



Your Recipe for Success on TikTok



Contents

Whet Your Appetite

03

The Food & Beverage opportunity on TikTok

Savor the Flavors

06

How to use TikTok for your Food & Beverage Campaigns

Mouthwatering Main Event

10

Campaign planning made easy

Something Sweet to Finish

12

Creative tips to make engaging TikTok content



01

Whet Your Appetite

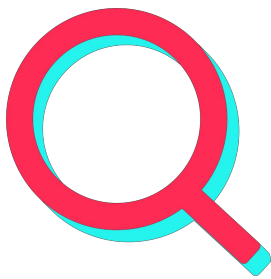
The Food & Beverage
opportunity on TikTok



TikTok is full funnel

TikTok has become the go-to destination for all things Food & Beverage. From discovering new flavors to exploring the entire culinary experience, the platform offers endless opportunities for F&B brands, and the potential is endless..

Discovery



88%

of users come to TikTok to watch food & drink content.¹

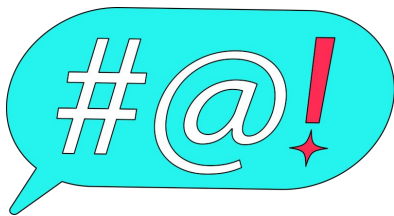
Creativity



51%

of users on average watch a food recipe video every week.²

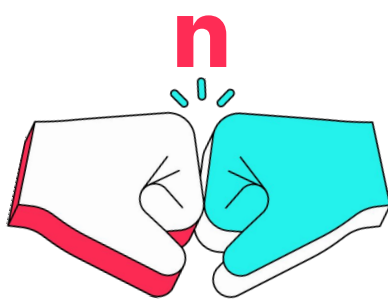
Conversation



50%

of users count food & drink as a keen interest.³

Connection



50%

of users are the main shoppers for food & beverages in the household.⁴

Sources:

¹ TikTok Marketing Science, MENA, Feb 2023, MENA TikTok users who have interest in Food & Drink content

² GWI, UAE, KSA, EGY, 2022, In the last week, which of these have you watched, listened to, or done online?

³ GWI, UAE, KSA, EGY, 2022, Which of these things are you interested in?

⁴ GWI, UAE, KSA, EGY, 2022 Are you the main or joint food shopper in your household?

Next-gen tastemakers are transforming the category

1 in 2 Gen Z TikTok users in MENA are interested in F&B.¹



Speak to users' identity as a foodie with content that feeds their gastronomic interests.



Expert Taste Testers



69% of those who watch F&B content say cooking sounds (e.g. sizzle and crunch) get their attention.²



Prioritize sounds just as much as sight – heighten the experience with sound on.



Kitchen Acoustics



83% say posts created for TikTok can be entertaining without knowing about the people who created them.³



Drive intent and interest through entertaining formats sparked by community.



Foodie Diaries



82% say conversations and comments on TikTok feel open to anyone to join.⁴



Host a Q&A or start a challenge or trend to spark conversation in the comments.



Recipe Gourmands

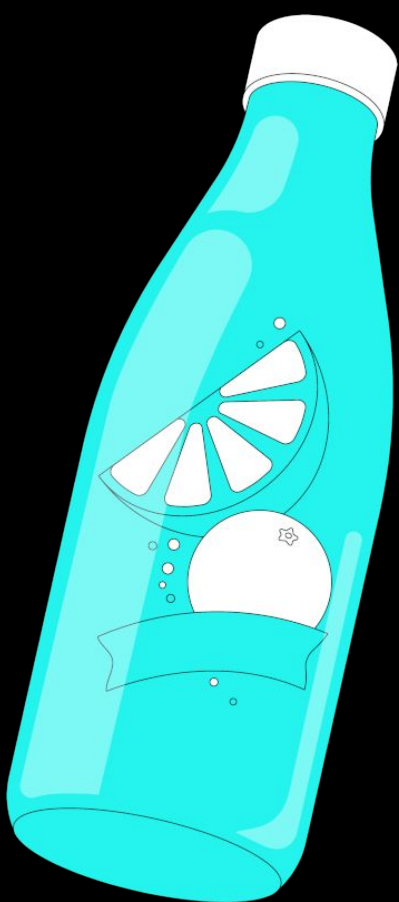


Sources:
¹ GWI, 2022, MENA, TikTok users aged 18-24 who are interested in F&B/ Mondelez State of Snacking Report, 2021 (TikTok's use of this data does not equate to an endorsement)
² TikTok Marketing Science US, Custom FoodTok Survey via Suzy, July 2021, Base: US TikTok users who watch food content / TikTok Marketing Science, MENA, Jan – Dec 2022, Volume of Video Views
^{3&4} TikTok Marketing Science Global Community and Self-Expression Study KSA/UAE Results 2021 conducted by Flamingo

