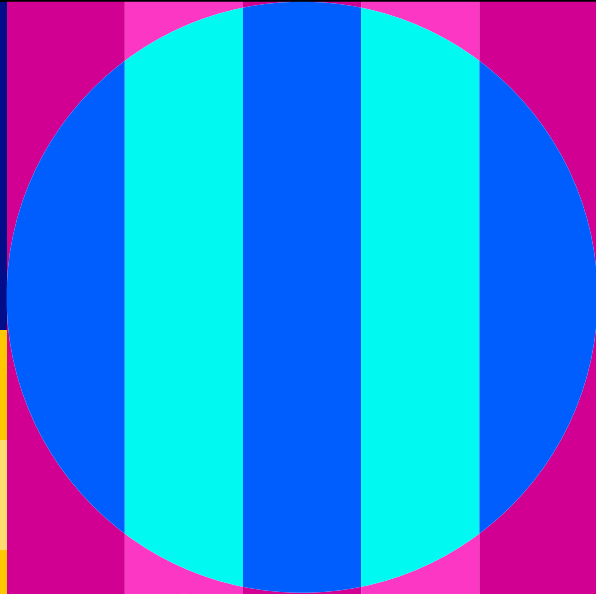


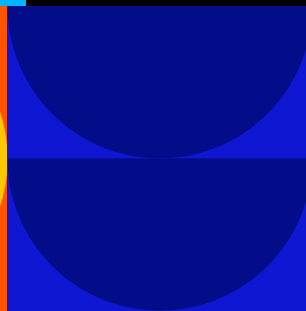
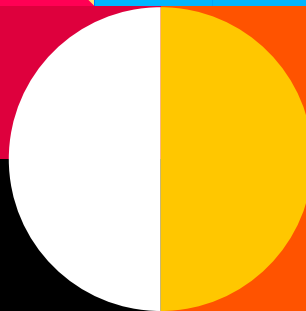
What's Next

INSIGHT INTO CULTURE DRIVERS ON TIKTOK

2021 — 2022



EUROPE
EUROPE
EUROPE



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

01
02

03

A Look Back

Categories

Apparel & Accessories
Beauty & Personal Care
Travel
Food & Beverage
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 categorisation 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.



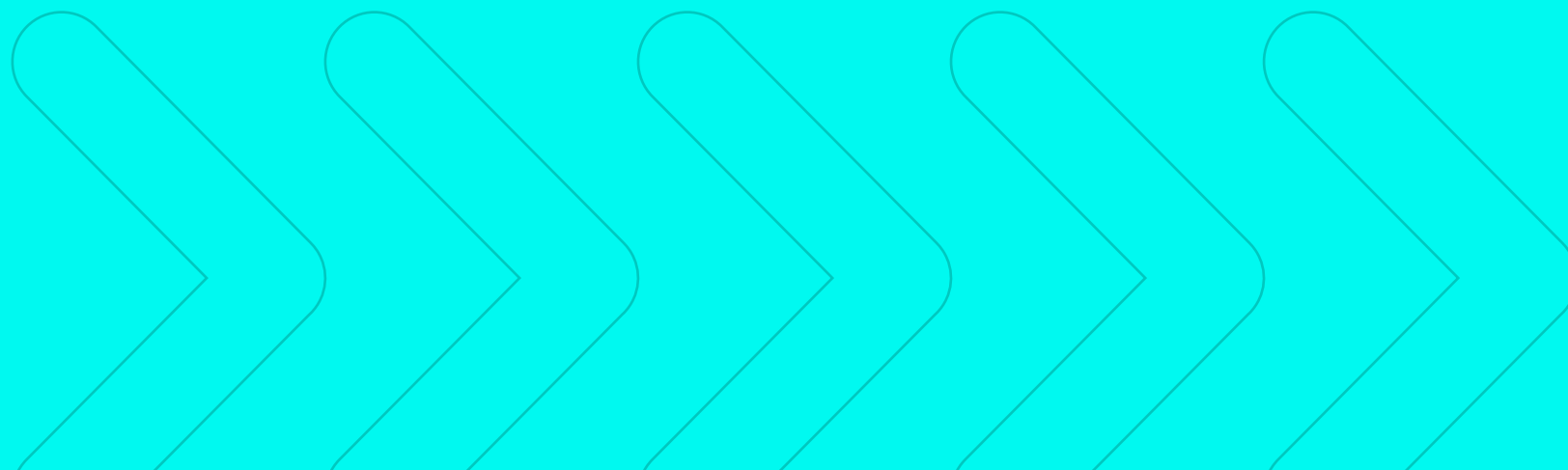
2021 → 2022

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





The Place to Get the Most Out of Your Wardrobe

Apparel & Accessories

TikTok users seek authenticity and they recognize the importance of leaving a positive mark on the community.

On TikTok, fashion reaches far beyond showing off your outfits and expressing your style. This category has broadened and evolved into an open encyclopedia, where users share all kinds of tips and hacks around re-using and giving new life to their clothes, shopping in a better, more sustainable way, and most importantly, feeling their best through clothing and apparel.

Concepts such as #BonPlan in France or #Sweing in Europe were born out of the realization that renewing and revitalizing your wardrobe does not have to be a costly affair. It's no coincidence that this revolution is taking place on TikTok, given our community's strong opinions and values around sustainability, experimentation, and the breaking of stereotypes. TikTok has truly made it trendy to give new life to your garments, helping to

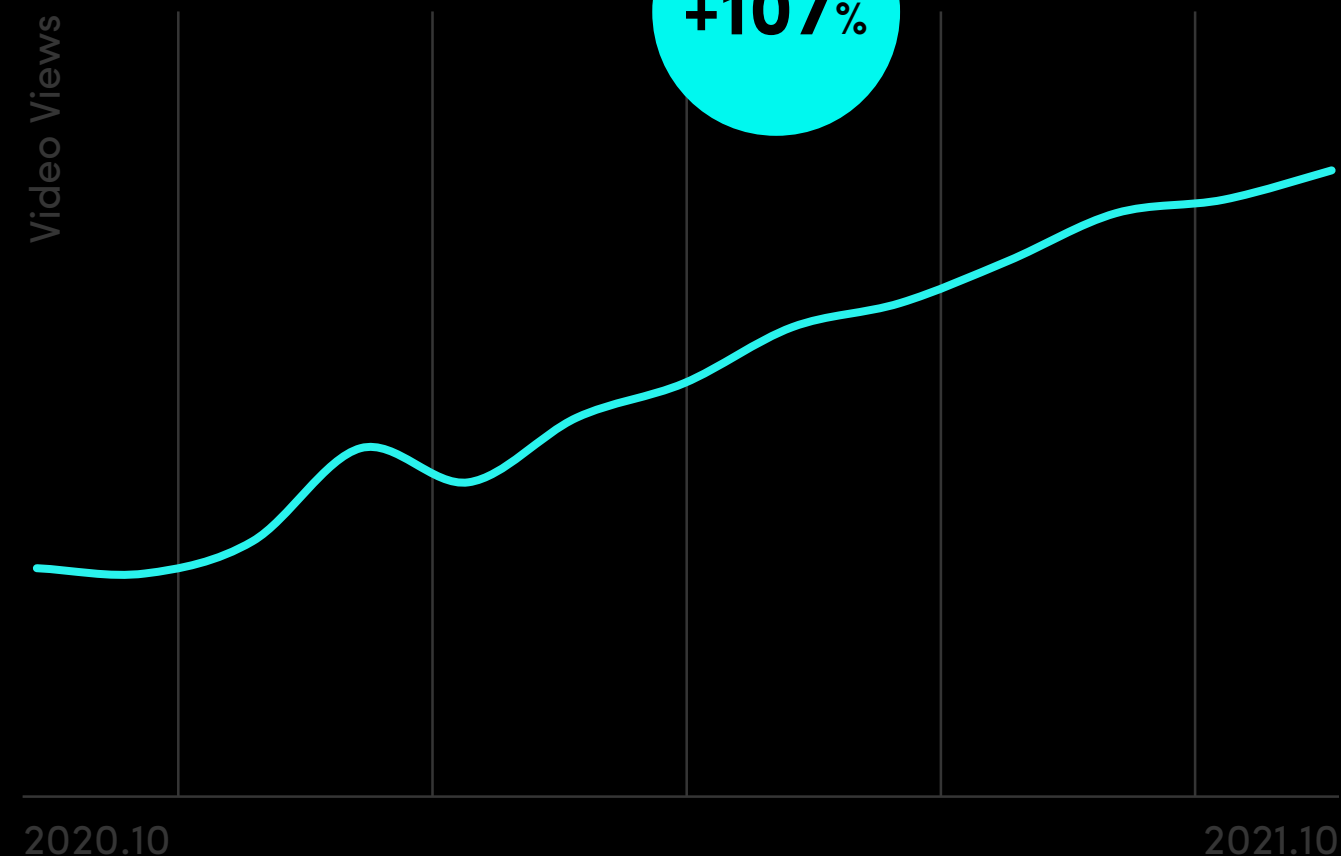
protect the planet. Whether you're looking for new ways to wear a scarf so that you don't get tired of it, transform your grandmother's old vintage clothes, or take a risk and change up your style, TikTok has the content to help you do just that.

