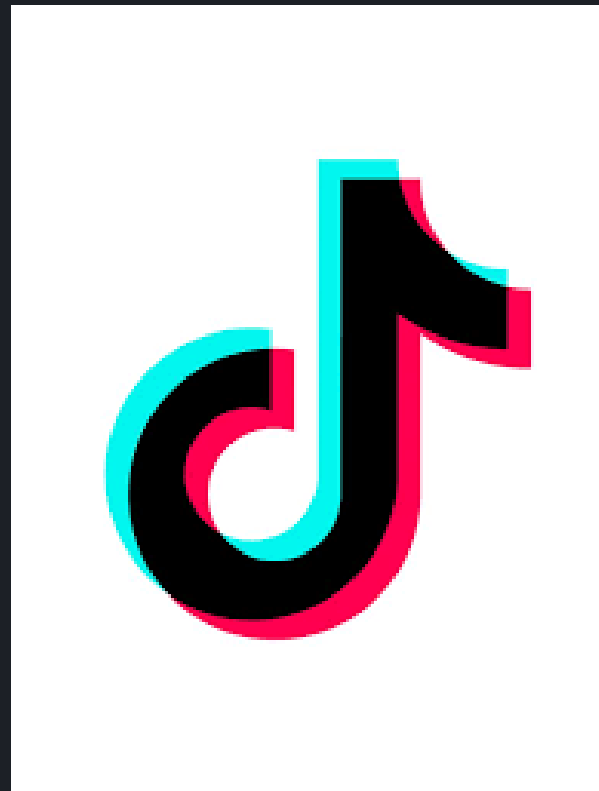




TikTok Brand Analysis



Angie Lopez-Yepes, Massuda Kohgadai, Irena Yin,
Rebecca Peng, Connor Williams





TikTok Overview: The Homework Stage



TikTok: The Engine of Modern Culture

- Founded by ByteDance (2016); launched globally in 2017
- Operates in 150+ countries with 1.6B+ monthly active users
- Short-form video + sound-driven trends + algorithmic personalization
- Democratizes virality - anyone can trend, regardless of follower count



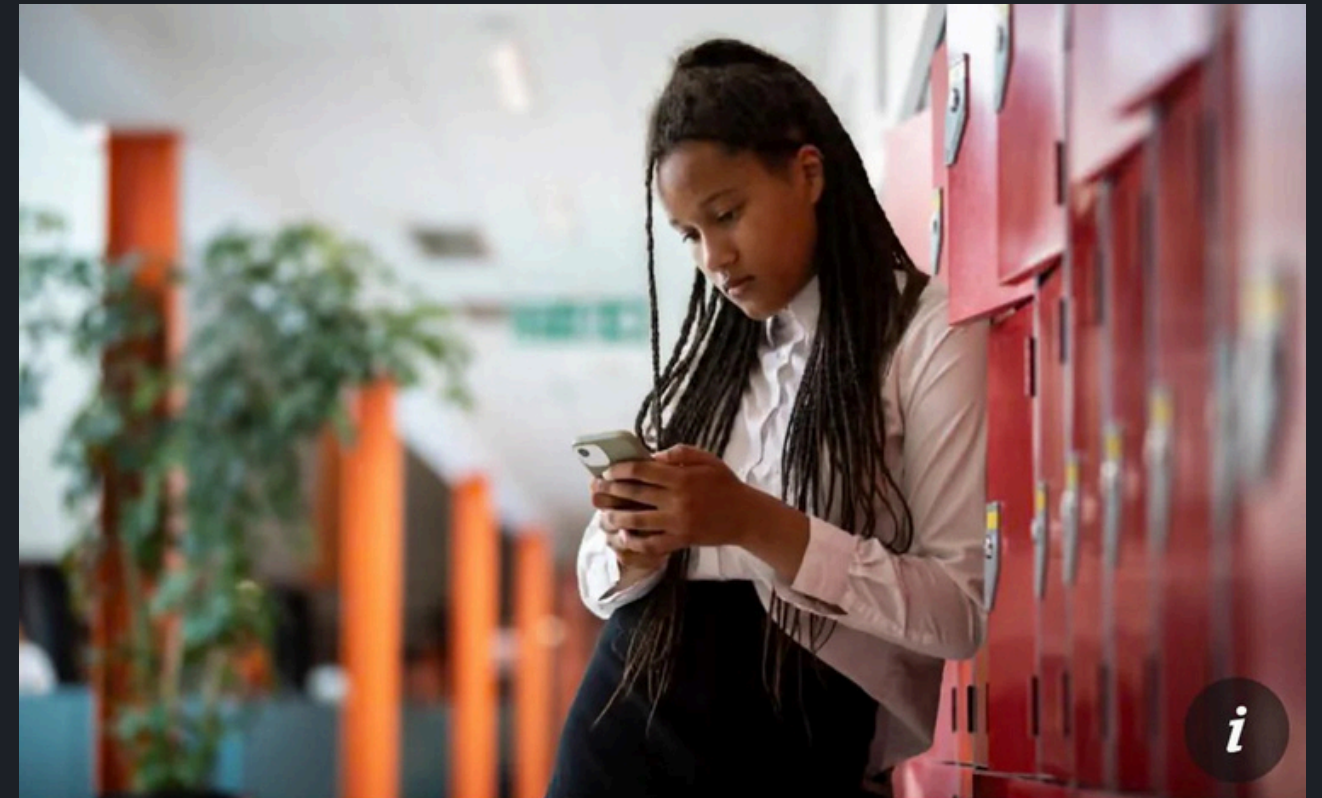
A Sensory Platform of Connection and Creativity



