



Only on

The **community** is on TikTok

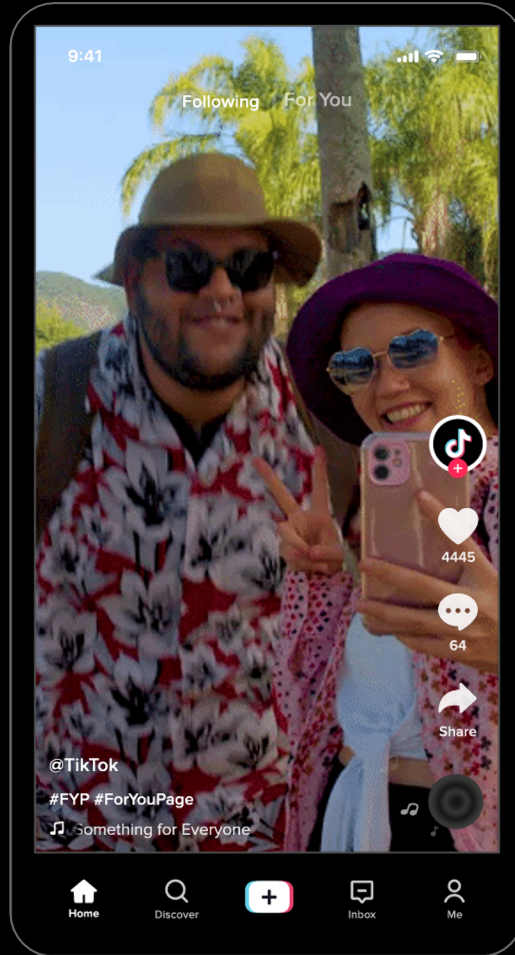


**“People are exhausted
by the boring and
ordinary”**

Circana

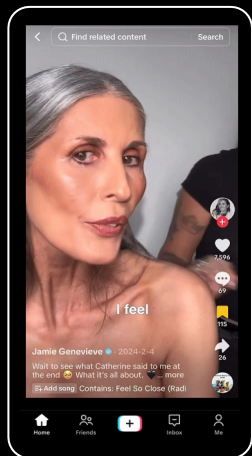
Rise of the Joy Economy

7



%

said they felt **happier** after visiting TikTok.



Positive

+58%

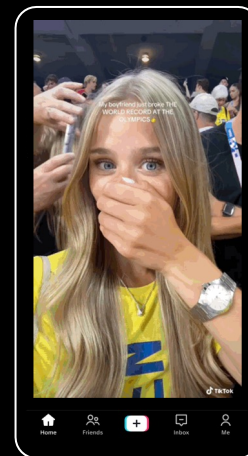
More likely to deliver a happy experience vs. similar digital platforms



