

A whitepaper by **WARC**

From discovery to purchase:
**The role of community
commerce**

TikTok
For Business



WARC
AN ASCENTIAL COMPANY

Introduction by WARC

At WARC, we aim to place facts at the heart of decisions to enable more effective marketing. A major theme of our 2021 content has been the rising importance of a media ecosystem in which audiences can go from product discovery to purchase with little more than a click or tap, and the major implications it has for media planning.

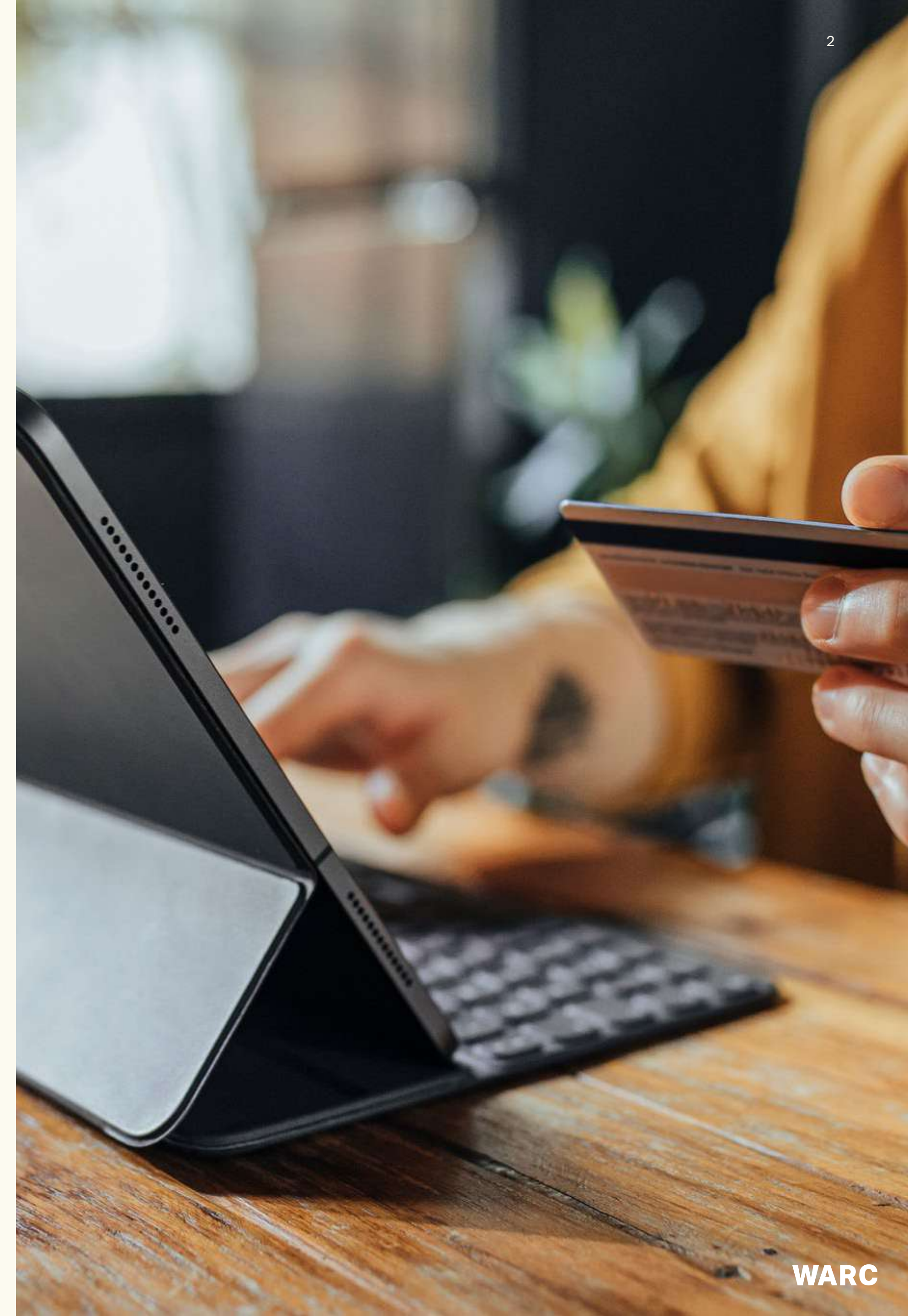
This report, produced in partnership with TikTok and Publicis Groupe, aims to explore **the role that social communities play in influencing purchase decisions.**

The whitepaper is based on a three step workflow:

1.
A global survey of 2,230 consumers across 11 markets inclusive of UK, France, Germany, Italy, Spain, US, Canada, Indonesia, Saudi Arabia, UAE, Brazil. Survey criteria are based on those using at least two social media platforms **weekly** and 18-45 years old. Social media platforms included: TikTok, YouTube, Facebook, Instagram, Snapchat and Kwai for Brazil only.

2.
One-on-one interviews with 18 marketing leaders across advertisers and agencies.

3.
Secondary expert review of the latest best practice on WARC and existing proprietary research.



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Industry experts interviewed for this report



Amy Lanzi
EVP,
North America Commerce
Practice Lead
at Publicis Groupe



Jonathan Lewis Jones
Managing Director,
Publicis Commerce



Ryan Hartsfield
Director,
Social Media,
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Emmanuel Marques
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John Dillon
Executive VP,
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Kevin Shapiro
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US Marketing –
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Jeremy Cohen
VP,
Head of Global Content
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Daniela Mercado
Head of Media Mobile Marketing,
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Helen Lin
Global Chief Digital Officer,
Publicis Groupe



Cristina Lawrence
EVP,
Marketing Strategy &
Social Discipline Lead,
Razorfish



Uwe Roschmann
Managing Director,
Digitas Pixelpark Germany and
Head of Social Commerce,
Publicis Groupe Europe



Krinio Christaras
Head of Media & Consumer
Experience MENAP,
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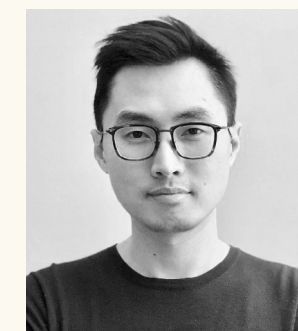
Amrita Randhawa
CEO,
Publicis Groupe
South East Asia



Jorge Ruiz
Head of Marketing Science,
TikTok



Nadine Zeitoun
Media and Digital Marketing
Specialist,
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Ray (Jiayi) Cao
Managing Director,
Global Head of Product
Strategy and Operations,
TikTok

Summary of themes

Chapter 1

Community commerce as an emerging opportunity

Community commerce, a type of social commerce which sits at the intersection of community, shopping and entertainment, has been accelerated by the ongoing shift to digital in our lives.

With the right approach, brands can fit seamlessly into the social media experience, and those who are willing to test and learn are already reaping the rewards.

Chapter 2

Discovery and inspiration disrupt the path to purchase

Social media has disrupted the purchase journey, which is now led by spontaneous discovery and inspiration, and no longer follows the traditional path.

Every moment on a platform is an opportunity for conversion, and authentic creativity is key to attracting and retaining the audience's attention.

Chapter 3

Propelling purchase decisions

To maximise opportunities, brands must make the most of technologies that facilitate a seamless community commerce experience.

All product categories have the potential to convert audiences: beauty, clothing and accessories led the way, and now luxury and automotive are also maximising opportunities.

Chapter 4

New ways to tell brand stories

Community is a powerful force in social commerce, and community commerce in particular, providing a space where creators and brands can build the high levels of engagement that drive inspiration and purchase.

Creators boost discovery, motivate audiences to try new products, and help make a brand relatable.

Chapter 1

Community commerce as an emerging opportunity



Social media offers new ways to engage audiences

As social media's popularity and influence continues to grow, community commerce is rapidly evolving to provide an innovative, effective and fast-paced way for brands and retailers to sell direct to consumers in the space.

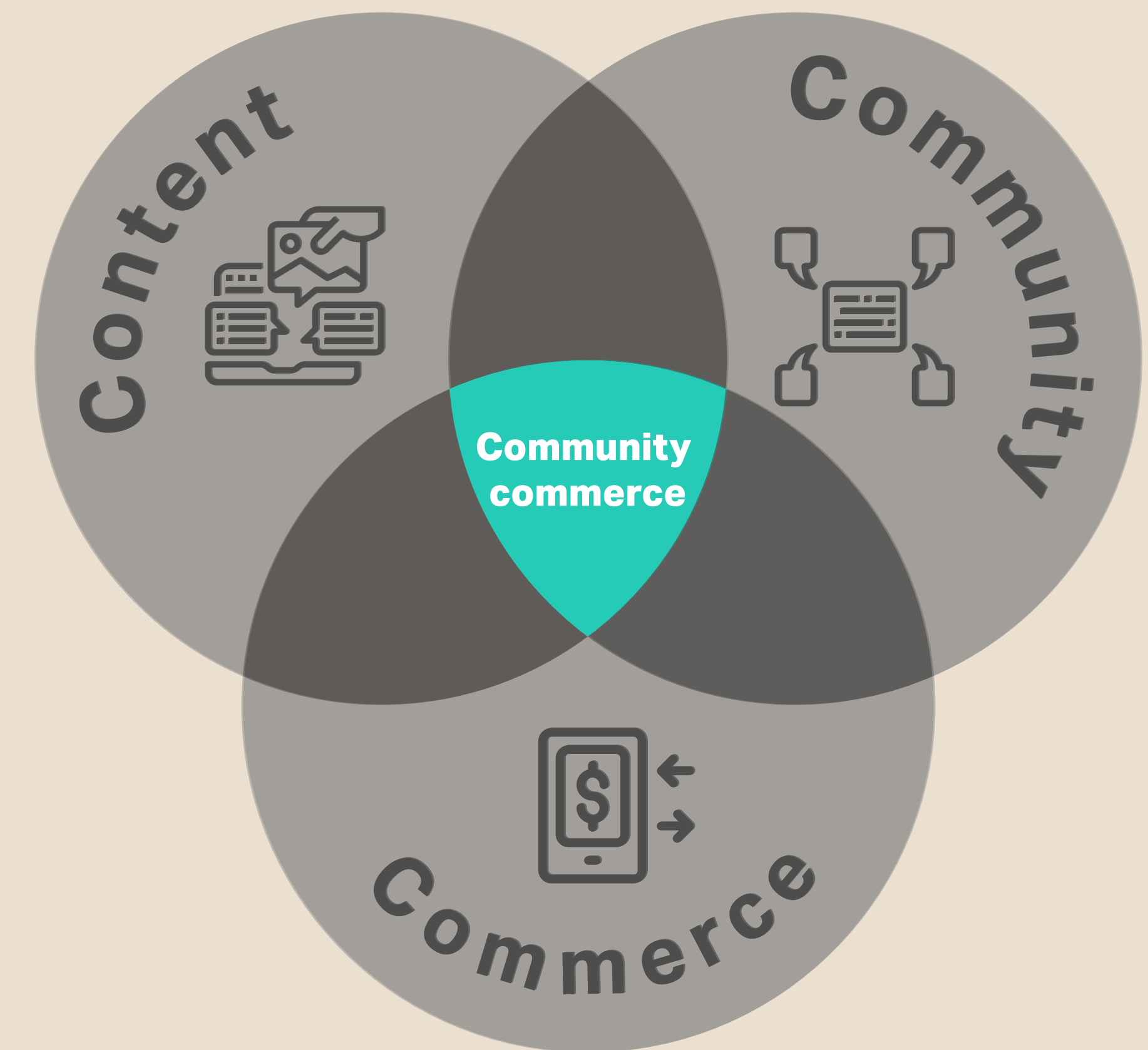
Social commerce, a broader term, describes the fast-growing retail opportunities and solutions presented by social media, often involving mechanics such as paid display media and one-way activation dynamics.

