

hello!

What makes TikTok tick

October 2021

TikTok For Business





Global

We are a
global
entertainment
platform

75

Languages

1BN

Global MAU

150

Countries and
Regions

CONFIDENTIAL & PROPRIETARY



We believe TikTok offers brands
something special

“Brands can own a moment and impact culture”

There are many voices

Users come to TikTok for a variety of reasons.

Aspirational

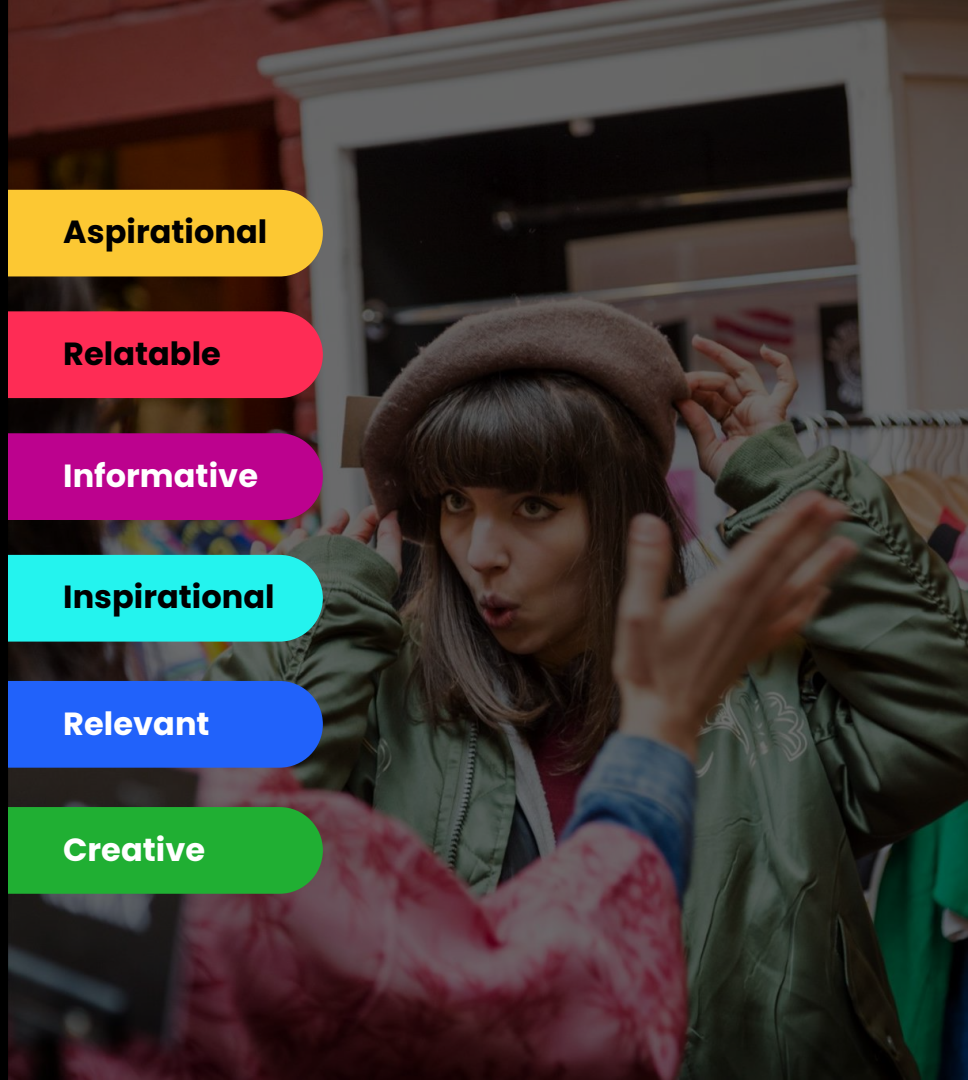
Relatable

Informative

Inspirational

Relevant

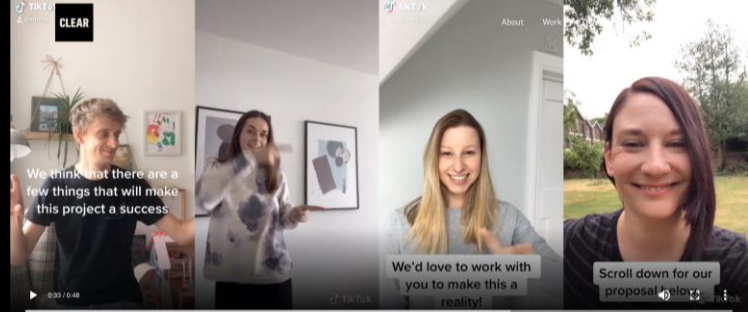
Creative



**Yet assumptions exist about
our audience**



This led us to Mindsets & Clear M&C Saatchi



[Download our proposal here](#)

Hello from the team at Clear.

