

Keeping It Real:

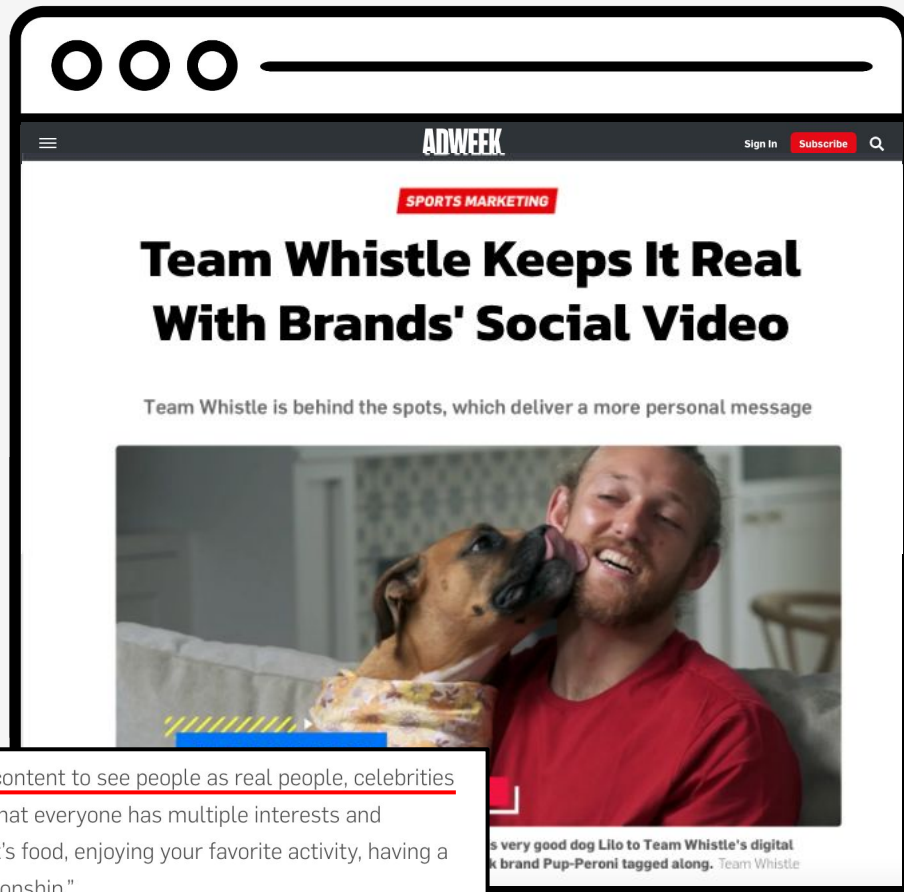
Why Brands Need Short Form and Best Practices for Compelling Integrations

Gen Z and Millennial TikTok Users'
Behaviors and Attitudes Towards
Non-Traditional Brand Advertising



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"We want to create content to see people as real people, celebrities as real people, and that everyone has multiple interests and passions—whether it's food, enjoying your favorite activity, having a pet or having a relationship,"

1. Executive Summary

Short form video platforms like TikTok are rapidly rising in popularity, boasting vast and diverse audiences. Their algorithms advanced targeting capabilities allow brands, creators, and publishers to deliver personalized content to their intended audiences, highlighting the power and impact short form platforms can have for brands.

To increase engagement and overall impact, brands must create memorable standalone short form advertisements that prioritize relatability and authenticity; fostering stronger emotional connections with consumers.

