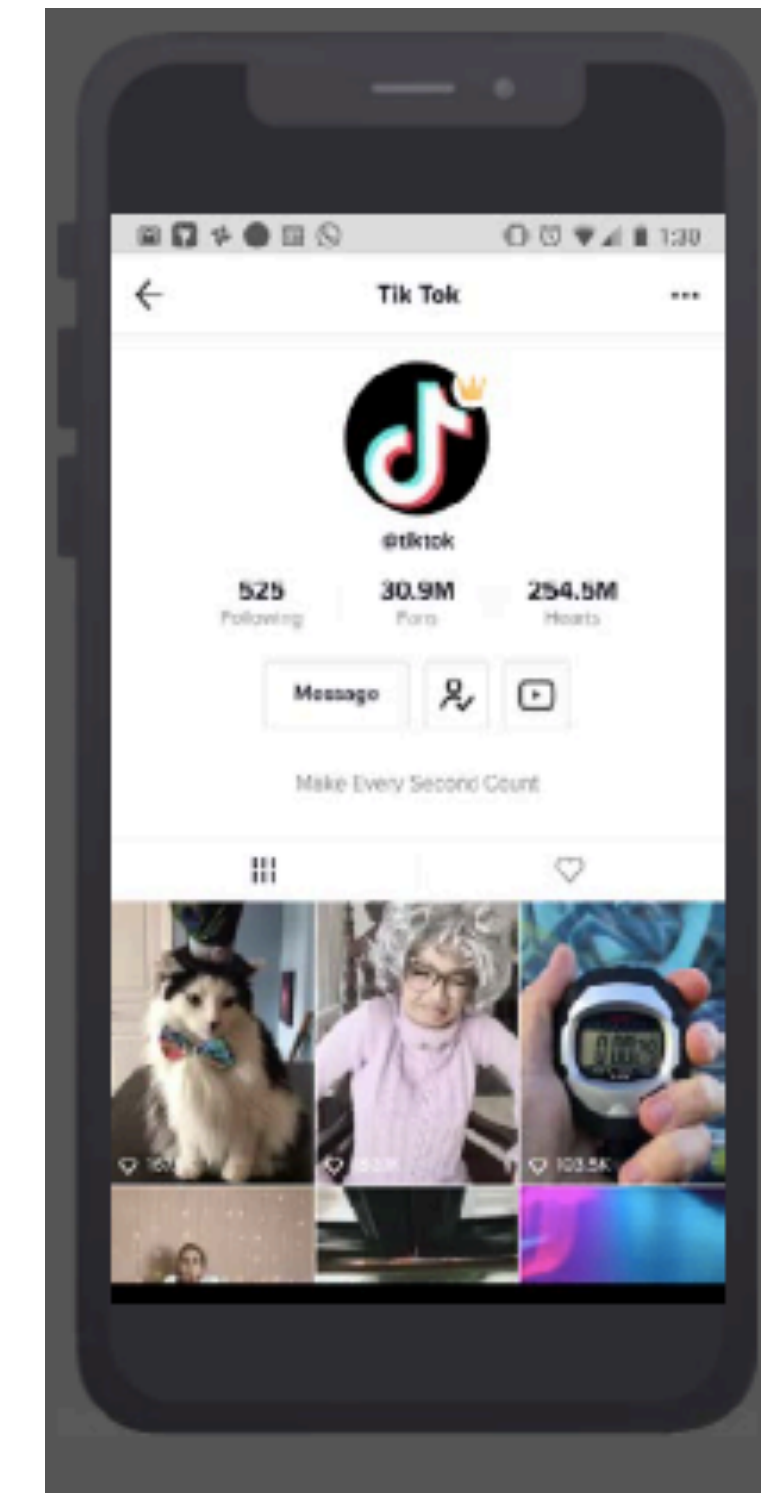
Discovery Page



Video Shooting



Notification



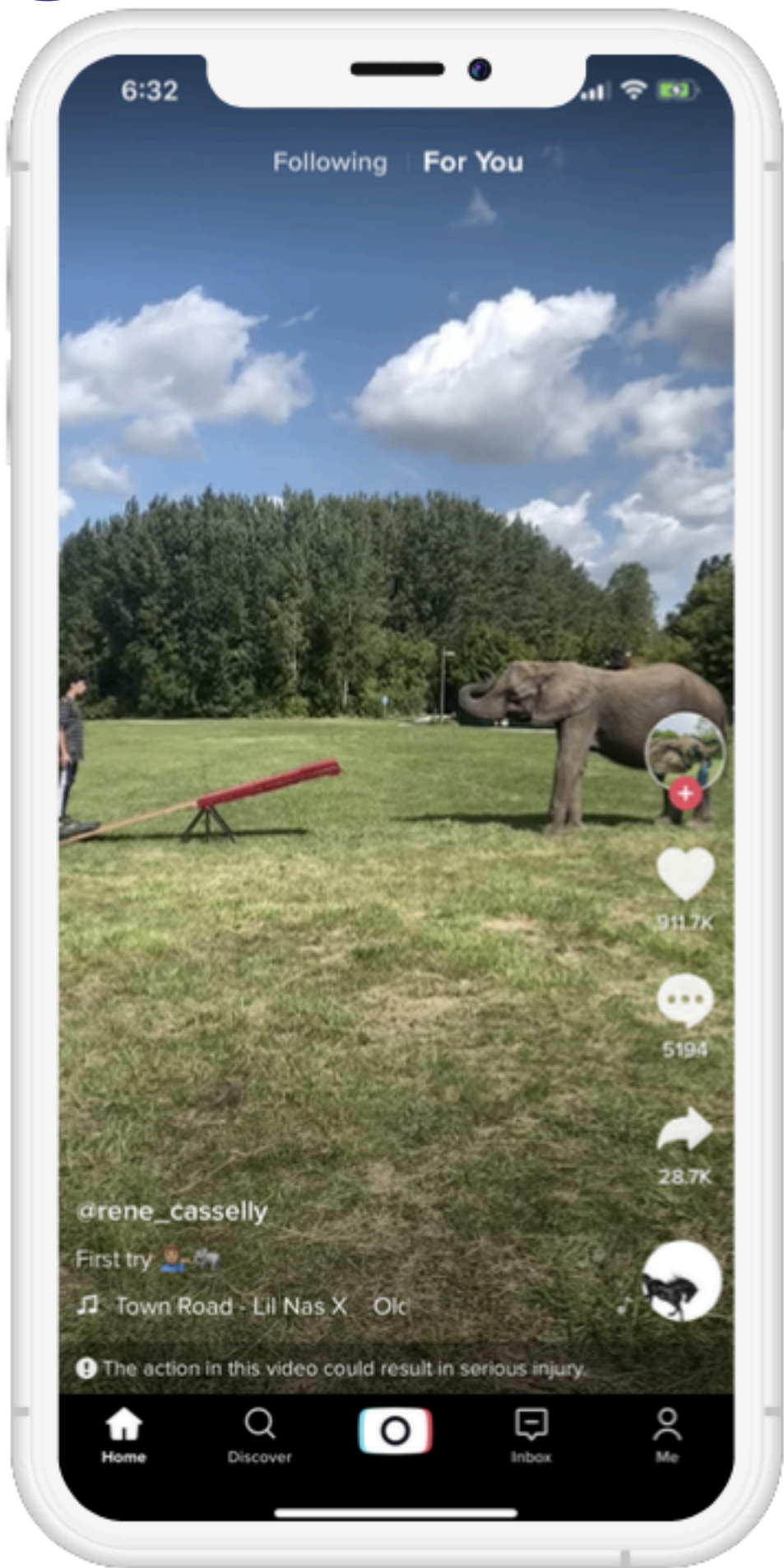
Profile

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Establishing the identity

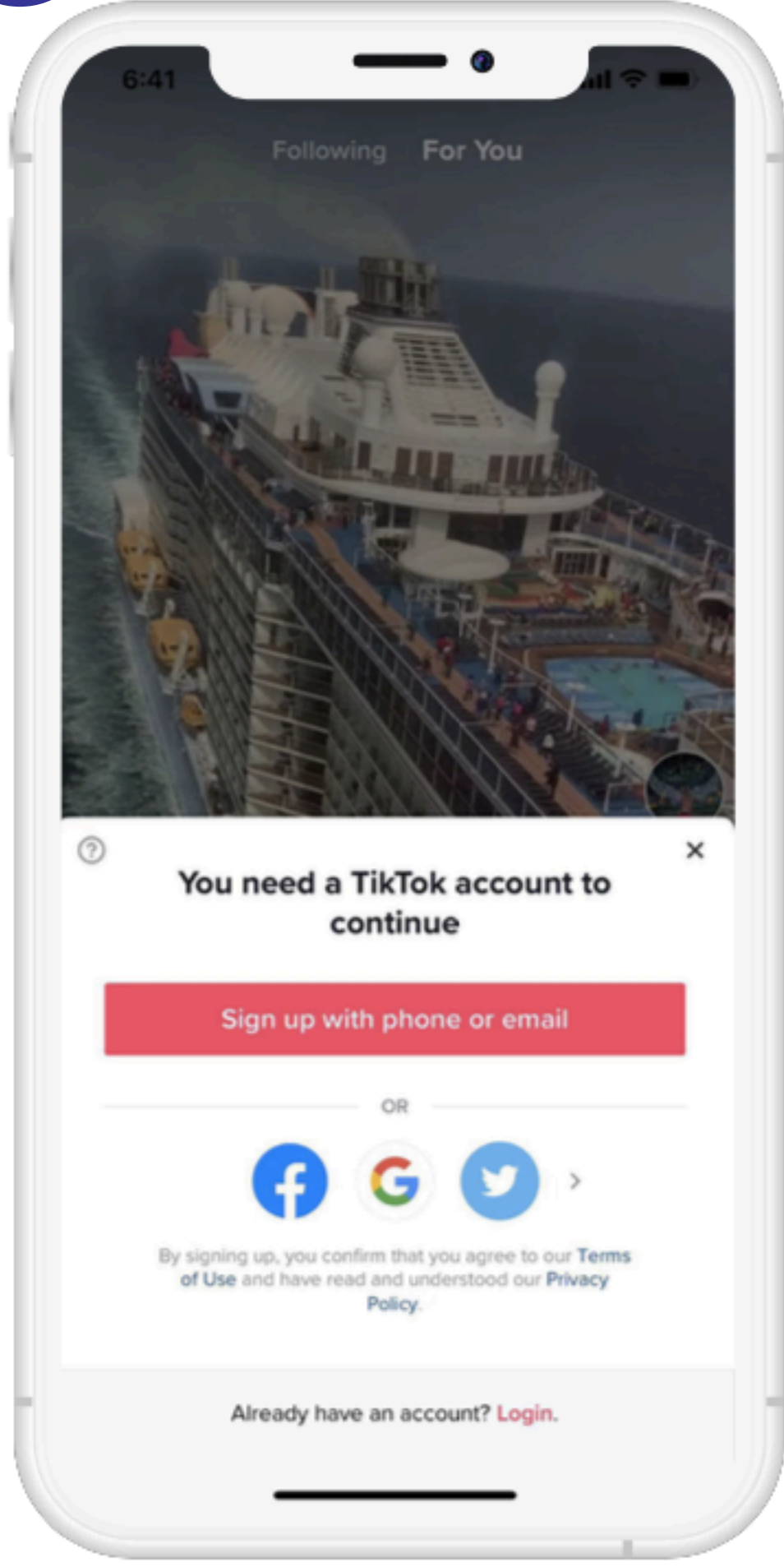
Tap the profile icon in the bottom right corner of the home page.

1



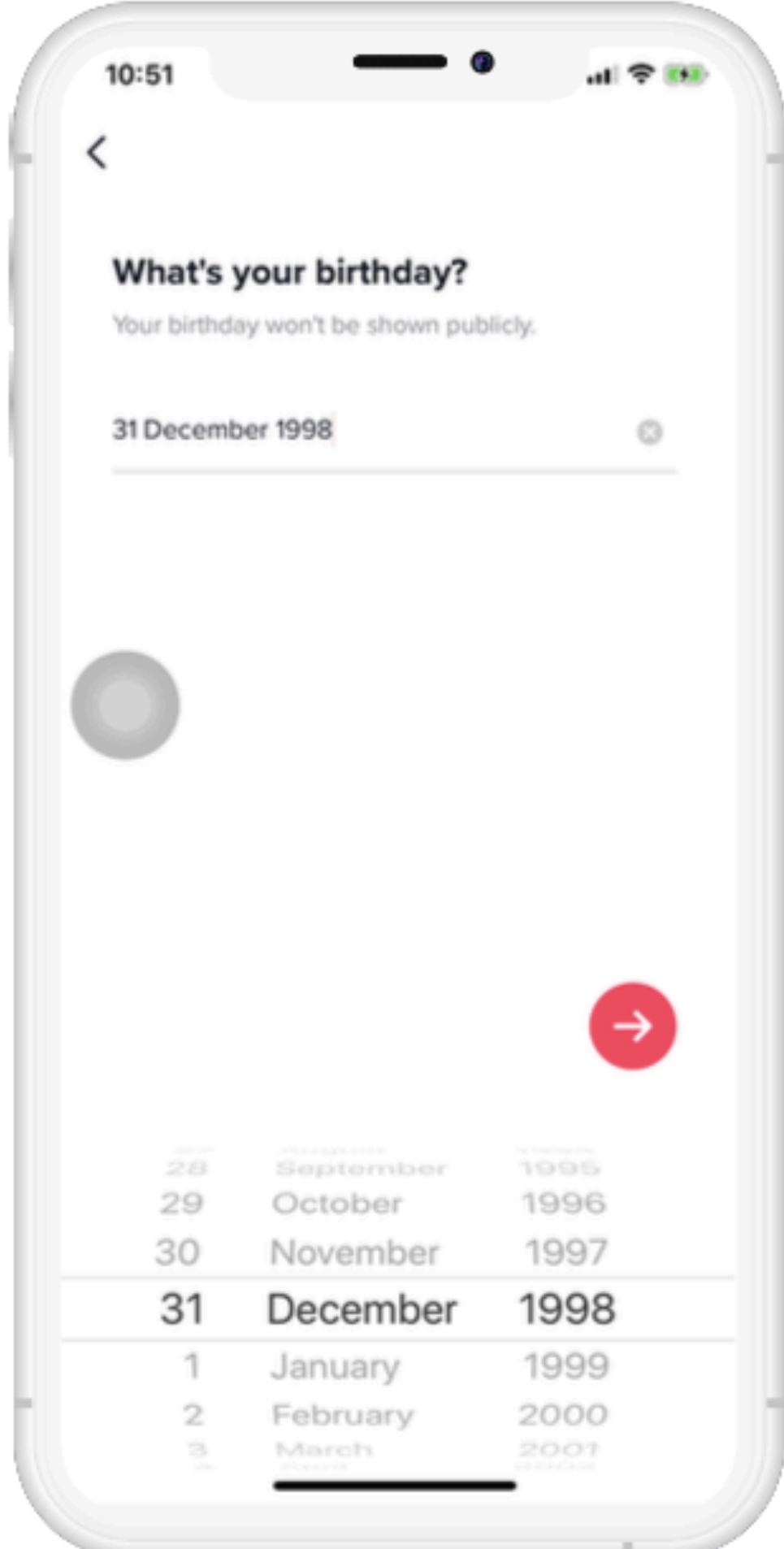
There are two ways to sign up: sign up with phone or email or use a third-party login.

2



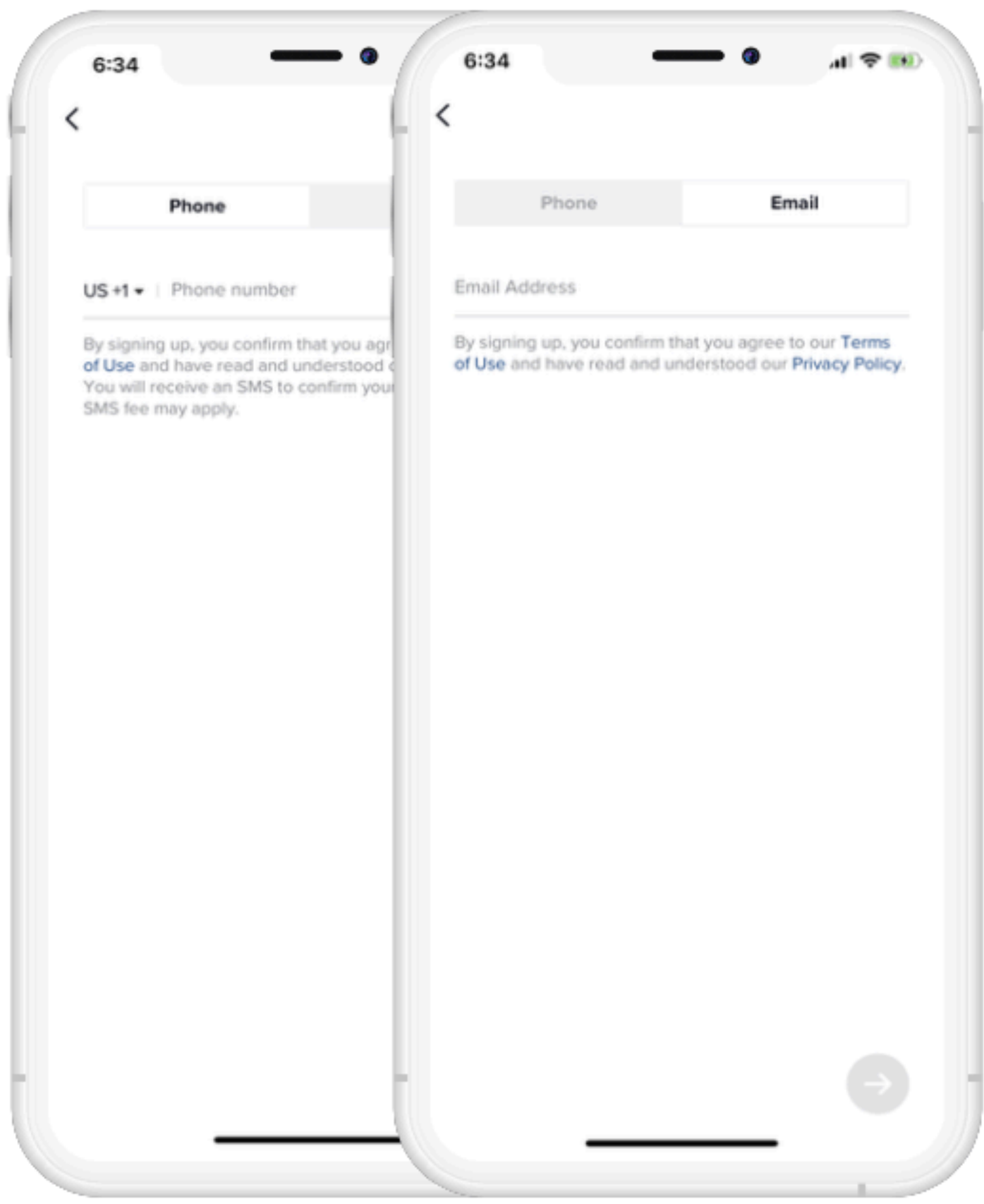
If you are creating a new account, enter your birthday.

3



Sign up with your phone number or email address.

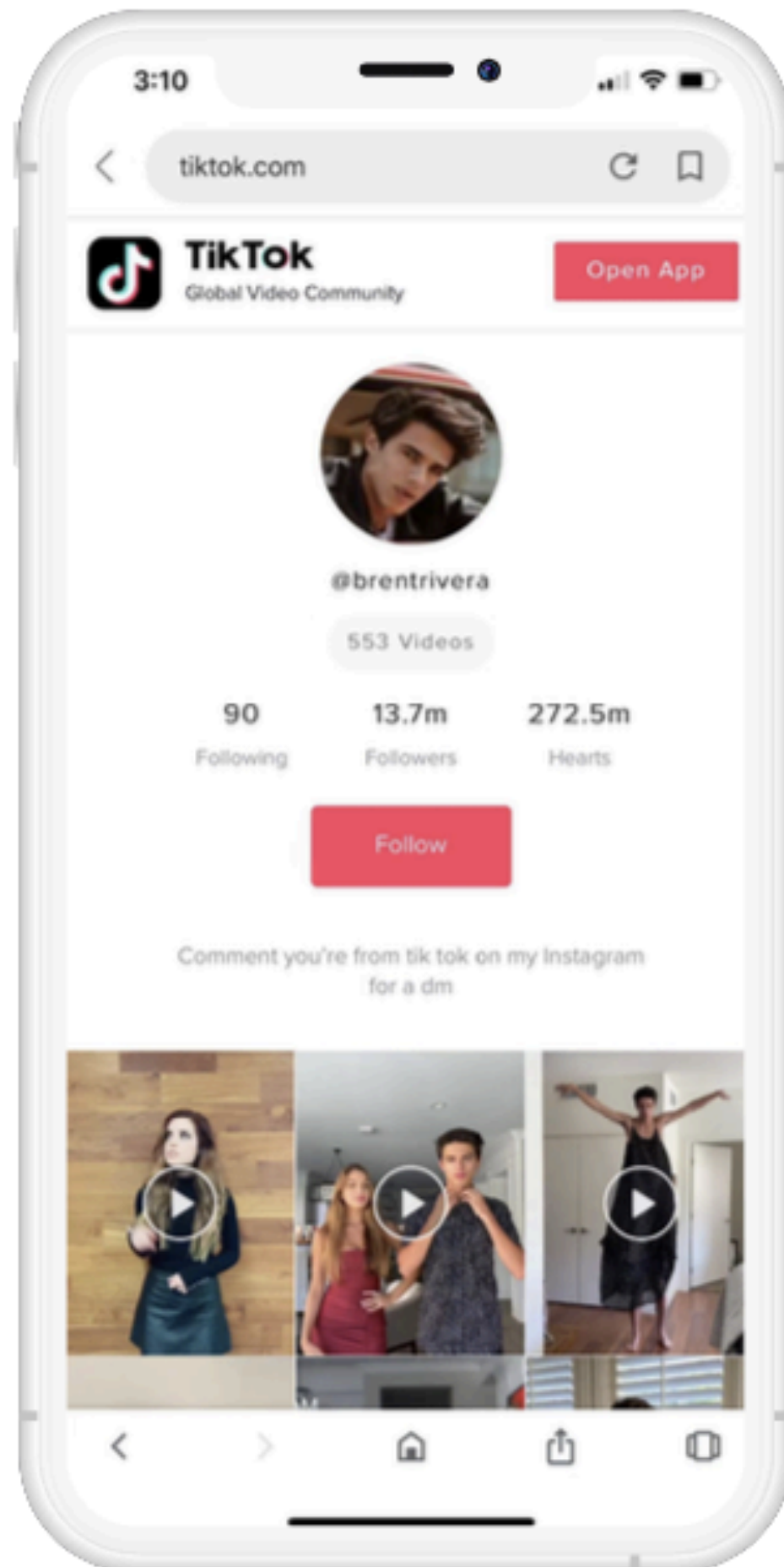
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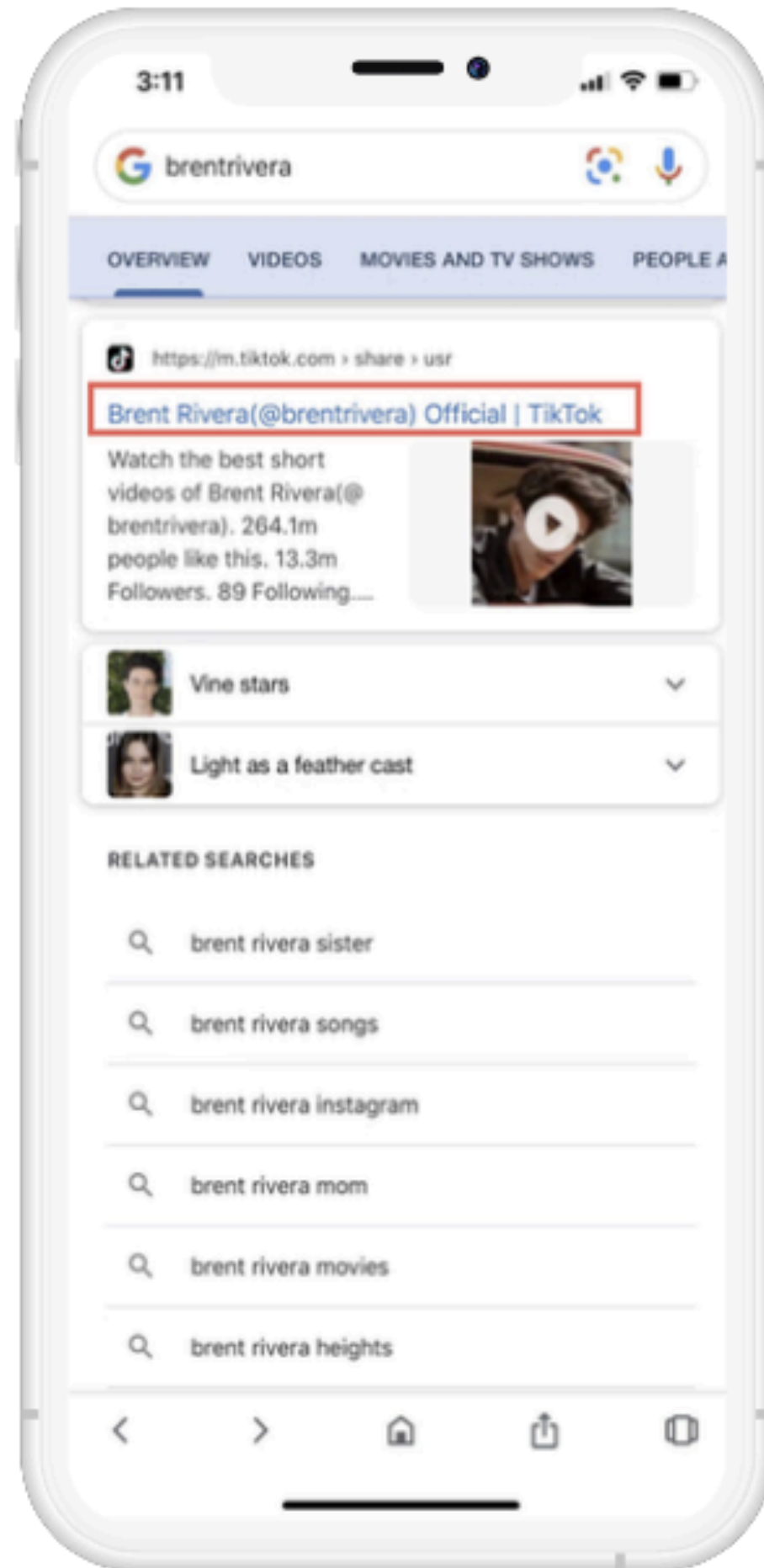
Establishing the identity

5

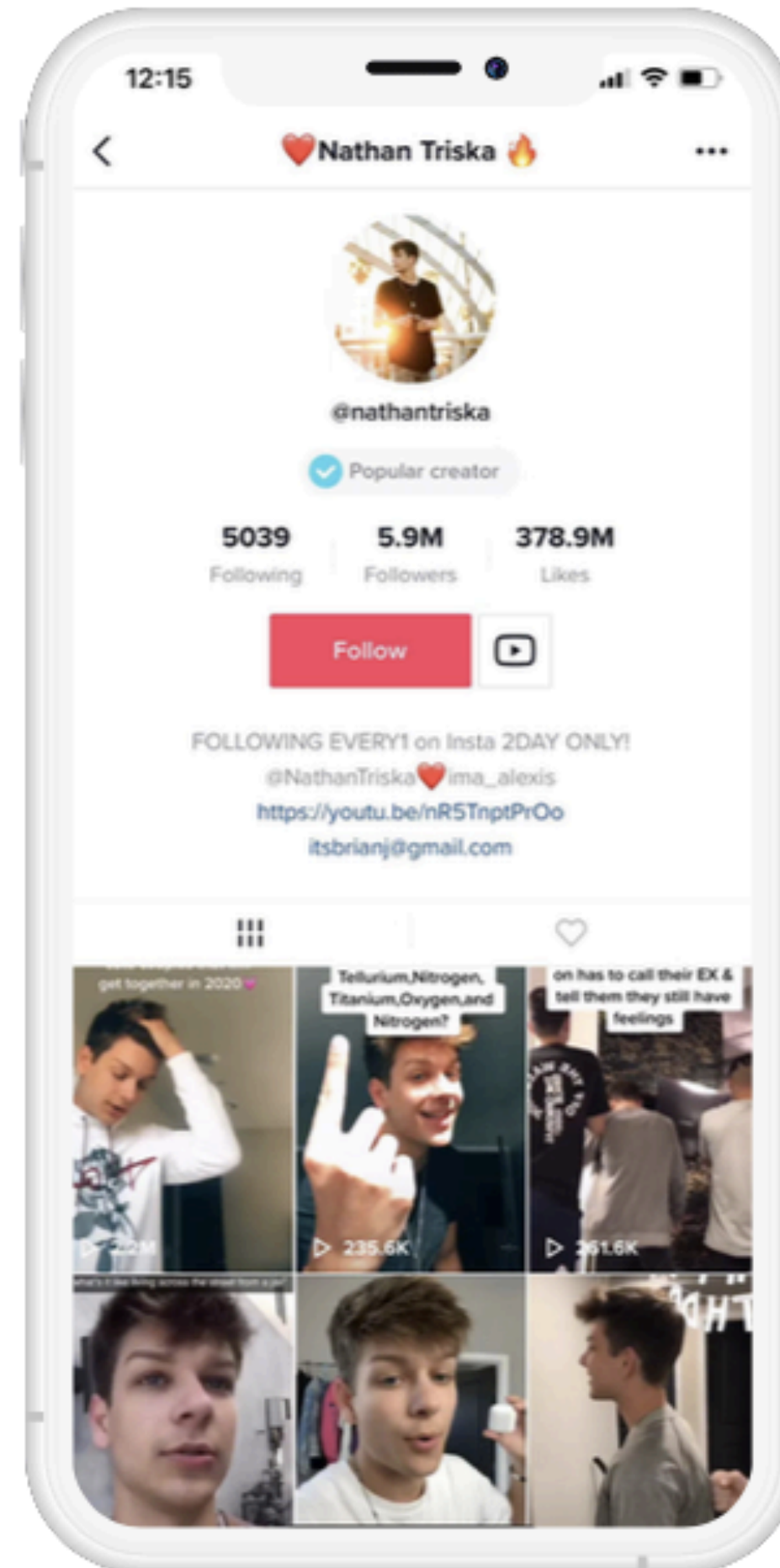
Choose a username that is short, memorable, and gives visitors an idea of the type of your video.



Your username will be shown in your videos and may also appear in search results.

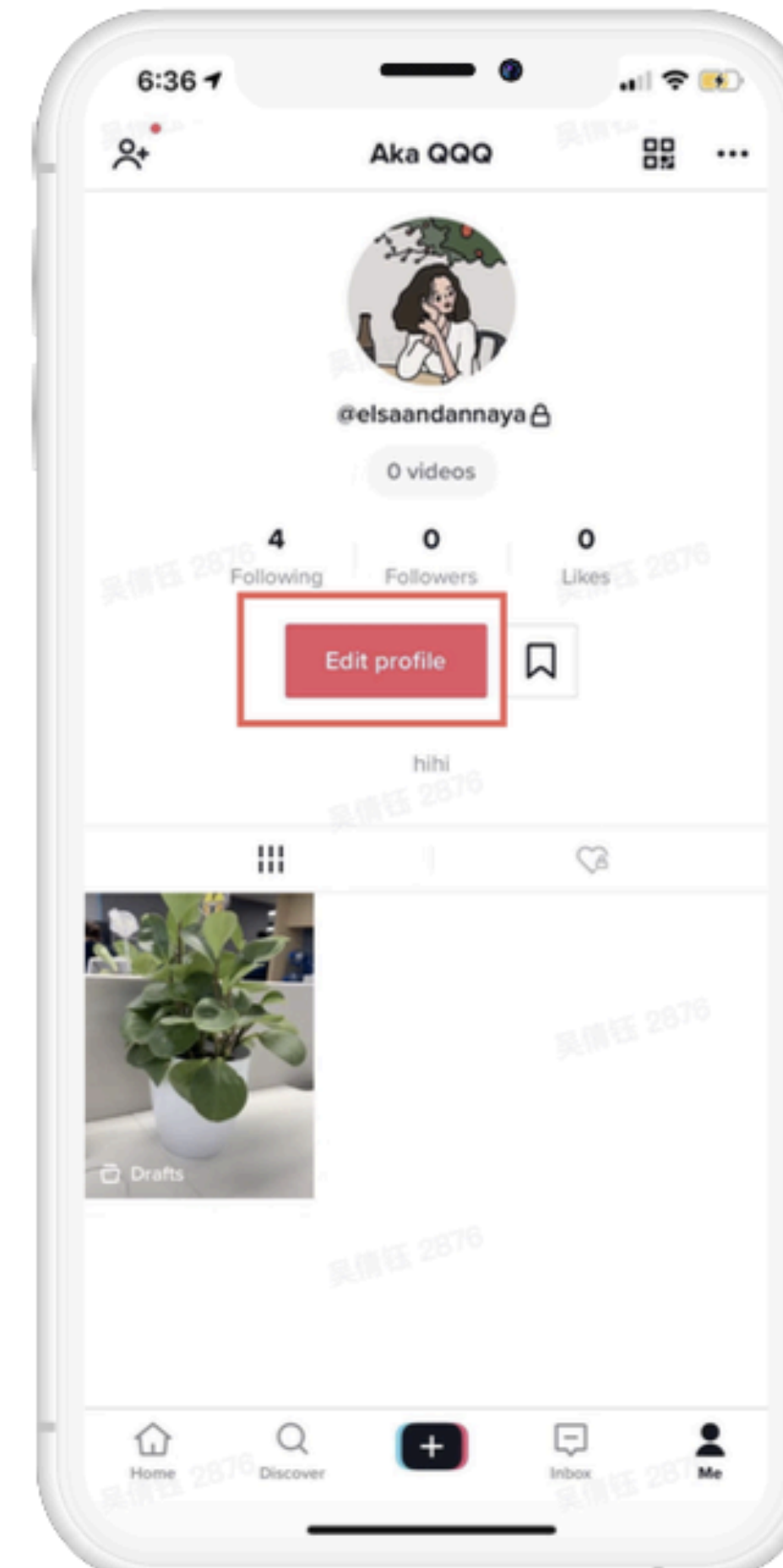


Avoid changing your username frequently - instead, use it **consistently** to build up your online presence.



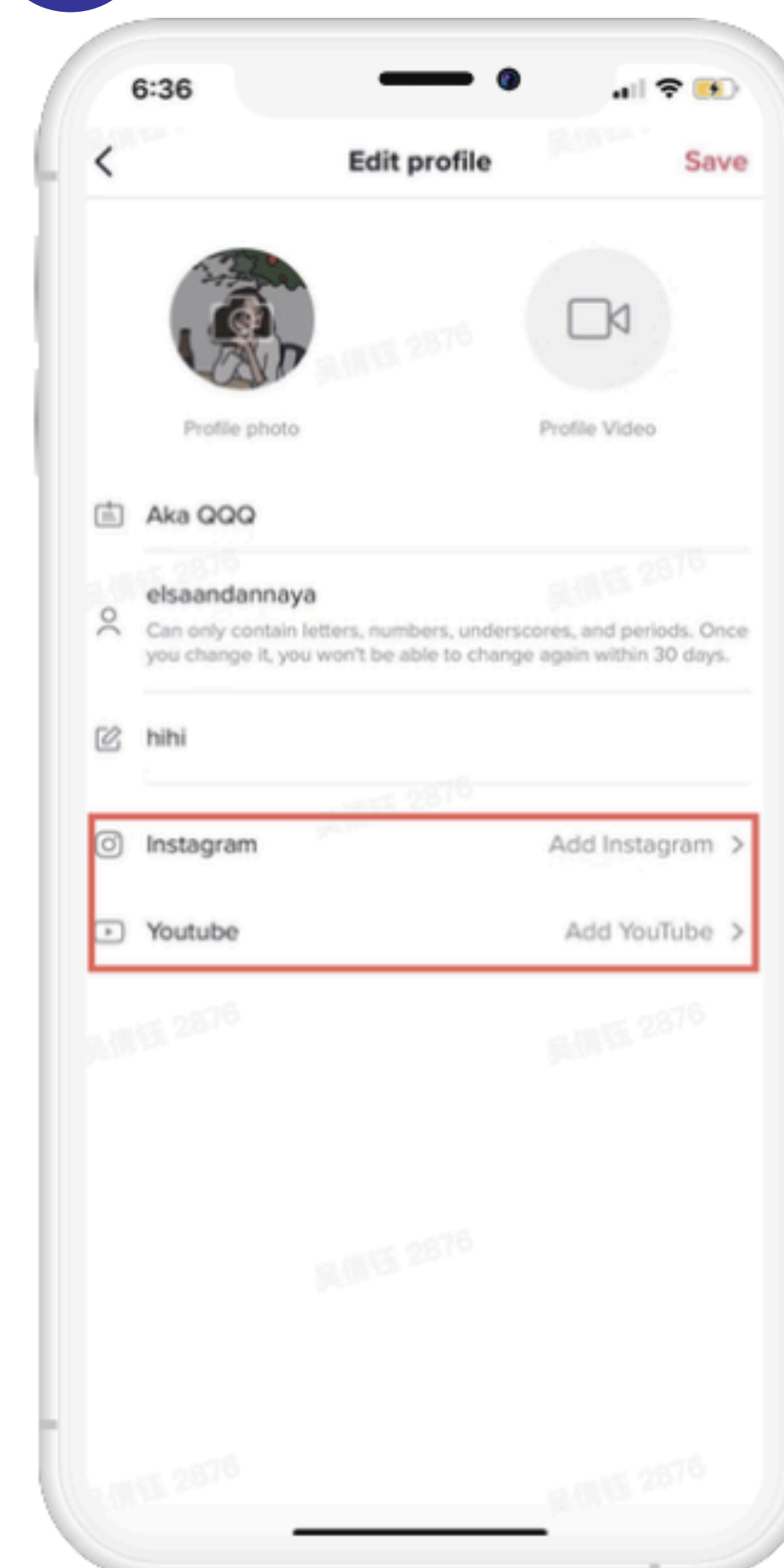
6

Include a clear description so others know more about you. Be sure to include a call to action.



7

Upload a real profile picture (if brand, your logo) and link your Instagram and YouTube accounts.



Creating your content

8

If you have a video on your device that you would like to publish, tap Upload at the bottom of the screen.



9

Alternatively, tap or hold down the red button to shoot a video. You can choose to make a 15s or 60s video and join together multiple clips.

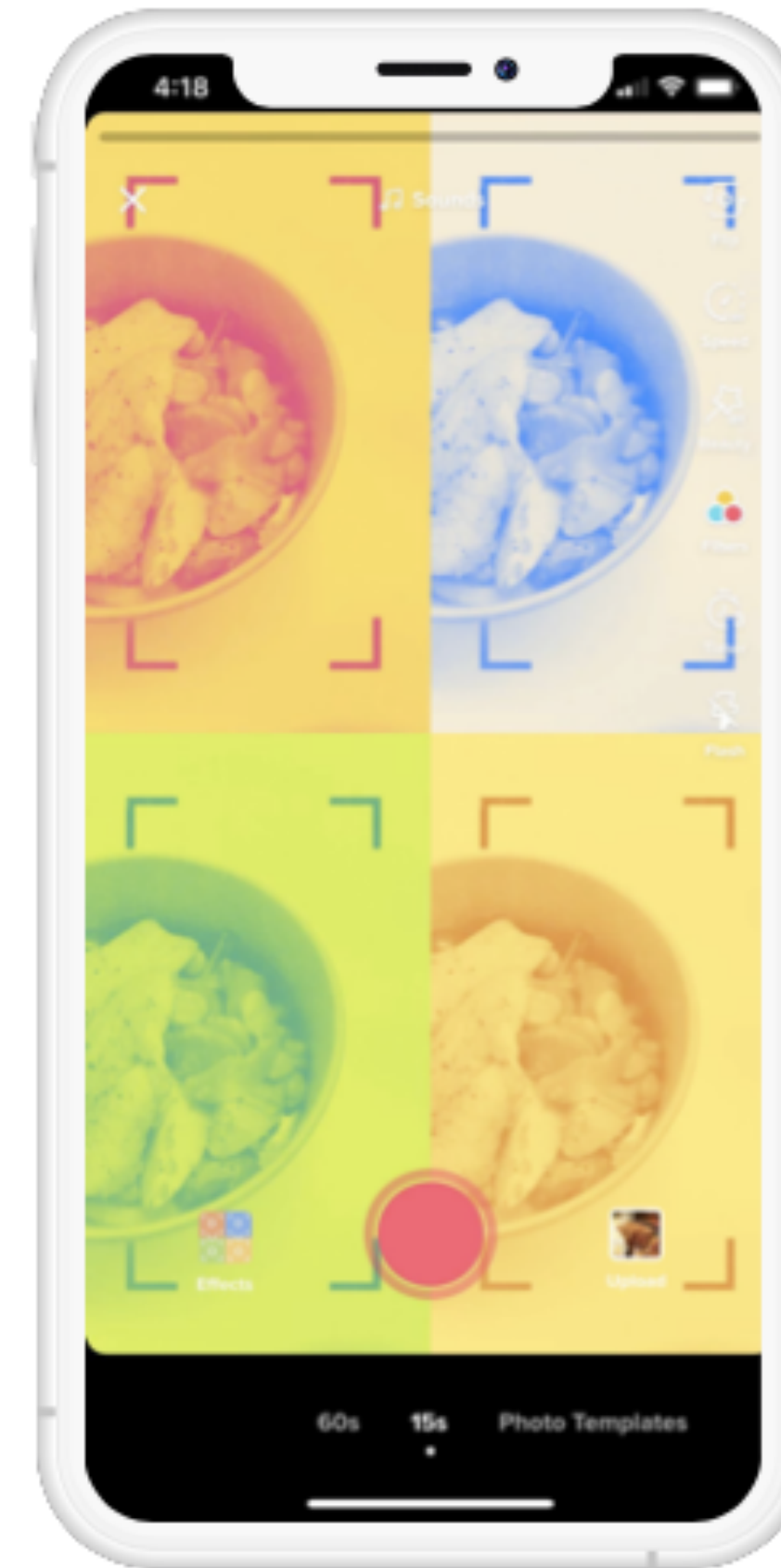


The **Timer** button on the right allows you to start your recording after a countdown. You can also choose how long to record for.

The **Speed** button sets the playback speed of your video.

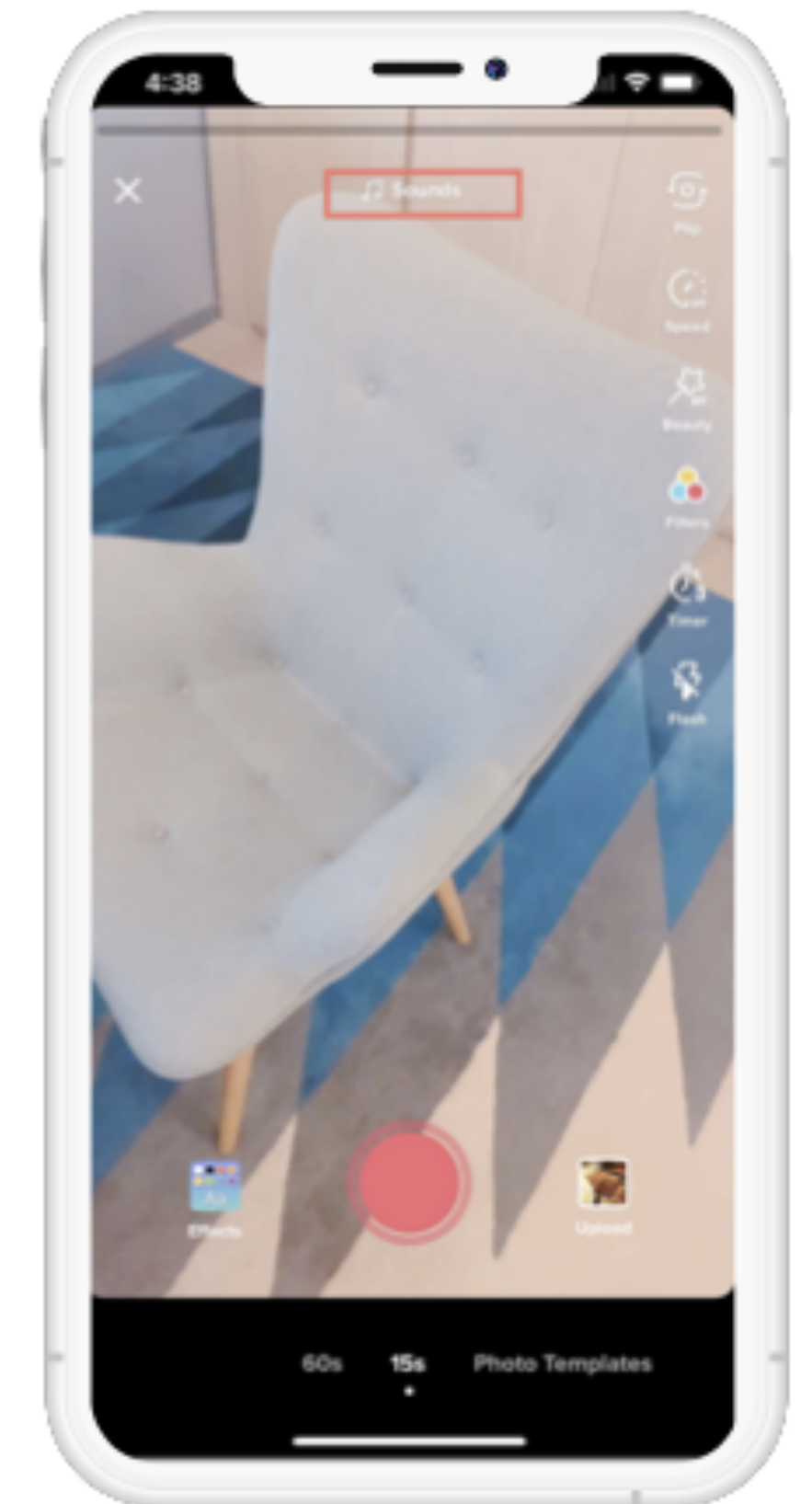
10

Choose a filter to adjust the look of your video or choose from hundreds of innovative stickers, special effects and backgrounds.



11

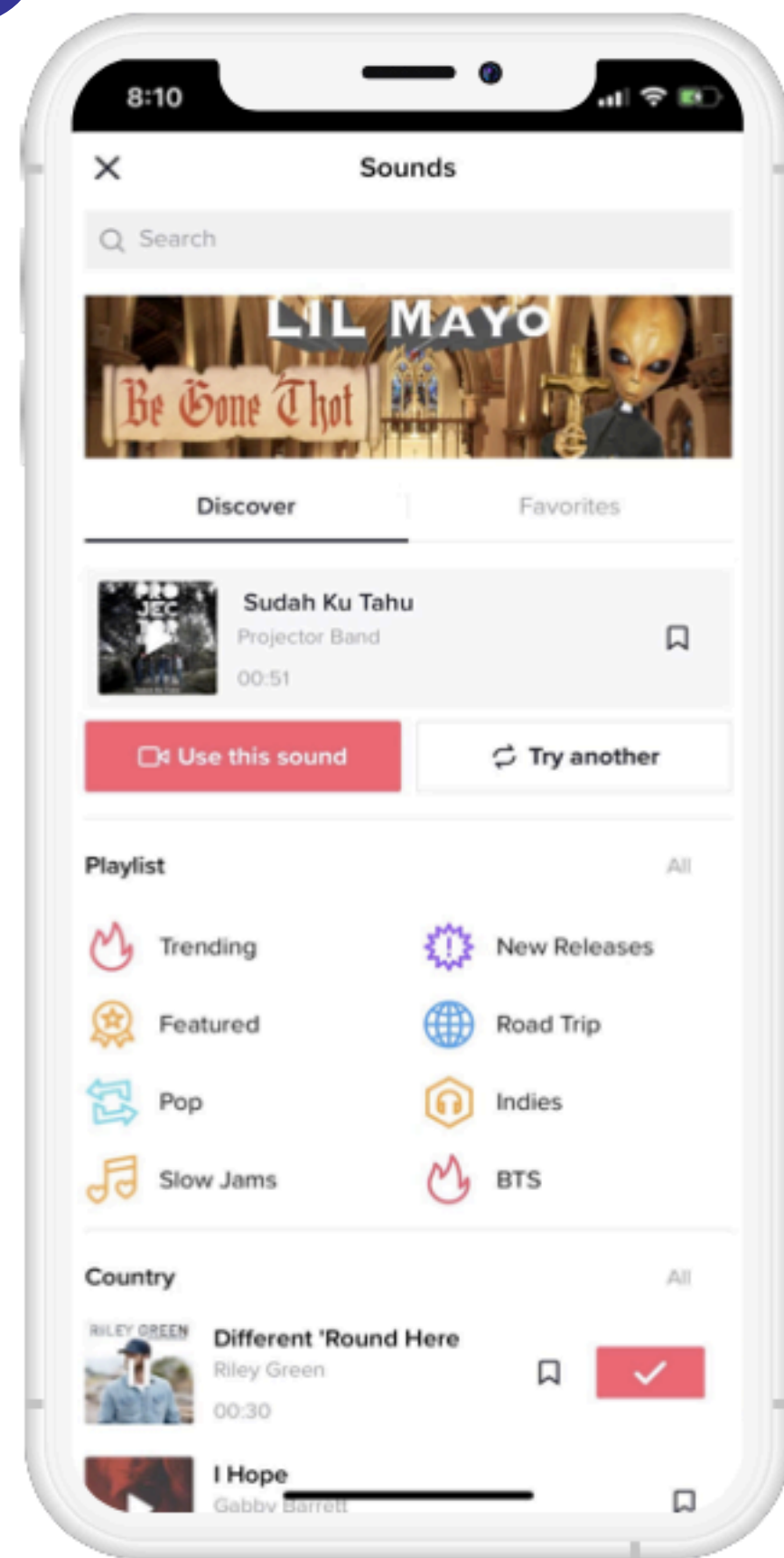
Tap Sounds at the top of the screen and search for or select a sound.



