

BRAND FORUM

Be Informed | Be Inspired | Connect

Harness the Power of TikTok

Tuesday, 4th May, 2022 | 12pm - 1.00pm

Agenda

BORD BIA
IRISH FOOD BOARD

1. Introduction
2. The Social Landscape in Ireland
3. TikTok Advertising & Measurement
4. Platform Insights & Best Practice
5. Content Creation & Production
6. Q&A



JEN WALSH



VAUGHAN MOORE



ROBIN MURRAY



DONAL SKEHAN

core[™]

GRANITE

nomos

donalskehan.com

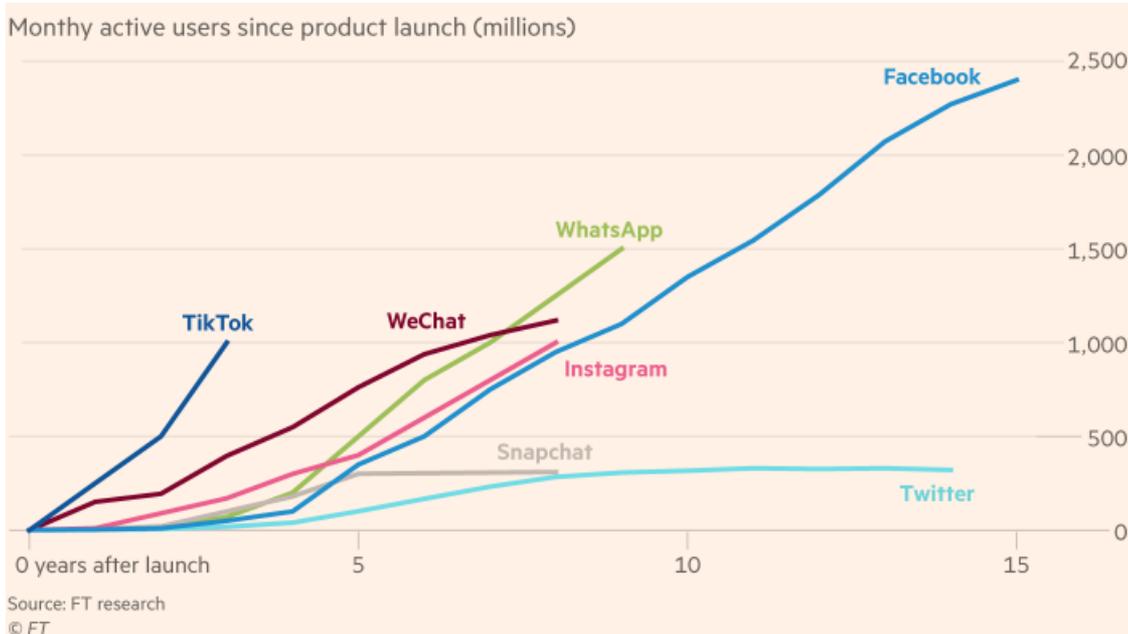
Speakers

BORD BIA
IRISH FOOD BOARD



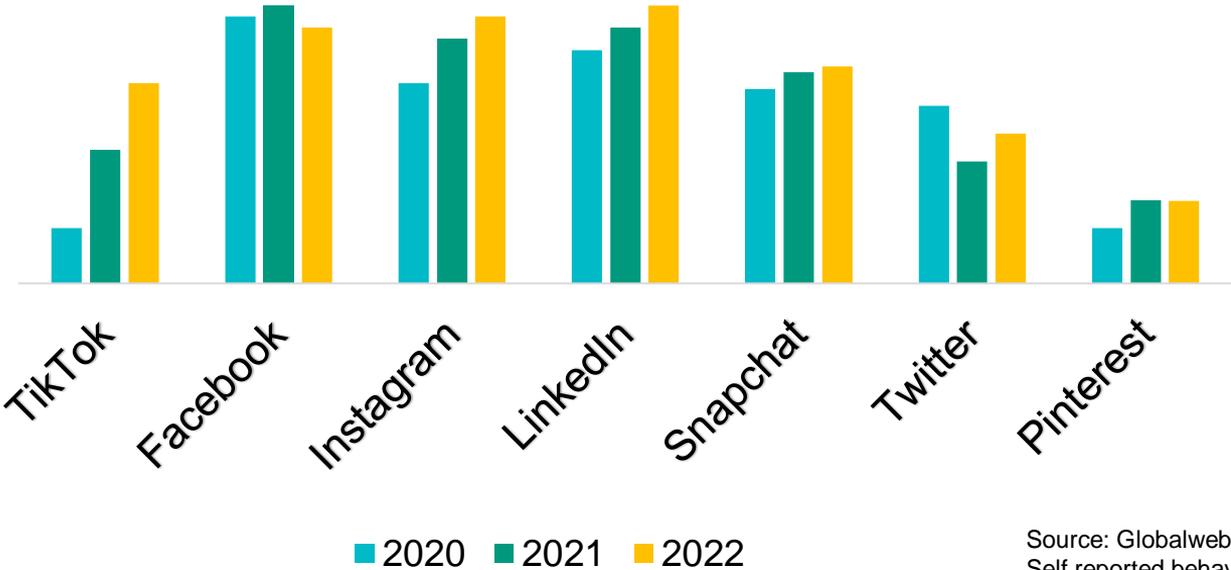
The Social Landscape in Ireland

Social Media Growth



Source: Financial Times Jan 2022

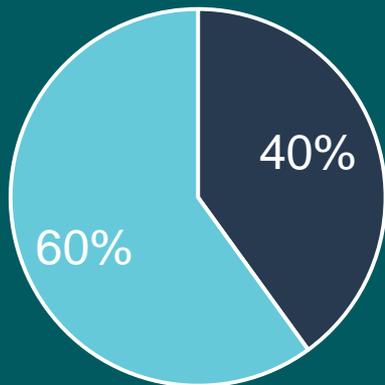
Irish Platform Audience Size 2022



Source: Globalwebindex – Survey – Self reported behaviour (age -16-64)

