# What's Next

## INSIGHT INTO CULTURE DRIVERS ON TIKTOK

2021 — 2022

New Zealand
New Zealand
New Zealand

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

# A Look Back

# Categories

Travel

News & Entertainment

Sports & Outdoor

03

# 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 experience[1]. 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

NEW ZEALAND

2022

02

# CATEGORIES

# The New Normal in Travel

*Travel*



## TikTok Creators are showcasing their favourite spots to inspire new destinations that had previously been overlooked.

New Zealanders have had to endure another 'lost' year in 2021, as restrictions were constantly changing and parts of the country were in and out of lockdown. While travel to and from New Zealand will unfortunately be delayed until 2022, this hasn't prevented us from dreaming about destinations near and far, and the wanderlust is stronger than ever.

Travel restrictions and snap border closures, combined with fears around health and safety, are keeping domestic and short-haul international travel top of the list for many. Kiwi Travel creators on TikTok are showcasing their favourite 'off the beaten track' spots, bringing joy to those dreaming to travel around the country again.

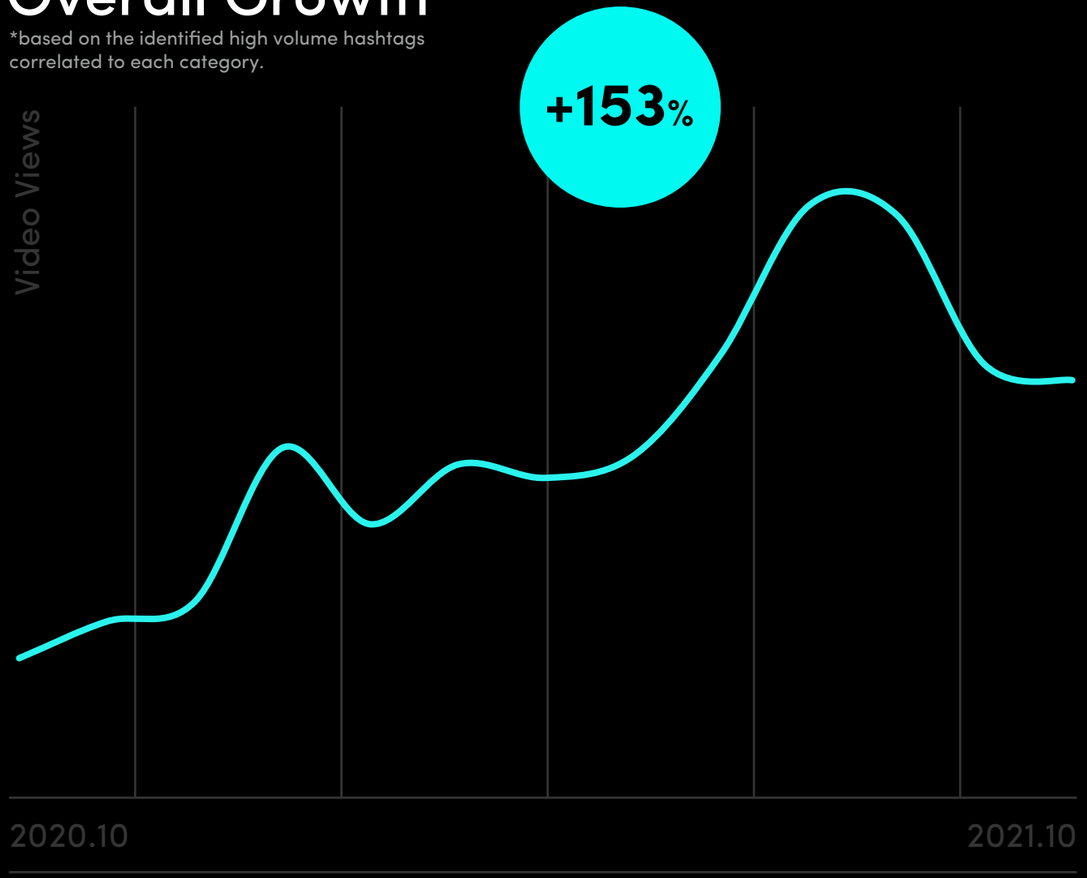
NEW ZEALAND

2022

# Insights[1]

## Overall Growth*

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




As a nation of travel enthusiasts facing strict travel restrictions, Kiwis quickly turned to TikTok to fulfill their wanderlust. In 2021, video views in the Travel category grew +153%[1] YoY, and Travel content created in New Zealand increased +39%[1] from the previous year.

