

hello!

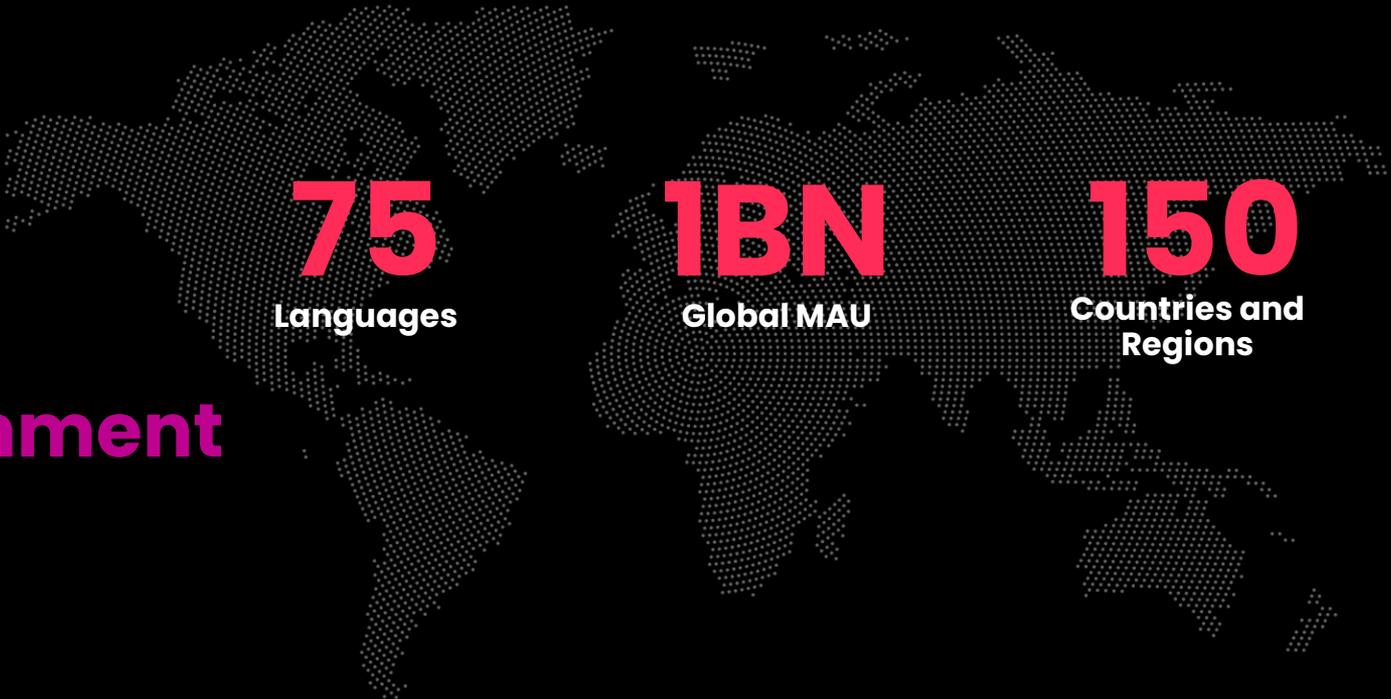
What makes TikTok tick

October 2021



Global

We are a
global
entertainment
platform

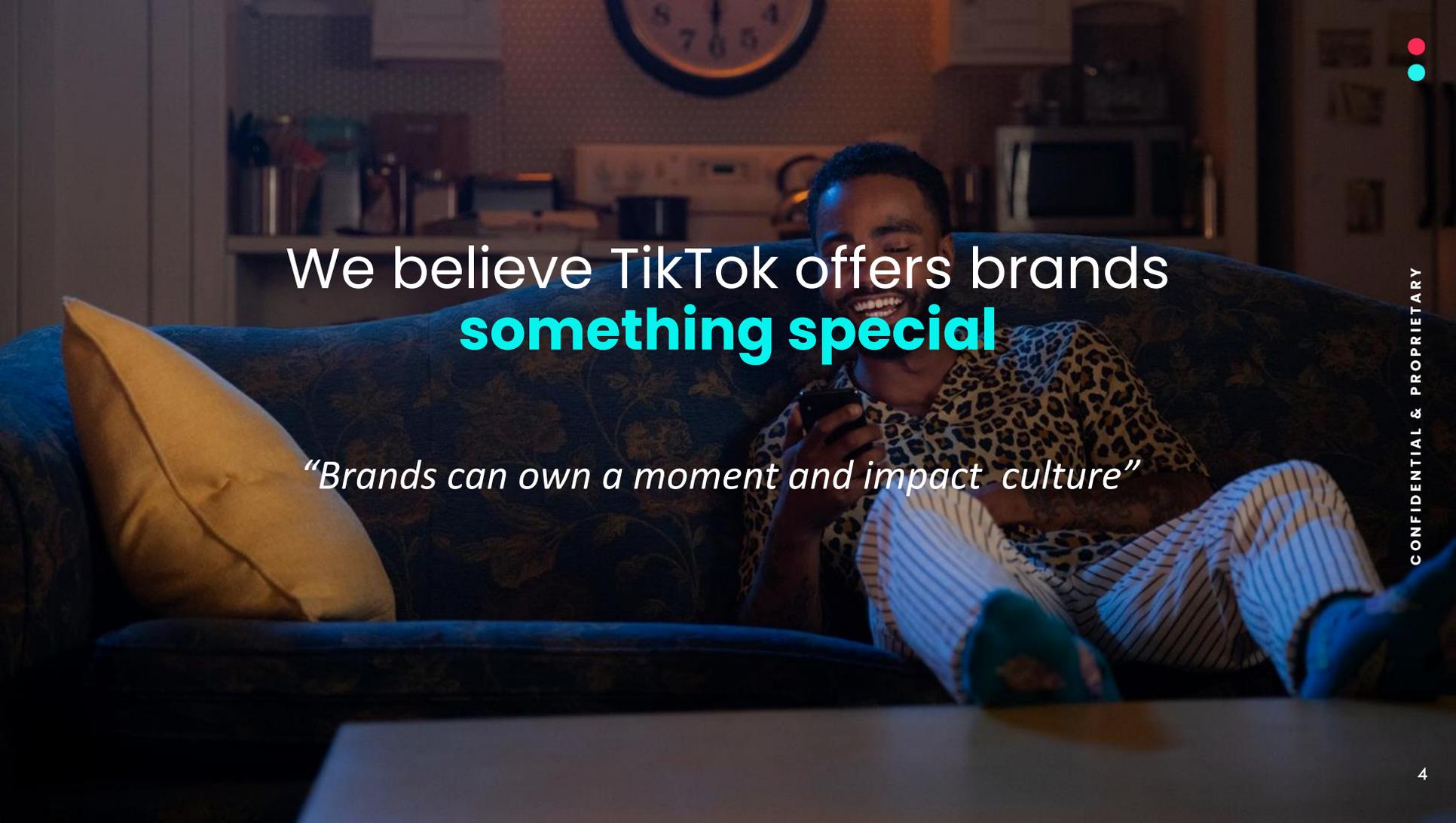


75
Languages

1BN
Global MAU

150
Countries and
Regions

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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

