

Case Study - Tiktok in the Time of Gen AI

1 Executive Summary

This report presents a comprehensive analysis and strategic plan for leveraging TikTok trends to enhance Whiteclaw's brand presence and engage its target audience. Whiteclaw, a leading brand in the Hard Seltzer category, has successfully tapped into the growing consumer preference for beverage-ified alcohol, a concept that positions alcohol as an enjoyable and refreshing drink rather than just a social facilitator. This strategy has resonated with a broad audience, both male and female, by recognizing the universal appeal of alcohol that tastes good.

2 Introduction

Analyze TikTok trends and create a strategic plan for Whiteclaw to take advantage of these trends. Your goal is to identify popular themes, challenges, and content formats that align with Whiteclaw's branding and suggest innovative ways to integrate these elements into Whiteclaw's marketing campaigns.

2.1 Contextualizing the Alcohol Market

Many individuals worldwide, enthusiasts aside, do not enjoy the taste of traditional alcoholic beverages such as beer, wine, and spirits. The significance of alcohol transcends its role as a mere drink; it symbolizes socializing, enhancement, and emotional release.

Most consumer goods combine functional and emotional components, with functionality often outweighing emotionality. For example, Coca-Cola is primarily a refreshing, sweet beverage and secondarily a symbol of happiness. In contrast, in the alcohol category, the social function often surpasses its role as a beverage.

In both the U.S. and China, people grow up observing adults, TV characters, and fictional figures drinking alcohol during social occasions. However, their first encounter with alcohol often leads to a reaction of "Why would anyone like this?" due to its bitter or burning taste. Over time, people start drinking in various situations because the symbolic meaning of alcohol exceeds its taste. Drinking is seldom about savoring the flavor; hence, it doesn't matter if it doesn't taste good.

2.2 Consumer Perception

2.2.1 Hard Seltzer and the Appeal of Beverage-ifying Alcohol

The success of the Hard Seltzer category lies in its ability to "beverage-ify" alcohol. This concept is similar to the successful approach taken by Yellow Tail in the wine market. Yellow Tail's unprecedented success stemmed from recognizing that many traditional wine consumers did not

enjoy sophisticated wine flavors. By significantly increasing sweetness and fruitiness, Yellow Tail positioned itself as a beverage wine and achieved remarkable success.

2.2.2 Positioning and User Perception

The key value of the book "Positioning" is the idea that product positioning is about finding a place within existing user perceptions rather than creating a new category. When a product aligns with an already existing perception in the user's mind, the cost of convincing users is low. Many new consumer companies struggle because their products do not address an existing need in users' perceptions, resulting in high decision-making costs.

2.2.3 Understanding User Insights

For Spiked Seltzer, the insight was that beverage-ifying alcohol met a female need, as women often ordered soda water with alcohol in bars. However, White Claw identified that beverage-ifying alcohol is a universal need for both men and women. While many beverage-ified alcoholic drinks targeted women, few catered to men. White Claw recognized this significant user value, allowing it to surpass its predecessors. From the outset, White Claw never targeted the female market specifically, neither in product design nor marketing strategy.

2.2.4 The Concept of Guilty Pleasure

A crucial element in White Claw's success is understanding the concept of "guilty pleasure." This term refers to secret sources of pleasure that, in different contexts, wouldn't be considered guilty. For instance:

- A manly man secretly enjoying Taylor Swift's music.
- An independent woman secretly liking very girly things.
- An environmentalist secretly loving gas-guzzling race cars.
- A highbrow art lover secretly enjoying soap opera romances.

White Claw tapped into this concept by acknowledging that a typical white male, if not gay, might secretly enjoy feminine, beverage-ified alcohol. This understanding allowed White Claw to capture a broader audience, effectively leveraging the idea that beverage-ifying alcohol is a universal need.

3 Trend Research and Analysis

3.1 Trend Research - Target Audience

We want to pay attention to those that resonate with the demographic by whiteclaw. Here is my summary of our typical white claw target people. We use Gen AI to generate the 50 most relevant whiteclaw hashtags and obtain user group from top 20 most posted hashtags related to

whiteclaw. Those users are actively involved in those hashtag discussion and post. You can see what they look like from image below. We draw those graph using GEN AI based on user profile information.

- Race: Predominantly light to medium skin tones, with diverse ethnic backgrounds.
- Age: Most appear to be in their 20s or early 30s.
- Interests: They all share a strong presence on social media, particularly on TikTok, focusing on lifestyle, sports, fitness, motivation, and stress relief.
- Gender: Mixed, with both male and female users, including a virtual female persona.
- Engagement: All have significant follower counts, indicating high levels of engagement and influence on the platform.

Generative AI tools were used to create Figure 1. The male profile features a friendly smile, brown hair, casual attire, and a healthy lifestyle background. The female profile has a friendly smile, dark hair, casual attire, and an active or neutral background.



