

What's Next

INSIGHT INTO CULTURE DRIVERS ON TIKTOK

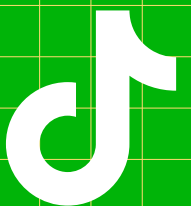
2021 — 2022




SOUTHEAST ASIA
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TikTok: For Business



This report was produced by
**TikTok For Business global and regional
brand strategy teams**



What's Next



Foreword



What a ride 2021 has been. It's been a year full of growth and accomplishments for us here at TikTok – from the viral successes following record breaking TV shows to a 13-year-old pug hilariously predicting the future, TikTok has clearly been packed with joy and action. It's only here on TikTok that digital moments have the potential to influence culture, break boundaries, and redefine what creativity looks like. This year has cemented TikTok as the go-to place for expression, creation, entertainment, education – you name it – across all sorts of categories.

As we enter a post-Covid world, TikTok continues to prove that moments on the platform have the unique ability to transcend the digital realm and make a true impact on people's real, physical lives. Take #TikTokMadeMeBuyIt, the Evolution of Sound, or the profound impact of Creators as examples – at TikTok, there's room for anyone and everyone, through entertainment and strengthened by communities, to make an impact in their own way, and to define 'impact' in their own right.

Engagement stats show that users continue to see value in TikTok and its wide range of content. This year, the top hashtags saw a median engagement rate of 12%¹, illustrating that through sound-on, full-screen experiences, audiences enjoy immersing themselves in a different world. As we continue to revolutionize the power of entertainment and community, and grow as a platform, we are fully committed to placing the utmost importance on your safety, and the safety of our users.

While it's impossible to predict what 2022 will bring, especially in today's uncertain climate, we hope to give you a glimpse through this report. The purpose of this report is to provide an overview of performance by category throughout the year, to equip you with the insights to better plan for an amazing 2022. We aim to help you better understand which topics are performing well on the platform, and get a full grasp on the current state of affairs on TikTok. We hope this inspires you to continue to play a meaningful role in your consumers' lives next year and beyond.

1. TikTok Internal Data, Global, January 2021 – October 2021
1. Engagement rate: the sum of likes, comment and shares as a ratio of total video views

Methodology

For this year's report, TikTok For Business has compiled comprehensive insights based on platform performance on TikTok over the past year, from October 2020 to October 2021. To uncover these insights and come to key conclusions, we analyzed quantitative first-party data. Our analysis revealed the categories that saw significant growth, the ones that remained amongst the most popular, and the ones which we felt deserved a special spotlight.

What process did we follow? We looked into hashtags as a reliable indicator of performance. We assigned hashtags that had a strong correlation with each category accordingly and we ranked them by volume.

From this data, we took our analysis a step further by diving deeper into hashtag activity based on volume and growth. The results were insightful findings that took over each category in the past year. Through the various categories, we'll provide you with a retrospective on what happened on TikTok this year, and a sneak peek into the growth opportunities for 2022.

2021/2022

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A Look Back

Categories

Travel

News & Entertainment

Financial Services

A Deep Dive

Community Commerce

Evolution of Sound

Creator Community

Brand Safety



01



A LOOK BACK



2021

We would like to take this opportunity to thank YOU for helping us build a community like no other, by sharing some of our key moments this year. We're excited for what 2022 has in store for us and we hope you'll continue to join us on this journey of inspiring creativity and bringing joy to all.

The Power of Creators and Community

#TikTokMadeMeBuyIt

As of December 2021, #TikTokMadeMeBuyIt amassed over **7.4 Billion** views.

You helped us hit a milestone

Together we built a community of **1 Billion** MAU

Communities supported each other



In 2021, our global community supported causes they cared most about, including advocacy for protected groups, mental health and racial equality. They rallied around small businesses helping them to bounce back and grow during a challenging period.

You kept creating

Our top 100 hashtags saw an average of **25 Million** videos published.²

Sound became more relevant than ever

Sounds saw **47%** higher video view rates from the For You Page when compared to hashtags.²

Music transcended the platform

88% of people on TikTok report that the sound on the platform is central to the overall app experience¹. Leading to music discovery whilst browsing on TikTok creates a new paradigm for sharing, creating and finding music.

Our community kept discovering

96.96% of video views came from the For You Page.²

Categories saw exponential growth

As communities grew, so did categories. Hashtag categorization saw an average of **151%** growth in video views.³

Joyful Discovery

We helped strengthen the creator-brand relationship

Brands can now connect with over 100K creators across 24 markets.

We kept our community and brands safe

We furthered our commitment to brand safety by making significant strides in our policies, practices and products, including introducing new solutions for brands.

TikTok Shopping was launched

TikTok Shopping is a suite of sales-driven eCommerce solutions which empowers brands and merchants to engage meaningfully with their customers. By leaning into TikTok's participatory nature, we will further strengthen the ability for brands to connect with their communities. And we'll make product discovery and shopping a native, engaging and entertaining experience for users.

TikTok World

Our first-ever virtual product event took place, where we announced 28 products and 40K people attended.



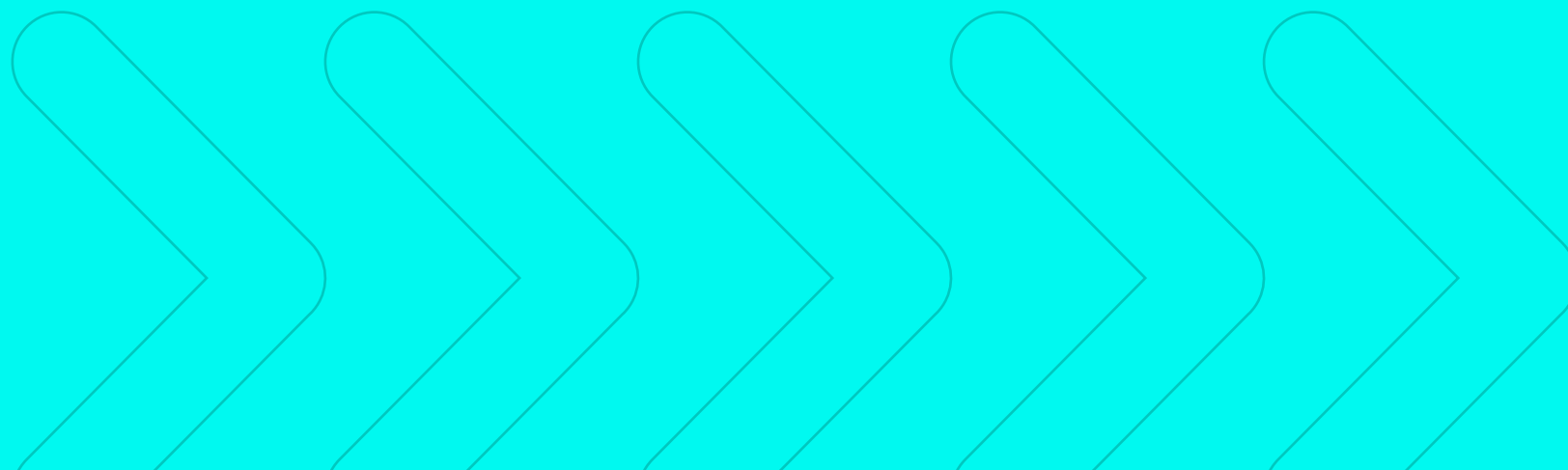
2021 → 2022

1. TikTok Marketing Science US Cross-Platform Sound Research 2021, conducted by Kantar
2. TikTok Internal Data, Global, January 2021 - October 2021
3. TikTok Internal Data, Global, October 2020 - October 2021

02



CATEGORIES





Wanderlusting for the next dream trip

Travel

TikTok delivers virtual travel experiences to users, through vertical, full-screen, and sound-on immersive formats.