02

Savor the Flavors

How to use TikTok for
your Food & Beverage
Campaigns



Make a Delicious Base

Guide your customers from inspo to first bite with a full-funnel, always-on approach that seasons your business goals all year long.

Get TikTok Account Manager

Take control over your campaign performance: visit **getstarted.tiktok.com** and enter your payment details to start creating ads.

Set Up TikTok Pixel

Capture events for all your website visitor actions. Set up 3+ tracking events, making sure you turn on **Automatic Advanced Matching** and **First-Party Cookies**.

Run Your First Campaign

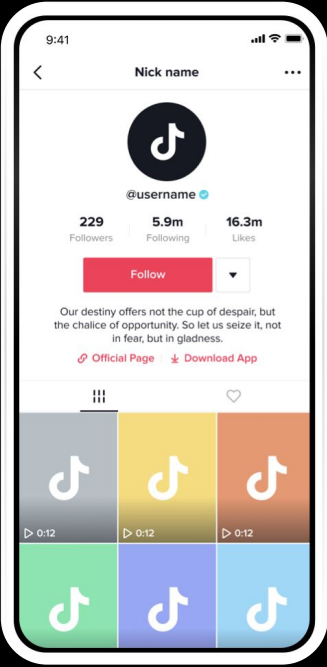
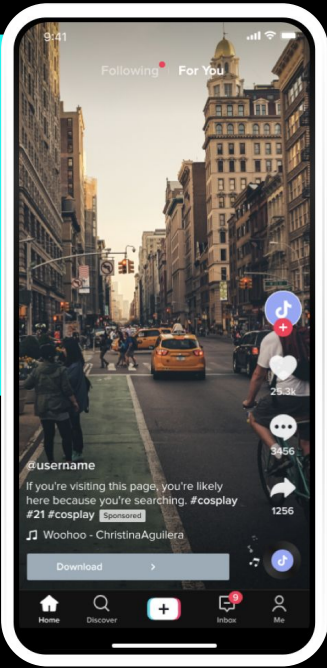
Use TikTok's **AI-powered Creative Assistant** for personalized creative solutions and **CapCut for Business'** ad creative templates for a finish that looks good enough to eat.

Bake In Brand Awareness

Mix TikTok’s dynamic ad formats into your content to whip up a strong presence and increase your brand visibility among foodies.

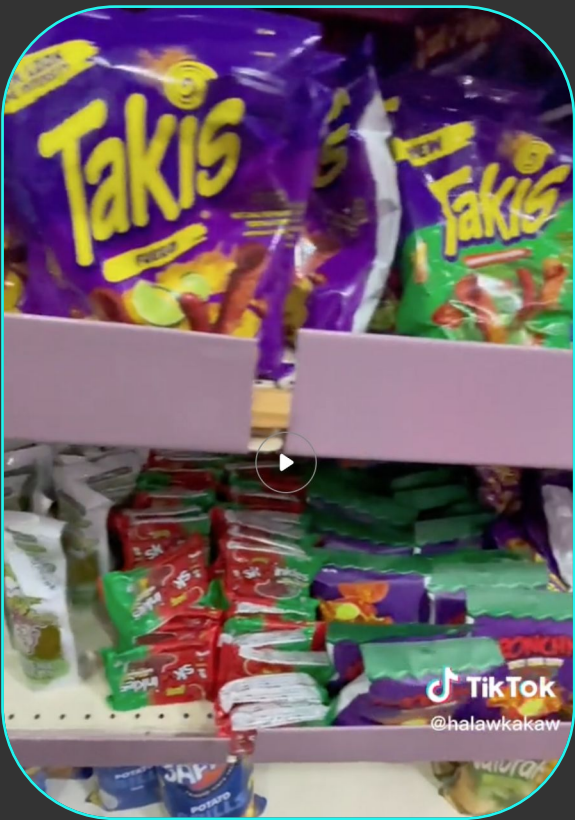
Spark Ads

Promote user-generated content to build users’ trust and encourage engagement.



