

The Roundup A COLLECTION OF BRAND SUCCESS ON TIKTOK

THE POWER OF SOUND



TikTok is an entertainment canvas where **sound is always on** to spark joy, creativity and collaboration for over one billion people.

From Billboard Top-100s to obscure trending tracks. From the sound of soothing whispers to the sharp cutting of barbershop scissors. And of course, the meteoric rise of the audio-based meme. As our community reminds us every day, the creative possibilities of sound on TikTok to move, entertain and connect millions of people are endless.

For brands, sound on TikTok represents a powerful opportunity not just to be heard, but truly *felt*. Our community invites brands to create and engage with them, so often with sound as the chief creative force driving these collaborations.

Brands that tap into the power of sound are driving new waves of resonance with their audience, leading to greater lifts in metrics like ad liking, brand attitude and full-funnel performance.

In this edition of The Roundup, we'll crank the volume up by highlighting some of the powerful ways brands have been using sound on TikTok – to the delightful tune of business success and cultural impact.



88%

of users say sound is vital to the TikTok experience*

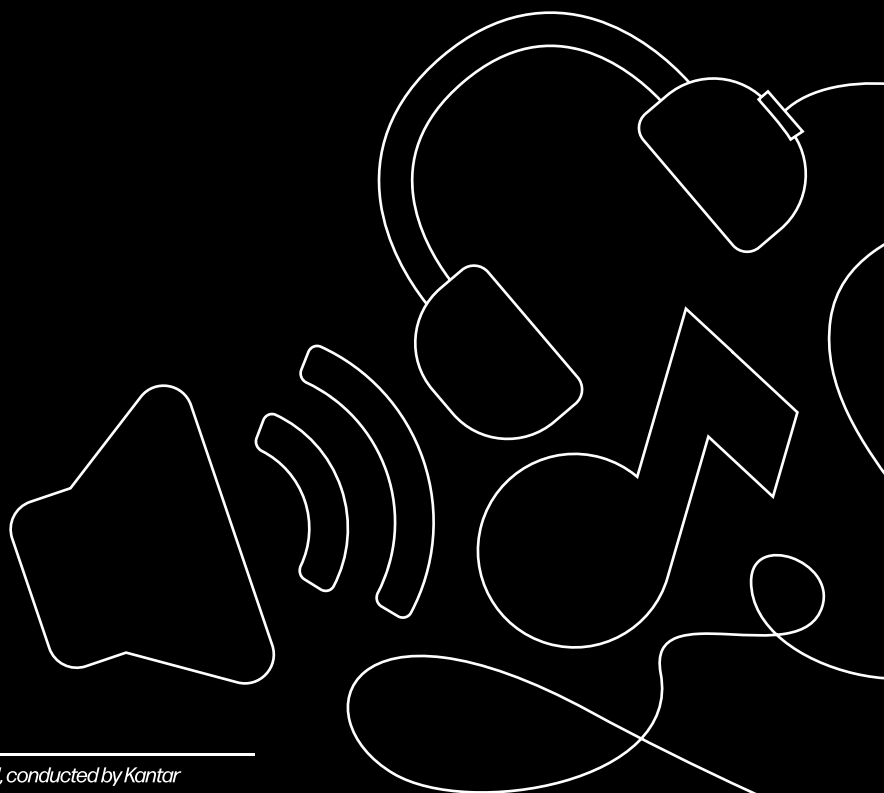


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Sound Type 1

CREATOR-MADE ANTHEMS

TikTok is a place where music creators naturally thrive, as they share not just their final songs with the community, but also their composition process, providing an intimate view of what it takes to make great music. Brands that partner with music creators benefit immensely: not only do they walk away with hype-filled anthems for their ad campaigns, but by featuring popular music creators in their videos, they also build instant credibility with audiences.



If a brand features a song in their videos that TikTok users like...

