

 **TikTok** for Business



Ramadan with TikTok

2024



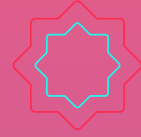
Playbook

A guide to celebrating creativity, community,
and beyond during Ramadan in Indonesia



tiktokramadan.com





Get your business on the Ramadan journey with TikTok!



Celebrate Ramadan
across all phases



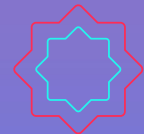
Creative on TikTok is easy,
impactful, and scalable



**Achieve Ramadan Success
and Beyond** through
Brandformance Solutions

Watch 3 trends in 2024:

Rise of Prosumerism, Creative
Renaissance, and Discoveries
is the new frontier



These 3 trends will shape 2024

following these three will help you in Ramadan campaign



Rise of Prosumerism



Consumers become content producers, using their influence to drive cultural change

Creative Renaissance



Technology plays a major role bringing creative barriers down

Discoveries become the New Frontier



Consumers are now more intentional in the way they interact with content



What users think of TikTok in Ramadan

73%

it has entertainment & trends

67%

it is where creativity & culture are celebrated

64%

it is culturally relatable

Source: TikTok commissioned study conducted by Toluna on behaviours during Ramadan among (n=500) TikTok users and non-users in Indonesia, Sep 2023





How our community walks the Ramadan lane



Pre-Ramadan

500M+ Video Views from preparation-related hashtags



During Ramadan

90% likely to buy something they saw on TikTok during Ramadan



Lebaran Preparation

77% will do Lebaran shopping on food, outfits, gadget, and others



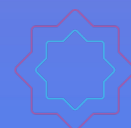
Lebaran Celebration

1 in 2 planned to use TikTok more when celebrating Lebaran 2024



Post-Lebaran

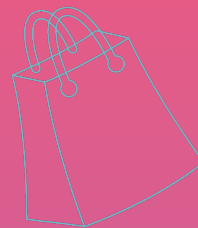
7 in 10 planned to buy something after receiving THR



Source: 1. TikTok Data on preparation related hashtags 2023, 2. TikTok commissioned study conducted by Toluna on behaviours during Ramadan among (n=500) TikTok users and non-users in Indonesia, Sep 2023

Brands need to rethink how-to- creative

When it comes to TikTok,
this Ramadan:



90%

of consumers are
paying less attention,
admitting to skip
digital ads ¹

83%

Users using TikTok
during Ramadan to find
inspiration ²

80%

Users using
TikTok during
Ramadan to find
entertainment ²



Source: 1.Future of Commerce research by Boston Consulting Group, commissioned by TikTok. Conducted in ID, TH, VN, JP, KR, AU, Apr 2022, 2. TikTok commissioned study conducted by Toluna on behaviours during Ramadan among (n=500) TikTok users and non-users in Indonesia, Sep 2023



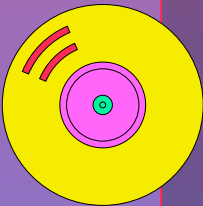
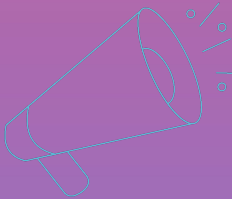
Creative made easier with 3R Framework!

Recut



86%

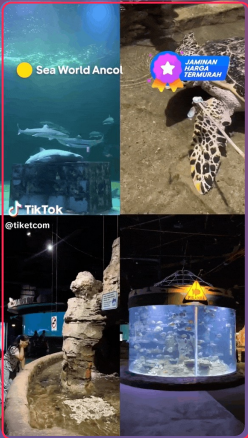
TikTok users enjoy Ramadan content from TV advertisements that are edited to suit TikTok's creative style



