

Digital Marketing Through Asian Media

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Tik Tok (Douyin)

- ✓ App for creating and sharing short videos.
- ✓ 90% users are <35
- ✓ Precise targeting and marketing

Social, Interactive, Short Videos



The Way to Acquire Information is Changing!

Text



Image



Short Videos





Use Fragment
Time 24/7



Easy to make



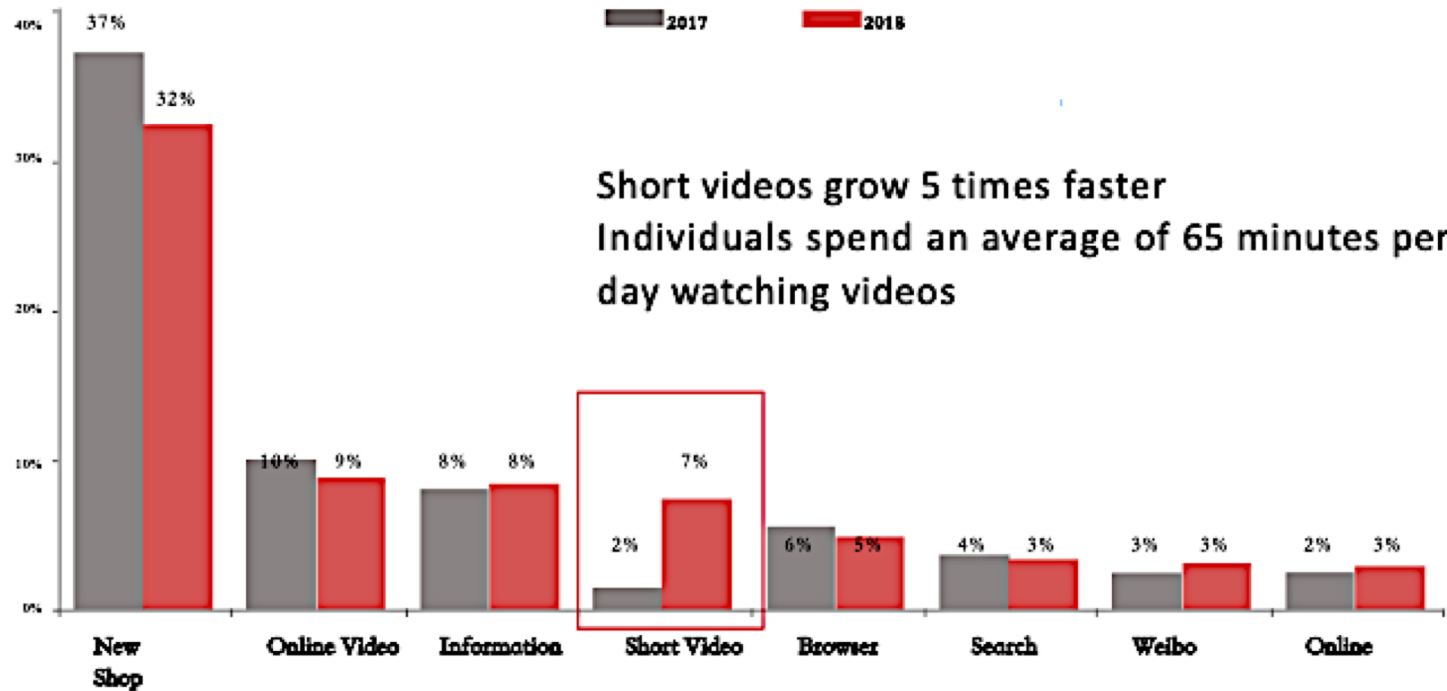
Go Viral fast



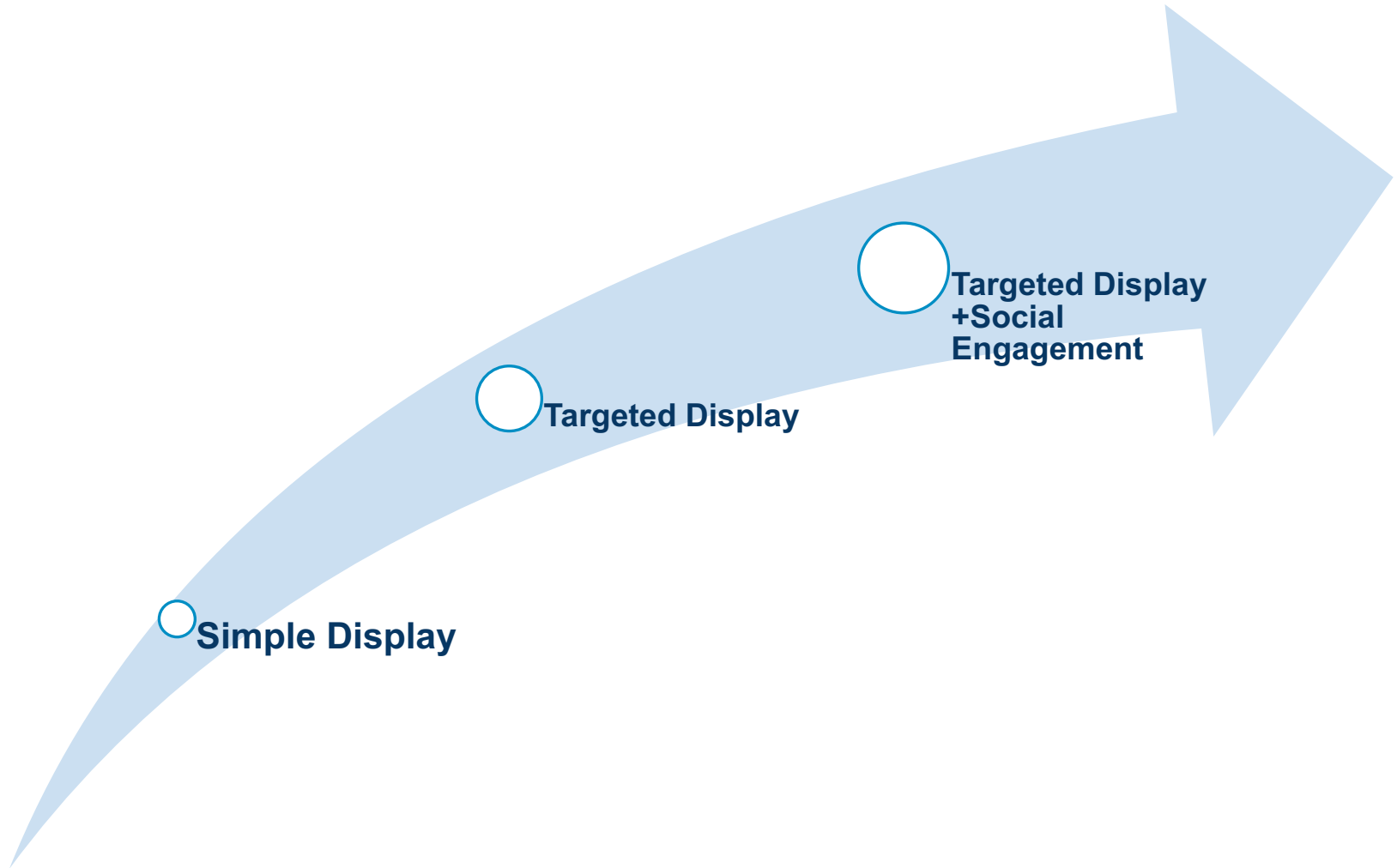
Dynamic
Content



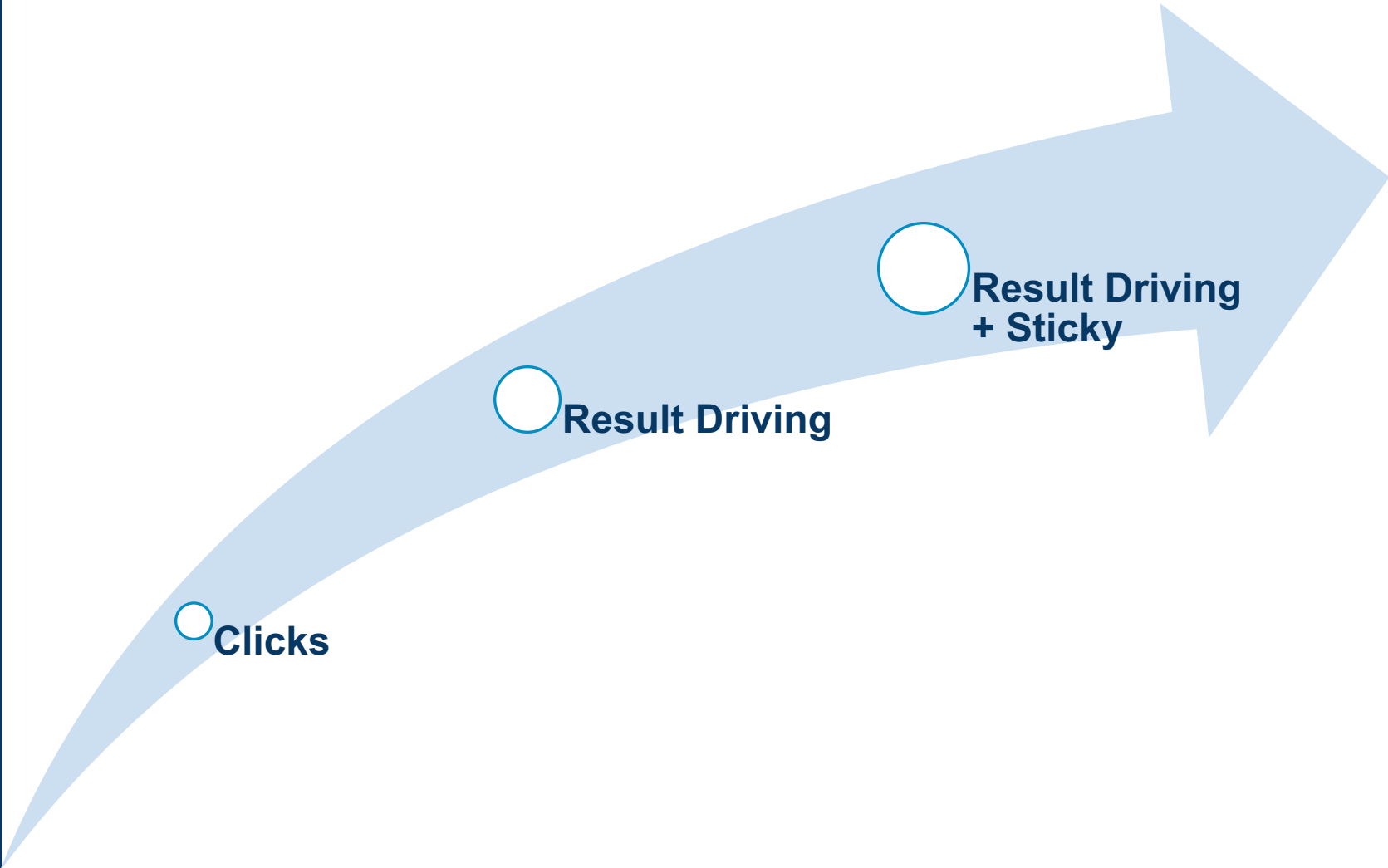
Short Video Channel is Growing!



