

# Ideas made possible.



DESIGN4RETAIL • DESIGN4RETAIL •

## TAPPING INTO TIKTOK

Written by Georgie Lee & Lucy Mister

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# _TikTok doesn't just concern digital marketers

WE TAKE A LOOK AT WHY YOU SHOULD BE LEVERAGING TIKTOK THROUGHOUT YOUR ENTIRE MARKETING OPERATIONS, BOTH ONLINE AND OFFLINE.





THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# Content




TIKTOK: UNDER THE SPOTLIGHT
A POWERHOUSE OF A PLATFORM




WHAT'S TIKTOK TRENDING?
TWO THINGS TO WATCH OUT
FOR IN 2023 AS A B2C MARKETER




HOW TO BEAT THE ALGORITHM...
& WIN TIKTOK




LEVERAGING TIKTOK OFFLINE:
A NEW ERA OF "PHYGITAL"



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# 1

# _TikTok: Under The Spotlight



## A POWERHOUSE OF A PLATFORM

We take a look at how the exponential rise in popularity of TikTok has started to outperform the freshly-formed giant of Meta, before exploring its influence on society and the plethora of features that are unique to the platform.

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# TikTok Outperforms Meta

TikTok has become a global phenomenon with over 1 billion active users worldwide, making it one of the most influential social media platforms today. Figures suggest that 'the average American is spending 90 minutes a day on TikTok' which is more than Facebook and Instagram combined'! But what has led to its success?

## A PLATFORM FOR EVERYONE

TikTok really is for everyone! With the app delivering tailored content to each unique user, whether your interests lie in fashion, gaming, music, sports, beauty, travel, gardening, ASMR or finances, you'll easily be hooked for hours! Not only is this type of content available to you when you search and explore content on the app, but it is also delivered straight to you via your 'For You' page which presents an endless line of videos selected by its algorithm – learning users' content tastes and preferences with every second they scroll, pause and watch. **You don't tell TikTok what you want to see, TikTok tells you!**






YOU DON'T TELL TIKTOK WHAT YOU WANT TO SEE, TIKTOK TELLS YOU!

