

 TikTok

# What's Next

2024

Trend Report

**BRAVERY THAT  
BREAKS THROUGH**

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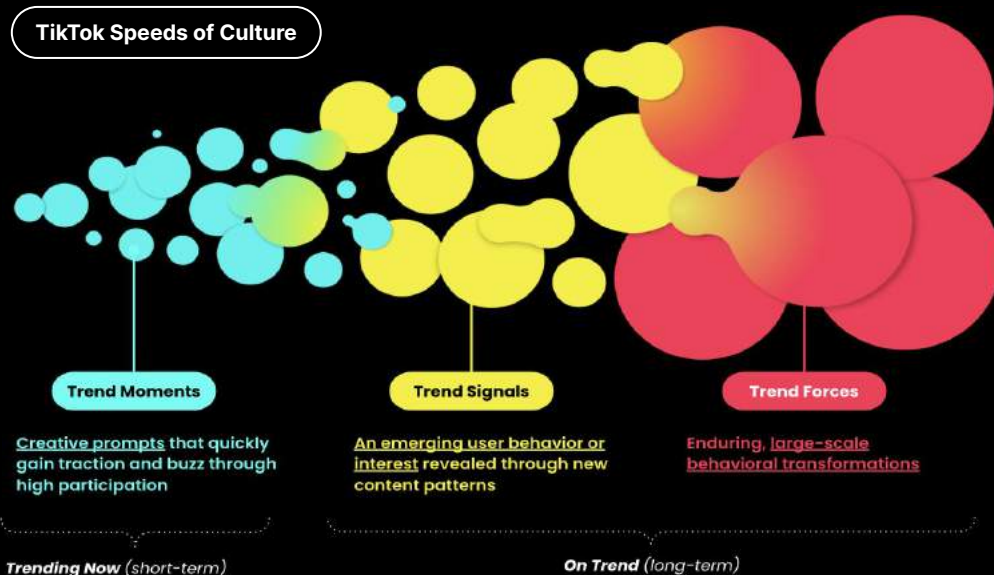
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# Our Trend Methodology

We define trends based on their impact and lifespan, and through our [Speeds of Culture methodology](#), we make a key distinction between what's trending now (in the short-term) vs. being on-trend (in the long-term).

For this trend report, we will focus on our longer-term trends, **Trend Forces** and **Signals**, that will shape 2024.



## » Curious what took off in 2023?

Check out [Year on TikTok 2023](#) as we scroll back to the year's most memorable trends, creators and moments with our community.

## » Want to learn more about Trends?

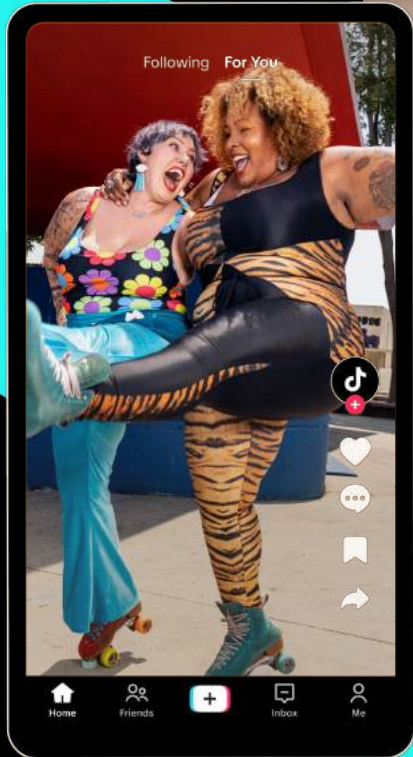
- Check out our [Trend Dashboards](#) on the TikTok Creative Center
- Read our [Trend Reports](#) in the Trends Hub on the TikTok Creative Center

# Research Methodology

This report is heavily supported by data from the Global TikTok Marketing Science team gathered across multiple third party commissioned research studies utilizing mixed methods approaches often including quantitative online surveys, exposure to stimuli in a mock TikTok environment, and/or advanced analytics. In this report, we've focused on studies from 2022 and 2023, which are most relevant, innovative, and speak to the larger trend forces at play in 2023 and 2024. Some of these research studies are so new they're making their global debut in this report!

Research Study	Markets	Source	Methodology
<b>TikTok as a Discovery Engine</b>	Brazil, Canada, Germany, Indonesia, Japan, Kingdom of Saudi Arabia, Mexico, Turkey, United Arab Emirates, United Kingdom, United States	TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023 conducted by Material	20-minute online survey, grounding respondents in their last discovery/search on TikTok and other platforms.
<b>How to Hook</b>	Kingdom of Saudi Arabia, United Arab Emirates, United Kingdom, United States	TikTok Marketing Science Global How to Hook Study [US, UK, GCC] 2023 conducted by MetrixLab	20-minute quantitative survey featuring a mock TikTok feed. In this research, we determine an ad to have a successful hook based on the percentage of viewers who watched the ad for at least 5 seconds.* Followed by a drivers analysis to prioritize hooks.
<b>TikTok Drives Trust</b>	Australia, Brazil, Canada, France, Germany, Indonesia, Italy, Mexico, Poland, Kingdom of Saudi Arabia, Korea, Spain, United Kingdom, United States, Vietnam	TikTok Drives Brand Trust Study 2022 commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence	20-minute online survey with mock-feed environments for ad testing components. Analysis of Edelman Net Trust Score over time for the brands tested (reported at an aggregated level for anonymity).
<b>Diversity Study</b>	France, Germany, Italy, United Kingdom, United States	TikTok Marketing Science Global Diversity on TikTok Study 2022 conducted by Flamingo Group	Literature review to gain foundational definition of diversity, expert interviews to hypothesize how diversity works on TikTok, in-depth case study analysis to understand how brands can participate in it, quantitative survey with 2500 TikTok users
<b>Entertaining Ads</b>	Australia, Argentina, Canada, Germany, France, Indonesia, Mexico, Kingdom of Saudi Arabia, Korea, Thailand, Vietnam, United Kingdom, United States	TikTok Marketing Science Global Entertaining Ads Study 2022 conducted by Marketcast	Internal survey of 156 ads among 117 stakeholders to classify stimuli for testing. Followed by a 20-minute online survey globally that includes mock feed environments and drivers analysis to identify top attributes of an entertaining ad.

*\*In the simulated environment, average viewing time is a little longer than in the real-world, thus we use the 5 second cutoff as a proxy for hooking power.*



# What you'll find in this report:

- 1 **3 TikTok Trend Forces** to inspire your creative campaigns
- 2 **Trend Signals** from the TikTok community that define each **Trend Force**
- 3 Key Takeaways, Research, Community Spotlights, and actionable guidance to get you started

# How do marketers keep up with culture that's constantly evolving?



# BRAVERY THAT BREAKS THROUGH

Growth sits in the unknown and uncomfortable, and requires brave experimentation to unlock it.