(a) Male



(b) Female

Figure 1: Male and Female Composite Character

3.2 Trend search - Popular content formats

3.2.1 Analysis of Video Data from Popular Hashtags

Table 1: Each video data information in popular hashtags

duration	engagement_rate	view_count	author_name	description
14	0.78	2989209	Hassan Patail	vacation..
9	12.27	2553334	dadaandboyspodcast	#nour...
60	13.4	1610135	maple	Replying..

The table 1 provides detailed information for each video, including duration (in seconds), engagement rate, view counts, author name, and description. The engagement rate is calculated as shown in Equation 1). Engagement rate is a metric that measures how much a user's content or brand campaign engages with its followers. Typically, average engagement rates on most social media platforms range between 1% and 2%. However, TikTok's engagement rate threshold is significantly higher, with a good engagement rate considered to be between 4% and 18%. Videos that do not meet this engagement rate threshold will be filtered out. Subsequently, statistical analysis will be conducted to examine the relationships between duration, engagement rate, and view count.

$$\text{Engagement rate} = \frac{\text{likes} + \text{comments} + \text{shares}}{\text{views}} \quad (1)$$

3.2.2 Correlation Analysis

The Figure 2 correlation matrix shows the relationships between duration, engagement rate and view count.

1. Duration vs. Engagement Rate: Correlation coefficient of -0.13 suggests a weak negative correlation.
2. Duration vs. View Count: Correlation coefficient of 0.072 indicates a weak positive correlation.
3. Engagement Rate vs. View Count: Correlation coefficient of -0.05 indicates a very weak negative correlation.

3.2.3 Distribution Analysis

Figure 3a3b3c3d shows the distribution of word count, duration, view count.

1. The majority of video descriptions have a word count between 0 and 50. There is a steep drop-off in frequency as word count increases.
2. Most videos have a duration under 100 seconds. The frequency decreases significantly for videos longer than 100 seconds, indicating that shorter videos are more common.
3. The majority of videos have a view count under $1e7$ (10 million). There is a long tail indicating that a few videos have extremely high view counts.

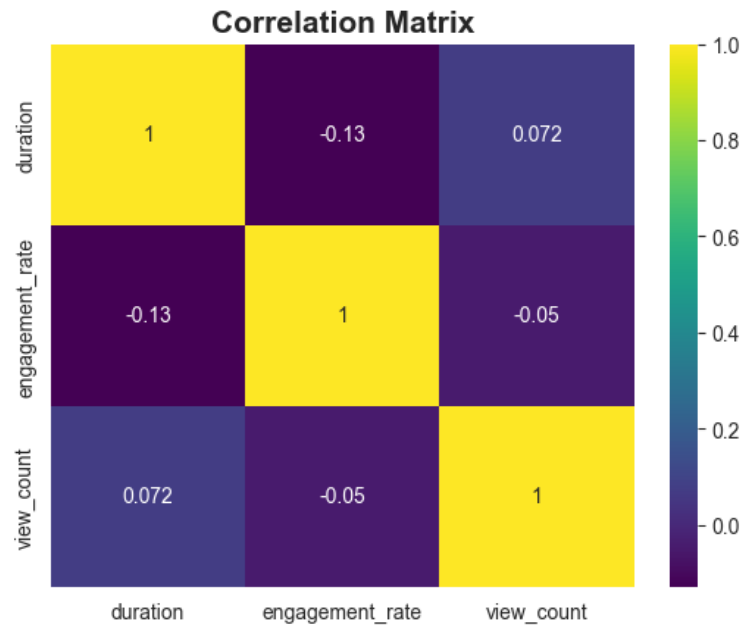


Figure 2: Correlation Matrix

3.2.4 Scatter Analysis

Figure 3e3f shows the scatter plot

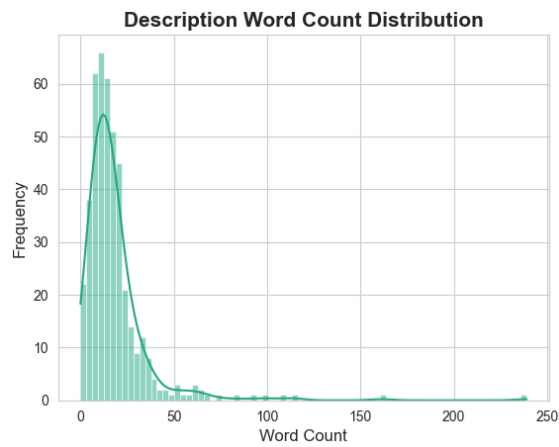
1. The scatter plot shows that most videos have a lower duration. Engagement rate does not show a clear trend with respect to duration, but there are more data points with lower engagement rates.
2. Similar to duration, most videos have lower view counts. There is no clear trend, but it appears that higher view counts do not necessarily correspond to higher engagement rates.

