TikTok

What's Next 2025

Trend Report



Brand Chem

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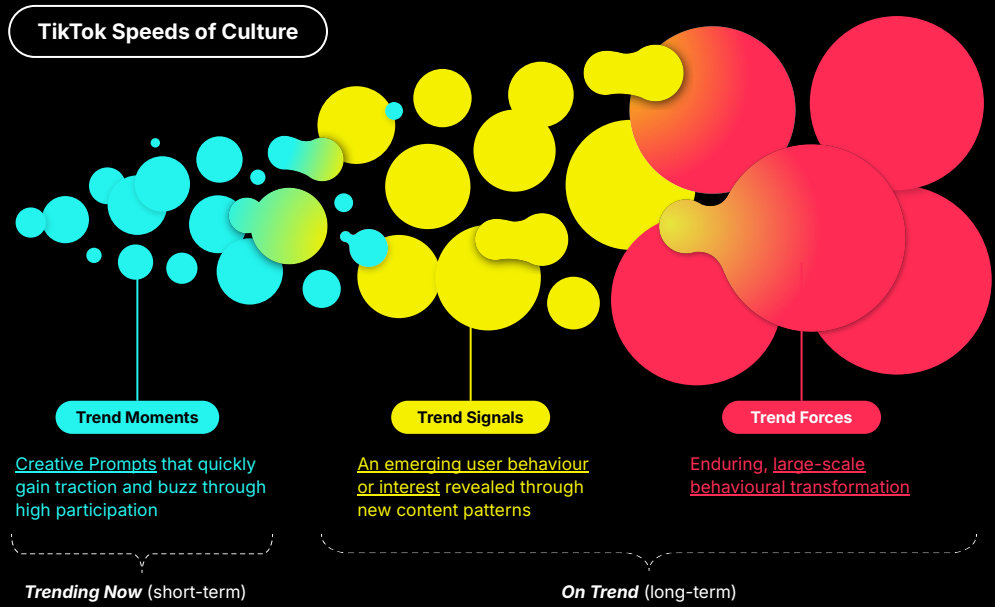
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Our Trend Methodology

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 2025.



Curious what took off in 2024?

Check out **Year on TikTok 2024** 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 - 2024, which are most relevant, innovative, and speak to the larger trend forces at play in 2024.

Research Study	Markets	Source	Methodology
Business Impact Through Relevance	**United States, United Kingdom, and Australia**	TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024	A 20-minute quantitative online survey to social and video users 18+, paired with in-depth interviews with senior marketers and industry experts.
Value in Variety	**United States and Canada**	TikTok Marketing Science North America Value in Variety Study (US, CA), conducted by Alter Agents, 2023	A 15-minute quantitative survey utilizing experimental design with in-context exposure and in-context simulated shopping to evaluate impact on brand outcomes via different content mixes on TikTok.
Multilingual Campaign	**United States**	TikTok Marketing Science NA Multilingual Campaign Study (US Results), conducted by NRG, 2023	A 20-minute quantitative survey to monthly TikTok users 18+, utilizing ad exposure methodology of 4 different ads. The study used a control set of english-only ads, and the same ad with a mix of Spanish treatments (voice-overs, text, music, etc).
Diversity Study	**France, Germany, Italy, United Kingdom, United States**	TikTok Marketing Science Global Diversity on TikTok Study, conducted by Flamingo Group, 2022	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 and a quantitative survey to TikTok users 18+.
Gen AI Consumer Perceptions and Usage	**United States, United Kingdom, Indonesia**	TikTok Marketing Science Global Gen AI Consumer Perceptions and Usage Survey [US, UK, ID] via AYTM, April 2024. Base: TikTok and non-TikTok, 18+ users (n = 1,495)	A 10-minute online survey to social and media users 18+ via AYTM.
TikTok Comment Section	**United States, United Kingdom, Canada**	TikTok Marketing Science Global TikTok Comment Section via AYTM [US,UK,CA] April 2024	A 10-minute online survey to monthly TikTok users 18+ via AYTM.
The Science of Images on TikTok	**United States, Canada, United Kingdom, Indonesia, and Brazil**	TikTok Marketing Science Global Carousel Images on TikTok Survey via AYTM, August 2024. Base: TikTok users 18+ [Q9] (n = 2100)	9-minute online survey on AYTM



The creative storytelling opportunities on TikTok are endless, and this next year will bring the TikTok community even closer together.

Sofia Hernandez

Global Head of Business Marketing at TikTok

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BRAND CHEM

It’s not magic, it's chemistry, or as we call it at TikTok, **Brand Chem -** a balance of listening, adapting, and transforming. When brands open up to fresh creator communities and intentionally create spaces for real engagement, they’re not just connecting—they’re tapping into the pulse of their audience.

This approach builds networks that inspire deeper understanding and unlock new levels of trust and creativity, driving cultural relevance in ways that matter to both your communities and your business.

In 2024, brands like yours embraced creative bravery; piqued global curiosity, bet on unhinged storytelling (looking at you Nutter Butter), and bridged the trust gap between consumers and brands with creators. (Revisit the What’s Next 2024 Report to understand all these references).

As we move into 2025, we’re here to guide you and your brands toward becoming more culturally resonant by giving creators and communities greater creative ownership. We'll teach you how to unlock richer insights, uncover stronger truths, and provide faster paths to connection and chemistry.

Through themes like Brand Fusion, Identity Osmosis, and Creative Catalysts, this year’s trend report brings you more actionable insights, showing how audiences are responding and how brands are adapting to shape What’s Next 2025



What's Next 2025; TLDR

BRAND CHEM

New bonds. Bigger Impact. We have the formula.

BRAND FUSION

Are you **ready to adapt** to the new demands of your consumers for more?

Signal 1: Creator Spread

A wider pool of creators for your brand builds relevance across niches.

Signal 2: Trust Fund

Content that sparks conversations with consumers build genuine trust.

Signal 3: Constant Confidant

Consumers will pay attention to the brands that are always there for them.

IDENTITY OSMOSIS

Are you **evolving** your brand identity to meet dynamic consumer values?

Signal 1: Power of Perspectives

People are sharing their niche POVs to connect with global audiences.

Signal 2: Girls are Girling

Female inclusivity will be integral to brands' bottom lines.

Signal 3: In OUR Era

Creators are redefining traditional life stage marketing with more intimate personal goals.

CREATIVE CATALYSTS

Are you **exploring** new efficiency tools to take more exciting creative risks?

Signal 1: AI Eases Everyday

AI will give brands a creative edge by enabling faster ideation and production.

Signal 2: Remix Recycle

Brands exploring fresh ways to remix their content will expand their identity.

Signal 3: Comment to Cart

The comment section is the new focus group.

