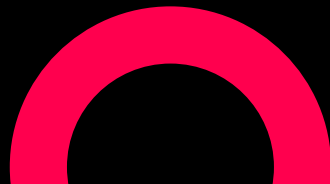
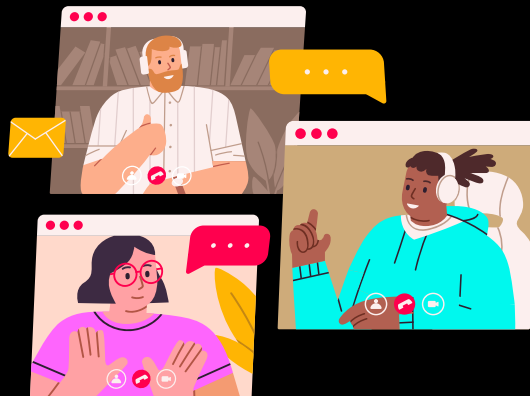
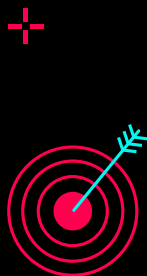


TikTok⁺ ABCD-eCommerce Creative Playbook

● A hands-on e-commerce playbook indexing a range of creative applications for the Mega Sales period.





TikTok ABCD-eCommerce Creative Playbook

What is this?

A hands-on e-commerce playbook that indexes a range of possible creative applications during the Mega Sales period.

Who is this for?

Brands and marketers who are involved in the development of creative campaigns to drive sales uplift during the Mega Sales period.

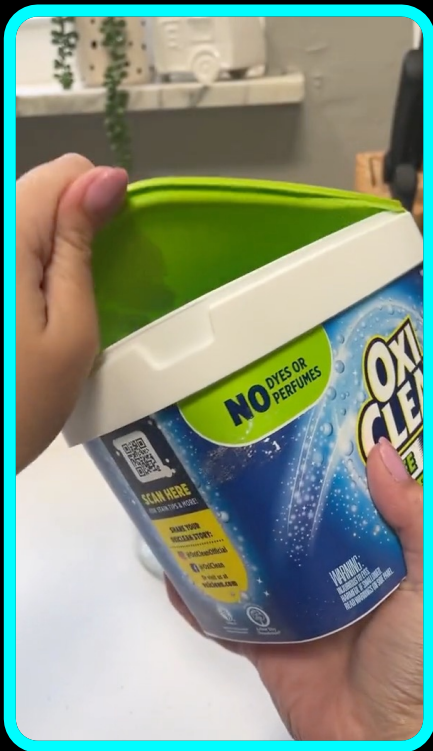
Output

A list of fresh ideas for content + creative to start implementing during this Mega Sales season.

Watch the creative examples on TikTok by clicking on the username or video image.

A

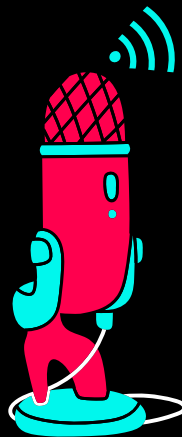
Consumer Packaged Goods



@dailywithdeana

TikTok For Business

ASMR



Go with Autonomous Sensory Meridian Response (ASMR) to showcase a sensorial side of your product. Stimulating content using auditory and/or visual triggers like whispering or *tapping* will give viewers 'tingles' and other physical sensations.

ASMR has evolved to reference TikToks that are oddly satisfying. It is best used to showcase process-oriented content emphasizing soft sounds, gentle motions, and close-up shots.



Does your brand have intricate product details to spotlight through ASMR?