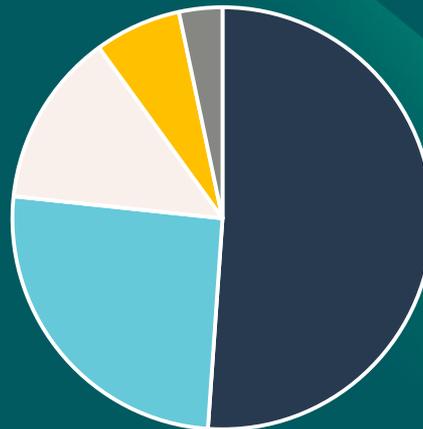
1.8m TikTok Mau Users in Ireland

Gender Breakdown



Male Female

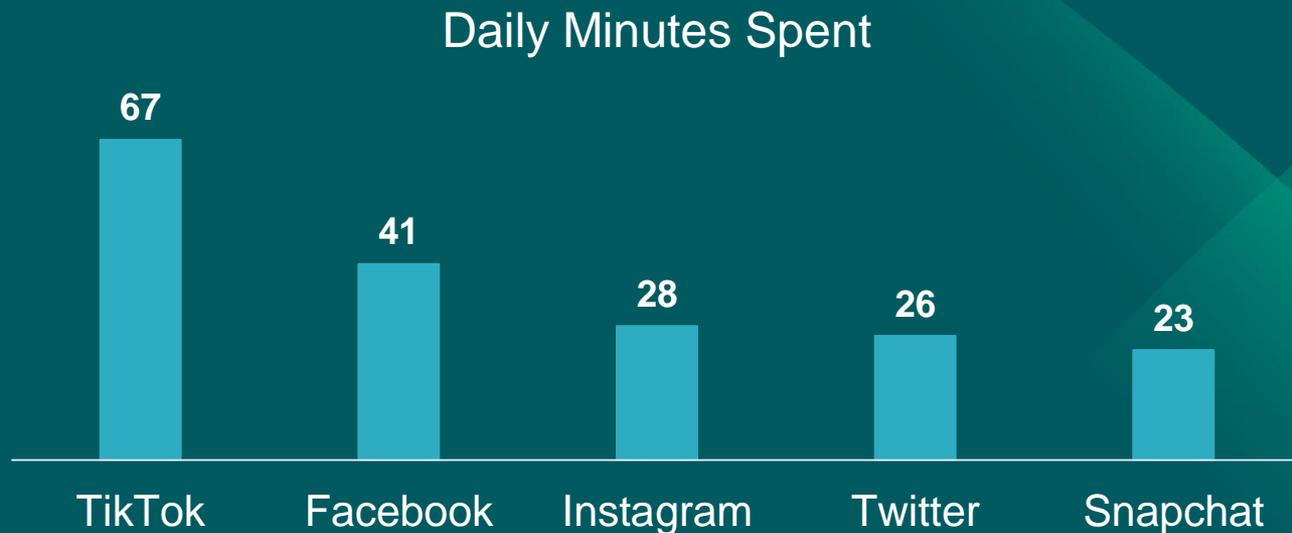
Age Breakdown



18-24 25-34 35-44 45-54 55+

Source: Tiktok & GWI 2021

We spent 2+ hours on Social and own 8 accounts each



Source: AppAnnie, January 2022,
Ireland audience



TikTok advertising and measuring

