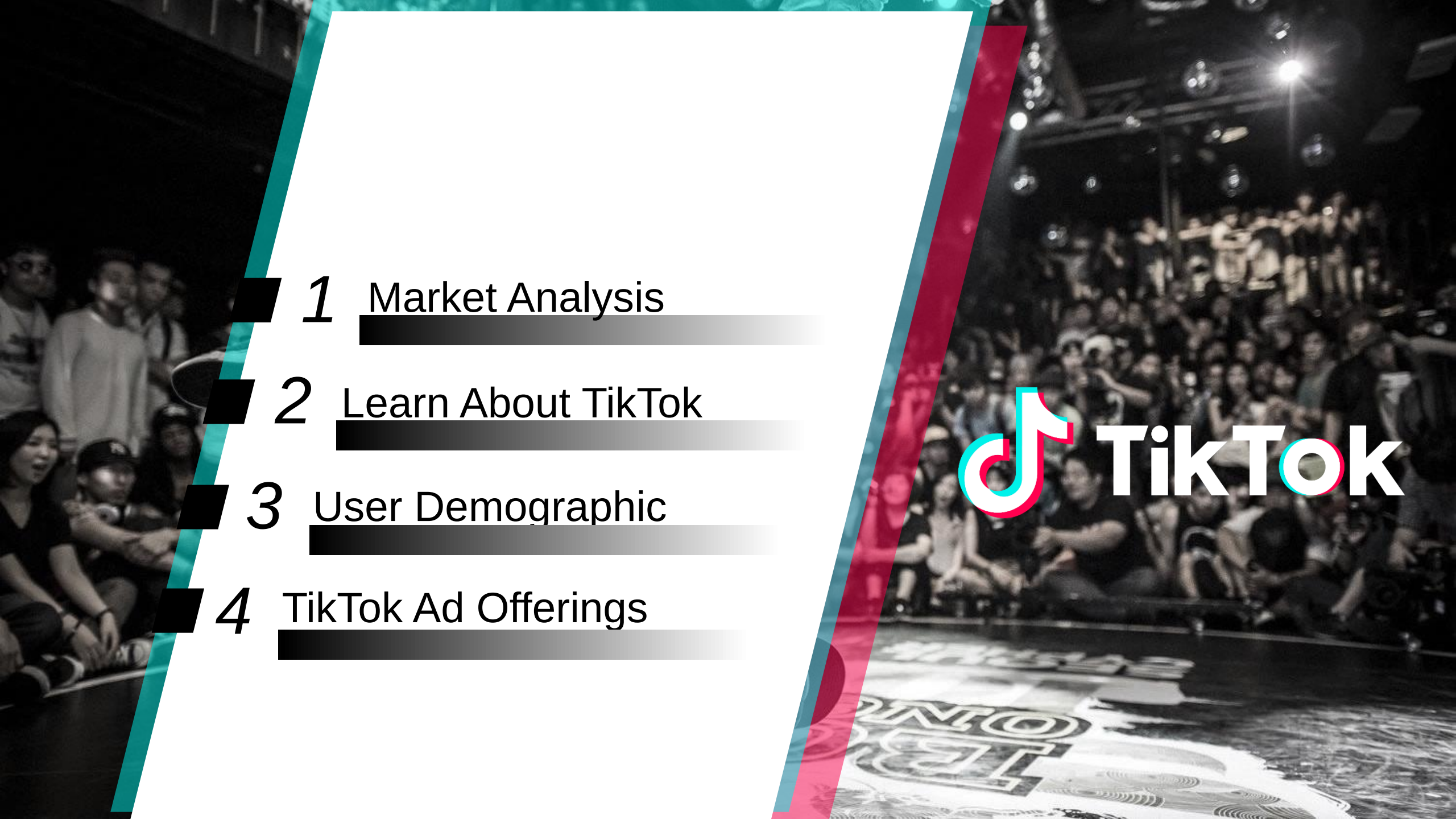
TikTok

MEDIA GUIDE BOOK
- SEA -

Global Business Marketing Team, March.2019



1 Market Analysis

2 Learn About TikTok

3 User Demographic

4 TikTok Ad Offerings

TikTok

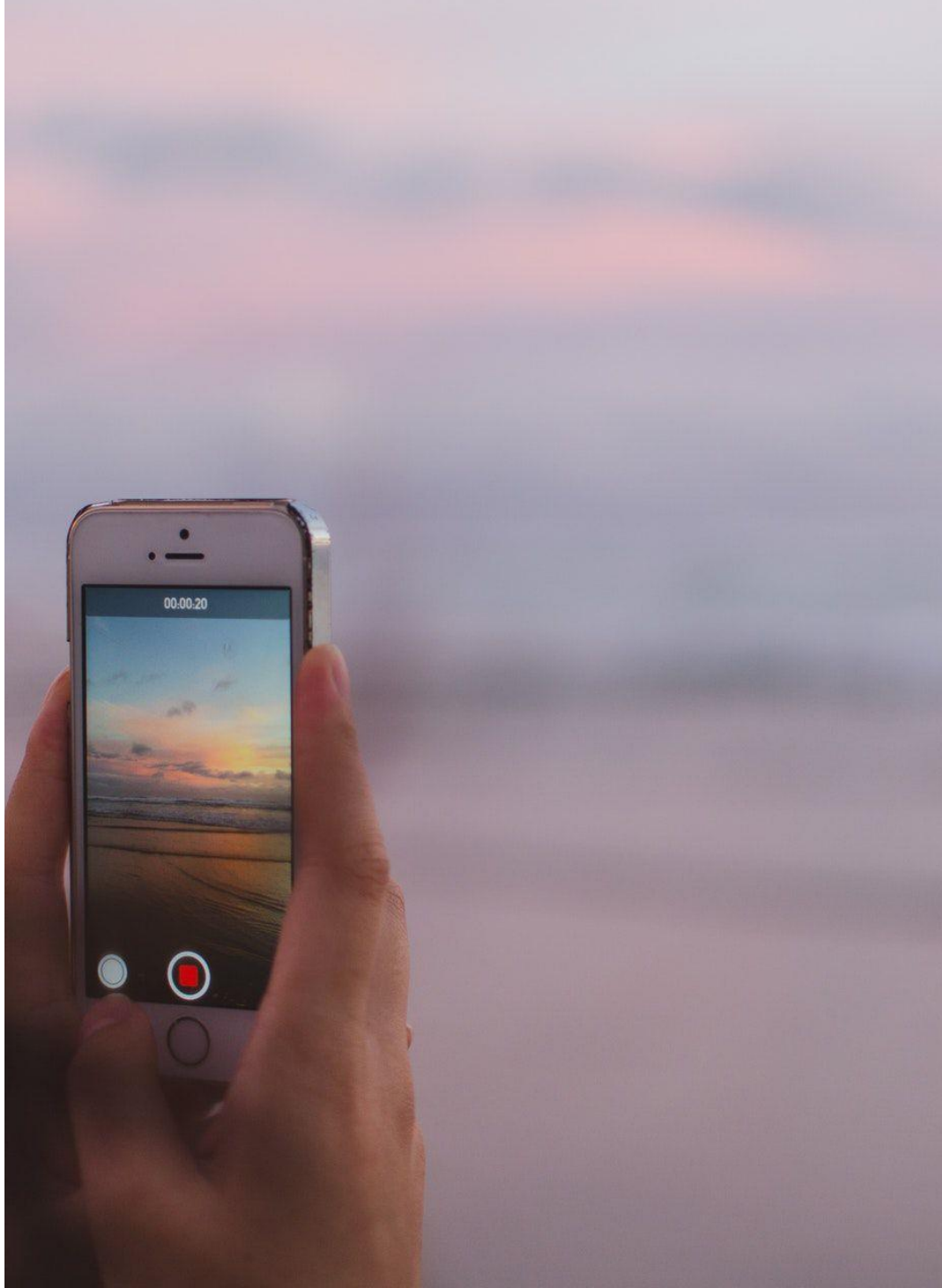
01

Market Analysis

Mobile Video Era

Most Performed Activity On Mobile per Month In 2018

	95%	91%	96%	96%
	95%	91%	96%	96%
	85%	84%	73%	83%



*Source：digital in 2019 Southeast Asia/East Asia/West Asia， hootsuite&we are social

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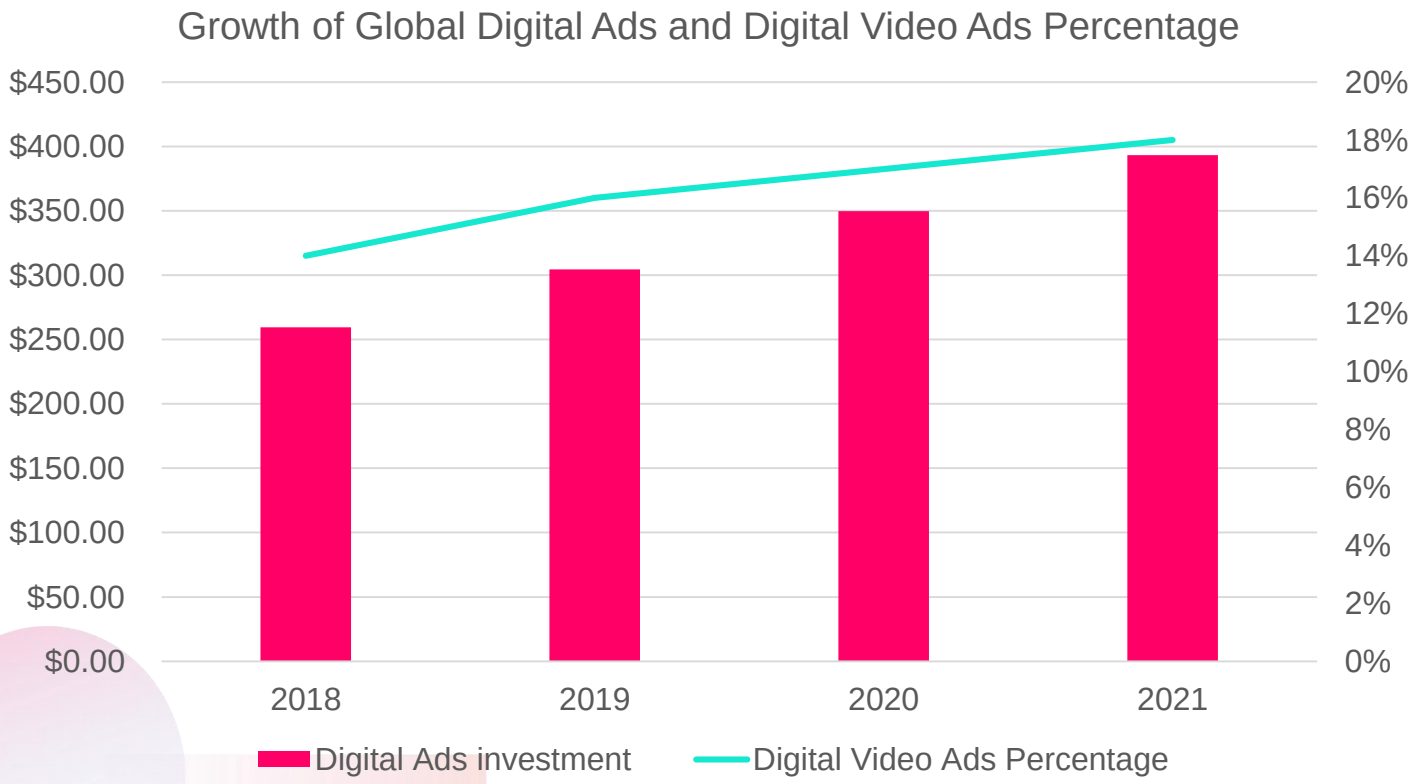
Global Video Ads Market Growth



82%

Client-side

79%

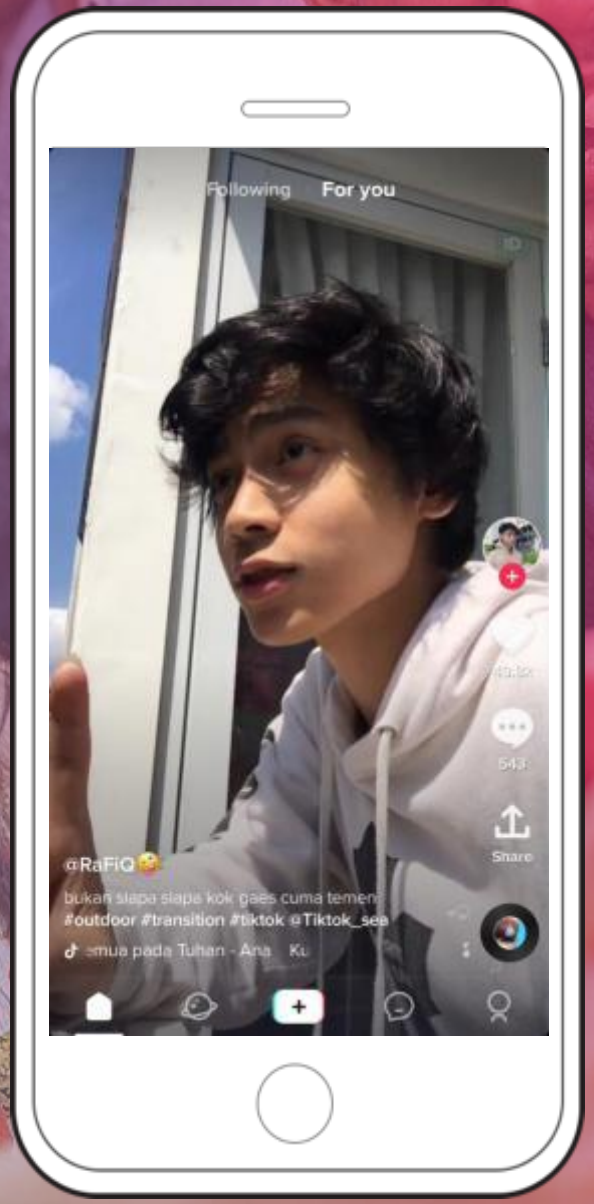
Agencies

Strongly agree/Agree *"Short-form video is an effective tool for consumer engagement"*

Source：eMarketer 2019 January; WARC, Being effective in short-form video Part of the marketer's toolkit 2019

Short Videos Are Leading

The New Trend In Mobile Marketing...



