THE ULTIMATE GUIDE TO:
INFLUENCER MARKETING ON TIKTOK

MAVRCK
TikTok is a destination for short-form mobile videos, with a mission is to capture the world’s creativity, knowledge, and moments that matter. With a continuous feed of 60-second, platform-curated, snackable content from wildly innovative influencers, TikTok makes creating, editing, and consuming short-form video extremely easy and addictive.

The platform is unique in that it seems to know everything about its users — from their likes and dislikes to the content that they’ll most likely find interesting. That’s TikTok’s algorithm at work: a data-driven process so thorough its users have likened it to mind-reading.

Not only is TikTok’s algorithm unlike any other, but it’s the birthplace for viral content, offering high potential for maximizing brand exposure. The content is also highly engaging, with built-in tools enabling both brands and creators to easily work together on brand partnerships.

Read this guide for everything you need to know about influencer marketing on this ever-growing channel that continues to lead in the short-form video content world.

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**SUPPORTED FORMATS**
- Organic: Video, Live Stream, Chat
- Paid: In-Feed Image, Video, or Playable Ads

**INFLUENCER MARKETING SOCIAL NETWORK MATURITY: LOW - MED**
1. High volume of creators
2. High sophistication for paid media
3. High monetization opps for creators
4. Medium performance and incentive benchmark data
5. Medium creator discovery/search features
6. Low sophistication for integrations
7. Low barrier to entry
8. Low certainty of brand fit/demographic data
9. Low predictability of performance
10. Low impact on lower funnel KPIs

**USER DEMOGRAPHICS**
- **U.S. Gender**: 47% Female, 53% Male
- **U.S. Age**: Gen Z/Millennials, 62% 10-29 y/o
- **Location**: 100M MAUs, U.S. (Aug ’20)
- **Global MAUs**: 689M (Jan ’21)
- **Avg. Time Spent Per Day**: 52 mins

**INFLUENCER PERSONA**
- Gen Z and Millennials
- Comedy, skits, day-in-the-life, tricks

**MAVRCK TIKTOK OUTCOMES**
*The below expected outcomes are based on TikTok campaigns run by Mavrck:*
- Avg. Followers/Influencer: 775K - 1.5M
- Avg. Incentive/Influencer: $250 - $500
- Avg. Impressions/Video: 130 - 240K
- Avg. Engagements/Video: 25 - 50K
- Avg. Engagement Rate/Video: 13 - 23%
- Avg. CPM per Video: $0.90 - $3.80
- Avg. CPE per Video: $0.015 - $0.03

**BEST BRAND FITS**
- Target Consumer: Millennial, Gen Z
- Brand Verticals: Beauty, Fashion, Home, Travel, Food, Drink, Lifestyle, Service, Music
- Goals: Campaigns should be focused on driving views, awareness, and engagement
- Prohibited Verticals: TikTok’s branded content policy prohibits promoted content for industries such as alcohol, financial services, food supplements, and more.

**MAVRCK TIKTOK CASE STUDY**
*However You Make It, Make it #freal: How f’real TikTok Creators Amplified Brand Engagement with Gen Z: f’real activated 39 verified creators, generating 21.4M impressions, 7.8M engagements, 36.45% average engagement rate, and $0.82 average CPM.*

**STRENGTHS:**
- High chance of content going viral; great platform to drive impressions
- Shorter, lower-lift creation timeline
- **Branded Content Toggle feature** allows creators to clearly disclose sponsorships
- **Spark Ads** enables brands to easily advertise through existing organic videos, allowing for enhanced content strategies

**WEAKNESSES:**
- Currently no API available
- Some creators on TikTok have less experience working with brands
- Down-funnel KPIs are limited, with few placements for links to drive traffic to external sites
- Some music licensing rights issues have occurred on TikTok
THE SHOWDOWN FOR SHORT FORM CONTENT: TikTok vs. Instagram Reels

Over the last year, the social media and influencer marketing industries have seen the rise of short-form video platforms and the battle for users. Short-form videos allow consumers to spend a lot of time watching... well, very little. While TikTok has reigned for most of that time, uncertainty with the app has given way to competitors like Instagram Reels. Below is a quick comparison of the two platforms.