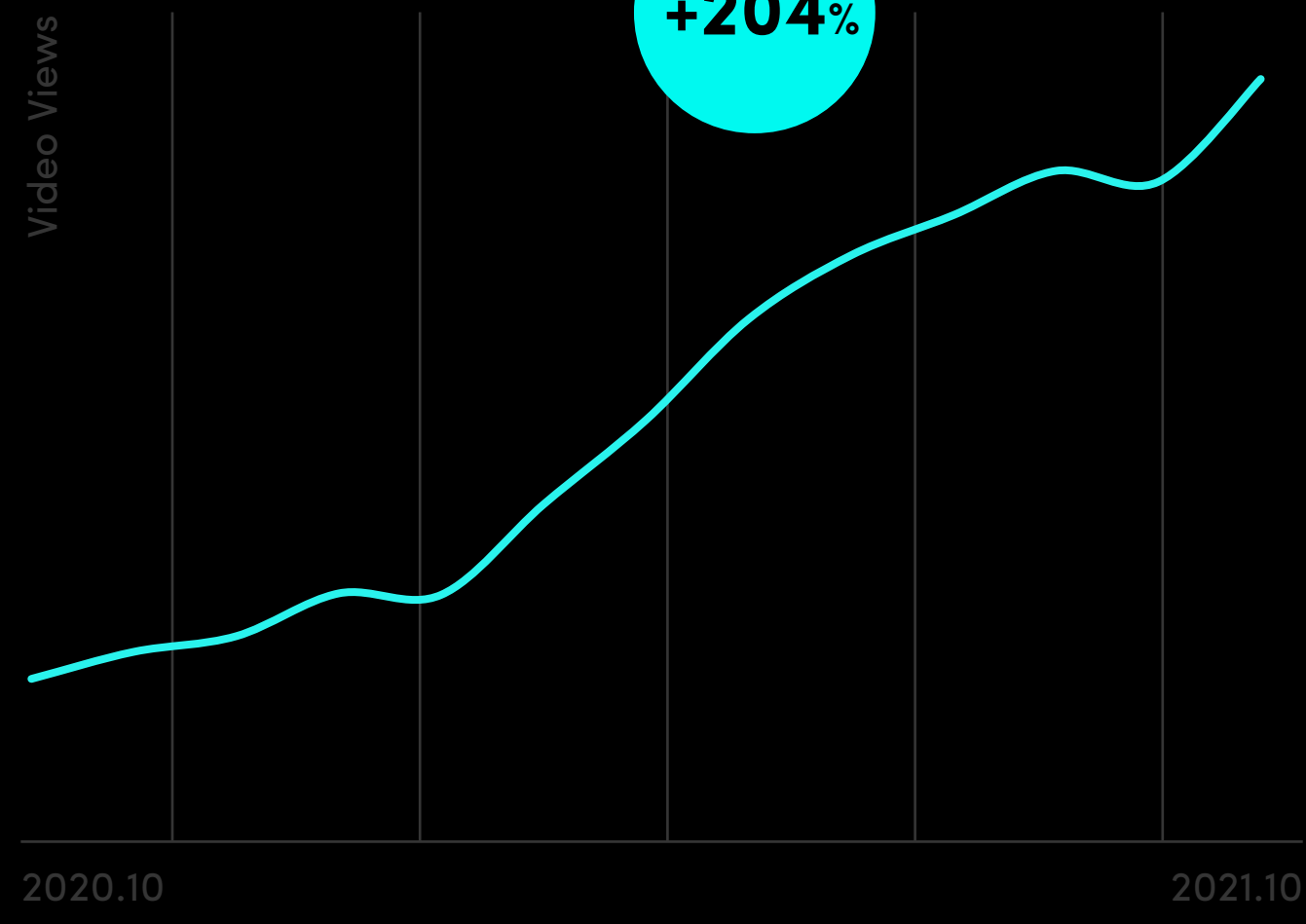
During this past year's social distancing mandates, TikTok has become the platform where people share memories and moments from their previous travels, and get inspired by new dream destinations to add to their list. The love for travel hasn't subsided, and despite Covid-19 and restrictions, this sector is still thriving on TikTok.

While many destinations have implemented travel restrictions, TikTok delivers virtual travel experiences to users, through vertical, full-screen, and sound-on immersive formats. Users come to TikTok seeking little moments of excitement and escape through travel videos. As the result, this content has been a source of positivity and inspiration, encouraging users to keep the featured activities and destinations in mind when planning for their next trips.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



Travel content on TikTok is growing at a YOY rate of 204% when it comes to video views, and 145% in terms of videos created.

Beautiful destinations and unforgettable experiences, with a good music soundtrack, are a winning formula for travel content that's inspiring and joyful to watch. Being confined at home for too long, users have become more open to new destinations and activities, and are re-discovering the beauty of their

own countries. Many travel companies and airlines are also promoting domestic destinations & packages.

As the pandemic situation has a more positive outlook on the horizon, users are already looking forward to international travels.

Top Trends

Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

#Bali

Video Views: 5.7B+

#Travel

Video Views: 4.8B+

#TikTokTravel

Video Views: 1.6B+

#Hotel

Video Views: 625M+

#Sunset

Video Views: 575M+

Rising¹

Say hello to the up-and-comers, and the former underdogs that are coming out on top. These are our fastest-growing hashtags of the year. They reveal interesting insights into what's trending now in this category.

#loewyaxell

Video Views: 828M+

#jeromeafan

Video Views: 501M+

#kangcilokdepanrumah

Video Views: 444M+

#intanlembata

Video Views: 324M+

#อัยดำ

Video Views: 191M+



1. TikTok Internal Data, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, Cambodia, Myanmar, October 2020 - October 2021.

Case Study

Participation and engagement are some of the key objectives that brands aim for when advertising on any platform. It's an important indication that the audience is captivated by the content, reacting positively to the brand, and willing to join in. What makes TikTok particularly special is that it has superpowers for unlocking record participation and engagement levels, and triggering a snowball effect that drives massive impact.

Brands can lead with participation by inviting the TikTok community to create together, as a proven tactic for fully engaging the audience. This allows viewers to "live and breathe" the brand from multiple perspectives and with the variety that they crave - which sparks creativity and joy for the entire community. Brands are welcomed on TikTok by embracing the community, fitting in, and co-creation!



What can a brand learn from this?

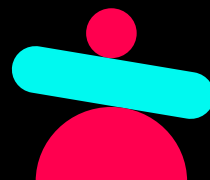


Scan With Camera

Objective: Due to the pandemic, consumers were not able to experience the joy of traveling. They have been craving new travel experiences and finding ways to feel closer to special travel moments, like they were able to enjoy prior the pandemic. Lay's introduced 3 new flavours which were inspired by well-known international menus, in order to fulfill the consumers' desire and tastes for traveling.

