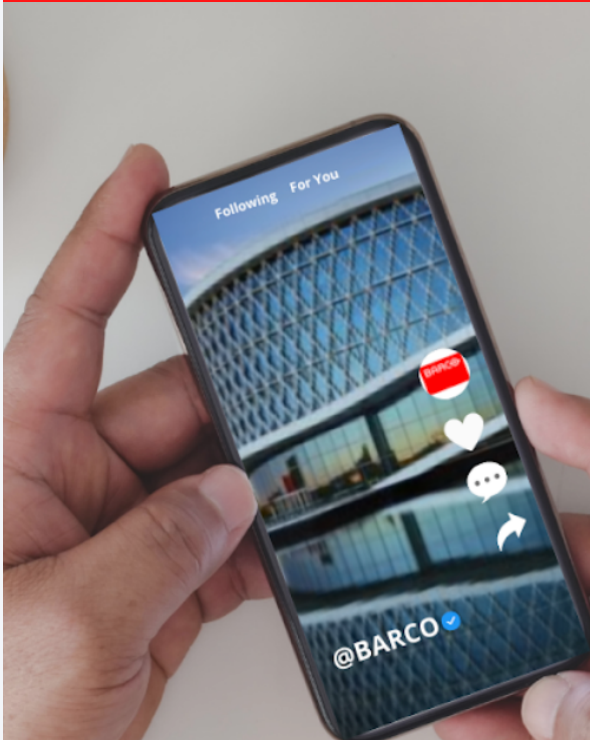


TIKTOK + BARCO

28/04/2022



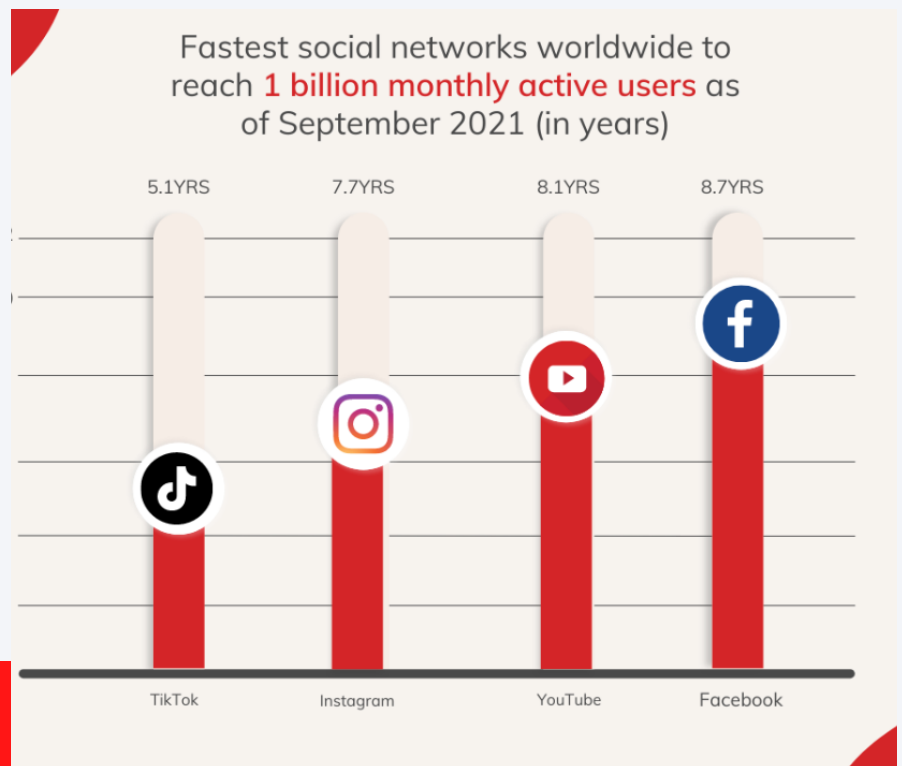
Prepared For :
Barco

MEJO 371.004

CB 3365, Carroll Hall,
Chapel Hill, NC 27514

DEMOGRAPHICS

TIKTOK REPORTED REACHING 1 BILLION MONTHLY ACTIVE USERS IN SEPTEMBER 2021, BECOMING THE MOST RECENT ONLINE PLATFORM TO REACH THIS MILESTONE.