LAUNCHED: 2017

VIDEO LENGTH: 1 - 60 seconds

DIFFERENTIATORS:
- Growing ad platform
- For You Page (Discovery API)
- Automatic sound play
- Drives pop culture and memes
- Creator Fund

AUDIENCE:
- 800 million+ MAUs worldwide
- Primarily skews younger with 69% of users 13 - 24 y/o
- Influencer persona: Mostly Gen Z, with growing segments of millennial creators

OVERVIEW:
TikTok is a video sharing app that has quickly become one of the most popular in the world. With over 800 million monthly active users worldwide, TikTok is attracting talented creators to produce highly engaging and addictive content to consume, making TikTok an ideal platform to activate influencers on. Creators gain serious traction by posting a funny, impressive, or wildly creative video that is often most successful when associated with a trending hashtag, challenge, or sound -- all provided in-app for all creators to leverage.
Hashtag Discovery
Hashtags drive the viral nature and discoverability of content of the app. Use trending hashtags to discover new, interesting, or related content and create movements and challenges surrounding unique, popular tags.

Navigation Bar

For You or Following Feed
The stream will automatically play posts based on the content you've liked or engaged with in the past. Tap on the “Following” tap at the top of the screen to navigate to a feed that is populated with videos from just the people you follow.

Visit Profile
One Tap Likes
View Comments
View Shares
140 Character Caption
Original or In-app Streamed Songs
LAUNCHED: 2020

VIDEO LENGTH: 30 seconds

DIFFERENTIATORS:

- Separate Instagram Reels feed and profile tab
- Videos can be shared to Stories and in-feed posts
- Built-in Instagram user base and brand presence
- Instagram/Facebook ad platform capabilities

AUDIENCE:

- Over 1 billion MAUs on the entire Instagram platform
- Heavy millennial base, 35% of users are 25 - 34 years old
- Influencer persona: Millennials in fashion, food, lifestyle, beauty, etc.

OVERVIEW:

Reels is Instagram's new short-form video feature that enables users to create and discover entertaining 15-second multi-clip videos set to audio. Launched in August 2020, it's currently available in 50+ countries including the U.S., U.K., India, Germany, and Mexico. Through Reels, users have access to various audio, effects, and creative tools to edit and use in their videos. Users can share Reels to the Feed, Stories and as a Direct Message. With a new dedicated Reels section in the Explore page featuring trending content, users have the opportunity to reach new audiences on a global level.
HOW IT WORKS:

Reels in Explore
Users with a public account have the potential for their Reels to appear in a new Reels section of the Explore tab, where content can be discovered by a wider audience. Handpicked content by Instagram will be labeled with ‘Featured.’

Creative Tools
On the left side of the screen are tools you can utilize to create Reels: Audio, AR Effects, Timer & Countdown, Align, and Speed.

Accessing Reels
You can access the Reels by scrolling to the left selecting ‘Reels’ at the bottom of the Instagram camera.

Creating Reels
Reels can be created by recording a series of clips (one at a time), all at once or uploading videos from your gallery.
WHAT BRANDS NEED TO KNOW: ACTIVATING INFLUENCERS ON TIKTOK

TIKTOK 101

TikTok is a video sharing app that has quickly become one of the most popular apps in the world.

With over 689 million monthly active users (MAUs) in 2020, TikTok has continued to attract talented creators to produce highly engaging and addictive content to consume, making TikTok an ideal platform to activate influencers on. Some attractive aspects of the platform include that:

- It's the birthplace for viral content
- The content is highly engaging
- The feed leverages AI algorithm

TikTok's audience is primarily GenZ/Young Millennials, with 62% of the platform's users in the US between the ages of 10-29. In January 2020, there were fewer than 5 million millennials on the app. In April, there were nearly 11 million.