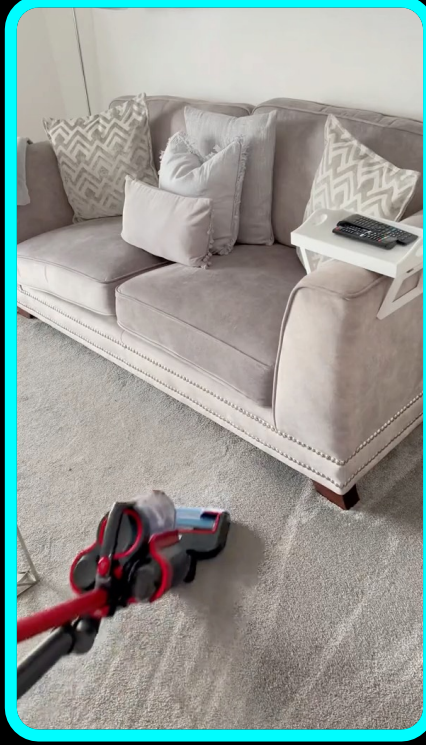
Are you looking for a new way to convey the emotional/functional benefits of your products or services?



Fashion & Beauty



[@jlayallure](#)



[@cleanwith_kayleigh](#)

Consumer Electronics

B

Fashion & Beauty



[@sall.am](https://www.instagram.com/sall.am)

TikTok For Business

Behind the Scenes



Give users a look at what goes on in meetings or factories, give them a peek into your world.

This adds a never-before-seen perspective that not only humanizes, but adds authenticity to your brand.



How can your brand provide a unique look into its inner workings?

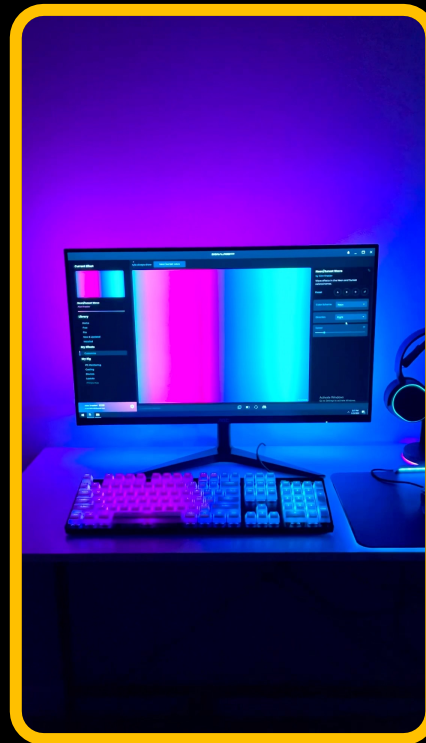
Go beyond the product-making process, introduce the teams, your tools and your favourite pet too.



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[@justice_professional](#)

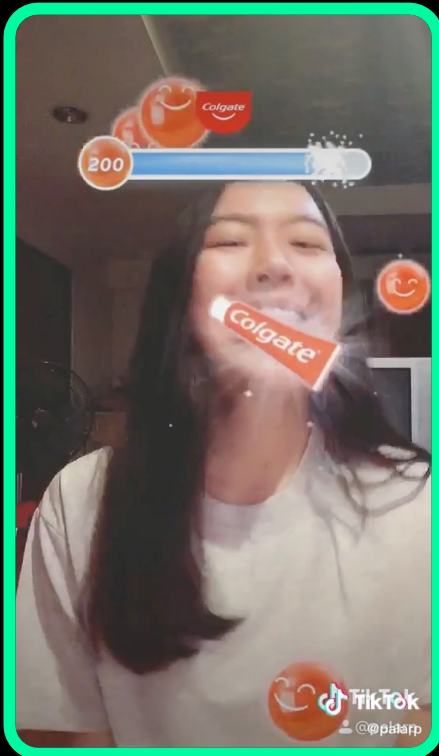


[@signalrgb](#)

Consumer Electronics

C

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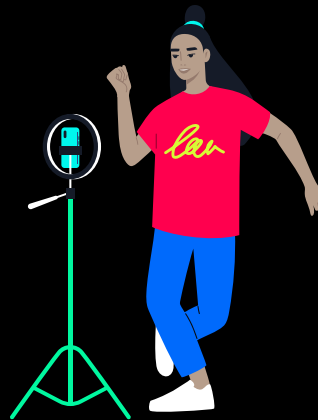
Colgate #WinWithASmile

TikTok For Business

Challenge

Issue a challenge to the community! Give them a reason to take part and engage. Is it a dance? Singing a tricky note, or maybe even asking for a product improvement!

Whether it's an organic swell or a brand-sparked Hashtag Challenge, challenges need to be fun, simple to understand, and challenging.