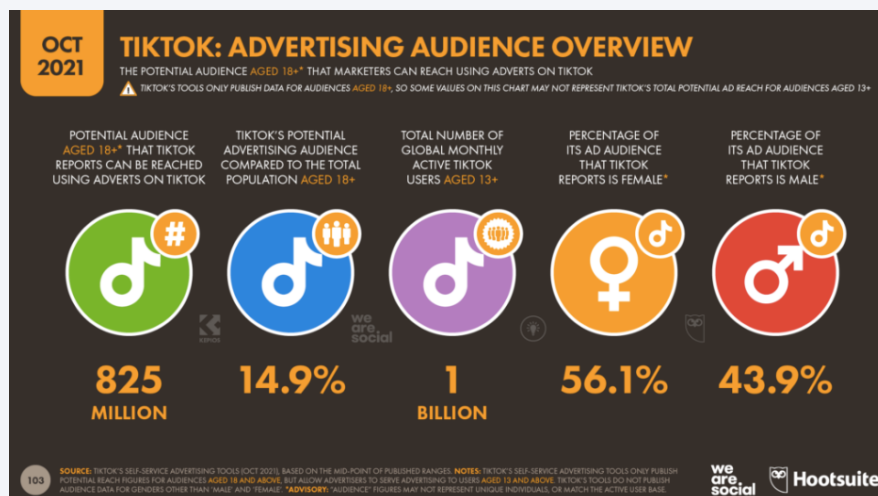


The goal is to reach the younger generation, Gen Z, who are ultimately Barco's future clients and employees. In this day and age, social media, TikTok in particular, is the best channel to do so. TikTok not only reaches Gen Z; it reaches individuals anywhere between the age of 10 to 50+.

DEMOGRAPHICS

WE HAVE COMPILED SOME USEFUL DATA TO SUPPORT OUR STATEMENT:

- It took the social network 5.1 years to cross 1 billion MAU. Facebook Messenger reached the same number of monthly active users within 4.9 years and remains the fastest social network worldwide to have done so. Facebook, the first social network with 1 billion monthly active users, took 8.7 years to reach% this audience in 2013.
- In 2021, the social video app TikTok had approximately 78.7 million users in the United States. This figure is projected to increase by around eight percent year-over-year, reaching 84.9 million users in 2022. This makes TikTok a great platform for both international and US-based businesses. Additionally, around 37.3 million of these users belong to Gen Z, surpassing Instagram's Gen Z audience size in the US.
- 61% of the platform's subscribers in the United States in 2021 were women. Female users between the ages of 10 and 19 make up TikTok's largest user demographic. (<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>)
- When you compare this data to last year's figure — 62% — it shows the platform's user base is aging up, with 42% of users aged 30-49. This means that TikTok is no longer just a platform for Gen Z and younger audiences. It's a cross-generational app that gives brands access to audiences from all age groups. Make sure you get creative with your content and use TikTok trends effectively and authentically.



- For context, those figures suggest that TikTok ads now enable marketers to reach:
 - 10% of the world's total population, regardless of age or location
 - 15% of everybody aged 18 and above, regardless of location
 - 24% of everybody aged 18 and above outside of China (which has a separate app) and India (where TikTok is currently unavailable)

WHAT WORKS BEST ON TIKTOK

60% OF USERS COME TO THE APP FOR FUNNY OR ENTERTAINING VIDEOS.

Reasons for using TikTok

% U.S./UK TikTok visitors who say the following are the main reasons they use TikTok



When it comes to TikTok, more people want to be entertained than educated. It is as unfiltered and authentic as social media gets. Brands that create and share entertaining content aligned with the brand voice will see the most success. You can easily find trends via the TikTok Discover page and the TikTok Community page or by simply scrolling and using trending hashtags.