2023 saw the TikTok community gain the confidence to break away and reinvent the status quo in how they create and consume content. More people are creating more often, as the barriers and learning curve lessen, creating an endless abundance of relevant content.

What drives those who keep growing and moving forward? What limits those who are stuck, or who haven't started at all? How can you *break through*? The wall between the two isn't tall, but it can be intimidating to climb if you've never done it before.

In 2024, the TikTok community will ignite a transformative mindset: **Creative Bravery**.

While the call to be brave in creative and media has echoed for years, the bar for bravery was formulaic until the TikTok community elevated the game and showed us what it truly looks like. Fueled by a blend of curiosity, imagination, vulnerability and courage, **Creative Bravery** on TikTok leads to deeper community connections and revelations about what people value.







“

**Because TikTok has democratized creativity and has leveled up the creativity in the way it has, it has set a new bar for brands and everybody out there. And that's exactly what the industry needs right now.**

**Dalit Saad**

Co-Founder & CCO, Kvell  
*Made For TikTok, Episode 4*

Breaking through on TikTok means shifting from occasional displays of **Creative Bravery** to infusing it into our daily behavior and strategies.

In fact, taking strategic risks and being vulnerable is now the ultimate brand strategy, where leaning into micro insights and showcasing quirks can be your superpower. **Creative Bravery** drives impact by piquing global curiosities, flipping traditional story arcs, and deepening trust between brands and their audiences.

To help marketers and advertisers create in this bold way, TikTok provides resources to match the pace of culture and craft winning, on-trend content. The TikTok community has become teachers, and we're here to invite brands to shape culture alongside them.

The unknown and uncomfortable is what creates the unimaginable - and those brave enough to create for it won't just keep up, they'll flourish.



# CURIOSITY PEAKED

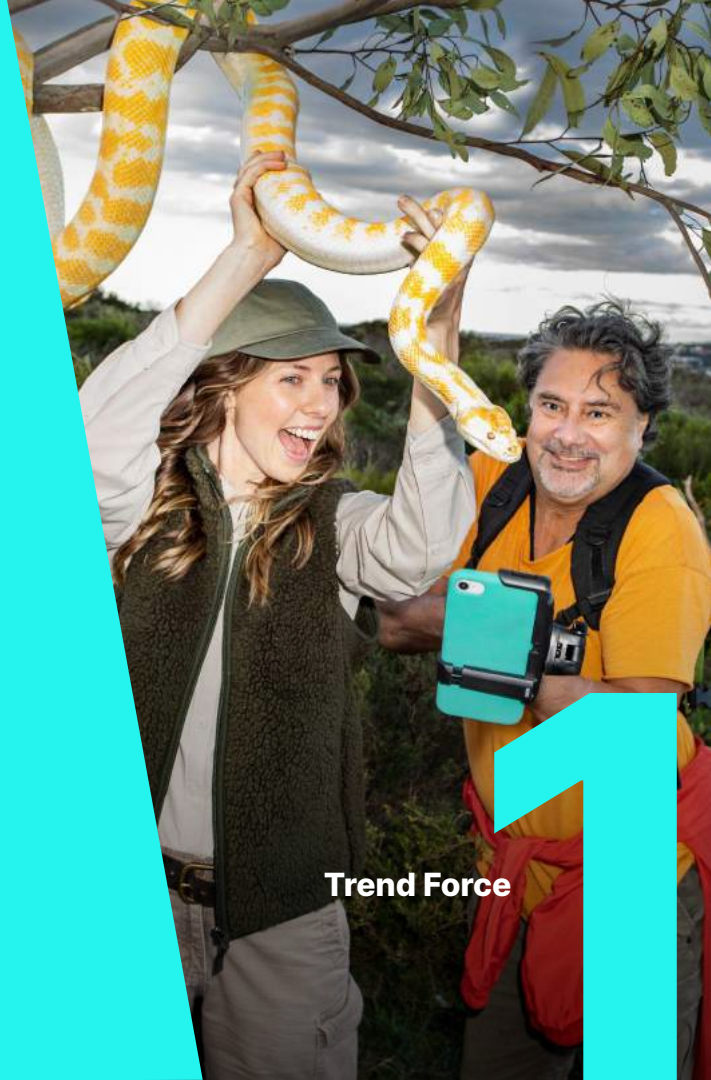
Users come to TikTok looking for far more than a single 'right answer.' Here, your every curiosity reaches its 'peak' with new interests leading to relevant perspectives, uncharted rabbit holes, and IRL action thanks to the perfect blend of passive discovery and an active mindset.

## What's Happening

There have never been more options to discover new ideas or things, but it's also never been more taxing to find relevant answers.

## What's Next

Hyper-relevant, delightful, and useful content that piques every curiosity, even the ones you didn't know you had.



Trend Force



# 1.8x

Users are 1.8x more likely to agree that TikTok introduces them to new topics they didn't even know they liked (40% TikTok vs. 22% Traditional Social Media)

*Source: TikTok Marketing Science Global Entertaining Ads Study 2022, conducted by Marketcast*

“

**We don't create scrollable ads. Everybody is able to identify those. If you make content that's engaging and connects with a consumer and integrates a product seamlessly, that's when you create gold.**

**Dalit Saad**

Co-Founder & Chief Creative Officer, Kvell  
Made For TikTok, Episode 4

## » Trend Signal 1

# Serendipitous Scrolling

Discovery thrives on TikTok, where people constantly discover new hyper-specific interests and shareable obsessions that act as unanticipated inspo-fuel for our engaged community. Enduring hashtags like #newfinds and #tiktoktaughtme prove the actionable power of TikTok, which assists people in overcoming analysis paralysis.

### What's Happening

Traditional search results spit out straightforward answers because they're built on data, not community creativity.

### What's Next

Discovery that is immersive and dynamic, powered by entertaining guidance from creators and brands.

# Serendipitous Scrolling

## » Marketer Takeaway:

Spark action during your audience's discovery journey on TikTok by digging into the communities they're already a part of and creating content that aligns with their needs and curiosities.

**44%** Discovery intention change

44% visited TikTok with a specific outcome in mind and ended up discovering something they didn't intend to discover

*TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material*



Shocking audiences with a novel product design, **Love & Pebble's** skincare lollipop has captivated new audiences and creators to stop and share.