Community commerce, by contrast, is a narrower definition that specifically speaks to the notion of entertaining, compelling content that just happens to feature brands. It is creator-driven, word-of-mouth marketing that has taken over the TikTok platform and injects a new opportunity into content creation on social that is more authentic to its environment.

There is huge potential for brands to engage audiences as they congregate around particular interests, trending hashtags or creative stories. By infiltrating these communities, brands can offer consumers a genuine value exchange.

Consumers head to certain social platforms for entertainment and discovery, cultivating a playful and curious mindset that creates a powerful space for brand communications, placed right at the intersection of creator content, community and traditional social commerce.

The convergence of community and commerce



Impact of the pandemic on shopper behaviour

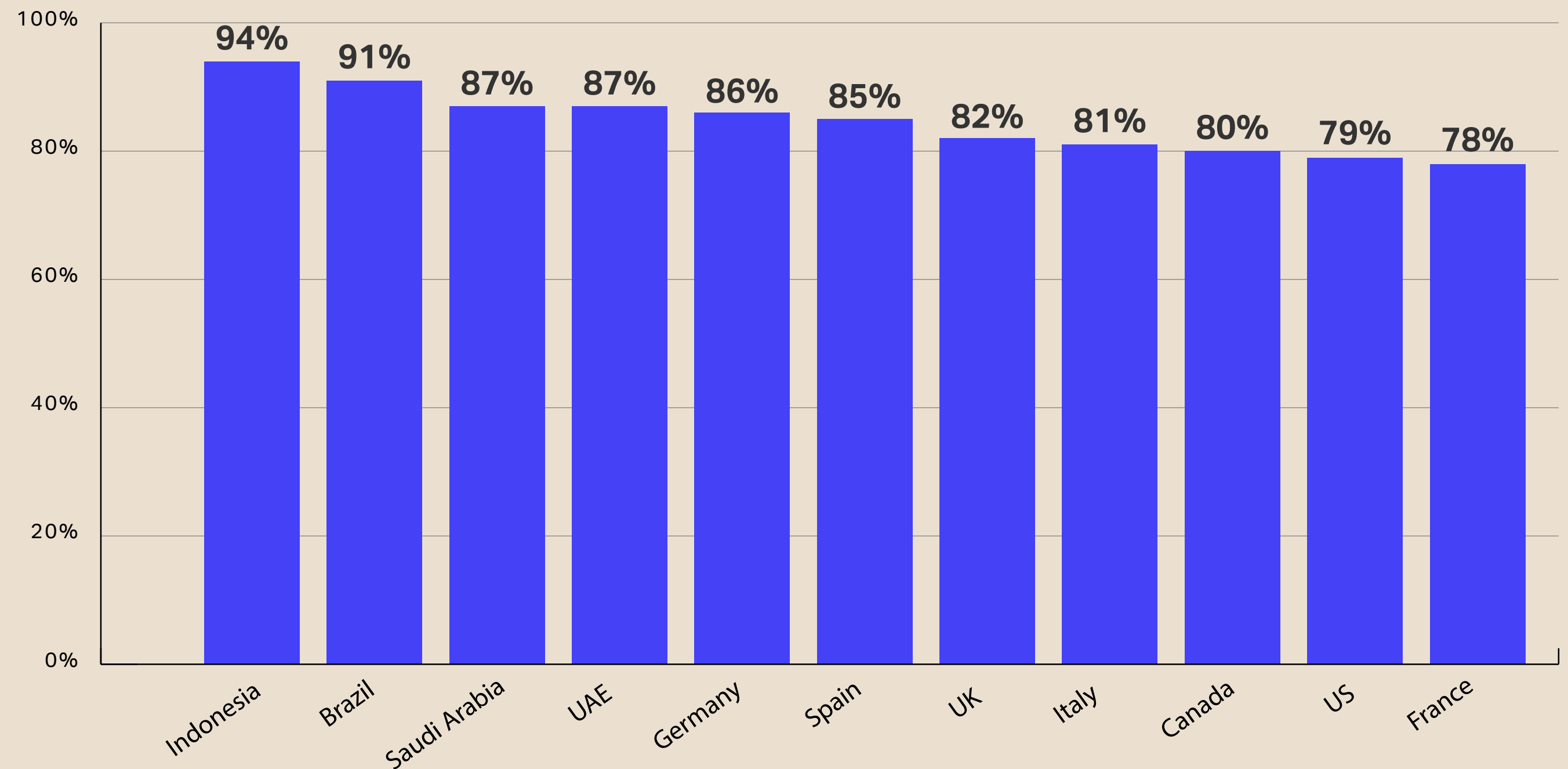
The pandemic has shifted more and more of our daily activities online, so that a social media presence is no longer optional for brands, it's a necessity.

Based on our research, 78% of consumers are now accustomed to spending more time interacting with people and brands through virtual social channels, and this behaviour is here to stay. Agreement was universal across demographics and highest among older consumers, reaching 81% for 35-45s and 73% for 18-24s.

This increased online presence is leading to shifts in buying behaviour.

Social commerce is developing at warp speed: on average 85% have purchased a product or service after seeing it advertised or reviewed on social media. This number is high globally, ranging from 94% in Indonesia to 78% in France.

Those who have ever purchased a product or service after seeing it advertised or reviewed on social media



G1. Have you ever purchased a product or service after seeing it advertised or reviewed on a social media platform?
Base: all respondents, n= 2,230. Platforms included: TikTok, YouTube, Facebook, Instagram, Snapchat (Kwai for Brazil).

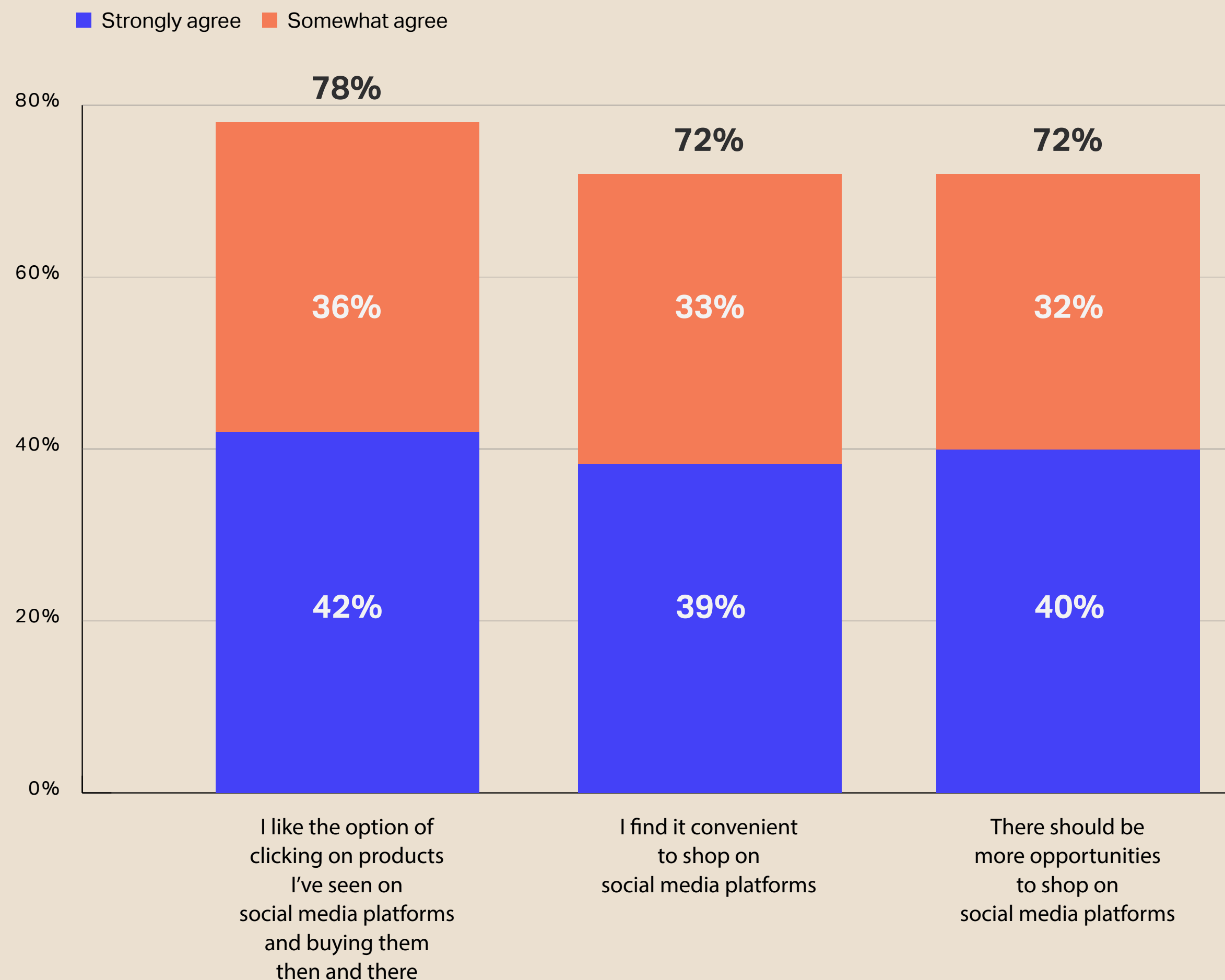
Social communities as ‘sticky ecosystems’

Social platforms have become “huge, sticky ecosystems”, observes Helen Lin, Global Chief Digital Officer, Publicis Groupe. They bring together opportunities around content, marketing and commerce as well as customer service.

The interaction between community, shopping and entertainment puts consumers in a more receptive state, with the best content creating an emotional trigger that makes people want to participate and be part of the groundswell, whether by posting, engaging or purchasing.

Users congregate around shared interests that transcend age groups and demographics, and brands can take advantage of this.

Openness to shopping on social media



G3. To what extent do you agree with the following statements about shopping on social media platforms?
 Base: all respondents, n= 2,230. Platforms included: TikTok, YouTube, Facebook, Instagram, Snapchat (Kwai for Brazil).

This equates to a major test and learn phase

On TikTok, 80% of users say the platform helps them get ideas about brands and products they'd never thought of before, and this extra boon is accelerating consumer migration online.

Brands, platforms and creators have responded by speeding up developments that make the most of community commerce opportunities.

The key for brands is to be willing to test and learn in a fast-changing environment. A successful approach to all types of social commerce is one that combines experience and transformative tech with the tools and capabilities to iterate rapidly.