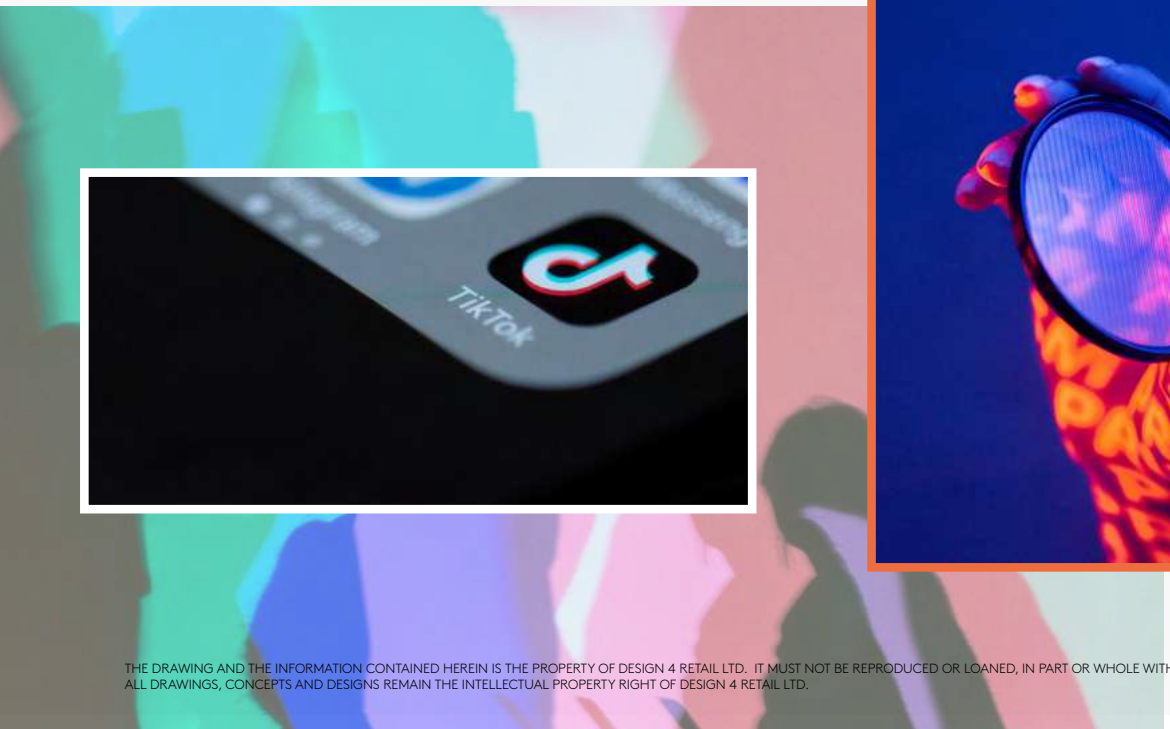


THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

## SOHPISTICATED AND LEADING-EDGE FEATURES

On top of its highly intuitive algorithm and countless hours' worth of tailored content for endless scrolling, TikTok's new feature launches have been no less than exceptional including its offer of superior, hyper-realistic AR filters, including "Teenage Look" and "Bold Glamour", which are indistinguishable from reality, albeit a bit unhealthy to users' self-esteem. Not to mentioned TikTok's 'Stitch' filter which allows users to interact with each other in what is arguable a more human way, contributing to the conversation by 'adding' their videos to other users' videos. This feature is transforming the way we approach commenting, collaborating, discussing, and debating on social media platforms – replacing the voices of unidentifiable trolls and keyboard warriors with those who are unashamed to be seen.

# 82% OF GLOBAL INTERNET TRAFFIC IS VIDEO STREAMING AND DOWNLOADS






## "IF YOU CAN'T BEAT THEM, JOIN THEM"

Meta has been sure to introduce a number of features to its platforms that mimic TikTok's video sharing model, such as with its IG and Facebook Reels, in an attempt to respond to the trend and usage reports suggesting that 82% of global internet traffic is video streaming and downloads (Cisco), and swipe some of TikTok's success! More recently, Google has also followed suit with the addition of its 'Shorts' feature encouraging creators to upload smaller, bite-sized content to the platform. Despite attempts to add similar features, IG only reported a 22.9% growth in users in 2021 compared to a growth-rate of 43% for TikTok (Genie Goals). And with TikTok being the favourite among younger generations with 25% of TikTok's users being 10-19 years old compared to IG's biggest user group being 28-24 years old at 30.8% (Statista), it suggests that it is a battle of branding and image rather than one of form and function.



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# How influential is TikTok?

WE IDENTIFY FOUR KEY AREAS THIS POWERHOUSE OF A PLATFORM HAS TAKEN BY STORM.




TikTok has become a driving force in popular culture, with its viral challenges, dances, and trends. It has helped to launch the careers of numerous creators and influencers, and has also influenced fashion, music, and other aspects of pop culture.




TikTok is a major source of entertainment for many users, offering short-form videos that are easy to consume and share. It has become a go-to platform for funny and relatable content, as well as a source of news and information.