WHAT WORKS BEST ON TIKTOK

HERE IS SOME SUPPORTING DATA ON HOW TO BE SUCCESSFUL ON TIKTOK:

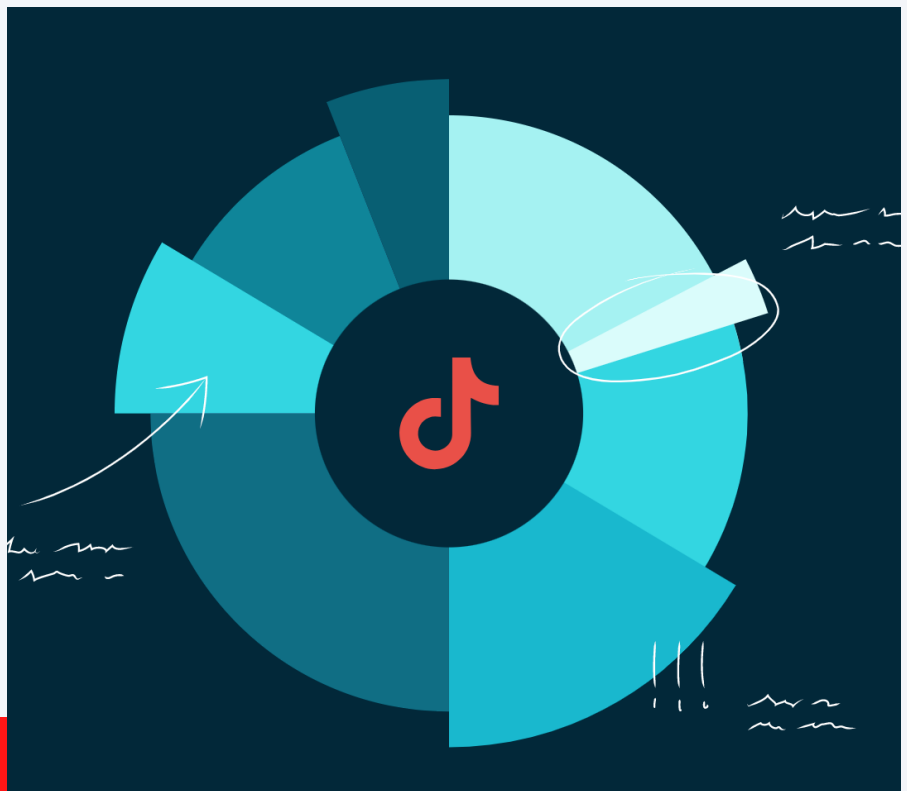
- Using a trending song in your brand's TikTok content is a great way to capture our community's attention.
 - 67% of TikTok users would prefer to see videos from brands featuring popular or trending songs on TikTok. (<https://newsroom.tiktok.com/en-us/new-studies-quantify-tiktoks-growing-impact-on-culture-and-music>)



- When brands participate and embrace the language of TikTok, the community embraces them.
 - 61% of TikTokers like brands better when they create or participate in a trend on TikTok.
 - 21% of TikTokers feel more connected to brands when they comment on people's posts.
 - *Source: US TikTok Marketing Science, Music Perceptions Research, conducted by MRC Data, November 2020
 - **Source: US TikTok Marketing Science, Understanding TikTok's Impact on Culture Custom Research, conducted by Flamingo, March 2021
- TikTok influencer marketing drives real results. Partnering with creators on the platform can help increase ad recall for TikTok-specific branded content by as much as 27%. (<https://www.tiktok.com/business/en/blog/brand-collaborations-tiktok-creators-drive-big-results>)

WHY TIKTOK

TIKTOK EMBRACES THE AUTHENTICITY - 56% OF USERS AND 67% OF CREATORS FEEL CLOSER TO BRANDS THEY SEE ON TIKTOK.



From what we understood, Barco's hesitation in adopting TikTok has to do with time and effort; there is a level of concern with maintaining the channel long-term. But, when compared to other social media platforms, like Instagram, TikTok is authentic. It is a platform built around being unfiltered (to a certain extent), funny, etc., rather than putting together a high-quality, polished post.