Creating your content

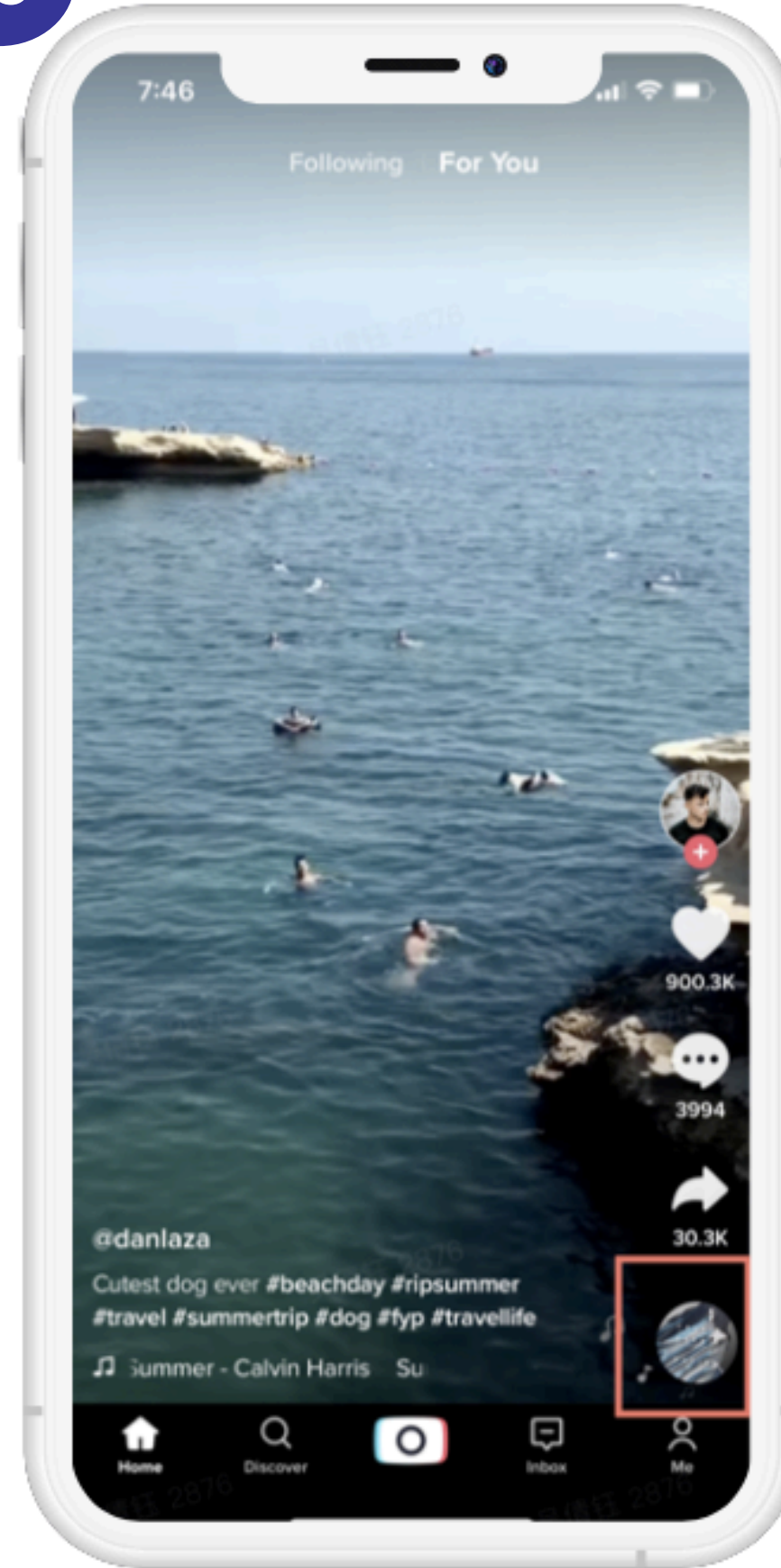
Start shooting videos by tapping Use this sound or the “✓” button.

12



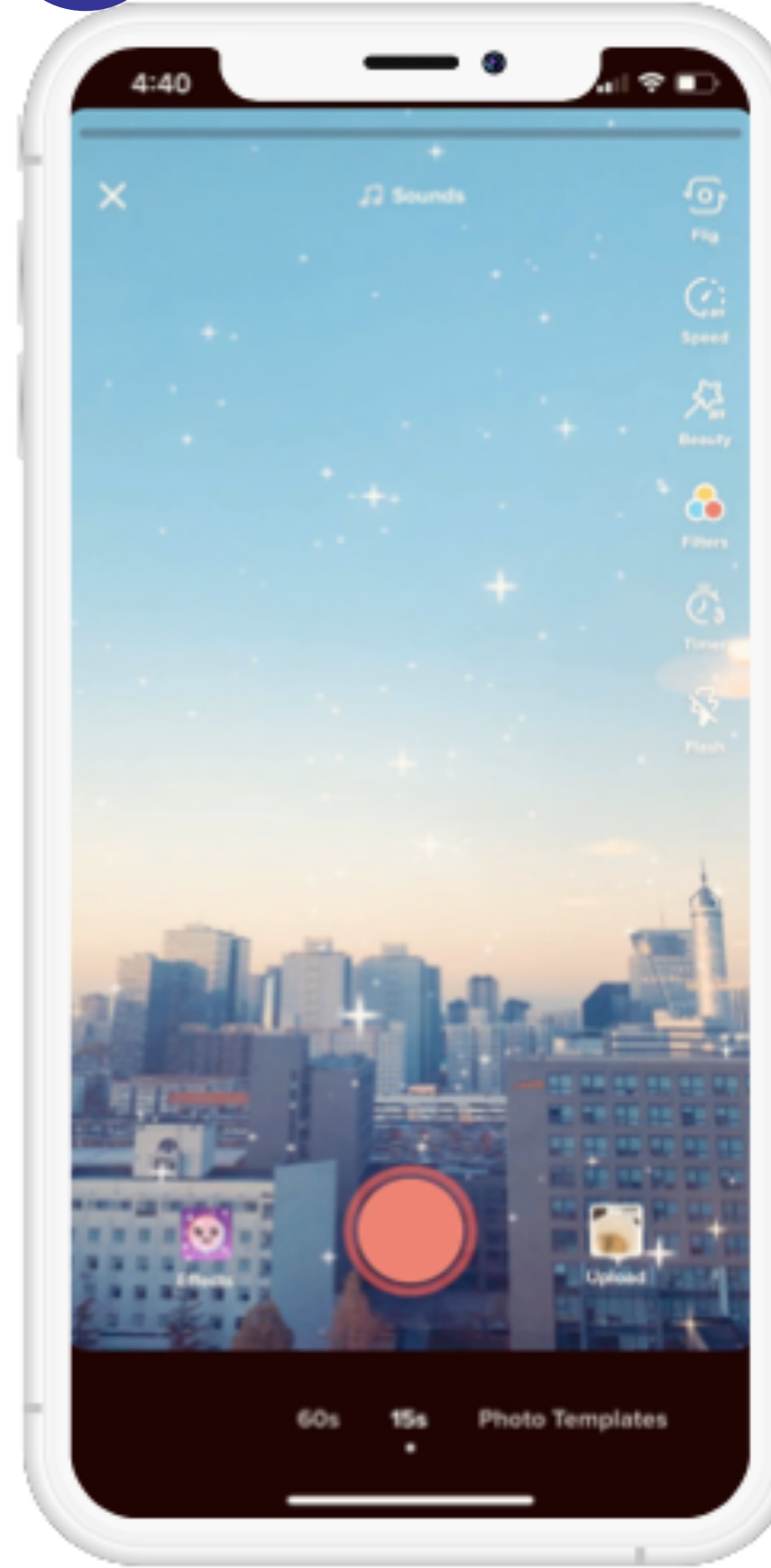
To use a sound from a video on TikTok, tap the music icon in the bottom right corner and then tap the Shoot button at the bottom of the screen.

13



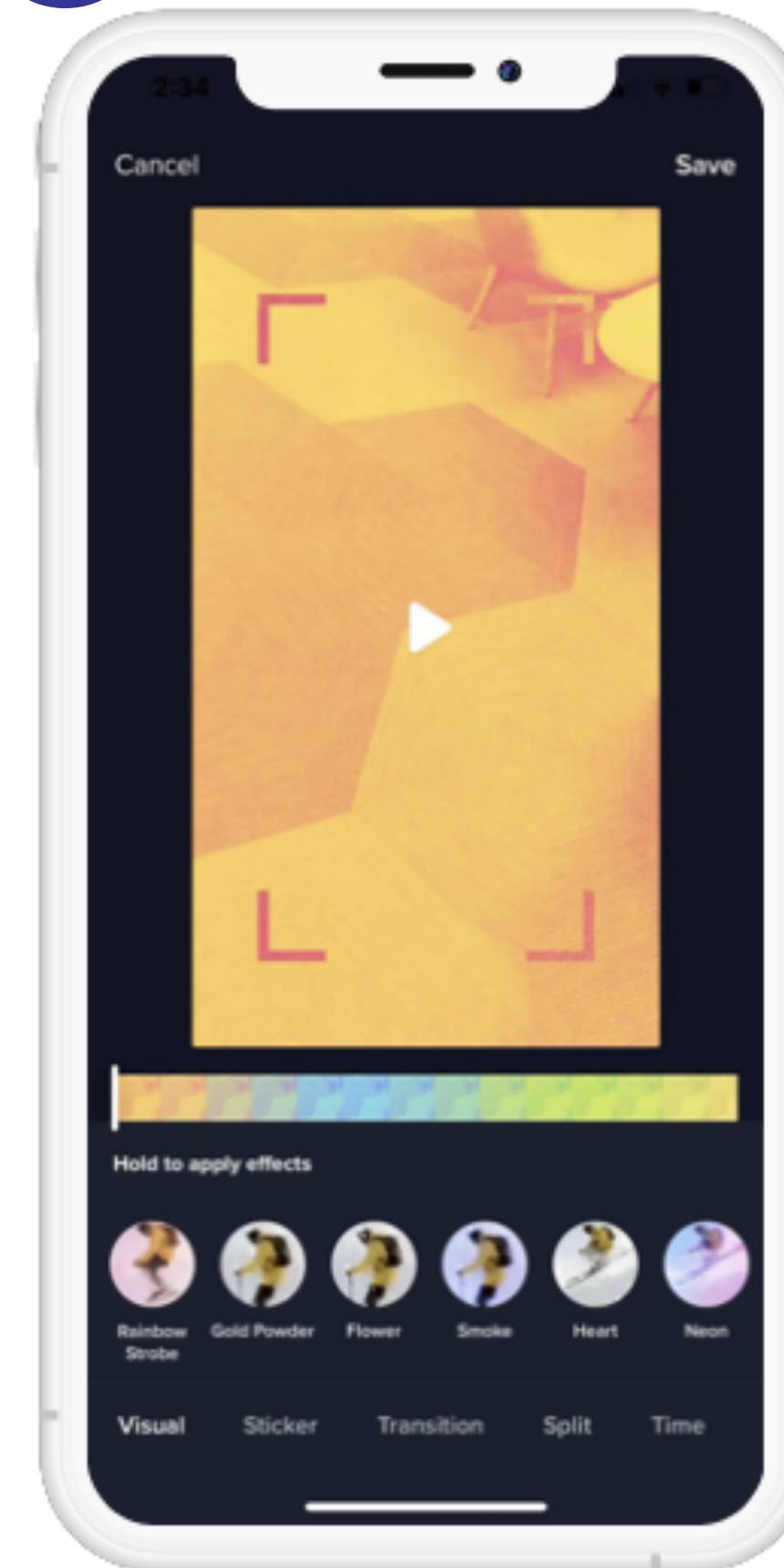
Edit effects, change filters, choose new sounds or stickers, and add text.

14



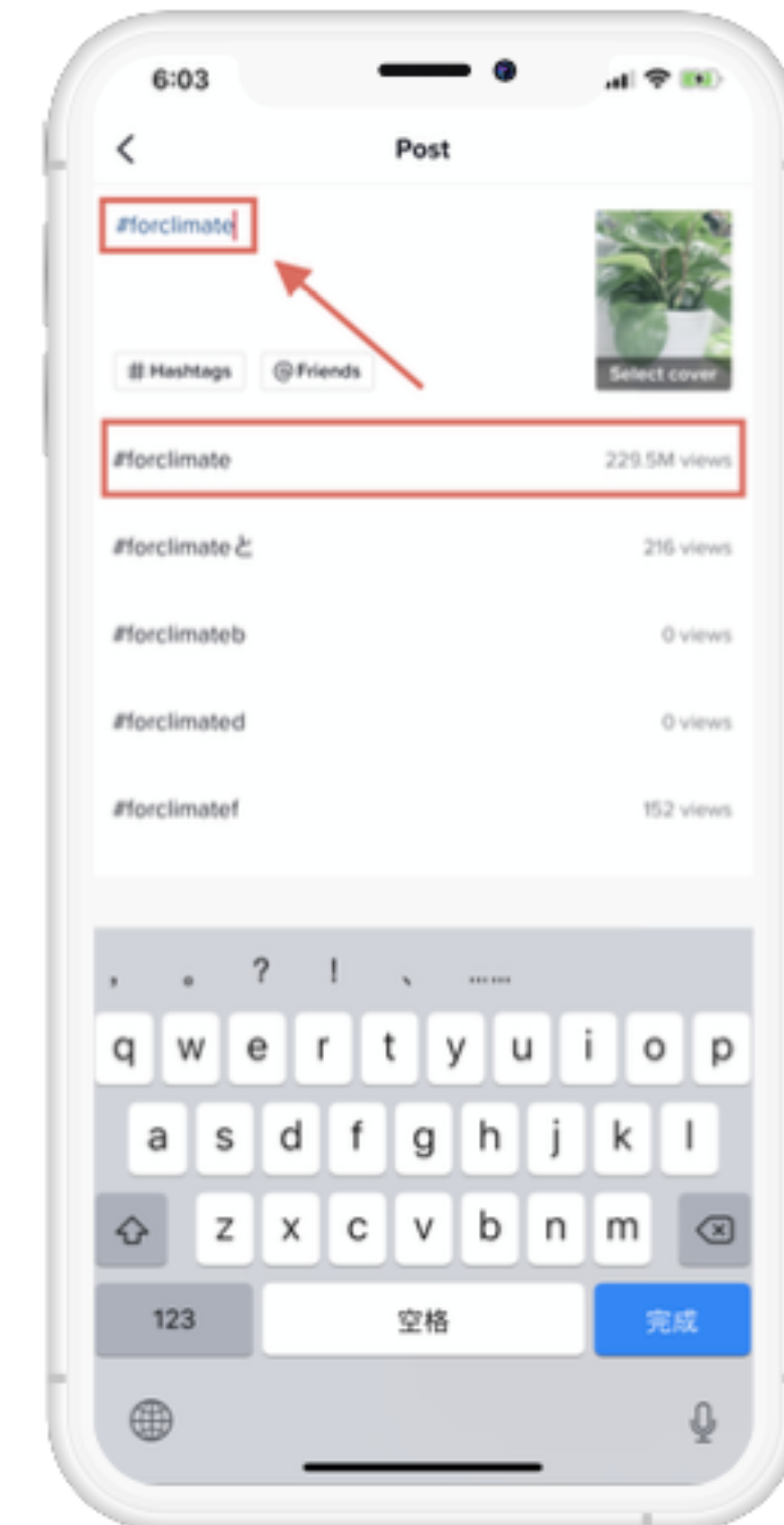
Select visual, sticker, transition, split, or time effects and apply them to any frame. Hold down your selected effect for the length of time you want it to be applied.

15



Tap Hashtags and start typing the hashtag from the list. Mention friends and select a video cover that will attract users.

16



How to create?

Press the button to record, lift to stop. Record as many segments as fit in the time frame.

Augmented reality effects for videos.
TikTok's version of Snapchat lenses.

Video will stop recording at either 15 seconds or 60 seconds.

Create a video out of multiple photos using premade photo templates.

Select audio to add to the video. Music plays when the record button is held down.

Record at different speeds .3x, .5x, 1x, 2x, or 3x.

Toggle "Beauty" mode on to soften lines & smooth out facial complexion.

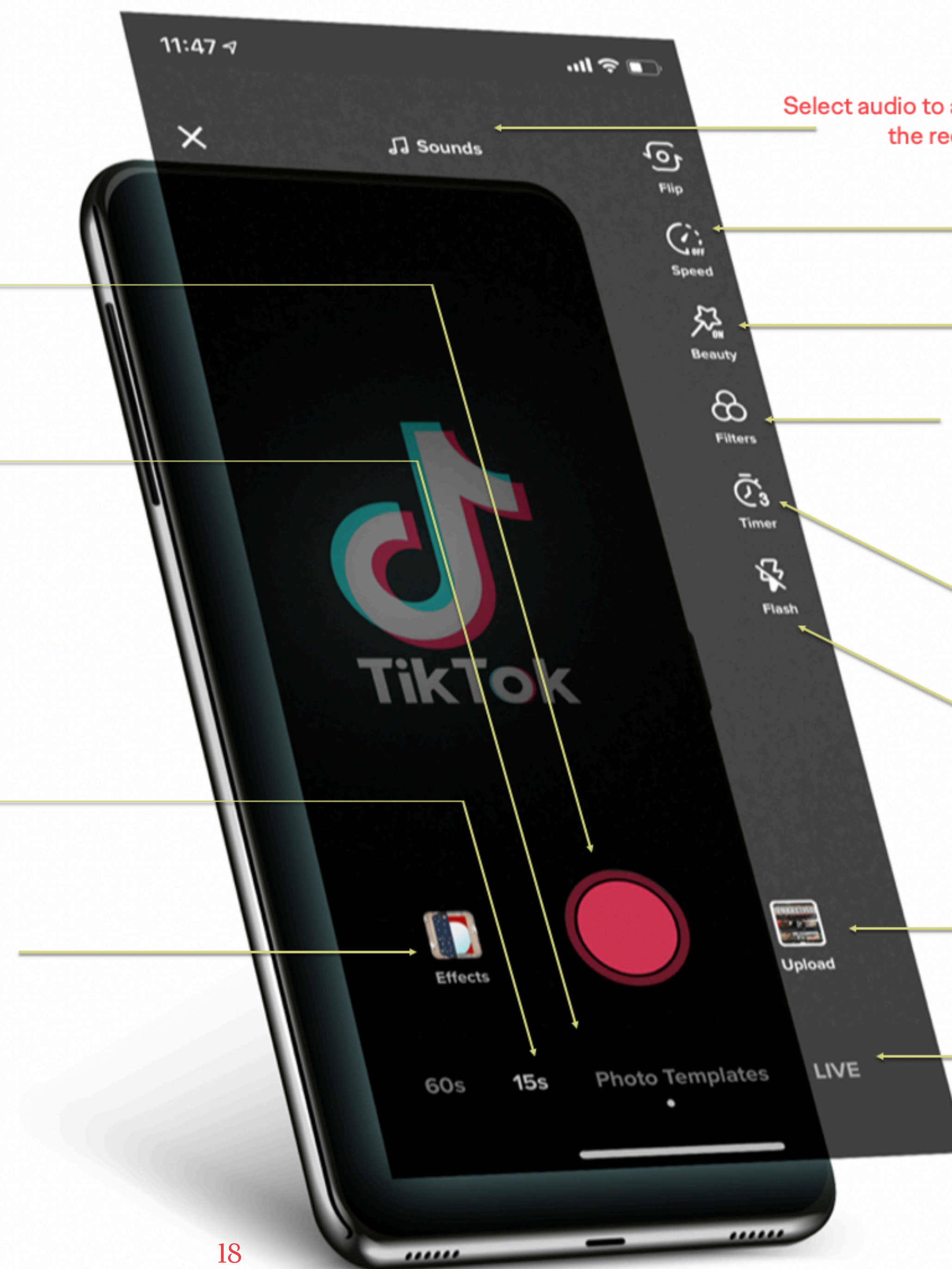
TikTok's version of Instagram filters. Change lighting, color, and saturation or optimize for landscapes, food, or various "vibes."

Timer allows hands-free recording.

Turn the camera flash on or off.

Upload previously recorded video.

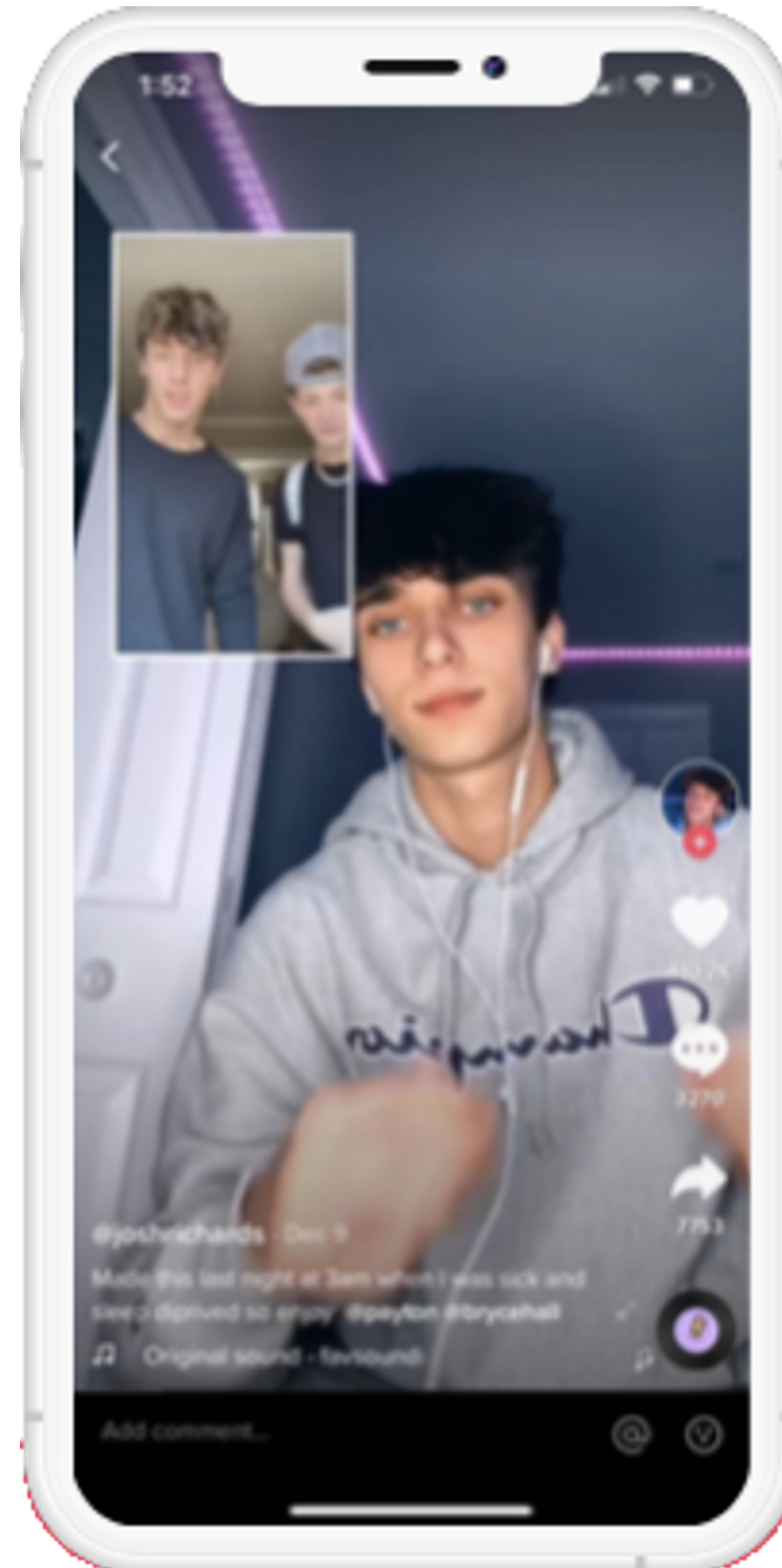
Go live from TikTok. This includes one of the only built-in monetization options for verified creators with more than 1000 followers.



DUET

Duet allows you to stitch together 2 distinct videos into a single video, either as a montage (which flips between the two videos every 2 seconds) or as a side-by-side (in which each video plays simultaneously).

You can Duet with or without music - you can also use spoken audio or other sounds.



For You*

This is where users consume the majority of their video content, and also where most trends go viral.

An autoplaying feed of videos just For You. No matter what our users are interested in, TikTok got them covered.

Preference & Personality

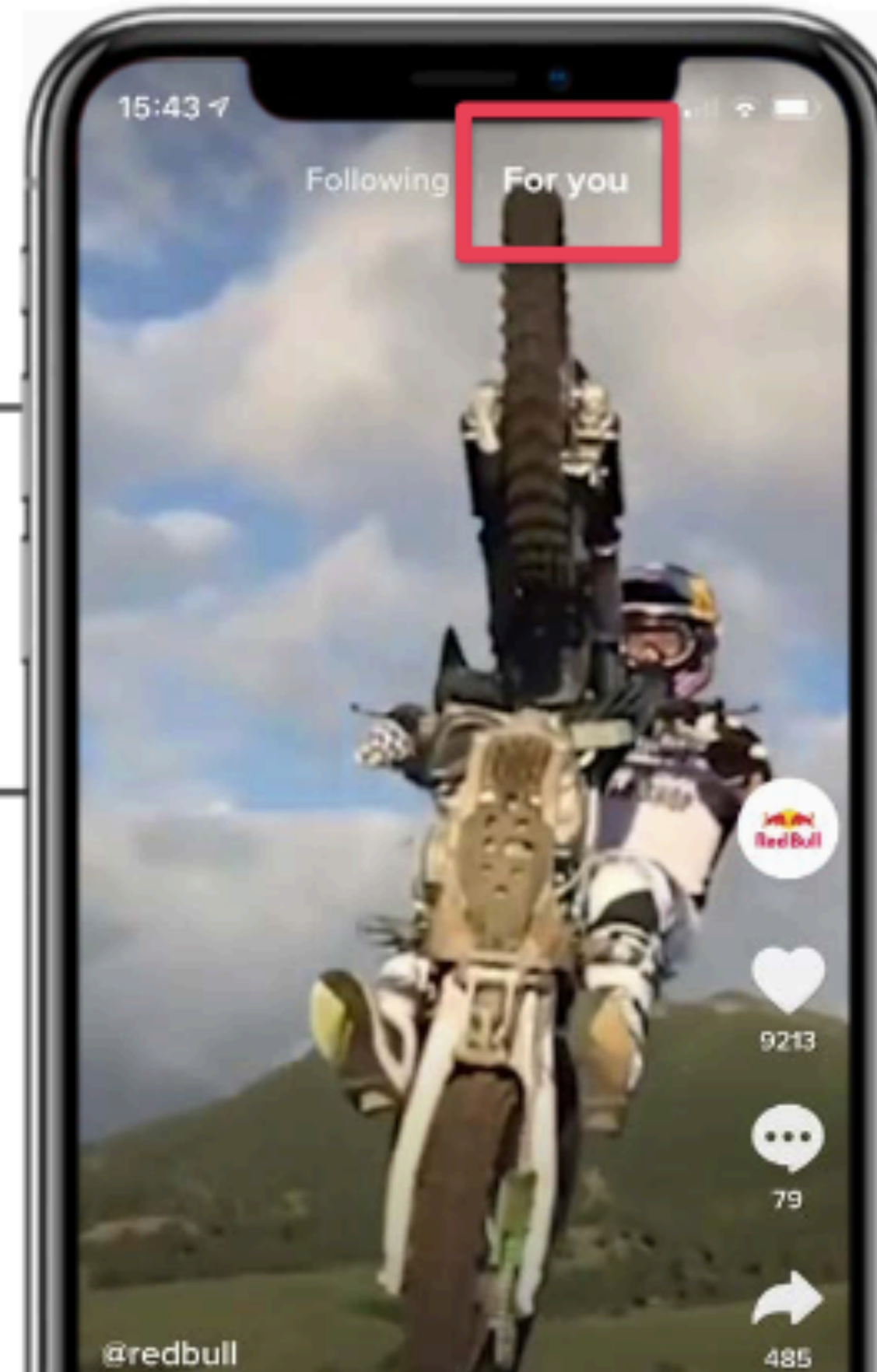
Behavior on platform
Content Preference

Cold Brew Dogs Comedy
Extreme Sports Travel

Location & Environment

Geo-location
Virtual World Environment

Seattle 2:00pm
PST Thursday



Similar User Interests

Demographic Data
Search Interests

20 years old Student
College Male

TikTok Basics

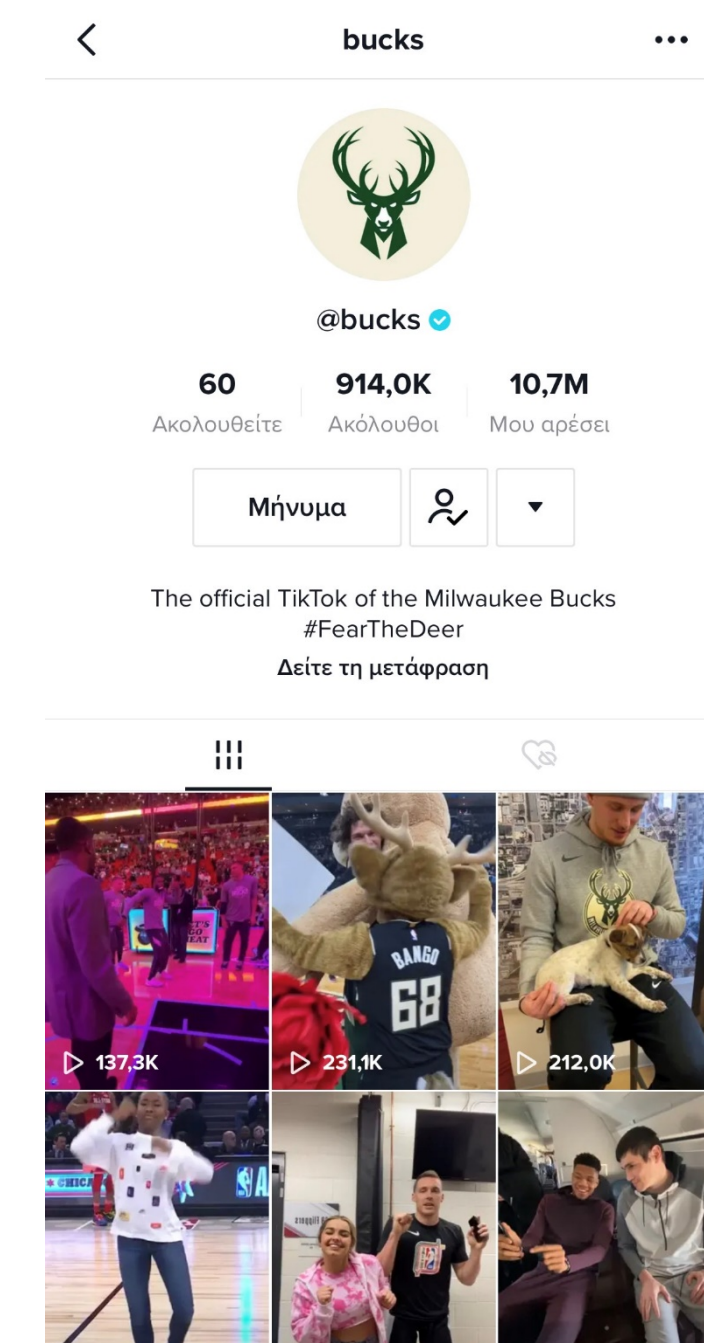
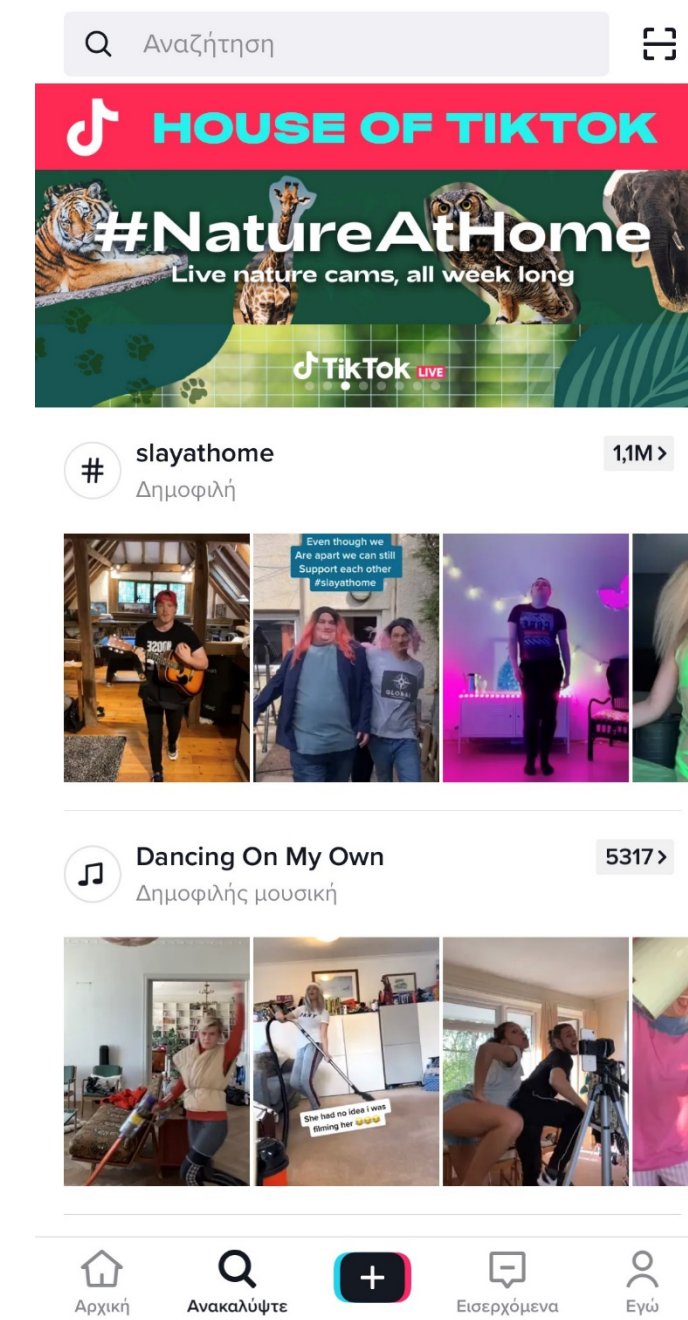
Recording-Videos can be anywhere from 1 second to 1 minute long. Record from in the app or upload previously made videos or pictures. Music can be added during or after recording.

Views, Likes, Comments, and Shares- These are the main ways to engage with videos inside the app. Tik Tok's definition of a “view” is each time the video starts.

“For You” Page -Curated content feed of popular videos selected based on previous engagement with similar content when content goes viral it's referred to as “hitting the “For You page”.

Music-Music is an integral part of the app, upload with audio or set music to any of the millions of existing tracks. Search and discover music by artist and song title or by trending tracks.

Hashtags-Hashtags are used to track viral trends. Hashtags help users find content and trends on the rise. On TikTok, the Featured Hashtag page also includes a brief description of the topic and a delightful feed of related videos. Clicking on the “Discover” magnifying glass of the bottom of the screen sorts videos by trending hashtags. Brands can also sponsor hashtags as one of Tik Tok’s ad offerings. Many brands start creating content by mirroring trending videos.



The posting checklist

Define your content strategy by:

- Posting videos related to your main interest area
- Instilling meaning into your videos
- Uploading "slice of life" content
- Staying on top of popular trends

1.

TikTok is designed to showcase vertical videos shot with the TikTok camera. If necessary, you can convert your existing videos to a vertical format using editing apps or software before uploading to TikTok.

2.

Including relevant hashtags and descriptions allow TikTok to better surface your content to the right audience.

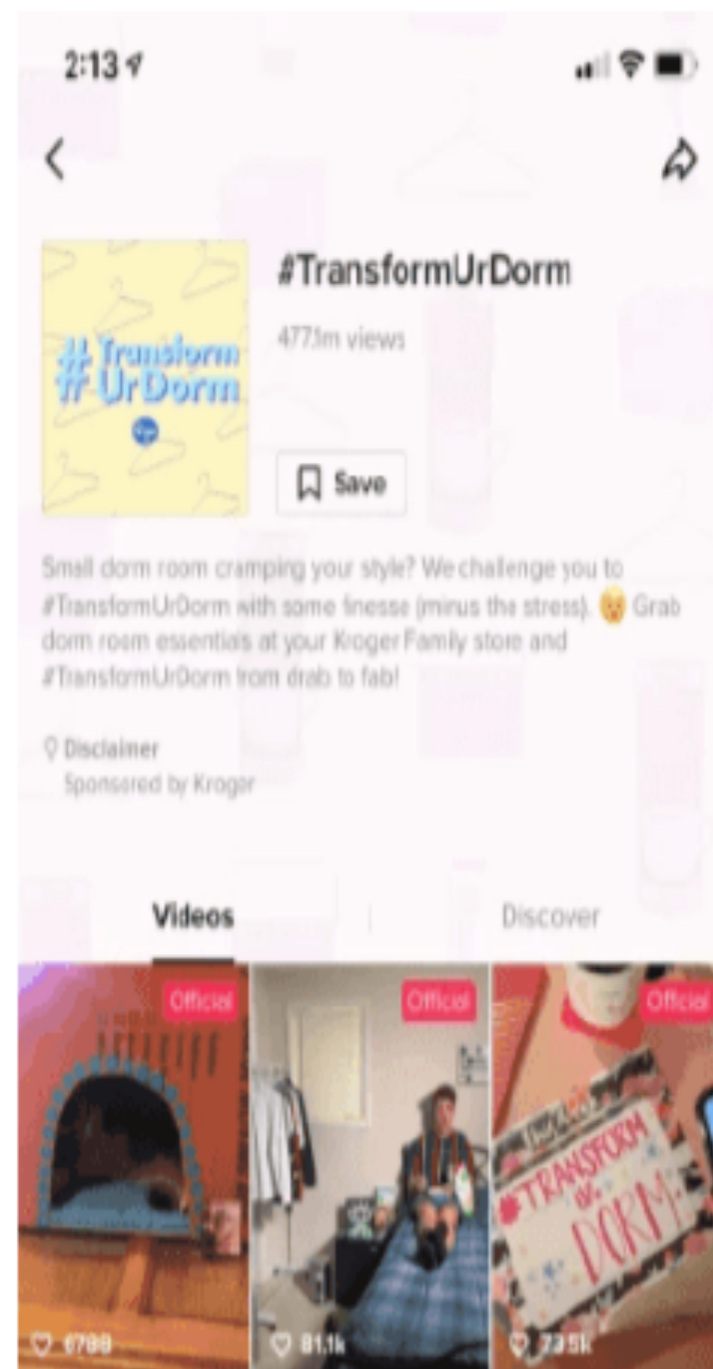
3.

Sounds can make your videos more engaging and attract more views.

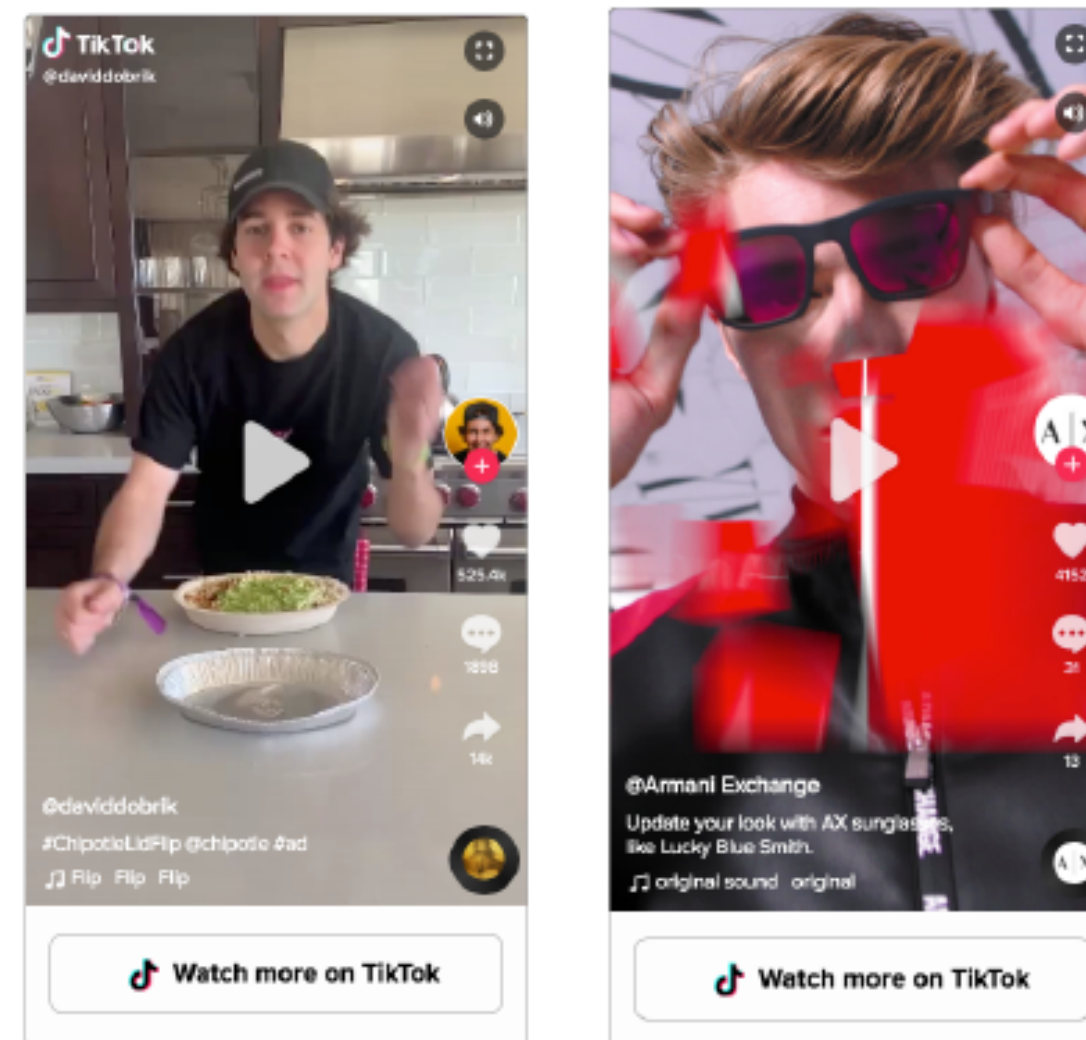
4.

You can also post your TikTok videos to other social networks and encourage your audience to find more of your videos on TikTok.

Platform Opportunities



In app purchases
#Hashtag Challenge Plus



Brand takeover ads
Sponsored influencer posts



Introduced a FaceSwap Feature

What's New?

JAN

TikTok is Developing a Feed of Curated Content, Similar to Snapchat's Discover Stream

TikTok's Testing a New Music Tab on Selected Artist Profiles

TikTok Signs New Music Licensing Deals to Enable Increased Music Usage and Partnerships

FEB

TikTok Provides Option to Upload Content via Desktop

TikTok Tests Direct Website Links on Profiles

TikTok Adds Pinning Stickers in Video Clips (pin stickers and emojis to objects in videos and track them as they move around a scene)

MAR

TikTok now lets you add URLs to your videos. There are currently 3 websites you can link to a specific page on: TripAdvisor - Wikipedia - Yelp

TikTok Partners With World Health Organization on COVID-19 Information Program

TikTok Launches Celebrity-Hosted, Daily Live-Streams to Entertain Users Amid COVID-19 Lockdowns

TikTok Adds New Analytics Element to Creator Marketplace

APR

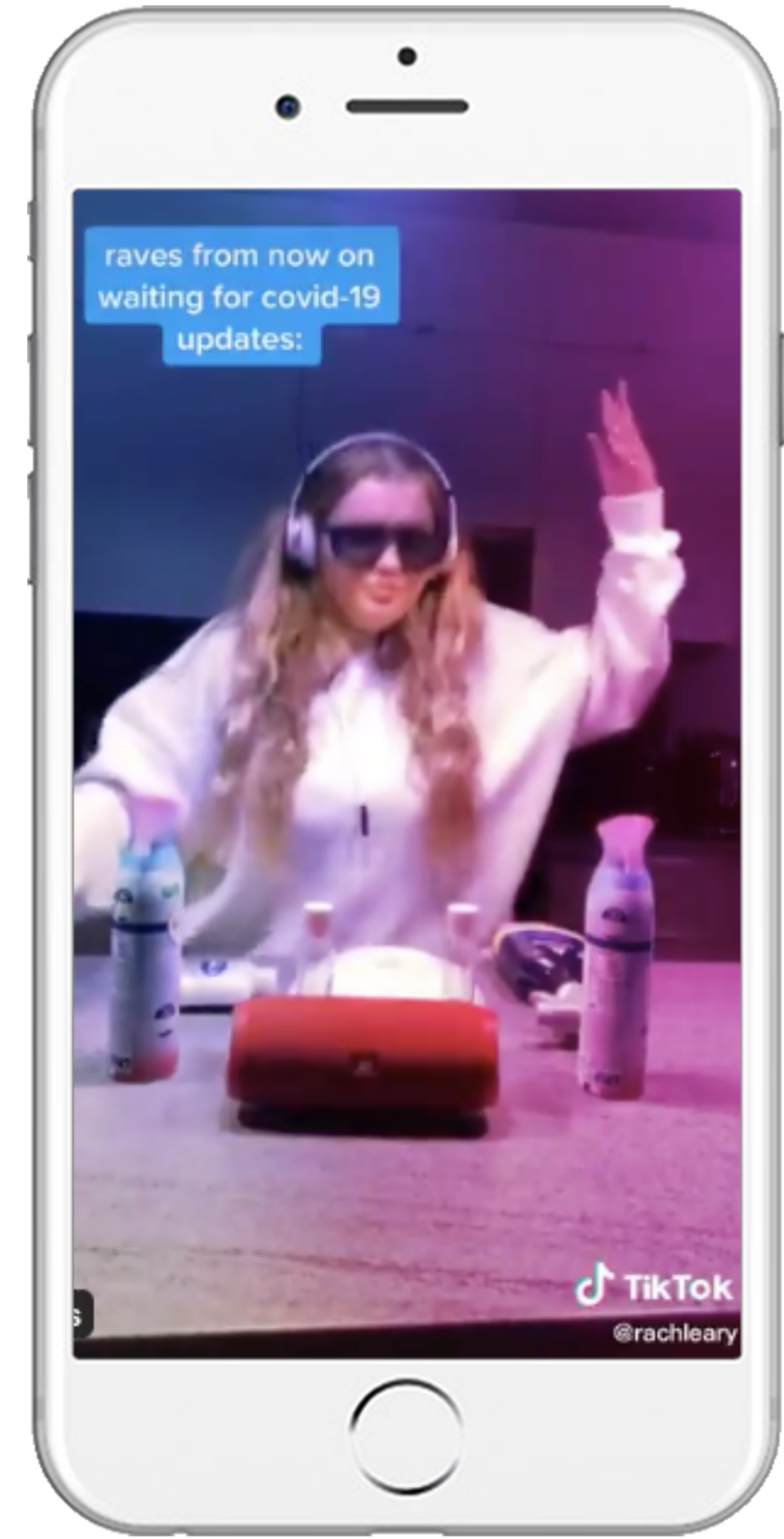
Introducing TikTok Donation Stickers with British Red Cross and Help Musicians

Introducing Adjust clips to easily splice and order different video clips and move them around to determine the desired sequencing

Ogilvy

Tik-Tok engagement soared during coronavirus

- TikTok saw downloads in the US reach 6.2m in March, up 27% compared to 4.9m downloads in February.
- TikTok also saw a 12% rise in global downloads in a single week, going from 25.4m on March 9th to 28.5m on March 16th.
- There has been a 27% increase in engagement on sponsored posts on TikTok between February and March. This aligns with the findings from Kantar's survey, suggesting that users are still open to ads – as long as they are not overtly insensitive.