The trends that emerged reflected the current travel landscape in a pandemic world - with a greater emphasis on outdoor activities, natural landscapes, road trips, and tips from the locals. It was a year where local NZ destinations rose to the top of the charts - Kiwi creators took the travel community to their favourite waterfalls, lookout points, and takeaway eatery spots. TikTok played a crucial role in sharing the culture and beauty of New Zealand with travel dreamers around the world.

# Top Trends

## Popular[1]

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.

**#nztravel**
Video Views: 31.3M+

**#nzmustdo**
Video Views: 28.2M+

**#hiddengem**
Video Views: 7.2M+

**#foodontiktok**
Video Views: 14.5M+

**#naturelover**
Video Views: 5.8M+

## Rising[1]

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.

**#nzsecrets**
Video Views: 2M+

**#travelbubble**
Video Views: 2.4M+

**#lifeontheroad**
Video Views: 1.9M+

**#middleearth**
Video Views: 1M+

**#kayaking**
Video Views: 1M+

1. TikTok internal data, New Zealand, October 2020 - October 2021

NEW ZEALAND

2022

# 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!

During a tough time when travelling abroad was non-existent and simply not allowed due to border closures, Tourism New Zealand leveraged TikTok to keep the Kiwi islands top of mind amongst Australians.

## What can a brand learn from this?

Scan With Camera

Playing on the popularity of gaming content on the platform, TNZ jumped on this trend to bring the unique experiences across New Zealand to life via PLAY NZ, an online gameplay walkthrough of the country hosted by local creators. This effective strategy garnered an impressive 2.7 million impressions among the target audience, driving a 3.73% engagement rate and 2.64% view-through rate.

# Tips for Brands

**Lean into the platform**
Focus on creating short-form, full-screen, sound-on entertainment content that is native to TikTok, and resonates with the TikTok travel community. Observe and leverage trends that are authentic to your destination/brand.

**Wanderlust is powerful. Facilitate dreaming and discovery**
Leverage local creators to showcase your destination/brand and bring the vibe and atmosphere to life. Think of them as local tour guides who will give you a boost by adding their own personality and flair, on top of their insights and knowledge around TikTok, to your destination/brand. Our For You feed will then amplify the content to enable discovery at scale.

**Tap into other passion points**
Consumers are well-rounded and have various interests. Consider the other passion points of your audience to branch into other communities and subcultures on the platform. Music, live events, and food often influence travel decisions.



NEW ZEALAND

2022

# TikTok: Your one stop shop for News & Entertainment

*News & Entertainment*



NEW ZEALAND

2022

## TikTok offers exactly what everyone needs, all in one place, on an integrated platform.

As the pandemic swept across New Zealand and the globe, people were inevitably staying indoors and spending more time online. As a result, the appetite and interest in consuming both news and entertainment grew substantially. People closely followed news for information around key events and updates, and gravitated towards entertainment for relief from trying times. Thankfully, TikTok offered exactly what everyone needed, all in one place, on an integrated platform.

