

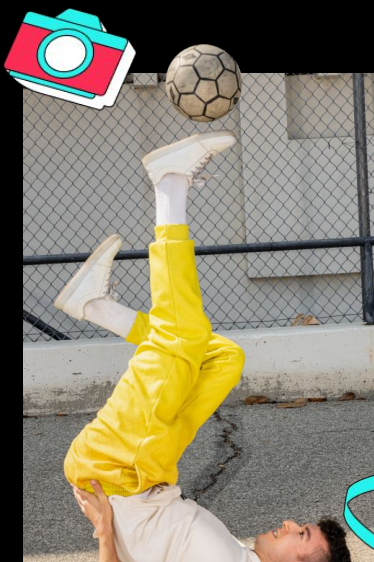




 TikTok

SUMMER GAMES

 TikTok captures the spirit and culture of the Summer Games like never before. Here's everything brands need to know for Paris in 2024. 



TikTok 2024 Summer Games Playbook



Game on.

The 2024 Summer Games in Paris are coming up, which means brands that want to align themselves with the global Games should start thinking about their Games marketing pushes in the near future. Also noteworthy is that this will be the first in-person Summer Games since the pandemic, so we can expect the event to be grand, **both in the stands and on the TikTok screen.**

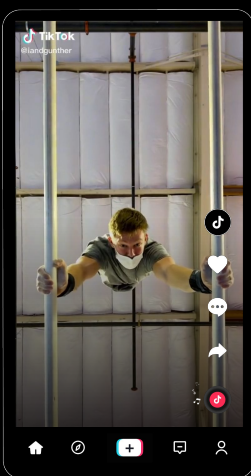
Following extensive research and an analysis of the TikTok platform, we've prepared this playbook to help brands win gold. **[Access the full Summer Games Hub on the TT4B website here.](#)**

Table of Contents

Over the course of three chapters, this playbook unpacks the **unique opportunities** the Games provide, the **audience insights** that drive the moment on TikTok, and the **strategies that your brand can take to activate** around the Games like never before.

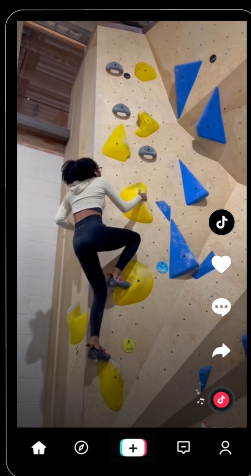
Chapter 1

THE OPPORTUNITY



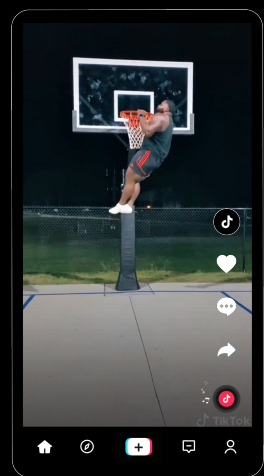
Chapter 2

AUDIENCE INSIGHTS



Chapter 3

HOW TO WIN GOLD



Each chapter will provide the following:

Chapter 1: Why the Summer Games on TikTok is a unique opportunity for brands

Chapter 2: Everything you need to know about how our audiences engages with the Games

Chapter 3: How to build a strong media + content plan and a winning creative strategy

Chapter 1

The



Games



Our communities are shaping a brand-new Summer Games experience on TikTok.

For the past two Summer Games, our users' creativity and passion were on full display, giving the world a fresh lens through which to experience and enjoy the Games.

While nearly **9 in 10 users (85%)¹** say they intend to watch at least some of the 2024 Summer Games, platforms like TikTok give people new ways to keep up with the Summer Games without necessarily having to tune in live. This marks a massive shift in consumption and has created a whole new type of ultra-casual fan that's **TikTok-first**.



TikTok heightens connection

CommunityToks have always thrived on TikTok. Their importance is underscored during the Games.

Where there's an interest, there's a niche audience gathered around it on our platform. We call these spaces "CommunityToks." For brands, CommunityToks represent new opportunities to connect creatively with audiences based on shared and passionate interests.

The Summer Games is all about **connection**.