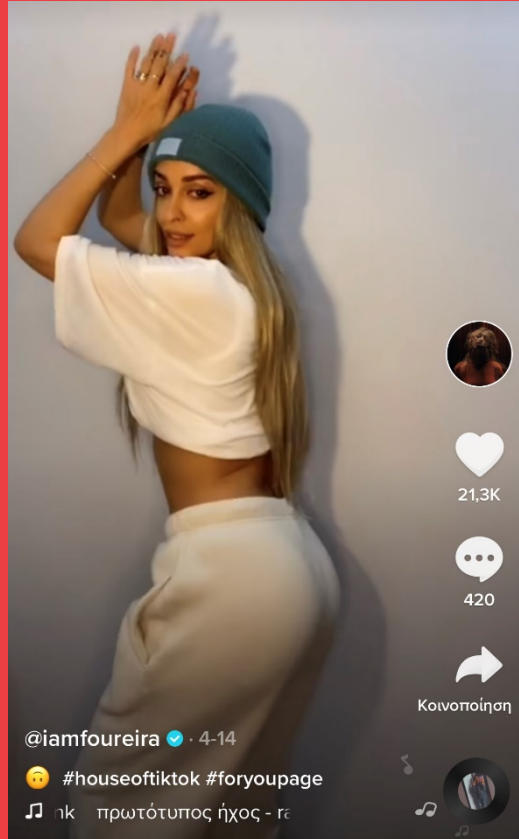
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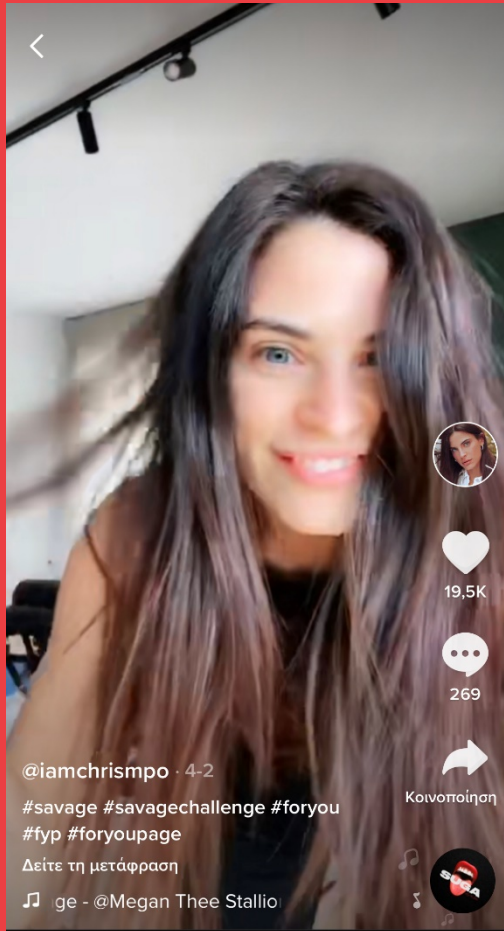
Meet TikTok GR!



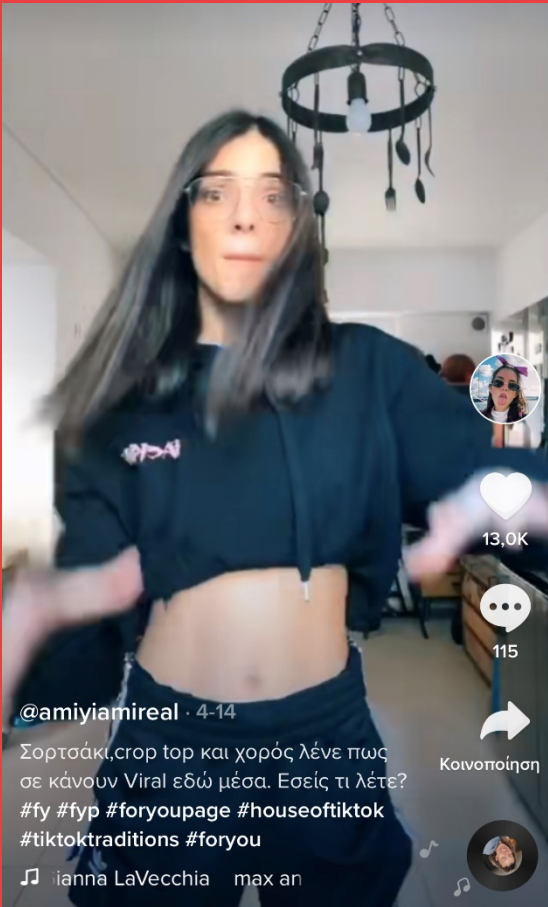
Eleni Foureira



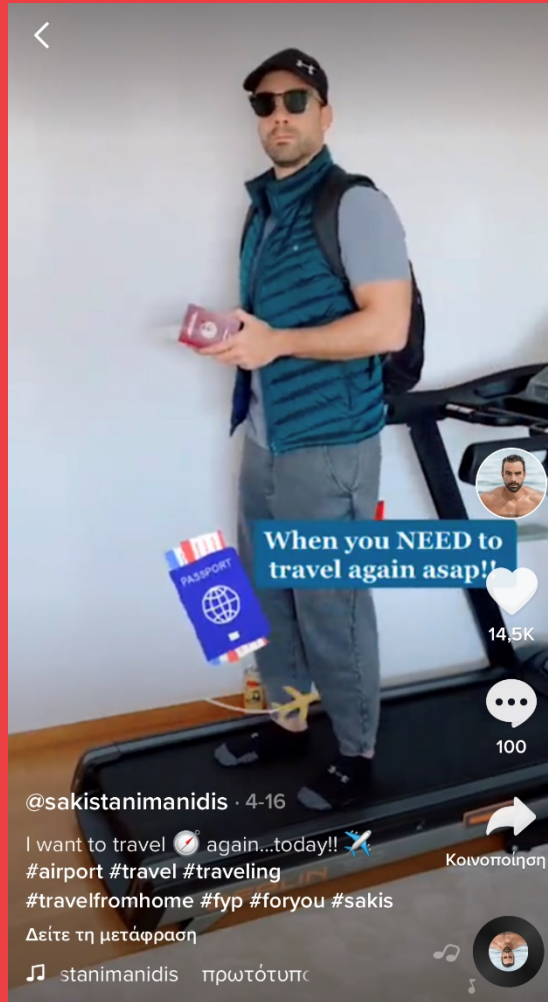
Stefania



Christina Bompa



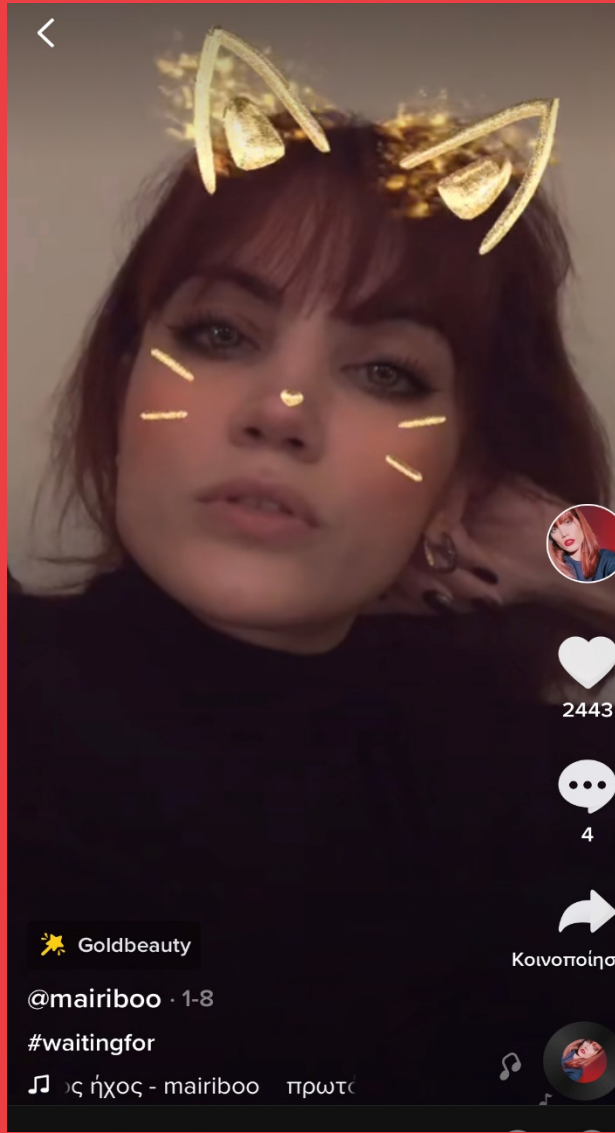
Amiyami



Sakis Tanimanides



Rafael Kas



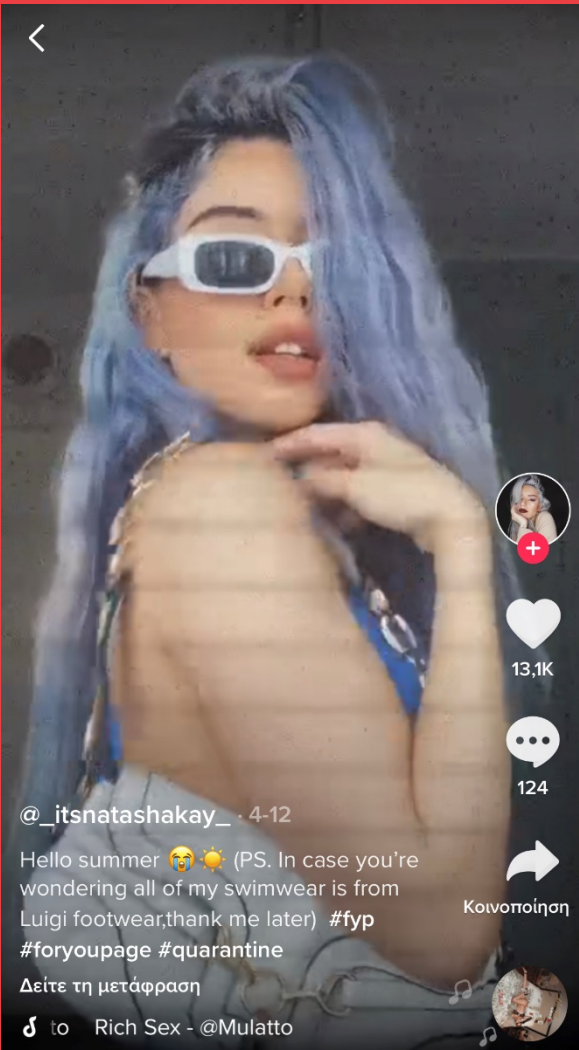
Mairiboo



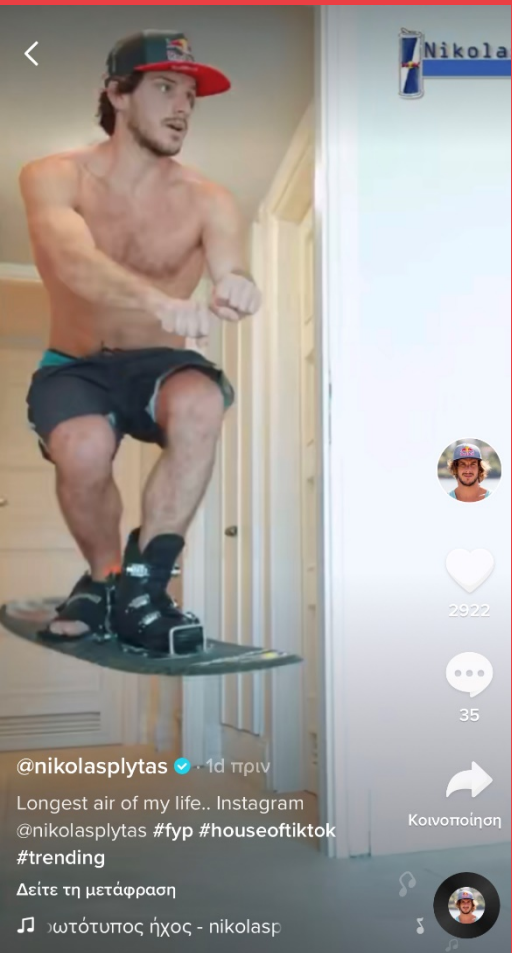
Nikos Moutsinas



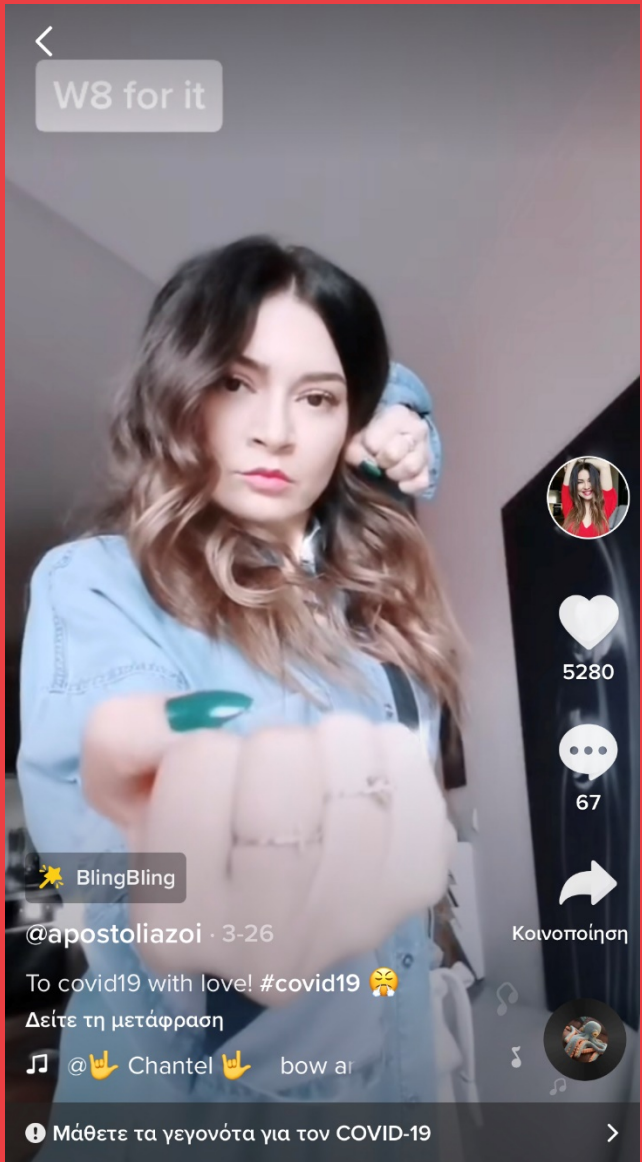
Giannis Antetokoumpo



Natasha Kay



Nikolas Plytas



Apostolia Zoi



Konstantina Spyropoulou Elena Kremlidou Garifalia Kalifoni Sakis Karpas Demy Ioanna Triantafyllou
Antonis Tsapatakis Nikos Koklonis Vrisiida Andriotou Betty Maggira Dat Lilly Arsenios Thanasis
Venetia Kamara Super Kikii Softsis (skrap) Karkaris (Gianakopoulos) G. Manos Antetokoumpo
Tamta Dimitris Kyrsanidis Athina Oikonomakou dionysisatzarakis Evellyn Kazatzoglou Andreas Georgiou
Konstantinos Vasalos Natasa_theodoridou Cat Von K Mirketa Vidali Dimitris Tatarakhs, Rafailidis
Evi Saltaferidou Peny Agorastou C. Prionas vemojohn Elena Galifa Christos Dantis Anastasia Giousef
Lakis Gavalas Kostas Karafotis George Livanis Lefters Prg Vathiotis.99 Nino Xypolitas Nikolas Mihaloglou
Katerina Geraniou Giorgos Tsalikis Katerina Zarifi George Manikas Savas Poumpouras Zoe Pre
Aggelos Katsilianos Kostas Maliatsis Thodoris Marantinis Ilias Gkotsis Evangelia Siriopoulou
Jay Prodan Filio Lou Georgios Chatziefstathiou Ilias Bogdanos, Ioanna Touni Vasiliki Millousi
Katerina Geraniou imikriollandeaza Nikos Gkanos Yvonne Bosnjak Illeoo_Kip Alexandros Kopsialis Nikos Iliopoulos
Evridiki Valavani Smaragda Karidi Stella Pouyiourou Katerina Saranti, Christos Ferentinos
Eleftherios Petrounias Ageos Pothitos Emmanuel Karalis Tasos Xiarcho Dimitra Alexandraki
Natalia Germanou John Mekiamis Alex Antetokoumpo Manos Papagiannis Stefania&Eua Marios Priamos
Nicolascostastyle Vasilisanis Angelina Samiou Sofia, Skalkosova paulos_k.r Katerina Stikoudi
Kostas Anagnostopoulos Ilianna Papageorgiou Alexandros Natsakos Elena Tsagkridou Giannis Aerakis Madclip Official
Argiris Aggelou Sofi Pasxali Thomas Gratsounas Takis Papamatthaiou Foteini aristakesyan
Konstantinos Argyros Stan Elena Amanatidou Anna Amanatidou Sissy Christidou Unboxholics

GR stats

7%

Internet Users, 16-64

20%

Internet Users, 16-24



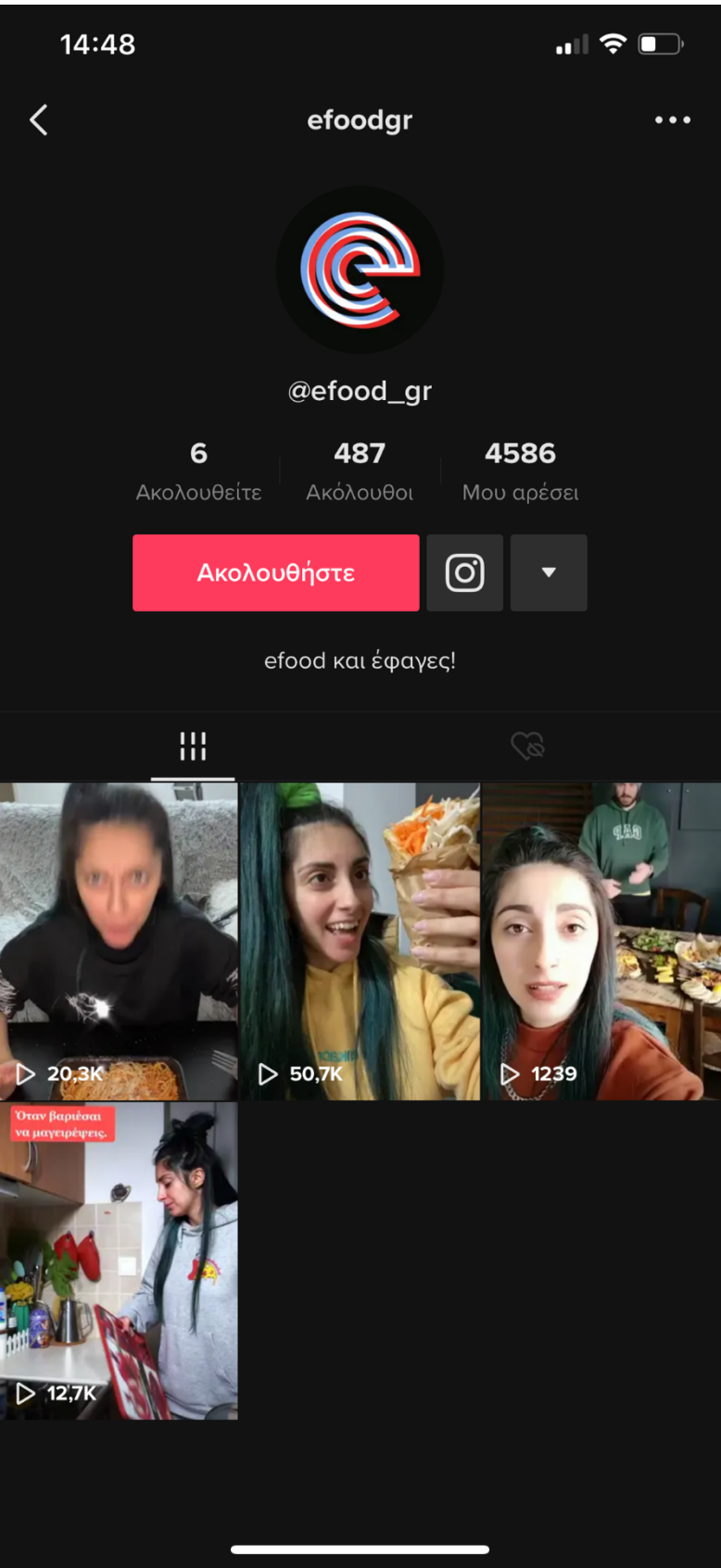
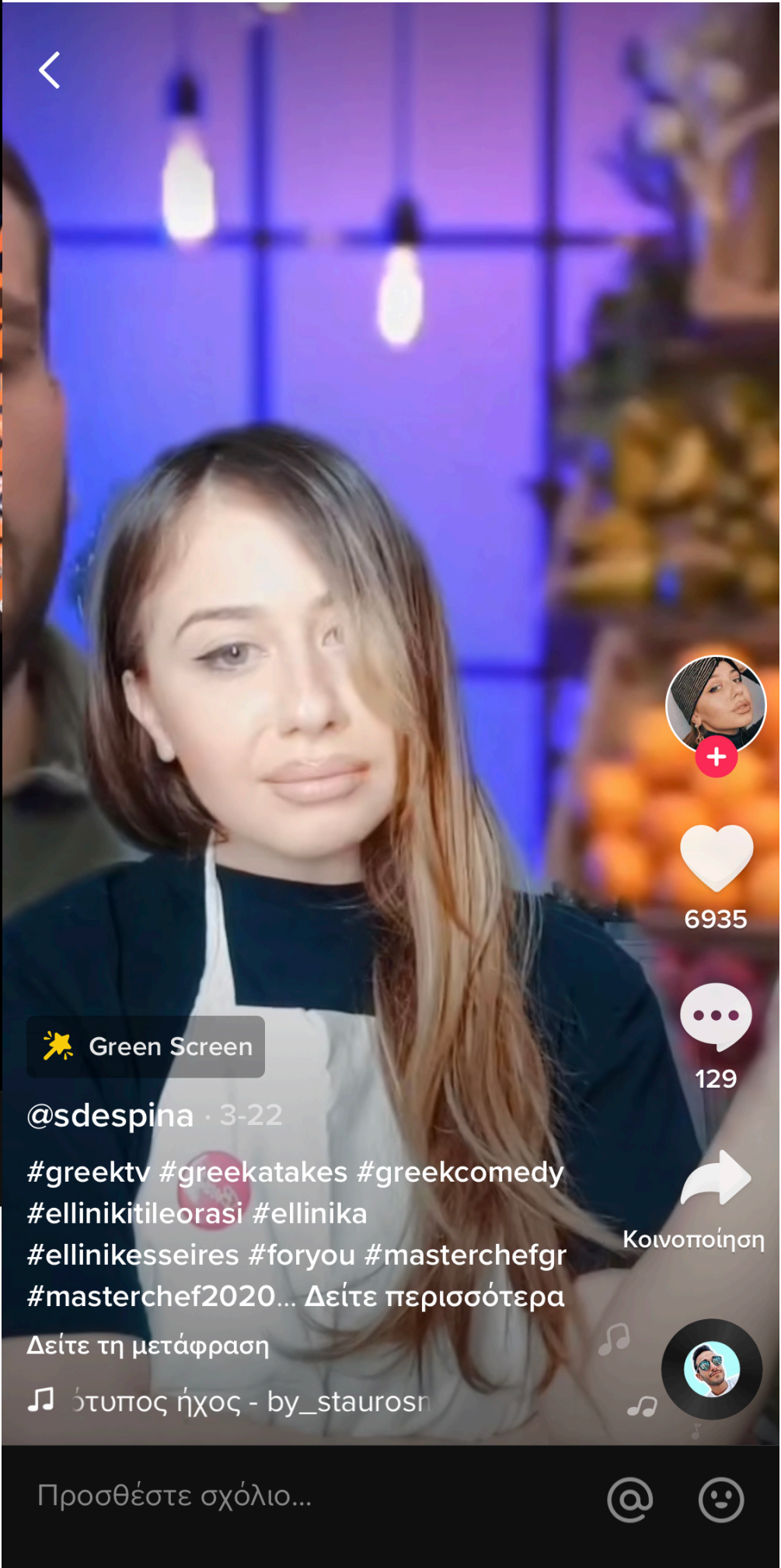
4.5%

Internet Users, 25-64

Greek Brand Accounts



Masterchef



e-food



Papadopoulos
biscuits

Vodafone CU



Ogilvy

Contents

1. About TikTok
2. How to TikTok
3. TikTok GR
- 4. Analyze me!**

How do we measure impact?

Public Metrics:
Following-Followers-Likes-Videos Posted

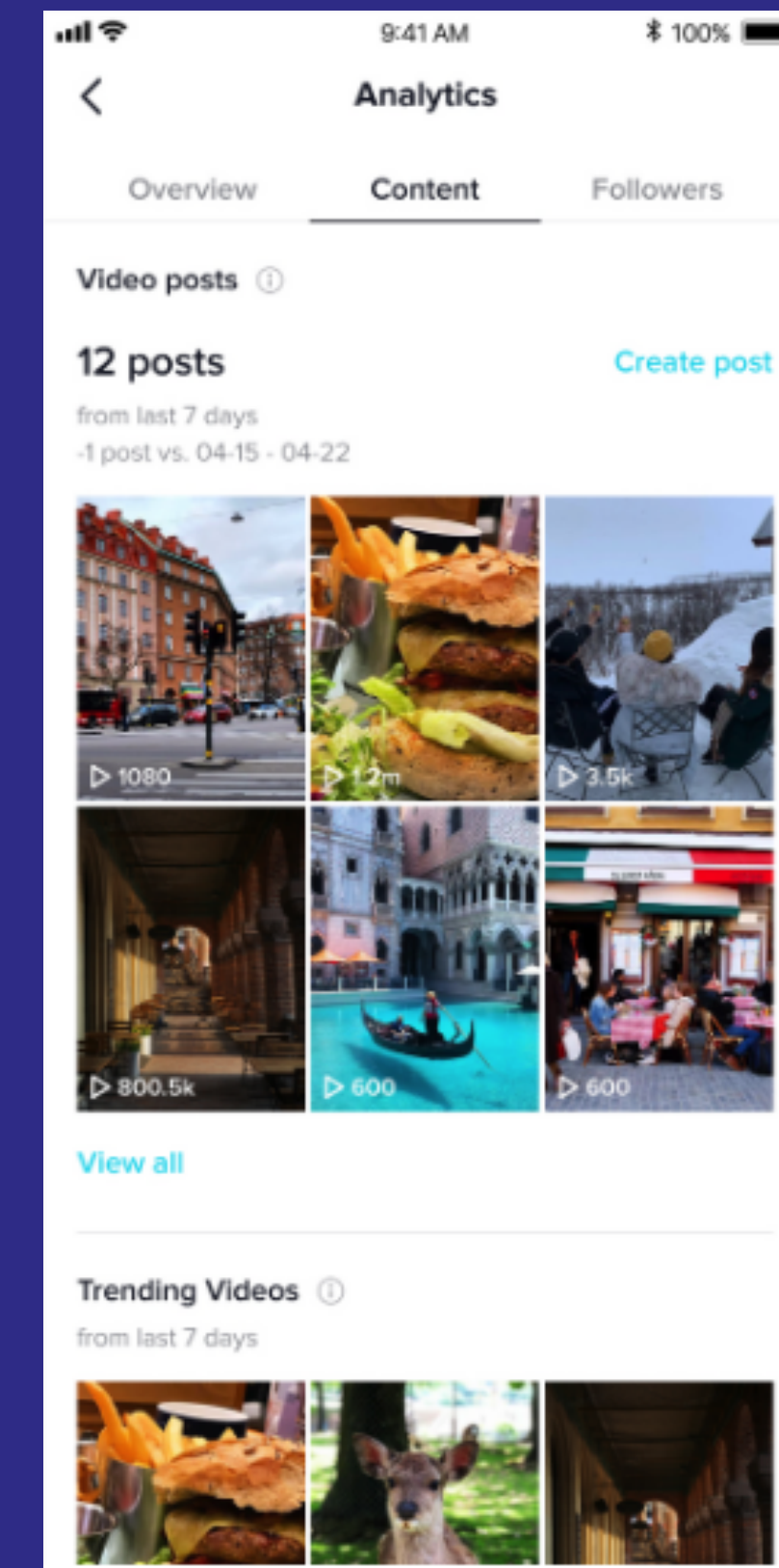
In-app analytics and deeper analytics
available only to the profile owner

Calculate average likes per video by
dividing the total videos posted by the
total number of likes

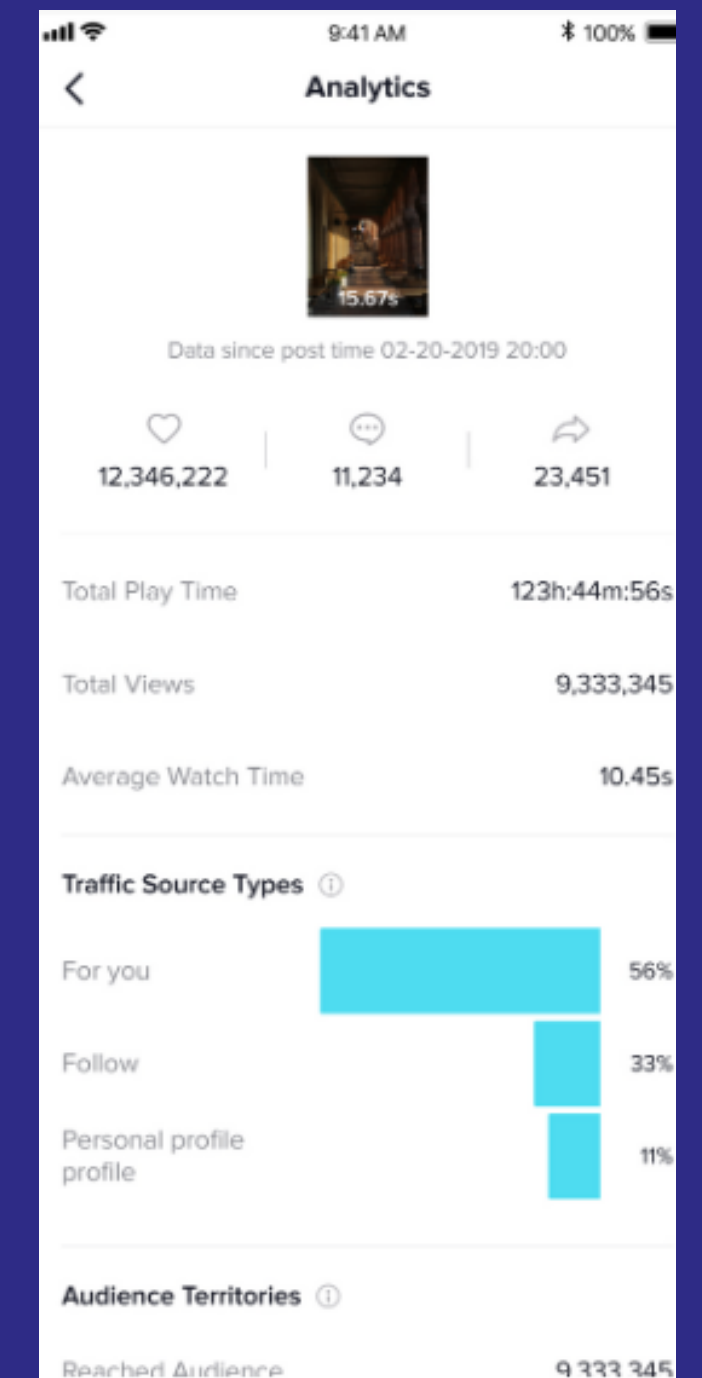
Analytics are available only for TikTok Pro
(after 7 days of collecting account data)



**Profile
Overview**



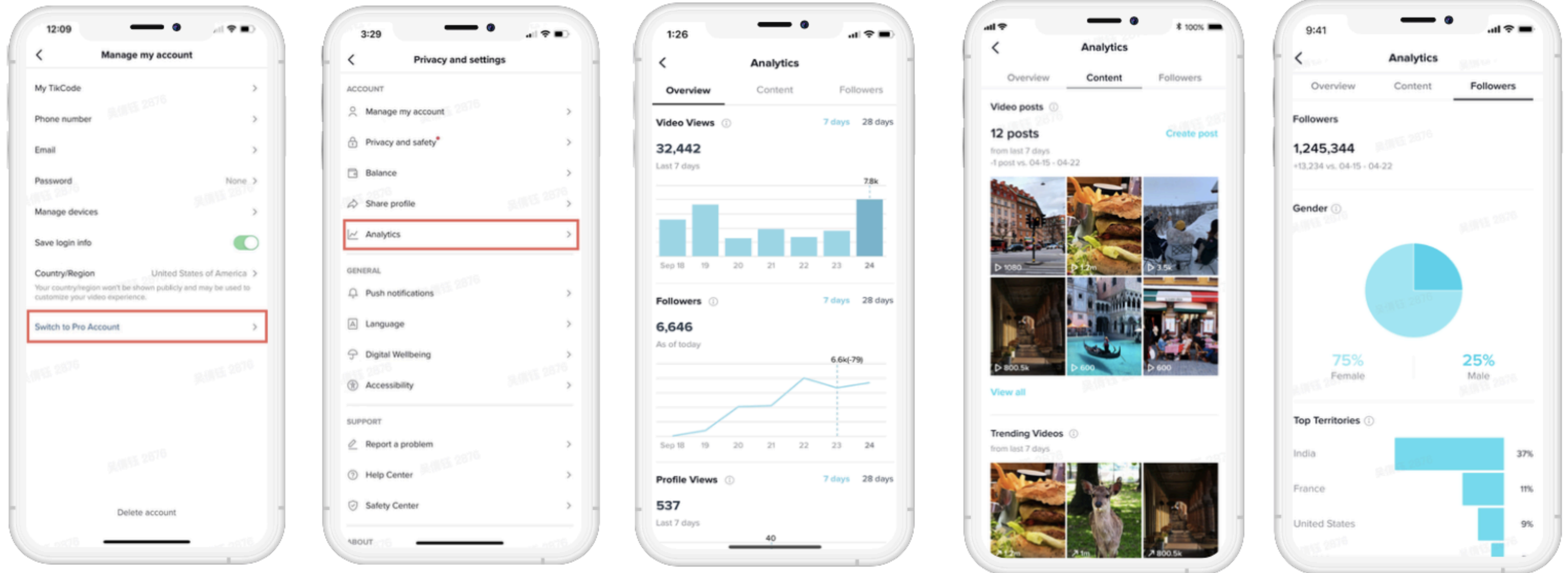
**Content
Insights**



**Followers
Insights**

Measure Success

- **Overview**: Performance of your videos and account in last 7 days
- **Content**: Videos you posted and trending videos
- **Followers**: More details about your followers



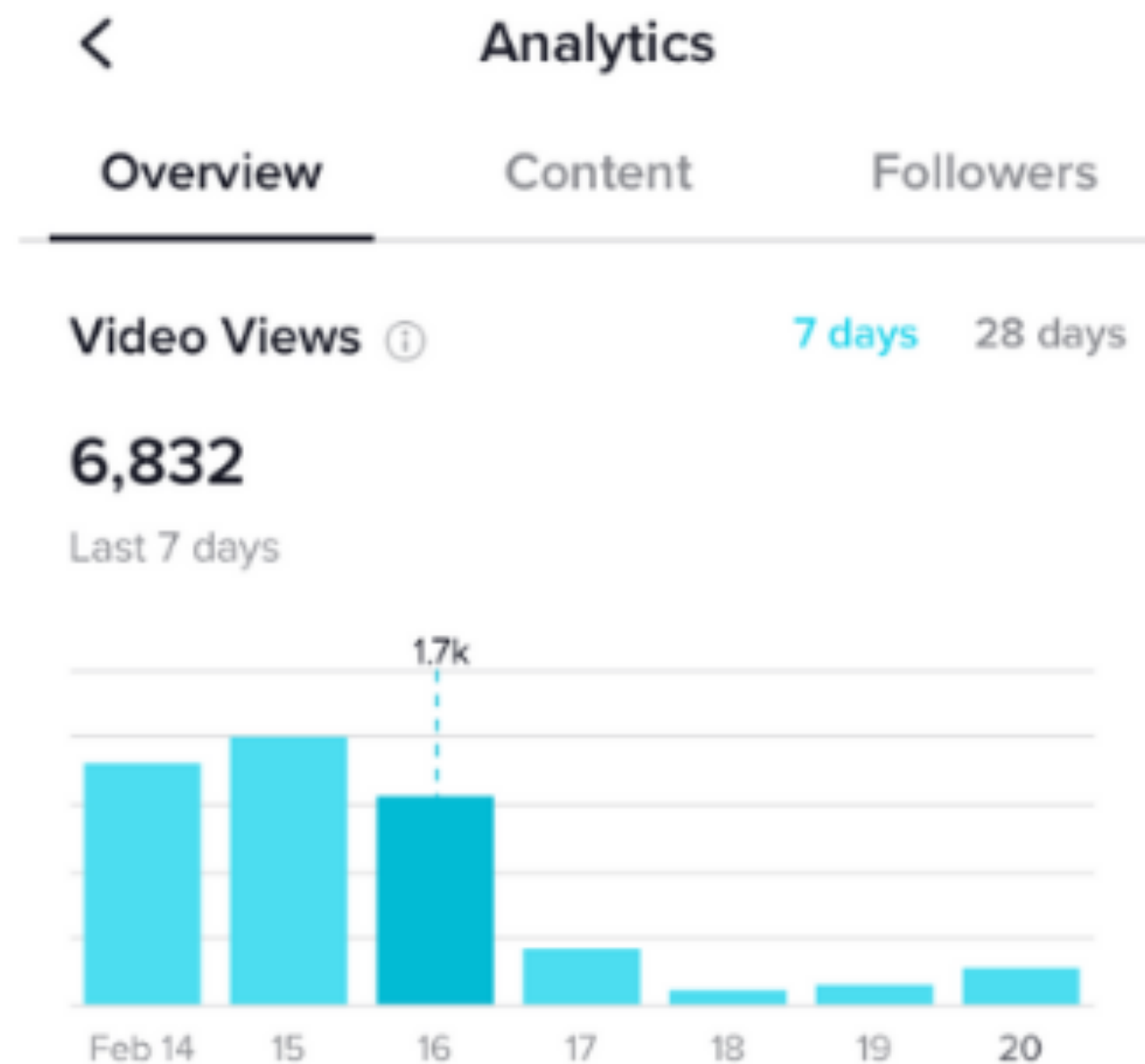
Profile Overview

In the overview tab you can access three key parts of data:
Video Views, Followers and Profile Views

Video Views:

How many views you got in total or on individual days in the past 7 or 28 days.

Video views graphically represented by day with the total video views.



Profile Overview

Followers:

Total amount of followers over the past 7 or 28 days.

The total number of followers as well as the graphical representation of follower growth.

Pinpoint a growth surge to specific video post by aligning the dates.

What content has performed well and converted views into followers?



Profile Overview

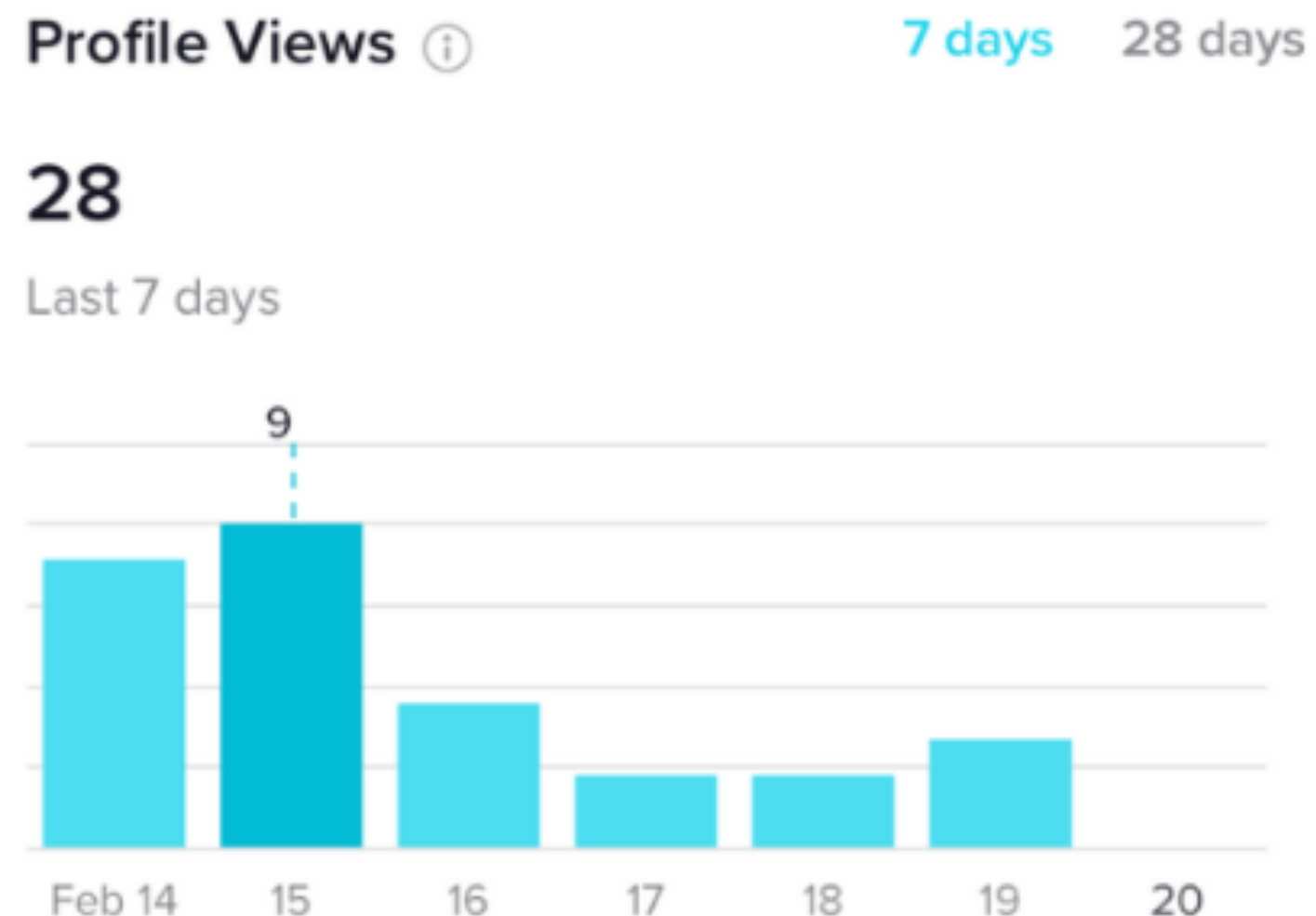
Profile Views:

Total amount of profile views over the past 7 or 28 days.

The number of times your profile page was viewed, either by clicking on the username or profile image in any video.

Pinpoint a growth surge to specific video post by aligning the dates.

What content is driving people to view your profile ?



Conversions

$$\frac{100}{\text{Video views}} \times \text{profile visits} = \text{profile visitor conversion rate \%}$$

Video viewer to

Percentage of video viewers that converted into profile visitors over the past 30 days

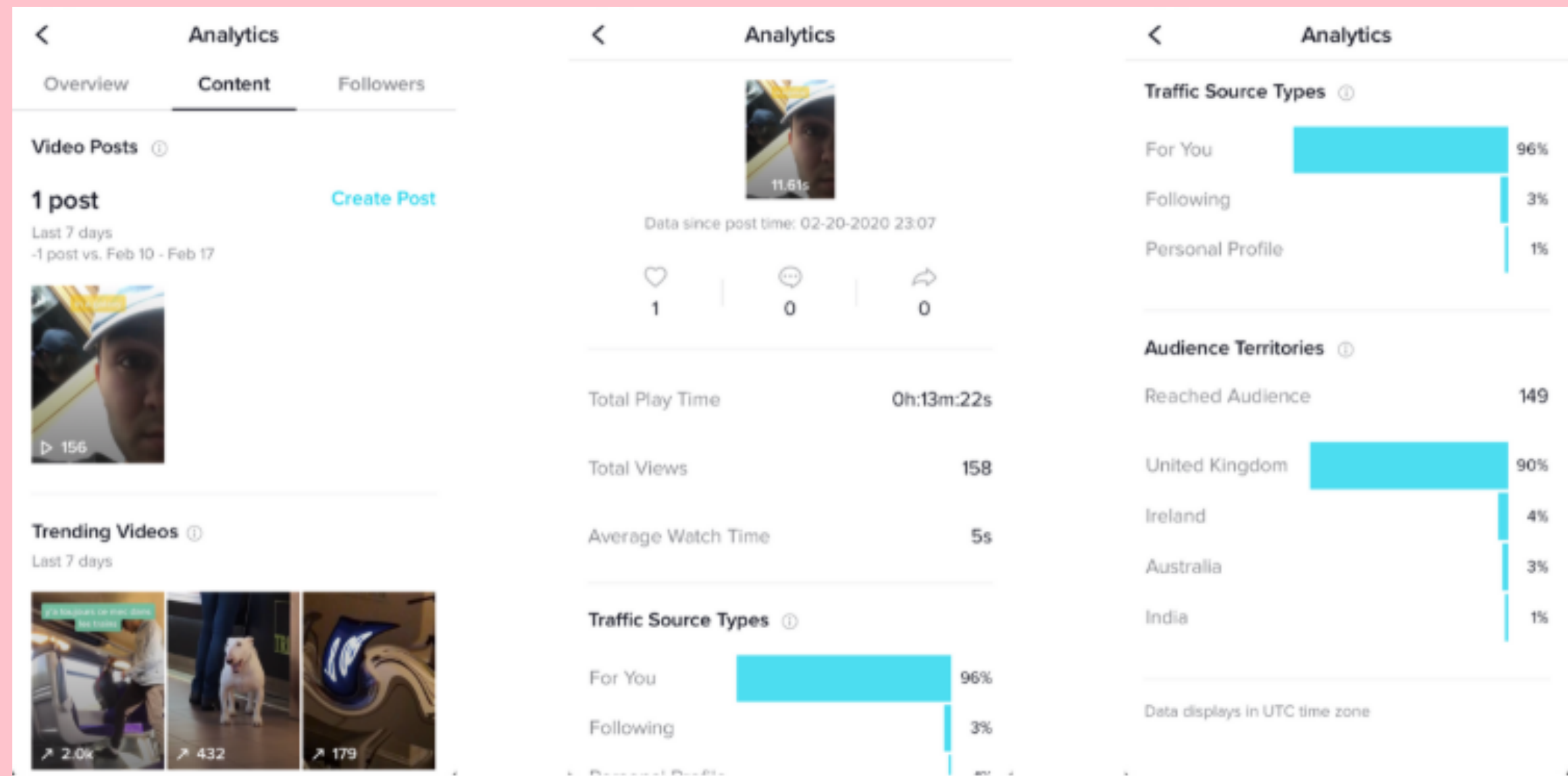
$$\frac{100}{\text{profile visits}} \times \text{new followers} = \text{follower conversion rate \%}$$

Profile visitor to

Percentage of profile visitors that converted into followers over the past 30 days



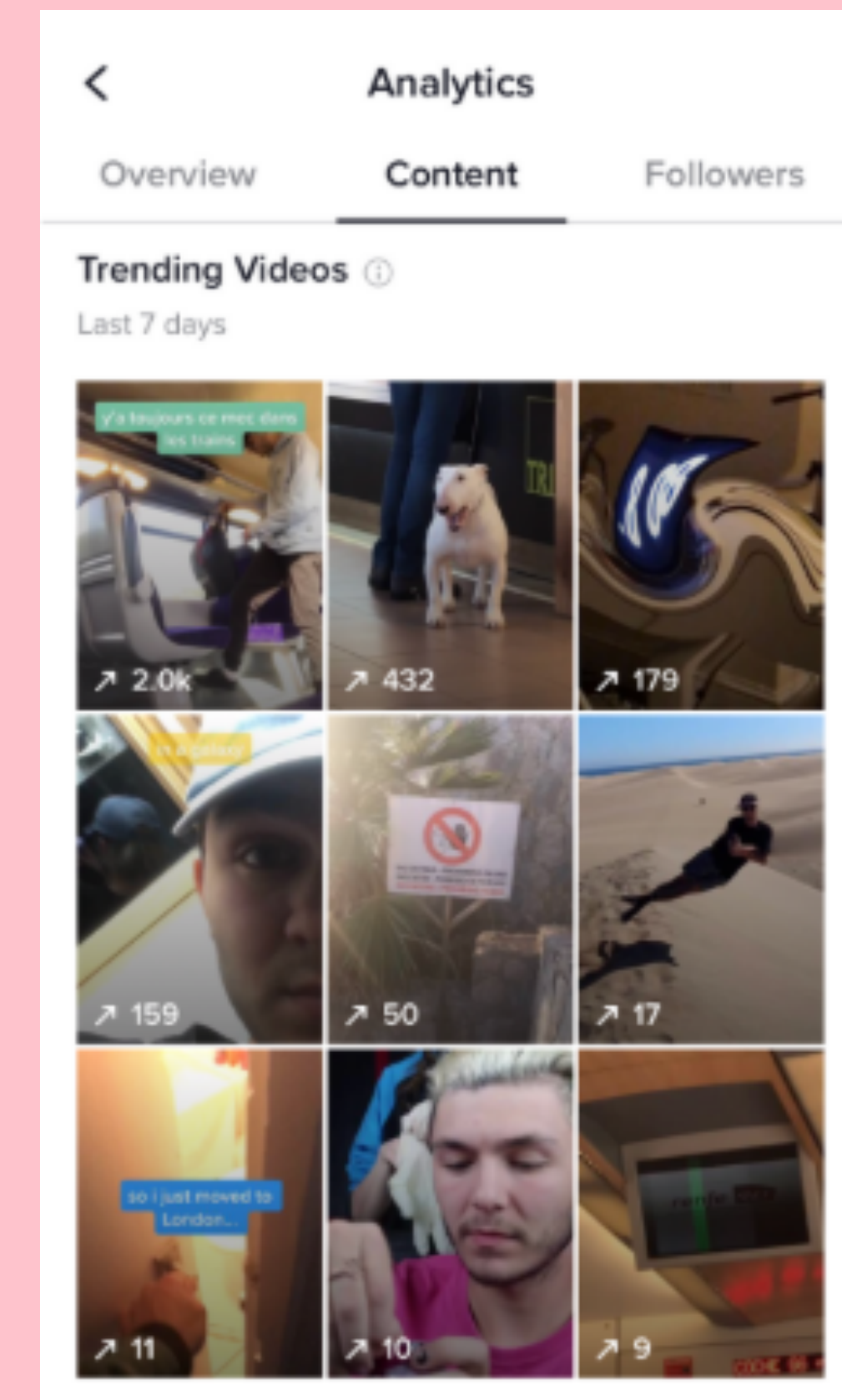
Content Insights



Video Posts

All the videos you have created in the last 7 days, ordered from newest to oldest. Clicking on a video will take you into another page dedicated to that specific video.