02

Learn About TikTok

TikTok

TikTok

Make Every Second Count

TikTok is the world's leading destination for short-form mobile videos. Our mission is to capture and present the world's creativity, knowledge, and moments that matter, directly from the mobile phone. TikTok enables everyone to be a creator and encourages users to share their passion and creative expression through their videos.

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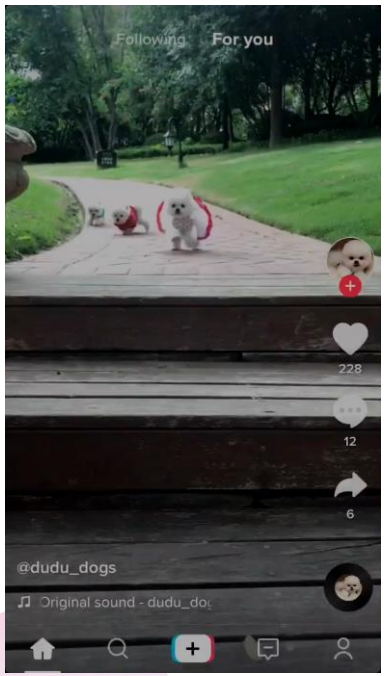
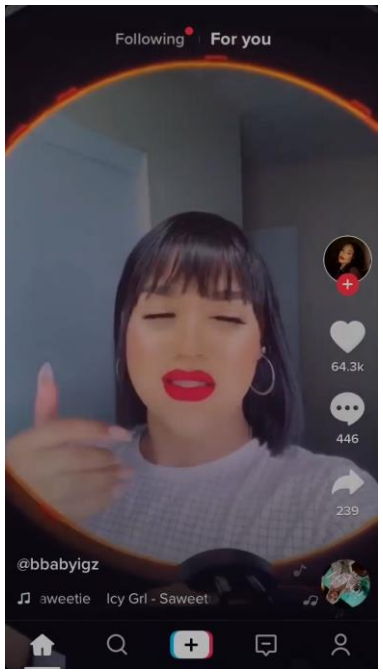
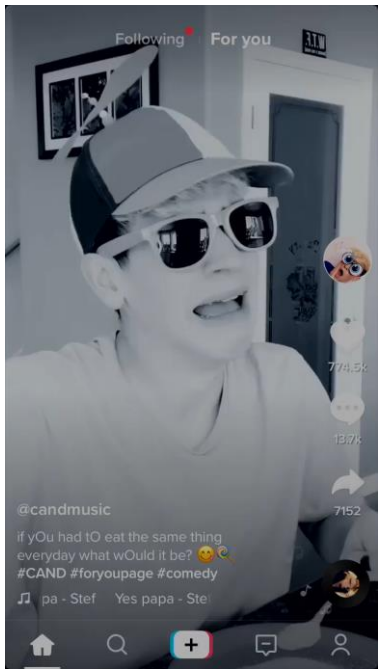
User Interface



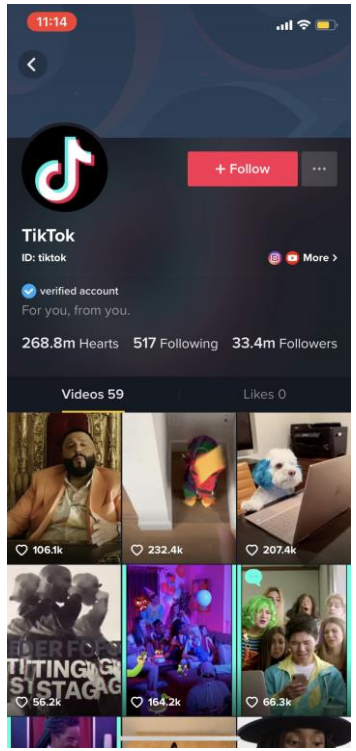
Homepage



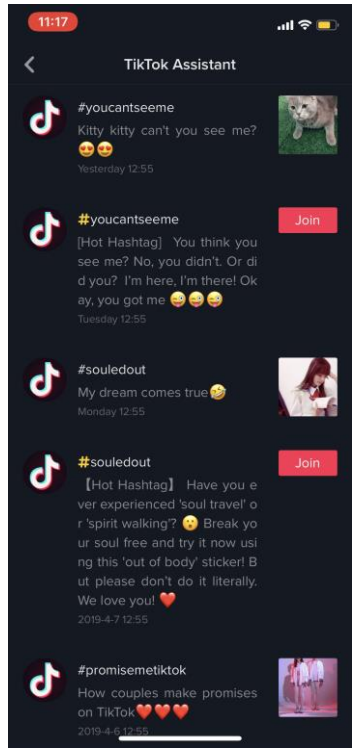
Discovery Page



Video Shooting



Profile



Notification

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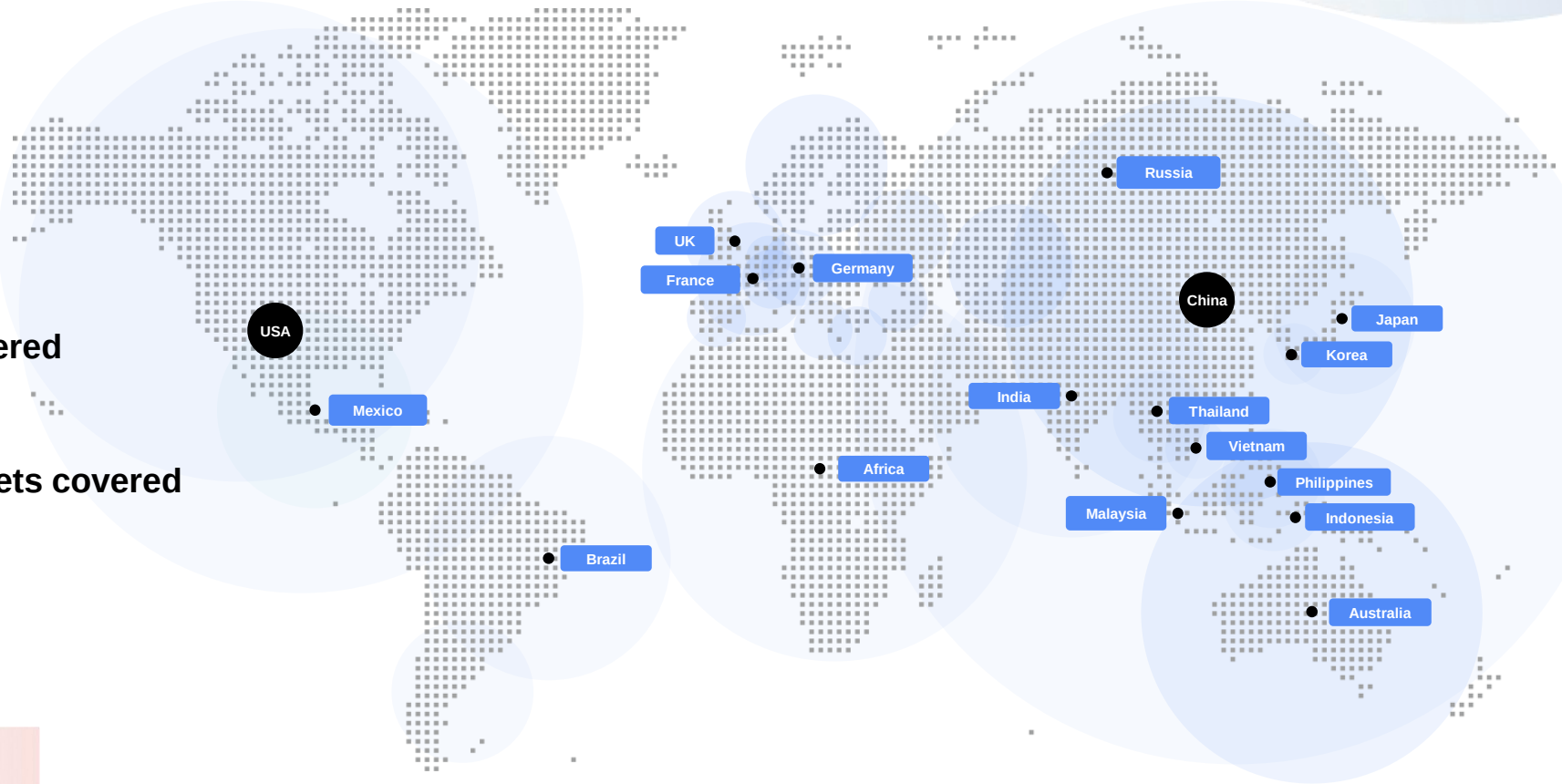
Global Footprint

75 languages covered

150 markets covered



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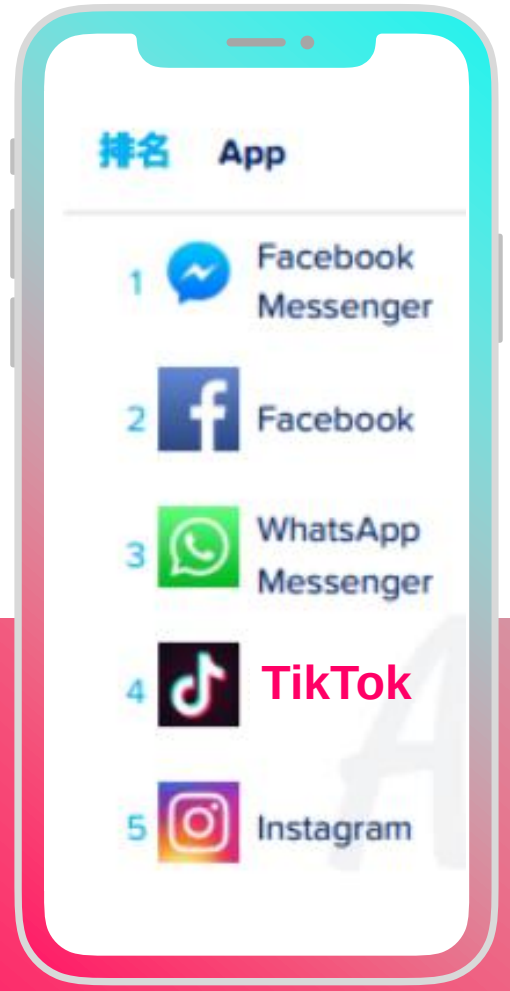
One Of The Most Downloaded Apps In 2018



NO.6

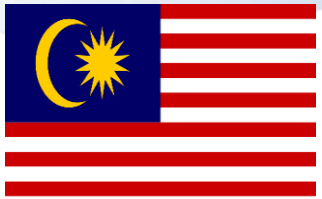
in 2018 Indonesia
Downloads
(iOS & android)

NO.2

in 2018 Thailand
downloads
(iOS & android)

NO.3

in 2018 Vietnam
Downloads
(iOS & android)



NO.3

in 2018 Malaysia
downloads
(iOS & android)

No.4 in 2018 Global Downloads (iOS & Android)

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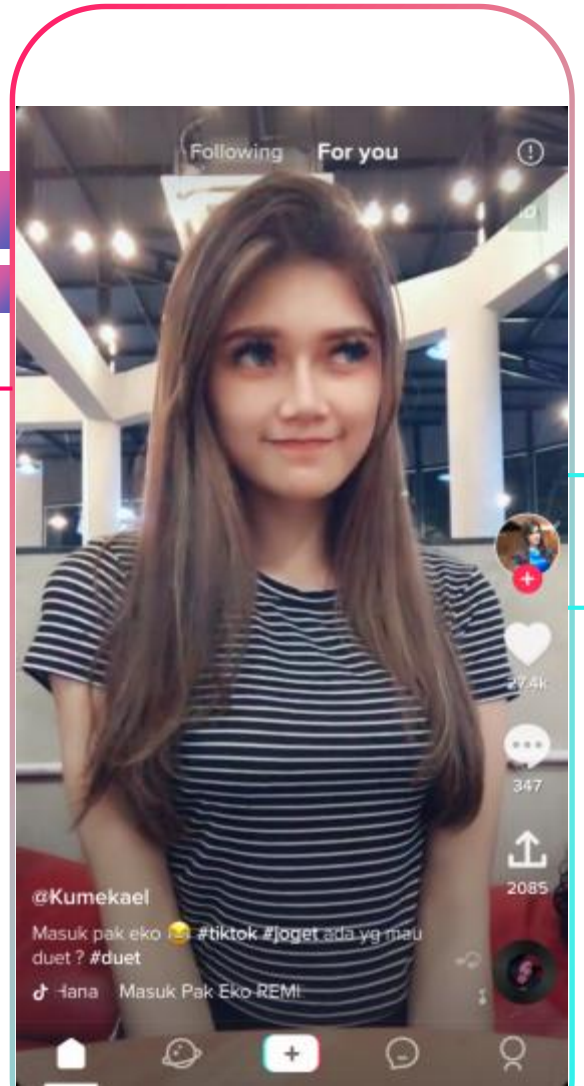
Not Just Feeds, They Are Feeds For You

