

TikTok - from a Social App to a Cultural Phenomenon

GOLIN

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Presented to :

The World

From moment to movement

How TikTok is actively reshaping society

Passions getting communities together

Usage of the platform

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Trends

Forces, Signals and Moments

Thinking #core

Creating a TikTok

02

Trend in Motion

Let's TikTok Together

Practice Session

03

Agenda



A mirror and a magnet for society

TikTok is not a channel where people are users or simple citizens. It's a global scene, where everyone is a voice, a distinct personality, an influencer, a content creator – of trends, news, hot topics that dictate the public agenda and the attention of the masses.

It is a magnet for society that redefines human connection.

TikTok is not just a video shorts platform. It is also a source of social insights. On TikTok, we can understand the society' triggers, the predominant emotions, fears, aspirations, needs.

It is a mirror of our society.

The way the platform works is changing consumer perceptions and reactions at a dizzying speed. And it led to a paradigm shift in how brands need to communicate.

The point in which we should ask ourselves...

From the Mirror perspective...

- What can I learn/discover about my audience from TikTok?
- Is my brand aligned with the way culture is shifting on TikTok or TikTok is shifting culture?
- Is there any synergy between my brand story, consumers' priorities and TikTok's content ecosystem?

From the Magnet perspective...

- Are we ready to build connections beyond conventional ways?
- How can we leverage TikTok's unique content formats to reach new audiences?
- Do we see TikTok as just another media channel, or as a space for cultural influence?

TikTok as a source of social

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Most popular social tensions and fears identified on TikTok

**National
Security**

**Personal
Safety**

**Foreign
companies**

Inclusion

Sustainabilit

y

**Fight
against
corruption**

**Nationalis
m**

**Conventional
media is not
enough.
Check
TikTok as
well!**

„Economic development“, the most prevalent theme in the conventional media, with 26% of all mentions analyzed, and „Education“ with 18% mentions analyzed, **are almost absent on TikTok.**

“Nationalism“, the most prevalent theme on TikTok with 1 million videos totaling 18 billion views, has only 7% of all mentions in the media.

Social tensions can become vulnerable points for a brand, but also sources of differentiation

Specific actions vs. awareness – On the most important pillars of society, people are aware of the shortcomings and challenges. Awareness campaigns no longer have any impact, not even at a conversational level, without specific actions.

The solution is not to passively witness all these social phenomena. **The power of a brand lies in the ability to push the right emotional buttons that cancels consumers' fears.**

Tensions can be treated with empathy and new aspirations that people can relate to.

Embrace positivity

Let's talk

Problems

Trends

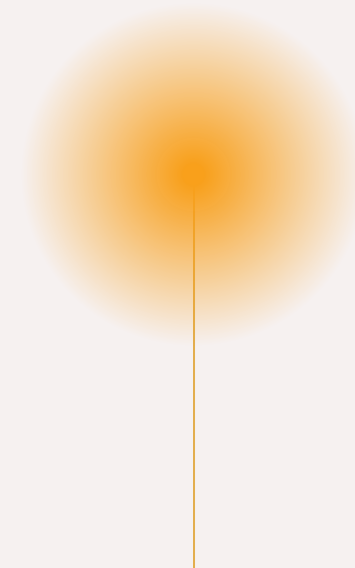
Usually, "trend" is a nebulous word. It can describe ever-changing definitions, which can change patterns over time.

explained

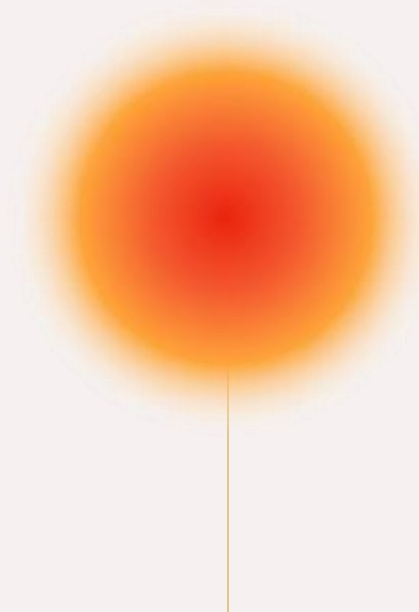
We (the users, creators and brands) are using it to describe the creative formats, ideas and behaviors that get a lot of attention on TikTok, and in turn influence what people actually do on the platform.