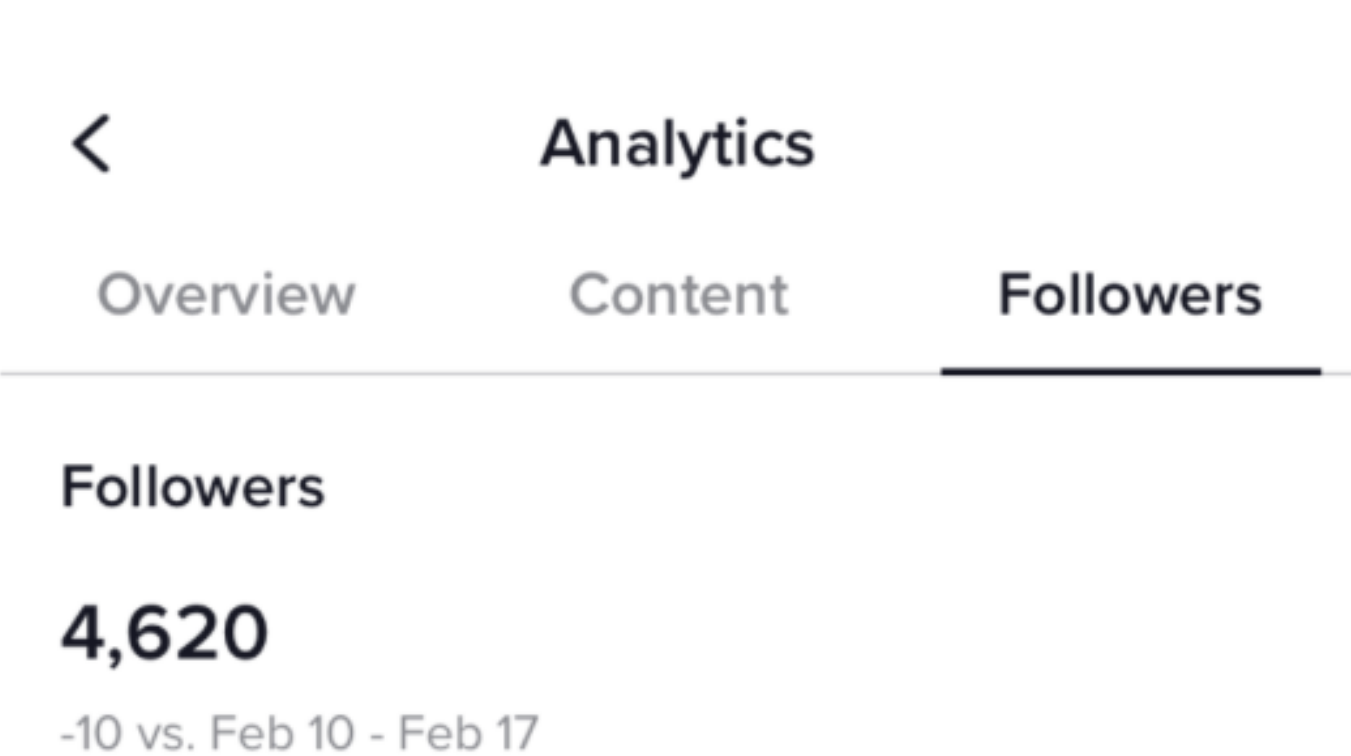
<https://www.conviva.com/tiktok-social-analytics-measurement-strategy/>
<https://www.veed.io/grow/how-to-check-tiktok-analytics/>
<https://vidooly.com/blog/tiktok-analytics/>
<https://socialmediaweek.org/blog/2019/10/how-to-become-a-tiktok-pro-analytics-marketers-need-to-know/>
<https://lachlankirkwood.com/2019/12/30/everything-you-need-to-know-about-tiktok-analytics/>



Trending Videos

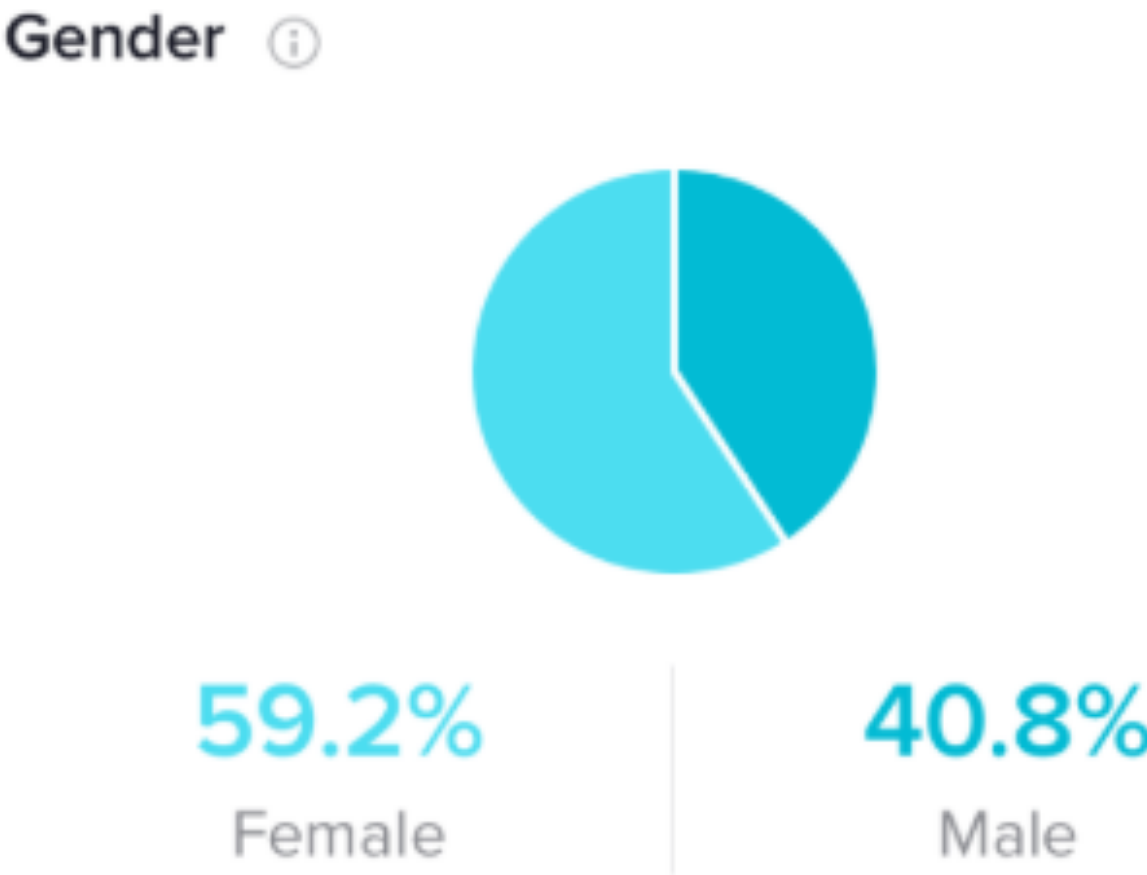
Top 9 videos with the fastest growth in views (past 7 days)

Follower Insights



Total amount of followers and how many unfollowed the profile.

Distribution of followers by gender



Top Territories ⓘ

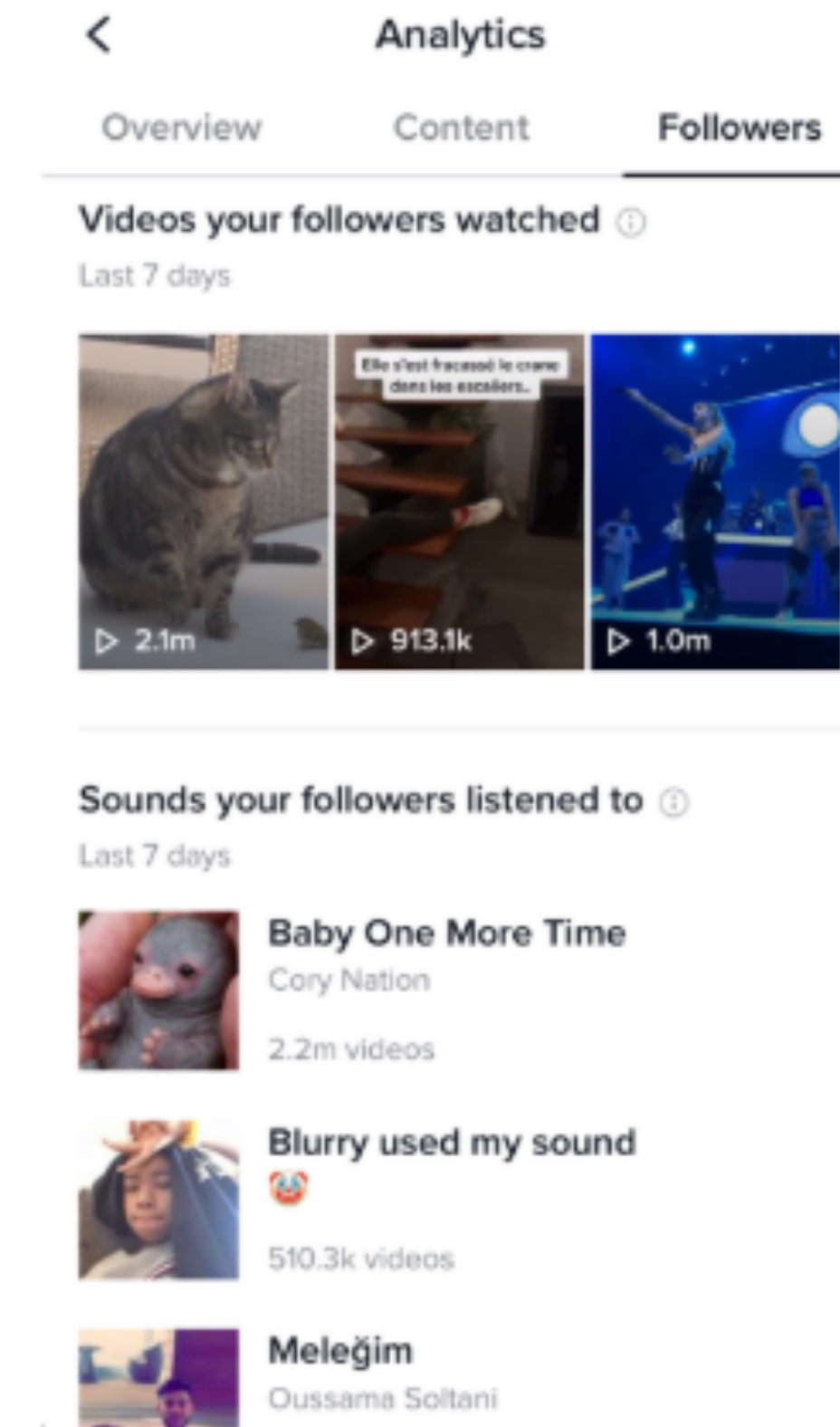


Distribution of your followers by country (max. 5 countries).

Followers Insights



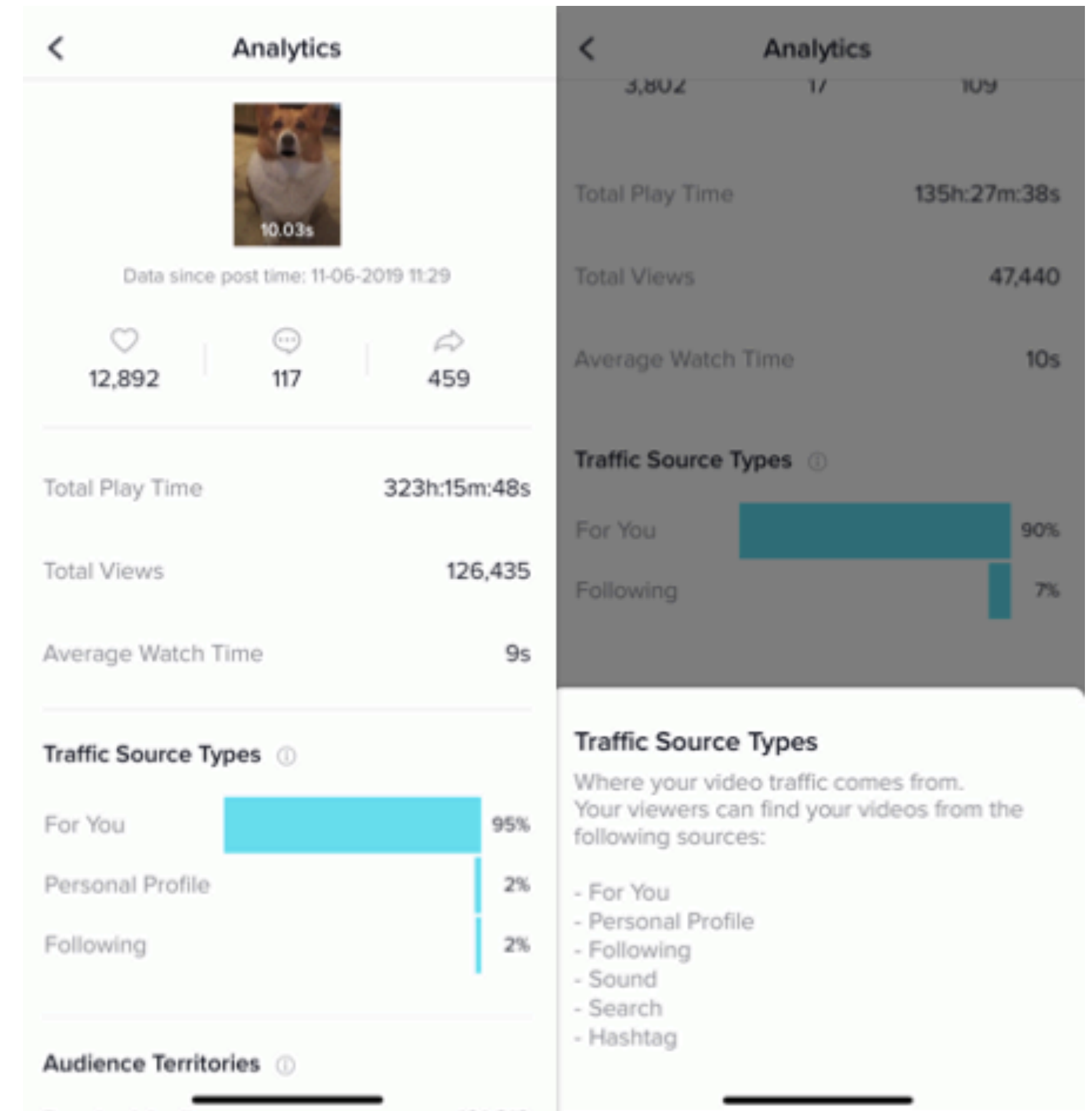
Follower Activity (by day or hour) can help determine the best hours for posting.



Videos your followers watched can help improve content appeal. Also, you can track which sounds are currently popular among the account's followers.

Analytics – Individual Post

- **Likes, Comments, Shares**
- **Total Play Time** – Total viewing time, down to the second, for each video.
- **Total Views** – The total amount of times that video has been viewed.
- **Average Watch Time** – The average amount of time spent watching that video once TikTok registers a view.
- **Traffic Source Type** – Percentage breakdown of how people discover that video. Viewers can find a video through 6 traffic sources: For You, Following, Discover, Sound, Hashtag, and Personal Profile.
- **Audience Territories** – The number of unique viewers (reached audience) of that video and the distribution of viewers by territory.



Digging into TikTok analytics for custom KPIs

- **Total Engagements** – Sum of Likes + Comments + Shares.
- **Completion Rate** – Determine which videos keep viewers engaged longest. Completion rate is calculated by dividing average watch time by the length of a video.
- **Repeat Views** – The TikTok algorithm favors videos that are watched multiple times. Subtracting reached audience from total views gives the total number of repeat views.
- **Percentage of Replay Views** – Determine the percentage of repeat views on a video with repeat views divided by total views. A high percentage of repeat viewers is a good measure for quality content.
- **Reach Rate** – Determine reach rate with reached audience divided by the account's total following.

Harnessing 3rd Party Data

Tik Tok's native tool can only harness data about our personal account

To analyze the profiles of other users or trending hashtags, analytic solutions like Pentos can provide useful information by accessing public data

Users' Profiles

- Average engagement rate
- Total hearts
- Total number of videos posted
- Average likes
- Average comments
- Total number of accounts the profile follows

Hashtags

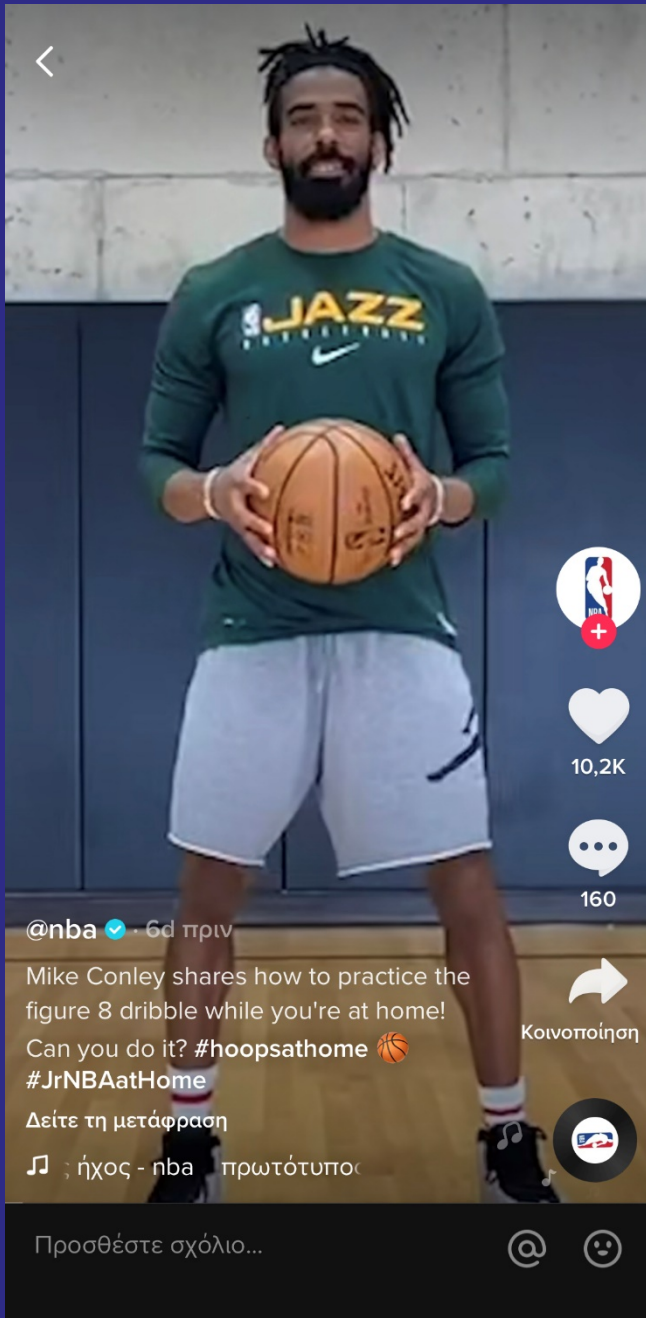
- Average hashtag engagement rate
- Total views of hashtag content
- Total number of posts
- Average likes
- Engagement rate

Contents

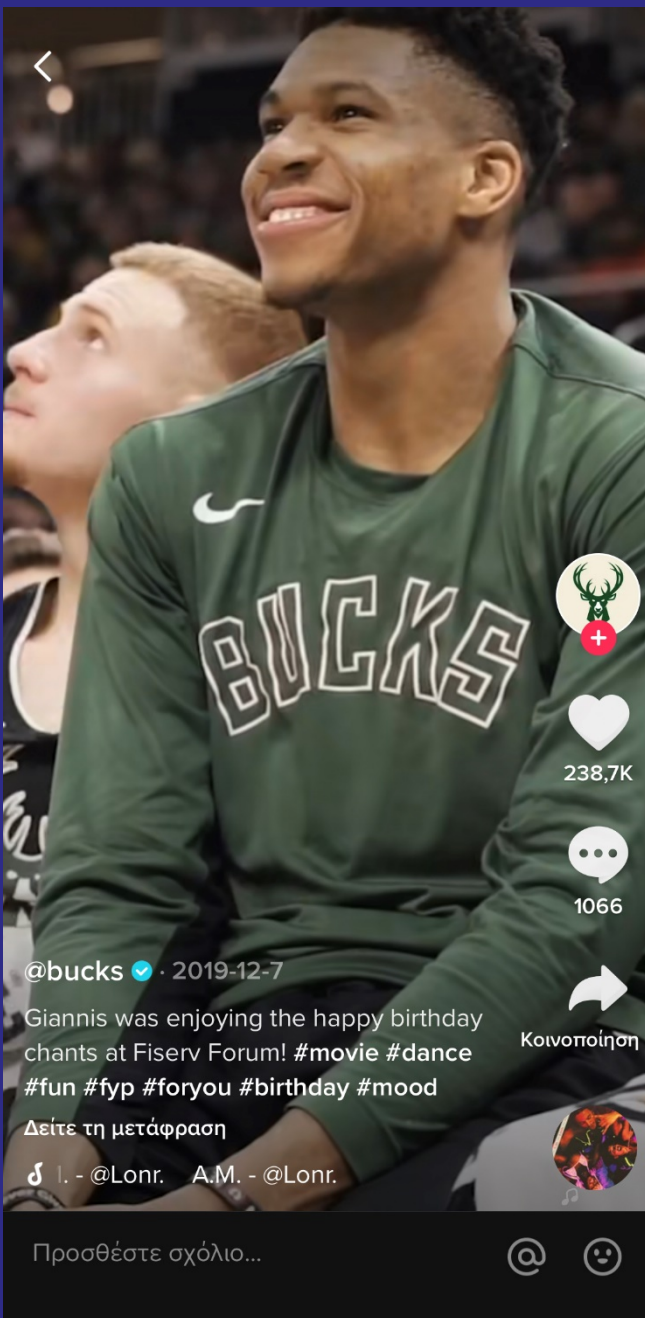
1. About TikTok
2. How to TikTok
3. TikTok GR
4. Analyze me!
- 5. TikTok means Business**

Going Global: Successful Brand Accounts

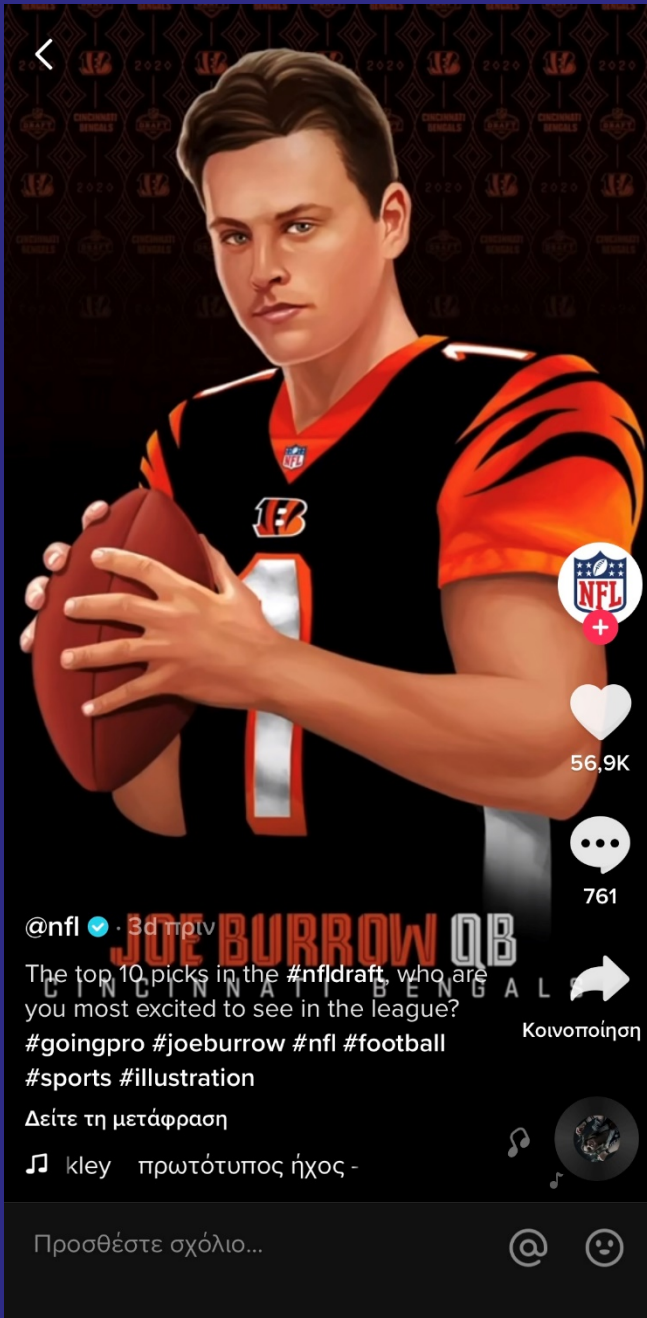
NBA



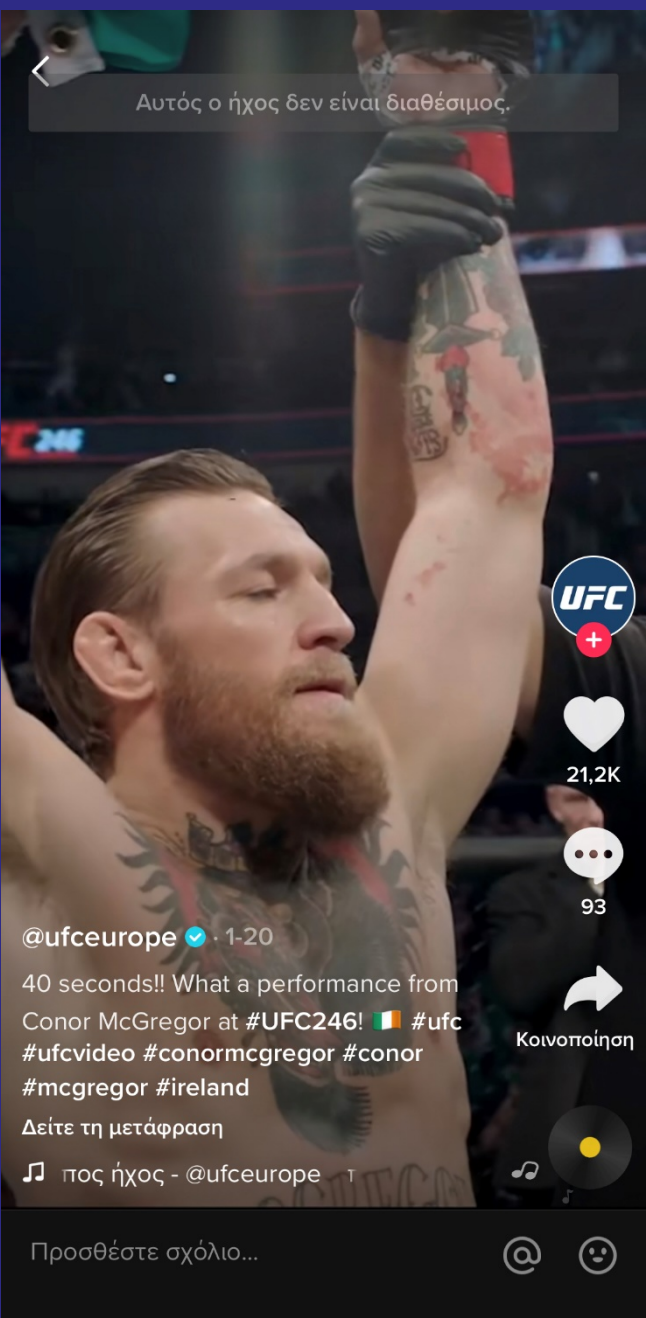
Bucks



NFL



UFC Europe



Followers

10,7 M

913,6K

3,6 M

283,1K

Avg Engagement rate (%)

0.61

17.21

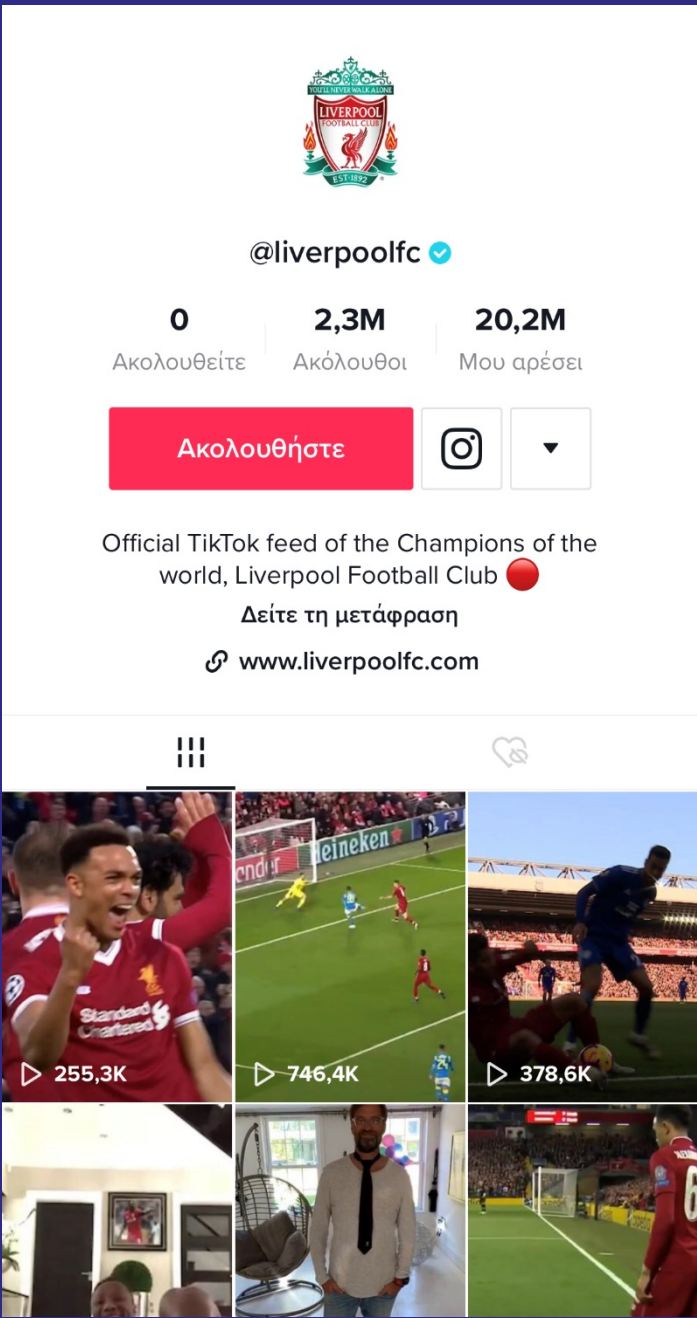
7.18

13.61

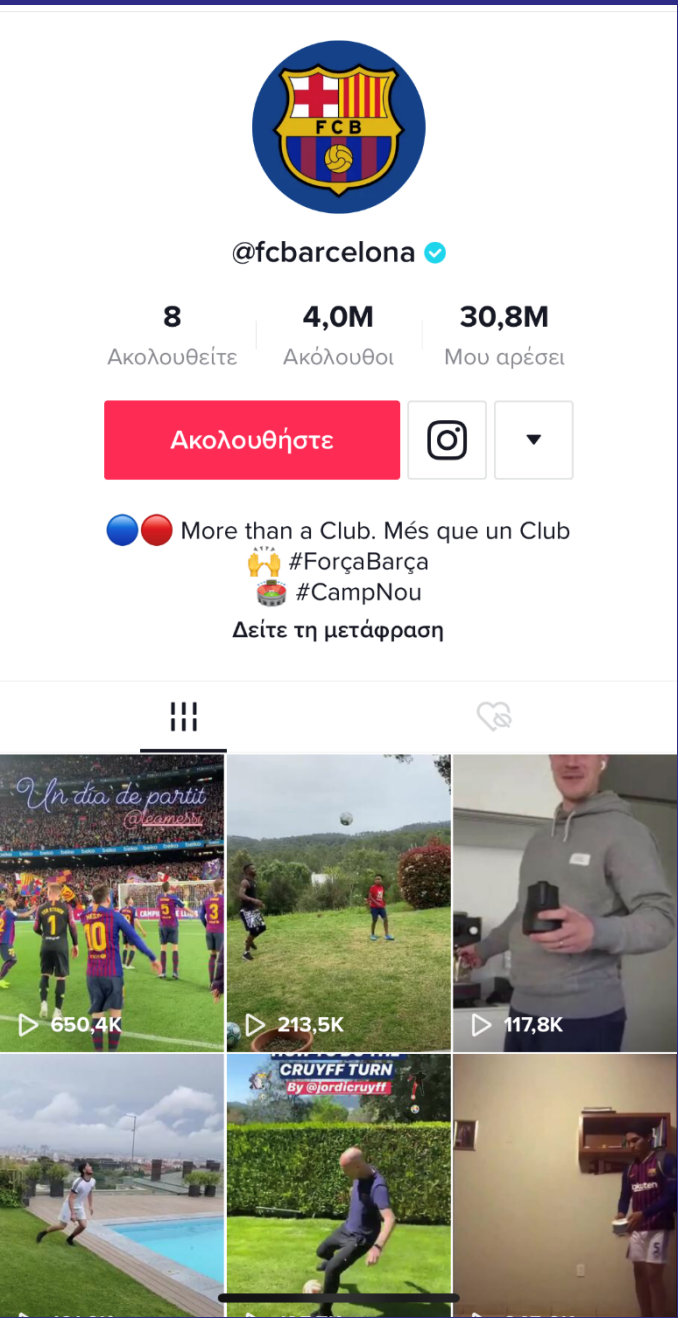
Source: Pentos

Going Global: Successful Brand Accounts

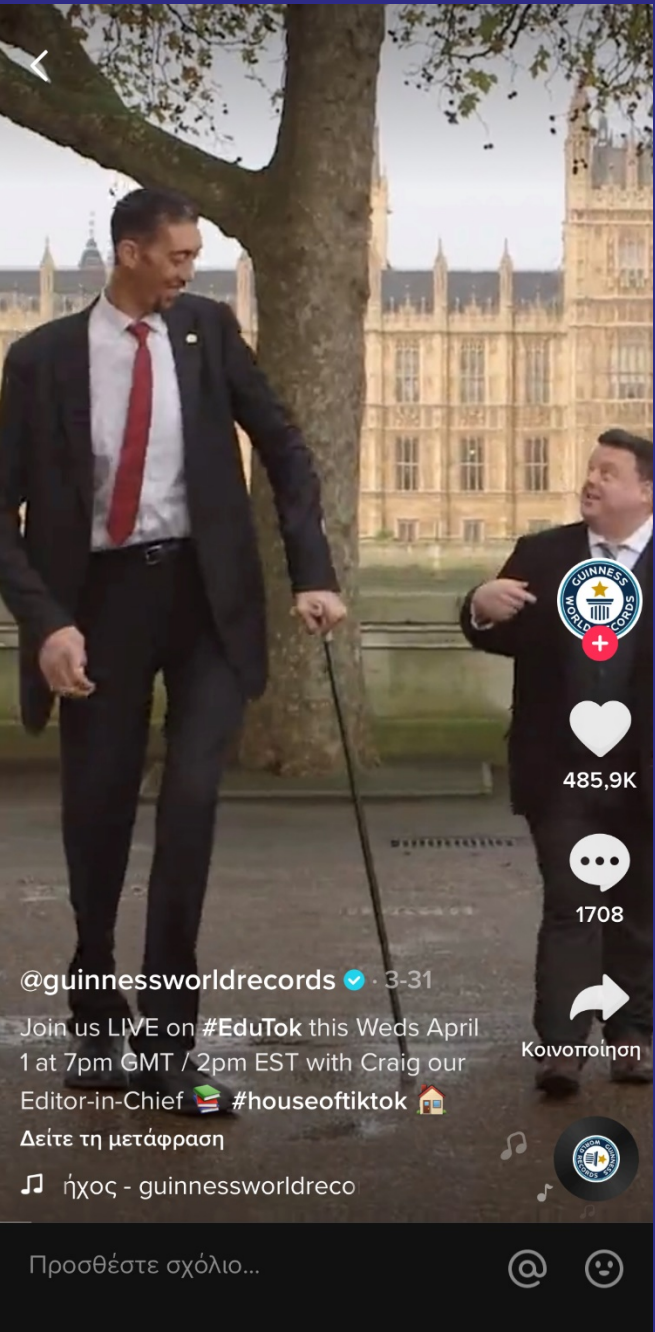
Liverpool FC



Barcelona FC



Guinness World Records



Followers

2,3 M

4 M

8,4M

Avg Engagement rate (%)

6.48

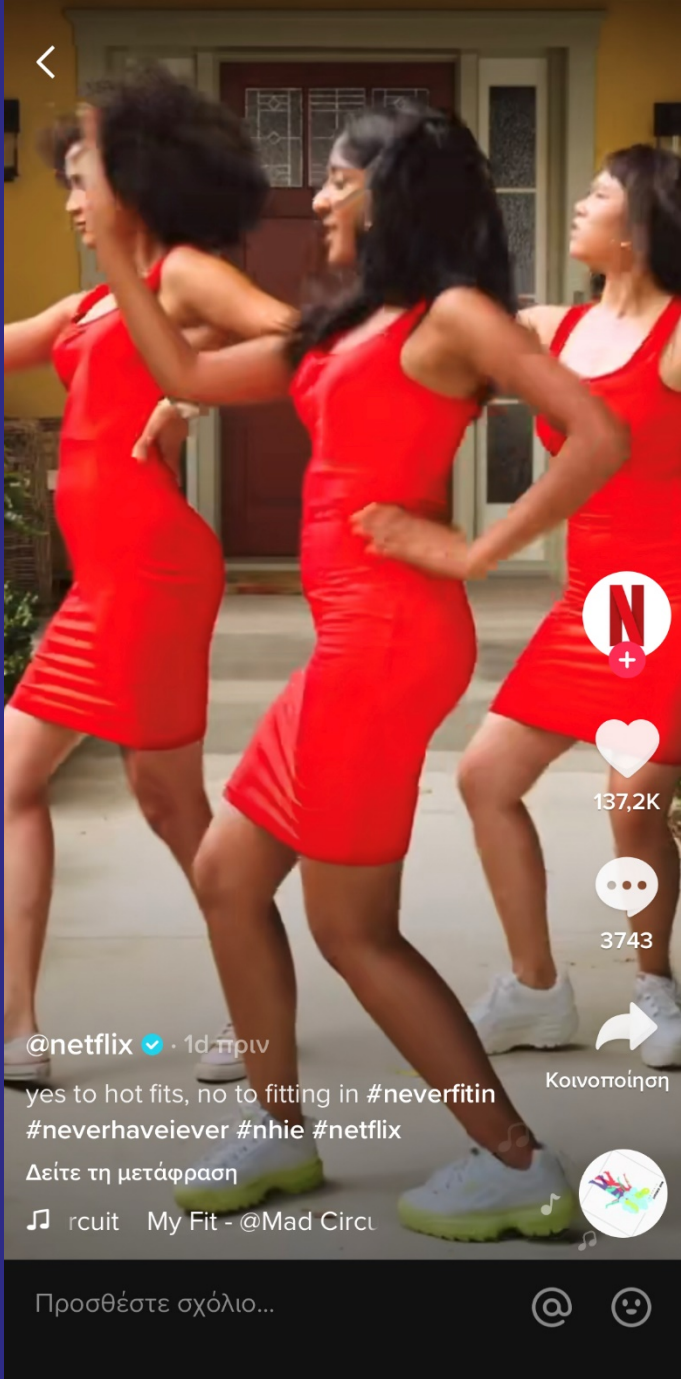
4.11

8.11

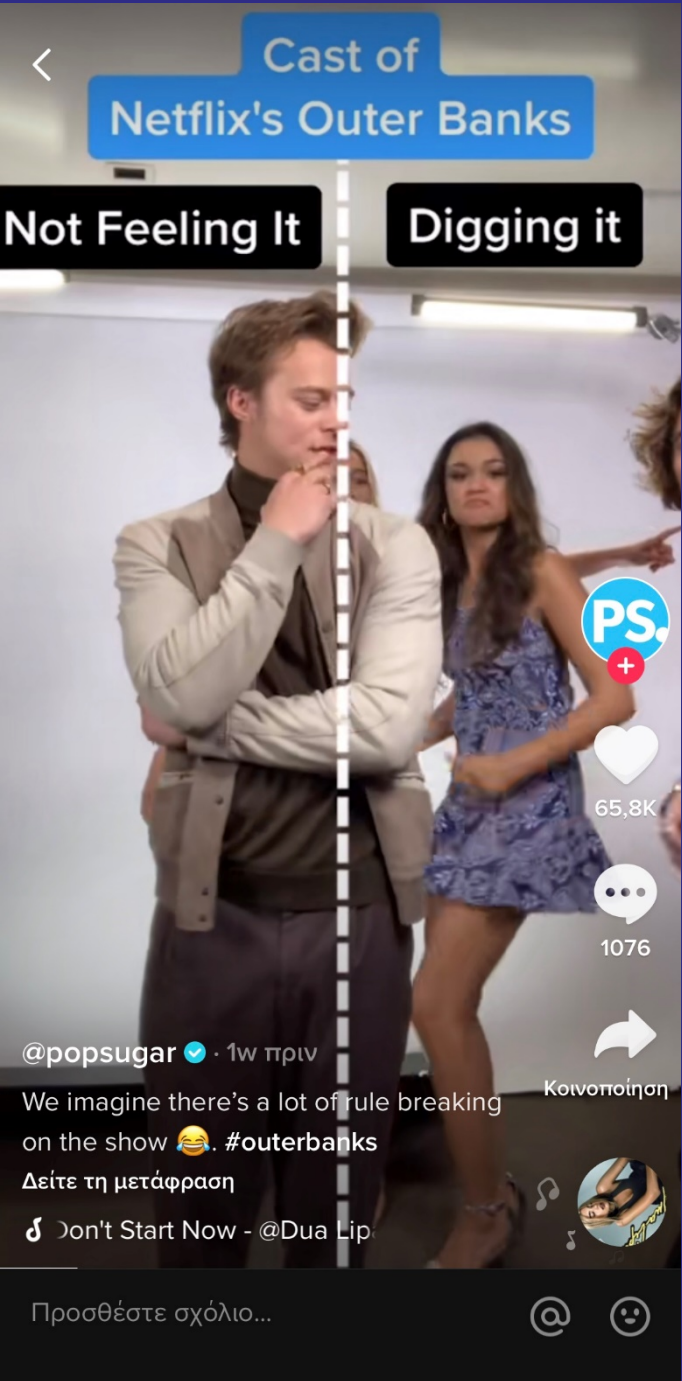
Source: Pentos

Going Global: Successful Brand Accounts

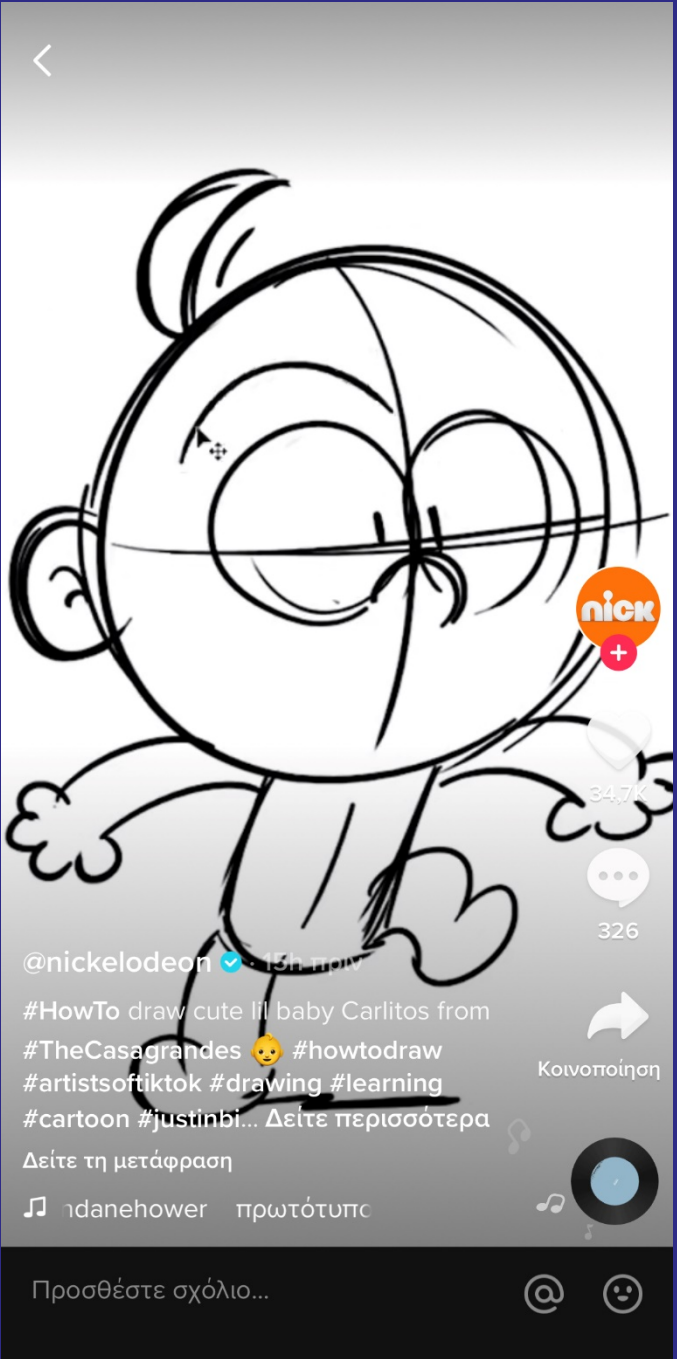
Netflix



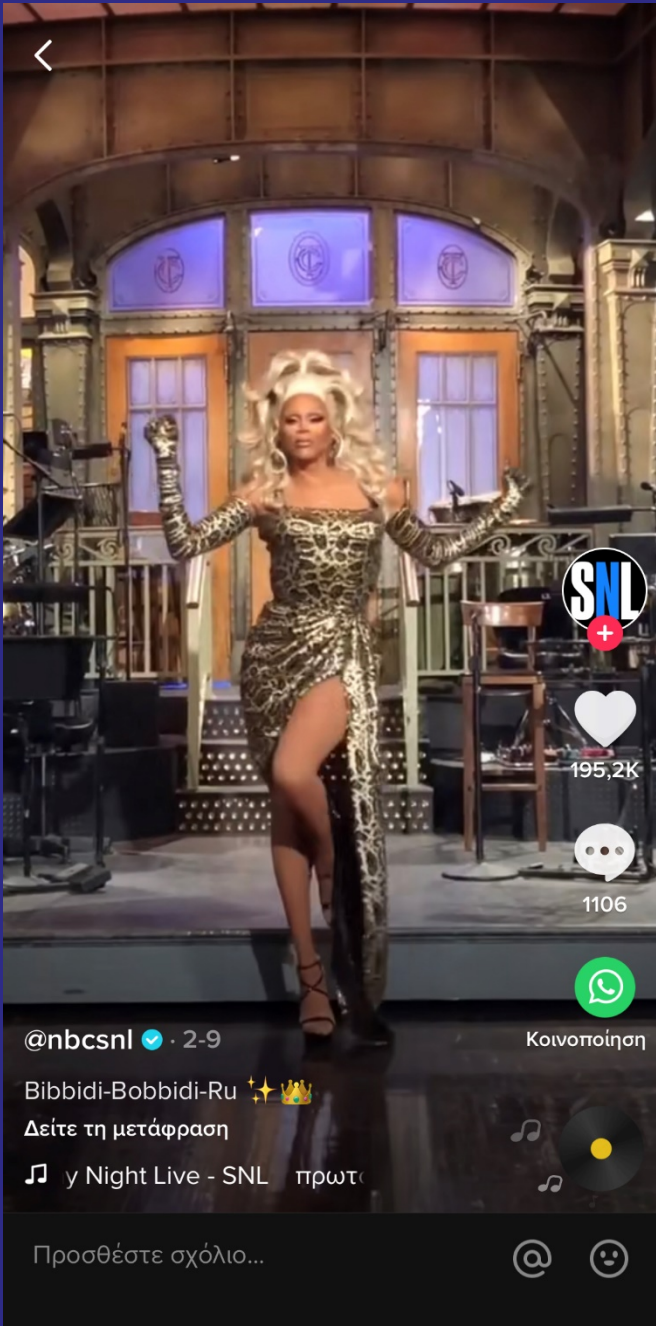
Popsugar



Nickelodeon



SNL



Followers

4,1 M

298,2 K

7,1 M

963 K

Avg Engagement rate (%)

