

 **TikTok** for Business

# TikTok Creative Made Simple

## *For Your Business*

**Best practices and tools to make your ads a smash hit.**



# Creating for TikTok is *different*, not difficult.

It's faster, relevant, and memorable. It's a place to come as you are and connect with joyful discovery.

And audiences take note.

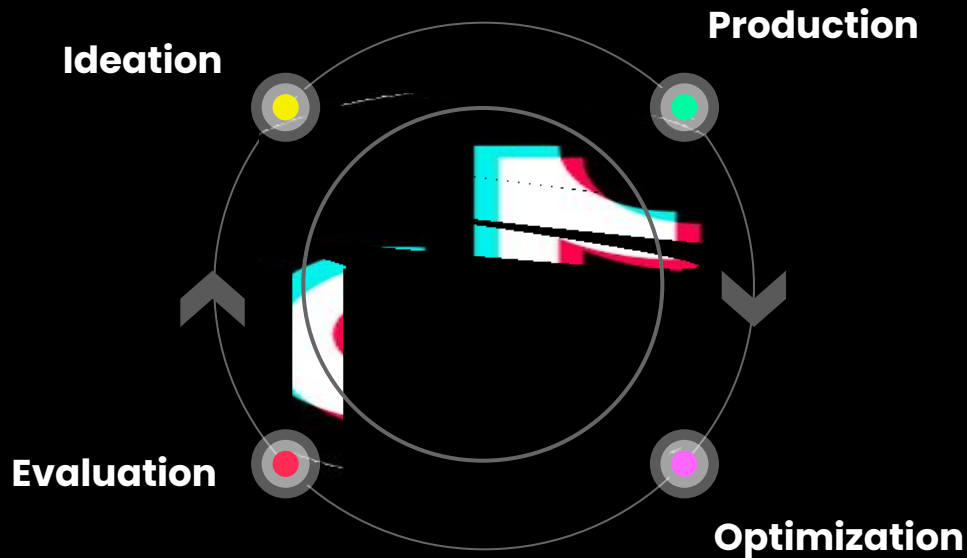
# 73%

**of TikTok users** say they feel a deeper connection to the brands they interact with on TikTok vs. the other sites and apps they use.



# TikTok has the solutions you need for *every step* of the creation process.

This playbook will walk you through a roadmap to creative success, highlighting the solutions to help you build impact-driving video content with ease.



# The four stops on the TikTok creative journey:

1

## Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

2

## Production

Film and edit video clips to produce a finalized asset that's ready to use in ads.

3

## Optimization

Optimize your finished ads for success and proactively address any potential issues.

4

## Evaluation

Quickly diagnose and solve creative-related issues that affect performance.





1

**Ideation**

# The Ideation Stage is where the creativity begins


This is the stage where you (and your team!) can brainstorm and come up with ideas for the content you want to create.

The ideation phase is crucial for ensuring that your TikTok video is engaging, unique, and able to capture the attention of your viewers. Unlike other platforms, TikTok users embrace joyful authenticity, so feel free to come as you are.



# Tips for Ideation

- **Identify & define your target audience:** Understand who your target audience is and what type of content they would be interested in seeing. This will help you create content that resonates with them.
- **Consider your business' unique personality:** Think about the personality and tone of your brand and how you can showcase it in your TikTok videos. Are you quirky, serious, educational, or playful?
- **Use current trends:** Pay attention to what's trending on TikTok, especially among your target audience, and think about how you can incorporate it into your videos.
- **Showcase your products or services:** Use TikTok to showcase your products or services in creative, informative and visually engaging ways.
- **Bring the whole team on board:** Hosting TikTok brainstorming sessions with your team can be a fun and effective way to generate lots of great ideas that reflect your business's personality and values.



**Remember, the key to success on TikTok is to be authentic and engaging.**

Have fun with the process and experiment with different types of content until you find what works best for your business.



## HOT TIP

# Think Sound-On

Audio plays a crucial role in content on TikTok. As you ideate your TikTok content, think about how sound can be additive to your videos.

## Some ways to use sound on TikTok:

### Music

Use music to set the mood and rhythm for the video.

- Explore the Commercial Music Library in-app or on [desktop](#) explore thousands of royalty-free tracks cleared for use in paid advertising.
- Get inspired through [songs trending on TikTok](#) and filter for songs approved for business use.

### Voice-over

Reveal details through voice-over.

- Use in how-to content, reviews, commentary, or narration.
- Be sure to keep it clear and concise.

# Kickstart Ideation on Creative Center

**How to Access:**

[ads.tiktok.com/business/creativecenter](https://ads.tiktok.com/business/creativecenter)

Creative Center is a one-stop destination for for the latest TikTok trend data, music, and creative insights. It's an excellent free, public-facing resource to deepen your TikTok expertise, and a great place to start your creative content planning.

**Looking for inspiration?** Check out:

- **Top Ads Dashboard** – A collection of top-performing ads
- **Top Ads Spotlight** – Creative success stories
- **Keyword Insights** – Trending keywords from TikTok ads
- **Creative Strategies** – Insights for creative success
- **Creative Tips Finder** – Tips to elevate your creative proficiency

**Want to see the hottest Trends on TikTok right now?** Visit the **Trends** section for insights on trending hashtags, songs, Creators and TikTok videos.

**Want to find the best music for your ads?** Visit the **Commercial Music Library** to browse TikTok's library of music

**Want to explore popular products?** Visit **Top Products** featured in TikTok ads to help identify which products to showcase in your creatives.

# Get Ideation Support From Creative Assistant

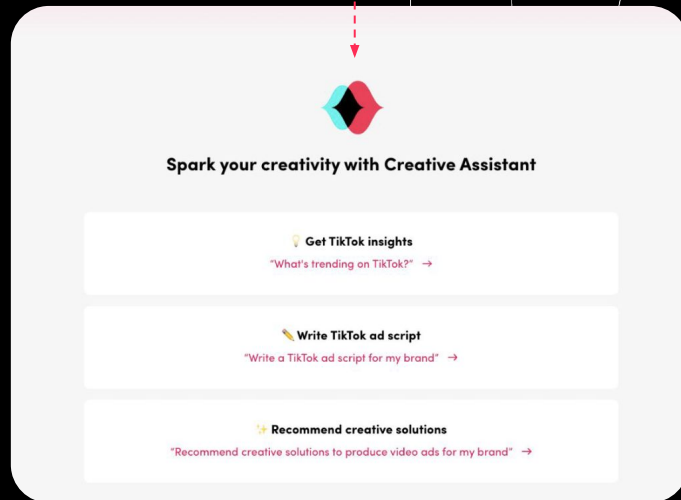
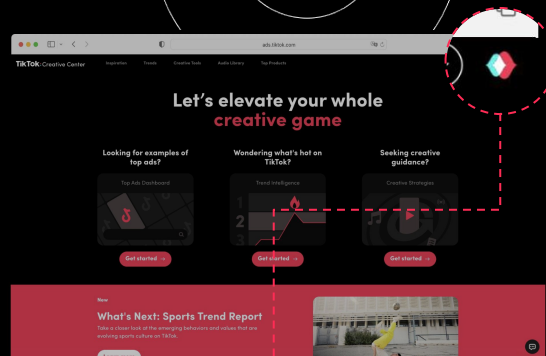
**How to Access:** Log into Creative Center

Available in Creative Center, TikTok Creative Assistant is designed to intelligently collaborate with advertisers, drawing knowledge from TikTok to provide creative inspiration, insights, script generation and refinement, best practices and solution recommendations.

