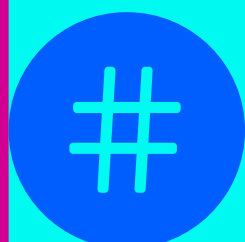
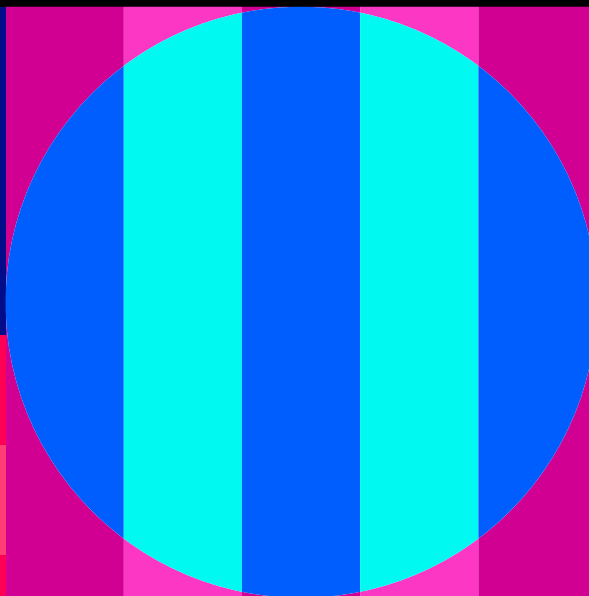


What's Next

INSIGHT INTO CULTURE DRIVERS ON TIKTOK

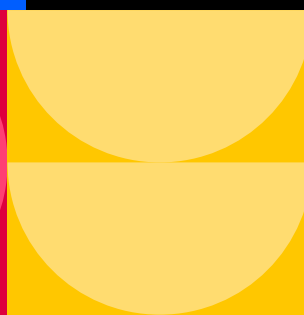
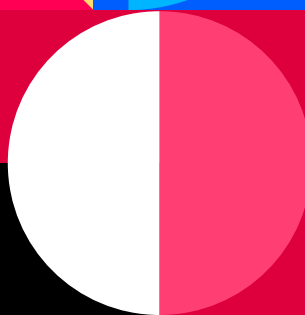
2021 — 2022



North America
North America
North America



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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02

03

A Look Back

Categories

Beauty & Personal Care
News & Entertainment
Financial Services
Food & Beverage
Gaming

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 while 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.



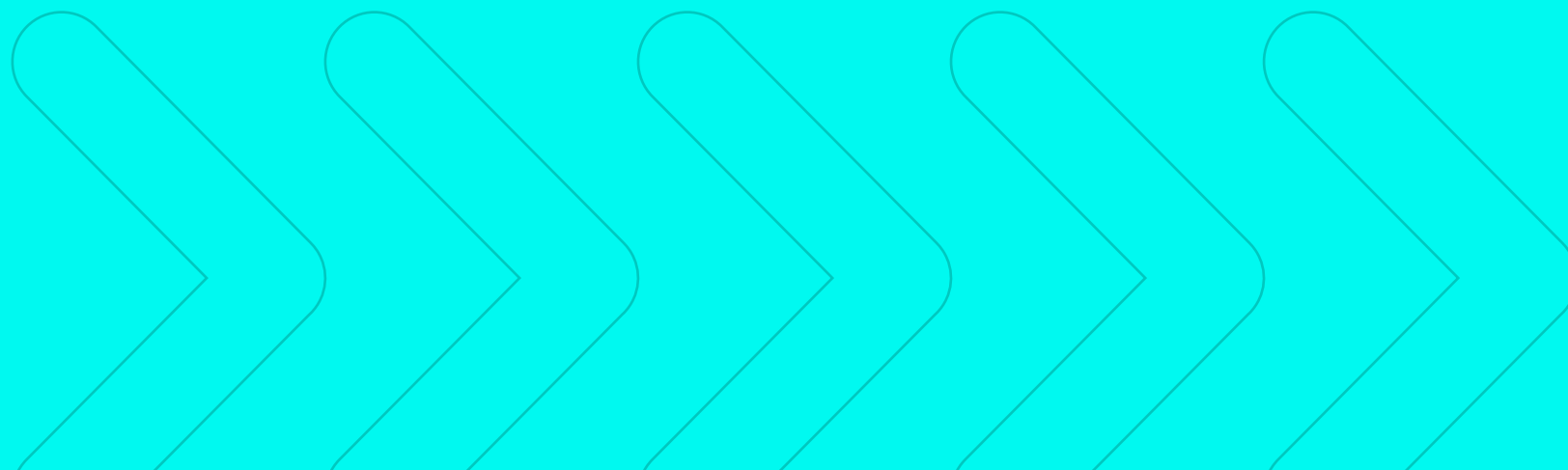
2021 → 2022

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





Self-Care Champions Are Winning on TikTok

Beauty & Personal Care

Personal Care TikToks helped us connect
with ourselves and speak our truth in 2021.

Looking your best comes from feeling your best — and from embracing all the unique facets of your identity. In 2021, TikTok users truly embodied this and focused on taking good care of themselves, inside and out. Nearly every Beauty and Personal Care trend for the year revolved around self-care in some shape or form, from toothpaste to taped eyebrows.

Come-as-you-are self-acceptance informed the style of this year's Beauty and Personal Care content as well. Many Beauty and Personal Care TikTokers veered away from glossy veneers of perfection to reveal more of the messy and busy, yet real and relatable lifestyles in their content. And as we know, the TikTok world is captivated by the process, not just the end results. Thus, content that showcased journeys, routines, and transformations resulted in stand-out engagement. This trend is here to stay, and is still growing — check out #grwm (Get Ready with Me) and #beforeandafter to see for yourself, and to catch the newest waves of beauty content.

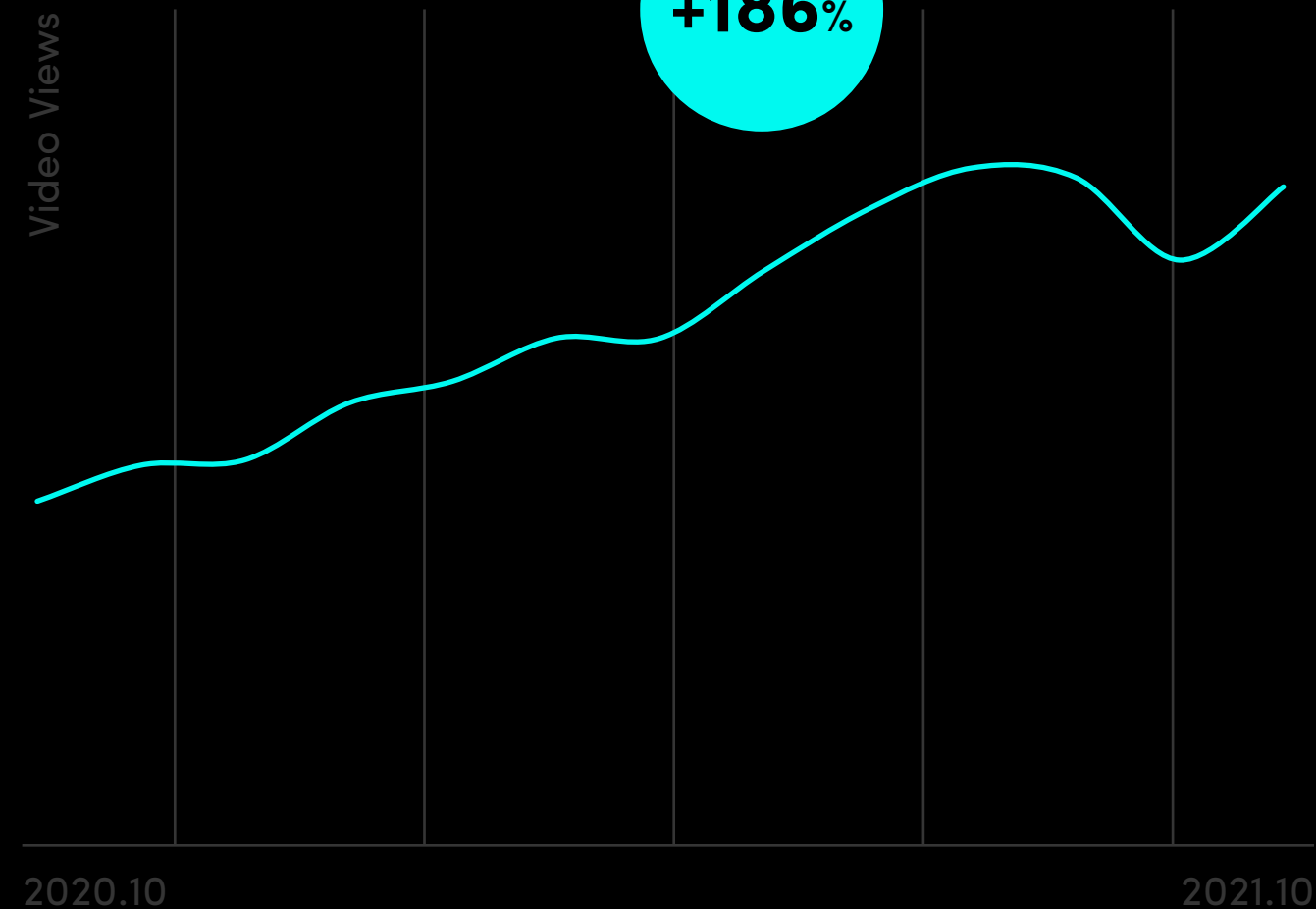
Personal Care TikToks helped us connect with ourselves and speak our truth in 2021. They also helped us support one another and build each other up. This year, we saw cis men explore period products for the first time in their lives, and share their awe and respect for the women who use them. We saw our community teach and learn more about textured hairstyles from each other — a topic that has been overlooked in trend reporting for years. TikTok users around the globe also discovered that respecting each other's boundaries, while caring for our spaces and daily routines was vital to keeping our minds and souls healthy and balanced.