68%

say they remember the brand better¹

62%

say they're more curious to learn about the brand¹

In a 2021 MediaScience study comparing the effectiveness of different types of audio on TikTok, **custom music** delivered higher recall and brand recognition than recognizable music.²



Big_Poppa_Heart_Stoppa.mp3



Creator-Made Anthems

Big Poppa Heart Stoppa

wet n wild[®] (feat. @jvke)
los angeles

00:10 00:15



The Brief

For wet n wild, #BiggerIsBetter, at least when it comes to eyelashes and ad campaigns. For the launch of the beauty brand's Big Poppa mascara, wet n wild wanted to go big on TikTok too, aiming to drive mass awareness for the "biggest and baddest" mascara of them all.

The Sound Strategy

wet n wild partnered with creator and music artist @jvke on a "sound for the queens," aptly titled "Big Poppa Heart Stoppa," which became the brand's new anthem for all of its TikTok campaign ads, including the #BiggerIsBetter Hashtag Challenge.

The Impact

20K

videos made using @jvke's "Big Poppa Heart Stoppa" sound

+6.7%

TopView engagement rate*
**Compared to internal benchmark*

+9.5%

lift in brand awareness





Click to listen



Do you want to use this sound?

"Use this sound" makes it easy for anyone to make a TikTok using existing audio or music. This helped wet n wild's "Big Poppa Heart Stoppa" anthem quickly trend across the platform, with over 20k user videos utilizing the catchy tune.



Use this sound



Creator-Made Anthems



Big_Poppa_Heart_Stoppa.mp3



Our Grammy-nominated music team worked with wet n wild to develop a branded audio that featured a trending artist, infused pop culture references and sonic branding that fit the product well.

By the end of the campaign, "Big Poppa Heart Stoppa" rocketed up to the 3rd most trending sound on TikTok. Not only did users like the ad; they wanted more of it. Comments on the ad begged us to release the full song. If you want your TikTok campaign to be a hit, make sure the music behind it is a hit too.



—Ethan Curtis
Founder of PushPlay

Sound Type 2

THE DELECTABLE WORLD OF ASMR

New to ASMR? *In a cool whisper* Time to get on board. ASMR isolates dulcet sounds from mundane actions – the clicking of a keyboard or the crinkling of paper – eliciting in the viewer a sense of calm, and in some cases, a tingling sensation in the head or spine. Brands across industries are exploring the world of ASMR, finding ways to use satisfying sounds to drive attention, brand love, and purchase intent.

According to Kantar, sound-on campaigns on TikTok drive significant lifts in brand awareness than other platforms.

+120%

versus default-sound-off platforms

+20%

versus default-sound-on platforms

Source: TikTok Marketing Science, US Cross-Platform Sound Research 2021, conducted by Kantar



Brow Sounds Benefit Cosmetics

The Brief

After launching its new Brow Microfilling Pen, Benefit Cosmetics came to TikTok looking to generate awareness for the product across a wide community of beauty enthusiasts.

The Sound Strategy

One of the beauty brand's In-Feed Video ads emphasized the satisfying sounds of the Brow Microfilling Pen in use, with extreme close-up shots of the product to maximize viewer awareness and memory.

The Impact

30M

video views

+6.7%

lift in ad recall

Click to play



THE SOUNDS OF GRILLING

The Brief

Primal Kitchen's mission is to inspire better-for-you eating without compromising on flavor. For the summer grilling season, Primal Kitchen and agency Captiv8 set out to inspire hungry, health-conscious audiences with mouth-watering recipes.

The Sound Strategy

Primal Kitchen partnered with foodie creators to make summer recipe TikTok videos that used native platform trends, including ASMR. Ahead of Memorial Day, @BigBoyCooks showed the sounds of grilling the perfect Smash burger with Primal Kitchen's healthy condiments and tantalizing cooking sounds – the crisp chopping of onions, the fresh crackle of lettuce, and of course, the sizzling hiss of ground beef on the fryer.

The Impact

200K

total engagements

+13%

lift in purchase consideration

+12%

lift in ad recall

Click to play



Sound Type 3

THE NEW NARRATORS

Part of what makes TikTok a powerful place for self-expression is the fact that the volume here is always cranked up. This allows people and brands everywhere to share their stories – not just through their camera lenses – but through their unique voices. These new narrators are connecting with the world through skits, selfie videos, or with native features like Voiceover adding fresh color to their content. Brands are doing the same, telling stories with the power of sound to resonate with audiences and drive results.