Remix

95%

TikTok users enjoy content that they can feel emotionally connected this Ramadan



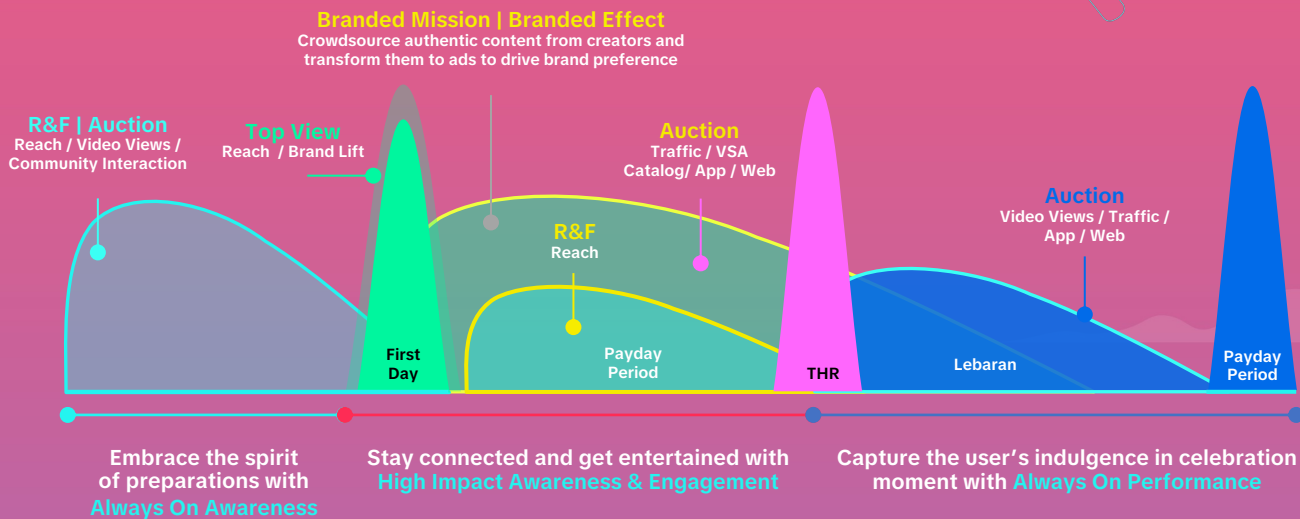
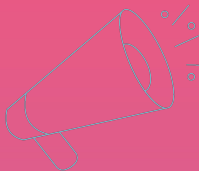
Reimagine

86%

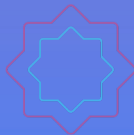
TikTok users say that they will create content with festive Ramadan filters, and using Ramadan related sounds



Source: TikTok commissioned study conducted by Toluna on behaviours during Ramadan among (n=500) TikTok users and non-users in Indonesia, Sep 2023



	Phase 1	Phase 2	Phase 3	Phase 4
	Pre-Ramadan Prepare & Build Up Hype	During Ramadan Own Big Moments	Lebaran Preparation & Celebration Drive Traffic & Conversion	Post Lebaran Retarget
Targeting	Broad	Custom audience, lookalike audience	Broad	Custom audience, lookalike audience
Objective	Reach, Video Views, Community Interaction	Reach, Impressions, Brand Lift, Video Views, Engagement, Video Creations	Traffic, Sales	Video Views, Traffic, Conversion
Ad Solutions	R&F, Brand Auction	TopView, BrandedMission, Branded Effect, Reach & Frequency	Auction, VSA Catalogue, App Promotions, Web Conversion	Auction



Explore our Branding solutions to *harness awareness*

Suitable too for heavy performance advertisers to move upwards



Reach & Frequency

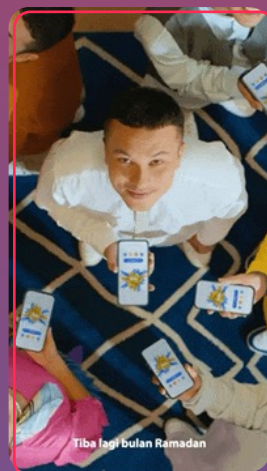
→ Plan early to generate brand presence

Pro-tips

- **Reach 40% – 70%** of target market to scale impact.
- **Book early** up to 225 days before and can be booked up to 90 days for chances of lower CPM.
- **Frequency 3/7** for chances of brand lift.

Success Measurement

Predicted Reach, Impressions and complemented with Measurement Solutions



Tiba lagi bulan Ramadan

Focused View Objective

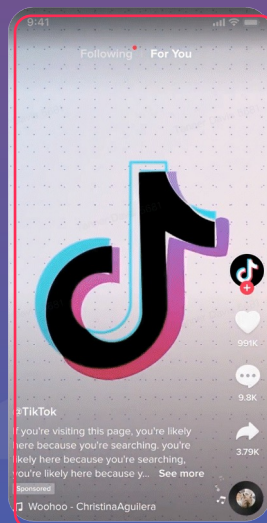
→ Drive brand impact and inspire audience

Pro-tips

- Choose **15s Focused Views** when you want longer views and higher video completion rates.
- Get optimized to reach users that likely to interacting (click, like, share, and follow) or watch the video **within the first 6/15s**.
- Billed by **Cost Per 6/15s Focused View** (CPFV).