Solution: Lay's ran a branded hashtag challenge on TikTok #เลย์กินเที่ยวที่พย์Challenge, inviting users to travel with Lay's new flavours, which represented the famous tastes of USA and South Korea. Lay's paired the Hashtag Challenge with a branded effect to set the right atmosphere for travel, and rallied their audiences through premium placement ads including TopView and In-Feed One Day Max.

Performance: After 6 days of the campaign, Lay's achieved 133.4K videos created in the hashtag challenge (UGC) and 8K video creation with branded effect.



Tips for Brands

- Leverage TikTok effects, filters, transitions, and music to make your travel videos stand out. This will help brands to deliver high-impact travel content, while blending in seamlessly with organic content to drive higher engagement.
- Partner with TikTok's creators and allow them to speak for your brand. They can give your brand a boost by effectively showcasing your products through their authentic and unique commentary on their experiences with your products and destinations.
- Seek to inspire, rather than aiming for a sale. Top travel videos are usually user-style videos, rather than product-heavy videos that look like ads. Brands can package your products under a compelling story of personal experiences.





Entertainment without limits

News & Entertainment

TikTok is now the go-to place for
discovering new films and new ways
to be entertained.

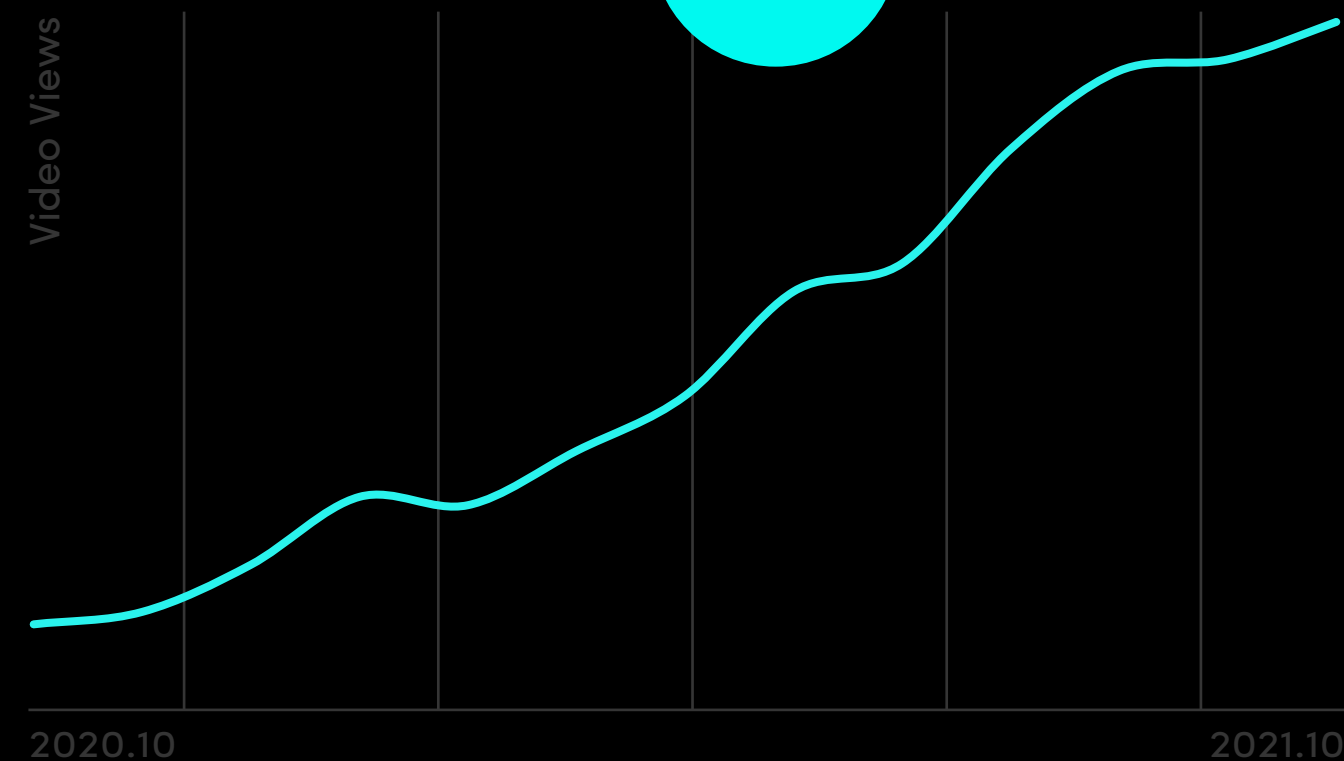
Entertainment is a key driver of the culture scene in SEA. As people spend more time online, the demand for various forms and options for entertainment is on the rise. TikTok has been the solution to much of this demand, and has become the hub for discovering News & Entertainment. Speaking of entertainment, content related to movies has been thriving on TikTok, seeing a 330% YOY growth[1], closely followed by music entertainment.

TikTok is now the go-to place for discovering new films and new ways to be entertained through creators' trusted reviews and recommendations, along with fresh, fun adaptations of the original content. Content from the entertainment industry has truly found a loving home - with the newfound ability to transcend beyond their original impact through the use of quotes and scene edits. It's also a popular place for users to get inspired for their own entertainment creations.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



News & Entertainment on TikTok tops the charts when compared to all other categories in the SEA region. The YOY growth of overall video views in the category is 246%, and 99% for videos published.

The strongest topics that surged within News & Entertainment this past year are related to Korean films and Marvel, and Netflix series. The famous dystopian Korean series, Squid Game, has become a world phenomenon, and is currently the no.1 growing hashtag in SEA at 163%, having reached a total of 46.7B views by October 2021.

Since the Covid-19 pandemic hit, we've noticed a traceable pattern where spikes in video views within this category directly correlate with each Covid wave. As cities go into lockdown and people are confined to their homes with restricted access to social events, a chain reaction occurs - the hashtag #whattowatch spikes as people actively look for alternative ways to entertain themselves. Users can also be found actively creating videos related to the entertainment category, with more time on their hands and being overall more consumed in entertainment. Our top entertainment genres this past year are: anime, comedy, Kpop, dance, and Kdrama.

Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

#movie

Video Views: 99.7B+

#marvel

Video Views: 74B+

#TikToknews

Video Views: 53B+

#Squidgame

Video Views: 46.7B+

#Netflix

Video Views: 45B+

Rising¹

Say hello to the up-and-comers, and the former underdogs that are coming out on top. These are our fastest-growing hashtags of the year. They reveal interesting insights into what's trending now in this category.

#ONhaXemTin

Video Views: 28.3B+

#มากกว่า605

Video Views: 5.5B+

#songkhoe247

Video Views: 5.2B+

#เรื่องนี้ต้องดู

Video Views: 3.1B+

#makeitcinematic

Video Views: 2.4B+



1. TikTok Internal Data, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, Cambodia, Myanmar, October 2020 - October 2021.

Case Study

TikTok is the ultimate democratizer of all things creative, with the power to captivate and entertain viewers from all walks of life. It's a full-screen, sound-on experience that truly immerses the audience into the world of the creator.

When brands adopt a creative and entertainment-first mindset, the result is seamless product alignment – which is how magic is made. Entertained and engaged viewers come from creating a space for authentic relationships to form naturally, through relevant content that resonates with the audience.