On this page you'll find a link to a detailed PDF submission, our perspective on what we believe will make the engagement a success, an overview of the approach, as well as some recent visual and video examples of our work.

Hopefully it's an interesting introduction to our response and the Clear team!

We look forward to connecting with you very soon.

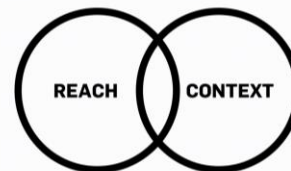
Matt, Katie, Anna and the Clear M&C Saatchi team

Your challenge in our words.

Help you to communicate the unique value of TikTok to advertisers through a deeper understanding of your audience and how this differs to other platforms

But we need to understand where TikTok differs from other platforms

Demographics
Interests
App usage
General attitudes & perceptions



Where and when?
What were they doing before?
Why that app?
What expectations?
How did they feel before?
How does it make them feel?
How do they feel about branded content?



Mindsets?

Mindsets tell you the **ROLE** a brand plays in a consumers' life and therefore helps you with how to engage effectively

A photograph of two people in a workshop or classroom setting. The person in the foreground has long brown hair that is blowing in the air, and the person in the background also has long hair blowing. They appear to be in motion, possibly dancing or performing. The background is filled with shelves of books and various posters on the wall.

Mindsets are a critical business tool

Providing an additional level of understanding and flexibility in a world of rapidly changing consumer behaviour

What did **we** do?



Markets:
UK, FRA,
DE, IT, ES

4,000
users

Usage
occasions
across
social
media
platforms

**On any given
occasion, most users
have **multiple reasons**
for using a platform**

Average number of different reasons
for going on a platform

2.5

Core mindsets of users when visiting TikTok

Entertain

Participate

Uplift

Discover



A young man and woman are dancing in a room filled with bookshelves. The woman is in the foreground, her long brown hair flying as she moves. The man is in the background, also dancing. The room has shelves filled with books and posters on the wall.

TikTok positively impacts users emotionally

"Every time I open TikTok, I'm just happy."

