

TikTok For Business

The **CREATOR** EFFECT

How to Build **Consumer Empathy** that Goes
Beyond Your Organisation





What is the
REAL VALUE
of
CREATORS?



Creators don't just create

CONTENT

they create a sense of

BELONGING



This is

FUELLING GROWTH

**of the Creator Economy and
changing the face of media forever**

Rise of micro-influencers and entrepreneurs combining
ambition, creativity and the necessary skills to produce
culture-forward content

50M

Creators,
curators &
community
builders

\$20BN

Market value
forecasted
\$104BN by 2023

\$800M

Capital Invested
in Creator ventures



FAME
LOVES AN

— INTERSECTION —

TATLER

Why everyone - from Joe Jonas to Gucci - is obsessed with TikTok trainspotting sensation Francis Bourgeois

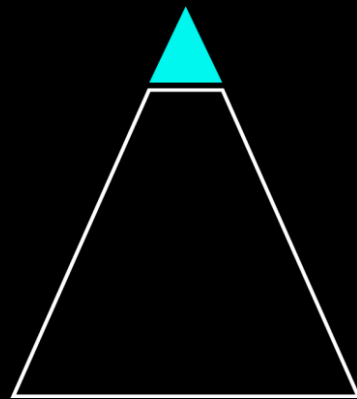
FASTCOMPANY

Gucci and The North Face go trainspotting with TikTok star Francis Bourgeois

Intersections create new tensions
and new opportunities to unlock
new **creative breakthroughs**

FAME IS A VIRTUOUS CIRCLE

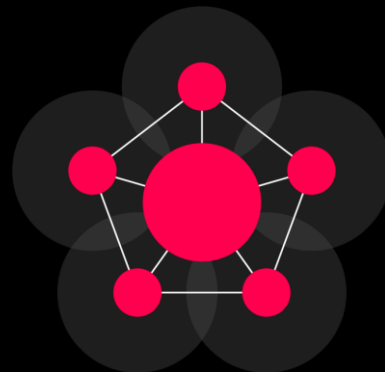
Established models flipped to
unlock **network effects** that boost
brand influence and growth



FROM

Pyramid of Influence

Top-down
Reach
Centralised
Exclusive



TO

Circles of Influence

Inside-out
Relevance
Decentralised
Inclusive

And this brings the sense of community...



That allows to build strong consumer empathy with TikTok audience ...



CREATE
WITHOUT
EXPECTATION



On TikTok, **no two**

CREATORS

are the same



And music plays a critical role in TikTok experience



50%



of users say music
makes content
more uplifting,
energizing, and
engaging

Developing
meaningful insights
and taking brand-
consumer
relationships to the

NEXT
LEVEL





GIVING A CHANCE FOR BRANDS
ON TIKTOK...

Make it
together

campaign

How 'participation brands'
empower the market to do their
marketing

39%

of users say that they
would like to get **exclusive**
and **behind-the-scene**
artist/ creator content
from the entertainment
brand



25%

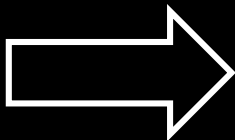
of users say that the
luxury car brand
**sustainability efforts were
stronger** this year in
comparison with 2020



The Power of **MANY:MANY**



The greater
the empathy
with TikTok
audience



The greater
effect on
brand fame



TikTok For Business

THANK YOU