6.84

10.10

1.30

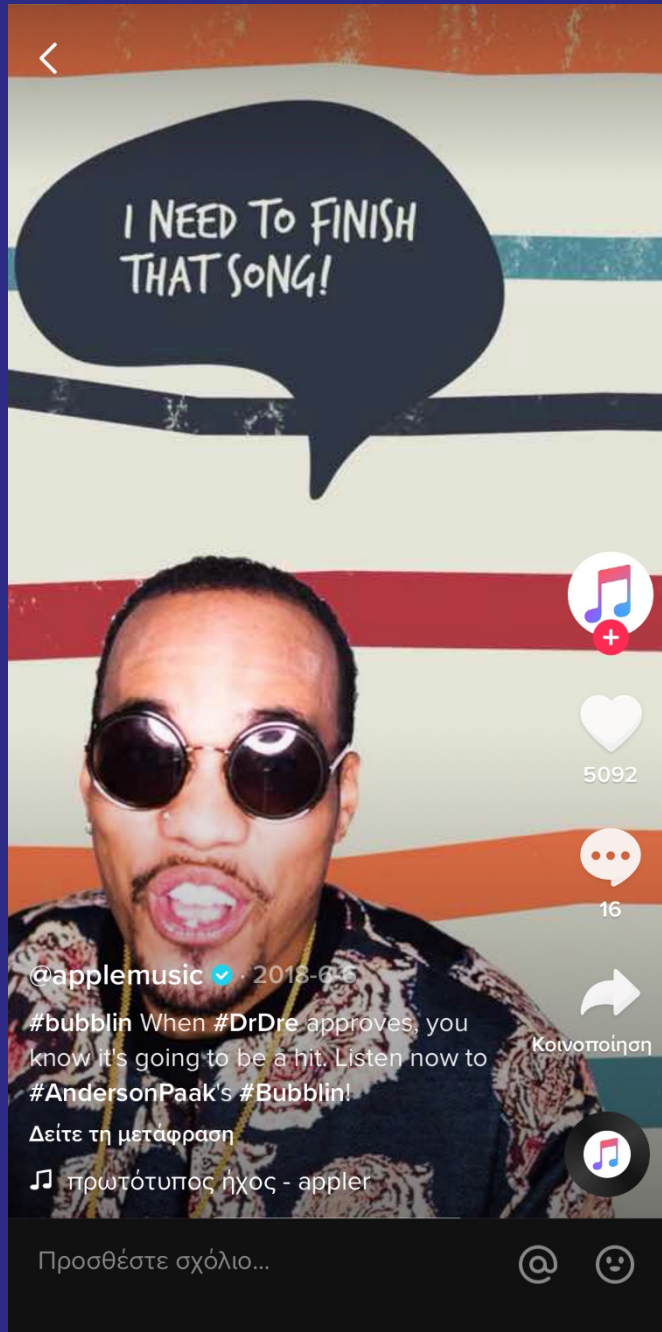
3.19

Source: Pentos

Ogilvy

Going Global: Successful Brand Accounts

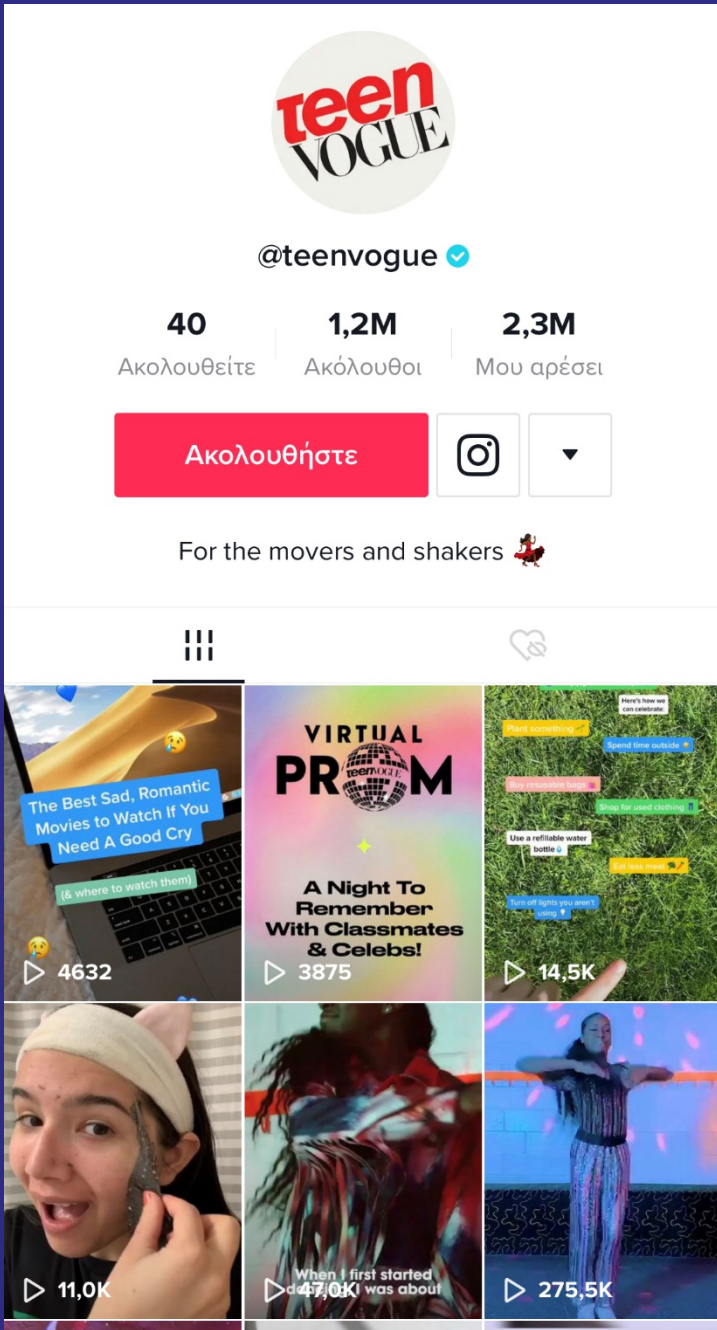
Apple Music



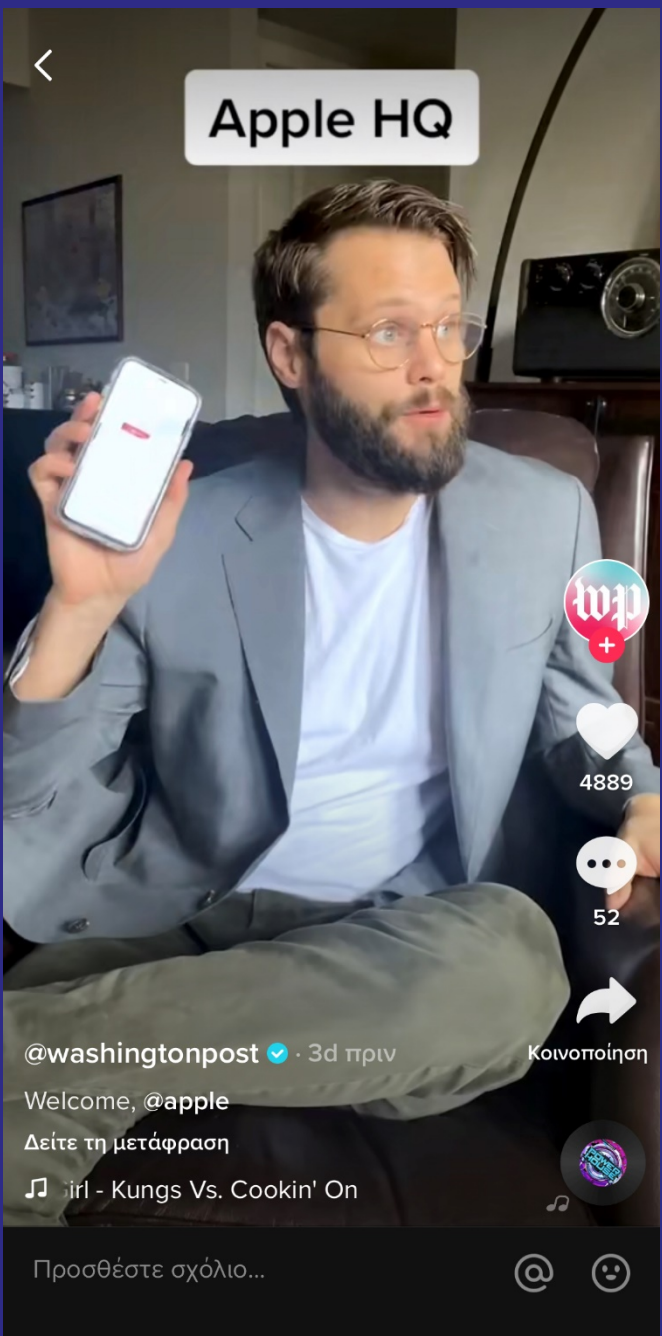
MTV



Vogue Teen



The Washington Post



Followers

208,2 K

4,1 M

1,2 M

454,5 K

Avg Engagement rate(%)

9.04

1.20

2.12

17.91

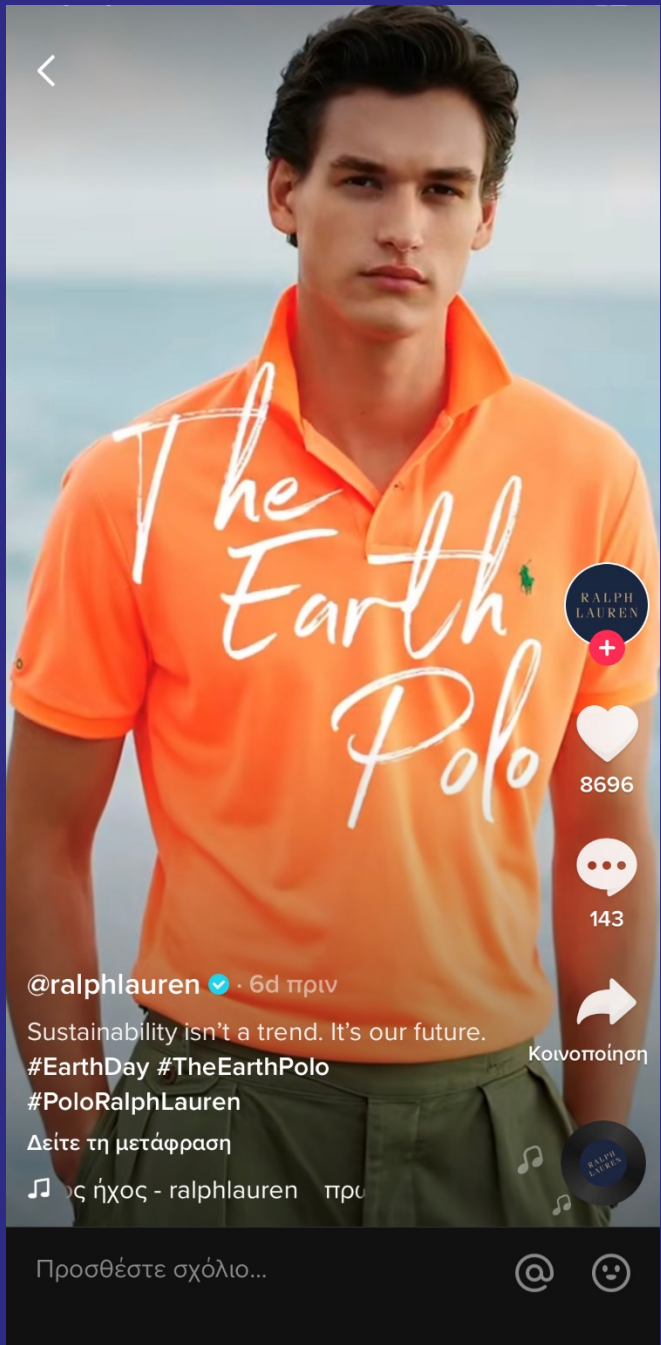
Source: Pentos

Going Global: Successful Brand Accounts

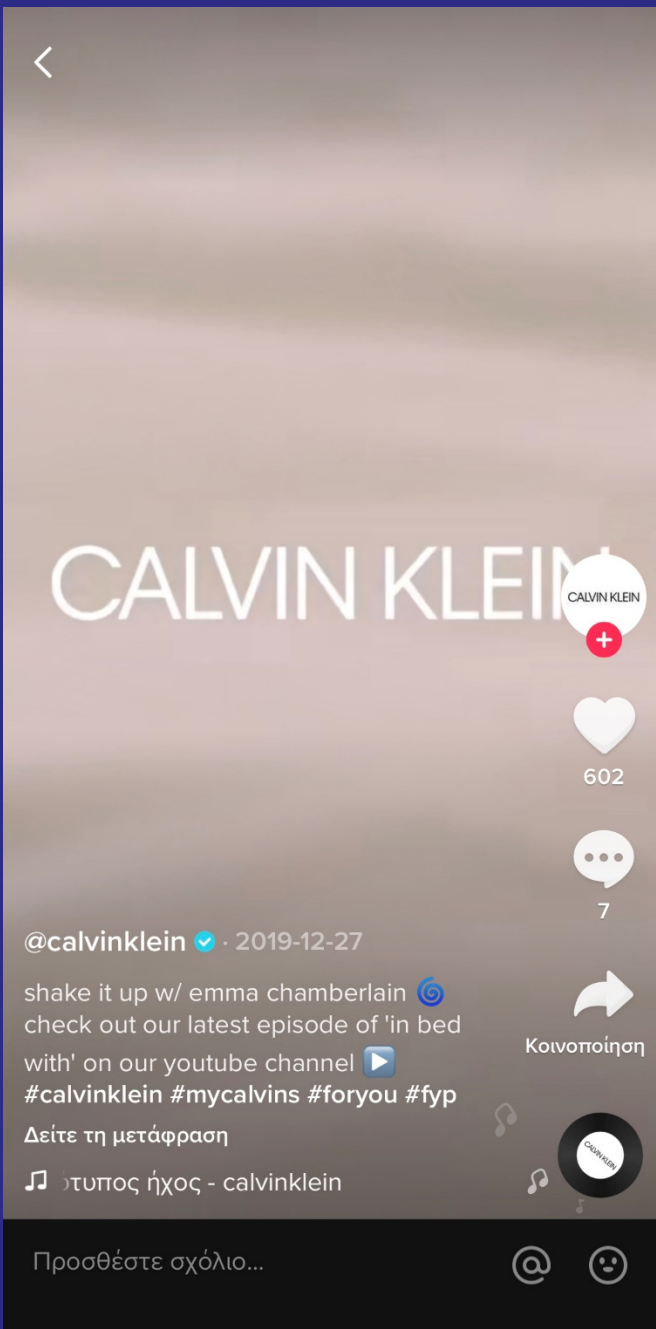
Gucci



Raulph Lauren



Calvin Klein



Followers

343,7 K

172,5 K

14,5 K

Avg Engagement rate(%)

36.61

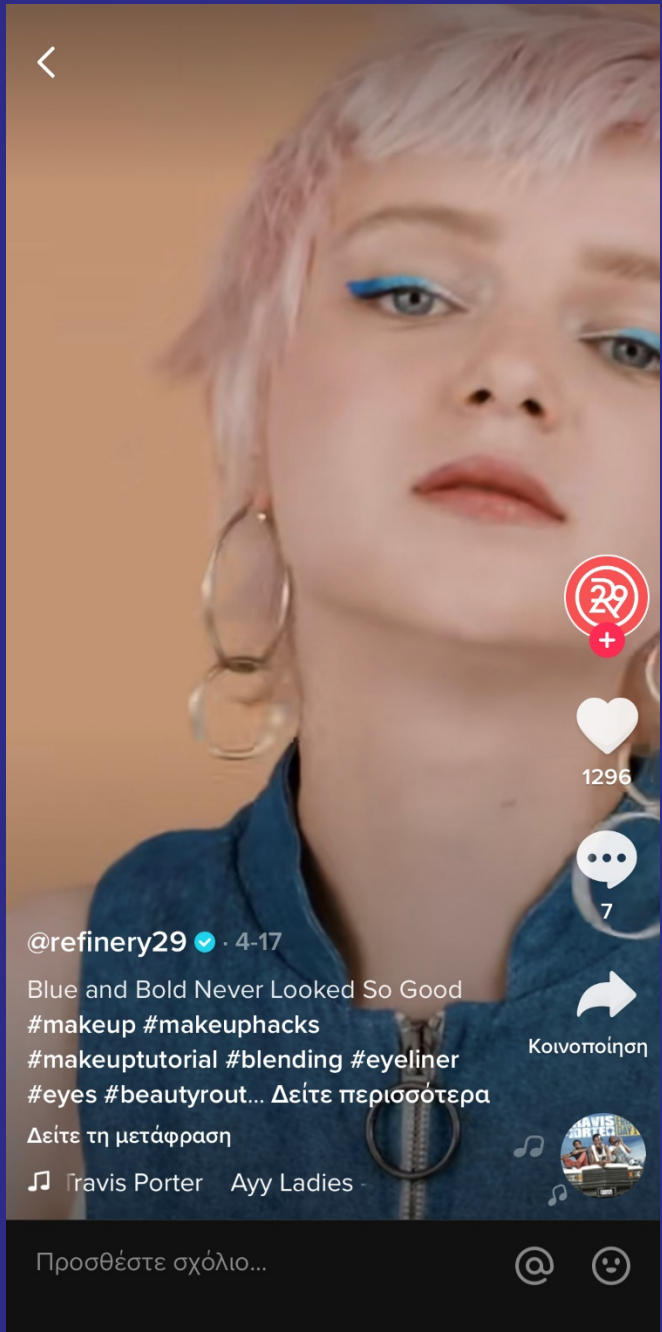
36.28

3.67

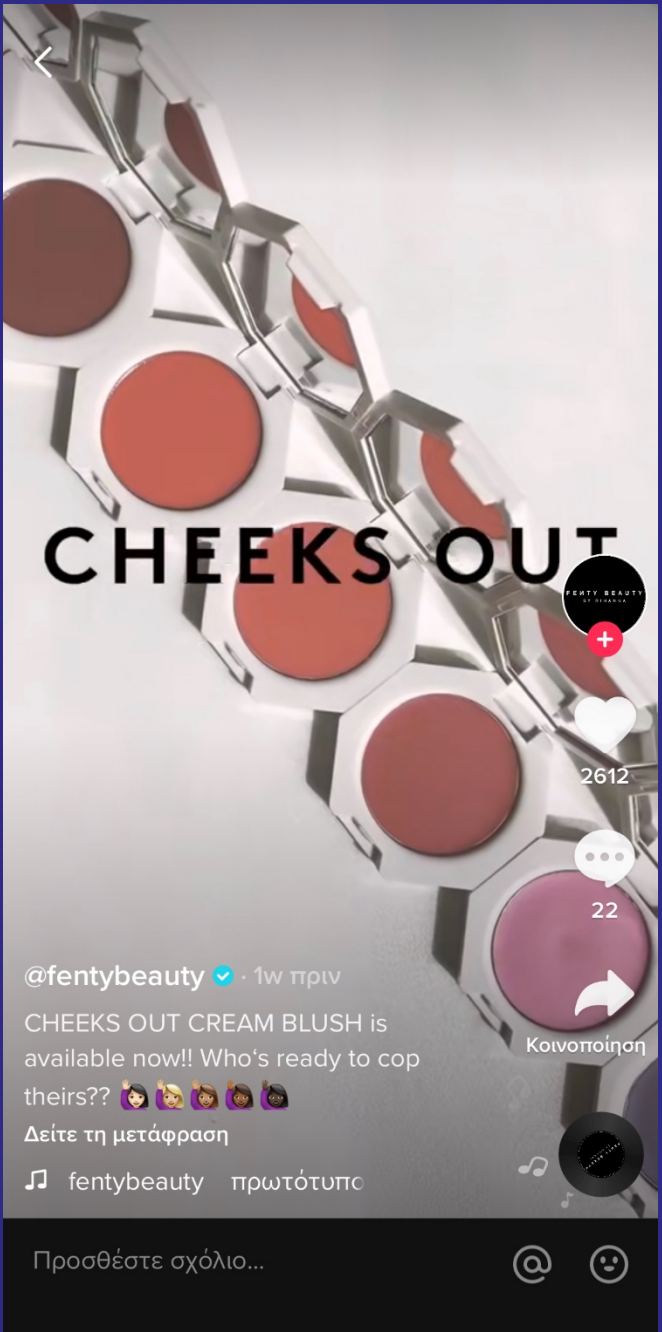
Source: Pentos

Going Global: Successful Brand Accounts

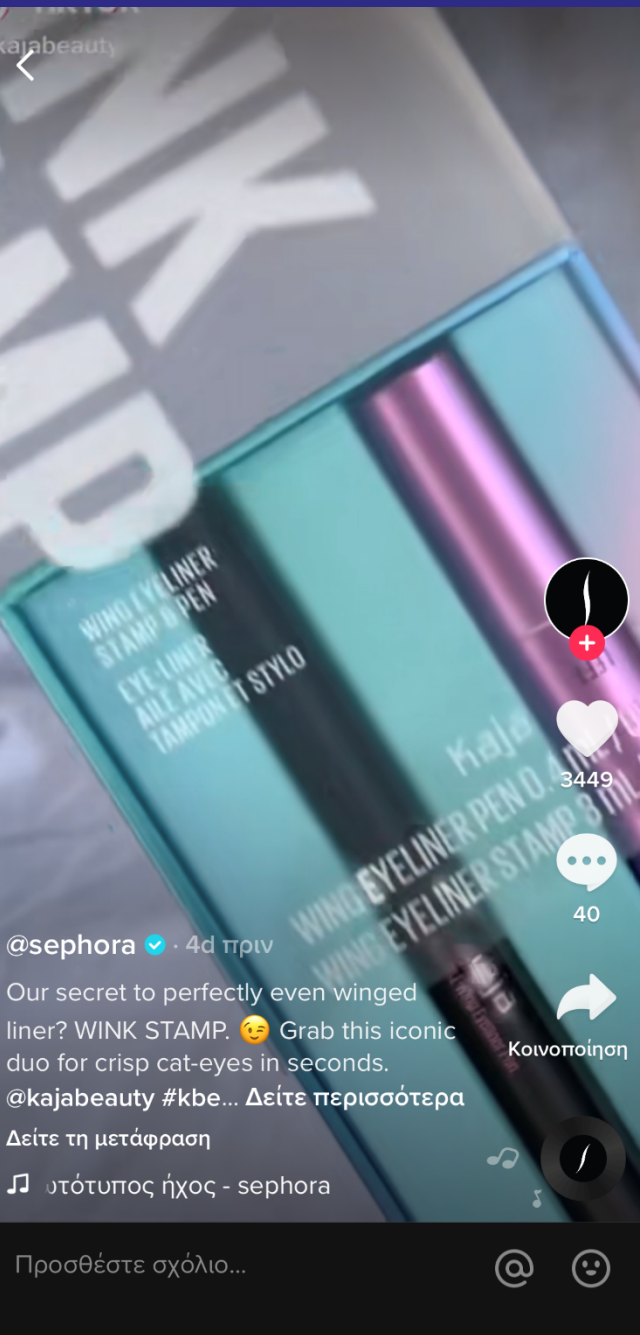
Refinery 29



Fenty Beauty



Sephora



Followers

179 K

586,4 K

79,4 K

Avg Engagement rate(%)

11.45

7.09

5.16

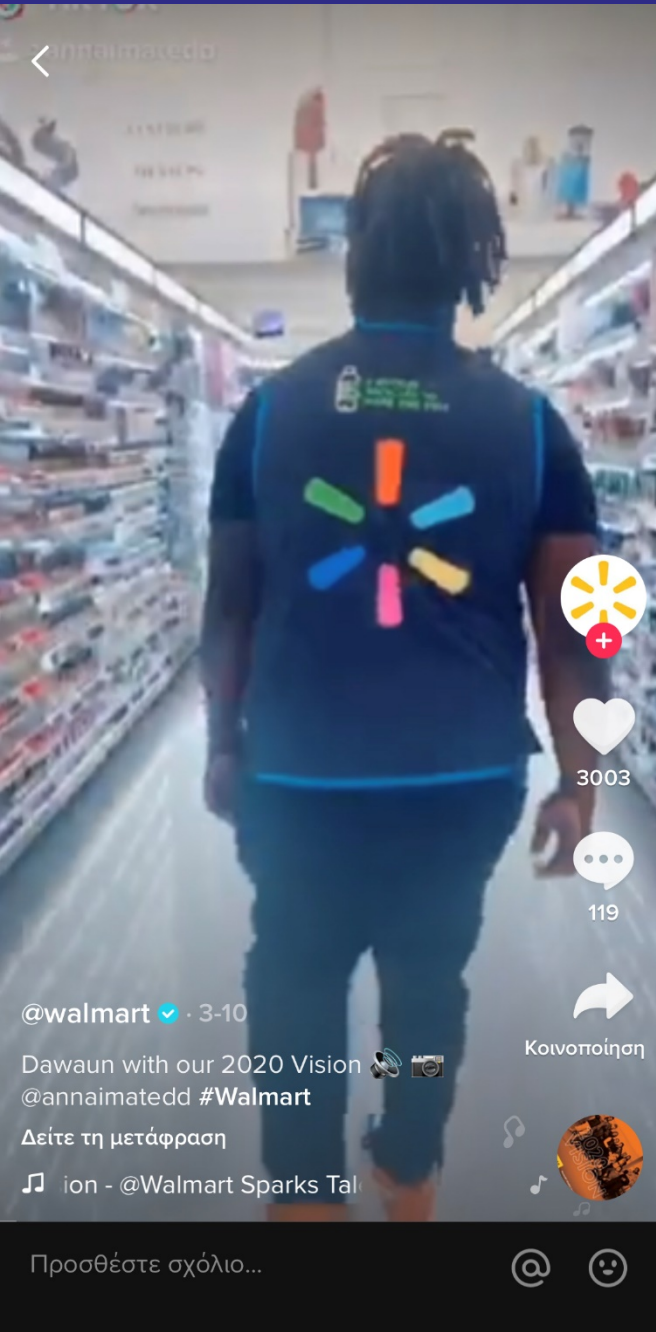
Source: Pentos

Going Global: Successful Brand Accounts

Chipotle



Walmart



Congstar



Huawei



Followers

381,2 K

157 K

38,3 K

35,9 K

Avg Engagement rate(%)

15.94

28.60

10.55

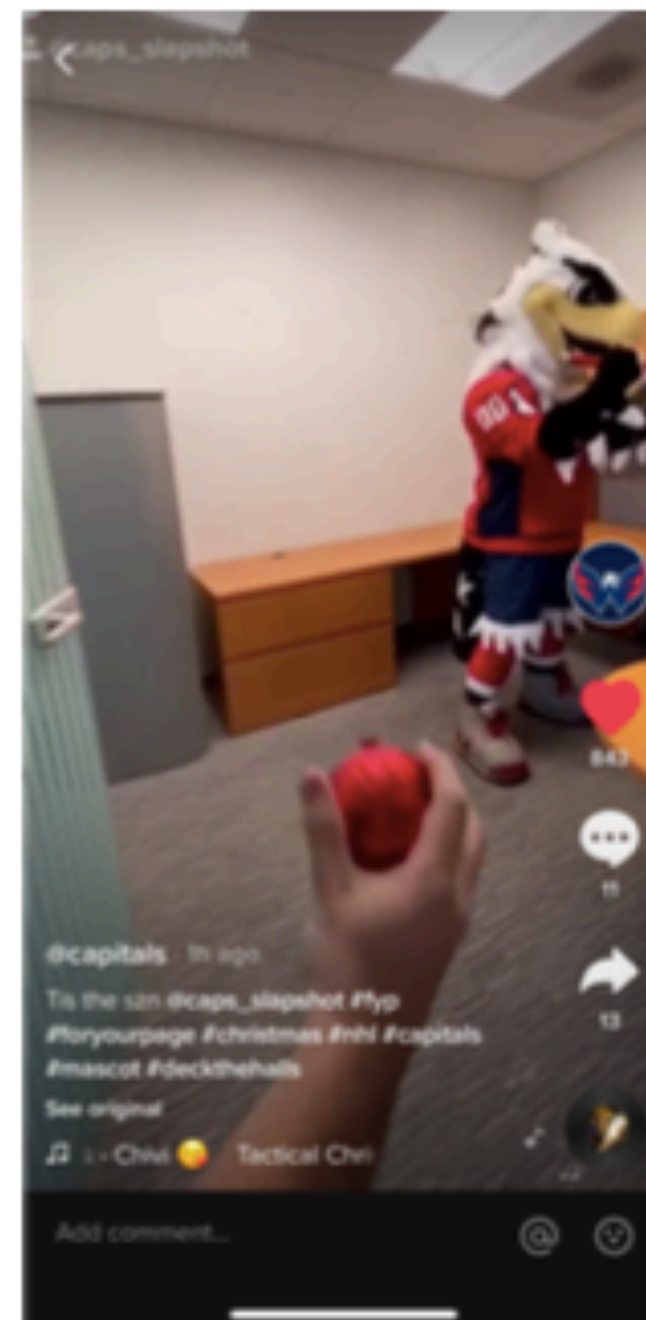
7.91

Source: Pentos

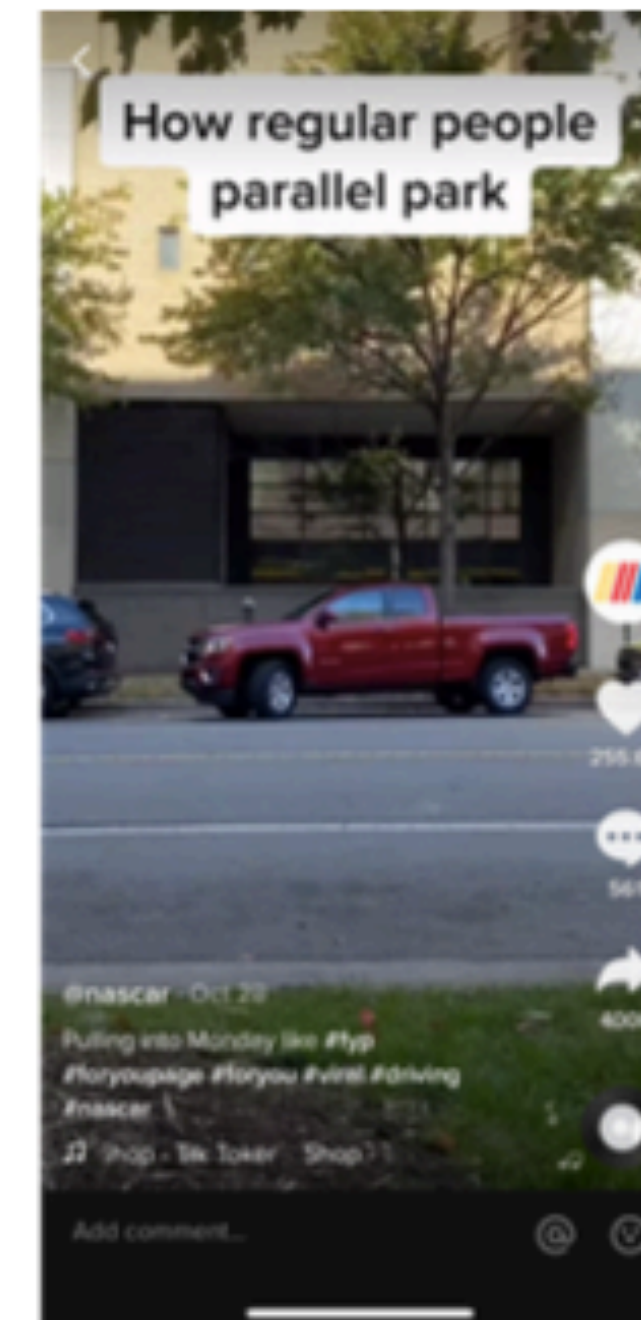
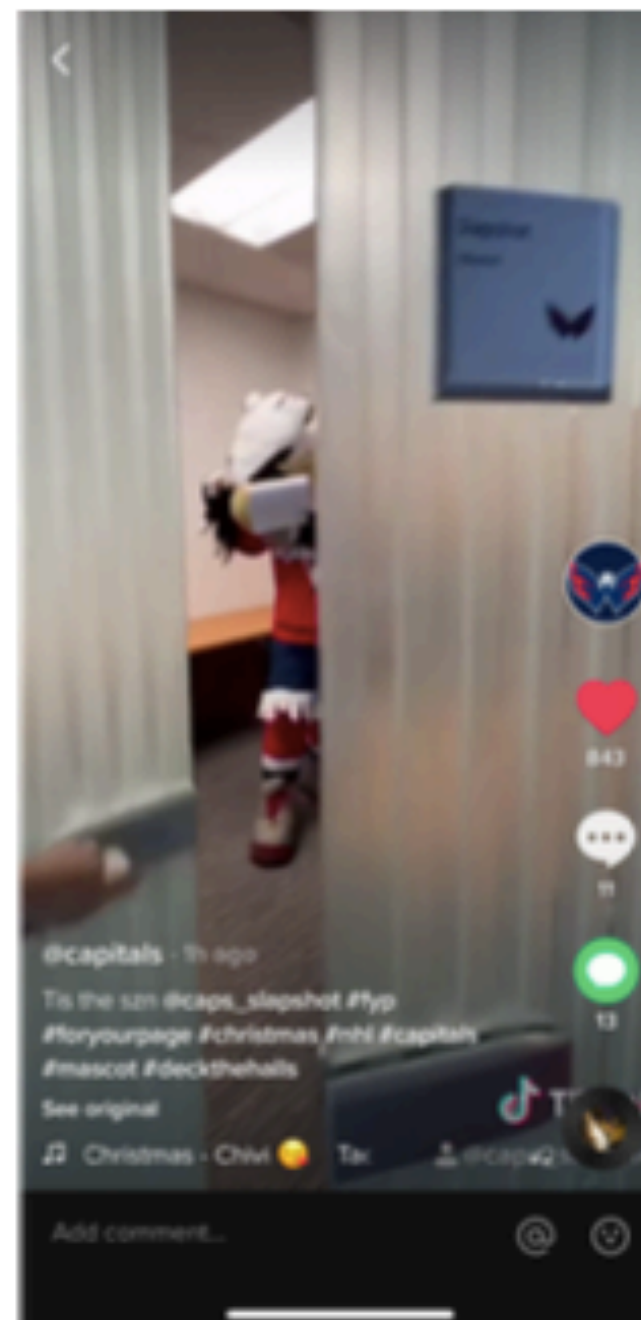
Going Global: Successful Brand Accounts



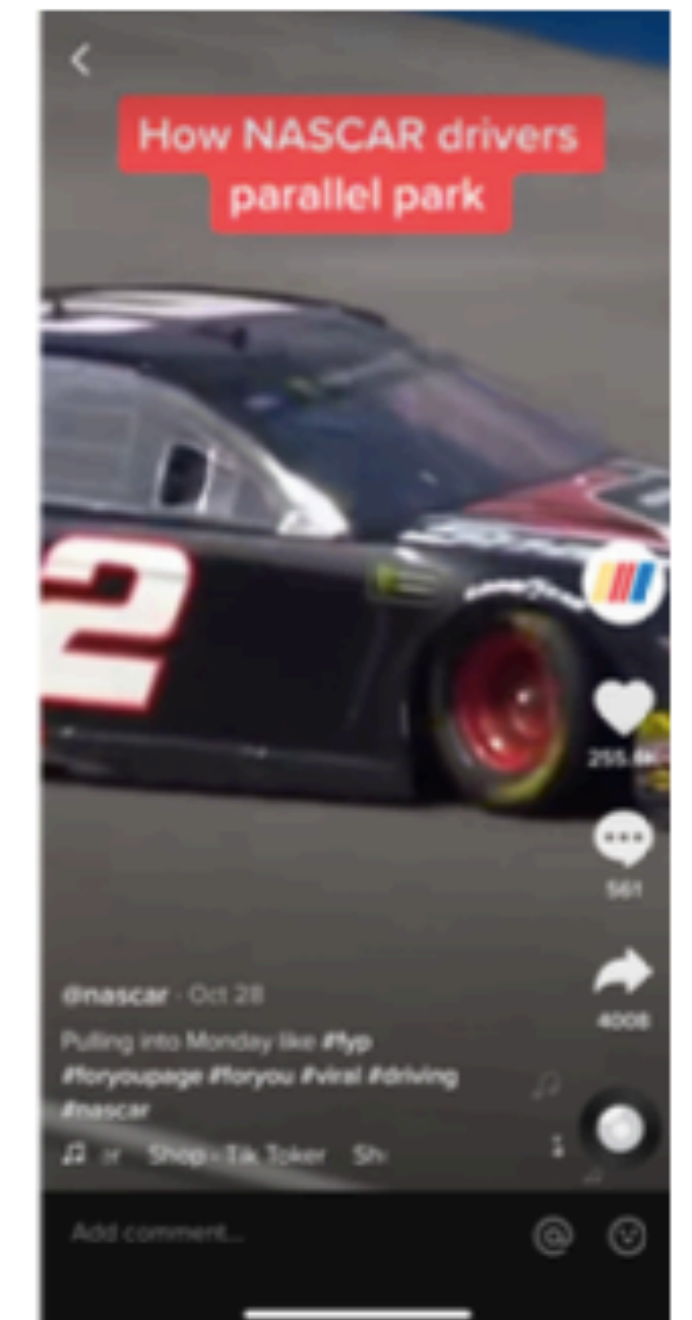
NBAonTNT used their hosts to recreate a popular challenge which ultimately ended with an egg exploding on Shaq's head.



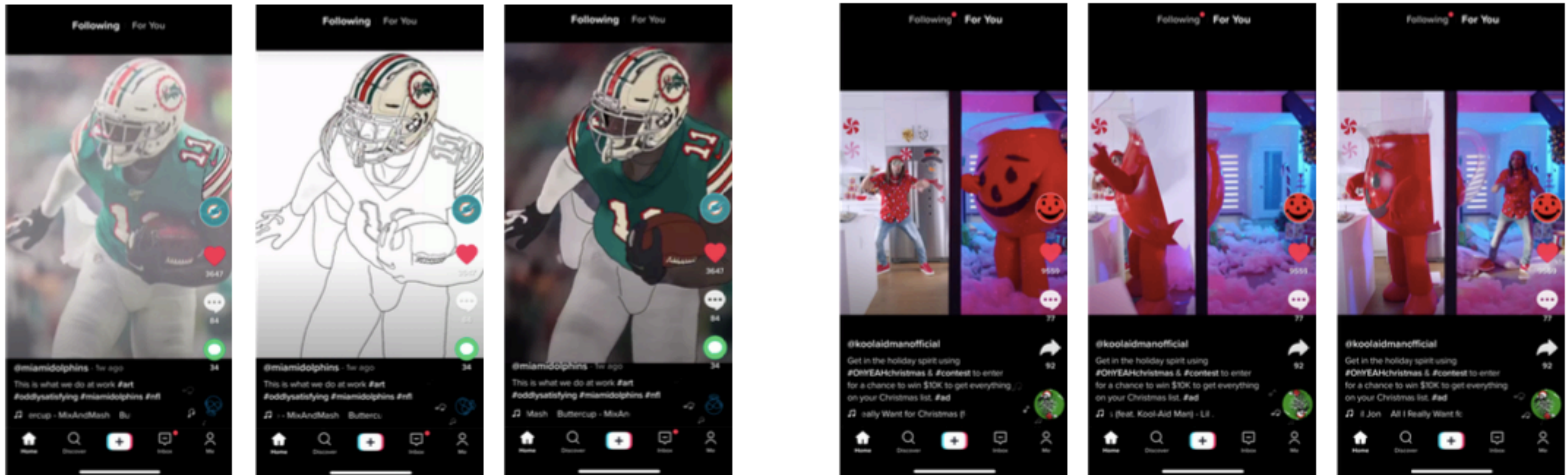
The Washington Capitals put their own spin on a viral trend using their team mascot to decorate an office for the holidays.



One of NASCAR's most popular TikToks used a familiar meme format to compare a regular parallel parking video to an awkward crash that occurred during a race.



Going Global: Successful Brand Accounts



The Miami Dolphins posted a time-lapse video of how they create and illustrate some social graphics to jump on the #OddlySatisfying TikTok trend.

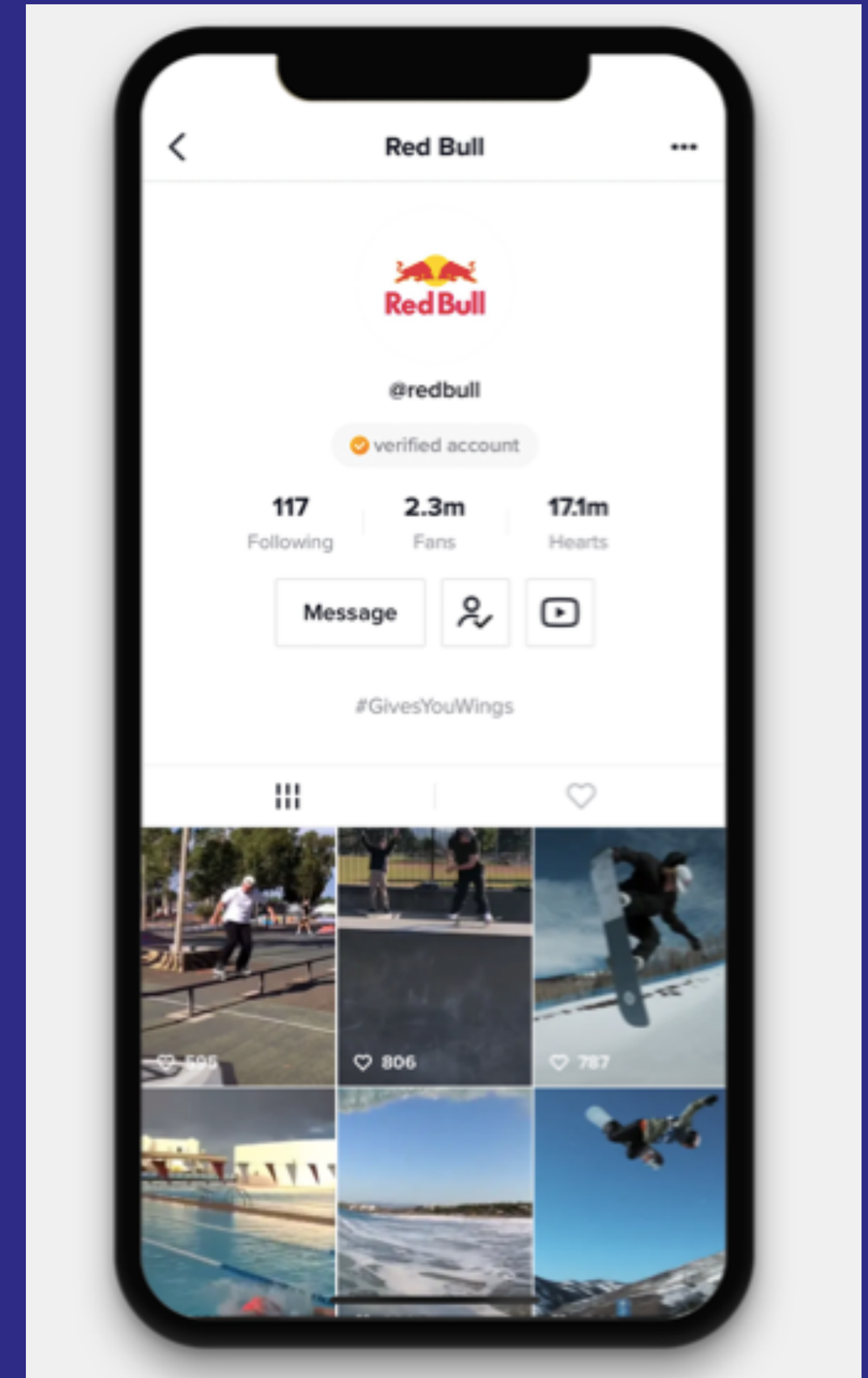
Kool Aid created a video that appeared to be a duet-style video until the Kool Aid Man crashed through the middle wall to the other side.

Redbull

Content: Red Bull reinforces its brand on TikTok by focusing on visually captivating action sports content. Each video is customized for the platform, immediately grabs a user's attention, and tells a story within 10-17 seconds.

Sounds: Using a mixture of original sounds and audio from the TikTok library, Red Bull balances unique sounds that can be reused by fans with trending audio in-app.

Hashtags: Red Bull uses two forms of hashtags: #GivesYouWings, which reinforces corporate messaging, and any relevant trending hashtags, which ensure that Red Bull positions itself as part of the larger TikTok community.

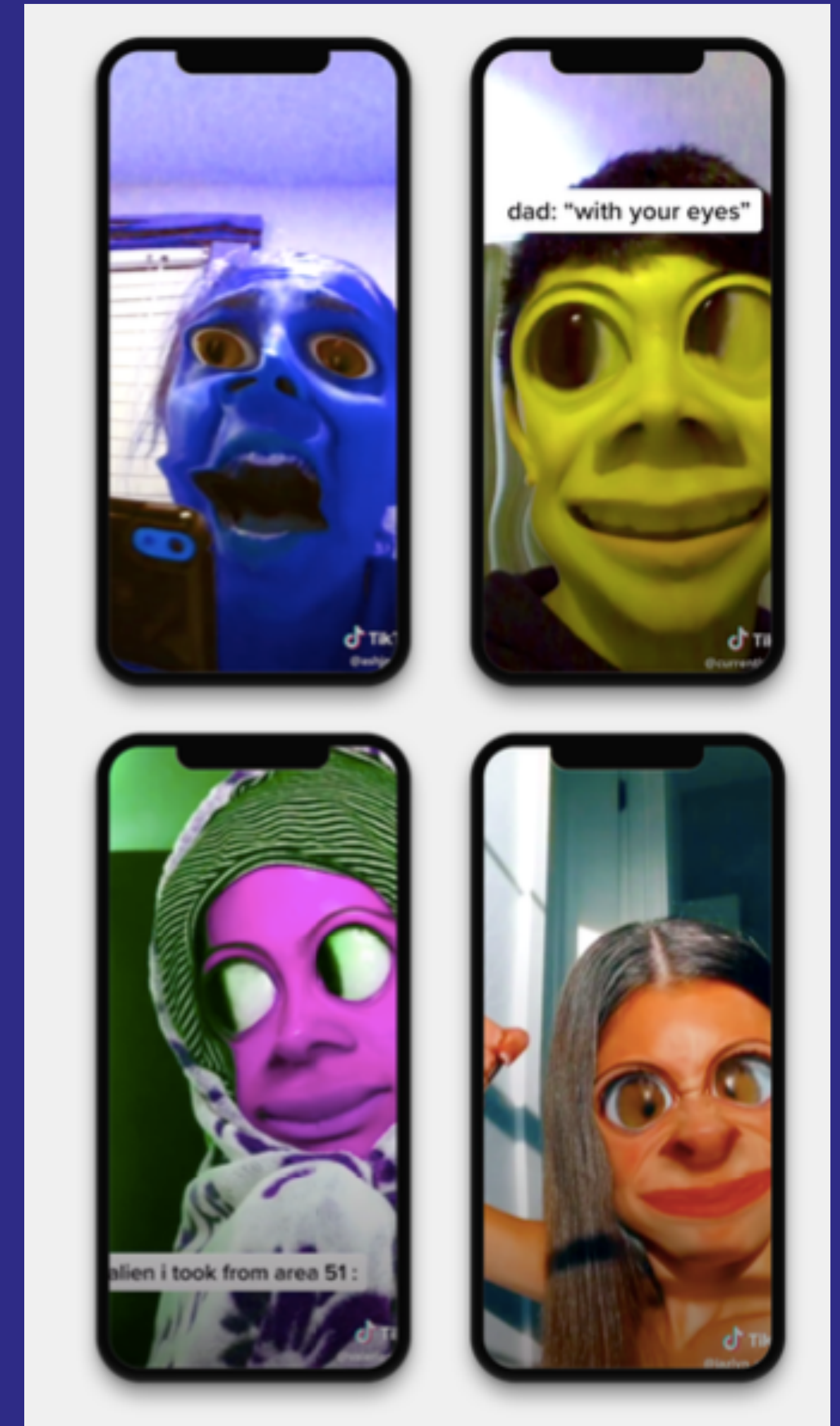


#Distorted

Creative Effect: Making use of an in-app Creative Effect, #Distorted quickly grew on the platform as the TikTok community followed the comedic formats of early adopters. Visual consistency behind the format and Creative Effect ensured the best grounds for the trend to expand.

