



Australia 2022

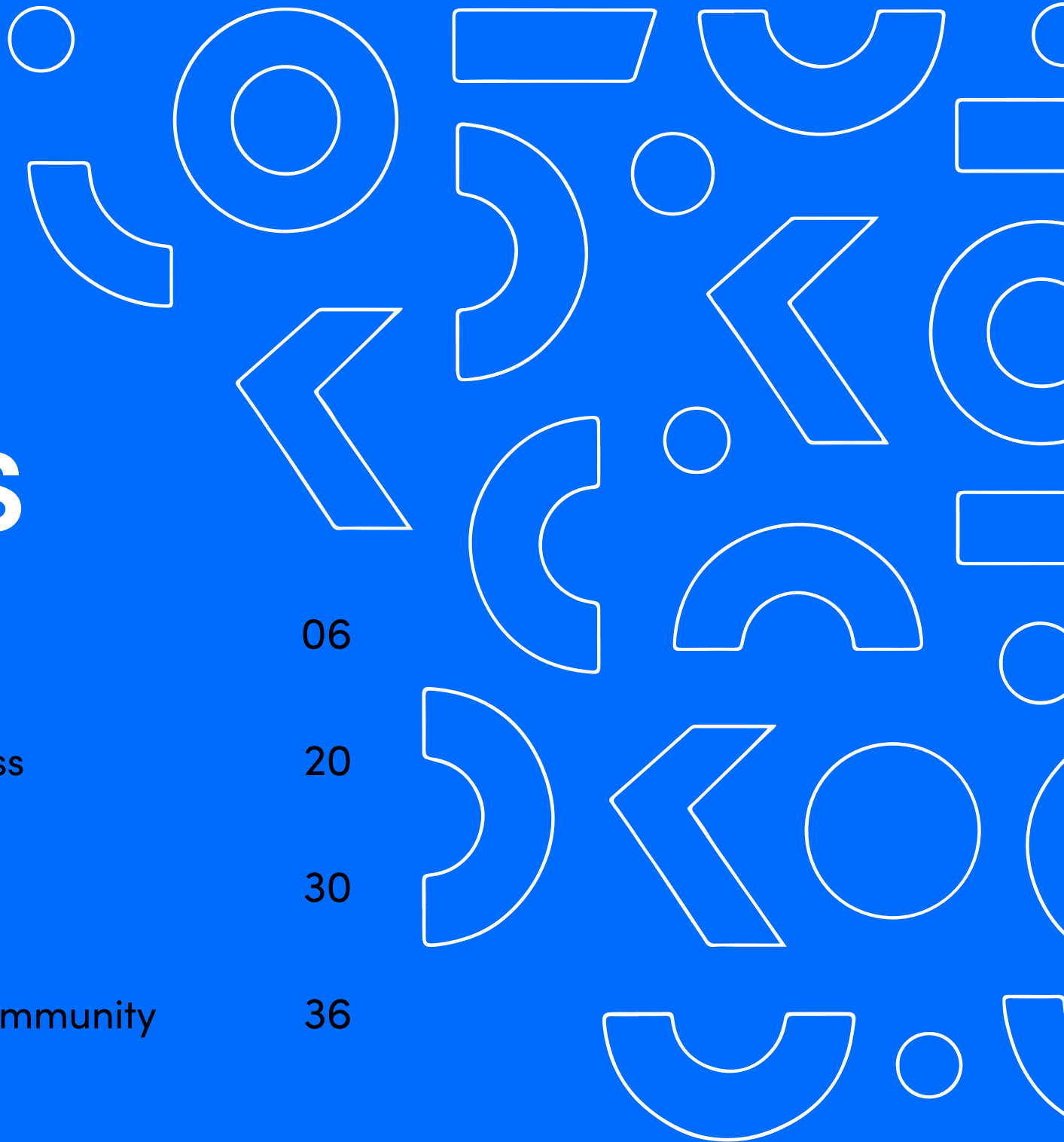
Why

#TikTokMadeThemBuyIt

 **TikTok** for Business

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Foreword

TikTok has a global community of more than **1 billion users**.