Inclusive

69%

Say the platform helps them express themselves freely

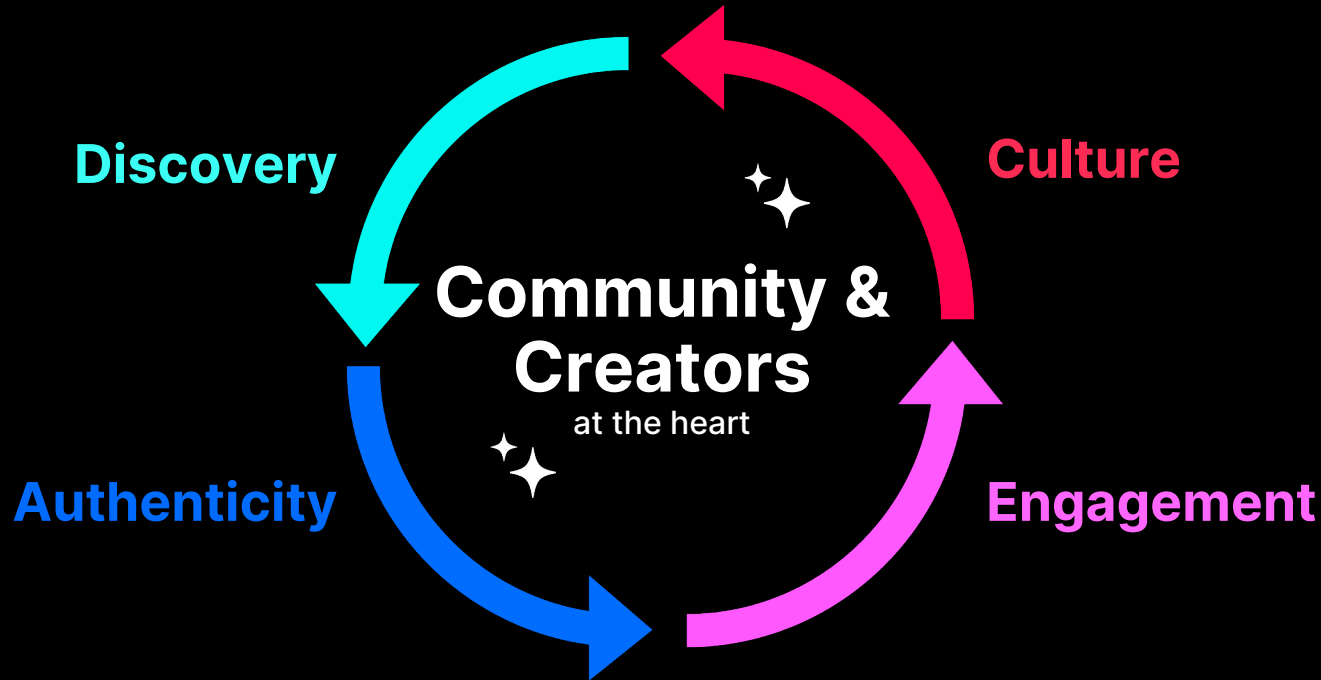


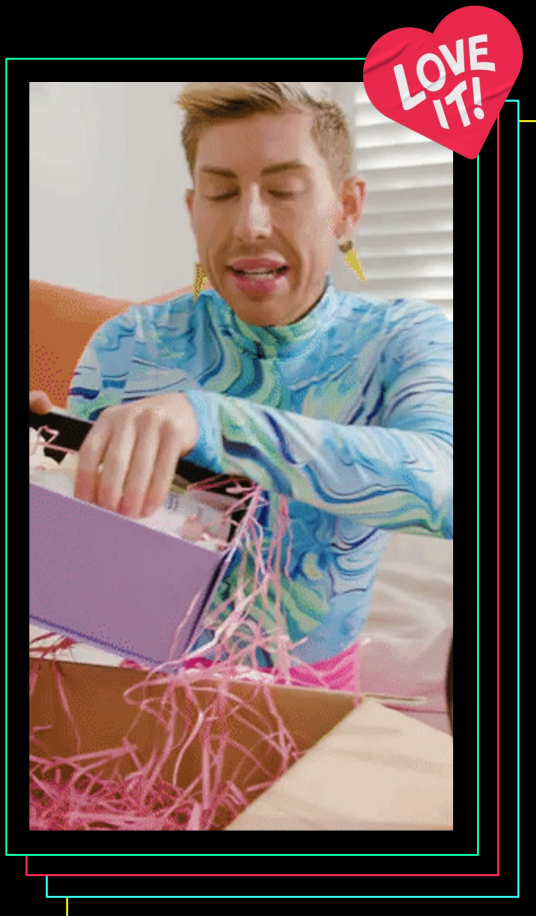
CONFIDENTIAL & PROPRIETARY

Source 1: TikTok Marketing Science Global Revisiting the Inner Workings of Digital Video Study 2023 conducted by MAGNA Source 2: TikTok Marketing Science 'Unlocking Culture in Europe' report conducted by Ipsos, 2023. 8,000 TikTok users.

