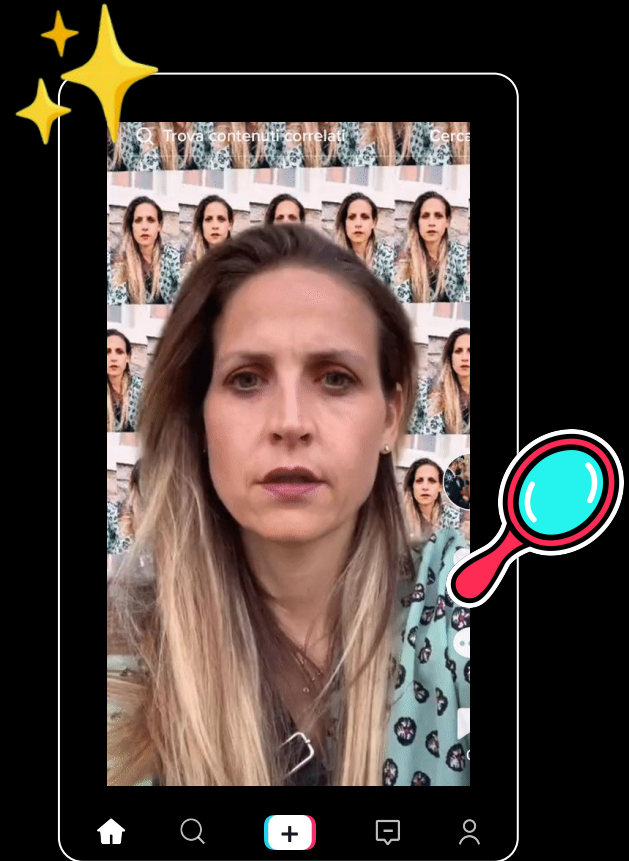


# Welcome to TikTok Beauty

**Livia Falcioni**

Beauty Vertical Lead, GBS TikTok Italy



Following | For You

# Let's talk #BeautyTok



Home



Discover



Inbox



Me

# As in a makeup masterclass

5 min

10 min

10 min

?

?

?

# As in a makeup masterclass

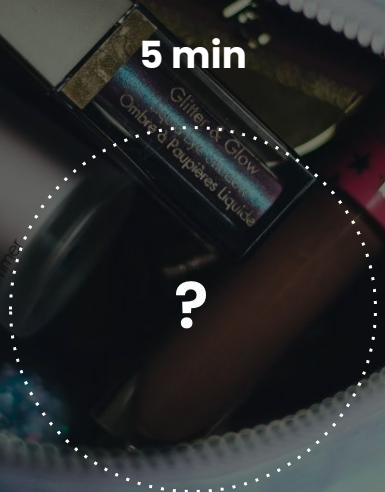
10 min

5 min

10 min



**FOUNDATION**



?



?

**TikTok Revolution**



We are an  
**entertainment**  
platform

powered  
by the



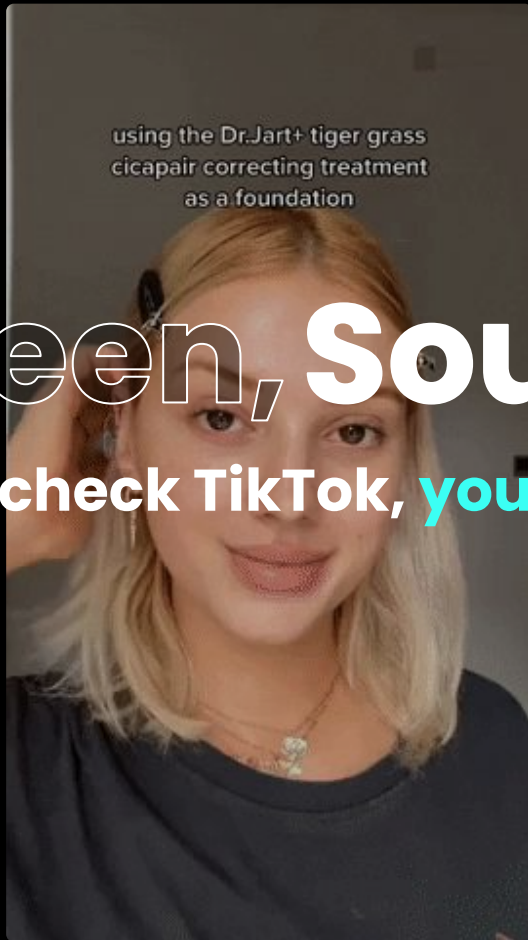
**community**   
-----  
-----



using the Dr.Jart+ tiger grass  
cicapair correcting treatment  
as a foundation

# Full screen, Sound On.

You don't check TikTok, you watch it.