Format: Consistent use of the hashtag provided template that guided the creations of additional users. The format was straight-forward and could be created to fit a variety of categories and communities.

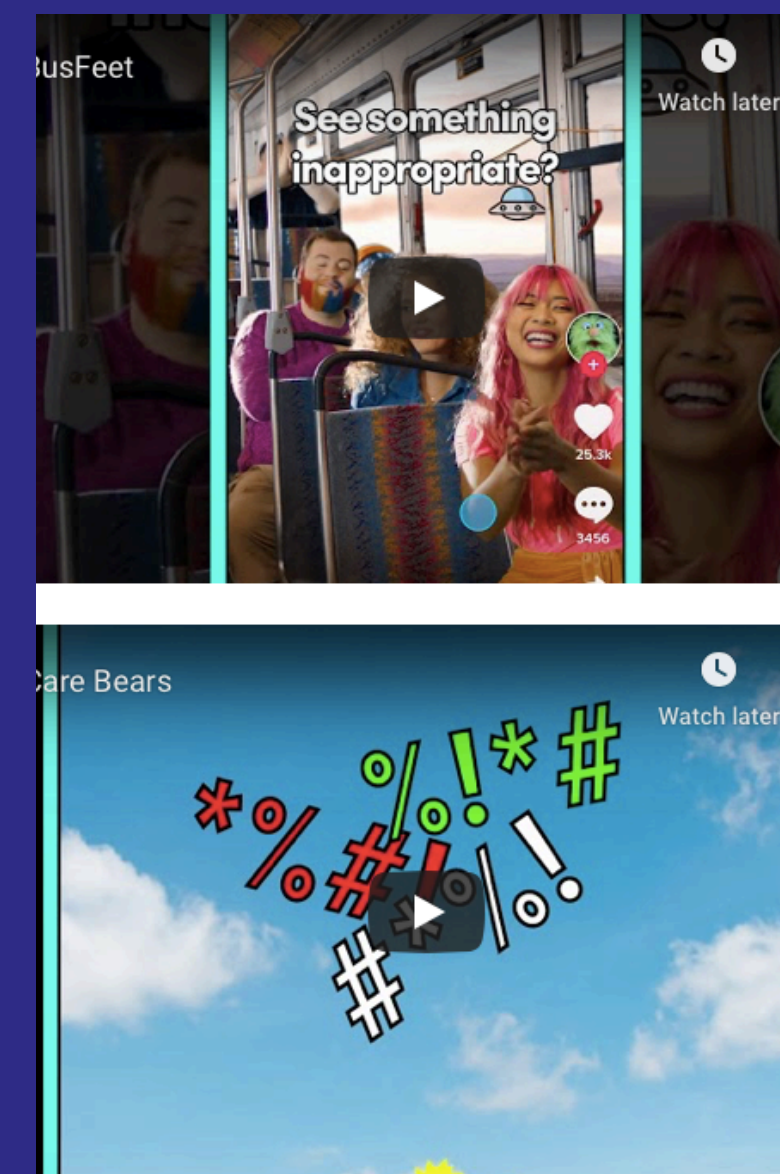
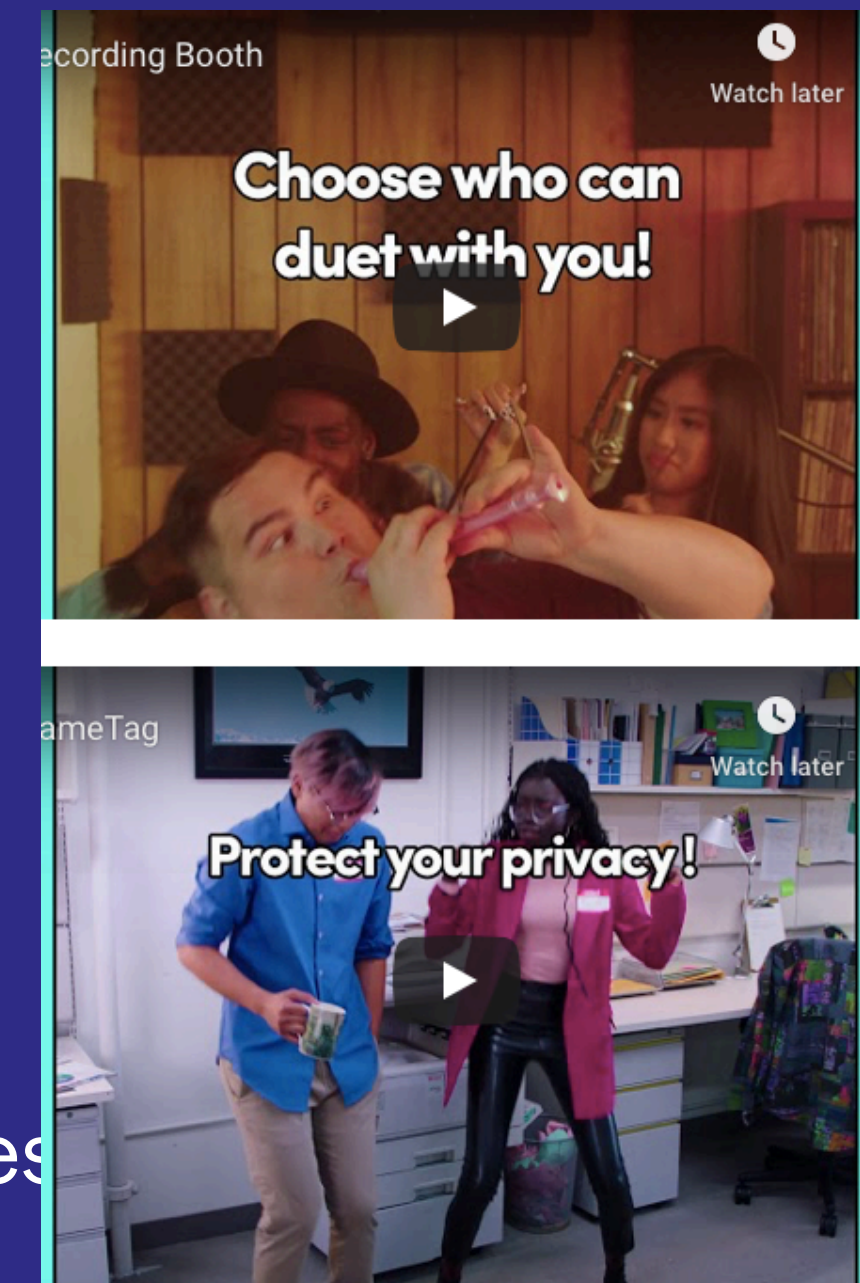
Content: Comedic in nature, with a simple punchline, the trend quickly grabbed users' attention with interesting visuals. Additional text-based visual gags kept users' attention to see the punchline. A strong opening shot with a clear ending ensured users would stick around.



Fun & Safe by Ogilvy UK

With user safety now as its number one priority, TikTok has launched a guidance campaign to teach its young audience safer practices online. The safety videos demonstrate how users can prevent themselves from harm, using real creators to visually enact situations that appear online. The campaign covers six areas in six videos that demonstrate how users can use multiple in-app safety features

- How you can filter bad comments, to block out hate speech (Donovan Moore)
- How to be mindful about the information that you include in your profile (Joe Doe)
- How you can block undesired users,
- How to block disband harassment
- How to report inappropriate content
- How you can control who duets with you



Contents

1. About TikTok
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5. TikTok means Business
6. TikTok Ads

How Can Brands Use TikTok?

Create their own channel and upload relevant videos through their channel

Work with creators, to spread content to a broader audience

Pay to advertise on TikTok

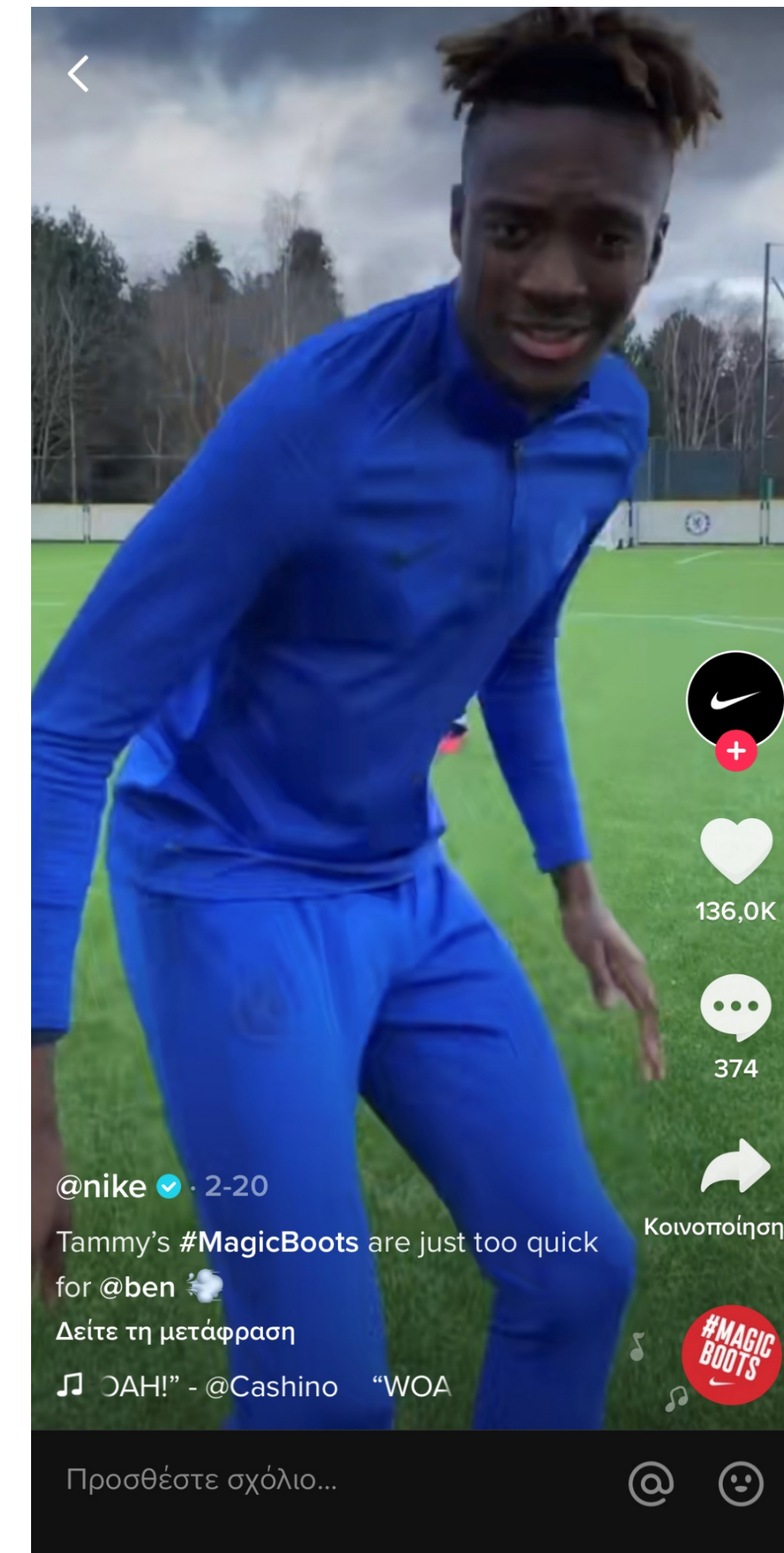
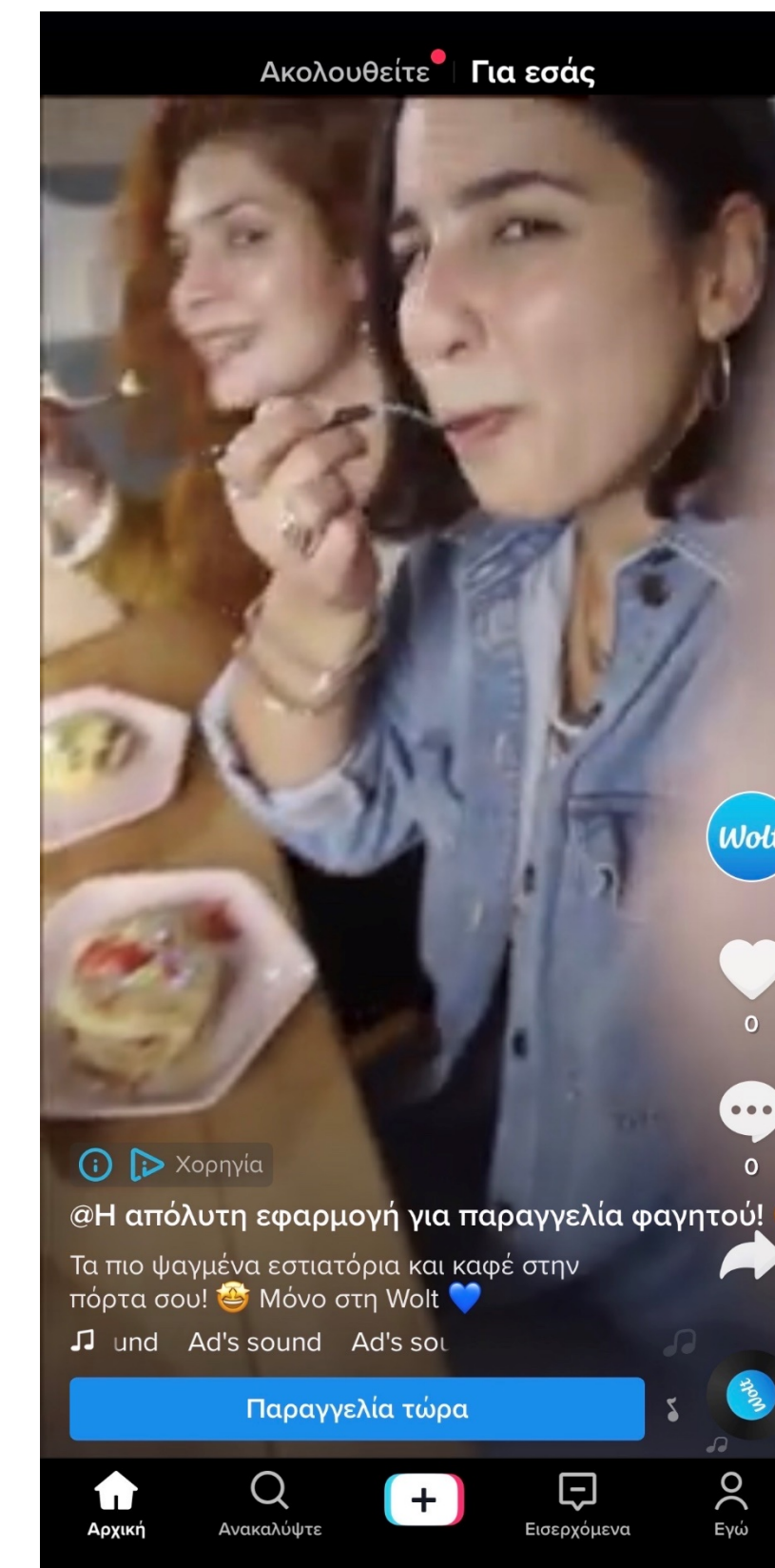
Create shoppable video posts

It all Ads up!

Ever since the beta version of ad offering became available many brands have used TikTok Ads to promote products in unique, visually compelling campaigns.

For now, advertising on TikTok is only offered on a CPM basis (cost per thousand impressions). Soon, they will introduce oCPC - Smart optimization of bidding that increases the ROI of ads.

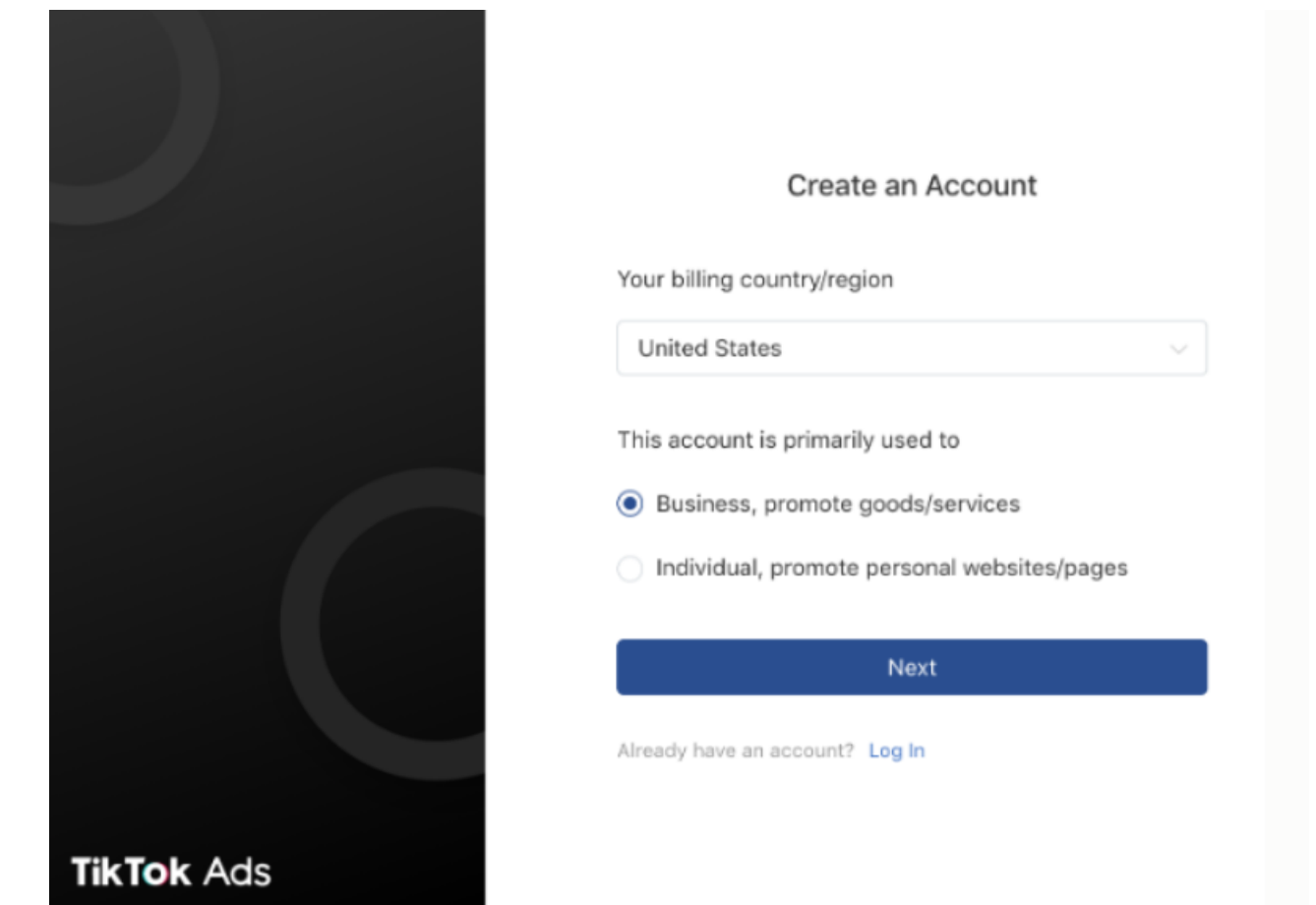
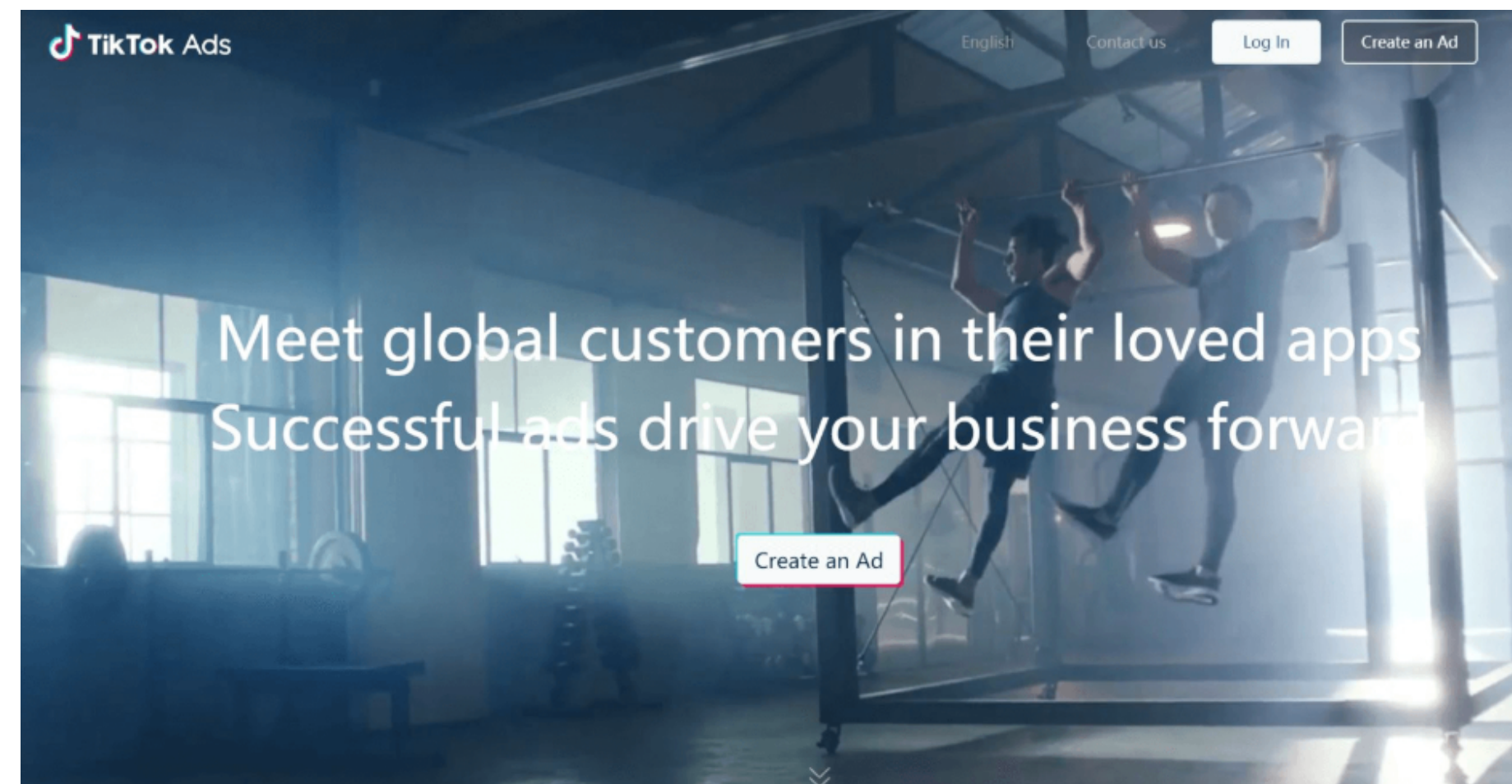
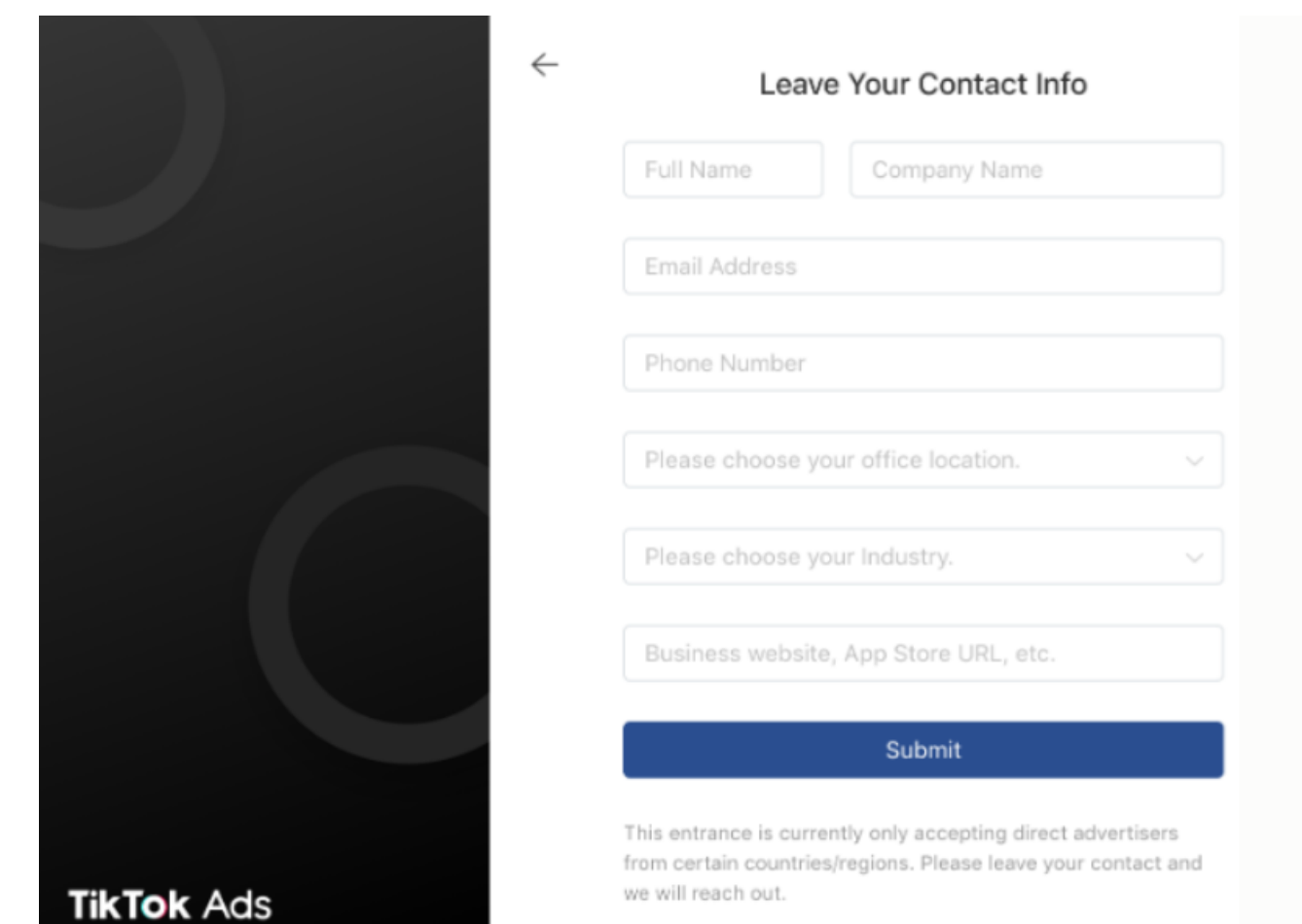
Tik Tok Ads is not yet available for the Greek market. However advertisement is possible through placement to Facebook Audience Network. Here's an example of a Wolt ad created this way.



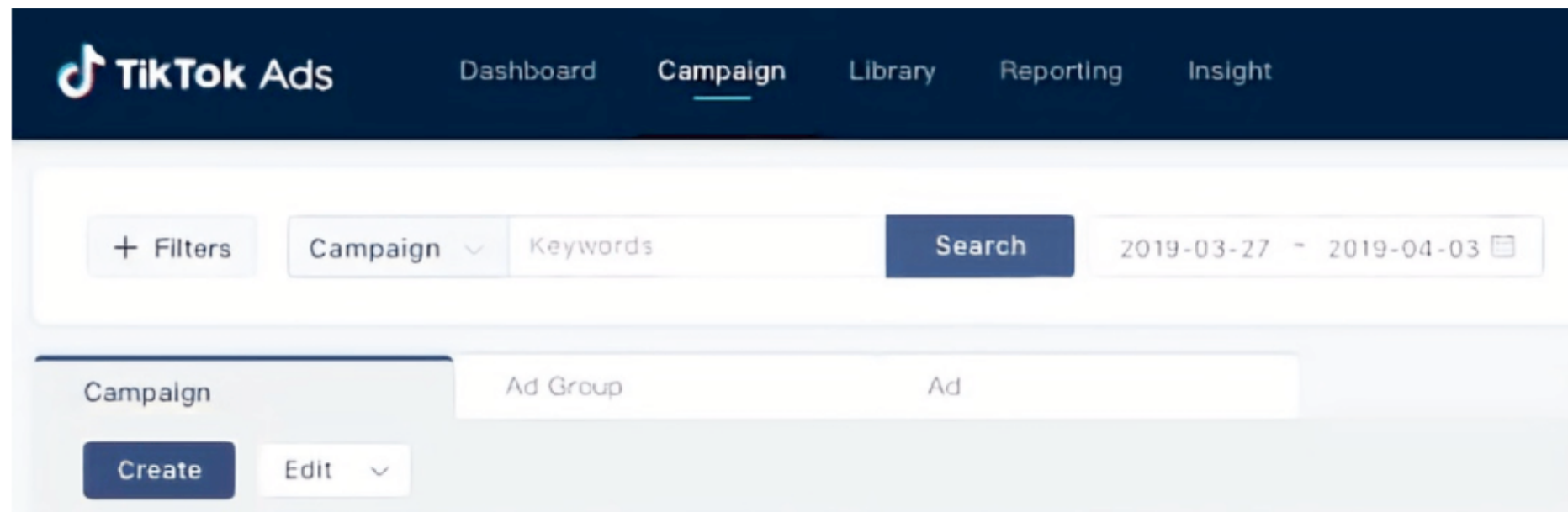
How Does it Work?

To get started, advertisers will need to create a **TikTok Ad account**, after which a representative will grant access to the beta self-serve ad platform.

Once in, the process for creating an ad is similar to other social platforms.

A screenshot of the "Create an Account" form on the TikTok Ads website. The form is titled "Create an Account" and includes a dropdown menu for "Your billing country/region" set to "United States". Below this, there are two radio button options: "Business, promote goods/services" (selected) and "Individual, promote personal websites/pages". A blue "Next" button is at the bottom right. A link "Already have an account? Log In" is at the bottom left. The TikTok Ads logo is in the bottom left corner of the form area.A screenshot of the "Leave Your Contact Info" form on the TikTok Ads website. The form is titled "Leave Your Contact Info" and includes input fields for "Full Name", "Company Name", "Email Address", "Phone Number", "Please choose your office location.", "Please choose your industry.", and "Business website, App Store URL, etc.". A blue "Submit" button is at the bottom right. A disclaimer at the bottom states: "This entrance is currently only accepting direct advertisers from certain countries/regions. Please leave your contact and we will reach out." The TikTok Ads logo is in the bottom left corner of the form area.

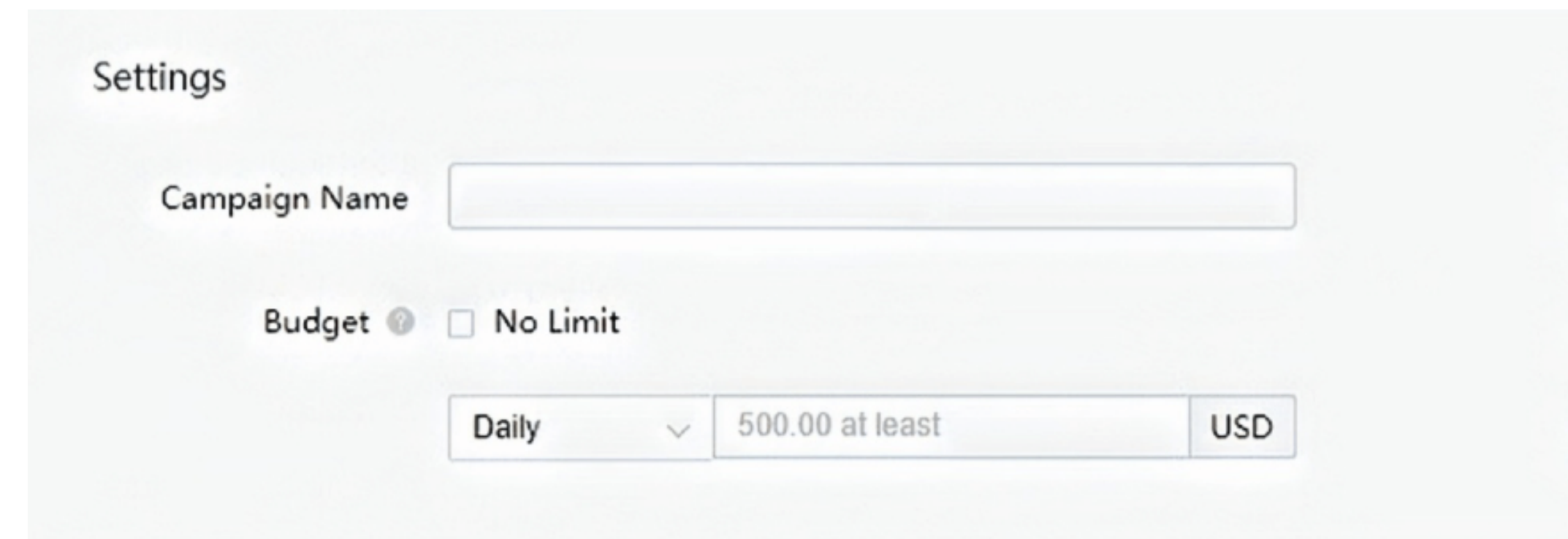
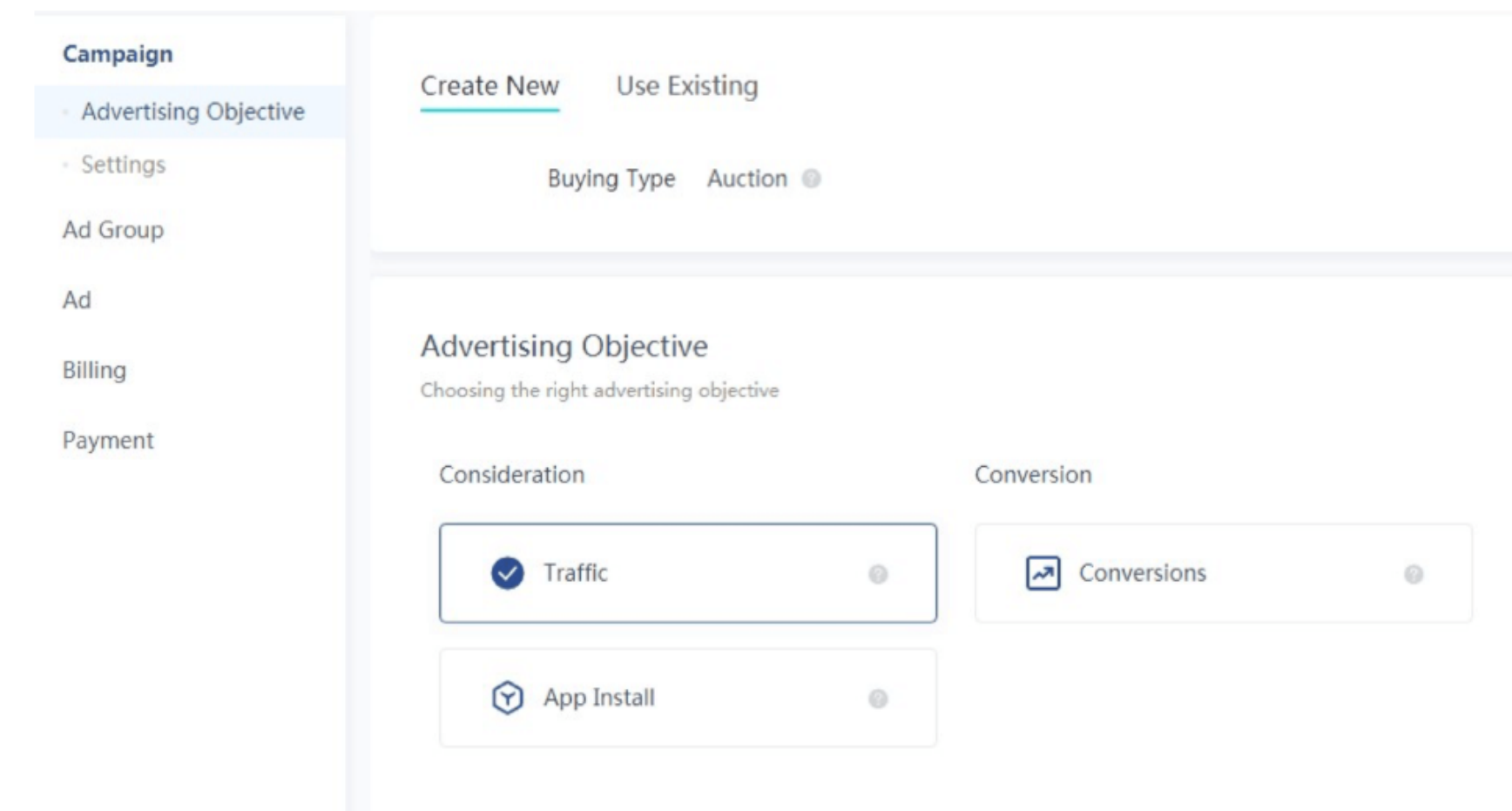
1. Create a New Ad Campaign



TikTok allows you to organize your ads using three levels:

- Campaigns
- Ad Groups
- Ads

You will define your campaigns with one main Objective and Budget.



2. Create a New Ad Group

Placements

Placement Types

☒ Automatic Placement

Automatically show your ads across supported placements. [Learn more](#)

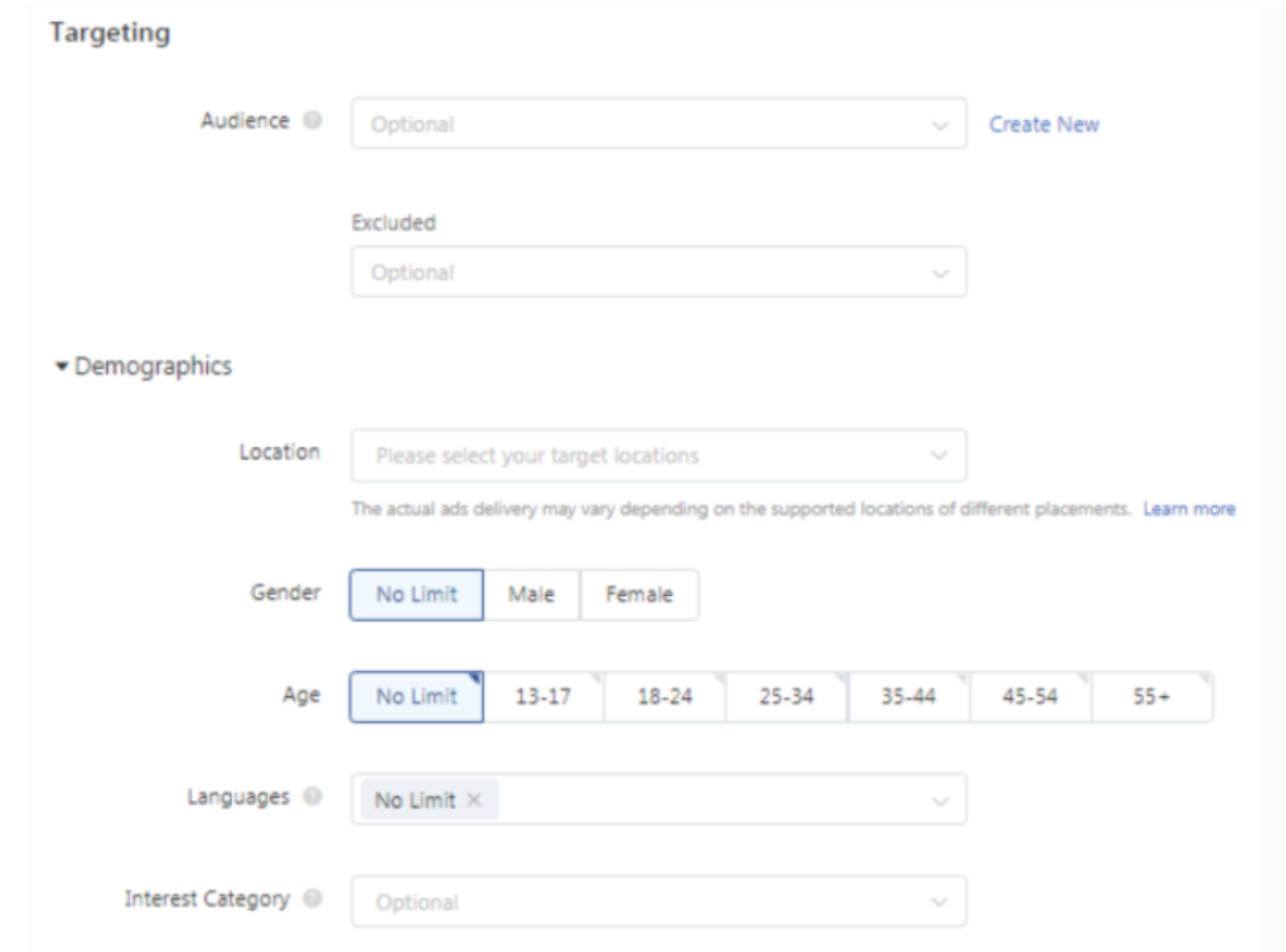
☐ Select Placement

Manually choose your targeting placement. [Learn more](#)

Please note that the actual ads delivery may vary depending on the supported locations of different placements. [Learn more](#)

Next, you will create your first ad group. Start by choosing your ad group's ad placements.

To get the best results, you can let Tik Tok choose placements automatically. This will allow your ad to appear on Tik Tok partner apps.



The screenshot shows the 'Targeting' section of the TikTok ad creation interface. It includes several dropdown menus and selection options:

- Audience:** A dropdown menu set to 'Optional' with a 'Create New' link.
- Excluded:** A dropdown menu set to 'Optional'.
- Demographics:** A section with several targeting options:
 - Location:** A dropdown menu with the text 'Please select your target locations'.
 - Gender:** Three buttons: 'No Limit' (selected), 'Male', and 'Female'.
 - Age:** A row of buttons: 'No Limit' (selected), '13-17', '18-24', '25-34', '35-44', '45-54', and '55+'.
 - Languages:** A dropdown menu set to 'No Limit' with a close icon.
 - Interest Category:** A dropdown menu set to 'Optional'.

Next, configure the audience targeting. TikTok allows you to target audiences by general demographics, interests, and devices

Custom Audience Targeting Options

Once your audience targeting is complete, you can configure the budget and schedule for your ad group.

You may be able to customize the bidding and optimization of your ad budget spend. The higher your bid, the more likely your ad will be seen by your target audience over your competitor's ads

Budget & Schedule

Budget Daily Budget ▾ 50 at least USD

Schedule 2019-10-08 15:25 ⌚

Time Zone: UTC+8

☒ Run continuously ⓘ Your ad group will run continuously after the start.

Dayparting All Day ⓘ Select Specific Time ⓘ

Bidding & Optimization

Optimization Goal Click

Billing Event ⓘ Click (CPC)

Bid Strategy Standard Bid
Maintain a stable average cost around your bid

Bid USD/Click

Delivery Type ⓘ ☒ Standard
Your budget will be distributed across the scheduled ads delivery time.

☐ Accelerated ⓘ
Spend your budget and get results as quickly as possible

⌵ Third Party Tracking Settings

Targeting Capabilities



3. Create a New Ad

Once your ad group is configured, you can upload your first ad. Ads can be uploaded as video or as images. If you choose images, TikTok will group them into a video for you.

✓ Single video

Single Image

Preview ⓘ For Illustrative Purposes Only

Choose a video

↑

Add from Computer

Recommended format: .mp4, .mov, .mpeg, .avi or .gif
File size: Up to 500 MB

📁

Add from Library

Create a Video

⌵

No video material? Click here to convert images to video in two steps.

Available Placement and Recommendations

🎵 📺 🔥 🗨️ 🎵

Aspect Ratio
Horizontal(16:9)/Vertical(1:1)/Square(9:16)

Resolution
Horizontal(1280*720)/Vertical(640*640)/Square(720*1280)

Bitrate
≥ 516kbps

Duration
5-60s

Safe Zone ⓘ
To left: 44px
To right: 140px
To top: 130px
To bottom: 483-484px

Video Specifications

TikTok offers image and video specifications to create ad content that will look best on TikTok and partner apps. For best results, videos should meet the following specs:

- A recommended aspect ratio of 9:16/1:1/16:9
- A resolution of greater than 720px x 1280px, 640px by 640px, or 1280px by 720px
- A video that is 5 to 60 seconds in length, although 9 to 15 seconds is recommended
- A brand name that is 2 to 20 characters (English) in length or an app name that is 4 to 40 characters in length
- A description of the advertised product or service that is 12 to 100 characters (English) in length

Ideas for Creative Videos: <https://blog.hootsuite.com/tiktok-video-ideas/>

Monitoring Ad Campaign Performance

- TikTok approves your ad campaign and it begins to run, you can monitor your ad's performance in your Ads dashboard.
- Filters within campaign reports will help to drill down into the data. Learn how your ads are performing based on specific dimensions and metrics.
- These filters include ad creative, audience demographics, device type, and placement.



Tracking



TikTok Pixel

- ✓ One-click download
- ✓ Fully connect to Google Tag Manager
- ✓ Pixel Helper: Help advertisers check whether Pixel code is correctly installed on landing pages, to ensure conversions are triggered successfully



Customize rules to define conversion

- ✓ Select conversion elements from the landing page to define rules of clicks
- ✓ Manually add conversion rules of page view/clicks



Performance Tracking

- ✓ Preview Conversions
- ✓ Delivery Conversions
- ✓ Non-related Conversions

Tik Tok Ad Options

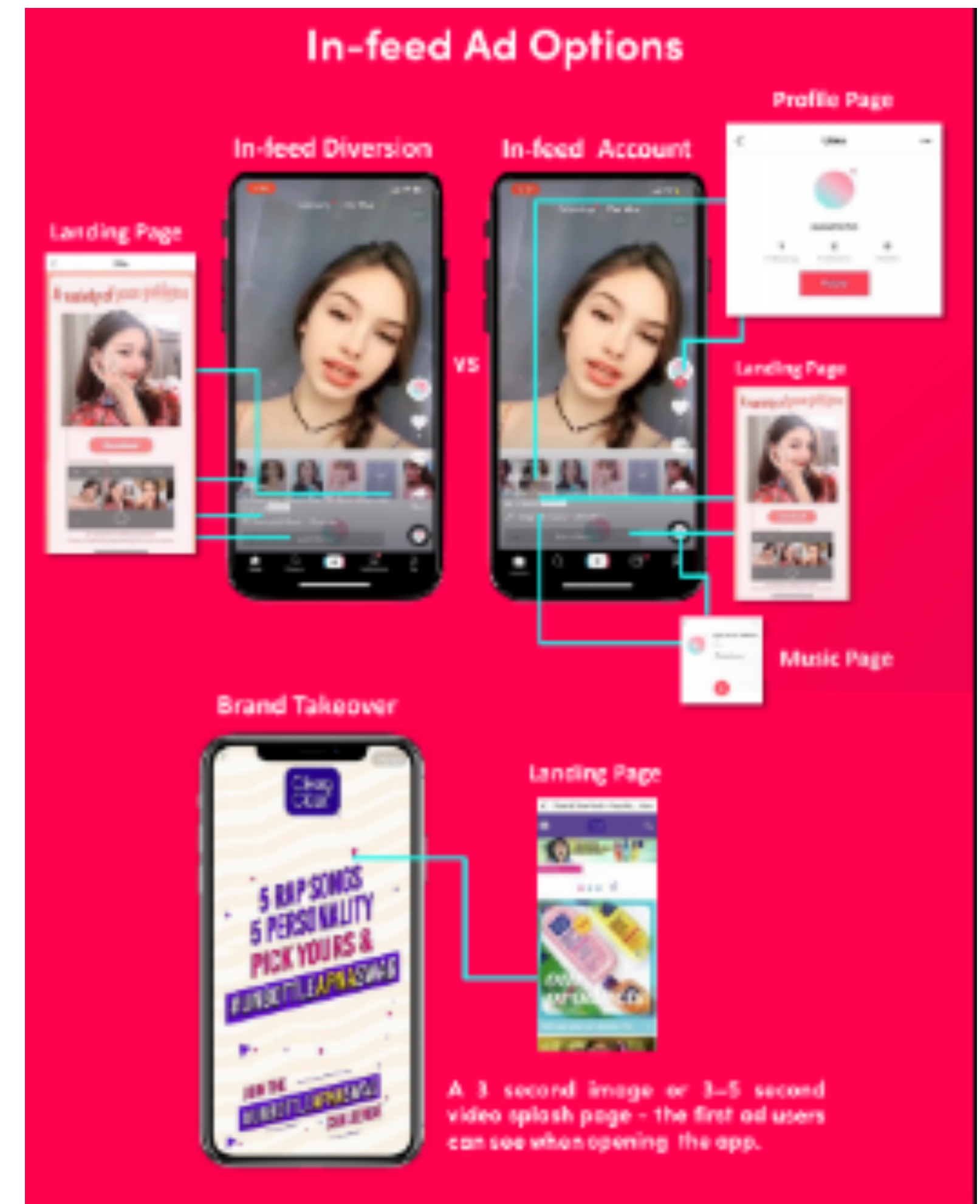
In-Feed Video: 15 second video ads appear in the native news feed of Tik Tok on the For You page.