### #tiktokfinds

**+10x YoY vv growth rate**

TikTok continues to be the premiere destination for product discovery and sharing. Creators are eager to see for themselves, and their audience, if their #tiktokfinds were worth it.

### #whattowatch

**+25x YoY vv growth rate**

TikTok communities are driving recommendations for off-platform entertainment; providing top lists, juicy synopses, and creating buzz around both nostalgic and hot entertainment releases.

### #curiosidades

**LATAM; 110.3B vv**

This popular hashtag is filled with "fun facts" by our vibrant TikTok community, fueled by curiosity, education, and passion!

## » Trend Signal 2

# Entertainment Without Borders

TikTok makes the global feel local, and users come here with a desire to learn and an openness to explore other points-of-view. Popular trends and sounds transcend geographic borders, giving our community the ability to vicariously explore cultures beyond their own thanks to engaging and educational content that shows how people worldwide go about their everyday lives. TikTok now builds bridges across categories like sports, food, fashion, travel, and beauty, catalyzing pop culture moments larger in scale and scope than ever before.

### What's Happening

Entertainment limited by geographic barriers or cultural gatekeepers is becoming a thing of the past.

### What's Next

Global camaraderie and communities with diverse interests are unlocking new channels for entertainment and influence.

# Entertainment Without Borders

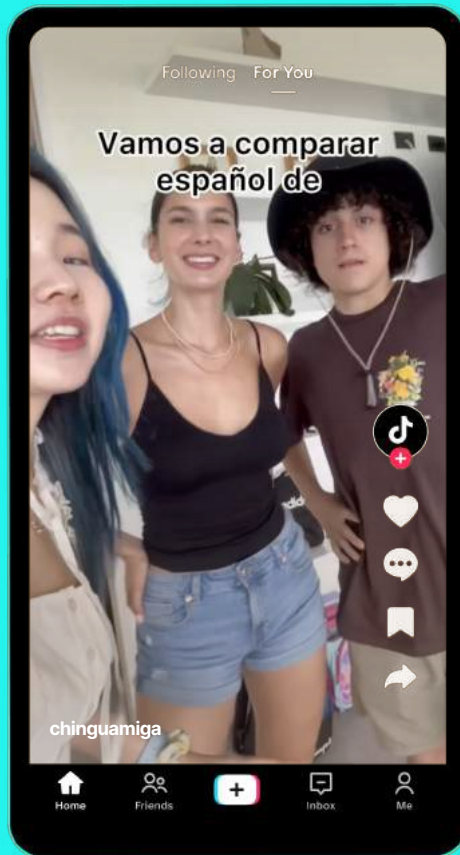
## » Marketer Takeaway:

Brands should proudly spotlight the unique nuances of their culture, business, and connection to organic brand fans to resonate with our diverse audience.

# 74%

of users feel TikTok connects them with people **from different backgrounds and cultures around the world** and 67% of users feel they have learnt a lot about different people and cultures on TikTok

Source: TikTok Marketing Science Global Diversity on TikTok Study 2022, conducted by Flamingo Group



After moving to Mexico, South Korean creator **@chinguamiga** grew a new community, online and offline, through sharing her newly blended cultural experience.

### #bamarush

4.1 B vv

Recently discovered by billions across the globe two years ago, #bamarush continues to grow as a global TikTok spectator sport as audiences eagerly root for new characters competing for their top sorority house every semester.

### #jiafei

CN; 6B vv

She's an icon, she's a legend, and she's created a global fandom on TikTok. From product recommendations to song remixes, this popular Chinese creator has sparked audience creativity all over the globe.

### #vietnamtoiyeu

"I love Vietnam"; 24.6B vv

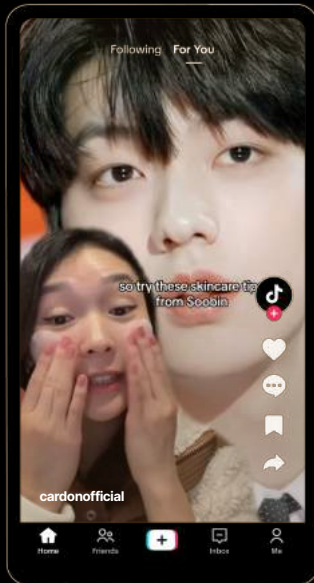
Sparked by National Reunion Day, a VN public holiday, this top hashtag shares users' love for Vietnam's beautiful culture across borders.



# Community Spotlights

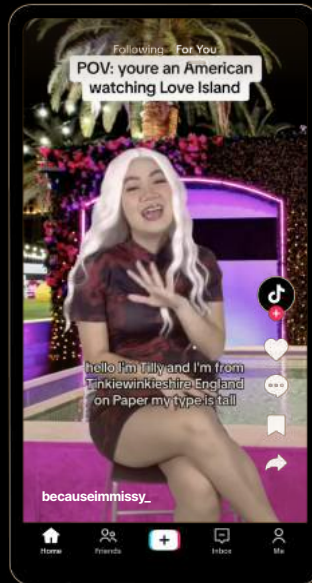
See how **Curiosity Peaked** comes to life across different TikTok communities.

## Beauty & Fashion



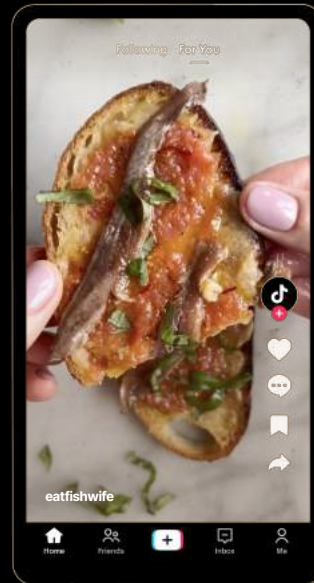
People love exploring answers outside their comfort zone—lean into what makes you unique!

## Entertainment



Passion has no geographical or language barrier, but exhibiting unabashed enthusiasm helps transcend them all.

## CPG/Food

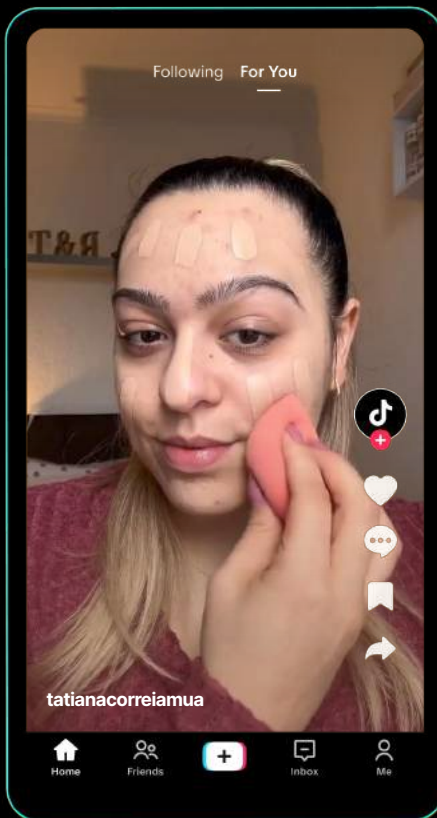


Small business Fishwife is constantly sharing new ways to enjoy the revived #tinnedfish snack.