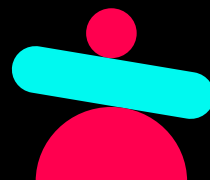
What can a brand learn from this?



Scan With Camera

Staying ahead of the Vietnamese digital entertainment market, this campaign used the TikTok Creative Program, collaborating with external agencies to create videos for POPS. As part of the program, 24 new creatives were assigned to POPS WORLDWIDE with 2 main creative types: film cuts and human-centric videos.

POPS then use in-feed ad with install objective to drive conversion from users' moment of watching the creative content. It gained 1.6x conversion scaled, 30% lower cost per app install. Learning from this campaign, brands should utilize the power of Creative Network of TikTok, in order to create videos that work best on TikTok platform.



Tips for Brands

- Follow and ride the trends (trending movies, shows, music, etc.), by creating parody content or incorporating the trending theme into your branded videos.
- Leverage movies / entertainment themes to run a creative hashtag challenge, together with branded effects. In this way, you can equip users with the right tools to be creative in their video production.
- Keep tabs on the latest shows in the region to stay relevant with the youth culture.
- Utilize spark ads to promote artists' and creators' videos that feature your brand stories.





Finance, simplified on TikTok

Financial Services

TikTok provides informative entertaining content, revolutionizing what it means to be financially secure.

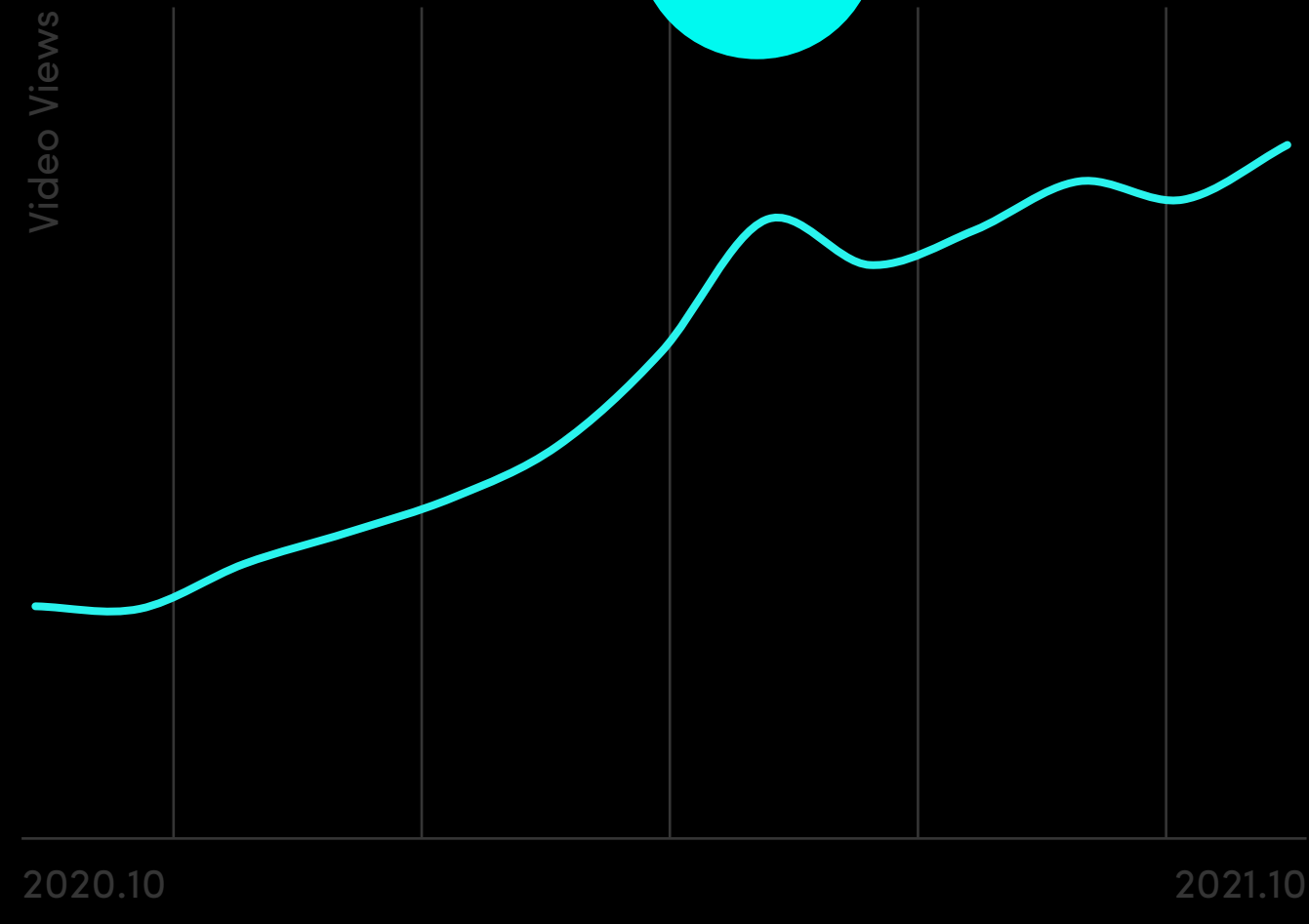
Many youth belonging to GenZ & GenY are anxious about their future, especially when it comes to financial security. Financial information and best practices always seemed daunting, boring, and difficult to understand. The good news is that TikTok has revolutionized finance-related content through Edutainment - entertaining content that is also informative and helps people learn in a simplified way.

Through Edutainment, finance tips, tricks, advice, and knowledge are delivered through fun videos that are easy to comprehend and apply. A few popular delivery styles include comedy, role play storytelling, and authentic stories from real life experiences.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



Financial services is among the top fastest growing categories in SEA. YOY growth of video views reached a sky-high 291%, and video creation saw 241% growth. This strong growth of finance-related content could be the result of Covid-19, which has caused more anxiety around future financial situations and plans. Due to TikTok's increasing accessibility and edutainment around all sorts of topics, there are more and more creators publishing finance-related videos.

Finance on TikTok covers a wide spectrum of topics, from daily lifestyle finance tips to more advanced financial know-how. Not only can you find general finance on the platform, but also Stocks, Investment, Crypto, Insurance, P2P Lending, and other themes.

Top Trends

Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

#learnonTikTok

Video Views: 115.9B+

#entrepreneur

Video Views: 6.9B+

#eduTok

Video Views: 6.4B+

#crypto

Video Views: 5.5B+

#money

Video Views: 1.2B+

Rising¹

Say hello to the up-and-comers, and the former underdogs that are coming out on top. These are our fastest-growing hashtags of the year. They reveal interesting insights into what's trending now in this category.

#Mutex

Video Views: 569M+

#Tesla

Video Views: 527M+

#Mindset

Video Views: 429M+

#Trader

Video Views: 177M+

#investment

Video Views: 117M+



1. TikTok Internal Data, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, Cambodia, Myanmar, October 2020 – October 2021.

Case Study

Brands rely on compelling stories to express themselves to the world and drive demand. Thankfully, telling a memorable story has never been so easy. With TikTok's advanced, yet easy-to-use tools, everyone is equipped to easily create high production value videos. This newfound accessibility to simple and effective video production has brought about an era where short, digestible content wins, and where content is consumed increasingly faster and with more variety.

