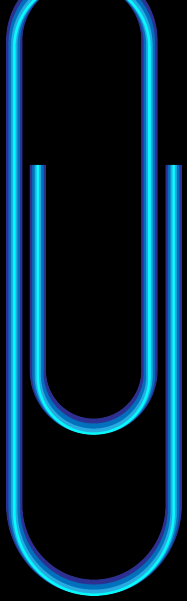


🎵 TikTok for Business

Summer & Eid Surge on TikTok



2025 Playbook



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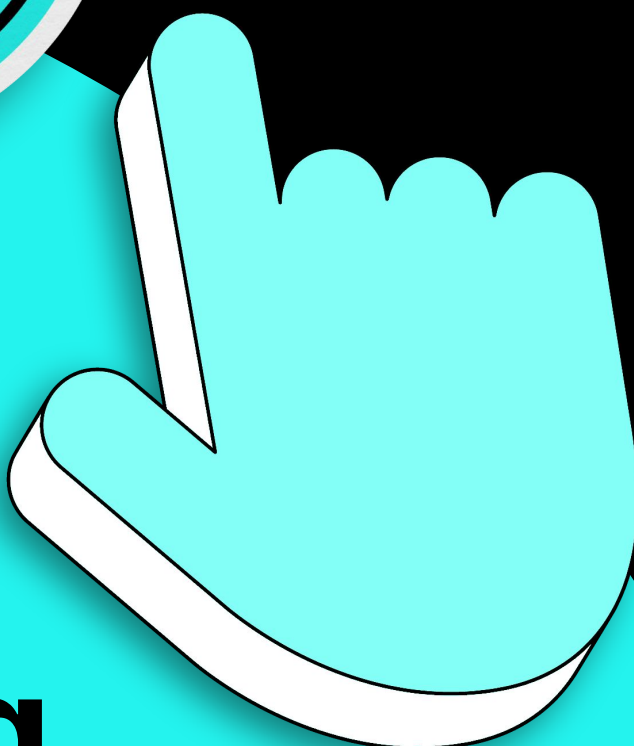
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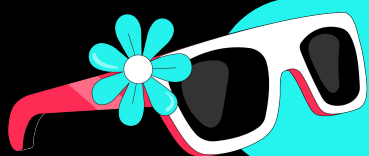