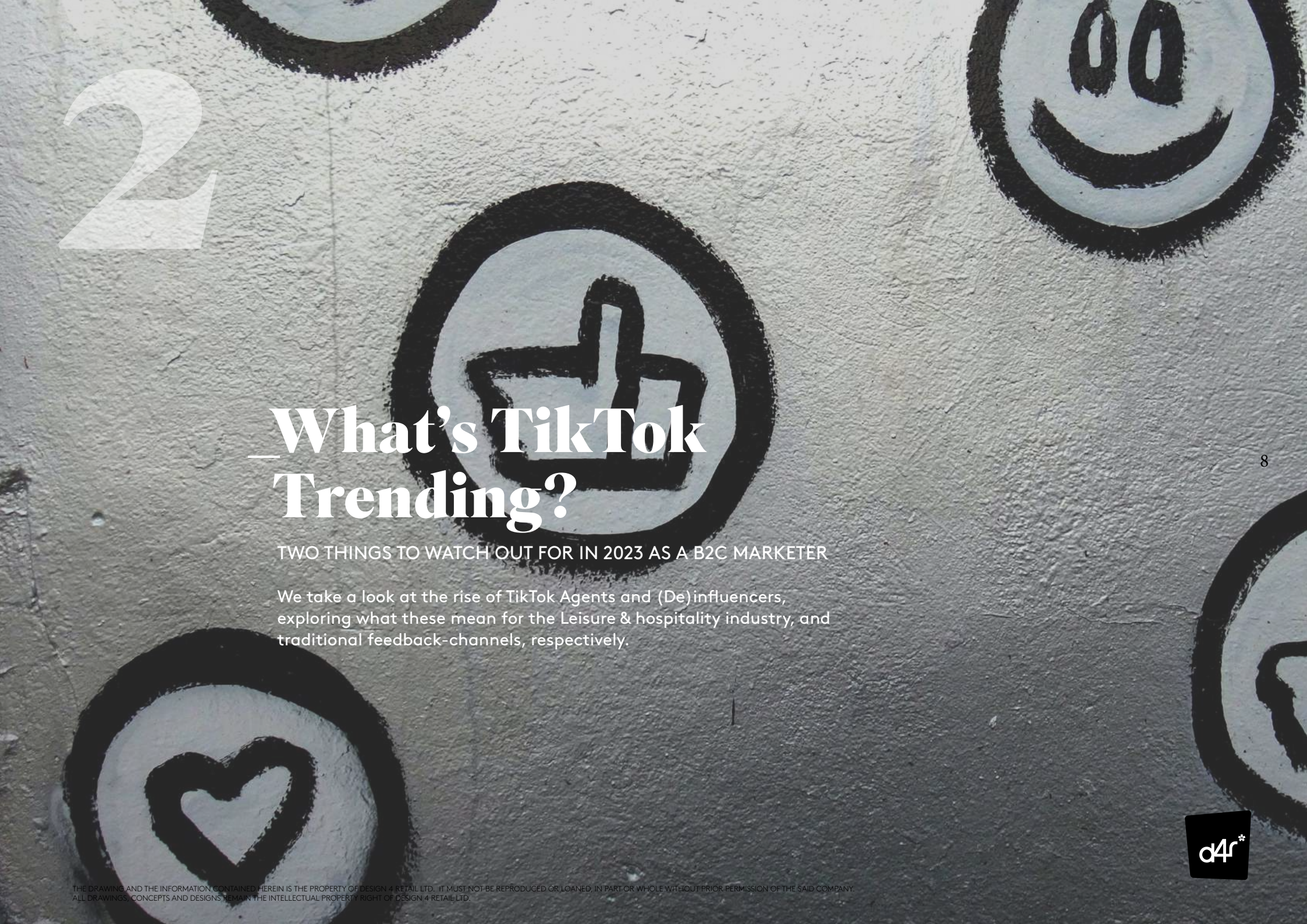

TikTok has also played a role in raising awareness of social issues and promoting activism. Users have used the platform to share their perspectives on a wide range of topics, from politics to social justice, and have also used it to organize protests and other forms of activism.




TikTok has become an important platform for marketing and advertising, especially among younger audiences. Brands have used the platform to promote their products and services, and many have partnered with popular creators to reach a wider audience.



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.



2

# _What's TikTok Trending?

TWO THINGS TO WATCH OUT FOR IN 2023 AS A B2C MARKETER

We take a look at the rise of TikTok Agents and (De)influencers, exploring what these mean for the Leisure & hospitality industry, and traditional feedback-channels, respectively.



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# Two things to watch out for in 2023 as a B2C marketer



Since TikTok's launch in 2016, there have been several new intuitive features introduced to enhance the user experience, but like anything, there is still room for further expansion and the popular social media platform has proven the opportunities are endless. Once branded as a silly dance video fad, TikTok has now become arguably the most prominent, trusted and technically sophisticated social media platform we have available to us – with new trends and content formats popping up all the time.

**Here are two things to watch out in 2023 as a B2C marketer...**

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# Introducing TikTok Agent: The Decentralisation of Leisure & Hospitality?

With the rise of #TravelTok and searches for travel itineraries on the platform having increased by over 72%, TikTok is becoming the go-to destination for holiday inspiration and all-things travel – bringing us into a new age of Travel Agency. Whether you're on the 'hunt' for a restaurant recommendation or a complete holiday itinerary, TikTok has it all. We say 'hunt' but this is exactly what TikTok doesn't make you do! At the tip of your fingers, a user can learn all the 'best bits' from a location anywhere in the world from a trusted voice – sometimes, all in one video up to just 10 minutes long. The content of 'TikTok Agents' better responds to our seemingly ever-shortening attention spans and preference for how we consume information online which is moving away from time-spent trawling the internet – because why do this when it could all be done for us! And, perhaps rather strangely, despite the thousands of views, shares and likes on a video from a TikTok Agent, the user still feels like the experience is personal, exclusive and unique – as if they are the only one to have access to these planned out trips and 'hidden' gems.