- Community built on authenticity and participation; users consume and create
- Power lies in sensory immersion - sound, speed, and humor drive engagement
- Fast-evolving trends redefine culture in real time with real consequences

An Unstoppable Brand Under Scrutiny

- Strengths
 - Users average 90+ minutes per day
 - Creativity, small business growth, education
- Liabilities
 - Algorithmic opacity → privacy, mental health, national security concerns.
 - U.S. regulatory scrutiny and trust challenges (Project Texas)
 - Over-commercialization risks: authenticity vs monetization tension



Social media

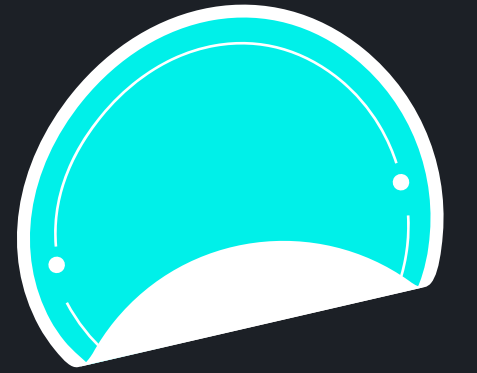
Australia passes world-first law banning under-16s from social media despite safety concerns

Inside the Machine: Culture, Competition, and Consistency



- Competes with: Instagram Reels, YouTube Shorts, Snapchat Spotlight
- Holds first-mover advantage in short-form architecture
- Society mirrors the app: fast, creative, chaotic
- **Sustainability depends on balancing innovation with ethical safeguards**