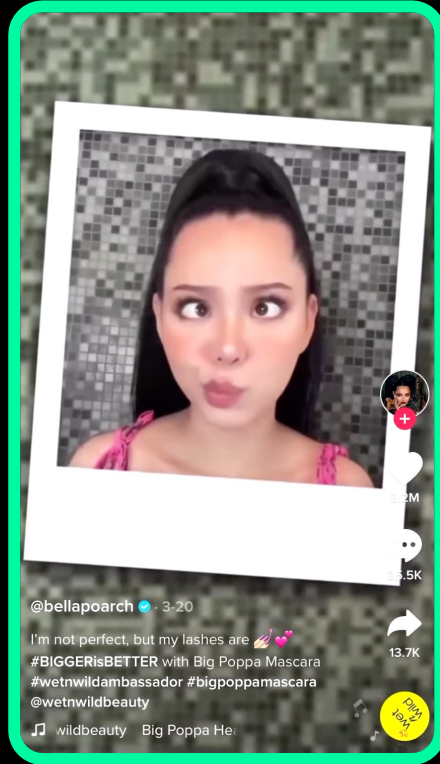


What behavior that is a part of your product experience could be turned into something fun to replicate?

You can even add on a branded effect to show a tangible change in appearance!



Fashion & Beauty



Big Poppa #BiggerIsBetter

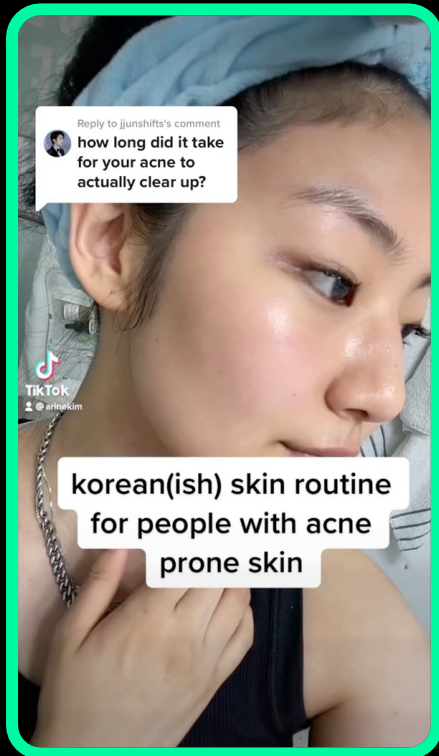


Philip #AirFryer

Consumer Electronics



Fashion & Beauty

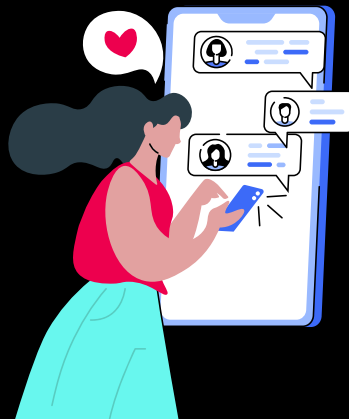


[@arinekim](#)

TikTok For Business

Comment

Be inspired by what your comments section says as it is a real-time insight engine. Reply to users, make their wishes come true, let them see that you're listening!



How will you mine your own comment section for new video ideas?

Are there people who always show up in your comments who you can recognize and reward?



D

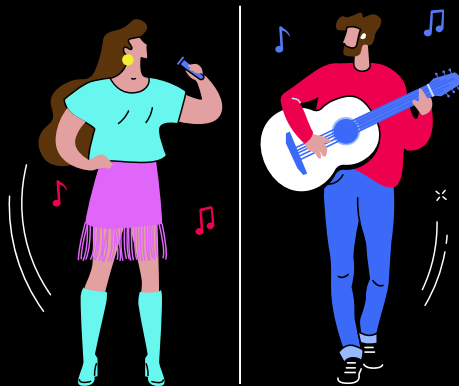
Fashion & Beauty



@danahassonn

TikTok For Business

Duet



A co-creation tool where users can record side-by-side with another TikTok. Frequently used for reacting, singing along, and participating in Open Verses on TikTok.

Duet Chains string many duets in a row, while Duet Mosaics build in many directions.

