



Our Mission

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo.

format

Our Mission

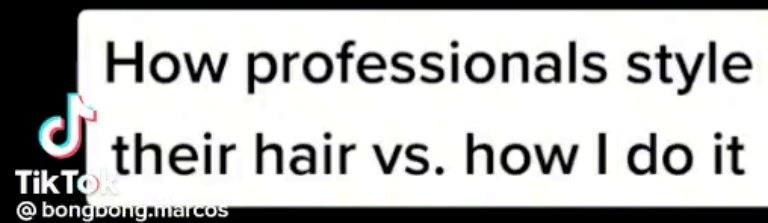
Length

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sounds/filters/challenges/trends

tone/emotion

AUGUST 2021



How professionals style
their hair vs. how I do it

TikTok
@ bongbong.marcos

BE AN “INFLUENCER”

MAXIMIZE TIKTOK’S FEATURES

UNDERSTAND ITS ALGORITHM

format

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sounds/filters/challenges/trends

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 TikTok

@vanessa_higgins

Told my friends to
arrive at
✨ Friendsgiving ✨ at 6
Let's see what time they
come





FORMAT: MOBILE

LENGTH: 20 SECONDS

CREATIVITY: SOUND/TREND

TONE: FUN AND INFORMATIVE

@JACQUEMANABAT



THE PLATFORMS MAY HAVE
CHANGED, BUT THE MISSION
STAYS THE SAME

JUDGING CRITERA

50 % CREATIVITY

50% MESSAGING



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