Last but not least, it goes without saying that Beauty and Personal Care products helped TikTok users care for themselves and for each other all year long. Now that self-care has been truly awakened, we can't wait to see what's next.



Overall Growth*

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



Among the Beauty and Personal Care industry's wide range of categories, haircare shone particularly bright in 2021. TikTok communities rallied for healthier locks and explored new ways to style a part of the body that undeniably has the power to help people feel their best.

In 2021, #hairtok skyrocketed to the top of the Beauty category with a 20,000% increase in video views and a 3,000% boost in videos

created. Products sold out across the US, from the classic Denman brush for curls to Olaplex's entire line of miraculous hair-repair formulas.

Excitement has run especially high around styles that add a little extra #blackgirlmagic to your day, like #silkpresses, textured #curls, #wigs, and #locs. Those with #beards have enjoyed plenty of new inspiration too, as they turned to TikTok for POV trips to the #barber.

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.

#selfcare

Video Views: 3.4B

#transformation

Video Views: 6.3B

#blackgirlmagic

Video Views: 1B+

#asmr

Video Views: 2.1B+

#oddlysatisfying

Video Views: 7.5B+

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.

#grwm

Video Views: 2.7B+

#dermdoctor

Video Views: 1.7B+

#lashes

Video Views: 1.6B+

#nailart

Video Views: 2.2B

#momsoftiktok

Video Views: 3B



1. TikTok internal data, US, October 2020 - October 2021

Case Study

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 are the most powerful way to influence and drive demand.



What can a brand learn from this?



Scan With Camera

By leveraging TikTok, brands like wet n wild have the unique opportunity to better connect with their target audience in an engaged, enthusiastic, and buzzing environment. Wet n Wild adopted several effective tactics in their campaign strategy:

- Work with a large number of creators on a Hashtag Challenge to increase virality and hype through encouraging user participation.
- Prep a perfect product launch that takes into consideration all aspects of production. They won with attention-grabbing, sound-centric content. On TikTok, quality sound boosts overall awareness.
- Combine ad solutions in layers that ladder up to a common goal/message, in order to saturate #beautytok with a memorable experience.

By the end of wet n wild's challenge, participating users had created over 1.5 million videos.

Tips for Brands

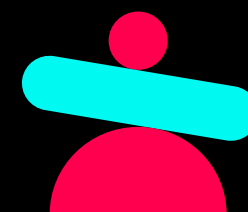
In 2021, Beauty and Personal Care helped TikTok users celebrate every part of their authentic selves. With a safe space to care for and show their true selves, TikTok hosts an ever-growing community that's committed to changing the social norms for inner and outer beauty. Through this lens, almost every moment is an opportunity for self-care, and brands can and should join in and add their voice to these important conversations.

Tips for your next TikTok campaign:

- Before-and-after reveals get people excited to try a product themselves (and then post their own results). Direct response auction campaigns can be especially helpful here, allowing TikTok users to purchase the product immediately at scale, with trackable results.

- Lean into the genuine come-as-you-are vibe by showing more of yourselves, with content that goes behind the scenes at your company, or highlights the care and ethical values that your products are made with. Spark Ads let you test a variety of your organic posts as paid ads, and a TikTok brand lift study can help you quantify how posts like these affect the community's perception of your overall brand.

- Beauty and Personal Care brands can draw attention to a product by calling out a self-love moment that their product could create for someone's day. Collection Ads allow you to show multiple facets of an idea in different formats, helping consumers move directly from product discovery to purchase in just one sitting. To maximize results, consider collaborating with a creator who can showcase your product in use, in their existing self-care routines.





The power of community co-creation

News & Entertainment

TikTok users put their collective fandom on display and have helped shape the entertainment narrative as a result.

After a tiring second year in a row of social distancing, the need for affinity communities has grown stronger, and seeking safe spaces and like-minded people in communities has never been more important. Entertainment enthusiasts have found a powerful community on TikTok, which has emerged and proven itself to be the ultimate place for all things media and fandom – with a community for every topic.

This year, TikTok users put their collective fandom on display and have helped shape the entertainment narrative as a result – not just through content consumption – but content co-creation. While they enjoy consuming content, fans truly revealed in their ability to express their own insights and takes on their favorite shows, movies, and more, to

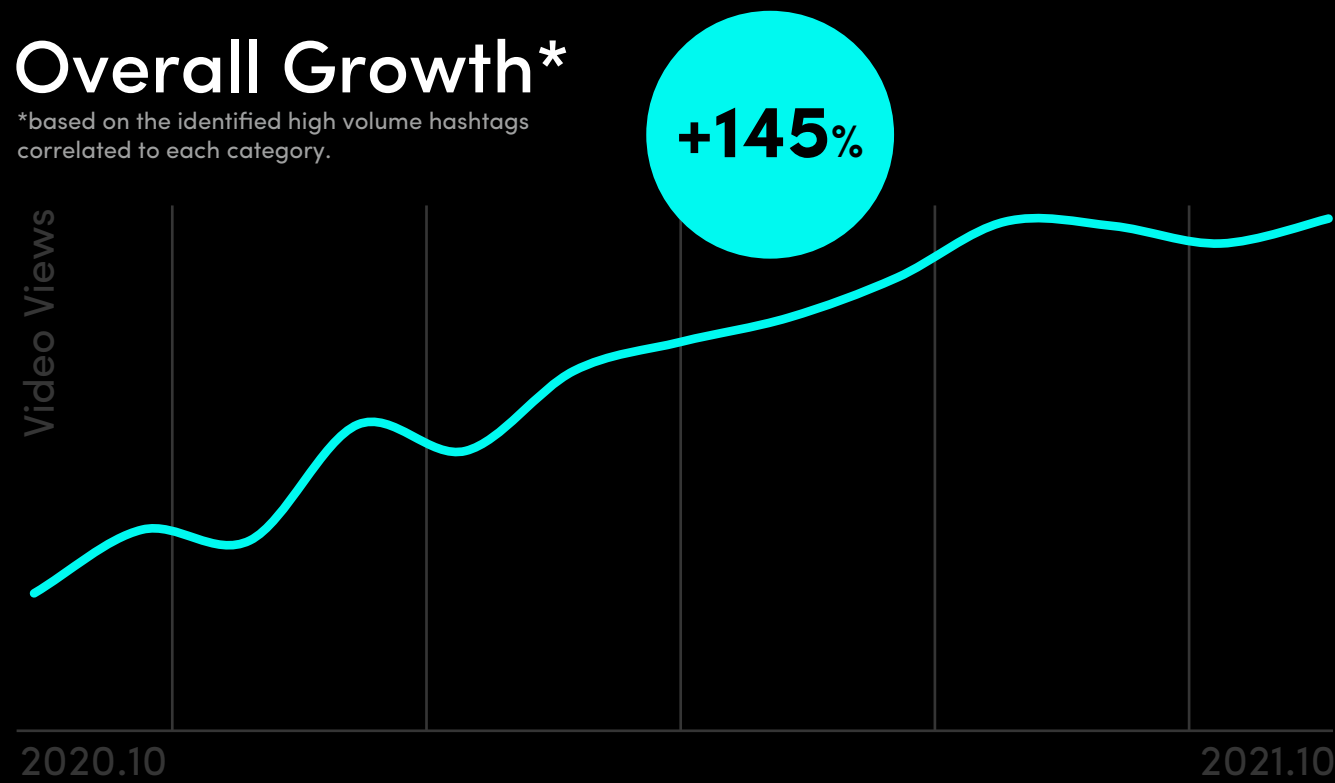
large and unexpected audiences on TikTok. Creators elevated storylines by building off each other's videos through TikTok's native tools like Stitch, Duet, Reply with Video, and Use This Sound, keeping hit titles and music relevant and top-of-mind all year round. Creativity really saw no bounds when it came to entertainment commentary and re-makes on TikTok, ultimately celebrating and lifting up the great entertainment that we saw in 2021.

