



“THE SOCIAL NETWORK SENSATION”

- Downloaded **800 million** times worldwide



Tik Tok, known as Douyin in China, is the dominant short video platform in the country. The majority of its users are millennials and Generation Z-ers.

Tik Tok users create and post short videos set to a selected background tune, occasionally augmenting them with artistic filters. Videos can earn hundreds of thousands of likes, garner followers for the content creator, and end up on public feeds.

The app's strong AI feature allows it to learn the preferences of users, improving the overall viewing experience and making it rather addictive.

250 Million DAU*

Used **3.7** Times/Day

47% of Users From 1st and 2nd Tier Cities

46.3% Users Aged 24-40

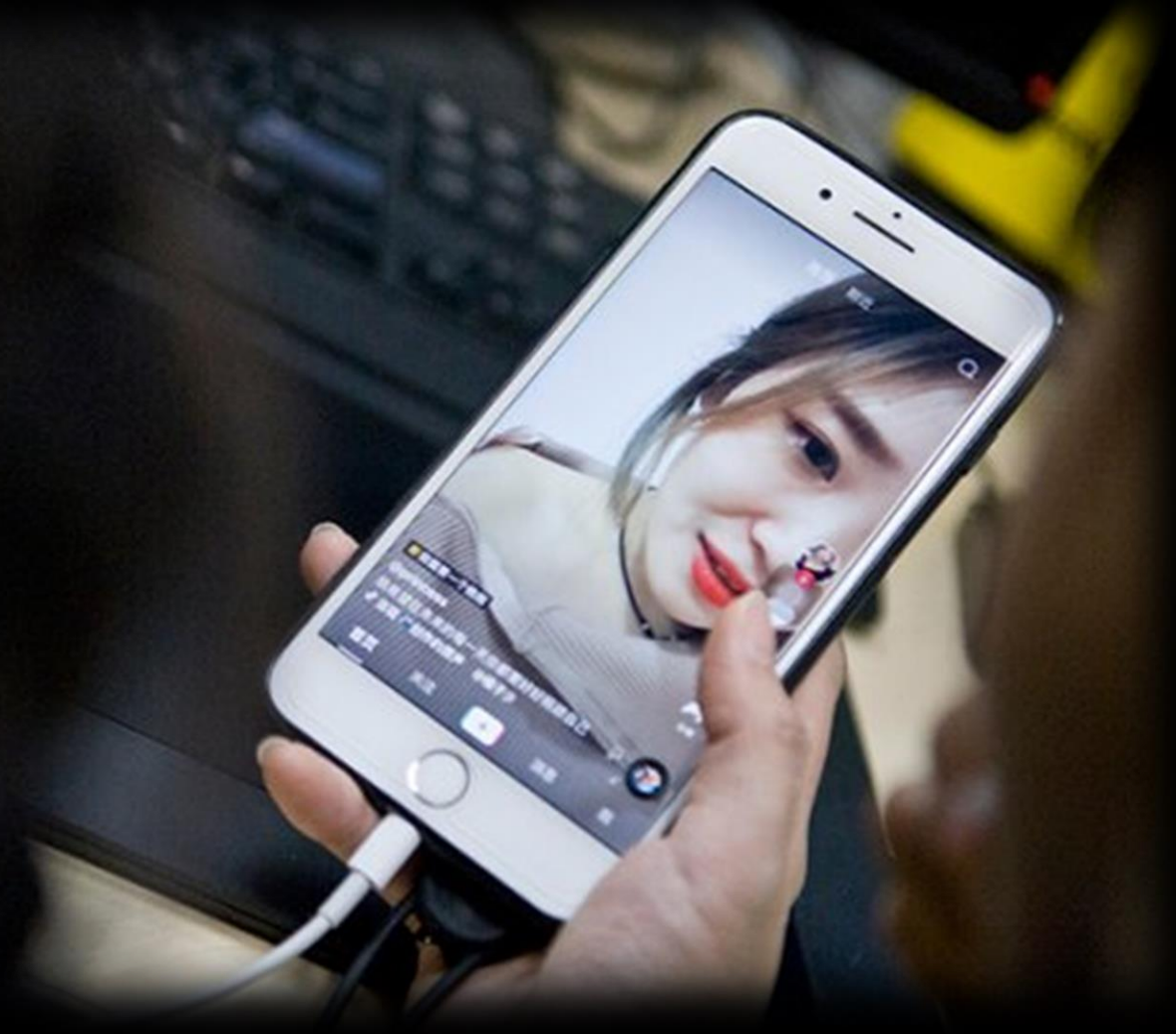
54.9% Interested In Fashion & Beauty

High Exposure Opportunity

High User Stickiness

High Purchase Potential

Access to Millennials and Generation Z-ers



KOL COLLABORATION

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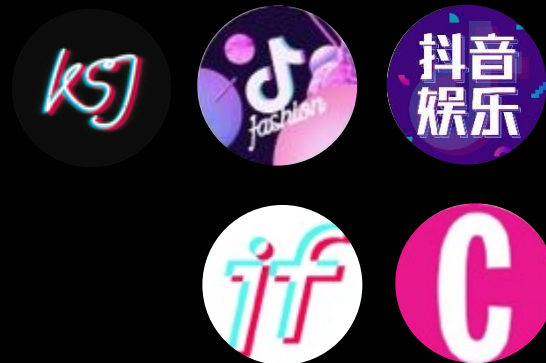


- Contracted KOLs can help brands to create videos that convey brand messages in a way that resonate with audiences
- Content collaborations are supported by Tik Tok's exposure promotion