Crafting a successful community commerce strategy will also require many brand owners to make a shift away from the kind of control-centric marketing approach that has become commonplace and instead prioritise influence, with the involvement of creators.



The industry view



TikTok is a fun place to continually test and learn. Its algorithm is identifying the customer and finding the right people to reach. But the same algorithm that helps a post to go viral can make it fall flat, so we are all learning.

Ryan Hartsfield, Director, Social Media, Monster Energy



Like many companies, we saw and benefitted from the shift to online and increased our spend to reflect the increased penetration of e-commerce, because we know that's where the consumer is.

Kevin Shapiro, Senior Vice President, US Marketing – Consumer Beauty, Coty



The intersection of community, shopping and entertainment is what's really different about TikTok. I can move from being entertained by my favourite creators into a shopping moment – or telling my friends about it or sharing it – pretty easily.

Amy Lanzi, EVP, North America Commerce Practice Lead at Publicis Groupe



Development for the social platforms has sped up, not just to bring fully functional new features, but also to test and learn a lot more aggressively than in the past. We as consumers have been conditioned to make purchases as seamlessly and as quickly as possible, and social has done a great job of facilitating those interactions.

Jeremy Cohen, VP, Head of Global Content Partnerships, Publicis Groupe

Chapter takeaways

1.

The pandemic has accelerated online activity, and consumers increasingly want and expect to be able to shop on social.

2.

Boundaries between community, shopping and entertainment are blurring, making social media a space where brands can fit seamlessly into the experience.

3.

Social commerce is in a fast-moving test-and-learn phase for both brands and platforms, favouring those who are willing to experiment.



Chapter 2

Discovery and inspiration disrupt the path to purchase



Adapting to behaviours where journeys are no longer linear

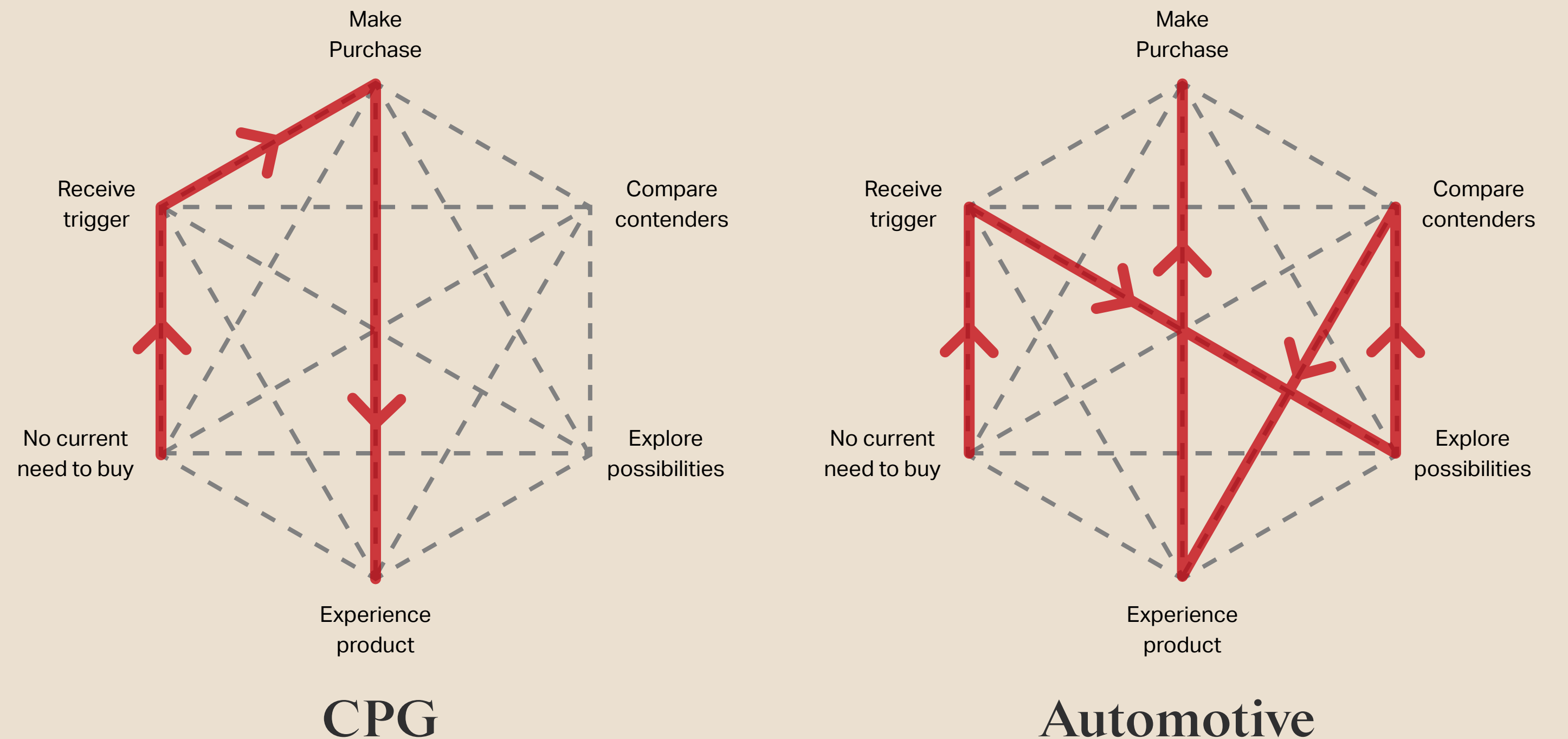
As Amrita Randhawa, CEO of Publicis Groupe South East Asia, explains: "The linearity of the shopper journey has completely come into question. To my mind, there is no such thing because discovery, research and purchase can all happen at the same time."

New research and theory support the idea that a linear purchase funnel is outdated and inappropriate.

Earlier this year James Hankins authored the Hankins Hexagon on WARC, which presents a much needed and flexible model to analyse and optimise the path to purchase, highlighting how decisions are made differently by categories.

Identifying these common pathways and the right platforms is key to increasing the probability of purchase within your category.

Paths to decision making in CPG vs. automotive



Source: The Hankins Hexagon: A new practical model for the path to purchase.

Stimulating attention to drive outcomes

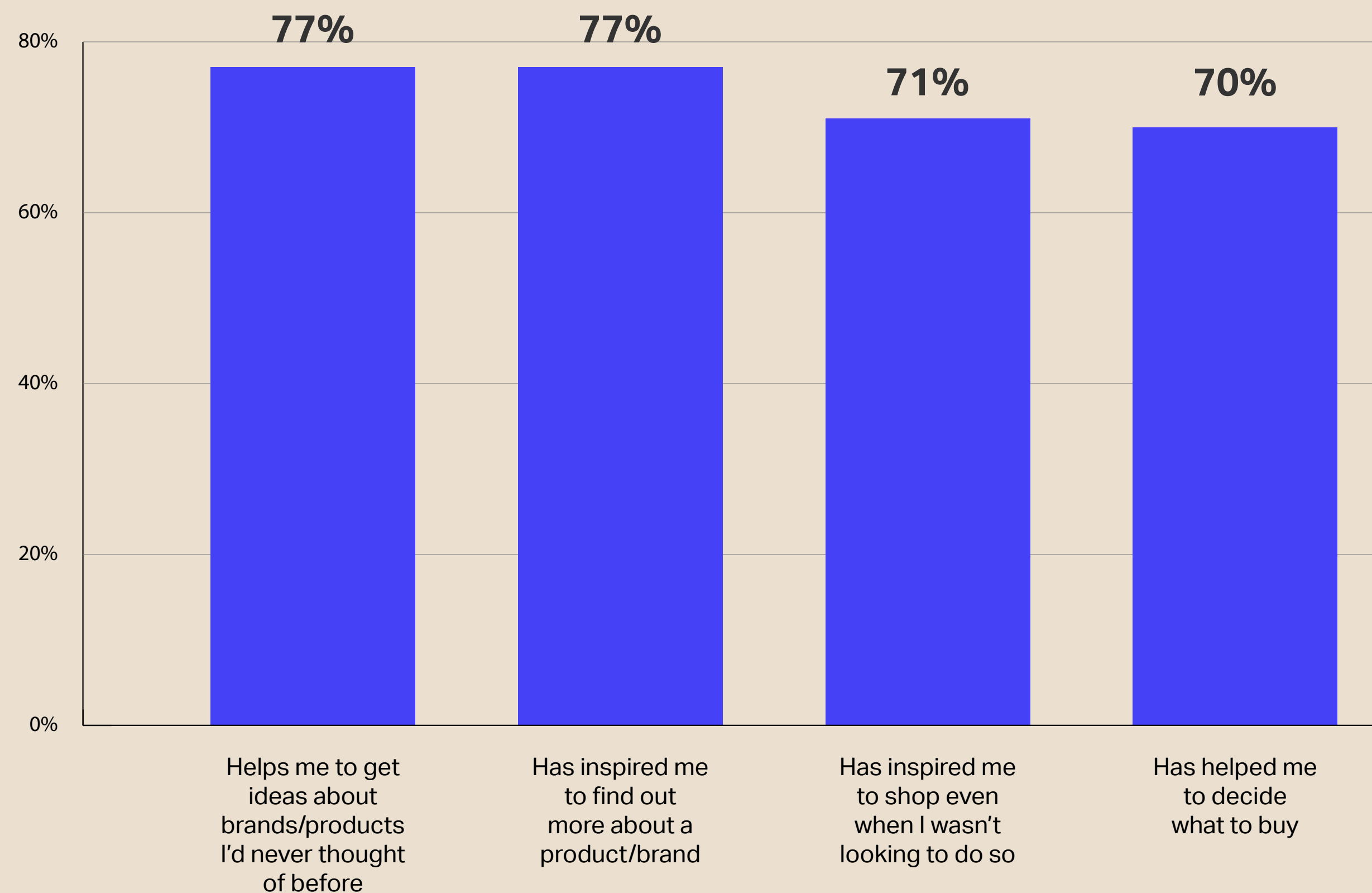
More than 70% of consumers agree that social media platforms have inspired them to make purchases, even when they weren't looking to shop.

The all-important discovery moment presents a meaningful opportunity for brands to convert a user to purchase, whether planned or unplanned. This is where the power of community again comes into play, driving engagement and social proofing in a way that stimulates decision-making.

Social media platforms across the board are inspiring users, giving them ideas about brands or products they'd never heard of before and motivating them to find out more.

On average 77% of consumers say that social platforms help them get ideas about brands and products they'd never thought of before. This is higher for TikTok at 80%.

Product discovery on social media



D5. Thinking about [social media platform] specifically, how much do you agree or disagree with the following statements? Base: all respondents, n= 2,230. Figures represent the average agreement across all platforms surveyed: TikTok, Facebook, Instagram, YouTube, Snapchat (Kwai for Brazil).

Importance of creativity in capturing your audience up front

When every post is just one thumb scroll away from losing a customer, images and sounds need to have an immediate appeal if they are going to break through on social media.

