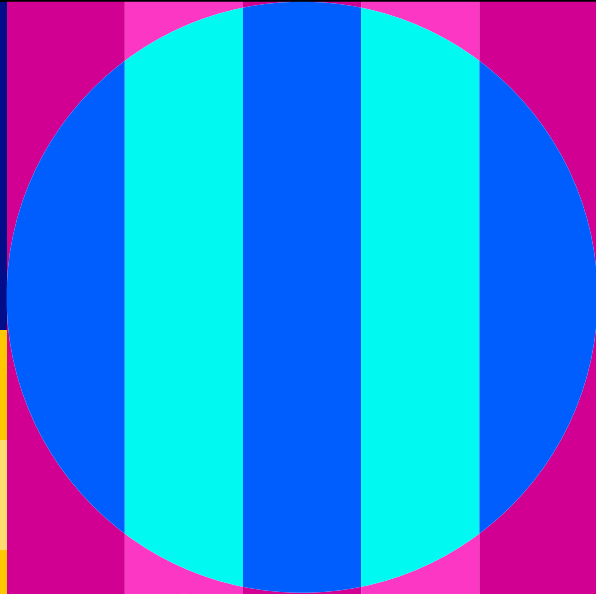


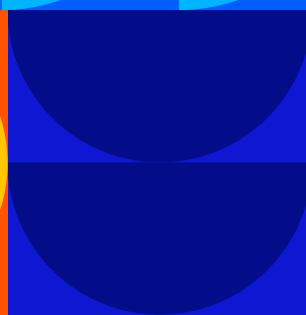
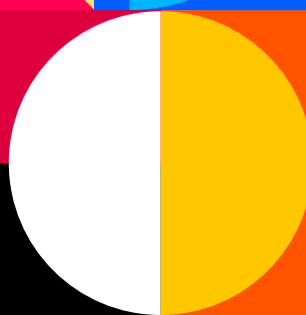
What's Next

INSIGHT INTO CULTURE DRIVERS ON TIKTOK

2021 — 2022



UK
UK
UK



TikTok For Business

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



What's Next



Foreword



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

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

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

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

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

Methodology

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

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

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

2021/2022

01
02

03

A Look Back

Categories

Apparel & Accessories
Beauty & Personal Care
News & Entertainment
Travel
Auto & Transportation

A Deep Dive

Community Commerce
Evolution of Sound
Creator Community
Brand Safety



01



A LOOK BACK



2021

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

The Power of Creators and Community

#TikTokMadeMeBuyIt

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

You helped us hit a milestone

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

Communities supported each other



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

You kept creating

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

Sound became more relevant than ever

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

Music transcended the platform

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

Our community kept discovering

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

Categories saw exponential growth

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

Joyful Discovery

We helped strengthen the creator-brand relationship

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

We kept our community and brands safe

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

TikTok Shopping was launched

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

TikTok World

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



2021 → 2022

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



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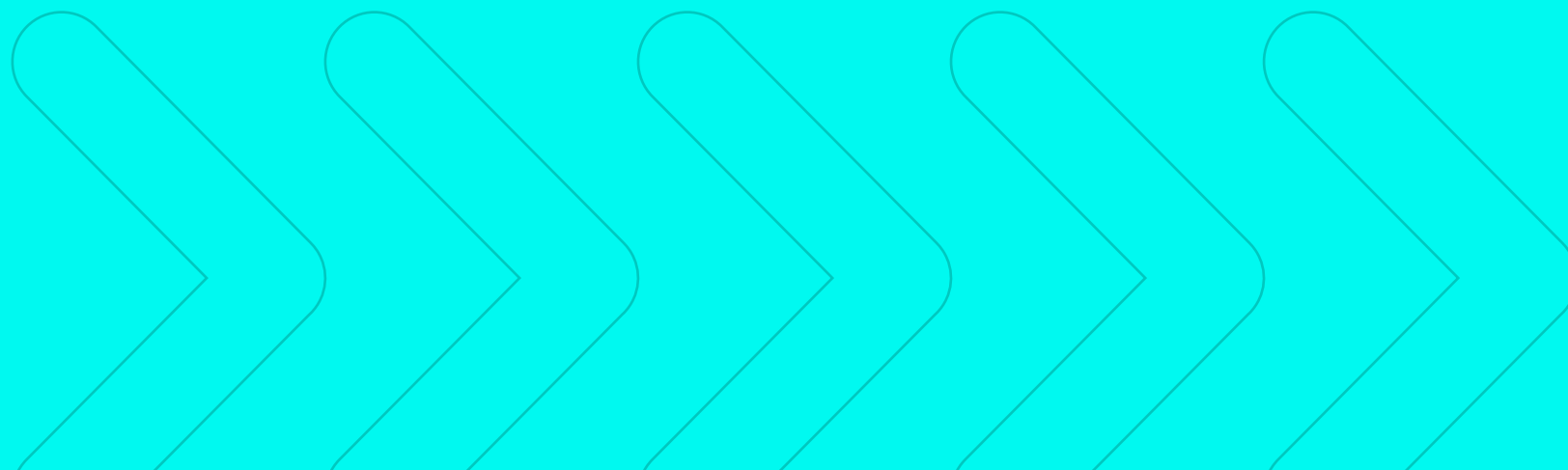


2022 »

02



CATEGORIES





The New Runway

Apparel & Accessories

On TikTok, fashion is more than just what kind of clothes you wear.

The Apparel and Accessories vertical is one of TikTok's most popular. The platform creates new ways to inspire wardrobes, stay up to date on trends, learn how to recycle and upcycle clothing, and get ready in a flash through creative transitions.

TikTok is the internet's runway, with Creators and users sharing tips and tricks for all of fashion's seasons and occasions. They use the platform to show off outfits, inspiring the fashion community and beyond. Fashion on TikTok combines interests—think of the Harry Styles crochet cardigan—crochet enthusiasts have turned a luxury patchwork cardigan into a viral trend after it was worn by global music icon Harry Styles. Sustainability and DIY are major interests of TikTok's fashion enthusiasts, with users creating their own hacks for upcycling clothing.

As mentioned earlier, transitions are a huge trend within the platform's fashion content. Users and Creators alike have gotten extremely creative, transitioning in and out of

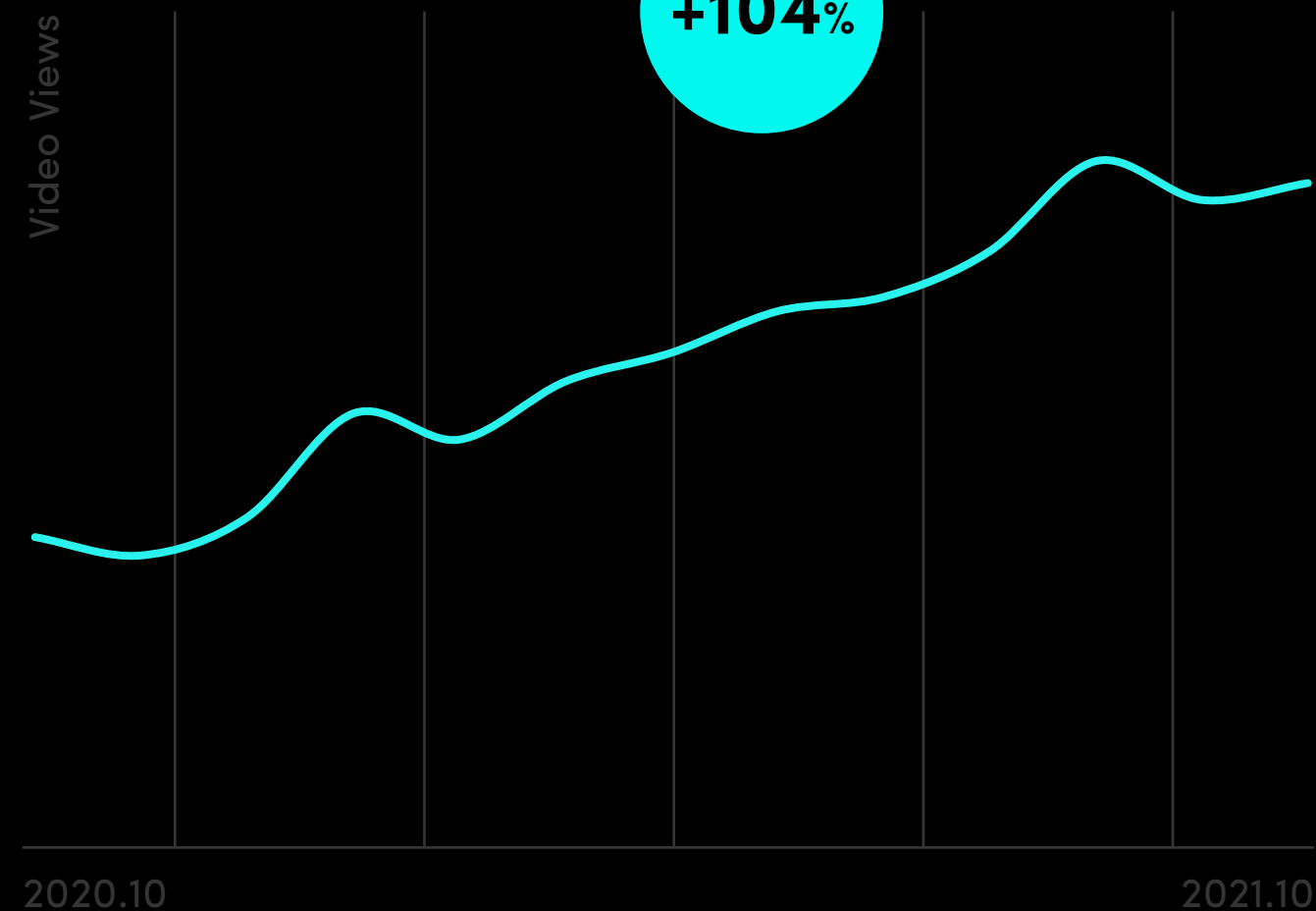
pieces to popularize formats for sharing fashion content—the shoe trend in particular has gained massive popularity. This trend saw users sitting on a chair, throwing up a show, and going through a complete outfit change once the shoe hits their foot.