COLLABORATION WITH DOUYIN-OWNED ACCOUNTS

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- By working with Tik Tok and KOLs, branded content can be generated for upcoming fashion shows, new products or brand ambassadors
- Brands can also leverage Tik Tok's recommendation algorithm, unleashing the power of viral content



BRANDED CHALLENGE

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Turn Users into Brand Content Creators

- Branded hashtag Challenges can be tailored to a brand's needs
- These Challenges inspire users to generate authentic user content, increasing the brand's online awareness through word-of-mouth



Michael Kors Hashtag Challenge

CUSTOMIZED FILTER

- Filters are one of the most popular features of Tik Tok. They create an opportunity for brands to engage with users in a way that they are familiar with and passionate about
- Creating customized filters for brand campaigns will allow brands to strengthen brand messages and communicate with audiences in a whole new way, triggering even more discussions online

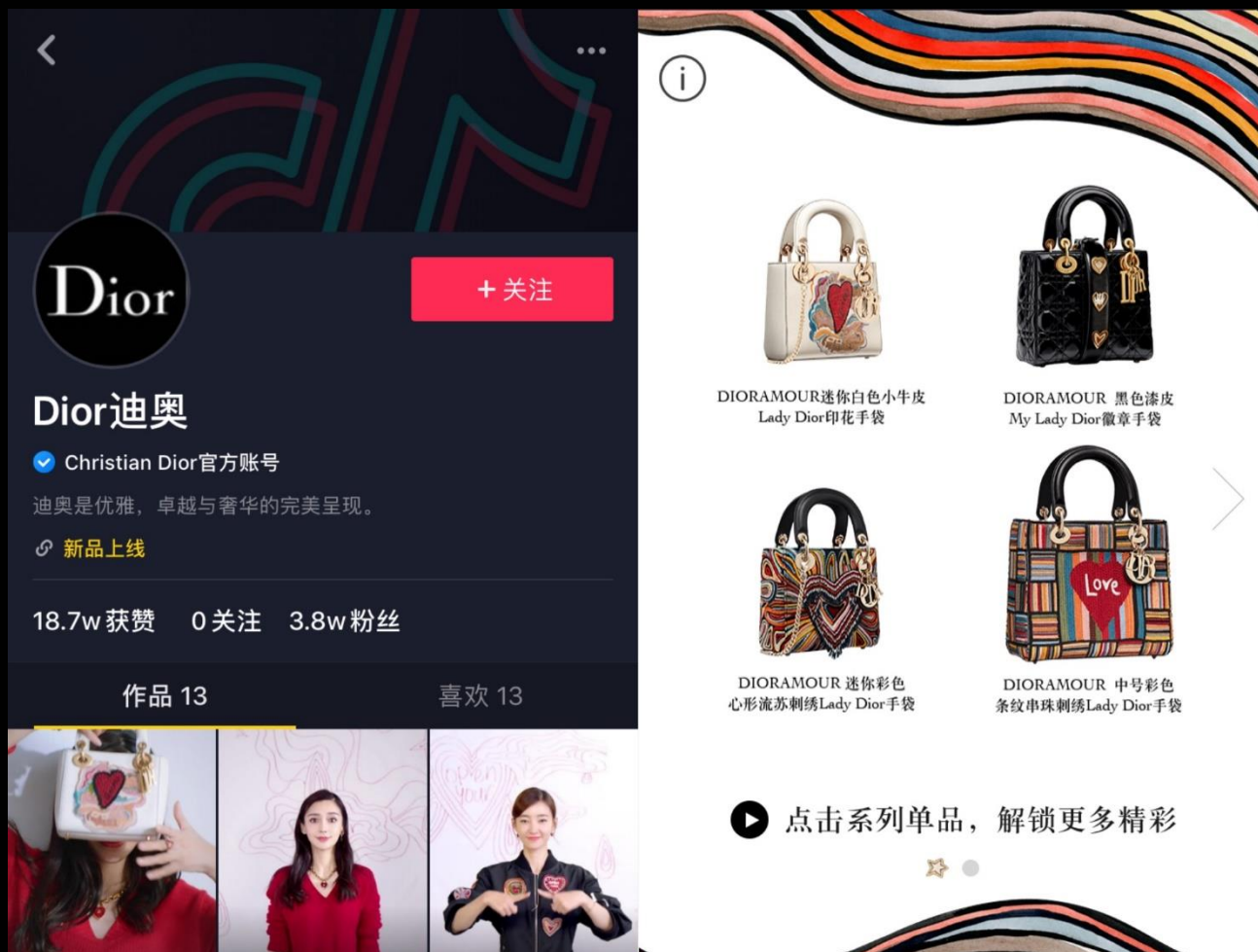


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Gucci CNY Collection Launch –Pig Filter

OFFICIAL ACCOUNT

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- Operation of Tik Tok account to communicate with a brand's audience on a regular basis
- Preparation of brand content and other relevant marketing assets
- Building connections with brand's other online communication channels

FEED ADVERTISEMENT

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- Audience targeting capabilities
- Outbound linking function allows brands to promote dedicated landing pages
- Exclusive data packages allow brands to precisely target High-Net-Worth individuals and audiences with high engagement numbers, maximizing ROI



*Requires brands to have an Official Account

DLG SERVICES



As a certified agency of Tik Tok, DLG is providing integrated Tik Tok services for brands

Creative

strategies for omni-channel campaigns based on strong consumer insights

Seamless

communication and favorable policies from the platform and KOLs

Curated

social-friendly content that stays true to the brand's values

Management

of Official Brand Account on an ongoing basis to optimize online communication

TRANSFORM YOUR DIGITAL CONTENT TODAY

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