Only on  TikTok

Our Superpowers





DISCOVERY

Only On: Superpower #1



Discovery:

TikTok users are **2.4x** more likely to **discover** new topics they didn't know they liked

2.4x

Unmatched discovery begins on the FYP



TikToker Spotlight

Age & Occupation

Student, 20

Top FYP Discoveries

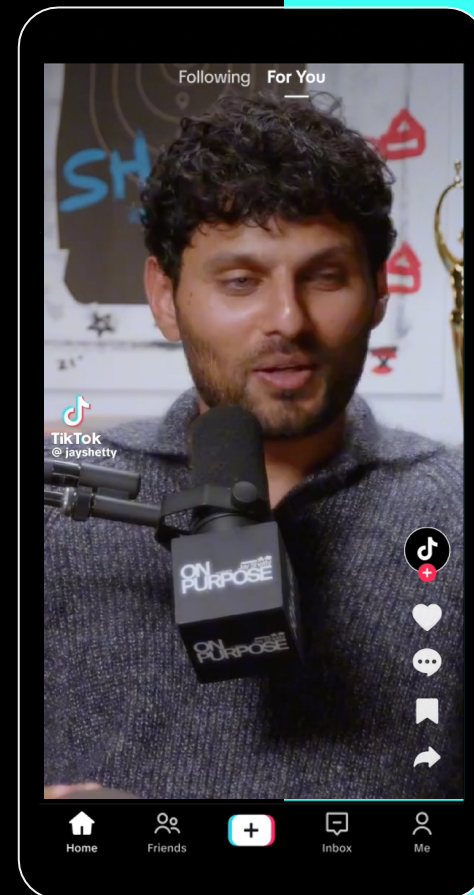
Podcasts, Songs, TV Shows, Beauty trends

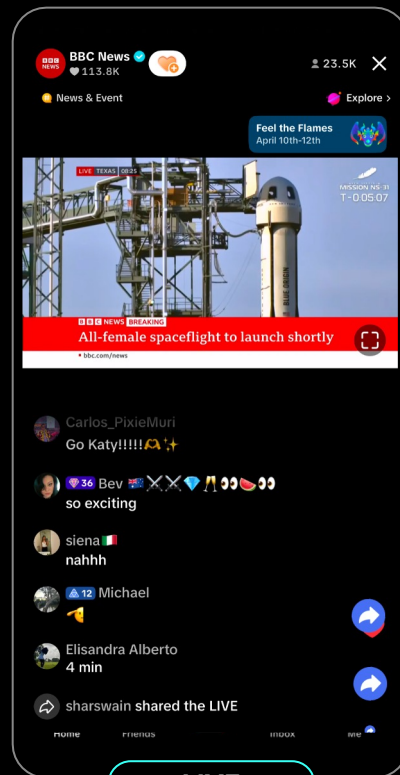
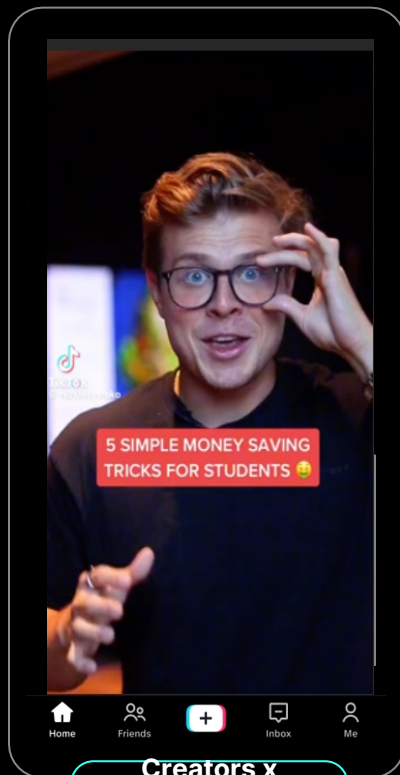
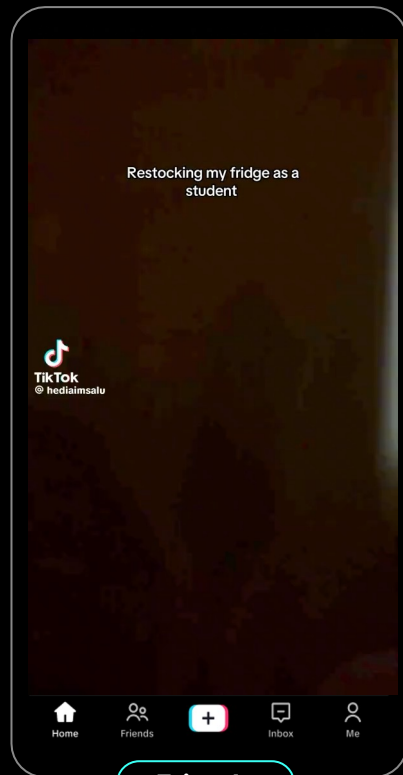
Recent Searches

