



The Science of **TikTok**

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Liberating the **Creative** *Voice*

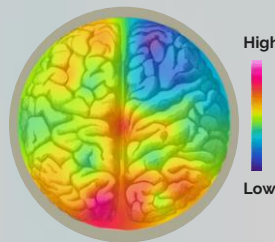


| The Science of Influencer

We conducted the **first-ever neurological study** in 2019 on the **impact that influencer content has on the brains of audiences.**



TV Ads vs. Influencer Ads



TV



Influencer

| Emotions & Memory





Emotions Create Memories

“ People will forget **what you said**,
people will forget **what you did**,
but people will never forget
how you made them feel. ”

MAYA ANGELOU

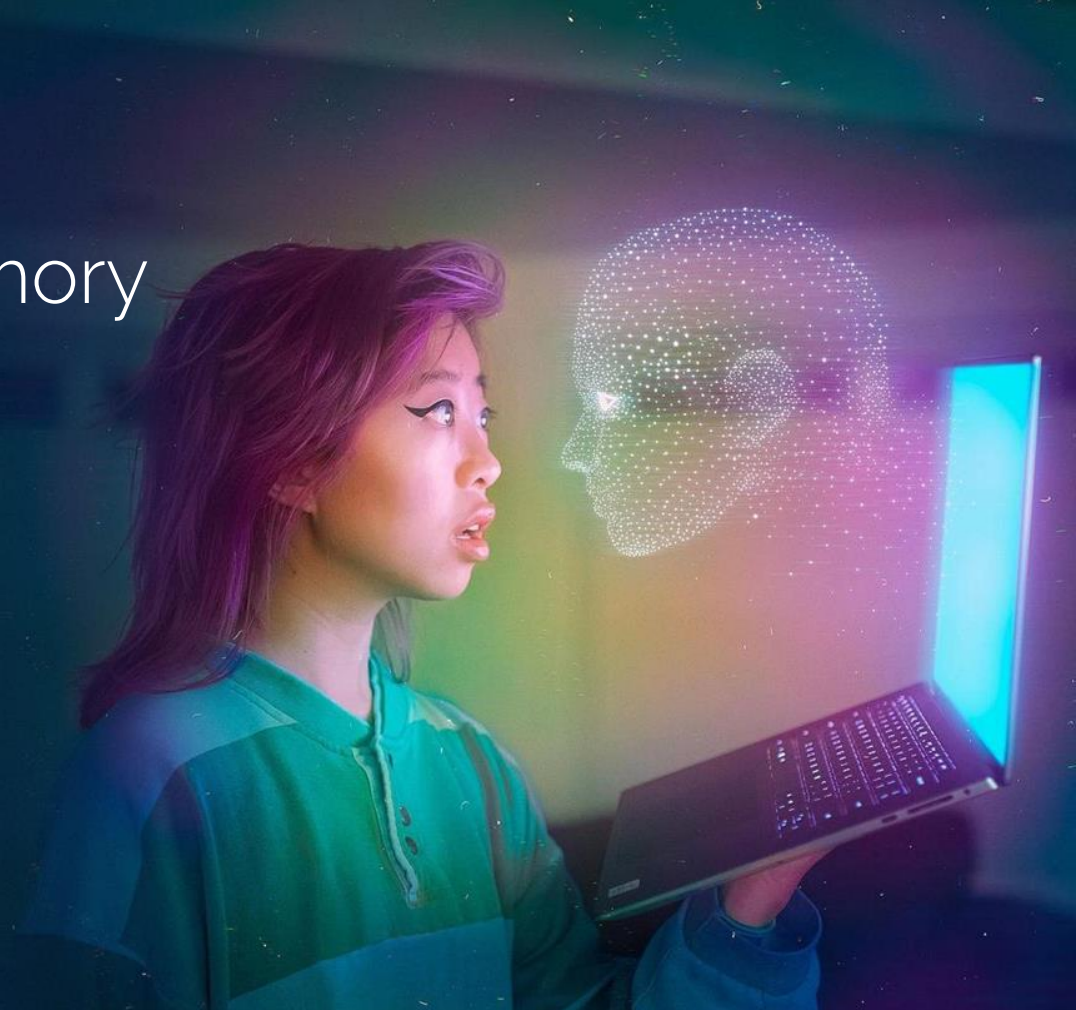
| The **Effectiveness** Process



Gold standard emotions and memory testing technique



NEURO-INSIGHT™



The Tech



Emotional
Intensity



Approach/
Withdrawal



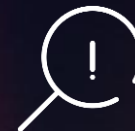
Memory
Encoding



Personal
Relevance



Visual
Attention



General
Attention

Our metrics correlate to the following regions in the brain

Left | Micro

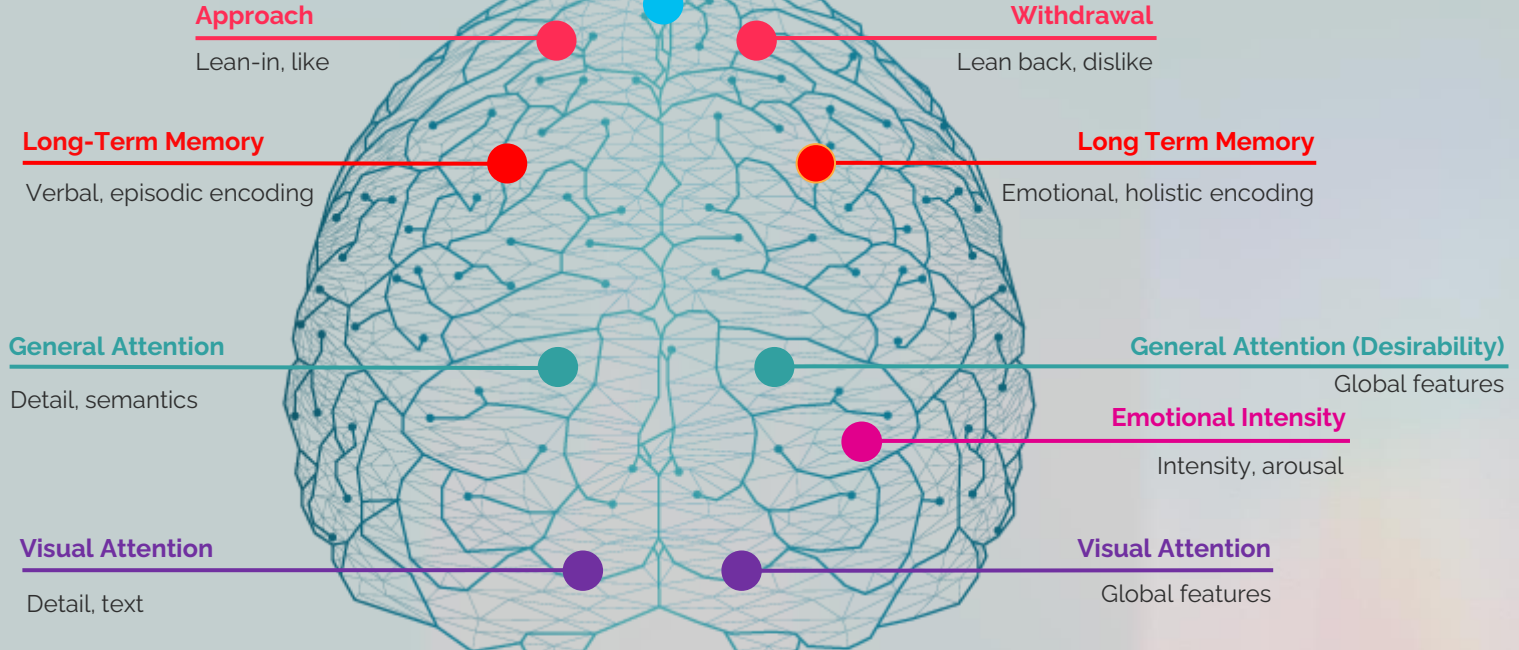
A bias for **DETAILED** processing