WHY TIKTOK

THIS IS WHY YOU SHOULD BE INVESTING TIME AND EFFORT INTO TIKTOK OVER OTHER PLATFORMS:

- In 2021, TikTok was the most downloaded mobile app worldwide. The short-video sharing app generated 656 million downloads during the examined year. The mobile versions of social media and communication platforms Instagram, Facebook, and WhatsApp, followed with 545 million, 416 million, and 395 million downloads, respectively.
(<https://sproutsocial.com/insights/tiktok-stats/>)
- While the platform doesn't have as many users as social media giants Facebook, Instagram, and YouTube, it has grown considerably over the past year, seeing a 45% growth compared to the previously reported figure of 689 million monthly active users (MAU) in July 2020. (<https://sproutsocial.com/insights/tiktok-stats/>)
- Unpolished, "human" content is favored so time cost is lower than anticipated - maybe just one lead TikTok manager and/or intern could curate content and capitalize on trends.
- Around 37.3 million US TikTok users belong to Gen Z, surpassing Instagram's Gen Z audience size in the US. This particular audience is projected to reach 48.8 million by 2025, almost matching Snapchat in the total number of users of the same generation.
(<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>)
- A recent report shows that users in key markets (US & UK) spend around 24 hours watching content on TikTok each month. This surpasses the average time spent watching content on YouTube, which is at around 22 hours and 40 minutes monthly. Because these videos are a maximum of one minute long, that is a lot of consumed content. This means your brand has plenty of potential to show up in users' feeds as they scroll.
(<https://sproutsocial.com/insights/tiktok-stats/>)
- In another tribute to TikTok's highly engaged community, 9 in 10 users log onto TikTok multiple times every day. It's always important to see an engaged and active user base on a platform that you plan to market on, and TikTok definitely has that to offer.
(<https://www.oberlo.com/blog/tiktok-statistics>)
- TikTok is one of the best places to create an engaged community and audience around your brand.
 - With an engagement rate of nearly 18% with micro-influencers on the platform, TikTok has a significant lead on Instagram's 3.86% and YouTube's 1.63% engagement rates.
(<https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021/>)

OUR IDEA

IF YOU ARE INVESTING TIME INTO INSTAGRAM, YOU SHOULD ABSOLUTELY BE INVESTING TIME INTO TIKTOK. OUR IDEA FOR BARCO IS TO CREATE TIKTOKS FROM A DOG'S PERSPECTIVE. HAVING THE ACCOUNT RUN BY A DOG TAKES A SPIN ON THE COMPANY NAME WHILE PRODUCING LIGHT-HEARTED CONTENT. THE VIDEOS SHOULD CONTAIN DOGS WHEN POSSIBLE, BUT A SIMPLE LOW TO THE GROUND ANGLE WOULD HAVE THE SAME EFFECT.



Generation Z is not especially interested in purchasing projectors, so posing as a dog account can help draw in perspective and future consumers. This playful approach is relevant to both the platform and its prime audience.

OUR IDEA + BENEFITS

SOME POTENTIAL VIDEO IDEAS INCLUDE:

- One (or more) dog sitting in on a meeting
 - This idea could be executed in many different ways.
 - It has the potential to create several different videos for TikTok.
- Various dogs in a conference room using clickshare for a presentation
- A tour of the office from a dog's angle
 - This could include celebrity staff tours.
- A dog posing as an accountant and counting bones
- A virtual dog employee who works in IT
- Dog(s) testing out Barco products and projectors
- A dog playing a VR game
 - This one also has the potential to amount to more than one video.
 - For example, a dog could be on a treadmill while chasing the ball/squirrel it sees in VR.
- Bloopers
 - The reality behind trying to film with dogs.
- Relevant trends

BENEFITS OF DOGS ON SOCIAL MEDIA:

- A study in Japan showed that viewing images of cute animals led to decreased stress and improvement in performance. This same effect was not seen with other popular and relatable social content. (<http://www.cs.umd.edu/~golbeck/papers/wellbeing.pdf>)
- A study found that animals are perceived as cute and entertaining, inflicting positive and pleasant emotions/associations with the brand. There is also a level of credibility amongst consumers when they see animals linked to a brand. (https://www.researchgate.net/publication/340667139_Effectiveness_of_Animal_Images_in_Advertising)

BENEFITS OF DOGS IN THE WORKPLACE:

- A 2012 study revealed that people who brought their dogs to work had lower hormonal stress levels.
 - Having dogs in the workplace has improved morale and decreased employee turnover.
 - (https://www.news.vcu.edu/article/Benefits_of_Taking_Fido_to_Work_May_Not_Be_Far_Fetched)
-

THANK YOU!