Gut-healthy food, iPhone 16 Pro camera

TikTok Shop Buys

Trip drinks multipack, Adidas Gazelles





Personalised Discovery

When discovery is effortless, *everyone* wins

64%

Of social platform users
agree that **TikTok**
outperforms all other
content feed curation in
showing personally
relevant content

7 in 10

Social/video platform users
bought a product, service, or
brand they had **never**
purchased before after seeing
content on TikTok

Users are **effortlessly**
entertained through TikTok's
unique recommendation
system



New brands and
products are
effortlessly
discovered

Only on TikTok

Active Discovery

When curiosity
piques, there's
TikTok *search*



TikToker Spotlight

Age & Occupation

CMO, Parent, 42

Top FYP
DiscoveriesTrail running, comedy creators, top
restaurants

Recent Searches

Kid friendly hotels, travel hacks, books

TikTok Shop Buys

On Cloud Flyer Trainers, Shark Vacuum

Pedro Pascal
interview

Alo gym set

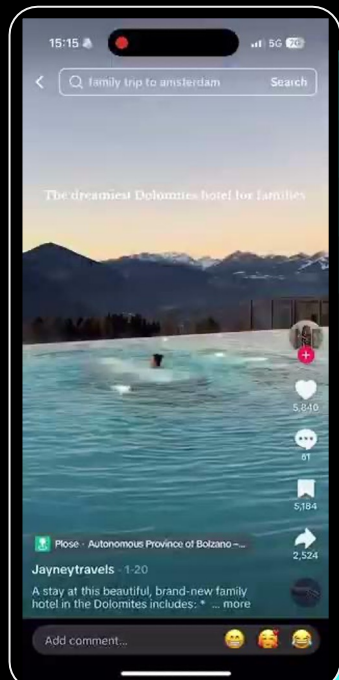
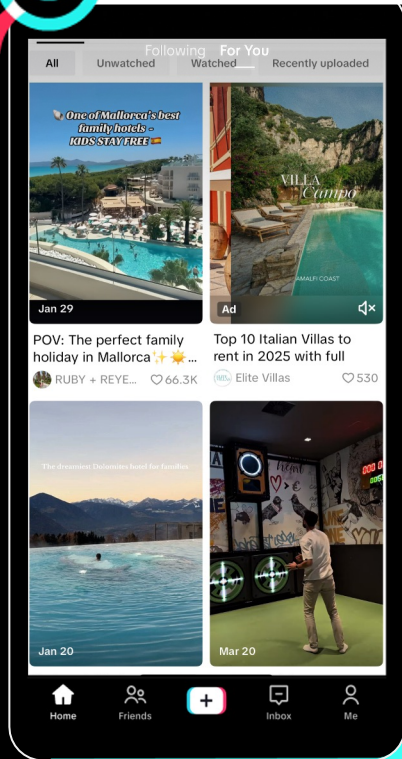
Q Best kid-friendly hotels