**discovery**

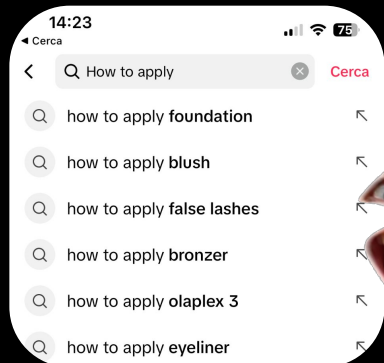
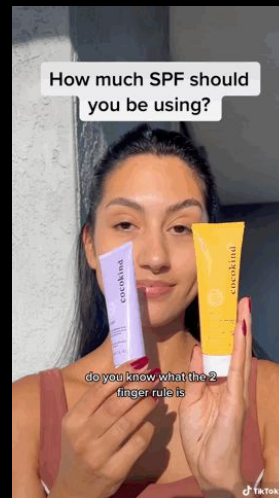
**FYP**



**active search**  
**search bar**

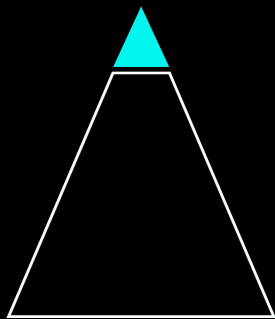


# TikTok as search engine

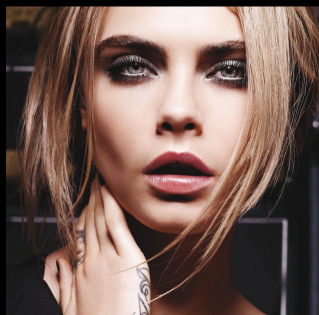




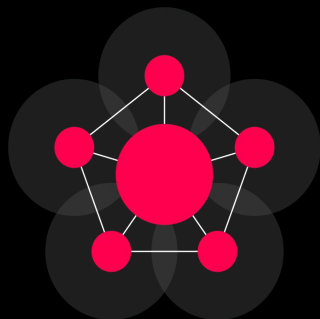
# THE OLD PARADIGM



Top-down



# THE NEW PARADIGM

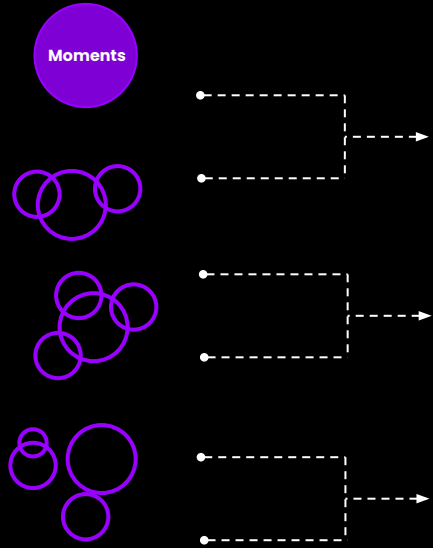


Bottom-up



# How to define TikTok Trends and their impact?

EVERYDAY BEHAVIORS  
Short-term



### Viral videos

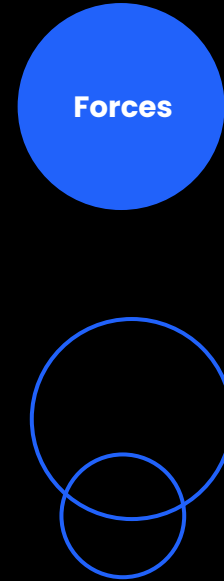
Popular, often ethereal moments remixed by our TikTok audience.