On TikTok, the community looks after one another and treats each other with respect, with a tendency to show positivity and support to creators and their content. This community feeling of empowerment and trust is one of the reasons the platform is so unique. As TikTok users seek authenticity, they also recognize the importance of leaving a positive mark on the community, and adding value by being helpful. This is especially true if there's a tangible benefit on offer that rewards the audience with exclusive shopping deals, for example, that can't be found anywhere else.



Overall Growth*

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



This past year, the Apparel and Accessories category has been one of our community's personal favorites, with a 107% increase in video views.

On TikTok, we've seen that people actively participate in conversations and are eager to share content - which is why we've observed a 76% increase in video creations. In terms of most popular topics within the category, favorite items and product reviews have given life to brands that we thought had disappeared long ago. Let's not forget the

case of the brown GAP hoodie, for example, which surprisingly went viral in the blink of an eye. But above all, creators empower and educate communities with tips on everything from colorimetry (a system for measuring one's personal chromatic scale, used to determine the most flattering shades for each individual), to how to make a top from bikini bottoms. Creativity flows naturally on TikTok, and users love it.

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.

#fashion

Video Views: 9B+

#diy

Video Views: 8.6B+

#outfit

Video Views: 4B+

#ootd

Video Views: 3.2B+

#hacks

Video Views: 1.5B+

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.

#fashiontiktok

Video Views: 790M+

#outfitinspo

Video Views: 769.5M+

#boda

Video Views: 374.6M+

#bonplan

Video Views: 361M+

#diyproject

Video Views: 279.3M+



1. TikTok internal data, UK, Italy, France, Germany, Spain, October 2020 - October 2021

Case Study

What a difference a hat makes: this is the joyful message that Prada addressed to the TikTok community with the engaging #PradaBucketChallenge, an initiative that sees the Prada DNA merging with the TikTok culture. Sometimes wearing an accessory is enough to change your mood, a simple, playful gesture to reinvent yourself and transform an ordinary moment into a fantastic and creative one. This is the spirit that animates the challenge where users are called to a bucket hat and share their experience of "change". The protagonist is the unmistakable Prada Bucket hat, the hair that has become an iconic symbol of Prada's aesthetic imagery. The contemporary and urban reinterpretation of the classic fisherman model is made of Re-Nylon, the innovative fabric made through the regeneration of plastic material and textile fibre waste. TikTok users took up the challenge and participated en masse in this initiative, thanks to the playful tone of voice, the involvement of creators, the use of transition, an effect dear to the fashion world, and a soundtrack designed specifically for the brand. The TikTok community celebrated the Maison by taking part in the challenge with great enthusiasm, giving life to thousands of contents that populated the "for you" page of TikTok for days, generating great attention on the bucket hat, an object now acquired in the wishlist of our community.



What can a brand learn from this?



Scan With Camera

Creators are the lifeline of TikTok, and have collectively shaped TikTok to become the successful platform it is today. The TikTok community landscape is truly unique in its diversity, creativity, and joyful nature. On TikTok, everyone is given a chance, and anyone has the opportunity to tap into any community that inspires them. Communities are open, accessible, and welcoming - and if you go with the flow, you'll see impact and results.

Remember that we're all about embracing the community, not commanding it. By learning from the community and fully embracing it in its natural form, brands on TikTok can access a world of brand ambassadors who are eager to vouch for the brands they believe in. True testimonials from people you trust is the most powerful way to influence and drive demand.

Tips for Brands

It's time for brands to leverage the credibility and creativity of both the platform and our creators to re-think a fresh approach to promoting their flagship products and share new content, like what's behind the scenes or "how-to" footage that illustrates the endless possibilities of how a product can be used. The "TikTok Made me Buy It" phenomenon has helped products of all kinds fly off the shelves: from books to jeans, to countless other items. We've even seen #TikTokMadeMeBuyIt signage in shops, showing that this is a symbol of quality and credibility. That's why brands should take advantage of TikTok's platform, tools, and native formats to tell their own stories, and send a powerful message that resonates with their audiences.





Where Beauty and Wellness Collide

Beauty & Personal Care

TikTok promotes a positive, fair, diverse, and inclusive representation of what beauty looks like today.

On TikTok, the concepts of beauty and well-being truly coincide and exist hand in hand. The platform promotes a positive, fair, diverse, and inclusive representation of what beauty looks like today – rejecting traditional standards and norms from the past. It's no coincidence that experimentation and the breaking of stereotypes, especially in the world of beauty and personal care, are extremely popular and have captivated the TikTok community. Furthermore, with people spending more time at home this past year, their beauty routines have been enriched and elevated with new rituals – and new products as a result – creating unprecedented opportunities for the market. TikTok plays a fundamental role in the discovery of brands and

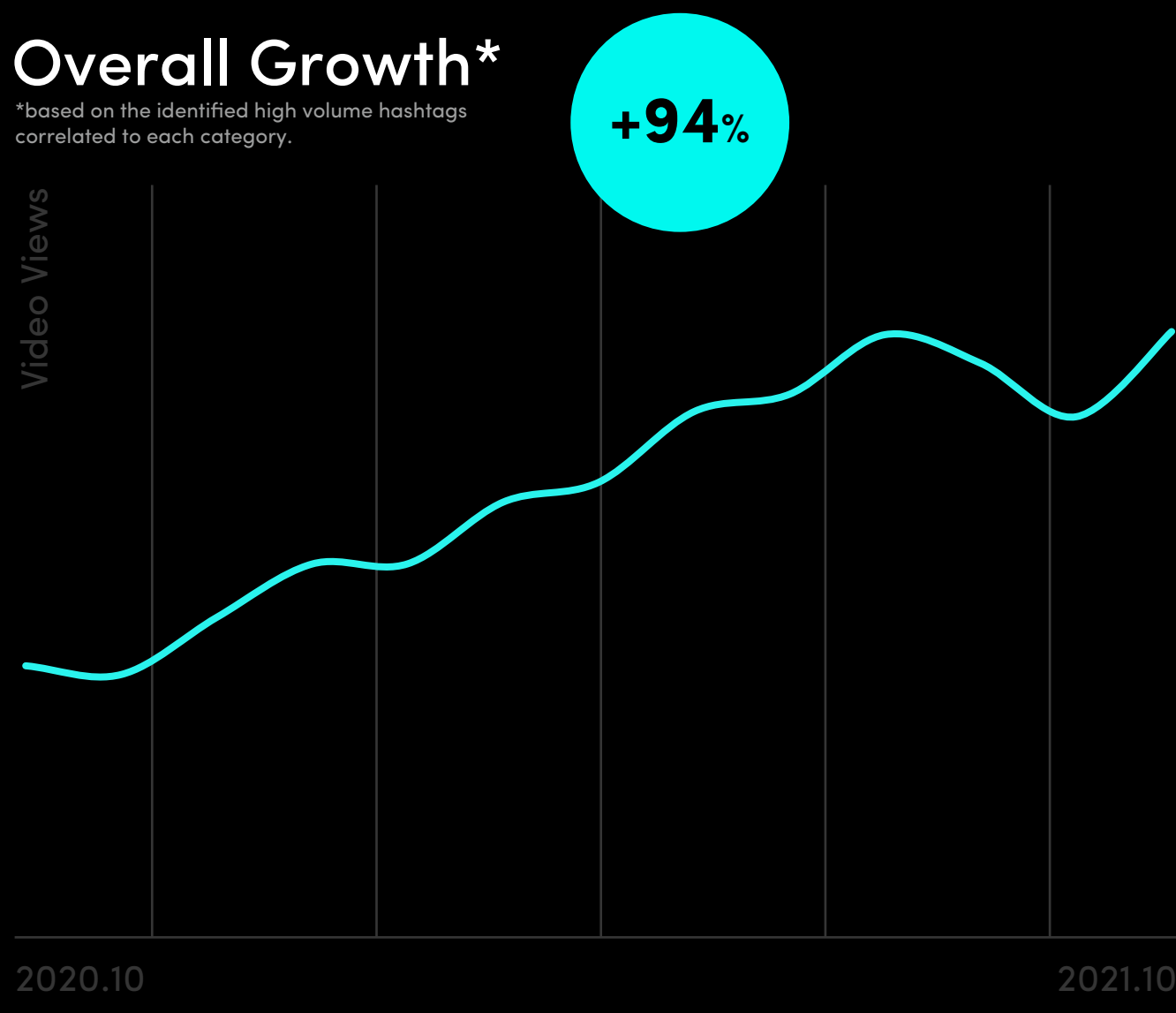
products through the “For You” page, while the creators are protagonists in the creation and propagation of trends, by establishing authentic connections with their fanbase and influencing through their prominent and trusted voice. The trends that arise on the platform transcend the boundaries of TikTok and are reflected in the market, eventually helping to shape and define culture.