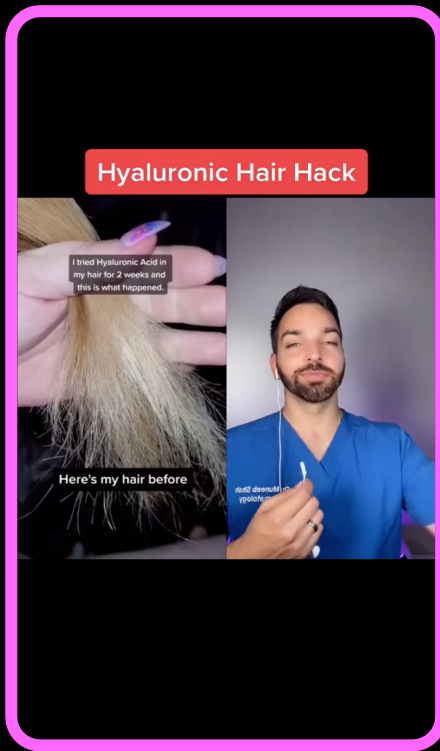


How might your brand create a TikTok that is a setup for users to duet? Try these:

1. React to a product
2. Challenge the product's use
3. Work with a expert



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[@dermdoctor](#)



[@popculturebf](#)

Consumer Electronics

E

Fashion & Beauty



[@stxph.h](#)



#EduTok

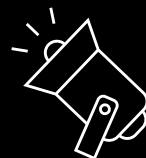
Build the community with your expertise. Share your knowledge as a subject-matter expert and build up the community by passing on wisdom unique to your brand!

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What can your brand teach TikTok users?

Is there a unique history or culture associated with your brand, or a special way of using your product?



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[@reallifeenglish](#)

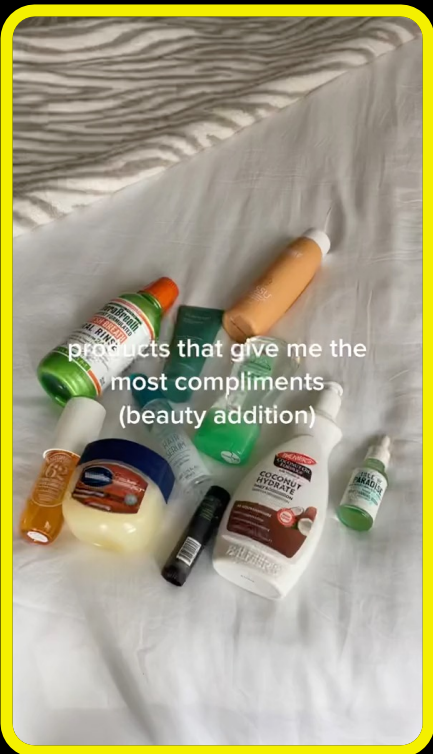


[@phonehistory](#)

Consumer Electronics

F

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products that give me the
most compliments
(beauty addition)

[@livfitfood](#)

TikTok For Business

Favourites

Sharing your favourites as a brand adds a layer of personality. We all have our favourites: product finding, the details, the location, or services.

This could be a flatlay of your product range, or a GRWM session using some of your favourite complementary products.



Share your favourites:

1. Where to find a product or discount
2. Show-off the detail of a particular features
3. Ways to enhance the product experience



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Our Favorite Amazon Finds

Part 87

[@ourfavoritefinds](#)

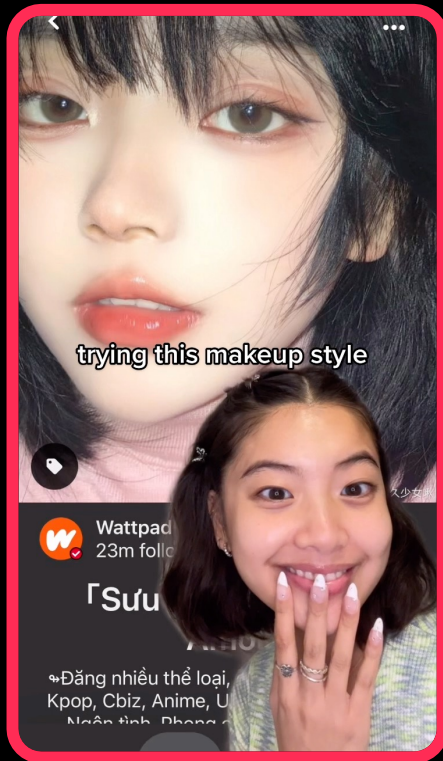


Things I love about our
Samsung washing
machine

[@fro.mhousetohome](#)