3.2.5 Key Insights

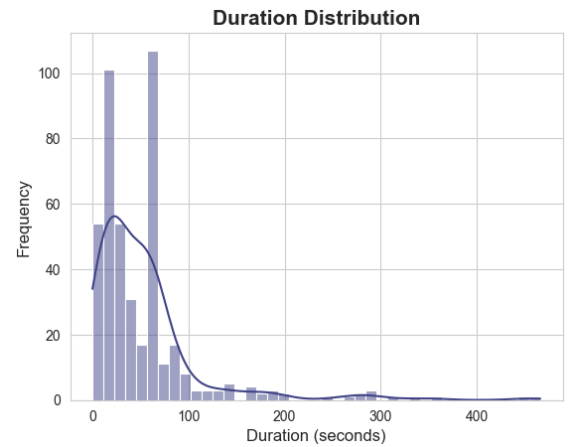
1. **video length:** Shorter videos tend to be more common. This might be due to the audience's preference for shorter, more digestible content.
2. **description length:** Most video descriptions are concise, possibly to maintain viewer interest.
3. **engagement and duration:** There is a weak negative correlation between duration and engagement rate, suggesting that longer videos might slightly decrease engagement.

3.2.6 Recommendations

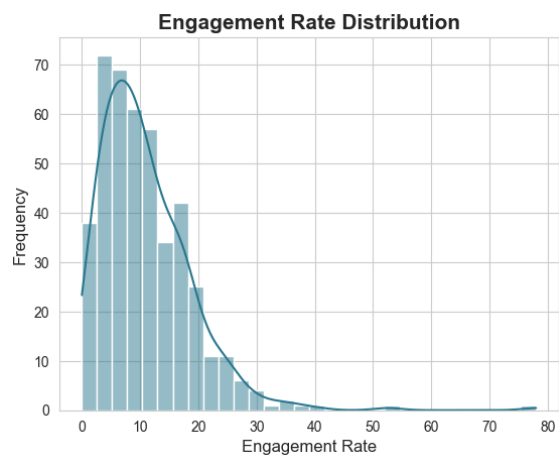
1. **optimize video length:** Focus on creating shorter videos (under 100 seconds) to align with viewer preferences.



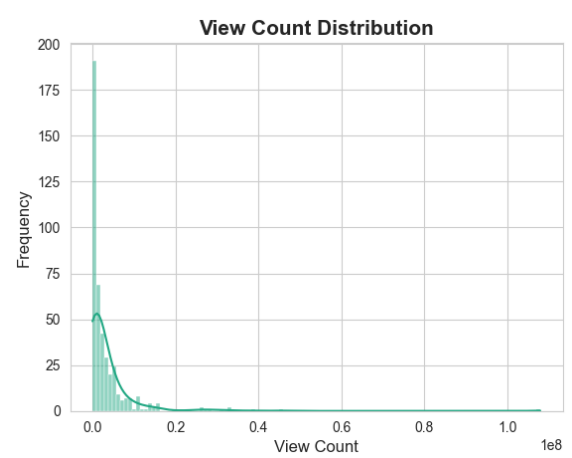
(a) fit***



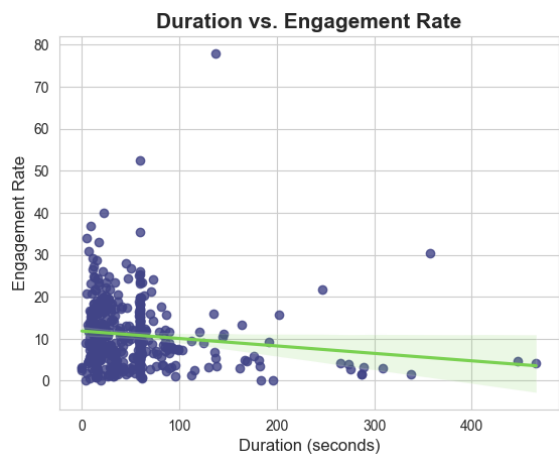
(b) And***



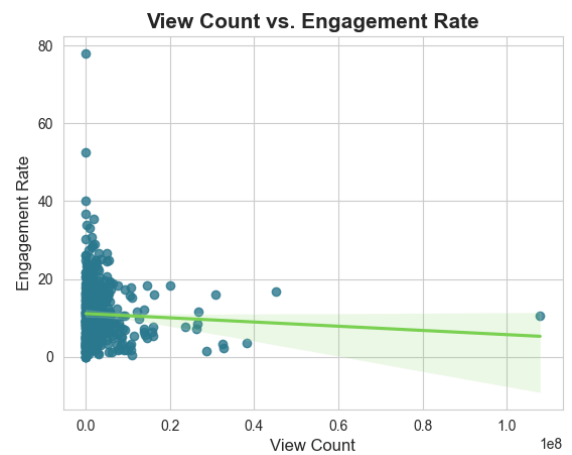
(c) Has***



(d) Jun***



(e) MIQ***



(f) Sand***

2. **concise descriptions:** Keep descriptions short and to the point to maintain viewer interest.
3. **engagement strategies:** Since high view counts do not guarantee high engagement, explore other strategies (e.g., interactive content, call-to-actions) to boost engagement.

