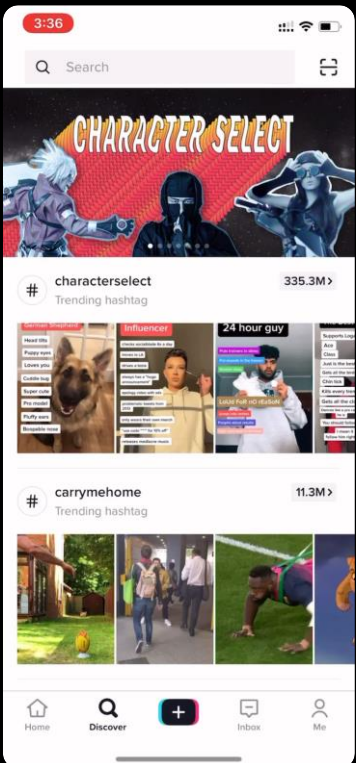




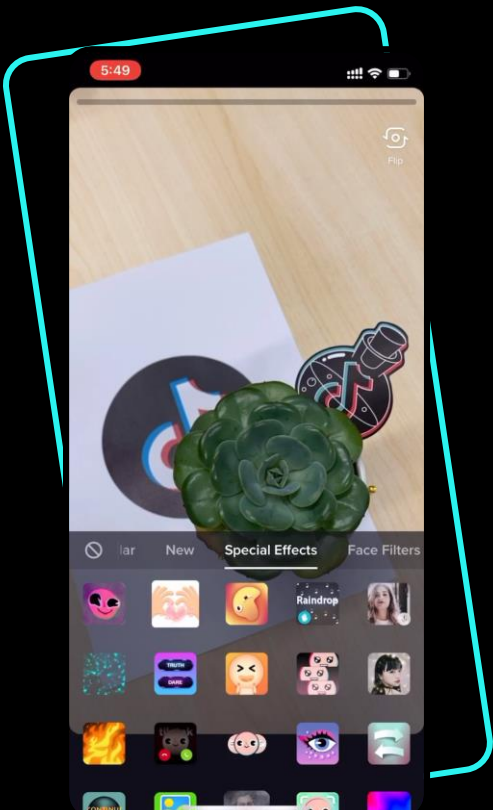
TikTok user interface



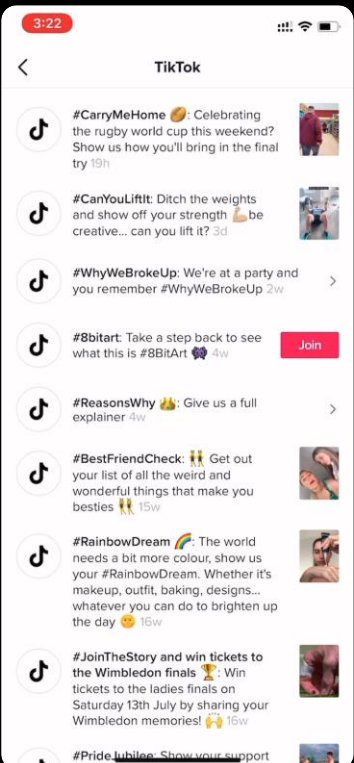
Homepage



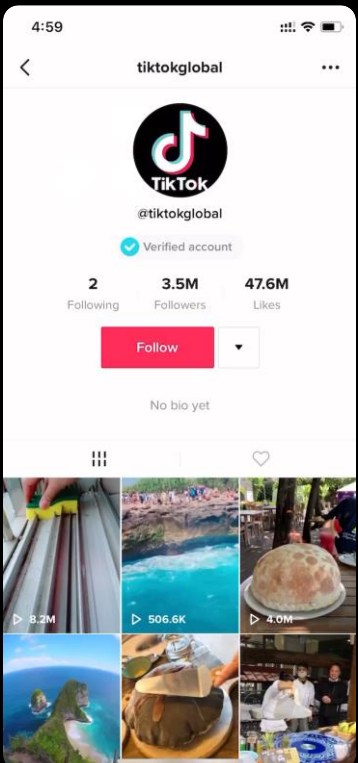
Discover Page



Video Shooting



Notification



Profile

What makes TikTok special

TikTok is entertainment.