Personal Relevance

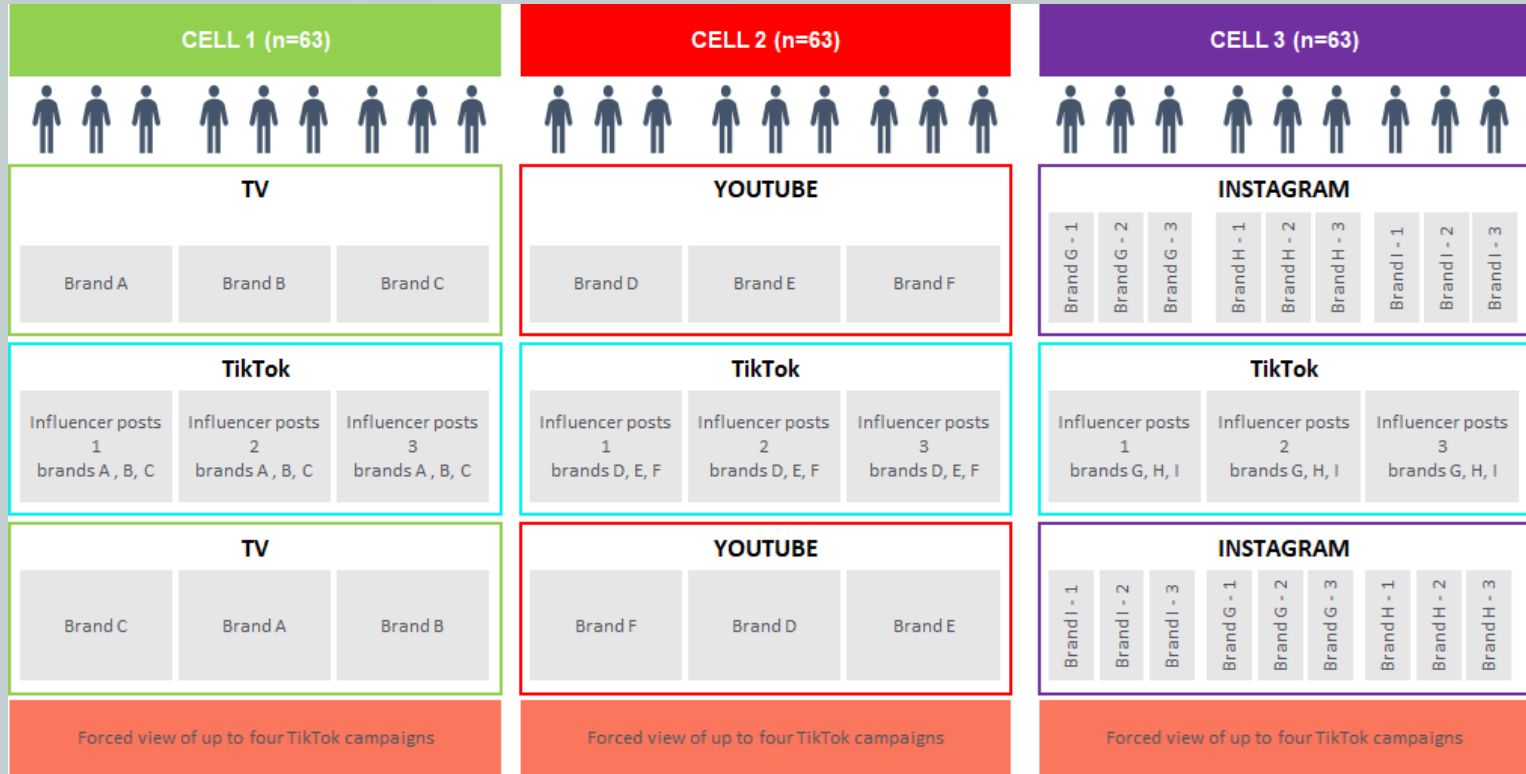
Involvement

Right | Macro

A bias for **GLOBAL** processing



Methodology



The Science of TikTok | Aims

01

To reinforce that TikTok is essential in the marketing mix

Through understanding how it primes viewers to other platforms

02

To unpack the power of TikTok

Through re-defining the effectiveness process

03

To understand how to win on TikTok

9 learnings that reveal how the tools that TikTok offer can help you kick off the effectiveness process