Powered by **Machine Learning Technology**



Content

star
music
fashion
island
food
pet
15s
funny
Tutu-car
High-tech
Loy Krathong
dance
game
idea
durian
elephant
hot

User

device
finance
Aged 18
professor
iPhone X
goddess
student
rate
DSLR
female
Aged 23
couple

Environ-ment

WiFi
morning
Ho Chi Minh
location
time
Phuket
earthquake
13:00
afternoon
rainstorm
Malaysia
4G
festival

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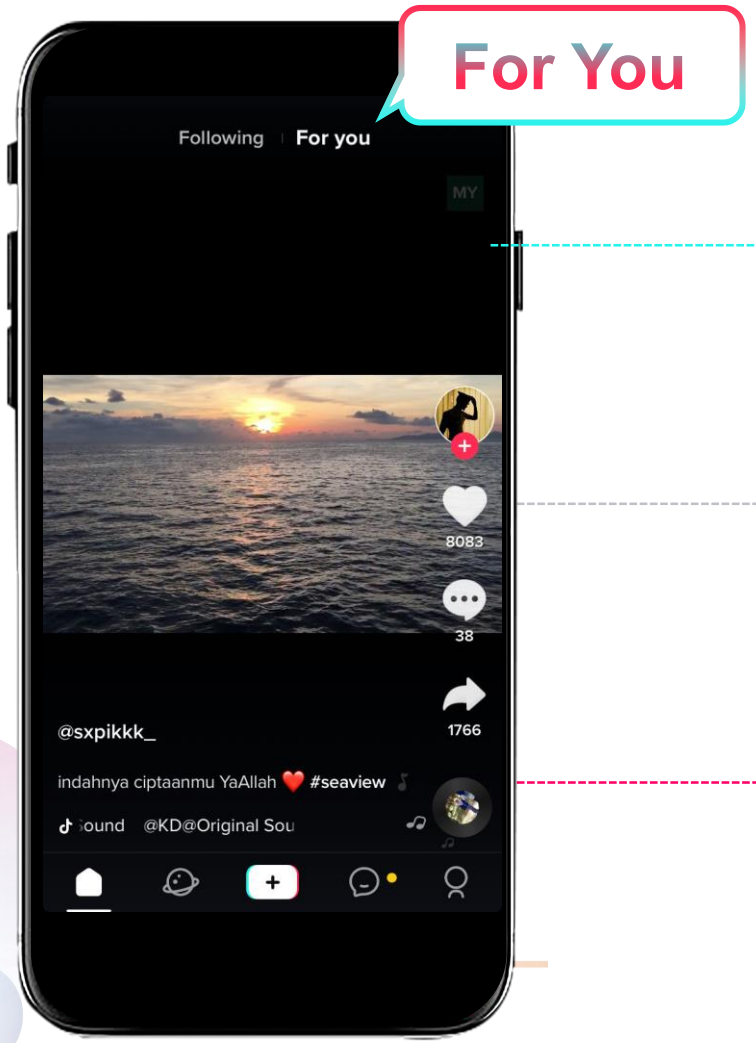
Personalized Recommendation System



More Personalized

Based on unique intelligent machine learning technology, you can see personalized content recommended for you

More Accurate

It constantly learns your preference through video viewing and interaction behaviors; The longer you spend time with TikTok, the better it understands you

More Diversified

Compared to subscription, you can enjoy broader and more diversified content you may be interested in

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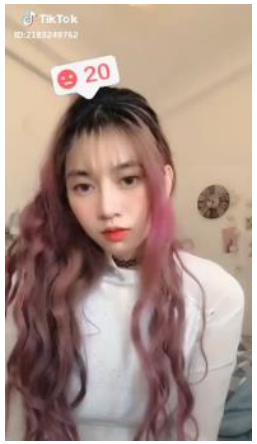
Various Ways To Record Life With Innovation Technology

Face Recognition

Hand Tracking

Expression Recognition



Multi-screen

Ar

Makeup Change

Hair Color Change

Games

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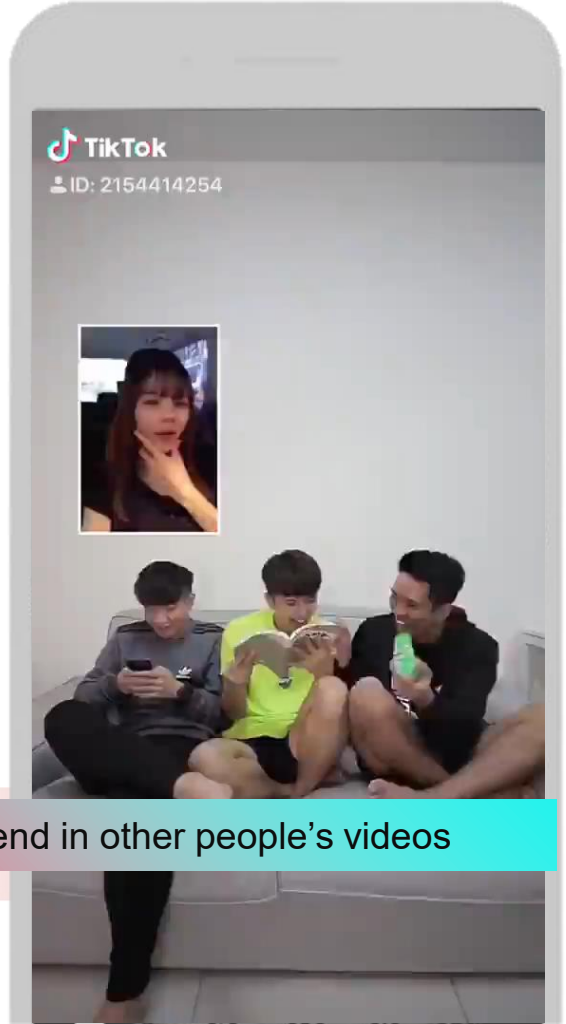
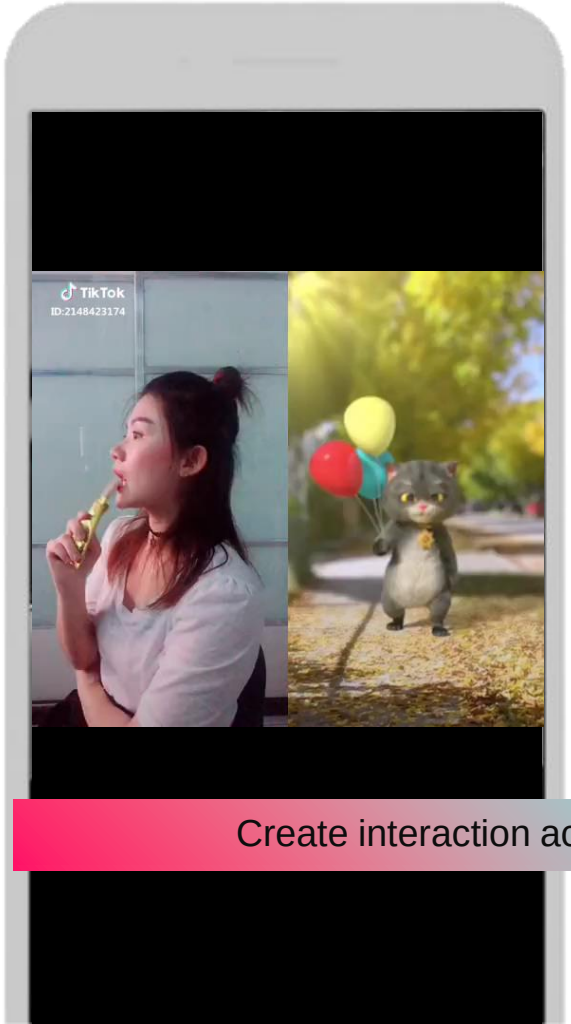
Trigger Diversified Content With Interaction

React



Steal the scene and blend in other people's videos

Duet



Create interaction across the screen

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Lead The Trend With Hot Content

#tiktoklol

Video Views: 85.8m

#jenniesolo

Video Views: 200m

#tripleshoot

Video Views: 163m

#niemtinchienthang

Video Views: 135m

 # อร่อยไปกิน
(Delicious)

Video Views: 313m

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Hot Topics Differs Among Countries

Indonesia

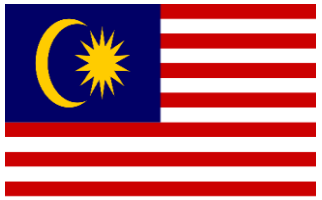
- TOP1：Comedy
- TOP2：Sports
- TOP3：Talent
- TOP4：Animal
- TOP5：Fashion

Thailand

- TOP1：Comedy
- TOP2：Animal
- TOP3：Food
- TOP4：Sport
- TOP5：Fashion

Vietnam

- TOP1：Comedy
- TOP2：Sports
- TOP3：Talent
- TOP4：Animal
- TOP5：Food



Malaysia

- TOP1：Comedy
- TOP2：Fashion
- TOP3：Talent
- TOP4：Food
- TOP5：Sports

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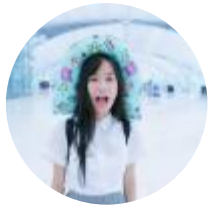
Expand Influence With Local Influencers

Indonesia

Cathy Fakandi
910k+Fans
2.8m+Hearts

Monica Risella
980k+Fans
6.1m+Hearts

Thailand



Kaykai
3.9m+Fans
20.1m+Hearts

Tukky66
1.7m+Fans
7.3m+Hearts

Vietnam

Bo Bắp
1.1m+Fans
12.1m+Hearts

Trần Dự
1m+Fans
8.9m+Hearts

Malaysia

Alieff Irfan
470k+Fans
1.7m+Hearts

SyasyaRushdiena
400k+Fans
1.2m+Hearts

*Commercial cooperation needs to be confirmed

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Expand Influence With Local Marketing Events

Vietnamese Influencer Offline Party

TikTok Year End Party in Malaysia

Indonesia TikTok Awarding Night for Top Creators

Watson Co-Branding Event

Thailand #SendAHeart Charity Project

Sponsorship of online video program

VIT Co-brand Package

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Expand Influence With Professional Cooperation

Record company Cooperation
ATLAST

《 RunFree 》

Artist Cooperation
blackpink

《 Solo 》
《 DDU-DU DDU-DU 》

Artist Cooperation
Đoàn Thế Lân

《NẾU MAI CHIA TAY》

Celebrity Cooperation
So, I'm Jenn

《 Cheek Pop 》

03

User Demographic

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User Demographic - Indonesia

City Ranking

TOP1：Jakarta

TOP2：surabaya

TOP3：medan

Gender Percentage

M:F

19:81

17M

MAU

11B

Total Video View

28 Mins

Average Using Time

*Source: internal data 2019.3 (internal use and client communication only)

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User Demographic - Thailand

City Ranking

TOP1：bangkok

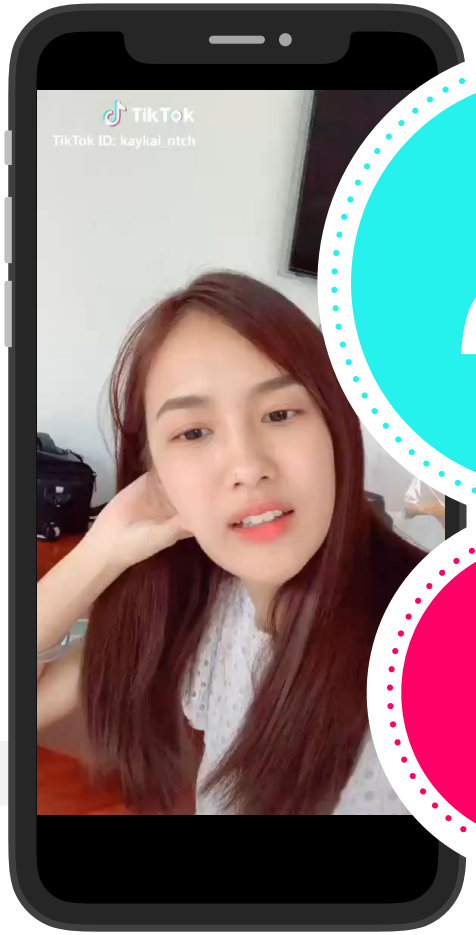
TOP2：chiang mai

TOP3：songkhla

Gender Percentage

M:F

22:78



9.5M

MAU

11B

Total Video View

31 Mins

Average Using Time

*Source: internal data 2019.3 (internal use and client communication only)