Viral trends have driven amongst our community like nothing else because they often begin organically from users. That's right, our users don't just put their own spin on trending content, but they initiate it. This is why trends on TikTok are so successful and impactful. If we look at several trends in the fashion world, we see fun, playful, and creative content that is very native to our platform. Because of this, the community inspires each other to add their own twists on trends by recreating their own looks through different ways of transitioning. Creators have taken this one step further, showing tutorials of how to do some of the trickier transitions and enabling every day users to give it a try.



Overall Growth*

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



The Fashion and Accessories vertical is hugely popular amongst TikTok users, so much so that it has seen a 104% increase YoY. Additionally, hashtags like #ootd have seen a 223% increase, and #FashionTikTok has seen a 2090% increase YoY. This is because of the popular trends our community creates, turning TikTok into an inspiring fashion hub.

Amongst the most popular topics, we've seen content in which users share their favorite

clothing items and the nostalgic stories behind them. From creating a new wardrobe through old pieces or even bringing back old trends—as is the case of an old-school GAP sweatshirt that went viral overnight. GAP was inspired by the TikTok community to let them choose the color or the revived hoodie, and the brand and product saw massive success. When the community shares their knowledge, creativity flows from our users directly to brands.

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.

#festival

Video Views: 568.4M+

#fashiontiktok

Video Views: 1.4B+

#outfitideas

Video Views: 1.3B+

#luxury

Video Views: 399.7M+

#outfitinspo

Video Views: 1.1B+

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.

#tryonhaul

Video Views: 541.7M+

#fashionhacks

Video Views: 455M+

#midsizefashion

Video Views: 271.3M+

#thrifftok

Video Views: 43.6M+

#thrifffinds

Video Views: 163.8M+



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

Case Study

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



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

What can a brand learn from this?



Scan With Camera

In less than a decade, Fairfax & Favor has grown into a multi-award-winning brand at the forefront of British luxury fashion. To boost the brand's profile across UK & Ireland, Fairfax & Favor and their agency, Lane Media, came to TikTok for an engaging awareness campaign.

Fairfax and Favour wanted to create authentic content. By taking inspiration from the platform and understanding the key trends happening in the world of fashion on TikTok, Fairfax and Favor decided to focus on the transition trend, to really bring to life their creatives.

As discussed earlier, tapping into TikTok trends like transitions to show outfit changes is very popular on the platform and native to the content that our users love. To elevate this further they also partnered with creators to generate humorous and eye-catching videos.

As a result, by combining the transitions and creators, and understanding current trends on the platform, the brand was able to produce a series of native-feel ads that fit perfectly within the TikTok environment, helping them to achieve their key objective – brand awareness.

Fairfax and Favor adapted these transition trends into their creatives to create fun, engaging creatives that are native to TikTok.

Tips for Brands

When a community trend starts somewhere and takes off into different markets, brands that are at the forefront and are plugged into what's happening on our platform have the opportunity to be the first ones to actively jump on these trends with their own relevant products. In short, being always on and always engaged on TikTok holds many real-life advantages.

For fashion brands, understanding the hottest trends and transitions on TikTok is important to staying connected with our users and keeping your content native to them. By understanding users' interests—such as sustainability, outfit inspiration, and fashion hacks—brands are able to tap into the purchase motivations of our users. By doing this, brands will show up on TikTok in native ways through our algorithm, making their way to users' For You Pages. Content that's honest, authentic, and—most importantly—attention-grabbing builds trust between brands and users. Have fun, experiment, and start trying out trending transitions to tap into the TikTok magic, and be sure to utilize Creators. By working with Creators, you can bring life to your brand's products through these trusted experts of the platform.





The Product Becomes the Star

Beauty & Personal Care

On TikTok, detailed and authentic reviews of products' packaging, usability, and results lead to engagement and purchases.

Over the last year, beauty has found its place on TikTok in a big way, as viral trends have taken off on the platform. From skincare, to personal care, to makeup, users and creators come to TikTok to share their real-life, honest reviews of different products and services within the beauty sector. Take a viral Peter Thomas Roth eye cream—what started with one woman's honest and promising review of the product's eye-bag-erasing powers led to over 33 million views (and counting) and the product selling out everywhere, but how? Well, the product was the star of the show¹. On TikTok, detailed and authentic reviews of products' packaging, usability, and results lead to engagement and purchases. Products such as a L'Oreal powder foundation, Maybelline's Sky High Mascara, CeraVe face washes, and an EOS shaving cream earned their spots on the #TikTokMadeMeBuyIt list because of creators and brands that made

these products the stars of their content. On TikTok, beauty products come to life. Between close-ups, ASMR content, honest reviews, and detailed tutorials, creators bring products to the TikTok community in fun and authentic ways, creating the ripple effect that leads to purchases.

TikTok is a place where every skin type and condition is catered for: #acne has 13.8B views, #oilyskins has 280M, and #antiaging has 801.9M to name just a few¹. Creators—who have been dubbed "skinfluencers"—have built trust within the TikTok community by showing honest reviews and authentic before-and-after results of products. For example, affordable skincare brands CeraVe and The Ordinary gained notoriety for promising results at a low cost on TikTok, causing multiple products from each brand to sell out.