A few days to weeks

### Micro Trends

Moments that cluster into bigger shifts in the market, with tangible results.

A few months to years



### Cultural shifts

Trends that converge to create changes in people's values, interests and needs.

Years

CULTURAL FORCES  
Long-term

# How to define TikTok Trends and their impact?

**MOMENTI**



**Latte Makeup**

**SEGNALI**



**Skincare as therapy**

**FORZE**



**Genderless Beauty**

# As in a makeup masterclass

10 min

5 min

10 min



**FOUNDATION**

**TikTok Revolution**



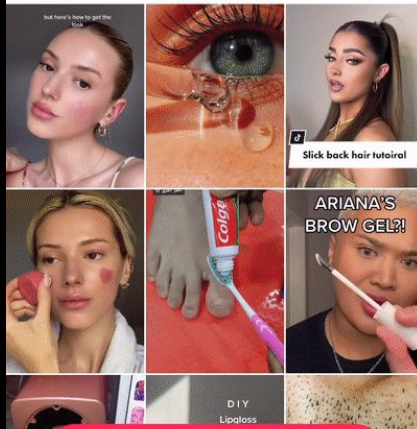
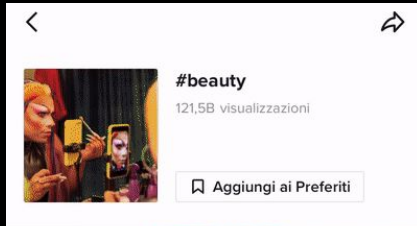
**EYE-MAKEUP**

**Our Community**



**?**

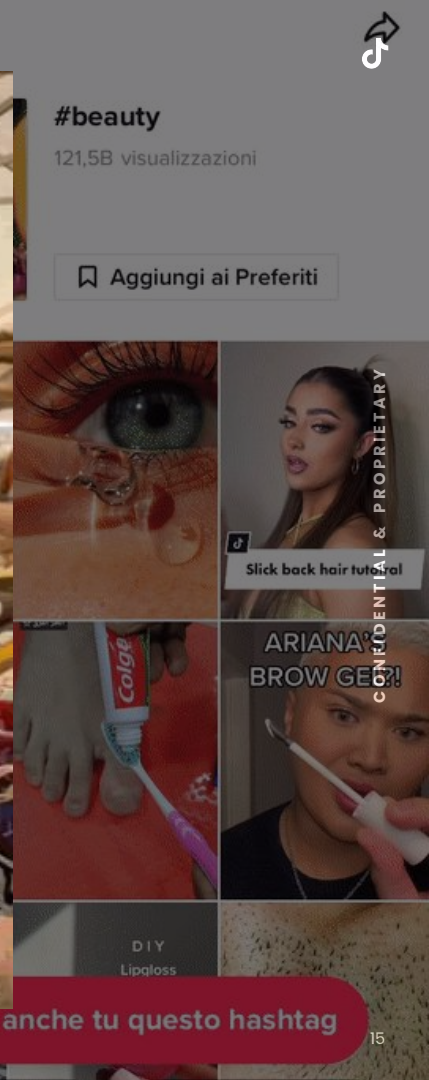
# An extraordinary community.



# 76%

degli utenti TikTok afferma che i brand che **agiscono come creator** sono parte della **community**.

Fonte: TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo.