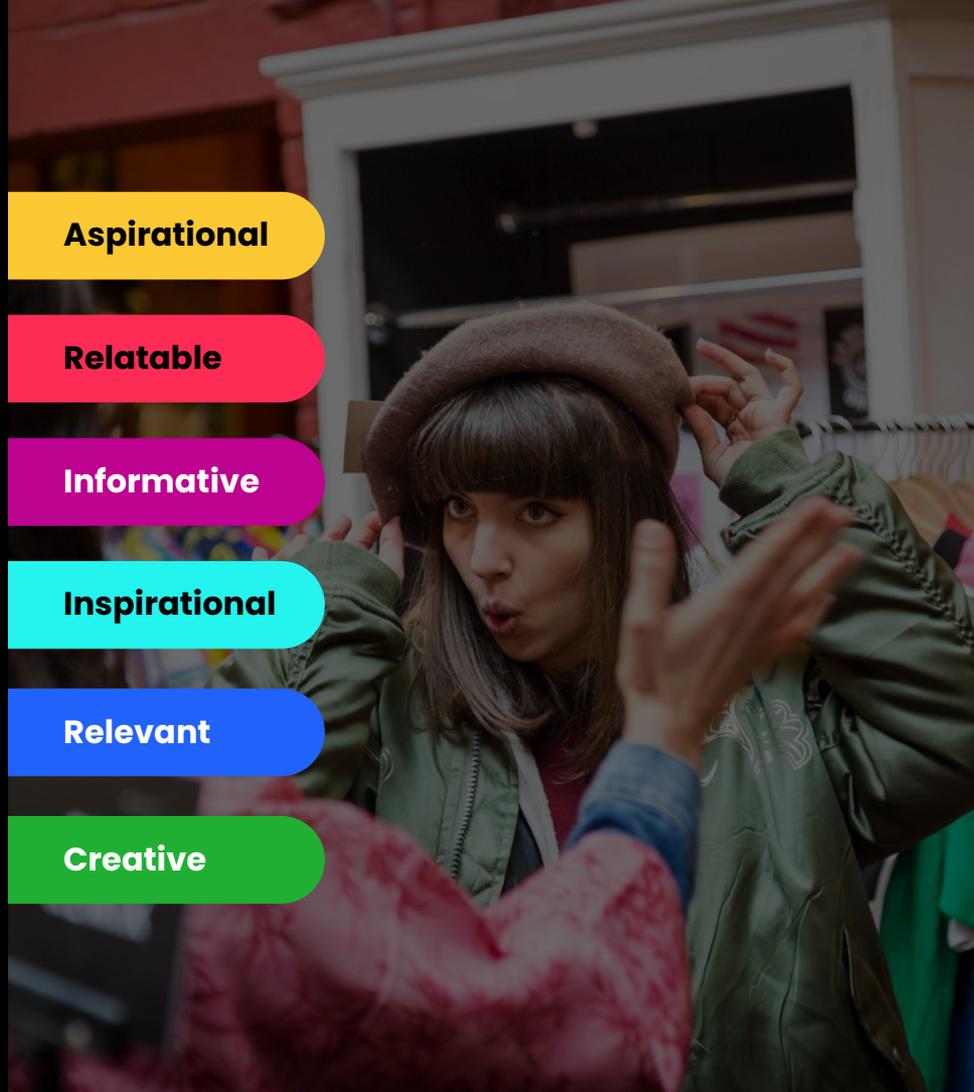
Relatable

Informative

Inspirational

Relevant

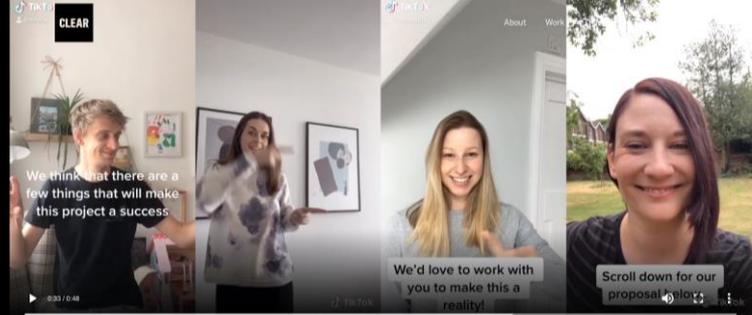
Creative



**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.

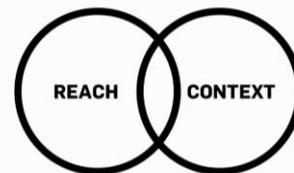
Matt, Kacie, Anna and the Clear M&C Saatchi team