Beauty is fertile ground for the #TikTokMadeMeBuyIt phenomenon and is often responsible for products going out of stock due to a viral TikTok trend. Prime examples of this are the Peter Thomas Roth eye contour and Maybelline's Lash Sensational Sky High mascara.



Overall Growth*

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



This year, the beauty and personal care category is one of our community favorites, recording growth in video views of +94%, in parallel with rising active participation of users – observed through an increase in video creations by +41%.

Among the most popular themes are users' favorite articles, hair routines, hair goals, and product reviews. That's right, Haircare has shone bright as the protagonist of this season.

Not only was Haircare limited to beauty tips, but we've also seen a lot of experimentation and transformation content. This freedom of expression has inspired the TikTok community to be their true selves and to unleash their creativity. In addition to haircare, all things nail care and perfume were also popular. Lastly, skincare re-defined itself to be synonymous with self-care.

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.

#makeup

Video Views: 15B+

#hair

Video Views: 7B+

#beauty

Video Views: 5.5B+

#nails

Video Views: 5.5B+

#skincare

Video Views: 4.6B+

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.

#cleantok

Video Views: 3.3B+

#hairtok

Video Views: 1.2B+

#nailinspo

Video Views: 149M+

#easyhairstyle

Video Views: 137M+

#asmrmakeup

Video Views: 148M+



1. TikTok internal data, UK, Italy, France, Germany, Spain, October 2020 - October 2021

Case Study

TikTok is known to be the platform that helps make things right against prejudice, with its great boost of positive energy and strong values. This is often facilitated by creators, who are the lifeline of the platform, and led by the brands or people who are experts on the subject matter at hand.

Tampax Italia promoted an educational campaign aimed at TikTok's female audience, debunking some common myths about tampons. The company worked together with creator Silvia Buratto to launch the "Impossible" campaign, where the most common fears about the use of tampons were addressed.

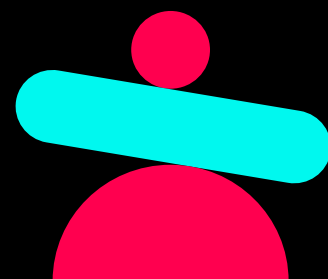


What can a brand learn from this?



Scan With Camera

Creators are powerful allies of brands that effectively facilitate communication and connection with the TikTok community. Try trusting them with your message or cause and you'll see that it's the right choice. In addition, Tampax, with great irony, has managed to educate and raise awareness around a topic that's often still considered taboo. By taking a bold stance on a cause with an educational approach, you can make a splash on TikTok.



Tips for Brands

Beauty and self-care evolved in 2021 and took on a new meaning, with authenticity uniting them as the common thread. The success of this category is largely due to the acceptance of its community, and the celebration of diversity and inclusivity. On TikTok, the BPC community truly had a safe space to express their real selves, free from judgment, daring to spark new conversations which helped normalize diversity and difference. Creativity and self-expression were highly reflected within the beauty and personal care categories, where people are rewarded for being themselves and speaking up.

Brands can take advantage of connecting with their audiences in different ways, with different types of content. Among the most popular are transitions to reveal a transformation, product reviews, and beauty routine tutorials walking people through the best way to use certain stand-out products. Additionally, creators and industry professionals can be leveraged as authoritative and trusted voices on brand recommendations.





Discovering the hidden beauty in your own country

Travel

TikTok has given rise to a new generation of local tour guides who are passionate about showing people the hidden gems of their cities and local cultures. From inspiring travel gurus who romanticize their home country's most celebrated spots, to down-to-earth and passionate locals whose love for their city is immeasurable, hometown love takes on a new, elevated form through joyful and authentic content on TikTok.

The pandemic put a hard pause on travel throughout 2020, and 2021 was a more of the same, only seeing a slight reopening. This didn't stop the community, however, as they continued exploring their hometowns and inspiring others for when the world fully opens up to travel again. #staycation took over TikTok, and one particular trend motivated users to travel to places in their hometown that looked similar to places abroad, empowering them to discover beauty in their own country and region – places were once over-

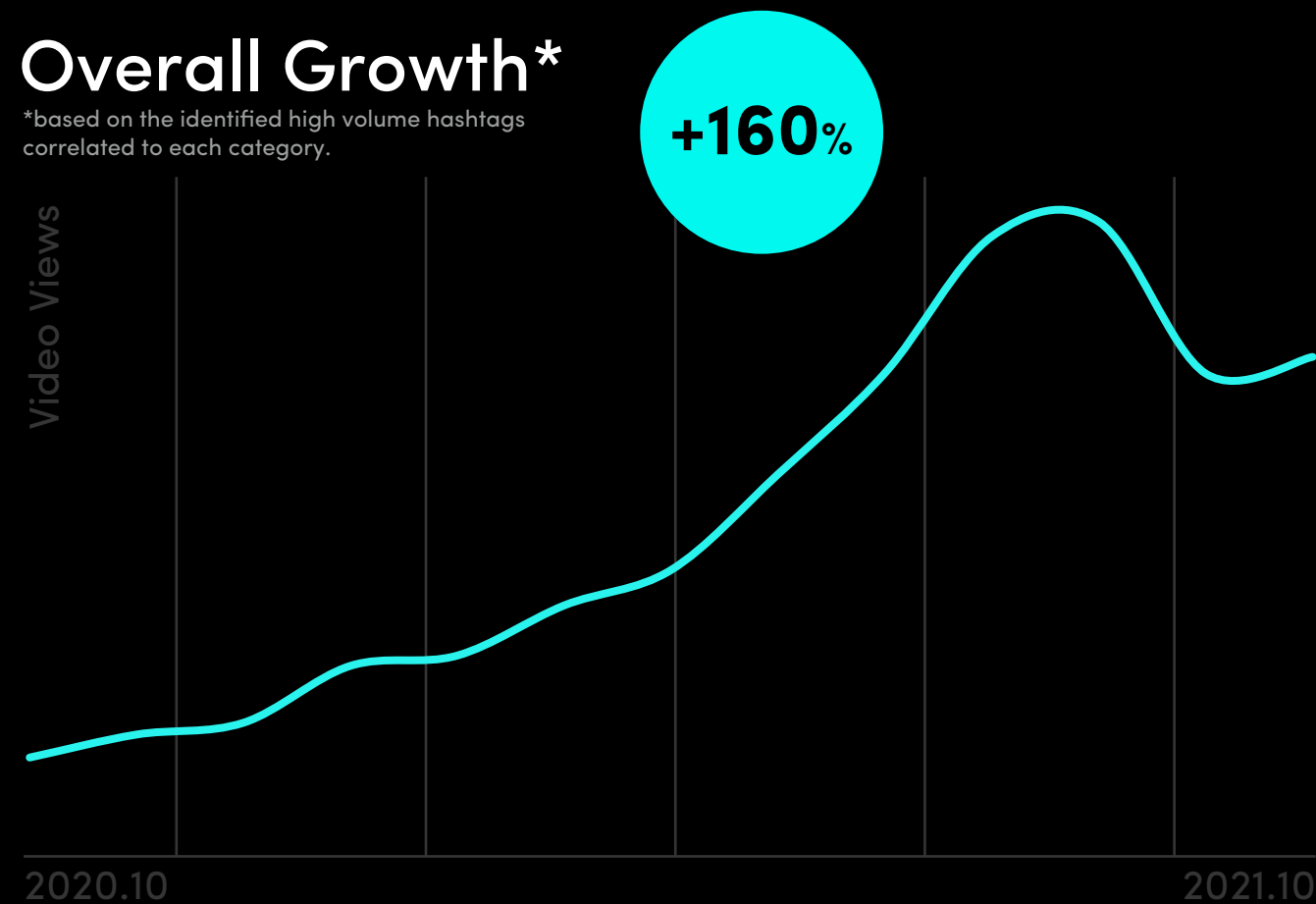
looked by residents. TikTok is a travel hub full of inspiration and travel tips, with traditional travel content being reimagined for TikTok's short-form, vertical, sound-on video format. Travel content has grown rapidly as people around the world find joy in sharing their experiences, and crave inspiration for their next dream adventure.