GOING BEYOND TIKTOK 101

Top Brand Categories:
- Fashion & Retail
- Beauty & Health/Wellness
- Food & Beverage
- Sporting & Entertainment Industry

Emerging Top Brand Categories:
- Home Decor, Gardening, DIY
- Fitness
- Services (financial, automotive, etc.)
- #BeanTikTok
DEFINING YOUR BRAND’S VOICE ON TIKTOK

• **Create Your Brand Page:** Create an account! Before collaborate with influencers on TikTok, launch your brand’s account, link to your other social pages, and start creating. As social marketers know, your brand shows up differently based on the unique content formats, audience needs, and tone of the channel. Have fun!

• **Custom Sounds:** TikTok, formerly Musical.ly, is all about sound and how content is created from them. Brands who embrace participating in these custom sounds and create their own will benefit from the sound discovery while defining their own persona through music and recognizable sound bytes.

• **Music Licensing:** When working with verified creators, they will have the option to use the Commercial Music Library (formerly Promo+ Playlist) for a library of commercially-cleared music. Alternatively, brands can secure music licenses for sponsored collaborations, which can become their own trending sounds. Read our full guide to music licensing here.

• **Influencer Partnerships:** Once your account is live, amplify your brand’s presence by partnering with collaborators. But don’t limit yourself to the Charli D’Amelios of the world. Find creators whose content, not just reach, complements your brand voice and values, Work alongside them, as the experts, to create original TikTok content.

• **Community Engagement:** When consumers follow brands on social, 67% say they are more likely to increase their spending with that brand. It’s important for brands to authentically show up on TikTok - participate in trends, comment on videos, and follow consumers and creators alike! Work to find your voice and originality.

**BRANDS WHO STICK OUT**
WHAT WE CAN LEARN FROM THESE BRANDS

TikTok Dos

- Do create your brief for TikTok specifically. Don’t try and repurpose campaigns from other platforms. It just won’t translate well.
- There is genius in simplicity on TikTok. Create challenges or campaign concepts that are simple & leave a LOT of room for creativity and originality.
- Do base campaigns off culturally-relevant topics and leverage trending hashtags, challenges, sounds, and songs.
- Do work with creators that match your brand’s voice, tone, and values. But also take risks with creators you might not have selected to work with on other platforms.
- Do have fun. Don’t take yourself too seriously on TikTok and focus on how your brand’s voice comes to life on the platform.

TikTok Don’ts

- Don’t stifle creative freedom. The creator is the expert on what content will perform best, so let them have space to create viral-worthy concepts around your campaign.
- Don’t focus on sales or conversion with an organic campaign and partnerships. Focus on driving widespread awareness, engagement, and starting a conversation that matters.
- Don’t be too rigid with planning. Ensure your content is culturally relevant when launched. TikTok is all about the here & now - what’s trending!
- Don’t think of TikTok as a one-off tactic. Integrated approaches across various networks and media formats work best!
TIKTOK INFLUENCER CONTENT

Where consumers go to other platforms, like Pinterest or Instagram, for beautifully curated content, consumers come to TikTok for fun, relatable, and wildly creative content instead. For a sponsored campaign to be successful on TikTok, the content must be just that.

Quality content on TikTok:

- Empowers creative freedom & fun
- Feels authentic & native to TikTok
- Celebrates imperfection & relatability
- Is somewhat raw & not overly-produced
- Pushes imagination & innovation

THE ALGORITHM

Algorithm Criticisms:

- The algorithm contributes to a “content bubble”
- TikTok is accused of blocking BLM hashtags and content
- Celebrities and users call out the platform for censorship of LGBTQ+, diverse, and disabled creators.

Users:

- Account Settings: Language preference, location, device type. According to TikTok, these are weighted lower than other criteria, but still factors.
- Interactions: Video view time, likes, shares, accounts followed, comments posted, content created by the user.

Videos:

- Music/Audio: Sounds used, how often those sounds have been used, and trending music.
- Text Description and Hashtags: Captions and keywords, hashtags used, trends they match.