That appeal extends to Australia and New Zealand, where TikTok has seen massive audience growth from people of all ages and backgrounds.

It's an alluring mix of entertainment, accessibility and networking which gives TikTok such a wide appeal for so many people.

Put simply, there's something for everyone here.

More and more Australians are joining the TikTok community – part of a global community of more than 1 billion users and growing.



2022



What does this appeal mean for advertisers?

This is the power of cultural connection at scale.

TikTok's intelligent content discovery process allows users to discover fresh content based on their viewing preferences and habits, helping brands achieve fast growth and maximum visibility.

TikTok is built on a content graph – at its heart it is an entertainment platform. Unlike traditional entertainment brands, it isn't limited by programming restraints or the need for mass-appeal.

Put simply, TikTok has rewritten the rules for entertainment. It puts power into the hands of users to fuel their own communities. And that drives engagement and belonging.

This is where the opportunity lies for brands: becoming part of something bigger and creating not just passionate communities, but loyal customers.

When it comes to commerce, it's the essence of TikTok that encourages users to buy.

01

YOUR TIKTOK 101





TikTok users come to the platform to unleash their creativity and experience joy.

- On average, **31%** of users globally come to TikTok to **lift their spirits**.
- **60%** of people reported **feeling positive** and playful while on TikTok, and happier after using it.

You can be part of their joy.

- Actually, they want you to be ... **39%** of users globally say “lifting spirits” is key in making **purchase decisions**.



Our research gives us some key info about what makes TikTok different for users from competitor platforms. Most of the community falls into a combination of four core mindsets:

- **ENTERTAIN ME**
- **PARTICIPATE**
- **UPLIFT**
- **DISCOVER**



A massive **75%** of people come to TikTok to be **Entertained**. They want to laugh, smile, and not take things too seriously.

People with the **Uplift** mindset want to stop doomscrolling and relax for a minute, while those with the **Discover** mindset are looking for something new or interesting.

TikTok users with a **Participate** mindset want to share with others and be part of a community. These people are **83% more likely to respond to branded content on-platform**, compared to **59%** on average.

What's the opportunity?

TikTok is not like other platforms.

Our users are part of a sound-on, full-screen and immersive experience, with an endless stream tailored to content they like and want to see.

It unlocks a world of possibility for advertisers, from how their creative comes to life, to the engaged community ready to discover it.



TikTok influences buyer behaviour.

92%



of users globally have taken action after watching a TikTok

And Australian users come to the platform to be inspired:

46% say TikTok is a source for discovering something new

35% say it's a source for keeping up with trends

27% say it's for unexpected surprises

67% of users say TikTok inspires them to shop even when they're not planning to.



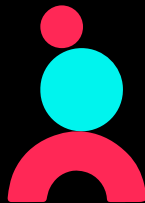
An infinite loop of brand and community love

TikTok's path to purchase isn't linear – it's supported by a global community of users who have a vested interest in sharing what they've found.



It's fuelled by the community's desire to constantly learn and discover something new.

And it's rapidly accelerated by the TikTok community's desire to buy after discovery.



41%

of Australian users discovered something on TikTok and immediately went to buy it (1.5x more likely than other platforms' users).

Creator love grows.
Product love grows.
Brand love grows.
Repeat times infinity.

It's even spawned a global phenomenon that takes the love off-platform.



In The News

[Why the #TikTokMadeMeBuyIt Hashtag Is an Essential Product Discovery Tool](#)

[#TikTokMadeMeBuyIt: why social commerce is the next big thing for beauty brands](#)

[#TikTokMadeMeBuyIt: How TikTok has 'democratised' creativity and inspired a diverse and worldwide beauty rush](#)

[#TikTokMadeMeBuyIt: 4 Products That Went Viral on the App & Sold Out](#)

We're proud of the communities our platform supports. Users trust them to share their expertise, knowledge, reviews and tips.

The **#TikTokMadeMeBuyIt** hashtag plays directly to what we know about buyer behaviour on our platform. Users make purchases, they talk about them, and others are encouraged to buy them.

Creators use the hashtag to share product demos, showcase unusual purchases, go behind the scenes and unbox incredible buys. It's not just about what they bought, but the role it plays in their life and how it makes them feel.