Brand Takeover: Ad appears when Tik Tok users open the app and completely take over the screen for a few seconds before turning into an In-Feed Video ad.

Hashtag Challenge: Ad appears on the Discovery page. It encourages users to participate in user content creation challenges. These can include a shoppable component for retailers.

Branded AR Content: Ad appears as branded lenses, stickers, and other 2D/3D/AR content for Tik Tok users to use in their videos.

Custom Influencer Package: Ad appears as part of sponsored content created by a Tik Tok user with influence in your market.



1. In-Feed Ads

In-feed ads are native ads placed either at the bottom of organic TikTok videos or in the feed as part of the video queue, depending on the type of product. These ads also redirect to your website or app. On average, they cost \$10 per CPM, making them a more affordable option than brand takeovers.

5-15 seconds long, full-screen, auto-play, audio-on immersive video experiences

These ads appear as native as possible (profile pic, user name, all functions that organic content has, like, share, comments)

Opportunities for amplification and earned impressions via sharing functions. Available in auction ad format



- Minimum \$25,000 for campaign entirety
- Maximum \$30,000 per day
- Priced on fixed \$10 CPM.
- *Minimum 1M impressions. Maximum (per day) 3.3M impressions.

Ogilvy

2. Brand Takeover

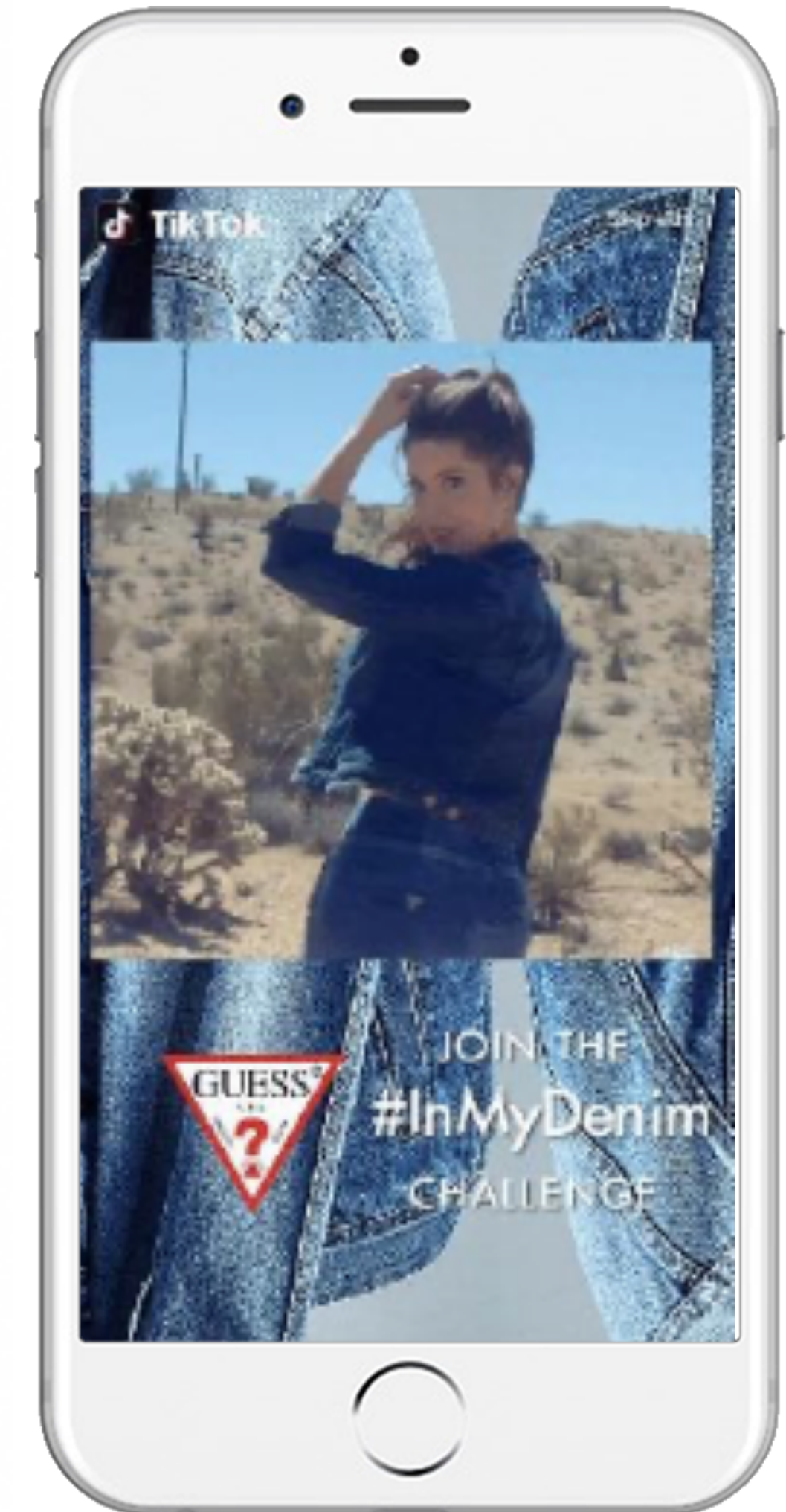
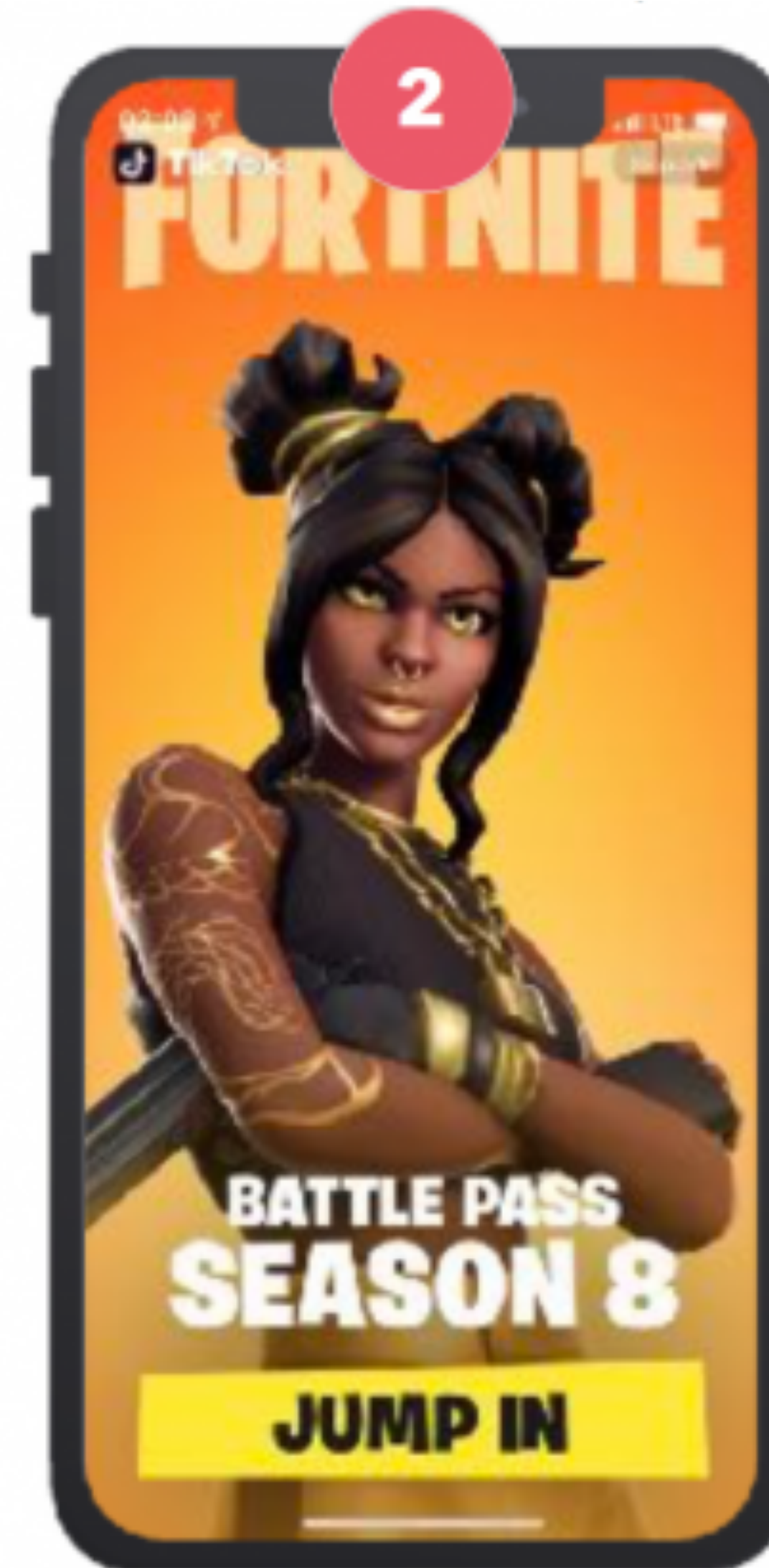
A brand takeover ad will appear instantly when a user opens TikTok. The ad can then be redirected to an internal or external link—either another video on TikTok or an external website or app. Currently, this ad type is limited to one advertiser per day.

It can 3-5-second long GIF, JPG or Video

- Guaranteed 5,000,000 impressions per day
- Affordable eCPM
- Low cost reach / unique reach

Food delivery app Grubhub ran a video brand takeover ad earlier this year.

Priced at \$50,000 for 1-day buy



Ogilvy

3. Hashtag Challenges

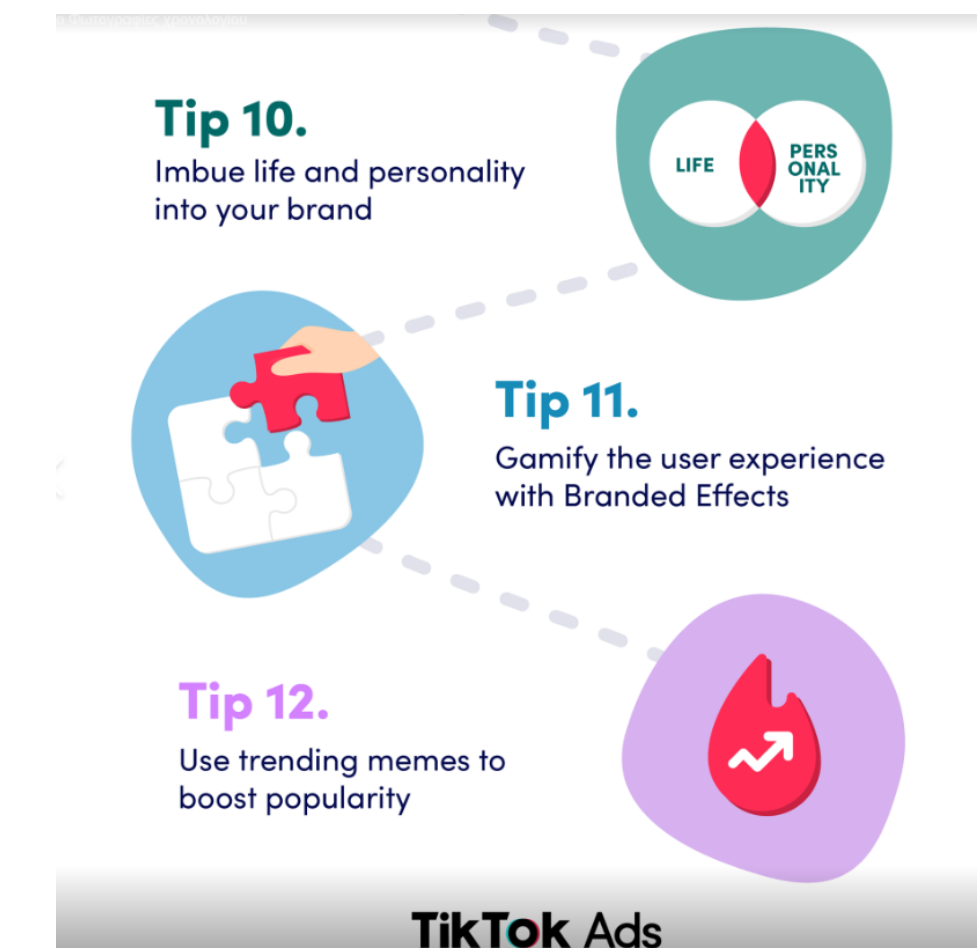
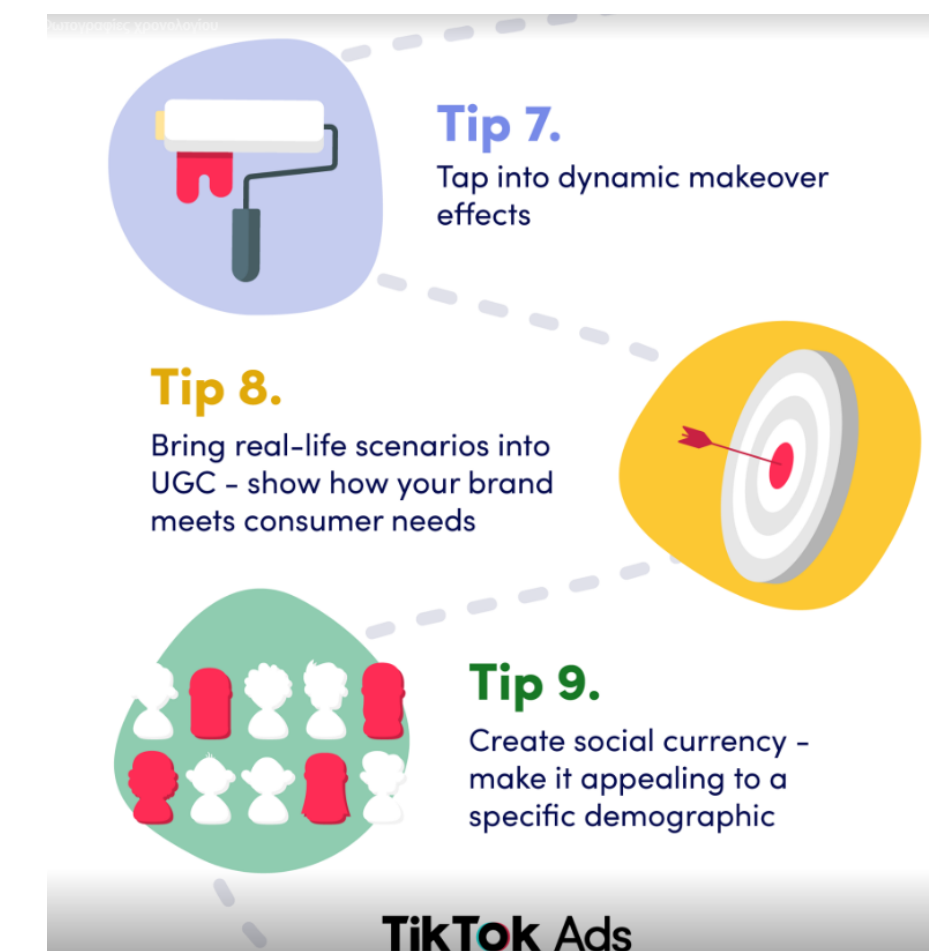
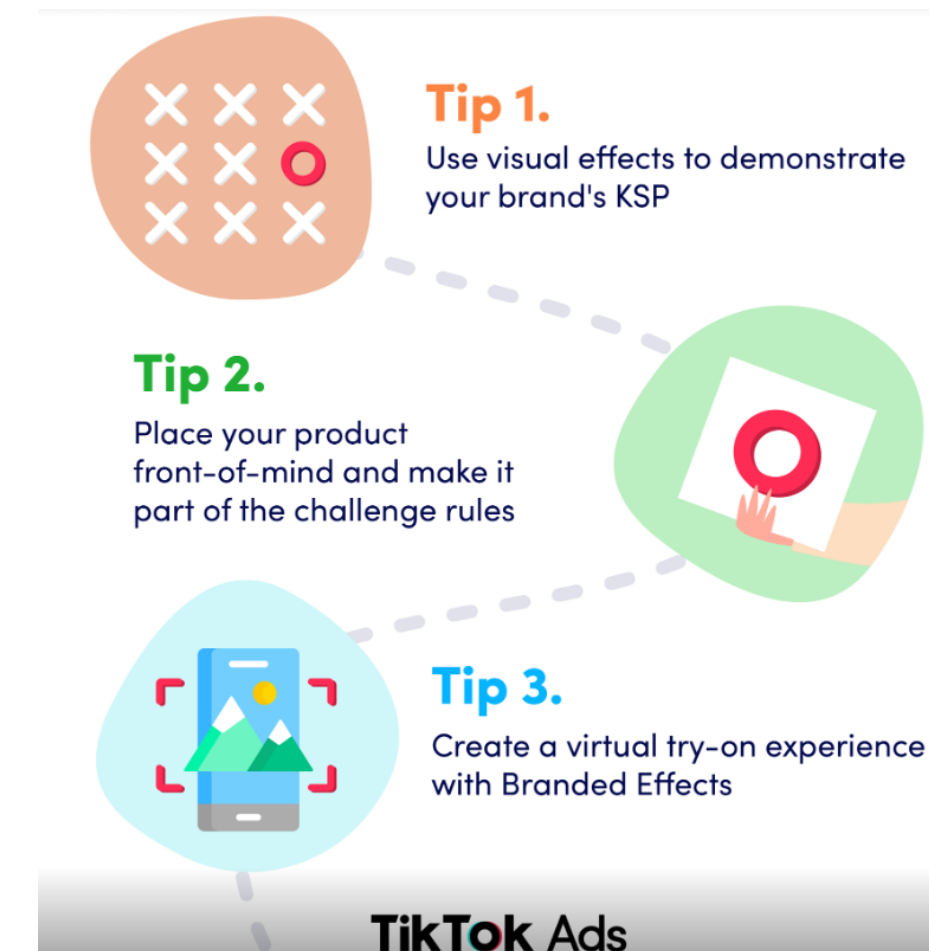
A sponsored hashtag challenge that encourages users to share UGC content to record themselves completing a specific action or following a set of directions to participate in the “challenge”.

Challenges generally last for 6 days

Priced at \$150,000

35% of users participate in challenges

16% of all videos are tied to challenges

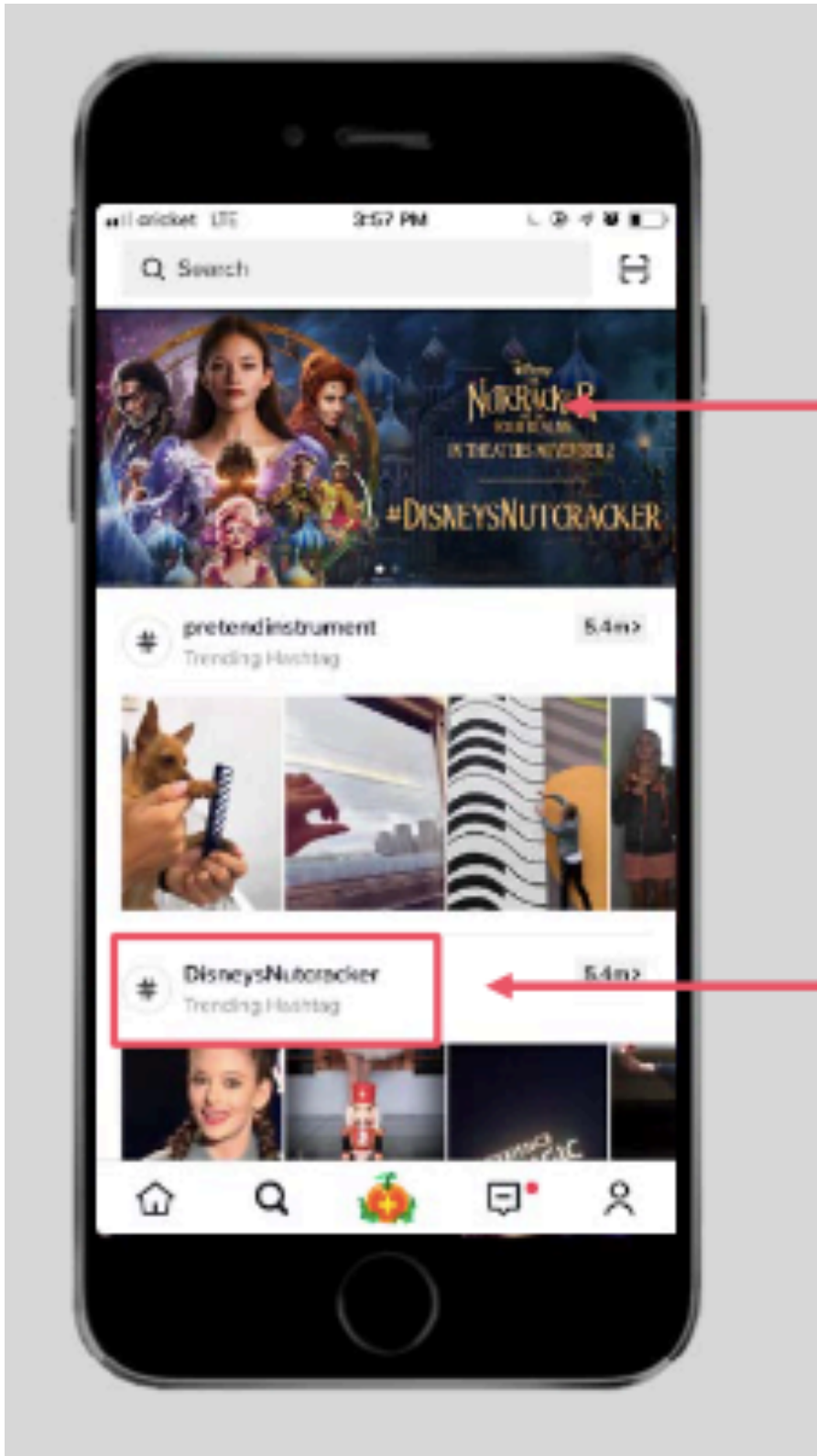


Hashtag Challenge Ideas by Tik Tok

Ogilvy

Hashtag Challenge Ecosystem

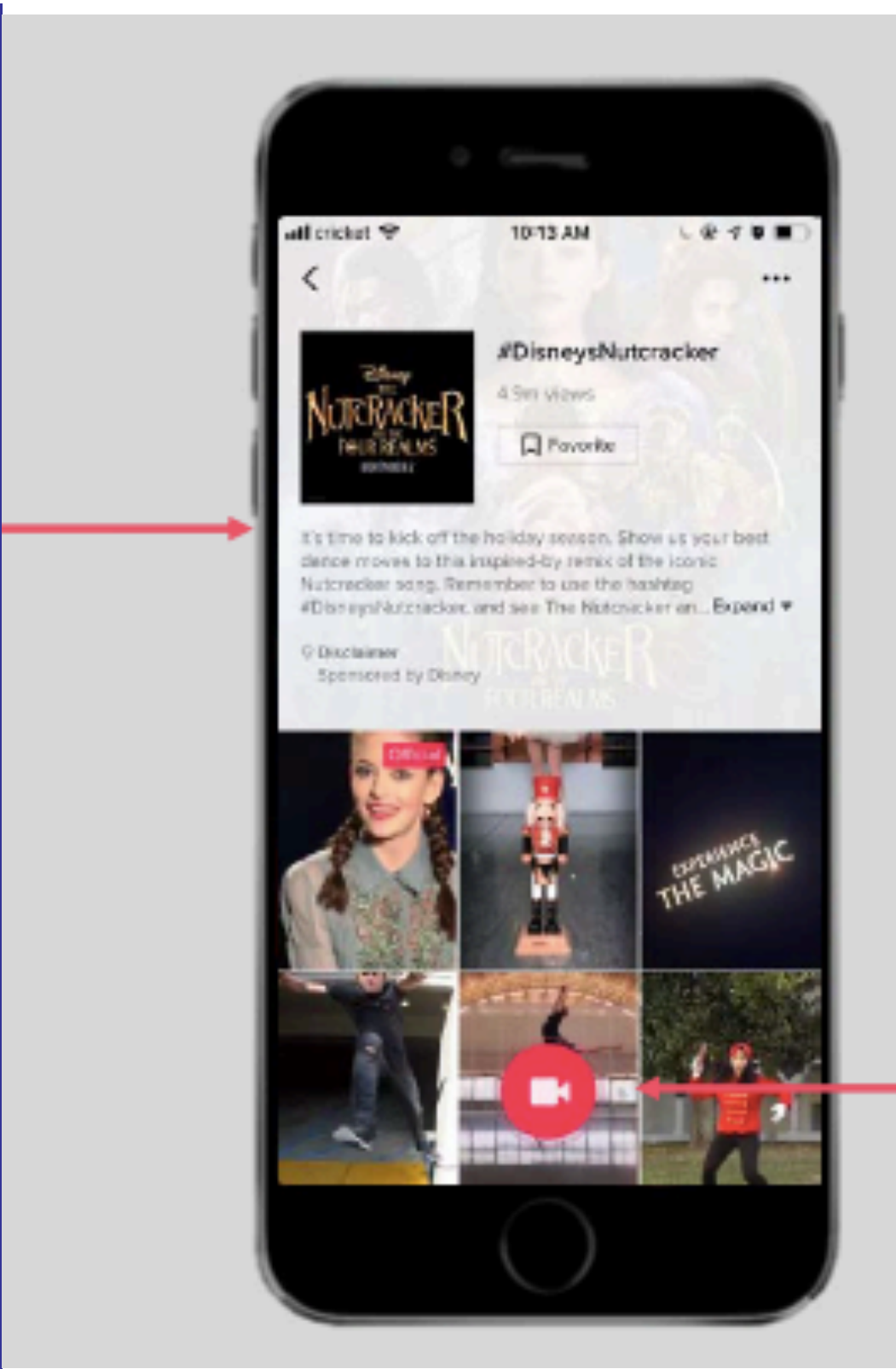
Discover Page



Challenge (part A): Branded banner is featured as No. 1 banner for first 3 days of the 6-day challenge package. The banner directs traffic to the challenge page.

Challenge (part B): Sponsored hashtag is displayed as No. 2 hashtag for first 3 days of the 6-day challenge package. It directs users to the challenge page.

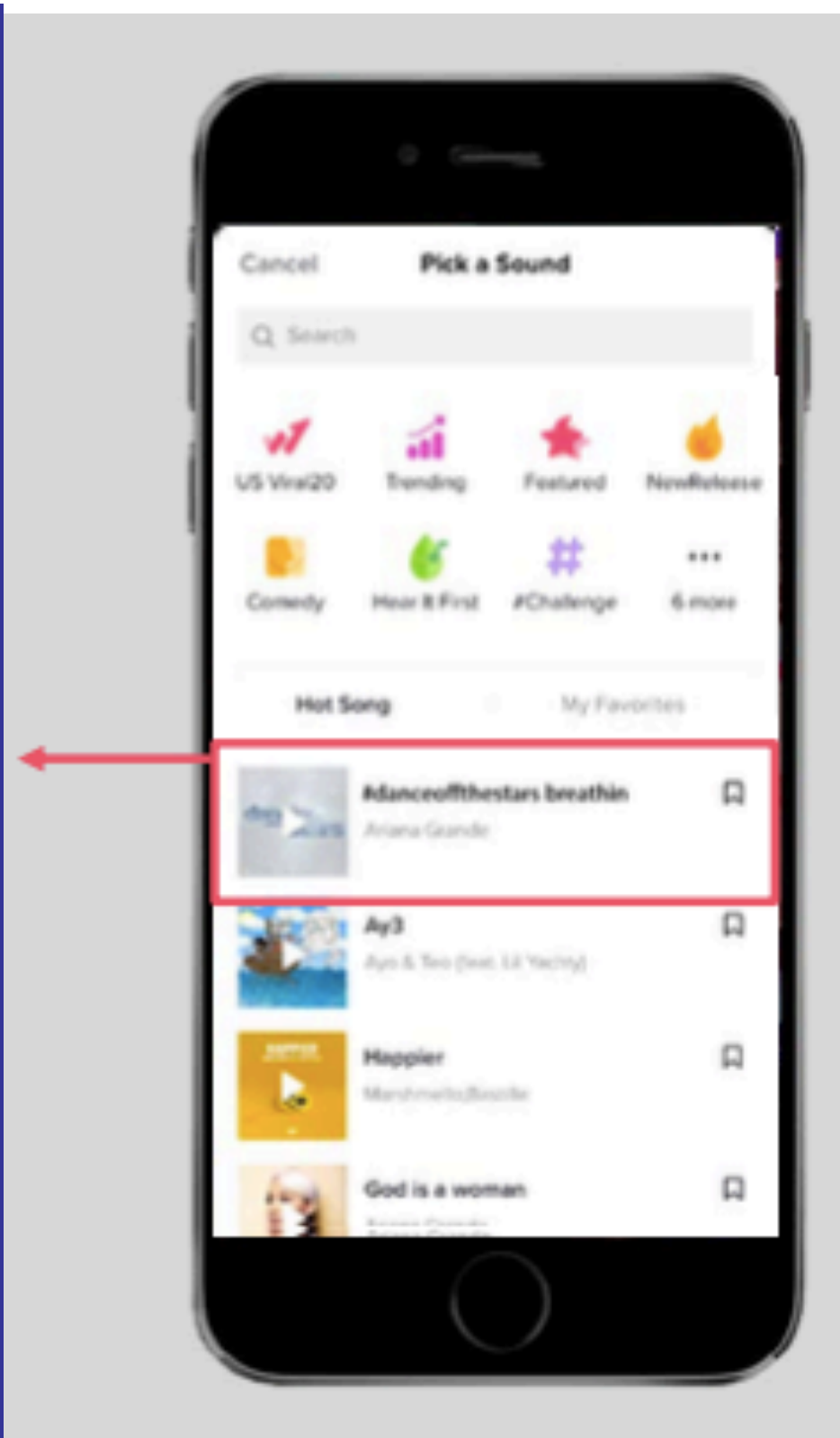
Challenge Page



TikTok can potentially feature a branded song on the music page

Clicking the “record” button can join the challenge and pick a song

Pick a song Page



4. Branded AR Content

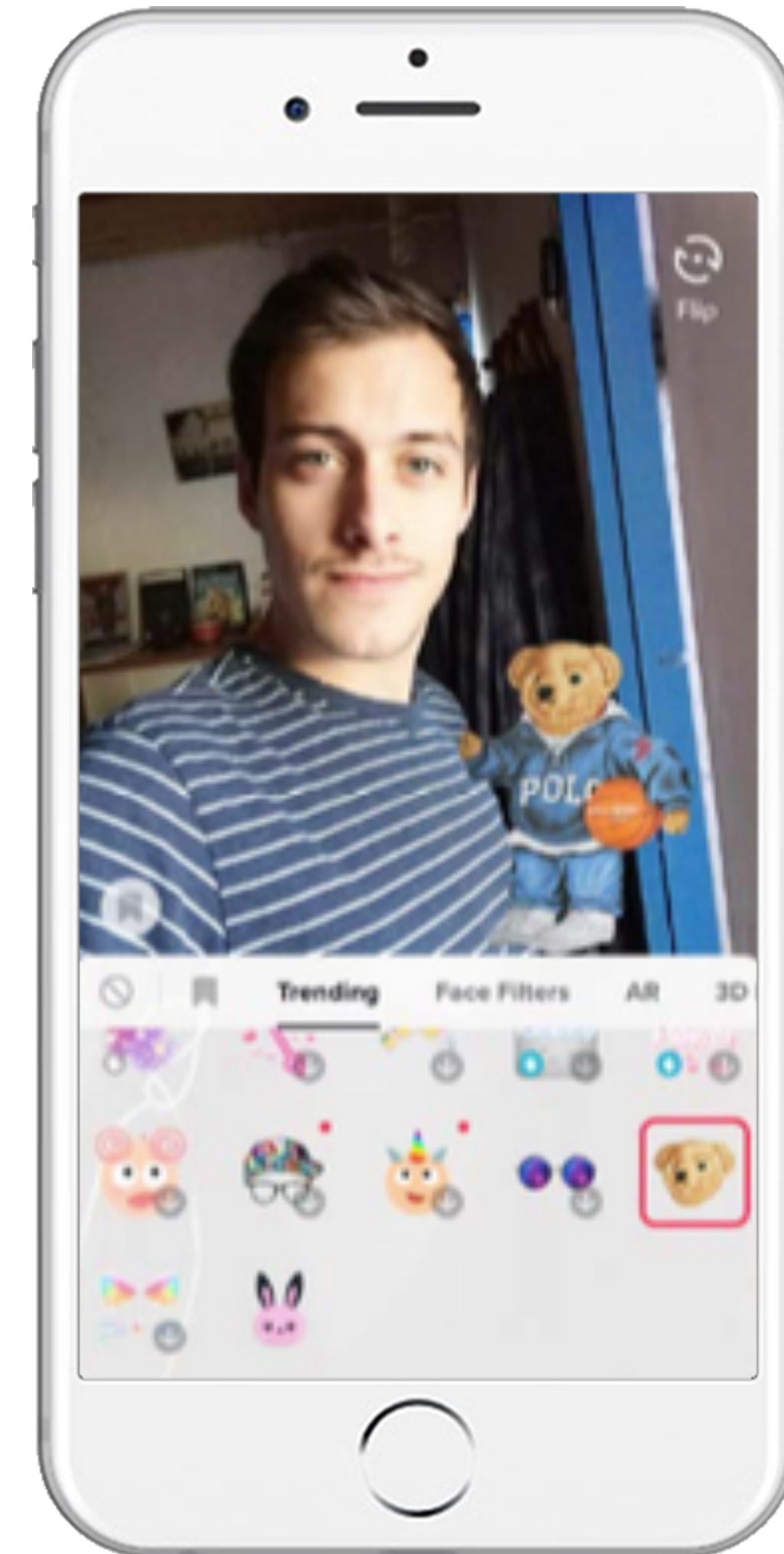
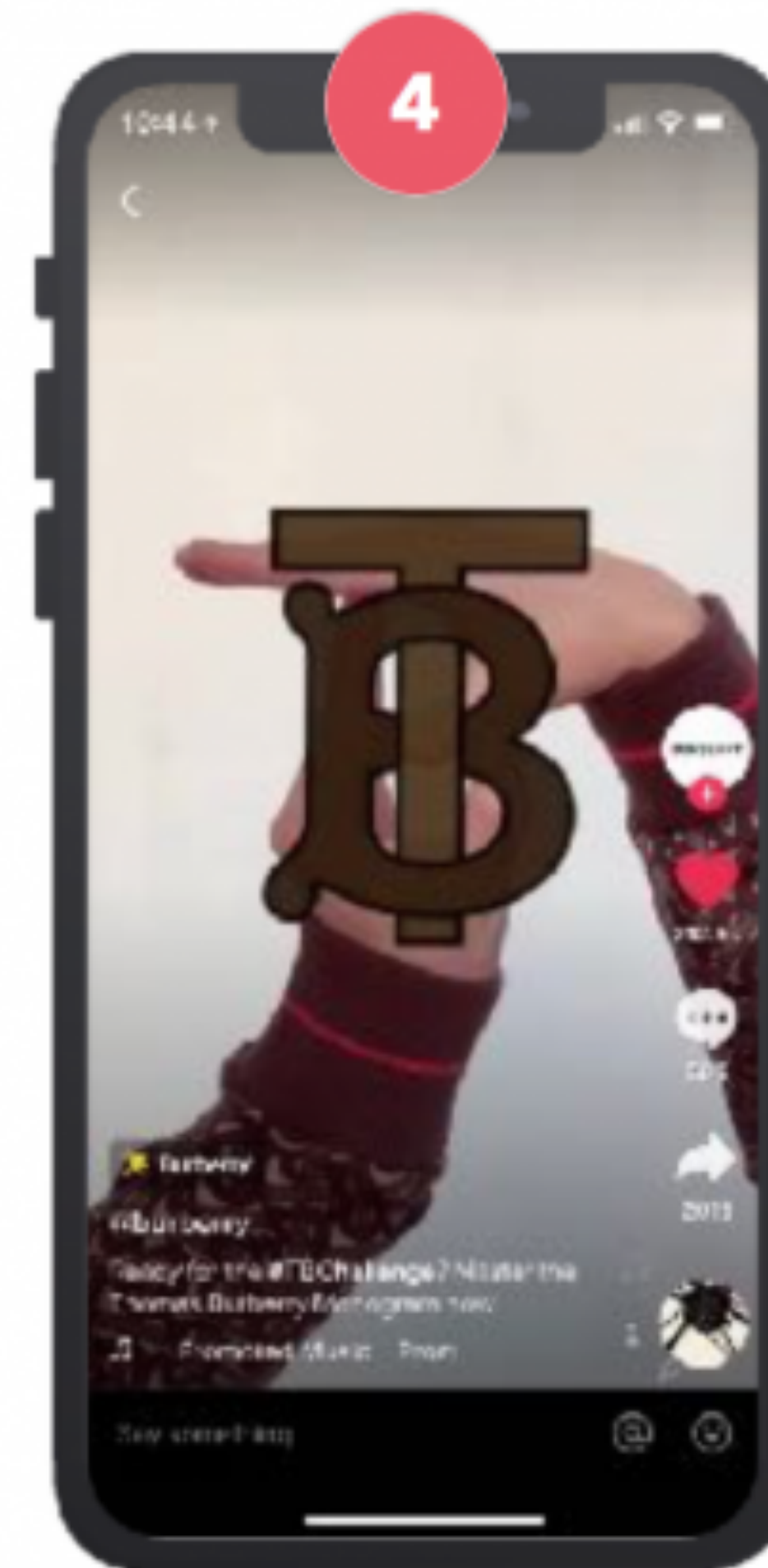
64% of users
have used
face filters or
lenses

Just like the AR effects offered by Instagram and Snapchat, TikTok's branded lens is an ad format that brings 3D objects, face filters and more to users.

It could end up being a popular TikTok ad format for boosting brand awareness and messaging (a top spot in the 'Trending' tab for 10 days).

When users create videos on TikTok, they can choose from a variety of branded lenses to enhance their content. Furthermore, a branded lens is always displayed in TikTok's trending section, and users can interact with them while filming.

Priced at \$80,000 - \$120,000



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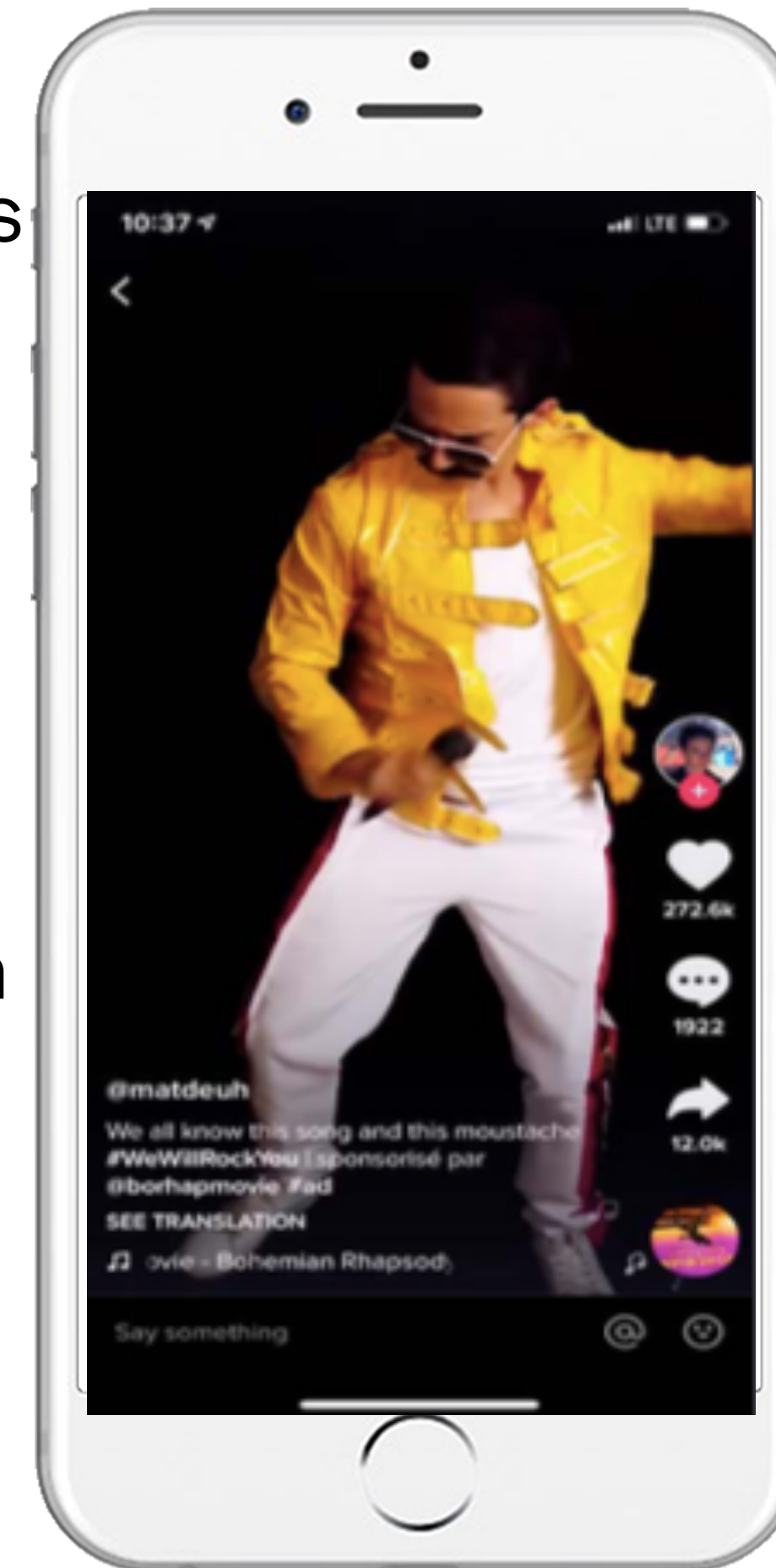
5. Custom Influencer Package

Just as it on Instagram, TikTok also has influencers with a massive number of followers. These influencers are very powerful, and they can inspire their fans in many ways.

When partnering with TikTok influencers, more exposure and also reach is gained out to the target audience.

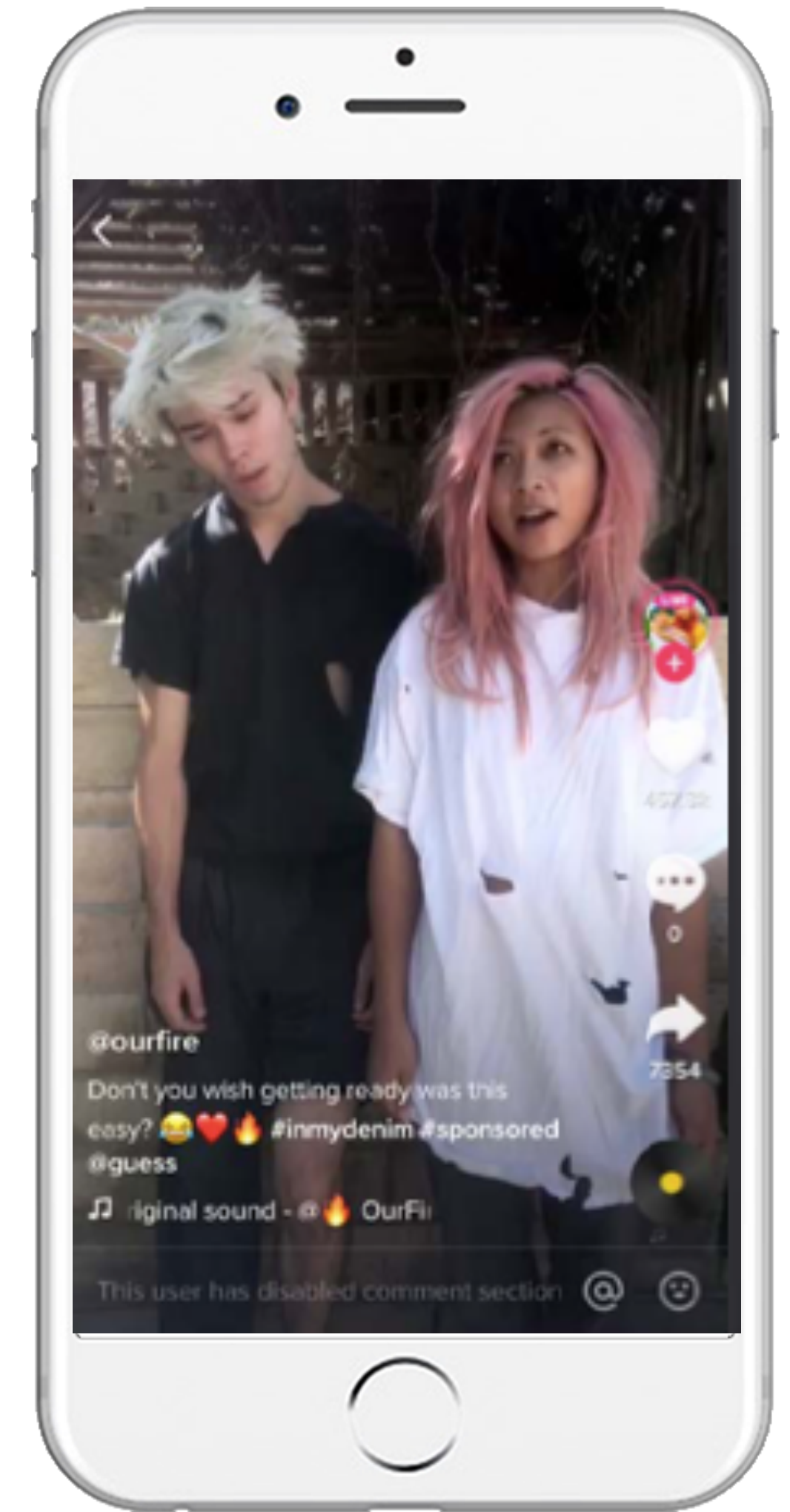
Always work with an influencer whose goal aligns with the brand's vision.

It's also worth noting that in some select locations, you need to organize influencer partnerships on TikTok.