## Creative Assistant can:

- Highlight and explain creative best practices
- Summarize top ads, trends, hashtags, songs, playbooks
- Extract data & patterns for industry/market-specific insights
- Write engaging TikTok-ready scripts for your next video
- Brainstorm ideas and concepts
- Identify the most relevant creative and advertising solutions

*Currently only supports English (Other languages coming in Q4)*



## HOT TIP

# Get the Most Out of Creative Assistant

Creative Assistant can help with summarizing, extracting, creating, and brainstorming. Follow these sample prompts to get started.

### Learn how to create on TikTok

- **Prompt:** "I am new to creating ads on TikTok. What are some best practices I need to know before starting?"

### Gather inspiration with a research companion

- **Prompt:** "Show me some top-performing [industry] ads in [market]."

### Create a TikTok ad script

- **Prompt:** "Write a TikTok ad script for my [industry] brand named [name], targeting [market] and [target audience]. Highlight these benefits in the script – [benefits]."

### Brainstorm unique content ideas

- **Prompt:** "Come up with ad ideas for my business named [name], promoting [topic]."

### Obtain synthesized insights and takeaways.

- **Prompt:** [On Creative Center] "Summarize this page."
- **Prompt:** "Tell me why this ad on the page performs well."

### Consult the expert

- **Prompt:** Recommend me creative solutions I can use to create this [video idea]."

# Create Content Structures That Sell

Showing up on TikTok is about finding your own voice. Being unique and authentic is what will get you noticed.

79%\* of users agree that TikTok is a place for brands to demonstrate a bit of personality and express themselves. That said, many of the top ads on TikTok follow a content structure to capture users' attention and encourage engagement:



## The Hook

The first 3-6 seconds of your video are crucial. Captivate your potential customers with a powerful, attention-grabbing hook, related to your message and narrative.

## Unique Selling Points

After the hook, highlight your product's selling points and key narrative in a clear & memorable way to build trust around your product's benefits & brand promise.

## Call-to-action

End with a clear CTA - keep the momentum and motivate them to take the next step. Leverage text, voiceover, and/or graphics.

*Narrative Flow*



# The Hook

**The first 3–6 seconds are critical.**

TikTok is a fast-paced platform, and users scroll through content quickly. A hook is one way to grab users' attention and keep them engaged. Here are a few ideas to kick-start your ideation:



**Highlight the popularity of a product. For example:**

- Everyone on TikTok is talking about this [product]
- The [product] that sold out 3x is back in stock
- There's a reason we have 500 5-star reviews on Google

**Provide tips and hacks for a specific problem. For example:**

- I have the perfect solution for anyone who has [problem]...
- I know I am not alone when I say [problem] is such a struggle
- My [problem scenario] must-haves...

**Highlight price and/or promotional info. For example:**

- We never do this: Ally [product/service] are X percent off this weekend only
- This [product/service] costs just \$X
- Free gift with purchase in [month]

**Call out the target audience. For example:**

- Calling all sustainable fashion lovers! You need to try this [product/service].
- Are you a homeowner? This [product/service] is for you.
- Attention #BookTok! Have you heard of [product/service]?

**List out your key selling points. For example:**

- 3 reasons why I use this [product/service] every day
- 5 ways to use [product/service]
- 3 signs you NEED [product/service]

# Call-To-Action

Remember: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA). Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase. Here are some examples to get you started:

WANT

Swipe to try it out yourself!

You have to check this out for yourself!

Click below to order!

Try this and never have to buy [product] again!

Click the link below to learn more 📌!

Buy from [retailer] Link in bio.

Buy from [this link] for a discount



2

**Production**

# The Production Stage is where your creative vision comes to life

This is the stage where you put your ideas into action, and begin filming and editing your content.

There is no *one* right way to produce great video content for TikTok. In fact, **78% of users agree that it's ok for brands to try different ways to create content.**\* To help you find the right approach for your business, this section outlines three easy production paths to follow.



\*Source: TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo.

# We've outlined **three easy production paths**

Explore the paths below to discover what works best for your business.



PRODUCTION  
PATH

1

I want to produce  
creative assets  
myself

# Production Best Practices

Create natural feeling content that's authentic to TikTok.

- TikTok supports video lengths ranging from 15 sec to 3min. Any video length within this range can find success. However, research shows that regardless of format, the **first six seconds are vital for impact**.\*
- **Lean into lo-fi video.** You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P.
- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**
- To capture attention, videos should **always include sound**.

NICE

DATA  
POINT

## Tips for Capturing Footage

**Plan and prepare.** Once you have a concept, plan out the details of your videos, such as the script, the props, the location, and the timing.

Make sure you have all the **necessary resources and equipment** ready.

**Capture a variety of footage** from different angles, use good lighting, and record clear audio.

**Have a photo or video shoot coming up?** Capture behind the scenes footage that you can edit into TikTok videos.

## HOT TIP

# Perfecting the TikTok Aesthetic

Create content that feels  
authentic to the platform



- **Feature people** such as creators, employees, and customers for more engaging content
- **Live action:** Showcase your product's benefits by sharing the experience of using it
- **Transition:** Elevate your content with creative transitions between video clips
- **Text overlay:** Emphasize key messages and visually engage your customers with text
- **Stickers & graphics:** Highlight key information you want your audiences to remember with eye-catching stickers or graphics.

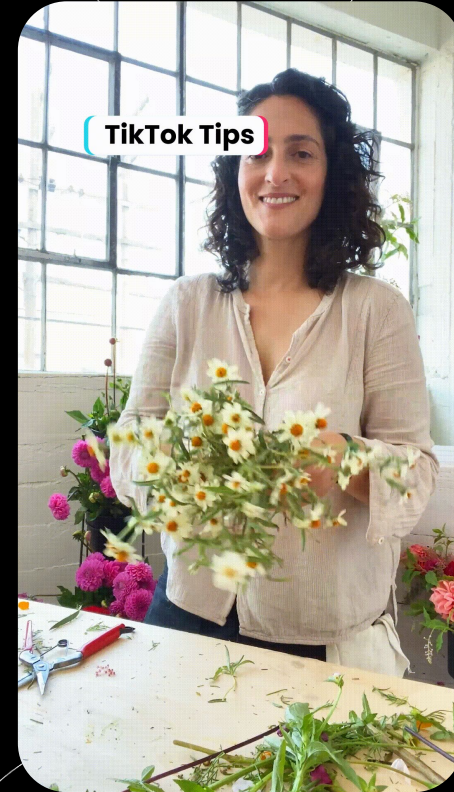


# Shooting and Editing Your Videos on TikTok

**How to Access:** TikTok Mobile App

One way to produce your TikTok videos is directly within the TikTok app. You can shoot video clips directly in the app and use the editing tool to edit your video together. You can also add music, effects and captions.

1. Open the TikTok app and tap the '+' sign at the bottom.
2. Record footage or upload your own videos and photos.
3. Choose a sound.
4. Click 'Adjust clip' to edit your video.
5. Add text and transitions.