TikTok's Priming Effect on TV, YT and Instagram



TikTok has a **strong impact** on memory response to TV.



Memory encoding

+13%

Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

TikTok priming causes an upward trend in TV ads' memory encoding.

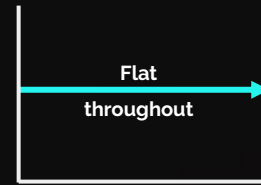
All viewers: Trend in composite memory encoding and percentage of ad encoded into memory – pre and post TikTok



Memory Encoding trend

Percentage of ad encoded into memory

Pre TikTok



Post TikTok

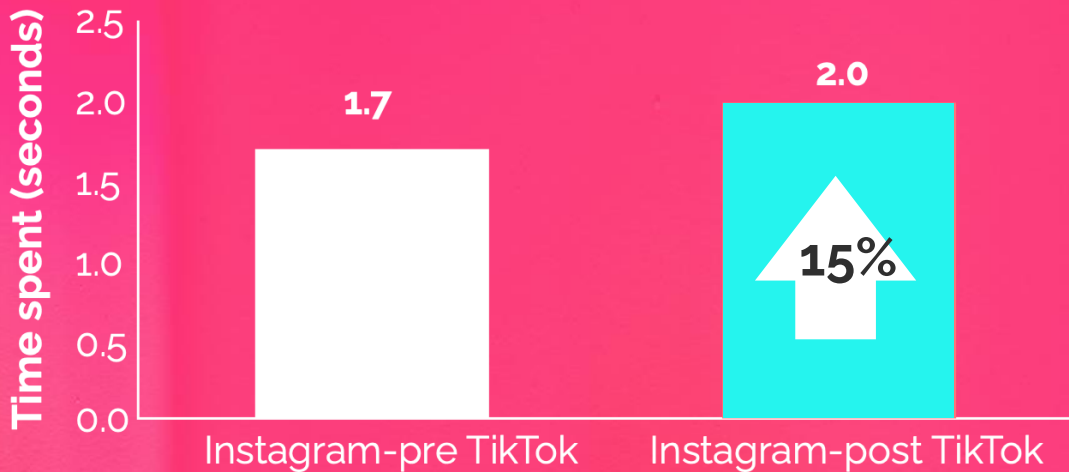


Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

People spend longer viewing Instagram influencer content, post TikTok.

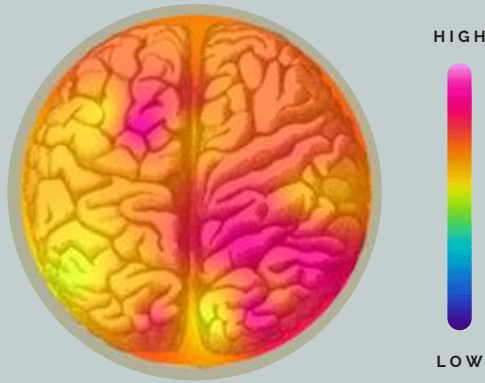


All viewers average time (seconds) spent viewing Instagram Influencer posts -pre and post TikTok



Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

Post TikTok, Instagram influencer posts evoke more intense emotions and are more memorable.



Emotional Intensity

+27%



Memory Encoding

+43%

Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

TikTok priming causes viewers to watch YouTube ads, rather than waiting to skip them.



General Attention

-31%

YouTube
Viewers



Pre TikTok



Post TikTok



*Regions of the
brain associated
with general
attention*

Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

TikTok reduces the intention to skip and increases receptiveness to YT.