Toddler travel hacks

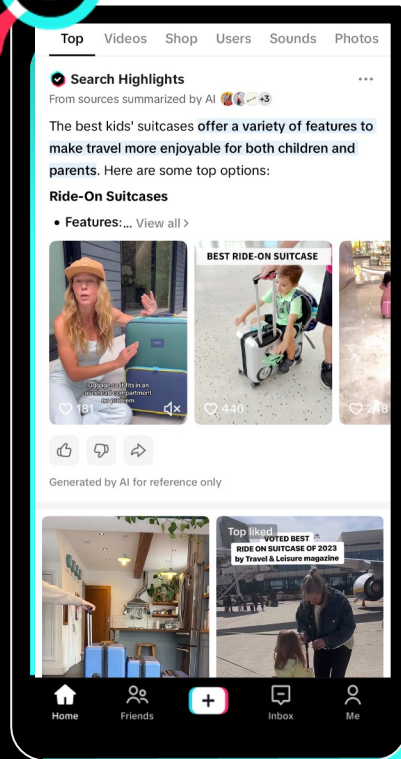
Holiday outfits

Non-fiction
bestsellers

best kid friendly hotels



best kids suitcase



Nothing

Active Discovery

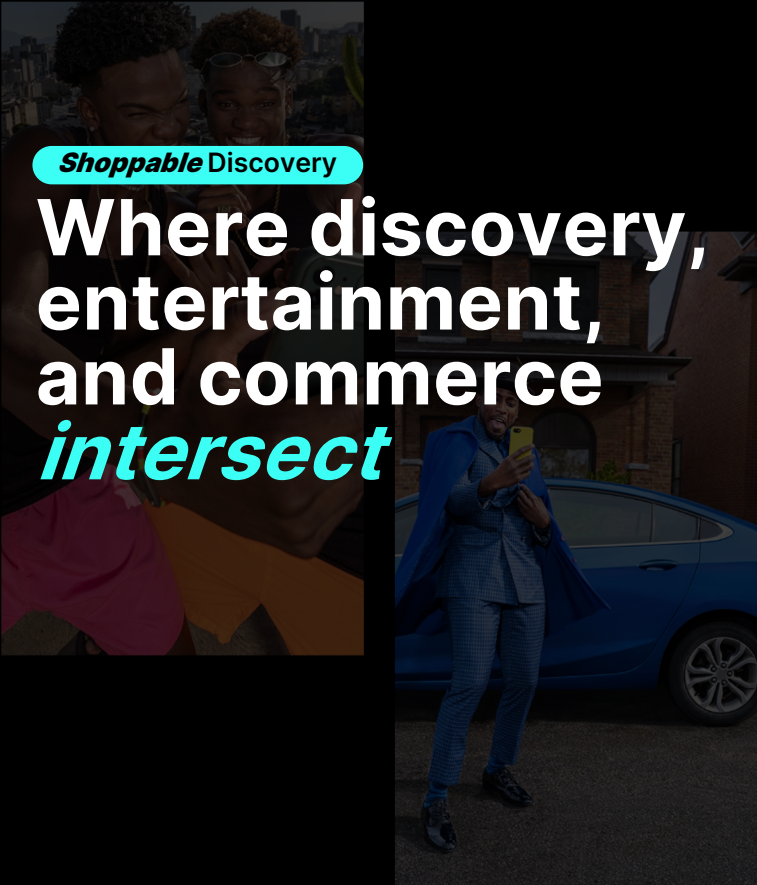
curiosity more
than *authentic*
video
storytelling

55%

Informing decisions

55% of TikTok users have actively searched for a brand, product or service in the last 30 days.

Only on  **TikTok**



Shoppable Discovery

Where discovery,
entertainment,
and commerce
intersect

The Grocer

PepsiCo unveils Extra Flamin' Hot gelato and lip balm in TikTok *Shop* drop

COSMETICS BUSINESS

L'Oreal Paris earned \$1 million on TikTok *Shop's* Super Brand Day - and you can too.

Only on TikTok

YES



Only On: **Superpower #2**

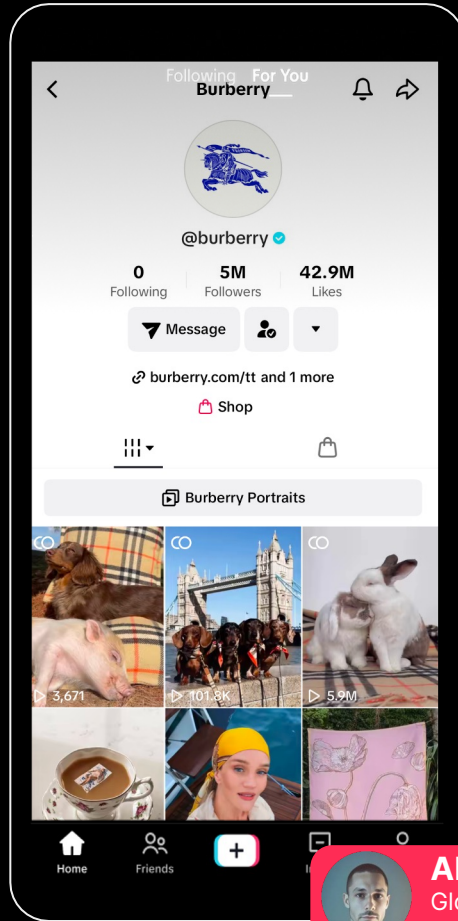
CULTURE



Culture

Ranked **top** amongst video and social platforms for keeping up with **trends and culture**