Why This Matters:

- TikTok is validating the speculation of how the algorithm impacts creator and brand content on the For You Page.
- Brands can use this information to partner with creators and provide directional guidance for “going viral”
- It’s not just about great influencer content, but giving that content the best chance to be discovered by consumers.
THE ALGORITHM (CONTINUED)

Tips for Brands & Creators:

- **Sound shouldn’t be an afterthought.** Unlike other social media platforms, music and sound are inherent to the TikTok experience. Work with creators to ideate on that first before thinking of the full creative concept. This can drastically change how your influencer content and brand are perceived.

- **Build a movement.** Influencer content is often treated as separate entities, but TikTok is about creating and participating in trends. Consider how every piece of content from creators plays into the overall brand experience.

- **Don’t just imitate, innovate.** As we mentioned earlier, it’s important for brands and their creator-partners to be part of the community and trending topics. But to stand out, brands and creators need to collaborate to take the trends to the next level and make them their own.

KEY POINTS ABOUT TIKTOK

- **TikTok is maturing.** More brands can act now to establish their relationship with influencers.

- **Imitation is good. Innovation is better.** Don’t just participate on the channel, but be trendsetters through influencer collaborations.

- **Those who get on the platform sooner than later will be rewarded.** Brands who move quickly will reap the dividends in the long run.
BRANDED & SPONSORED CONTENT ON TIKTOK
JULY 2021 POLICY CHANGES

Since its inception, TikTok has been a creative source for short form video content that has attracted users to scroll through the highly addictive For You Page feed. As the platform matures, brands and influencers have partnered to create sponsored content to drive awareness and engagement for products and services. As TikTok also matures its offering, they are making changes to their Branded Content Policies as it applies to influencers and advertisers for their user base.

WHAT IS BRANDED CONTENT ON TIKTOK?

Branded Content on TikTok is considered what most would call sponsored content, or content created for a third party such as a brand in exchange for something of value (most often product or monetary compensation). In July 2021, TikTok introduced the Branded Content Toggle, a tool that enables creators to disclose partnerships with brands on branded or sponsored content. It is currently available for creators with more than 10,000 followers in select regions and triggered when creators include disclosures in their captions including #ad and #sponsored.

BRANDED CONTENT PROHIBITED INDUSTRIES

TikTok also rolled out policy changes as they apply to globally prohibited industries. These changes impact the following verticals and prohibit brands from creating branded content with creators (from TikTok Branded Content Policies):

- **Alcohol** - alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events. This includes alcohol-free or no-alcohol alternatives, and soft drinks presented as mixers for alcohol.

- **Cigarettes and Tobacco products** - Cigarettes, cigars, tobacco, e-cigarettes, cigarette containers, shisha and other related products and services.

- **Contraceptive products** - Any products, artificial methods or other techniques to prevent pregnancy as a consequence of sexual intercourse such as condoms except for family planning.

- **Age rated films, TV shows and games** - Films, TV shows and games rated 15 or over.
- **Dating and live video applications or services** - Services which are focused on generating connections between people who are interested in romance, casual sex, or friendship. Live video services are defined as services where the primary feature is a live video chat.

- **Drug-related products and services** - depicting or encouraging the use of illegal drugs, drug paraphernalia, recreational and prescription drugs, CBD supplements.

- **Financial services and products** - All financial services and products are prohibited, including but not limited to lending and management of money assets, loans and credit cards, buy now pay later (BNPL) services, trading platforms, cryptocurrency, foreign exchange, debit and pre-payment cards, forex trading, commemorative coins, pyramid schemes (including non-financial services), investment services, credit repair services, bail bonds, debt assistance programmes, get rich quick schemes, debt consolidation services and penny auctions.

- **Food supplements and vitamins** - Vitamins, powders, shakes, gummies claiming to have vitamin or health benefits.

- **Weapons** - Use of dangerous weapons, including guns, explosives, knives, swords and other objects that are designed to cause harm to individuals.

- **Gambling** - Including online gambling, casinos, sports betting, and branded content promoting fantasy sports, bingo, lotteries, or other gambling related content.

- **Sexual products and services** - Adult entertainment and paraphernalia including pornography, sex toys, lubricants, and fetish costumes, including some underwear like corsets and micro-thongs.