Bohemian
Rhapsody

Guess Jeans



Ogilvy

6. New Ad Unit – Top View

A Brand Takeover ad naturally fades into an In-Feed video ad

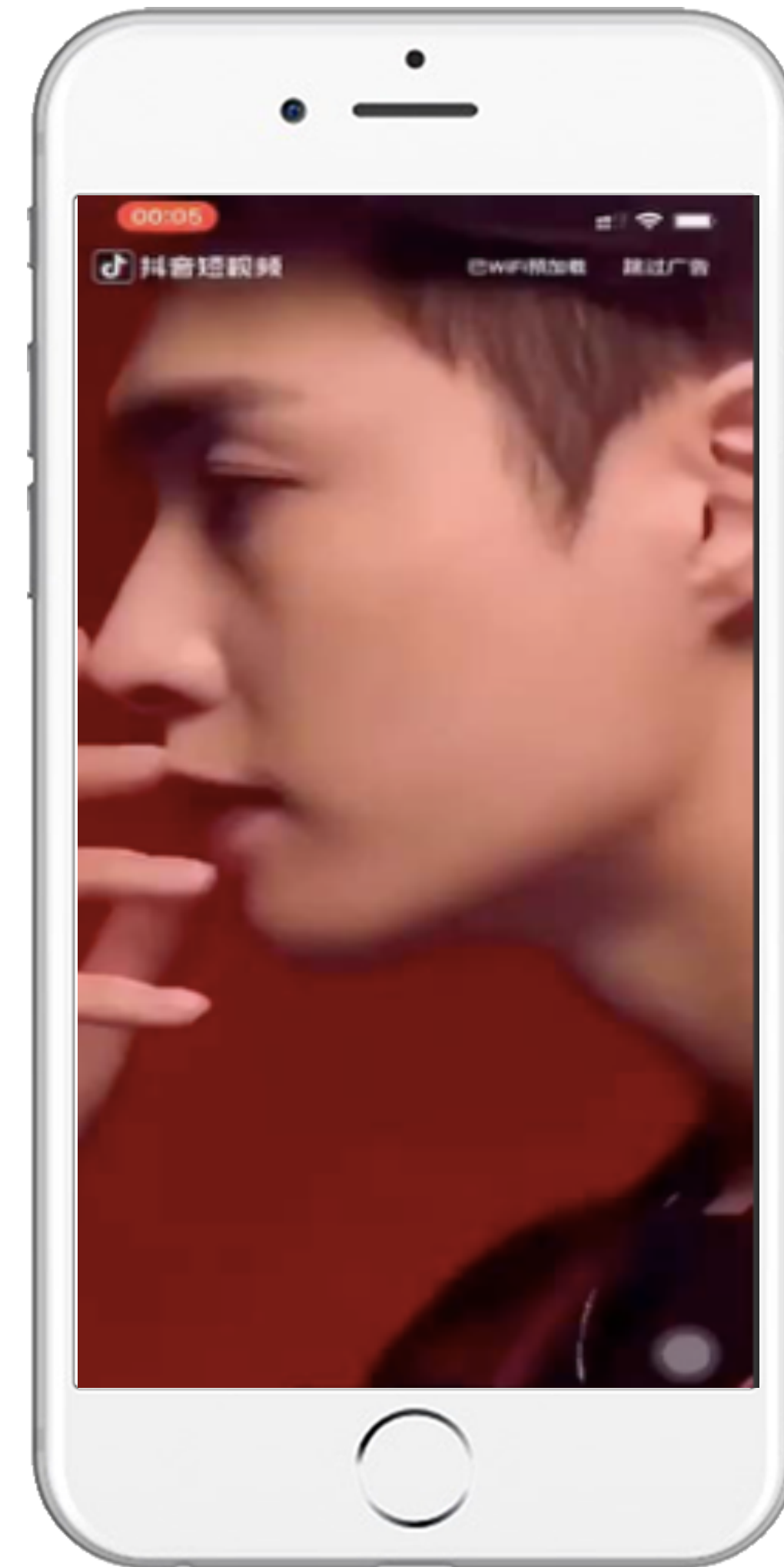
Overall length is within 15 seconds

Direct traffic to a desired destination

High impact video ad unit, the first thing that users see

Category exclusivity – they will only allow **one** advertiser per day

First-to-market opportunity – will come out on TikTok US in **May**

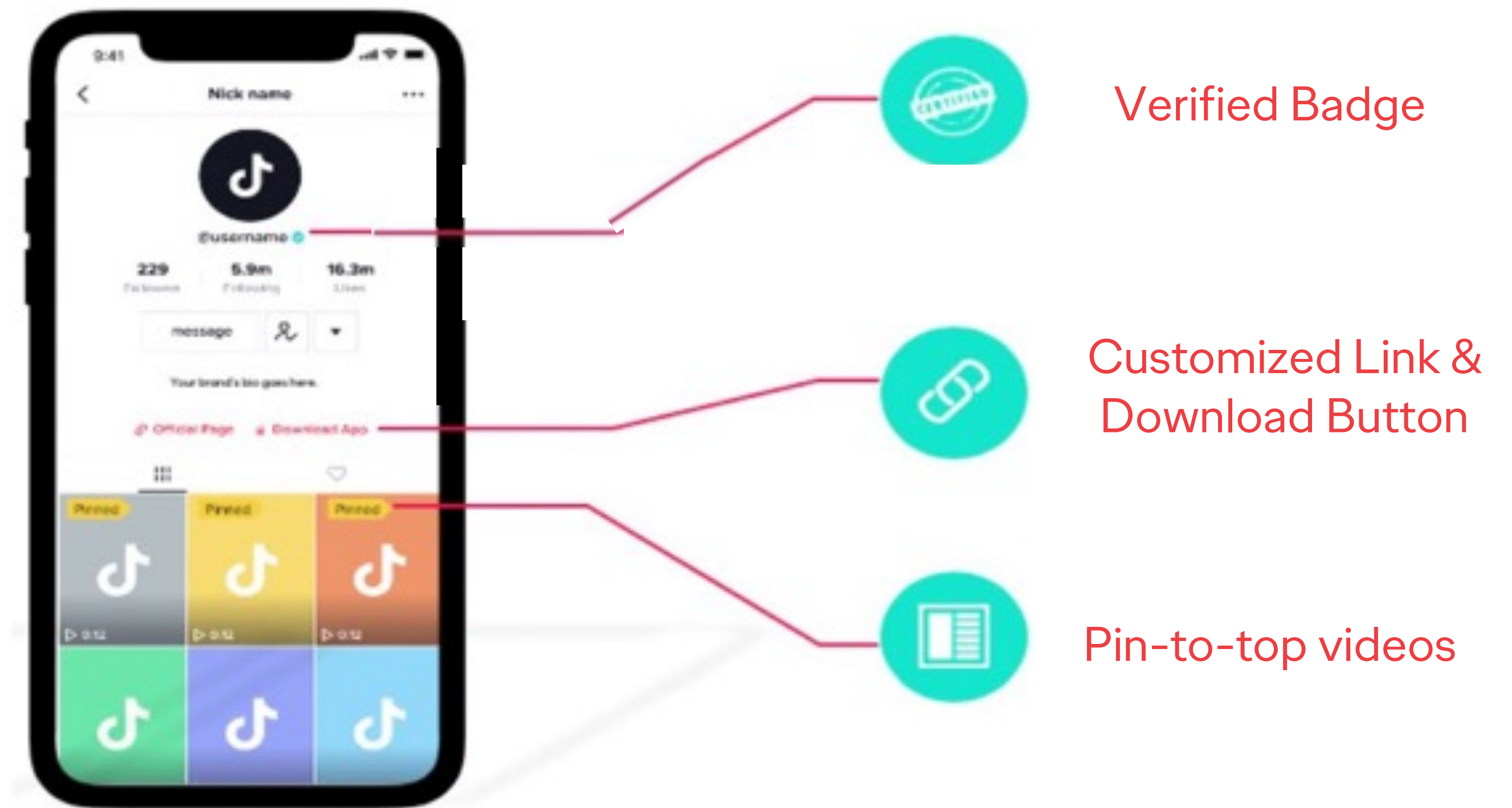


Ogilvy

TikTok says it will blue tick verified accounts if they spend enough on

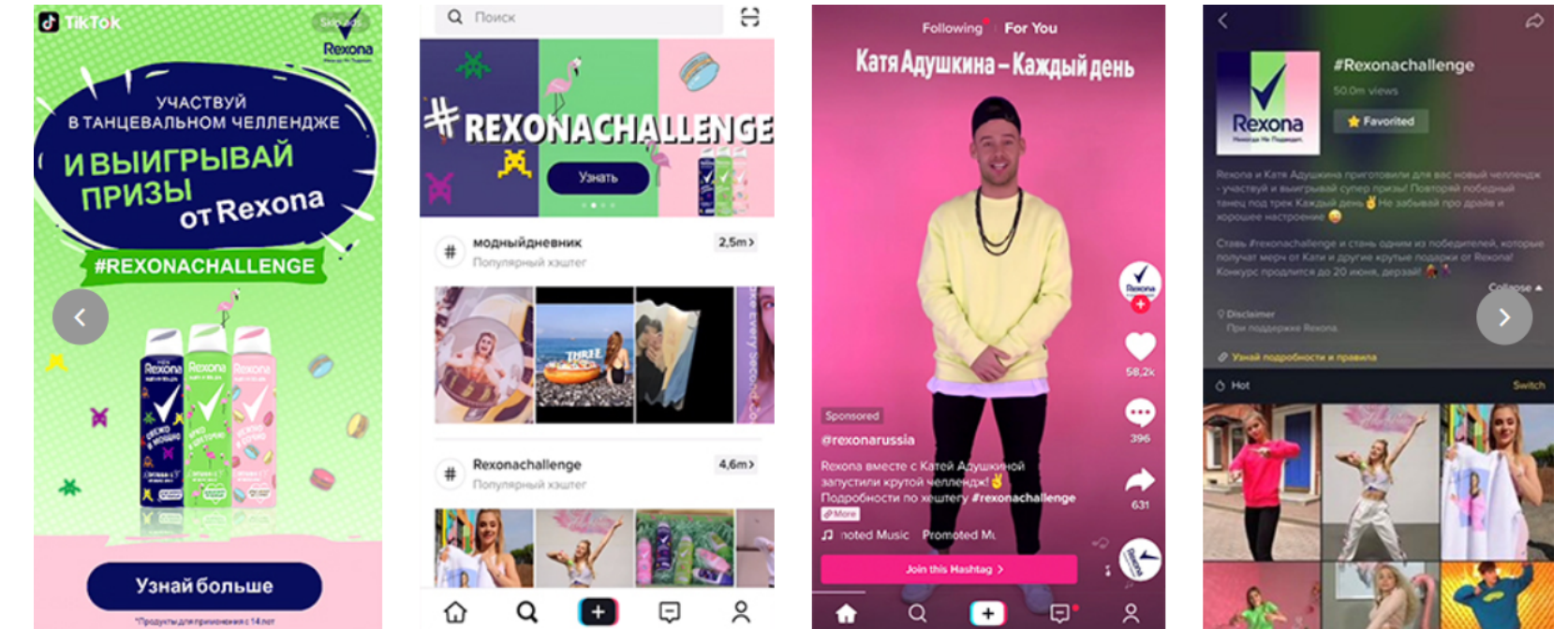
ads
Big ad spenders also get other benefits as part of its 'Business Privilege' package

Business Privilege makes a profile official with a blue verified badge and it is available to advertisers that reach a minimum ad spend threshold with TikTok. The perks of Business Privilege include the ability to customize the page with a **purchase link ad** and “**pin-to-top**” videos, while also being able to **analyze the follower distribution** and monitor content performance on a **data-management platform**. These tools and privileges allow you to achieve a wide range of goals, such as **fanbase management** and driving **traffic** to your other online assets.



Contents

- 1. About TikTok**
- 2. How to TikTok**
- 3. TikTok GR**
- 4. Analyze me!**
- 5. TikTok means Business**
- 6. TikTok Ads**
- 7. Case Studies**

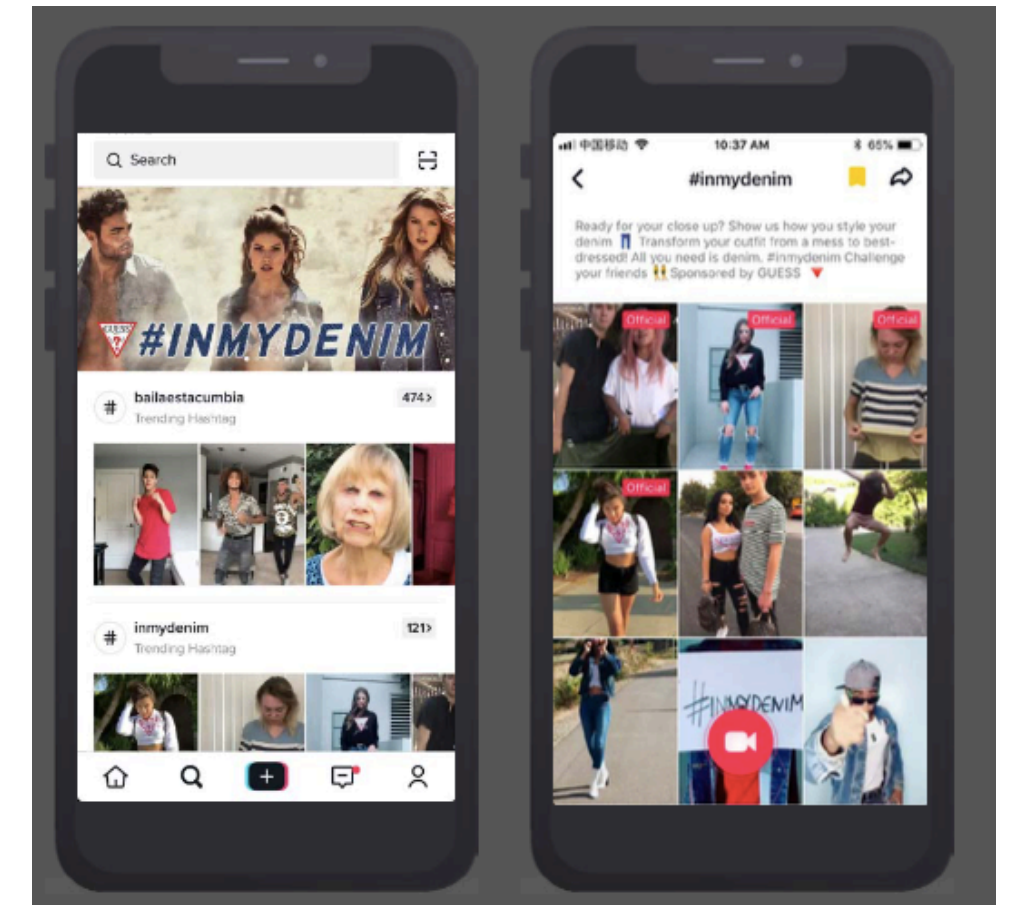


The Objective: Rexona wanted a viral campaign that could resonate with younger Russian consumers to raise awareness of their new products.

The Solution: Rexona launched a Hashtag Challenge (#RexonaChallenge) with a top influencer who composed a rhythmic TikTok-style pop song as the Branded Music for this challenge.

The Result: 93 million video views in just 6 days.
156,000 videos and Rexona's new business account on TikTok gained more than 14,000 followers.

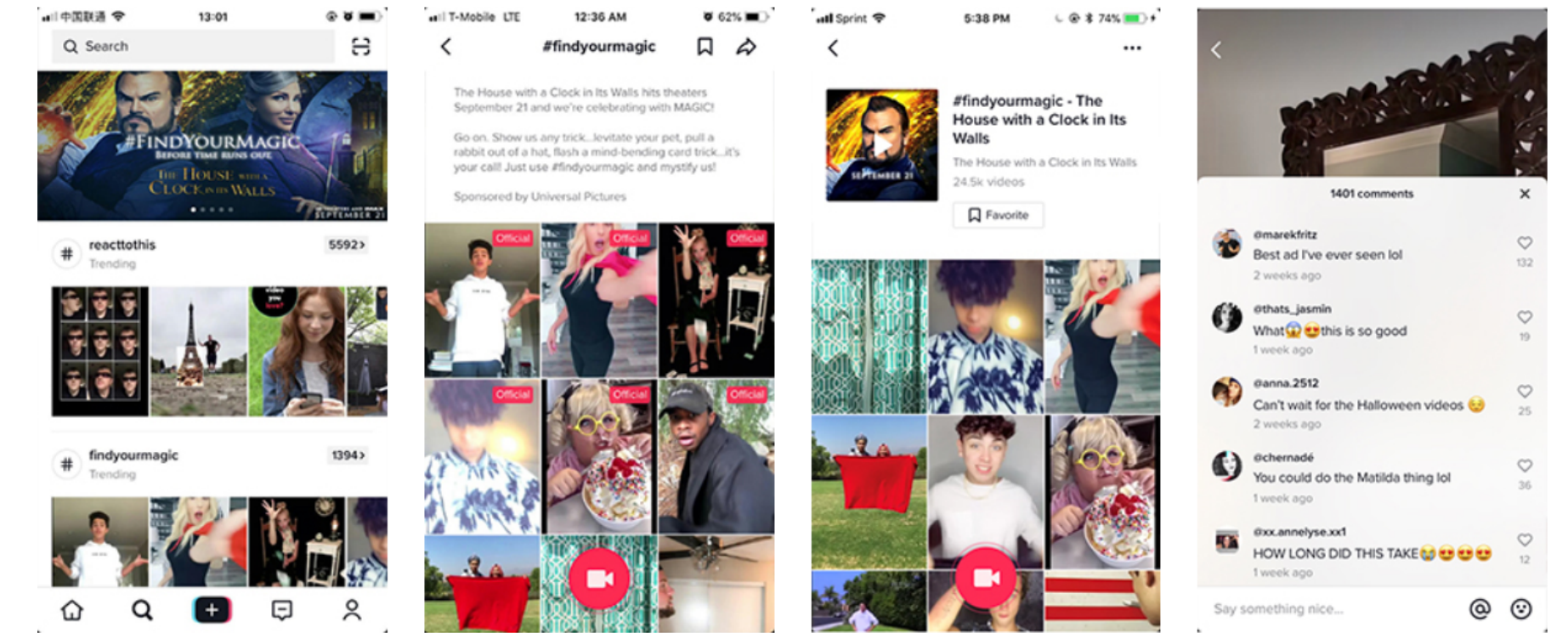
G U E S S



The Objective: GUESS sought to embrace TikTok's younger audience, and use the platform's native consumer behavior to fuel unique, engaging content and integrated participation across the platform.

The Solution: They took advantage of the TikTok Hashtag Challenge to encourage consumers to show how they wear their denim. Additionally, they ran a brand takeover on the first day of the challenge to maximize traffic on the challenge page.

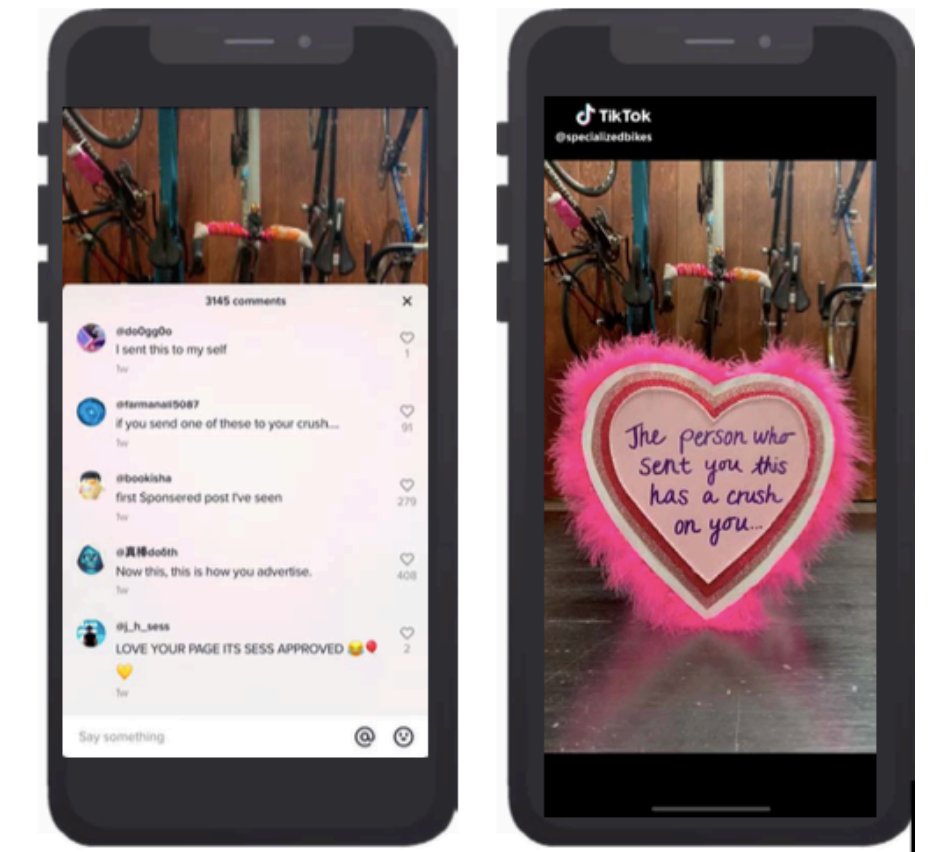
The Result: The hashtag challenge generated 10.4MM video views and had over 6k participants. #inmydenim was the best-performing hashtag in the US that week, surpassing all organic hashtag.



The Objective: Increase new movie's awareness and ultimately stimulating interest to get fans to go and watch the film.

The Solution: Universal Pictures launched a Hashtag Challenge themed #FindYourMagic and invited users to interpret the theme in their own way. To encourage more fans to join, Universal Pictures invited 10 influencers to release 'magical' stories.

The Result: The challenge was able to attract more than 1.3 million likes on influencer videos and more than 19K user-generated contents. This campaign also led to an 11K increase in official account followers.

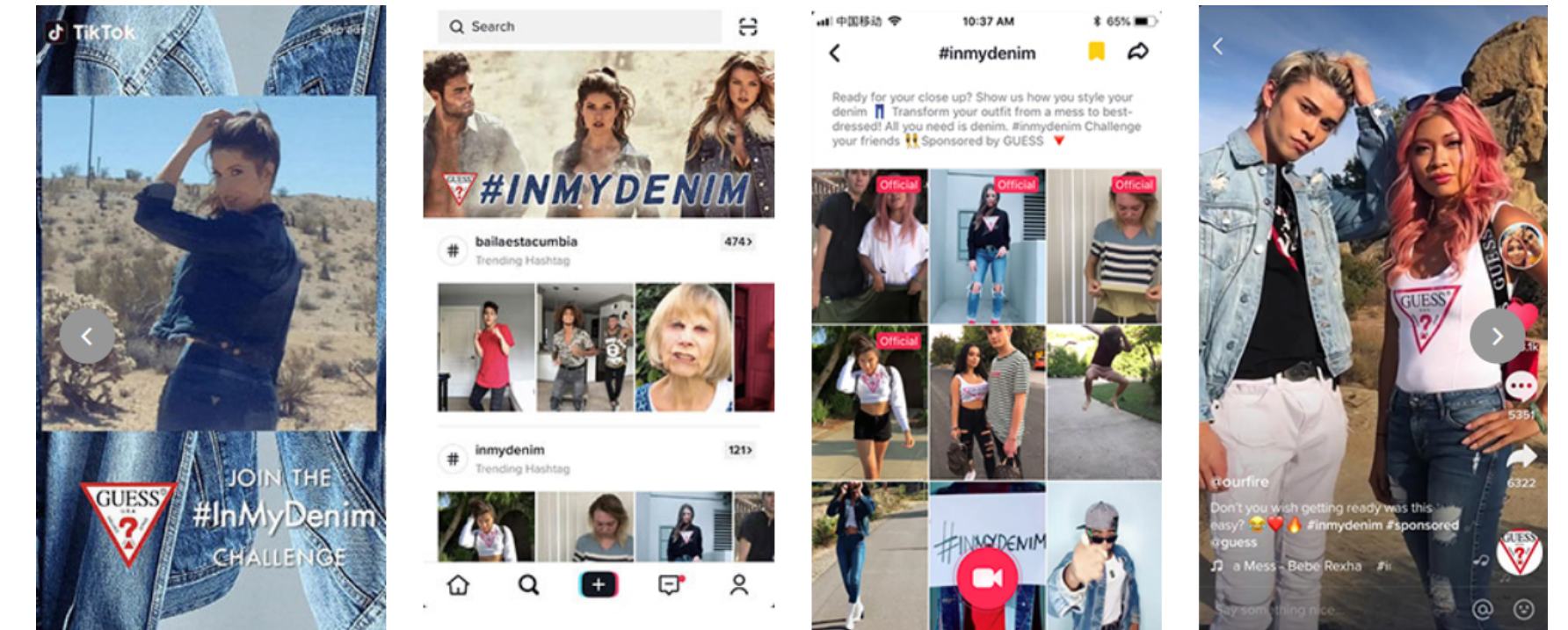


The Objective: Specialized Bikes only recently created a profile page and their goal was to increase engagements and followers throughout the next few weeks.

The Solution: Their content was native to the platform, plus they participated in several organic challenges, such as #someonelikeyou and also used paid promotion to drive traffic to their profile page.

The Result: Increased their TikTok fans from 0 to 94k in just one month.

G U E S S



The Objective: Promote their new clothing line whilst aiming to present a confident, sexy and adventurous brand image during the back-to-school shopping season for millennials and Gen Z consumers..

The Solution: Launch of a Hashtag Challenge themed #InMyDenim calling for “transforming your looks”. Guess posted several official videos with music befitting the challenge and the platform. Finally, Guess launched a Brand Takeover and Influencers helped to increase awareness of the challenge campaign.

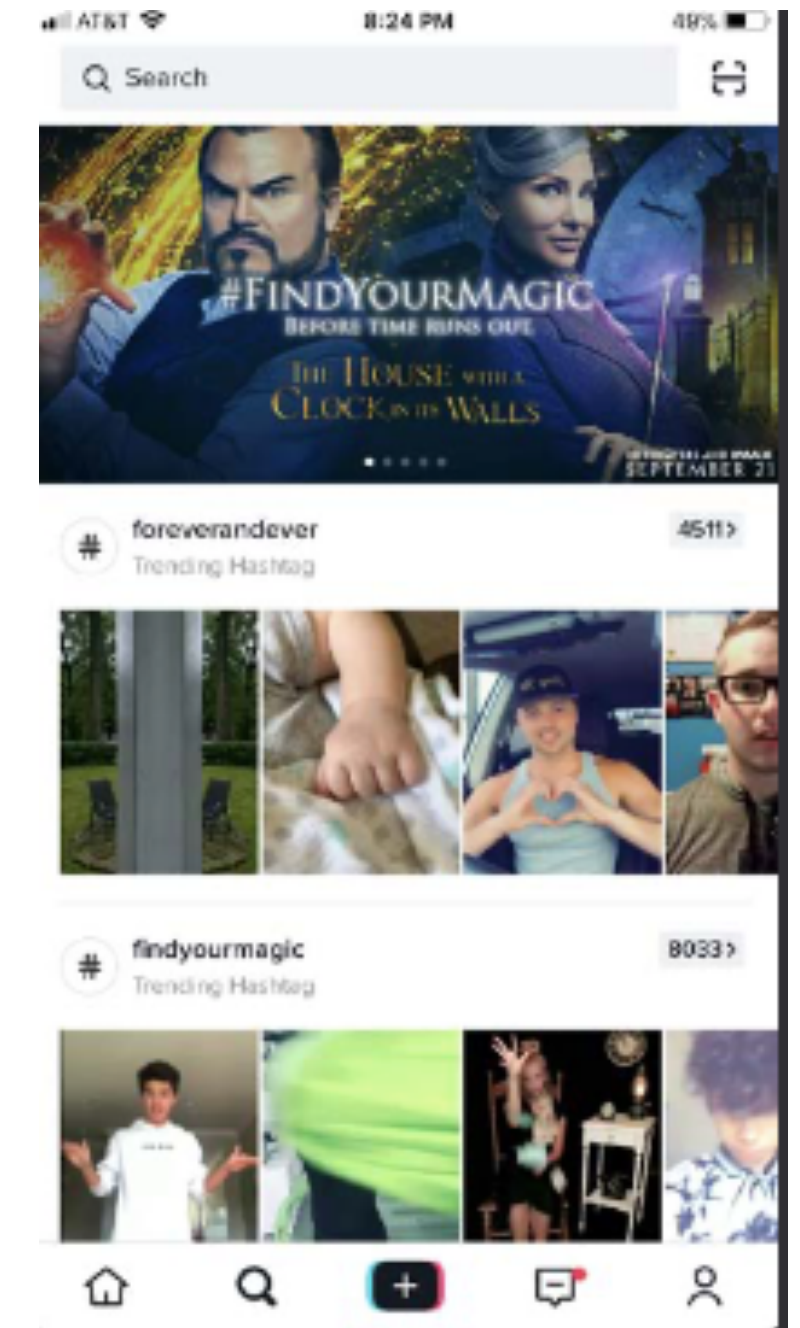
The Result: #InMyDenim realized over 5,550 user-generated videos, 10.5 million video views, 14.3% engagement rate and over 12,000 additional followers for Guess' business account on TikTok.

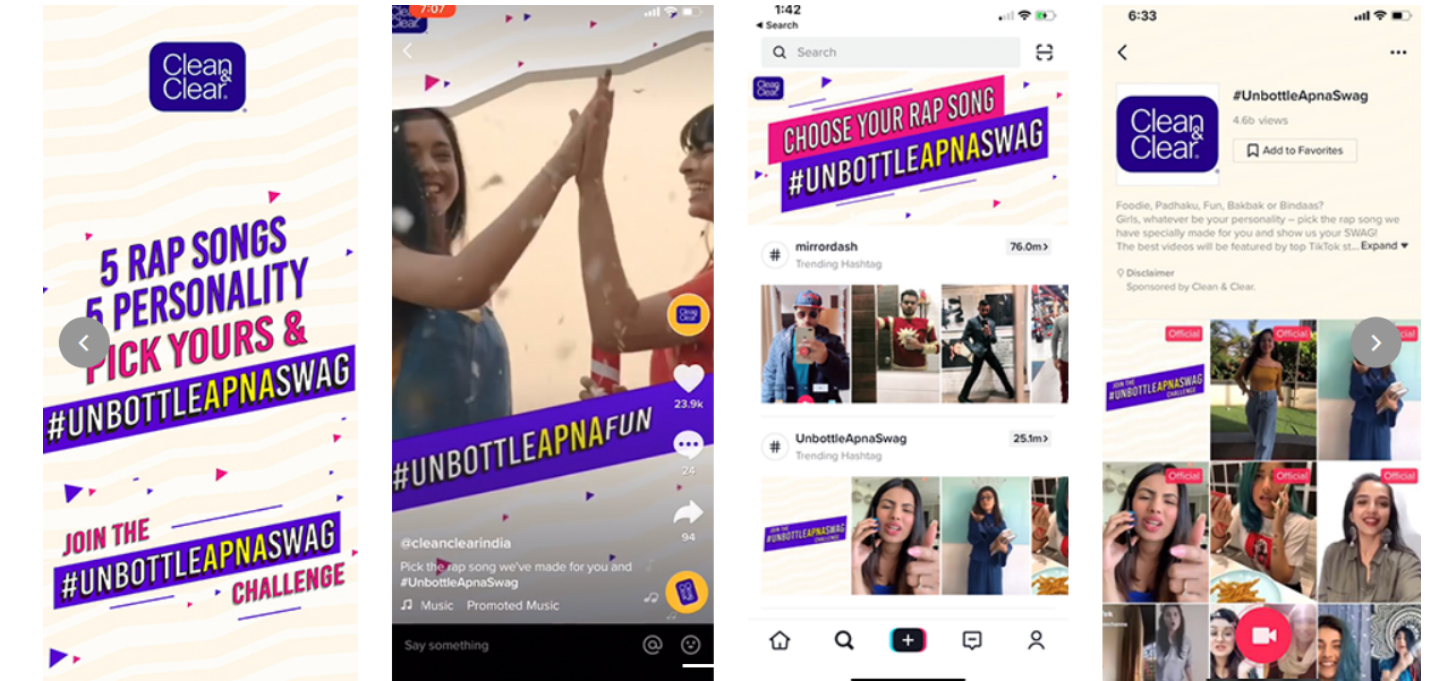


The Objective: Universal Pictures leveraged the Hashtag Challenge format to promote their movie, “A House with a Clock in Its Walls,” where magic was the major theme

The Solution: They worked with 10 influencers to create official videos and encourage user participation.

The Result: Millions of video views and over 20K video submissions throughout the challenge. Drastically outperforming our benchmark of 5,000 pieces of UGC content created!





The Objective: With the debut of "My Swag" face wash in India, Clean & Clear wanted to increase their brand and product awareness among female teens across India and invite them to engage with the brand by showcasing their diverse personalities..

The Solution: Launch of a Hashtag Challenge (#UnbottleApnaSwag) featuring 5 bottle packaging styles corresponding to 5 personality types. Clean & Clear released 5 rap songs and enlisted 5 top female influencers to inspire users to get started, choose a song and share their content.

The Result: More than 1.96 billion video views, 172 million likes/comments/shares and 2.62 million user-generated videos from the Hashtag Challenge, with Clean & Clear's official account following increasing by more than 10.4K.

MAYBELLINE
NEW YORK

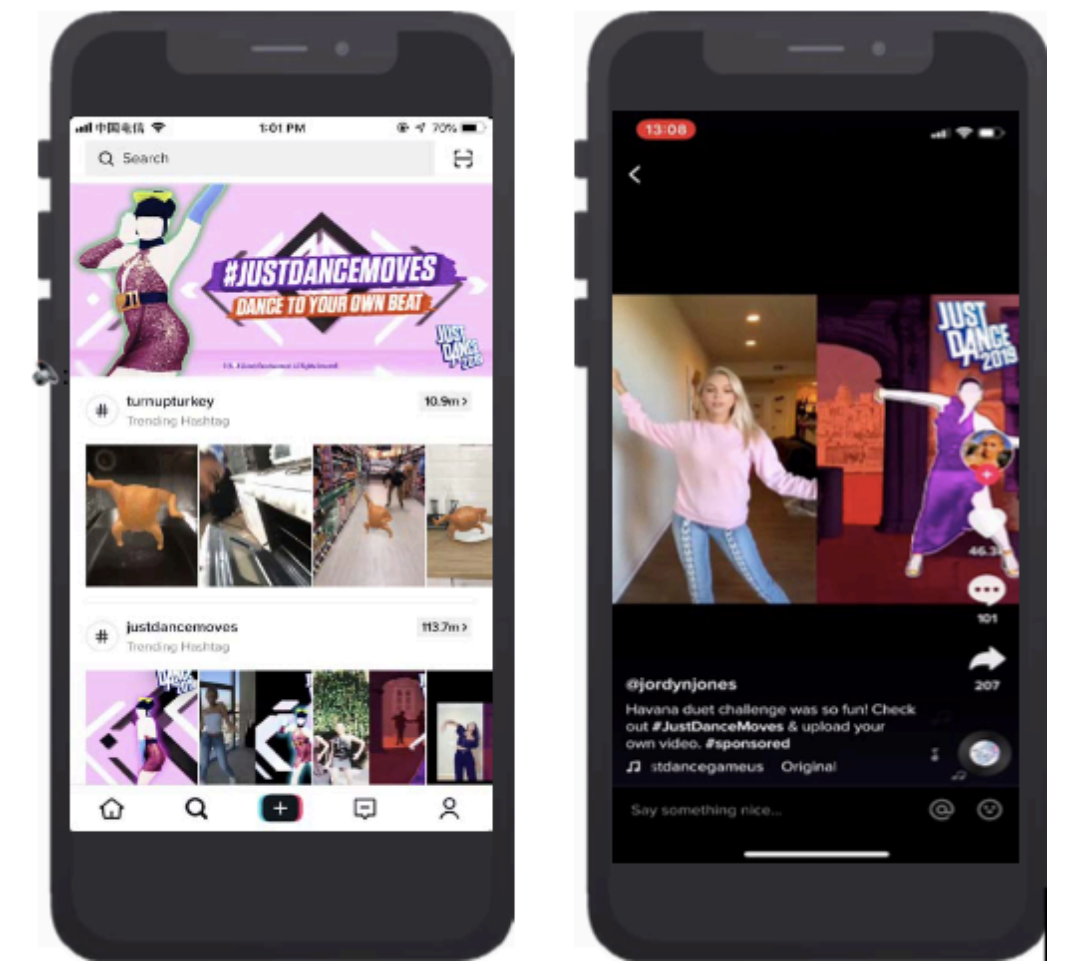


The Objective: Expand Maybelline's target audience to the younger generation

The Solution: Maybelline invited a popular influencer, Reiko, to film a video (along with a customized song) themed 'Mascara Boyfriend', conveying the concept of 'being loved' and 'being cute' to girls who have high demands for curled eyelashes.

The Result: The video received high engagements of 48,700 likes, 2,907 comments and 709 shares in 1 day. According to the Brand Lift Study, brand awareness increased by 80% and brand favorability lifted by 47.9%.

Ogilvy



The Objective: Ubisoft recently debuted #JustDanceMoves – a new Hashtag Challenge, encouraging consumers to “duet” with their ‘Just Dance’ persona to promote the new game launch

The Solution: Ubisoft tapped into leading Dance influencers on the platform, and integrated the challenge within TikTok’s ‘Duet’ feature – a very popular native behavior amongst our audience.

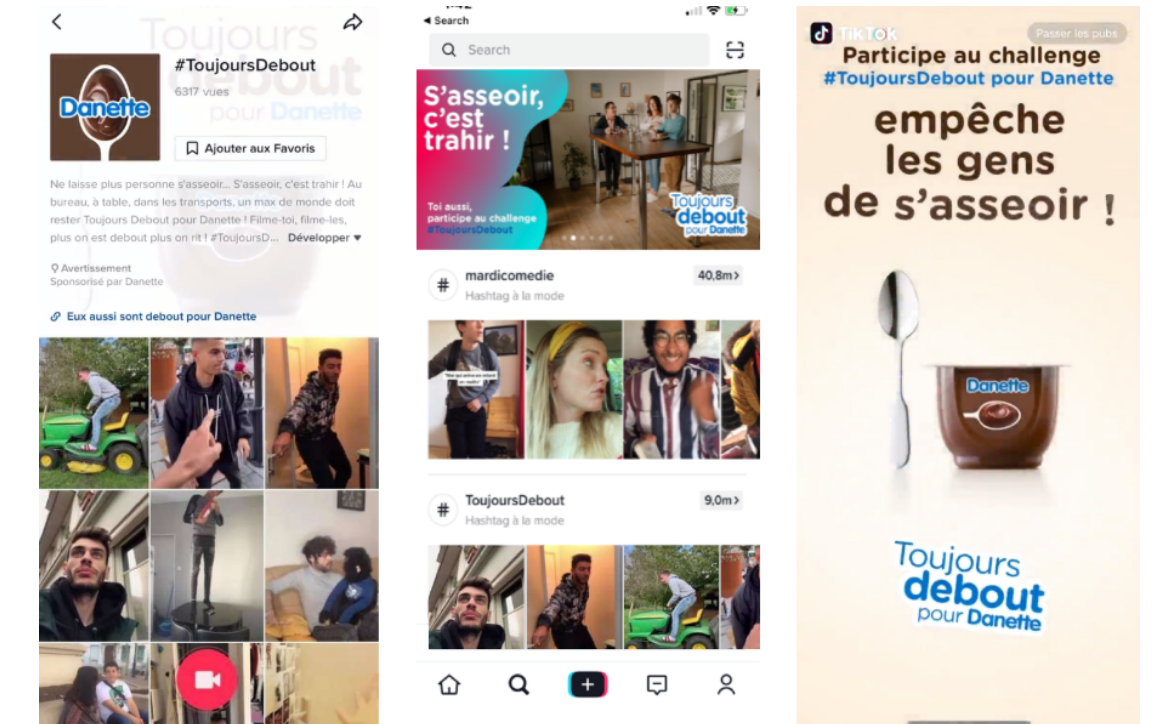
The Result: Within the first 36 hours, the Challenge drove 22.7K video creations and to date, the challenge has 105K total video creations and 100M video views



The Objective: Building a closer relationship with young consumers, raising brand awareness and sparking more brand engagement among digital natives

The Solution: Pocky initiated a branded Hashtag Challenge with customized Branded Music, called "How Many is Your Happiness?". It quantified happiness into numbers of Pocky sticks and conveyed the simple message: the more Pocky sticks you have, the happier you are.

The Result: The challenge resulted in 27.3 million views of videos with campaign hashtags, and over 23,600 user-generated videos were posted. For just a 5-day period, this was an incredible achievement.

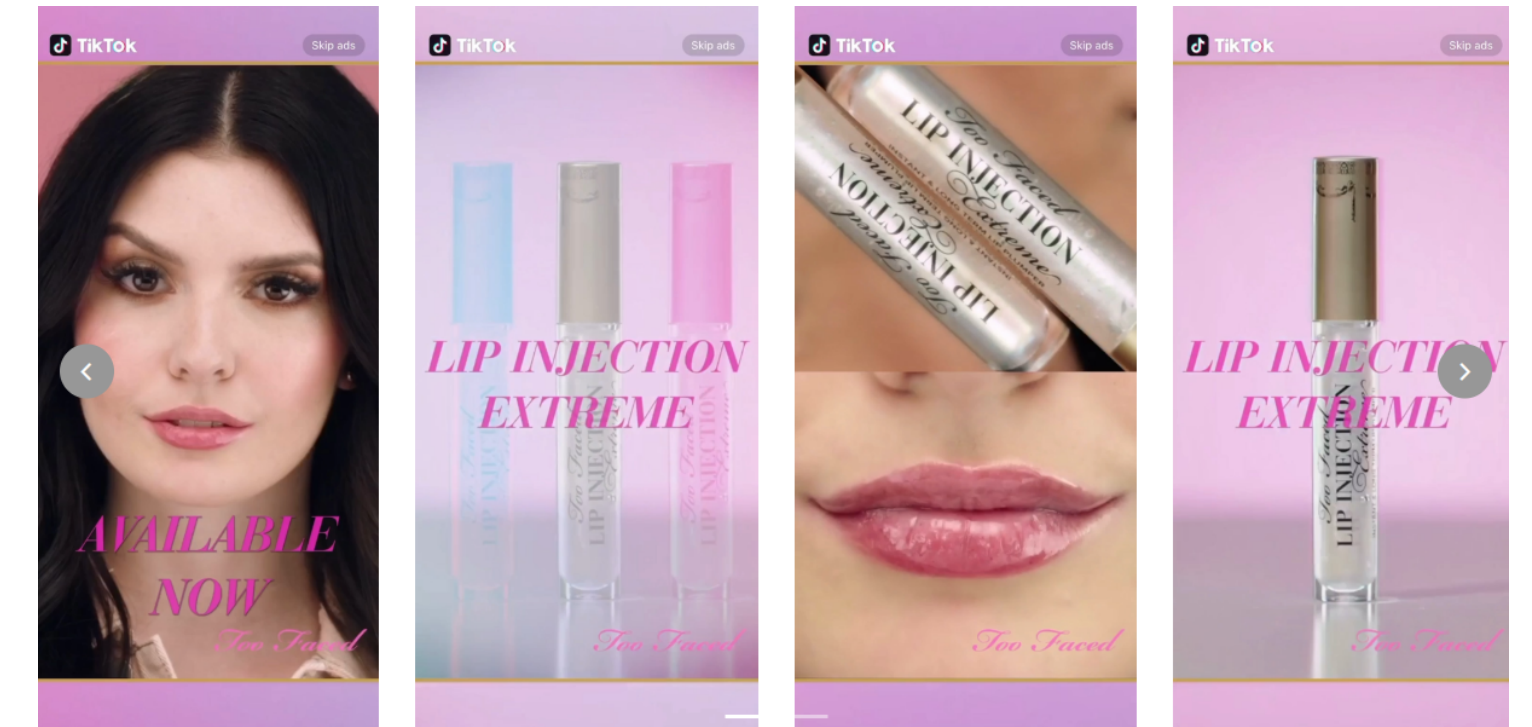


The Objective: A relaunch activation to pay tribute to the original, catchy slogan in a funny way and reach a younger Gen Z audience.

The Solution: Danette launched a Hashtag Challenge on TikTok in France, based on its new slogan #ToujoursDebout (#StillStanding), calling on users to prove how they were 'still standing' for Danette and worked with seven French influencers who focus on comedy and self-mockery. Danette created Brand Takeover and In-Feed Ads to drive the community to the Hashtag Challenge page and used Danette's catchy slogan as the soundtrack

The Result: In the first week of the campaign, video views exceeded 40 million, rising to more than 100 million in the first month.
5.2 million total interactions ,17,000 TikTok users to take on the

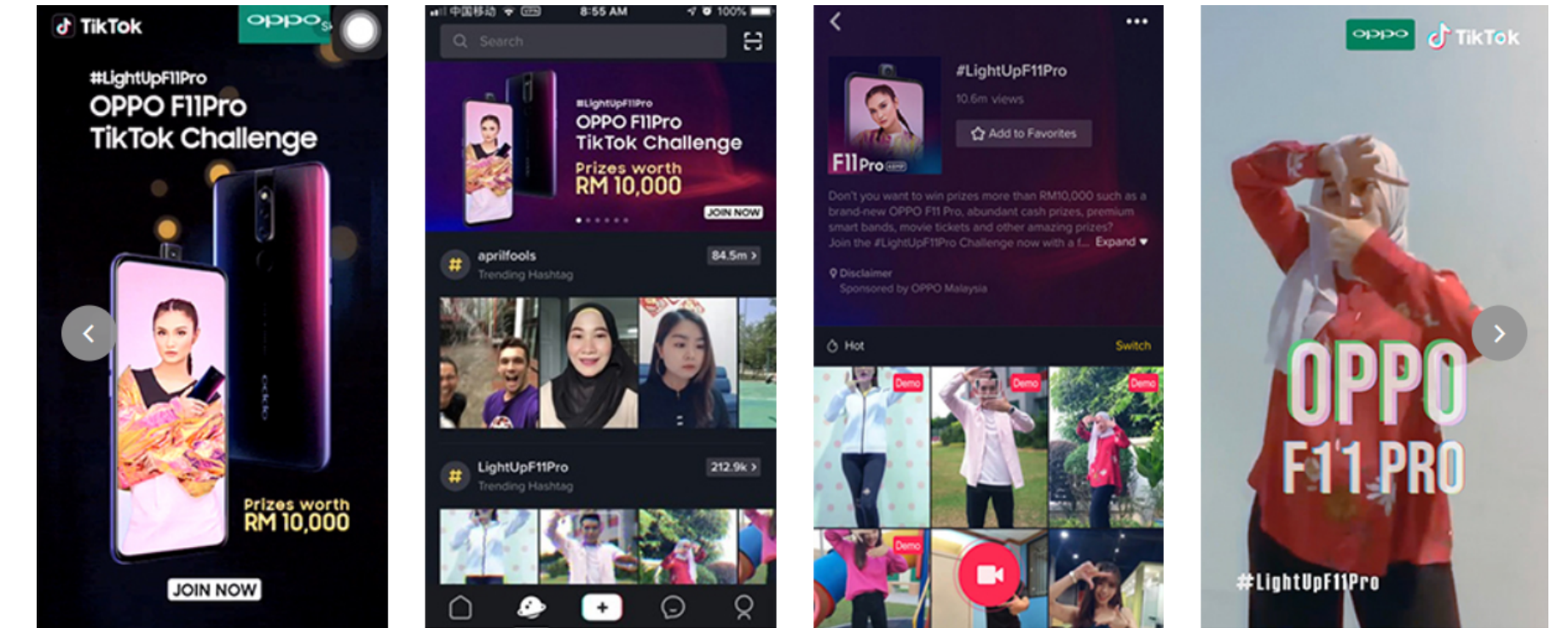
Too Faced



The Objective: Sought to capture the attention of Generation Z women in the UK.

The Solution: Too Faced created a Brand Takeover ad befitting to their brand name.

The Result: Too Faced's Brand Takeover ad garnered 7.6 million impressions, 2.54 million unique, in just one day. It gained 1.3 million clicks to the product page, earning an 18.38% click-through rate – exceeding the benchmark for the UK market



The Objective: Seeking a way to create mass awareness and deep engagement for their new smartphone in Malaysia..

The Solution: Created a Hashtag Challenge themed #LightUpF11Pro. Aimed at young Malaysians, OPPO launched bilingual Branded Music in the Hashtag Challenge, offering prizes including a brand-new OPPO F11 Pro and cash. 2 celebrities and 2 influencers filmed official videos, illustrating a "take a photo" gesture dance that highlighted the powerful camera function of F11 Pro.

The Result: The 6-day #LightUpF11Pro hashtag challenge received more than 6 million video views, over 7,000 user-published videos, and 326,000 likes during the campaign period.

Build your fanbase & grow your audience

- Promoting your videos on social media and collaborating with other creators are great ways to do this.
- Keep your content quality high and make your videos fun, meaningful, and shareable. High-quality content leads to better engagement, which in turn leads to wider distribution of your videos.

Understand your audience

Questions to ask yourself

- Who are my followers?
 - Who are my most engaged followers?
 - Who are my top commenters?
- What kind of content do they look for when they visit my account?

How to find the answers

- Check out your followers' accounts
- Read your followers' comments
- Engage with comments that speak to you

Collaborate with other creators

- **Explore** TikTok and find creators that you want to connect with. A few factors to look for: similar categories or genres, similar video format, similar audience sizes.
- Get creative with other **creators** by using: Duet or React, appearances or cameos, Tagging each other.
- Build a **community** with other creators by following others, commenting on their posts and meeting in person at conferences & events

Participate in trending hashtags

If you need inspiration, **trending hashtags** are a creative way to find new topics that will get your content exposed to a new audience.

TIP

Don't abuse hashtags (for example, don't add irrelevant captions to videos).

Encourage viewers to watch more

Many top creators encourage viewership in a variety of ways, including:

- Mention that you're on TikTok on other platforms such as Instagram, Youtube, etc.
- Share your TikTok videos on other platforms
- React to and engage with comments from followers

TIP

- Pick a lucky follower and Duet or React with their videos. You'll make a follower feel special and even more connected to your account.

Build a sense of community

- Give your fan club a name (for example, @fifthharmony fan club's name is "Harmonizers" and @NextTownDown fan club's name is "Townies")
- Try different features and tools, such as livestreaming, in order to reach your followers.

Get Started!

Finalize strategy

Engage as a user & embed within the community. Discover what content users consume & use that information to find your main creative focus.

Engage your audience

Participate in trending hashtags, collaborate with popular creators, and create with others using the duet or live features.

Establish your brand

Create your TikTok profile with a recognizable handle and profile image, and link your account to Twitter and YouTube.

Experiment with content

Experiment with different formats and production levels to see what resonates with your audience.

Thank you!