61% feel a strong sense of community with other sports fans on TikTok.²

Here are some CommunityToks that we've seen overlap with the Summer Games:

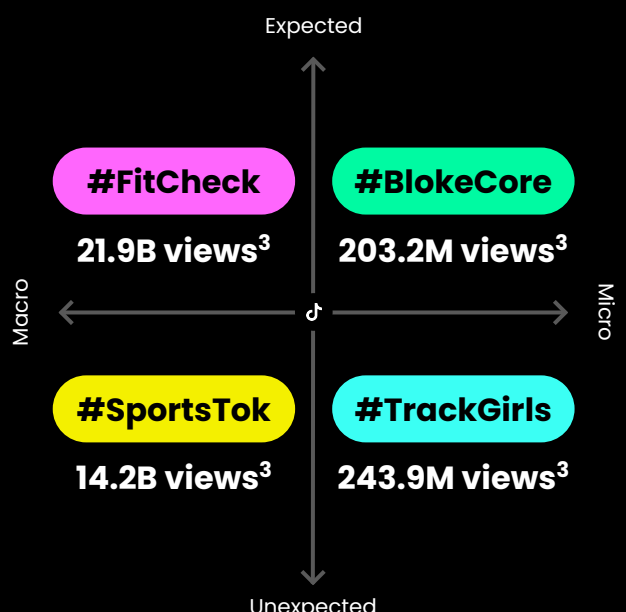


How to tap into CommunityToks

You can leverage a stay and play framework to identify communities:



For example, applying this framework to a fashion brand may look like this:



Sources: 1. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q5. Which of the following, if any, are you likely to watch in the 2024 Summer Olympics? n=1907 TikTok users 18+
2. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q13: How much do you agree or disagree with each of the following statements about sports and TikTok? n=1907 TikTok users 18+
3. TikTok Internal Data, Global, June 2023

It's all about the athletes

TikTok's culture of community allowed for stars to be discovered

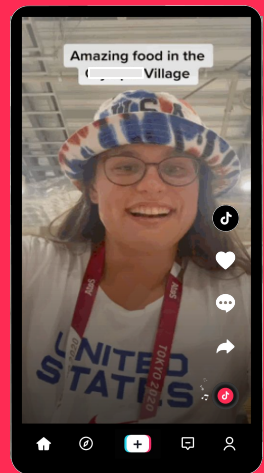
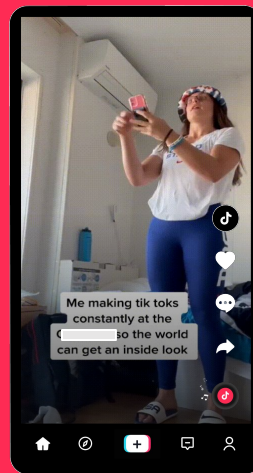
Athletes big and small became overnight TikTok stars, giving fans worldwide an intimate view into their Summer Games journeys and experiences. Through simple and short video uploads, these athletes showed that they're much more than just world-class athletes; they're human beings like the rest of us. By bringing their humanity front and center for the world to see, they garnered millions of new fans rooting for them at the Summer Games and in their personal lives.



The athletes at the Summer Games are relatable, hilarious, and authentic

Athlete Spotlight: Ilona Maher

Ilona Maher, an athlete on the US Women's Rugby team, became the unofficial face of the 2020 Games for many as she shared her Tokyo experience— from behind-the-scenes coverage of the Village, fit checks of her uniform, and working up the courage to talk to Romanian volleyball players.



On TikTok, there's a spot for everyone on the podium

While the Summer Games features world-class athletes competing across sports to represent their countries, TikTok shows ordinary people making up their own niche competitions... just for the fun of it! Here are some examples:



#Family



#TrampWall



#GymChallenge



#StickyNoteChallenge



Key takeaways for marketers

- 01 Athletes are creators:** 39% of users want to see Summer Games-related content featuring their favorite athletes/teams¹
- 02 TikTok drives discovery:** Brands can partner with lesser-known figures and still drive tremendous impact.
- 03 Give the inside scoop:** 36% of users want to see behind-the-scenes content in the Village¹

Sources: 1. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q8: what types of advertising and social content would you most like to see from brands related to the Olympics? N=1917 TikTok users 18+

The broadcast is on TV. But the conversation is on TikTok.



Up until 2021, media has focused mainly on Games coverage— who won, who lost, medal counts, and Cinderella stories. Besides the competition between athletes and countries, there hadn't really been a window giving people a glimpse into other aspects of the Games. **And then TikTok came along and changed everything:**

Gifts and Gear

Behind the Scenes

Life in the Village

Niche Events

The community will gather on TikTok as much as they will on TV to keep up with the Summer Games.

TikTok users are just as likely to watch Games content on TikTok (**58%**) as they are to watch the Games live broadcast on TV (**57%**).¹

37%

of users are likely to watch on TikTok and live TV (40% if factoring in previously recorded TV).¹

21%

of users are likely to watch on TikTok but NOT on live TV (18% if factoring in previously recorded TV).¹

The opportunity for brands

Go beyond the medal counts! The most significant conversations around Summer Games will be on TikTok — before, during, and even after the Games. Make TikTok an integral part of your Games marketing to put your stamp on culture and drive unparalleled focus, love, and impact for your brand.