Scrolling Season

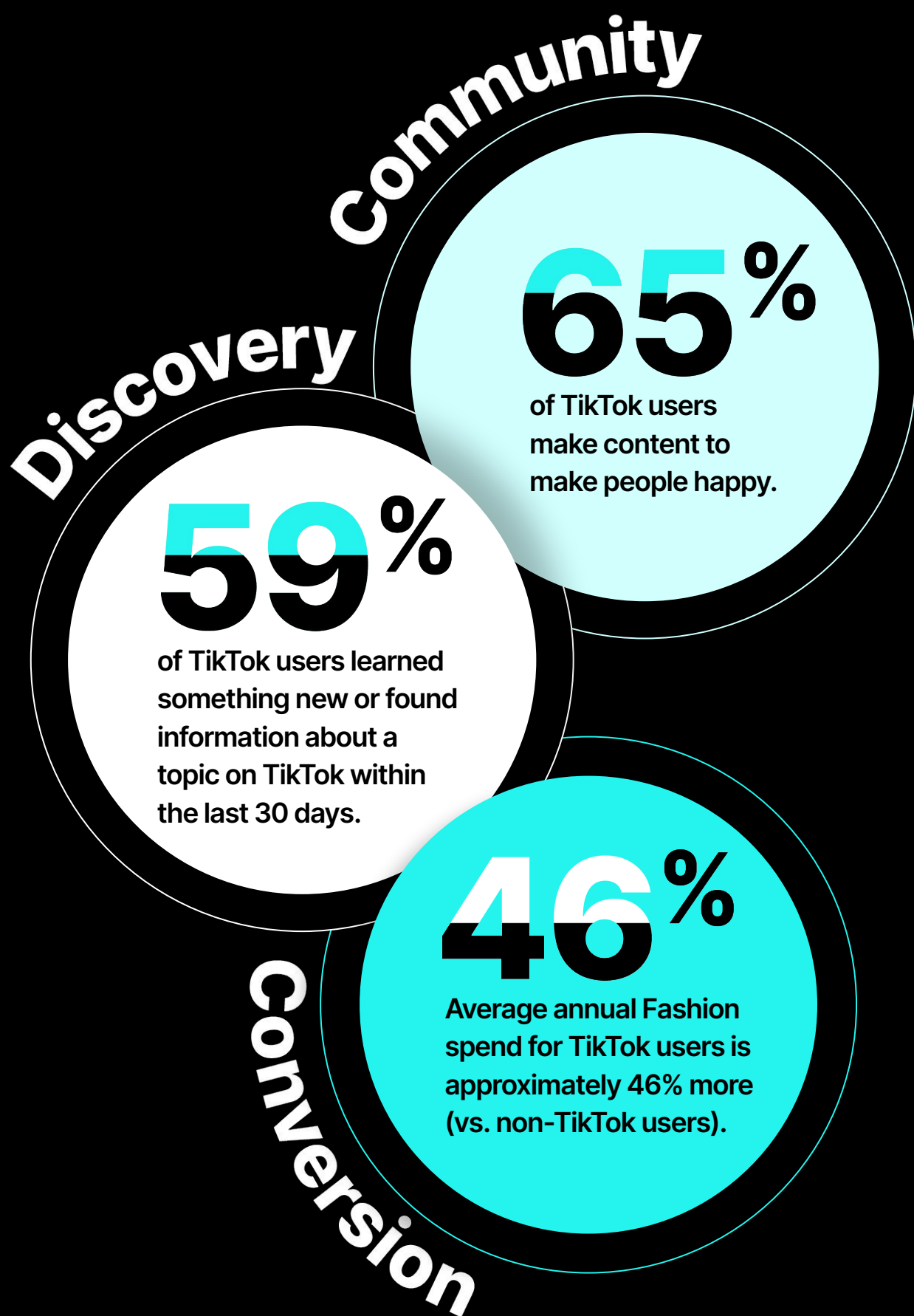
The Summer & Eid
opportunity on TikTok

Your **ticket** to Summer & Eid success

Summer is all about connecting with loved ones, enjoying special occasions, and celebrating cultural holidays. It's also a time of increased activity and spending, making it the perfect opportunity to connect with potential customers over what's important to them. Think **trending summer outfits, warm-weather beauty, refreshing summer drinks and so much more!**



Summer & Eid is when TikTok comes alive with the buzz of shared celebrations and sun-soaked moments!



Sources:

TikTok Marketing Science MENAT, Study of Power of TikTok Content Creators 2022, conducted by IPSOS (n=250)

TikTok Marketing Science TikTok as a Discovery Engine Research 2023 (KSA & UAE) conducted by Material Fall 2023 (n=750)

Fashion Report (United Arab Emirates) conducted by Redseer Jul 2022 (n=500)

Heat Up Your Reach

Summer in the MENA region means more scrolling time! People across the region spend significantly more time on TikTok during the summer months, including key moments like Eid Al-Adha. All this summer attention means more eyes on your brand!



Summer Screen Time:



During summer, users spend on average the same amount of time on TikTok as a feature-length film.

Why It Matters? The TikTok Effect:

8 in 10

are influenced to shop branded content during Eid.

9 in 10

find cultural inspiration on TikTok that drives actions & trends during summer holidays.

1 in 2

made a purchase after seeing Eid content on TikTok.

Sources:

App Annie, Av. Time Spent (Jun 2022-August 2022 versus March 2022-May 2022), MENA
App Annie & TikTok Market Science MENAT, TikTok Eid Research Project, Conducted by IPSOS 2024
TikTok Market Science MENAT, TikTok Eid Research Project, Conducted by IPSOS 2024

Summer Vibes = Summer Buys

Now that you know TikTok users are ready to spend this summer & Eid, let's talk about what they're searching for! Your audience is already engaging with summer content—you just need to join the conversation. 🔍

Hot Summer & Eid Hashtags

#EidMubarak

#عيد

#SummerFashion

#SummerEats

#EidFashion

#عيدسعيد

#EidOutfit

#EidRecipes

Top Industries Getting A Summer Glow-Up

Summer transforms shopper priorities, with users looking for ways to make this summer their best one yet! Fashion fans hunt for vacation wardrobes, beauty lovers seek sun protection with glow and foodies crave refreshing treats. By addressing their summer needs, your products become essential to their summer journey!

BEAUTY BRANDS:



95%

of TikTok users bought a beauty-related product during the 3 months of summer

FASHION BRANDS:



76%

of online fashion shoppers bought a fashion product after discovering content or ads on TikTok

FOOD & BEVERAGE BRANDS:



59%

host guests at home during summer celebrations 🍷

57%

and prepare special feasts & traditional meals 🍲

Sources:

GWJ, MENA (KSA, UAE, EG), which of these products have you or your household purchased in the last 3-6 months? Q4 2022

TikTok Market Science MENAT, TikTok Eid Research Project, Conducted by IPSOS 2024

TikTok Vertical Market Analysis (Saudi Arabia) conducted by Ipsos April 2022 (n=700)

02



Campaign Sizzlers

Ace your Summer
campaigns on TikTok

Boost Impact with Smart+

Smart+ Campaigns maximizes ROI for your most important business objectives through Smart+ Web Campaigns, Smart+ Lead Generation Campaigns, Smart+ App Campaigns and Smart+ Catalog Ads.