## CASE STUDY

# Clinique (UK)

Clinique embraced the magic of TikTok in a full-funnel campaign that captivated minds and faces by leaning into the power of discovery, creativity, and communities on the platform. Driven by innovation, Clinique was among the first to tap into TikTok's dynamic search platform by leveraging the Search Ads Toggle.



**441%** increase in conversion rate



**51%**

increase in click through rate

**74k**

incremental search impressions

# Creative Solutions



“ We have to embrace working a different way and looking for talent in different places than we normally have.

**Matt Ian**

Chief Creative Officer, Deutsch LA  
*Made For TikTok, Episode 1*

## » Empower marketers to bring their brand personalities to life through the power of music and sound

- The TikTok **Commercial Music Library (CML)** is a pre-cleared global music library that spans all styles, genres, and regions, with songs sourced from independent and emerging artists, as well as top-tier music houses, free for businesses to use in paid and organic content on the platform.
- Collaborate with one of our **badged sound partners** for custom music creation, music licensing support, partnership opportunities with TikTok music creators, or sonic strategy guidance to ensure you are properly leaning into sound and fully optimizing your creative execution for TikTok's audio-first environment!

## » Expand creative partnerships with TikTok Creator Marketplace and TikTok Creative Challenge

- **TikTok Creator Marketplace** gives brands access to a diverse selection of creators, ready to tell your brand's story through their unique perspective.
- **TikTok Creative Challenge** allows creators to opt-in with their favorite brands. This solution allows advertisers to launch a Challenge brief outlining the scope of the campaign, and then creators join and make ad creatives based on the challenge criteria.

# Advertising Solutions



## Discover the unexpected with Search Ads Toggle

**Search Ads Toggle** serves ads alongside organic search results. This seamless placement enables advertisers to surprise their audience and stay top-of-mind as users actively search and explore.



## Reach diverse audiences with relevant entertainment with Pulse

Reach diverse audiences leaning into the entertainment shaping culture today with **Pulse**. Pulse guarantees your brand's adjacency to the top trending content across the platform.



## Fuel curiosity & authentic commerce with Video Shopping Ads & TikTok Shop

**Video Shopping Ads** spark discovery by providing tailored product recommendations to users while **TikTok Shop** enables seamless purchases within App via our marketplace.

# STORYTELLING UNHINGED

Ends of stories are starting first. Multiple story arcs can happen at once. Communities are making up fictional celebrities and narratives. On TikTok, the shift where everyone can have a voice has unleashed creativity for all, where diverse voices, collaborative formats, and subject matters are flipping everything we know about traditional storytelling on its head.

## What's Happening

From the structure to its characters, storytelling has become more predictable, less relevant, and therefore skippable.

## What's Next

Unpredictable, collective stories with a flair that have no beginning, middle, or end, giving users a vested interest in how a story transpires.



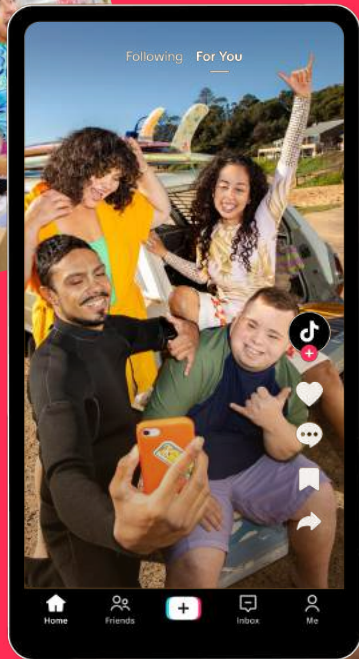
Trend Force

2

# 1.4x

Intriguing narrative structures guide viewers past the first few seconds - ads intended to make users curious keep them watching 1.4x longer

*Source: TikTok Marketing Science Global How to Hook Study [US, UK, GCC] 2023, conducted by Metrixlab*



“

**Remember, this isn't TV. It's culture. It means that your brand is now stepping into [a creator's] space, you have to look and feel like that. The instant you try to script it, it's over.**

**Ashley Rudder**

Chief Creator Officer, Whalar  
*Made For TikTok, Episode 6*



## » Trend Signal 1

# Community-Fueled Storytelling

TikTok users are no longer passively consuming content, opting instead to keep conversations going with the community through experimental story arcs and fresh creative hooks. While stories can stand alone on TikTok, part of the fun for audiences is to thread unexpected stories together in gripping and surprising ways.

### What's Happening

Predictable stories grab less and less attention.

### What's Next

The collaborative spirit of TikTok is reinventing typical story arcs, leading to disruptive narrative formats that surprise audiences and capture their attention while also inspiring them to join in on the fun.

# Community-Fueled Storytelling

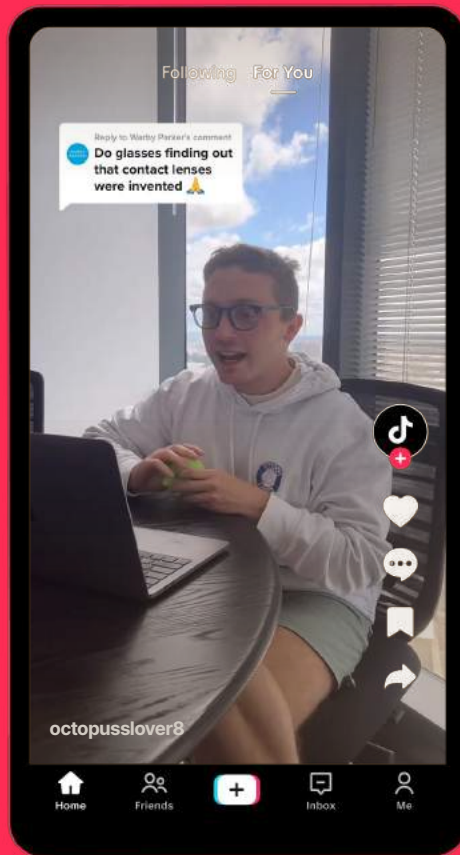
## » Marketer Takeaway:

Give the community an equal seat at the table to shape your brand's identity and narrative. Explore ways of contributing to an existing conversation or invite co-creation by incorporating suggestions and comments you receive into subsequent videos.