The beauty of TikTok is that everyone and anyone can create content and not just leading brands, global conglomerates and paid influencers, making the information in these types of videos far more trusted. A user who has created a TikTok video to tell fellow travellers about their experiences and a taste of what to expect in their personal opinion is far more credible than a brand, travel company or individual that benefits financially in some way. Combined with the fact that that "90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text", its no surprise that short-format personal account videos are so sought after – making TikTok an incredibly effective platform to "sell" an experience.




**SEARCHES FOR TRAVEL ITINERARIES ON TIKTOK HAS INCREASED BY 72%**







THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY. ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# TikTok Agents Feed Hype Culture

As well as promoting for city breaks and package holidays, this new form of marketing and promotion has been particularly effective for destinations that are slightly off the beaten track and are struggling to attract visitors that cannot afford to spend thousands of pounds on advertising!

Hype culture is a term that has been coined within the last decade and can used to describe a common obsession over finding and/or experiencing the next big thing, inciting high levels of excitement and adrenaline in the process. This could range from a trainer drop, fashion collab or a new store opening, to a leisure activity, or even your local chip shop...think Binley Mega Chippy. More recently, the idea of needing to find or experience the next best thing has TikTok to thank – for the most part – with hype culture filtering into the travel and tourism scene via the rise of TikTok Agents. Users see the videos of other users and creators visiting destinations, making them want to experience these destinations themselves and share their experience with others (on TikTok), creating hype for the destination and subsequently causing the destination itself to become busy – further boosting its popularity and hype.

The state of the destination's exclusivity comes full circle. At first it feels exclusive because very few others have experienced it, but its virality on TikTok can cause the destination to become incredibly busy and/or booked up, with desiring customers having to wait months, sometimes years, to be able to experience it. Humble Crumble is a great example of this. If you were to search on TikTok, "Things to do in London", or "Restaurants in London", Humble Crumble is sure to pop up. What started as a 'humble' dessert stall at a local farmers market has now gone viral for its 'delicious' on-the-go or take home 'artisanal crumble'. Much like waiting in a mile-long queue for hours in the anticipation of a trainer drop, Humble Crumble fans are prepared to wait over an hour to experience the 'World's first crumble bar'... and yes, it is worth the hype!




#TRAVELTOK







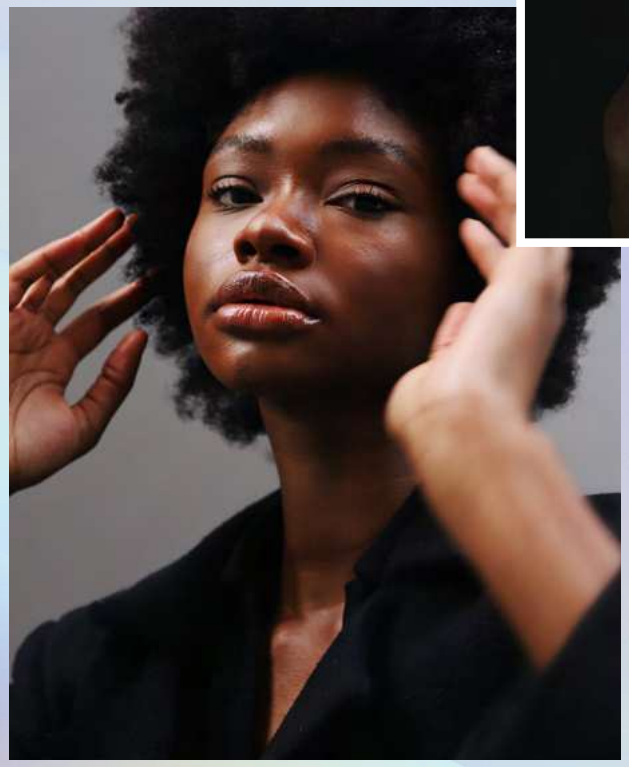
THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

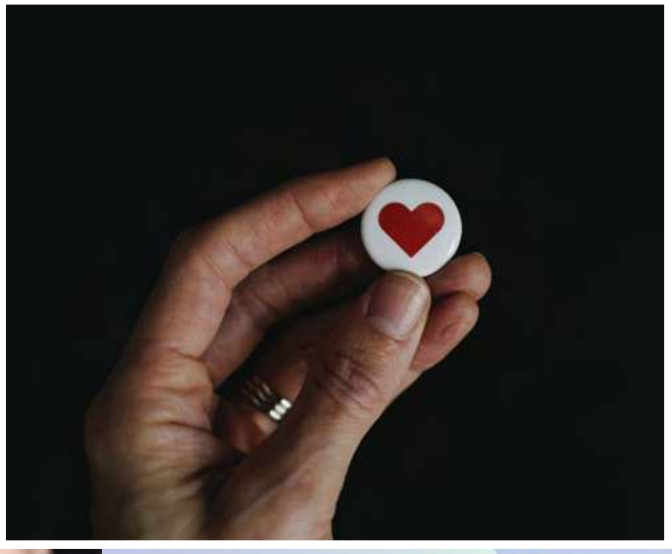
## (De) influencers: The New Feedback-Channel