- **Political content** - referencing, or opposing a candidate for public office, current or former political leader, political party, or political organization. They must not contain content that advocates a stance (for or against) on a local, state, or federal issue of public importance in order to influence a political outcome.

- **Pharmaceuticals, healthcare, and medicine products** - pharmaceuticals, healthcare, medicines, including but not limited to over-the-counter medicines and prescription drugs, are prohibited.

- **Professional services** - Accounting & taxation services, legal services and immigration services.
• **Products and services that enable dishonest behavior** - Products that may infringe upon individual privacy, products that may steal other people's personal information, products that may infringe upon a third party's properties, products that may steal other people's properties, or products or services assisting with falsification.

• **Animals** - Buying or selling animals, live animals, livestock, and pets. Animal body parts/products from Rhino, Orangutan, Elephant, endangered or threatened animals including but not limited to organs, horns, ivory, bone, skin, fur, wool, leather, or teeth. Some exceptions include:
  - Products for animals (toys, collars, cages, food, etc).
  - Pet services such as dog walking, pet care, pet cafes, pet grooming, training, etc.
  - Advertising content related to the adoption of animals is permitted for NGOs, NPOs, and stray animal shelters (no adoption services to be promoted for high breed pets or any invitation to join into mix-breeding of pets).

• **Other prohibited products or services** - International brides, hazardous chemical products, trading of human organs and transplants, abortion, services of prenatal sex determination, protected wildlife and wild flora, funeral services.

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**WHAT CAN BRANDS IN THESE VERTICALS DO?**

These policies apply to the branded content application and toggle, and are different from the Ad Policies. **Because TikTok ads offer more robust targeting capabilities, including age restrictions, this will allow many of these prohibited brands to still create content on TikTok.** Any posting of restricted content as branded content by a creator will be removed.

**Another potential avenue for restricted brands is to partner with creators to create content for the brand that is then only posted on the brand’s organic TikTok page and feed or in advertising.** For brands who are still keen on using TikTok to reach consumers, they should still take advantage of their own brand channels, and repurposed creator content. TikTok also teases it could offer age-gated organic content in the future, though time will tell.
CASE STUDY: HOW TOTINO’S ACTIVATED TIKTOK CREATORS TO REACH GEN Z GAMERS

THE CHALLENGE:

The Totino’s brand team had been experiencing challenges in finding a strong cohort of content creators to champion their Totino’s Pizza Rolls. They also wanted to supplement their existing in-house content with more variety from TikTok content creators. To aid their efforts, they partnered with Mavrck and utilized our platform to launch their campaign and target gamers (and Gen Z overall) with the end goal of driving product sales and become becoming “the official snack of gaming and good times.”

THE IDEA:

Totino’s wanted to reach a target audience of young people (primarily males) between the ages of 15 and 17, so they narrowed down their creator pool to partner with a specific group: gaming and comedy influencers. With this target audience in mind, TikTok was the clear go-to platform to activate influencers. The teams at Totino’s and Mavrck knew that it would be important to find the best balance of creators to stand out in the super-competitive gaming content landscape, while also coming across as authentic and funny. The creators were compensated for their work according to their quotes and content concepts.

THE ACTIVATION:

Sourcing the best creators that would fit with the brand’s goals and voice was the top priority for Totino’s. The brand relied on the creators to drive the content with original ideas to prioritize fun and engaging content that didn't feel like an ad. This creative freedom helped encourage a variety of entertaining and engaging content for the Gen Z audience.

The brand focused on the quality of creators that they partnered with rather than quantity, which allowed for more focused content. Totino’s collected creator interest using the Mavrck platform over a three-wave campaign, allowing them to tweak and adjust communication over time so that by the final wave they were attracting more creators than ever.