In-Feed Ads

Seamlessly into users’ feeds to introduce your brand and mouth-watering products in a TikTok-native way.



81K

new Halaw Kakaw customers in 10 months by delivering snackable content through Spark Ads and Native content.

[Click here to read more](#)

Serve Up Conversations, with a Side of Loyalty

Video Shopping Ads combine TikTok's smartest ad features to maximize performance and take users from browsing to tasting, and hungry for more.

Shopping Ads

- Personalize recommendations to connect with foodies who are more likely to engage.
- Use optimized delivery strategies to serve up results within your campaign timelines.
- Streamline creative processes with dynamic landing pages and creative automation.

Lead Ads

- Drive reservations for your business by leveraging our web Website or native Lead Generation.
- Target people with a similar profile and interests with Lookalike Audiences.

60%

Conversion rate achieved
by Rebel Foods with
Interactive Add-Ons
and Smart Performance
Campaigns to drive orders.

[Click here to read more](#)



03

Mouthwaterin g

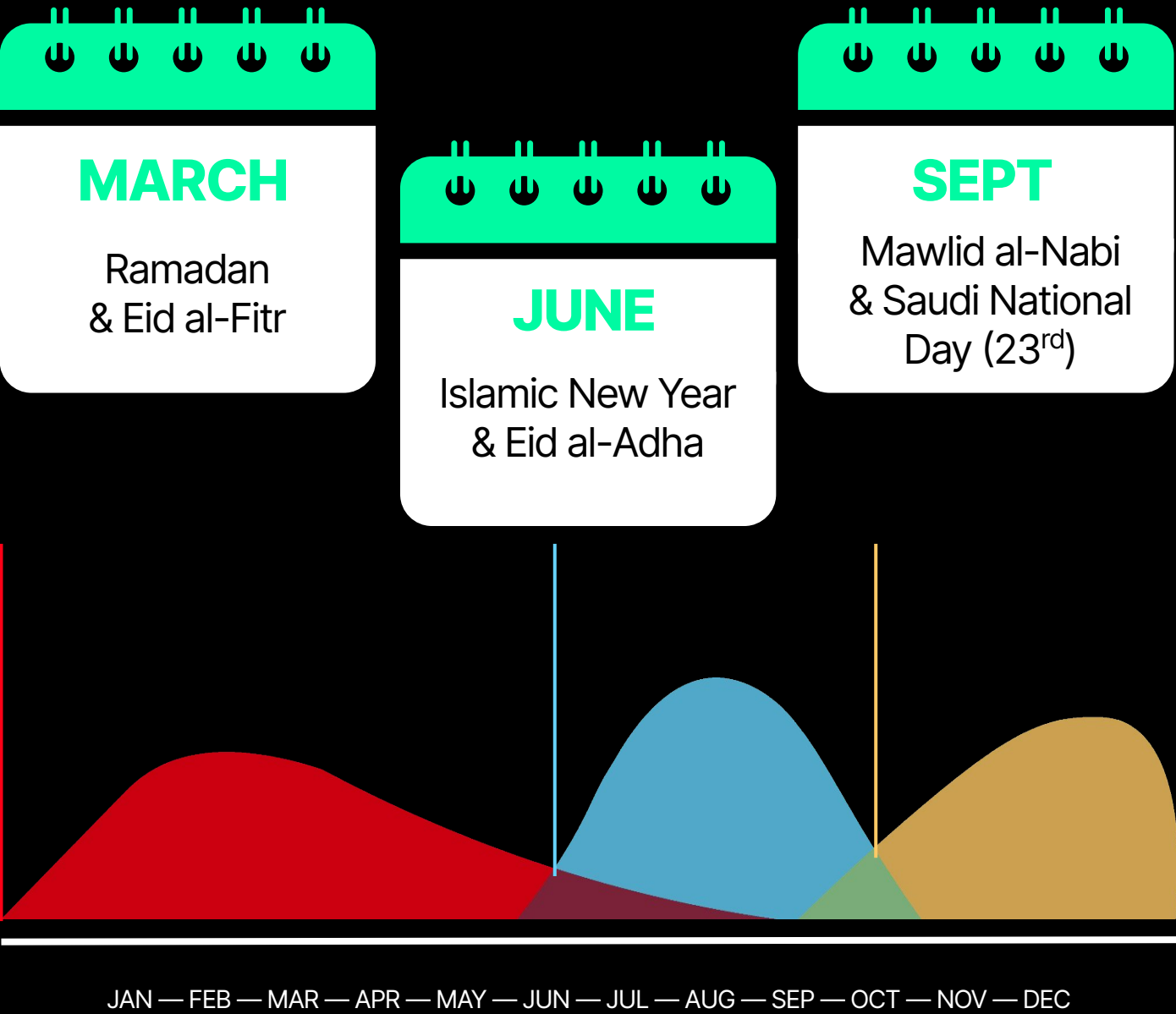
Main Event

Campaign planning
made easy



Engage your audience with an Always-on Media Plan around Key Moments

Season your TikTok strategy with crave-worthy campaigns throughout the year to maximize impact and reach.



Test & Learn

Build brand awareness in the lead-up to seasonal peaks.

Capitalize Key Moments

Boost engagement with product-led content.

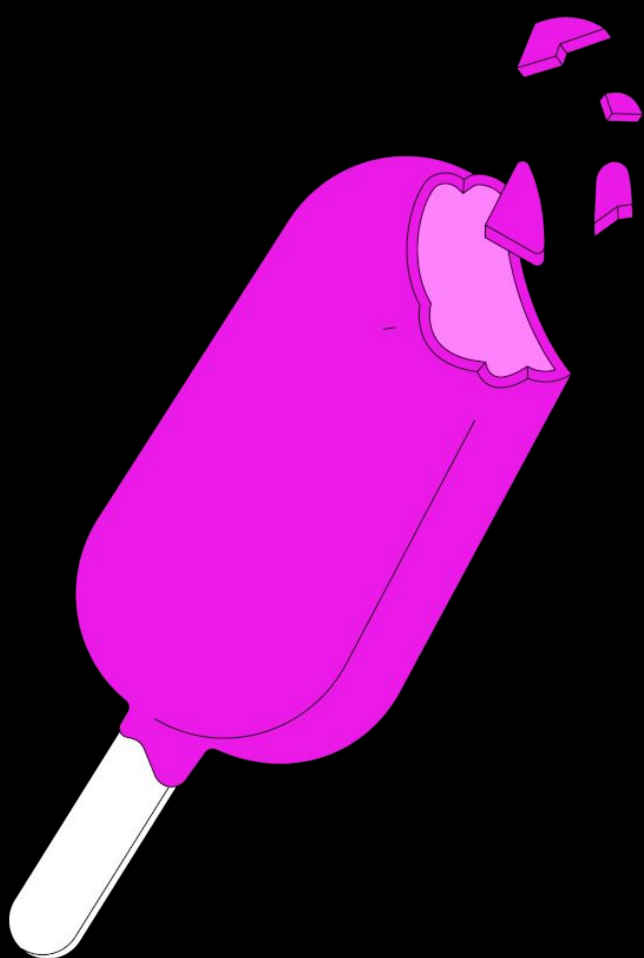
Nurture

Re-engage your audience to extend the party.