All viewers: Summary of response to YouTube content pre and post TikTok



Intention to skip

Receptiveness to information delivered

Pre
TikTok

High

Low

Post
TikTok

Low

High

Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

Actively watching ads delivers personal relevance, positive emotions and memory encoding.



Personal Relevance

+7%



Positive Emotion

+14%



Memory Encoding

+9%

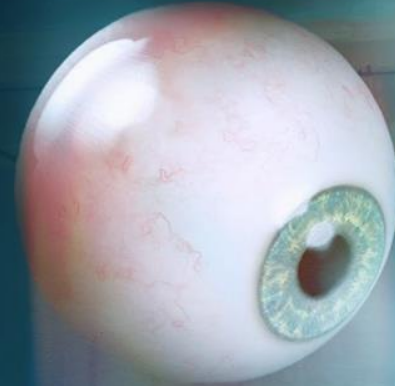


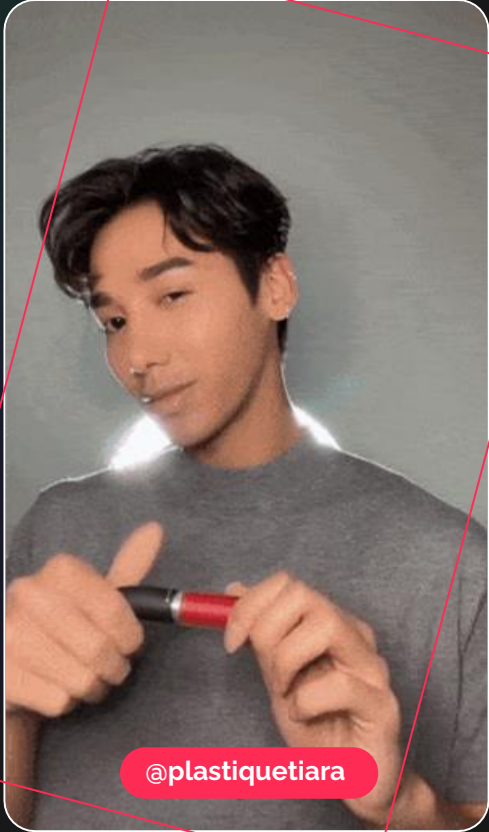
Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

| Key Findings

TikTok has a very strong priming effect on other platforms:

- A.** on TV: Memory Encoding +13%
- B.** on Instagram: Emotional Intensity +27%;
Memory Encoding +43%
- C.** on YouTube: General Attention (intention to skip) -31%; Personal Relevance +7%, Positive Emotion +14%; Memory Encoding +9%





@plastiquetiara



The Power of TikTok

Our Process

- We selected 15 of the most engaging branded and non-branded TikToks based on industry press.
- We partnered with Neuro-Insight to study how people's brains reacted to the content.
- From all the data collected, we have unlocked 9 key learnings that will help you kickstart the effectiveness process.



NEURO-INSIGHT

TikTok captures attention which kicks off the effectiveness process

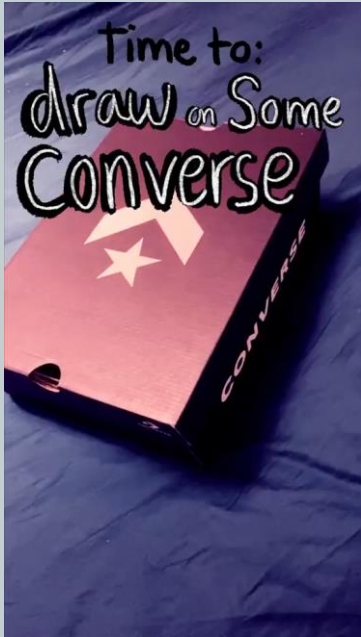
We know that emotions create memories, which drive action. Without attention, emotions are near impossible to evoke, which halts the effectiveness process.

In a world of non-stop scrolling, capturing people's attention is key to creating lasting impact.