And TikTok makes them buy it.

The hashtag is the driver behind some massive brand uptick. We sold out feta cheese in Finland because of the viral feta pasta challenge. Maybelline's Sky High mascara is now a global cult hit. Try-ons and get ready with mes are transforming the fashion industry's relationship with body positivity and inclusivity.

#TikTokMadeMeBuyIt is nothing short of a phenomenon.



Positivity builds trust ... and commerce

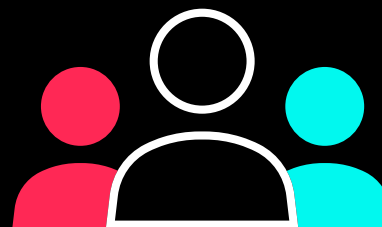
TikTok welcomes and encourages new creators to flourish. It invites them to be part of the infinite loop.

In fact **38%** of Australian users say **anyone can be popular** on the TikTok platform (they're **2.2x more likely** to say that than other platforms' users).

Within the community, users trust creators to share great products from amazing brands.

79% of TikTok users created a post showing off a consumer packaged goods product they bought on TikTok, tagged a brand or created a how-to or tutorial on the platform.

And **42%** of users convinced someone they know to **buy a CPG product** because of TikTok.





Advertiser success on TikTok leverages these creator and community relationships.

Advertiser success on TikTok leverages these relationships with creators and communities.

TikTok users want commerce to reflect the joy of the platform.

36% say they want branded content to be fun and entertaining.

It doesn't have to be hard.

Remember how TikTok users welcome new creators?

That includes your brand.

A full **60%** of Australian TikTok users want to see content about products from the brands that make them.



They want to hear from you – and they're listening.

47% discover products from videos posted by a brand.

And **41%** interacted with a video posted by a brand while actively doing product research.

77% of TikTok users especially like it when brands use trends, memes or challenges on TikTok to create new videos.

There are many ways to be found. While many users interact with brands' content, they're also into ads.

21% discover products through ads in their feed,

and **24%** interact with ads in their feed while actively doing product research.

Top places for discovery on TikTok

- For You Page
- Following
- Friends
- Brand Profile

Top places for consideration on TikTok:

- Friends
- For You Page
- Following
- Brand Profile



TikTok is a love story. It's a tale as old as time: brand meets creator, creator meets user, user meets brand.

Creators want to be the main character of the stories that feature brands

and

Brands want to break through clutter, garner trust and do something new (that is, be loved by a creator).

Your success grows through a trusted community, creators who love you, and users who want to know you better.

Aussie creators to love

- @millie
- @theinspiredunemployed
- @flexmami
- @sarahmagusara

36%

of users interacted with a video posted by a Creator when deciding to buy a product

29%

visited the Creator's profile to discover new products

28%

interacted with the Creator's profile when deciding to buy the product



Case Study – Koala



Elevated brand love for sustainable furniture

14% efficiency in CPC
+30% CTR

Products Used

TikTok
In-feed Ads

Koala began life as a social media sensation. Its unique sustainable furniture is a fan favourite, and it wanted to build on that brand love on TikTok.

To understand what would resonate with its audience, Koala teamed up with TikTok and Incubeta to test the performance of native-style content versus repurposed assets.

An experiment was run to test the performance of more organic and authentic creative. Koala generated four TikTok-style creatives based on organic characteristics, including creator Chantel Mila, TikTok graphics, background music and transitions.

By tapping into our tools, Koala produced content that fit the narrative, played to the platform's strengths and introduced the brand as a member of the TikTok community.

The results speak for themselves: CPC that's 14% stronger than their repurposed ads, and a CTR which was 30% higher.

“

TikTok provides a unique platform for brands and it was the right space to encourage Aussie's to get comfy with our 'Just Do You' campaign creative featuring Luke Cook. By optimising creative specifically for platform we saw a good uplift in our key engagement metrics.

Sally Phelps

Director, Media at Koala

02

THE TOOLS TO DRIVE SUCCESS





We have the tools to make your marketing dreams real.

Let's start with your new TikTok Business Account. Here, you'll be able to:

Tap into endless discovery

TikTok is home to a vast array of subcultures, which means there's a place for all kinds of businesses on the platform.