With variety comes versatility, and a constant craving for creative and unique content. Content creation is no longer limited to traditional storytelling formats or straightforward messaging. A 30 second video shot in someone's basement can be more effective than a high budget production that lacks an interesting story. At the end of the day, remember that there's nothing more powerful than a captivating story that gets people engaged and excited.



What can a brand learn from this?



Scan With Camera

Indonesian fintech company, BukuWarung, has one goal in mind—to help its country's nearly 60 million-strong micro-merchant sector go digital. They provide key services and products for digital payments, inventory management, bulk transactions, and an e-commerce platform, among others. Expanding its user base was a top priority, and turning to TikTok meant that BukuWarung could keep their cost per acquisition low while spreading their message to the masses in an innovative and seamless way.

A key factor of the campaign's success was BukuWarung's experimentation with different branded solutions, and then identifying the tool that delivered the best results. This allowed them to achieve a 57x increase in acquisitions, and a 77% reduction in CPA.

The campaign's success was not only due to its smart strategy and the right ad product - it was also in part due to the use of educational content using simple and direct storytelling that followed TikTok users' usual content format. Beyond helping merchants take their operations online, BukuWarung is also thriving in the digital sphere thanks to smart, intuitive ads.

Tips for Brands

- Make difficult and daunting finance-related information accessible & easy to understand for your audience.
- Use contextual targeting: everyone has a different need and goal when it comes to finances. Make sure that you leverage targeting options to be relevant when resonating with target audiences.
- Explore new storytelling methods through TikTok's features, such as duet, stitch, or branded effect in order to keep audiences entertained as they consume finance related content.



03



A Deep Dive





The unstoppable power of **#TikTokMadeMeBuyIt**

ICYMI:

Community Commerce is TikTok's entertaining, creator-driven word-of-mouth marketing, and it blew up in 2021.

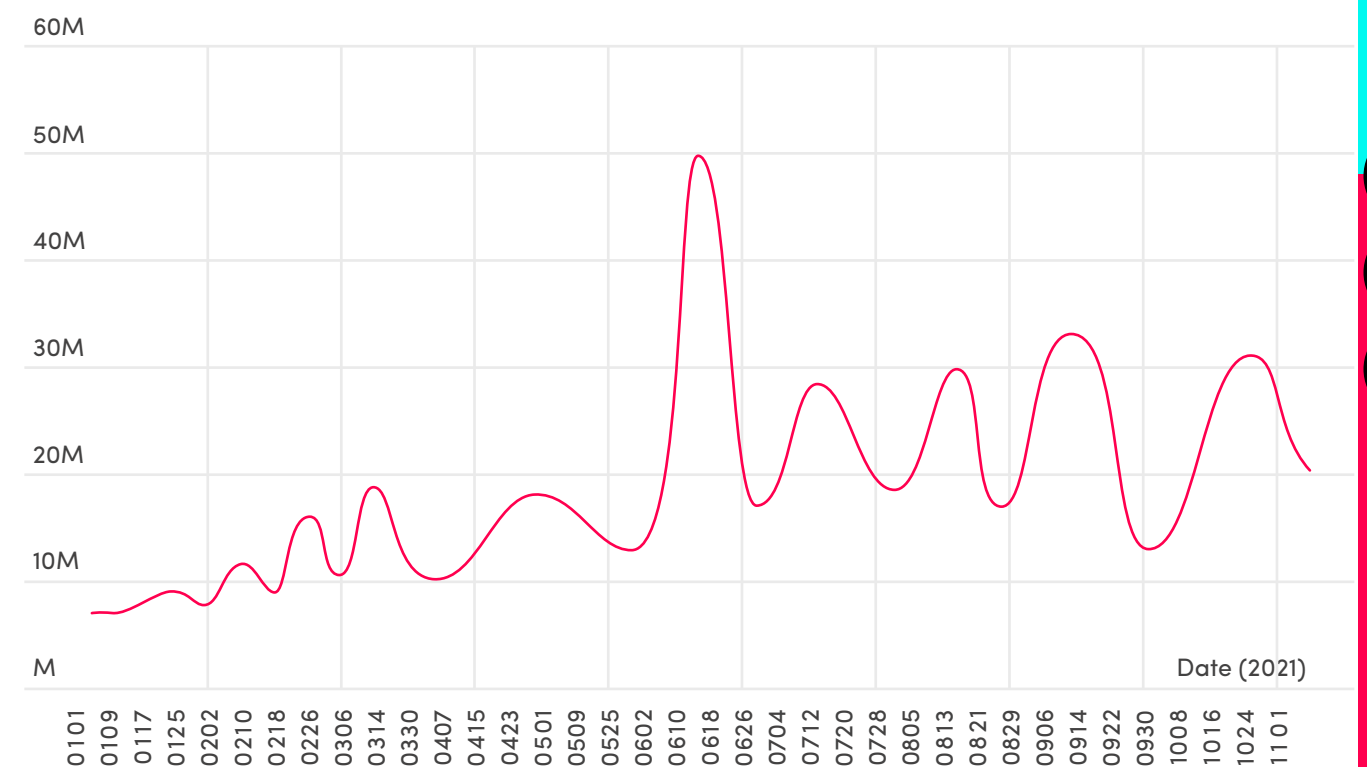
People love it because it produces genuine product reviews—and honesty is a big differentiator for us; the majority of users say they trust others to be their real selves on TikTok¹. Product videos tend to be entertaining, too, which is a huge draw, given that entertainment is the number-one thing that users seek out when they come to the platform². And thanks to our recommendation system, users may enjoy a unique,

personalized For You feed and discover products that is likely to be of their interest.

The phenomenon has driven major success for brands. Items of all kinds have sold out—from milk frothers to feta cheese, leggings, cleaning products, mascara, and everything in between. And that's only the beginning.

#TikTokMadeMeBuyIt³

Video Views (Millions)



1. Nielsen Custom Authenticity Study commissioned by TikTok, Persons 18+, International: 2/23/21 - 3/2/21, Russia, Brazil, Mexico, Australia, Canada, Indonesia, South Korea, n=1000/each region; US: 5/1/2020 - 6/19/2020, United States, n=1034; Global combines US and International markets
2. Marketing Science Global Time Well Spent conducted by Kantar, March 2021
3. TikTok Internal Data, Global, January 1, 2021 - November 8, 2021

The Anatomy of a Community Commerce Moment

To understand how trends can drive success, we broke down the buzz behind a product that sold out big time this year thanks to TikTok—and how each stage in its life cycle is an example of the four phases of Community Commerce.

01

User Trinidad Sandoval posted a simple, honest, direct-to-camera review of the Peter Thomas Roth Instant FIRMx Eye Temporary Eye Tightener.

Spark phase:

Creator or brand posts an entertaining video featuring a product

02

Users loved the video. In one week, it got 23 million likes, thousands of comments, and a swirl of reactions and buzz.

Share phase:

Communities contribute to a product conversation and help it pick up steam

03

The item sold out repeatedly on the brand's site as well as third-party sites for weeks. The brand's founder and CEO said they sold about six months' worth of product in six weeks because of TikTok.