TikTok has reimagined wanderlust for the travel community and beyond, inspiring people of all generations and backgrounds to explore the world—from their hometowns to the other side of the globe—through creating content focused on the stories behind their travels. As we start to see travel opening up again, we are now seeing people share their 2022 bucket lists and long-anticipated desire to travel, whether that be domestic or international. Because of TikTok's constant stream of inspiration, our community is eager to travel again and to share their experiences with each other.



Overall Growth*

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



TikTok has grown in monthly active users and the time spent on the platform. As an integral and natural part of life that keeps us curious and open-minded, travel content has grown with it. Over the last year, TikTok has seen a 160% increase in videos created within the Travel vertical, illustrating how truly inspiring the platform's travel community is to our users.

In 2021, as people prepare to travel again and start drafting their bucket list of dream destinations, we've noticed on TikTok that certain things have now become key factors in the planning process. A year of seemingly endless stay-at-home orders and quarantines have brought about a newfound appreciation for connecting with nature, with trends like

#soundofnature and #cottagecore going viral on TikTok. With a growing emphasis on the importance of the planet and climate change during the pandemic, sustainable travel is gaining traction and gathering urgency among our community. Not only are consumers seeking ways to travel sustainably, they're also on the look-out for brands that have a purpose and focus on sustainability as well. Across the region, domestic travel remains popular to this day—even more so than prior to the pandemic—with more consumers newly interested in exploring their home countries. Many have taken a hybrid approach in 2021, splitting their time between domestic and international travel.

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.

#travel

Video Views: 4B+

#roadtrip

Video Views: 609M+

#holidaycountdown

Video Views: 388M+

#tiktoktravel

Video Views: 738M+

#staycation

Video Views: 179M+

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.

#londonhotspots

Video Views: 153M+

#madridcentro

Video Views: 27M+

#paristok

Video Views: 10M+

#barcelonasecreta

Video Views: 10M+

#londonhiddengems

Video Views: 7.3M+



1. TikTok internal data, UK, Italy, France, Germany, Spain, 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?

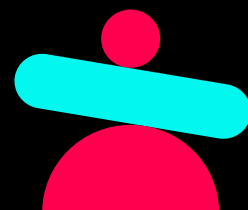


Scan With Camera

The pandemic put overseas travel to a halt and contributed to the rise of domestic travel. On TikTok, we saw TikTok users come to the platform to show and reveal hidden gems. Enticing off-the-radar, unknown places in their own countries, that look similar to places abroad, inspired the travel community and beyond to explore their own country.

In addition, we also saw tourism boards leverage TikTok to show the secret spots that lie within their countries too, to inspire and attract not only local communities, but also aspiring travelers who are eager for a faraway journey once travel opens back up again.

Switzerland's national tourism marketing organization, Switzerland Tourism, used exactly this approach to draw attention and hype around its incredible country and landscapes.



Tips for Brands

TikTok is a platform for authentic content, and brands need to keep it real. Users come to TikTok to be entertained and inspired. With this in mind, brands should focus on how they can tap into the various motivations and passions of their audiences, and show up authentically. Brands would be wise to plan content around entertaining users, while opening up new destinations, unlocking hidden gems, or inspiring their users' next adventure.

Tapping into trends such as unknown places, recommendations for things to do in cities, and travel tips and inspiration, will enable brands to help users dream up their upcoming bucket list, and excite them for their highly anticipated new adventure in 2022.

Lastly, remember that by collaborating with creators and leveraging TikTok's wide range of products such as Spark Ads to push UGC content, brands will be able to share inspiration in an authentic way, building trust with the consumers.





Cooking Up Community Trends

Food & Beverage

TikTok is reshaping the food and drink industry through community trends!

On TikTok, food & beverages are always on the menu, from special occasions to good meals served up on a daily basis. The platform is full of tasty food & drink content, cooked or mixed up in all corners of our diverse, global community. Users share recipes with each other, exchange tips, and reveal habits and experiences. Discovery plays a vital part in the popularity of such content. TikTok users are interested in inspiration and application, always wanting to learn something new and easily recreate it and apply it to their lives. When a recipe hits the mark, it doesn't just spark cravings – trends can also be born on TikTok.

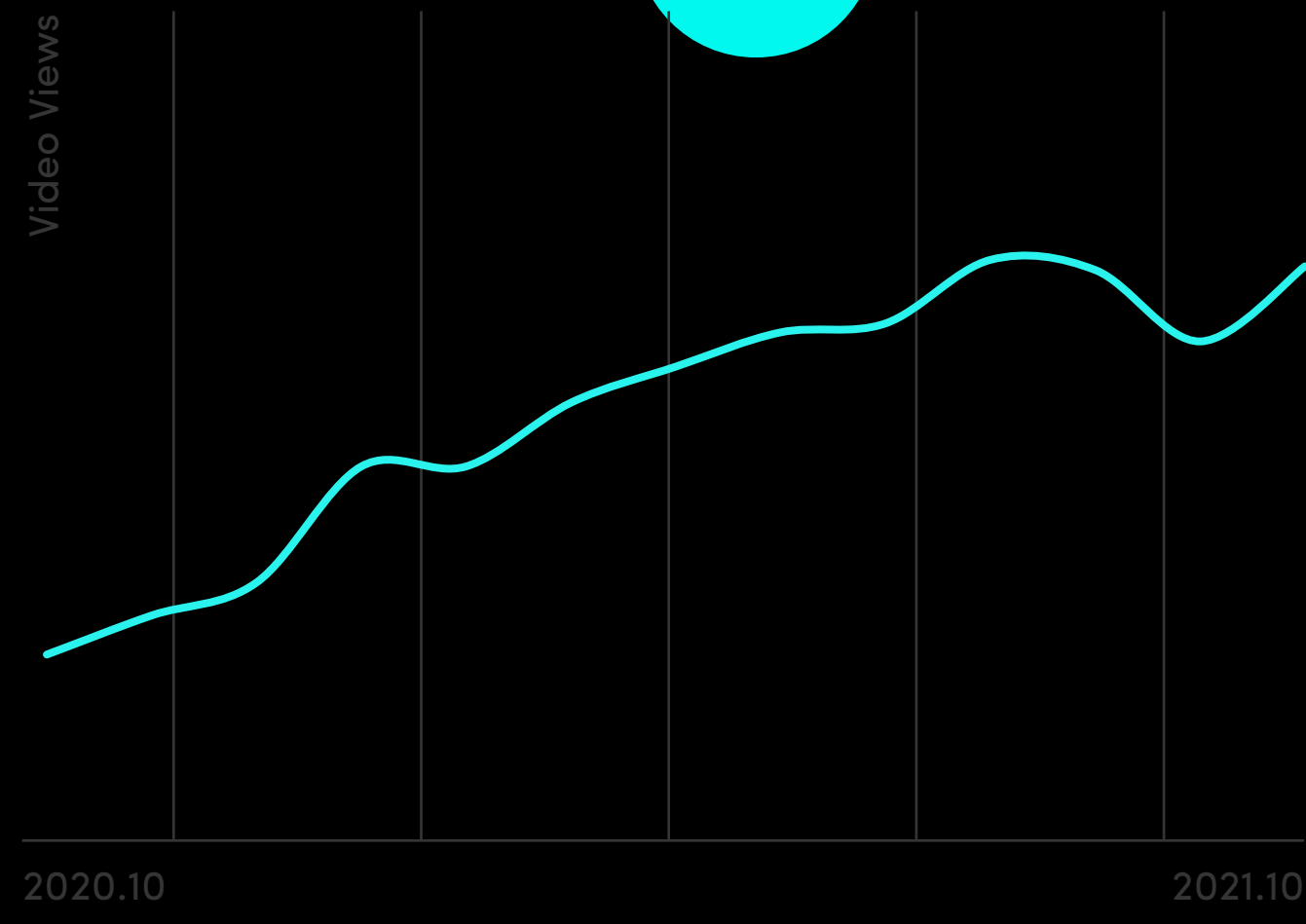
TikTok is truly reshaping the overall food & drink category through community trends. We're seeing supermarkets putting together product bundles based on trending TikTok recipes, and restaurants adjusting their marketing and offerings to satisfy the hunger and desire for new cravings.