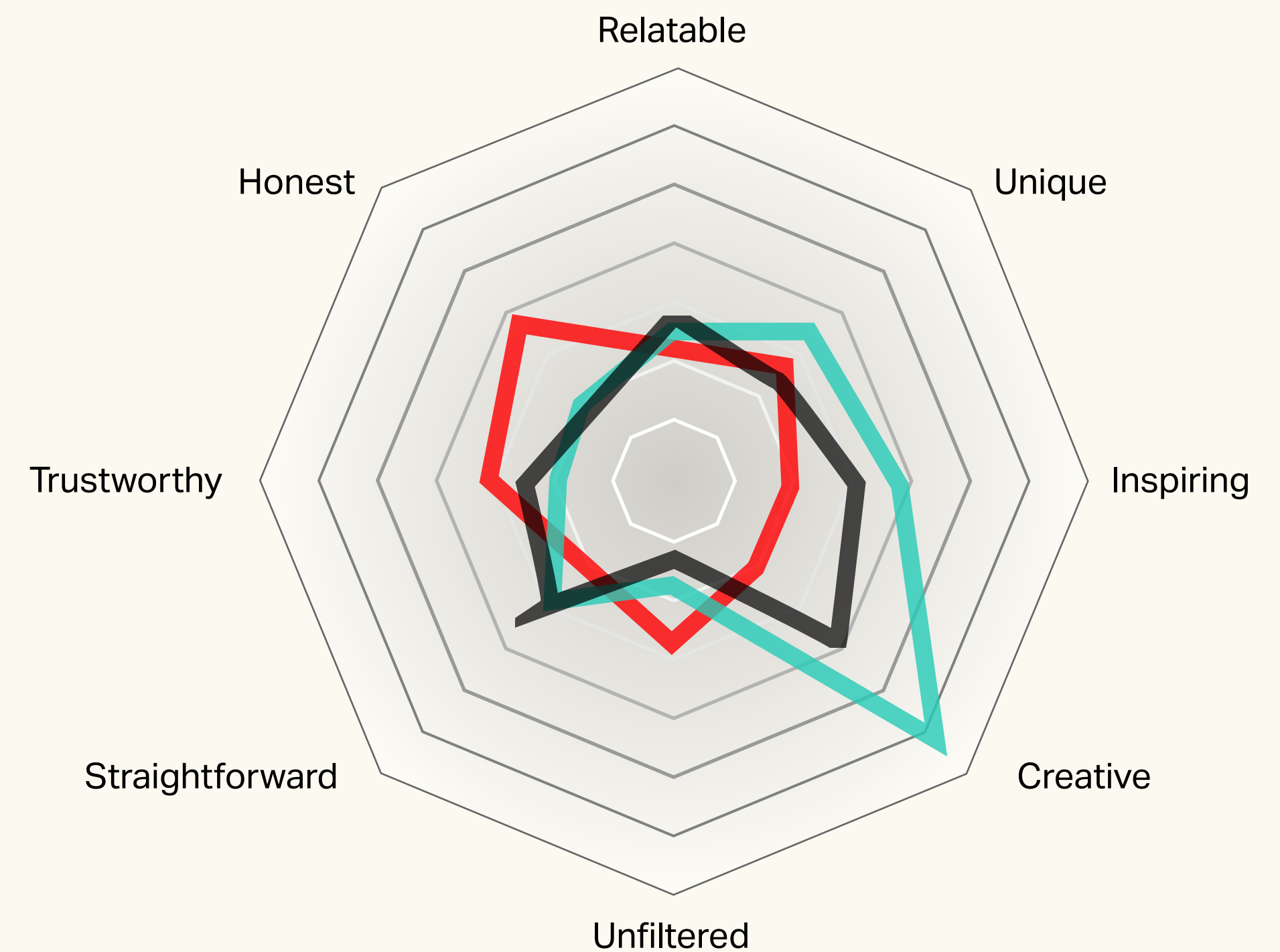
The right soundtrack and the right image, delivered in a format that's native to the platform, are key to helping consumers discover new products. Brands should be more visually driven to build trust.

Authenticity for brands means being more human – displaying enthusiasm, integrity, intention and intimacy. Content can be relatively inexpensive and the price barrier to entry is low.

Jeremy Cohen, VP, Head of Global Content Partnerships, Publicis Groupe, says:

“The creative element is what lures a potential customer in... and is the ultimate determination of success.”

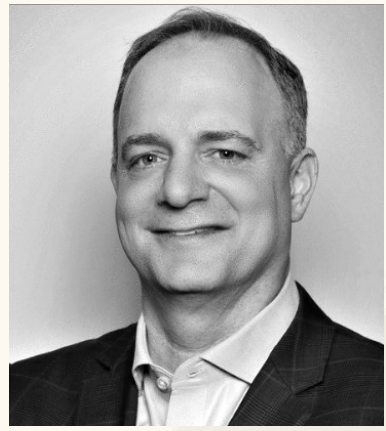
Image perceptions of authenticity and image associations with social media platforms



- Associate with authenticity as an image statement. (eg: what authenticity means to them).
- Image statements consumers associate with TikTok.
- Image statements consumers associate with other social media platforms.

Source: TikTok Marketing Science Understanding Authenticity, Happiness and Joy 2021.
Research conducted by Flamingo Group.

The industry view



Social media is clearly bringing the discovery and inspiration phases closer together, and has shown the potential to truly impact the unplanned purchase decisions.

John Dillon, Executive VP, Chief Brand Officer, Denny's



The funnel has been collapsed and impulse buying is at an all-time high; people are spending more time on social media platforms, so why not go where the consumer is?

Ryan Hartsfield, Director, Social Media, Monster Energy



If I have only a few seconds of attention span, the branding needs to work alongside the sales element. You are not going to do social commerce by first doing a 30 second TV commercial and then retargeting with a 20% off. That doesn't exist anymore.

Uwe Roschmann, Managing Director, Digitas Pixelpark Germany and Head of Social Commerce, Publicis Groupe Europe



Digital commerce has evolved to become a much richer and more exciting experience more akin to shopping in the real world – browsing products, recommending them to friends – being able to 'shop the look' at the click of a button or overlay a virtual sofa in your living room. The possibilities are endless; this is an incredibly exciting space where we'll only see more and more innovation.

Jonathan Lewis-Jones, MD, Publicis Commerce



Social is about the serendipity of discovery; I think that's where social delivers its magic. It's a highly curated experience and personalised feeds really help that discovery.

Cristina Lawrence, EVP, Marketing Strategy & Social Discipline Lead, Razorfish



Some clients and brands consider us social, but we think we are more about entertainment and discovery. TikTok is a highly engaging platform, it provides a tangible value to consumers and it's also time well spent. Time well spent with relevant content can often lead to unplanned purchases.

Jorge Ruiz, Head of Marketing Science, TikTok

Chapter takeaways

1.

Social media has disrupted the purchase journey, rendering the traditional linear model obsolete and opening up new, more spontaneous behaviours that mean every moment is an opportunity for conversion.

2.

In the fast, stimulating online environment, **social media is inspiring over 70% of consumers to shop**, even when they aren't looking to.

3.

Creativity is a key factor in attracting and retaining the audience's attention, helping customers to discover new products and services, and helping brands to stand out from the competition.



Chapter 3

Propelling purchase decisions



The impact of community commerce on decision making

As social media platforms become a destination for entertainment, information and commerce as well as connection, the line between content and commerce is being eroded, leading to more spontaneous and unplanned purchases.

Decision making can be classified in different ways:

A **planned purchase** is a purchase that has been considered and often determined before entering the buying environment, on either a broad or narrow level of planning (e.g. on brand, sub-category or category level).

An **unplanned purchase** is made without advance planning after cognitive evaluation of the purchase rationale and is a result of exposure to product stimuli, which have reminded the shopper about habits, wants or needs.

An **impulse purchase** is made without advance planning with high emotional activation and lack of cognitive deliberation driven by overwhelming force from the product that can be explained by the hedonic nature of the purchase.

Community commerce naturally lends itself to more emotional reactions. The nature of the content – which often focuses on human interaction, a clear sense of time and place, and meaningful relationships – has the potential to drive immediately impactful behaviour. The nature of engagement and stimulation through community commerce presents a powerful opportunity for brands looking to achieve growth via unplanned purchases.

Source: Definitions of planned, unplanned and impulse purchases from [QuickTok: TikTok as a place of Unplanned & Impulse purchases](#)



Planned purchase



Unplanned purchase



Impulse purchase

Social communities driving purchase

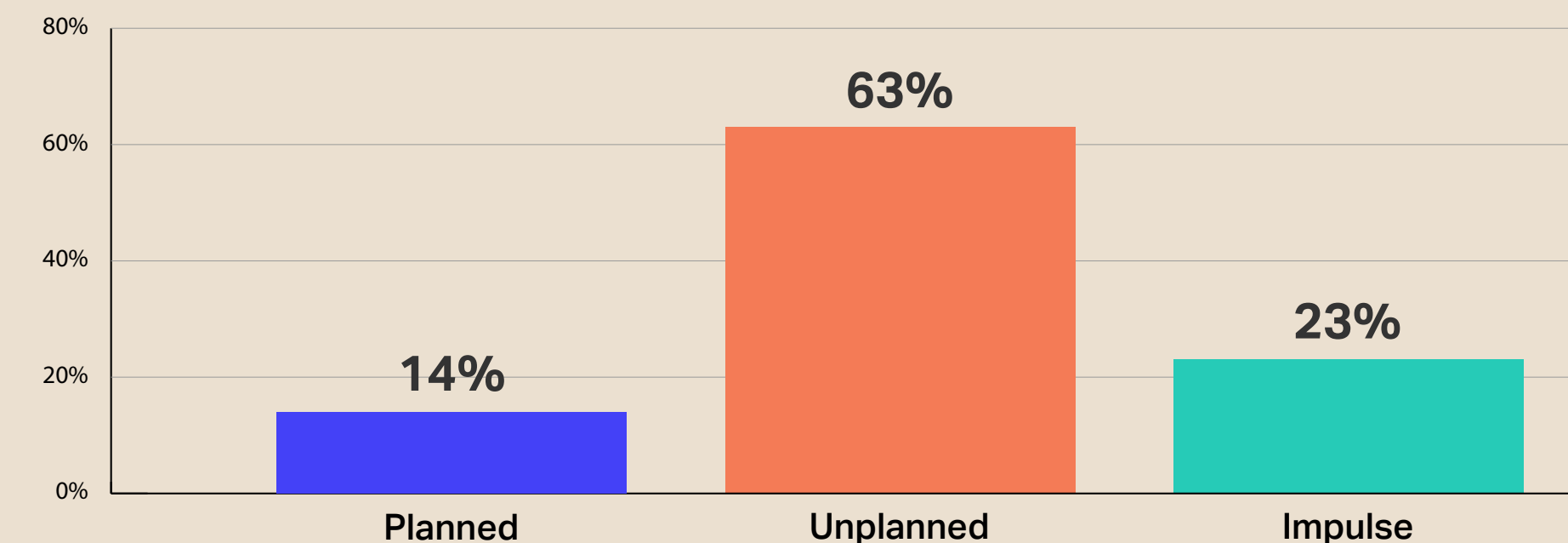
Social media can now offer a seamless experience that takes brands from discovery to purchase with the scroll of a thumb, without leaving the platform. Users increasingly expect and demand the immediacy of this option.