Consumer Electronics

Fashion & Beauty

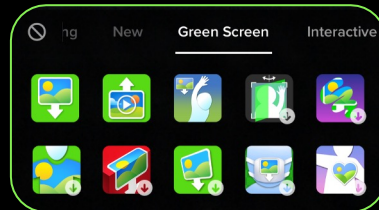


@stxph.h

Greenscreen

A commonly used type of effect where users can customize the background of their video using images or video from their camera roll.

Use the green screen to review how users interact with your product, or bring a new POV that your product could be in the centre of.



Creative uses of greenscreen:

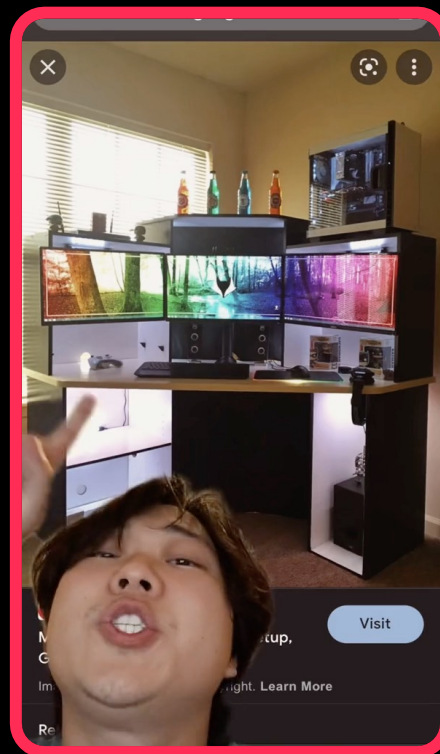
1. Show how the product can change your audience's life.
2. Create a product review that entertains.



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[@bondenavant](#)



[@myprecres](#)

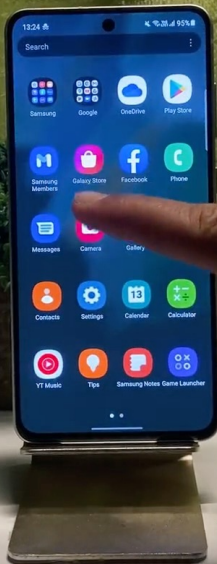
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H

Consumer Electronics

Cool hack for all Samsung users

How to read deleted messages



[@gadgetsinnepal](#)

TikTok For Business

Hacks

A genre of TikTok that teaches viewers something they didn't even know was possible. From cooking hacks, picking out the perfect avocado, to crafting the perfect TikTok transition,

Hacks are life-changing fixes. "Hack" videos are category agnostic and show up in every niche sub-category that exists on TikTok.



Can you show off a hack that your brand can own?

What sub-category is true to your brand and can be paired with #(Subcategory)Hacks?



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[@carolinafreixa](#)



[@lovehopejaneHope](#)

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H

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[@nilevictoria](#)

TikTok For Business

Hauls



These are post-purchase reveals where creators show off their purchased items.

They may go into detail about what each product is, their initial impressions, try-ons, and the shopping experience as a whole. They may also show off their haul as an unboxing.



What post-purchase behavior do you want to see from your audience?

What types of hauls can people do with your product? Eg. Try On Hauls , Mall Hauls or Shopping Hauls



I

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[@hpandaboi.com](https://www.tiktok.com/@hpandaboi.com)

TikTok For Business

Interviews



Sound clips of conversations usually between a host or presenter and their guests on a show, podcast, or multimedia platform. On TikTok, interviews are often uploaded in clips with “hot takes” from the segment.



Can we provide first-hand accounts on how your brand or product has inspired the community through a series of Interviews?

What can we learn about our own product or brand through interviews?