**Watch video [here](#)**



# Editing your Videos with CapCut

**How to Access:** CapCut on desktop or mobile

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of video editing expertise. CapCut features include:

## Simple Drag & Drop Video Editor

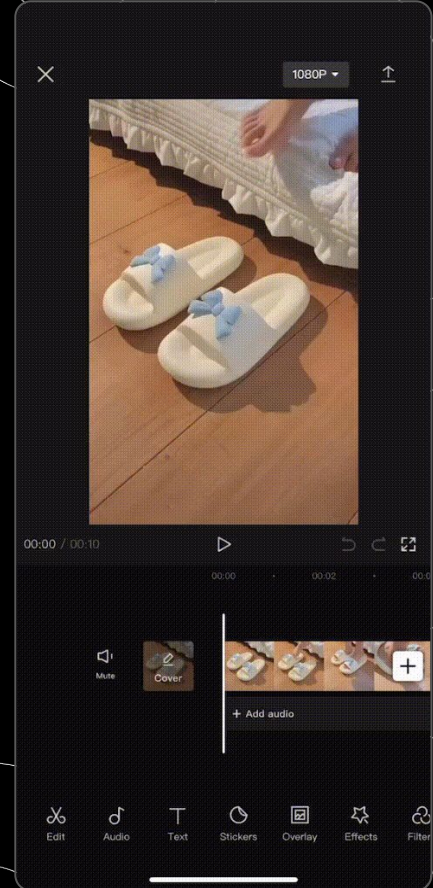
Import video clips from your camera roll. Video Editor lets you trim, split, and adjust the video as desired, and the drag & drop function allows you to edit with ease in an intuitive timeline format. You can also add transitions, filters, effects, and music to your video using the app's built-in library, and include AI-powered features like text to speech, auto-caption, and green screen.

## TikTok-Styled Elements for Commercial Use

Thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

## Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.





# Get a Head Start with CapCut Templates

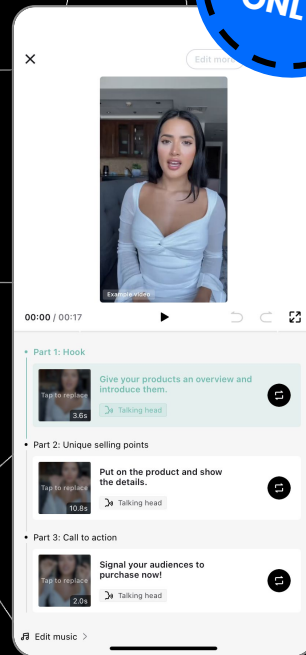
**How to Access:** CapCut on desktop or mobile

Repurpose your existing media assets or create a new one, with **CapCut's Library of Business Templates & Storyboards**, featuring AI Presenter Templates, Top Performing Ad Creatives, Green Screen Ad Storyboards, and more, to guide your storytelling approach and help you achieve effective TikTok-first video content with just a few clicks.

These templates provide scene-based shooting and editing guidelines, making it easy to upload clips and photos directly from your camera roll, or shoot new video content directly in the CapCut app.



**Business Templates**



**Storyboards**

NOT  
Global

US  
ONLY





# Instantly Generate TikTok-ready script with AI-Powered Ad Script

**How to Access:** CapCut on desktop or mobile

Using AI and TikTok's data on top performing ads, Ad Script instantly generates different versions of ad scripts to get you started. You can combine these ad scripts with CapCut's Storyboard templates to make TikTok-style video ads. Simply fill in the scenes, and our smart features auto-generate your script for voice-over.

<

**Tell us about the product** 1/3

Describe the product you want to promote. AI will generate TikTok-style ad scripts for you!

What product do you want to promote?

Sw

Describe the selling points of your product. Separate multiple selling points with commas.

For example: fast drying, low noise, safe

“s” A So

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123 😊 space return

NOT  
Global

US  
ONLY



PRODUCTION  
PATH

2

**I want to work  
with a creator to  
produce my  
creative assets**

LOVE  
IT!

## Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience. By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

SHARE

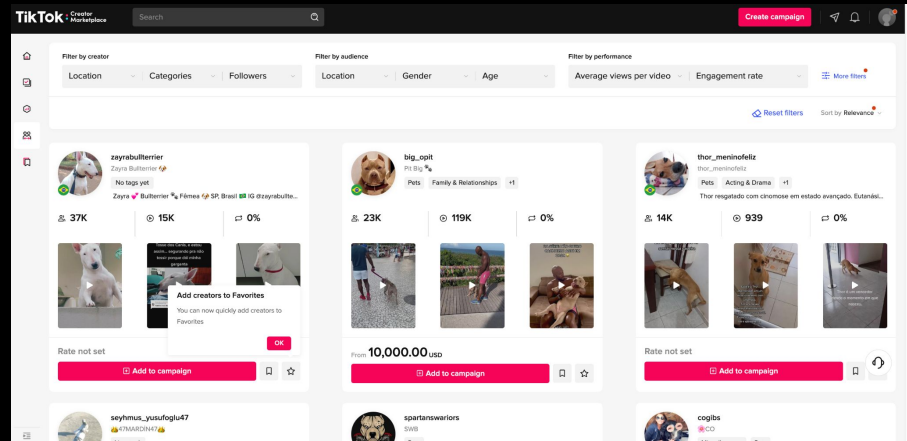
- **Ditch the Script:** When content is delivered in a creator's own, natural voice, it can drive stronger engagement. Trust them to create content in their style.
- **Pick the Right Community:** Choose a Creator who's familiar with a subculture that's relevant to your business. This gives you a built-in audience to work with. The **TikTok Creator Marketplace** will help you discover creators and top videos based on filterable categories.
- **Be Strategic with Trends:** Think beyond viral trends. Utilize longer-term trends, like shopping hauls, unboxing, "get ready with me" and more. Don't feel boxed in by trends with a specific style or tone.
- **Build Trust:** Be open and transparent about expectation and ownership of content.
- To learn more, check out this simple [Creator campaigns guide](#) for advertisers.



# TikTok Creator Marketplace makes Creator collaboration easy

**How to Access:** [creatormarketplace.tiktok.com](https://creatormarketplace.tiktok.com)

Through the Creator Marketplace is the official all-in-one platform for brand and creator collaborations on TikTok. It's a self-serve tool that connects brands with our community of 800K+ creators of all follower-counts to fit any marketing budget and needs.



- **Discover the right creators** by leveraging Keywords search
- **Invite Creators to collaborate** by reaching out directly
- **Access Insights** across reach, audience data, deeper view & engagement insights
- **Seamlessly make payments** and track invoices

# Connect with Trusted Creative Agency Partners through TikTok Creative Exchange

**How to Access:** Currently for allowlisted, managed clients only - please inquire with your Account Manager

## Benefits of TikTok Creative Exchange:

- Access a variety of trusted TikTok Creative Agency partners that specialize in your category, market and type of campaign.
- Select the creative partner of your choice to select talent and concepts for your ads.
- Receive quality assets by trained creative partners vetted by TikTok.
- Sync your videos directly to TikTok Ads Manager to launch campaigns.