Viral trends have been powerful in driving engagement amongst our community like nothing else, because they often start organically. Our users don't just re-create trending content, but they initiate it with their fresh and original ideas. This is why TikTok trends can be highly successful and impactful.



Overall Growth*

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



TikTok has grown in monthly active users and time spent on the platform. As an integral part of life and a universally shared loved language, food content has grown with it - spanning across various sub-communities. We've seen a 106% YoY growth rate in video views across our key EU markets, and an increase of 56% in publish counts.

In 2021, we've seen a new level of impact by viral food & drink content, that starts on TikTok, and eventually has a real life impact beyond the platform. What often starts as a global phenomenon or craze, now increasingly spreads across each local EU market as well. This illustrates that our local communities are more eager than ever to jump in on new food trends and create their own variations that use local brands and products.

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.

#food

Video Views: 18.4B+

#learnontiktok

Video Views: 12.1B+

#lifehack

Video Views: 4.5B+

#recipe

Video Views: 2.2B+

#homemade

Video Views: 1.5B+

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.

#foodtiktok

Video Views: 4.6B+

#kitchenhacks

Video Views: 424M+

#tastetest

Video Views: 330M+

#foodmadesimple

Video Views: 115M+

#foodtrend

Video Views: 42M+



1. TikTok internal data, UK, Italy, France, Germany, Spain, October 2020 - October 2021

Case Study

Content on TikTok comes to life in many different ways. The one thing all content on TikTok has in common, however, is the embrace of community. Brands and creators alike often find success through being one with the community.

By encouraging your community to create together, brands are able to provide audiences with different perspectives and a variety of content resulting in joyful discovery. This leaves audiences entertained and engaged, creating a space for authentic relationships to form naturally. An entertained and engaged audience is how content continues to resonate and stay relevant. By leaning into the community, brands are able to engage with their audiences naturally, leading to a natural bond. This creates a trust which in turn leads to powerful influence and drives demand.

What can a brand learn from this?

#FetaPasta

In 2021, a food trend re-emerged and became a global viral craze on TikTok, taking the real life influence of a TikTok community trend to the next level. We're talking about the #FetaPasta recipe, with over a billion views for the hashtag worldwide. It's a wonderful combination of simple, tasty, and fast. With just a few ingredients and steps, it was the perfect trend and no surprise how it took off. Not only was it recreated by the TikTok community and made a splash on the app, but it truly went beyond our platform: magazines wrote about it, people who were not even using TikTok talked about it, supermarkets like ASDA created bespoke product bundles for the recipe, others saw feta flying off the shelves, and local brands across the EU markets that had the right products for the recipe benefitted from the contagious enthusiasm of the TikTok community.



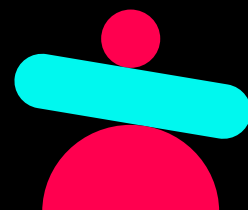
Scan With Camera

#SalmonRice

In 2021, it felt like one buzzing food & drink trend came continuously after the other, going globally viral on TikTok and transcending the platform to influence people's real, daily lives. The #SalmonRice bowl recipe, with over 650 million views for the hashtag worldwide, is simple, tasty, and fast. With just a few ingredients and steps, it was the perfect trend and no surprise how it took off. Not only was it recreated by the TikTok community and made a splash on the app, but it truly went beyond our platform: magazines wrote about it, people who were not even using TikTok talked about it, and local restaurants/brands that had the right products (e.g. Itsu in the UK with their seaweed products) benefitted from the contagious enthusiasm of the TikTok community.



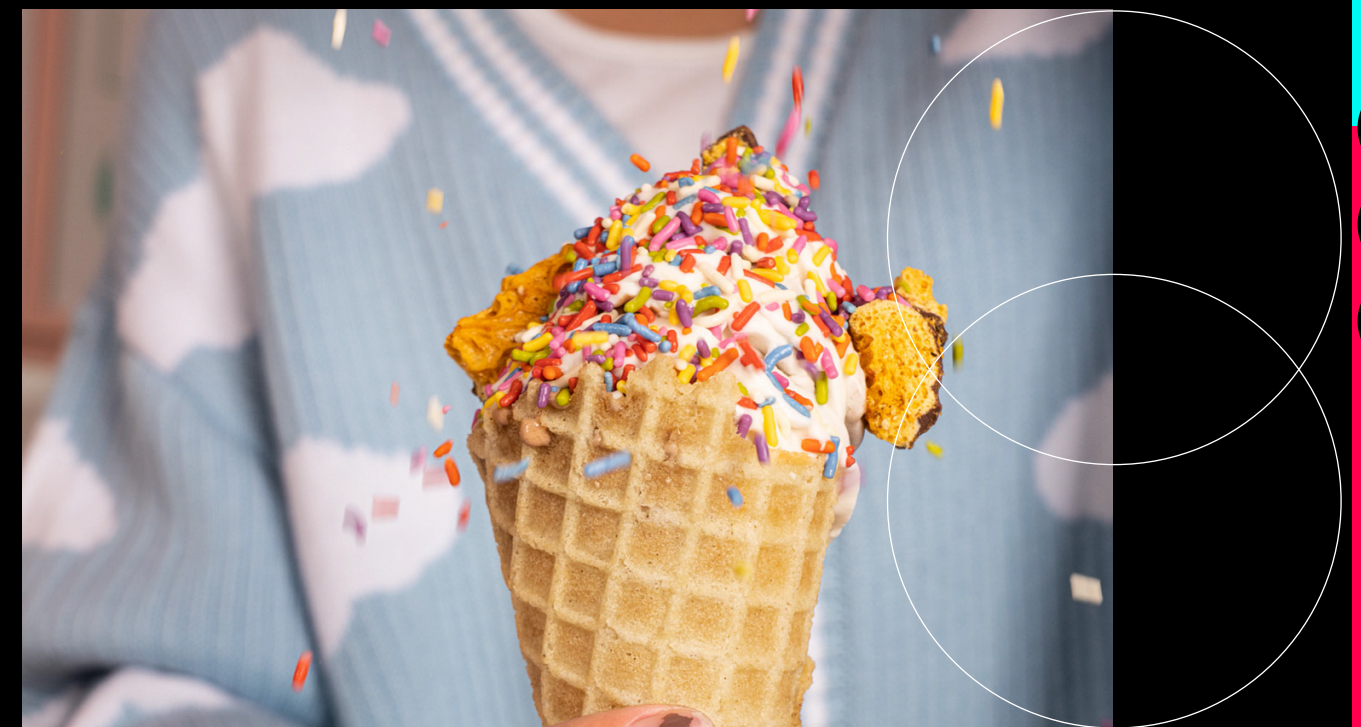
Scan With Camera



Tips for Brands

When a community trend begins in one location, and then takes off in different markets, brands that are at the forefront of what's happening on our platform have the advantage of being the first ones to strategically ride it, with their relevant local products. Brands should be "always on" and always engaged and observant on TikTok to be the first to leverage key trends.

However, keep in mind that it's not just about being the first. It can also be important to be the one that sustains a trend and keeps it going for as long as possible. Both approaches will put the brand at the center of people's memories, and associations will be built around the time frame of a trend. This enables brands and products to more easily be top of mind for consumers. Brands that jump on a food trend at the right time are received by our community with praise and love. Collaborating with creators can help to amplify and sustain a trend locally, enhancing the relevance of a certain product within local communities.





Auto Enthusiasts on the TikTok Fast-lane

Auto & Transportation

Driving in the fun lane, the Automotive category on TikTok is a high octane, multi-lane motorway, full of rich and diverse content. It inspires, informs and entertains.

TikTok is place of Auto discovery and inspiration, not only for car enthusiasts but also for every day drivers and consumers. From regular routine to luxury, cars of all types, shapes, and sizes are being explored on TikTok. In fact, 63% of TikTok users have discovered or been inspired to learn more about a car after seeing something on TikTok¹. Cars are attractive as they're woven into the fabric of many consumers' daily lives – 87% of users have one or more vehicles in their household².

Authenticity plays a huge part of TikTok's DNA, together with the happy and joyful content we see on the platform. Through short-form entertainment, these approaches apply the car industry on TikTok. Auto is no longer mundane, boring, or too technical. It's become a fun, cool, innovative, and inspiring sector, and users on TikTok are catching onto this exciting, new side of auto that we hadn't seen before.