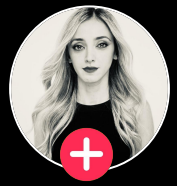
Brand Fusion

noun; /brand fyüzhən /
A dynamic state where a brand gains renewed vigor, becoming more responsive and ready to build lasting bonds

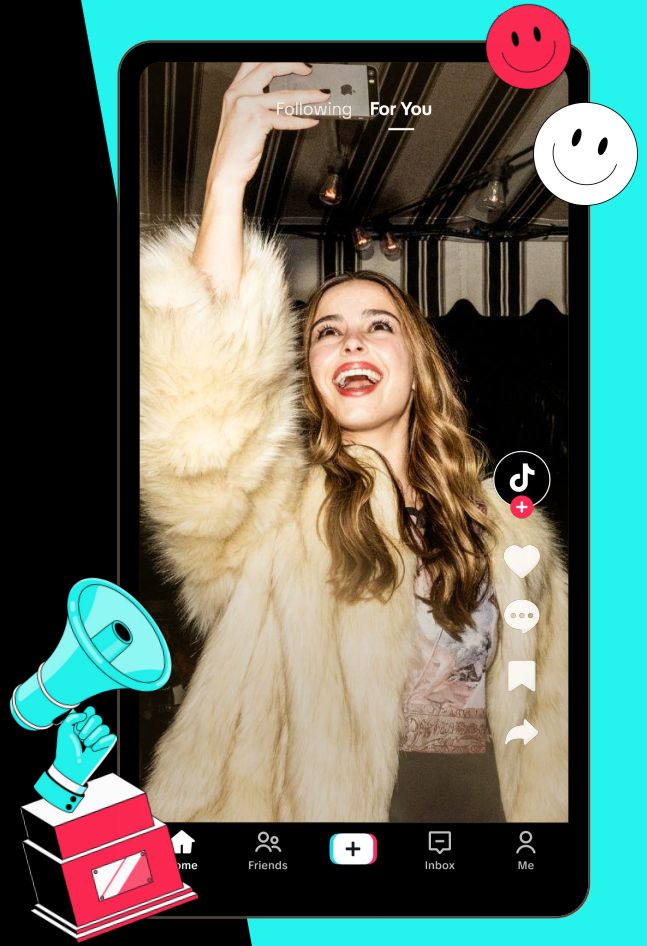


> More nuance and inclusivity isn't just for content. Getting representation right, means getting connection right and it applies to brands too.

Brands who want to **build lasting bonds** with their consumers need to bridge the gap between representation and connection in advertising.



Ameneh Atai
GM, Audience Measurement, Nielsen



Trend Signal 1

Creator Spread

As communities seek trusted voices, more people are becoming creators, from quiet reviewers to quirky characters. It's not about the loudest voice, but increasing the number of creators, sometimes even by 50%—to drive impact at scale.

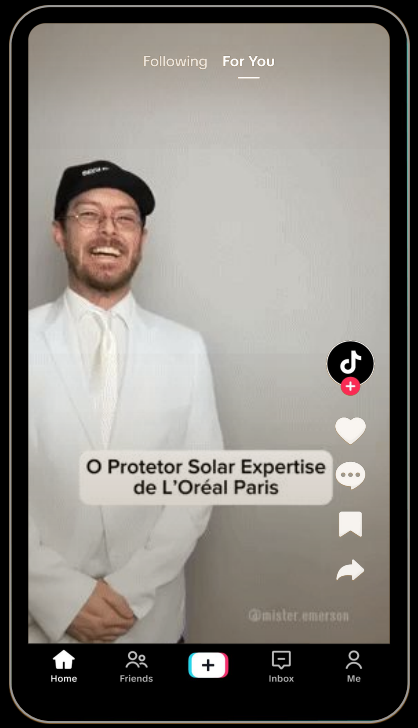
Source: TikTok Marketing Science North America Value in Variety Study [US, CA] 2023, conducted by Alter Agents

What's Happening

The traditional 70/20/10 marketing budgets are not designed to influence at the pace content creation and expectations are happening.

What's Next

A wider pool of creators for your brand builds relevance across niches.



2 out of 3

TikTok users like when brands partner with a variety of creators.

Campaign Objective

Drive Impulse Purchase
Boost engagement with custom codes and exclusive offers for creators to share, rewarding prompt sharing and audience interaction.

Vertical Integration

Beauty
L'Oreal Paris expanded its creator pool by partnering with science comedian @mister.emerson to humorously promote their sunblock as top sun protection.

In Action

Creator Spread

Creative Solution

[TikTok One Creator Marketplace]
Whether a marketer needs creator ads quickly at scale, or they want an in-depth collab, TikTok One Creator Marketplace has many new features to make finding the right creators, easier.

Creative Applications - Gaming

Supercell's new game "Squad Busters" is designed to welcome both seasoned gamers and newcomers. Their creator strategy mirrors this, involving gamers and non-gamers alike.

Amplifier Communities

#Granfluencers

#CoupleGoals



Visual Cues: Not Over Edited

Ditch the over-editing, audiences favor a less-polished, authentic aesthetic when creators are sharing unfiltered experiences with a brand.

Sonic Identity: CML (Commercial Music Library)

Encourage creators to leverage sounds from the CML for seamless Spark ads activation.

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Trend Signal 2

Trust Fund

Through street interviews, behind-the-scenes moments, or shared insights, brands can foster trust and a sense of community. This interactive approach shifts from one-way communication to a strategy where audiences feel heard and valued, offering valuable insights for deeper connections.

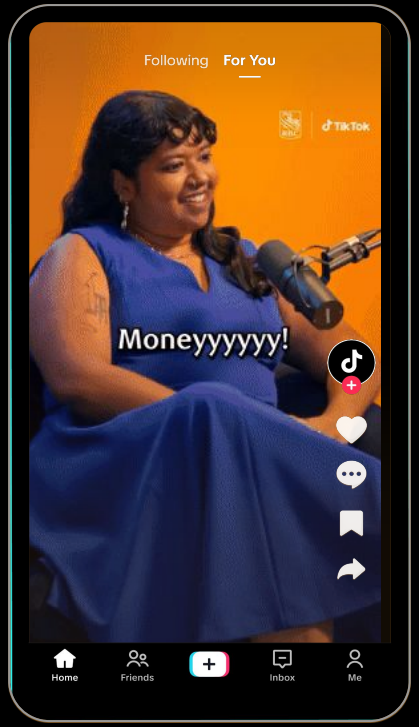
Source: TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024

What's Happening

Brands focused on bold, statement-driven marketing that prioritized making a splash.

What's Next

Content that sparks conversations with consumers build genuine trust.



40% Of TikTok users feel that brands that showcase their personality through content are more relevant to them.

Campaign Objective

Drive In-store Traffic
Brands enhance in-store shopping with exclusive products, events, and authentic stories involving customers and creators.

Vertical Integration

Financial Services
To understand the financial fluency of their customers, RBC Bank partnered with TikTok to launch a talk show with creators to share and resolve their emotions around money.

In Action

Trust Fund

Creative Solution

LIVE Events
Connect with your audience in real time with LIVE Events - answer questions, generate excitement, and spark conversation!