# As in a makeup masterclass

10 min



**FOUNDATION**

**TikTok Revolution**

15 min



**EYE-MAKEUP**

**Our Community**

10 min



**THE LIPS**

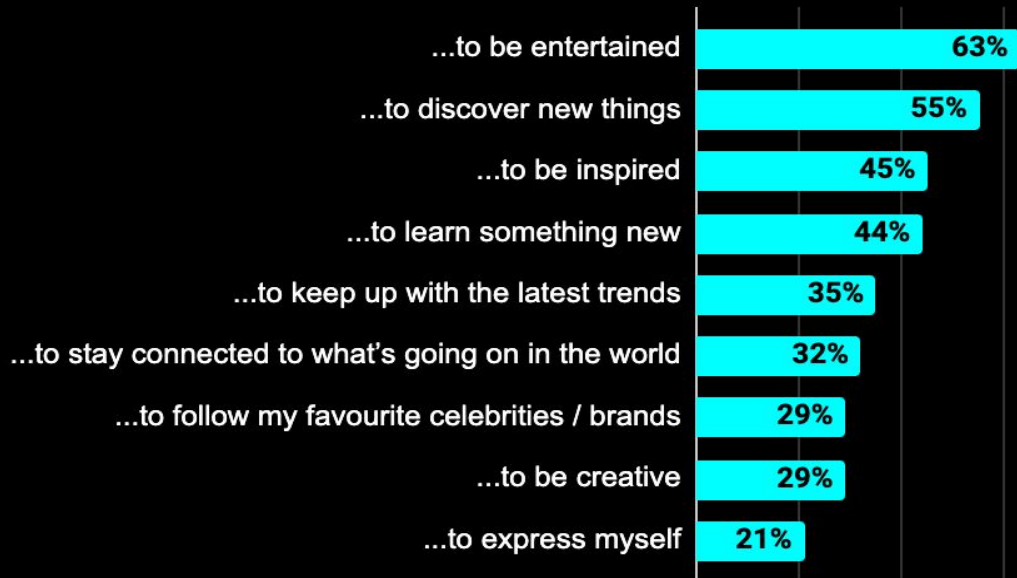
**Beauty Insights**



# Why the Italian Beauty Community comes to TikTok



'I use TikTok to...'



CONFIDENTIAL & PROPRIETARY

# On TikTok, Beauty rhymes with **creativity**





# Story Time

**TikTok enriched the beauty storytelling**  
with anecdotes about creators  
or povs on the world around you.





# Multifunctional products

TikTok users love experimenting on unconventional ways to use beauty products





Pov: this is your energy  
for 2023 🌸💕

TikTok

# Skincare & makeup as a therapy

The getting ready  
moment is becoming  
a **form of meditation**  
and refocus to feel better.