Marketing Promotion is Evolving – Brand Awareness



Marketing Promotion is Evolving – Conversion



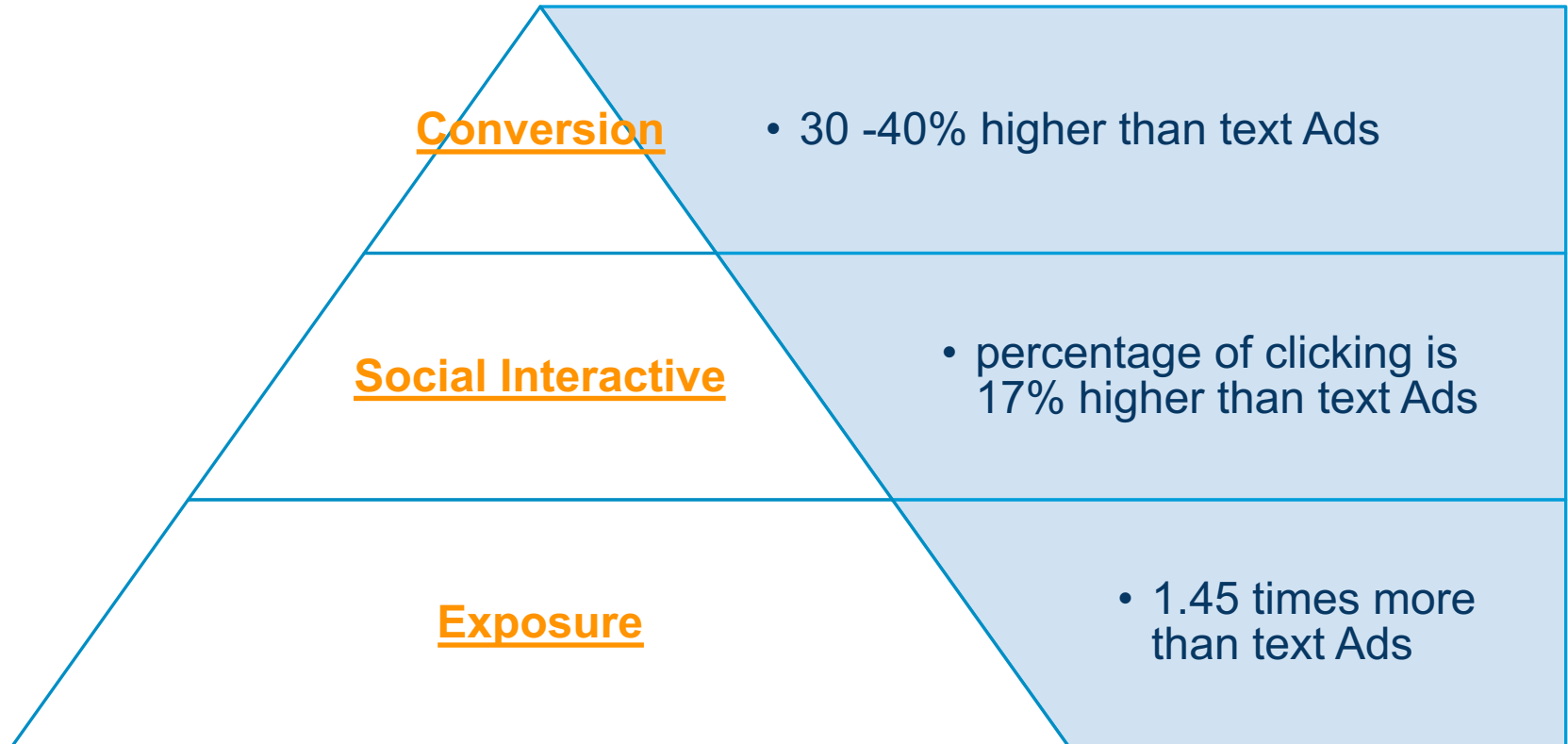
Clicks

Result Driving

Result Driving + Sticky



Short Videos are More Powerful Than Text!



Master Platform



Who Shops More?

DNA

- < 35 years
- Live in cities
- Travel world-wide

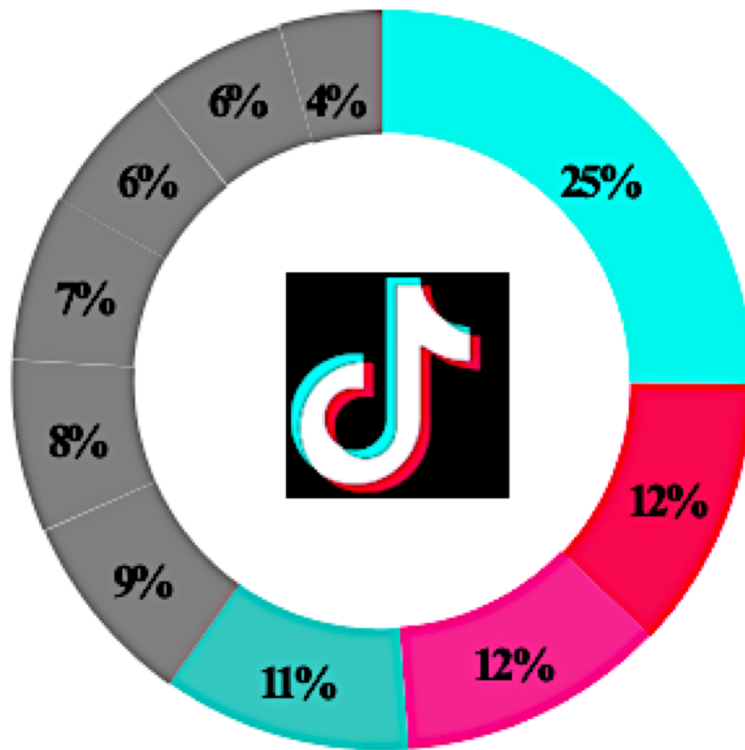
Social

- Social survey
- More adaptive
- Brand awareness
- Love videos/create videos/share videos

Purchasing Behavior

- Spend More
- Online
- Peer influence
- Famous brands

What are Tik Tok Users Interested in?



