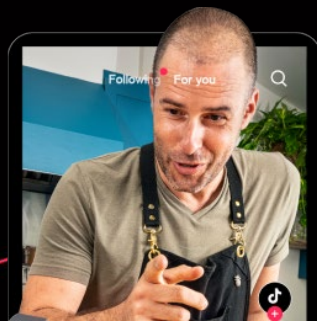


# Retail on TikTok





A new era of  
commerce is here

- and it's happening on TikTok



# Why Commerce on TikTok works for brands



Personalised  
discovery

Audiences ready  
to shop

Commerce  
solutions that  
drive results



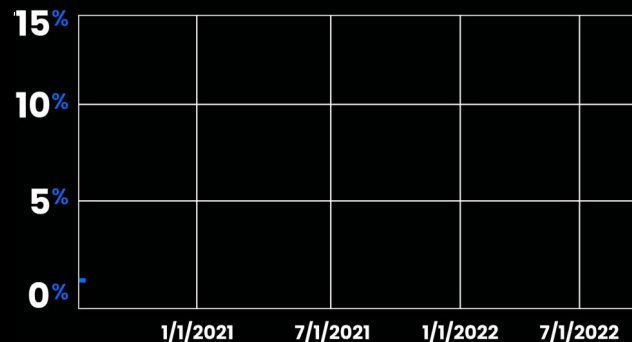


# Powered by Personalized discovery

The fastest-growing video platform for product discovery connects your brand to **1B+ shoppers**



The **Fastest Growing Channel** for Discovery





# Audiences ready to shop

Entertaining content and creators build trust towards products and brands that helps them **decide what to buy.**



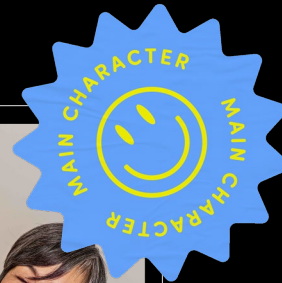
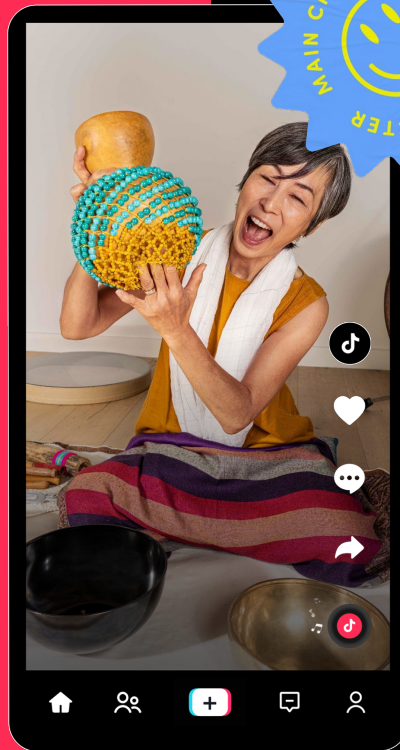
# 73%

TikTok users feel a **deeper connection** to brands they interact with on TikTok, compared to other platforms.



# Delivering sales with Seamless Solutions

Our suite of solutions  
complete the journey from  
discovery to purchase to  
help your brand grows.

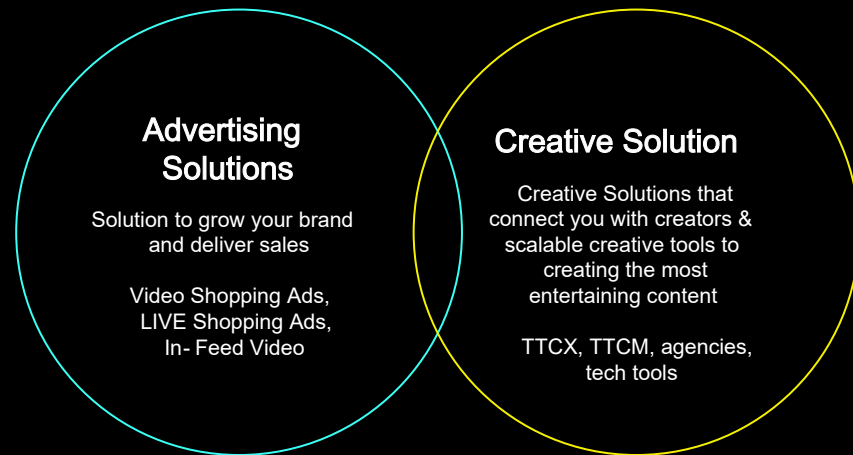


# 23%

Say they are likely to  
**purchase** from a brand  
after seeing a TikTok  
Shopping Ad.



