

Now — TikTok is rewriting Social Media.





“TikTok will change the way your social media works — even if you’re avoiding it.”

John Herrman — New York Times Magazine



Now, TikTok —

With 1.5 billion downloads and 800 million monthly active users across 155 countries, TikTok is currently the most rapidly growing social media platform. TikTok's culture has already found its way onto other platforms like Instagram and YouTube — and if you're in charge of a brand's digital strategy, soon there'll be no way of avoiding it anymore.

The best time to set up a TikTok channel or strategy for your brand is now. More than ever, users are creating TikTok-style content at home, and the aesthetics are fast becoming the new-normal.

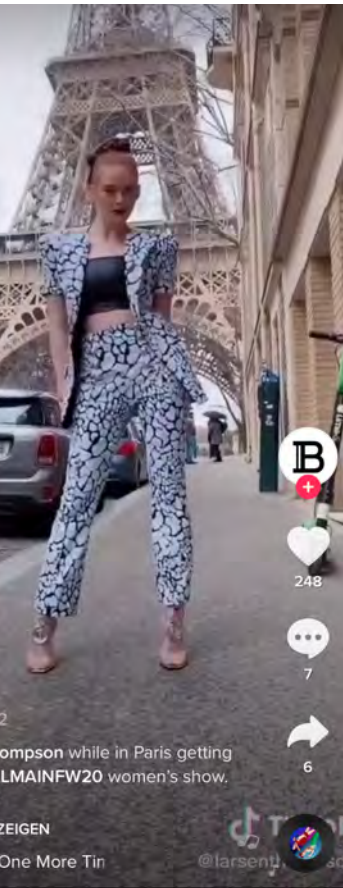
WHO WE ARE

LOOP is a digital-first lead agency, exploring the intersections between design, technology and digital brand building for leading brands. With a team of 180 digital talents and through data driven marketing, we help brave clients to stand out in the digital age.

GET IN TOUCH

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CEO, Founder, Creative Director

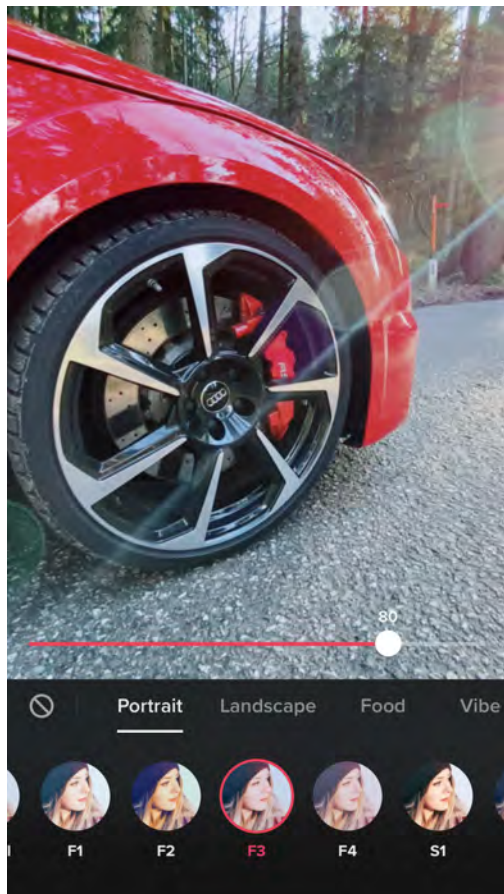
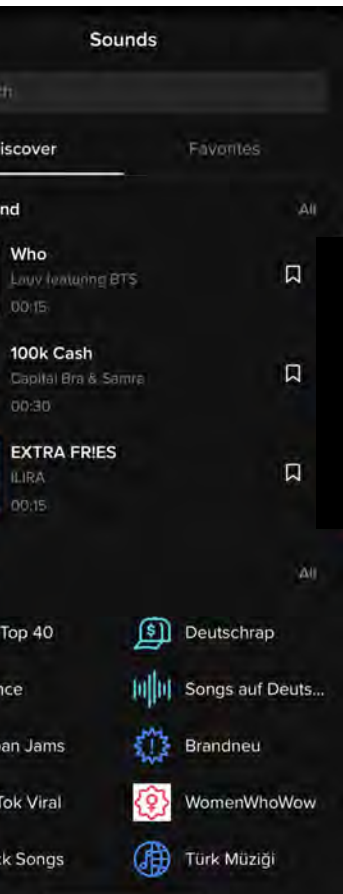
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CREATE AND SHARE

What is TikTok?

TikTok is a social media iOS and Android App platform where users can create and share their own short video content. TikTok provides an immersive experience with vertical, full-screen video viewing. Users navigate through the video feed by scrolling up and down creating a feeling of never-ending video content.



SOUND, FILTERS AND EFFECTS

How does it work?

TikTok's video tools mean its users can create completely bespoke video content that no other platform can offer — effects and filters while shooting, selecting transitions while editing and adding music, stickers or memes to bring it all together. Although there's a big trend of copying content, no two TikTok videos are the same as users bring their own unique style to creating them.



TikTok Fundamentals —

HASHTAG CHALLENGES

Hashtag Challenges are popular video formats that brands, or users can create for others to replicate. These particularly gain traction if kicked off by an influencer with a large following.

TIKTOK INFLUENCERS

Influencers are gaining traction on TikTok and are good content creators to partner with when testing the TikTok waters as a brand.

BESPOKE CONTENT

Bespoke content can be uploaded by brand or individual profiles. Not all content has to be bespoke as there is a lot of content inspiration and formats to leverage on the channel.