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User Demographic - Vietnam

City Ranking

TOP1：hanoi

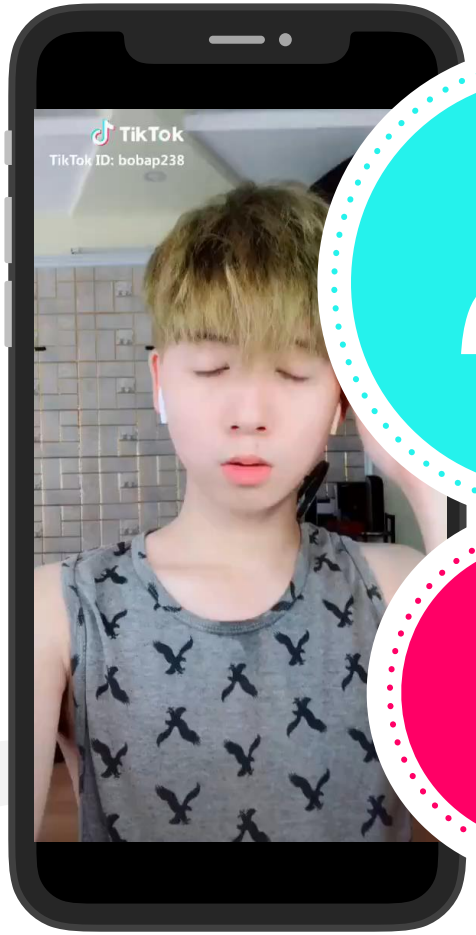
TOP2：ho chi minh city

TOP3：da nang

Gender Percentage

M:F

31:69



12M

MAU

15B

Total Video View

29 Mins

Average Using Time

*Source: internal data 2019.3 (internal use and client communication only)

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User Demographic - Malaysia

City Ranking

TOP1：kuala lumpur

TOP2：petaling jaya

TOP3：shah alam

Gender Percentage

M:F

46:54

4M

MAU

2.8B

Total Video View

24 Mins

Average Using Time

*Source: internal data 2019.3 (internal use and client communication only)

04

TikTok Ad Offerings

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SHORT VIDEO IS LEADING THE TREND OF DIGITAL MARKETING

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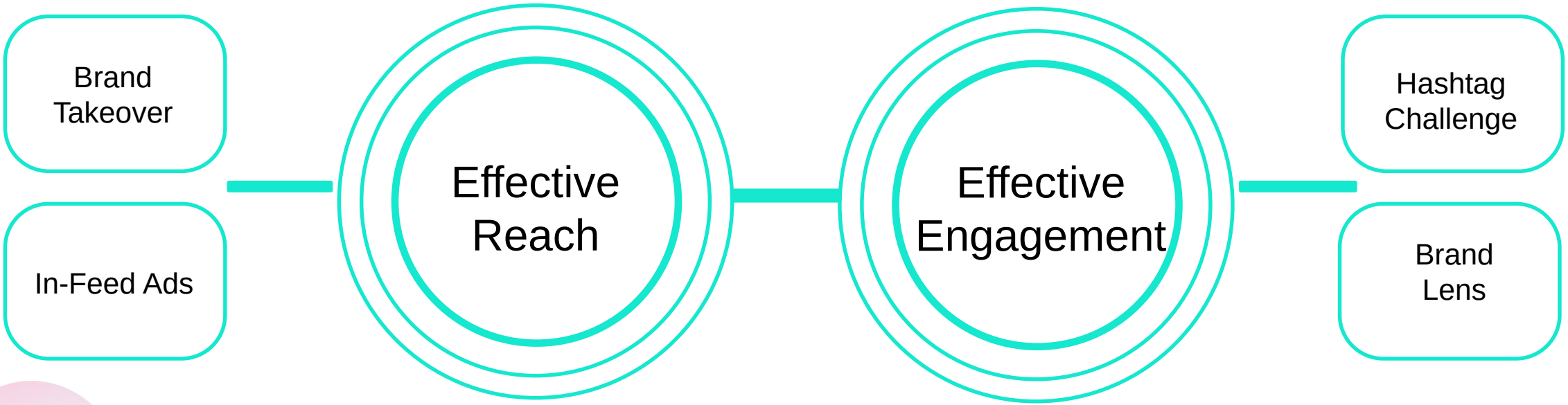
Grow Your Business on TikTok



Note: All product description and sales policy should be based on the latest rate card or ad specs due to product updates. For more details please contact our sales.

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AD Products Available List

Market	Brand Takeover	First-View Takeover/ Regular Takeover	Infeed Ads	Hashtag Challenge (with Brand Effect)
Thailand		√	√	√
Vietnam		√	√	√
Malaysia	√		√	√
Indonesia	√		√	

TikTok AD

Effective Reach

- Brand Takeover
- In-feed Ad
- Big Day
- Infeed Card

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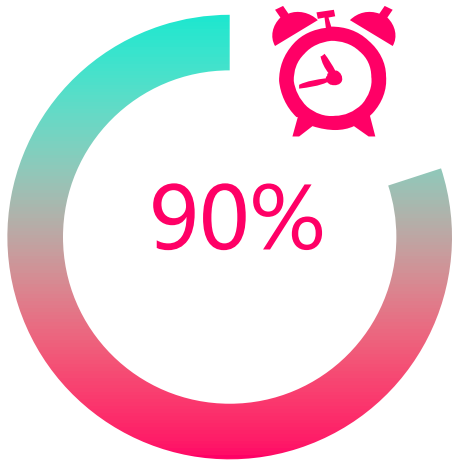
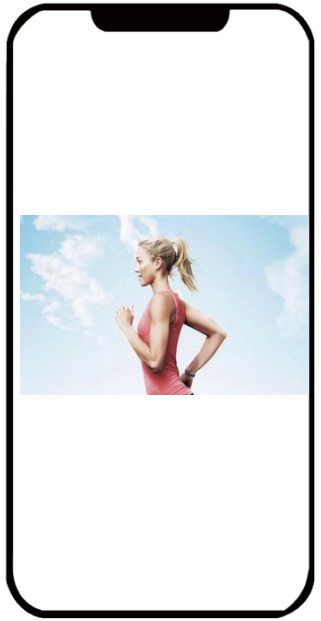
Vertical Ads

The era of vertical ads: Make full use of the screen



90% of mobile time spent is via vertical usage

25%
Horizontal video



100%
Vertical video

The display area expands by nearly 4 times and enhances immersive experience

Source：Source: Smartphone vs. Tablet Orientation, MOVR – the Mobile Overview Report, Q2 2017

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Brand Takeover - Overview

Ad Type	Buying Model	Highlight
Brand Takeover	CPT	100% SOV on splash screen

or

Ad Type	Buying Model	Highlight
First-view Takeover	CPT	The first takeover ad of the day; All UV exposure
Regular Takeover	CPM	Flexible purchase; Support targeting

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Brand Takeover

Increase your brand awareness and build a strong impact with a full-screen display

- The first display you see upon opening TikTok
- Enjoy 100% SOV on splash screen
- 3 seconds long JPG or 3-5 seconds long GIF/Video
- External and internal landing page supported

Remark: For more details please check our Ad Specs.

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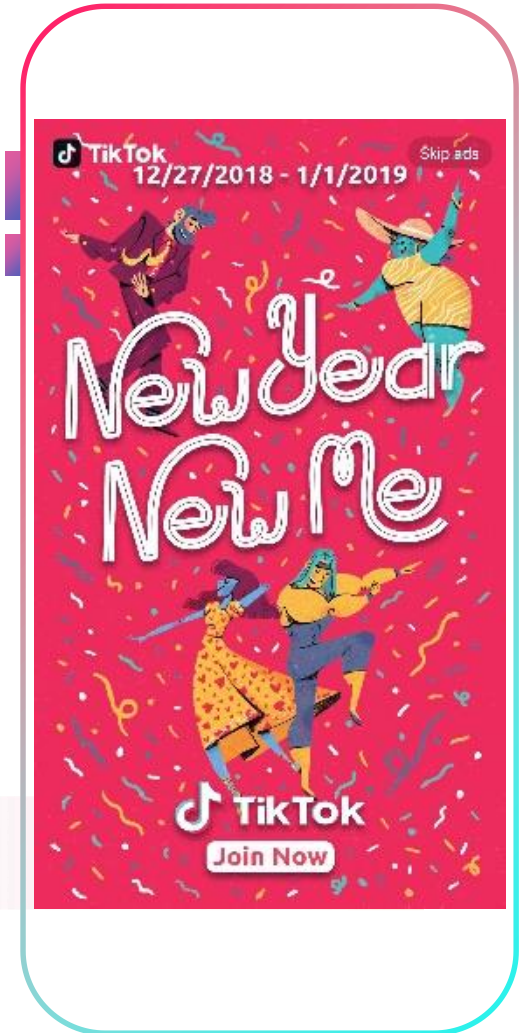
First-view Takeover/Regular Takeover



- The first display you see upon opening TikTok
- 3 seconds long JPG or 3-5 seconds long GIF/Video
- External and internal landing page supported

Ad Type	Buying Model	Highlight
First-view Takeover	**CPT**	**The first takeover ad of the day; All UV exposure**
Regular Takeover	**CPM**	**Flexible purchase; Support targeting**

Remark: For more details please check our Ad Specs.

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In-Feed Ads - Overview

By Ad Formats

Ad Type	Format	Highlight
Regular In-feed ads	In-feed ads (diversion)	Multiple buttons direct to the landing page
	In-feed ads (native)	Engage with brand account and brand music
In-feed Cards Ads	Interactive cards	Support two different landing pages
	Voting cards	Collect first-hand user responses
Big Day New	Customized icon	A premium eye-catchy conversion button

By Buying Models

Buying Model	Placement	Highlight
One day max: CPT	The first in-feed video ad shown to users	Mass reach; May enjoy spillover benefits
Brand premium: CPM	Randomly placed among the first 80 videos	Flexible purchase; Support targeting

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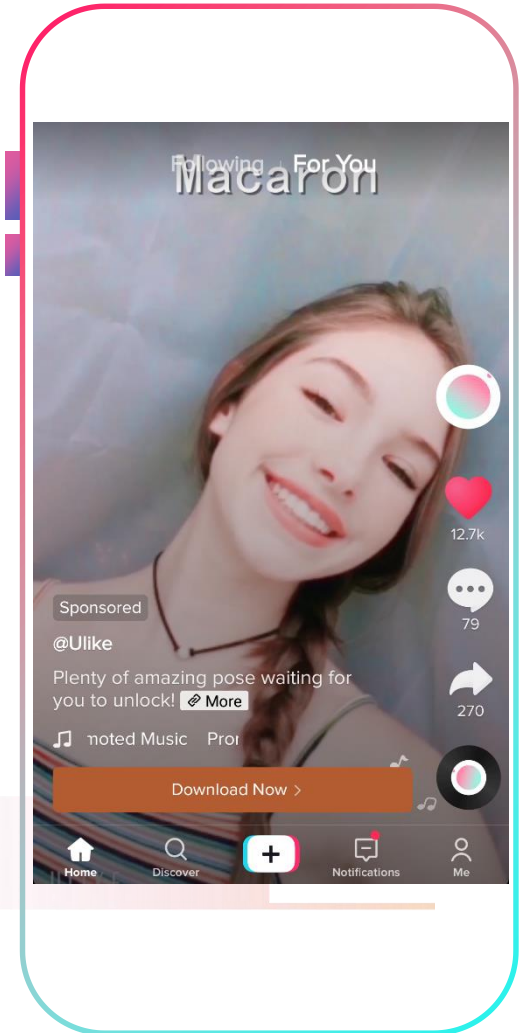
In-Feed Ads (Diversion)



A storytelling video ad embedded in 'For You' feeds, with multiple clickable elements to increase conversion

- Appears as native as possible: Up to 60-second long full-screen video ad, auto-play, sound-on; users can like, comment, share
- Easy-to-create, no need to set up a business account
- 9 types of CTA copies suit for various marketing goals
- Support external and internal landing page, APP download

Remark: For more details please check our Ad Specs.

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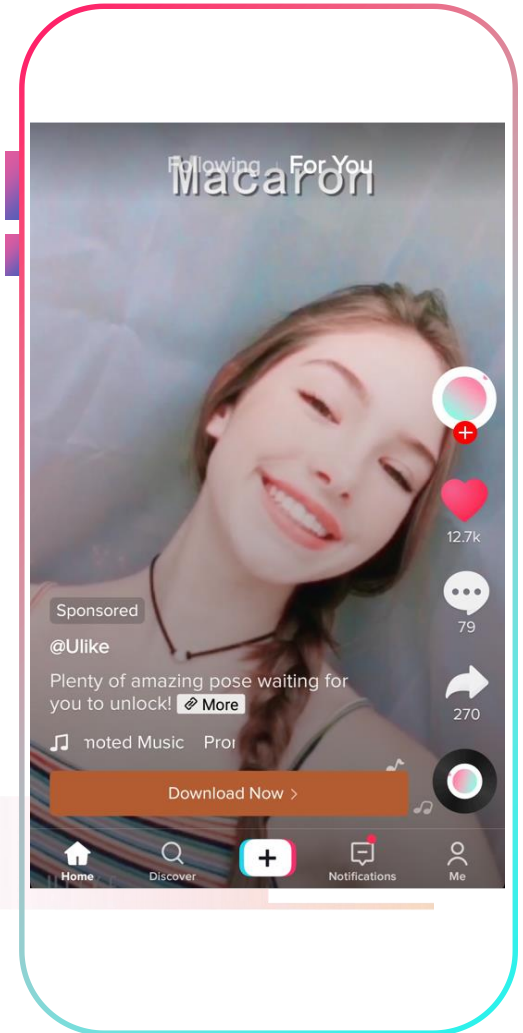
In-Feed Ads (Native)



A storytelling video ad embedded in ‘For You’ feeds, engage users with your business account and build brand asset

- Up to 60-second long full-screen video ad, auto-play, sound-on; Multiple ways to earn engagement through follow, like, comment, share, music etc.
- Connect to your account and help increase followers
- Deepen users’ impression through music page by watching or shooting videos with the same music
- Constantly receive organic impression even after campaign, videos will display under your account
- CTA button can be included
- Support Duet and React to enhance interaction

Remark: For more details please check our Ad Specs.