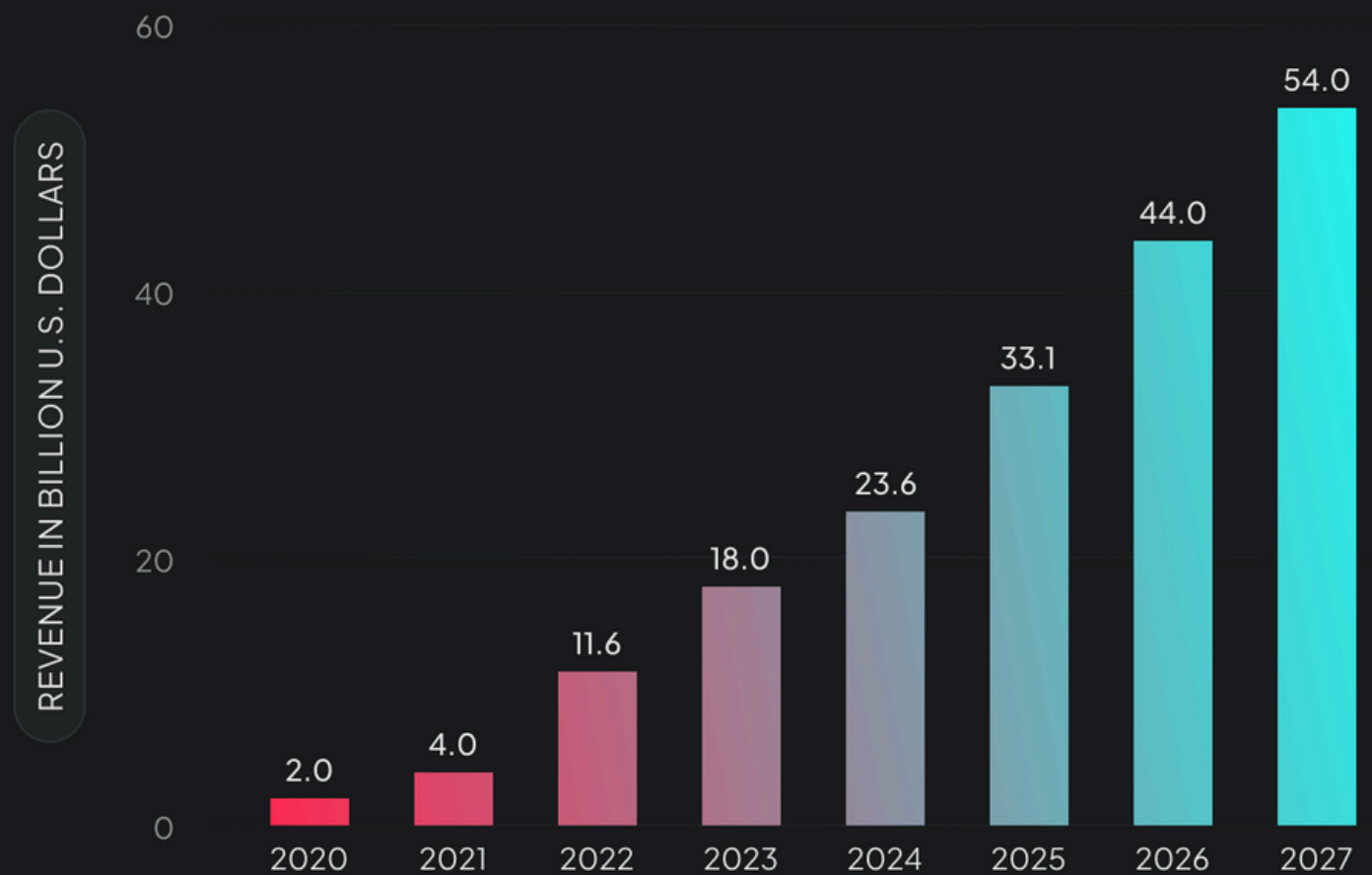
From Viral App to Cultural Institution



- Redefine entertainment through participatory culture
- Expand TikTok Shop, Music, Gaming, Live Streaming
- Creativity made accessible - democratizing storytelling worldwide
- Ambition: evolve from trend generator to cultural steward





Global TikTok Ad Revenue
(2020-2027)





Stage 2: TikTok Insights

Why TikTok is a trailblazer in the media space.



Insight #1: Discovery without Decision

Content finds YOU

Discovery

Users crave experiences that feel effortless in a world of constant choice

Algorithm

TikTok's algorithm learns from every like, comment, share, watch time, etc--> curating content automatically


Culture

TikTok is more than just social media. It's music, trends, fashion, news, pop culture, humor, etc.



Stats

40% of Gen Z use TikTok as a search platform
(The Gaurdian, 2025)



Insight #2: Democratized Creativity

Anyone can create, Anyone can have a platform



01

Barriers

short-form video and editing tools lower barriers to creative expression

02

Trends

Trends and audios act as prompts, encouraging creation and remixing instead of competition

03

Virality and Algorithm

TikTok treats everyone and everything equally (people and audios). Anyone can go viral at anytime. Old music, new artists, random people can experience fame.

Insight #3: Culture of Belonging

The people yearn for community

Curation

authentic content
allows users to
participate without the
pressure of being
perfect



Culture

TikTok culture isn't
made by 1 or 2 famous
people it's *everyone* on
the app

Participation

Each comment, stitch,
duet, transforms
individual creativity
into collective
participation



Belonging

TikTok delivers micro-
moments and micro
spaces of belonging
through trends, sounds,
challenges, viral videos,
etc

Why TikTok Works

**Everyone feels capable
of creating**

**Micro-moments of
belonging keeps users
engaged**

**Effortless discovery keeps
users scrolling**

**Individual actions →
global cultural
participation**





Brand Essence: Creativity, Culture, Community



Experience

TikTok turns ordinary moments into collective experiences and satisfies desires for effortless discovery, self-expression, and inclusive engagement