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[@culted](#)



[@likeskin](#)

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J

Consumer Electronics

Samsung ringtones:

2015:



[@ecomedyethann](https://www.tiktok.com/@ecomedyethann)

TikTok For Business

Jingles



Short, catchy, original songs talking about mundane things, relatable moments, or miscellaneous thoughts created by TikTok musicians.

The TikTok community often picks up these jingles, remixes them, or use them as sounds in their own videos.



Can you work with a music Creator to write a modern jingle for your brand?

Does your product has a unique jingle to allow creative expression?

Can the jingle enhance your product experience?

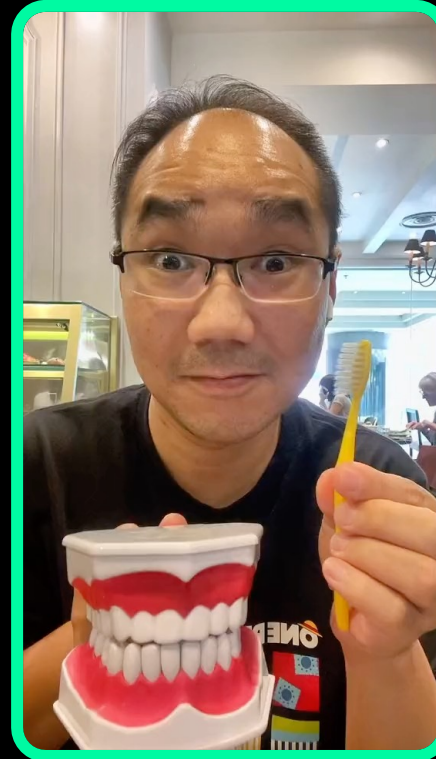
Can your product create a sound?



Fashion & Beauty



[@mayamonica.s](#)

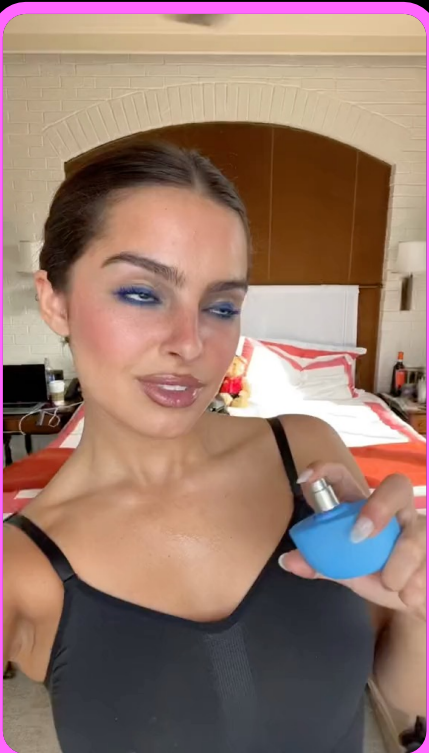


[@doctortristanpeh](#)

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L

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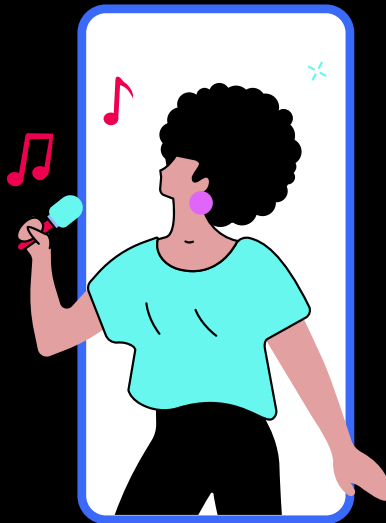


[@addisonre](#)

TikTok For Business

Lip sync

Lip syncing has evolved from moving your lips to only song lyrics and now includes speeches, audio clips from movies and TV, and other iconic moments in pop culture.



Are there iconic audio moments from your brand's content (TV episodes, advertising) you can bring onto TikTok?

How can you lip sync with trending audio, but make the story relevant to your product?