Chapter 2

The Insights

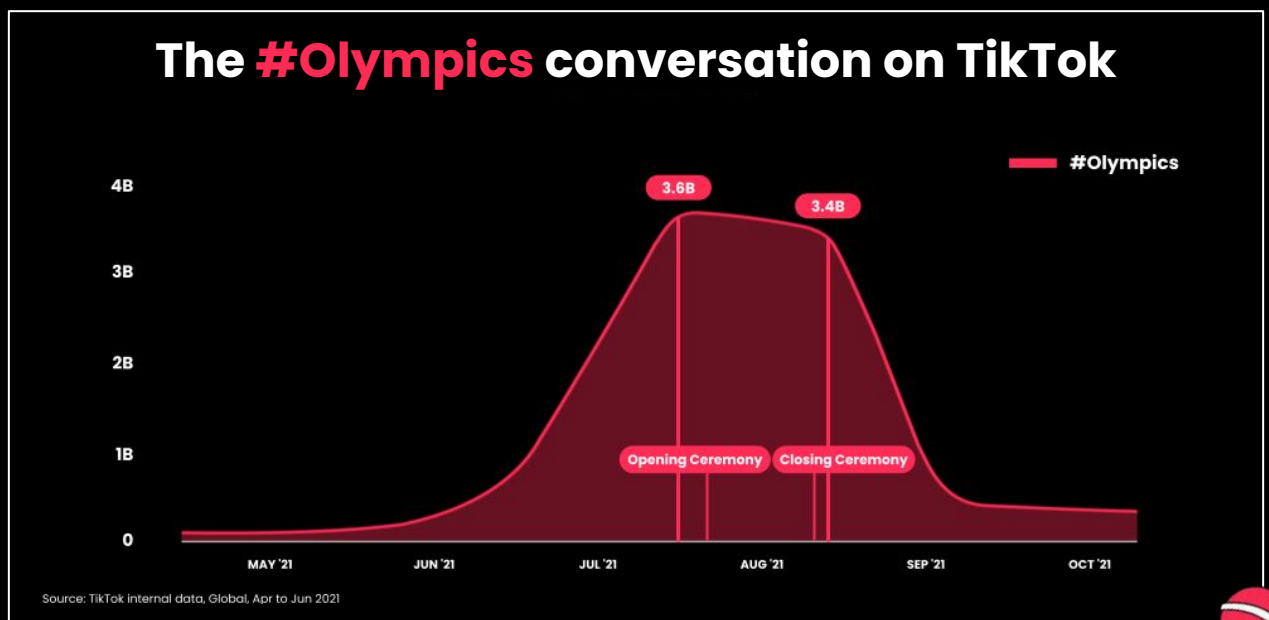


Audience Insights: Gearing up for the Games

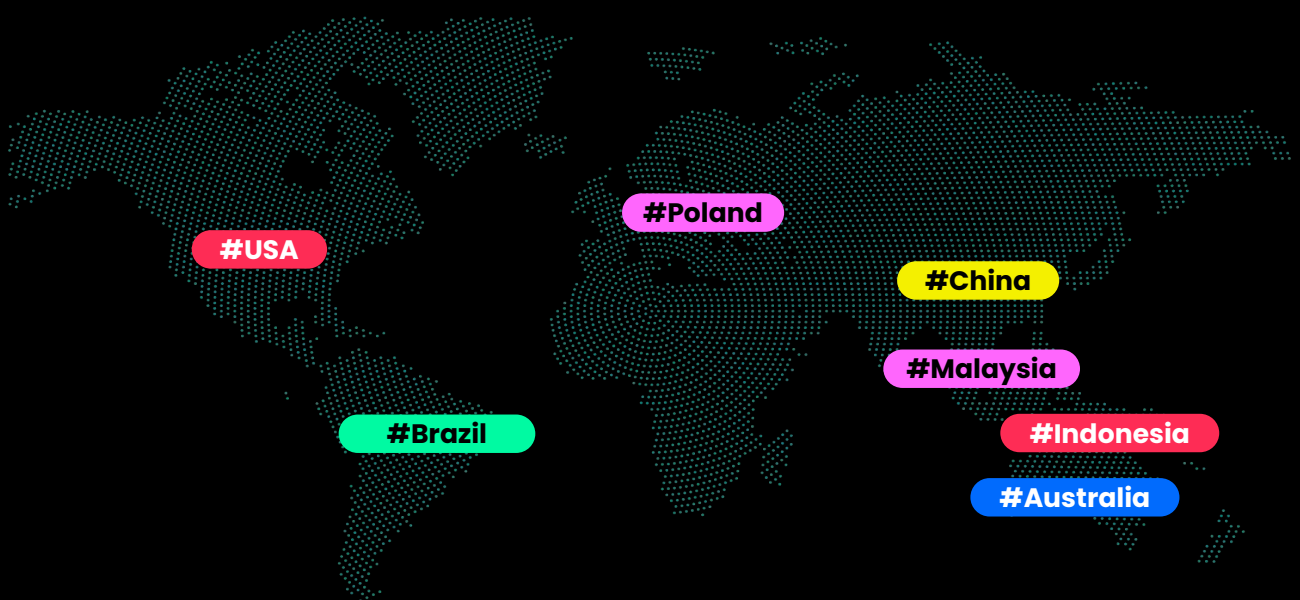
TikTok captures the spirit and culture of the Summer Games as never seen before. This brings the community ample joy and a shared sense of connection as people scroll to take part in the conversations and moments in new ways.