NA only

NOT  
Global

NA, EUI,  
METAP,  
APAC,  
CN-OB  
ONLY

## BETA Opportunity

TTCX Starter Package: Receive 2 unique TikTok videos with 1 Creator from a partner agencies, when you spend at least \$2K/mo in media within 30 days of asset delivery.

*For managed clients in NA only.*

*Reach out to your Account Manager to get started.*



Sign up to be  
allowlisted here!



PRODUCTION  
PATH

3

I want to repurpose  
existing creative  
assets

# Repurposing Assets

Repurposing creative assets from other platforms for TikTok can be an effective way to save time and resources. By adapting your content to feel fresh and TikTok-friendly, you can create engaging and effective TikTok content that resonates with your target audience.

!!!

If you are repurposing Creator content, refer to your copyright agreement with each Creator to ensure the assets are still cleared for promotion on TikTok.



## Start by identifying your source material:

- Select impactful visuals of your product, brand and/or service.
- Prioritize video assets over photos for a more TikTok-ready feel
- Revisit your past best performing ads and find the source material (i.e. no text overlays, raw footage when possible)
- Prioritize high-quality video
- Some ideas on what to look for:
  - Expressive people focused footage
  - Product/or Service focused content
  - Behind the scenes content
  - How To" focused content
  - Customer reviews

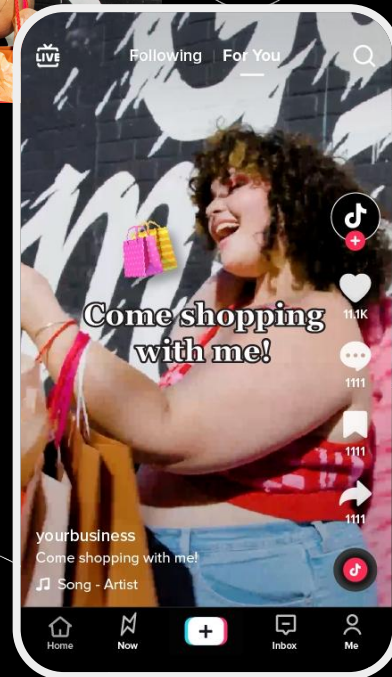
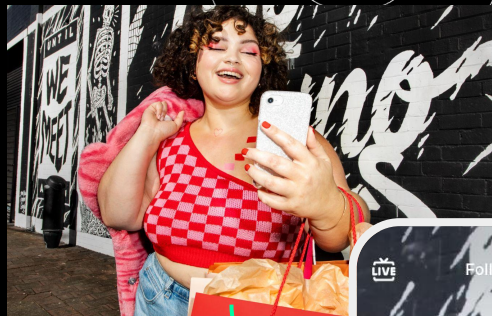


# Using CapCut to Repurpose Existing Assets

**How to Access:** CapCut on desktop or mobile

Preparing your creative assets for TikTok is easy with CapCut Video Editor. Here are some simple steps to follow:

1. Ensure your assets are in a 9:16 vertical orientation. You can easily adjust this by **selecting the 9:16 preset** aspect ratio on CapCut Video Editor.
2. For longer videos, break them up into smaller clips. We recommend using CapCut's **trim and split features** to create 5-10 second clips.
3. Arrange your clips to tell a cohesive story, and use the **Transitions tool** to add dynamic transitions between each clip.
4. Add a TikTok-friendly touch to your video with Text Overlay, Effects, and Stickers.



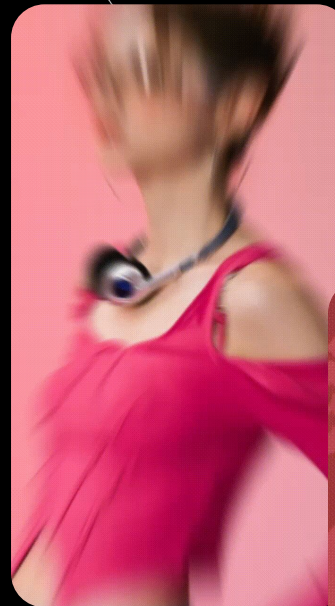


# Repurpose Photos and Videos with CapCut Templates

**How to Access:** CapCut on desktop or mobile

CapCut offers a range of business templates that can help transform your photos and videos into dynamic, engaging TikTok ads. Here's how to use them to repurpose your existing assets:

1. Ensure your raw assets are high-resolution and in a 9:16 vertical orientation. You can easily adjust this by selecting the **9:16 preset aspect ratio** on CapCut Video Editor.
2. For longer videos, break them up into smaller clips. You can use CapCut's **trim and split features** to create 5-10 second clips.
3. **Choose a template** that best fits your business, and upload your video clips and/or images.
4. **Customize the template** to your liking, adding any additional text, effects, or music to make it stand out.





3



# Optimization

# The Optimization Stage is where you set your ads up for success



Once your videos are produced, it is important to continue ensuring your success by focusing on optimization.

TikTok's optimization solutions allow you to refresh current assets with quick edits to combat **creative fatigue** and proactively address any potential issues with your ads.



**Creative Fatigue:** When an audience has seen the same ad too many times and become less likely to engage.

# Smart Fix

## Auto-fixes. Fewer rejections.

**How to Access:** TikTok Ads Manager  
(turned on by default)

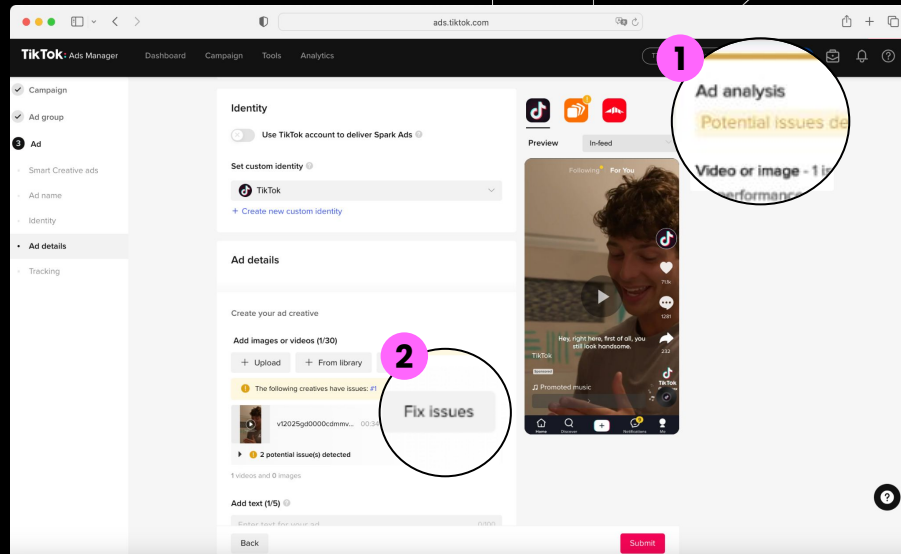
Built into the ad creation flow on TikTok Ads Manager, Smart Fix automatically analyzes ads during ad creation to diagnose potential ad review issues and provide fixes with the click of a button. Features include:

### 1 Ad analysis and notification

The system analyzes your ad and sends you a notification when it detects potential ad review issues.

### 2 One-click fix or manual edit

You can resolve detected issues with a single click or be directed to TikTok Video Editor for a more hands-on editing process.