The final TikTok content performance impressed Totino's so much that they plan to integrate similar ideas for future advertising. This continued influencer strategy will help to further accelerate Totino’s success on TikTok. Now that the Totino’s team has successfully run this campaign in partnership with Mavrck's team, expect even more engaging and entertaining TikTok content to come.
CASE STUDY: HOW JANSPORT PARTNERED WITH TIKTOK CREATORS TO DONATE BACKPACKS TO STUDENTS IN NEED

THE CHALLENGE:

Since JanSport’s inception, the brand has always had its customers’ backs. When the COVID-19 pandemic hit the world, JanSport knew they needed to help in an authentic way to the brand. They wanted to bring to life the notion of having their customers’ back. In addition to the social good JanSport wanted to execute, the brand also wanted to increase brand awareness and amplify engagements among its target Gen Z audience - an audience that has a keen distaste for traditional brand advertising.

THE IDEA:

To support and connect the millions of Gen Z students adjusting to a digital high school environment and social distancing from friends as a result of the COVID-19 pandemic, JanSport launched #UnpackThatChallenge, a social awareness campaign on TikTok for displaced students to promote a hopeful message while adjusting to their new normal. To do this, Jansport partnered with popular TikTok influencers to promote a hopeful and empowering message while making a difference.

THE ACTIVATION:

In partnership with JUV Consulting and Mavrck, JanSport activated popular TikTok creators through the Mavrck platform to show the world their new workspaces at home on TikTok. The narrative creators were asked to follow was simple: grab a backpack from out of frame, go to leave for school and then remember that classes are online now - there’s nowhere to go.

Creators then had the opportunity to show off their new workstations in their rooms by unpacking their backpacks and showing what’s inside - whether it’s a pencil pouch, textbooks, laptops or even family pets. After unpacking, creators were instructed to pass their backpack off frame to the left side to offer the chance for someone to duet. This ending, paired with Greyson Chance’s “seasons nineteen” audio, was intended to create a hopeful and uplifting message.

In the same way that creators were asked to pass the backpack off to each other by way of duet on TikTok, JanSport passed it off to those in need by donating up to 10k backpacks full of supplies to the World Central Kitchen for each video following this format and using the hashtag #UnpackThatChallenge.

RESULTS FROM #UNPACKTHATCHALLENGE CAMPAIGN

<table>
<thead>
<tr>
<th>9</th>
<th>TIKTOK CREATORS</th>
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<tbody>
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<td>1.3M</td>
<td>IMPRESSIONS ON TIKTOK VIDEOS</td>
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<tr>
<td>145K</td>
<td>ENGAGEMENTS ON TIKTOK VIDEOS</td>
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<td>42.4%</td>
<td>AVERAGE ENGAGEMENT RATE</td>
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<td>$0.01</td>
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CASE STUDY: HOW F’REAL AND TIKTOK CREATORS LEVERAGES ORGANIC TRENDS TO INCREASE AWARENESS

THE CHALLENGE:

f’real started producing its own relevant and engaging branded content on TikTok in-house after observing that one of the platform’s organic trends, #frealmilkshake, was taking over the “For You” Page. TikTok quickly emerged as a testing ground to increase awareness among the brand’s target Gen Z demographic.

THE IDEA:

f’real leaned into its initial organic traction on TikTok and partnered with Mavrck to better understand the influencer marketing potential behind the rapidly growing, short-form video platform and its expanding Gen Z audience. Knowing that Gen Z despises ads and with the understanding that trends on TikTok happen moment-by-moment, f’real wanted to engage TikTok’s high-energy, self-expressing Creators to further drive brand awareness through #freal moments that matter. By allowing Creators to express their own authentic styles and creativity, f’real also aimed to differentiate from other brands on the platform that used strict content guidelines, prescribed themes, and challenges.

THE ACTIVATION:

f’real engaged Mavrck’s strategic services and extensive influencer platform capabilities to execute a series of TikTok campaigns to reach their target Gen Z demographic, who comprise 69% of TikTok users.

A deep dive into Gen Z was conducted in order to align future f’real TikTok content with their values. A new study by JWT Intelligence has stated that Gen Z is skeptical, independent, wary of deceptive marketing, does research before making a purchase, and prioritizes brand values.

With this understanding and to maximize brand awareness, f’real wanted to integrate as seamlessly as possible with TikTok’s feed and algorithm. Mavrck leaned strategically on TikTok’s Creator Marketplace to identify verified and popular Creators (200k - 7M followers) across topics who were trending among TikTok’s core Gen Z user base.