skincare therapy >>>

TikTok

# The interest for beauty keeps GROWING

**+96.3B**

Video Views  
#Beauty

**+12.0B**

Video Views  
#Beautytips

**+45.4B**

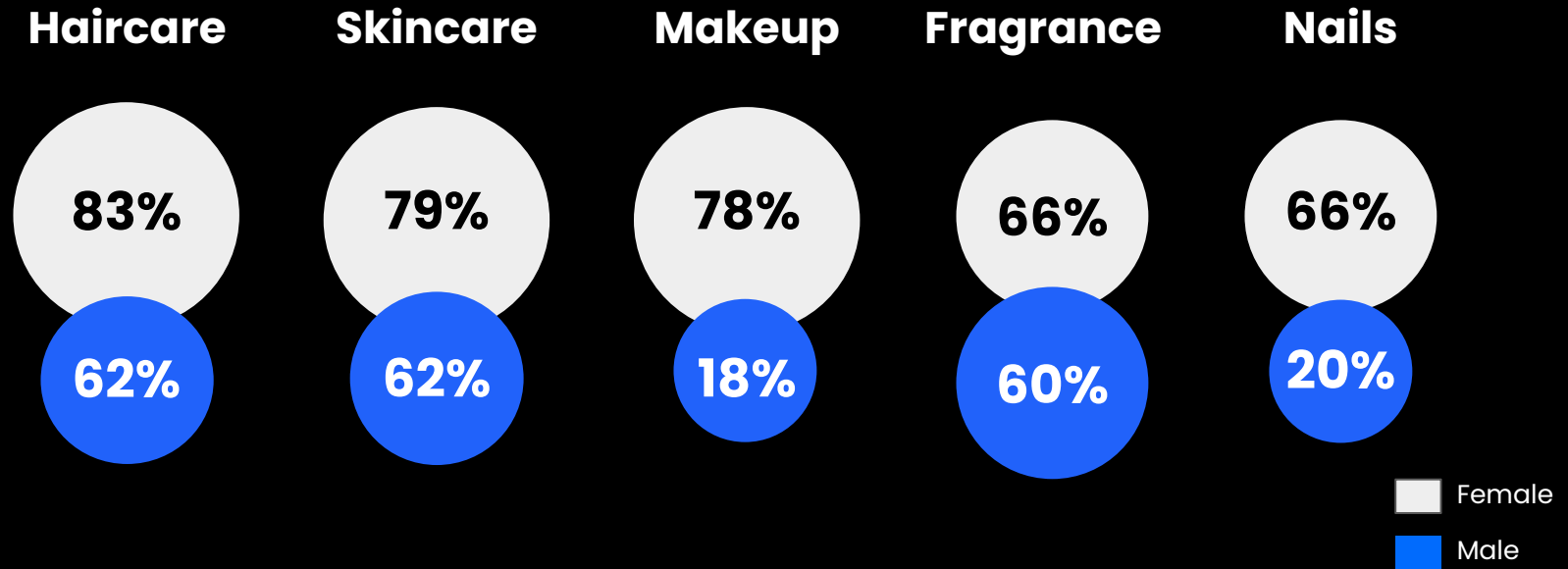
Video Views  
#Beautytok

**+13.5B**

Video Views  
#Beautyhacks



# What's their biggest beauty interest?



# Beauty brands are speaking TikTok language



**Ironic contents**



**Inspirational contents and Routines**



**Encouraging purchase contents**



**Emotional contents**



# From inspiration to action.

#TikTokMadeMeBuyIt

# 71%

of users says that TikTok  
**influences** their beauty  
choices **directly**.

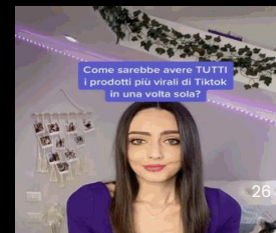
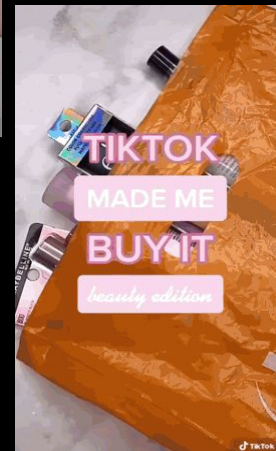
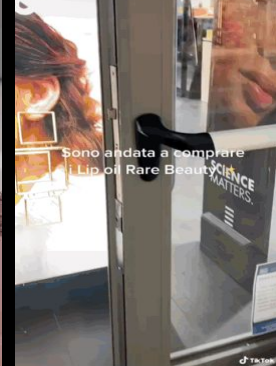


# TikTok generates Extra Boost on sales

#TikTokMadeMeBuyIt

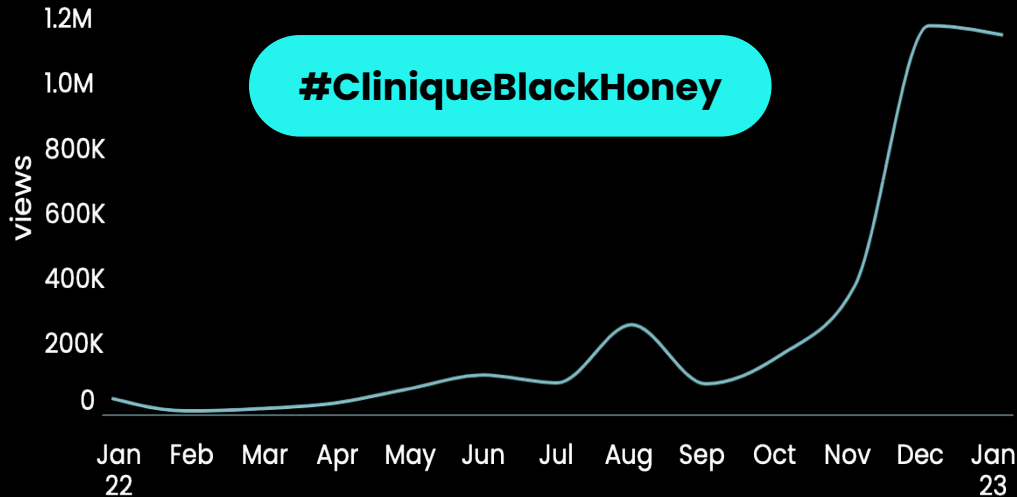
**+44B** Video Views

Source: TikTok Internal data, IT, Jan 2022 – Jan 2023



# TikTok Impact: Clinique Black Honey

Clinique's 1971 lip shade becomes  
TikTok famous and immediately sold  
out in stores, online