1. TikTok App Global Data, Sep 2021



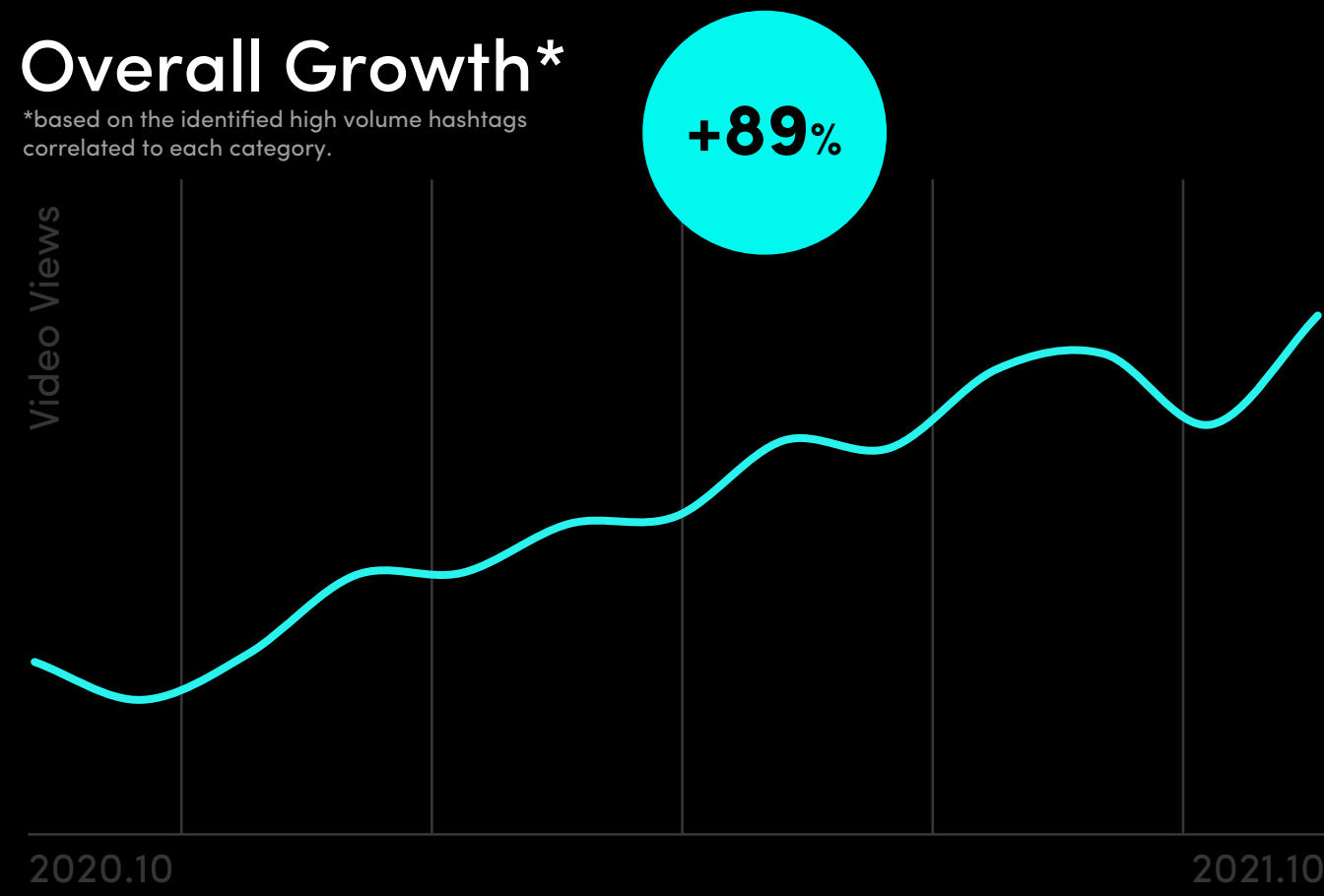
UK



2022 »

Overall Growth*

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



Over the last year, TikTok has grown in both monthly active users and in time spent on the platform by users. Alongside it, the Beauty vertical has boomed on the platform, with a 120% increase in video views YoY. In addition, ASMR video views have grown by 168%, and it's no coincidence, given that users bring skincare and beauty products to life through the sounds and senses.

The pandemic has given everyone a greater appreciation for the ritualistic nature of skincare. Between masking, more free time, a decrease in makeup-wear, and Zoom showing us our insecurities through the workdays, the pandemic brewed a perfect and eye-opening storm for the category. This

has led TikTok into becoming the world's hub for beauty and skincare inspiration and product discovery.

On the platform, we've seen an increase in skincare routines, information on product ingredients, and how-to videos, as users become more conscious of their skin, the ingredients they're putting into it, and the importance of understanding how to correctly use their products. This shift had led to an increase in the types of content surrounding users' main interests in the skincare sector, and of course, our users are coming to TikTok now more than ever to learn how to treat their skin with love and care.

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.

#ASMR

Video Views: 4.9B+

#makeup

Video Views: 5.2B+

#beauty

Video Views: 1.6B+

#skincare

Video Views: 1.5B+

#makeuptutorial

Video Views: 690.9M+

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.

#hairtok

Video Views: 588.1M+

#dermdoctor

Video Views: 184.6M+

#skintok

Video Views: 93.4M+

#ASMRmakeup

Video Views: 34.9M+

#eczema

Video Views: 28.4M+



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 to influence and drive demand.

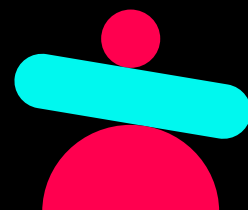
What can a brand learn from this?



Scan With Camera

The brand is a big advocate for keeping content authentic and real, putting time and energy into making great content that users can engage with. By keeping its target audience broad and trusting TikTok's algorithm to find the right audience for the brand, Only Curls was able to concentrate on what matters on our platform: creating native content that showcases its products with real women through demos, how-to videos, and product spotlights.

Product demonstrations can really bring a product to life, and when paired with TikTok Creators, can create honest reviews that clearly show the purposes behind the products. To grow awareness of the brand, Only Curls has been successfully tapping into this strategy.



Tips for Brands

When a community trend is born in one area and takes off throughout different markets, brands that are at the forefront of what's happening on our platform get the opportunity to be the first ones to actively jump on these trends with their relevant, local products. On TikTok, being always plugged in and always engaged carries huge advantages for brands.

However, it isn't only about jumping onto any and all trends; it's important to specifically tap into trends that are relevant to your brand and its identity. As the TikTok community shifts away from unrealistic beauty standards, they've shown a growing interest in the processes and fun activities behind beauty, rather than just results. Practical tips, hacks, and advice for daily looks get people excited and eager to try their own hand at beauty practices. Brands need to also lean into creative and unique ways to express

themselves and engage with the community. For example, showcasing various aspects of the brand can be super impactful—from a how-to video, to the production process, to a walk-through of customers' purchase journeys.

By engaging popular creators, tapping into trends, and giving a voice to real testimonials, brands can captivate their audiences like never before. Brands have an exciting opportunity to form true connections with their community and join in on the beauty dialogue. Additionally, by utilizing popular Creators, tapping into trends, and giving authentic voices to testimonials, brands can captivate audiences like never before. On TikTok, brands have exciting opportunities to form true connections with the community and to join in on the culture of beauty from TikTok's lens.





From behind the scenes, sneak peaks, to TikTok first musicals, everlasting entertainment.

News & Entertainment



From cooking, to pets, to DIY, to film—there's a home for everyone to entertain on TikTok.

On TikTok, 75% of our users say they come to the platform to be entertained¹, and entertainment on TikTok comes to life through positivity and joy across our communities that lift spirits. As part of our DNA, content that captures joy and happiness brings the fun, creativity, engagement, and inclusiveness to our platform that makes it as special as it is. From cooking, to pets, to DIY, to film—there's a home for everyone to entertain on TikTok.

Because TikTok is an entertainment platform, it's the perfect place for entertainment brands to show up and show out. TikTok is where fandoms are built and sneak peeks, behind-the-scenes content, interviews are revealed to fans. Getting audiences excited and engaged through short-form video content on TikTok is all about the creativity that entertainment-lovers crave. Just recently, we've seen new musicals come to light and to production through our community's willingness to create and collaborate—take "Ratatouille: The TikTok Musical. Theater creatives have long been collaborative leaders on TikTok, creating everything from videos about their art school experiences, to showcasing their talents and writing musicals. Over the last few months, however, this community made headlines as they collaborated on the construction of a musical based on Disney/Pixar's Ratatouille, and with the help of the Tony Award-winning theatrical production company Seaview, presented a full virtual performance to benefit The Actors Fund proving that anyone can cook up an amazing show.

This creative endeavor began with user @e_jaccs, who back in August, uploaded a

love ballad dedicated to "Remy," the main character in Disney/Pixar's "Ratatouille" film. The song gained new life when @danieljmertzlufft uploaded a new version of the initial video on October 19th. The rest is history.

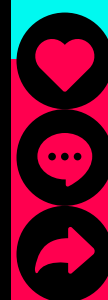
The TikTok community is leaned in and engaged with the platform's short-form and entertaining video content. With a diverse range and our community's desire to learn something new on the platform, they're met the the best of the best, as our algorithm caters directly to their interests and values, while leading them to discovery. Our users love to be inspired by and to participate with trends, and oftentimes, they add their own spin on an existing trend. Additionally, TikTok users love learning new things directly from brands—from behind the scenes content, to teasers, to trailers—inspiring them to stay curious and keep discovering.