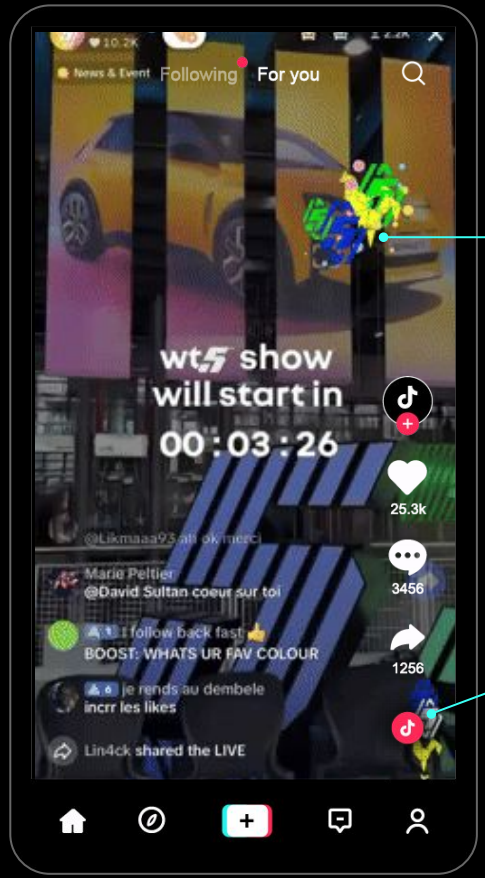
Creative Applications - Auto

Auto brand Renault invited the world to their "WHAT THE FIVE SHOW" to celebrate Renault 5 E-Tech with French artists emblematic of street culture and contemporary art, via TikTok LIVE.

Amplifier Communities

#LIVE

LIVE allows for brands and creators to interact directly with their fans, and new audiences too, building deeper dialogue and loyalty.



Visual Cues: IRL (In Real Life)

Real life takes center stage in these videos, as brands meet their consumers where they are - at events, on the street, or in store.

Sonic Identity: Let's Talk

It's all about the customer's voice for this trend signal. Ensure the mic audio is high quality to capture all of the excitement.

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Trend Signal 3

Constant Confidant

As communities and creators grow closer to the brands they love, they expect brands to act as consistent partners, investing in shared growth. Brands are connecting with supportive and joyful messaging to create year-round soft-sell moments.

Source: TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024

What's Happening

Audiences are wary of brands only coming to them when they have something to sell.

What's Next

Consumers will pay attention to the brands that are always there for them.



45% Of social/video platform users say a brand becomes relevant to them when it demonstrates understanding of their needs.

Campaign Objective

Rebranding
Lean on your community to understand how they're evolving to inform your own brand growth and evolution - learn their new needs, language, and motivations.

Vertical Integration

Beauty
To stay connected with their audience, Star Face keeps an always on-presence with organic/paid content to connect with consumers in everyday moments ane motions.

In Action

Constant Confidant

Creative Solution

Partner Connect
A platform that connects marketers with vetted production partners who are TikTok experts—making it easier for them to generate a high volume of great content.

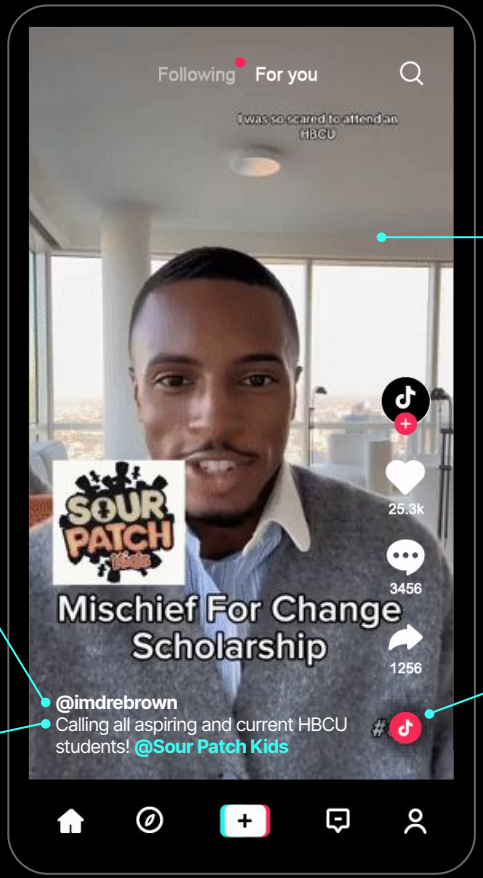
Creative Applications - CPG

Sour Patch Kids created their Mischief for Change scholarship for HBCU students, supporting their growth and quest for higher education.

Amplifier Communities

#CorporateBaddie

As return to office becomes the new norm, new baddies are sharing the outfits, routines, snacks, and resources that get them through a relatable work day.



Visual Cues: Human Emotion

Whether by adding expressive eyes and lips to your product or placing a mascot at the forefront, create a character that audiences can connect with.

Sonic Identity: Music is Everything

Sort through "mood playlists" in the CML to find the right tone that fits the conversation.

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Case Study

Western Union

To drive app installs in the UAE, Western Union partnered with *TikTok Creative Exchange* to develop the most resonant creative for their audience.

This is a TikTok case study and is solely for informational purposes. Past performance does not guarantee or predict future performance.

Challenge

- WU only had an animated asset but wanted to test new styles for its TikTok audience.

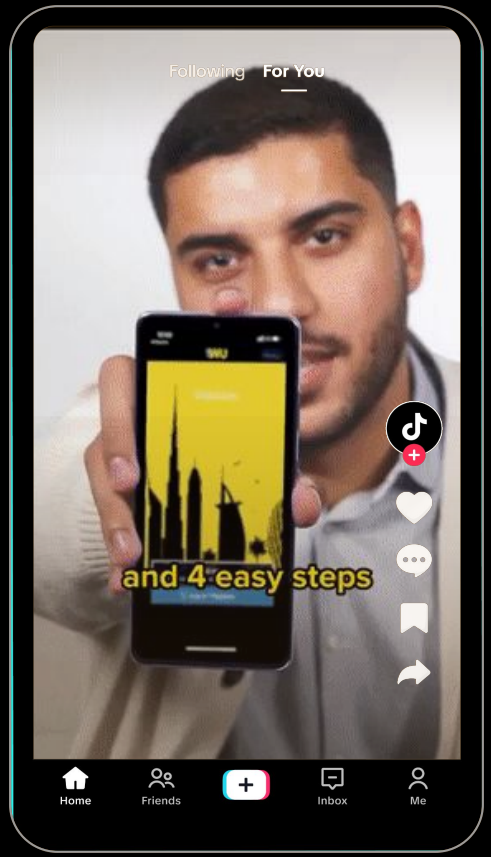
Solution

- TTCX partners developed a handful of creative hypotheses to test the impact of different, more native styles to TikTok
  - Narrative + Testimonial
  - Narrative + Educational
  - Narrative + Demo

Through showcasing their app UI with TTCX + Green Screen Effect + TikTok Styles, WU was able to produce content with stronger results

Impact

- 70% lower CPI vs control creative
- 2.9x better CVR vs. control creative



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Optimizing your Creative Supply Chain

At its core, the creative supply chain is a system involving people, processes, and technology. Understanding and optimizing at every stage unlocks greater opportunity for culturally relevant content to be created, faster:

01



Planning

Defining objectives, developing briefs

02



Ideation

Generating concepts and crafting a creative direction

03



Production

Creating, editing and exporting content assets

04



Measurement

Tracking engagement and ROI to inform future strategies

05



Delivery

Scaling content for different platforms, channels, and markets

06



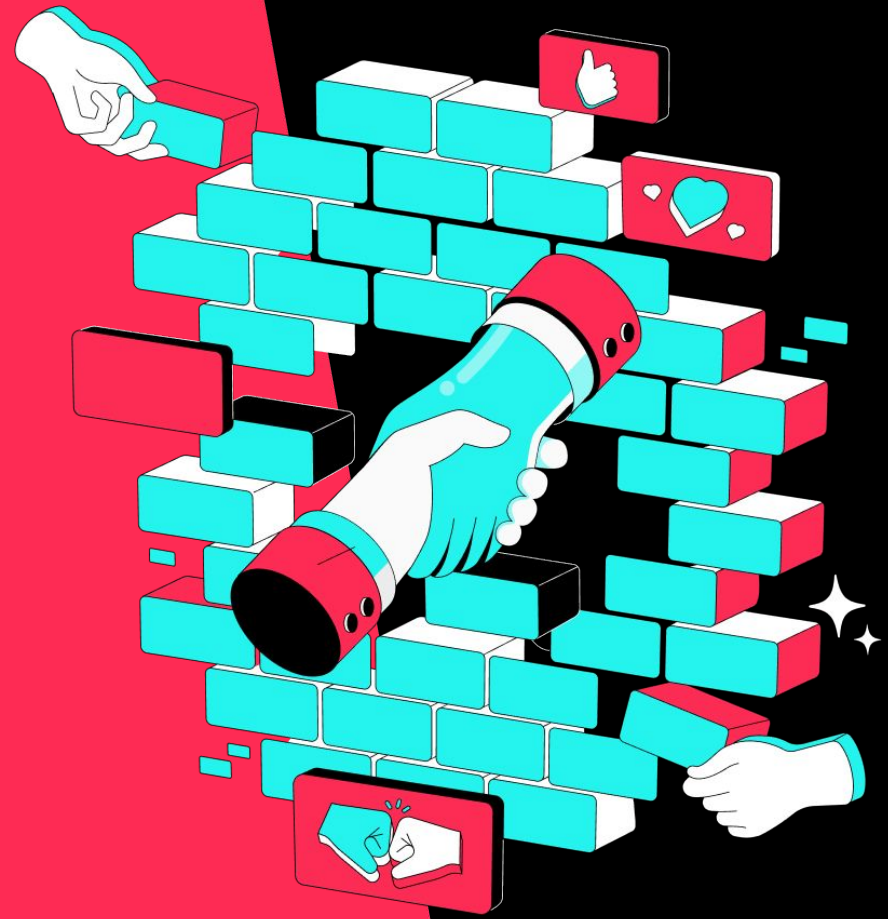
Approvals

Review and approvals involving key stakeholders

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Identity Osmosis

verb; /ī'den(t)ədē az'moses/
Brands are organically integrating evolving consumer values, allowing these shifting ideals to reshape their identity



> Our Identities are culturally mediated and, therefore, **constantly evolving**.
>
> To understand the dynamics of identity, we must see people beyond the demographical labels we assign them and view them as the social animals that we are—**constantly negotiating and constructing our expression of self.**



Dr. Marcus Collins
Author & Professor,
University of Michigan



Trend Signal 1

Power of Perspectives

Seemingly niche POVs—like Latino boyfriend perspectives, 'you're breaking up with me but....' and showcasing people with disabilities slaying in daily life—are fostering new communities as users explore, laugh, and connect, building a more inclusive and empathetic global community.

Source: TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024.

What's Happening

We once had a limited view of real-life representation, shaped by what marketers deemed relatable or sellable.

What's Next

People are sharing their niche POVs to connect with global audiences.



81% of social/video platform users say TikTok helps them discover new topics/trends they didn't know they liked.

Campaign Objective

Launch a Product
Brands can use POV storytelling to highlight a product's journey, showcasing its creation and deepening audience affinity.

Vertical Integration

Gaming
All POVs matter on TikTok, even those of a mosquito. Gaming brand Volley Games tapped into the trending empathy of a mosquito to show how their games brings people together.

In Action

Power of Perspectives

Creative Solution

TikTok Symphony - Dubbing Feature
Dubbing in Symphony Creative Studio lets brands reach a global audience in their native language, boosting engagement, accessibility, and emotional connection.

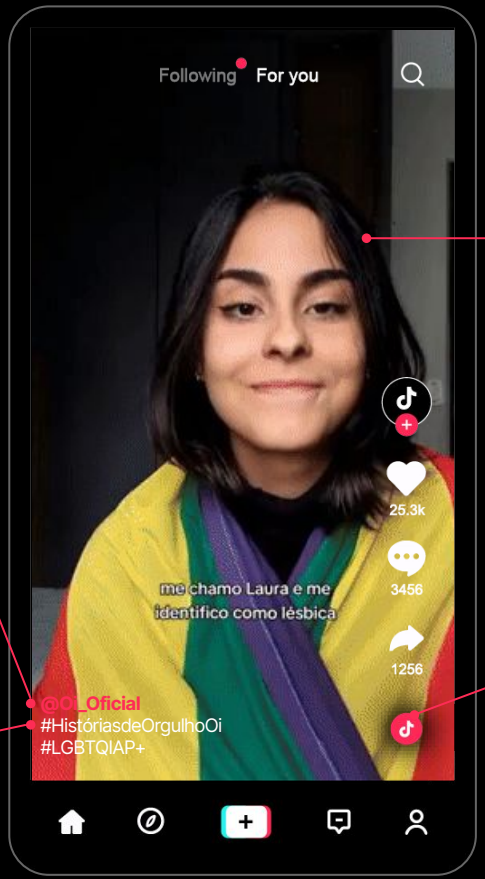
Creative Applications - TelCo

In #HistóriasdeOrgulhoOi (Stories of Pride Oi), the operator used Branded Mission to invite users to share how the internet inspired their own journey to self-expression.

Amplifier Communities

#LGBTQIAP+

The LGBTQIAP+ community on TikTok has developed a unique culture, shaping it as a platform for authentic self-expression, activism, and a vibrant sense of belonging.



Visual Cues: Direct Eye Contact

This style of video is typically shot from the perspective of the beholder, creating the effect that you're directly interacting with the viewer.

Sonic Identity: Custom Sound

The brand created a custom upbeat sound for creators to easily leverage in the video to share their stories of pride positivity.

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Trend Signal 2

Girls are Girling

Girlhood on TikTok is broadening to include diverse topics as women empower each other to critique societal norms. It's not just about pink bows or "girl bossing"; all narratives from pay transparency to asmr hairstyles, affordable dupes to designer splurges are celebrated by women ready to buy on TikTok.