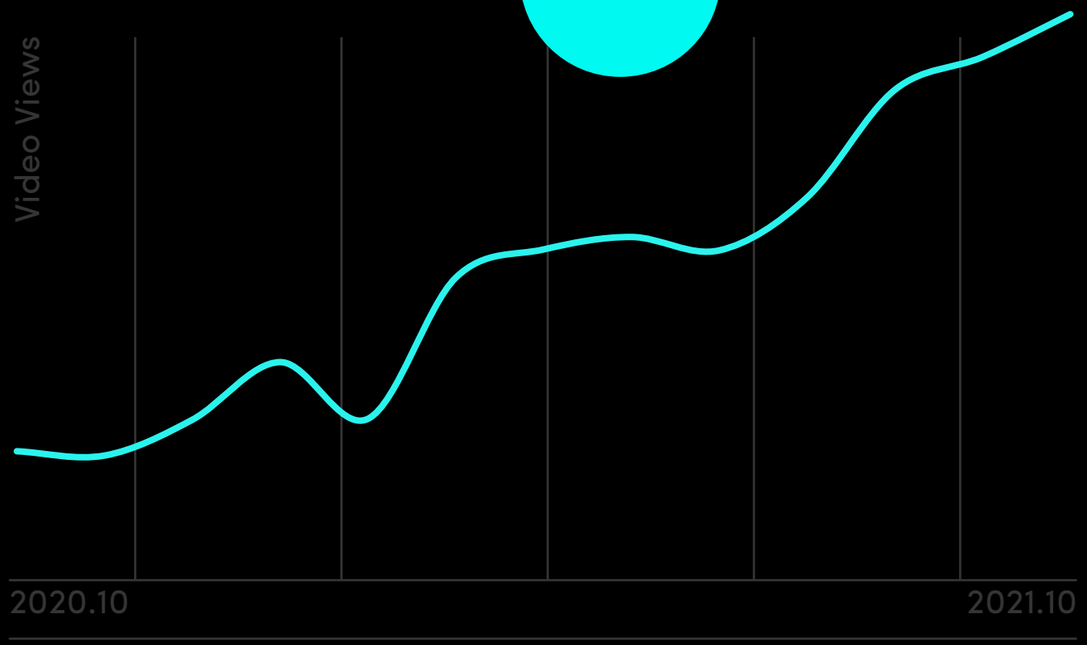
Another popular stay-at-home activity is, to no one's surprise, streaming TV series and films. Streaming services and platforms like Netflix greatly contributed to the growth of this category through sparking community conversations and content around trending movies and shows. Video views, content creation, and engagement around hit shows saw huge spikes as people were more consumed by streaming, and New Zealand turned to TikTok to get the scoop on what to watch. Streaming content quickly became a popular content topic for creators on TikTok. They created content depicting honest reviews, heartfelt reenactments, and alternative endings, which drove high engagement across the platform. It's safe to say that the streaming boom truly brought the wider TikTok community together through common interests.

# Insights[1]

## Overall Growth*

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

+216%




News & Entertainment on TikTok quickly became one of our most loved and fastest-growing content categories over the last year.

Cinema closures clearly didn't stop people from finding ways to watch movies and keep the conversations going; hashtags like #film and #movie skyrocketed in popularity over the past year as TikTok communities turned to the platform to explore and discover newly released and upcoming films. Mentions of popular media franchise #marvel and streaming giant #netflix grew over the past year as New Zealand longed for comfort, escape, and entertainment.

It would be remiss to disregard the pandemic as a major driver in the growth of the News & Entertainment category this past year. Hashtags such as #lockdown and #covid19 reached new heights in 2021, with a number of New Zealand news publications joining the platform to communicate critical COVID19 updates with new audiences. On top of sharing informative updates, TikTok communities also leaned into sharing personal experiences. We saw a wide range of related content, from hobbies we developed during lockdown,  to politicians' speeches remixed into dance tracks -  our TikTok users covered both the comedic and lighthearted side of the pandemic, along with the serious side.

# Top Trends

## Popular[1]

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: 528.7M+

**#marvel**
Video Views: 266.2M+

**#lockdown**
Video Views: 175.1M+

**#squidgame**
Video Views: 140.5MM+

**#avengers**
Video Views: 92.8M+

## Rising[1]

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.

**#kdrama**
Video Views: 88.6M+

**#tvshow**
Video Views: 64.6M+

**#kardashians**
Video Views: 51.8M+

**#crime**
Video Views: 26.6M+

**#film**
Video Views: 213M+

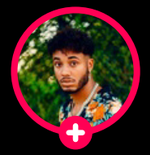
1. TikTok internal data, New Zealand, October 2020 - October 2021

NEW ZEALAND

2022

# 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

TikTok is changing the way we consume, create and connect with news & entertainment content. The platform is reinventing music entertainment and discovery, as we're seeing artists all over the world turning to TikTok to test, co-create, and release their music. In this case study, AU TikTok creator and musician @Jaycee created a content piece that revolved around sound, while delving into his personal story. Through his content, the artist revealed an intimate and authentic side of himself by demonstrating his songwriting process - which resonated heavily with the TikTok community.