#1



“Committing to a platform like TikTok and embodying the platform fully - its behaviours, etc. - is a **commitment to cultural relevance.**”



Alex Whitlock
Global Social Media
Director, Burberry

Here, *everyone* has the chance to shape culture

Original video @mariavehera257
283m VVs



#dubaichocolate
283K posts



75x

YoY Increase in searches for
'Pistachio'



THE Sun

Lidl's own VIRAL 'Dubai Chocolate' hits shelves TODAY with fans queuing to grab bars after they sold out on TikTok

The Grocer

Waitrose imposes 2 bar limit for Lindt Dubai Style Chocolate

The Guardian

TikTok trend for Dubai chocolate causes international pistachio shortage

December 2023



March
2025

Only on  **TikTok**

When anyone can participate, Big moments get even **BIGGER**



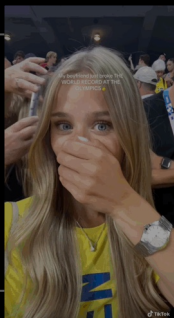
TikTok Shop Triples Black Friday Sales, Topping
Bloomberg



9 Fashion Week TikTokers to follow for Fashion Week and Red Carpet Commentary

Forbes

**It's the perfect setting:
TikTok goes wild for
backstage Olympics
videos**
The Guardian



10%

of consumers heard
conversation about the
2024 Olympics on
TikTok first

(vs. 28% on TV/Streaming)

YES



Authenticity



Authenticity

75% agree they can express themselves openly on TikTok

75%

Where raw, real, diverse, and unfiltered has *always* been celebrated

Authenticity

71%

Believe they can be their truest, fullest self on TikTok

Diverse Content

0+
TikTok
Communities²
(exceeding 2m views)

Personal Relevance

1.6m Followers

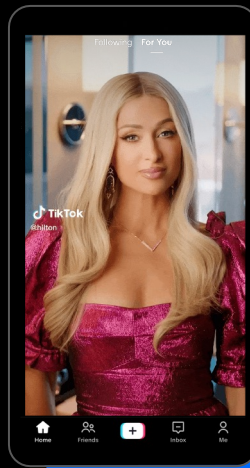
Innovative



Experimentative

And **brands**
become
brilliant
versions of
themselves.

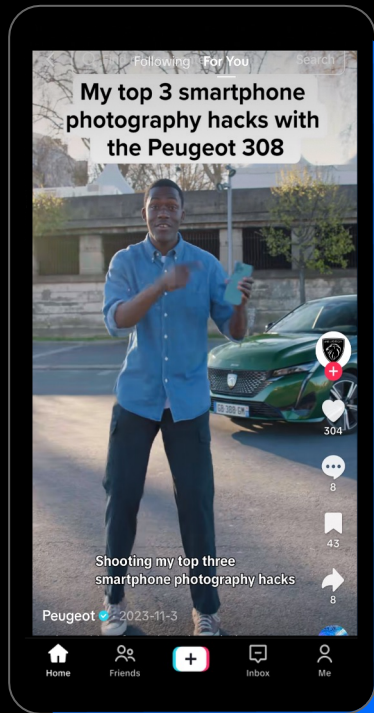
Creative



Disruptive

79% Of TikTok users agree TikTok is a place for brands to demonstrate personality and express themselves

And it pays



“

The DNA of the Peugeot brand is dynamism, fluidity, technology, design and allure. But that was not always reflected back by general consumers.

So we found groups on TikTok that were interested in design, technology, and photography.

We opened ourselves up to an entirely **new audience.**

Mark Lynch
Head of Media, Data & Insight
Stellantis



+76%

Purchase intent

+31%

Favourability

#1



TikTok ranked #1 for
Ad Equity by **Kantar** for
5th consecutive year

Among all global
video platforms, **2024**

And it happens...

Only on
TikTok

YES



ENGAGEMENT ENGAGEMENT

Only On: Superpower #4



Engagement

3 in 5 agree, when they watch content on TikTok, they often don't do anything else.