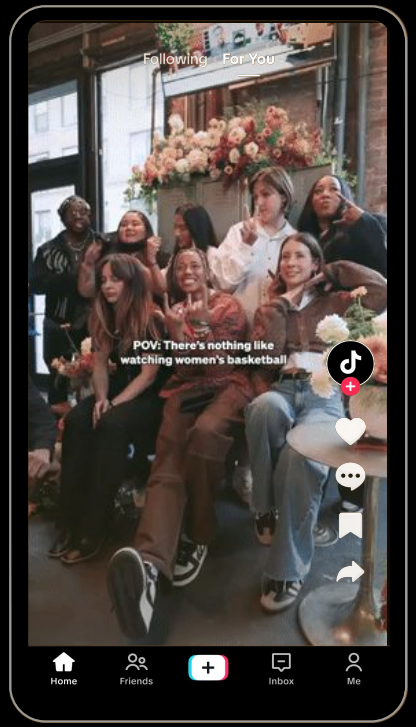
Source: TikTok Marketing Science Global Diversity on TikTok 2022 conducted by Flamingo Group

What's Happening

For years, girlhood was seen as a one-dimensional concept, dismissed as superficial and wrapped in a pink bow.

What's Next

Female inclusivity will be integral to brands' bottom lines.



72% Of women on TikTok feel it's easy for new communities to connect and bond around shared life experiences on the platform.

Campaign Objective

Drive Loyalty
Brands can drive loyalty by embracing TikTok's femininomenon, partnering with women, empowering the male ally, and celebrating sisterhood and self-care.

Vertical Integration

Financial Services/Sports
In partnership with magazine **Flagrant** and female owned sports bar, **The Sports Bra**, **Cash App** hosted a community event to celebrate the WNBA finals together, in style.

Financial Services

Girls are Girling

Creative Solutions

TikTok Symphony - Re-fresh Feature
Effortlessly create multiple versions from a single video asset by swapping music, text, and other details.

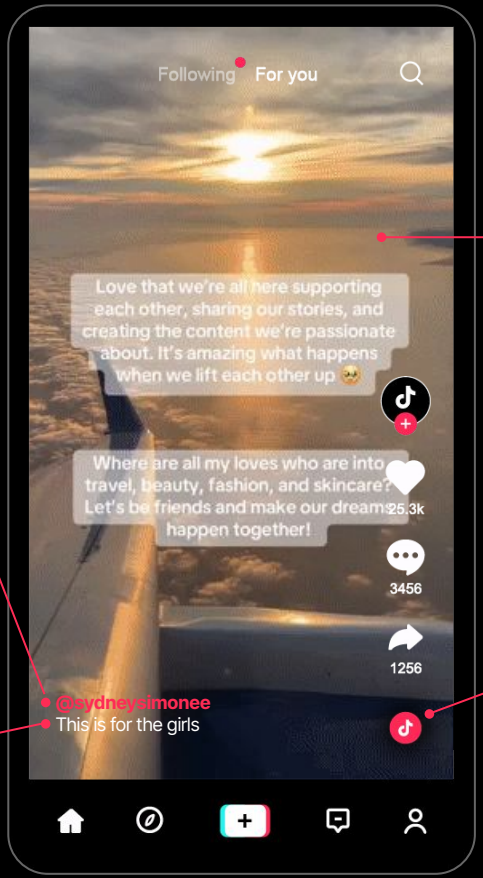
Creative Applications - Build Community

Creators and brands are building new networks around what “girlhood” means to them, highlighting the things that are personal to them, and finding global support.

Amplifier Communities

#WomenInSTEM

The Women in STEM community on TikTok connects and empowers female innovators through educational content, support, and inspiration, with its own unique aesthetic.



Visual Cues: Quick Transitions

Utilize rapid transitions and striking visual elements to highlight womens’ multifaceted lives.

Sonic Identity: Girl Pop Era

Hyperpop and girl pop are making a strong comeback, led by viral TikTok hits like Tinashe's "Nasty" on the CML.

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Trend Signal 3

In OUR Era

As users share struggles like student debt and the challenges of homeownership, brands are prompted to reconsider traditional life-stage marketing. Now, consumers prioritize achievements related to mental health, personal happiness, and individual growth.

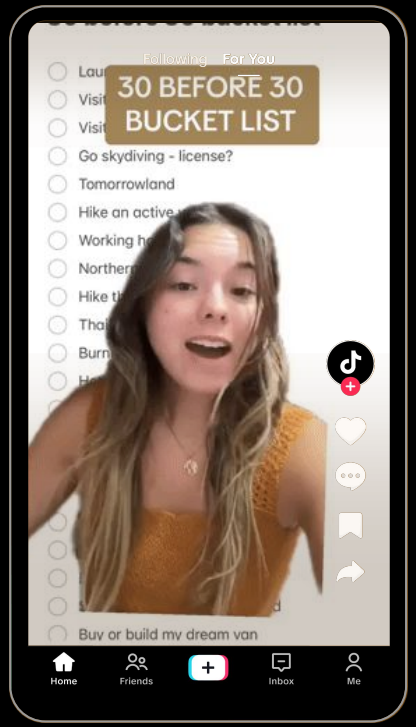
Source: TikTok Marketing Science, Business Impact Through Relevance, US, UK, AU, conducted by WARC, August 2024

What's Happening

Traditional milestones clashed with past societal norms, leaving people with FOMO and anxiety about falling behind.

What's Next

Creators are redefining traditional life stage marketing with more intimate personal goals.



50% Of social/video platform users said culturally relevant content showcases authentic lifestyles/experiences of people like me.

Campaign Objective

Generate Qualified Leads
Understanding consumers' personal milestones allows marketers to engage them during key moments of change and growth, guiding them through significant purchases and decisions.

Vertical Integration

Travel
Inspired by creator **@travelsbytash**,users are sharing 30 before 30 bucket lists, highlighting their top travel destinations and activities they wish to achieve before reaching the milestone.

In Action

In OUR Era

Creative Solutions

Insights Spotlight *Connect with your TikTok rep for availability!
Tracks popular trends among specific audiences, based on their interests and search data, so marketers can *really* see what viewers are into.

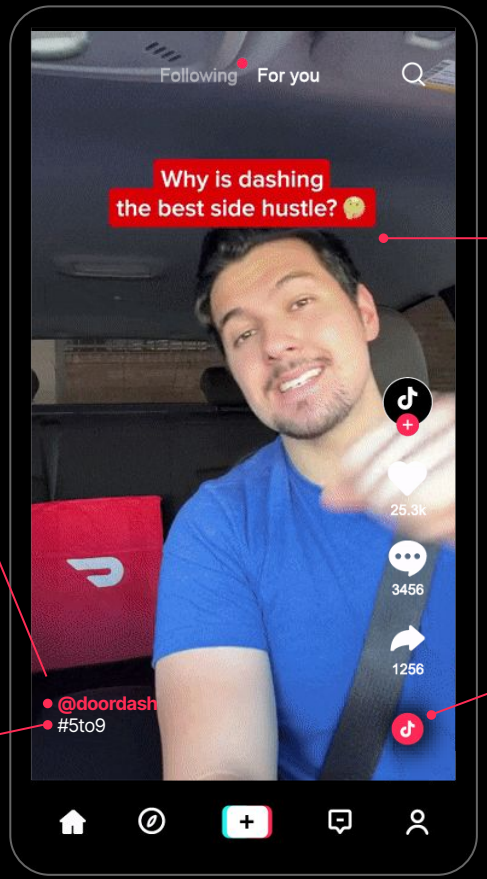
Creative Applications - Food Delivery

With more people exploring side hustles to make ends meet or follow their passions, DoorDash promotes "dashing" as a way to reach personal goals faster.