# Tips for Brands

**Engage audiences with creativity**
Since TikTok users create and interact with all kinds of entertaining content, it's worthwhile to go the extra mile and try to stand out. Take a bold and creative approach by utilising all exposure points to captivate the imaginations of diverse audiences, and satisfy your audience's appetite for fun and joy.

**Go behind the scenes**
Whether being shown a songwriting process or getting a sneaky glimpse backstage of a film, the TikTok community loves getting the inside scoop on all things Entertainment. Show another dimension and perspective of your story, and create behind the scenes content exclusively for TikTok.

**Reach out and engage effectively**
Speak your audience's language in the digital sphere by captivating them with compelling content and engaging them with participatory, themed challenges.



NEW ZEALAND

2022

# Communities that sweat together, stay together

*Sports & Outdoor*



**TikTok is a place where the entire community are on an even playing field with the players themselves.**

New Zealand is home to the most successful sports team of all time, the All Blacks, so it's no surprise that sporting content is alive and thriving on the TikTok platform. TikTok has played a hugely influential role in changing the way we watch and consume sports, and in connecting sporting communities in New Zealand. From driving fandom to elevating banter, the platform offers another dimension to the sporting ecosystem - TikTok is a place where the entire community are on an even playing field with the players themselves. Sports creators, both professional and amateur, show their true selves on the platform by participating in community trends, revealing tips and tricks, and glimpses into their personal lives, engaging fans all across New Zealand.

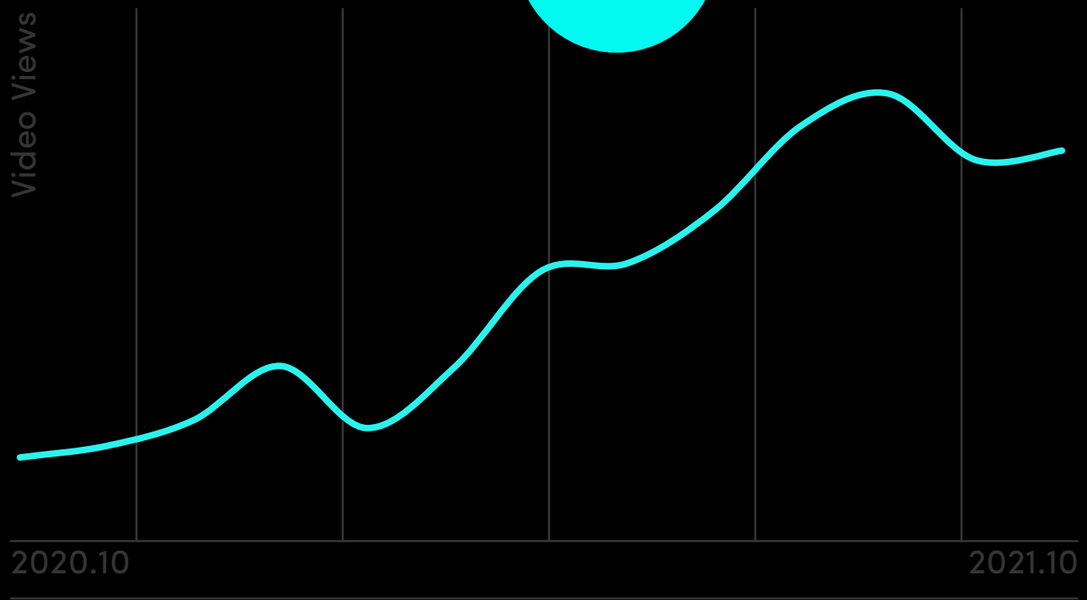
Sports naturally comprise of popular subcultures like health and fitness. In 2021, TikTok provided the perfect foundation for these communities to flourish. From driving fitness education, to merging personal fitness and entertainment, the health & fitness community surged in interest and engagement over the past year. TikTok creators have taken us along with them on their personal fitness journeys, revealing the realistic and relatable ups and downs along the way, which have resonated and engaged with millions.