In the case of the viral Ratatouille video, popularity around the content skyrocketed, making it a beloved niche preference amongst the TikTok community that eventually led to the creation of the @ratouillethemusical account. The account posted a video calling for submissions from the TikTok community in order to bring the musical concept to life. That video alone prompted users to contribute their own creative ideas, covering everything from music, to set design, to choreography. The musical theater community has collaborated on the project using the hashtag #RatatouilleMusical, which has amassed over 227.1M views to date².

1. TikTok Marketing Science EU Holiday Shopping Behaviour Research 2020 conducted by Walnut Unlimited
2. TikTok Internal Data, UK, October 2020 - October 2021.



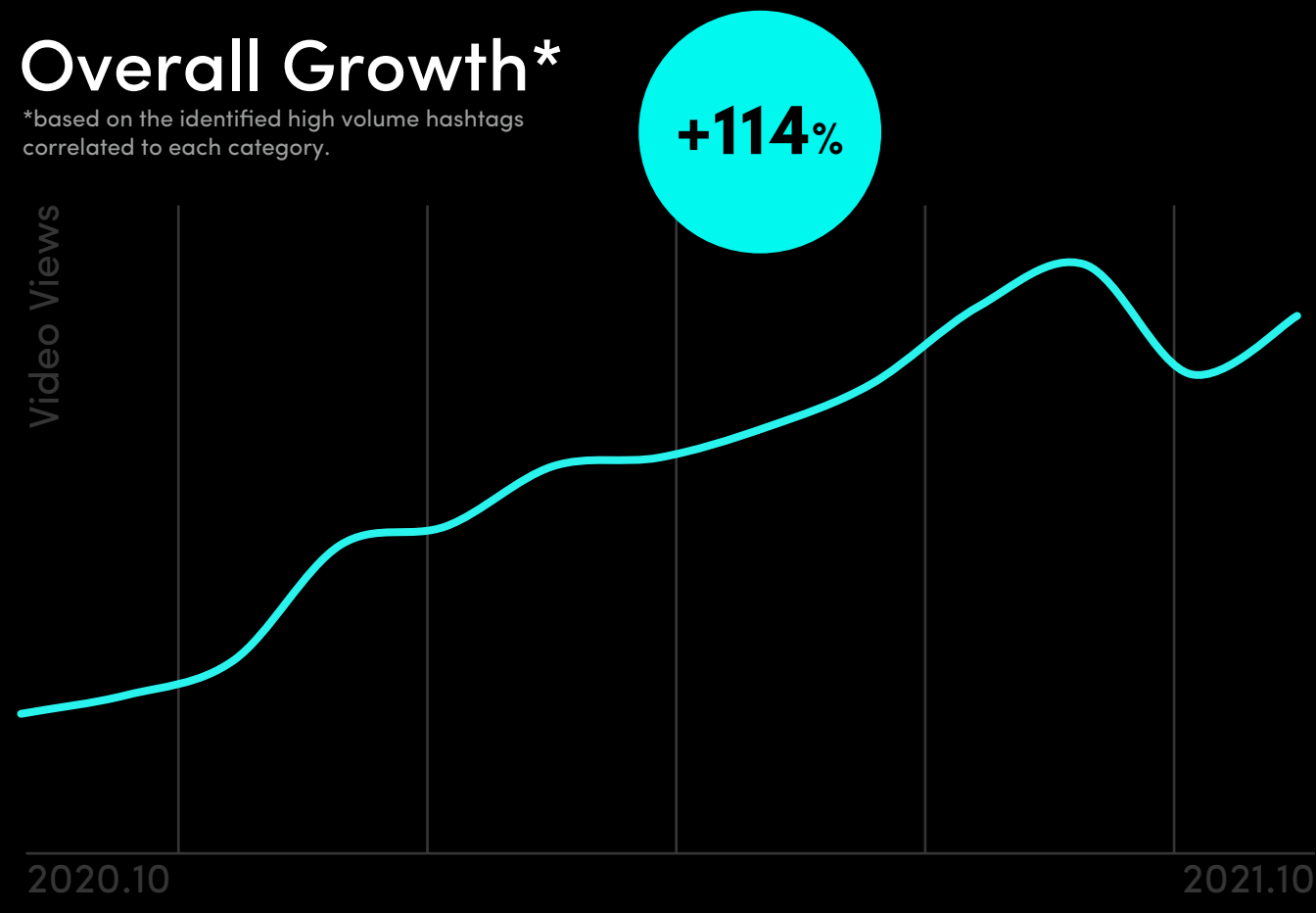
UK



2022 »

Overall Growth*

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



The news and entertainment vertical has a seen a 174% increase YoY in video views. In particular, #movie has seen an 835% uplift YoY and #TVShow has seen an increase of 711%. Clearly, the TikTok community has a major interest in movies and television programming. Take Netflix's "Squid Game" for example, a TV show that broke records and became viral on our platform. On TikTok, there are real fandoms from the entertainment world who give free rein to their creativity by reproducing cult scenes from films and series or disguising themselves as the characters of favourite shows or editing content to give it new life across all genres.

With many cinemas being closed and people spending more time watching movies and TV at home, we have seen a big shift in how users consume entertainment content. In particular, it has been interesting to see the movies come to life through the content mentioned above, as users and Creators bring behind the scenes content and first looks to life. Entertainment companies like HBO have used the platform to publicly announce and launch new TV shows on their platforms in unique and creative ways. From showing team Zoom calls to bringing trends to life through the eyes of fictional characters, entertainment companies are figuring out how to show up organically on our platform.

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: 7.6B+

#TVshow

Video Views: 1.1B+

#dragraceUK

Video Views: 109.5M+

#marveltok

Video Views: 106.5M+

#movieclip

Video Views: 2B+



Rising¹

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

#flimclips

Video Views: 848M+

#UKcomedy

Video Views: 2B+

#superman

Video Views: 238.8M+

#scarlettjohansson

Video Views: 275.2M+

#gilmoregirls

Video Views: 155.8M+

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.



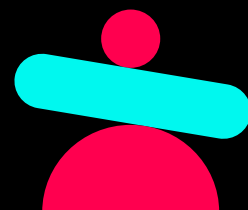
What can a brand learn from this?



Scan With Camera

Studiocanal came to TikTok to promote the release of their latest film to a German audience. They took inspiration from current trends, and included a first look scene and a heart wrenching soundtrack. In addition to this they also prompted a call to action to users by using an informal caption – asking whether users would be heading to the cinema on a 'date night' or a 'girls night out', which kept the advert friendly and genuine.

By combining the first look scenes, a soundtrack and also an informal call to action, tapping into the interest of the users and grabbing their attention, Studio canal created engaging content to drive ticket purchases.



Tips for Brands

TikTok is a powerful ally to the entertainment industry, often playing a leading role in determining the success of movies and shows through virality on the platform. There are countless conversations on the platform linked to entertainment content, so much so that TikTok can be considered by brands as a great sample from which to draw insights on their products. TikTok can be a place to go beyond shows and movies, It's a place to share the whole experience, from concept ideation, to production, to alternate endings that were considered in the process. On TikTok, brands can share the whole journey through storytelling. In fact, the most incredible and most appreciated creative ideas by users can arise from the observation of the community and its tribes. Entertainment content like movies, shows, and music live a second life on TikTok, which ensures users a prolonged entertainment experience, as well as a place where they can discuss and share their excitement and passion for the content they love. The platform represents a great opportunity for brands, as users discover new content on TikTok and find inspiration on what to watch or listen to.

Brands need to consider showing a different side of the business on TikTok. Think about how to add that twist to a trailer, how you could use the cast to add authenticity and speak to the audience, drawing them in to find out more, or even ask the audience to decide the ending!





Discovering hidden beauty within your own country to inspire next adventures.

Travel



TikTok has reimagined wanderlust for the travel community and beyond.

TikTok has given rise to a new generation of local tour guides who are passionate about their cities and the local cultures. From inspiring travel gurus who romanticize their home countries' brightest spots to down-to-earth and passionate locals whose love for their cities is immeasurable, hometown love takes its best form through joyful and authentic content on TikTok.

With the pandemic putting a pause on travel throughout 2020 and slightly reopening in 2021, this didn't stop the community, as they continued exploring their hometowns and inspiring others for when the world can travel again. #staycation took over TikTok, and a particular trend saw users travel to places in their hometowns that looked similar to places abroad, discovering beauty in their own country. TikTok was a travel hub full of inspiration, travel tips, with traditional travel content being reimagined for TikTok's short, vertical, sound-on video canvas. Travel content has increased rapidly as people around the world seek to share their experiences and find inspiration for their next adventure.