This section of the playbook digs deeper into **platform and community insights** around the Summer Games. Insights are based on global 1st party data and survey questions that we asked TikTok users across markets.

#Olympics hit over 3.5 billion video views at its peak in 2021— but the conversation on TikTok started way before the Opening Ceremony, and continued on for over a month after the Closing Ceremony.¹



**A truly global moment:
top #countries that overlapped with #Olympics²**



Our communities are **hyped** for the 2024 Games.

Whether they plan to watch live or simply keep up with the buzz through TikTok, our community is excited about the Summer Games. Here are the top events our audience is looking forward to:



Event ¹
1. Football (Soccer)
2. Basketball
3. Aquatics
4. Gymnastics
5. Track & Field
6. Combat Sports
7. Volleyball
8. Racket Sports

Partner with athletes and sports creators on TikTok—first entertainment²

Athletes

68%

of users said they're interested in seeing up-and-coming athletes for the 2024 Summer Games.

Creators

72%

of users said they enjoy watching fan edits, reaction videos, or other fan-made sports content on TikTok.

Keep an eye out for these **newer** games

Here are four **newer** sports to look out for this upcoming Summer Games:



#OlympicSkateboarding
17.7M views³



#OlympicClimbing
6.3M views³



#SurfingOlympics
513.2M views³



#Breakdancing
246M views³

Key takeaway for marketers

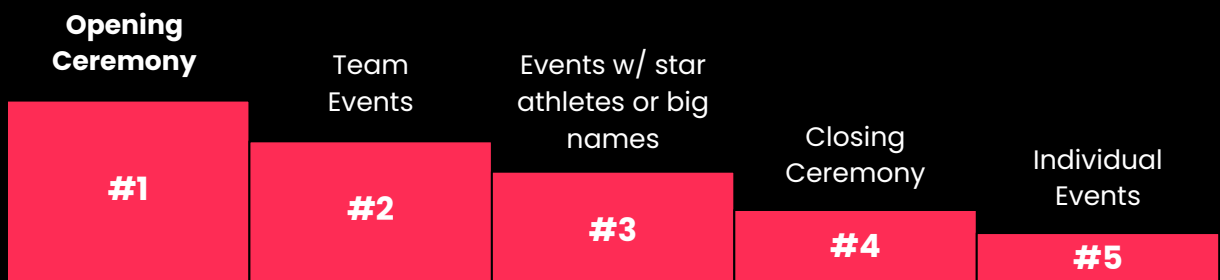
TikTok is the ultimate discovery machine. This will hold especially true for the 2024 Summer Games when it comes not only to new athletes, but also to new sports. Brands can tap into sports communities — especially more niche sports like breakdancing and surfing — and ride the wave of discovery as these events gain traction over the course of the 2024 Summer Games. Doing so can also help brands win new fans to turn into customers in the future.

Sources: 1. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q3: Which of the following Olympics events are you interested in, if any? n=1907 TikTok users 18+
2. Source: TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q13: How much do you agree or disagree with each of the following statements about sports and TikTok? Q14: How much do you agree or disagree with each of the following statements about the Olympics? n=1907 TikTok users 18+
3. TikTok global internal data, Global, June 2023

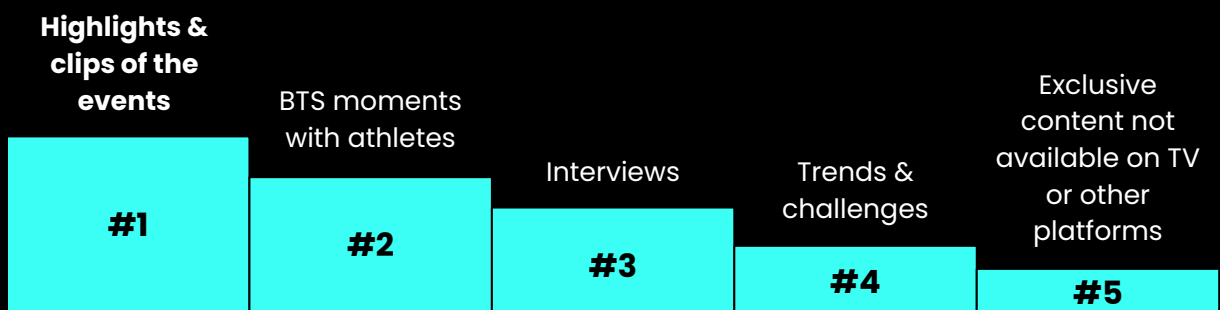
What our communities want to see for the 2024 Summer Games in Paris on TikTok