# Insights[1]

## Overall Growth*

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

+202%




Sports & Outdoor on TikTok has quickly gained traction over the last year, becoming one of our most loved and fastest growing content categories.

In New Zealand, sporting codes are finding their footing in TikTok communities;  #football, #nba, #basketball, #rugby and #nfl swelled in interest on the platform in 2021, contributing to most of the overall growth of the Sports & Outdoor category.

Personal fitness has also played a massive role in the growth of the total Sports & Outdoor category on TikTok. As the country navigated a number of pandemic-related lockdowns, 2021 has seen an explosion of interest in improving personal fitness and ensuring that they manage to stay fit even at home. #fitness, #gym and #motivation gained momentum over the past year as people were trying to find ways to get their workouts in, within their four walls. This world of personal fitness is often intertwined with the sporting world. Earlier in the year, athletes such as Asafo Aumua gave us an inside look into how they maintained their fitness between games. The raw, unfiltered, and unscripted glimpse into how these legendary superhumans kept their personal fitness drove high engagement across the wider Sports & Outdoor category. We believe and hope that this has also inspired and motivated others to keep fit in their own ways.

# Top Trends

## Popular[1]

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.

**#fitness**
Video Views: 293.4M+

**#football**
Video Views: 289.2M+

**#basketball**
Video Views: 269.4M+

**#nba**
Video Views: 258M+

**#gym**
Video Views: 239M+

## Rising[1]

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.

**#boxing**
Video Views: 104.1M+

**#gymtok**
Video Views: 87.3M+

**#fittok**
Video Views: 45M+

**#bball**
Video Views: 19.3M+

**#gymhumor**
Video Views: 14.4M+

1. TikTok internal data, New Zealand, October 2020 - October 2021

NEW ZEALAND

2022

# 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 is the most powerful way influence and drive demand.

## What can a brand learn from this?

Scan With Camera

Kayo Sports, the game-changing Australian sports streaming service, is quickly becoming essential to sports enthusiasts. The brand's key goal -  to get fans closer to sports - meant that TikTok was the perfect space for bringing about a deeper connection between sports enthusiasts and key sporting tentpole moments. By showing behind-the-scenes content exclusively for TikTok during the Bathurst 1000, Kayo brought fans a raw, authentic, and unfiltered view of a sport that encompasses many exciting aspects that don't usually make it into typical broadcasts. The TikTok community appreciates brands that go under the hood and reveal a different perspective. This is not only new and exciting for viewers, but it also deepens the connection and loyalty between brands and communities, empowering brands to stay top of mind. By using this creative strategy, Kayo reached over half a million sports fans in just one day.

# Tips for Brands

**Cultural sporting tentpoles are no longer linear. It's time to break the mould.**
Brands need to find more authentic ways to join fan conversations - as events like the Australian Open demonstrated, the dialogue starts on TikTok and can go in any direction.

**Sports banter is happening in real time on TikTok, and brands need to keep up.**
Keep your brand at the forefront of culture by organically and authentically leaning into real-time conversations around tentpole sporting moments, as well as the massively popular events around health & fitness.

**TikTok communities can't get enough of bonus content that they wouldn't be able to access anywhere else.**
A surefire way to hook our community's attention is to use TikTok as an extension of the main event. Provide personalities with space to be their real selves, show what it's like behind the scenes, have fun, and above all...don't be afraid to interact directly with fans.