Amplifier Communities

#5to9

People are sharing their 5pm to 9am schedules, outside of their daily 9am to 5pm jobs, showcasing more of their personal passions vs. their identity tied to work.



Visual Cues: Words of Affirmation

Although audiences are sharing personal goals, we're all in this together. The community uses positive words and tips to uplift one another.

Sonic Identity: Calming audios

Calming audios in videos create space for reflection, allowing viewers to focus on the text or feelings being communicated.

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Case Study

VietJet

Connecting with global audiences at scaled and efficient manner with Symphony Custom Avatars.

This is a TikTok case study and is solely for informational purposes. Past performance does not guarantee or predict future performance.

Challenge

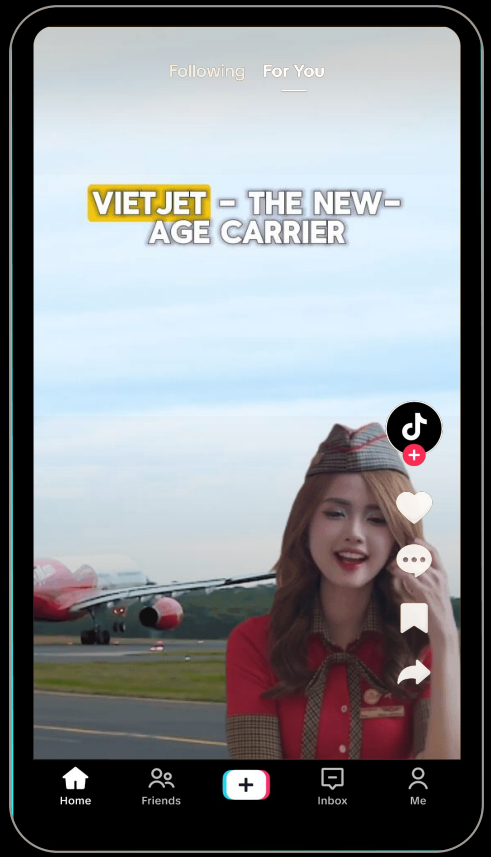
- Maintain cost efficiency
- Grow global presence

Solution

- Symphony Custom Avatars: AI-generated avatars, using authorized footage of brand ambassadors, captured key traits aligned with the brand image. Leveraging multilingual capabilities, they expanded global reach, connecting with both English and non-English-speaking audiences for more inclusive and impactful messaging.

Impact

- Delivered customised messages with an expected uplift in ad recall and consideration



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Emerging Communities

Communities on TikTok function like vibrant conversations that continually evolve and branch out into new niches, fostering a dynamic exchange of ideas. These communities shape their own lingo, aesthetics, and styles that are distinctly unique to the platform, yet they remain inclusive, inviting everyone—brands included—to join in, explore, and co-create.

#hopecore

is all about spreading positivity and optimism on TikTok

#Affirmations

Share words of positivity to inspire new habits and outlooks

#MomTok

A community to support you through tough moments and celebrate the small wins!

#SelfCare

Sharing rituals on how to relax and recharge

#SportsTok

Leagues, sports fans, and brands are sharing how sports inspire hope and bring people together

#Delulu

Even when we know it's not true, we still root for delulu to be the solulu

#corporatetok

Bringing new energy and community into our everyday working lives

#CorporateBaddies

celebrates those thriving in the corporate world while serving style and confidence

#FinanceBro

started as workplace stereotypes but now spill into everyday life

#OfficeSiren

revamping 90s and 2000s office fashion with a modern twist

#WomeninSTEM

Celebrating women working in traditionally male dominated fields

#nostalgiacore

Connecting audiences drawing inspiration from the past

#retrogaming

bringing the nostalgia of classic games back to life

#granfluencers

Older generations are connecting with audiences of all ages

#y2k

a blend of futuristic and fun fashion that defined the turn of the millennium

#mobwife

A response to quiet luxury, this aesthetic embraces all the gaudy glamour of old noir mafia films

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Creative Catalysts

noun; /krēˈādiv kadləst/
Untapped tools for marketers to ideate, build, learn, and take more exciting creative risks than ever before

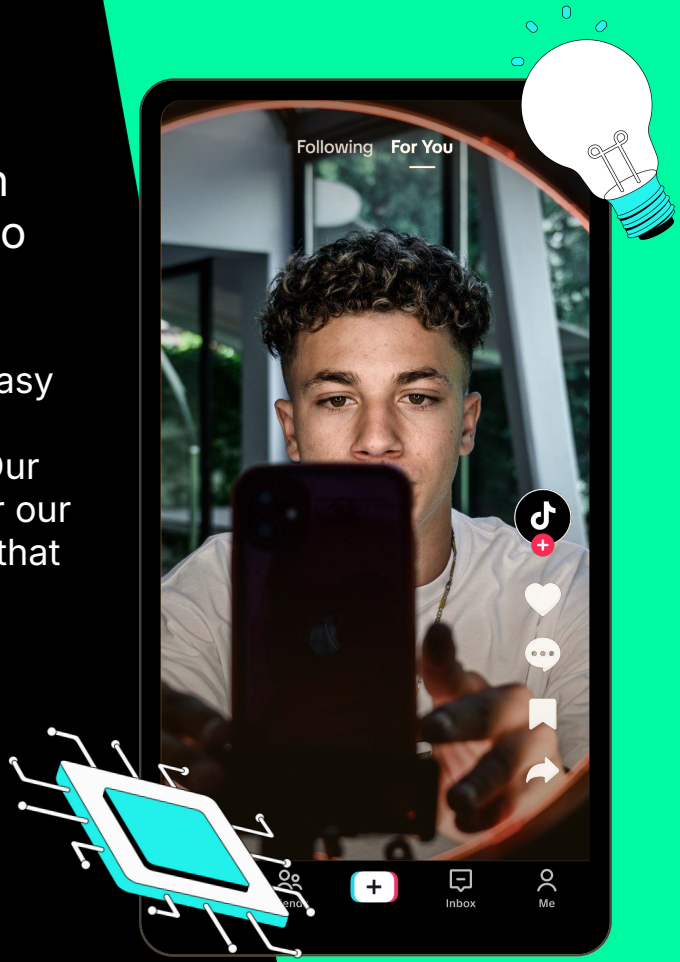


> Creativity lies in **empowering anyone** with intuitive tools that transform bold ideas into content that stands out.

With Adobe Express, we're introducing quick and easy ways for marketers at all ability levels to harness Adobe's creative and generative AI superpowers. Our larger goal is to open up untapped opportunities for our customers to explore, learn and take creative risks that will resonate with their audiences like never before.



Aubrey Cattell
VP, Developer Platform &
Partner Ecosystem, Adobe



Trend Signal 1

AI Eases Everyday

AI's potential can spark anxiety, but TikTok is turning it into excitement. Users and brands embrace AI for tasks like styling outfits, visualizing dream home renovations, illustrating Ancient rome, or sparking script ideas with Symphony Assistant. This playful, creative approach makes AI feel less like sci-fi and more like a fun, helpful tool for daily life.