Time and again in this study, we found that TikTok is superb at capturing attention, which then kicks off the effectiveness process.



| Case Study: **Converse**



TootyMcNooty



282.4K



1,187



1,828

The influencer captured viewers attention leading to a higher than average memory encoding.

Visual Attention



vs. TikTok global average

Source: The Science of TikTok, Neuroscience brain measurement, Neuro-Insight, 2021

Case Study: **Converse**

The creative nature of the content combined with influencer storytelling caused a strong emotional response and evoked unique emotions.

“The content was unique & creative”

55.0% | **lx. 107**



● **Happiness** | ● **Surprise**

Stand out emotions

Aesthetic Appreciation

(5.3%) | lx. 151

Inspiration

(5.0%) | lx. 135

Calmness

(4.0%) | lx. 154

Adoration

(2.7%) | lx. 150

Source: The Science of TikTok, survey and biometric measurement, Element Human, 2021

Case Study: **Converse**



TootyMcNooty



282.4K



1,187



1,828

This killer combination of sustained attention, evoking unique emotions and memory encoding ultimately led to high brand recall and intent to purchase.

Brand Recall

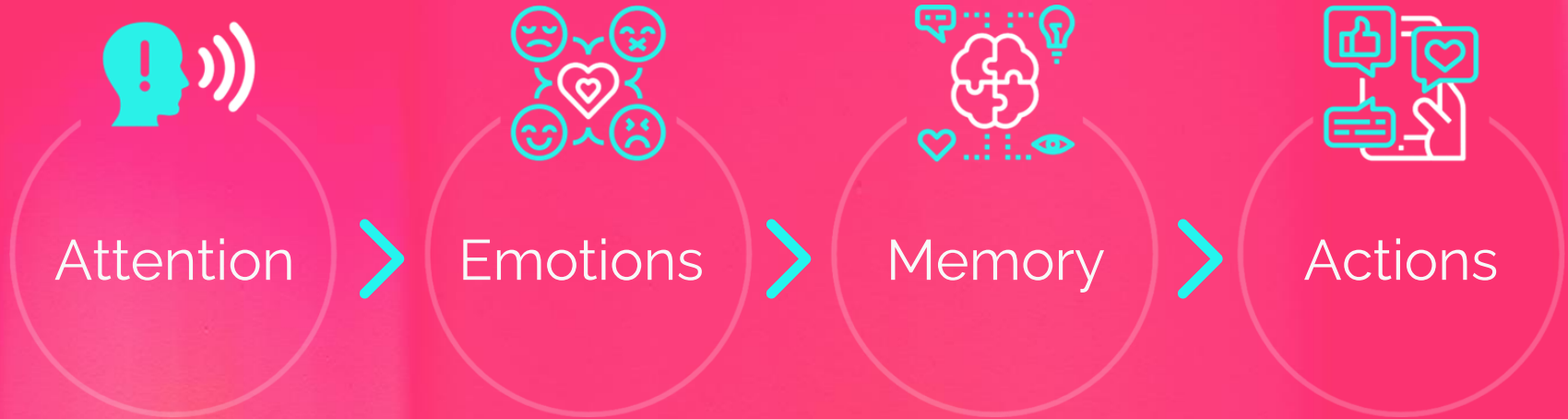
55.8%
lx. 135

Intent to Purchase

48.7%
lx. 110

Source: The Science of TikTok, survey and biometric measurement, Element Human, 2021

The New Effectiveness Process





How to Win on TikTok



Creative Learnings

1. Use TikTok to tell diverse stories.
 1. Amusement works but can be polarising.
 1. Use the influencer to deliver the first branded message.
 1. Deliver a narrative that continues to develop to evoke a wide range of emotions.
 1. A combination of visual stimulation and emotions drives virality.
6. Using text stimulates attention and drives a connection with the viewer.
 7. Talk directly to viewers to drive a positive connection.
 8. Use intrigue to drive response throughout.
 9. Gamification triggers excitement.

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