3.3 Trend search - Hashtags

Figure 3 titled "Top 20 Most Posted Hashtags related to whiteclaw" provides insights into the most frequently used hashtags associated with Whiteclaw on social media. Here's an analysis of the findings:

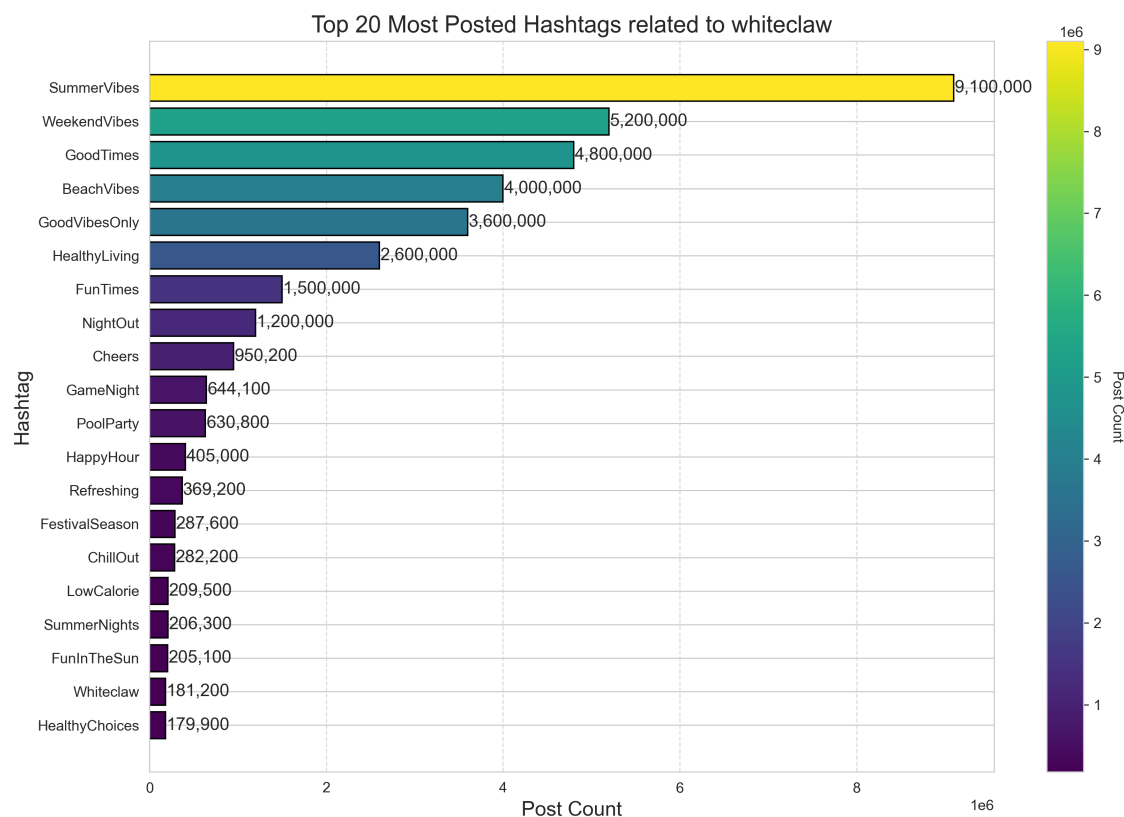


Figure 3: Most Posted Hashtags

3.3.1 Most Popular Hashtags

1. **#SummerVibes:** With 9.1 million posts, this is the most popular hashtag. It suggests that Whiteclaw is strongly associated with summer and activities related to enjoying the warm weather.
2. **#WeekendVibes:** The second most popular with 5.2 million posts, indicating that Whiteclaw is frequently consumed during weekends, reflecting its association with leisure and relaxation.

3. #GoodTimes: With 4.8 million posts, this hashtag highlights Whiteclaw as a beverage associated with fun and positive experiences.

3.3.2 Other High-Frequency Hashtags

1. #BeachVibes (4 million posts): Indicates a strong connection with beach outings and seaside activities.
2. #GoodVibesOnly (3.6 million posts): Further reinforces the association with positivity and enjoyable moments.
3. #HealthyLiving (2.6 million posts): Suggests that Whiteclaw is perceived as a healthier or more lifestyle-friendly beverage choice.
4. #FunTimes (1.5 million posts), #NightOut (1.2 million posts), #Cheers (950,200 posts): Indicate its popularity in social and nightlife contexts.