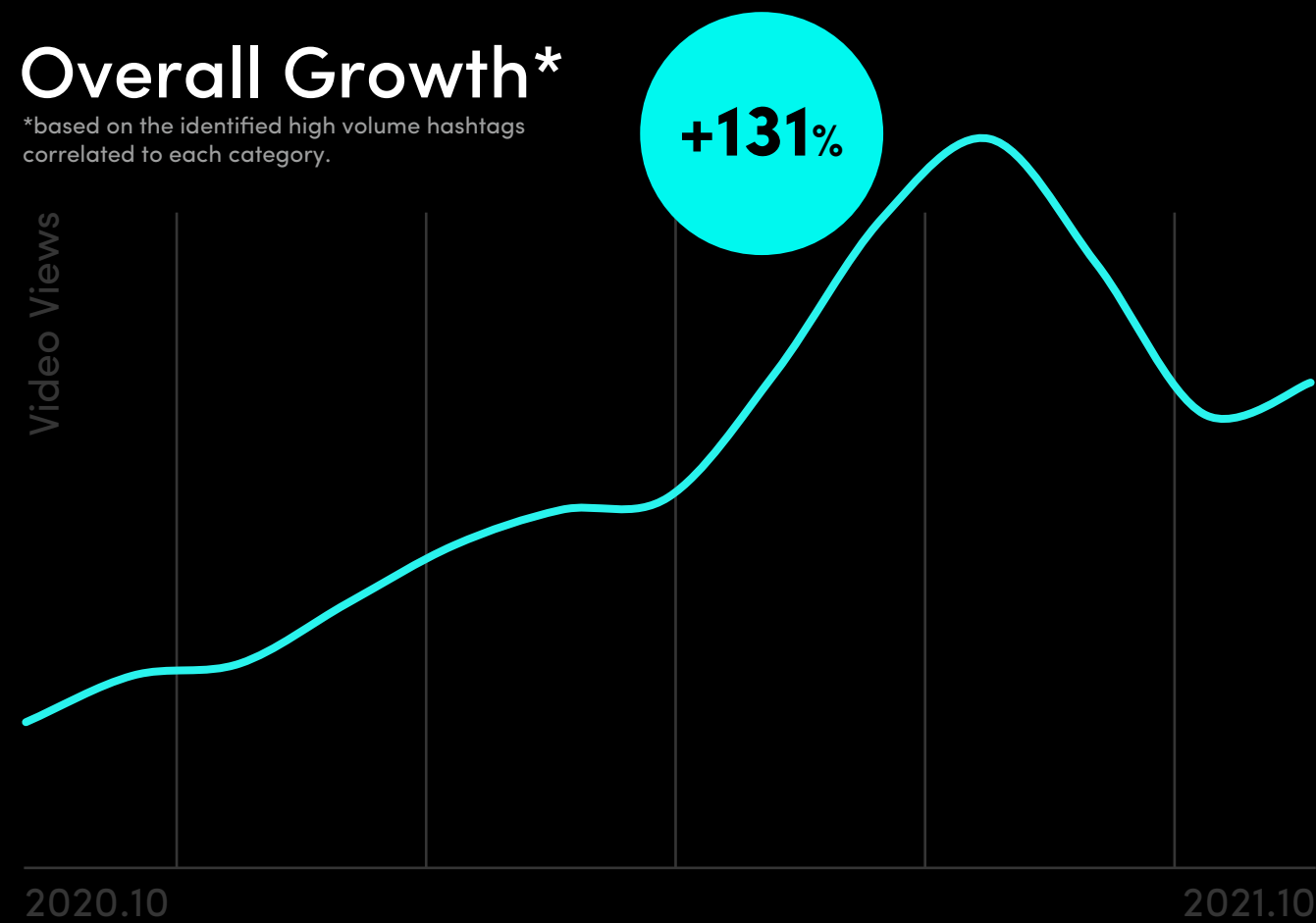
The desire to travel is stronger than ever. A study by booking.com found that 66% of global travelers agree that the inability to travel extensively over the last year has made them yearn for travel even more¹.

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

1. Research commissioned by Booking.com and conducted among a sample of adults who are planning to travel in the next 12 months. In total 28,042 respondents across 28 countries and territories were polled. Respondents completed an online survey in January 2021

Overall Growth*

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



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

In 2021, as people prepare to travel again, start to write their bucket list, or save destinations to go to, we've noticed new focus points that have now become a part of the planning process. A year of multiple stay-at-home orders and quarantines have brought a new appreciation for interacting with nature to consumers, with trends like

#soundofnature and #cottagecore going viral on TikTok. With a rise in focus on the planet during the pandemic, sustainable travel is gaining importance and urgency among our community, and consumers are also not only looking at ways to travel sustainably, but they're also looking for brands that prioritize and value sustainable practices. Domestic travel also remains popular—even more so than before the pandemic—with more consumers finding a new interest in exploring their home countries. Many have taken a hybrid approach, splitting their time between domestic and international travel.

Popular¹

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

#travel

Video Views: 1.6B+

#roadtrip

Video Views: 345.7M+

#adventure

Video Views: 339.6M+

#traveltiktok

Video Views: 116.8M+

#staycation

Video Views: 165.6M+

Rising¹

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

#londonhotspots

Video Views: 154M+

#scotlandTikTok

Video Views: 88M+

#travelthrowback

Video Views: 12.6M+

#traveltok

Video Views: 47.8M+

#honeymoon

Video Views: 44.1M+



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.



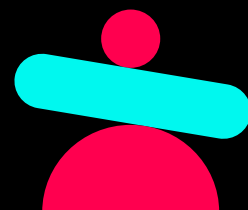
What can a brand learn from this?



Scan With Camera

While the pandemic brought overseas travel to an abrupt halt, it caused domestic travel to increase. On TikTok, we saw users come to the platform to reveal hidden gems within their home countries. For national marketing organization Switzerland Tourism, TikTok created a new stage to show off the hidden beauties of Switzerland.

The tourism company took to TikTok in a big way—building a purely organic audience before moving into paid campaigns and viral hashtag challenges. Now, with over 700K likes and 35.5M hashtag views for its #INeedSwitzerland campaign, Switzerland Tourism is showing both Swiss natives and those abroad why the country's hidden gems should get a spot on their bucket lists¹.