Moments, Signals,

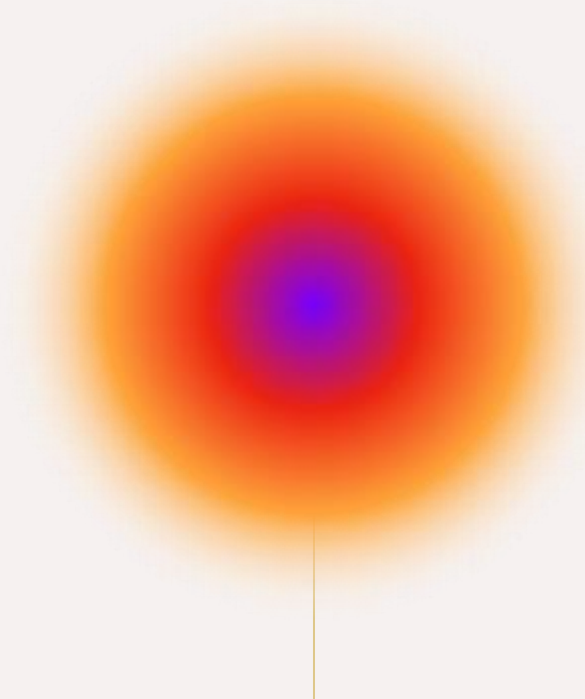
TikTok categorizes trends by how long they stay on the For You Page: **Moments are short**, viral bursts
like memes; **signals** are **growing patterns** with potential; and Forces are **long-term trends that**
shape culture, where brands can engage and #cores are born.



MOMENTS



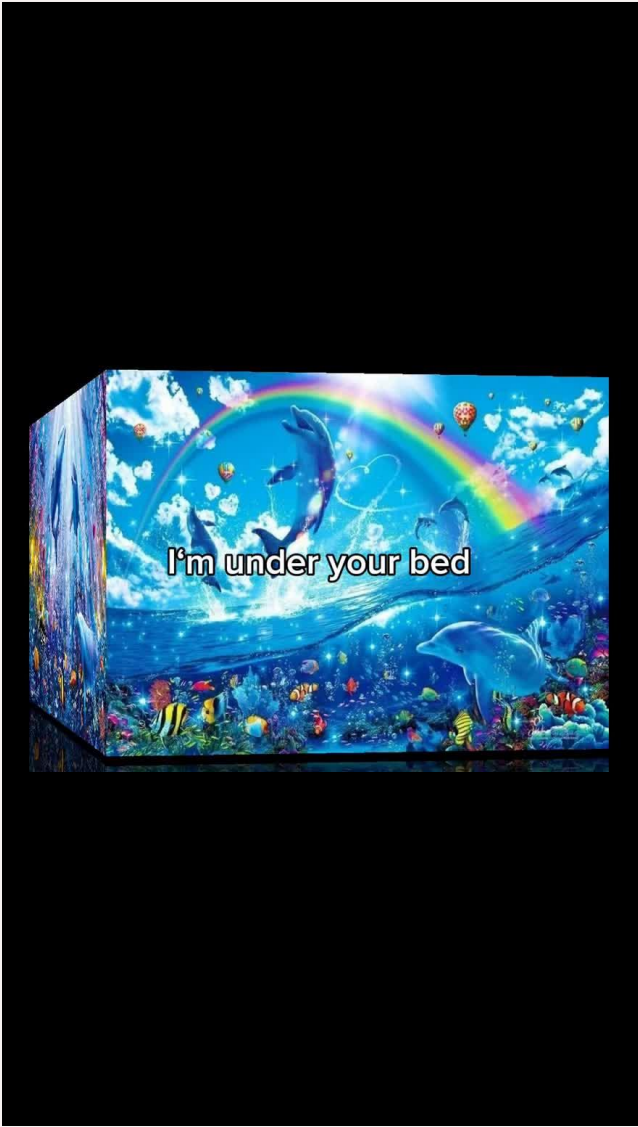
SIGNALS



FORCES

Some examples

The platform is changing every week, but here are some examples of moments, signals and forces in the current TikTok Landscape.