### #TIKTOKMADEMEBUYIT

A successful product marketing campaign on TikTok will usually consist of a brand employing an influencer to feature and actively promote a product in a video, or series of videos, on their platform. If this influencer campaign is successful, the brand will see a spike in engagement and product sales. But if the influencer campaign is REALLY successful, other popular content creators might buy the product to try it themselves, consequently creating a snowball effect that sends the product viral, often picking up the #TikTokMadeMeBuyIt hashtag - causing a further wave of virality and soaring sales.

A de-influencer is a fairly new term in the social media and marketing world used to describe someone who either uses their platform to actively smear the reputation of a person or brand, or discourage people from using (and therefore buying) products and/or services. A stark contrast to the #TikTokMadeMeBuyIt trend!







# THE RISE OF THE DEINFLUENCER

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY. ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

## DE-INFLUENCER CONTENT: #TIKTOKMADEMENOTBUYIT!

The content of a de-influencer presents in a handful of ways. A creator might record a montage of clips of them trying a range of products that claim to make the process of doing something easier and devaluing these claims through video demonstration. Other creators, or 'de-influencers' might choose to create #GetReadyWithMe style videos here they invite their audience to watch them try products, usually clothes and make-up, for the first time, with the creator reviewing the product as they go. This might be a live video or a pre-recorded video and the results really can go either way – will they love it or will they hate it? Other De-influencer content uses the plethora of filters and features that the platform offers – from its Green Screen effect filter which enables the De-influencer to expose the flaws of a person, brand or product by showing evidence that dismantles their claims in the form of articles/studies, headlines, images, screengrabs and videos, to the Stitch filter mentioned earlier which allows users to add a video to the end of another users video as a way of holding a brand or person to account.








## THE NEW FEEDBACK CHANNEL

De-influencers are rarely disgruntled customers acting on emotion (although some are) but rather they are someone who makes this type of content as routine and as part of their own personal brand. Alongside the fact that this type of content is very popular, typically gaining a high volume of views and engagement, these content creators might identify as social or eco warriors who are fed-up with mindless consumerism and the spread of disinformation and greenwashing among some brands. Others are simply the 'Robin Hood of Reviews', ensuring that the platform has a sense of balance and truth, not only making TikTok a more 'socialist' place to be – two out of three young people would prefer to see a more socialist approach to our society – but an authentic, albeit sometimes savage, feedback channel rivalling the more traditional reviewing platforms of TripAdvisor of Google Reviews.



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.



3

# _How To Beat The Algorithm

& WIN ON TIKTOK

We take a look at a number of ways that businesses, big and small, can increase their chances of success when using TikTok to promote their brand and products.



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

## Where business meets leisure.

Due to its extensive in-app capabilities and rise in popularity, TikTok is changing the way we perceive marketing and commerce. New features have allowed brands, big and small, to effortlessly promote, buy ads, track performance and scale revenue. TikTok Business is the suite that has made this possible and has become a huge feature on the app for brands to effectively manage "Ads that entertain" and "campaigns that connect". This, coupled with TikTok Shop, an innovative new shopping feature, has made buying and selling seamless and even more accessible than ever. Brands and retailers can sell products, services, and experiences directly through in-feed videos and LIVE's where users can purchase items that feature in a video with just one tap.

**LET'S HAVE A LOOK AT SOME TIPS OF GOOD PRACTICE FOR MARKETERS AND SMALL BUSINESS OWNERS ON TIKTOK...**









# ADS THAT ENTERTAIN, CAMPAIGNS THAT CONNECT

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

01

# Consistent Content.

Engagement on TikTok isn't guaranteed. For brands this makes it a particularly difficult marketing platform to navigate, but this unpredictability is actually something that users love most about the app. The algorithm doesn't favour videos based on who the creator is. It gives videos an equal chance to 'go viral', regardless of the creator's or page's popularity. In fact, TikTok prioritises content from creators you have never seen before, and once you engage with that content you will continue to see it. So to ensure your content continually appears on the 'For You' page of millions, you need to consistently create videos so TikTok can serve them to users that are new to your account's content. Once you neglect TikTok as a source of promotion, new content creators will take your space, putting you back at square one.