TikTok users understand and appreciate that they have a real voice that gets heard on the platform, and they're more emboldened than ever to use it. In 2021, they actively formed communities, all eager to review, re-create, build on one another – and most of all – celebrate entertainment together.



Overall Growth*

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



Entertainment fans are always on the lookout for new ways to extend the content experience beyond the first view or listen. In 2021, TikTok became their platform of choice — not just to keep entertainment conversations top of mind — but to actually take part in shaping the culture in fresh, new, never-before-seen ways.

Case and point: #squidgame prompted a huge frenzy on TikTok, with videos centered around the Korean thriller series racking up 60 billion views globally. Fans everywhere took to TikTok to share their strangest theories, reveal easter eggs that we might have missed, re-enact the show's iconic games, adapt them to their own reality, and even borrow audio clips to create hilarious viral memes.

TikTok was the natural go-to platform of choice for Squid Game lovers to continue and

carry on the conversation with collaborative content that resonates and transcends across oceans and borders. At the same time, the wealth of #squidgame content on people's For You Page drove serious FOMO for any TikTok user who had yet to watch the show — ultimately bringing in fresh awareness and consideration for new audiences.

It's clear that one-way storytelling is a thing of the past, as co-creation at scale enables fans and entertainment brands to engage in deeper, more meaningful ways. It's now only natural for storytelling to extend to the TikTok screen, as entertainment fans everywhere get excited and eager to add their voice and engage with the entertainment and media that they love — keeping the joy and fun around the stories alive.

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.

#movie

Video Views: 31B+

#Film

Video Views: 14.5B+

#MovieClips

Video Views: 9.3B+

#TVShow

Video Views: 3.5B+

#TV

Video Views: 3.3B+

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's trending now in this category.

#MCU

Video Views: 9.6B+

#EpicMusical

Video Views: 15M+

#DBZFansOnly

Video Views: 3M+

#FilmClips

Video Views: 3.2B+

#HuluSuggestions

Video Views: 40M+

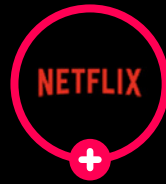


1. TikTok internal data, US, October 2020 – October 2021

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

Netflix, in partnership with We Are Social, ran a Branded Hashtag Challenge to promote their upcoming Original, *Julie and the Phantoms*. Given the TikTok community's proclivity to jump in on new trends, Netflix encouraged fans to get creative in imagining ordinary household items as musical instruments, set to the tune of the show's theme song. Fans across the world went above and beyond, turning mops into guitars and hairbrushes into microphones, singing and dancing their way to the top of users' For You Page. The campaign helped drive mass awareness and excitement around the new show: over 150,000 user videos were made, racking up 220 million views at a near 14% engagement rate — proving the power of user participation at scale.

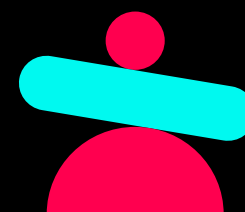
Tips for Brands

On TikTok, studios, creators and fans are co-creating stories and content like never before. This heightened level of collaboration allows for brand campaigns to scale naturally and boost awareness - authentically, driven by your biggest advocates. In 2022, leaning on popular creators may be a good option for promoting your upcoming releases on TikTok. Creator fluency and expertise around the platform will be effective in ensuring relevance and authenticity in your messaging, to excite a new generation of passionate fans.

Tips for your next TikTok campaign:

- Find ways to chime in on relevant conversations. See where users are talking about you or your releases, then leverage native tools or popular trends to craft timely responses. Doing so not only keeps your brand top of mind — more importantly, it builds unmatched affinity and loyalty as people can immediately feel that you value them as fans and customers.

- Treat TikTok like an extension of your next release. Reveal imagery that people might not have seen on the big screen: behind-the-scenes footage, bloopers, easter eggs and breaking down scenes. Keep the conversation — and entertainment — alive, well after the rolling credits end.
- Collection ads are a seamless way to invite your audience to learn more about your upcoming release with various clips that they can explore.
- Branded Hashtag Challenges are an excellent way to invite co-creation and participation, especially for franchise releases where audiences already identify with the characters.
- A Pop-Out Showcase ad can help strengthen the visibility of key visuals from your show or movie, and increase engagement as a result.





Accessible finance for a better future

Financial Services

TikTok has inspired a new generation to be financially informed and empowered by building up their financial knowledge and literacy.

We're seeing a financial revolution take place right here on TikTok, which, to some, might be an unassuming place for it. For decades, financial tools and information were largely inaccessible to the average person. But all that's changing, as the democratization of content via platforms like TikTok has inspired a new generation to be financially informed and empowered by building up their financial knowledge and literacy. Finance can be a daunting topic but can be transformational for people who are equipped with the right intel and tools. TikTok serves content that simplifies these tips and lessons for the average person.

In 2021, TikTok creators educated both niche and broad audiences on personal finance —