Moment
Symphony Trend



Signal
Mimic Careless



Forces
GirlMathing

Thinking #core

For decades, the suffix “-core” has been used to indicate a radical adherence to a particular subgenre.

TikTok applies the **same concept**, so every video that conveys a particular aesthetic, passion, or obsession uses this suffix, preceded by a characterizing adjective or noun.

The **#corecore** aesthetic is **deliberately abstract**, acting as a ‘meta’ aesthetic that celebrates the concept of -core itself.



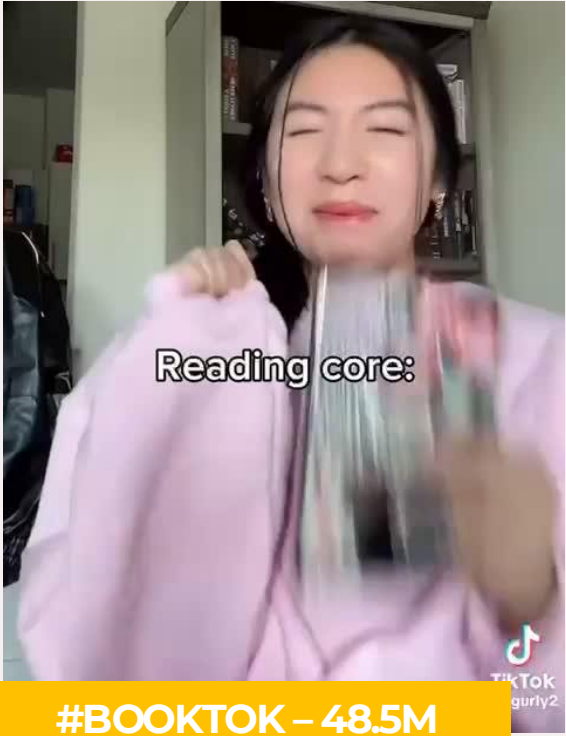
Some #core examples



#FAIRYCORE - 642K



#HOPECORE - 1.7M



#BOOKTOK - 48.5M



#DREAMCORE - 600K



#NOSTALGIACORE - 260K



#COTTAGECORE - 2M

In practice: #corebrand

Brands can actively engage with #core communities on TikTok by creating content that feels organic to both the platform and the subculture they're targeting.

This means going beyond **traditional advertising and embracing the language of TikTok**—using current trends, popular sounds, niche references, and community slang.