# 03

# A Deep Dive

# The unstoppable power of #TikTokMadeMeBuyIt



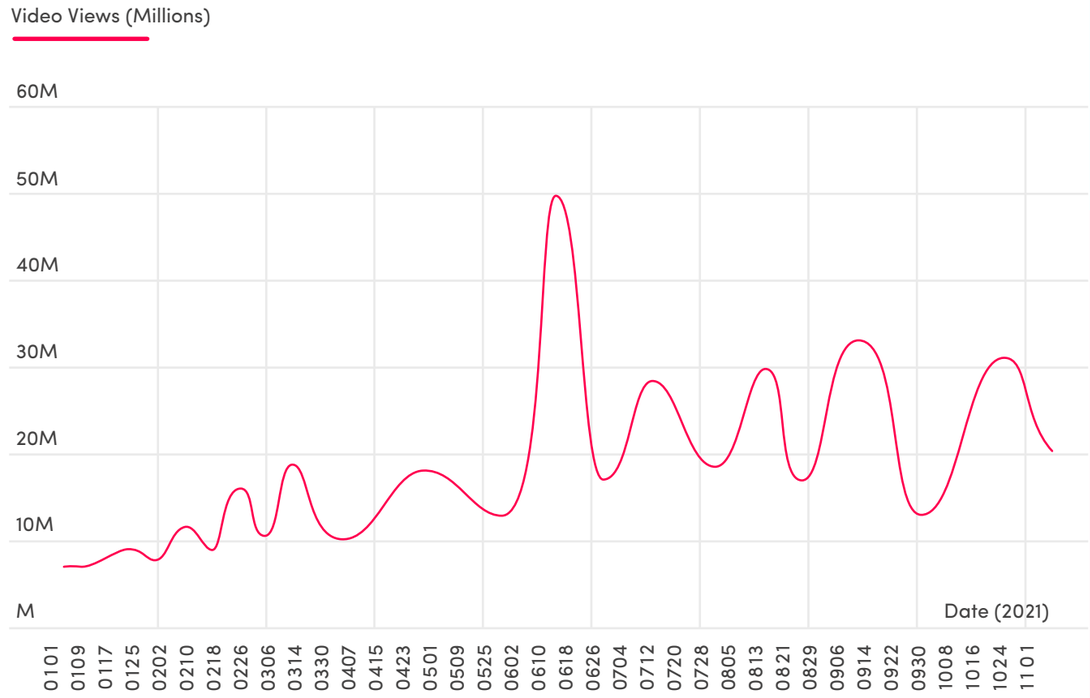
ICYMI:

## 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 TikTok[1]. 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 platform[2]. 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.

### #TikTokMadeMeBuyIt[3]




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









# 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 platforms[2]

**78%** agree that the best brands on TikTok are ones that work together with users[2]

**70%** feel like they're a part of a community on TikTok[2]

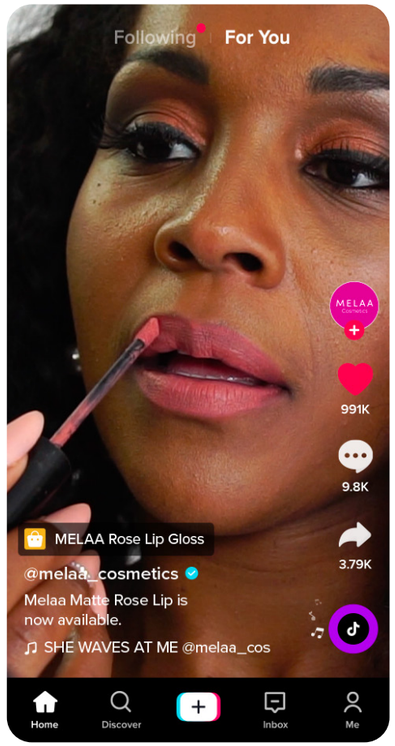
**67%** say TikTok inspired them to shop even when they weren't looking to do so[3]

*"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 CEO[1]

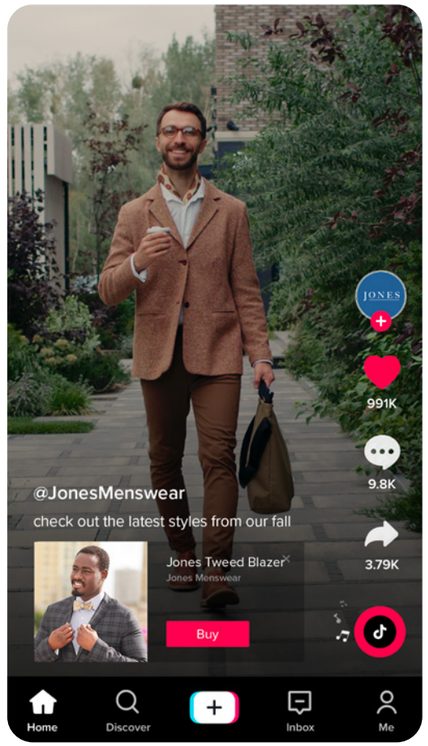
# Ramping the“commerce” in Community Commerce

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.