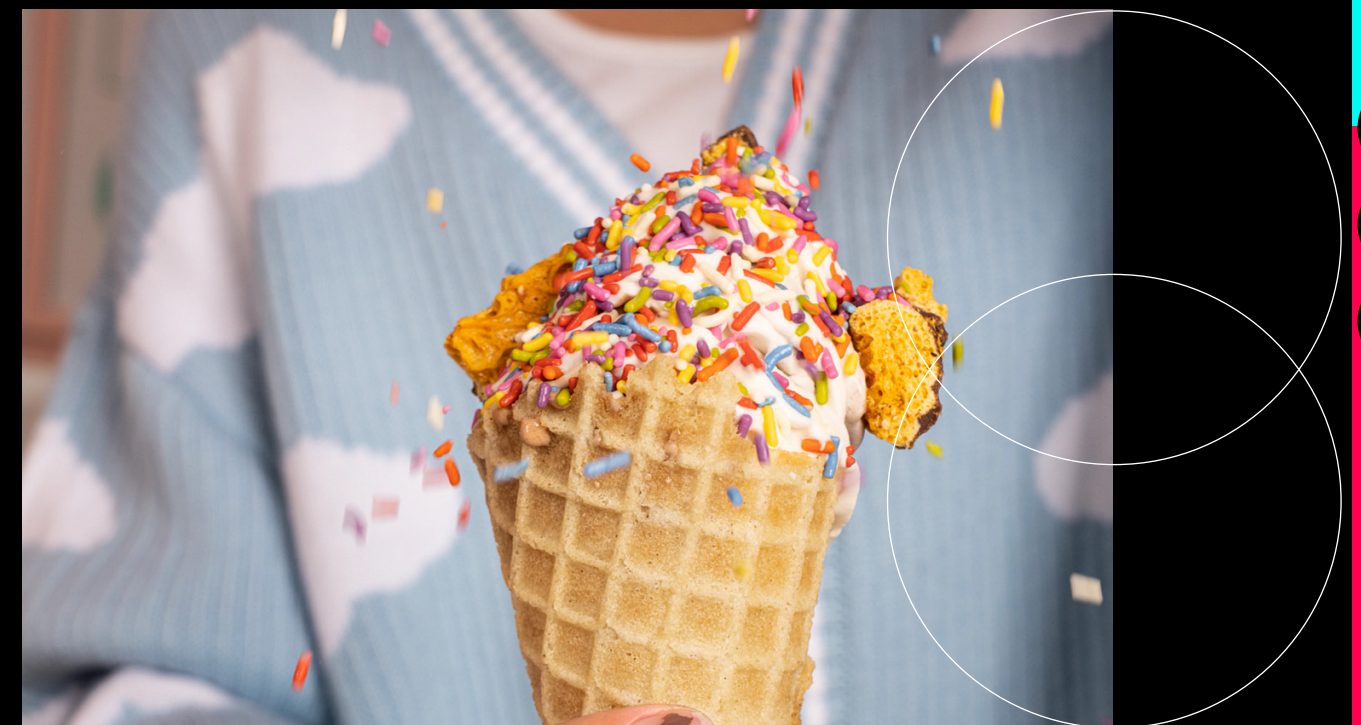


Tips for Brands

TikTok is a platform where authentic content thrives, so brands need to keep it real to keep up. Users come to TikTok to be entertained and inspired, so brands need to focus on how they can tap into these motivations of the users. To entertain and retain audiences, brands need to create travel-focused content that highlights new destinations, reveals hidden gems, and inspires our users to embark on their next adventures.

Tapping into trends such as unknown places, things to do in cities, tips and travel inspiration, will enable brands to help users plan their next bucket lists and to start bringing their adventure dreams to reality in 2022.

By using creators and TikTok products such as Spark Ads to push UGC content, brands will be able to share their stories and strengths from an authentic perspective, thus engaging our users and building trust throughout the TikTok community.





Auto Enthusiasts Within the TikTok Community

Auto & Transportation



The world of auto on TikTok has become an exciting and entertaining place, where users find and discover new things each day.

On TikTok, auto-enthusiasts and every day users alike can discover new and inspiring content on our platform. From the everyday car to luxury brands, cars of all shapes, sizes, and purposes are being explored on TikTok. In fact, 63% of TikTok users have discovered or been inspired to research a car after seeing content about it on TikTok¹. Cars are woven into the fabric of their lives – 87% of users have one or more vehicles in their household².

Authenticity is a part of TikTok DNA, right along with happy and joyful content. Through short-form video entertainment, happiness and joy are being brought into the automotive industry in new ways. On TikTok, auto is no longer mundane or boring; it's become a fun, inspiring, and innovative sector, as our users have seen a new side of the auto world through our platform.

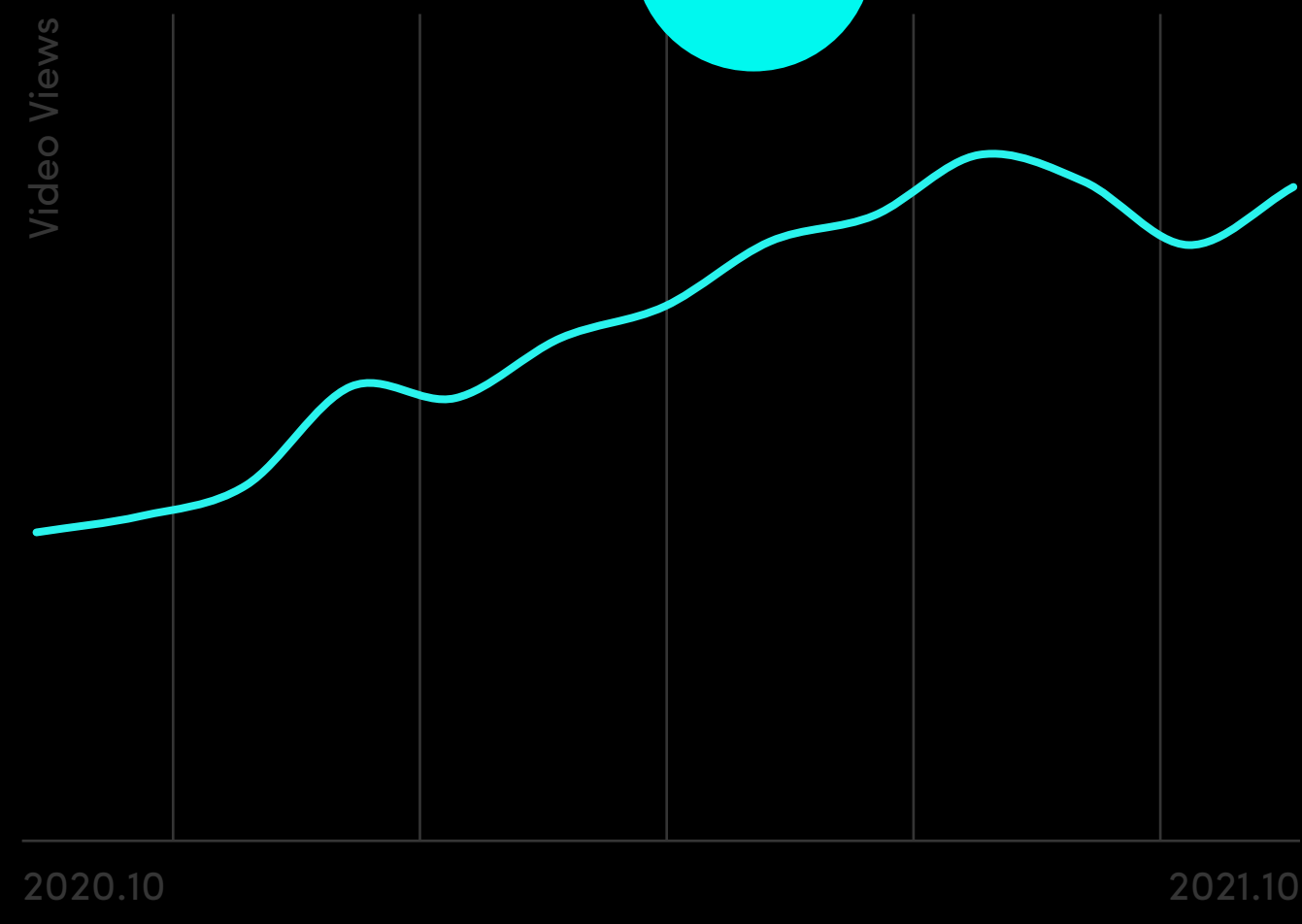
When we were younger, we all had dream cars brewing in our minds when we started driving. On TikTok, people are now seeing their dream cars drive by on their For You Pages, inspiring not just older generations who are in the market for a new car, but also younger generations who are dreaming of the coolest cars out there. On TikTok, building brand early amongst younger users is more than possible through the Auto vertical.

The world of auto on TikTok has become an exciting and entertaining place, where users find and discover new things each day. From tips and tricks, cool interiors, hidden auto secrets (like an umbrella hidden in the doors of Rolls Royce³, for example), roaring engines as ASMR content, test drives, how to purchase a car, and information on auto dealerships, TikTok is reshaping the overall auto industry through community trends, and this is driving massive engagement from auto fans and beyond.

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

Overall Growth*

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



The world of auto got interesting throughout the pandemic, as people preferred traveling in their cars over using public transportation. To some, the car is a place to escape with music and travel. Over the last year, CarTok has seen a staggering 4103% increase. Brands like Tesla, BMW, and Golf have seen increases by 109%, 73%, and 80%, respectively. Overall, the Auto vertical has seen a 131% increase in views YoY.

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

Popular¹

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

#carcommunity

Video Views: 226.1M+

#carhub

Video Views: 58.9M+

#jeeplife

Video Views: 29.7M+

#carreview

Video Views: 9.7M+

#cartiktok

Video Views: 616.1M+

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.

#cartok

Video Views: 585.6M+

#supercarstiktok

Video Views: 20.3M+

#cardealership

Video Views: 10.9M+

#valeting

Video Views: 20.6M+

#ukcars

Video Views: 13.6M+



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

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.



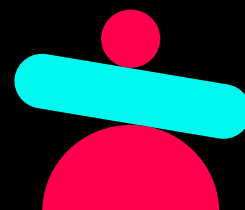
What can a brand learn from this?



Scan With Camera

Launching a car brand on TikTok with impact.