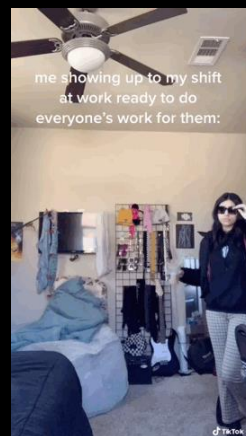
We are the world's leading destination for short-form mobile videos.

Our Mission

To inspire creativity & bring joy



Comedy



Real life



Action



Horror



Romance



Sport

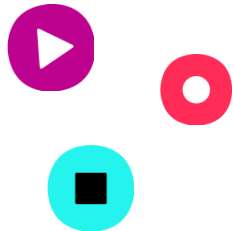


Mystery



Family drama

Why TikTok is different?



Social media

Sound off

Second screen distraction

Reposted Edit

Chase Followers

Influencer



Entertainment Platform

Sound on

First Screen - Immersive Escapism

Bespoke Creative

Discover relevant content

Creator

Realness is rewarded.

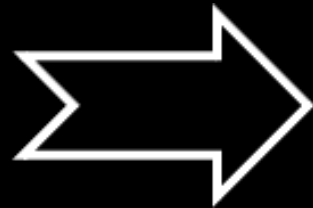
Genuine content creates genuine engagement.

43% of TikTok users say the “advertising” **blends in** with the content.



The **Content** Graph

**Social
Graph**



**Content
Graph**

**Content is the
heart of TikTok**

Who do you know?
How many followers do
you have?

What content do you
watch?