CREATIVITY WINS

Being creative wins. Jumping on to challenges, finding creative ways to use the video tools and functions of TikTok and sharing unique perspectives of your brand will get you noticed.



WHAT IS TIKTOK'S COOL FACTOR?

It empowers creators to express themselves in a unique way. Content is driven by the users and it's real, authentic and engaging. The whole platform experience is different to anything else we have seen. We're all using creativity to deal with the aftermath of a global pandemic, and TikTok is the perfect outlet. Users are searching for fame and hoping their content might go viral on a growing platform.



What content pays off? Whilst formats can come in many forms on TikTok, content that works tends to have one or a combination of the following qualities.

Quick, fun & wow.

TIKTOK MOMENTS

Snack-size, little to no build ups, featuring tricks, transitions, dance moves, pranks and never-seen-before bizarre moments caught on cam.

Personality first.

AUTHENTICITY IS KEY

Beautiful, polished content isn't where it's at — displaying personality is key. Influencers show that it's not about being perfect, but that authenticity and an attitude bring the views.

Challenges.

ENGAGEABLE CONTENT

Trends and challenges thrive on TikTok. However, not all succeed. The ones that catch traction are those that are fairly easy to do and are relevant to the lifestyle of the audience.

Dominating the Market —

DOWNLOADS

TikTok was the most downloaded non-game app worldwide for March 2020 with more than 115.2 million installs, which represented a 98.4% increase from March 2019.

SensorTower, April 2020

ACTIVE USERS

TikTok currently has 800 million active users worldwide, of which 41% are between the ages of 16–24 years. Users are spending an average 52 minutes per day on the app.

Datareportal 2020 and Global Web Index 2019



Top Apps Worldwide March 2020 by Downloads.

- 1 — TikTok
- 2 — WhatsApp
- 3 — Zoom
- 4 — Facebook
- 5 — Messenger
- 6 — Instagram
- 7 — ShareIt
- 8 — Netflix
- 9 — Snapchat
- 10 — Google Classroom

Sensor Tower. Google Play and AppStore. March 2020.



The TikTok app
boasts a whopping
1,5 billion downloads.

TikTok is by far one of the most downloaded apps in the world in recent years.



8 reasons to get your brand on TikTok —

YOUNGER AUDIENCE

It offers a new and younger audience who are hungry to create content.

ENGAGEMENT

Users are highly engaged, spending considerable time on the platform and creating content.

AUTHENTICITY

Authentic, at-home content is especially relevant now.

GROWTH

The platform is growing at a huge rate and first movers will gain the most.

TESTING

Testing content is easy through challenges and popular formats.

INSTAGRAM

TikTok profiles integrate with Instagram for cross-channel content.

ADVERTISING

Advertising formats are growing. App Takeovers, Top View, Hashtag Challenges, In-feed Video and Branded Lens Effects .

COLLABORATIONS

TikTok supports brand and creator collaborations via their Creator Marketplace platform.



CORE AD FORMATS

HOW IT WORKS

BENEFITS

Hashtag Challenge

Hashtag challenges encourage User Generated Content by asking users to record themselves completing a specific action — and share it.

- High potential for the baked-in virality
- 35% of users participate in challenges
- 16% of all videos on the platform are challenges

Brand Takeover

A Brand Takeover ad appears upon opening TikTok and it's the first interaction users will have. It can 3-5-second GIF, JPG or video.

- Link to an external or internal destination
- Category exclusivity, only one advertiser per day
- Guaranteed 5.000.000 impressions per day

In-Feed Video

An In-Feed Video is a 5-15 seconds, full-screen, auto-play, audio-on immersive video experience, inside the users' feed.

- Link to an external or internal destination
- Opportunities for amplification via sharing
- Available in auction ad format

Branded Lenses

Produced in-house at TikTok, the platform can create 2D and 3D lenses to radically transform your audience's environment.

- 64% of users have used face filters or lenses
- Encourages deeper engagement and product discovery
- Can be paired with a Hashtag Challenge

Top View

Top Views are brand takeover ads that naturally fade into an In-Feed video ad. 15 seconds, with direct link to a desired URL destination.

- High impact video ad unit, the first thing that users see
- Category exclusivity, only one advertiser per day
- Currently in Beta Test Phase



BRANDS AND HASHTAGS TO INSPIRE YOUR TIKTOK STRATEGY

@chipotle Mexican Restaurant Chain

@guess Fashion Brand

@washingtonpost Newspaper

@calvinklein Fashion Brand

@puma Sports & Lifestyle

@teenvogue Magazine

@zachking Creative Filmmaker

@karenwazen Family & Fashion Influencer

@followloop We might be your future TikTok Agency

#artchallenge Creatives in action

#posechallenge 15 seconds, 6 poses

#pretendinstrument Imaginary instruments

#tumbleweedchallenge Just drop

#faketravel Travelling not travelling

#inmydenim Guess brand challenge

#raindropchallenge Stopping raindrops



Recommendations —

- 1 — To make an impact, the time to set up your strategy is now.
- 2 — Start out experimenting with content and see what works.
- 3 — Don't repurpose Instagram content, TikTok is different.
- 4 — Stay on top of TikTok trends to see what's relevant for you.
- 5 — Invest time in creating content specific for TikTok.
- 6 — Find influencers to support your content creation efforts.
- 7 — Use TikTok to reach a new and younger audiences.

TikTok — Let's upgrade your social game.



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