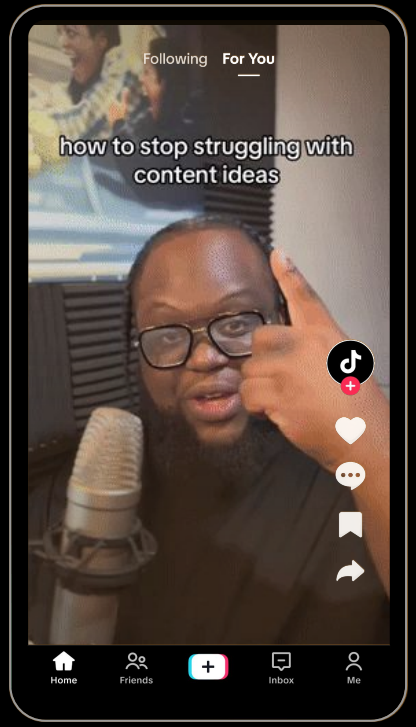
Source: TikTok Marketing Science Global Gen AI Consumer Perceptions and Usage Survey [US, UK, ID] via AYTM, April 2024 Base: TikTok and non-TikTok, 18+ users (n = 1,495)

What's Happening

AI was often met with skepticism and fear, driven by uncertainty about its impact.

What's Next

AI will give brands a creative edge by enabling faster ideation and production.



1.4x TikTok users are more likely to say they are excited to see Generative AI used in more ads (vs. other platform users).

Campaign Objective

Drive App Download
Brands are leveraging AI to create personalized customer experiences in their apps, tailoring content and offerings to match each customer's preferences.

Vertical Integration

B2B
Business owners are being open and honest on how they're leveraging AI to improve their everyday operations, unlocking new creativity, but also new connection with audiences to learn more about them.

In Action

AI Eases Everyday

Creative Solutions

Symphony Assistant
Your creative assistant, powered by data. Ask what's trending on TikTok to get real-time insights into emerging trends and instantly turn them into creative concepts and scripts ready for filming.

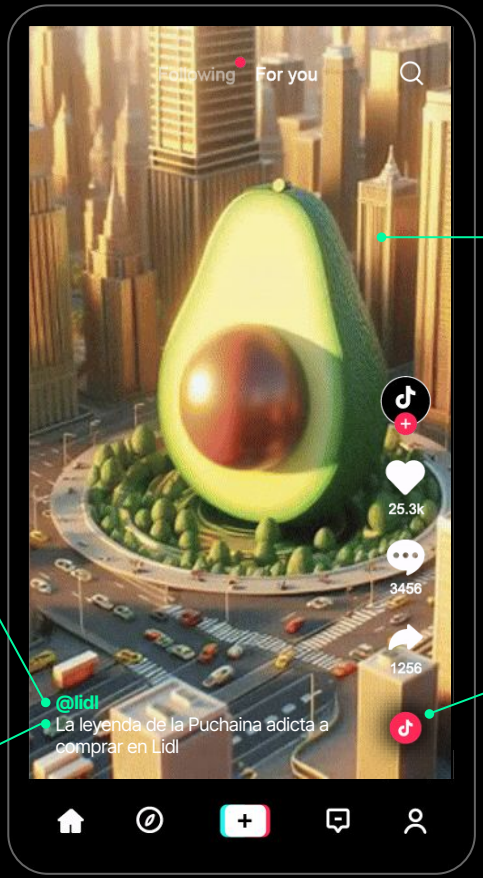
Creative Applications - Grocery

Lidl has embraced the #potaxie trend by using AI tools to creatively reimagine the shopping experience, tapping into a fictional avocado-inspired universe.

Amplifier Communities

#potaxie

Spanish floptok. Championed by the LBTQ+ community, they've built their own lingo, memes, and characters within the #potaxie universe.



Visual Cues: Animation Reimagined

Creatives are leveraging AI to reimagine characters, places, and even concepts into cute animated formats to tell new stories.

Sonic Identity: Voiceovers

AI voices are lending a new dimension to storytelling with dynamic accents, tones, languages, and more options.

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Trend Signal 2

Remix Recycle

With traditional seasons fading due to on-demand shopping (e.g., #summerween in June), marketers can experiment with various messages and formats without audience fatigue. Formats like Image Ads allow for brands to quickly hop into trends and tell new stories.

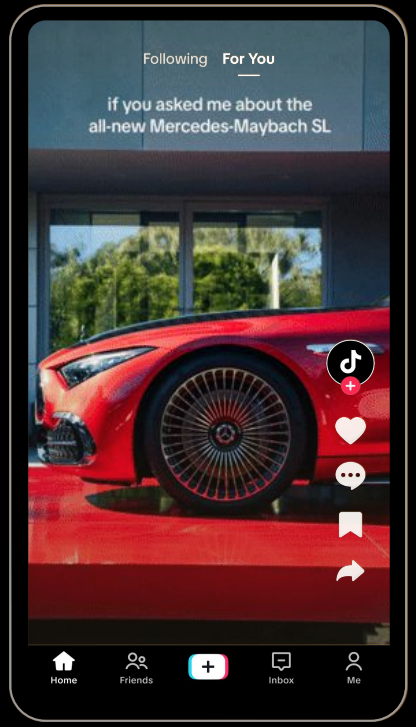
Source: TikTok Marketing Science Global Carousel Images on TikTok Survey via AYTM, August 2024. Base: TikTok users 18+ [Q9] (n = 2100)

What's Happening

Marketing assets once had short shelf lives, leading to underutilization, inefficiencies, and higher costs.

What's Next

Brands exploring fresh ways to remix their content will expand their identity.



76% Of TikTok users enjoy seeing a mix of images and video on TikTok.

Campaign Objective

Generate Qualified Leads
Brands focused on lead generation use versioning to deliver a consistent message across formats, keeping their audience engaged without causing fatigue.

Vertical Integration

Auto
Traditional auto commercials are a heavy, pricey, and time consuming lift. Experimenting with versioning allows for auto retailers to continuously sweat the same assets in new creative contexts.

In Action

Remix Recycle

Creative Solutions

Image Ads
"Versioning" doesn't just mean changing the story angle. It also means shaking up the format. Give Image Ads a try and see how it resonates.

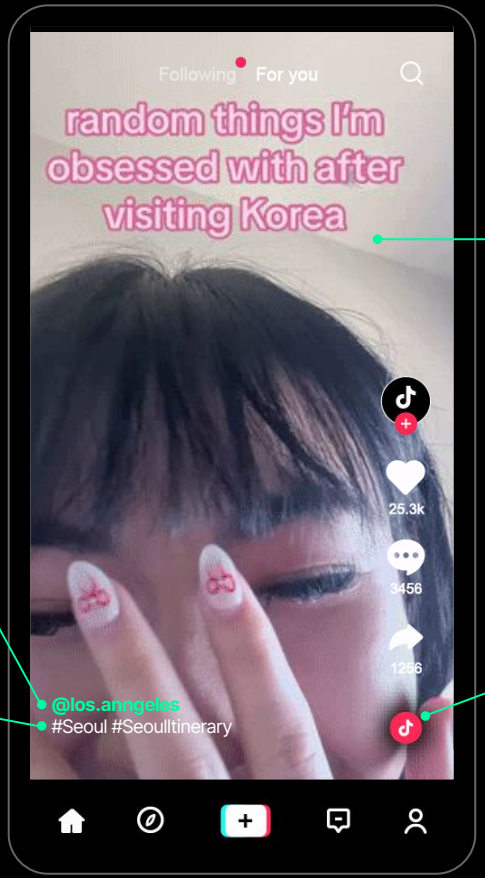
Creative Applications - Travel

Removing the pressure of capturing every travel moment with video, users are sharing tried and true travel tips with Image Ads and posts.