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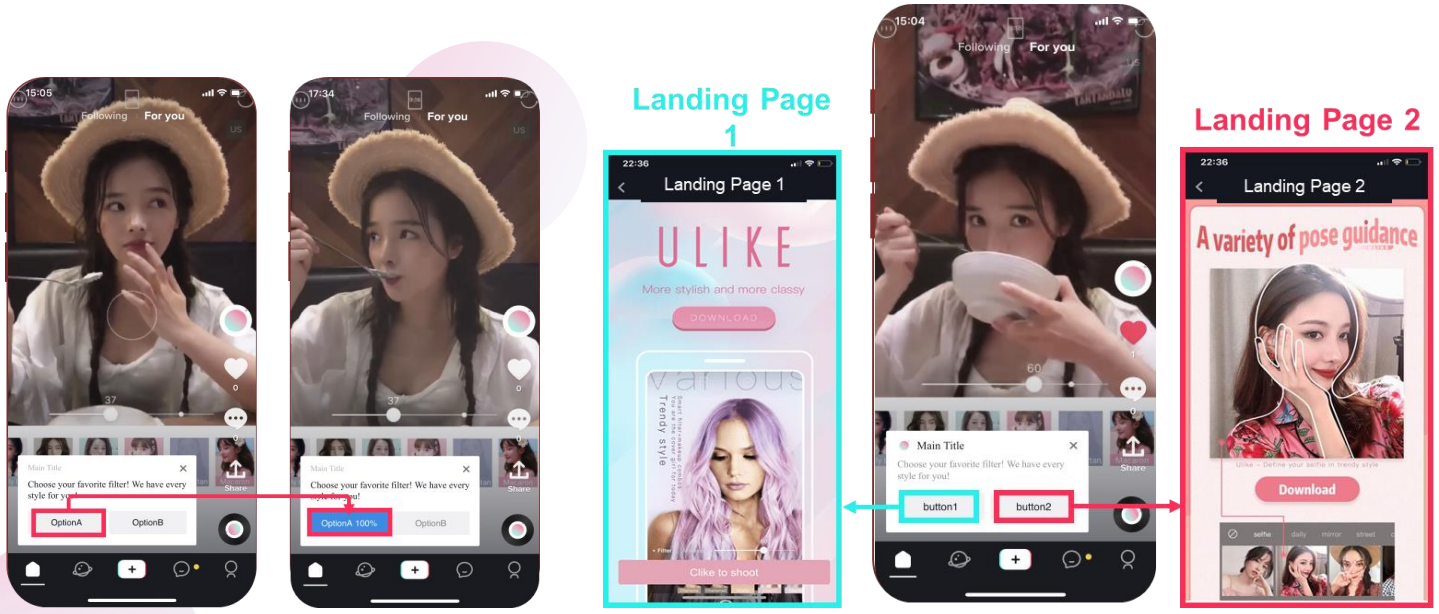
In-Feed Card Ads



Voting Cards

Interactive Cards

A free, creative, conversational card format that enable brands to initiate a conversation with consumers and spark their interests to click and learn more

- Interactive Cards has two buttons can direct to two landing pages which demonstrate different product information
- Voting Cards intrigues users to engage and vote. Client can Collect user responses and get to know consumers' preferences
- Interactive Cards can increase CTR by **26%**

Remark: Third-party monitoring: only monitors overall exposure and click data.

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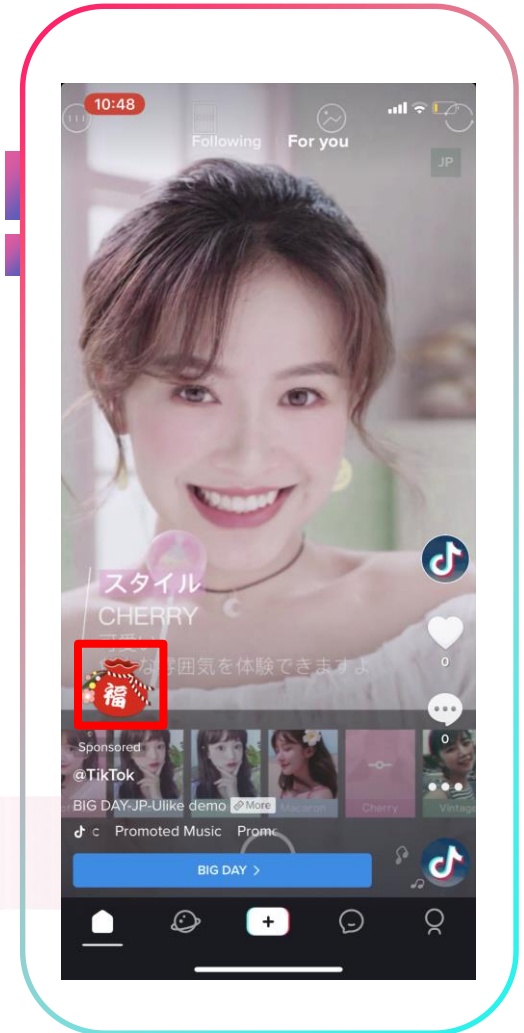
Big Day

New



A premium eye-catchy, customized icon that visually displays your brand message as well as drives overall conversion results

- Periodically exclusiveness: Only available for 1 client per quarter
- Can direct to an extra landing page
- Customized icon image (static pic of gif)
- Works as an extra conversion button, increases CTR by **19% to 26%**

Remark: For more details please check our Ad Specs.

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Ad Targeting

	OS	Gender	Network	State/ Province	TikTok Topping*
In-Feed Ads Brand Premium	√	√	√	√	√
In-Feed Ads One Day Max	×	×	×	×	×
Regular Takeover	√	√	√	√	×
Takeover, First View Takeover	×	×	×	×	×

*Indonesia only support OS targeting
*For detailed information of TikTok Topping, please find next page

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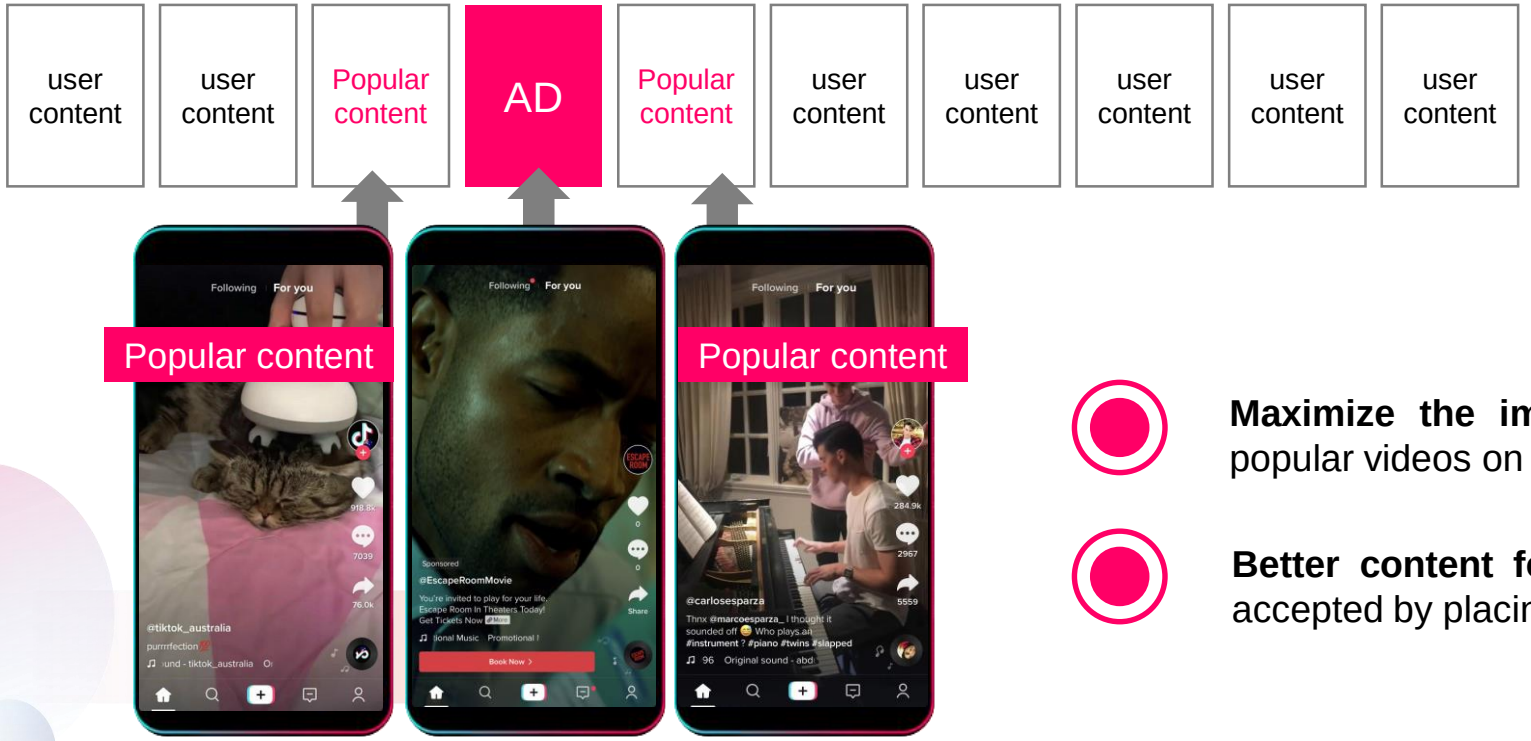
TikTok Topping

New

The new feature enables brand's in-feed ad to be placed in between the two of the TOP 5% most popular videos on the platform.

Noted: example of ad placement when users scroll down their video feed on TikTok



- **Maximize the impact:** put your ads close to the most popular videos on TikTok (ranking by video views)
- **Better content for better context**: make your ads more accepted by placing next to popular and engaging contents.

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Third-party Measurement

Remark: Only standard ads accept tracking

TikTok Content

Effective Engagement

- Hashtag Challenge
- Brand Effect

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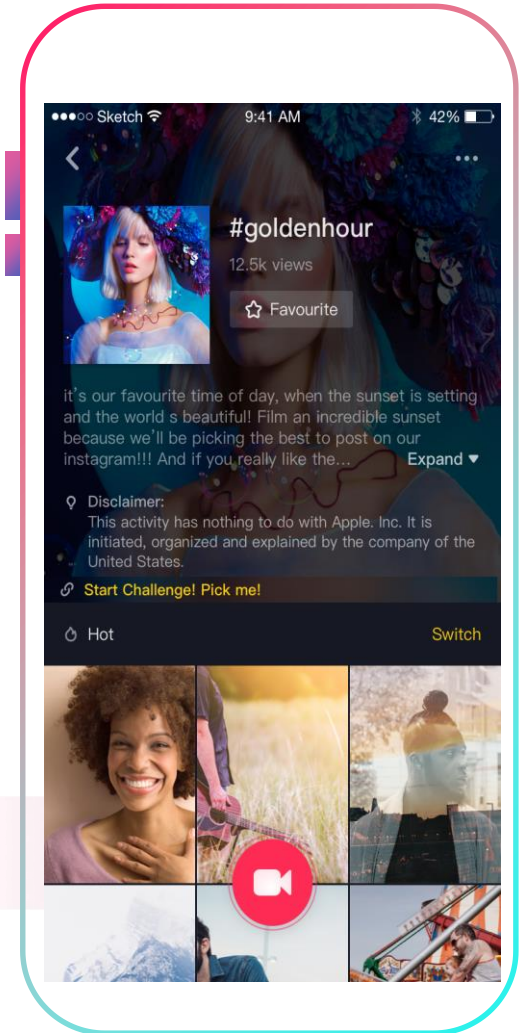
Hashtag Challenge



Hashtag Challenge capitalizes on our audience's natural tendency to create and share content. Brands can build affinity by turning users into co-creators.

- Trigger UGC: call for users to create massive quality content
- Mass exposure: Core resources to boost campaign awareness and participation
- Average engagement rate reaches **8.5%** (Like/comment/share)
- Influencer: Quality content generated by influencers will be pinned to the top

Remark: For more details please check our Ad Specs.