# Smart Creative

## The all new anti-creative fatigue solution.

**How to Access:** TikTok Ads Manager

Smart Creative is TikTok's new cutting-edge automated creative solution that simplifies ad creation while boosting performance with anti-creative fatigue features.

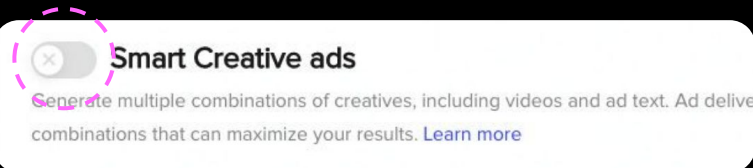
Smart Creative ensures that the potential of ad combinations in your ad group are maximized, prolonging the lifespan of the ads and enabling you to achieve efficient cost per results for an extended period of time.

### A hands-off solution

Smart Creative is a fully-automated product. All you need to do is turn on the Smart Creative toggle in Ads Manager to activate its features:

1. **Creative Combination Auto-Generation:** Increase the number of assets by automatically generating variations of the ads in the ad group by combining text and video inputs.
2. **Fatigue Detection:** Automatically identify early signs of creative fatigue.
3. **Auto Refresh:** Rotate different creative assets in and out of auction after early signs of creative fatigue have been detected, tackling fatigue in a timely manner and controlling rising costs.

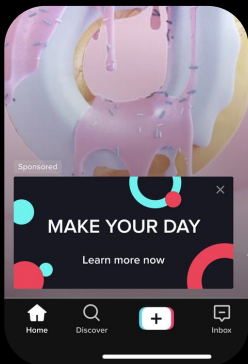
### Toggle on "Smart Creative ads"





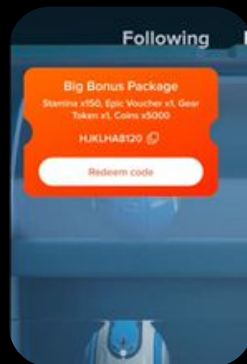
# Quick and easy add-ons on TikTok Ads Manager

**How to Access:** TikTok Ads Manager



## Display Cards

Use this add-on to highlight important messages, share exclusive offers, and drive traffic to your website or app. Display Cards let you add an additional customized image to your in-feed video ad. Once the display card appears in the ad, it will function as a CTA button that drives traffic to your website or app download page.



## Gift Code Stickers

Gift Code Sticker allows advertisers to enhance their CTA by offering a Coupon Code to be copied automatically to the phone's clipboard.

By giving the users an incentive to take action in the app or on the website, advertisers can increase the rate of a purchase or an in app action.



4

**Evaluation**

# The Evaluation Stage is where you analyze performance

In this stage, it's important to evaluate your creative performance and understand what worked and what didn't.

With TikTok's Creative Diagnosis capabilities, you can quickly diagnose and solve creative-related issues. By leveraging the insights provided by TikTok solutions, you can enhance your creative approach and ensure better results for your TikTok campaigns.



# Video Insights

**How to Access:** TikTok Ads Manager

Video Insights allows you to analyze your video creative performance and understand your audience through video interactions to inspire the next high-performing video. Features include:

## Keyframe analysis

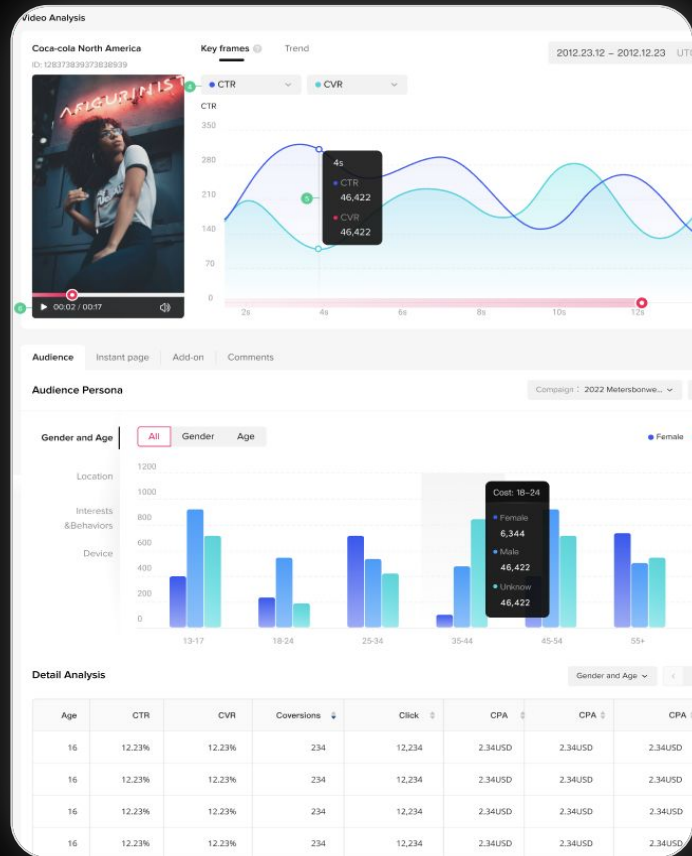
Leverage keyframe analysis to identify the exact moments audiences are clicking / converting / dropping.

## Industry benchmarks

With the new Industry Ranking filter, you can see how your videos perform in comparison to leading videos within the same industry.

## Video comparison analysis

With the video group and keyframe comparison features, you can create video groups and compare them in aggregate or by key frame.



COMING SOON

# Creative Fatigue Diagnosis

## Troubleshoot your underperforming ads

Tackle creative fatigue through developing more targeted and timely optimization strategies and improve campaign performance.

### 1. Creative Fatigue Notification

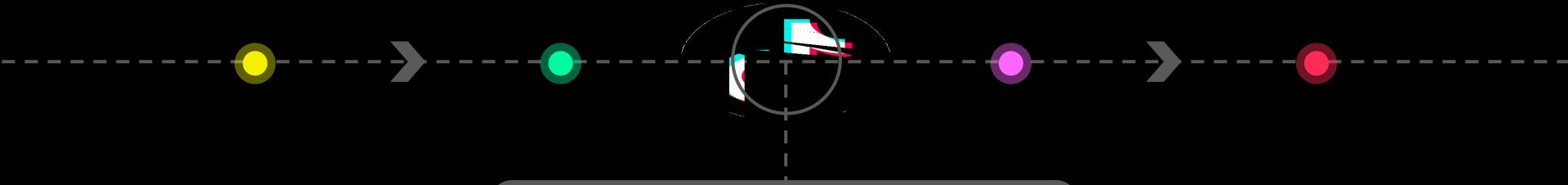
Clear overview of the ad groups that contain ads impacted by creative fatigue as well as identify ads that have already been flagged for creative fatigue.

### 2. Creative Fatigue Index Metric

On ad level, compare **creative fatigue index** against other performance metrics to measure extent of creative fatigue and / or identify creative fatigue patterns.