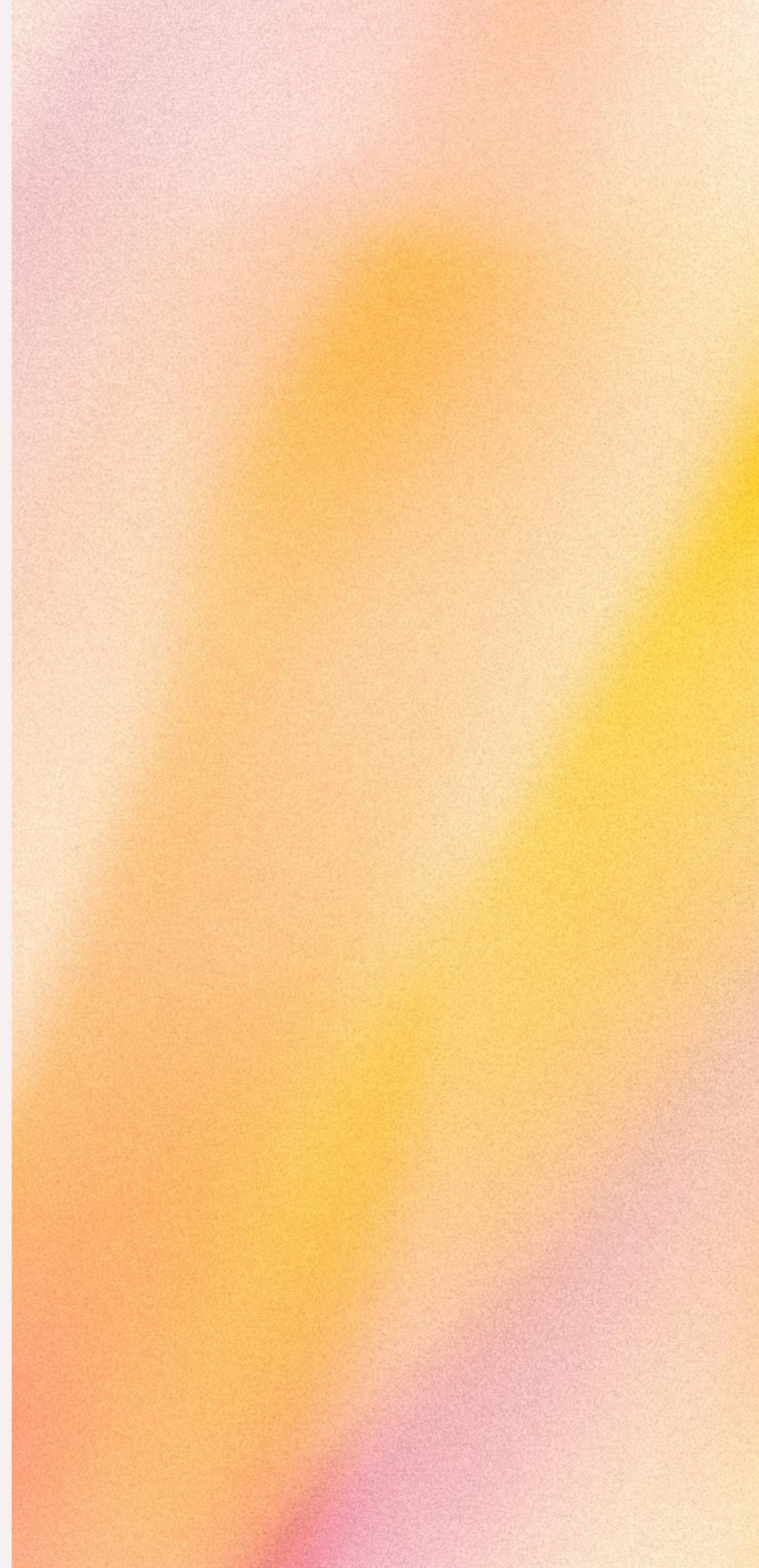
Listen and learn

Create with context

Contribute, not advertise

Crafting a

TikTok
An comprehensive (and easy) step-by-step guide in creating a TikTok on the perfect reels, sounds, captions, hashtags and #cores.