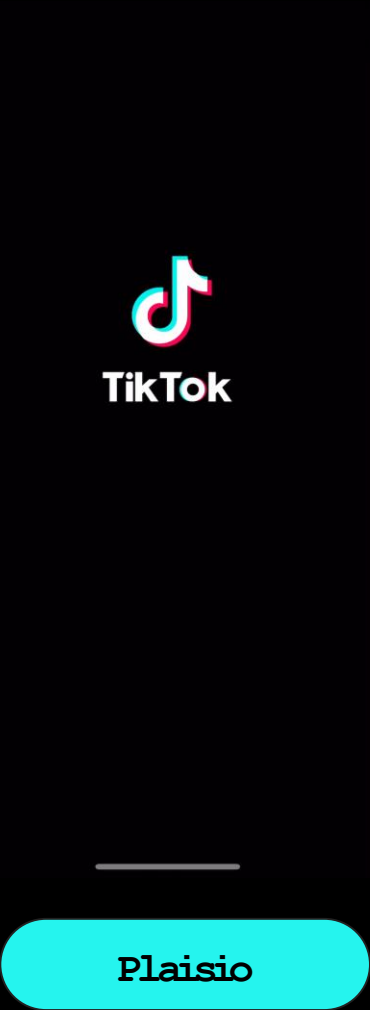
Greek brands are already here



Papadopoulos



Vodafone



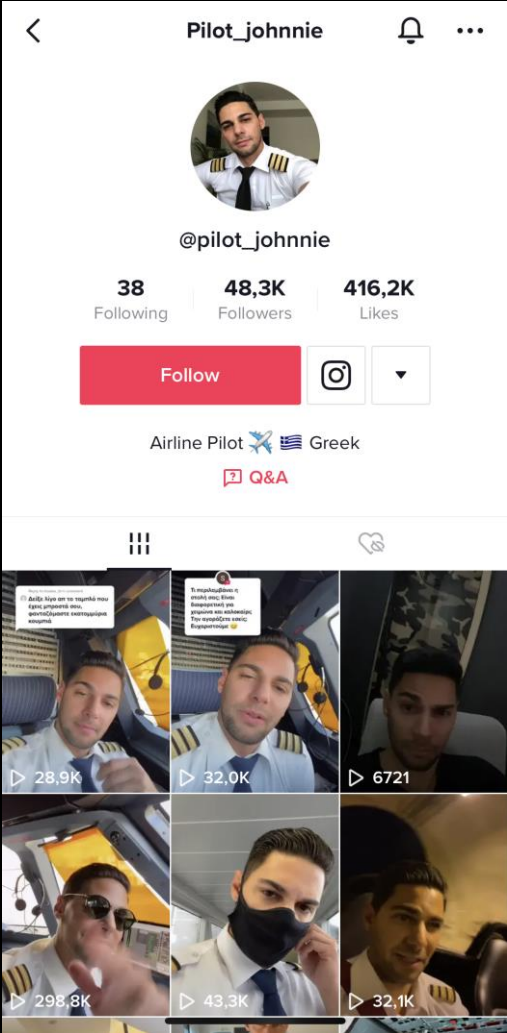
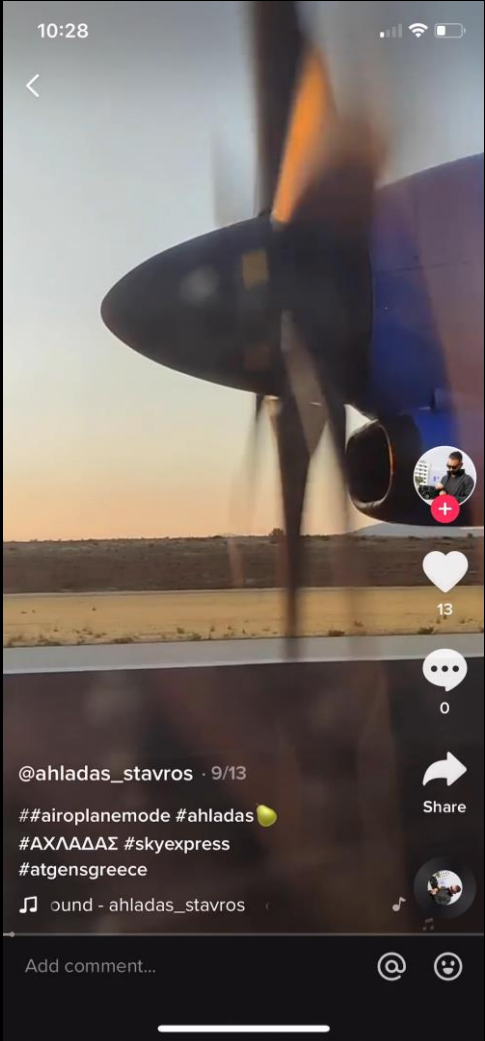
Plaisio



Apivita

and users create content for them

Sky Express case



**TikTok does not follow trends.
It creates trends.**



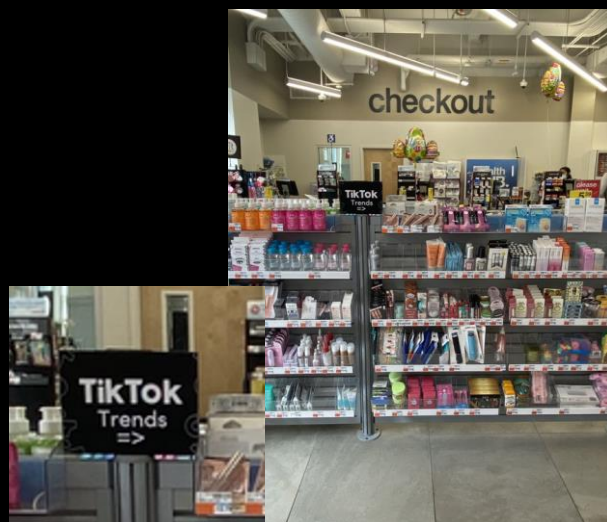
"As seen on TikTok" is the new "As seen on TV"

Joseph Pisani, Ap News

#TikTokMadeMeBuyIt
6.3B Video Views



It's Sugar



CVS Pharmacy



Barnes & Noble

#TikTokMadeMeBuyIt

The place where brands get discovered and sell out every day
thanks to the power of community commerce.

5.2B views

02. Audience



1 Billion People!

TikTok has become a beloved part of life for people around the world because of the creativity and authenticity of our creators.