Our recent global survey showed that across social media platforms, on average just 14% of purchases were planned, in contrast to 63% for unplanned or 23% impulse. This demonstrates the clear impact of social environments on driving results.

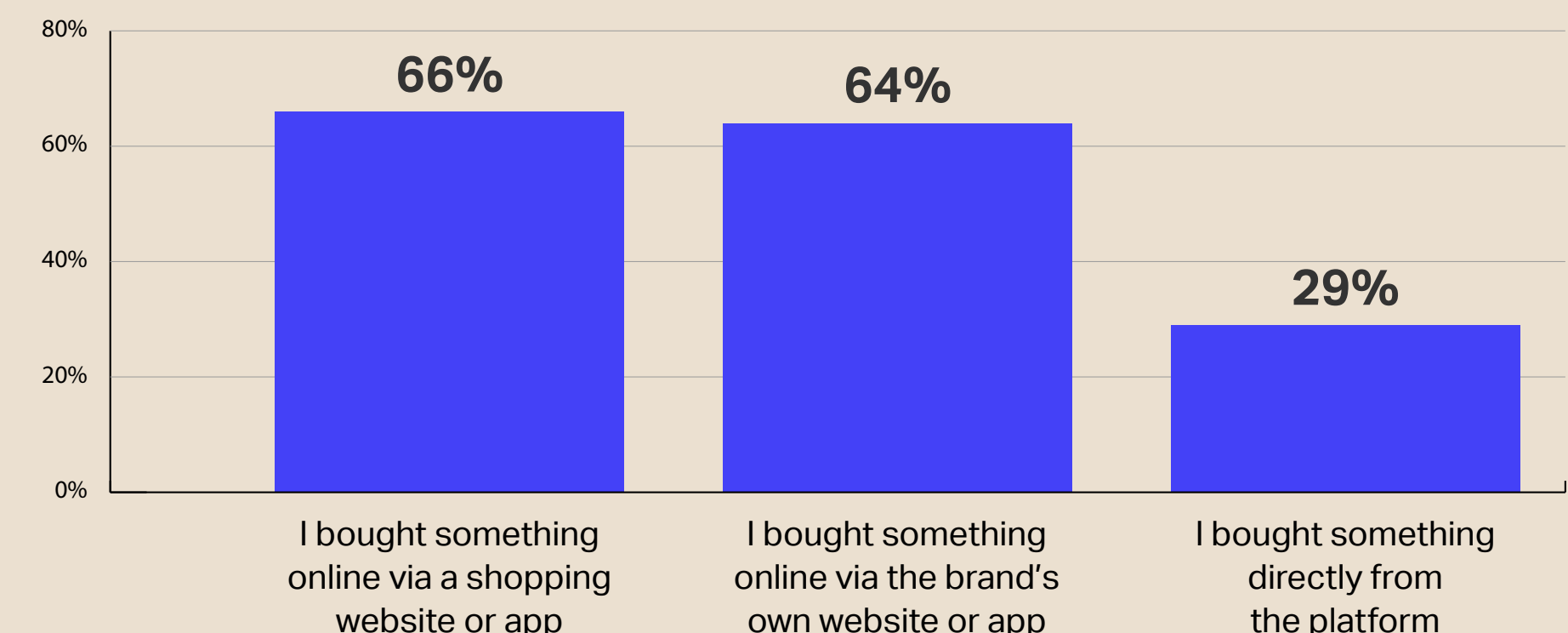
This again points to the opportunities for brands looking to leverage communities in order to sell products. By engaging the audiences and collaborating with creators, brands aren't just placing themselves in front of people anymore, they're becoming part of communities, and that drives action.

Ease of conversion is also key to this success, and brands are working with platforms to make the purchase process as seamless as possible in order to keep improving results. Beyond capturing consumers' attention, platforms are also focusing on their storefront propositions to enable brands to maximise the opportunities for native commerce.

Planned, unplanned and impulse purchases on social media



How online purchases were made, after seeing the product on a social media platform



D9. Thinking about the last product you bought in the [CATEGORY NAME] category, please rate how much you agree or disagree with the following statements?
 Base: all respondents who bought a product online in the beauty & personal care, food & drink, luxury, automotive/cars, and fast food categories, n= 536.
 D2. You mentioned that you bought something on [social media platform] online. Thinking about the product(s) you bought, which of these have applied?
 Please tick all that apply. Base: those who have bought something they saw on [social media platform] online: n=1,539. Figures represent the average agreement across all platforms surveyed: TikTok, Facebook, Instagram, YouTube, Snapchat (Kwai for Brazil).

All categories are impacted by the collapse of the funnel

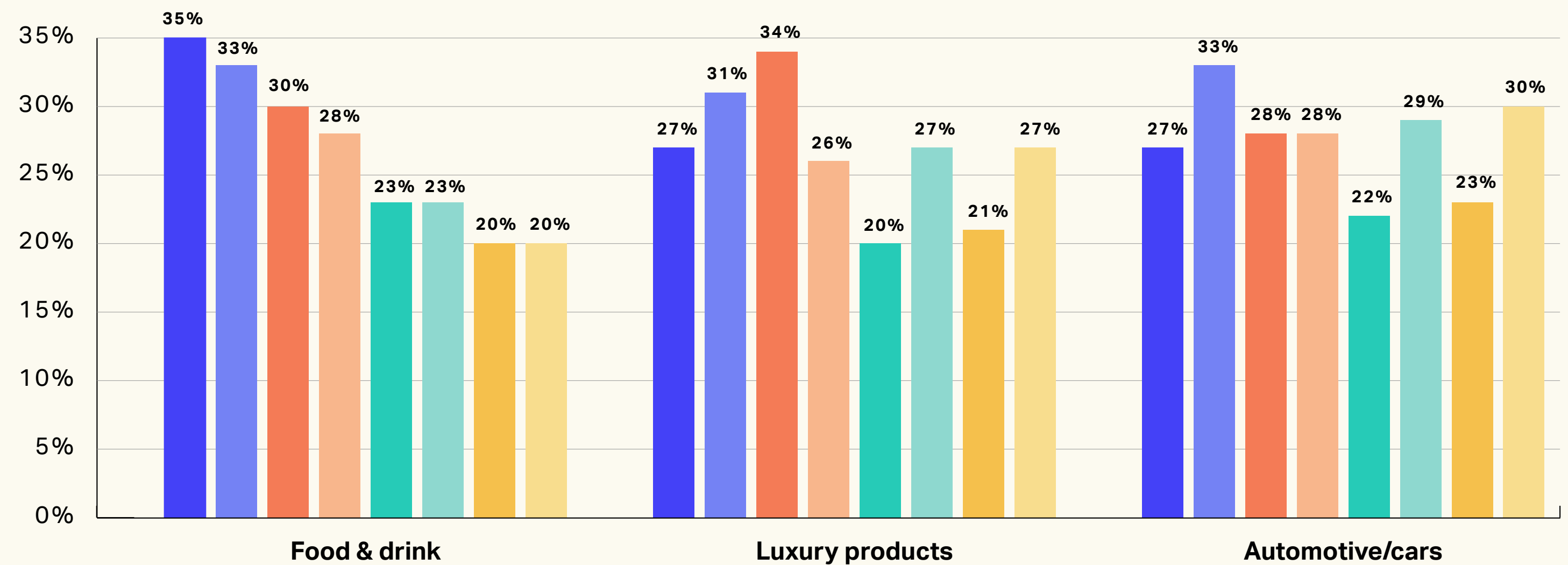
Clothing, accessories, beauty and personal care are the most frequently bought categories following discovery on a social media platform. However, higher value items such as luxury goods and automotive are also well-suited to the discovery phase, which builds the conversation within a community, and then goes on to encourage in-store visits or offer test drives.

Discovery patterns on TikTok vary between age groups: 35-45 year old consumers are more likely to discover consumer electronic brands, while luxury and automotive brands are most likely to be discovered on TikTok by the 25-34 age group. 18-24 year olds are more open to social discovery of clothing/accessories, gaming, and fast food brands than older consumers.

We make purchasing decisions differently by category. Food and drink are more likely to inspire unplanned purchases, with TikTok's For You feed and trending videos playing the biggest role in discovery. For higher value luxury products, videos from popular creators play the major part in decision making.

Channels for brand/product discovery on TikTok

- Video on the 'For You' feed
- Trending video
- Video from popular creator/influencer
- Video from profiles you follow
- A TikTok challenge
- An ad
- A tutorial or how-to video
- Video from particular brand/company



D7. Which of the following on TikTok led you to discover more about these categories? Please select all that apply.

Base: those who have discovered new brands/products in the food & drink, luxury and automotive/cars categories; n= 989 food, 461 luxury, 303 automotive/cars.

The immediacy of livestreaming

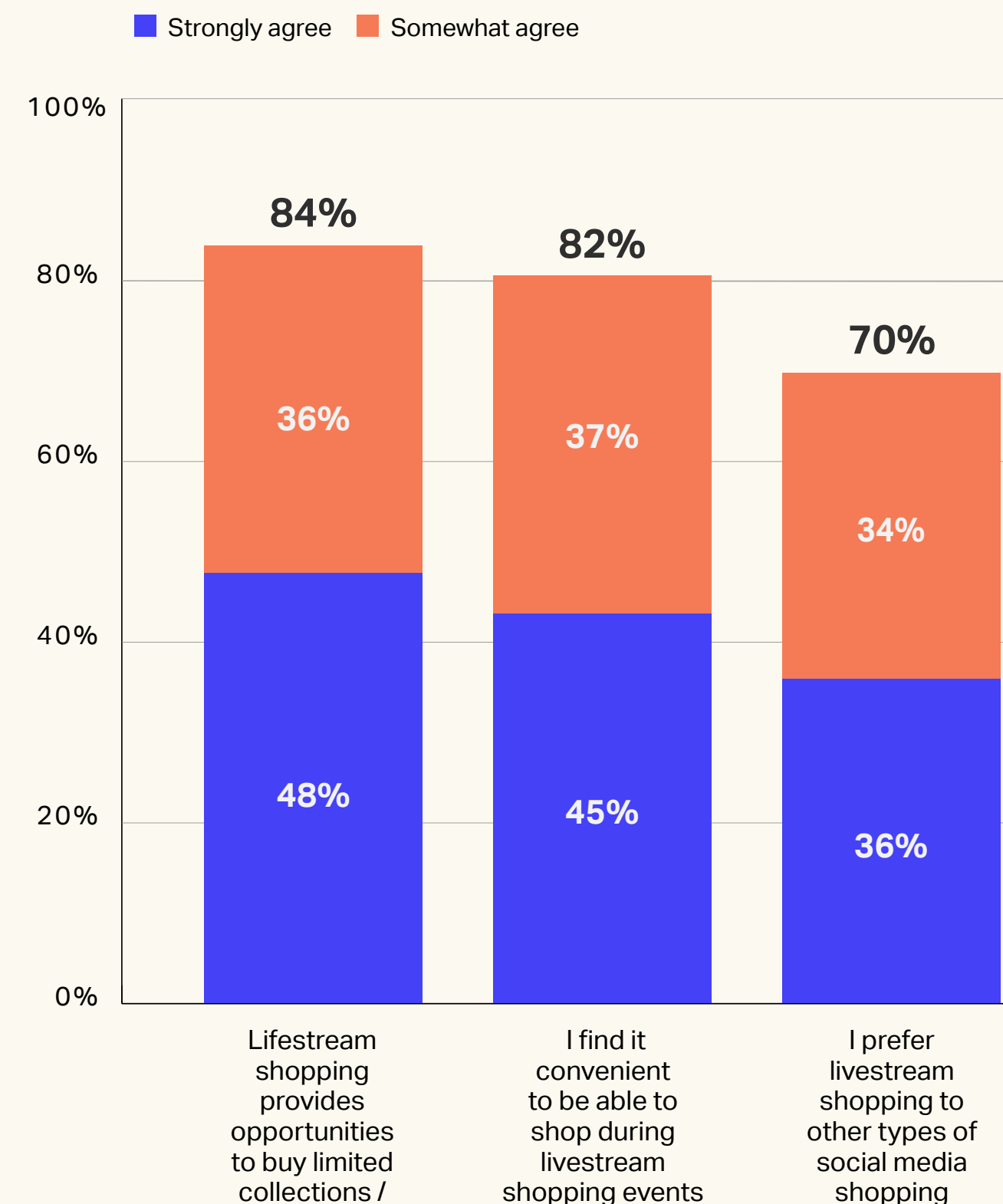
Livestreaming is still in its infancy in most parts of the world, but consumers are already demonstrating a preference for this approach, which represents the ultimate shortening of the funnel.