87%

FEEL THEY ARE CONSTANTLY CONSUMING SHORT FORM CONTENT

92%

PLACE IMPORTANCE ON WATCHING DIGESTIBLE, HUMOROUS, AND RELATABLE SHORT FORM VIDEOS

91%

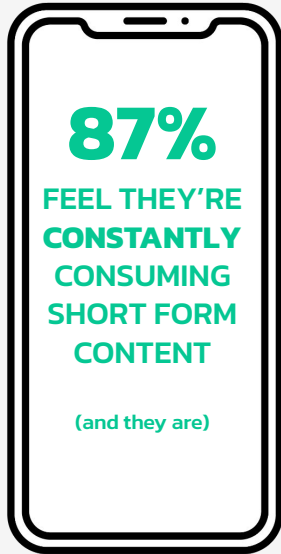
CONSIDER TIKTOK A PLACE FOR BRANDS TO CREATE VIDEO STANDALONE CONTENT, RATHER THAN POSTING TRADITIONAL ADS

93%

BELIEVE TIKTOK IS A PLACE FOR BRANDS TO SHOW THEIR PERSONALITIES AND EXPRESS THEMSELVES

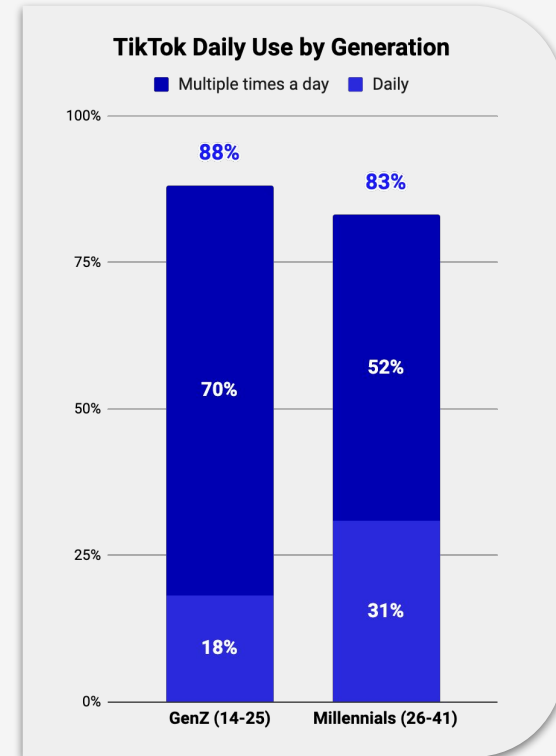
2. Gen Z and Millennials are constantly using TikTok

TikTok has become an integral part of Gen Z and Millennials' daily routines; reinforcing short form video consumption has become a regular component of digital lifestyles.



Among Gen Z and Millennial TikTok users in the U.S., **86% report using the application daily** – unsurprisingly, this self-reported use trend is slightly higher among Gen Z (aged 14-25).

Within their daily use, **nearly 3/4th of users open the application 4+ times (70%)** and **spend 2+ hours on TikTok (74%)**. Suggesting TikTok is not only a highly engaging platform, but short form content is able to captivate audiences for extended periods of time.



3. They're hooked by discovery-driven algorithms

Users are engrossed by TikTok's algorithm-driven content discovery system because it serves as an important supplier of information and inspiration; which enables the platform to act as a powerful tool for brands to build awareness and connect with potential consumers.

91%

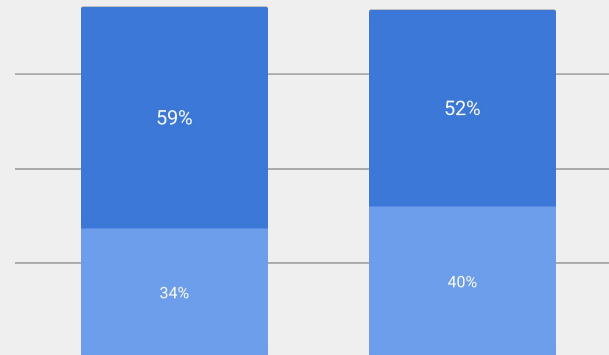
FEEL IT IS IMPORTANT THAT THE ALGORITHMS PROVIDE THEM WITH RELEVANT VIDEOS

While TikTok is primarily regarded for its entertainment value, most users feel it is **important they watch informative videos (97%)** – such as TikToks about familiar and unfamiliar brands that are relevant to their interests and needs.

TikTok is a place I can...

