

Pineapple Dates



Pesto Penguin

Trends Digest

TikTok



Puchaina Legend



Moo Deng



The brands shaping the For You Page

Matcha Lattes



Symphony Dolphin



Culture *starts* on TikTok

On TikTok, culture is created, shared and shaped by millions of people every single day – and **brands that tap into the platform see results** like never before (and a massive increase in aura points).

In this zine, we celebrate the brands that didn't just jump on trends, but also helped shape culture more widely: accessing clout and brand fame along the way. Could your brand be featured next year?

Among TikTok users,

75%



say that TikTok has the **most influence** in shaping cultural trends (compared with other media platforms) ^[1]

Source: GWI Zeitgest, Sept 2024, Markets: Global, Audience: TikTok Users 18+

Let's talk TikTok

A new and distinctive language lives on the platform. From slang to catchphrases, brands that talk TikTok speak directly to the culture, and more importantly, to their audiences. Throughout this zine, we tell you a few terms you should know about.

 **ATE** /  **DEVORAR**

used to show admiration or praise for someone who has done a great job at something

AURA

a person's cool factor or vibe

BRAT

someone with a confident, independent and hedonistic attitude. Collins Dictionary's 2024 word of the year

Brands gone viral:

The ROI of TikTok Trends

Brands that get trends, get results. [Loewe's](#) take on Gen Z 'intern' content (+200K views) is the perfect example of blending a trend to match a brand's identity.

[Anthropologie](#) mastered cosy, introverted narration and meals made from scratch with an inspo nod to trad wife queen Nara Smith (+1.2M views). Meanwhile, [Brooks'](#) approach to the 'from-scratch' trend also got its foot in the door (+3M views).

Discover top-performing trends with the help of our AI-powered Symphony Assistant on the TikTok [Creative Center](#).

MON COMBAT:

'My fight' or 'my battle' in English, the TikTok community uses this term to exaggerate a cause or lifestyle.

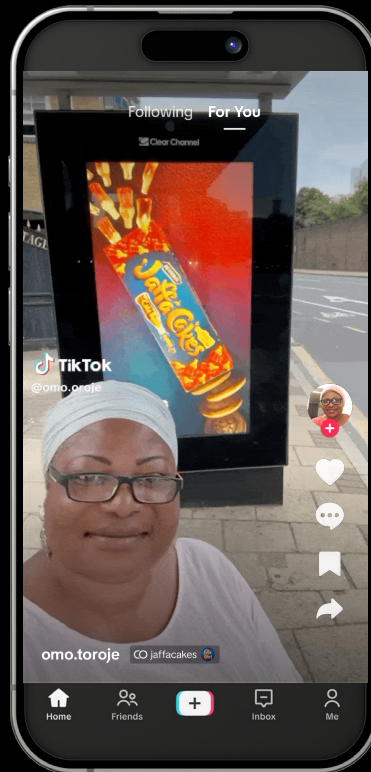
LET'S TALK TIKTOK



When brands and creators meet to make *magic*

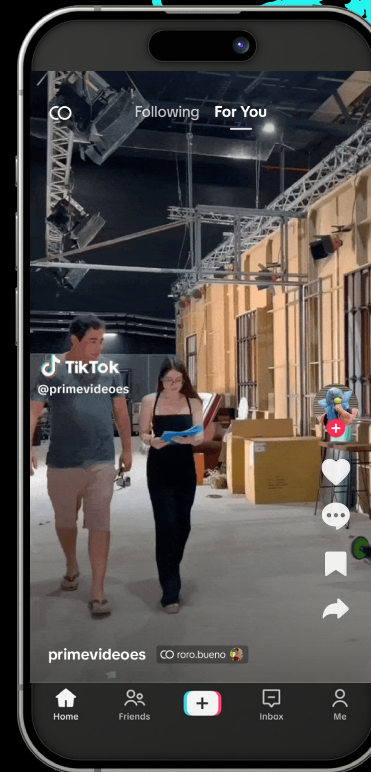
Every creator on TikTok brings a fresh and unique perspective, and the brands that recognise this deliver **entertainment at its finest**. This is what makes the For You Page so exciting – spotting those exclusive, unexpected collaborations.