Intersection

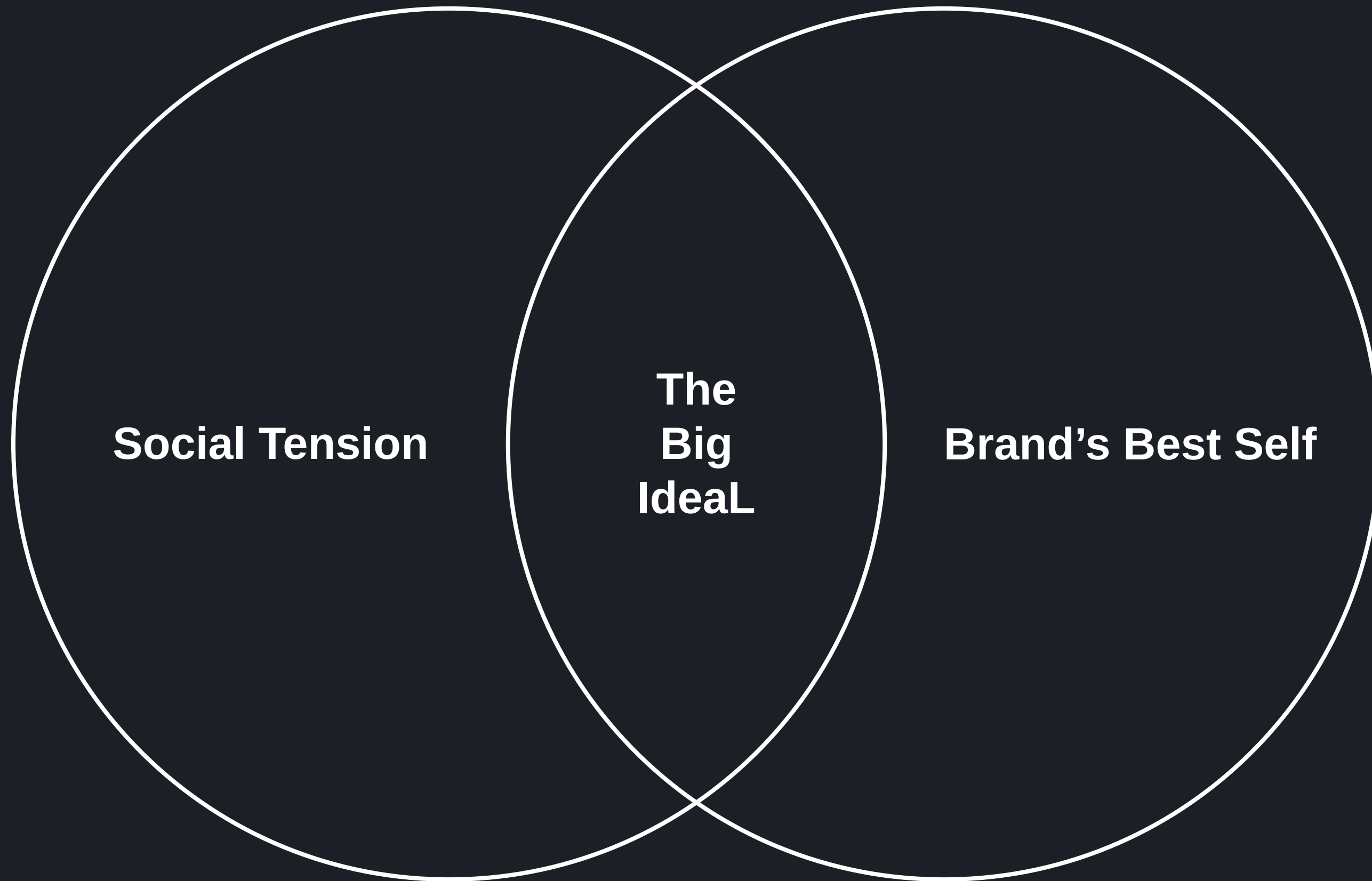
TikTok is where creativity, culture, and community intersect, democratizing creativity and cultural participation.