Popular Content Ratio Analysis

■ Fun Staff

■ What's New

■ Hot Topics

■ Talent Show

Beauty and Handsome

Product Demo

Sharing
EmotionUseful
Show off Kids

Controversial

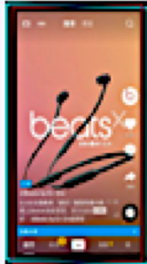
Top 4

Fun 25%

What's New 12%

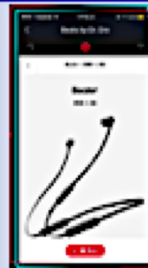
What's Hot 12%

Talent Show 11%



Opening Screen

- Increase exposure



Rank Douyin

- Increase engagement



Brand Zone

- Increase brand awareness



Streamline Feeds

- Increase social fans



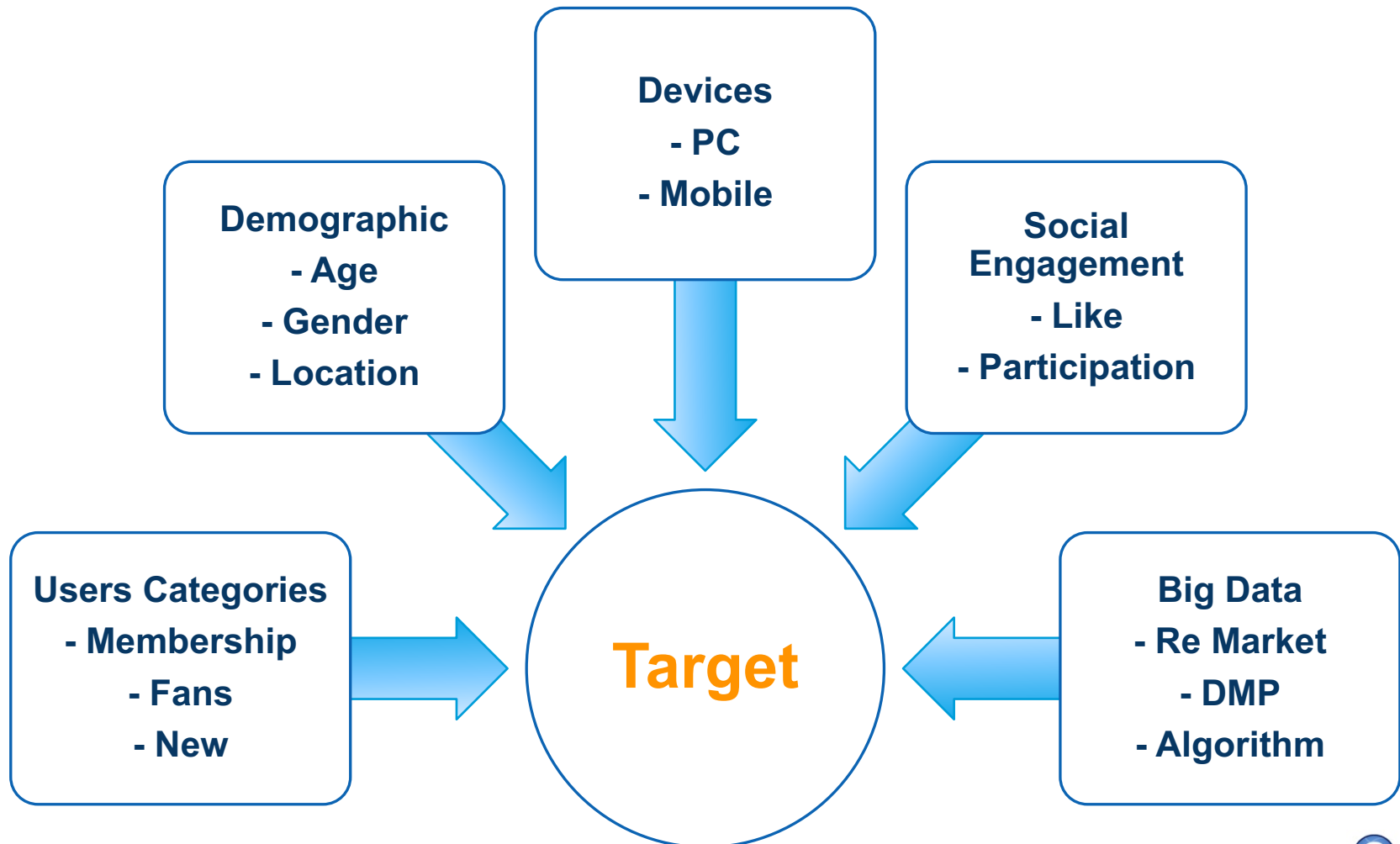
Full Screen

- Destination marketing

Tik Tok Dynamic Ecosystem Chart



How Does Tik Tok Target precisely ?





Your Asian Market Starts from here!

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