Creators play a vital role in this key driver of shoppable media growth. Live shopping integrates live product demonstrations, live Q&As, time-limited price promotions, live negotiations, and instant ordering.

Of those who have made a purchase from a livestreaming event on social media, 84% agree that livestream shopping provides opportunities to buy limited collections and editions; 82% find it convenient, and 70% prefer livestream shopping to other types of social media shopping.

Livestreaming needs to be adapted for different markets, adjusting to focus on relevant elements like entertainment, rarity or scarcity. Local and cultural preferences have a significant impact on the types of entertainment and retail opportunities that resonate best with customers.

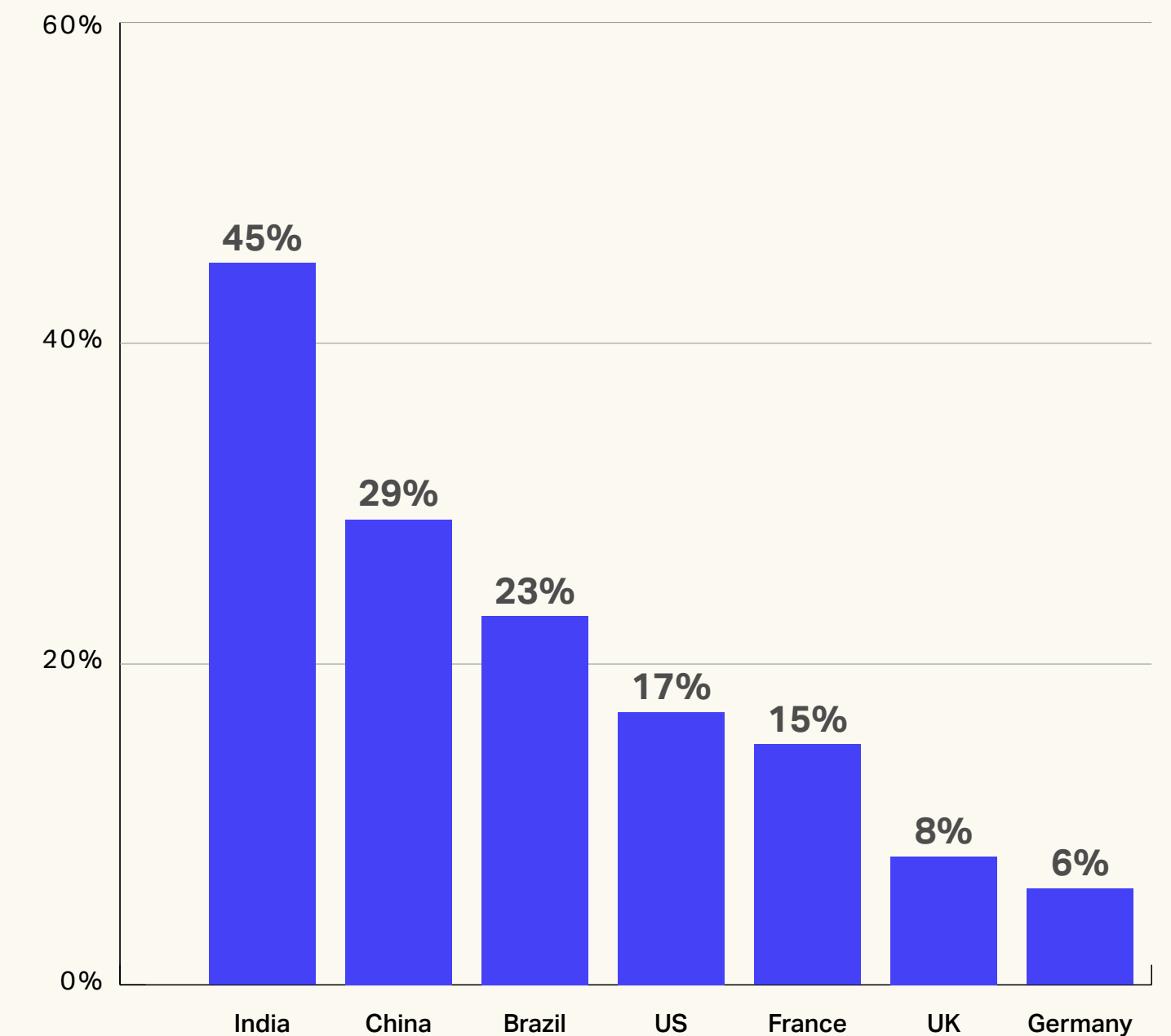
Consumer opinion on livestream shopping



G5. To what extent do you agree with these statements about Livestream shopping on social media? Base: those who have bought a product from a Livestream shopping even on social media, n= 1,066. Platforms included: TikTok, YouTube, Facebook, Instagram, Snapchat (Kwai for Brazil).

Global, livestream consumption

Frequently watch livestreams of influencers, % of internet users



Note: Based on survey of internet users aged 16 to 64 across seven countries (Brazil, China, France, Germany, India, UK and US). (n=8,001) September 2020. Question: Do you watch live streams from influencers on social media? Source: GlobalWebIndex, WARC Data.

The industry view



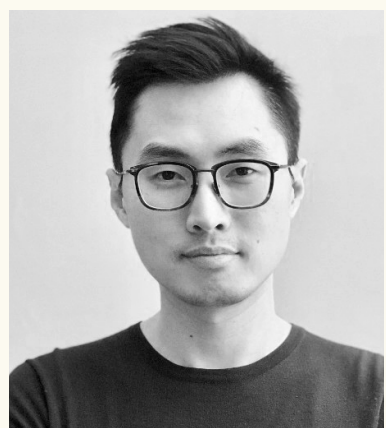
It's hard for me to think about a category not well suited to social media. It's really a matter of looking at how: whether, for example, visuals or video work best for a particular product.

Kevin Shapiro, Senior Vice President, US Marketing – Consumer Beauty, Coty



Beauty and fashion are definitely leaders in social media. They have done an incredible job, and because of the success that they have seen, the more expensive brands are following.

Daniela Mercado, Head of Media Mobile Marketing, Samsung Electronics America



TikTok humanises the shopping experience. It invites users to be part of a moment. Sometimes it's illogical and that's fine – why should it be logical? It's people-based marketing. We see everyday people have the power to influence shopping behaviour all the time on the platform and that's what makes this truly unique.

Jiayi (Ray) Cao, Managing Director, Global Head of Product Strategy and Operations, TikTok



Livestreaming epitomises the emotional aspect of social commerce. It's about being part of a community and a groundswell and it creates urgency, so really it's a marketer's dream in terms of bringing together discovery and conversion.

Helen Lin, Global Chief Digital Officer, Publicis Groupe



Consumers now expect instant gratification when a purchase decision has been made; the key risk to a brand is if that decision to purchase is not followed by a seamless checkout experience. The pandemic will end at some point, but consumer habits and expectations born out of COVID will persevere; social platforms recognise this new reality and are at the forefront of delivering intuitive, seamless shopping experiences for brands and consumers.

Jeremy Cohen, VP, Head of Global Content Partnerships, Publicis Groupe

Chapter takeaways

1.

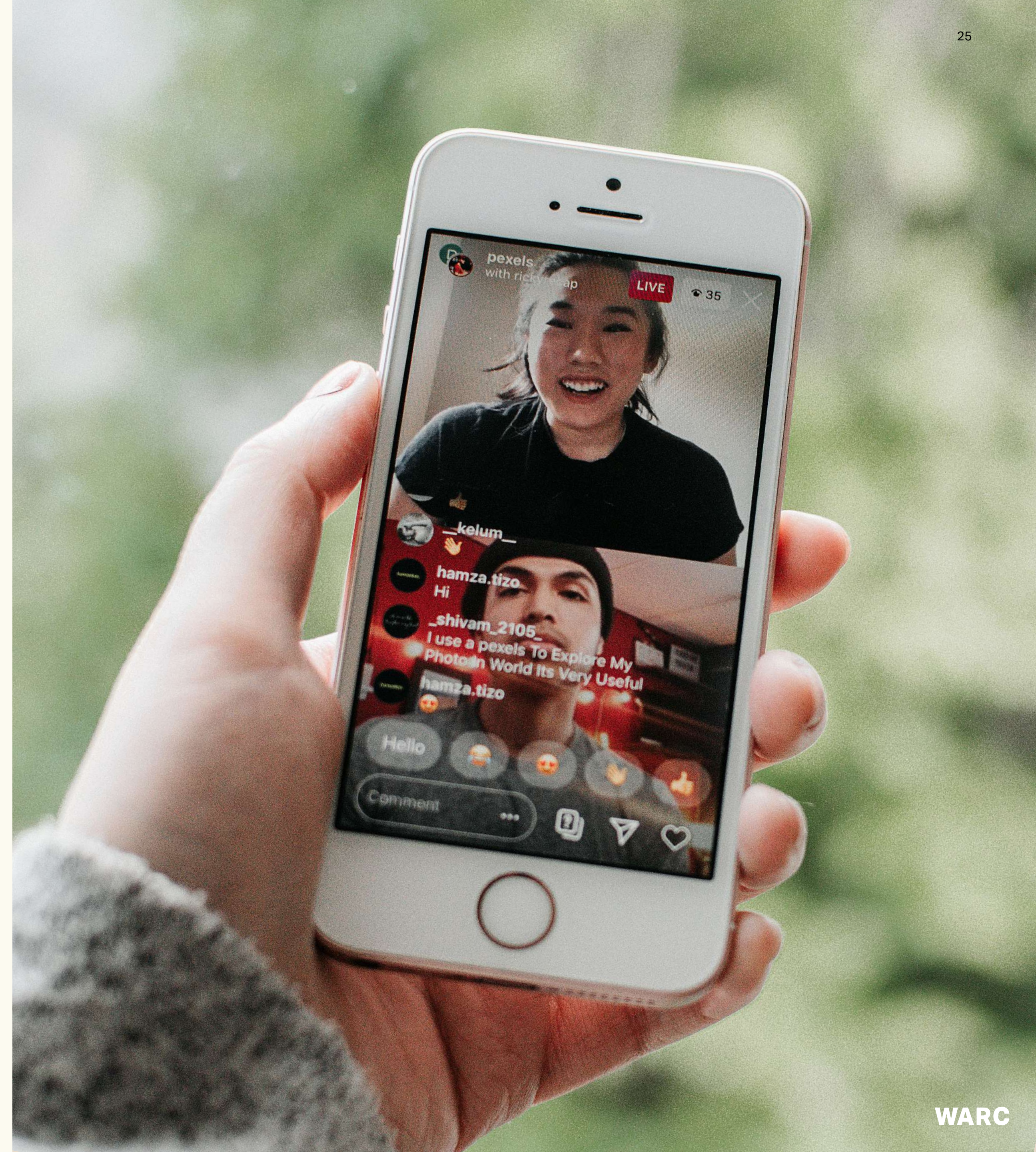
Social media's role as a connector makes it an ideal place for brands to reach their audiences. Consumers are open to commerce and the unplanned, serendipitous element of social discovery thrives when brands facilitate a seamless purchase experience.