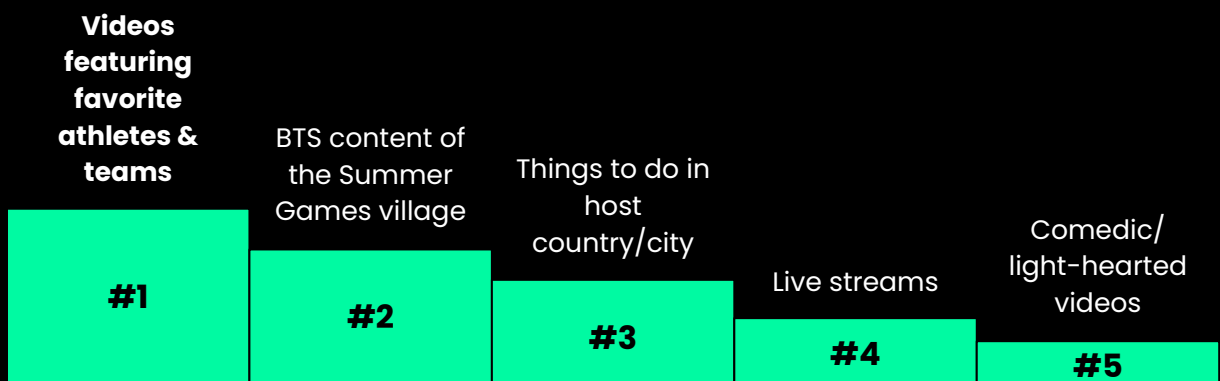
Top 5 Summer Games events that the TikTok community wants to tune into¹



Top 5 Summer Games 2024 content users want to see on TikTok²

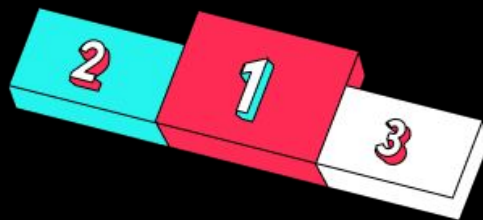


Top 5 Summer Games content users want to see from brands on TikTok³



Sources: 1. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q5. Which of the following, if any, are you likely to watch in the 2024 Summer Olympics? n=1907 TikTok users 18+
 2. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q11: What types of content would you like to see on TikTok related to the Olympics? n=1907 TikTok users 18+
 3. TikTok Marketing Science Global, Custom Olympics Survey via Suzy, January 2023, Q8: What types of advertising and social content would you most like to see from brands related to the Olympics? n=1907 TikTok users 18+

The crossover appeal is **real**



TikTok gives brands a natural space to show up in and around Summer Games conversations.

The Summer Games on TikTok is about so much more than the sports. Games content touches a myriad of CommunityToks, as well as traditional industries from Beauty & Makeup to Gaming to Travel.

Here are some verticals we've seen integrate themselves and put their own spin on Summer Games content:



Auto



Beauty & Makeup



CPG – Food & Bev



Fashion



FinServ



Gaming



Healthcare



QSR & Dining



Tech



Travel

Top 5 types of brands users want to see making ads and Games-related content on TikTok¹

1

Food & Beverage

2

Entertainment

3

Tech

4

Gaming

5

Travel

Chapter 3

How to Win Gold on TikTok



The Home Stretch: Winning Gold

Bring home gold for your brand by doing the following:

Tapping into Trends

Crafting A Winning Content + Creative Strategy

Leveraging our Product Solutions

The first two sections of this playbook covered what the Summer Games looks like from a TikTok lens, and dove deeper into insights around conversations that our audience is leading and what they want to see on TikTok during the Summer Games. This section will focus on **brand activation**, using overall learnings and insights from the first two sections to inform solution frameworks that help brands build their marketing strategies for the Summer Games.



Tap into Trends

Bring audiences off the bench

Sports commentary #ForYou

Grow with collab culture

Fine Tune your Content, Creative, and Media Approaches

Think TikTok first

Adapt pre-existing creative into TikTok specific ads

Integrate value and variety into your content

Leverage our Product Solutions

Choose from our vast suite of product solutions and tools to meet your brand's objectives

Maximize impact during the 2024 Summer Games

Tapping into Sports Trends on TikTok

Brands that want to win over audiences on TikTok during the Games should understand the evolution of sports culture on the app.