3.3.3 Lower-Frequency Hashtags

1. Hashtags such as #GameNight (644,100 posts), #PoolParty (630,800 posts), #HappyHour (405,000 posts), and #Refreshing (369,200 posts) show specific situational uses and perceptions.
2. #FestivalSeason (287,600 posts), #ChillOut (282,200 posts): Highlight its association with festivals and relaxation.
3. #LowCalorie (209,500 posts), #HealthyChoices (179,900 posts): Reflect health-conscious marketing or perception.

3.3.4 Brand-Specific Hashtags

1. #Whiteclaw (181,200 posts): Indicates direct brand recognition and usage.

3.3.5 Interpretation

1. Seasonal and Social Association: The prevalence of hashtags like #SummerVibes, #WeekendVibes, #BeachVibes, and #FunTimes suggests that Whiteclaw is widely associated with summer, relaxation, and social gatherings.
2. Health and Lifestyle Positioning: The significant usage of #HealthyLiving, #LowCalorie, and #HealthyChoices indicates that Whiteclaw is positioned or perceived as a healthier alternative to traditional alcoholic beverages.
3. Event and Activity Specific: Hashtags like #GameNight, #PoolParty, and #FestivalSeason show that Whiteclaw is popular in specific social activities and events.

3.3.6 Recommendations

1. **Marketing Strategy:** Focus on summer and social activities in marketing campaigns, leveraging the strong association with #SummerVibes, #WeekendVibes, and similar hashtags.
2. **Health-Focused Campaigns:** Continue to promote the health-conscious aspects of White-claw, as indicated by the popularity of #HealthyLiving and related hashtags.
3. **Event Sponsorships:** Consider sponsoring or partnering with events that align with popular hashtags such as #BeachVibes, #PoolParty, and #FestivalSeason.

3.4 Trend search - Challenges

Figure 4 titled "TikTok Challenge Analysis" provides insights into the performance of various TikTok challenges based on three metrics: User Count, View Count, and Engagement Rate. Here's an analysis of the findings:

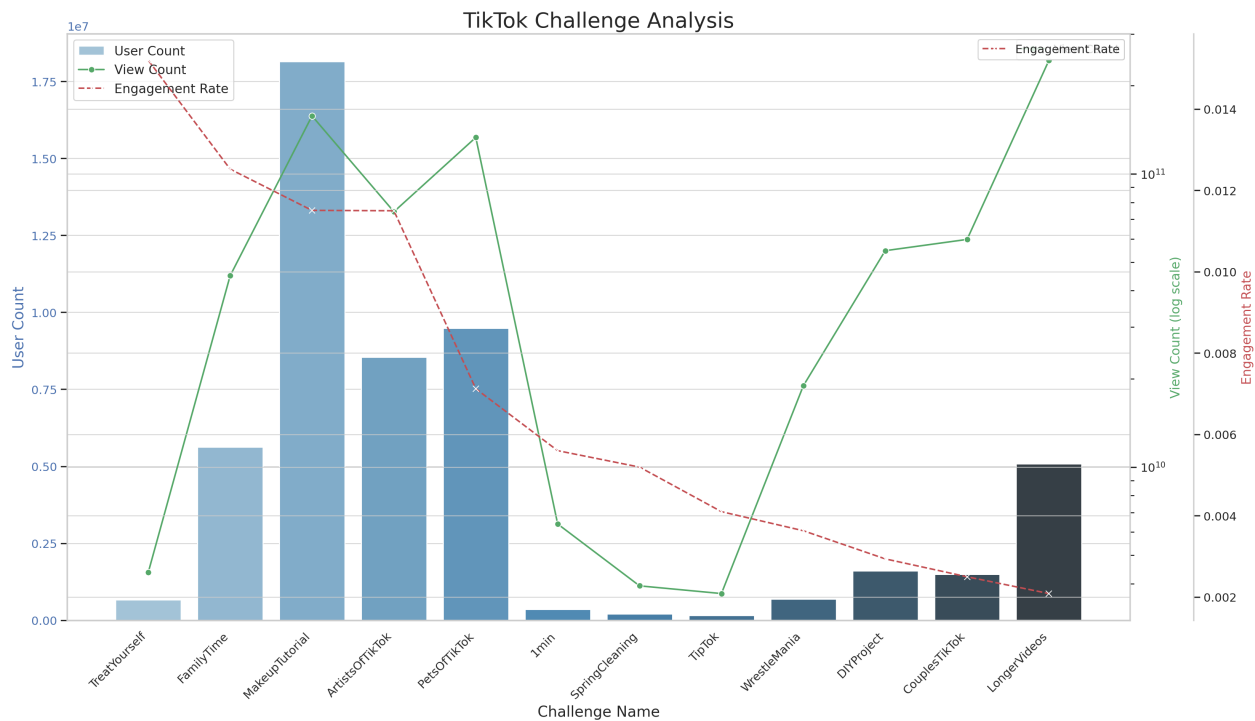


Figure 4: Analysis of TikTok challenges for various challenges.