Spike phase:

Creator or brand posts an entertaining video featuring a product

04

The brand rolled out a jumbo size of the product and is planning to boost Trinidad's video once organic traffic wanes

Sustain phase:

Brands take action both on- and off-platform to keep consumers interested



Scan With Camera
to watch cases

1. Forbes, "Welcome to the TikTok Economy," October 7, 2021
2. TikTok Marketing Science Global Community and Self-Expression Study 2021, conducted by Flamingo.
3. Marketing Science US Holiday Shopping Research, conducted by Walnut Unlimited, Feb 2021

01 COMMUNITY COMMERCE ○



Audience Insights for 2022

We're learning more every day about what users want from brands on TikTok, how communities influence their behavior, and how willing they are to buy from TikTok. Here are some TikTok user insights to keep in mind for 2022 planning:

73% feel a deeper connection to brands they interact with on TikTok, compared to other platforms²

78% agree that the best brands on TikTok are ones that work together with users²

70% feel like they're a part of a community on TikTok²

67% say TikTok inspired them to shop even when they weren't looking to do so³

If you have someone who's doing something on their own, being who they are, and genuinely showing the way it is, the breakout successes can be huge.

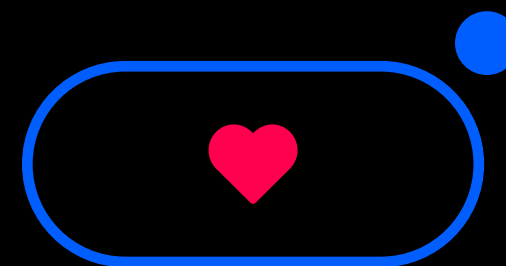
- Peter Thomas Roth, founder and CEO¹

Evolution of Sound



It's no secret that sound is a differentiator for TikTok—and 2021 was our loudest year yet. We uncovered research that showed how sound influences ad effectiveness, how TikTok influences the music industry, and how specific audio types make people feel. We saw brands launch campaigns where sound was a focal point and marveled as TikTok became the space for promising new musicians to thrive.

The craziest part? That was just the beginning. In 2022, we'll roll out new products and insights designed to help our partners to get in on the joy and potential of sound and use it to drive their bottom lines. So stay tuned on TikTok—because, when it comes to sound, this may be our biggest year yet.





Winning Audio in 2022

If you want to get started on your 2022 TikTok strategy, but aren't yet sure how to use sound in your plans, have no fear. We tapped three experts to give guidance on how brands can win their audio strategies this year—from using cutting-edge tools to putting artists at the forefront of content. Here's what they had to say.

Meet your experts:

● Bryan Cosgrove

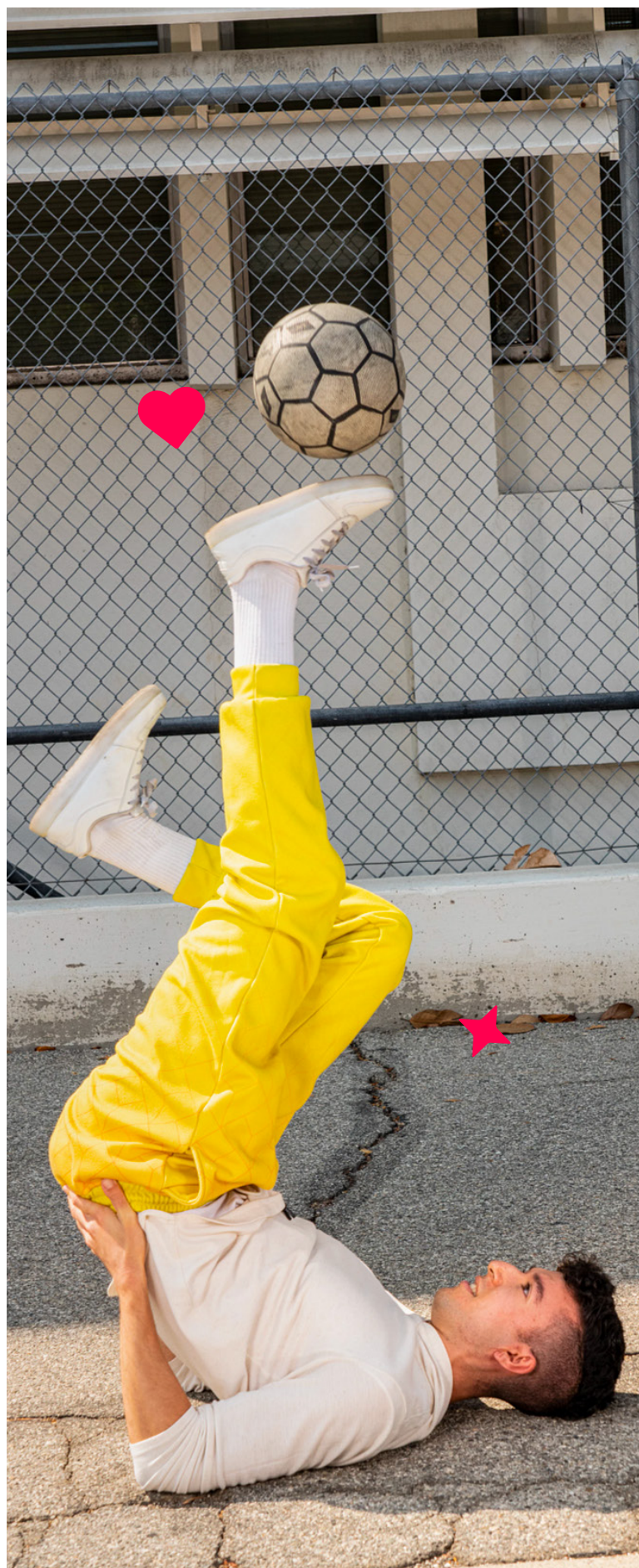
Director of Commercial Music & Creative Licensing at TikTok

● Cedric Engels

Director of CEO of sound production agency Sonhouse

● William Gruger

Music Editorial & Programming Lead, US at TikTok



01

Craft distinctive sonic branding

Sonic branding is a powerful way to convey a company's identity. Cosgrove notes that TikTok trends are mostly based around songs or audio snippets, rather than broad-scale sound design. But if brands want to explore their sonic identity on the platform, they should make sure it's distinct, according to Engels.

"They have to create something distinctive, something they can own, so they can touch people's hearts, stay in their minds. If your brand's sound is 'average,' then it disappears in the mass," said Engels. "A distinctive sonic identity makes a brand stand out from competitors. And that lets them build long-term relationships with audiences. The sound identity will stick."

02

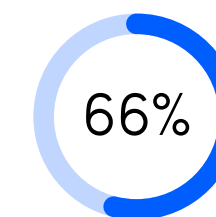
Think (and act) musician-first

TikTok is a launchpad for some of today's biggest artists. They can release songs on the platform, where music is easily shared and built upon, thanks to TikTok's culture of participation and co-creation. That behavior will continue in 2022, according to Gruger.

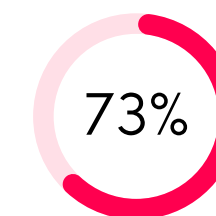
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those artists experienced massive gains in streaming."

Brands can also galvanize the TikTok community around certain musicians by putting artists at the forefront of what they do on the platform, said Cosgrove.

"[Brands can] can get involved in big moments in an artist's life, like album releases, tours, and award nominations. They can find ways to show what's coming, and what that artist is doing, and say, 'By the way, our brand is a part of it.'" Let the music be front and center," he said.