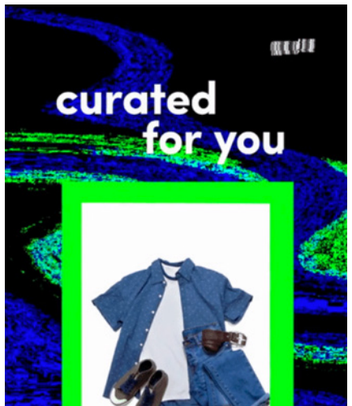












# Evolution of Sound

## 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

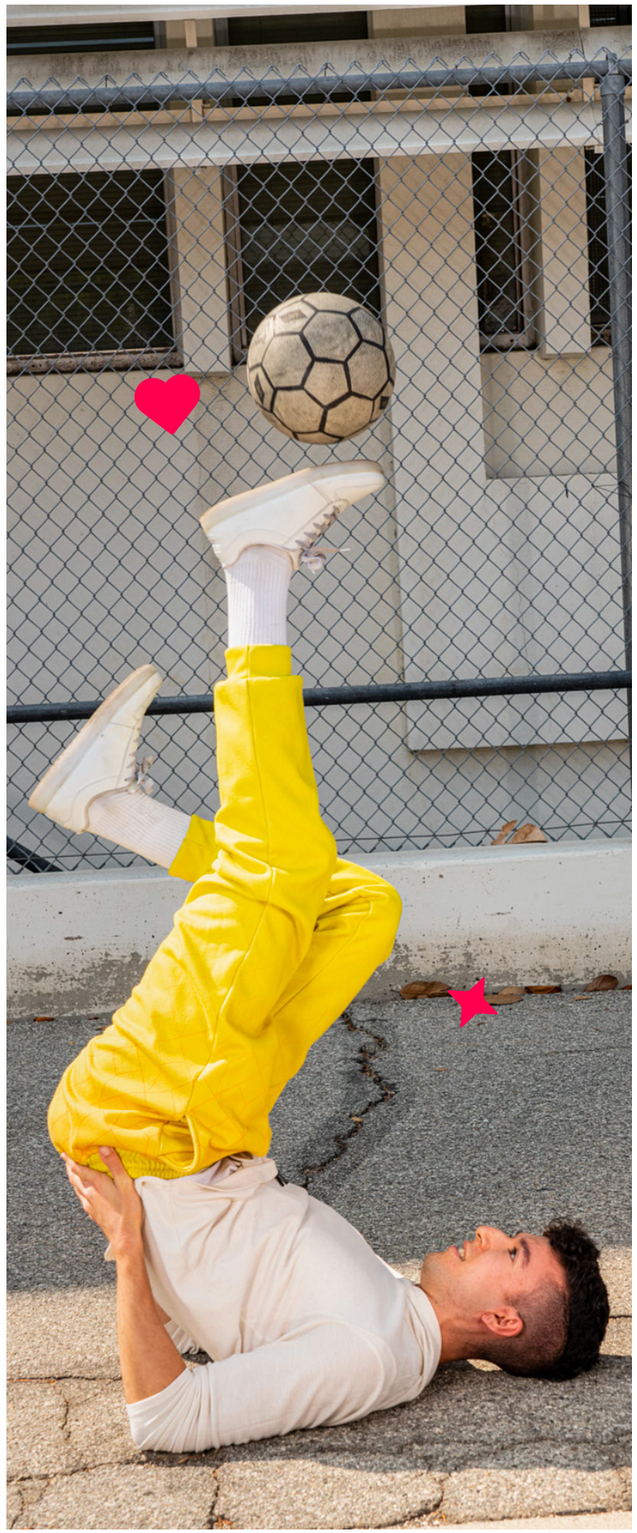
If you want to get started on your 2022 TikTok strategy, but aren't yet sure how to use sound in your plans, have no fear. We tapped three experts to give guidance on how brands can win their audio strategies this year—from using cutting-edge tools to putting artists at the forefront of content. Here's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

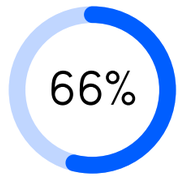
## Think (and act) musician-first

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.