3.4.1 Key Findings

1. User Count:

- ArtisticOnTikTok has the highest user count, followed by PetsOnTikTok and Makeup-Tutorial.

- Imin and TreatYourself challenges have the lowest user counts.

2. View Count:

- The ArtisticOnTikTok challenge also has the highest view count, indicating a strong correlation between user participation and total views.
- LongerVideos challenge, while having lower user participation, shows a high view count, suggesting that videos in this challenge are watched more extensively.
- DIYProject and CouplesTikTok have moderate view counts relative to their user counts.

3. Engagement Rate:

- The TreatYourself challenge has the highest engagement rate, despite its lower user count and view count, indicating that participants in this challenge are more engaged.
- ArtisticOnTikTok has a high engagement rate in addition to its high user and view counts, making it a highly successful challenge overall.
- Imin and SpringCleaning challenges have the lowest engagement rates, suggesting that participants in these challenges are less engaged compared to others.

3.4.2 Interpretation

1. Popularity and Engagement::

- ArtisticOnTikTok stands out as the most successful challenge overall, with high metrics across user count, view count, and engagement rate.
- TreatYourself shows that high engagement does not necessarily correlate with high user or view counts, indicating a niche but highly active participant base.

2. User Participation vs. View Count:

- High user participation often correlates with high view counts, as seen in challenges like ArtisticOnTikTok and PetsOnTikTok.
- Exceptions like LongerVideos highlight that some challenges can achieve high views without a correspondingly high number of users.

3. Challenges to Improve:

- Imin and SpringCleaning challenges may need strategies to boost engagement, as their low engagement rates suggest that users are less invested in these challenges.

3.4.3 Recommendations

1. Focus on Successful Challenges:

- Promote and create more content around high-performing challenges like ArtisticOnTikTok and TreatYourself to leverage their success and engage more users.

2. Enhance Low Engagement Challenges:

- Revise and enhance the Imin and SpringCleaning challenges to improve user engagement. This could include incorporating more interactive or appealing content formats.

3. Leverage High View Content:

- Explore why challenges like LongerVideos achieve high views and apply these insights to other challenges to increase their view counts.

4. Targeted Marketing:

- Use the engagement insights to target marketing efforts more effectively, focusing on highly engaged challenges to maximize the return on investment.

3.5 Trend search - Influencers

The Figure 5 titled "Top 15 TikTok Creators by Followers and Likes" displays the top 15 TikTok creators based on their follower count (blue bars) and total likes (yellow dots with connecting lines). Here's a summary of the findings:

3.5.1 Key Findings

1. Top Creators by Followers:

- Edivando Junior: Leads with approximately 5 million followers.
- Rayto and André Martins: Both have around 2 million followers.
- Other creators such as Raciety, BURBUJA, Mila, Paula Marqués, and Topeca have follower counts ranging from approximately 1 million to 1.5 million.

2. Top Creators by Likes:

- Edivando Junior: Dominates with 89 million likes.
- Rayto and André Martins: Both have significant likes, around 65 million and 43 million, respectively.
- Mila: Stands out with 26 million likes despite a lower follower count.
- Paula Marqués and Topeca: Have around 46 million and 37 million likes, respectively.

3. Comparative Analysis:

- Edivando Junior: Not only leads in followers but also significantly outpaces others in total likes.
- Creators like Mila and Paula Marqués: Show that a high number of likes can be achieved with fewer followers, indicating high engagement or viral content.
- Roxandra Pérez, Mikael Ángeles, and Jesus Marcano: Have relatively lower follower counts (under 1 million) but still garner significant likes (ranging from 7 million to 25 million), suggesting strong engagement from their audience.