# 1.3x

Users are 1.3x more likely to feel **TikTok lets users co-create content** and feed off each other (compared to traditional social media)

*TikTok Marketing Science Global Entertaining Ads Study 2022, conducted by Marketcast*



TikTok creator **@octopusslover8** puts his community in the driver's seat of his content development, crafting skits based on user (& brand) comments, like this one in collaboration with eyeglasses brand Warby Parker.

### #blindreact

8.3B vv

On TikTok, great videos are a launchpad for joyful and unexpected reactions to our community's wide-ranging talents and masterpieces.

### #mukbangvideo

+600% YoY vv growth

This growing content style where creators eat while filming creates a comfortable environment for audiences to casually watch and engage.

### #npc

13.5B vv

The TikTok community has transformed this character into a breathable archetype, pretending to be an npc in real life scenarios, and reacting to TikTok LIVE audience participation.

## » Trend Signal 2

# Stay Tru to the Delulu

Rooted in fandom culture, #delulu is a mindset and storyline format escalated by the TikTok community. It's a blend of fantasy and manifestation - adopting a fake-it-til-you-make-it persona for audiences to tap into, fantasizing about their dream #delusionship (delusional relationship), manifesting the confidence of #tubegirl, or adopting the mindset of a more senior work title. "Stay Tru to the Delulu" is a shared community of delusional comfort and confidence for audiences to imagine and inspire beyond the limits of today's overwhelming reality.

### What's Happening

When the world feels heavy, audiences come to TikTok to find community.

### What's Next

TikTok audiences are building a shared community of delusional comfort to provide a spark of lightheartedness in an overwhelming reality.

# Stay Tru to the Delulu

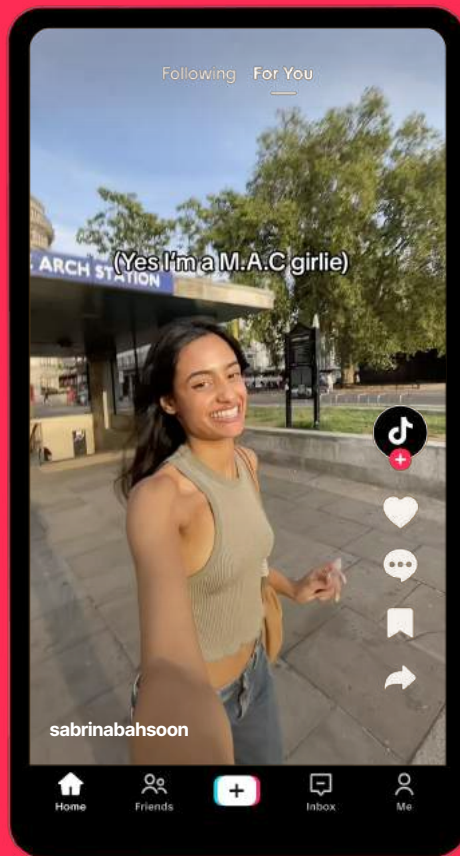
## » Marketer Takeaway:

Enter conversations with a flair of delulu fun to build accessible connections with audiences around joy, confidence, and comfort.

# 72%

of TikTok users say **it's easy for strangers to connect** and bond around shared life experiences on TikTok

Source: TikTok Marketing Science Global Diversity on TikTok 2022 conducted by Flamingo Group



Cosmetics brand MAC jumped on the **#tubegirl** train early, partnering with creator **@sabrinhahsoon** to share how MAC makes her feel unapologetically confident, anywhere.

### #delulu

**3.7B vv; +33x YoY vv growth rate**

Delulu is the term, but the sentiment is nothing new. Our community has always used lighthearted humor to build relatability across communities.

### #delusionship

**39M vv; +390x YoY vv growth rate**

On TikTok, these delusional relationships aren't limited to romantic fictional characters. Our community expands delusional relationships to aspirational confidence within themselves and other interpersonal relationships.

### #tubegirl

**1B vv**

Creator **@sabrinhahsoon** ignited a cultural tube girl movement when she turned on her main character energy and iconic 0.5 lens to inspire others to unlock their inner confidence, even in public.

# Community Spotlights

See how **Storytelling Unhinged** comes to life across different TikTok communities.

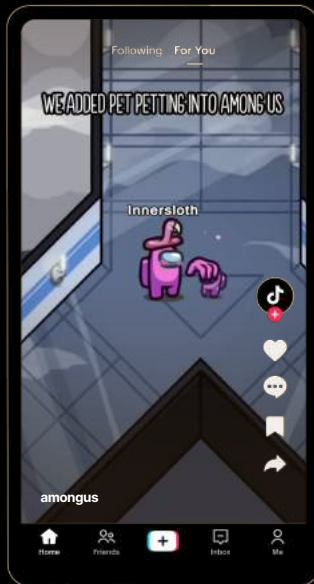
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With every piece of content we create, if it doesn't make us laugh or doesn't make us smile, it shouldn't go out there.

## Chris Jackson

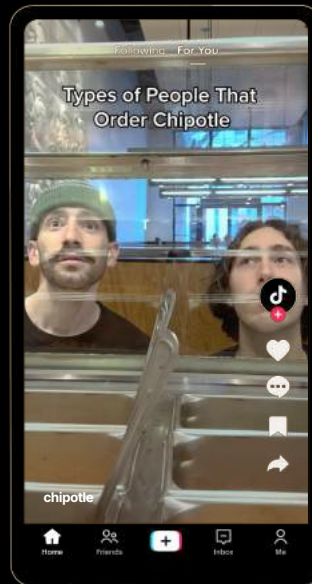
Director, Global Content and Social Strategy, Lululemon  
*Made For TikTok, Episode 7*

### Gaming



Treat your audience by leaning into in-jokes and community-specific references like Among Us did.

### QSR



Chipotle creates their own Choose Your Character format based on common Chipotle customers.