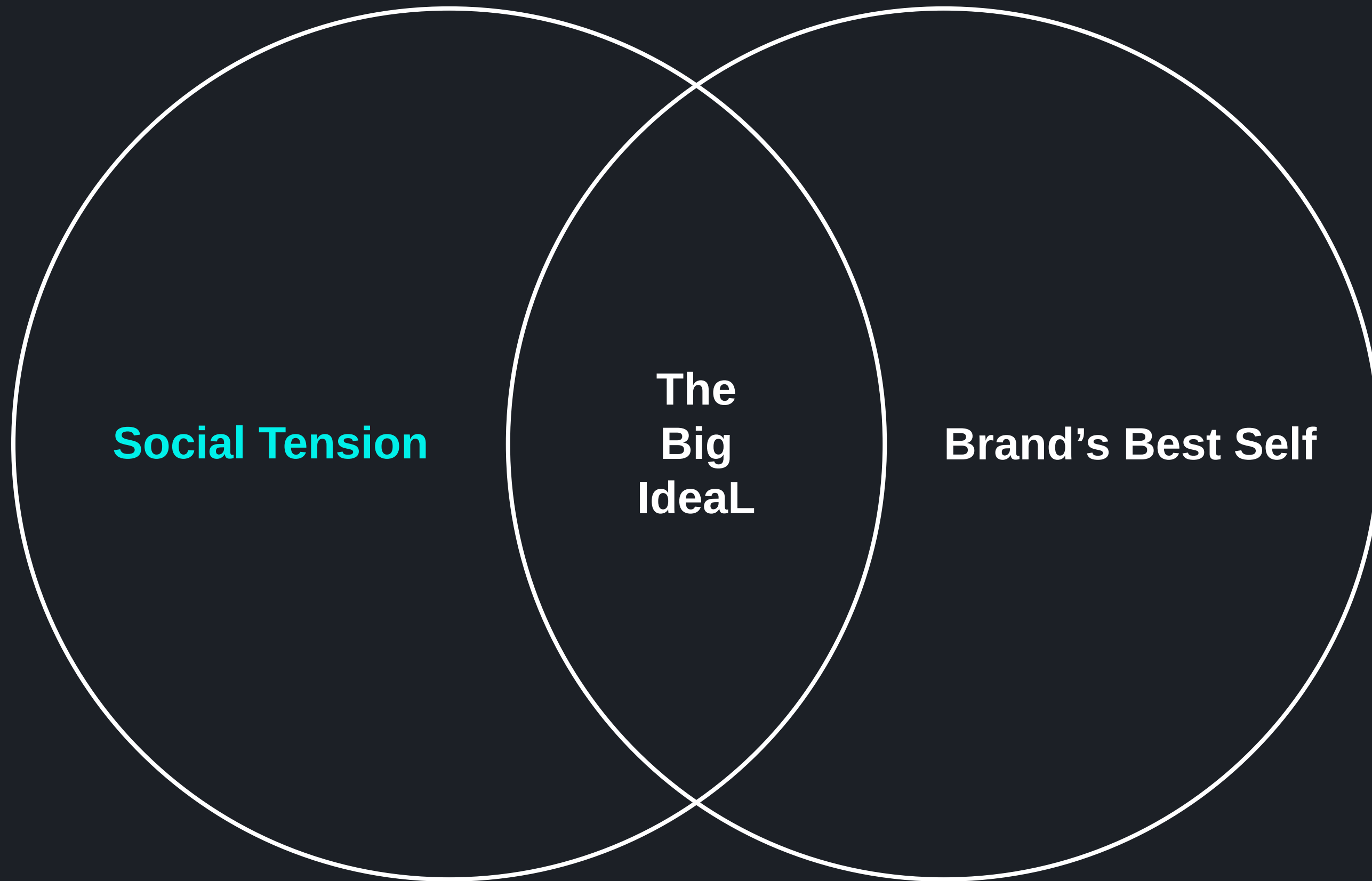




03

Stage 3: The Big IdeaL

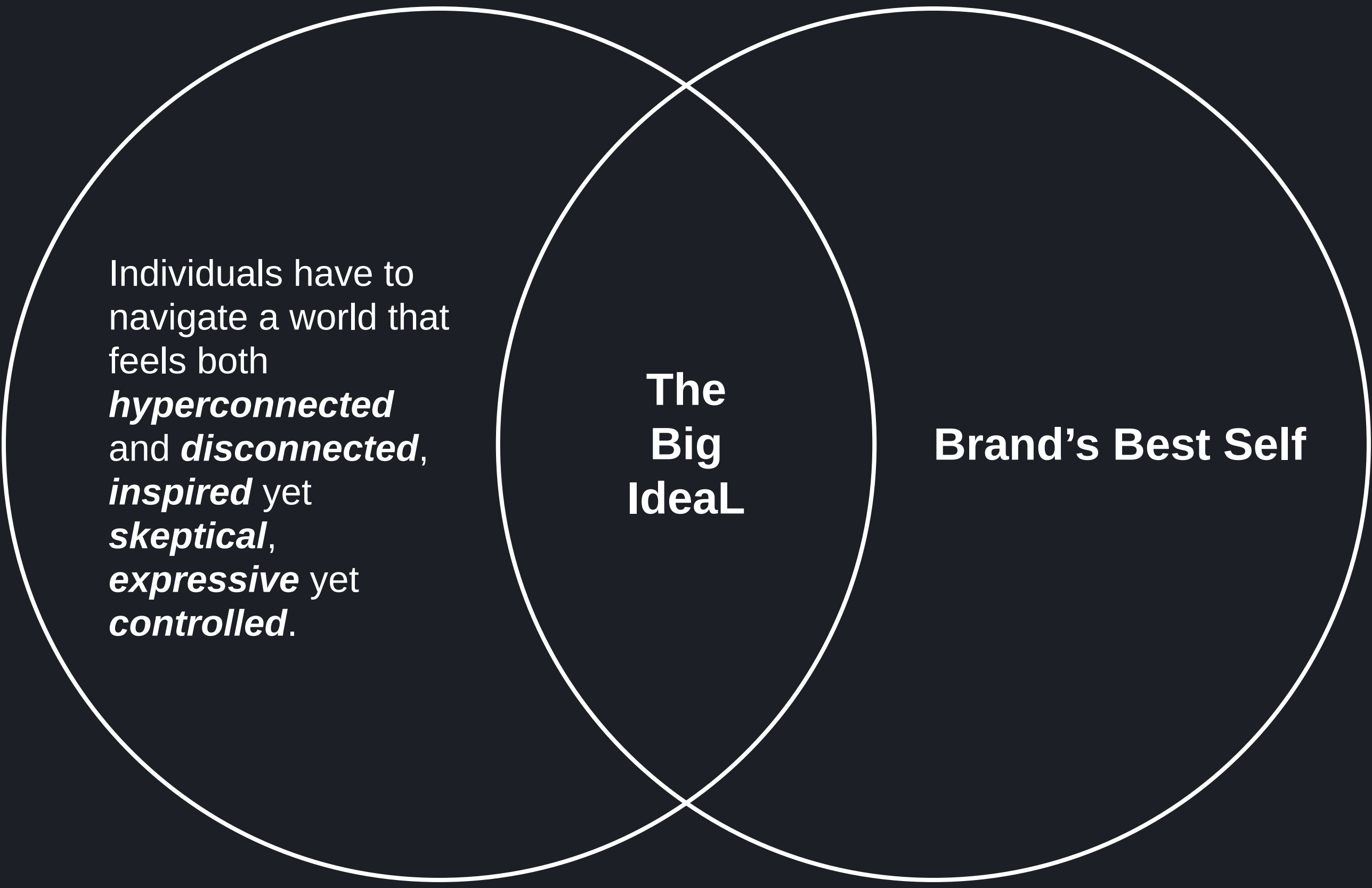




Social Tension

**The
Big
IdeaL**

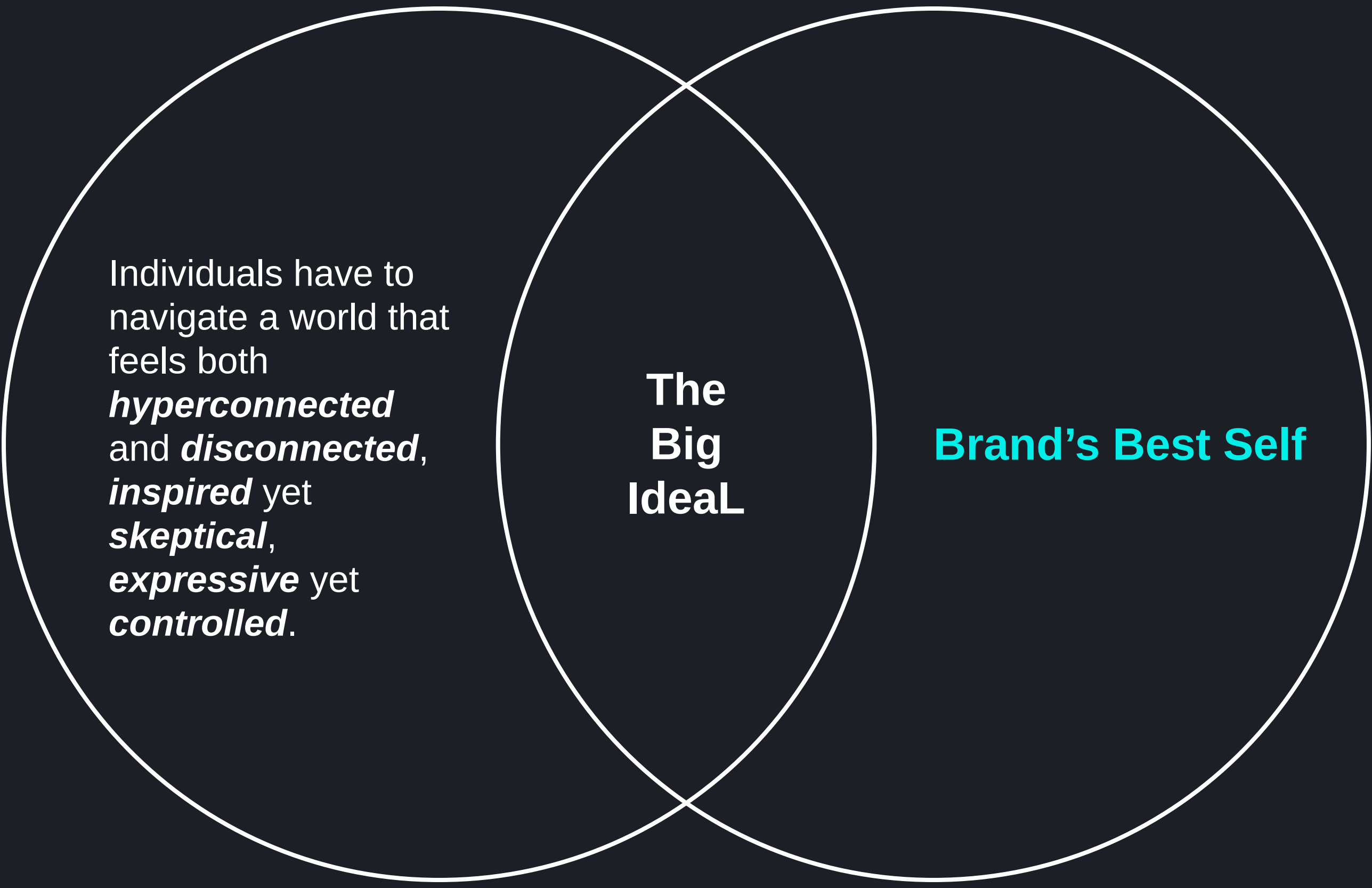
Brand's Best Self



Individuals have to
navigate a world that
feels both
hyperconnected
and *disconnected*,
inspired yet
skeptical,
expressive yet
controlled.