93%

92%



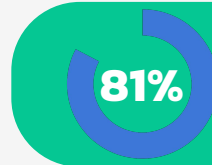
learn about new brands/creators I might enjoy

connect with brands/creators I know and enjoy

■ Strongly agree ■ Somewhat agree

4. Discoverability has resulted in TikTok for search

Users are not only relying on TikTok's algorithms to provide them with relevant content, they are also utilizing the platform for search.



MORE LIKELY TO ACTIVELY SEEK OUT INFORMATION THAN PASSIVELY RECEIVING IT BY THE ALGORITHMS

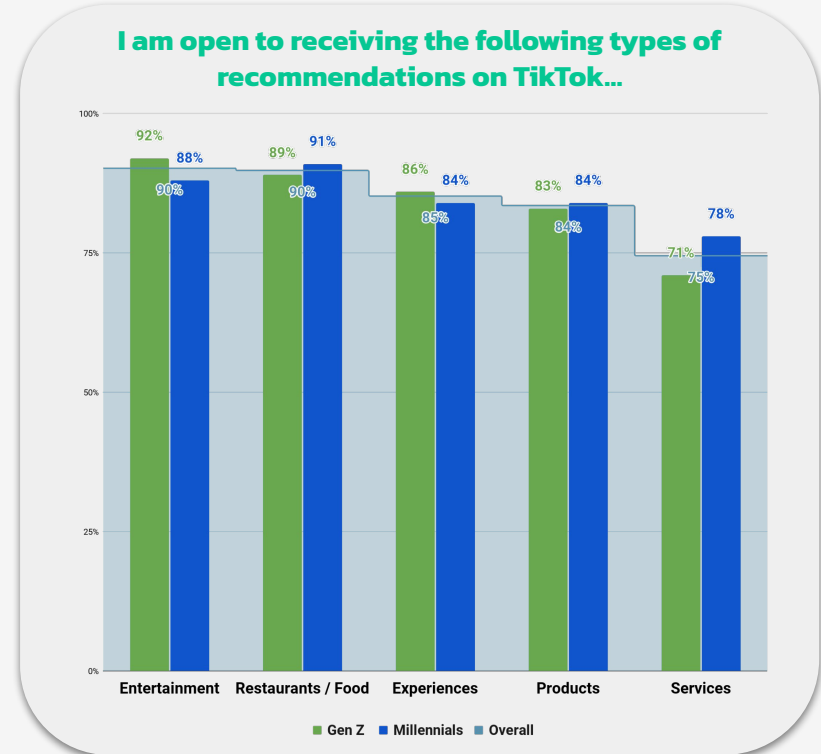
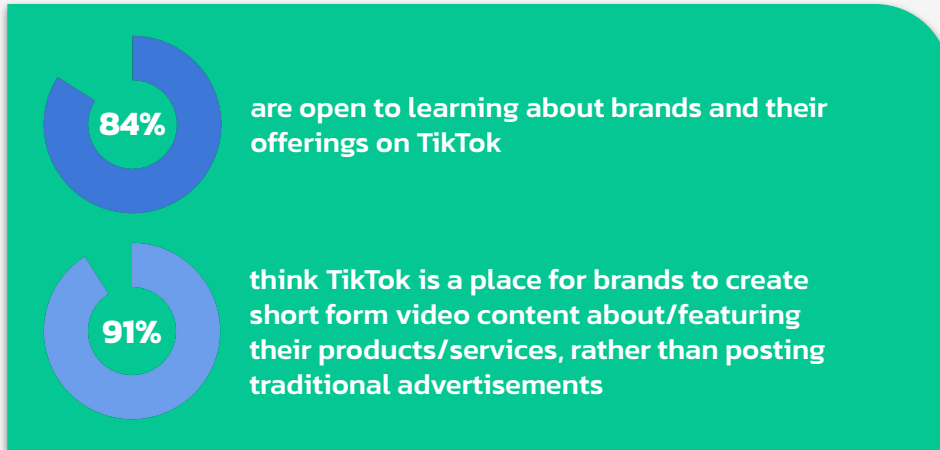
Users prefer to actively seek information, and when searching for new products, services, and/or entertainment **they are 70% more likely to search on TikTok than a traditional search engine like Google.**

Underscoring that as social media platforms continue to evolve, consumers are becoming more savvy and are seeking out information that helps them to make informed purchasing decisions.