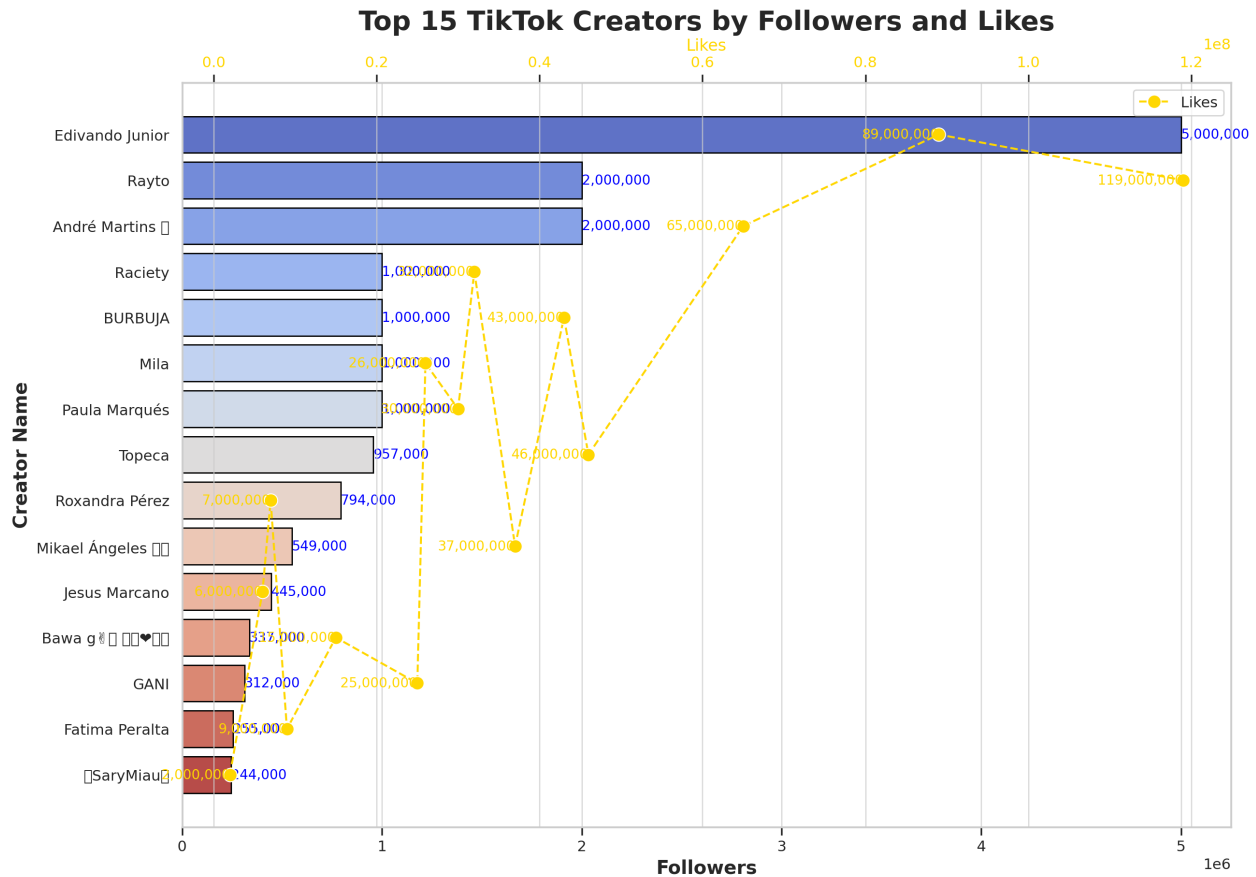


Figure 5: Caption for the image

3.5.2 Interpretation

1. Follower and Like Disparity:

- High follower count does not always correlate with high likes. Some creators with fewer followers have garnered a substantial number of likes, indicating that content quality and engagement play a critical role.

2. Engagement Insights:

- Edivando Junior's high number of likes relative to followers suggests highly engaging or viral content.
- Mila's and Paula Marqués' performance shows that effective content strategies can yield high engagement even with a moderate follower base.

3. Potential Growth Areas:

- Creators like Roxandra Pérez and Mikael Ángeles can focus on strategies to convert their high engagement into increased followers.

3.5.3 Recommendations

1. Content Strategy:
 - Analyze and replicate content strategies of top performers like Edivando Junior and Mila to enhance engagement.
2. Engagement Focus:
 - Encourage creators to focus on content quality and engagement tactics to convert high engagement into a larger follower base.
3. Viral Content Creation:
 - Invest in creating viral content, as seen with creators who have high likes despite fewer followers.

4 Strategic Planning

4.1 Content Ideas

1. Summer-Themed Content
 - Create a series of videos showcasing Whiteclaw at various summer events such as beach parties, pool parties, and BBQs. Highlight the fun, social, and emotional aspects of these events, emphasizing the role of Whiteclaw as a refreshing and enjoyable drink.
 - Use the hashtag #WhiteclawSummerVibes and encourage users to share their own summer moments with Whiteclaw. Integrate the concept of "guilty pleasure" by featuring scenarios where individuals enjoy Whiteclaw in unexpected or unconventional settings.
 - Example: "Cool down this summer with Whiteclaw! Show us your best summer moments with #WhiteclawSummerVibes."
2. Health-Conscious Posts
 - Highlight the low-calorie aspect of Whiteclaw in posts related to fitness and healthy living. Appeal to the "guilty pleasure" of indulging in a tasty, low-calorie drink without compromising fitness goals.
 - Include success stories or testimonials from health-conscious influencers.
 - Example: "Staying fit and enjoying a refreshing drink! Whiteclaw - your perfect low-calorie companion. #HealthyLiving #LowCalorie #HealthyChoices"
3. Event-Specific Challenges
 - Align challenges with specific events or times of the year, such as #WhiteclawGameNight or #WhiteclawFestivalSeason. Incorporate elements that appeal to both men and women, emphasizing the universal appeal of Whiteclaw.
 - Example: "Game night just got better with Whiteclaw! Share your game night moments with #WhiteclawGameNight and win exciting prizes!"