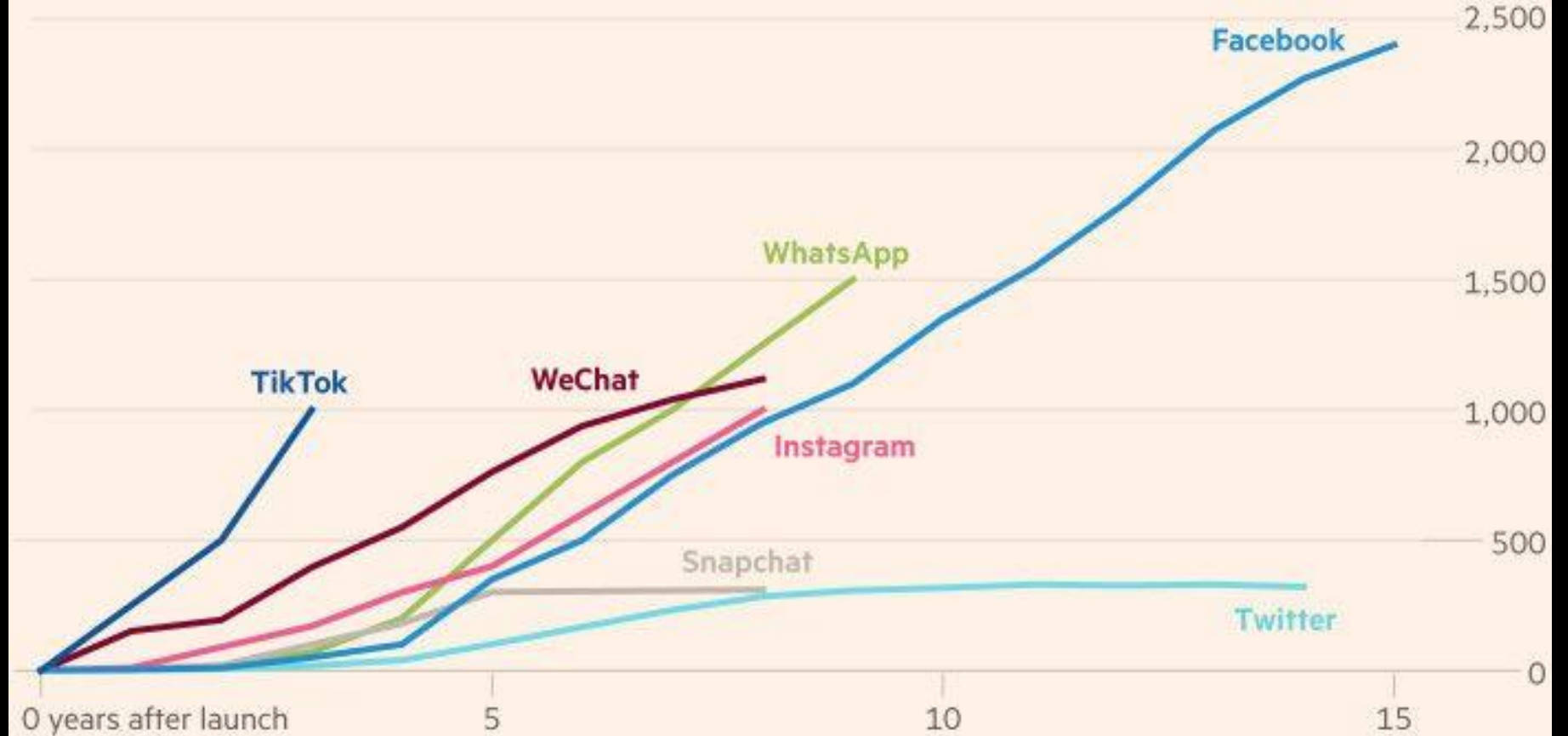


1 billion
active users
in world on TikTok

Faster
than any other
medium

TikTok has reached 1bn users faster than any other social media app

Monthly active users since product launch (millions)



Source: FT research

© FT



Our Greek Audience keeps growing

**2.6
Million
MAUs
12.4 Billion
Video
Views/MO**

Gender

45% ♂

Male

55% ♀

Female

Age

10%

13-17

44%

18-24

24%

25-34

13%

35-44

6%

45-54

3%

55+

Source: Internal Data, Sept 2021, Greek Audience



Our community is active & attentive

77

Average daily minutes
spent in app

12x

Average time user
opens app

Greek audience growth

2.600.000

July 2021

2.200.000

April 2021

1.900.000

January 2021

TikTok users follow their **passions** !