5. What opportunities does short form creates for brands?

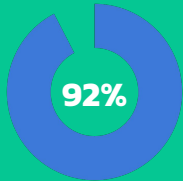
TikTok users of all ages are simply more interested in seeing quality brand integrations into standalone short form video than numerous traditional advertisements. Pointing to short form functioning as a dynamic and engaging way for a range of brand types to showcase themselves and connect with consumers.



6. TikTok is a place for brands to showcase their ethos

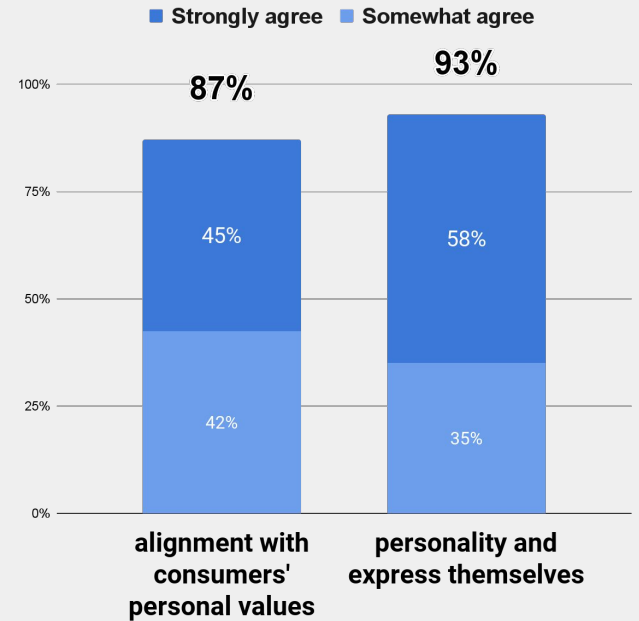
Most users believe that TikTok is a place for brands to demonstrate their personalities and express themselves, as well as showcase their alignment with consumers' personal values. Highlighting consumers' increased interest in understanding the companies from which consume products and services.

In order for brands to meet consumers' desires to genuinely relate to and connect with their businesses, they must go beyond solely promoting offerings and spotlight their overarching brand ethos.



TikTok is a place for brands to demonstrate the quality of their standalone short form video content rather than the quantity of their advertisements

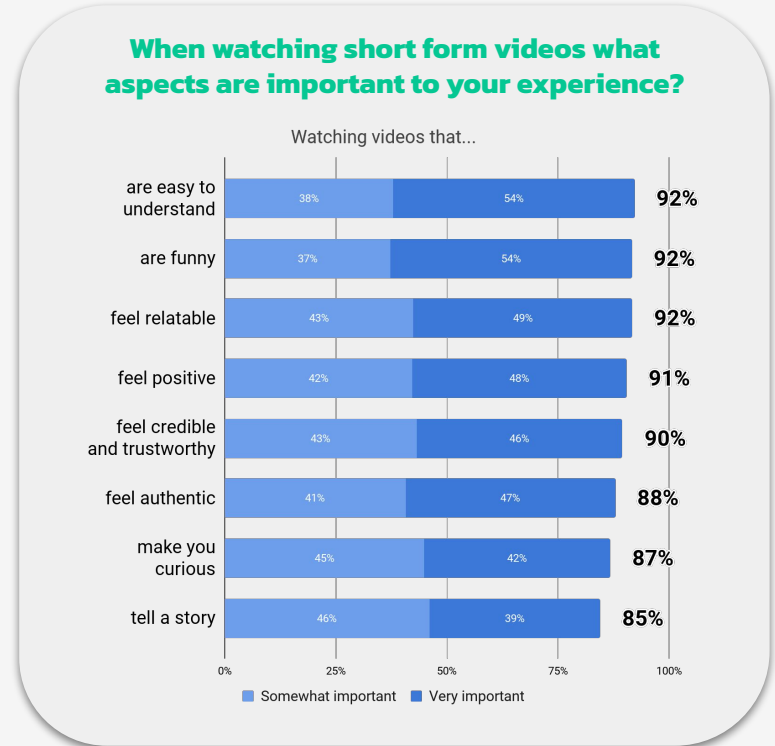
TikTok is a place for brands to demonstrate...