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



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

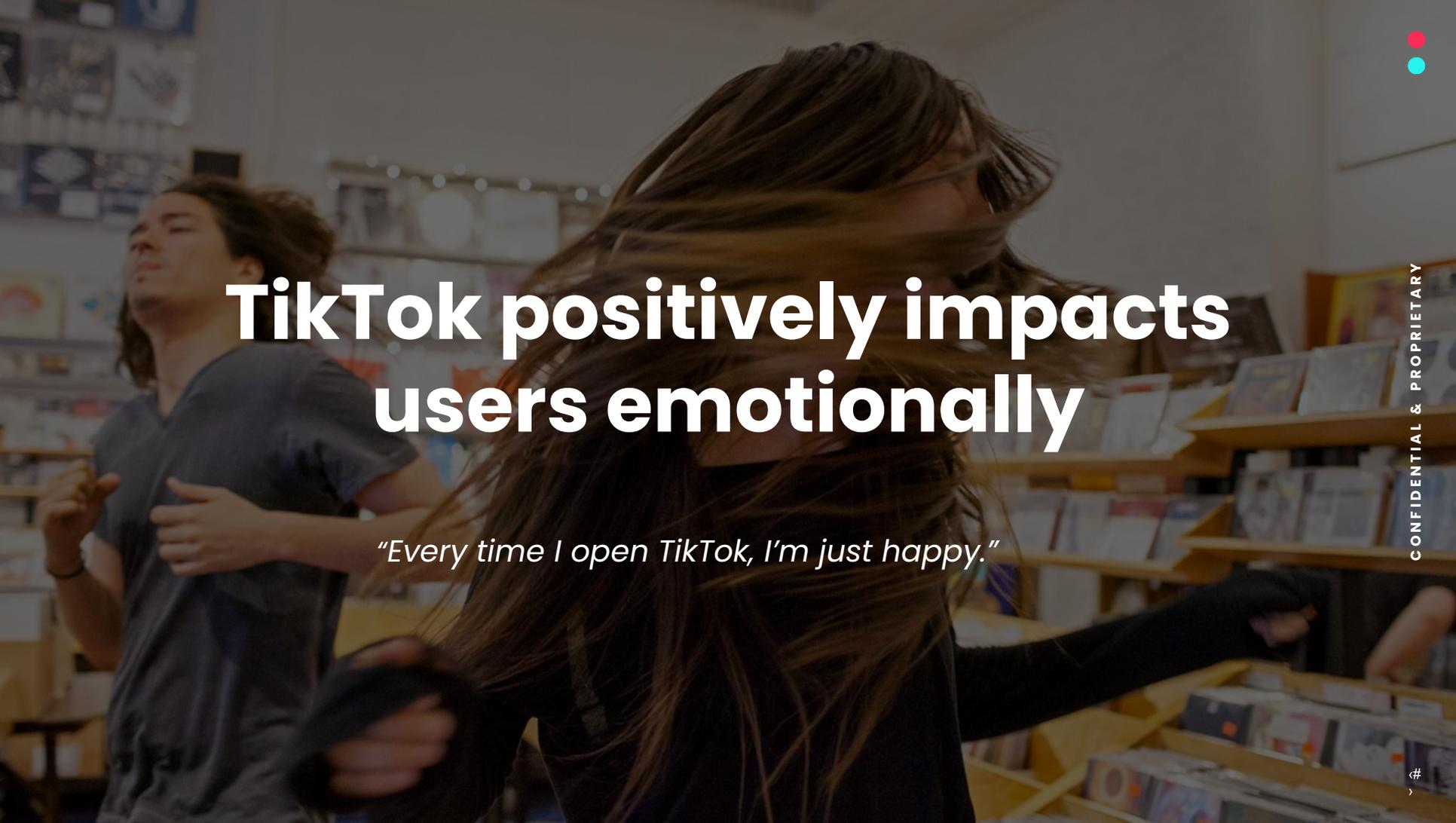
Entertain

Participate

Uplift

Discover



A young woman with long brown hair is dancing in a room with bookshelves and posters. She is wearing a dark top and has her hair flowing. In the background, a young man is also dancing. The room is filled with books and posters on the walls.

TikTok positively impacts users emotionally

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

60%

of users report
positive
emotions during
TikTok usage





TikTok

@overtimecharco

Tell me ur on
tiktok without
telling me ur on
tiktok

+14%
happier during
and after use,
than before
opening
the app



TikTok

@dreamiesuk

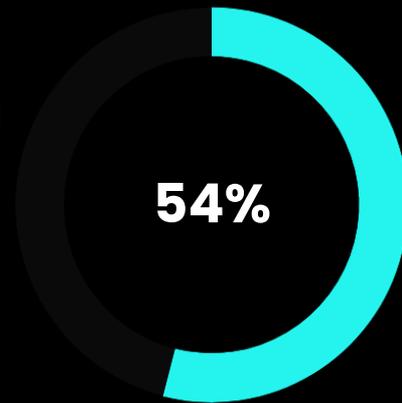
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TikTok show stronger recall of the branded content from the platform