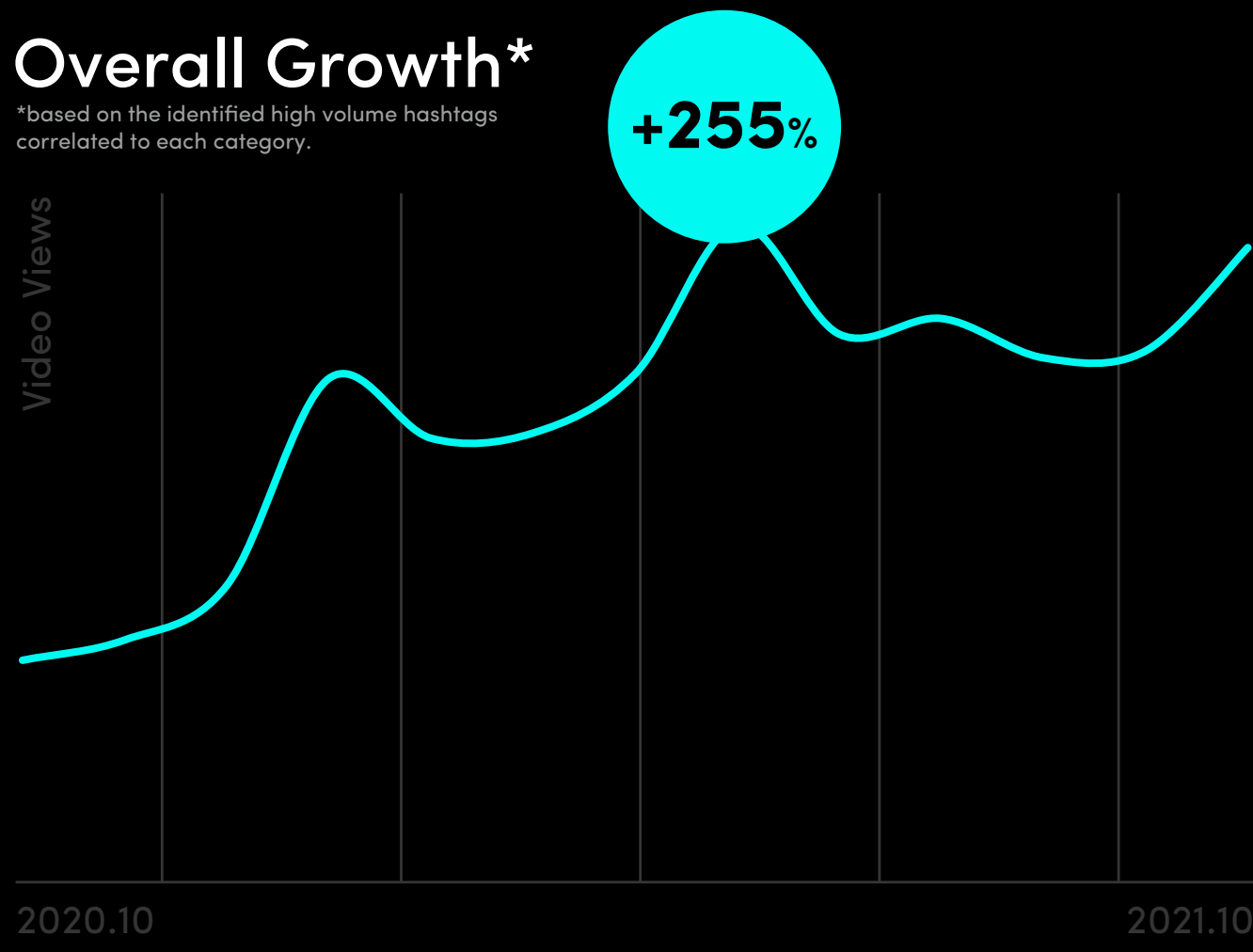
everything from budgeting to tax tools to sharing side hustle ideas that anyone can participate in and start on their own. Creator content leaned into platform trends and leveraged the power of sound unique to TikTok, lighting up a traditionally "boring" category to be full of excitement, buzz, and truly valuable insights — engaging the broader community.

The result? A platform-wide financial movement that is increasing both literacy and participation. TikTok audiences are more passionate than ever about empowering themselves to make smart financial decisions — and that trend will only grow with time.



Overall Growth*

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



In 2021, people from all walks of life took to TikTok to share investment tips and concepts. **#stocktok** surged as one of the fastest-growing hashtags within the finance category, as creators discussed their favorite equities, explained P/E ratios and the difference between short and long-term capital gains tax. **#crypto** also exploded on the platform — video views for **#nft** TikToks rose 93,000% from 2020.

But it wasn't only investment content that took off this year. TikTok has become a destination for people to keep up with current financial events and markets. Videos about **#inflation**

saw a nearly 1900% gain, as people came to the platform to learn about what's causing inflation, what the Consumer Price Index is tracking, and what the impact will be for their pockets and personal bank accounts.

Clearly, finance is no longer something that people simply defer to the traditional experts. TikTok users are open to educating themselves through non-traditional sources, and they're getting serious about developing the knowledge and tools they need to better understand how finance works, to ultimately build a better futures for themselves.

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.

#finance

Video Views: 2B+

#crypto

Video Views: 1.9B+

#stocktok

Video Views: 1B+

#taxes

Video Views: 738M+

#realestateinvesting

Video Views: 554M+

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.

#passiveincome

Video Views: 416.6M+

#taxtok

Video Views: 232.7M+

#creditscore

Video Views: 105M+

#inflation

Video Views: 142.8M+

#blockchain

Video Views: 82.1M+



1. TikTok internal data, US, 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

Who says TikTok users aren't already thinking about retirement? Fintech company Planswell got up close and personal with our community to drive leads for their retirement planning service. But rather than go for a big-budget production, CEO Eric Arnold simply recorded a few selfie videos, teasing answers to the question, "When can you retire?" The selfie ads paid off, as the campaign racked up over 10 million views and scaled to capture new leads. Planswell successfully reached their target cost per acquisition, while remaining competitive against other similar services.

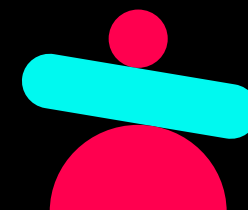
Tips for Brands

TikTok users want to feel empowered by their finances and move towards better financial freedom. Don't we all? They're coming to the platform to discover content from all sorts of different perspectives that can help them achieve these goals. Brands will be able to capitalize on this movement by joining the dialogue with authentic and compelling content that offers nuggets of helpful insights that will strengthen their literacy and empowerment.

Tips for your next TikTok campaign:

- Partner with creators with financial expertise to drive your message to the immediate community and beyond. Creators can call out common pain points along the journey to financial independence, and convey how your products or services can help people to take control of their financial destiny. Check out the TikTok Creator Marketplace to find your next creator partner.

- A Branded Hashtag Challenge can drive unparalleled awareness and engagement around key moments and events in the financial world. We've already seen brands launch challenges for Tax Season, for example. Consider finance goals, milestones, or events that might relate to your brand, or that you want to bring awareness to. Then, seed the challenge to the TikTok community and watch the engagement unfold.
- Financial Services companies with longer conversion paths can tease their services on TikTok, and use Lead Generation Ads to easily collect prospect information in a safe and secure way.





For the love of good food

Food & Beverage

Intimate, high-quality imagery makes us feel like we're part of the dinner party, eating, drinking and vibing together.

Food and Beverage is an inclusive and growing category on TikTok, where anyone can quite literally become a cultural tastemaker.

In 2021, the #foodtok community expanded with plenty of new joiners, not only sharing what's on their plate, but also how it got there. On TikTok, what makes the Food and Beverage category so rich and flavorful is the creation process, rather than solely the end result. Observing the journey is tantalizing and captivating - users are finding creative ways to show off how they source ingredients, combine disparate flavors into uniquely mouthwatering masterpieces, and how they add their own twist and personal flair to conventional cooking techniques.