69%

Cooking

65%

Eating out

63%

Food & drinks

75%

Music

64%

Technology

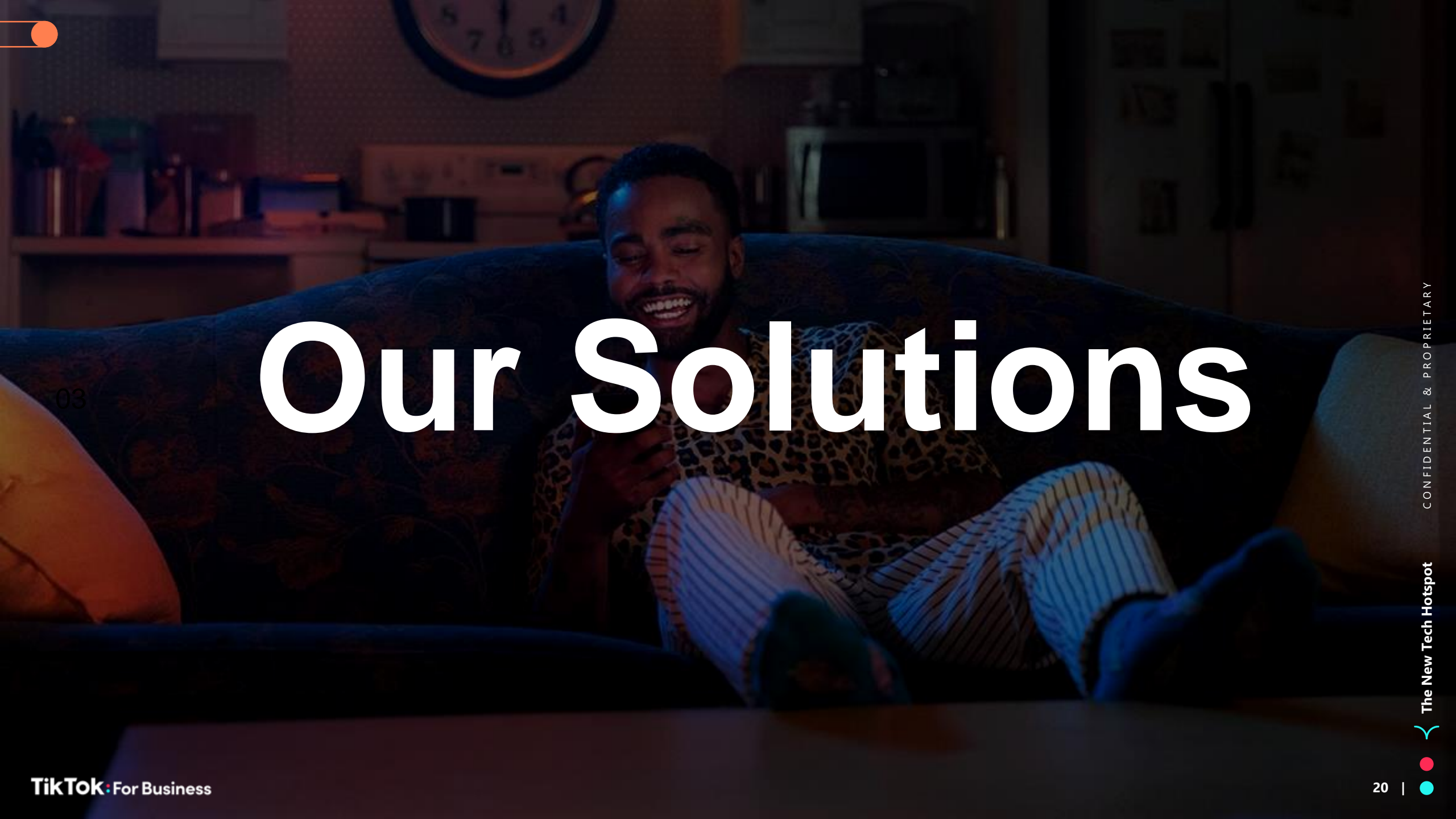
70%

Travel



Source: GW I, Q4 2020 -Q3 2021, Greek TikTok users +18





03

Our Solutions

TikTok For Business

Our Advertising Platform

**drives Marketing results across the funnel from Awareness
to ROAS and everything in between,
whatever your business size**