Whether you're already a sports-adjacent brand or simply a brand looking to tap into the spirit of the Games, there are a wide variety of sports content opportunities for everyone on TikTok. Further, while much of the conversation around trends on TikTok focuses on short-term moments (specific audios, filters, formats, etc.), it's also important for brands to understand broader shifts that can help you plan ahead. To learn more about our general approach to trends and some of the broad forces driving culture on TikTok today, check out the full [What's Next Report](#) on the TikTok Creative Center.

Let's explore some key trends



Bringing Audiences off the Bench

TikTok users want to get in on the action themselves and have fun sharing their own ideas. From single-elimination bracket filters to choosing your favorite athletes to mock drafts where users go head-to-head with their own rankings, sports culture on TikTok focuses on inciting passionate conversations and debates. Brands can lean into sports culture on TikTok by creating new opportunities for users to participate in sports challenges and predictions. Although the Summer Games themselves are only for elite athletes, on TikTok, anyone can join in.

What's next for sports:

As TikTok continues to be a primary destination for sports entertainment, fans will be on the lookout for ways to gamify their viewing experience and more opportunities to share their opinions on everything from which athletes will take home gold to which sporting events are the most fun to watch.

57%

of TikTok users say they're interested in fantasy sports leagues or making sports predictions in general!

The Power Play for Brands:

- 1 Consider developing a custom **Branded Effect** that would give users an easy-to-use template to make their own rankings or predictions
- 2 Host your own competition with your brand's products and leverage **Voting Stickers** to get the audience involved.



Let's explore some key trends (cont.)



Sports Commentary #ForYou

The appeal of sports entertainment on TikTok is that every person is able to find relevant commentary and voices that resonate more closely with them. Our users are eager to tune into fresh perspectives and engage with creators who aren't as buttoned-up as traditional commentators. Whether you're watching explainer videos that dive into the cultural context of global events, finding commentary that's #ForTheGirls which answers common sports questions, post-game Dad press conferences, or seeing a sport through the eyes of a new fan, TikTok is home to a growing sports community that excels at being relevant and accessible.

What's next for sports:

Awareness and excitement for sports will be driven by everyday creators providing their own relatable commentary. Brands will be expected to play their part in elevating diverse voices and creating a more welcoming sports community for everyone.

Growing With Collab Culture

Sports culture on TikTok doesn't exist in its own separate silo and neither do sports audiences. Sports are a universal passion that has endless potential for crossovers with a wide variety of topics from fashion to gaming to food. On TikTok, users get excited when their different interests collide and brands that look beyond their category for unexpected partnerships and collaborations are celebrated for their creativity. As users seamlessly jump between different CommunityToks that reflect their multilayered identities, entertaining sports content doesn't need to only focus on sports.

What's next for sports:

Sports are already deeply embedded into mainstream culture, but now the world of sports is also expanding its reach into more niche subcultures and communities.

4 in 10

global TikTok users agree that they don't feel represented by traditional sports media¹

The Power Play for Brands:

- 1 Search for the perfect creator to partner with on the **TikTok Creator Marketplace**
- 2 Use the **TikTok Creative Center** to stay up to date with the latest hashtags and topics from the Summer Games that your commentators can incorporate into your videos.



73%

of users say that they enjoy seeing crossovers between sports and other areas (such as gaming, food, fashion, etc.)¹

The Power Play for Brands:

- 1 Lean into different interests like beauty, fashion, and cuisine to create relevant and entertaining content
- 2 With **Interest Targeting**, brands can serve relevant ads to users based on their interests on TikTok and more easily bring the Summer Games spirit to diverse audiences.



Let's talk content, creative, and media approaches.



Content Framework: **Value & Variety**

Creating on TikTok can feel daunting for advertisers, even more so during a tentpole event as big as the Summer Games. In order to build a solid creative content strategy for TikTok, brands should focus on two aspects: **value and variety**.

Value on TikTok is what the content does for the audience. Does it provide entertainment? Education? Is it a TikTok video to build one's community or interact with specific trends? Creating with intent is one of the best ways to keep your audience engaged and feeling like there's value for them with your content.

Variety on TikTok is building content that feels distinct and serves different needs. We can split up the types of content on platform as either **PGC** (Professionally Generated Content), **UGC** (User Generated Content), and **AIGC** (AI Generated Content). You can build out these types of content with our creative suite:

- **PGC:** TikTok Creative Exchange, CapCut Templates
- **UGC:** TikTok Creator Marketplace, CapCut
- **AIGC:** Smart Creative

Variety for the Summer Games: **The more creative, the better!** 💡

The Summer Games conversation starts months in advance and continues through September — we recommend that brands run their marketing campaigns along similar timeframes. That's 2-3+ months, which means a lot of creative that needs to be made and deployed! **This is where Value & Variety come into play: the more creative, the better.**

When it comes to your creative, there's two approaches we recommend you take:

Approach #1:
TikTok-First Creative

Approach #2:
TikTok-Ready Creative



Approach #1: TikTok-First Creative

TikTok is a tone-setter for both niche and broader culture. For a tentpole moment with as much global appeal and attention as the Summer Games, TikTok-first creative is the perfect approach for truly game-changing marketing opportunities. TikTok-first is as simple as leveraging creative codes and following production principles. With the reach that the Summer Games has on TikTok, going TikTok-first creatively is an approach to ensure your entire brand will be shown throughout the Summer Games.