Success Measurement

Video Views, 6s/15s VTR, Avg. Watch Time, CPFV



Community Interaction Objective

→ Build a community of loyal fans & customers

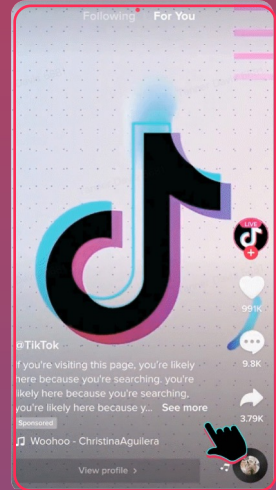


Pro-tips

- Grow your account and TikTok community with **Followers** optimization.
- Drive branded **Livestream** visits or 10s retention to support future livestream initiatives.
- Re-engage your Livestream viewers with **Live Viewers Retargeting** capability.

Success Measurement

Follows, Page Visit, CPA, Engagement (Likes, Comments, Shares)



TopView

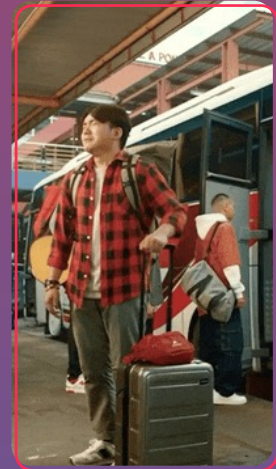
→ Stand out and own key Ramadan moments

Pro-tips

- Let TopView's 5-60 seconds **video take over your screen**.
- Leverage on **creators** to engage better with audience & be aware of safe zone.
- **Extend the impact** with your CTA and Landing page.

Success Measurement

Impressions, Reach, and Brand Lift Study



Branded Mission & Branded Effect

→ Combine Mission UGC and interactive ads

Pro-tips

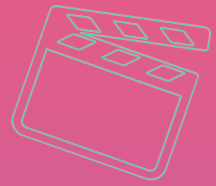
- Streamline video selection operations with **Video Management Tool**.
- **Make it seamless and entertaining** lower the barriers to entry. Use incentives to motivate users.
- **Hop on active trends with creativity** leverage organic trends and add a fresh twist to stand out.

Success Measurement

Branded Mission / Branded Effect video creations, Video Views, and Brand Lift Study



Explore our Performance solutions to build consideration and achieve conversion



Suitable too for heavy performance advertisers to move downwards

Traffic

→ Drive audience to your website / app

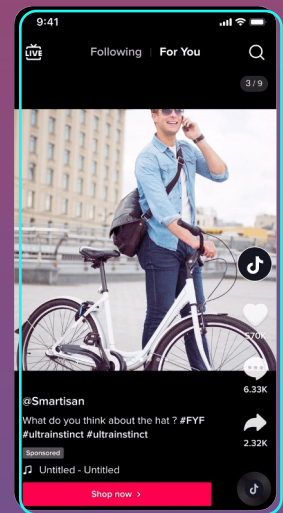


Pro-tips

- Suitable to drive **traffic** to your website without the need for any additional setups or pixel installation.
- Leverage **carousel format** to reduce the production cost to create ads.
- Drive scalability by utilizing **Search Toggle** to capture high intent TikTok users.

Success Measurement

CTR, Click, Landing Page View, CPC, CP LPV



VSA Catalog

→ Drive engagement and sales to web/app

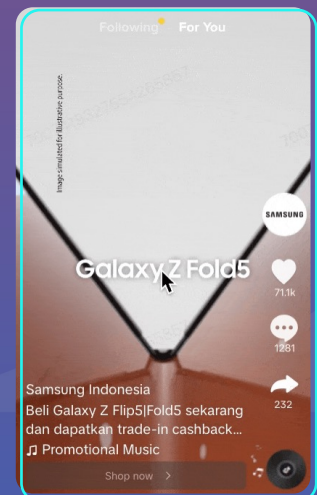


Pro-tips

- Maintain product to be always **on stock**.
- Utilize **short-form video** form straightforward to the deals and build urgency.
- Separate destination for each individual product showcased in the ad.