Learn about trends

Posting from a TikTok Business Account means finding a place within the platform's cultural landscape in a way that builds awareness and helps drive sales.

Become a TikTok pro

Business Accounts offer exclusive access to specialised resources that help businesses up their TikTok game and build strong content strategies.



Optimised ad types and configurations

Through your account, you'll easily plan out your campaign calendar, from budget and audience to duration and measurements.

Our ad management platform will help you:

- Set your goal;
- Choose your audience – or leverage our data to choose it for you;
- Set your budget...

... then, you're ready to create.



In-feed ads

Tell your brand story like a TikTok creator by integrating video content into users' "For You" feed.

83% of users say that ads on TikTok are **enjoyable**.

TikTok In-Feed Ads retain **23%** more detailed memory than TV ads.



Branded Hashtag Challenge

A one-of-a-kind engagement format that taps into user passion for creation and expression.

Delivering strong brand awareness with a level of engagement that goes far beyond a simple click.

More than **50%** of Branded Hashtag Challenges have **>\$5 Return On Ad Spend (ROAS)** for the CPG industry.



Branded Effects

Dial up the fun with tailor-made sharable stickers, filters, and special effects. Unleash the potential of your creativity and watch its popularity grow.

A **creative and fun** visual experience that engages with the camera-first generation.

Uniting users around the world with **visual languages** that can span time, place and culture.

Incentivise high-quality organic content creation and **make an impact** beyond your existing fanbase.



TopView

A video first format that presents your brand on the best and most unmissable placement on TikTok, capturing full user attention with sight, sound and narrative.

71% of users say TopView **grabs their attention**.




In summary

Your **TikTok Ads Manager** is marketer heaven, with everything you need to create your first ads:

- Performance and audience data
- Guides to everything from choosing a video topic to picking a sound
- Video showcases to see what's trending
- More than 500,000 royalty-free sounds for commercial use
- Analytics, content creation tips and insights

It makes it easy to get started and continue to up your TikTok game.



 If you want to take it a step further, our **Creator Marketplace** can connect you with creators who will help you nail the brief.

You'll have access to **TikTok creators** who know how to get the most out of the platform and captivate their audience.

Search for creators based on comprehensive performance data, then invite them to **collaborate** on your unique idea.

Together, you can build out creative that speaks to your product and to the TikTok community, leveraging creator relationships to ensure your message reaches the **right users**.

Then you can **monitor your success** in real-time through your TikTok Ads Manager.

With so many tools at your disposal, the **creative potential** is limitless.

But, attention-grabbing content only works when the **right people see it**.

And because we **know your audience better than anyone**, we'll make sure it ends up in front of exactly the users who need to see it.



Case Study - Mecca

Cult beauty icon launches to a hungry Australian audience

Products Used

TikTok
In-feed Ads
TopView
Business Account

15M+
Impressions

5M+
Users reached

300K+
LIVE viewers

2x
ad watch time than benchmark



Make-up artist and creator **Charlotte Tilbury** already had an Australian audience ahead of her exclusive Mecca launch in 2021. TikTok came on board to increase engagement for @meccabeauty for maximum impact.

Mecca had already run multiple campaigns on TikTok, connecting with audiences only we can offer to them. This time, they wanted to **go big!**

We helped them develop an innovative live stream to drive awareness of the exclusive partnership, and give users an insider look at the star of the show – Charlotte Tilbury's iconic products.

This fully integrated event took the community through three exciting phases. A mix of creator content and featured music from our commercial music library was the first phase. To highlight the live stream, activity was centred around a TopView ad and the in-app Discover Banner, both with a clear call to action encouraging the community to join the event.

03

TIKTOK ADS WORK

**TikTok is a proven platform for success.
We know, because it's tried, tested and measured.**

The results highlight what we already knew: TikTok's impact goes beyond the platform and into the real world, reshaping the current path to purchase and driving sales at scale.

Let's look at the data.





The results are compelling:



TikTok provides a significant and measurable impact on CPG sales.