### Retail

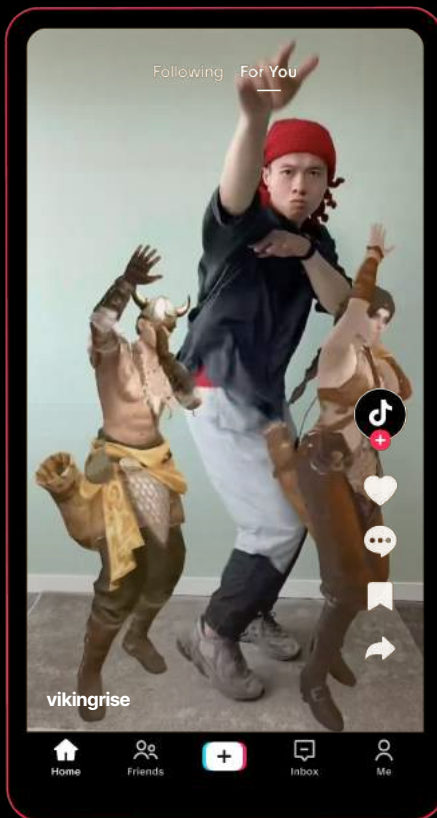


Target brings romanticized wattpad storylines, inspired my digital web comics, to real life with creator [@fannita](#).

## CASE STUDY

# Viking Rise IGG (METAP)

IGG used TikTok as one of its key platforms during the launch of its new game, Viking Rise. From TopView to R&F, the brand showcased a variety of “let’s play” creatives, getting TikTok gamers excited about the new launch. IGG also rolled out a Branded Mission with a unique “spin the wheel” Branded Effect that invited users to experience what it’s like to unlock certain characters in the game!



# 400M



global users  
reached

# 600K

received  
submissions

# 5.1B+ VV

#VikingRise

#VikingRise

#VikingRise

#VikingRise

#VikingRise



# Creative Solutions



“TikTok is alive, ever evolving. You need a client that's willing to lean in and keep up.”

**Jamie Falkowski**

Chief Creative Officer, Day One Agency  
Made For TikTok, Episode 5

## » Amplify creative storytelling with Script Generator

- Start with a few inputs about your brand or product, and work with **Script Generator** to create and further customize a video's script based on brand guidelines, tone, keywords, and duration.

## » Let Creative Assistant guide you through the creative development process

- **Creative Assistant** is a smart virtual assistant for advertisers, offering comprehensive support throughout the creative development process. From inspiring ideas to script generation, Creative Assistant leverages a wealth of TikTok ad-focused insights, best practices, and creative solutions.

## » Get inspired by high-performing ads with Top Ads Dashboard

- **Top Ads Dashboard** is a best-in-class collection of ads, filterable by region, industry, objective, language and ad format. Users can click into a top ad and learn more about its performance, including Likes, Comments, Shares, CTR, CVR, Clicks, Conversions and Retention Rate.

# Advertising Solutions



## Empower community-driven storytelling with Branded Mission

**Branded Mission** allows brands to leverage community-driven storytelling, celebrating diverse voices. By crowdsourcing genuine content and collaborating with influential creators, it helps brands showcase different perspectives and disruptive narratives.



## Share genuine joy with Spark Ads

Spark delight and a carefree spirit on TikTok with **Spark Ads**. This solution's authentic approach adds a sincere touch to advertising by using real TikTok content as ad material with creators who have developed trust with their community advocating organically on your behalf.



## Reach communities through storytelling that connects with Focused View

Unpredictable storytelling can lead to greater attention, and **Focused View** puts your ads in front of audiences that are more likely to pay attention longer. With Focused View, your brand can efficiently reach the most leaned in audiences to drive consideration.

“ We don't own this brand outright anymore. We are stakeholders in a brand that's owned by us and our fans. We are collaborators with our fans.

**Matt Ian**

Chief Creative Officer, Deutsch LA  
Made For TikTok, Episode 1

# BRIDGING THE TRUST GAP

There continues to be a growing trust gap between consumers and brands igniting audiences to seek beyond the engagement of a one-time sale. They're also looking for brands to lead positive societal change and transparency. Establishing clear brand trust and values are non-negotiables. On TikTok, brands have an open line of communication with their consumers and community, and can leverage creators as shortcuts. Each campaign and organic piece of content is an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.

## What's Happening

Brands are unsure how to meet growing consumer expectations for trust and transparency.

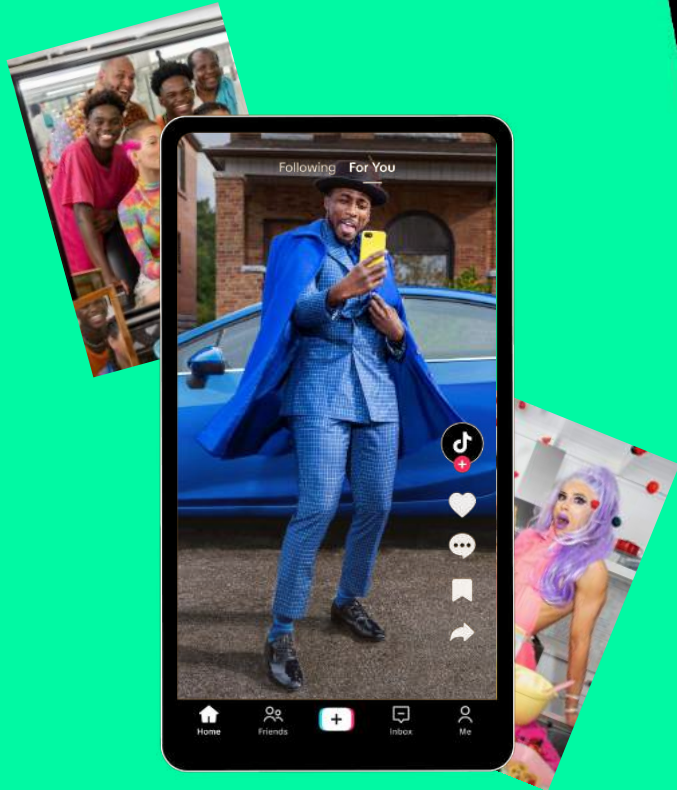
## What's Next

Brands on TikTok are unlocking deeper consumer trust and influence through actively listening and growing together with their audience.



Trend Force

3



## After seeing an ad on TikTok:

**41%** of viewers trust the brand more

**31%** are more likely to be loyal to the brand

**33%** more likely to say the brand is a good fit for who they are as a person *(vs. before seeing ads on TikTok)*

*Source: TikTok Drives Brand Trust Study 2022 commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence*



**TikTok is an amusement park. It is the one place where brands can be human. They can be whatever tone they want to be and connect with fans authentically on there.**

**Dalit Saad**

Co-Founder & Chief Creative Officer, Kvell  
*Made For TikTok, Episode 4*

## » Trend Signal 1

# Let's Talk, TikTok

TikTok has truly reshaped the universal language of our audience. TikTok is redefining words we already know like luxury, clean, girl, dinner and reshaping them into new philosophies and aesthetics. Luxury has expanded into #quietluxury and #affordableluxury, #cleangirl is a TikTok bred aesthetic all about minimalism, and #girldinner has redefined dinner into a fun joke and sharing activity with over 183,000 video creations.