Audiences in the UK, for instance, loved watching their favorite “TikTok Aunty” Omo Oroje partner with iconic [Jaffa Cakes](#). In Spain, creator Ro, known for her Nara Smith-style content, teamed up with [Prime Video](#) on the set of ‘La Que Se Avecina’, one of Spain’s most beloved shows. Meanwhile, trendsetting brand [Jacquemus](#) handed creative control to Janis, an amazing roller-skating creator, demonstrating the power of letting creators shine in their own authentic style.



+2M
video views

+60K
likes



+11M
video views

+1.2M
likes

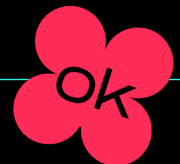


+2M
video views

+100K
likes



Unlock new levels of reach on the [TikTok One Creator Marketplace](#).



Taking you behind the trends

TikTok trends often take on lives of their own, making it hard to pin down where they started – but we did the digging. The following pages spotlight the top creators behind the trends that defined 2024. Check out the full interviews to hear what they think will be hot next year.

Spoiler alert: it's all about "anti-content".

After watching creator content,

2 in 5



users agreed that it made them feel like a part of the brand's community.

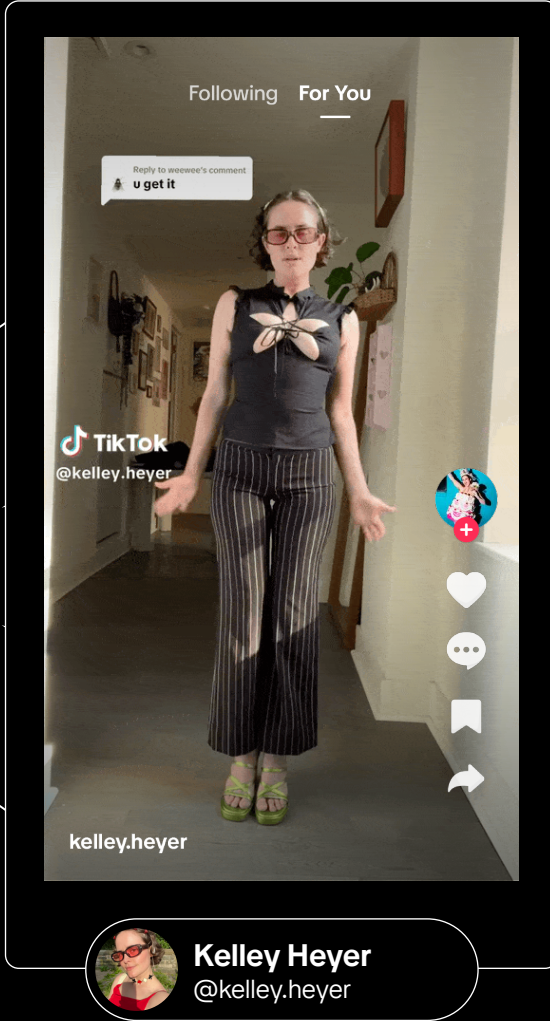
“

People love finding their **"tribe"** on TikTok, and it's only going to grow from here. I think in 2025 we'll be seeing more of these tight-knit digital groups form mini TikTok communities.

Emma Taylor,
creator of Good Morning London

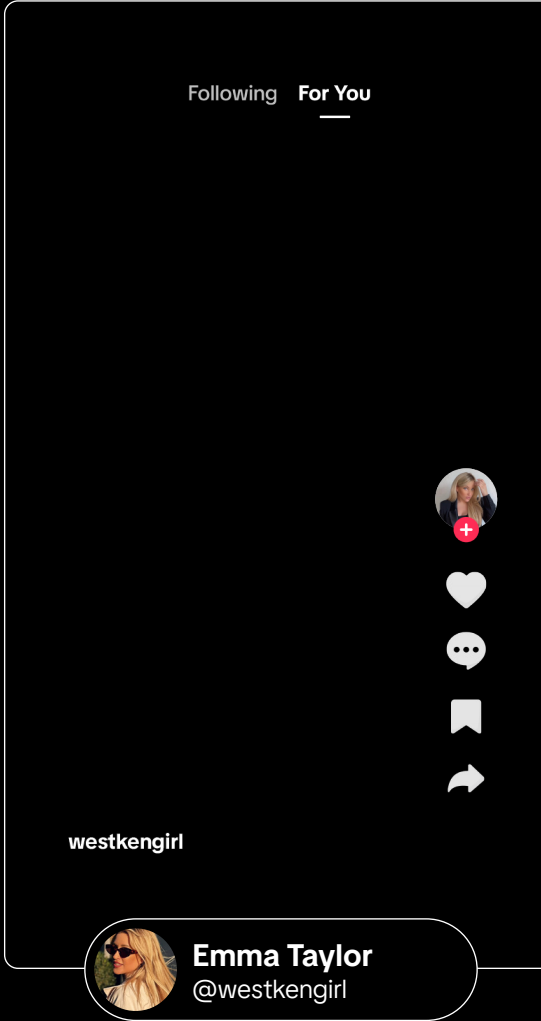
Read full interviews [here](#)