TikTok Academy



Overview of our reservation ad products

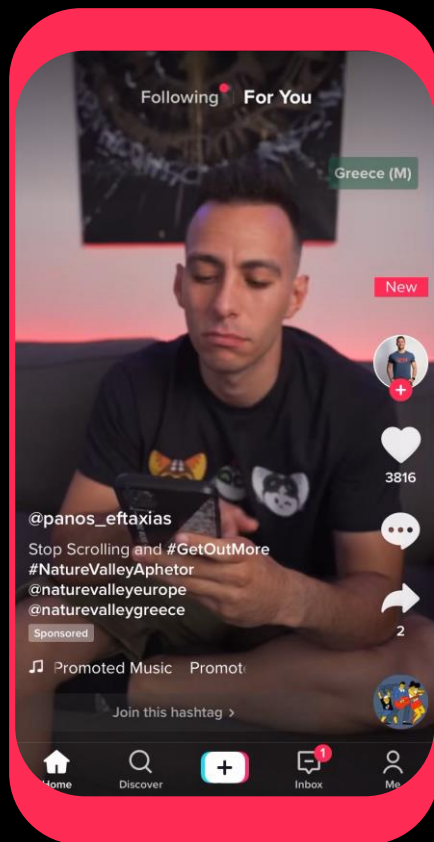




In-Feed Ads

Own the day with One Day Max

Be the first In-Feed ad on the For You page. Own the day with guaranteed impressions and take over the slot for 24 hours to land your brand messaging in an impactful and native manner.



Features

Full-screen video, sound on
Up to 60 seconds
4th video in the For You feed
Like, comment, share, follow
External & internal landing page
Deeplink - click out to another app

Frequency

A user will only see a ODM once
Frequency cap 1

Buying

ODM is purchased by day
Fixed price
Own the ad placement for 24 hours
Guaranteed impressions

Targeting

Country targeting available.
Age targeting available, two options:

- 18+
- All ages

Targeting capabilities for Branded Ads



Demo

Age

Gender

Language



Psycho

Interests

Values

Beliefs

*more than 50 Interest option



Behavioral

Purchasing Habits

Interactions



Geographic

Location



Device

Price

Brand

OS

Carriers

Make ads that feel organic



Tips

Strong CTA to drive action

such as Shop Now, Download Now or Swipe Left

Background music

Experiment with trending musics

Collaboration with creators

to film and tell the story

Full screen vertical videos performs best

Good use of space

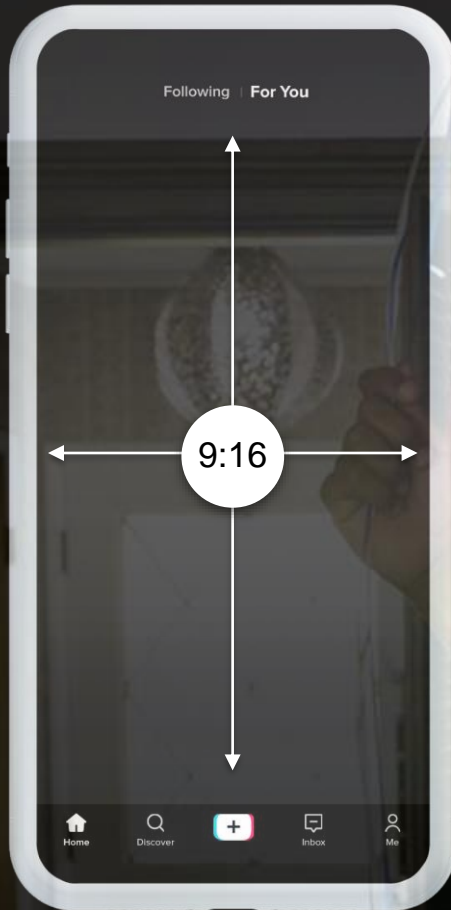
Text should be central



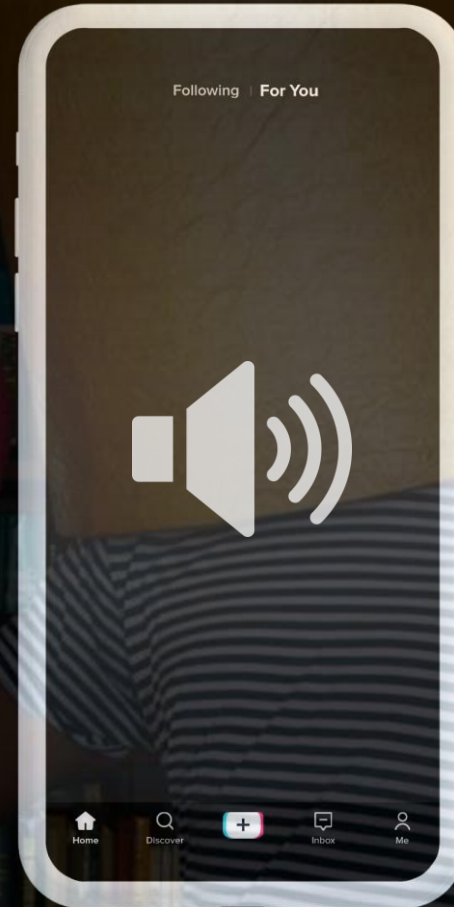
Let's make TikToks

03

The Basics



All ad creative on TikTok is 9:16 full screen video



TikTok is always a sound on experience - sound is not a secondary consideration

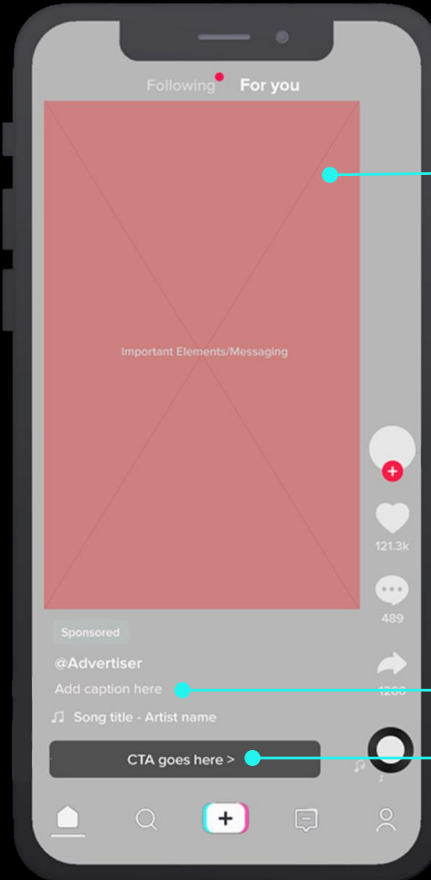


Short Form entertainment rules on TikTok - keep videos short, focused and engaging

TikTok Messaging 101



Get to know your audience. When coming up with messaging that will resonate, combine their taste with your brand values.



Stay within the 'Safe Zone,' so important information is not blocked by buttons.

A punchy caption helps reinforce the message of your video and can contain hashtags.

The CTA button must be tapped to click-through.

Keep in mind: on TokTik, CTAs that prompt users to 'Swipe Up' will move the user to the next video, rather than triggering an action for your brand. Don't make them go away!

**Don't
Make
Ads.**



**Make
TikToks.**



Real-time Trends in Greece: Here are all the hashtags, music, TikTok and real-time trends that you can add to your videos. Also you can pass this to the creative dep. as it contains best practices for creatives.

Success Cases: All success cases are available on TikTok for Business. You can filter by marketing objective, country, industry etc.

Creative Library: In this platform you can find all the creatives with the highest CTR (Creatives TikTok "style" - 16:9 format, trendy music).