



GRADIENT LABS

A FUTURE-FORWARD EXPERIENCE COMPANY

GEN Z TIKTOK COMPENDIUM 2023

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WE BEGAN WITH GEN Z RESEARCH

Now we look at **today's**
communication platform TIKTOK

*How does the TikTok
algorithm change our
interpretations of today's
social landscape?*

*How do these
interpretations impact
us? Gen Z? Our clients?*

PERSONALIZATION

86% of TikTok users

Agree that they can find **THEIR TYPE OF CONTENT** on TikTok.

THE PULSE

44% of TikTok users Say the platform helps users **DISCOVER NEW THINGS.**

TRENDING TOPICS

ENTERTAINMENT

535 B

HASHTAG VIEWS

DANCE

181 B

HASHTAG VIEWS

PRANKS

79 B

HASHTAG VIEWS

FITNESS/SPORTS

57 B

HASHTAG VIEWS

HOME RENO/DIY

39 B

HASHTAG VIEWS

BEAUTY/SKINCARE

53 B

HASHTAG VIEWS

FASHION

27 B

HASHTAG VIEWS

RECIPES/COOKING

53 B

HASHTAG VIEWS

LIFE HACKS

13 B

HASHTAG VIEWS

PETS

10 B

HASHTAG VIEWS

USAGE

The average time spent by a TikTok user is

1.5 HRS DAILY

Thats:

4x SNAPCHAT

3x TWITTER / X

2x FACEBOOK + INSTAGRAM

TikTok

BY THE NUMBERS

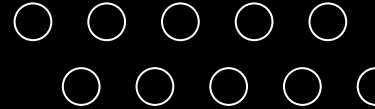
BRAND SOURCING

79% of TikTok users Are likely to **FOLLOW A BRAND** while using TikTok.



GRADIENT x  **TikTok**

Copy that speaks to the study with Gen Z employees at Gradient



1 YOUR
BIO

2 YOUR
FEED

3 YOUR
DATA



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A woman with dark hair is looking down at a smartphone she is holding. The background is dark with a grid pattern and binary code (0s and 1s) scattered throughout. There are several decorative elements: a row of cyan dots in the top left, a large cyan and magenta swirl on the left, a pink diamond outline to the left of the title, a cyan circle with a white outline to the right of the title, and a pink wavy line at the bottom right. The title 'GROUP FEEDS' is centered in a large, bold, white font with a black outline. The word 'GROUP' is in a smaller, outlined font above 'FEEDS'.

GROUP FEEDS

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MIKAELA

JR STRATEGIST

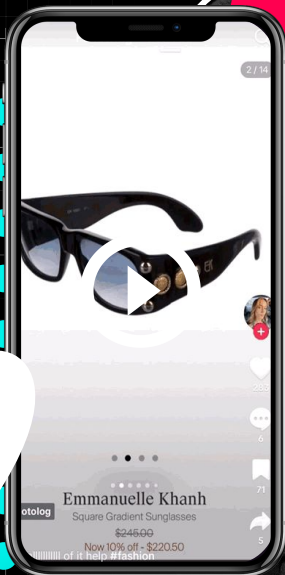
BIO

AGE: 25 YEARS OLD

LOCATION: NEW YORK, USA

HOBBIES: TRAVEL, JAZZ, SAILING

JOB: STRATEGIST



TOPICS



DIY



SHOPPING



TRAVEL



FASHION

ANALYSIS

SOCIAL PULSE

International 'IT' girls, global fashion and trendsetters in music & the arts. Global hotspots for language, music, & travel inspiration.

PROMOTED PRODUCTS

RealReal Finds, Amazon Links to Travel Purchases, Revolve Outfits.

SALES CONVERSION

Nothing...yet. BUT - experience conversion. Where to go, when.

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GWYNETTE

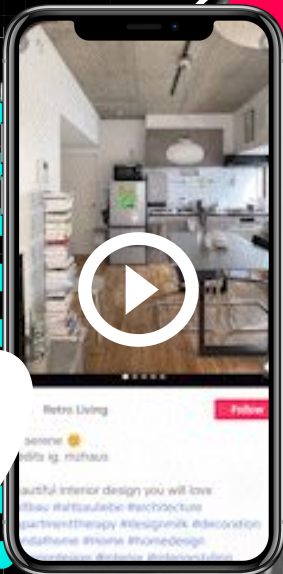
GRAPHIC DESIGNER

BIO

AGE: 26 YEARS OLD

LOCATION: SAN FRANCISCO, USA

HOBBIES: THRIFTING, READING,
VINYL & COMIC BOOK COLLECTING



TOPICS



ART



FASHION



INTERIOR



MEMES

ANALYSIS

SOCIAL PULSE

Art/Design Memes, Sneaker recs, Filipino American social topics, interview styled videos, bedroom music projects, workouts, wholesome interactions, social party gatherings, pop-culture memes,

PROMOTED PRODUCTS

Live-Nation Kali Uchis tickets, Aveeno Ads, Therapy Apps

SALES CONVERSION

Nothing yet but i will sometimes check the link for interior/fashion relate piece