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[@marmite](#)

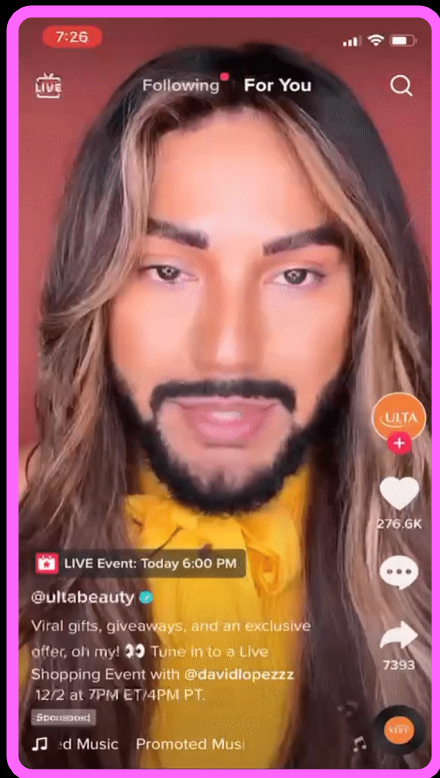


[@createwithlucy](#)

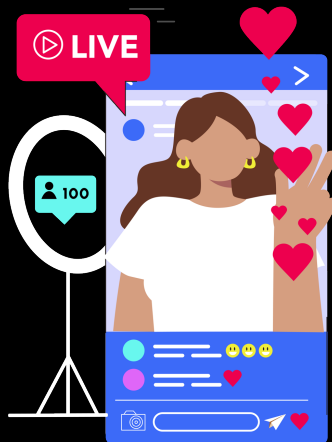
Consumer Electronics

L

Fashion & Beauty



@ultabeauty



LIVE

In livestream event users can respond to a comments section, Q&A section, and receive LIVE gifts. Brands can also now leverage live shopping capabilities*, have live music, talkshows or more.



How can your brand use LIVE events to engage the community and build hype around a product or service?

How can you use LIVE to let people behind the scenes of your brand or company?



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[@theoreoofficial](#)

TikTok For Business

LoFi



Previously used to describe vibey, sample-heavy music, LoFi also refers to the **low effort, attainable aesthetic** of TikTok videos. Some of the most viral content is shot in one take on an iPhone in someone's bedroom. Imperfections in video and sound quality allow for more **candid moments**.



Can you capture **lofi content** during existing campaign productions with the use of a cellphone?

How can your brand take on a new aesthetic to create big stories with small effort?



Fashion & Beauty



[@thexhan](#)



[@jacimariesmith](#)

Consumer Electronics

Fashion & Beauty



@hannapak8

Mirror

Filming in front of a mirror (often the bathroom mirror) is commonplace on TikTok. Filming a mirror “selfie” view is an authentic way to show off outfits or speak to camera, and creative users have graduated to mirror “tricks.”



How might you use a talking-to-mirror format to make your content more accessible?

How can you use a mirror-selfie view to show off apparel or how you use certain products?



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[@mila_d_official](#)



Product photo idea:

Mirror edition part 1

[@munopiaportraits](#)

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P

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@domvlogs

TikTok For Business

POV



"Point of view" videos showcase unique or unexpected perspectives. They are often category agnostic, so they can show up across different TikTok communities.

The traditional TikTok POV is shot from a first-person perspective, making viewers the video's main character. Many POVs are built on relatable moments, but with alt TikTok, the more surprising, niche or weird the POV, the better.



How can your brand use POV to communicate a specific customer perspective?

Would you lean into a comedic angle with POV even if your brand doesn't typically do humor?



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POV:
you're a chip. 🤪

@cheetos



POV: you're the french
fries gettin real crispy in
my air fryer

@letitiaku

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T

Consumer packaged goods



[@kylennutt117](#)