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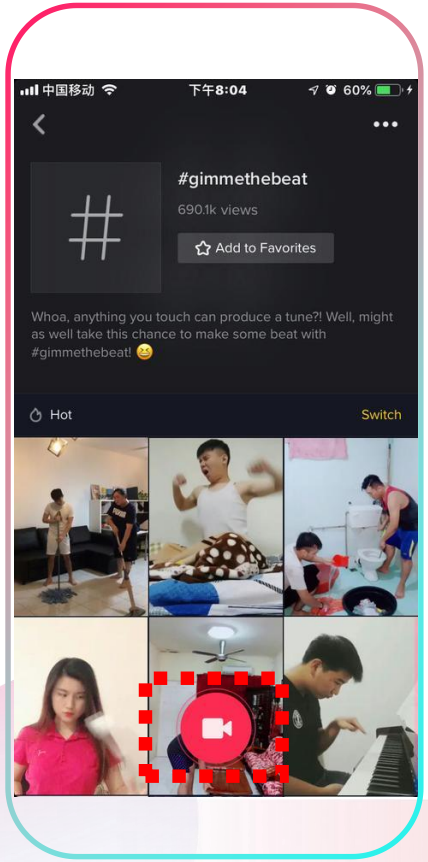
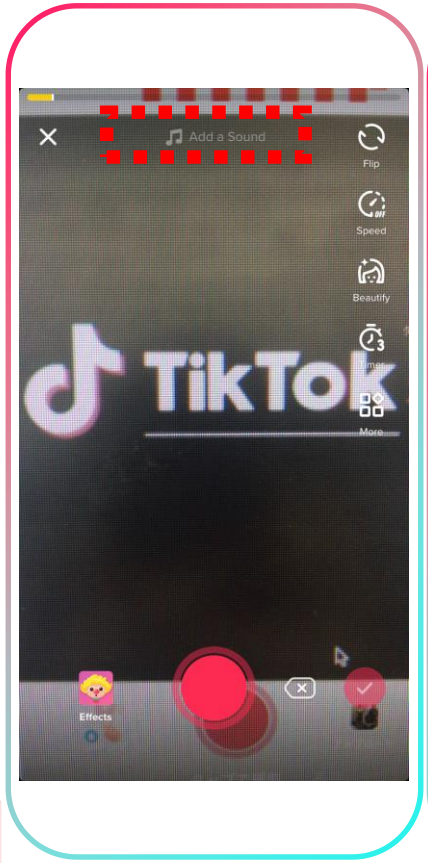
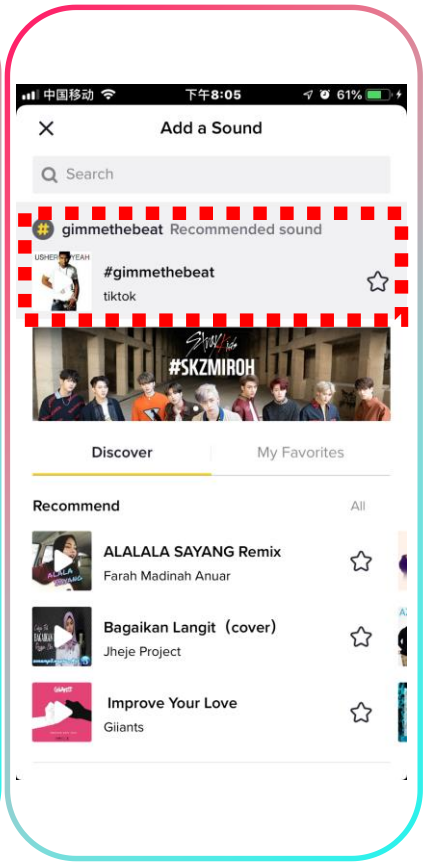
User Flow

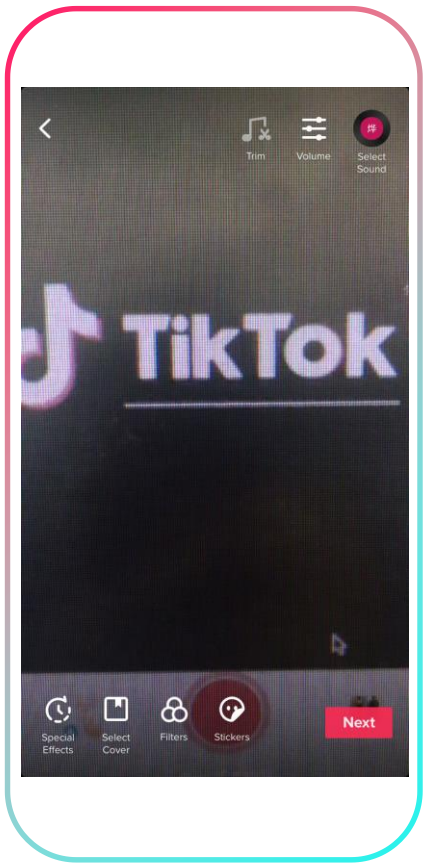


Click Shoot Button in Challenge Page

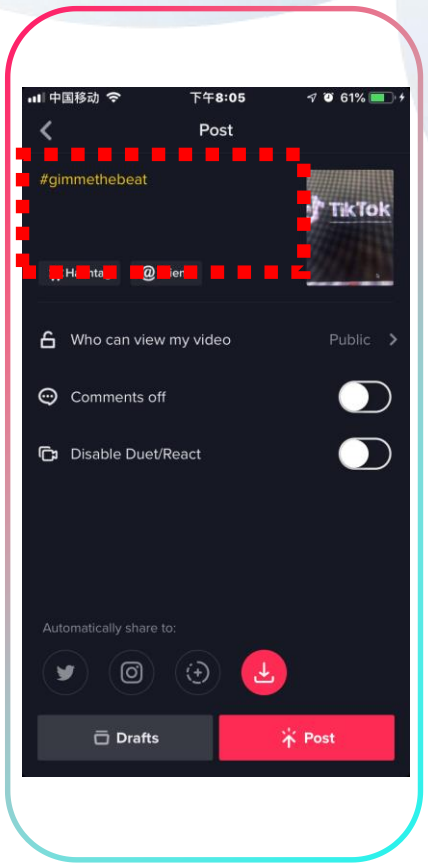




Music: Music Of Brand Is Recommended



Start Shoot Video



Post Video： hashtag Of Brand Is Default

Remark: For more details please check our Ad Specs.

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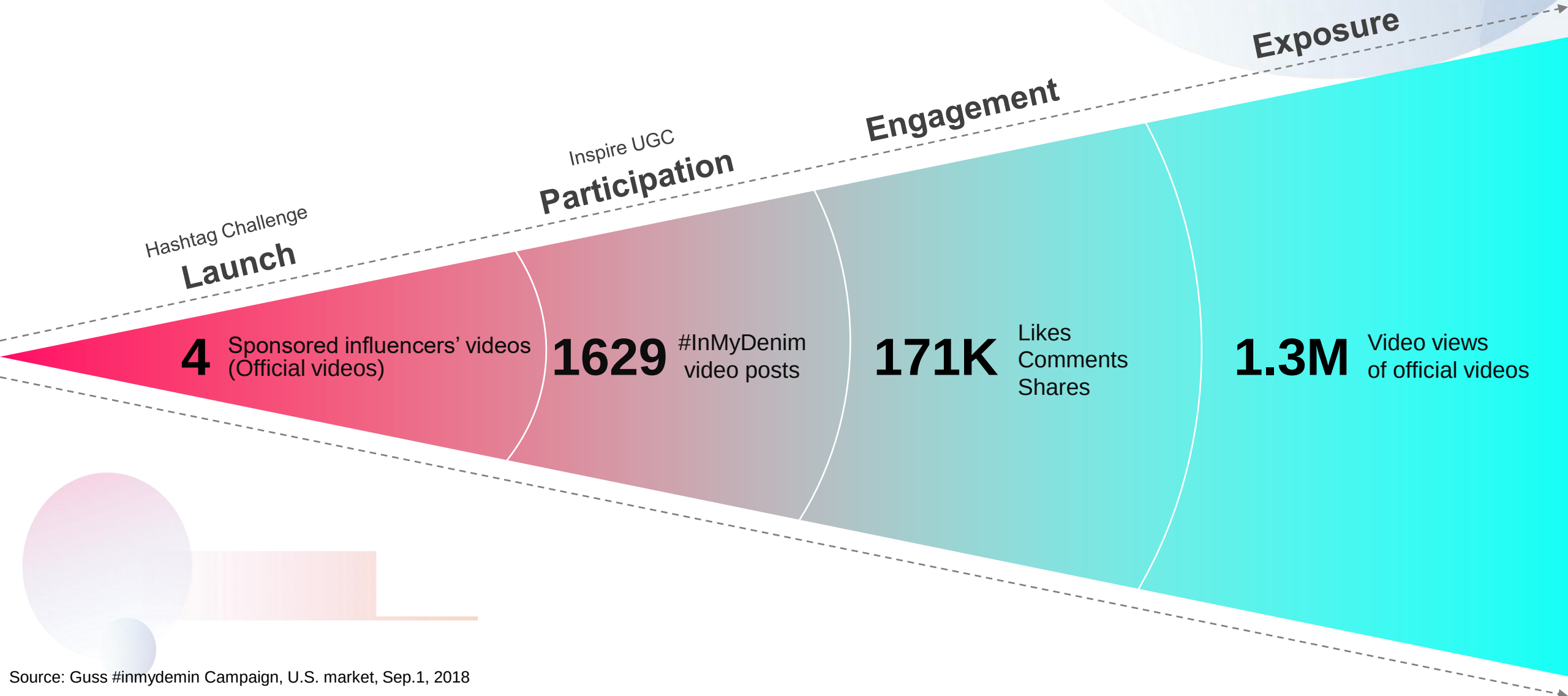
Example: Day1 of Guess #InMyDenim Challenge



Source: Guss #inmydemin Campaign, U.S. market, Sep.1, 2018

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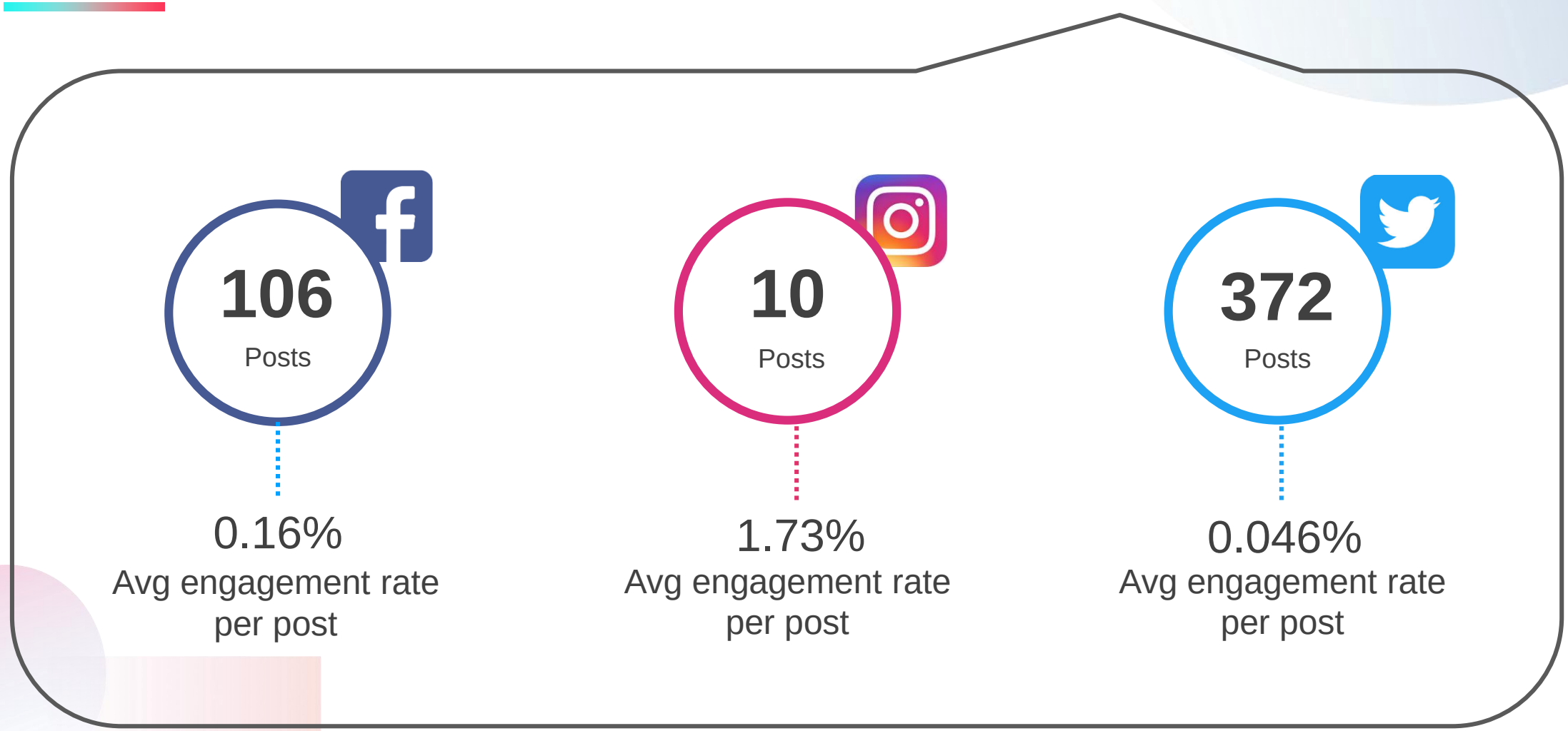
Even if you have **1,000,000** followers, In order to get **171K** engagement, you need:



Source: 2018 Social Media Industry Benchmark Report

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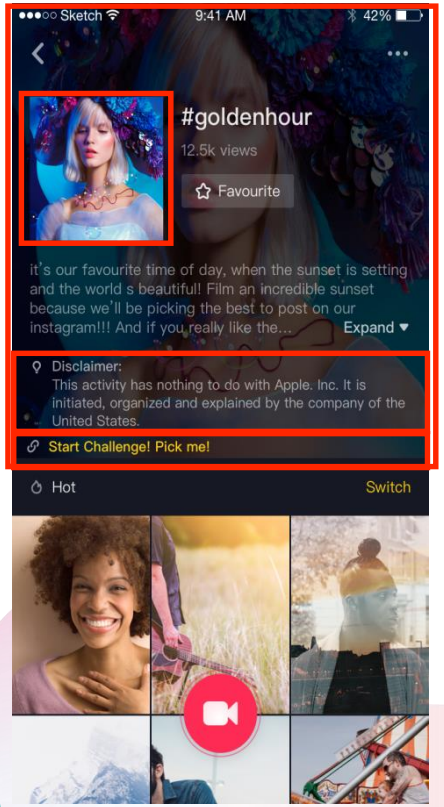
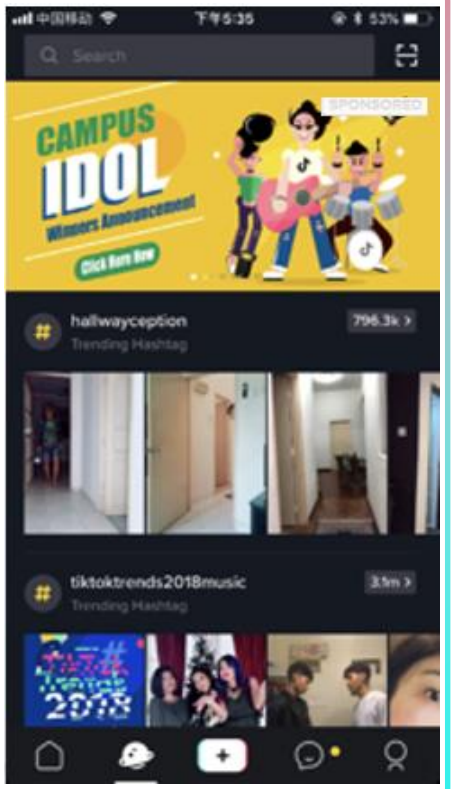
Hashtag Challenge Package

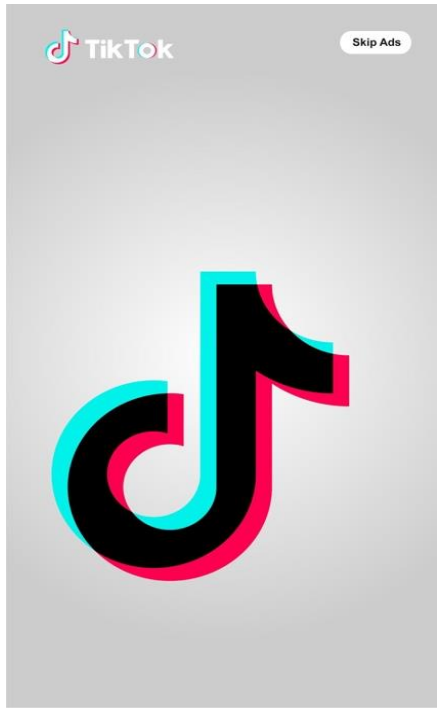
Customize Content



Banner & hashtag Recommending



Standard Ads



Standard Ads

First-view Brand Takeover CPT
In-feed Ads CPT

Recommended Position

Recommended Position on banner and hashtag page.

Customize Content

Customize Content at challenge profile picture, background picture, challenge description and landing page.

Official Video

1-6 official videos can be pinned to top.

Music Recommendation

The advertiser's music will be first recommended.

Special Content Protection

All videos on the hashtag challenge page will be monitored by Special Content Protection team.

Rights Extension

Within the 2 months after the hashtag challenge ends, the challenge can still be found on the platform through searching and some other rights are also valid.

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Case：GUESS Fall Denim #inmydenim

Marketing strategy: Brand exposure

GUESS#in my denim#

- Easy participating, direct shooting
- Brand expression is clear, which directly highlights the characteristics of publicity.

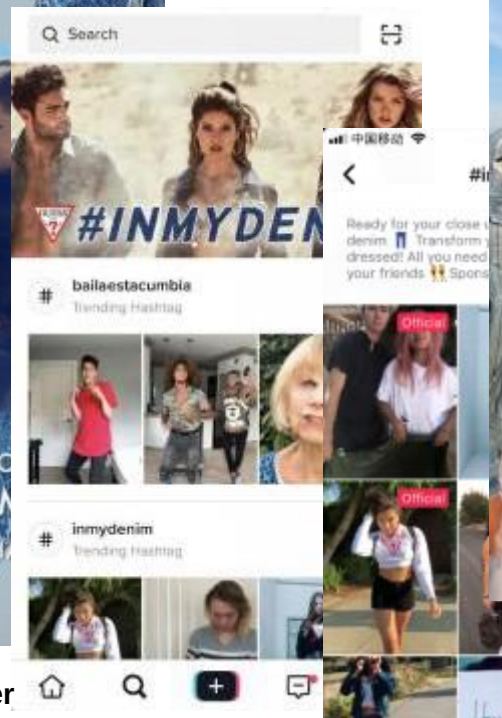
2M
Celebrities video view

7M
Users video view

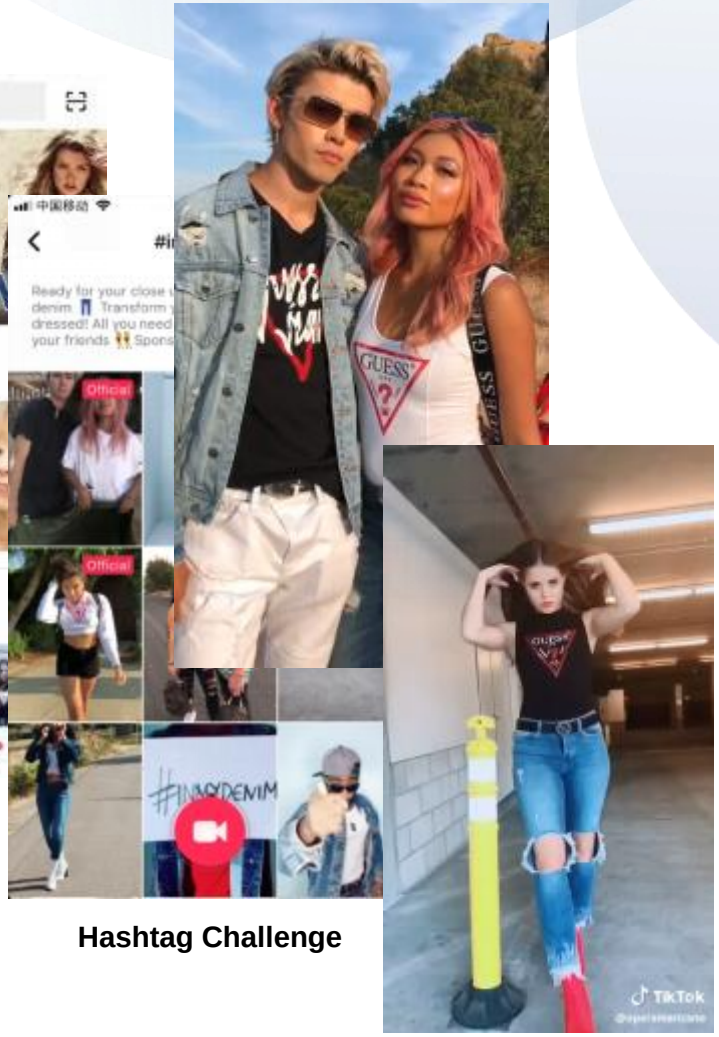
12K
Fans growth within six days

16.5%
GIF takeover click rate

Brand Takeover



Infeed Ads



Hashtag Challenge

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Case： The House with a Clock in its Walls (Universal): #Find your magic

Marketing strategy: story telling

The House with a Clock in its Walls (Universal): #Find your magic #

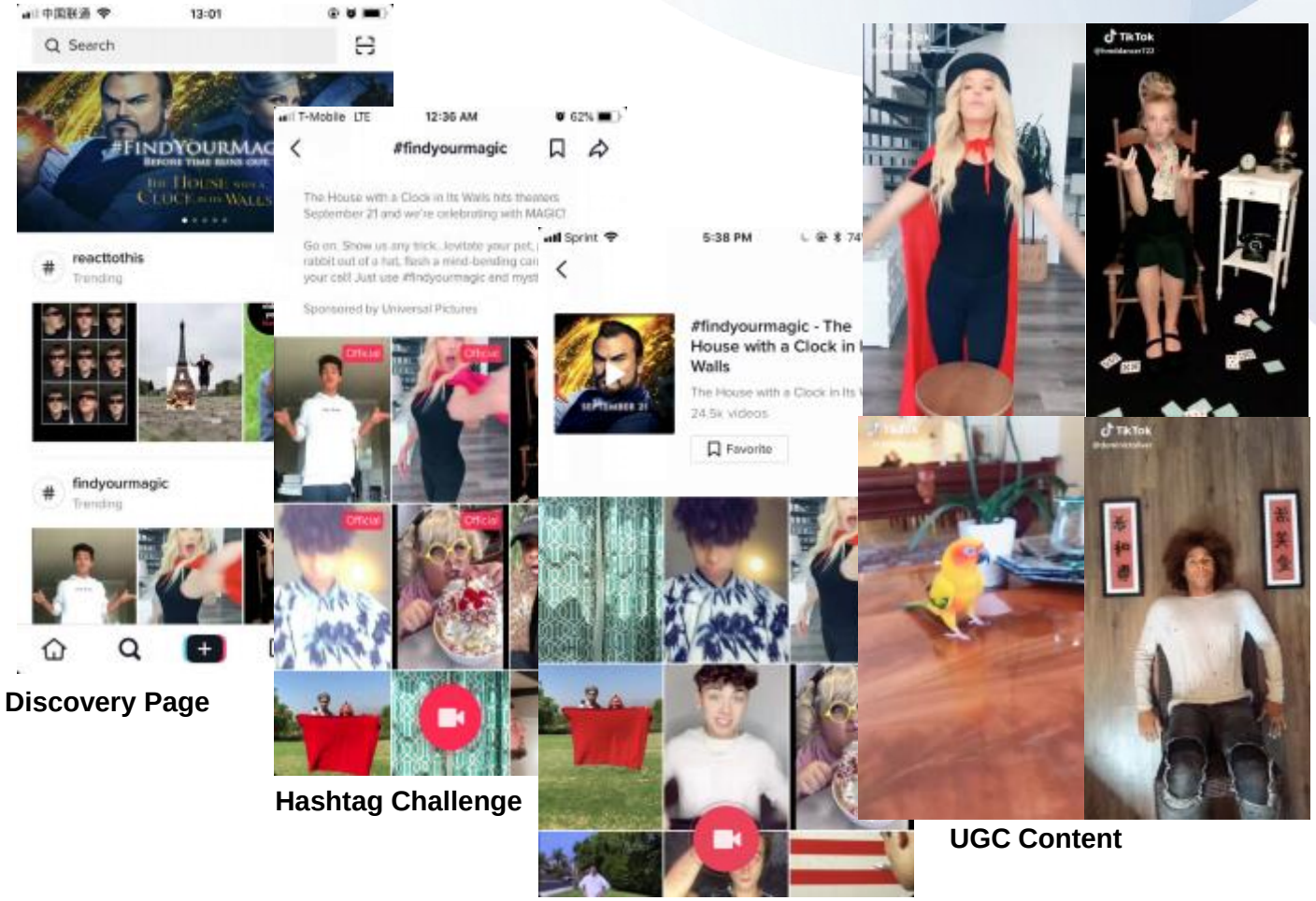
- Funny and magic interaction
- TikTok-style story has won a good response

1.3MM
Celebrities video view

1.5W
Celebrities video comments

11K
Fans growth within six days

19K
Participation



Discovery Page

Hashtag Challenge

Music Page

UGC Content

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Case： SUNSILK: #donnghiepthoate#

Marketing strategy: Enhance using scenarios during festival

SUNSILK: #donnghiepthoate#

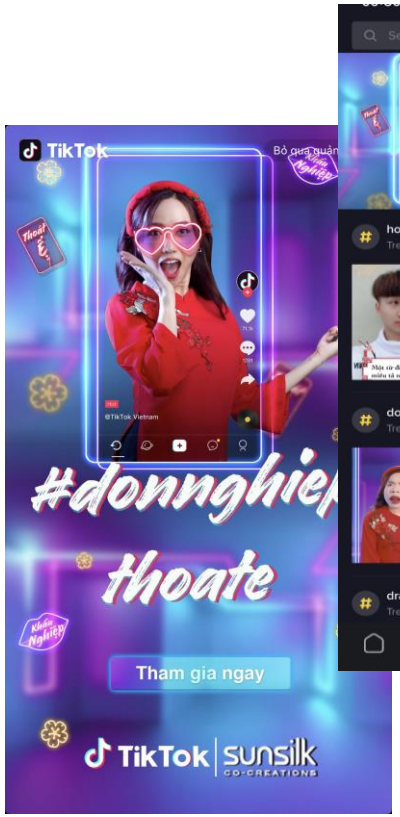
- Sponsor platform level event during TET to gain huge exposure
- Creatively design hashtag challenge content to display using scenarios

19K
Participants

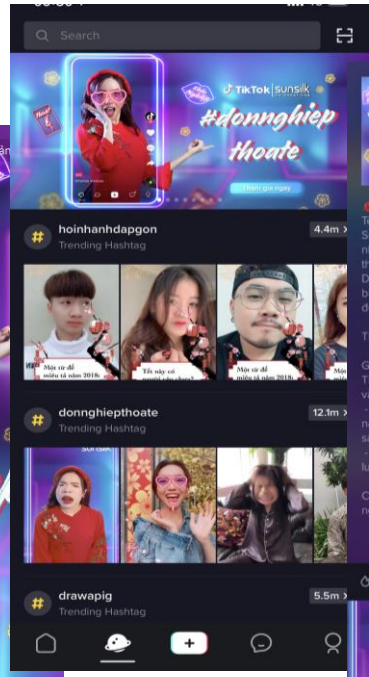
23K
Video Post

23M
Video View

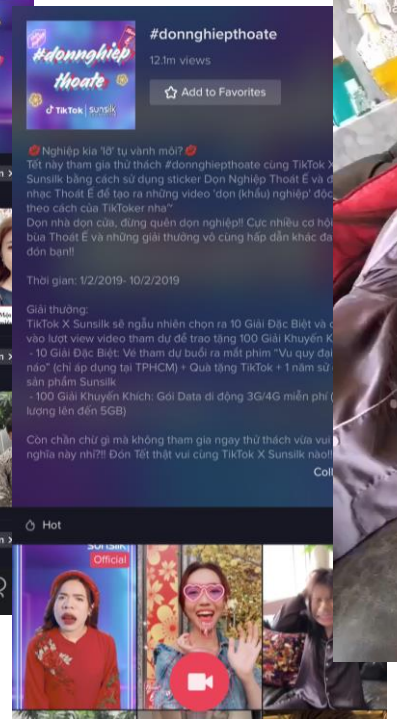
5%
Engagement Rate



Takeover



Discovery Page



Hashtag Challenge

KOL

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Brand Effect

Engage with camera-first generation by fun and interactive brand effect, let shared user videos be your brand buzz

- Customized brand effect powered by intelligent video recognition technology
- Link your brand elements with fun interactions to consumers
- Generate high quality UGC and brand buzz

Remark: For more details please check our Ad Specs.