4.2 Challenges

1. Event-Specific Challenges

- #WhiteclawSummerVibes Challenge: Invite users to post videos of themselves enjoying Whiteclaw during summer activities. Offer rewards for the most creative or popular videos.
- Example: "Join the #WhiteclawSummerVibes Challenge! Show us how you enjoy Whiteclaw this summer and stand a chance to win a summer party pack!"

2. Create a Seasonal Challenge

- #WhiteclawSummerVibes Challenge: Invite users to post videos of themselves enjoying Whiteclaw during summer activities. Offer rewards for the most creative or popular videos. Emphasize inclusivity by featuring diverse users and settings.
- Example: "Join the #WhiteclawSummerVibes Challenge! Show us how you enjoy Whiteclaw this summer and stand a chance to win a summer party pack!"

3. Interactive Engagements

- #WhiteclawDIY Challenge: Encourage users to share their DIY projects while enjoying Whiteclaw. This could include home improvement, crafts, or even DIY party setups. Highlight how Whiteclaw enhances the DIY experience, making it more enjoyable.
- Example: "Get creative with the #WhiteclawDIY Challenge! Share your DIY projects with Whiteclaw in hand and get featured on our page!"

4.3 Collaborations

1. Influencers

- Partner with top TikTok influencers like Edivando Junior and Mila to promote the #WhiteclawSummerVibes and other challenges. Their large follower base and high engagement rates can help boost visibility and participation. Ensure influencers highlight the "guilty pleasure" aspect of enjoying Whiteclaw.
- Example Collaboration Post: "Cooling down this summer with EdivandoJunior and Whiteclaw! Join the #WhiteclawSummerVibes Challenge and share your summer fun!"

2. Micro-Influencers

- Engage with micro-influencers in the health and lifestyle niches to promote the health-conscious aspects of Whiteclaw. Their targeted and dedicated followers can help reach a more specific audience. Include influencers who can speak authentically about the balance between indulgence and healthy living.
- Example Collaboration Post: "Staying fit with HealthGuru and enjoying a refreshing Whiteclaw! Try it out and share your experience with #HealthyChoices."

4.4 Specific Content Ideas and Hashtags

1. Visuals

- High-quality images and videos showcasing Whiteclaw in vibrant, summery settings.
- User-generated content featuring real-life moments with Whiteclaw.
- Behind-the-scenes content showing the making of Whiteclaw-themed events or challenges.

2. Captions

- Engaging and relatable captions that resonate with the target audience.
- Call-to-action prompts encouraging followers to participate in challenges or share their experiences.
- Example Captions: "Beat the heat with Whiteclaw! What's your favorite summer activity? #WhiteclawSummerVibes", "Healthy living just got tastier with Whiteclaw! Share your fitness journey with #HealthyChoices"

3. Hashtags

- Use a mix of popular and brand-specific hashtags to maximize reach and engagement.
- Example Hashtags: #Whiteclaw, #SummerVibes, #HealthyLiving, #LowCalorie, #WhiteclawMoments, #WhiteclawDIY, #WhiteclawGameNight

5 Content Creation Recommendations

5.1 Visuals

1. High-Quality, Vibrant Images and Videos

- Summer Settings: Showcase Whiteclaw at various summer events such as beach parties, pool parties, and BBQs. Emphasize the fun, social, and refreshing aspects of the drink.
- Diverse Scenarios: Include a variety of settings and participants to appeal to a broad audience, highlighting the product's versatility and universal appeal.
- Behind-the-Scenes: Share content showing the making of Whiteclaw-themed events or challenges to create a sense of exclusivity and engagement.

2. User-Generated Content

3. Encourage users to share their moments with Whiteclaw, whether it's enjoying a casual evening, a social gathering, or participating in a challenge.
4. Repost and highlight the best user-generated content to build community and trust.

5. Health and Wellness

6. Create visuals showcasing Whiteclaw as a healthy, low-calorie option. Feature fitness enthusiasts and influencers enjoying Whiteclaw in post-workout or health-conscious settings.

5.2 captions

1. Engaging and Relatable

- Summer Vibes: "Beat the heat with Whiteclaw! What's your favorite summer activity? #WhiteclawSummerVibes"
- Health-Conscious: "Healthy living just got tastier with Whiteclaw! Share your fitness journey with #HealthyChoices"
- DIY Challenge: "Get creative with the WhiteclawDIY Challenge! Show us your DIY projects with Whiteclaw in hand and get featured on our page!"

2. Example Captions

5.3 hashtags

1. Mix of Popular and Brand-Specific Hashtags

- Use a combination of trending hashtags and Whiteclaw-specific tags to maximize reach and engagement.

2. Example Hashtags

- #SummerVibes
- #HealthyLiving
- #LowCalorie
- #WhiteclawMoments
- #WhiteclawDIY
- #WhiteclawGameNight