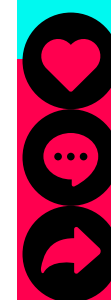


● of our users feel TikTok has had a big impact on the music industry¹



● of users associate certain songs with TikTok²

1. TikTok Marketing Science US Understanding TikTok's Impact on Culture Custom Research 2021, conducted by Flamingo
2. TikTok Marketing Science US Music Perceptions Research 2020 conducted by MRC Data (formerly Nielsen Music)



Be an early adopter of voice tech

On TikTok, audio is about more than just music—voice is also a huge component. Our text-to-speech feature was popular in 2021. Voice effects are a source of inspiration and creativity for our users. And as this kind of technology continues to grow, voice will become an even bigger part of TikTok.

"The popularity of our voice assistant and the interest of some brands to explore this space are both good indicators" of this potential growth, said Cosgrove.

Amid this evolution, as people hear more automated voices, they'll start to yearn to hear authentic human narration—which may become a key aspect of genuine storytelling on TikTok, said Engel.

"Real' voices by individuals will gain importance. The original human element can make the difference," said Engels. "Brands should think about their tone of voice within a sonic branding strategy."

Bottom line? Brands should combine fun tools like the text-to-speech reader with honest voiceovers and direct-to-camera dictation. Using both will allow them to get in on the joy of a trend, while still forming close bonds with viewers.

"Sound is the basis of communication. People have always used their voices to share their messages. Voice can add nuance to what you want to say," said Engels.

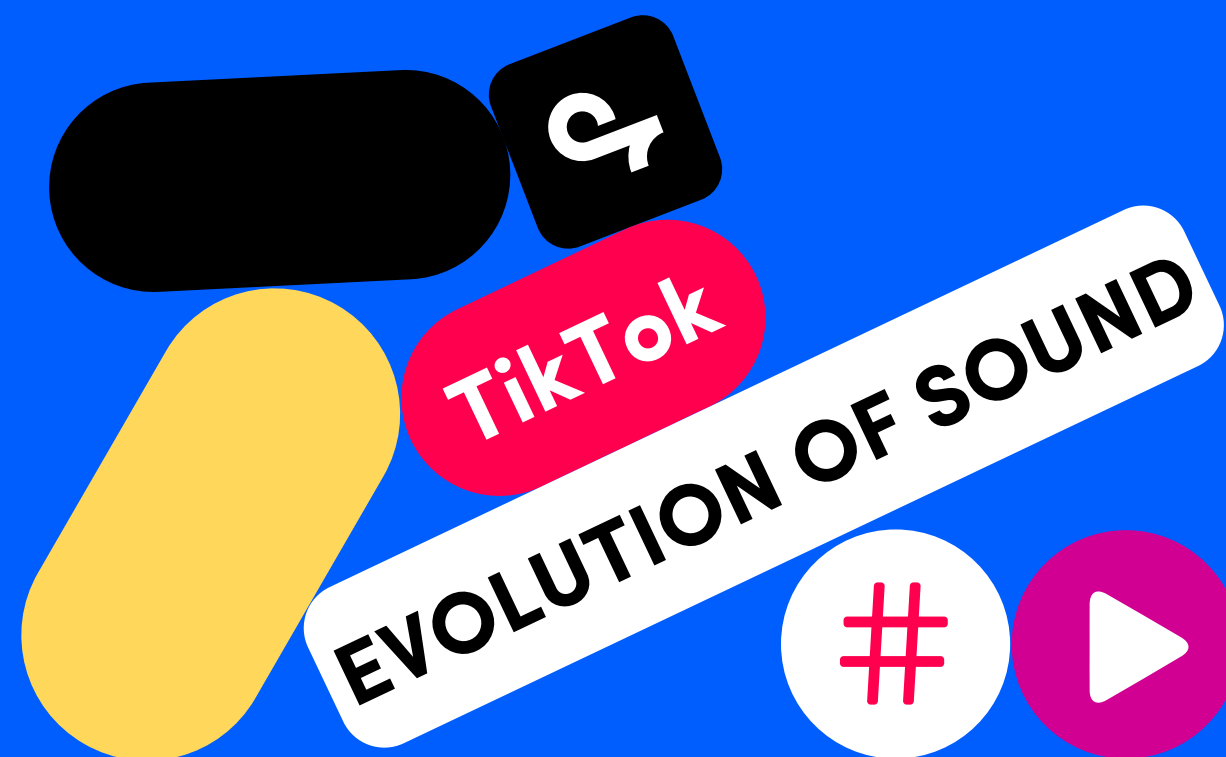
160B+

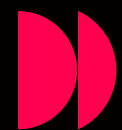
● Videos tagged with #VoiceEffects have 160B+ vvs on TikTok (As of December 2021)

57%

● of users accurately recognized the brand in ads that used direct-to-camera audio³

3. TikTok Marketing Science US Sound On Part 2: Audio Effects Research 2021 conducted by Media Science





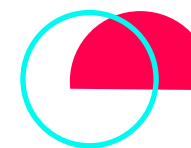
Your new creative dream team, coming in hot



Say hello to your new creative dream team. Far from your typical creative director – meet the TikTok Creators: the bold personalities, cultural experts, trend-setters, and pioneers who will empower you to overdeliver against your campaign goals, and get impactful and tangible results. It's time to trust in Creators to leverage their own flair and influence to give your brand the big boost that it deserves.

The stats speak for themselves. In the EU we've seen that partnering with Creators on TikTok boosts view-through rates for In-Feed Ads by 193%, and branded content coming from Creator collabs shows a 27% higher ad recall. Even TikTok users themselves agree – 65% of TikTok users enjoy when a Creator posts about a product or brand¹.

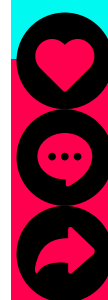
Why are they so effective? Essentially, Creators live and breathe TikTok, which means they have a full grasp on TikTok trends, tricks, and techniques for creating resonating content that's native to TikTok. Secondly, their cultural expertise paired with a unique voice and style have likely led to an existing follower-base that's loyal, engaged, and trusting. They hold the Creators' views in high regard, which makes for a powerful audience.



You might be wondering what "credentials" these Creators have, especially since the definition of "creator" is increasingly fluid. It's true – TikTok gives anyone and everyone a space to express themselves and be discovered. However, we see this as a huge positive. By democratizing creativity, we've created an authentic and genuine atmosphere where brands can form meaningful and trusting relationships with their consumers.

Moving away from transactional endorsements and traditional product placements towards a more authentic collaboration has not only yielded effective results for brands, but has also inspired them to play an active role in impactful conversations around causes such as racial equality and mental health. Making the world a better place with more purpose and humanity.

1. Marketing Science EU proprietary creative analysis, United Kingdom, France, Germany, Spain, Italy, October 2020 – May 2021





5 TIPS FOR GETTING STARTED

1. Do your homework to find your ideal creators.

The Creator Marketplace is the go-to destination for collaboration. Discover Creators based on industry, budget, and business goals – enabling you to find the best Creator for you.

2. Test out different types of creators.

Be open to Creators of various styles, backgrounds, and audience sizes. Tap into different subcultures. You might be surprised by the top performers.

3. Use the powerful suite of TikTok tools at your disposal.

TikTok Ads Manager allows you to launch a paid strategy. Business Center empowers you to manage and analyze campaigns. Meanwhile, Creators have native tools within TikTok to generate content that is organic and relatable.