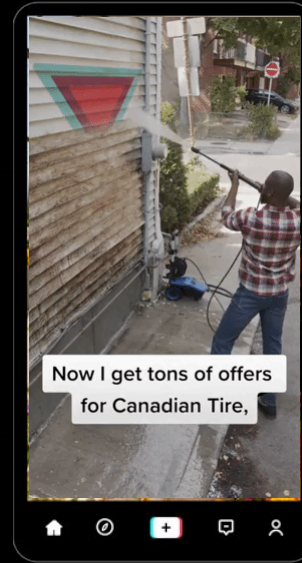
# The TikTok ecosystem driving commerce for businesses







# Entertainment that inspires shoppers from discovery to purchase and beyond



Creating



For TikTok



# TikTok is where creativity converts

NICE



After watching  
creator advertising,

54 %

go to a store to see the  
product or brand in person

59 %

go online to view the  
product or brand

64 %

buy the product on TikTok,  
online or in person

# Build an effective content strategy with Value & Variety

Value

Entertainment Value

Educational Value

Community Value

&

Variety

PGC

Professionally Generated Content

CGC

Community Generated Content

AIGC

Auto Generated Content

# Create with confidence using TikTok Creative Codes



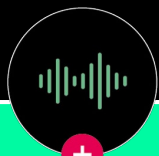
1. TikTok First



2. Structure



3. Stimulation



4. Sound



5. Trends



6. Production



1

# TikTok First:

## Creating content authentic to TikTok and the For You Page

Think about how creators, employees, and customers can authentically tell your brand's story and sell your brand's product



YAASS

- Shoot on a mobile device
- Use built-in editing tools
- Partner with creators

2

## Structure:

Experimenting with story structures that create impact and value

Employ a “customer journey” narrative structure to highlight the retail consumer experience in a authentic, engaging format



- Attention-grabbing hooks
- A- Ha / Reveal Moments
- Problem - Solution
- Journey
- Clear CTAs

NICE





3

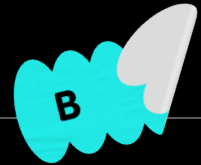
# Stimulation:

Capturing audience attention with editing techniques

Include text pop-ups to drive key information about your retail products



- Transitions
- Text overlays
- Movement
- Emojis



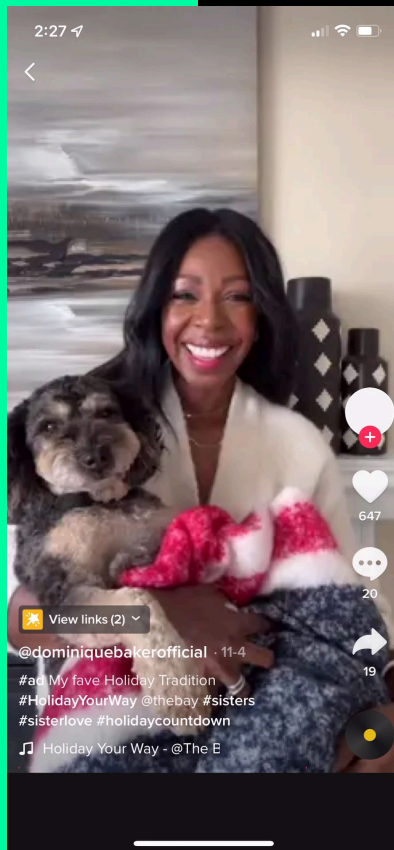


4

## Sound:

Using sound to create deeper, layered content

Use voice overs to take your audience through the retail shopping journey with narrated guides, hauls, and reviews