We've all had that feeling when we were younger of our dream car – maybe we hung up a poster of it on our bedroom wall. Fast forward, and we now see these dream cars showing up on people's TikTok FYP. Not only are older generations inspired – those who are more likely to be on the market to buy a new car – but the younger audience – the dreamers – are also engaged. On TikTok, the auto industry can start building brand equity early amongst users.

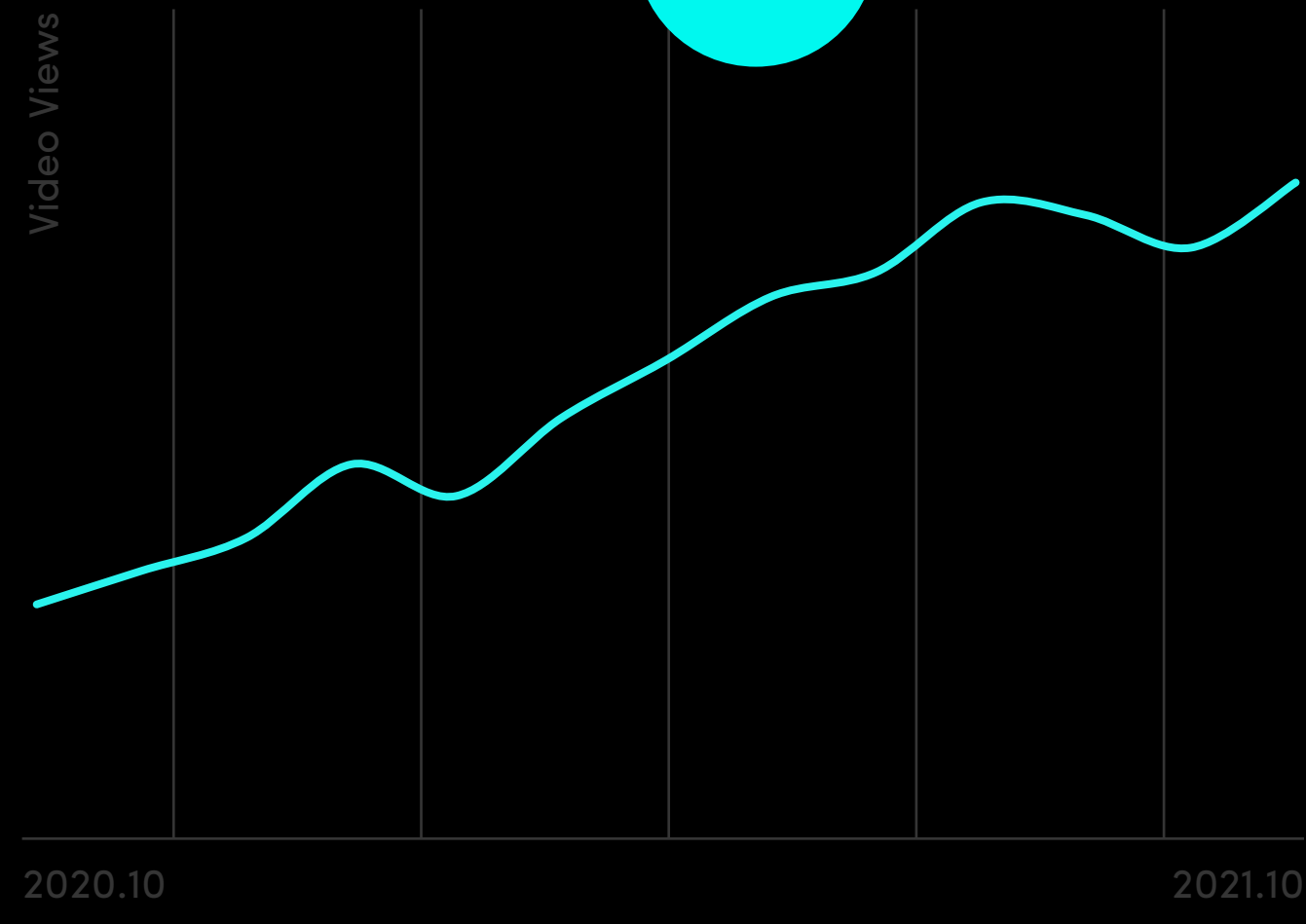
The world of auto on TikTok has become an exciting, entertaining place, with users discovering new gems and nuggets of advice and info each day. From tips and tricks, visuals of car interiors, hidden secrets like the Rolls Royce umbrella in-door, soothing ASMR to the roar of the engine, to test drivers, lessons on buying a car, and information on car dealers – TikTok is truly reshaping the overall auto space through community trends. This fresh content is driving huge engagement across the automotive fanbase and beyond.

1. TikTok Marketing Science EU Automotive Research 2021 conducted by Walnut Unlimited
2. GlobalWebIndex, TikTok audience 16+, Q3 20 UK, France, Germany, Spain and Italy



Overall Growth*

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



The Auto world gained traction during the pandemic, as people felt safer travelling in their cars, over public transport. People also used their car as a place to escape to, serving as an extra room in the house! #cartiktok has seen a sharp increase of 427% YoY, while #cartok saw a staggering 3821% growth YoY. In addition, #auto grew by 62% YoY, #carsofTikTok by 192%, and BMW and Audi are also expanding, up by 92% and 99%, respectively. The overall vertical has seen a 114% increase in video views YoY.

Throughout 2021, we've seen a big focus on sustainability, with electric cars at the top of users' minds. 89% of TikTok users agree that sustainability is important when choosing a car brand². However, costs, logistics, and familiarity are the typical barriers to electric vehicle consideration.

Popular¹

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

#carcommunity

Video Views: 401M+

#cartiktok

Video Views: 1.17B+

#carhub

Video Views: 176M+

#moto

Video Views: 3.5B+

#cars

Video Views: 6.3B+

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 is trending now in this category.

#auto

Video Views: 2.7B+

#bmw

Video Views: 3.6B+

#mercedes

Video Views: 2.5B+

#audi

Video Views: 2.4B+

#carsofTikTok

Video Views: 2.6B+



1. TikTok internal data, UK, Italy, France, Germany, Spain, October 2020 - October 2021
2. TikTok Marketing Science EU Automotive Research 2021 conducted by Walnut Unlimited

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.



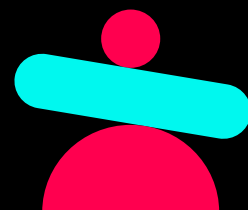
What can a brand learn from this?



Scan With Camera

The German luxury car manufacturer BMW makes a habit of being at the forefront of innovation and their #CircularAngles campaign was no different. Its objective was to bring BMW's activations at IAA Mobility, the world's biggest automotive mobility exhibition to life on TikTok; while simultaneously generating awareness for BMW's brand vision around circular economy and increasing reach for their newly launched TikTok account.

Under the hashtag #ReimagineToday BMW used a suite of three One Day Max In-Feed Ads to achieve its mission – but in an innovative way that was a first for TikTok. In partnership with TikTok Creative Lab, the brand developed the first ever branded content series told over the course of three 'episodes' and brought to life by popular creator @Dannero, who not only acted as the main character but also as the director of the series.



Tips for Brands

Think about showing a different side to your brand's personality. 61% of TikTok users agree that content from car manufacturers on TikTok should be different to what they normally see on TV¹.

It's important to tap into the needs of consumers. They want to discover new cars, and awesome technologies, to learn more about the interior of a car, what the capabilities of the interior dashboards are and other cool and quirky features the car has, that perhaps they did not know about before. And it does not stop there, users want to know about how to buy the car, top tips when purchasing.

By understanding these needs and taking users on a journey from discovery, inspiration and through to purchase, it will enable auto brands to be top of mind, across all generations, from the ones dreaming of their future car, to the ones purchasing their future car.

1. TikTok Marketing Science EU Automotive Research 2021 conducted by Walnut Unlimited



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.