Ads on TikTok



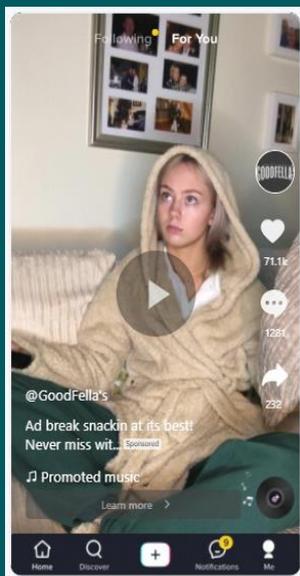
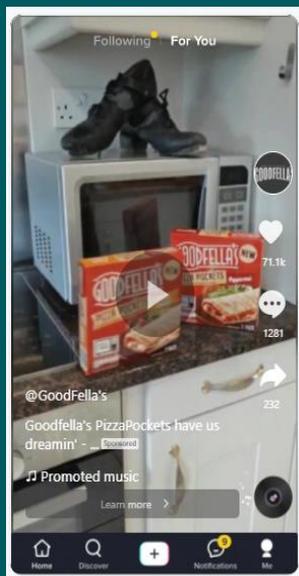
KFC building video reach through TikTok



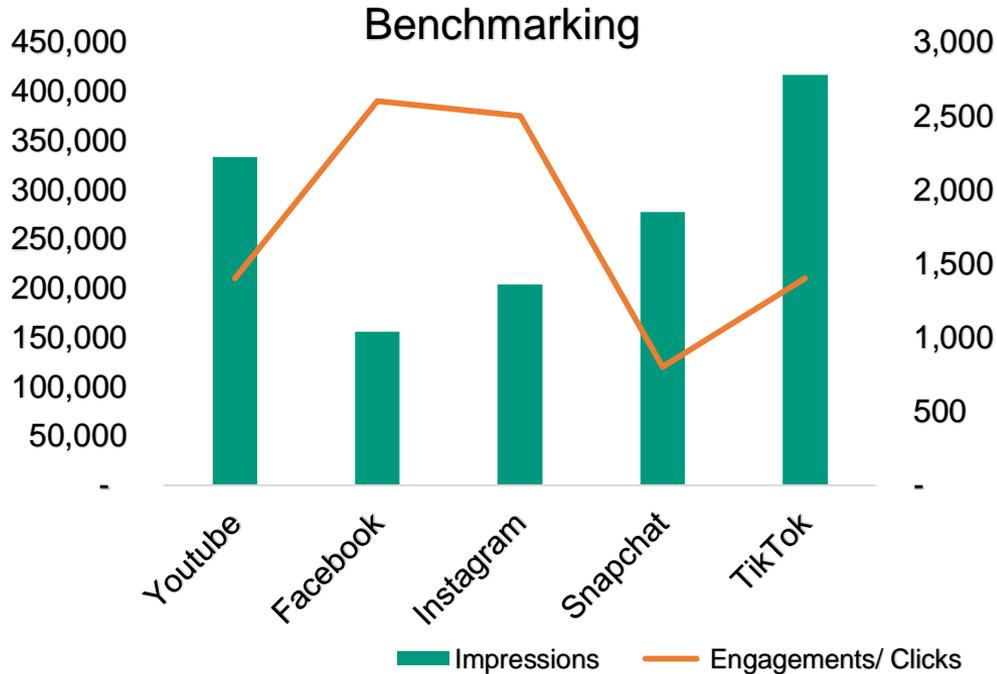
Needed to build incremental video reach

Didn't have any available Tiktok content

Goodfella's use of micro influencers



Measurement



What do the results of the test tell us?