BMW wove the features of its latest 1 Series in with visuals of two Team GB athletes—gymnast, Joe Fraser, and BMX'er, Chaz Worthier. The campaign—which refers to the 1 Series as "The 1"—sought to bring life to BMW UK's core values, while aligning with the passions of both Fraser and Worthier. The two athletes backflipped and wheeled their ways around the car, all while showing off innovative features like parking assistance and gesture control through clever edits. BMW UK tapped into the trends around exploring the car, showing off its best features and bringing life to it, by utilizing Creators to add a fun and entertaining element, making the content native to TikTok.



Tips for Brands

For brands, the key to making your place on CarTok is showing a different side of your brand. 61% of TikTok users agree that content from car manufacturers on TikTok should be different from what they normally see from automotive brands on TV¹.

Of course, it's important to tap into the needs of consumers. They want to discover new cars and learn more about cool features like interiors, dashboard capabilities, and other quirky features that they didn't know about before. And it doesn't stop there: Users want to know how to best purchase the car with tips and how-to's for managing at dealerships. By understanding the consumer's needs and how to go from discovery to inspiration to purchase, auto brands will become top-of-mind to users across all generations—from those dreaming of a new car to those ready to make the purchase.

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



03



A Deep Dive





The unstoppable power of **#TikTokMadeMeBuyIt**



01 COMMUNITY COMMERCE 0

ICYMI:

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

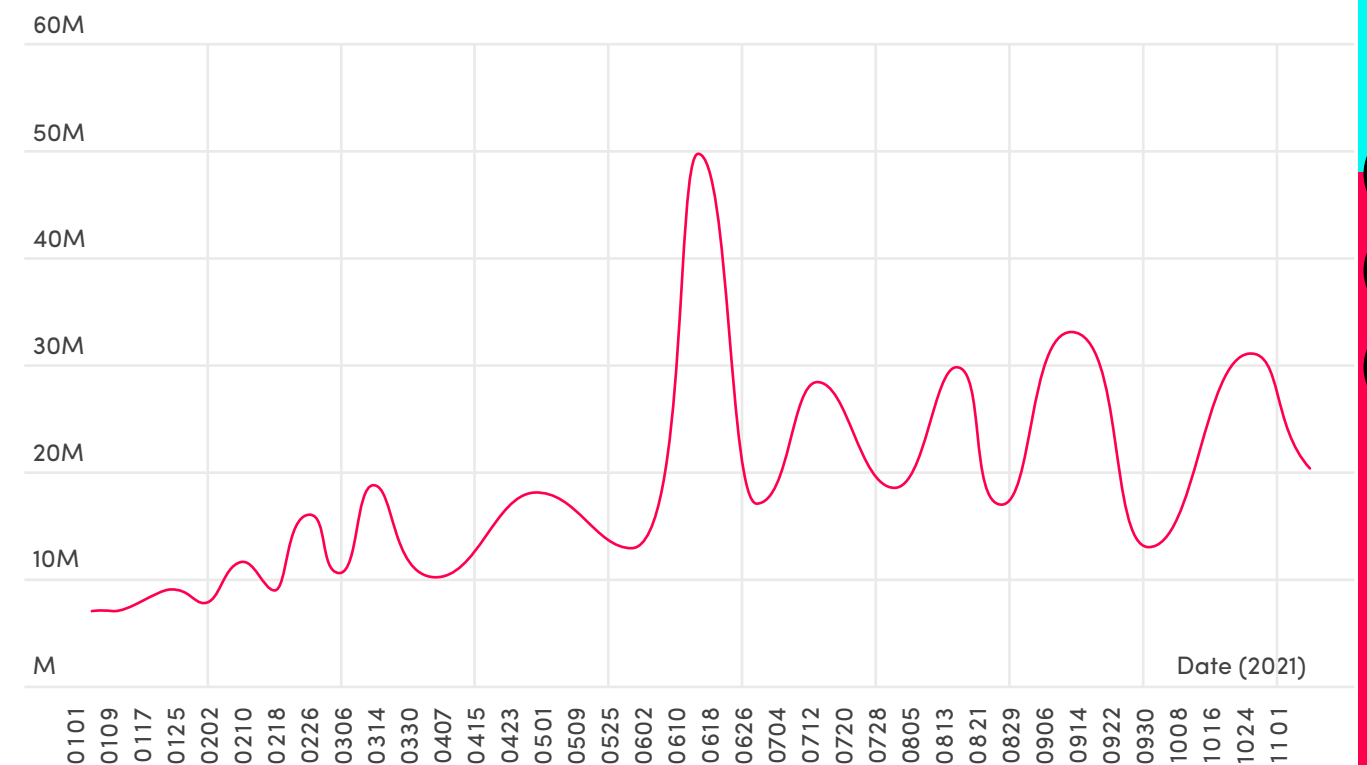
People love it because it produces genuine product reviews—and honesty is a big differentiator for us; the majority of users say they trust others to be their real selves on TikTok¹. Product videos tend to be entertaining, too, which is a huge draw, given that entertainment is the number-one thing that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

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

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

#TikTokMadeMeBuyIt³

Video Views (Millions)



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

The Anatomy of a Community Commerce Moment

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

01

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

Spark phase:

Creator or brand posts an entertaining video featuring a product

02

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

Share phase:

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

03

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

Spike phase:

Creator or brand posts an entertaining video featuring a product

04

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

Sustain phase:

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



Scan With Camera
to watch cases

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

01 COMMUNITY COMMERCE ○



Audience Insights for 2022

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

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

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

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

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

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

- Peter Thomas Roth, founder and CEO¹

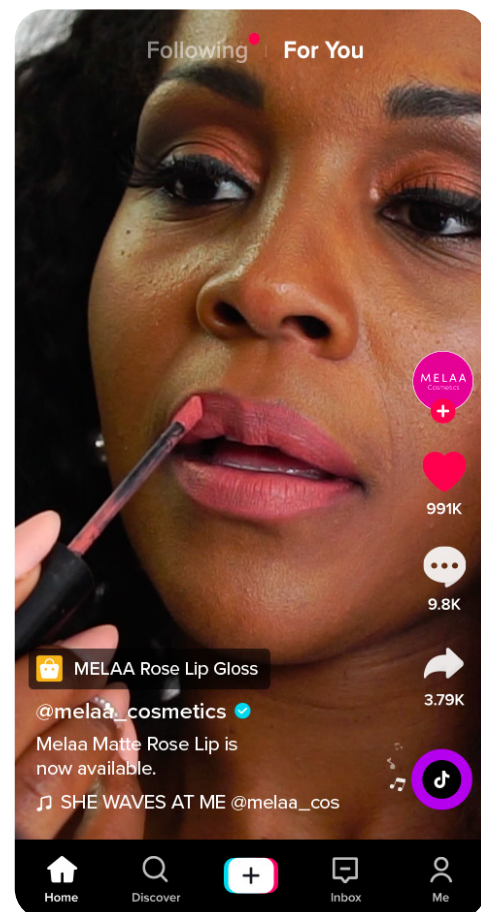
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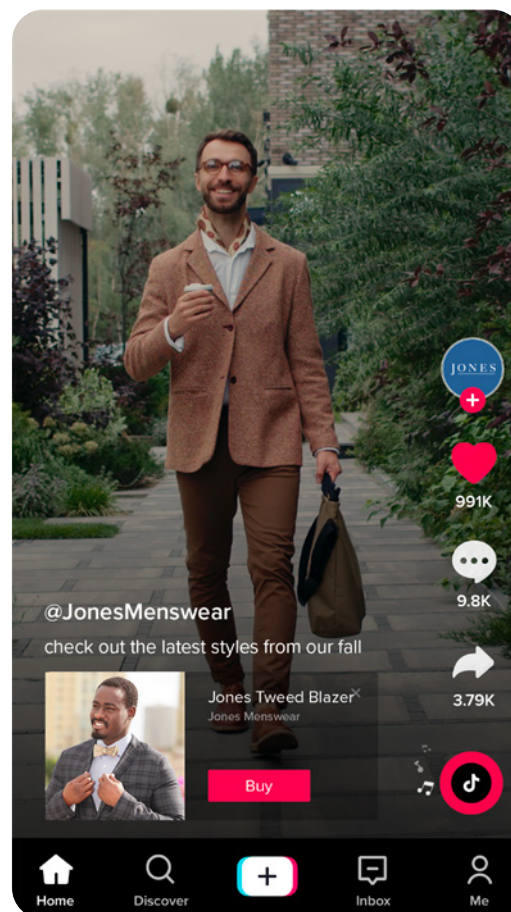
Ramping the “commerce” in Community Commerce