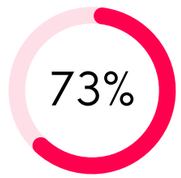
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those 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 industry[1]




of users associate certain songs with TikTok[2]

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)

NEW ZEALAND

2022

03

## 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.

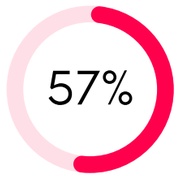
"'Real' voices by individuals will gain importance. The original human element can make the difference," said Engels. "Brands should think about their tone of voice within a sonic branding strategy."

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.

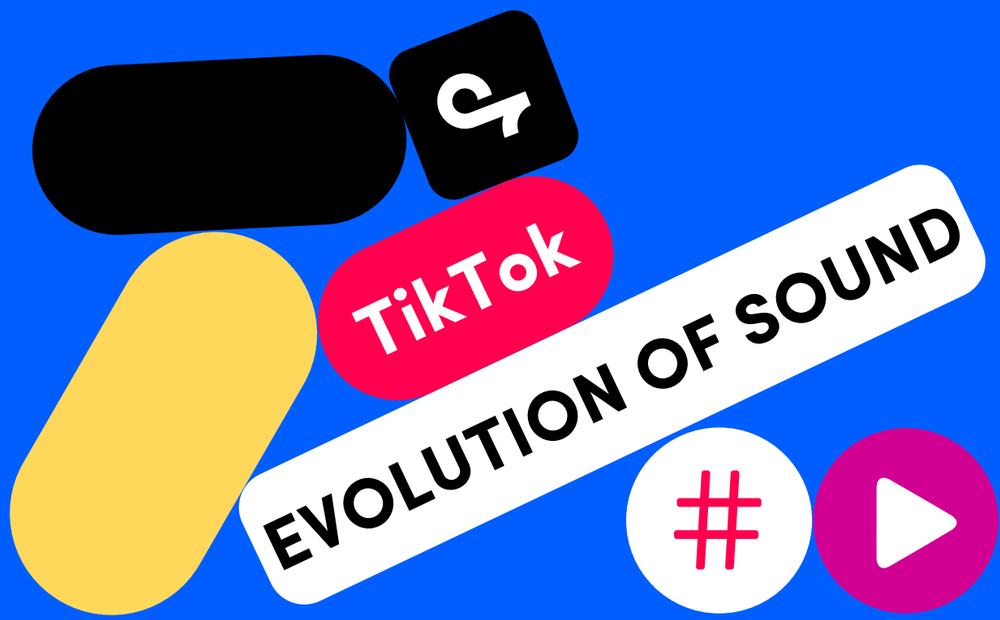
160B+

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




- of users accurately recognized the brand in ads that used direct-to-camera audio[3]

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 brand[1].

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

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

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

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

# 5 TIPS FOR GETTING STARTED

## 1. Do your homework to find your ideal creators.

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

## 2. Test out different types of creators.

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

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

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

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

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

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

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

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

CREATOR COMMUNITY
CREATOR COMMUNITY
CREATOR COMMUNITY



# Key Themes for 2022

*The power of community co-creation*

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

### Further strengthening the bond between creators and brands.

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

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

### Results, results, results.

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

NEW ZEALAND

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

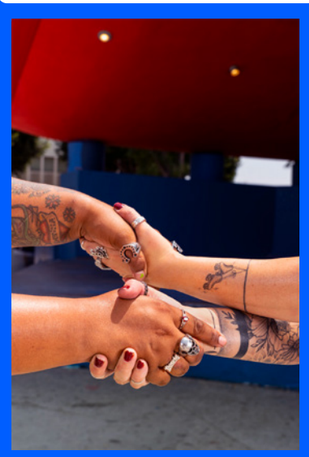
Introduced new default privacy and safety settings for youth

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

## AUG

Expanded privacy and safety settings for teens

Read More

## SEP

Officially announced our TikTok Inventory Filter; IAS & Zefr Partnerships

## OCT

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

Read More





## NOV

Participated in the second GARM Aggregated Measurement Report

Read More

## DEC

Launched our new Transparency Reports and refreshed Transparency Center

Read More

NEW ZEALAND

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