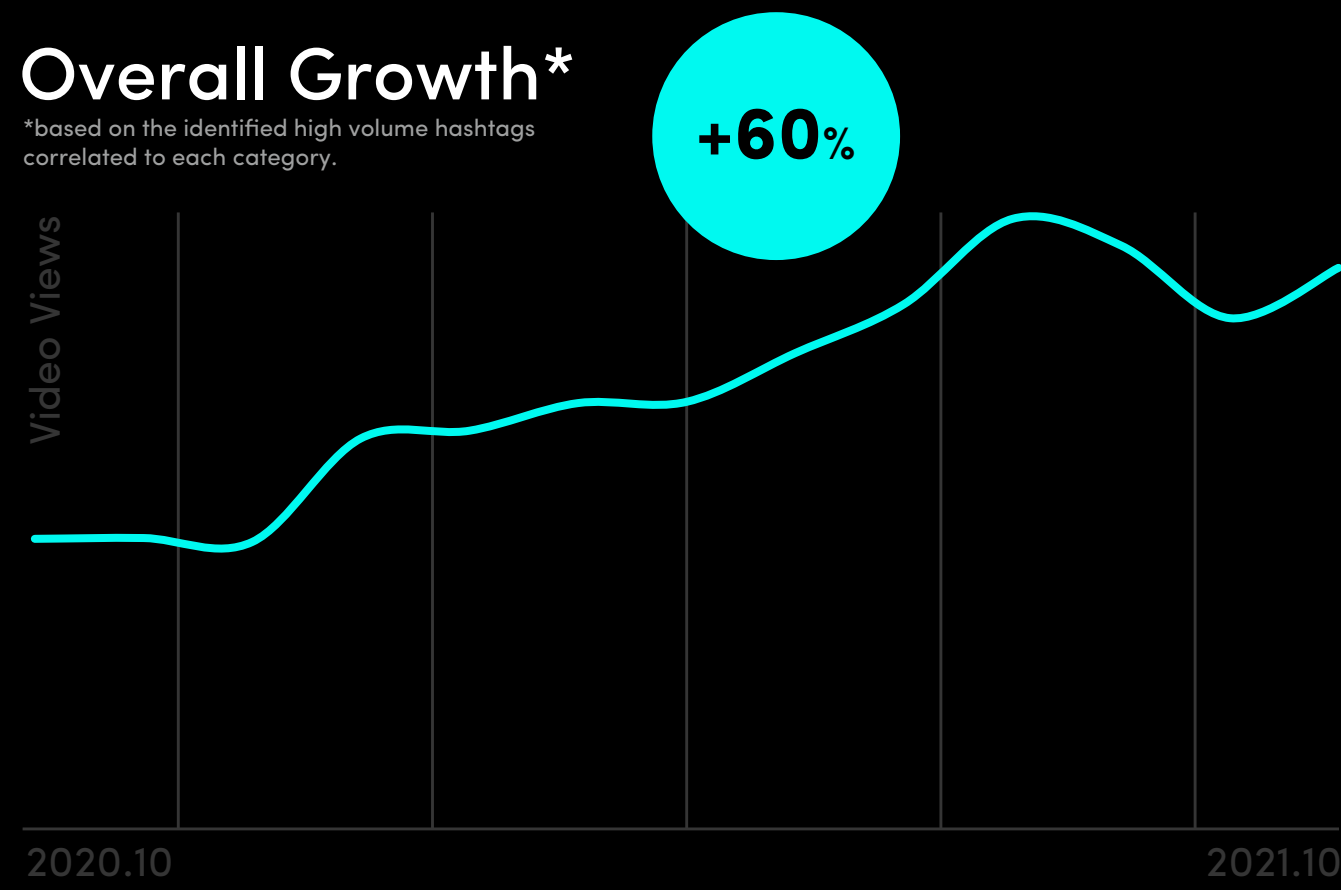
Beyond the kitchen, TikTok foodies are introducing us to their favorite restaurants around the world. Intimate, high-quality imagery makes us feel like we're part of the dinner party, eating, drinking and vibing together. The popularity of these user videos has actually helped establishments around the world become more successful by growing their hungry customer base, who specifically seek these places out. Helping delicious, local restaurants out is an impactful result of these TikTok restaurant recommendations.

At its core, Food and Beverage on TikTok continues to be about exploring new flavors and cuisines, and combining all this shared knowledge into a cultural bridge that brings people closer together. For the love of good food.



Overall Growth*

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



In 2021, there were no leftovers on FoodTok, as the community consumed food and drink content nonstop – we even think they're hungry for more. #Foodtok videos saw a 57% increase in views throughout the year, as chefs shared their latest cooking hacks, bartenders explored homemade drink inventions, and foodies documented their dining experiences to help others discover new spots for their next meal.

Certain foods themselves became recurring viral stars on TikTok this year. Feta cheese, cloud bread, and a salmon and dried seaweed combination snack all saw massive upticks in sales thanks to creator videos that gave it an honorable mention or more.

Finally, sound played a crucial role in helping Food and Beverage content thrive on the platform. In fact, 69% of those who watched food content said that cooking sounds – like the sizzling of stir-fry or the crunch of fresh bread – immediately grabbed their attention. In this way, TikTok's immersive content can cater to various senses at once, leaving TikTok users' mouths watering. Expect Food and Beverage content to lean even more heavily into these dulcet sounds in 2022 and beyond.

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.

#Mukbang

Video Views: 3.9B+

#FoodTok

Video Views: 3.4B+

#EasyRecipe

Video Views: 4.3B+

#Yum

Video Views: 3.6B+

#Bartender

Video Views: 2.3B+

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's trending now in this category.

#RestockASMR

Video Views: 148.9M+

#guthealthtiktok

Video Views: 15M+

#cheftok

Video Views: 152.6M+

#cookwithme

Video Views: 274M+

#itstimeto eat

Video Views: 196.6M+



1. TikTok internal data, US, October 2020 – October 2021

Case Study

Content on TikTok comes to life in a variety of ways. The one common thread across all TikTok content is the embrace of the community, which is a powerful and impactful key to success. Brands and creators alike can win by aligning closely with the community.

By encouraging their communities to create with them, brands provide audiences with a wide range of different perspectives and a dynamic and exciting variety of content – which leads to joyful discovery. The audience is hooked, entertained, and engaged, which makes space for authentic relationships to form naturally, and also empowers the content to stay relevant over time. By leaning into the community, brands can create value and relevance, which leads to an organic bond. This newly established trust can have a powerful influence and eventually help drive demand.



01

What can a brand learn from this?

To promote their new Stuffed Crazy Bread, Little Caesars partnered with a variety of creators, including Olympic gymnast Gabby Douglas and breakout TikTok stars the McFarland family and Nathan Davis Jr. Each creator showed how they #GoCrazy after taking a bite of the Stuffed Crazy Bread. By partnering with influential creators and using Spark Ads to expand the reach of their videos, Little Caesars saw 65 million video views, a 70% view-through rate, and a 92% increase in TikTok followers.



Scan With Camera

02

What can a brand learn from this?

Totino's Pizza Rolls knew their bite-sized snack was perfect for the gaming community, and were looking to find an authentic way to drive awareness among TikTok's Gen Z gaming audience. They launched In-Feed Ads along with a Branded Game Effect that invited our community to catch as many digital pizza rolls as possible, for a chance to win rewards. The brand partnered with five gaming creators who created TikToks using the Game Effect. This drove immediate credibility within the gaming community, and inspired over 18,000 users to follow and create their own videos using the Game Effect.



Scan With Camera

Tips for Brands

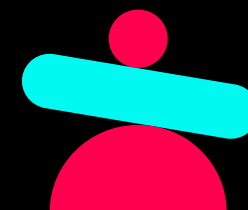
Food and beverage isn't just fuel for survival – it's a huge part of our day, oftentimes among the most enjoyable moments, and connects people from different cultures and walks of life. On TikTok, that's especially evident, as large communities gather on the platform to share food and drink from their own cultures, or their experiences around what other cultures eat and drink. Heading into 2022, there's an immense opportunity for all Food and Beverage brands – whether CPG, dining or QSR – to appeal to users' taste buds, fuel conversions, and drive cultural relevance.

Tips for your next TikTok campaign:

- TikTok users are always on the hunt for new life hacks, especially in the kitchen. Brands can provide useful tips and tricks that relate to their food products with In-Feed Ads, which helps them show up seamlessly alongside other food content that consumers are already engaging with.

- TikTok users love to participate in trends that move them. Invite foodies and chefs across the platform to a cooking contest – with your product as part of the ingredient list – to test their skills and creativity. Leverage the Branded Hashtag Challenge to seed and scale the contest to maximize participants. Not only can this create unparalleled affection and engagement for your brand, but by listening to the community, you can explore new recipes and ways to position your products – and actually learn some insights from the TikTok foodie community.

- Sound on TikTok is a powerful creative element to boost engagement and affinity. Invite creators to play with their food and eat with their ears. Emphasize the sheer deliciousness of your food and drinks with sound as the focal point. Think the fizz of a freshly-opened carbonated drink, the crunch of of an air-fryered treat, or the first crinkle of a new candy wrapper. To give your sound-focused TikTok videos an extra push, use Spark Ads to turn organic content into ads that reach and convert across the platform.





Leveling Up

Gaming

Communities are shaping gaming culture by creating fresh new content that incorporates all different aspects of the gaming world.

The gaming space has leveled up in a big way, evolving far beyond just gameplay and observing popular gamers through livestream. On TikTok, communities are shaping gaming culture by creating fresh new content that incorporates all different aspects of the gaming world: flexing game setups and equipment, gaming IRL, showing cosplay designs, spinning up nostalgic recreations, and laughing their way through an endless trove of inside jokes and parodies (IYKYK).