7. Impactful short form entertains, informs, and intrigues

The deeper understanding of brands consumers crave is indicative of a broader trend towards clear and honest marketing. Short form is effective for resonating with consumers in a lasting way for the following reasons:

- **Attention-grabbing:** quickly capture and maintain viewers' attention in a shorter amount of time, making them ideal for concise messaging.
- **Memorable:** creatively designed to be unique and uplifting, making a lasting impact for a brand's message or product.
- **Engageable:** direct call to actions and are easily shareable on social media platforms, increasing brand visibility and reach.
- **Relatable:** framed to evoke various emotional responses (like being fun, inspiring, humorous, etc.) connecting brands with their audiences on a personal level and building an emotional connection.



8. Whistle uses insights to connect brands and consumers

To achieve genuine, down-to-earth marketing, a compelling strategy to engage consumers is incorporating relatable faces into positive, straightforward stories that demonstrate how brands' values align with their own.

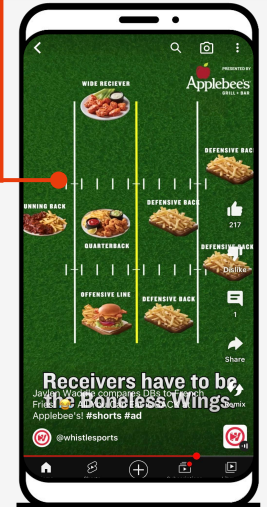


Applying these learnings about consumers and the platforms they use, Team Whistle strategically designed a program to natively connect a Gen Z audience with a sports figure they admire, Miami Dolphins wide receiver Jaylen Waddle and intentionally included snackable short form promoting campaign-specific CTAs that reinforce overarching Applebee's brand ethos.

**TALENT-FOCUSED
STORYTELLING FORMAT
SUPPORTS RELIABILITY
AND CREDIBILITY**



**HUMOR-FOCUSED
POV FORMAT
RECOMMENDING
ALL YOU CAN EAT ITEMS**



9. Whistle's insights-backed content strategies wins

In doing so, Team Whistle has excelled at creating impactful video content that humanizes celebrities and brands alike, enabling consumers to relate to them.

For the Whistle x Applebee's campaign, the short form assets leaned into highlighting Waddle's authentic, fun-loving personality as he shares relatable, down-to-earth information about himself - like his top five cheat day necessities and his go-to items from Applebee's. Through insightful storytelling that amplified why everyday moments are so memorable, Whistle's short form was able to generate over 2 million views, surpass benchmarks, and [receive coverage from major advertising publishers!](#)

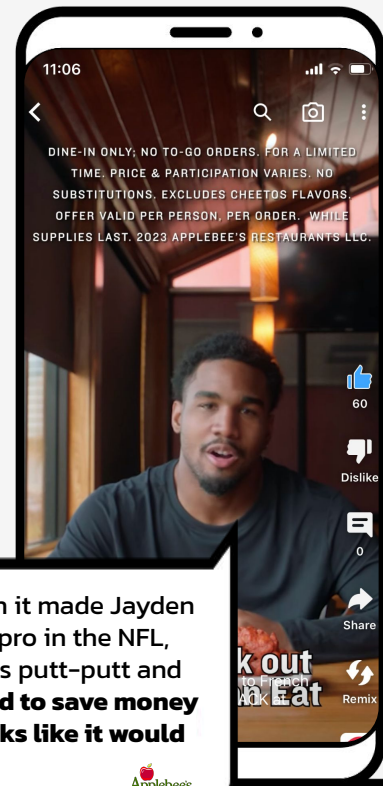
HOW OUR SHORT FORM WORKED

Surpassed benchmarks by	Surpassed APV benchmarks by	Surpassed VR benchmarks by
56%	802%	488%
for purchase intent	on Instagram Reels	On YouTube Shorts