04

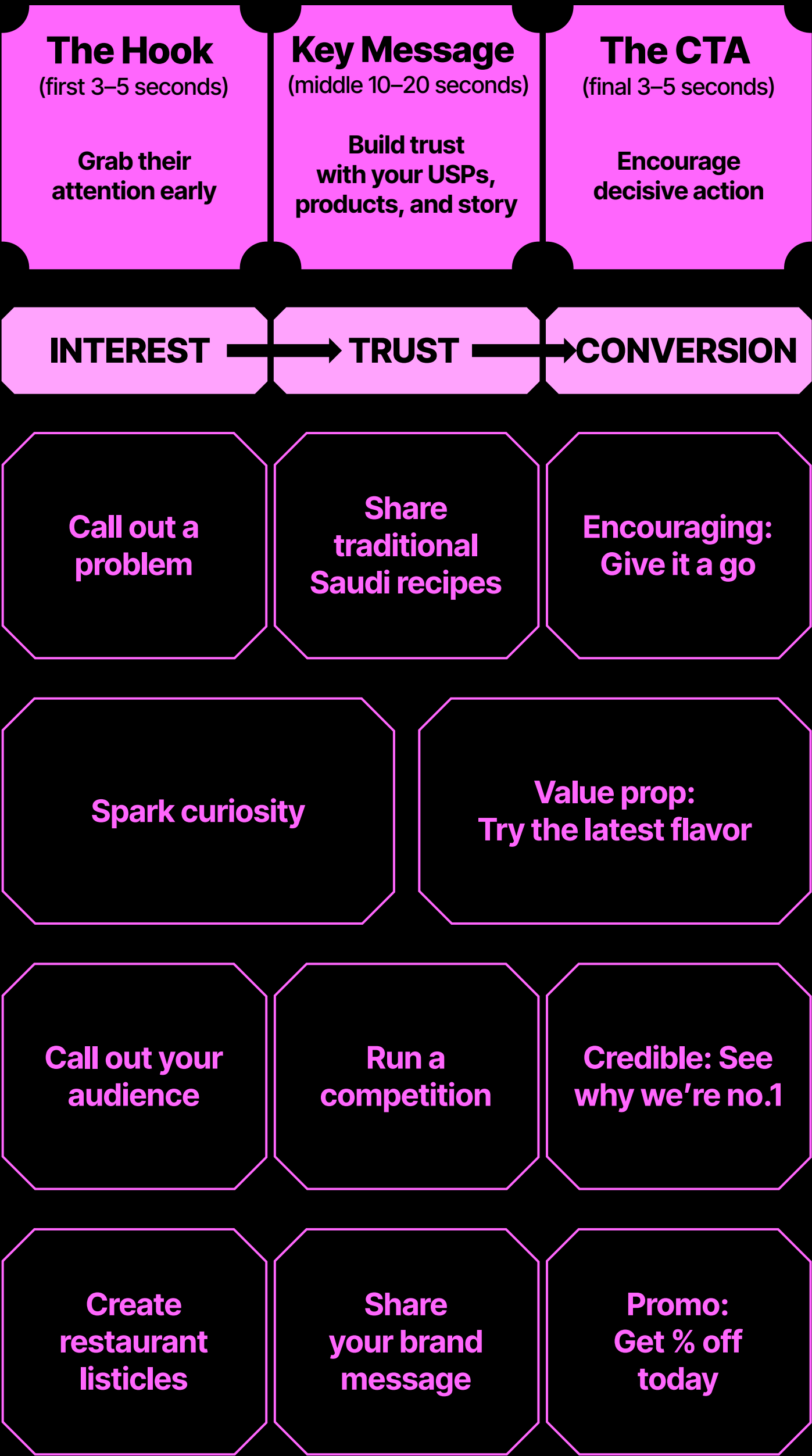
Something Sweet to Finish

Creative tips to
make engaging
TikTok content



Make Storytelling a Piece of Cake

Combine different hooks, key messages, and CTAs for consistent, engaging content.

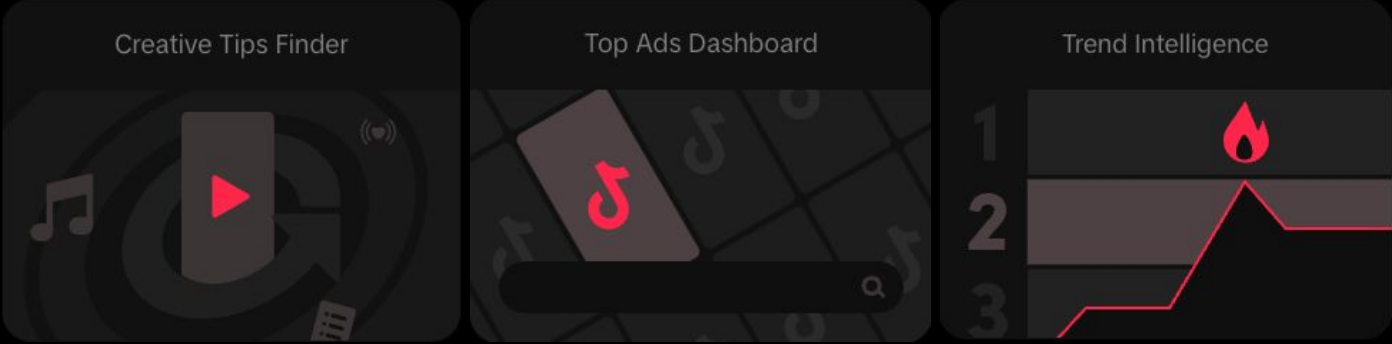


Stock Your Kitchen with the Right Tools

TikTok has tools to support you across each step of the creative journey.