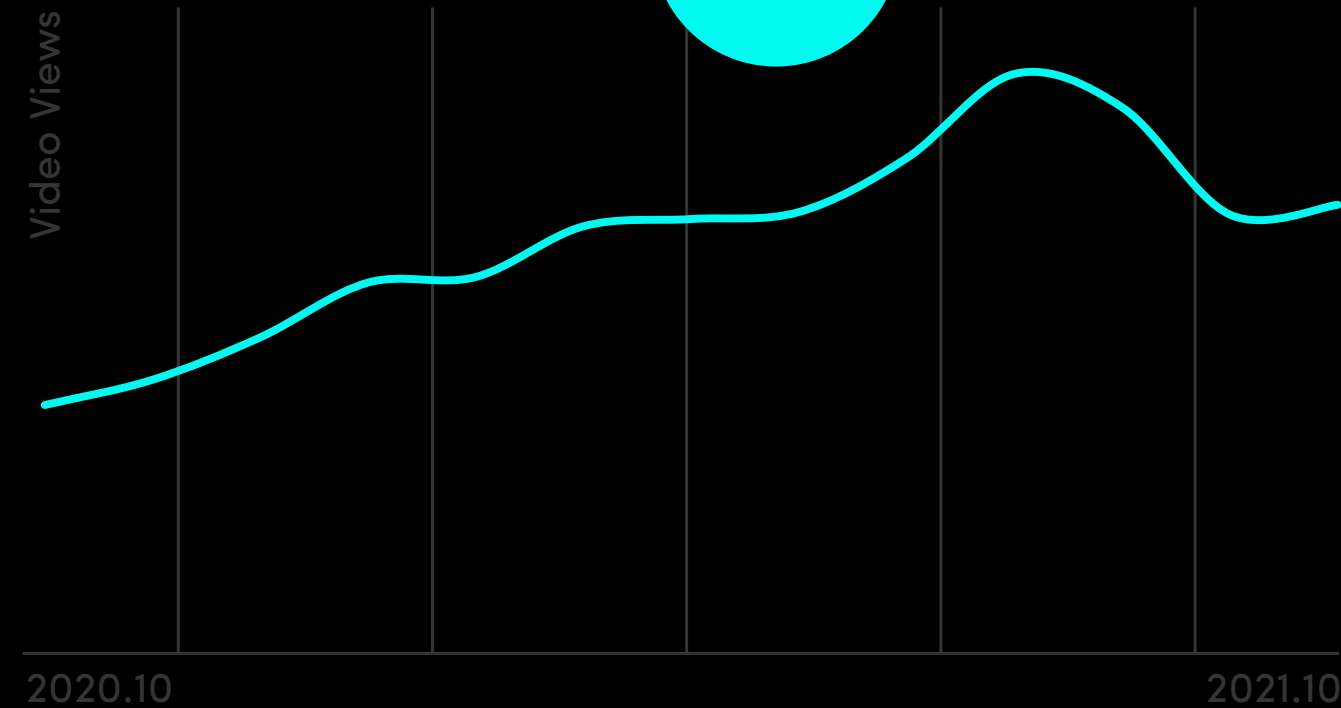
TikTok gamers have also diversified their interests, which has pushed gaming to the forefront of cultural conversations that may be seemingly unrelated. Content overlap with sports, entertainment and even anime on TikTok has resulted in a plethora of new gaming fans and advocates from diverse backgrounds.

As gaming continues to expand, so too will fandom on TikTok, as our passionate community keeps finding novel and creative ways to build and champion game culture.



Overall Growth*

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



2021 has proven that gaming can overlap with all sorts of other categories, as TikTok saw plenty of fun and surprising crossovers between gaming and other popular spaces. Users capitalized on the global success of Squid Game by recreating notable scenes within sandbox games like Roblox and Minecraft. The overlap between gaming and sports was also prominent: #2KContent TikTok videos — in reference to the NBA 2K franchise — increased by 220%, as gamers and basketball fans shared their best tips, tricks, memes, and reenactments — symbolizing their way of paying homage to the game.

Anime-related game content also surged in 2021, which enabled this category to have a

ripple effect and maximize their reach to broader TikTok audiences. #weeb videos rose by a whopping 14,000%, as TikTok's most popular creators recorded their gameplay while cosplaying as anime characters.

As we head into 2022, expect the crossover between gaming and other categories on TikTok to grow hand in hand. Gaming and game culture now undeniably comprise a core part of mainstream conversations — there's no doubt that TikTok gaming communities will continue accelerating the speed at which they 'spiderweb' in relevance across different categories.

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.

#animation

Video Views: 11.8B+

#story

Video Views: 10.1B+

#otaku

Video Views: 9.8B+

#manga

Video Views: 9.4B+

#streamer

Video Views: 7.7B+

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.

#weeb

Video Views: 462.5M+

#minecraftmemes

Video Views: 3.1B+

#supercell

Video Views: 702.2M+

#robloxfyp

Video Views: 1.1B+

#comics

Video Views: 1.4B+



1. TikTok internal data, US, 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.



01

What can a brand learn from this?

NBA 2K embraced the join-in, participatory nature of TikTok by launching the #GiftOfGame Branded Hashtag Challenge to promote their NBA 2K Next Gen game release. The challenge invited fans to show off the basketball moves they'd attempt to pull off if they were part of the new game's gameplay. The prize: NBA 2K would turn the winner's dream into a reality by scanning them in as a playable character within the new release.

By enlisting big-name NBA talent and TikTok stars to seed the challenge, NBA 2K built palpable excitement and participation among fans: over 1.4 million videos were created under the hashtag #GiftOfGame, racking up 2.5 billion views at an impressive 20% engagement rate.



Scan With Camera

02

What can a brand learn from this?

When Supercell came to TikTok, they noticed gamers were already creating fun and popular content around their hit mobile game, Brawl Stars. This content depicted thrilling wins and epic fails in hilarious ways, captivating people to continue watching and engage further. Supercell capitalized on these moments with Spark Ads, bringing an even wider audience to the gamers' Brawl Star videos. Plus, they included CTA buttons to drive installs. This led to a big boost in new and returning Brawl Stars players and in-game purchasers. By the end of the campaign, Supercell's Spark Ads had returned 57% higher average revenue per user – a true testament to the influence of creator-led content.



Scan With Camera

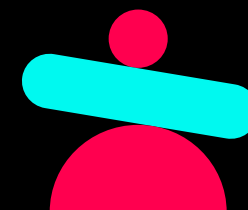
Tips for Brands

Game culture on TikTok is rich, diverse, and ever-growing. There's no shortage of ways for brands to contribute to ongoing conversations – as long as they're doing so in a fun, authentic way.

Tips for your next TikTok campaign:

- Partner with popular or rising creators in the gaming space – those that already have love, respect, and loyalty amongst the gaming community. Empower these creators to make your content even more impactful by leveraging their own unique voice and style. This will ensure that your brand fits seamlessly into the dialogue, earning the community's trust and loyalty and helping you drive better results.
- Branded Hashtag Challenges invite the community to co-create with your game, elevating it to become a potential cultural phenomenon. Gamers can show up authentically as themselves and celebrate fandom with your brand!

- Given how much overlap we've seen between gaming and other categories this year, brands have a fresh opportunity to find novel approaches to showing up on TikTok. Feel free to get creative and show that you represent people's interests outside of gaming. For example, bring your game to life for real by having your characters operate within existing trends and settings from other spaces. Not only can this help boost your game's cultural profile, it can also bring in a wave of new audiences for your game, that you might not have been able to reach otherwise.
- Spark Ads are a turnkey solution to consider in order to amplify creator content that champions your game, or boost your highest-performing post.



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.