the apple dance



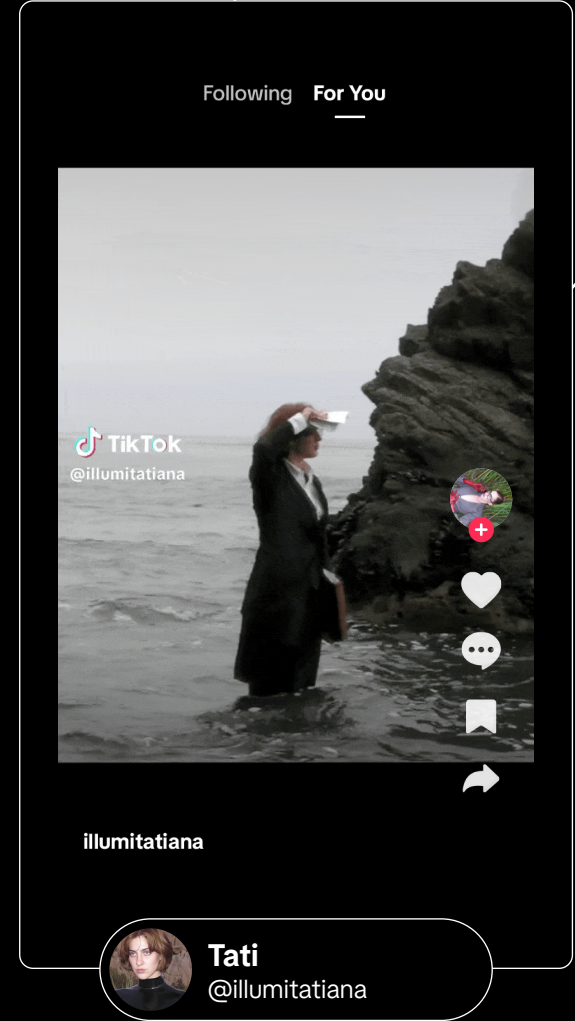
The Apple Dance became an iconic TikTok routine, with **more than a million users** participating in this trend.

Good Morning London



20K videos were created using @westkengirl's Good Morning London narrator sound.

OFFICE SIREN



More than **15K people** got involved in @illumitiana's sea-based remix of the office siren trend.

Tapping into trending tribes

Brands that think **community-first** won over audiences this year. And the nicher, the better. These tribes and trends show that the most successful brands are the ones that truly understand and amplify the conversations that matter to their communities.

58%

of TikTok users say they're more likely to trust brands after learning about them from TikTok creators.

Source: TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material

SHIPPEAR:

'To ship' in English, this word means to wish for two people, usually fictional characters, to be in a relationship.

LET'S TALK TIKTOK



Potaxie

+220K posts
E.g. [Jacquemus](#)

Granfluencers

+800K posts
E.g. [Marimekko](#)

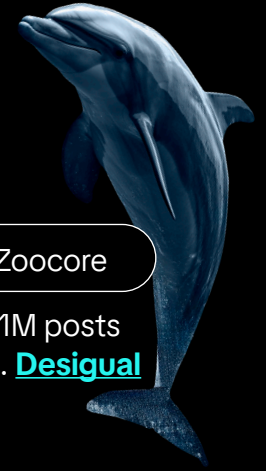


Corporate Baddie

+48.1K posts
E.g. [Glow For It](#)



Meet the communities



Zoocore

+1M posts
E.g. [Desigual](#)

Petfluencer

+12M posts
E.g. [Burberry](#)



Coquette

+2M posts
E.g. [AirBaltic](#)



Girlhood

+670K posts
E.g. [Damson Madder](#)