## What's Happening

It's easy to feel like you can never keep up with cultural conversations, or the latest TikTok trend.

## What's Next

Brands are building trust with their audience through relevant cultural lingo cultivated on TikTok.

# Let's Talk, TikTok

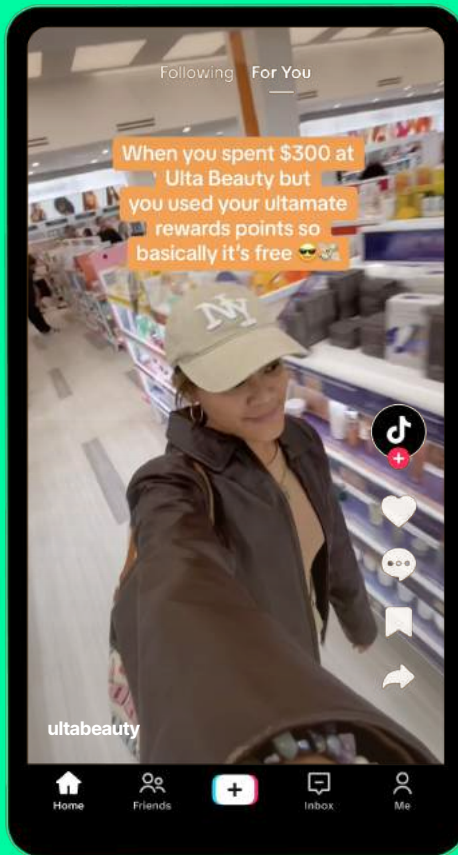
## » Marketer Takeaway:

Understanding and adapting the language of our platform sets immediate cultural context and connection with audiences. It lets users know, we're not just here to sell, we're listening, we're laughing, and we're creating alongside you.

**1.5x** Trust the brand more

After seeing ads on TikTok with comments turned on, viewers trust the brand 1.5x more (vs. before seeing ads with comments turned on on TikTok)

Source: TikTok Drives Brand Trust Study 2022 commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence



Ulta taps into **#girlmath** to promote how their loyalty program rewards money for spending money, so it's still free money, right?

### **#affordableluxury** 200% YoY vv growth rate

The TikTok community has expanded the definition of luxury to be more inclusive, focusing more on craftsmanship rather than price tag.

### **#girldinner** 2.2B vv

Girl dinner is about the collective ability for girls to transform and justify anything - from assorted crackers paired with last night's leftovers to a single iced latte - into a full meal.

### **#rizz** 18B vv; +11x YoY vv growth rate

Short for "charisma," audiences are adopting the term to describe when someone has undeniable swag or is suave in a situation.



## » Trend Signal 2

# Trust the FYProcess

Trust the FYProcess means building influential credibility at the source - it means being bold enough to be vulnerable and letting audiences into the full process and story behind a brand. This open and honest vulnerability breeds organic conversations and community, rarely found in other spaces where influencers and brands are just showing aspirational still images.

### What's Happening

Audiences feel skeptical of brands that come to TikTok with aspirational and over polished messaging.

### What's Next

Trust on TikTok stems from our community's openness to share and receive feedback, unlocking honest community conversations rarely found in other spaces.

# Trust the FYProcess

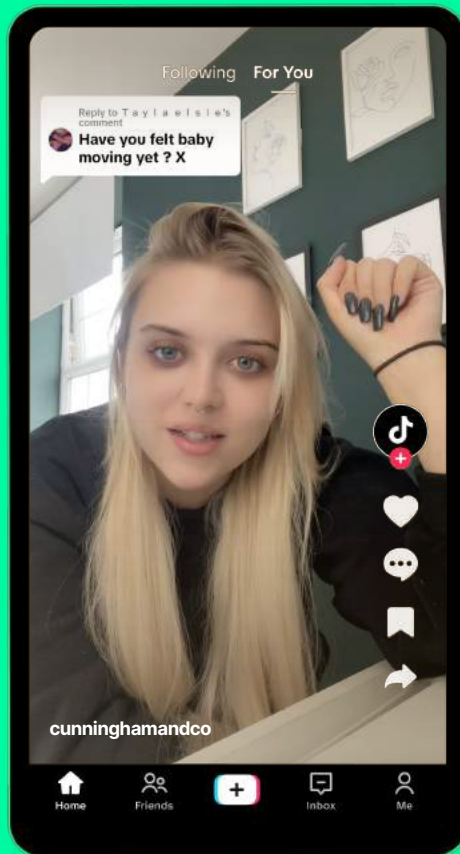
## » Marketer Takeaway:

Tap in by cultivating a network of creators who naturally fit with and can share their honest connection to your brand to build relatability and influence with their community.

**41%** Increase in viewers' trust in brand

For brands that advertise on TikTok consistently over an extended period, viewers trust of the brand increases by 41% (comparing trust scores for brands from Dec 2018 to December 2022)

Source: TikTok Drives Brand Trust Study 2022 commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence



**#Pregnancy** content on TikTok has seen huge growth in 2023 as creators share their honest experiences, answer questions, and exchange tips with other expecting families.

**#skincare**  
**+45% YoY vv growth**

Skincare on TikTok goes beyond skin deep. It's expanded beyond traditional beauty audiences to include all skin types, all genders, and redefinitions of "perfect skin".

**#grwm**  
**+900% YoY vv growth**

This content style continues to grow in popularity as creators expand the events, conversations, and products this traditionally mundane routine task unlocks with the power of a connected audience and engaging storyteller.

**#tiktokseries**  
**+2000% YoY vv growth**

TikTok creators are making longer form content and creating unique series to keep their audiences coming back for more. Creators have the freedom to create a series on any audience query.

# Community Spotlights

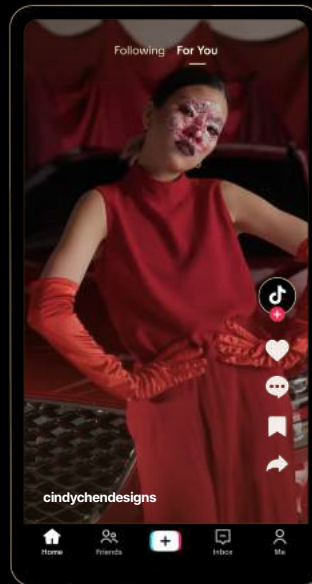
See how **Bridging the Trust Gap** comes to life across different TikTok communities.