- Brand sonic identity
- Music
- Voice overs
- ASMR
- Audio memes

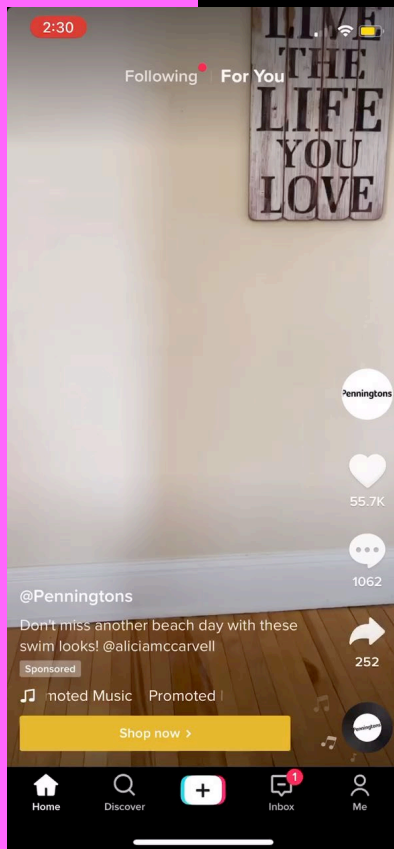


5

# Trends:

Sharpening  
content ideas  
with trends to  
create relevance

Use popular trends to insert your brand and product into the conversation in an authentic, relevant way



- Trends (days and weeks)
- Themes (months to years)

# Retail trends to tap into

## Consumer to Creator Pipeline



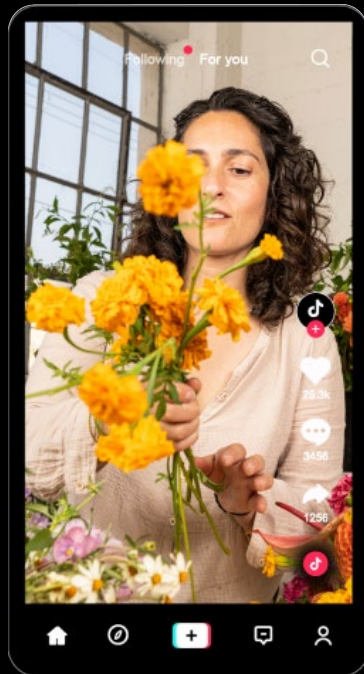
TikTok's element of discovery empowers **all types of shoppers** to become creators by sharing their shopping stories.

## Retail as Group Therapy



Create a sense of joy, inclusion, and empowerment by connecting through brands and products **on a personal level**.

## Community Seasonality



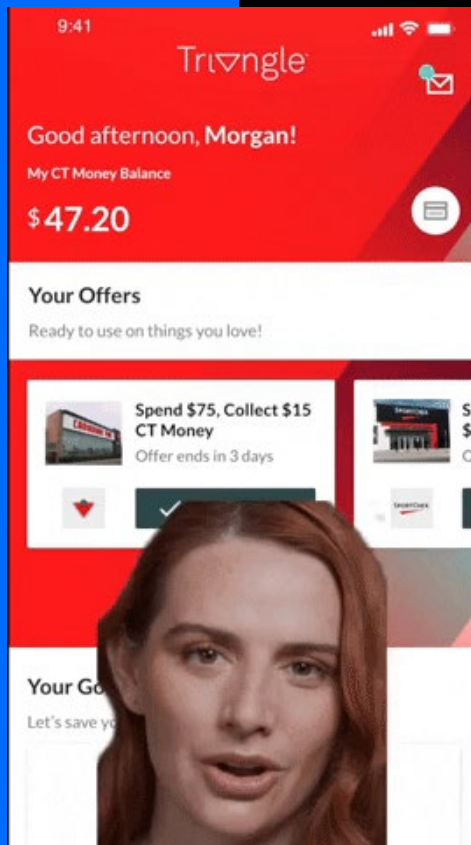
Tap into niche communities throughout the year to create **unique product positionings**

6

# Production:

## Expanding your creative skillset using minimal resources

Frame your content at 9:16 and use 720p resolution to create content that will perform



- Upload settings
- Safe zones
- Creative tools (CapCut)
- Creative refresh
- Maximizing shoots of all sizes



# Higher entertainment value ads are rated...



25%

Higher brand love

15%

Higher purchase intent

17%

Higher likelihood to recommend

vs Low Entertainment Ads



# TikTok Creative Codes



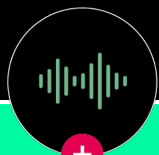
1. TikTok First



2. Structure



3. Stimulation



4. Sound



5. Trends



6. Production



