The POV Report
How to reach women on TikTok
Creative guidance for brands
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Welcome to the POV Report
We’re here to help the industry make better content using our creative solutions.

What you’ll find in here

1. Primary research
   Covering user sentiment, ad effectiveness, and more.

2. Industry expertise
   From a trusted business leader and a top creator.

3. Creative themes
   Within women’s storytelling TikTok, and how they can impact a brand’s creative approach.

4. Product info
   To help ad partners build impactful, strategic campaigns.

The goal
Connect the dots between TikTok culture and our creative solutions, so brands can make content that resonates.
Meet this issue’s experts

**Lizzy Bilasano** is the VP of Creative Strategy at global creator company, Whalar, where she leads the Creative Strategy Center of Excellence for the U.S. As a multi-hyphenate creative-turned-marketer, she crafts culturally rich solutions for clients and creators that break the mold of traditional advertising.

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**Coco Mocoe**, TikTok creator and host of podcasts “Ahead of the Curve” and “Share Your Screen,” accurately predicts trends and identifies talent ahead of their mainstream recognition. Her contributions to the industry include viral marketing advice and comprehensive creator case studies. Coco has been featured in The Hollywood Reporter and the New York Post and has partnered with exciting names in tech, entertainment, and luxury fashion.
How brands can reach women on TikTok

2023 was the year of the #girl. It probably goes without saying—women and girls have been the central focus of major cultural moments.

They led pop culture with everything from top-grossing movies to world tours, fashion, and lingo.

Post volume for key hashtags between 2022 and 2023:

- #girlypop: +350%
- #balletflats: +450%
- #coquette: +183%

Women also dominate TikTok trends:

- #Girl Dinner: 45666x增长
- #Girl Math: 12625x增长

Sources: TikTok Global Internal Data, Jan 2022-Dec 2022; TikTok Global Internal Data, Jan 2023-Dec 2023
Women are instrumental in creator marketing.

Their cultural influence is reflected in how big of a role they play in marketing, especially on TikTok. That means that women provide signals and cues to viewers that shape the way consumers view brands—and the decisions they make about what to buy.

77% of people who monetize their digital content are women¹

67% of women who use TikTok agreed that when shopping online, they always rely on creator recommendations to decide what to buy²

There’s been a resurgence of girl power. I haven’t used that phrase since the ‘90s, but it’s going to continue to grow and evolve well into 2024.

Lizzy Bilasano, VP, Head of Creative, Whalar

2. TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material
Women’s influence will continue into 2024.

The most important thing to know: Women’s influence isn’t going anywhere.

Off of TikTok, they’ll continue to seize influence in the realms of art, business, culture, music, and beyond. On TikTok, they’ll expand the kinds of things they share about their lives, how they make content, and how they expect to be viewed and treated. All of this will have an impact on the ways that marketers share messages with women.

So what?

In a landscape where women have new status, brands will need to rethink their creative approach to reaching women, and how they view them as both consumers and creative partners.
We laid out three themes we expect to see in the way women show up on TikTok in 2024. For each, we detailed what they mean for advertisers, and how TikTok’s creative tools can help advertisers translate these themes into impactful campaigns.

Let’s dive in.

**Theme 1**

**Women’s stories across generations**

How women of all ages are connecting on TikTok

**Theme 2**

**A platform for (self-) discovery**

The role that TikTok plays in women's quests to learn about themselves

**Theme 3**

**Changing definitions of real**

What authenticity looks like to today’s female viewers

P.S. When we say “women,” we mean all people who identify as women at any time, in any capacity.
Gone are the days where TikTok was primarily for young people. Older creators, including women, come to the platform to reminisce about shared histories and share knowledge on everything from health to work, family, fashion, and beyond.


Today

1 in 10 U.S. workers are women over 55.

By 2050 the number of over-50 women will grow by 70%.

TikTok is where they go to connect with each other

Gone are the days where TikTok was primarily for young people. Older creators, including women, come to the platform to reminisce about shared histories and share knowledge on everything from health to work, family, fashion, and beyond.

In the past, you had to be young to get popular online. TikTok changed that. It opened the floodgates for women of all ages to make content.

Coco Mocoe (@cocomocoe), TikTok creator

On TikTok, women of all ages are building communities to share their perspectives.

Here’s a glimpse of how women in different stages of life share parts of themselves on TikTok.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Dating In Your 30s</td>
<td>82.9k</td>
</tr>
<tr>
<td>#Moms Over 40</td>
<td>771.9k</td>
</tr>
<tr>
<td>#Fashion Over 50</td>
<td>24.4k</td>
</tr>
<tr>
<td>#Women Over 60</td>
<td>26.5k</td>
</tr>
</tbody>
</table>

Takeaway

Rethink who can be influential

Creators from all age groups all hold unique storytelling skills—and are valuable in helping brands reach women through TikTok campaigns.