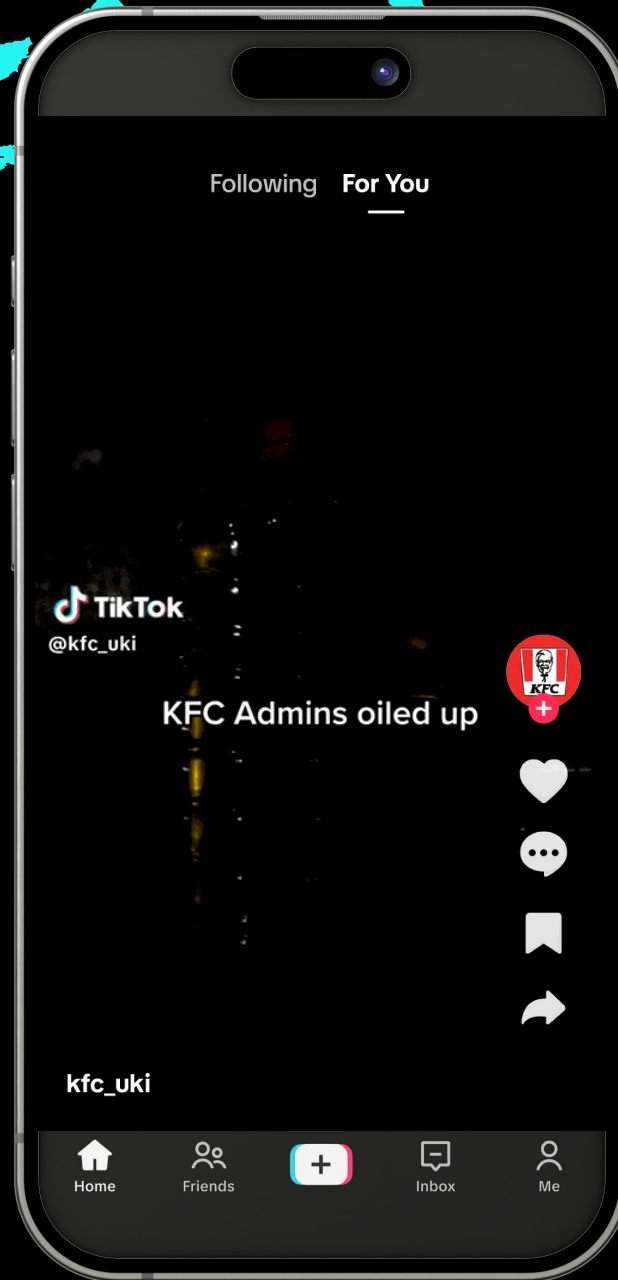
The brains **behind** the campaigns

When brands show their **human side**, they create a more intimate connection with their audience. Here's how brands showed their personality – and won the internet (and TikTok users' hearts) in the process...

“

Oil Up was our highest-ever performing piece of content on social and it showed the power of listening to our audience to inspire something truly iconic

Danielle Ruggles,
Marketing Manager, KFC



Read full interview [here](#)



Growing **brand love** and **engagement** with **Gen Z** for **KFC**

KFC tapped into the emerging **'Oil Up'** trend and created truly native, platform-first creative, driving an incredible amount of conversation and connection in the comments; the brand saw over **6K comments** within the first 24 hours. KFC's campaign shows just how effective tapping into platform trends can be for brands seeking to grow brand love and affinity.

2.3M
unique users reached

17.54%
engagement rate
(250% higher than average)

Proving the value of creative trust with Weekday

Weekday's campaign sought to go beyond typical fashion brand messaging by connecting young audiences with genuine advice and lived experience from older generations. The success of this campaign shows that the TikTok community values creative trust, and highlights how authentic TikTok engagement can drive meaningful brand connections.

+686K
video views

Read full interview [here](#)

AMO TOTALE:

'Total love' in English, this term is used to express approval.