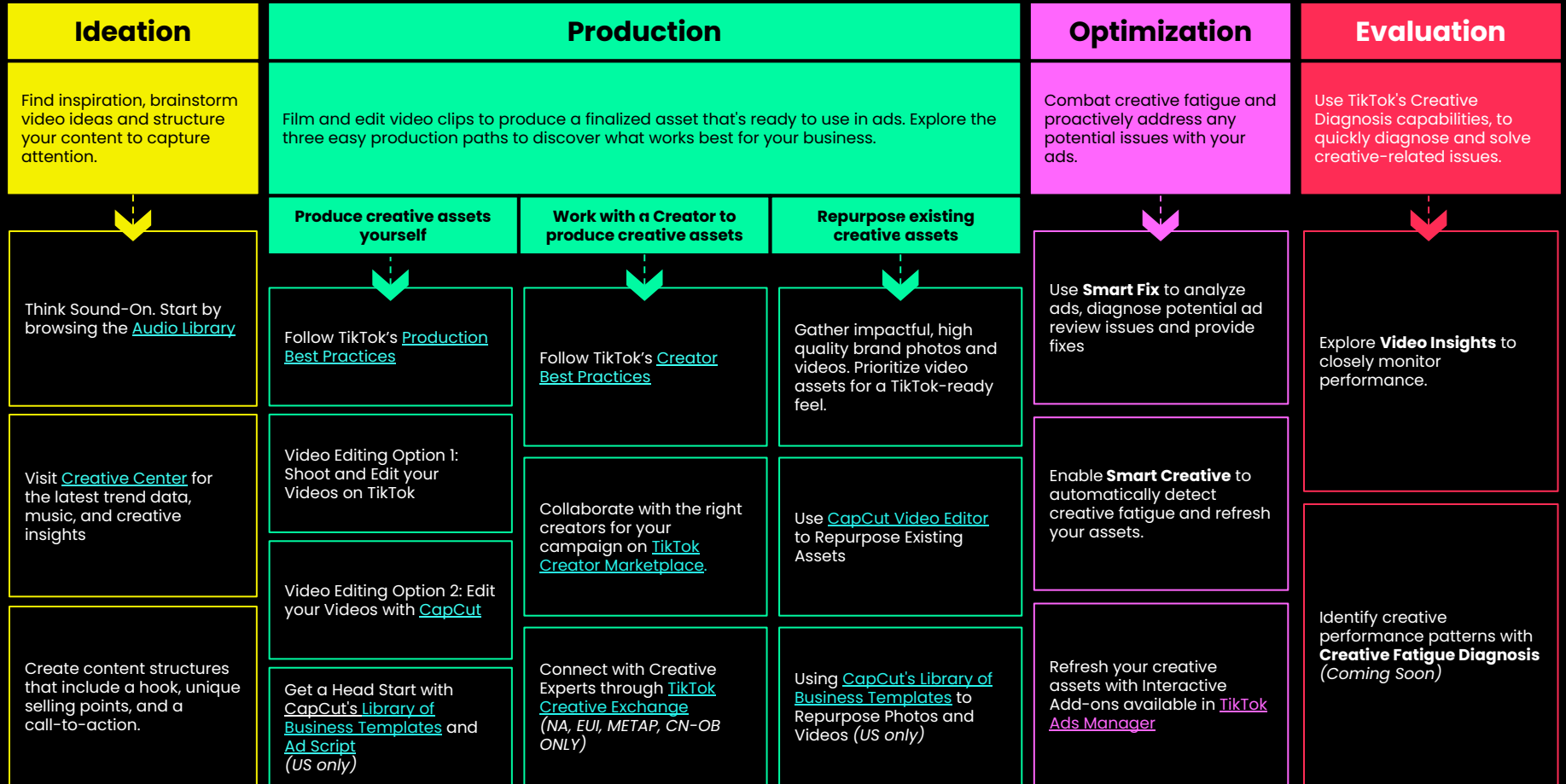
### 3. One-Click Fix or Manual Edit

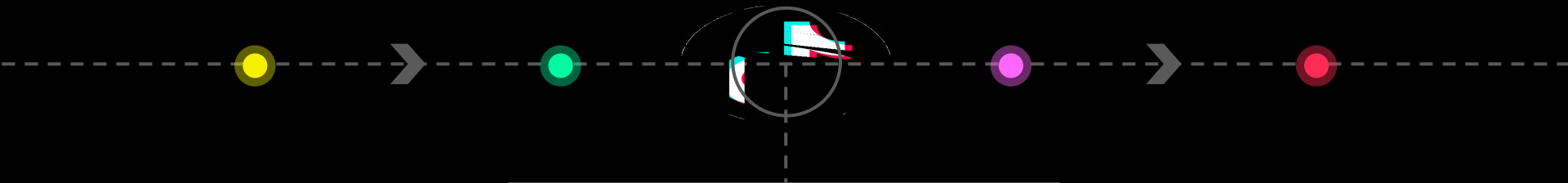
Resolve detected issues with a single click or edit manually with Video Editor.



# Summary

# SMB Creative Roadmap to Success





# Appendix





# ADS FORMAT

# Ad Format Cheat Sheet

## Two ways to launch ad creative:

1

### New Content

Create/Upload a new video from TikTok Ads Manager, which can be also published as a TikTok post on your Business Account.

2

### Existing Content

Use existing TikTok posts already published under your TikTok Business Account or a creator's account.

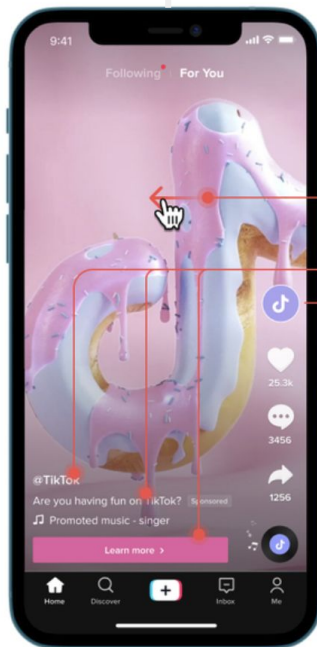
## Two types of ad formats:

### Non-Spark Ads

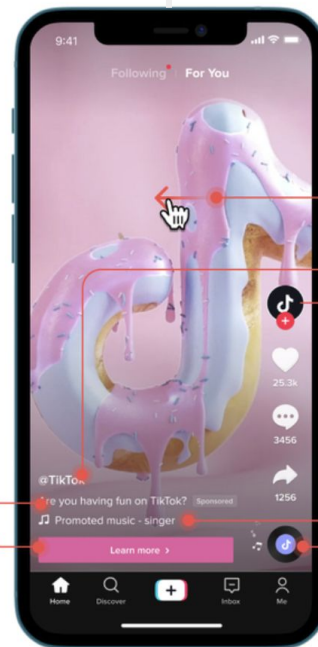
- Not linked to any TikTok organic account
- Can only create/upload videos via TikTok Ads Platform

### Spark Ads

- Linked to TikTok organic account
- Leverage content from your or a creators' accounts
- Enjoy both organic and paid traffic.



Click the profile photo, username, video caption, CTA button, or swipe left to the landing page.



Click the video caption or CTA button to the landing page.

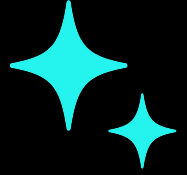
Click the profile photo, username, or swipe left to the account page.

Click the music name or music disc icon to the music page.