3in5

CONFIDENTIAL & PROPRIETARY



TikTok users spend
a movie's worth of time
on TikTok each day

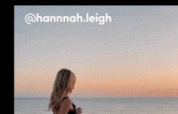


TikTok users are **5.2x** more
likely to say TikTok is the **best**
platform to connect with
brands

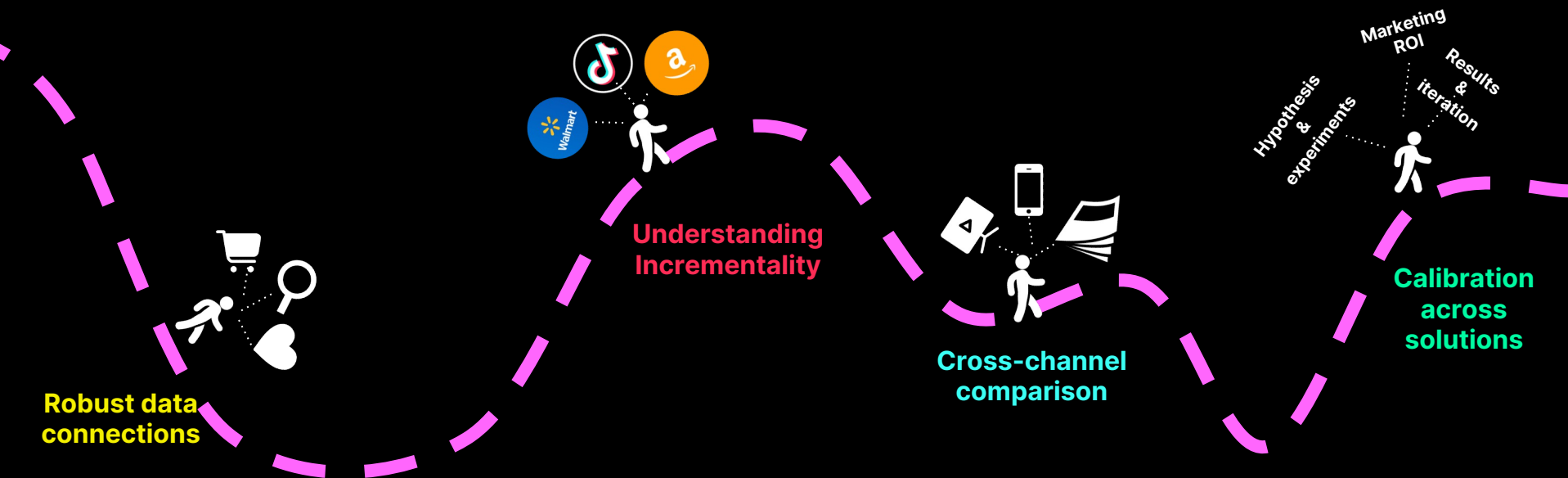
(vs. other social/video platforms)

Source 1: TikTok internal platform data, EU, 2025.

Source 2: TikTok marketing science Global TikTok comment section via AYTM [US, UK, CA], April 2024 Base: TikTok 18+ users (n=1,150)



Where **measurement** makes the user experience *meaningful*.



Helping **Kaufland Romania** build their profile to 1 million followers through a fun and engaging challenge, all while winning them the **'Greatest Branding'** award in the TikTok Ad Awards 2024



2x
Engagement
rate

21 M
Video views

Importantly...
Our **superpowers** are **yours**,
too...

DISCOVERY

70%

of sales driven by TikTok were from **incremental customers** (20-30% higher than other digital platforms)



Unmatched **new**
customer acquisition

CULTURE



Lidl's own VIRAL 'Dubai Chocolate' hits shelves TODAY with fans queuing to grab bars after they sold out on TikTok



Cultural
Capital

AUTHENTICITY

FORTUNE

Focusing on its community has driven 23 straight quarters of growth for e.l.f beauty



Sustainable
growth

ENGAGEMENT

We've realized that the **combination of both levers** [TikTok & TV] is **crucial** to answer our business objectives. When used simultaneously, the impact on sales is **twice higher**

Marion Pourche, Danone



Active
attention

The question is, how will you make the
most of

Only on 
 TikTok?



Thank
OYou!