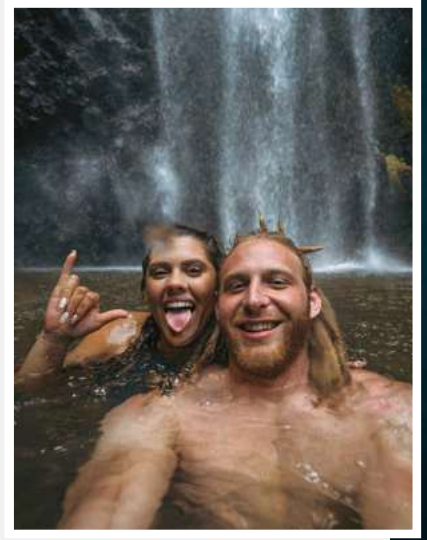



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# 02 Influencers.




Influencers can be one of the most effective forms of marketing for your B2C brand, whether that be on YouTube, Instagram or TikTok - but they do often come at a high price point, especially if you're looking to use a creator with hundreds of thousands or even millions of followers. Charging upwards of £10,000 for just one post or video is not unheard of. It's almost guaranteed that whilst scrolling through TikTok for even a few minutes you will be sold to or introduced to something via an influencer, whether you wanted to or not. However, what's refreshing about influencers on TikTok they can be more personable and authentic in contrast to IG's influencers who can sometimes appear distant in their polished photo posts. The nature of TT's content adds more credibility and instils trust in your brand, as if a friend is recommending a product or service. What's more, by working with an Influencer you can instantly achieve a wider reach by tapping into the demographics of their followers.







THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

TRENDS CAN DETERMINE WHAT SELLS & WHAT DOESN'T




03

# Trends, Trends, Trends.

Trends are found in every industry, from bathrooms to beauty and everything in between. Very often they are a driving force of a business, determining what sells and what doesn't. TikTok is an app built on trends, whether that be trending sounds, effects, topics, challenges, or people. Videos using a trending sound or transition, for example, will achieve higher reach and thus, further exposure. But simply copying a trend or other user's video alone won't maximise your content's success, nor will it necessarily feature on the discovery page. You need to find your niche and tailor the trend to your specific audience and brand. For example, since the release of a simple but now viral video of a child, known as the 'Corn Kid', explaining why he likes corn, thousands of videos have been made using that particular sound, spanning across various industries and reaching millions of people. Creators/brands need to really understand the culture of TikTok and forces that shape the viewing behaviour of its users.







THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

04

# Be Transparent.

People love people. Customers wants to see ‘what’, or rather ‘who’, is behind a brand. Playing into the idea people are seeking more ‘real’, more authentic influencers, the same is true for brands. This could be achieved in several ways. A brand could use its platform on TikTok to show “behind-the-scenes” content that shines a light on its inner workings and the employees behind the brand, revealing a more human façade. Lounge Underwear are a really good example of a brand offering insight into their inner circle by regularly posting fun and informative ‘meet the team’ and ‘day in the life of’ videos. ‘Pack an order with me’ is another really popular content-type that can rack up millions of views and likes with just one video. This is especially successful with smaller, more local brands that do actually hand-pick and pack each order they receive. These types of videos all allow more meaningful relationships to develop between brand and customer which is so important when creating a community around your brand.