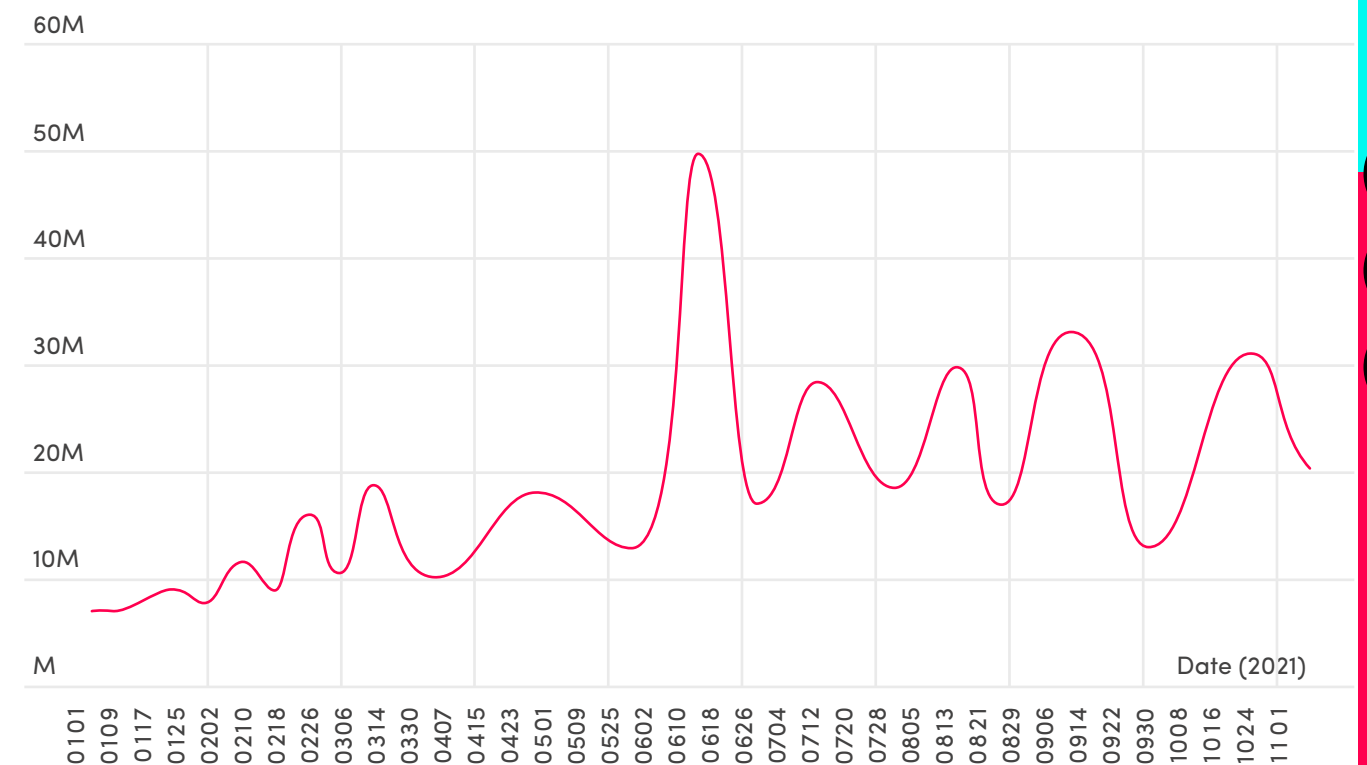
People love it because it produces genuine product reviews—and honesty is a big differentiator for us; the majority of users say they trust others to be their real selves on TikTok¹. Product videos tend to be entertaining, too, which is a huge draw, given that entertainment is the number-one thing that 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

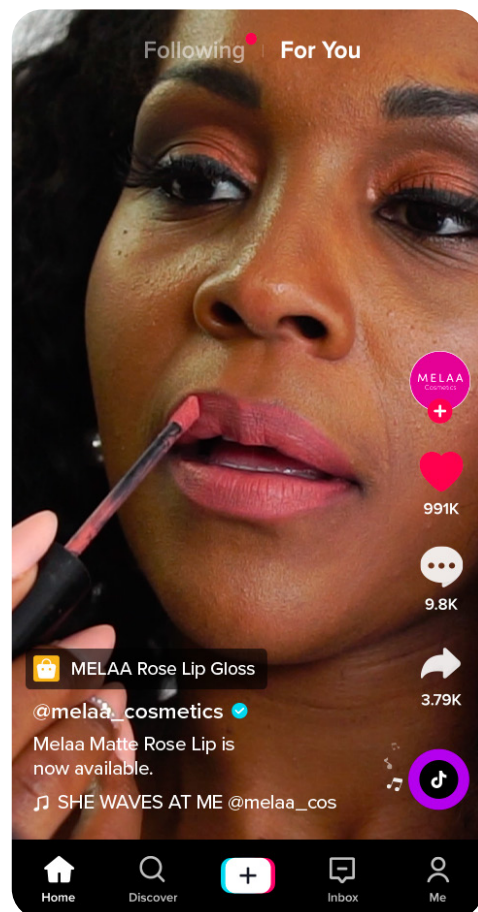
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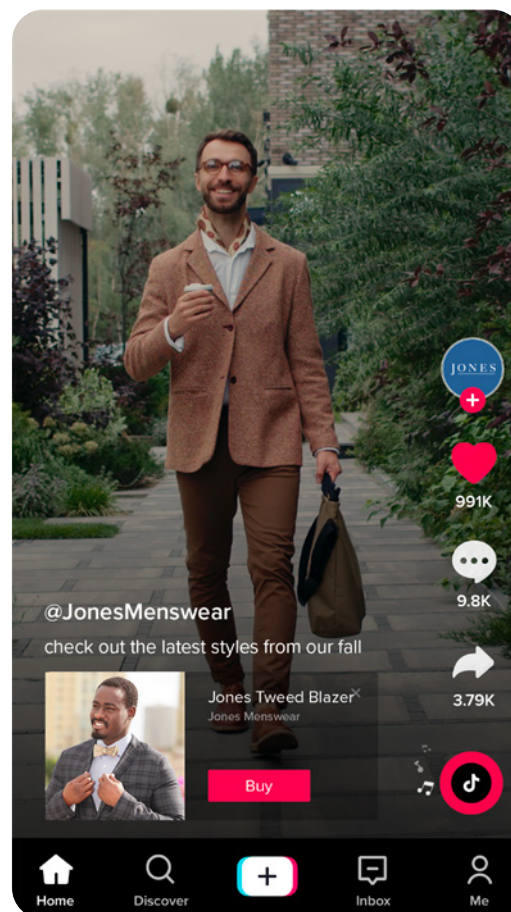
Ramping the “commerce” in Community Commerce

2022 will be the first full year for TikTok Shopping, our suite of e-commerce tools that turn videos into shoppable entertainment. These solutions will make it easier than ever to harness the power of Commerce, because it'll enable users to purchase the products they discover on their For You Pages. Here's a glance at some of the products that are currently in GA:



Product Links

Badges that let merchants highlight items in an organic video and drive users to product information pages.



Collection Ads

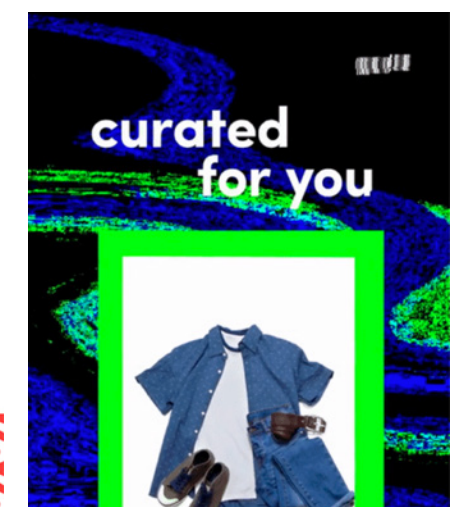
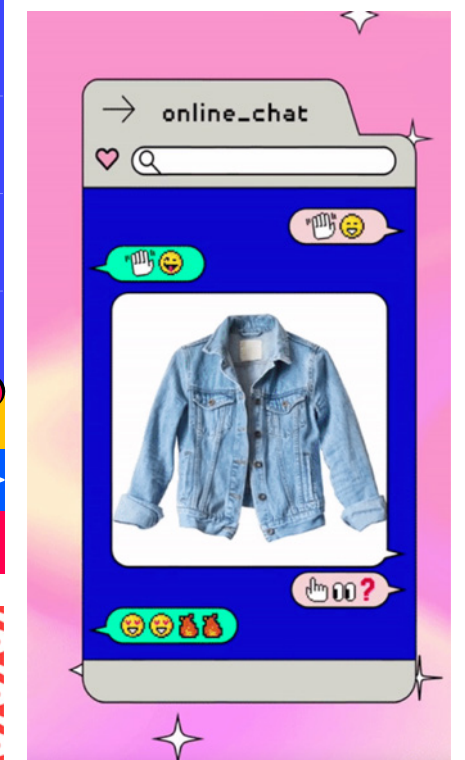
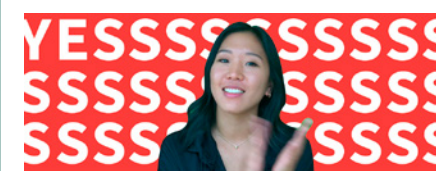
Rotating product cards on videos that showcase multiple items in a single experience, then link out to those items.