We drive higher **ROAS for CPG brands compared to other media.***

Our earned media **increases total ROAS.***

TikTok total media drives **36%** higher ROAS for CPG brands than any other media.*



Put simply, TikTok ads drive growth

Every \$1 spent by a CPG brand on TikTok could generate **\$1.44** in gross sales revenue.*

TikTok is **more efficient** in driving incremental sales volume as compared to any other media (2.2% vs 1%).*

* Results from Nielsen MMx Meta Analysis of CPG brands in AU - March 2022. Other media includes TV, Radio, OOH, Cinema, Digital Display & Video (Excl FB & Google). Non-TikTok spends are based on rate card (monitored) and not actual spends from advertisers.



TikTok works best in combination

Running multiple TikTok ad formats together generates a positive synergistic impact.

CPG brands that were in market for at least 40% of the week (3 days) with at least 2 TikTok ad formats running achieved higher ROAS and effectiveness than single-ad campaigns.*

1.73 average ROAS compared to 1 from just a single ad format*

2.48% effectiveness compared to 1.49% from just a single ad format*

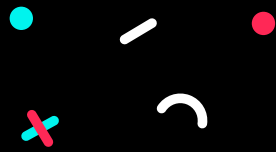
Our total media drives **36% higher ROAS for CPG brands than any other media.***

Sales efficiency is **+124%** vs all other media average (2.2% vs 0.98%).*

Format Synergy multiplies ROAS **more than 73%** when leveraging 2+ formats during 40% of your week.*

* Results from Nielsen MMx Meta Analysis of CPG brands in AU - March 2022. Other media includes TV, Radio, OOH, Cinema, Digital Display & Video (Excl FB & Google). Non-TikTok spends are based on rate card (monitored) and not actual spends from advertisers.





Getting started: The 'Three Threes'

3 Weeks on Air

3 Weeks is the sweet spot for driving necessary impact on brand memory and perception metrics*

3 Per Week

Reaching 3.2m people - on average 80% of upper funnel lift is captured in the first 3 impressions per week*

3 Days 2 Formats

For every week on air, execute 2 or more formats for a minimum of 3 of the days. This drives a 73% lift in ROAS*

TikTok plays well with others



It's designed to be used as part of your marketing mix.

That's why we've developed an internal pipeline that allows us to provide advertisers with paid and earned data sets formatted for Media Mix Modelling (or MMx).

We're here to support advertisers in automating data availability, executing models, and optimising media plans.

It has proven effectiveness: when adding TikTok media into MMx, TikTok ROAS and **Effectiveness increased by 7%** and **Efficiency increased by 5%** with earned media impact.*

We know success comes from being incredibly good at using multiple channels together, and we help you make it happen.

* Results from Nielsen MMx Meta Analysis of CPG brands in AU - March 2022.

Case Study – Forever New

Bespoke creative showcases authentic creator style

8%
Better Cost-Per-Click

11%
Improved Click-through Rate

1.67%
Higher Cost-Per-View

Forever New is one of the fastest growing fashion brands in Australia, known for its timeless pieces that can be mixed and matched for seasons to come. TikTok was the natural partner for Forever New's younger customer base of enthusiastic fashionistas.

To drive the greatest success, we needed to find out what really performed. Forever New teamed up with TikTok and Incubeta, a creative agency and TikTok Marketing Partner specialising in creative, data and marketing to drive business growth, to test cost-per-click and click-through rate of different creative assets.

Through TikTok-styled creative and access to the Creator Marketplace, Forever New was able to engage authentic fashion influencers who could showcase its range. TikTok provided partner contacts and resources to ensure Forever New smashed its campaign objectives.

Five unique pieces told a story of embracing personal style and feeling beautiful in every moment. Content creators @sarahazka20 and @dazvarlamova dazzled in seasonal blends, combining TikTok's own transitions and royalty-free music with fixed camera placements to bring their familiar styles to their audiences while keeping focus on the diversity of the product range. A bespoke creative also held the audience's attention while highlighting the versatility and comfortability of the outfits.

The result? A TikTok fashion show that spoke directly to its key audience and drove excitement about the new range.

04

BECOMING PART OF THE COMMUNITY

With unprecedented access to audiences that love to engage and shop, TikTok makes clear marketing sense.