Encouraged to tap into TikTok’s trending meme content, life hacks, dance challenges, sounds, and topics at the moment of content creation, f’real then directed and activated Creators to capture a #freal moment in fun and unexpected ways.

RESULTS FROM #FREAL MOMENT CAMPAIGN

| TIKTOK CREATORS | 39 |
| IMPRESSIONS ON TIKTOK VIDEOS | 21.4M |
| ENGAGEMENTS ON TIKTOK VIDEOS | 7.8M |
| AVERAGE ENGAGEMENT RATE | 34.5% |
| AVERAGE CPM | $0.82 |
CASE STUDY: HOW SABRA HUMMUS TIKTOK CREATORS AMPLIFIED BRAND ADVERTISING FOR THE BIG GAME

THE CHALLENGE:

Sabra Hummus was producing a TV spot for football’s “big game” in February and wanted to boost the impact of that advertisement. With the cost of a 30-second ad spot in the game costing upwards of $5 million, Sabra knew they needed to tap into a cost-effective tactic to increase their audience and impact of their investment. They also knew that a lot of young people - Gen Z-ers and Millennials - are cutting the cord when it comes to TV. In fact, television only influences 18% of Gen Z’s buying decisions, so Sabra wanted to find a way to reach these audiences where they are spending their time: on TikTok.

THE IDEA:

To leverage a highly-watched cultural moment, Sabra created an integrated influencer marketing approach by utilizing Mavrck to drive brand awareness and consumer engagement leading up to the biggest Sunday in football. Sabra merged offline moments with online activations by bringing TikTok stars into their TV ad for the big game and supported it all with a TikTok campaign aimed to reach younger audiences who were following along on social media.

THE ACTIVATION:

In partnership with VaynerMedia and Mavrck, Sabra activated popular TikTok creators through the Mavrck platform to take snacking to a whole new level. The ask was simple: grab some Sabra hummus and show #HowIMmus, or enjoy Sabra as a snack during sporting events.

In the days leading up to the game, the selected TikTok Influencers created content showcasing how they snack with Sabra Hummus. The types of creators ranged from foodies to dancers to sports fans, enabling Sabra to tap into content trends and top verticals on TikTok.

Sabra not only included a TikTok component to support their television advertisement, but they also partnered with micro-influencers on Instagram as well as actual athletes to boost the entire campaign in an integrated approach. This resulted in high engagement rates across all channels and tactics, as well as increased the total addressable audience for Sabra’s campaign.

RESULTS FROM SABRA #HOWIMMUS CAMPAIGN

17 TIKTOK CREATORS

6.9M IMPRESSIONS ON TIKTOK VIDEOS

1.1M ENGAGEMENTS ON TIKTOK VIDEOS

16% AVERAGE ENGAGEMENT RATE

$1.43 AVERAGE CPM
**Project Title:** __________________________

**Project Overview:** __________________________

**Program Goal:** ____________________________

**Program KPIs:**
- □ Awareness
- □ Engagement
- □ Views
- □ Testing/Innovation
- □ Other: ____________________________

**Campaign Concept:** __________________________

**Recommended/Required Sounds:**
- □ Original Sound
- □ TikTok’s Commercial Music Library
- □ Other: ____________________________

**Content Copy:**
- □ FTC Disclosure Hashtag: __________________
- □ Campaign Hashtag: __________________
- □ Brand Handle: __________________
- □ Caption: __________________

**Dates:**
- Content Due Date: __________________
- Draft Due Date *(if required)*: __________________

**Deliverables:**
- □ TikTok Video Post
- □ Original Video File

**Video Direction:**
- □ Brand Integration: __________________

**Video Length:** __________________

**Key Talking Points:**
- __________________
- __________________
- __________________

**Other Information:**
- Additional Details: __________________

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LEARN MORE

INFLUENCER MARKETING RESOURCES:

- The ROI Files: 3 Case Studies with High Return on Investment
- Top 6 Ways to Repurpose Content for Maximum Value
- Influencer Marketing Strategy for E-Commerce Brands

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