**The
Big
IdeaL**

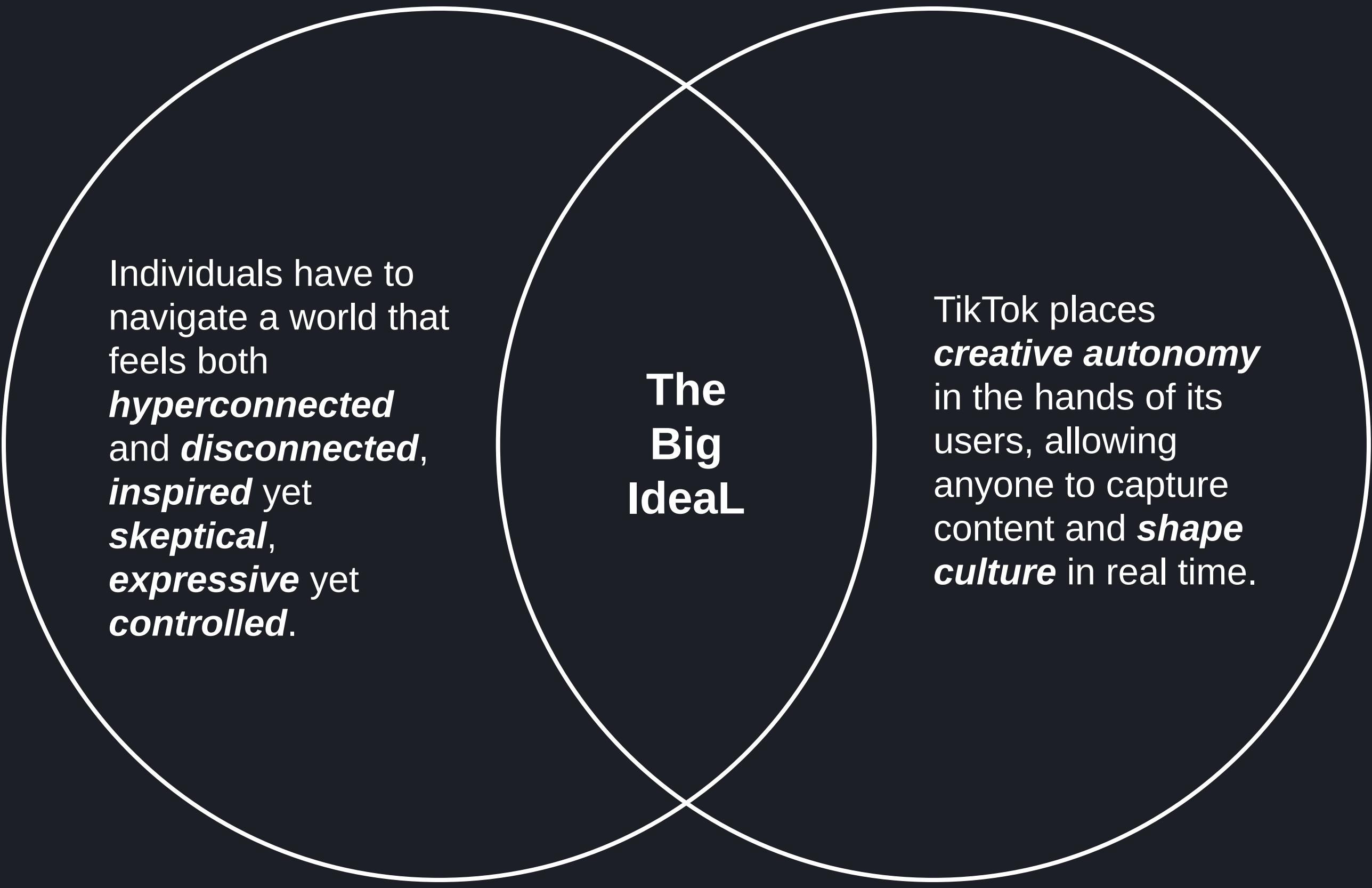
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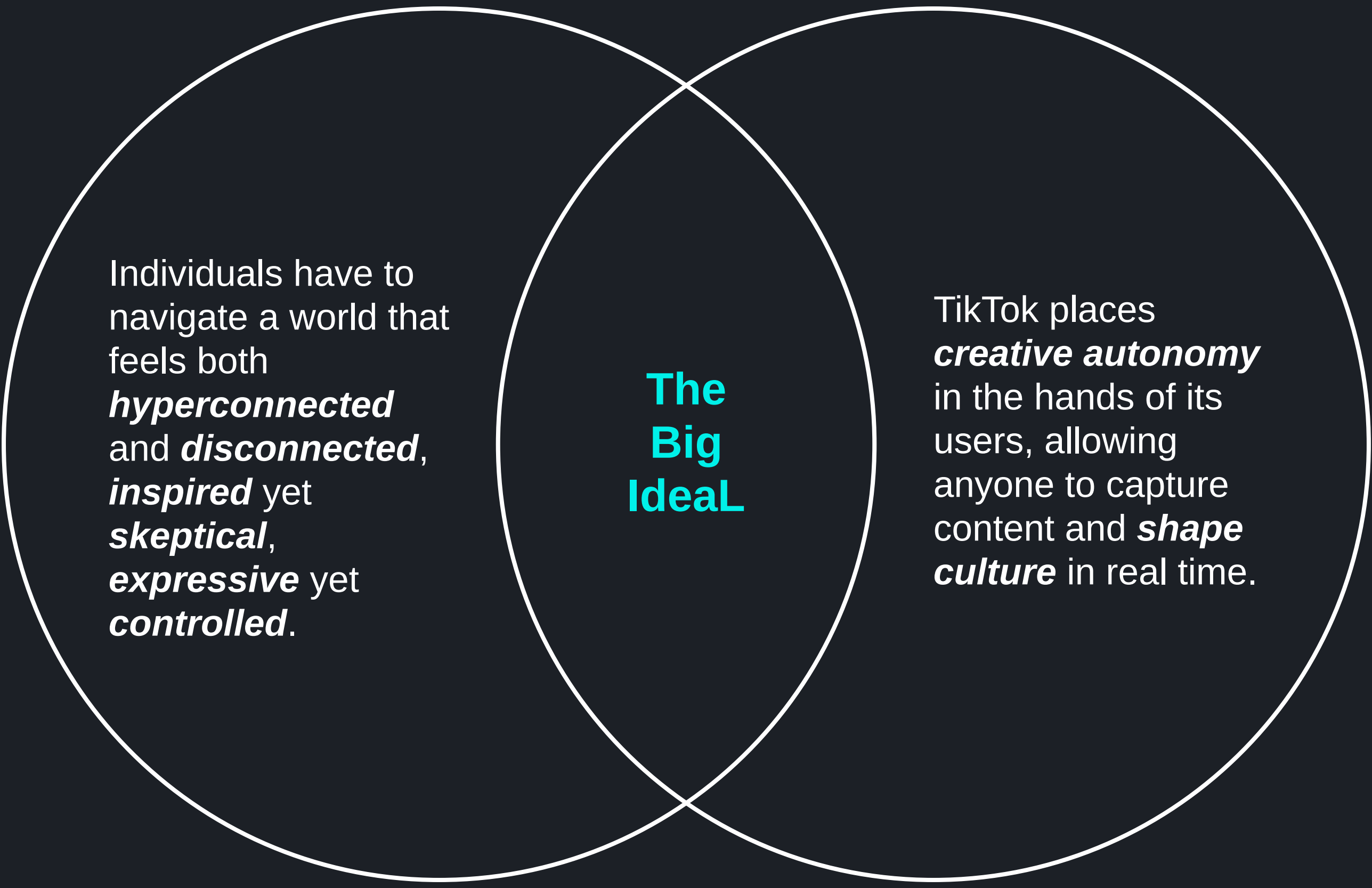
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TikTok places
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The Big Idea