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ASHLEY

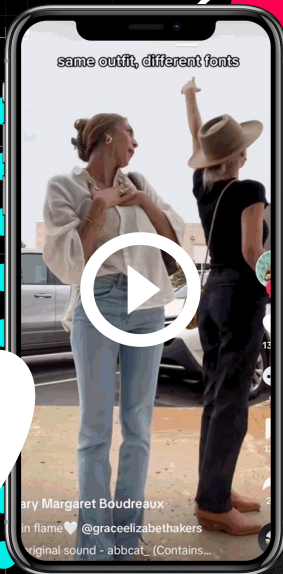
JR. ACCOUNT MANAGER

BIO

AGE: 27 YEARS OLD

LOCATION: VIRGINIA, USA

HOBBIES: EVENT PLANNING,
COOKING, CRAFTING, INTERIOR



TOPICS



FASHION



FOOD



MOM/BABY



TRAVEL

ANALYSIS

SOCIAL PULSE

Amazon Fashion, Trending Dog Filter, Crafting,
Baby & Mom Content, Romanticised
Relationships

PROMOTED PRODUCTS

Southern Clothing Boutiques & Amazon

SALES CONVERSION

Nothing yet

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BEN

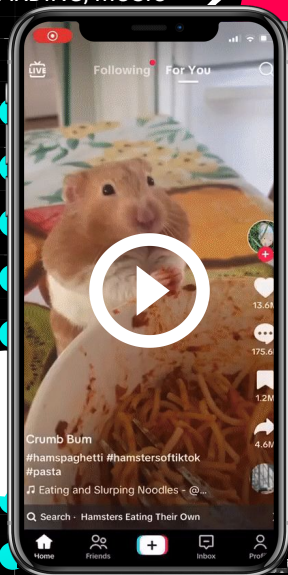
SENIOR STRATEGIST

BIO

AGE: 34 YEARS OLD

LOCATION: SAN DIEGO, CA

HOBBIES: SURFING,
SKATEBOARDING, MUSIC



TOPICS



**SOCIAL
ISSUES**



LAUGHS



**ART &
DESIGN**



**TRUE
CRIME**

ANALYSIS

SOCIAL PULSE

Animal/kid/baby funny videos, sociopolitical commentary/analysis/satire, poetry, comedy animation, surreal art, new music, humanist POV, random gaming live streams, live streams of people deep in niche interests (lightsaber battling, collectors, etc.)

PROMOTED PRODUCTS

Pepperidge Farm cookies, Fender, Dior, Hollister, Entertainment (FX, NBC, etc),

SALES CONVERSION

None yet, but potentially local experiences. Also TV shows / movies.

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HOPE

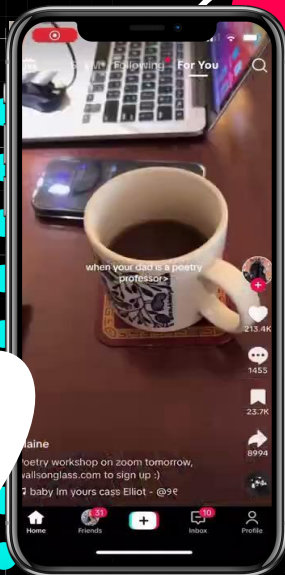
PRODUCTION COORDINATOR

BIO

AGE: 25 YEARS OLD

LOCATION: NEW YORK, USA

HOBBIES: SKIING & TRAVELING



TOPICS



FASHION



SHOPPING



TRAVEL



LIFESTYLE

ANALYSIS

SOCIAL PULSE

Fashion, interior design, trending sounds, travel, product recommendations, 'IT' Girls

PROMOTED PRODUCTS

Apartment finds, shopping via LikeToKnow, Amazon, Revolve, travel must haves, beauty productions

SALES CONVERSION

Yes!

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SARAH

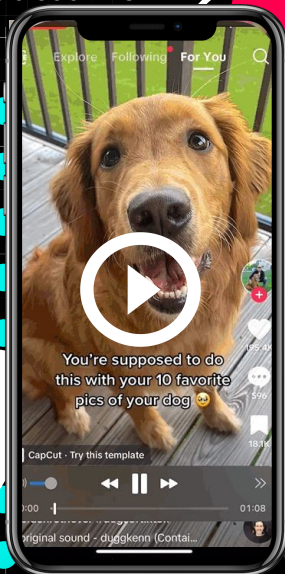
JR. ACCOUNT MANAGER

BIO

AGE: 23 YEARS OLD

LOCATION: NEW YORK, USA

HOBBIES: PHOTOGRAPHY,
THRIFTING & COOKING



TOPICS



DOGS



SHOPPING



EATS



PHOTOGRAPHY

ANALYSIS

SOCIAL PULSE

X

PROMOTED PRODUCTS

Thrift shops, Hair/fashion products, camera equipment, food, books, DIY things

SALES CONVERSION

X

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THANK YOU

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Policy

OK