2.

The success of the social commerce pioneers is broadening the type of brands that actively pursue retail on the platforms. Where beauty, clothing and accessories led the way, luxury and automotive are following.

3.

As technology and marketing techniques become more sophisticated, **livestreaming is taking off** as a way to inspire audiences by combining commerce, entertainment and community in an interactive experience.



Chapter 4

New ways to tell brand stories



The role of content creators

Content creators play a vital role in social commerce. They boost product discovery (78%), educate and inform (76%), and inspire their audiences to try new products (73%).

The most authentic and organic commerce is driven by creators, who are considered more interesting than celebrities by 72% of respondents. However, the size of their following still plays a role, with 62% claiming that they pay more attention to content creators with a large following.

In response, social platforms are introducing new tools. Developments in affiliate marketing, and new storefronts that allow creators to sell merchandise through their own channels, are helping creators to monetise their personalities and the followings they have built.

It is vital for brands to build a meaningful relationship with creators, allowing them the freedom to express the unique, authentic voices their followers expect. Creators know the platform best and will find their own way to make a brand relatable.

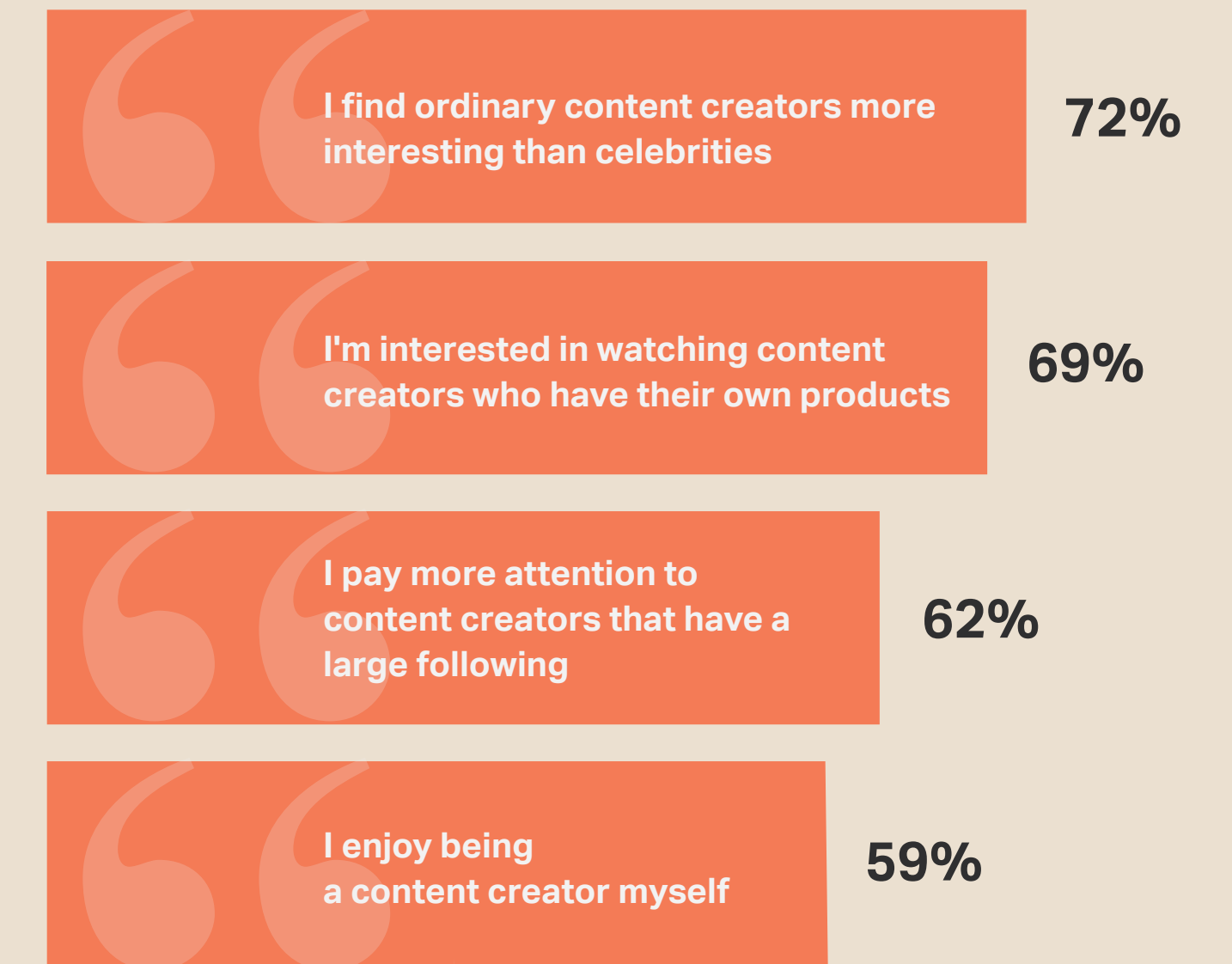
For more read:

[The WARC Guide to brands and the creator economy](#)

Consumer opinion on content creators



Types of content creators interested in



CC1. Thinking now about content creators, to what extent do you agree with the following statements?

Base: all respondents, n= 2,230. Figures represent the average agreement across all platforms surveyed: TikTok, Facebook, Instagram, YouTube, Snapchat (Kwai for Brazil).

Based on those that 'Strongly agree' or 'Somewhat agree'

The uniqueness of community

Brands have been highly democratised by social media, meaning that users can become fans and evangelists on a grand scale – although it can leave them exposed to criticism if they are seen as inauthentic.

Building a sense of community around your brand, with and without creators, will open it up to a much wider, more committed audience. This is true of established brands like Nike and Lululemon as well as new e-commerce start-ups.

The way for brands to build a community is to support and educate followers: make funny and entertaining content, demonstrate what you stand for, invent new memes and challenges, and share information.

Across platforms, 70% say that conversations and comments feel open for anyone to join, and 68% of users say that they feel part of a network of people with shared interests. TikTok's unique sense of community means that 74% of its users agree that browsing content on the platform helps them to feel close to the latest trends, memes and challenges, compared to the average of 71%.

Community is the new version of word-of-mouth, and the opinions of your fellow followers can boost or block sales. Belonging, information-sharing and demand for a product are all stimulated by the powerful influence that community can wield.

Sense of community – agreement across platforms



M1. When you spend time on [social media platform], to what extent do you agree with the following statements? Base: all respondents, n= 2,230. Figures represent the average agreement across all platforms surveyed: TikTok, Facebook, Instagram, YouTube, Snapchat (Kwai for Brazil).

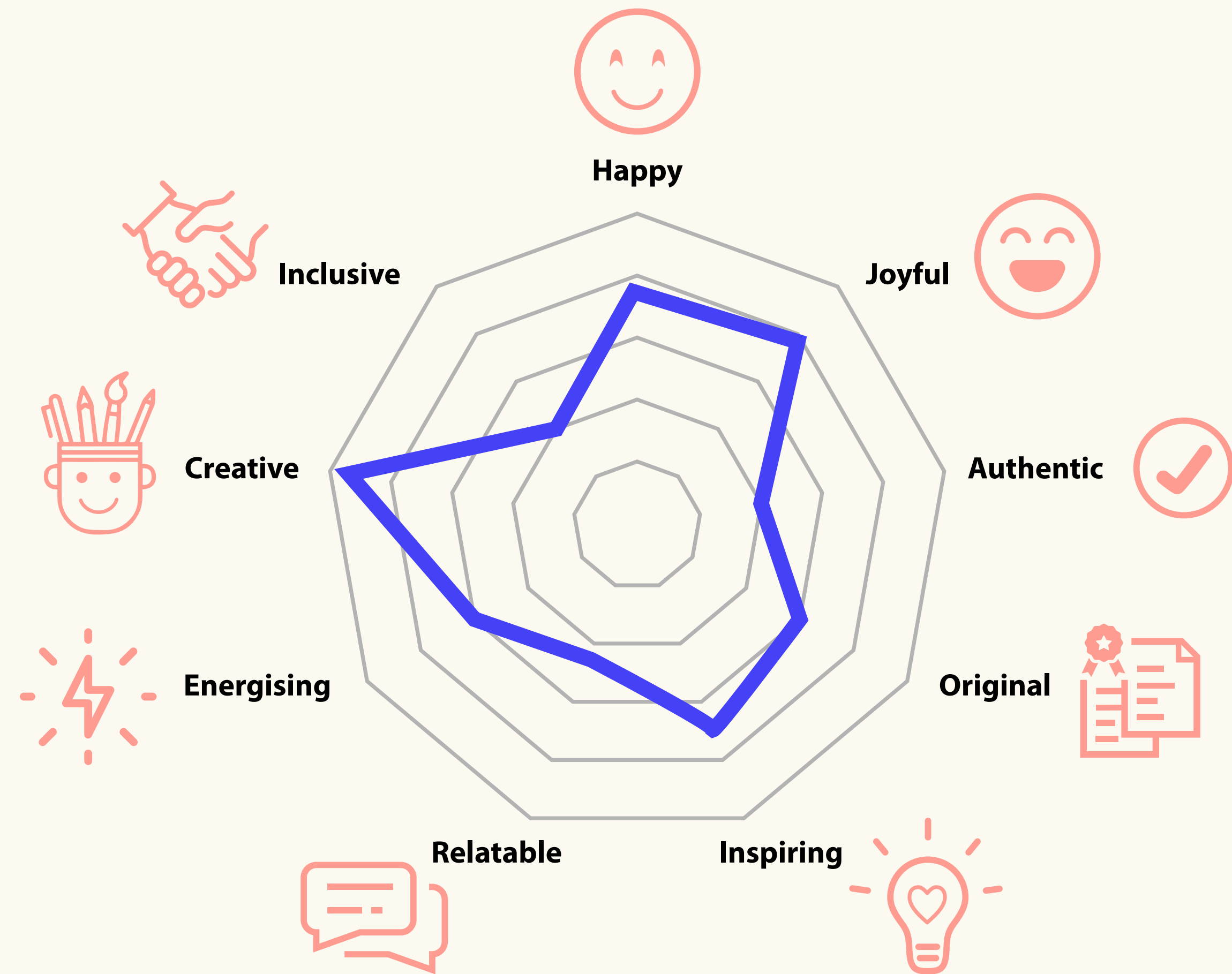
Staying true to the nature of the platform

Brands and creators are at their most successful on social media when they fit authentically into the environment by creating bespoke, tailored content that feels native on the platform. If they remain in step with creators and communities, brands can build a strong competitive advantage.