TikTok and YouTube offer best value for reaching the audience

Facebook and Instagram drove the highest engagements

Measurement

Video type	Typical ad		Content created video	
Budget	€500		€500	
Results	Impressions 833k	CPM €0.60	Impressions 166k	CPM €3
	Engagements 1.45k	CPE €0.34	Engagements 3.2k	CPE €0.13
Extra costs	Video production		Influencer fee inc product costs and delivery of any products to be supplied	

Platform Principals & Best Practice

Be Distinctive

As a brand you have mere seconds to gain a user's attention. It is therefore key that your content has its own style and that your content looks like your brand.

Distinctiveness is key on TikTok. Consider RyanAir and their planeface. Planeface is now synonymous with the brand and often copied within the category. Users shame other brands for stealing their Planeface.



Keep Attention

As with all platforms you are lucky if your branded content is watched for longer than 10 seconds.

TikTok is no different. It is crucial to front load the most interesting or gripping content hook into the first 1-3 seconds to ensure the user remains to watch the remaining content.

Looking for the sweet spot? The ideal video length according to TikTok is 11 seconds.



Keep Attention

As with all platforms you are lucky if your branded content is watched for longer than 10 seconds.

TikTok is no different. It is crucial to front load the most interesting or gripping content hook into the first 1-3 seconds to ensure the user remains to watch the remaining content.

Looking for the sweet spot? The ideal video length according to TikTok is 11 seconds.



Stand out

It has always been advisable to stand out within the conventions of your category. Being a 'purple cow' allows your brand to be familiar yet recallable and distinctive.

Pepsi partnered with Khaby Lame to showcase their new nitro brew cola without a single word being said.

The image is a composite of two parts. On the left, Khaby Lame is shown from the waist up, leaning on a bar counter. He is wearing a white jacket and a dark tie. Behind him is a well-stocked bar with various bottles. A small blue box with white text is overlaid on the image, reading: "#AD Hey Khaby, show us how to drink Nitro Pepsi." On the right, there is a blue background with the "NITRO pepsi" logo in orange and white. Below the logo, it says "A SMOOTHER WAY TO SODA". In the center, there is a tall glass of dark beer with a thick head of foam and a can of Nitro Pepsi. The glass and can both feature the Nitro Pepsi logo. At the bottom right, there is a TikTok logo and the handle "@khaby.lame". A "Report" icon is in the top right corner.

Own Brand Truths

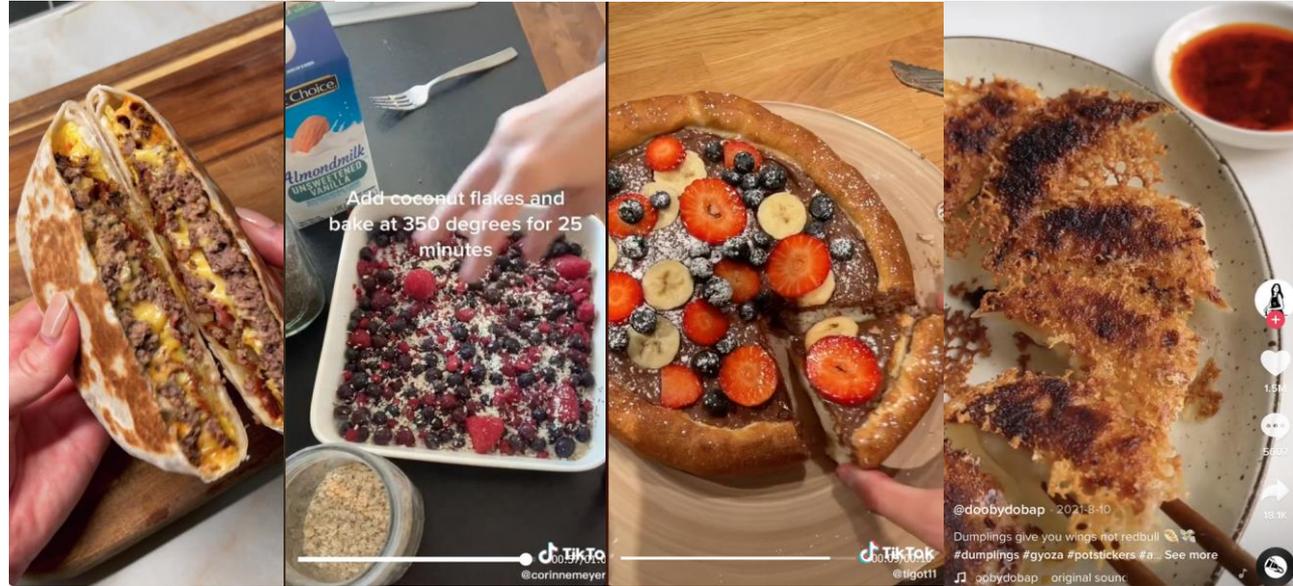
Owning brand truths has always been a key marketing strategy to shape narratives around a brand and appear more authentic.