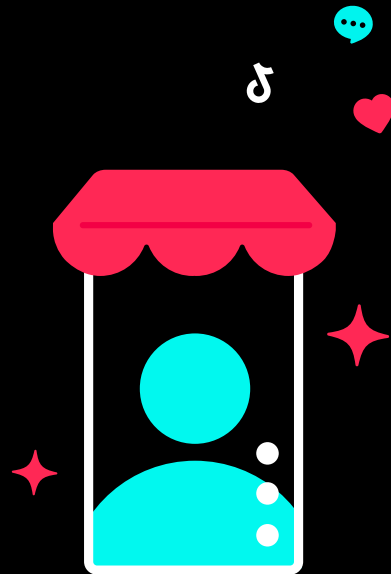
Your success isn't limited to the duration of your ads.

Unlike other platforms, these aren't billboards. TikTok ads become part of the tapestry of the community.

Success continues long after their purchase is complete.

Buying products inspires content creation, which inspires purchase, which inspires content creation.

Word of mouth spreads rapidly on TikTok and your audience can become your brand ambassadors.



Creators want the community to know about their purchases.

25%

of TikTok users make a how-to or tutorial video on TikTok after buying a product

25%

have posted and tagged a brand after purchase

25%

have posted showing off a product they bought



TikTok ads are the start of a long-term relationship with your brand.

26%

follow a brand after making a purchase

20%

DM a brand after a purchase

25%

comment on a post by a brand after making a purchase

They become brand advocates:

26%

follow a brand, vs 16% on other platforms

28%

create a post, vs 12% on other platforms

29%

create a post and tag a brand, vs 12% on other platforms



The purchases your customers make via TikTok become part of what makes the community.

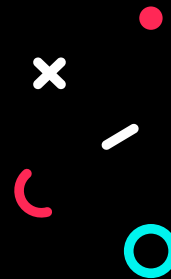
Users have lasting excitement even after their purchase is complete.

26% of Australian TikTok users feel **excited or euphoric** about the product they purchased (that's 1.3x more likely than competitor platforms).

They want to love your product. Using it for content gives them an opportunity to engage with their audience.

Their audience buys it. They love it. You build a new generation of brand advocates.

Result: TikTok users spend 1.4x more when TikTok is part of the retail purchase journey.





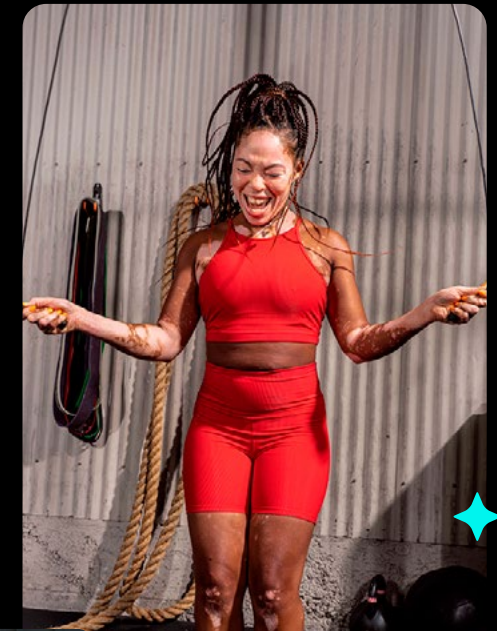
TikTok leads the retail path to purchase at every stage.

Your branded content isn't just **simple to build**, easy to measure and supported by **incredible ROAS**.

It's key to the content lifecycle. It builds exponential, mutual growth.

Your brand's content plays a critical role in the TikTok infinity loop, bringing together creators, community and products. **Forever.**

TikTok isn't just another platform, it's the place your audience is coming to for their entertainment needs. **Meet them where they are.**





Nielsen MMx Meta Analysis of CPG brands in AU - March 2022
TikTok Marketing Science Australian Retail Path to Purchase Study 2021 conducted by Material
TikTok Marketing Science Global Entertainment Study 2021 conducted by Material
TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo
TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotspex
Marketing Science US Holiday Shopping Behavior Research, conducted by Walnut Unlimited, October 2020