ALLOWING MORE MEANINGFUL RELATIONSHIPS TO DEVELOP



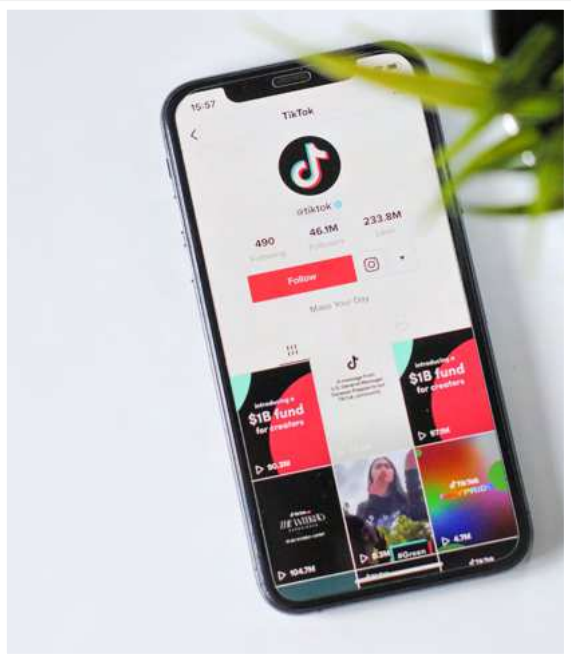



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

05

# Be Organised.

No, we're not talking about the addictive and super-satisfying organisation videos you can find all over TikTok, we're talking about the actual organisation of your page. Whilst it's important for consistent content to be created, videos can often get lost. A fairly new feature enables the creation of folders, making it easier for users to find the content they want when browsing through your channel, especially if it's to find a particular product or service. Secondly, hashtags seem a thing of the past but certainly where TikTok is concerned they couldn't be more relevant, putting your content into specific search categories, reaching the right people, and pushing your content further. But this isn't Tumblr or retro Insta where every inch of a photo was hashtagged, TikTok hashtags should be specific, relevant and current.




**SPECIFIC**
**RELEVANT**
**CURRENT**





THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# 4

# _Leveraging TikTok Offline

## A NEW ERA OF "PHYGITAL"

We explore how brands can increase offline engagement and sales through the power of social listening – and react to what they "hear"!



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# Leveraging TikTok Offline: A New Era of "Phygital"

Phygital is an amalgamation of the words "Physical" and "Digital, and describes the integration or connection between the two within a retail environment or otherwise. Alongside being able to draw from some of the benefits of both worlds, from digital's convenience, intelligence and efficiency to physical's tactility and immersion, there is also a synergy between the two. Phygital retail environments can typically increase purchasing confidence, increase engagement and dwell time, offer a smoother customer journey, increase a brand's online presence, improve operations, allow retailers to display more (without compromising on aesthetic), command attention through art/ entertainment, and aid brand storytelling.

## A NEW ERA OF PHYGITAL

Up until now, brands have largely implemented digital into their bricks-and-mortar stores through various hardware, such as touch-screen devices for customer quizzes, product customization and endless aisling, RFID tags for following product stock and to activate exclusive or customer-specific instore content, autonomous supermarket technology, face scanners or other bio scanners for a more personalised shopping experience, digital screens for dynamic media display, virtual reality for instore entertainment and product demos, and motion and infra-red sensors to track shopper journeys and serve responsive content. As well as smartphone-led features, such as displaying QR codes to give shoppers access to 'more', brand apps that interact with the instore shopping journey, AR for an added layer of content, and encouraging the user to take a selfie instore to enhance online presence.








**Whilst all extremely relevant to optimizing operations, we are seeing a new era of Phygital!**

For future generations, phygital is the rule, not the exception. Digital touchpoints are being integrated into our everyday environments as standard. Therefore, the integration of tech in physical stores is much less of a novelty among younger generations than it once was. Brands will need to reframe their understanding of 'phygital' to blend the online and offline realms in a way that makes sense for up-and-coming cohorts. Perhaps unsurprisingly, the answer doesn't involve the integration of digital hardware, but rather it involves connecting with youth culture in real-time via social platforms such a TikTok to gain insight into popular topics of online conversation.

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

## LEVERAGING TIKTOK OFFLINE

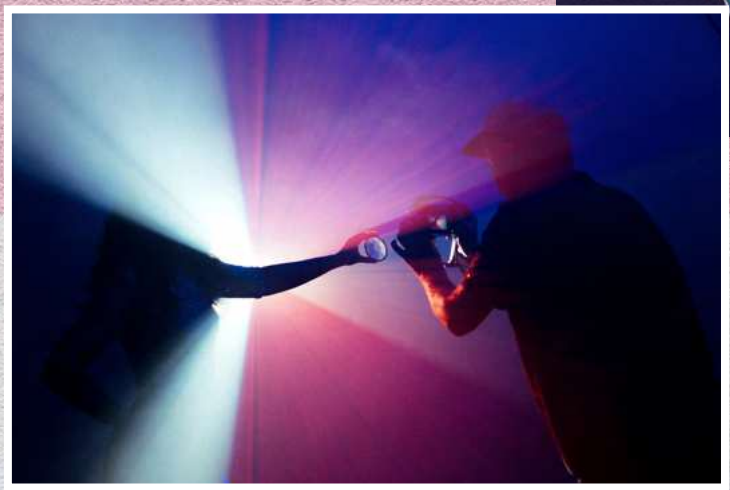
Leveraging TikTok offline means deploying a social listening strategy that spawns a connection between the brand and the conversations of (potential) customers online, and subsequently facilitating these trending topics of conversation in the physical realm to better engage with this cohort of customers. A brand might do this through letting the latest TikTok trends guide instore messaging and comms, levels of product stock, and even the design and layout of a store to facilitate a dedicated online trends' zone - ultimately increasing sales through relevance and connection.