## Financial Services



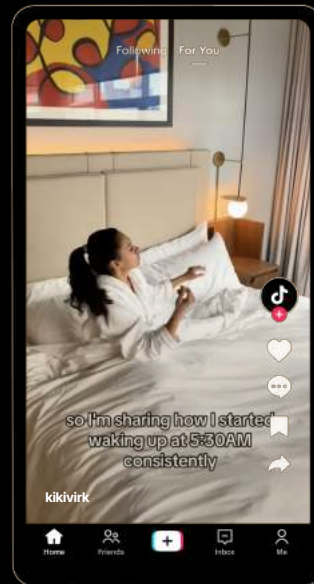
Leverage current trends to jump into conversations around complicated topics, like when these accountants hilariously reacted to #girlmath.

## Auto



Genesis partnered with with @CindyChenDesigns to create a makeup look that illustrated their shared value of craftsmanship through a different lens.

## Health/Wellness



Creators on TikTok open new dialogue about wellness through honest and actionable solutions to overcoming universal challenges, like building routine.

## CASE STUDY

# Makuku (SEA)

MAKUKU partnered with Indonesian TikTok creators in the mother and baby communities to participate in their product launch in Indonesia. These creators took the two keywords "Best" and "Love" signaled by a previous hashtag challenge by the brand as the campaign messaging starting point.



**500%** increase  
in sales



**20%**

of offline store  
consumers learned  
about Makuku from  
TikTok platform

# Creative Solutions



“ One-off campaigns are cool, but it's not going to have the ripple effect that a long-term creator partnership is going to have, nor show the brand love that infusing a creator into their creative team will have.

## Ashley Rudder

Chief Creator Officer, Whalar  
*Made for TikTok, Episode 6*

## » Open new pathways to creators in [TikTok Creator Marketplace](#)

- **Open Applications:** creators review briefs from brands, and apply to the ones that interest them the most, based on passion and story ideas.
- **Partner API:** TTCM's improved API now allows creator marketing platforms enable creator search and discovery, complete key workflow steps within the in-app TTCM console for creators, and easily create Spark Ads from creator content, programmatically.

## » Learn and grow with Video Insights

- **Video Insights** allows you to analyze your video creative performance, breaking down audience interactions and potential creative improvements to inspire your next high-performing video. Spend time on TikTok to get more comfortable with the prevalence of language and trends.

## » Access real-time TikTok learnings and insights via [Creative Center](#)

- The **Trends page** on Creative Center is a treasure trove of real-time dashboards to track growing hashtags, songs, and creators to spark creative inspiration. Leverage our Trends hub to learn more about our methodology, read the latest trend reports, and more.
- Discover script inspiration and top-performing keywords for your ad campaign with **Keyword Insights**. Browse successful keywords and phrases by industry, region, and marketing objective to see how they're used in real TikTok ads.

# Advertising Solutions



## Build an organic presence to foster trust & credibility

Grow your organic presence on TikTok to bring the "Trust the FYProcess" signal to life. When brands consistently share relatable, entertaining non-promotional content, it builds loyalty with audiences. Keep an eye on your organic creative and put media dollars behind what's working for you.



## Collaborate with creators to create authentic content with Branded Mission

**Branded Mission** helps brands engage their audiences in a trusted way by crowdsourcing authentic content from TikTok's diverse community of creators. The top performing videos ultimately get boosted as ads with guaranteed impressions, sparking additional user generated content along the way.



## Bridge the trust gap with TikTok's Creator Marketplace and Creative Exchange

Tap into the **TikTok Creator Marketplace** (TTCM) and **TikTok Creative Exchange** (TTCX) to discover and collaborate with creators and professionals on your next campaign. Through these platforms, brands can further build cultural relevance and evolve their storytelling - both on and offline.

“Getting something out is better than getting something perfect sometimes, especially as it relates to TikTok.”

**Chris Jackson**

Director, Global Content and Social Strategy, Lululemon  
*Made for TikTok, Episode 7*



# What »» Now



# How to **Be Braver** in 2024



## » **CURIOSITY PEAKED**

**What if you leaned into hyper-unique aspects of your brand to educate, entertain, and enrich the TikTok community?**

What's something that piqued your own curiosity on TikTok that you could tie your brand into?

What's something specific you wish more consumers knew about your brand?

## » **STORYTELLING UNHINGED**

**What if you took what's become 'expected' from your brand storytelling on TikTok and flipped that on its head?**

Are you mobilizing your audience to collaborate with and shape your brand on TikTok?

What's a brand-relevant universal and/or community truth that you can infuse 'delusional' energy into?

## » **BRIDGING THE TRUST GAP**

**What if you established consistent actions with your TikTok community to cultivate trust beyond a single sale?**

How can you tie relevant TikTok lingo into your products and creative campaigns?

What type of credible knowledge do you want your audience to come to you for?

# TL;DR



## OUR KEY FINDINGS

In 2024, Creative Bravery that breaks through on TikTok stems from **three big shifts** in user expectations:

### » CURIOSITY PEAKED

Every curiosity and interest reaches its 'peak' on TikTok, leading to relevant perspectives, uncharted rabbit holes, and IRL action thanks to the perfect blend of passive discovery and an active mindset.

#### Signal 1: Serendipitous Scrolling

Discovery thrives on TikTok, where people constantly discover new hyper-specific interests and shareable obsessions that act as unanticipated inspo-fuel for our engaged community.

#### Signal 2: Entertainment without Borders

TikTok is a platform perfect for vicariously exploring cultures beyond your own thanks to engaging and educational content that shows how people worldwide go about their everyday lives.

### » STORYTELLING UNHINGED

On TikTok, the shift where everyone can have a voice has unleashed creativity for all, where diversity of voices, collaborative formats, and subject matters are flipping everything we know about traditional storytelling on its head.

#### Signal 1: Community-Fueled Storytelling

TikTok users are no longer passively consuming content, opting instead to keep conversations going with the community through experimental story arcs and fresh creative hooks.

#### Signal 2: Stay Tru to the Delulu

Stay Tru to the Delulu is a shared community of delusional comfort and confidence for audiences to imagine and inspire beyond the limits of today's overwhelming reality.

### » BRIDGING THE TRUST GAP

Each campaign and organic piece of content is an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.

#### Signal 1: Let's Talk, TikTok

TikTok has truly reshaped the universal language of our audience. TikTok is redefining words we already know like luxury, clean, girl, dinner and reshaping them into new philosophies and aesthetics.

#### Signal 2: Trust the FYProcess

Trust the FYProcess means building influential credibility at the source - it means being bold enough to be vulnerable and letting audiences into the full process and story behind a brand.