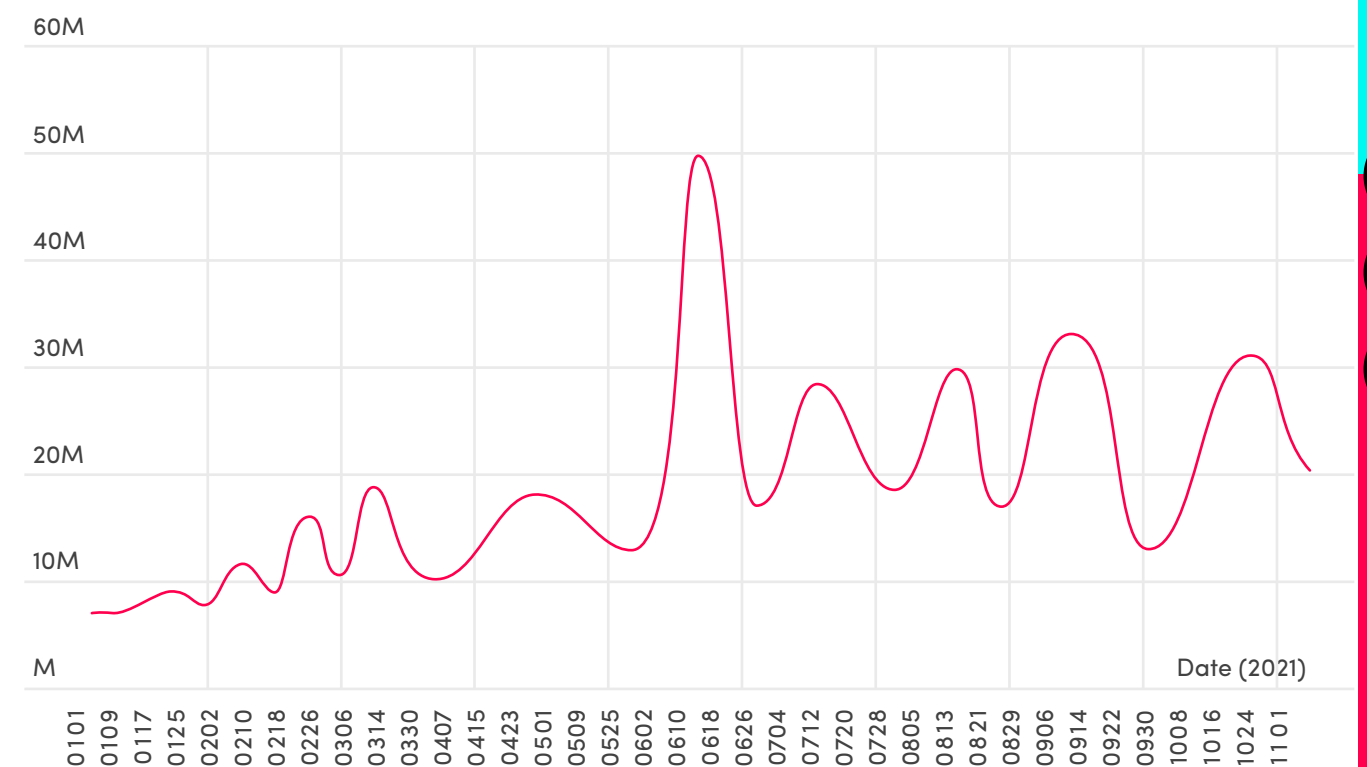
People love it because it produces genuine product reviews—and honesty is a big differentiator for us; the majority of users say they trust others to be their real selves on TikTok¹. Product videos tend to be entertaining, too, which is a huge draw, given that entertainment is the number-one thing that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

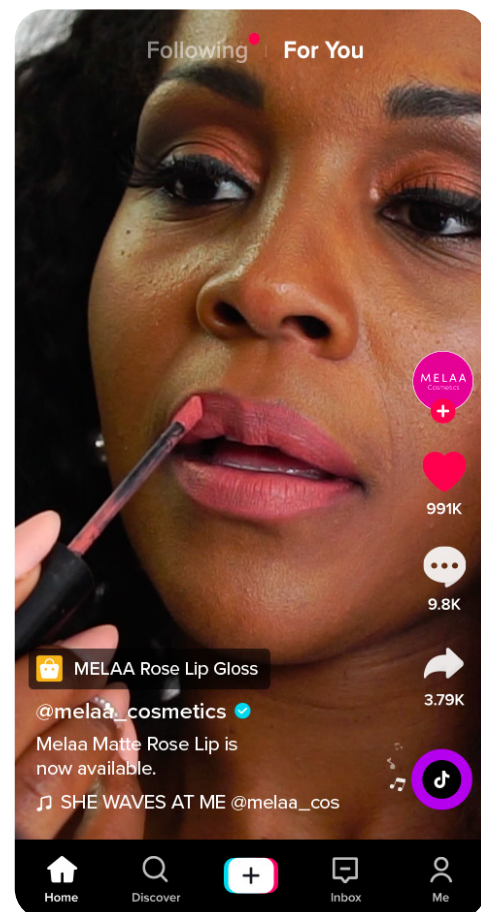
If you have someone who's doing something on their own, being who they are, and genuinely showing the way it is, the breakout successes can be huge.

- Peter Thomas Roth, founder and CEO¹



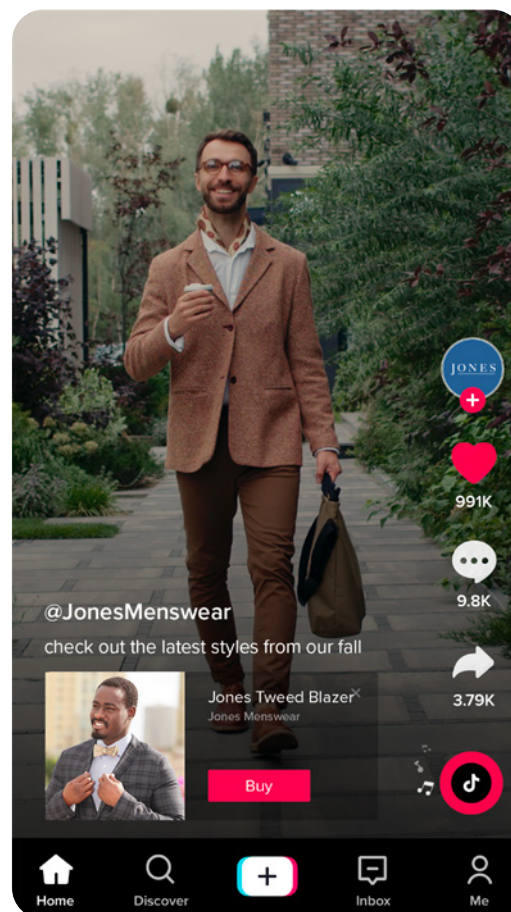
Ramping the “commerce” in Community Commerce

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

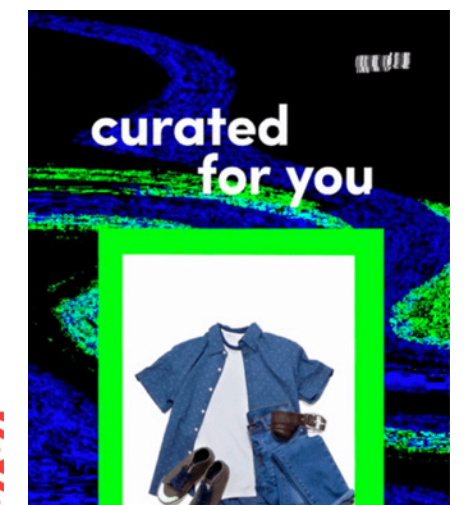
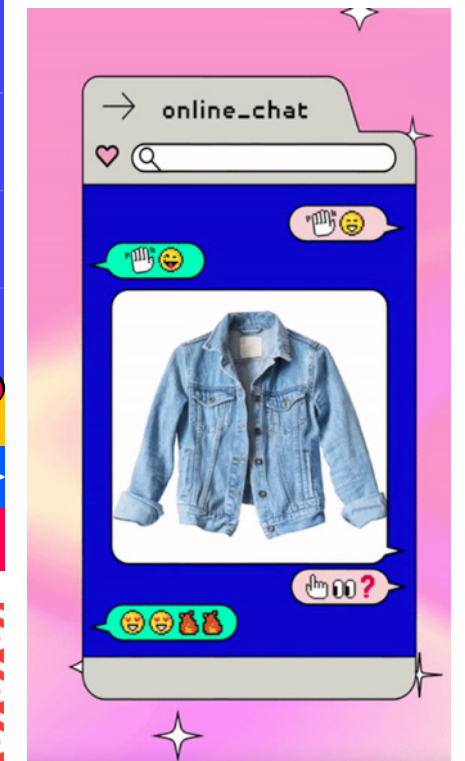
Rotating product cards on videos that showcase multiple items in a single experience, then link out to those items.