In 2023, social listening is a vital part of a multi-brand retailer's omni-channel marketing and sales strategy – here's a couple of instances where retailers have let TikTok guide their instore strategy...

# 74% OF USERS SAY THAT TIKTOK HAS INSPIRED OFFLINE PURCHASES









THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# TIKTOK 'IRL'

## THE CHAMOY PICKLE CHALLENGE.

Leveraging TikTok offline means deploying a social listening strategy that spawns a connection between the brand and the conversations of (potential) customers online, and subsequently facilitating these trending topics of conversation in the physical realm to better engage with this cohort of customers. A brand might do this through letting the latest TikTok trends guide instore messaging and comms, levels of product stock, and even the design and layout of a store to facilitate a dedicated online trends' zone - ultimately increasing sales through relevance and connection.

In 2023, social listening is a vital part of a multi-brand retailer's omni-channel marketing and sales strategy – here's a couple of instances where retailers have let TikTok guide their instore strategy...









## HOT ON SOCIAL.

More recently, Sephora launched a brand-new flagship store in London's Westfield White City shopping centre. Alongside offering several fragrance, beauty and cosmetic products exclusive to Sephora UK and copious opportunities for product testing, trialling and consultations, Sephora's new UK-based store in Westfield London is demonstrating an appreciation for how influential the online beauty community is to the industry. The beauty retailer has dedicated a corner of the store to spotlighting the current top 10 trending items on social media – named 'Hot on Social' – attracting customers who have been influenced by the latest beauty TikTok trends, whilst also providing a suitable landmark for members of the online beauty community to come together in the physical realm.

THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

## Final Thoughts

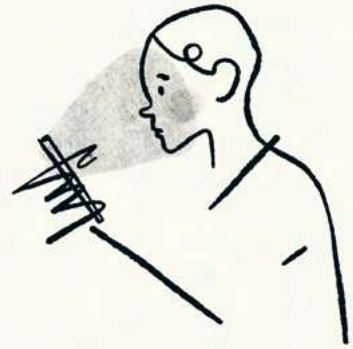
Overall, TikTok's influence on society is significant and is likely to continue to grow as the platform evolves and expands. It has become a powerful tool for entertainment, self-expression, and social engagement, and its impact on our culture and society will likely be felt for years to come.

TikTok's forecasted influence suggests that brands and retailers should be leveraging this powerhouse of a platform, not only to benefit from the huge amount of information and opportunity that it offers now, but for the opportunities that will present down the line as the app and its users evolve – as well as the ability to connect with future gen customers.

With TikTok being the search engine of choice for Gen Z's and growing Gen Alpha's, combined with 'the average American spending 90 minutes a day on TikTok, more than Facebook and Instagram combined' it is evident that the addictive app is not just a phase for the kids but is integral in our lives, for any age with no sign of stopping as the app further develops. What else is the app capable of?

**We understand the importance of responding to the future of retail and keeping up-to-date with the latest social and digital trends to create best-in-class brand experiences and customer journeys.**










THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

# What next?

## INTERESTED IN RECEIVING FUTURE D4R INSIGHTS BY EMAIL?

YOU CAN SIGN UP HERE

BROWSE OUR INSIGHT REPORTS

TAKE A LOOK AT OUR PORTFOLIO

GET STRATEGY & DESIGN TIPS

EXPLORE OUR DESIGN SERVICES



THE DRAWING AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF DESIGN 4 RETAIL LTD. IT MUST NOT BE REPRODUCED OR LOANED, IN PART OR WHOLE WITHOUT PRIOR PERMISSION OF THE SAID COMPANY.
ALL DRAWINGS, CONCEPTS AND DESIGNS REMAIN THE INTELLECTUAL PROPERTY RIGHT OF DESIGN 4 RETAIL LTD.

Need a design partner?

# Let's talk.

+44 (0) 1455 203 352 | hello@design4retail.co.uk | www.design4retail.co.uk