TikTok believes the world would be a better place if people felt empowered to shape culture through creative expression.





Stage 4: The Work



The 360 Funnel

01

Awareness

Paid + Owned:
TopView Ads &
Branded Challenges
mimic native behavior
to introduce TikTok's
participatory culture

02

Interest

Shared:
Duet, Stitch & Effect
House invite users to
remix and co-create

03


Decision

Shared + Earned:
#TikTokMadeMeBuyIt
converts trends into
commerce and media
coverage


04

Advocacy

Earned + Shared:
Every remix or parody
extends TikTok's
cultural footprint
organically.



Paid builds visibility; Shared drives participation; Earned builds trust; Owned sustains coherence.



From Strategy to Activation

Function	Core Role	Example Initiatives	Media Type
Advertising & Digital	Create native storytelling and amplify trends	TopView Ads, Branded Hashtag Challenges, #ItStartsOnTikTok	Paid + Owned
Public Relations	Build trust & transparency	Project Texas, Transparency Reports	Earned
Community & Creator Management	Empower authentic creation & representation	#LearnOnTikTok, #BlackTikTok	Shared
Owned Media & Brand Platforms	Maintain cohesion & brand tone	TikTok Newsroom, @TikTokForBusiness	Owned



05

Stage 5: The Measurement Stage



What do we look at?

- Awareness and reach
 - Users spend an average of 33 hours and 38 minutes a month
- Cultural performance standpoint
 - Launchpad for new music, comedy, fashion, and slang
 - Other apps copying TikTok's success
- Future Insights
 - According to eMarketer's, projects ad revenue of \$14.03 billion



Our recommendations



Transparency and Trust Campaign: “Inside the Algorithm”

Proactively addressing global concerns about data privacy and content curation through a creative transparency campaign.

Creator Equity and Local Grant Program

TikTok’s cultural value is built on its creators, yet many still face monetization barriers.



Wellness and Positive Use Storytelling Series

A method to counter growing criticism about addiction and mental health.

What do we conclude?

Paradox vs. Power

```
graph TD; A[Paradox vs. Power] --> B[Creativity vs Responsibility]; A --> C[Culture in Motion];
```

**Creativity vs
Responsibility**

Culture in Motion



Thank you!