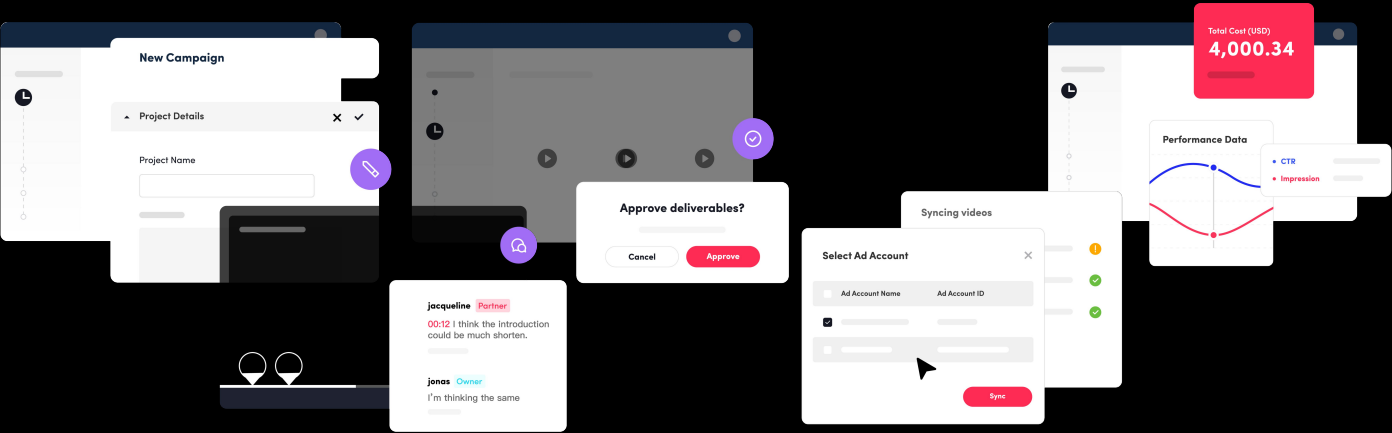
Want help cooking up fresh ideas?

- Head to TikTok’s **Creative Center** – a hub of inspiration, creative support, and the best place to discover the latest F&B trends.
- Delve deeper into insights and brainstorm the perfect campaign idea with **Symphony Assistant**.



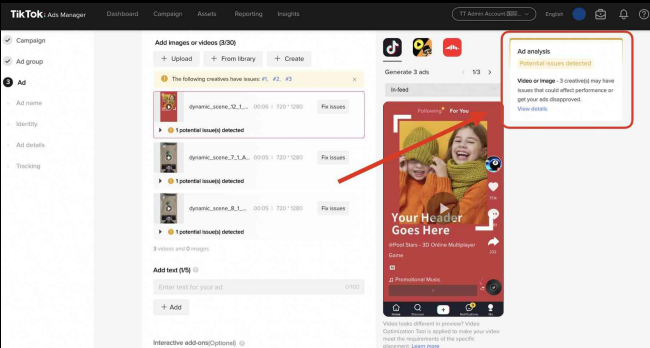
Need support with content production?

- Produce content independently with **CapCut** – TikTok’s free and flexible video editing solution.
- Find the perfect creator to make your F&B brand collaboration dreams come true with **Creator Marketplace**.
- Scale your creations with **TikTok Creative Exchange** – a one-stop shop for creating and scaling video ads fast.



Ready to bake something even better?

Once your content has been served to users, check in on performance, optimize, and fix any issues quickly with **Smart Fix**.



  TikTok for Business

Thank You



Reach out to your **TikTok Sales Rep** to spice up your advertising strategy today.

Not advertising with us yet?
Sign up to **TikTok Ads Manager** to get started.