**Branded content*
recall on platform**

vs. 44% other
platforms average

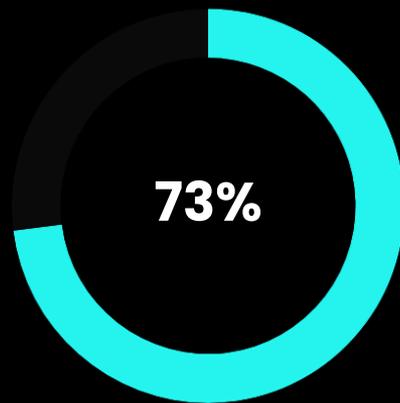


*any content mentioning or from brands

TikTok users are more likely to influence others in their purchase

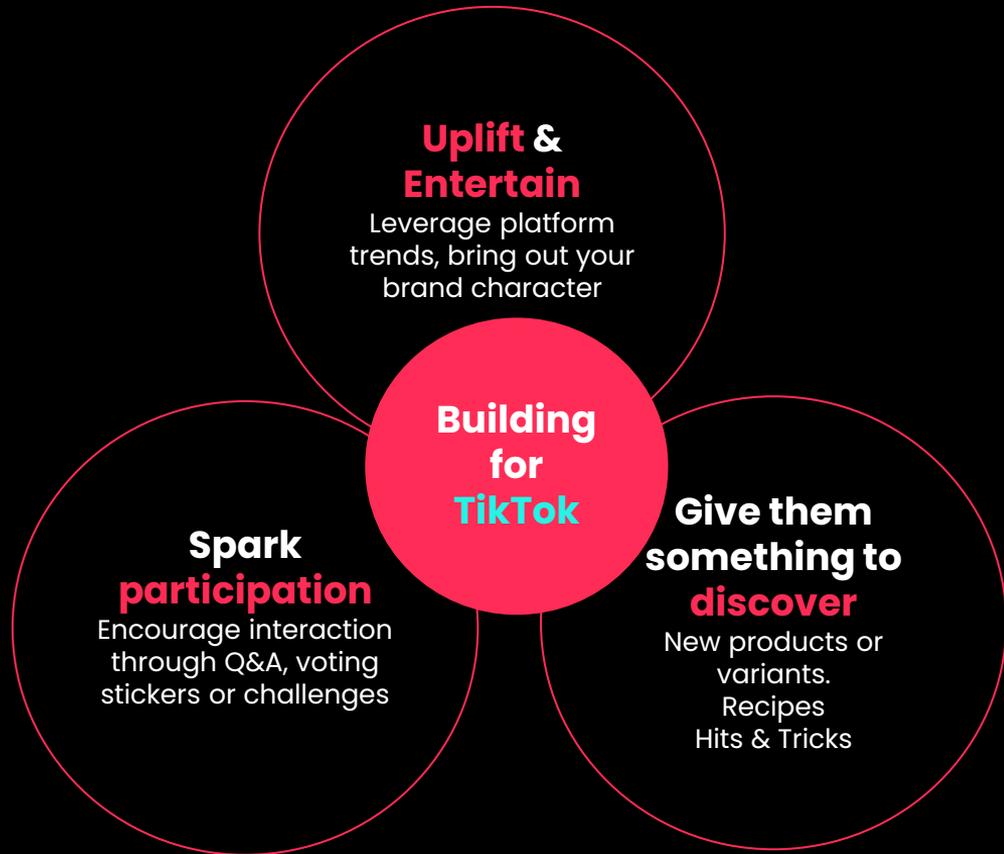
Give advice to friends and family about the products they like

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

Why Mindset Matters More than Age

OPINION

Why Mindset Matters More than Age

by LISA BATTY
April 22, 2021

[Leave a Comment](#)

Marketers are demographic obsessed. For some reason, as an industry, we see someone's birth year as their defining characteristic. With this, we ascribe to them all sorts of traits and behaviours, when in reality, these traits could apply to anyone.

.....

I have yet to hear a single descriptor of a generation that sounds any different from how another generation has been perceived. We know the claims that are usually made: a new generation 'wants brands to be authentic' or they 'value experiences' – as did the generation before them. Sure, age may point to a certain life stage, but there's more to it than that. Generations are fake and it's time for the industry to change this way of thinking.



Thank you

TikTok: For Business