TikTok ads are unmistakable. And that's a good thing!

79% of people that saw TikTok-first ads, whether those ads showed up on TikTok or other platforms, were able to accurately identify them as ads designed for TikTok.¹

TikTok-first ads launch brands to the forefront of culture.

91% of TikTok users say the ads are from a globally-recognized brand¹

83% of TikTok users say the ads fit well on TikTok¹

How to make TikTok-first ads for the Summer Games

Creative Codes:

- Think TikTok-first:** Create natural-feeling TikTok content that's authentic to the For You Page
- Structure:** Create content structures that add value and drive effectiveness by focusing on grabbing attention and conveying value
- Stimulation:** Grab users' attention with editing techniques to maintain attention (ie. use text overlays and interactive add-ons)
- Sound:** Think sound-first to amplify your message on TikTok (tip: Tap into the Commercial Music Library on Creative Center to see what music is trending right now)
- Trends:** Apply your brand to platform trends to connect with wider users – look for trending audio to tap into as a starting point.

Follow Production Principles:

- 9:16 vertical video
- Use hi-res footage. A recent smartphone camera is a good example of a baseline for quality
- Stay within the safe zone of the TikTok UI
- Sound on

Tools:

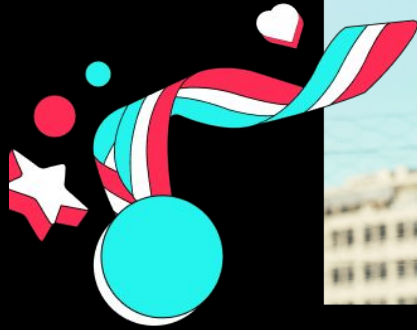
- **TikTok Creative Exchange:** Work with our agency partners through TTCX that understand TikTok and the audience there. They'll be able to help create fast, scalable videos and deliver high-performing ad creative against it.
- **TikTok Creative Marketplace:** Work with creators that know the TikTok lingo the best and partner with them to deliver performance. Find a creator with an audience that you want to reach, and give them the freedom to create in their style.
- **CapCut:** CapCut has templates that are ready-to-use that naturally fit TikTok. Use the template as an inspiration or as a full-blown ad campaign.

Insight: TikTok ads fit in well everywhere!

After watching TikTok-first-creative ads on another platform, **77% of people say the ads fit in as well as ads created specifically for the other platform.**¹

Approach #2: TikTok-Ready Creative

The second way into TikTok is to adapt your existing ads for the TikTok screen. Making your creative feel native to the platform allows you to tap into our audience and do so in a way that speaks their language.



Start with these adaptations:

Try adding these elements to your video prior to running on TikTok:

- **Transitions:** Simple transitions can include a fade, whip, spin, or slide into the next section of your video.
- **Effects:** Consider the use of overlays like glitches, color filters, or dividers that separate video into sections
- **Captions:** They're popular in UGC, so adding them makes your video look more native. Use them to detail your objective or highlight key points.

Design tip: 💡 Keep your caption (and other visual elements) in the middle-top area to avoid in-app elements at the bottom.

Tools:

- **Smart Creative:** TikTok's next generation of automated creative solutions that allow you to simplify ad creation while driving performance through anti-creative fatigue strategies. Smart Creative automates creative diversification and auto-refresh features to ensure that your ad group will have a longer lifespan and acquire more conversions.
- **TikTok Marketing Partners:** Work with marketing partners that have been badged by TikTok to help your objective. Whether it's creating an ad campaign, focusing on maximizing online sales, or just improving your creative output, TTMP is a great way to find a partner that will work with you.
- **TikTok Creative Exchange Remixed:** TTCX is a one-stop shop that enables fast, scalable video production for TikTok. Now, TTCX Remixed is able to take your existing assets and re-edit it for TikTok.