Dynamic Showcase Ads

A tool that automatically turns your inventory into ads and shows them to the most interested viewers, based on information about your products and user behavior on your app.



Those tools are just the beginning. As long as you bring joyful entertainment to the table, we'll continue providing the bottom-funnel solutions that help you interest into real-life conversions.



Evolution of Sound



TURNING IT UP ON TIKTOK

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

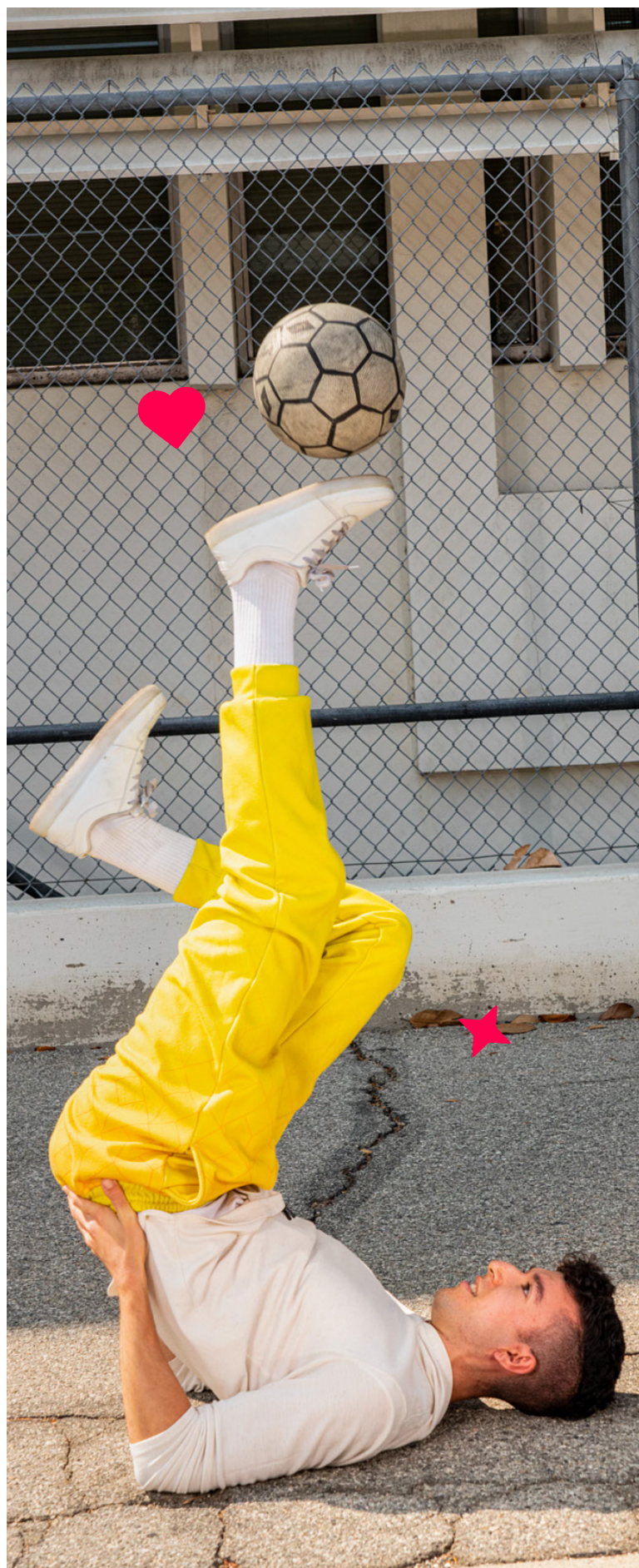
Director of Commercial Music & Creative Licensing at TikTok

● 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

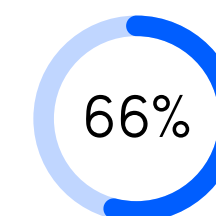
Think (and act) musician-first

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.

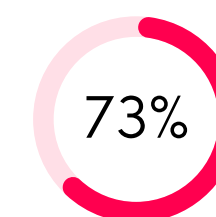
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those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

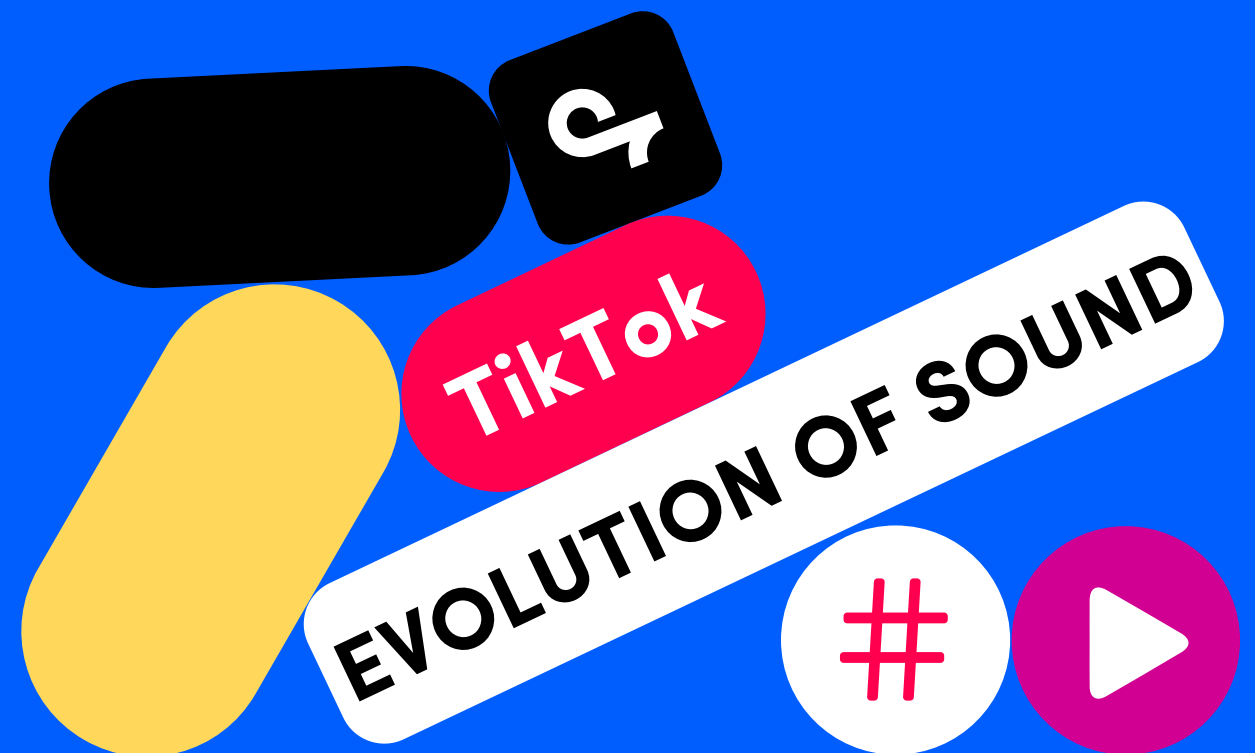
160B+

- 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

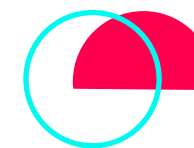


Say hello to your new creative dream team. Far from your typical creative director – meet the TikTok Creators: the bold personalities, cultural experts, trend-setters, and pioneers who will empower you to overdeliver against your campaign goals, and get impactful and tangible results. It's time to trust 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.

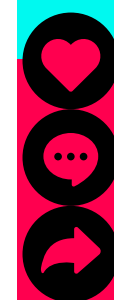
Why are they so effective? Essentially, Creators live and breathe TikTok, which means they have a full grasp on TikTok trends, tricks, and techniques for creating resonating content that's native to TikTok. Secondly, their cultural expertise paired with a unique voice and style have likely led to an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

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



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.





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.

EUROPE



2022 »

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

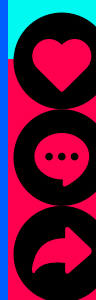
[Read More](#)

DEC

Launched our new Transparency Reports and refreshed Transparency Center

[Read More](#)

EUROPE



2022



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



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."



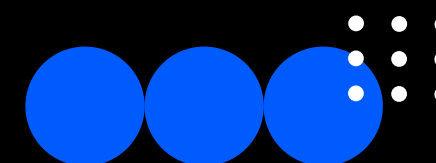
Looking Ahead

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