LET'S TALK TIKTOK



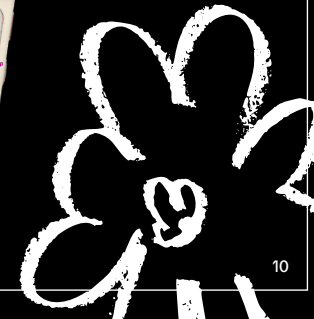
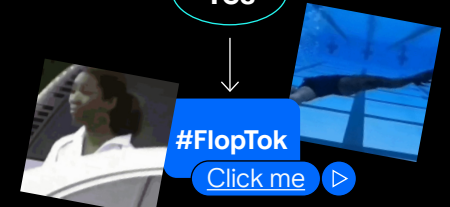
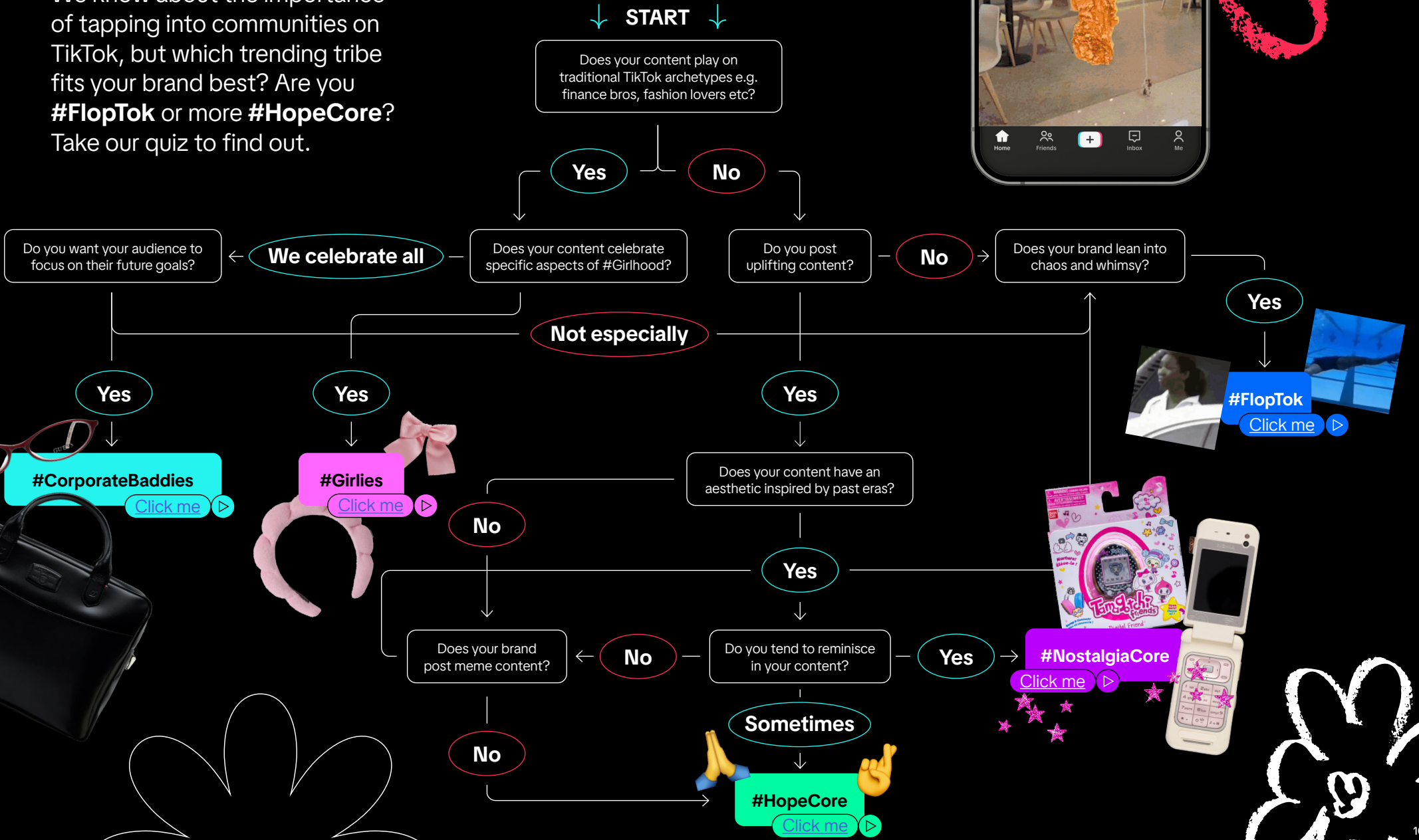
“

We were inspired by the filterless, personal and honest story-sharing culture on TikTok