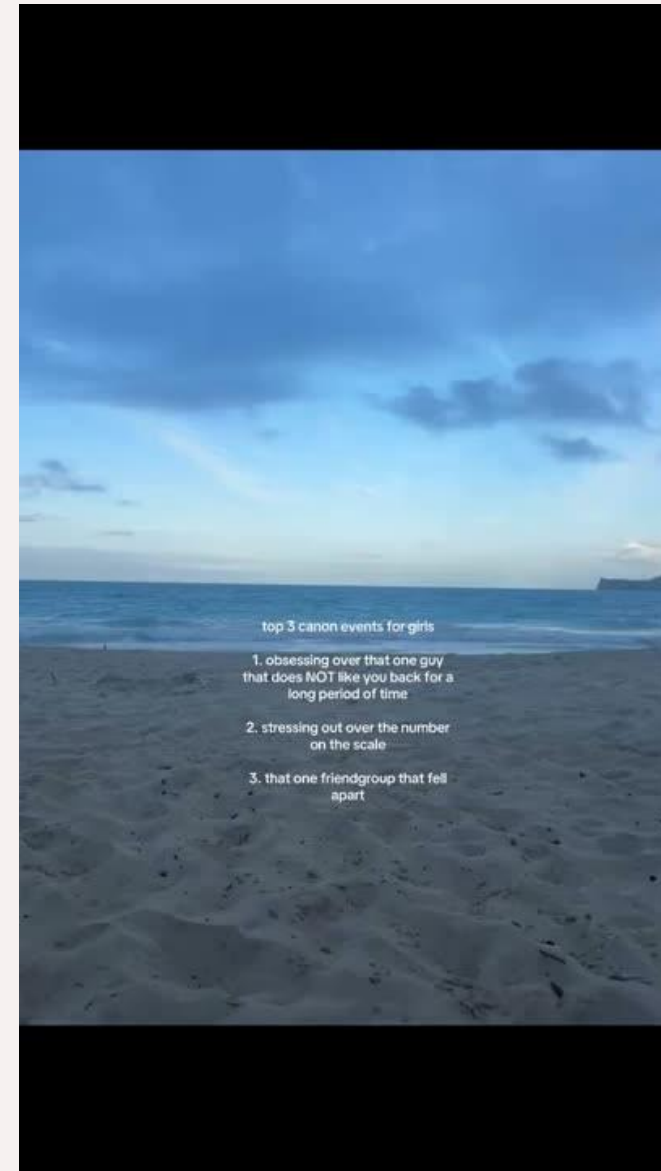


Step 1: Check trends

How? By **researching**, being active on the platform and checking how they are evolving in communities. Here are the latest, hot and most popular trends we found so far in our research:



She/He doesn't know yet



Top 3 cannon events for us



Getting into Harvard



Whoever gets caught in the camera

Step 2: Check

When you open TikTok, you see endless examples of what's trending now—popular audio clips, product recommendations, video formats, and more. Let's take a look at how this can help:

Hashtags Songs Creators TikTok Videos

Rank	Change	Hashtag	Category	Post Count	Related Creators	Action
1	↑3	# selenagomez	News & Entertainment	19K Posts		See analytics
2	NEW	# mondaymotivation	Sports & Outdoor	13K Posts	No related creator	See analytics
3	NEW	# springsale	Apparel & Accessories	26K Posts	No related creator	See analytics
4	NEW	# concacaf	Sports & Outdoor	4K Posts		See analytics
5	NEW	# bennyblanco	News & Entertainment	6K Posts		See analytics

Rank	Change	Song	Artist	Action
1	↑1	Someone To Call My Lover	Janet Jackson	
2	↑7	Ghost Town	Kanye West	
3	↑8	Go Viral	Zyon	
4	↑9	WE ALL KNOW NO ONE	FACE ZERO	
5	↑20	Where Ya At (feat. Drake)	Future	

Step 3: Add Sounds

Usually sounds are directly linked to trends and cores - here brands will face some challenges in terms of using them for they are only allowed to use songs from the Commercial Library on TikTok. But, there are other options:

Research

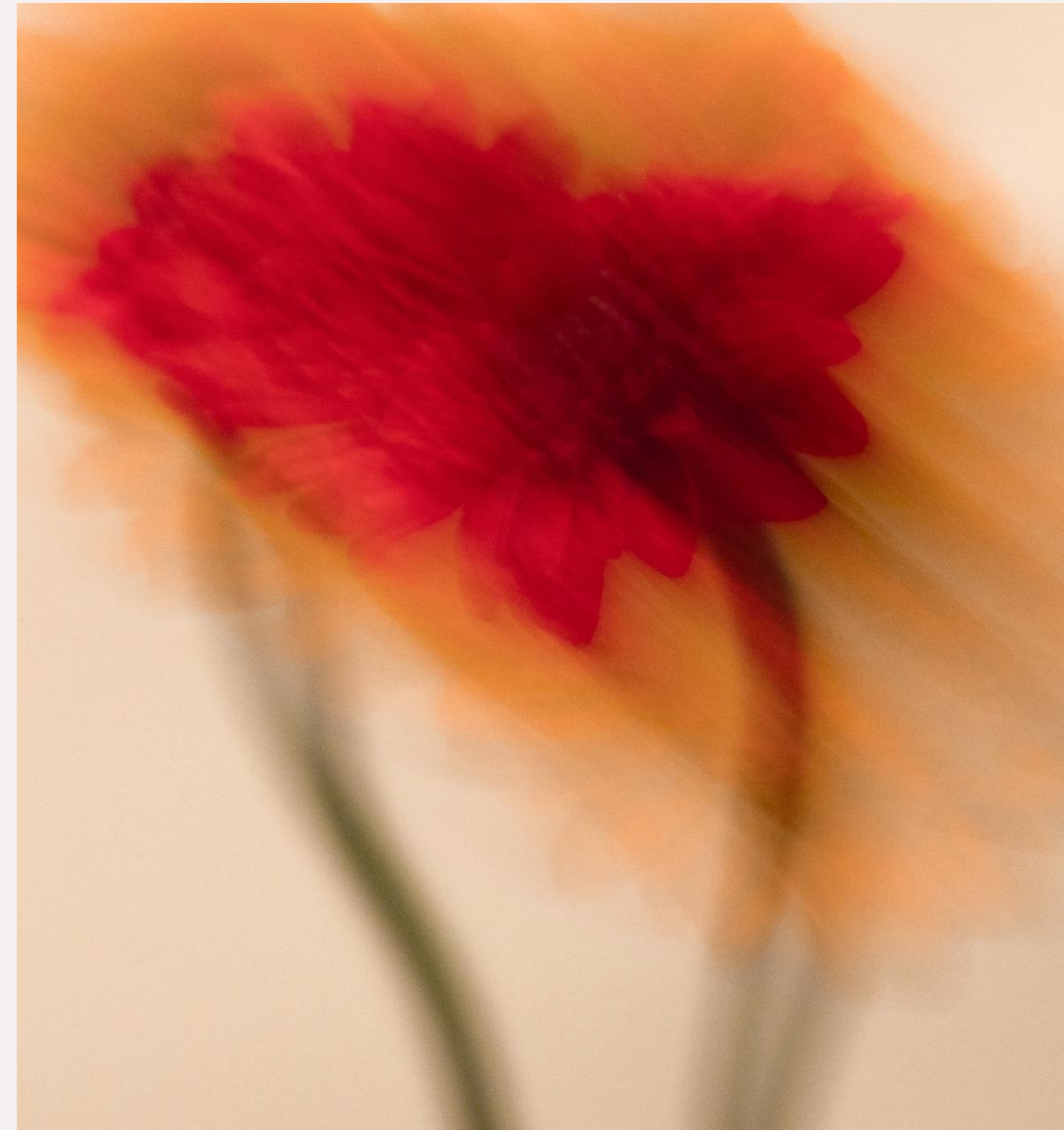
Commercial Library

Original Sound

Recreating Original Sounds

Music Usage Copyright

Voice Over



Step 4: Create

Adding the aforementioned ingredients to your video to create the perfect, trend-on & creative TikTok. Here are some interesting suggestions here as well:

Built-in Tools

Short Captions

Slang in Community Management

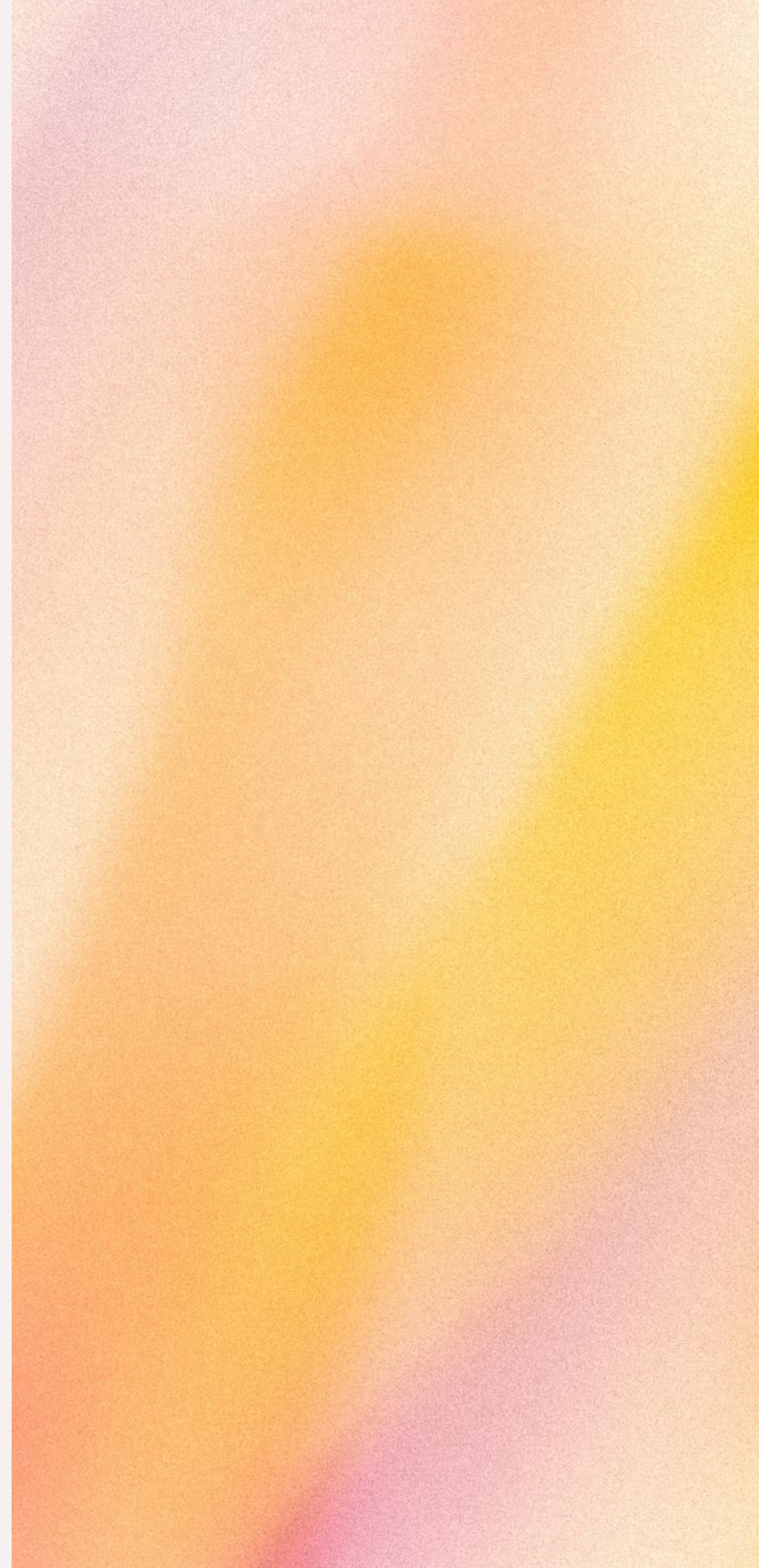
Using In-App Filters

Voice Effects (if needed)



Embrace authenticity

Q&A



**Trend in
motion.
Let's TikTok
together!**

practical session

Each team will create a TikTok video that reflects their experience at the workshop using a trending format as inspiration. The angle, style, and execution are up to the team—be creative!

RULES:

- 1. Stick to the Trend** - Use the TikTok trends we presented as a reference. You can reinterpret it to fit your experience;
- 2. Keep it short** - Aim for 15-30 seconds;
- 3. Everyone in the team contributes** - whether it's acting, filming, or adding ideas;
- 4. Use on-site footage only.**

You Have 25 Minutes to create & edit

Presentation: All videos will be shared with everyone at the end. Special shoutouts will be given for: best storytelling, funniest execution, most creative approach.

Thank

You

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