Success Measurement

CTR, Clicks, Conversions, CPA



App Promotion

→ Trigger users to take actions in your app

Pro-tips

- Focus on new user growth with **App Installs**.
- Leverages smart automation capabilities to gear up campaign creation and delivery with **Smart Performance Campaign**.
- Make sure to connect **your MMP** correctly & post-back the right signals.

Success Measurement

CVR, in-app actions, CPA, ROAS



Website Conversion

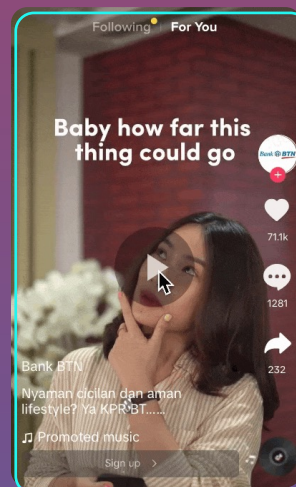
→ Get users to take valuable actions

Pro-tips

- Level-up seasonal campaign with **interactive** landing page experience.
- Discover users who are most likely to drive higher ad revenue with **Value-based** optimization.
- Optimize ad delivery against conversion events on your website or against "on-site" events on your **TikTok Instant Page**.

Success Measurement

Clicks, Landing Page View, CTR, CPC, CVR, CPA



Click-to-Message/Call

→ Get connected with the prospective customers

Pro-tips

- Ensure to own a **Business Account on TikTok** and connect it with **TikTok Ads Manager** account.
- Top Messaging apps supported: Whatsapp, Messenger, LINE, Zalo.
- Shorten the conversion journey and focus on the users who are most likely to **convert**.

Success Measurement

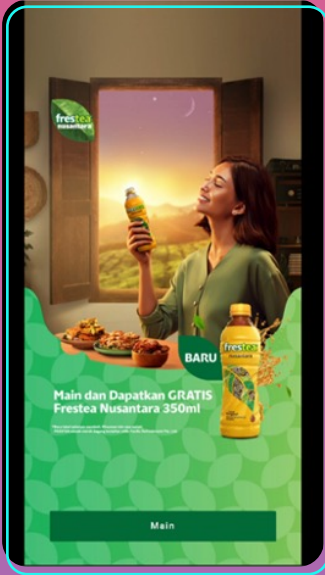
Click, leads, CTR, Cost per Leads



Success Stories



Frestea



Frestea is a beloved ready-to-drink tea brand by The Coca-Cola Company. **Frestea** teamed up with TikTok and successfully leverage the excitement of Ramadan & Indonesian consumers to run a full-funnel online to-offline marketing campaign. Through the online + offline events API integration, **Frestea** leveraged the online API to optimize the business outcome with real-time audience building, measurement, and attribution with TikTok's Spark Ads.

66M

Impressions

64%

Conversion

558K

Total Sampling
Redemption

[Find out more](#)

Kelaya



Kelaya is an Indonesian hair care brand that focuses on hair loss shampoo. **Kelaya** sought to launch a #KelayaBubblePopChallenge Hashtag Challenge to drive greater brand recall and awareness for its top hair products. **Kelaya** prosperously worked closely with Nanjing Sky Rocket to ideate a Gamified Branded Effect.

The Branded Effect prompted users to pop bubbles filled with **Kelaya's** top 3 earn products (Kemiri Oil, Hair Treatment shampoo, and Hair Serum) to earn points. **Kelaya** also partnered with select creators and then promoted as Spark Ads, increasing visibility and creating more buzz for the challenge.

5x

Webform submission
post-Ramadan
campaign

64%

Increased in
followers from
Ramadan period

558K

Uplift in brand
familiarity at 95% c.i.

[Find out more](#)



 **TikTok** for Business



**Celebrating Creativity,
Community, and Beyond!**



Contact your **Partnership Manager**
to kickstart your Ramadan campaign.

Drop your contact for further information [here](#),
and we will contact you.



Learn more about TikTok's full-funnel solution
and unlock your creative challenge [here](#).

Stay updated with
our latest resources about Ramadan

tiktokramadan.com

