



# How Your Business Can Become Part of TikTok Culture

TikTok is a place for both users and brands to express themselves with creativity and authenticity. You don't have to be perfect – our users don't expect you to be – just keep an open mind and a close eye on what's happening on TikTok. You'll gain access into a whole new world of consumers, and meaningful insight into what makes them tick.

By tapping into the latest trends (or, even better, setting them) brands can capture hearts and minds of the TikTok community. One of the most effective ways of gaining access to this world is through our "creators," who can take a product viral overnight with their vast pools of followers. But that's not all.

## Harness the power of TikTok creators

For those looking for a more proactive approach, TikTok creators can act as an effective bridge between brands and consumers. In fact, creator content typically outperforms non-native ad creative in engagement and 6-second video views. But with all the creators to choose from, it's worth taking the time to find the right one for you.

The TikTok Creator Marketplace (TCM) is our official platform for managing creator collaborations, helping brands open exciting new opportunities for growing their business and reaching new audiences in an authentic, effective and innovative way.

TCM allows brands to not only find the right creator for their campaign, but also manage the entire collaborative process with performance monitoring, detailed data insights and the ability to promote branded content with targeted ads.



## Seize the opportunity

Stay alert because TikTok moves fast. You may not always participate in every trend, but make sure you are ready to take advantage of opportunities the moment they arise. After all, you can't plan to go viral, it just happens. Just ask Ocean Spray...

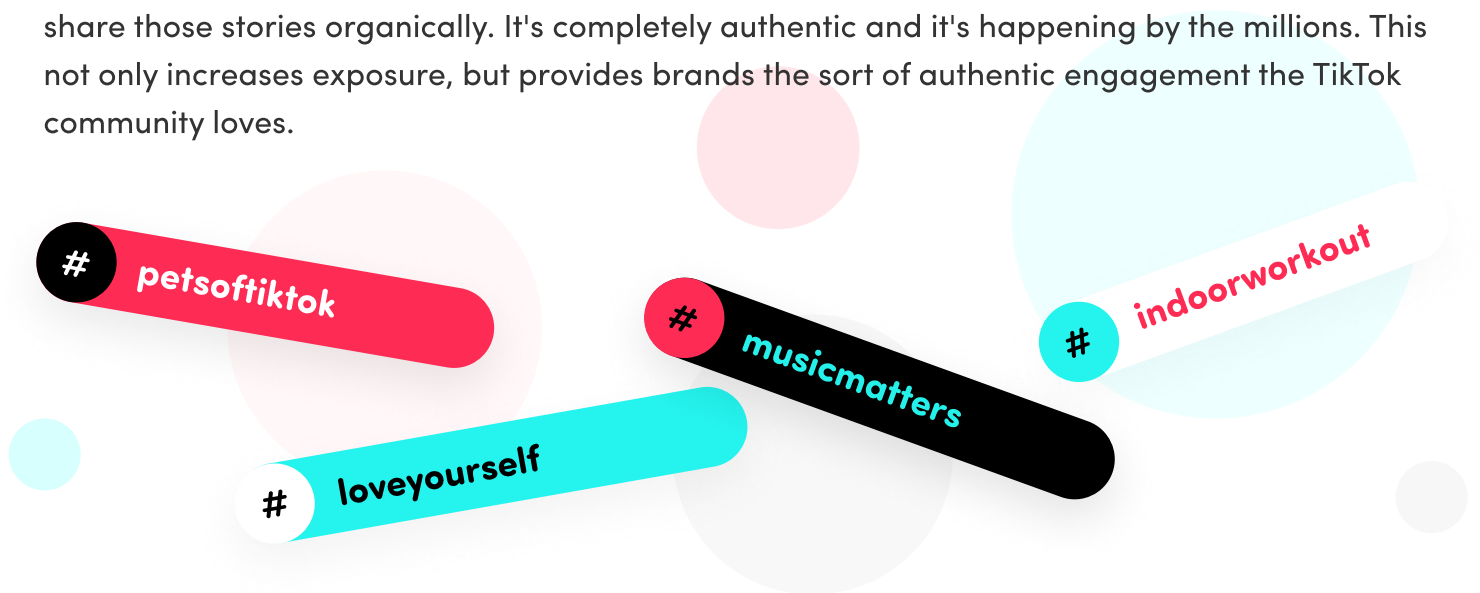
When his car broke down and he decided to skateboard to work, viral success was probably the last thing on Nathan Apodaca's mind. But that's what happened. In floating down the highway, drinking Cran-Raspberry juice and signing along to Fleetwood Mac, Nathan created a little **piece of magic**.

There's no way Ocean Spray could have planned that video, but they did everything right in maximizing its impact. Celebrities, users, others brands and even the **company CEO** jumped on board and rode the wave to make the trend even bigger!

## Get to know popular hashtags

Also, keep an eye on popular hashtags – they are what TikTok is made of. From **#Yougotit** to **#fliptheswitch**, they're how creators express themselves and how users explore the platform. Brands can use hashtags to set trends in motion, or gain exposure by **leveraging the hashtag** of an already trending topic.

What makes TikTok stand out is the way our community embraces and interacts with brands through hashtags. When they feel a certain connection with a product or brand, users will often share those stories organically. It's completely authentic and it's happening by the millions. This not only increases exposure, but provides brands the sort of authentic engagement the TikTok community loves.



You don't have to be a brand of Ocean Spray's size to be a hit on TikTok. Everyone can tap into the culture and be part of it.

**Don't make ads. Make TikToks.**