Amplifier Communities

#BlindBox

Mimicking the emergency popularity of blind boxes, Image Ads and posts have a "surprise and delight" element as users swipe left to see what's next.



Visual Cues: Meme-worthy

Memes are having a renaissance on TikTok as creators and brands add their own adaptation to trending memes, photos are worth a thousand laughs again.

Sonic Identity: Play Around

If leveraged for the photo mode style, the beat of the music no longer needs to align to the transitions of a normal video.

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Trend Signal 3

Comment to Cart

On TikTok, brands are using real-time feedback from comments to innovate. Whether updating products or adding new flavors, comments drive consumer-brand collaboration. This gives users a voice in product development, building trust and turning them into loyal advocates.

Source: TikTok Marketing Science Global TikTok Comment Section via AYTM [US,UK,CA] April 2024

What's Happening

Brands traditionally launch products relying on traditional focus groups methods that can be costly, and add wasted time to development.

What's Next

The comment section is the new focus group.



68% Of TikTok users say brands should use the comment section to better understand their consumers.

Campaign Objective

Launch a Product/Re-launch
Leverage community feedback to build trust around your product launch by showing how it was designed for them or by evolving an existing product based on their input.

Vertical Integration

Retail
Rothy's went directly to the comments to learn about their community's needs firsthand and credited them upon the product's release.

In Action

Comment to Cart

Creative Solutions

Spark Ads
Let your community voices continue to shine by seamlessly amplifying videos by creators and brand fans.

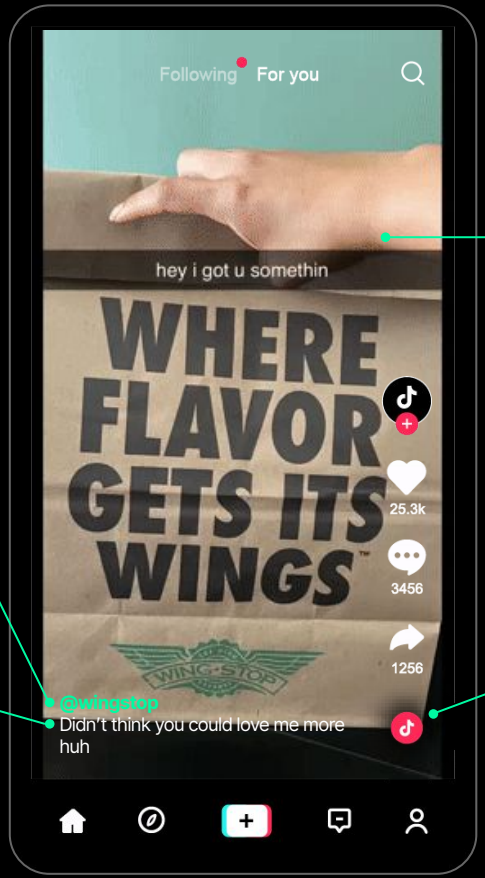
Creative Applications - QSR

Due to popular demand from their community, Wingstop upgraded Hot Honey Rub to a permanent menu flavor, and their TikTok comments section went wild!

Amplifier Communities

#Recipes

There's a wide variety of #foodie content on TikTok, with niches ranging from #proteinmaxing to #asmrsnacking, but the #recipes community stands out for its shared experimentation and discovery.



Visual Cues: Brag About It

When brands launch or update a product based on TikTok comments, users want to see their impact and the results.

Sonic Identity: SoundOn Artists

Partner with emerging artists through our SoundOn program to create custom sounds and versions of their top hits.

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Case Study

Meoky

Seamlessly creating more advertising assets with *Symphony Creative Studio.*

This is a TikTok case study and is solely for informational purposes. Past performance does not guarantee or predict future performance.

Challenge

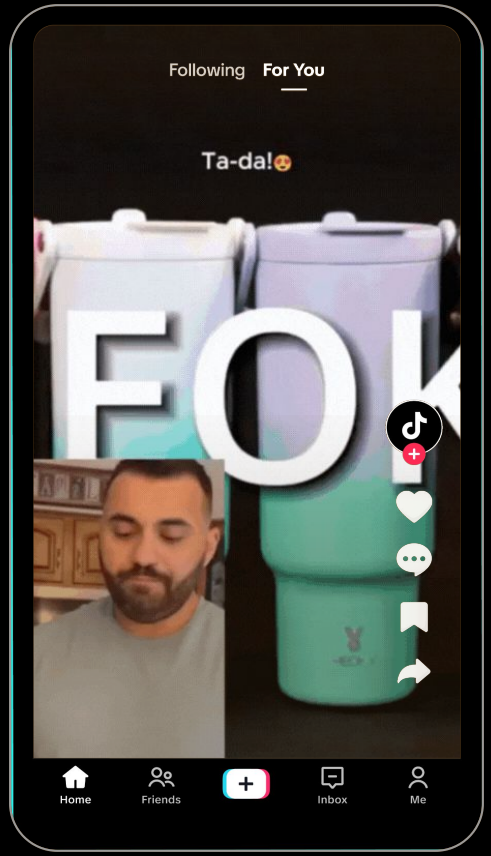
- Generate more creative variation for same suite of products

Solution

- In the control group, Meoky used their 2 business as usual assets and in the test group, a combination of their business as usual assets, coupled with assets produced by TikTok Symphony.
- **Creative Studio's Generate & Remix:** leveraged to automatically generate variations using product links highlighting different product features

Impact

- 1.8x higher number of purchases
- +13% higher return on ad spend (ROAS)



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Ask Symphony Assistant

Get started with our What's Next 2025 trends on Creative Center, now.

Creator Spread Bet	What are emerging communities in [*vertical/category*]?
Power of Perspectives	What are popular POV videos right now?
AI Eases Everyday	What are everyday problems AI can help me solve?
Trust Fund	What's a creative challenge about [vertical/category] I can ask my audience?
Girls are Girling	What's trending in #girlhood?
Remix Recycle	Show the top trending content in [vertical/category] for variety inspiration
Constant Confidant	What's a fun content idea to cheer up my audience?
In OUR Era	Write a script to celebrate breaking up with a toxic ex
Comment to Cart	How should I reply to a constructive comment from my audience?

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TikTok
Thank you!
ਤੁਹਾਡਾ ਧੰਨਵਾਦ Dánke 謝謝
cảm ơn bạn Merci
Gracias Спасибо Grazie
ありがとうございました
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