Product tip

Get pitches from women from all generations

Using TikTok Creator Marketplace, advertisers to get content ideas from creators within specific groups—from corporate girlies in their 20s, newly-single women in their 60s, and everyone in between.

Sources:
1. TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo
2. TikTok public platform data, accessed March 2024
TikTok is a discovery engine for users. That gives them opportunities for self-discovery, too. Women find new facets of themselves by stumbling upon new concepts, perspectives, and stories on TikTok.

This has created a shift in what they want to see on TikTok; the best content is the kind that helps people understand something about themselves and shares new information.

Theme 2

A platform for (self-) discovery

71% of women on TikTok feel it’s easy for strangers to connect and bond around shared life experiences on the platform.

78% of women on TikTok say they are always discovering new and interesting things on TikTok.

Through TikTok, women are able to discover new truths about:

How they speak
#VocalFry
#ValleyGirl

How they work
#MentalLoad
#DomesticLabor

How they travel
#FemaleSoloTravel
#WomenWhoTravel

Sources: 1. TikTok Marketing Science Global Diversity on TikTok 2022 conducted by Flamingo Group
2. TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo
Theme 2: A platform for self-discovery

What makes these stories so powerful?

Women on TikTok are seeing stories coming from authentic people who look like them, which sparks a “big sister” effect—they’re learning new concepts and getting advice from a trusted figure.

77% of women on TikTok agree that brands that post or reply to comments on TikTok feel like part of the community

“Videos feel like love letters; something personal you’re intentionally sharing with a familiar friend. There’s such a joyful undertone.”

Lizzy Bilasano, VP, Head of Creative, Whalar

Takeaway

Joining nuanced conversations can make brands more discoverable to women

It can help your brand show up alongside the illuminating content that women find—or seek out—on TikTok.

Product tip

Connect in the comments

Tools like video comment replies or comment anchor, a feature of TikTok Creator Marketplace, helps advertisers truly integrate into the town hall of TikTok: the comments.

Source: 1. TikTok Marketing Science Global Community and Self-Expression 2021 conducted by Flamingo
Changing definitions of “real”

On TikTok, viewers say both ads and organic videos are authentic. But being “real” looks different to each user. A woman in Japan who grew up in the 2000’s and loves pop music will view authenticity differently than a full-time mom in Brazil who grew up in the 1980’s and binge-watches reality television.

Plus, today’s TikTok users are embracing a more professional-looking approach to content. While TikTok is still not a destination for TV-style spots, things like 10-minute videos are taking the platform by storm, and premium-style content is on the rise, appearing alongside the very casual videos many users are used to.

The result? The definition of “real” is evolving on TikTok, leaving women—and advertisers—trying to reach them—more chances to make content that matches their vibe.

Marketers use the word “authentic” as if it’s synonymous with in-the-moment and lo-fi. But, using me as an example, I’m a perfectionist - so lo-fi content wouldn’t be authentic to who I am.”

Lizzy Bilasano, VP, Head of Creative, Whalar

Sources: 1. TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo
Formats that show us the changing definition of “real”

Theme 3: Changing definitions of “real”

#UntouchedFace
Authentic videos about beauty standards.

#BeCringeBeFree
Stories about embracing uncool-ness.

#Deinfluencing
Real talk about what is (and isn’t) worth getting.

If you’re someone who creates really high-quality content, then do that. Even if it’s not “cool” right now. The pendulum will swing back eventually.

Coco Mocoe (@cocomocoe), TikTok creator

Takeaway
Don’t fake the funk

Branded content doesn’t have to be lo-fi or spontaneous to work on TikTok. It just has to make sense for that brand, while following the basic creative tenets of TikTok. Content that’s true to a brand’s identity will resonate best.

Product tip
Crowdsourse the best content from creators

TikTok Creative Challenge allows creators to quickly make ads for brands based on a brief. Through Creative Challenge, creators can bridge the gap between a brand’s message and TikTok’s evolving definitions of “real.”

Learn more
How to get started

With our creative solutions, advertisers can use the knowledge from this report to:

1. Make the next top TikTok creator campaign.
2. Find the perfect match for a creator-brand collaboration that speaks directly to women.
3. Flex their production skills.
4. Easily, effectively, and efficiently make creative content geared toward women by using tools like video editor and video templates.
5. Dive deeper into TikTok insights.
6. Create better videos with help from today’s latest trend data, music, and insights.

Start today