Add a TikTok twist to your adapted ads

Brands can make their adapted ads feel even more native to TikTok by incorporating TikTok trends and other elements into the creative. Consider:

Creators

Duet & Stitch

Green Screen

Winning Gold: How to Plan and Buy for the Summer Games

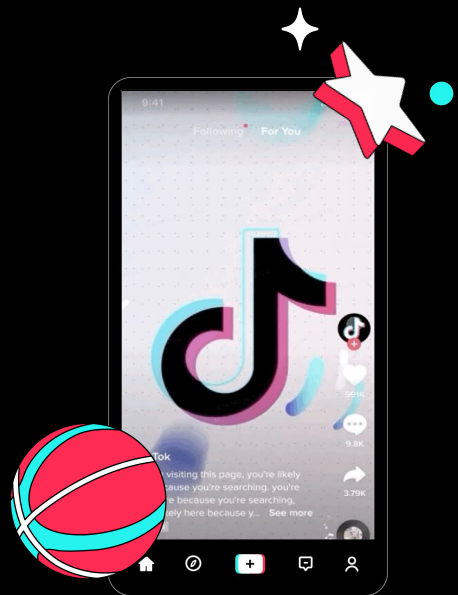


Using our products along with great ideas leads to amazing results.

Break through the clutter with an always-on In-Feed Ads base.

In-Feed Ads build your branding base as the perfect solution to sustain consumer connections with consumers during key moments, including the Summer Games.

Combined with **Focused View**, you'll reach audiences most likely to consume and interact within the first six seconds.



Leverage TikTok's ad solutions to maximize impact during the 2024 Summer Games.

Objective: Attention

Drive attention and stand out with high-impact solutions.

TopView

TopView ads greet users as they open TikTok, ensuring maximum exposure. To capitalize on the Summer Games momentum, time your TopView ads with key Game moments.

Top Feed

Top Feed places your video in the first In-Feed Ad slot when users open the app and start their TikTok session. Use Top Feed to reinforce your brand during the Summer Games.

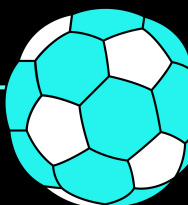
TikTok Pulse

Pulse integrates your ads into the top 4% of TikTok videos in selected categories. During the Summer Games, Pulse lets you capitalize on the heightened sports interest of the moment.



Pro tip: Tap into creators for authentic storytelling & full-funnel impact.

Partner with a range of creators to create a full-funnel content strategy. Top-tier creators can drive awareness and demand, while niche creators can zero in on driving purchases.



Objective: Engagement

Amplify engagement with impactful storytelling and entertaining content.



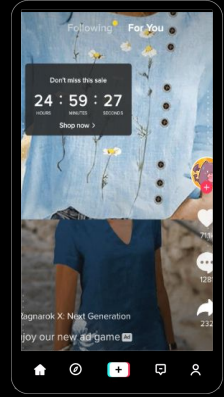
Branded Mission

Engage the community across creators and users to share your brand message.



Spark Ads

Boost organic Games-related content from creators & users that are relevant to your brand.



Interactive Add-Ons

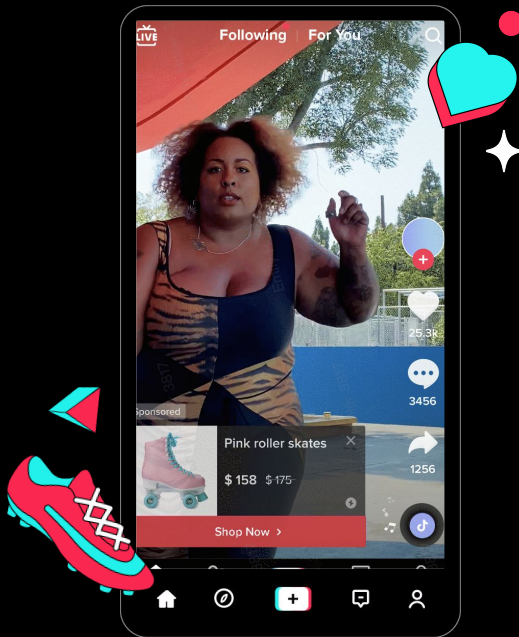
Enhance engagement and build excitement with Countdown or Voting Stickers.

Objective: Conversion

Turn Summer Games enthusiasm into action and sales.

Video Shopping Ads

Video Shopping Ads seamlessly combine shopping capabilities and ad content to help spur on conversions.



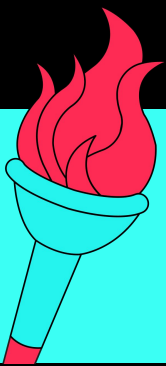
And it works!

+15%

more conversions
(vs. non-Shopping Ads campaigns)¹

-14%

Decrease in CPA
(vs. non-Shopping Ads campaigns)¹



Teamwork makes the dream work!

Bundle two or more solutions aligned to your Summer Games campaign goals to maximize results.

When you bundle, In-Feed Ads get better results²

↑ 15%

Awareness

↑ 14%

Intent

↑ 15%

Ad Recall



**We'll see
you in Paris!**

Merci!

**Interested in more? Access the full Summer
Games hub on the TikTok for Business website
[here.](#)**