For example, TikTok is seen as more joyful than other platforms – its top five rated attributes are creative, joyful, happy, inspiring and original – and its audiences expect to see content that fits with these values.

By remaining true to the spirit of the community and allowing an unfiltered energy to shine through, brands can spark collective participation.

Words that fit with TikTok



P1. Which, if any, of these words and phrases do you think fit with TikTok? Select all that apply. Base: all respondents, n= 2,230.

The industry view



The role of content creators and influencers is paramount to what we do. Keeping it real, keeping it genuine, keeping it authentic. At the same time the creative should be based in that community. Don't do ads, do stories. That's really the magic we see and that's why platforms like TikTok have the ability to enable brands to get back to being creative and telling stories.

John Dillon, Executive VP, Chief Brand Officer, Denny's



I see content creators as equal partners with the brand and the agency. It can be a lot to ask of a CMO to give up control, but a good creator will take on board the scale of the responsibility to a brand that has been built over the years.

Ali Amarsy, SVP, Global Product Strategy Lead, Publicis Commerce



Feeling you belong to a community and are part of a bigger conversation creates an emotional trigger for people to start that purchase. On every TikTok there's a button that says 'join.' You should not waste that opportunity.

Helen Lin, Global Chief Digital Officer, Publicis Groupe



On TikTok, people think like creators, so they are doing the dances, they are doing the challenges, they are being exposed to new music. I think that brings a lot of positivity and uplifts moods and mindsets. Brands can tap into these active consumers: chat threads are massive, they are almost exponential compared to other platforms.

Ryan Hartsfield, Director, Social Media, Monster Energy

Chapter takeaways

1.

Creators are invaluable for driving the engagement that facilitates community commerce. They boost discovery, inspire their audiences to try new products, and make a brand relatable.

2.

Community is the new version of word of mouth, making it a powerful force for all types of social commerce. Authentic content will build the credibility of both brand and creator, while growing engaged communities.

3.

TikTok is associated with joy, and the best content will foster this feeling, allowing creators the freedom to express themselves in a way that suits their personalities as well as the values of the platform.



Chapter 5

How can these learnings be applied in practice?



Brand owner view



For awareness, TikTok's algorithm is surpassing everything else, it's so smart in the way it expands your exposure to things you didn't know and never knew you needed, like the TikTok yoga pants. On other platforms, the algorithm shows you more of what you've seen and engaged with already, whereas TikTok becomes more of an exploratory platform.

Ryan Hartsfield, Director, Social Media, Monster Energy



We need to remember that people don't go on social to purchase, they go to interact, to check on their friends and favourite celebrities, to engage with content and follow their interests... With great content, be it UCG, the use of influencers, or brand content that's fit for the platform, you give them a great experience, and through that you give them that opportunity to buy.

**Krinio Christaras, Head of Media & Consumer Experience
MENAP, Mondelez International**



It's important to have a seamless experience that means having the least disruption possible between seeing the ad and buying the related product. The ease of shopping – one click and you buy and you're done – that's as critical in your marketing as being targeted and contextually relevant.

Emmanuel Marques, VP, Customer Engagement, Disney Parks Experiences and Products

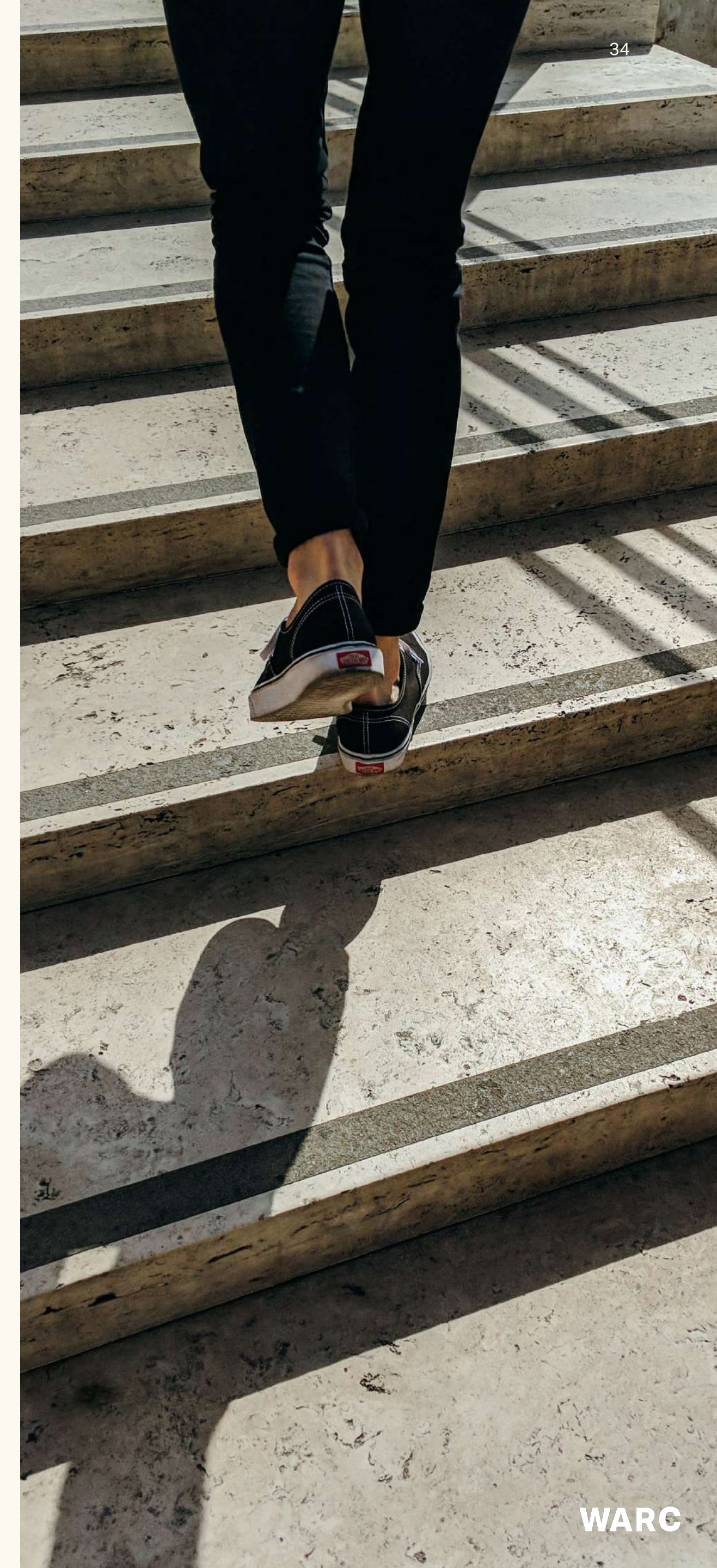


Influencers are really important because they each have their own reason for loving our brands. It's fun to discover why someone is using our products, and we like to elevate and share those voices of discovery because they are authentic and true.

**Kevin Shapiro, Senior Vice President, US Marketing –
Consumer Beauty, Coty**

What does this mean for brands moving forwards?

- 1.** Determine what percentage of your campaign is going to be shoppable. This will keep the focus on making it happen.
- 2.** Customers expect to click and buy instantly. With the right tech stack in place, you will ensure a seamless transition from discovery to purchase, for optimum conversion rates.
- 3.** Social media is a fast-changing environment, and brands need to move fast too, so forget perfection – it will only hold you back. Experiment, and learn as you go.
- 4.** Building a sense of community around your brand opens up the conversation to a broader, more committed and connected audience.
- 5.** Align with the right content creators, based on the audiences you want to reach.
- 6.** Allow content creators the freedom to share your brand in their own way. Creators are pivotal to the success of a campaign; you have hired them for their expertise and their audience, so don't get in the way of that.
- 7.** Brands must stay true to the nature of the platform. Think about the best native behaviour on the platform and reflect that in your own creative execution, in order to hold the audience's attention.
- 8.** Aim for content that is a mix of light-hearted, entertaining, practical and creates an emotional trigger to make users more receptive to your brand.
- 9.** Consumers go to social for entertainment and inspiration. Brands that reflect this will create meaningful discovery moments.
- 10.** All brands have potential to be successful in community commerce, but different categories might require different creative approaches.



Case study:

Little Moons



Objective:

Little Moons, a Japanese inspired ice cream snack, sought to raise mass awareness and engagement with a new young audience.

Solution:

The focus was on compelling and authentic content that, most importantly, felt native to the TikTok experience, driving awareness and demand for Little Moons products on and off the platform.

With a growing and diversifying audience consuming food content on the platform, the popularity of Little Moons soared as the community shared their own creations inspired by the brand.

To reach a wider audience and drive deeper engagement, Little Moons also ran a one-day-only In-Feed ad which displayed organically in the For You feed to deliver a short, sharp burst of entertaining exposure.

Impact:

- Led to a **1,300% increase in sales** in the UK
- **6.7 million** impressions
- **137k** followers

Case study:

Habit



Objective:

HABIT is a new beauty e-commerce brand and its main goal was to increase sales of their SPF misting sunscreen by expanding their audience and igniting their interest.

Solution:

HABIT focused on broadening the conversion through TikTok's algorithm, reaching a larger pool of users and helping to optimise towards the most interested customers. The company kept the conversion campaign, but changed the optimisation event to 'Page View' and performance began to shift.

In addition, HABIT tested an ad format called a 'Boosted TikToks,' which allows advertisers to amplify organic content with paid media. This was the perfect solution for the HABIT team because its organic creative was already performing well on the platform.

Impact:

- The newly launched campaign garnered nearly **1.5 million** impressions with an astounding **86.67% CVR and \$0.66 CPA.**
- **HABIT completely sold out of stock** and the team had to shift operations on the N°41 SPF product to make it available on back-order.

Who we are

At WARC, our purpose is to save the world from ineffective marketing by putting evidence at the heart of every marketing decision.

We believe that effective marketing is based on facts and not opinions.

Since 1985, we've brought confidence to marketing decisions through the most trusted research, case studies, best practice, data and inspiration.

WARC
AN ASCENTIAL COMPANY

Today, we help 75,000+ marketers across 100+ countries.

Our clients include the world's leading brands, advertising and media agencies, media owners, research companies and universities – including the top-five largest agency groups and top-five largest advertisers in the world.

Learn more about WARC Advisory [here](#).

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo.

About Publicis Groupe

Publicis Groupe is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation.

Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 83,000 professionals.

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TikTok
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