# TRENDS

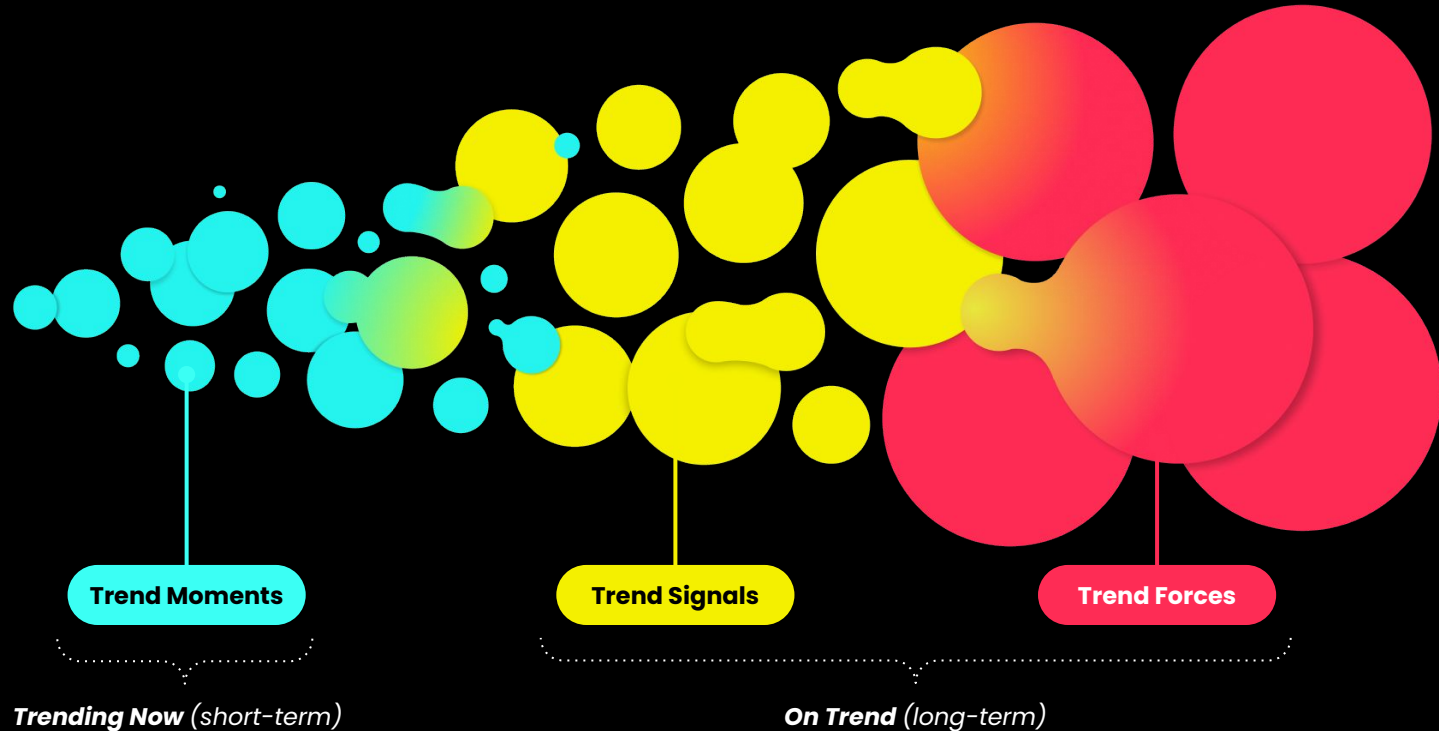
**Build TikTok-first, on-trend content with our Trend Bank,  
created by our Global Trends team and supported by  
Marketing Science**



When it comes to defining trends  
on TikTok, there's a difference  
between what's *trending now*  
and how to be *on trend*



# We developed the *Trend Speeds of Culture* to **decode** the full spectrum of TikTok trends



# This is how we define them

## Trend Moments

Creative prompts that quickly gain traction and buzz through high participation

Think popular TikTok sounds, hashtags and formats

**i.e.** Barbie filters, #albumcoverchallenge, Wes Anderson scenes, etc.

### Lifecycle:

Days to weeks

**Trending Now** (short-term)

## Trend Signals

An emerging user behavior or interest revealed through new content patterns

Think new behaviors within specific categories

**i.e.** Creating fan edits for your favorite franchises or highlighting more accessible luxuries

### Lifecycle:

Months to a few years

**On Trend** (long-term)

## Trend Forces

Enduring, large-scale behavioral transformations.

Think major shifts that define culture on TikTok

**i.e.** How communities form, how people discover new products, how users wield influence, etc.

### Lifecycle:

Up to several years



# We've identified the key **Trend Forces** that set TikTok apart and actively shape culture

These key Trend Forces are all backed by quantitative research from our **Global Marketing Science** team

**Actionable  
Entertainment**



**Storytelling**

**Creators  
Like Me**



**Influence**

**Community-  
Built Ideals**



**Community**

**Community  
Commerce**



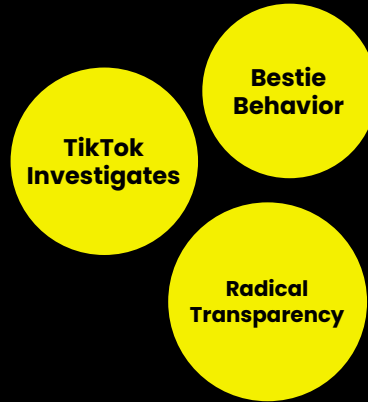
**Commerce**

# For best results, think through trends at all speeds



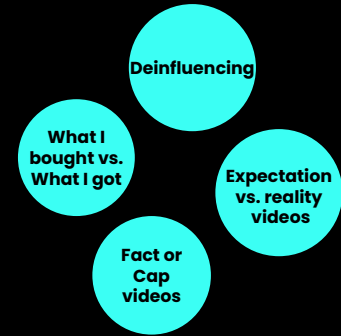
**Trend Forces** give you a lens to focus your efforts by major themes (i.e influence), showcasing how to be TikTok-first in those areas

**Unlocks: Creative Education**



**Trend Signals** help determine new and unique creative opportunities to truly resonate with your audience on TikTok

**Unlocks: Creative Inspiration**



**Trend Moments** can help brands sustain audience relationships + stay top of mind

**Unlocks: Creative Formats**



## Storytelling

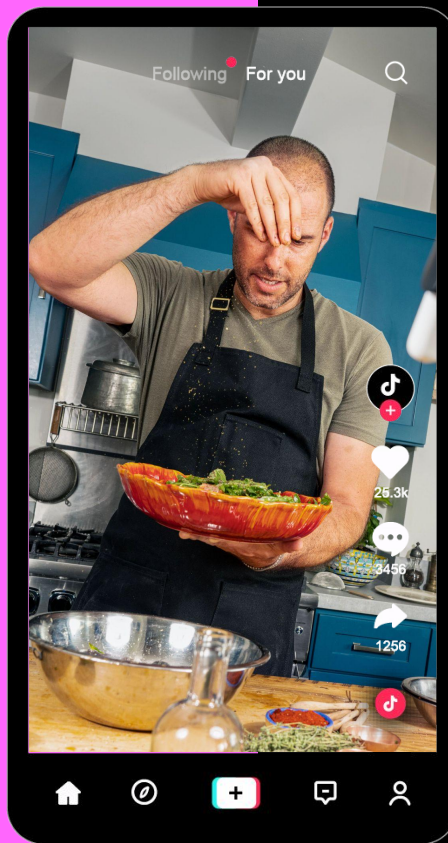
### TREND FORCE:

# Actionable Entertainment

Through relatable voices and fresh storytelling formats, audiences are inspired by TikTok videos to take action and try new things

# 80%

of global users want brands to create TikTok videos that inspire them to try something new in real life <sup>1</sup>



## Relevant Trend Signals:

### 1. Show, Don't Sell

Creators embed their product tutorials and reviews in personal, honest stories, which fuels the impact of their message.