4M

VIDEO VIEWS

9.4%

ENGAGEMENT RATE

Il rossetto nero più bello  
del mondooo 🌟

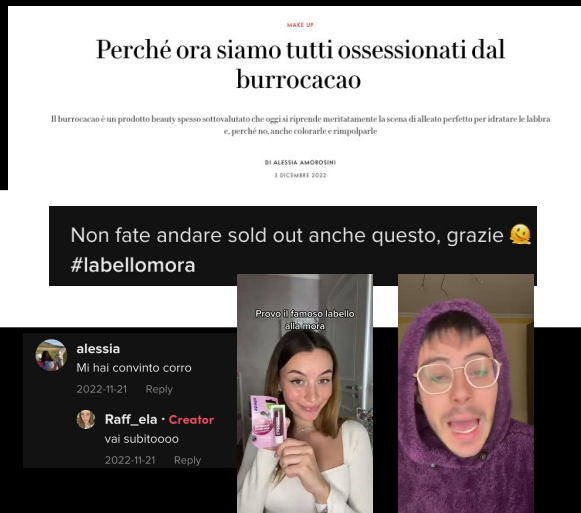
# TikTokMadeMeBuyIt in Italy: Labello

## ORGANIC SPARK



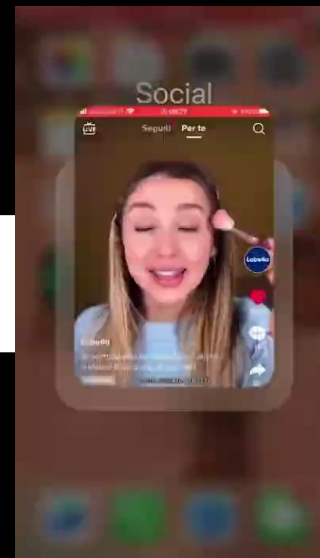
The creator Alessia Morelli spontaneously shares her passion for Labello on her TikTok profile.

## VIRAL HYPE



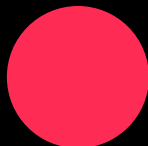
The TikTok community responds with great enthusiasm, both on TikTok and outside. Video Views of #Labello spiked and the product was sold out all over Italy.

## BRAND RESPONSE

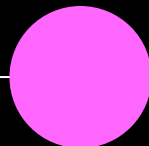
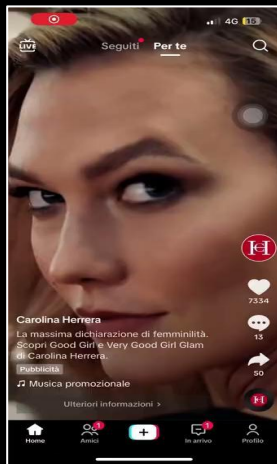
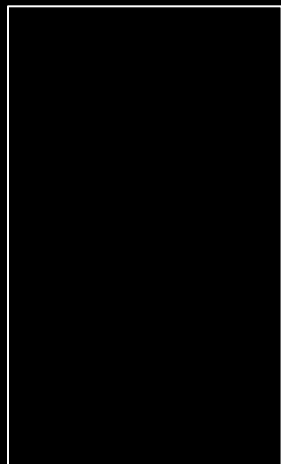


The brand acknowledged the power of TikTok and developed a 100% TikTok native strategy for 2023, starting with a Top view on Valentine's Day.

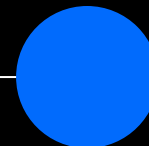
# Your Objectives, our TikTok Solutions



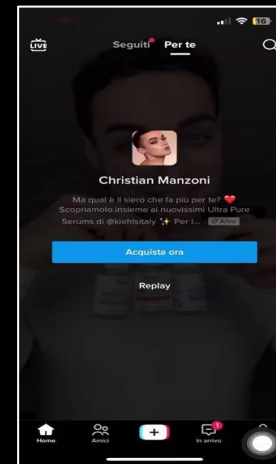
Awareness



Consideration



Conversion





# THANK YOU