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

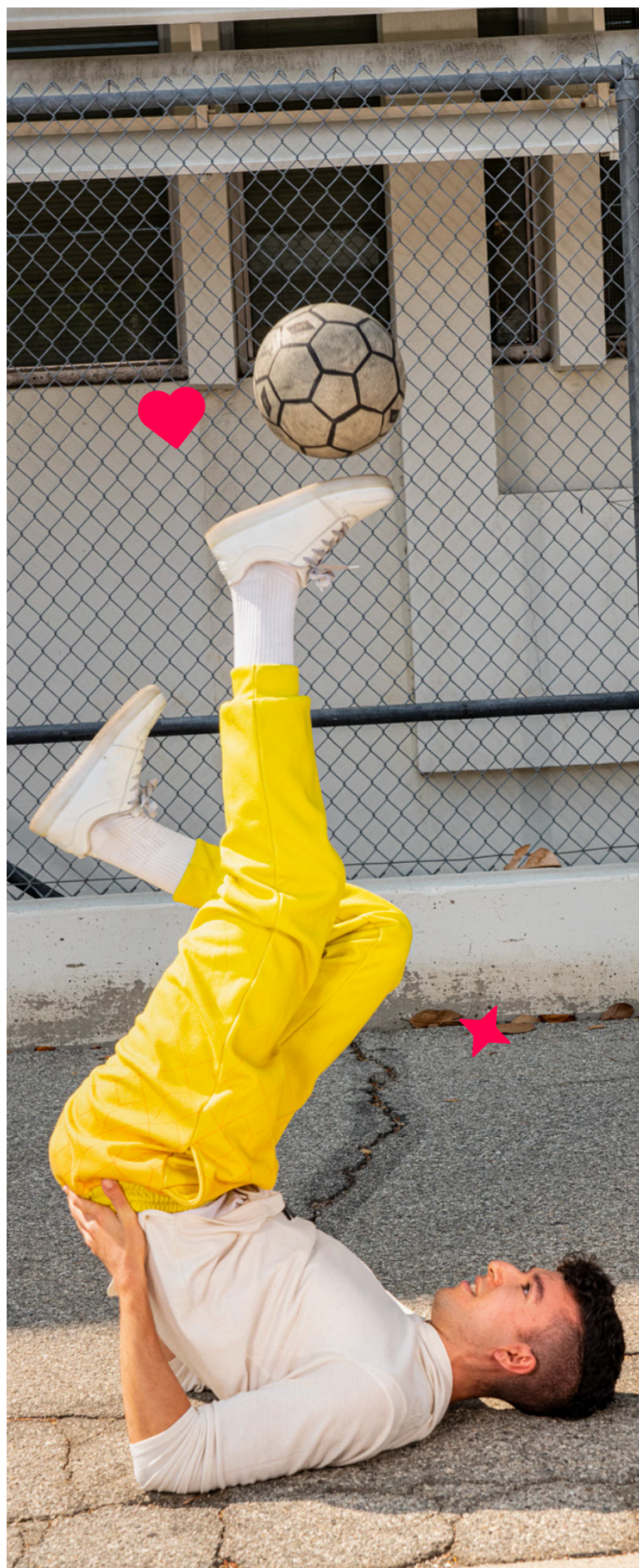
Director of Commercial Music & Creative Licensing at TikTok

● 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

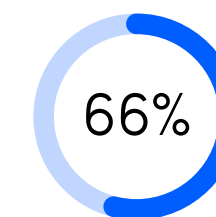
Think (and act) musician-first

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.

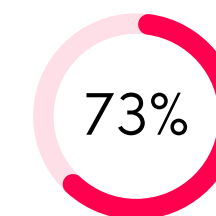
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those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

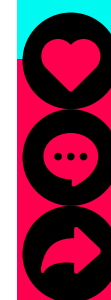


● of our users feel TikTok has had a big impact on the music industry¹



● 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.

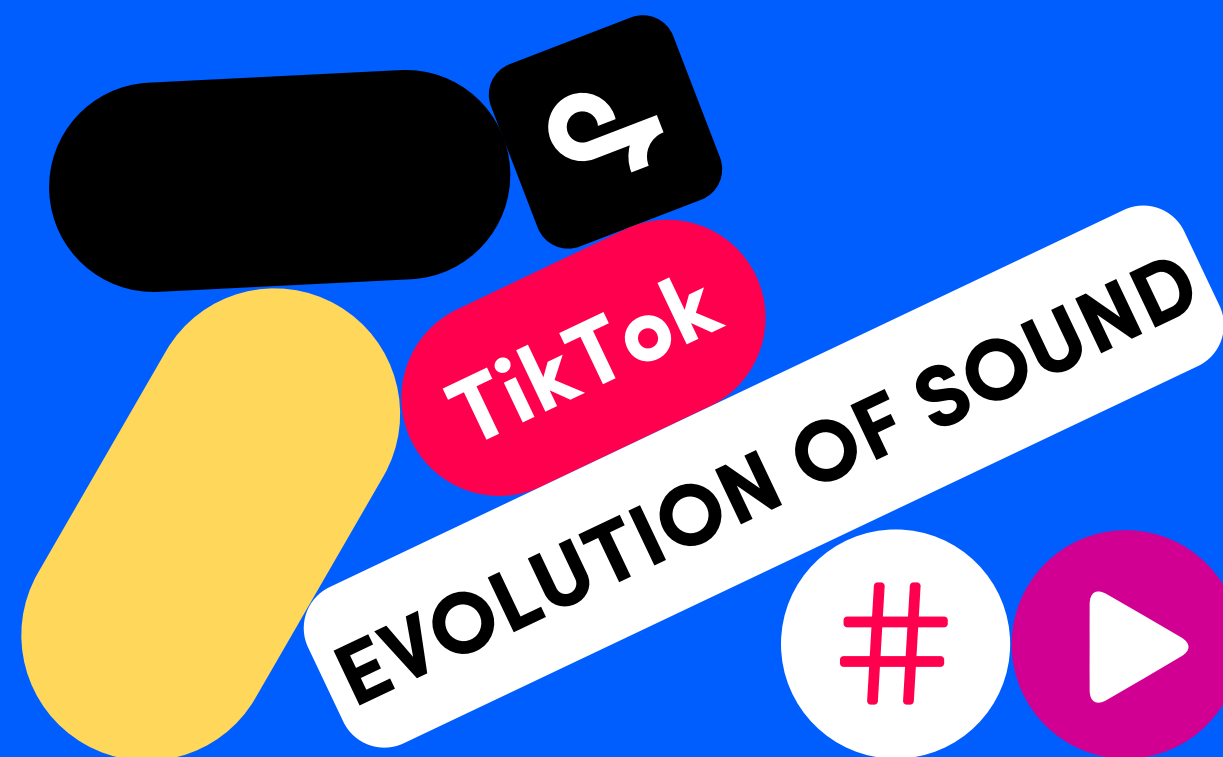
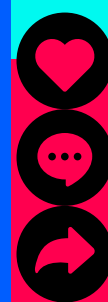
160B+

● 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

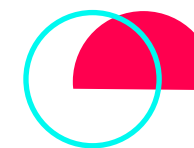


Say hello to your new creative dream team. Far from your typical creative director – meet the TikTok Creators: the bold personalities, cultural experts, trend-setters, and pioneers who will empower you to overdeliver against your campaign goals, and get impactful and tangible results. It's time to trust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

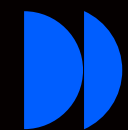
Through TikTok Creator Marketplace we aim to help you find the right creators in the most efficient way possible.

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.



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:

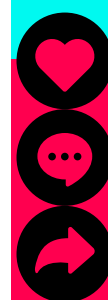
We have also been listening closely to our brand partners, who are an integral part of – and built seamlessly into – the TikTok community. We get that more control over where ads appear is of paramount importance, and throughout 2021 we expanded our offerings to advertisers that help ensure branded content 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](#)

NORTH AMERICA



2022



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."



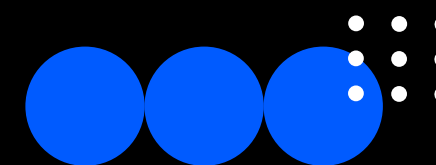
Looking Ahead

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