Julia Borggen,
Social Media Manager, Weekday

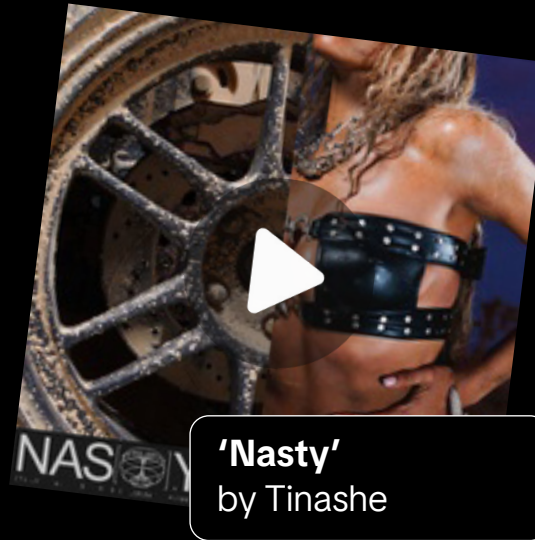
Find your TikTok tribe

We know about the importance of tapping into communities on TikTok, but which trending tribe fits your brand best? Are you #FlopTok or more #HopeCore? Take our quiz to find out.



TikTok's Commercial Music Library = your ticket to virality

Music is the heartbeat of TikTok – so it's no wonder that chart-topping hits from **TikTok's Commercial Music Library** (CML) have the power to turn brand campaigns into viral soundtracks. Check out the commercial tunes that lit up the FYP this year.



'Nasty' by Tinashe



'Million Dollar Baby' by Tommy Richman

25%

of all views of this track stemmed from branded creations, including [Duolingo's](#) (9.8M views) take.

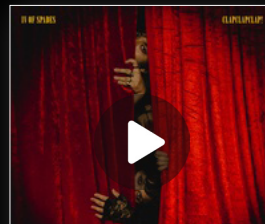
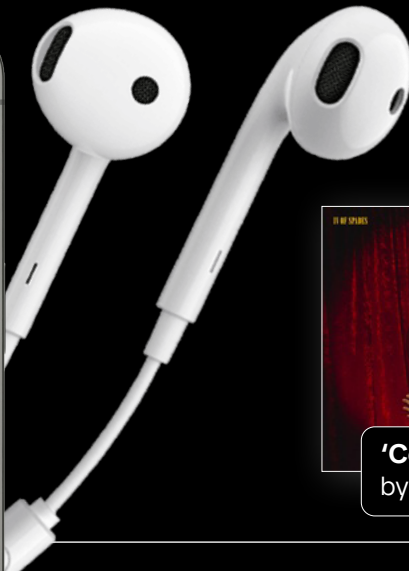
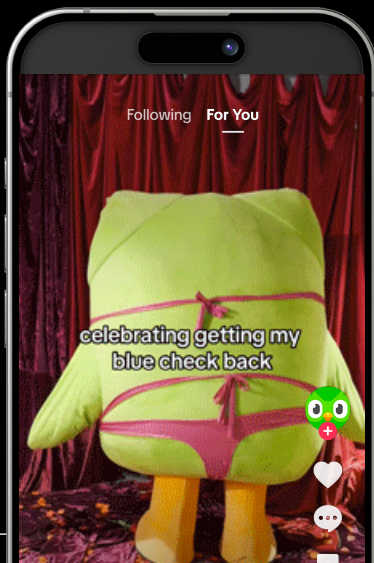
33%

of all views of this track stemmed from branded creations.

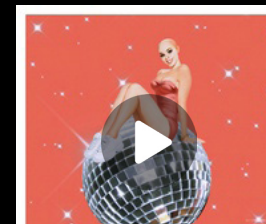
#1 song of the summer in the UK
(#2 in the US and globally)

#3 song of the summer in globally

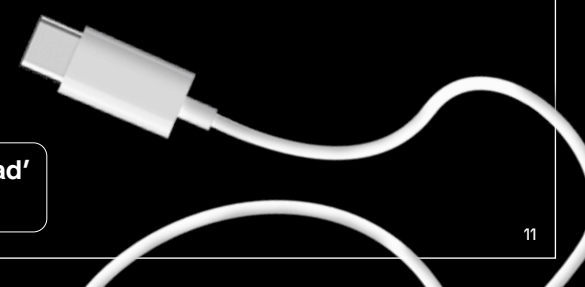
#1 on Billboard Hot 100 chart



'Come Inside Of My Heart' by IV OF SPADES



'Dance You Outta My Head' by Cat Janice



Your trend education doesn't stop here.



Keep the momentum going:



Sign
up
for our
email



Learn
more
about
trends



Stay
tuned
for
What's
Next 25



Visit
the
Creative
Center