**Context:** #POV videos, #Storytime videos, etc.

### 2. TikTok Investigates

People come to the platform to uncover truths and debunk myths, which builds credibility and trust between Creators and their viewers.

**Context:** Fact or Cap videos, What I bought vs. What I got videos, etc.

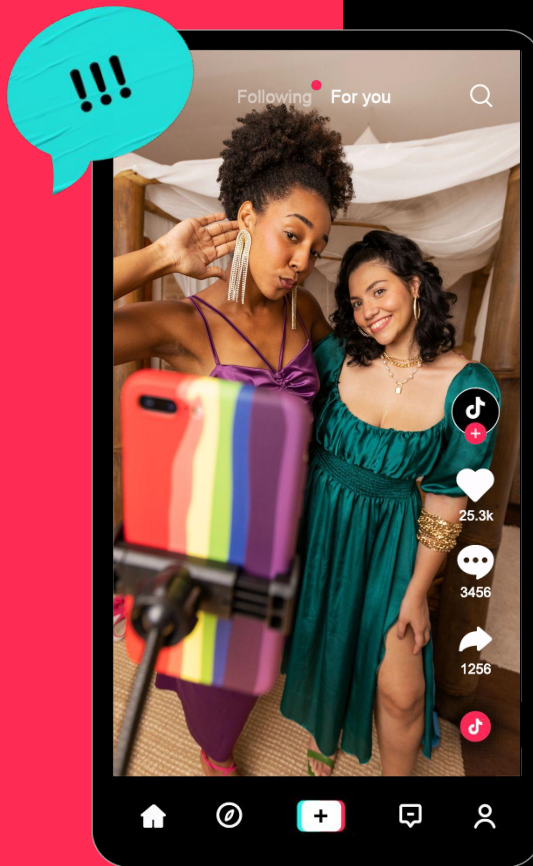
## Influence

# TREND FORCE: Creators Like Me

On TikTok, everyone has a platform to engage with audiences and polished influencer content is giving way to more authentic and accessible personas

# 68%

of global users agree that TikTok creators feel approachable <sup>1</sup>



## Relevant Trend Signals:

### 1. Bestie Behavior

Creators turn activities like shopping, eating and testing new products into engaging content that invites others to do the same.

**Context:** #GetReadyWithMe, #ShopWithMe videos

### 2. TikTok Correspondents

Instead of faceless brand accounts on other platforms, TikTok brand accounts succeed by showcasing familiar faces and creators that develop bonds with audiences.

**Context:** Meet the Team videos, creator takeover videos, etc.

## Community

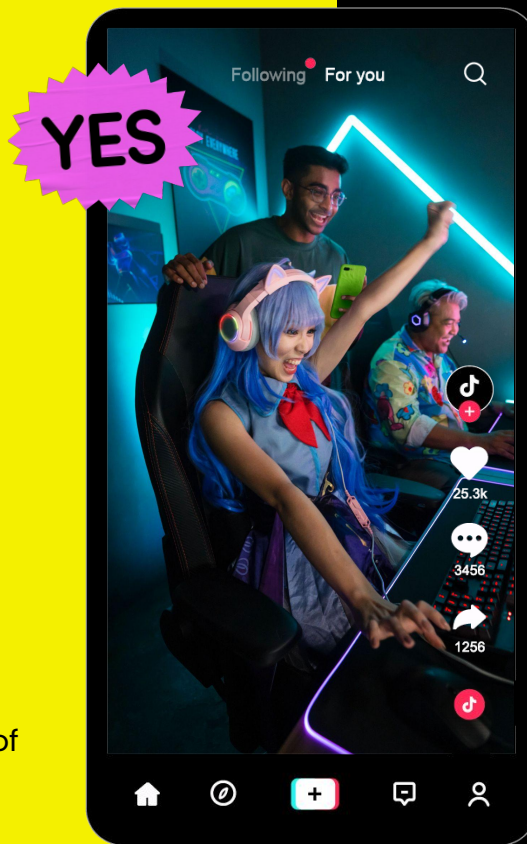
### TREND FORCE:

# Community-Built Ideals

Users bring their whole selves to TikTok, and the magic of our platform is found in engaged and creative communities

# 70%

of global users say they feel like part of a community on TikTok<sup>1</sup>



## Relevant Trend Signals:

### 1. Community Fluidity

Everyone is welcome to explore and enjoy different TikTok communities without fear of gatekeeping

**Context:** #BookTok, #MomTok, #WitchTok, #CleanTok, etc.

### 2. Community-Fueled Storytelling

Users become invested in brands' stories when they get to play an active part in shaping the narrative and ideating with other users.

**Context:** Voting contests, responding to video ideas in the comments, etc.

## Commerce

### TREND FORCE:

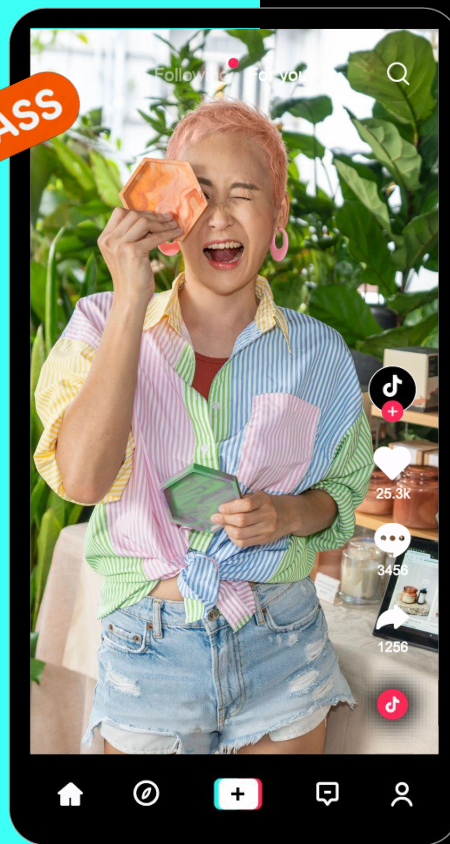
# Community Commerce

On TikTok, we are seeing users reinvent the idea of commerce to be less about direct "selling" and instead about sharing, showing, and connecting through entertainment

# 65%

of global users say they always rely on online reviews and creator recommendations to decide what to buy online <sup>1</sup>

YAASS



## Relevant Trend Signals:

### 1. Shoppable Community Aesthetics

Users come together to create collective community aesthetics that influence purchasing behaviors and life ideals.

**Context:** #CottageCore outfits or #CozyGamer lifestyle products

### 2. Little Luxe

TikTok is changing the way people view luxury by focusing on everyday "little luxuries" rather than exclusively expensive products.

**Context:** Morning routine videos or unboxing relatively cheap items from different brands



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