TikTok For Business

Transition



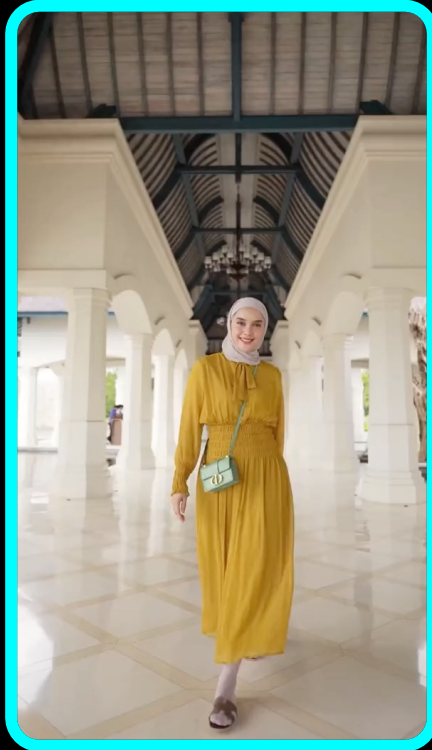
Using clever editing and in-app camera tricks to create a surprising shift from one state to another. Often used to change scenes or outfits, common transitions include covering and uncovering the camera, fast swipes of the camera creating a blur, and positioning a new clip in the exact positioning of a previous clip.



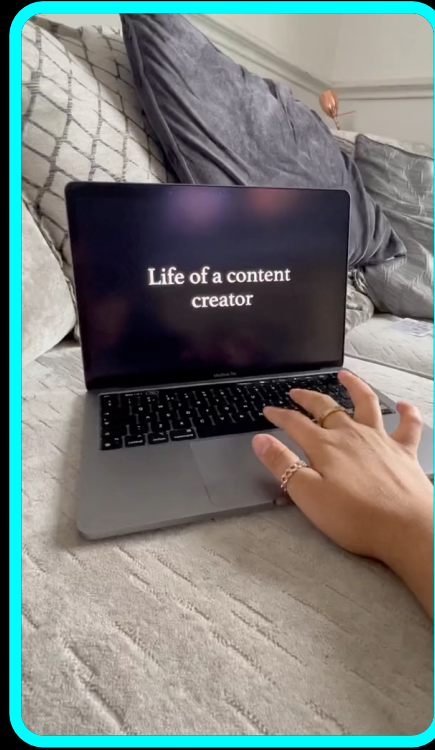
How might transitions be used to show before-and-after brand experience?



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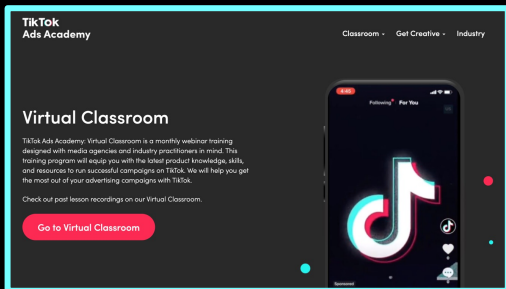
[@tiqasya](#)



[@samirahhxoxo](#)

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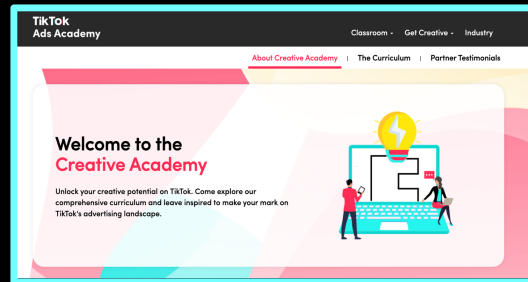
Looking for more inspiration? Use these resources!



TikTok Ads Academy

TikTokAdsAcademy-sea.com

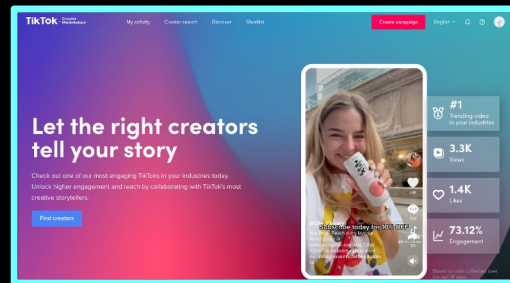
Monthly Virtual Classroom designed with media agencies and industry practitioners in mind



TikTok Creative Academy

TikTokAdsAcademy-sea.com/creative-academy

Explore our comprehensive curriculum and leave inspired to make your mark on TikTok's advertising landscape.



TikTok insights Tool

Tiktok.com/business/en-SG/insights

Get to know your audience better with TikTok Insights

Thanks.