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Applicable Formats

2D Facial

2D Foreground

2D Hand

Multi-screen

Raindrop Control

Hair Dye

Cosmetics

Remark: For more details please check our Ad Specs.

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Ad Metrics

Brand Takeover

- Impressions
- Clicks
- Unique reach
- Skip ads & skip rate

In-Feed Ads

- Impressions
- Clicks
- Video views
- Video views for over 3 seconds
- Video views for over 10 seconds
- Video views at 100%
- Likes
- Comments
- Shares
- Unique reach
- Engagement & Engagement Rate

Hashtag Challenge

- Banner impression& clicks
- Hashtag page views
- Number of user-generated videos
- Total video views
- Likes
- Comments
- Shares
- Official video view, like, comment and share
- Video post with official music

Brand Effect

- Impression, unique users, clicks, unique clicks of branded lens on the lens panel
- Number of videos using branded lens
- Views of videos using branded lens
- Likes of videos using branded lens
- Comments of videos using branded lens
- Shares of videos using branded lens

Appendix 1-Landing Page of In-Feed Ads

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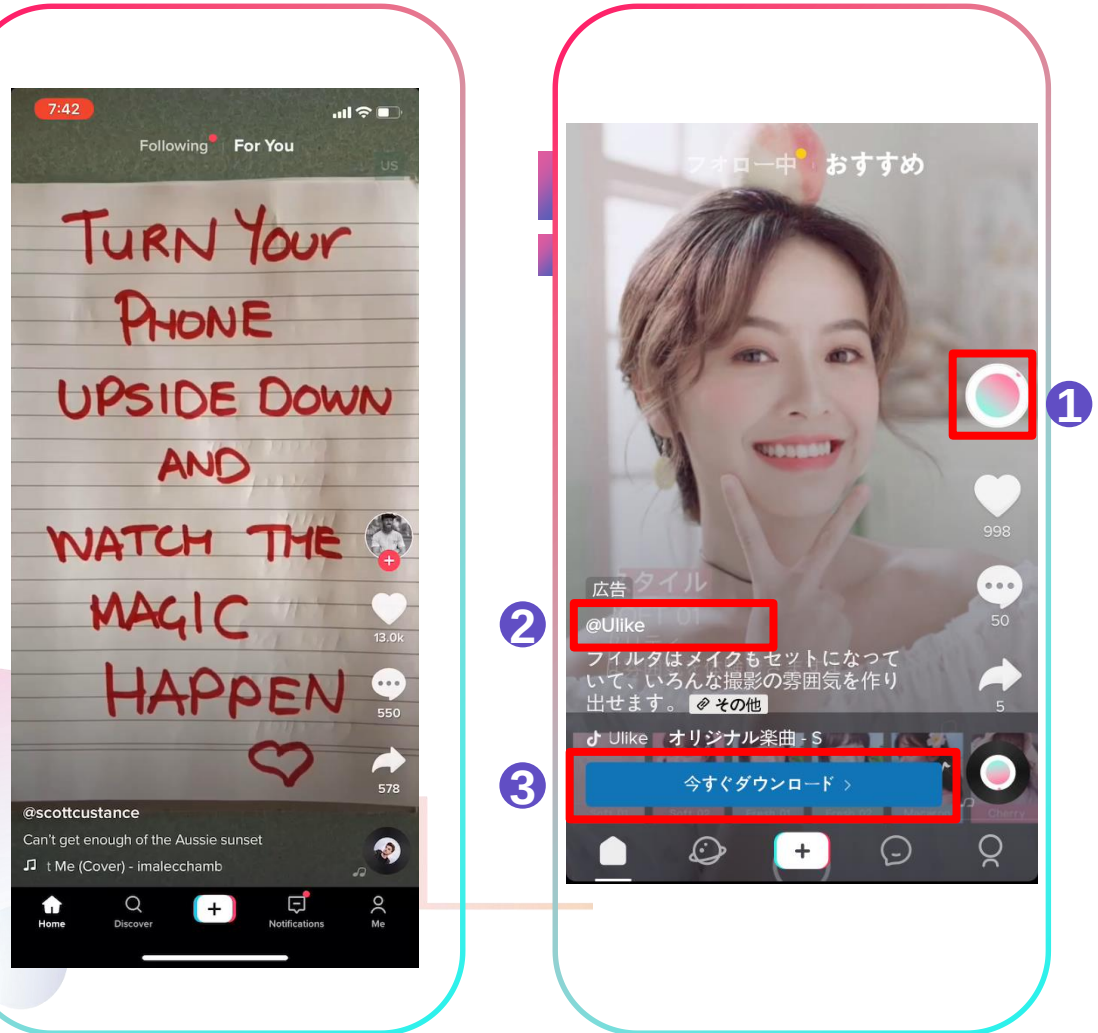
In-Feed Ads (Diversion)



Click	Landing Page
1. Profile Picture, 2. Brand name, 3 more、4 CTA swift left	In site/ out site URL or download page

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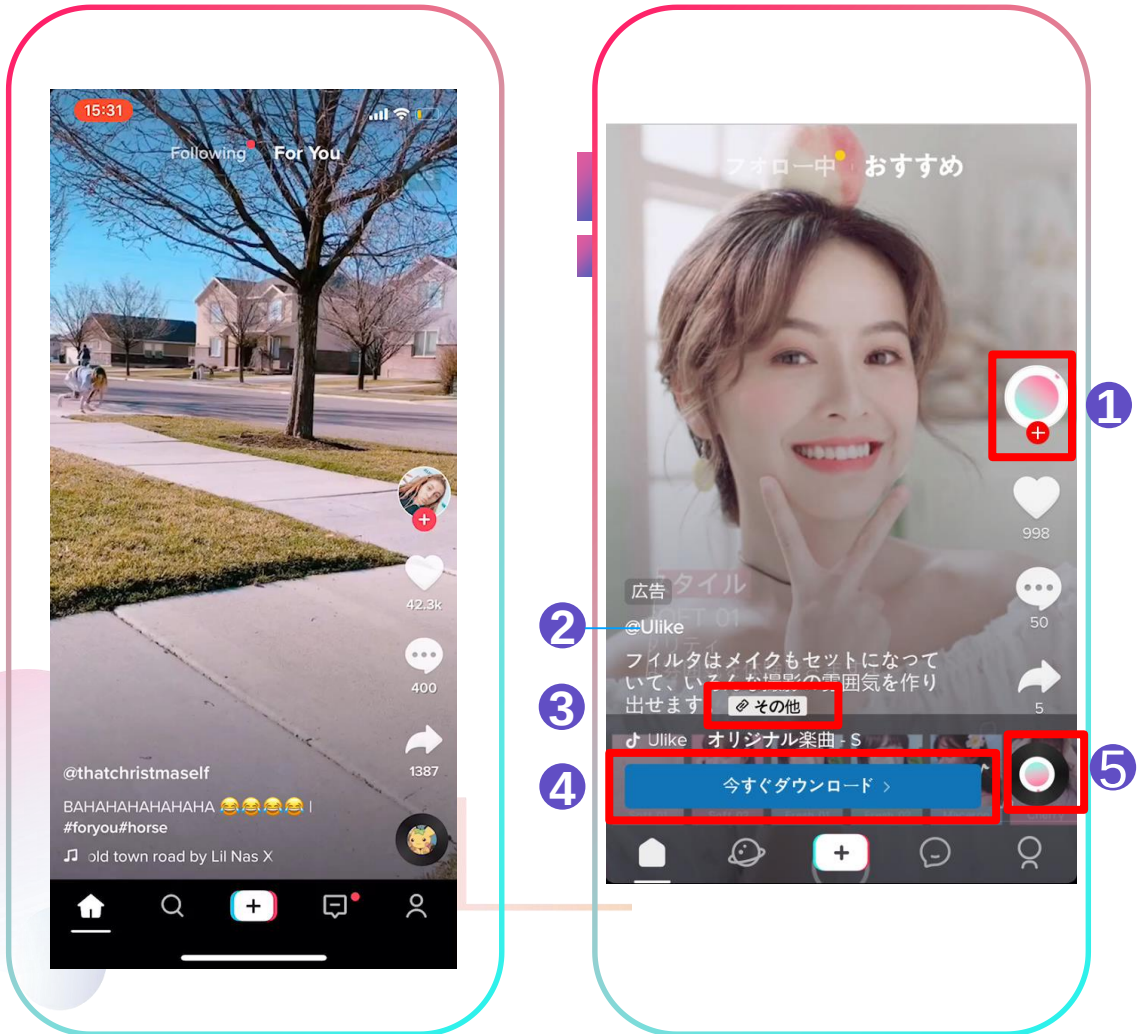
In-Feed Ads (Native)



Click	Landing Page
1. Profile Picture, 2. Brand name, swift left	Personal Page
Music Button	Music page
3 more、4 CTA	In site/ out site URL or download page

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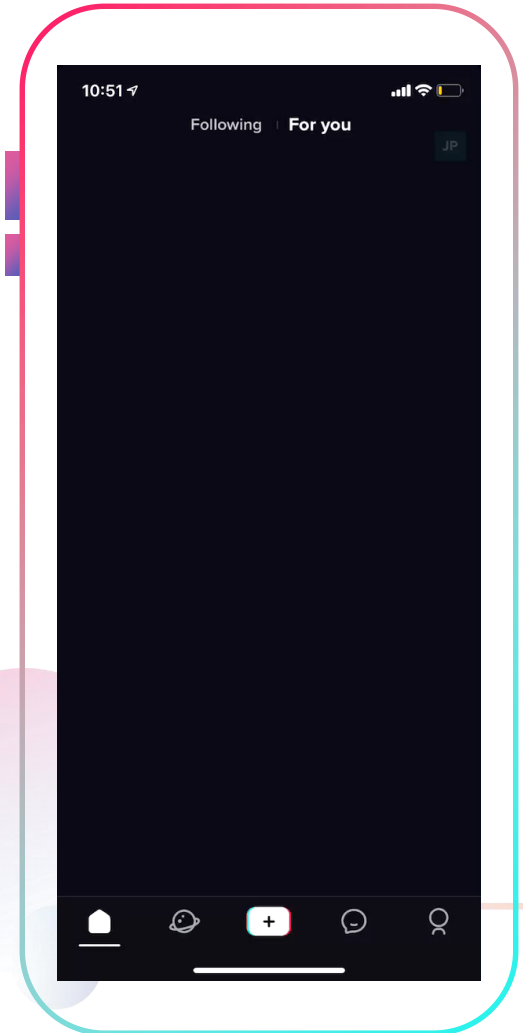
Big Day



Click	In-feed Diversion	In-feed Native
Video Content &"more" label	In site/ out site URL (Big Day landing page can also work)	In site/ out site URL (Big Day landing page can also work)
CTA Button	Big Day landing page	Big Day landing page
Cover Layer	Big Day landing page	Big Day landing page
Profile Picture, Brand name, swift left	In site/ out site URL	Personal Page
Personal Page Bottom Button	none	Big Day landing page
Personal Page Bottom Black Area	none	Big Day landing page

Appendix 2 - Brand Safety

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Brand Safety

New

Build Safe Ad Environment For Clients

Guidelines

Our Community Guidelines outline what is and isn't allowed on TikTok. Content will be analyzed, and any content flagged by our system as inappropriate will be removed.

Inappropriate Content Category

- ✕ Nudity or sexual activity
- ✕ Child safety violation
- ✕ Harassment or cyberbullying
- ✕ Discrimination or hate speech
- ✕ Harmful or dangerous content
- ✕ Intellectual property infringement
- ✕ Impersonation, spam, or other misleading content

Solution

Combine manpower and machine processing to enhance moderation with prompt reaction and flexible application

Videos uploaded to our platform

Machine Detection

Seek to remove or flag the questionable content based on all-round monitoring with machine learning according to community guidelines and other safety policies

- Review potential violations 24/7
- Multi-dimensional analysis

Dedicated Monitoring Queue

Our moderation team quickly review and respond to all flags

- Promptly respond to flags
- Multi-language support in 100% monetization open markets

Customized Options

TikTok Topping

Customize better ad environment based on advertiser's preference to ensure ads appear around popular contents

Ads Displayed

THANKS

Global Business Marketing Team,
March.2019