LowerMyBills - Mortgage Program PSA

The Brief

LowerMyBills makes it easy to research mortgage lenders who help reduce people's monthly payments. The brand's campaign goal was to drive an influx of new mortgage refinance leads with homeowners on TikTok.

The Sound Strategy

LowerMyBills had employees speak direct-to-camera to tell homeowners about reducing monthly mortgage payments. With sound default-on, LowerMyBills was able to easily capture user attention while delivering helpful information to relevant audiences. Interested homeowners could then tap through the ad to calculate potential mortgage savings without leaving the app.

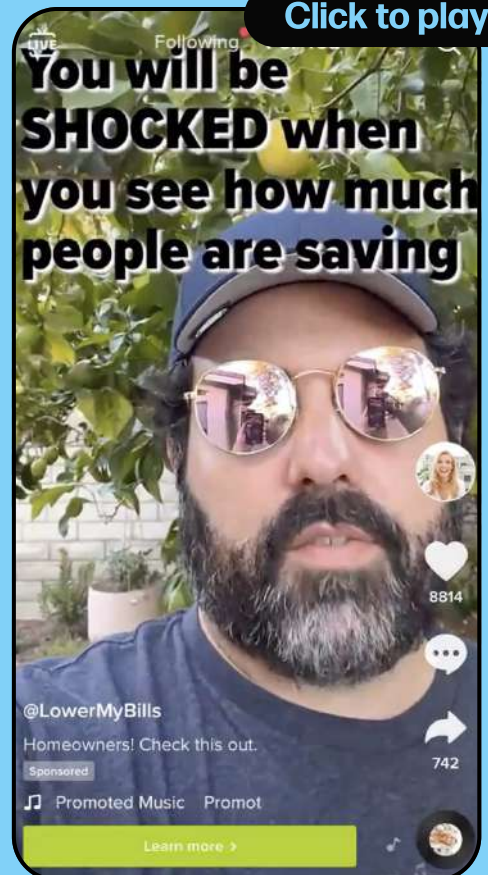
The Impact

20%

lower cost per lead*

**Comparing ads that led to a TikTok Instant Page versus ads that didn't*

Click to play



hp - #HPRadicalReuse

The Brief

Reducing and reusing plastic is a huge part HP's goal. The brand looked to TikTok to drive mass awareness of its sustainability efforts and inspire the community to do the same.

The Sound Strategy

HP partnered with a diverse group of creators to launch the #HPRadicalReuse Branded Hashtag Challenge. Comedian @dreaknowsbest and environmentally-focused @alisonsadventures used TikTok's Voiceover tool to narrate how they radically reuse plastic in their everyday lives. The creators' effective use of sound paired with strong visuals allowed HP to show up authentically on the platform, while educating the community on sustainability and inspiring them to participate in the Challenge.

The Impact

1.4B
video views*

18%
engagement rate*

+5.9%
ad recall

*For all videos combined that used the hashtag #HPRadicalReuse



Click to play

@alisonsadventures



Click to play

@dreaknowsbest



Behind the Scenes
with @dreaknowsbest



Sound-on campaigns on TikTok drive a **+55%** lift in communicating new information effectively compared to other sound-on platforms.

Source: TikTok Marketing Science, US Cross-Platform Sound Research 2021, conducted by Kantar

Strike a chord with the TikTok community.

The possibilities of using sound to enhance and elevate brand content on TikTok are endless. But how do you get started? Here are a few ways your brand can use sound and music effectively for your next TikTok marketing campaign.



Find your sound with the right partner.

In 2021, we expanded our TikTok Marketing Partners program to include certified Sound Partners, who help brands build robust sound-on strategies to support various campaign objectives. You can learn more about working with our Sound Partners [here](#).

Get started with TikTok's free Commercial Music Library.

A pre-cleared, royalty-free library to get more eyes and ears on your brand instantly.

- Over 500,000 royalty-free songs
- Cleared for both organic and paid TikToks
- Includes music from emerging artists and top-tier music houses

[Get Started](#)