60%

of users report
positive
emotions during
TikTok usage





Tell me ur on
tiktok without
telling me ur on
tiktok

+14%

happier during
and after use,
than before
opening
the app

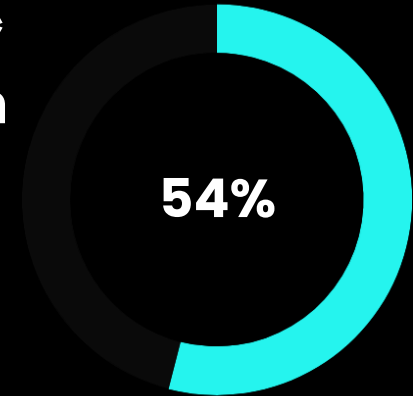




TikTok show stronger recall of the branded content from the platform

**Branded content*
recall on platform**

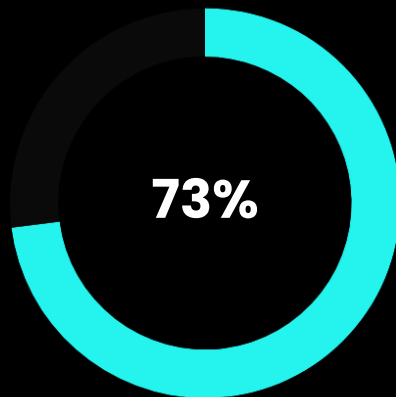
vs. 44% other
platforms average



TikTok users are more likely to influence others in their purchase

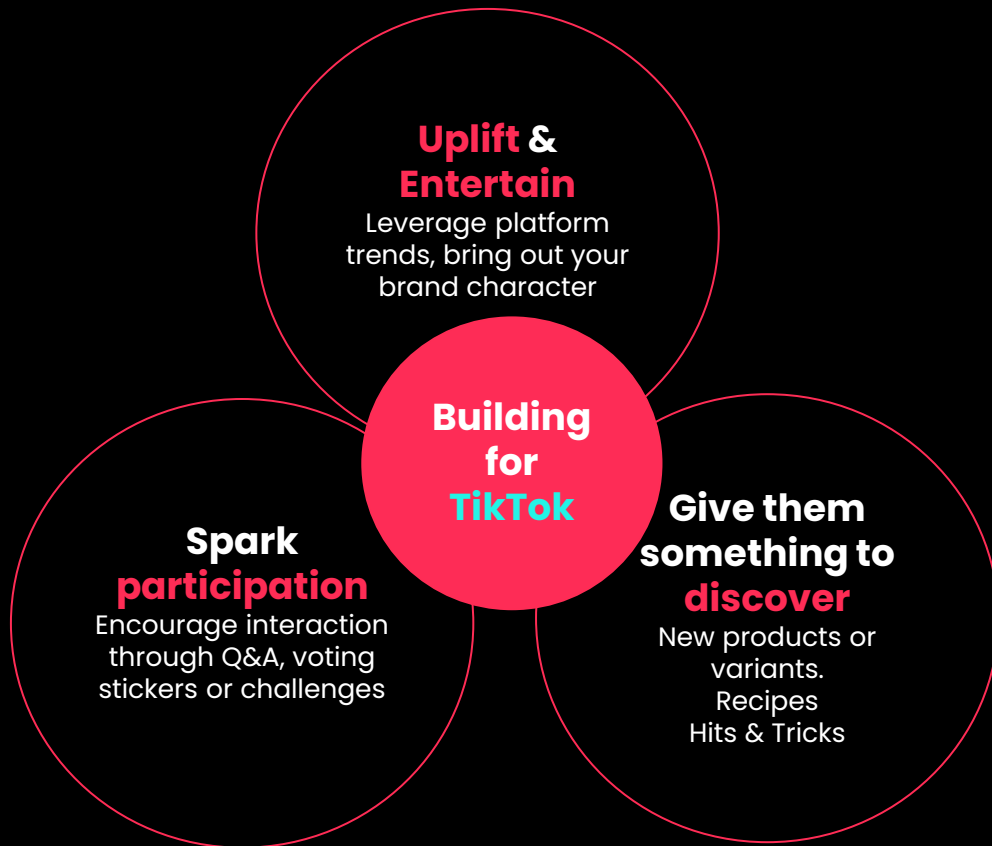
Give advice to friends and family about the products they like

vs. 66% other platforms average



That's why we recommend to brand on TikTok...

To create content that
entertains & engages

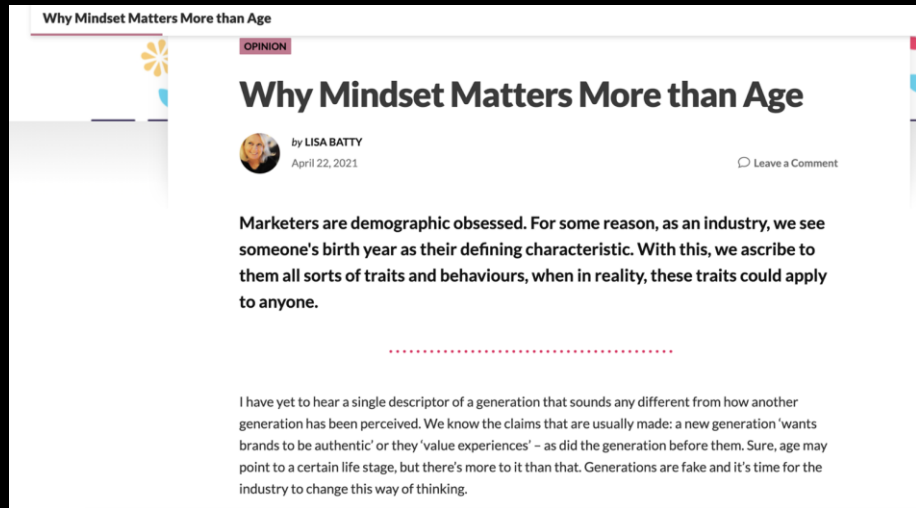




The impact

Mindsets are our strategic foundation globally

We've shifted perceptions of what TikTok can deliver





Thank you