4. Build a holistic creator strategy that's "always on."

Think of your partnership with Creators as double-sided. It's important to be inclusive of both sides in terms of channel mix (your owned channels + theirs).

5. Don't leave them hanging after the brief.

Creators are the integral to TikTok and champions within their communities. Be sure to bring them into the whole process so they can do their best work and shine on behalf of your brand.

We're truly humbled and excited to see so many Creators thrive on the platform, and get access to new means of work and livelihood through collaborating with brands. We can't wait to see what's in store for 2022 and beyond for Creators working hand in hand with brands!



CREATOR COMMUNITY
CREATOR COMMUNITY
CREATOR COMMUNITY



Key Themes for 2022

The power of community co-creation

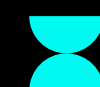
In 2022 we are making a deeper commitment to our creators and our community. Our two main focus areas are...



Further strengthening the bond between creators and brands.

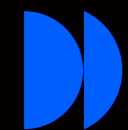
Through TikTok Creator Marketplace we aim to help you find the right creators in the most efficient way possible.

We will continue to foster and champion creator communities and community driven brand opportunities.



Results, results, results.

In order to improve creator marketing efficacy we will work towards providing measurable results and meaningful insights.



Building for Brand Safety

At TikTok, we have always been committed to creating a trusted environment for brands, built on a foundation of safety, transparency and accountability – because when we talk about brand safety, it all goes back to brands and advertisers trusting where their content shows up. To build towards that trust, we have taken a holistic approach to brand safety on TikTok across four strategic pillars.



TikTok's Four Pillars of Brand Safety

Keeping Our Community Safe:

Our approach starts, first and foremost, with keeping our community safe. When we do so, we not only create a safe place for our users to authentically express themselves, but, in turn, a positive environment to build brands and reach our community in a meaningful way. In 2021, we worked diligently to live up to our commitment by introducing an array of products and initiatives that reflect our ongoing dedication to the safety of the TikTok community, like age-appropriate privacy and safety settings, tools to promote kindness, combat bullying and curb the spread of misinformation, as well as campaigns to promote awareness around bullying.

Building Brand-Safe Solutions:

We have also been listening closely to our brand partners, who are an integral part of – and built seamlessly into – the TikTok community. We get that more control over where ads appear is of paramount importance, and throughout 2021 we expanded our offerings to advertisers that help ensure branded content shows up adjacent to safe and suitable videos. Working both in-house and with 3rd-party partners we now offer four innovative brand safety solutions for advertisers on TikTok: our proprietary TikTok Inventory Filter, pre-bid solutions from OpenSlate and IAS and a post-bid solution from Zefr. We are also constantly iterating and expanding these offerings to different markets and ad buying types.

Championing Transparency and Accountability:

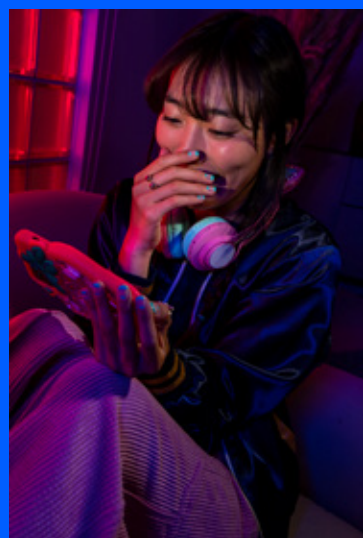
In order to keep everyone informed about the steps we are taking to keep our community safe, we are striving to be the most transparent and accountable company in the industry by giving unprecedented insights into our operations. In 2021 we launched our first two quarterly Community Guidelines Enforcement Reports and held tours of our pioneering Transparency and Accountability Centers, as well as announced plans for a new physical center in Ireland to build on our two previously announced centers in Los Angeles and Washington D.C. What's more, we revamped our Transparency Center on the TikTok website to keep the public informed of our efforts in the space.

Partnering for Progress:

Finally, we wouldn't be where we are if it weren't for our partners – because we are always stronger when we work together. 2021 saw an expansion and deepening of safety partnerships for TikTok, like joining the Technology Coalition, participating in the inaugural GARM Aggregated Measurement Report, taking a seat on the Brand Safety Institute's Board of Advisors and becoming TAG Brand Safety Certified globally by the Trustworthy Accountability Group. At TikTok we take our partnerships seriously, both to help inform our own operations and ultimately to push the industry forward for the greater good of the digital ecosystem.

2021 Highlights

A snapshot of some of TikTok's milestones in safety and transparency last year



JAN

Introduced new default privacy and safety settings for youth

[Read More](#)

FEB

Released our H2 2020 Transparency Report

[Read More](#)

MAR

Expanded markets for our TikTok Brand Safety Solution, Verified by OpenSlate

[Read More](#)

APR

Joined the Brand Safety Institute's Board of Advisors

Participated in the first GARM Aggregated Measurement Report

[Read More](#)

JUN



Released our first quarterly Community Guidelines Enforcement Report (Q1 2021)

[Read More](#)

JUL

Achieved TAG Brand Safety Certified status globally

[Read More](#)

OCT

Released our second quarterly Community Guidelines Enforcement Report (Q2 2021)

[Read More](#)

AUG

Expanded privacy and safety settings for teens

[Read More](#)

SEP

Officially announced our TikTok Inventory Filter; IAS & Zefr Partnerships



NOV

Participated in the second GARM Aggregated Measurement Report

[Read More](#)

DEC

Launched our new Transparency Reports and refreshed Transparency Center

[Read More](#)



Rich Raddon, Co-founder and Co-CEO of Zefr

"We consider TikTok the most important video platform in the world."



Mike Zaneis, CEO, TAG

"By adopting industry best practices to protect its partners and the supply chain from the full range of potential brand safety threats, TikTok is demonstrating its strong commitment to the safety of its growing community and the protection of brands within that community. We look forward to continuing to work with TikTok to raise the bar for other companies across the digital ad supply chain."



Neal Thurman, Director of the Coalition for Better Ads and Co-Founder of the Brand Safety Institute

"Very impressed by your commitment to brand safety and building it in to everything you do."



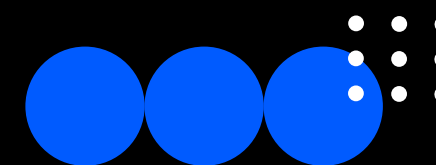
Looking Ahead

There is no "job done" when it comes to brand safety, particularly as it is constantly evolving and becoming more nuanced. Looking ahead to 2022 we will continue to prioritize the safety of our community, new solutions for brands, transparency, and partnerships as we continue to foster a positive environment for creative expression where brands can build, reach new customers and more.

"For our advertisers, we are developing a number of additional controls to ensure that they feel confident their investment runs in an environment suitable for their brand. This will include various first-party solutions such as category exclusion and inventory tiers, in addition to expanding our solutions with third-party partners to offer more customization."

Jon Schmucler,
Global Head of Product Marketing, Measurement Solutions

Finally, we are dedicated to continuing to work with our partners like GARM, TAG and the Brand Safety Institute to enhance brand safety education and push the industry forward in the interest of building a safer digital ecosystem globally.



TikTok For Business

Scan With Camera