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



Product Links

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



Collection Ads

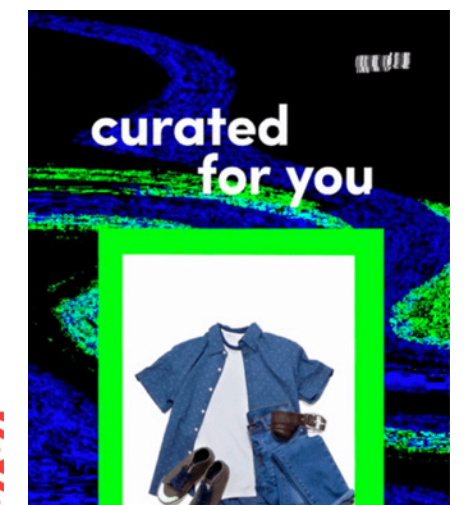
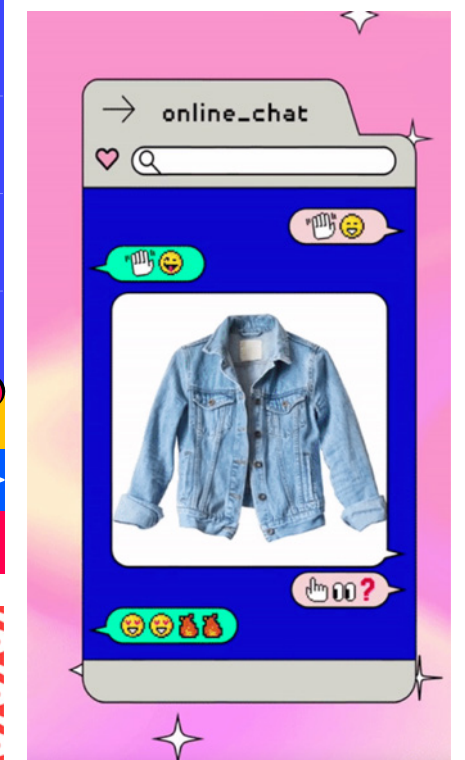
Rotating product cards on videos that showcase multiple items in a single experience, then link out to those items.

Dynamic Showcase Ads

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



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

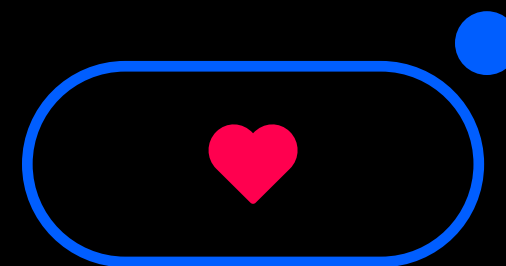


Evolution of Sound



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

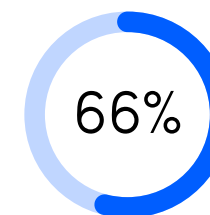
Think (and act) musician-first

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.

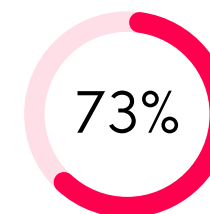
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those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

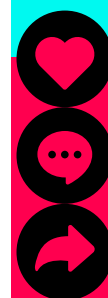
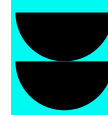


● of users associate certain songs with TikTok²

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)



UK



2022

Be an early adopter of voice tech

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

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

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

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

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

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

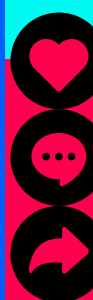
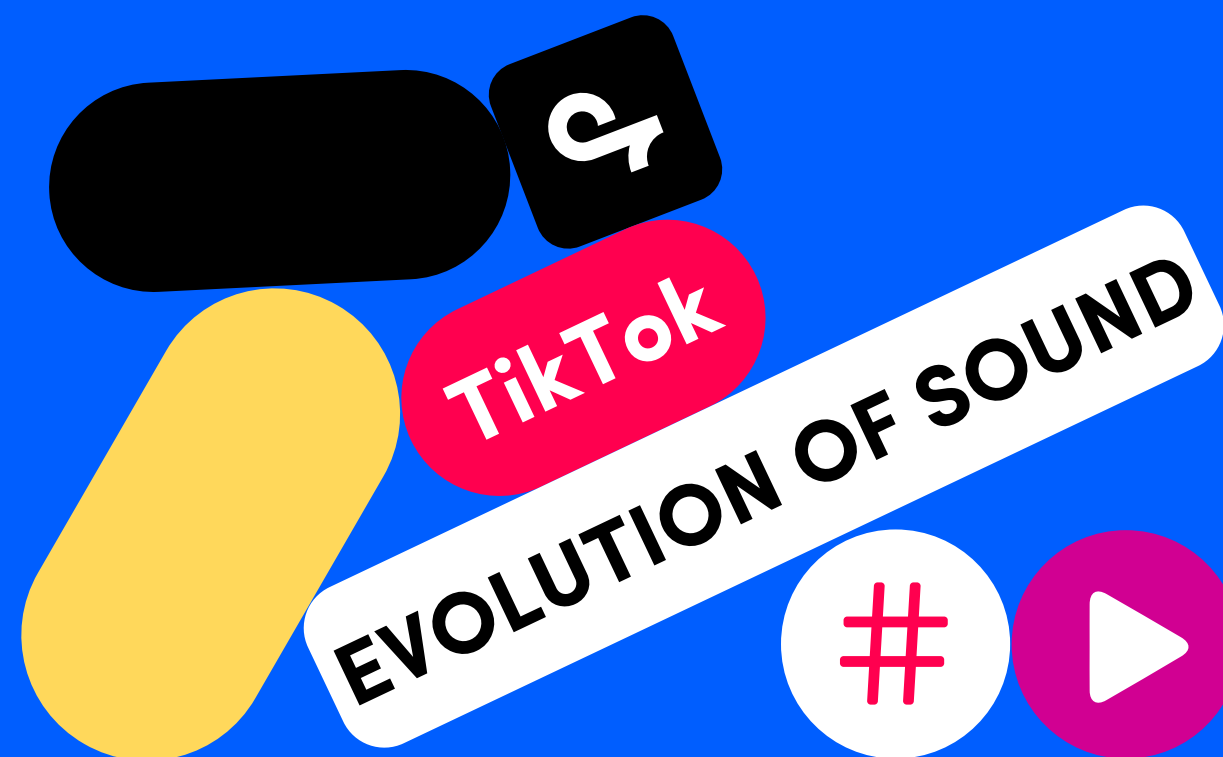
160B+

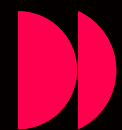
- Videos tagged with #VoiceEffects have 160B+ vvs on TikTok (As of December 2021)

57%

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

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





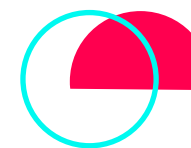
Your new creative dream team, coming in hot



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

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

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



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

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

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



5 TIPS FOR GETTING STARTED

1. Do your homework to find your ideal creators.

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

2. Test out different types of creators.

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

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

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

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

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

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

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

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



CREATOR COMMUNITY
CREATOR COMMUNITY
CREATOR COMMUNITY



Key Themes for 2022

The power of community co-creation

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

Further strengthening the bond between creators and brands.

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

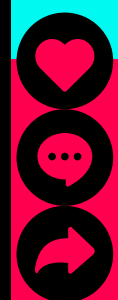
We will continue to foster and champion creator communities and community driven brand opportunities.

Results, results, results.

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



UK



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

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JUN



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

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JUL

Achieved TAG Brand Safety Certified status globally

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OCT

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

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AUG

Expanded privacy and safety settings for teens

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SEP

Officially announced our TikTok Inventory Filter; IAS & Zefr Partnerships



NOV

Participated in the second GARM Aggregated Measurement Report

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DEC

Launched our new Transparency Reports and refreshed Transparency Center

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UK

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."



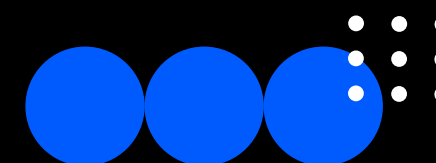
Looking Ahead

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