Two key examples here Oreo reclaiming a previously retired but nostalgically in demand product and Le Creuset owning how the majority of consumers cannot pronounce their name.



Food Trends 2022

1. **#BurgerCrunchwrap**
592M views
2. **#Bakedoatmeal**
134M views
3. **#Nutellapizza**
64M views
4. **#ASMRcooking**
523M views



Drink Trends 2022

1. **Guilt free indulgence**

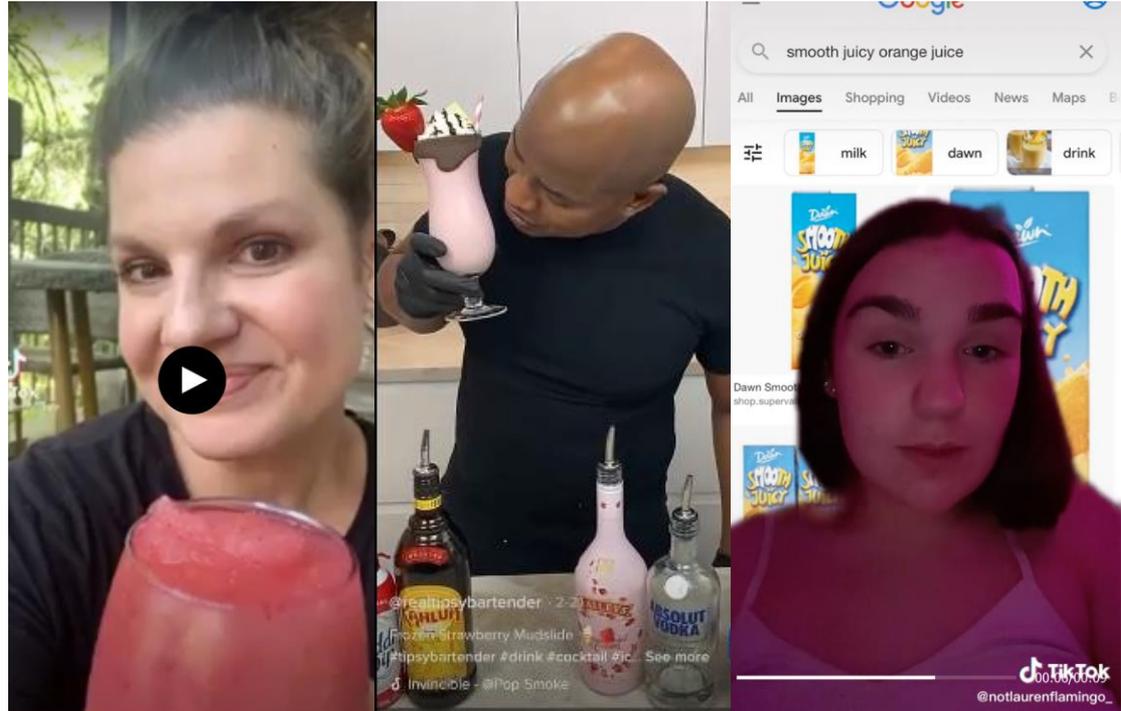
1B views

2. **Going big & bold**

750M

3. **Return to classics**

500M (approx)



Use of TikTok by Irish Brands

1. Barry's Tea #inthewild
2. CaliCali
3. Manhattan



Influencer learnings

Cznburak - @cznburak

57.2M Followers **1B** Likes

The Pasta Queen -

@The_pastaqueen

2.1M Followers **36.4M**

Likes

Poppy O'Toole -

@poppycooks

2.1M Followers **32.8M**

Likes



nomos

Content Creation

Nomos & Donal Skehan

BRAND FORUM

Be Informed | Be Inspired | Connect

Thank you

To access previous webinars go to
www.bordbia/brandforum