REAL FAN COMMENT



"I liked how down to earth it made Jayden Waddle seem. Like he's a pro in the NFL, but he still goes and plays putt-putt and goes to Applebee's. **I need to save money and Applebee's deal looks like it would be good for me**"



8. Conclusions

In summary, short form video has become an essential part of the digital landscape and consumers are increasingly looking for informative and entertaining content from brands. With changing consumer behavior and the rapidly evolving social media landscape, it is imperative for brands to demonstrate sincerity and alignment with consumers' values in their marketing efforts.

At Team Whistle, we recognize the power of short form video for building strong emotional connections with consumers and our holistic approach to branded content has proven successful across a range of business verticals. Through leveraging our data-backed expertise of algorithm-driven content discovery systems, we have been able to genuinely relate to audiences in meaningful ways and thrive in the short form video landscape.

9. Methodology

The study was conducted in December, 2022 through Qualtrics. 644 U.S. participants (A14-41) who use TikTok and are familiar with at least one sports publisher partook in the study.

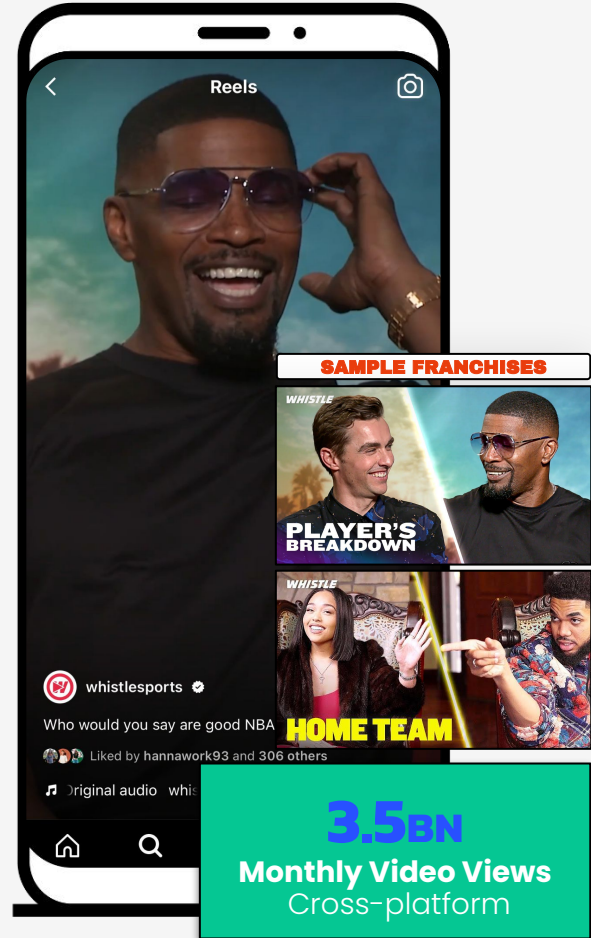
10. About Team Whistle

Team Whistle, an entity of DAZN, is a sports and entertainment media company built to engage and activate today's generation, wherever they consume content globally.

- A pioneer in data-driven content creation and distribution
- A slate of 50+ original shows
- A creator network that generates over a billion views per month across social platforms like TikTok, Snapchat, Instagram, Facebook and YouTube.

By partnering with Team Whistle, brands are able to authentically connect with a unique audience of sports fans through relatable, positive content; enabling them to do accomplish their advertising and branding goals with confidence.

Get in touch to find out more about how Team Whistle can help your brand to stand out on social!





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**Unlock your
brands social-first
potential by
partnering with
Team Whistle.**

Get in touch

teamwhistle.com