Smart+ helps with...



Better Performance:

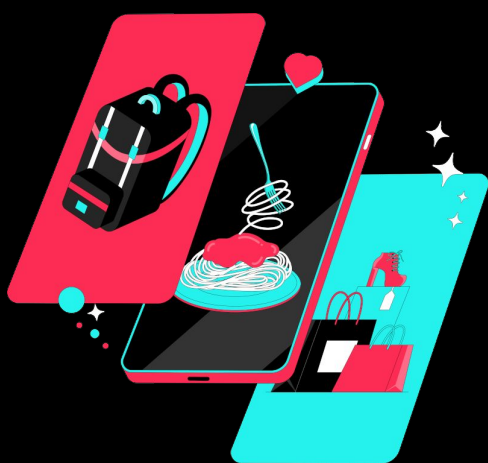
- ◆ Build high performing campaigns with machine learning and predictive AI that achieve your business' goals.



Operational Efficiency:

Set it and forget it (while you handle the summer rush!)

- ◆ Smart+ assists in creating and managing your ads so you can focus on running your business
- ◆ Perfect for busy beach days when you can't be glued to your laptop



Creative Made Easy:

Say goodbye to stale creative and hello to fresh content

- ◆ Showcase your best summer products and reduce creative fatigue and costs by automating how your creatives are shown to your audience.
- ◆ Smart+ will also attempt to shift budget towards the highest-performing creatives and pause poor performers so you can spend less time managing your campaigns.

How it works:

1. Select your performance objective on Ads Manager.
2. Input your audience, budget, creative, and KPI, and Smart+ will do the heavy lifting.
3. Automating across targeting, optimization, creative, and more.
4. Delivering the right ad to the right person and ensuring the best performance.

[Learn More](#)

Looking to drive sales?

1. Pre-Summer Campaign

Before Summer Begins:

Lay the foundations | *At least one month before the start of your campaign*

Create your ads Manager account	Set up TikTok Pixel	Create your first video
<ul style="list-style-type: none">♦ Get Started♦ Set up payment	<ul style="list-style-type: none">♦ Learn how Pixel works♦ Set up 3+ tracking events	<ul style="list-style-type: none">♦ Visit the Creative Center♦ Pick a video for Spark Ads that shows off your latest collection

2. During Your Summer Campaign

Summer in Full Swing:

Activate and nurture | *One week before your campaign*

Run your first Campaign	Nurture	Monitor performance
<ul style="list-style-type: none">♦ "Select 'Sales' objective, and create a Smart+ campaign"	<ul style="list-style-type: none">♦ "Optimize your Smart+ campaign for 'Purchase' conversions".	<ul style="list-style-type: none">♦ Review number of conversions in week 1♦ If you get <10 conversions, create a new campaign, optimize for Add-to-cart

3. Post Summer Campaign

Post-Summer Analysis:

Analyze performance | *One week after your campaign ends*

Get insights from reporting tools	Record learnings	Take learnings forward
<ul style="list-style-type: none">♦ Use Custom Reports Attribution Analytics, and Audience insights	<ul style="list-style-type: none">♦ So you can refer to them when you plan next year's campaign	<ul style="list-style-type: none">♦ Keep them in mind for Summer 2026

Seasoned advertiser?



- ♦ Try adding a Catalog to your Smart+ campaign to drive product centric results
- ♦ Choose your KPIs and look to build conversion volume, decrease CPA, and improve ROAS gradually over time

Looking to generate leads?

1. Pre-Summer Campaign

Lay the foundations | *At least one month before the start of your campaign*

Create your ads Manager account	Build your first ad creative	Create your first form
<ul style="list-style-type: none">◆ Get Started◆ Set up payment	<ul style="list-style-type: none">◆ Visit the Creative Center◆ Pick a video for Sparks Ads that shows your incredible travel experiences	<ul style="list-style-type: none">◆ Create an instant form◆ If you'll gather leads on your own website, set up TikTok Pixel

2. During Your Summer Campaign

Activate and nurture | *One week before your campaign*

Run your first campaign	Top Tip
<ul style="list-style-type: none">◆ Choose the Lead Generation objective◆ Choose Smart+	<ul style="list-style-type: none">💡 Leverage TikTok Messaging Ads to allow prospective customers to start conversations with your business.

3. Post-Summer Campaign

Analyze performance | *One week after your campaign ends*

Get insights from reporting tools	Record learnings	Take learnings forward
<ul style="list-style-type: none">◆ Use Custom Reports and Audience insights	<ul style="list-style-type: none">◆ So you can refer to them when you plan next year's campaign	<ul style="list-style-type: none">◆ Keep them in mind for Summer 2026

Top Tip



Partner with creators for authentic content that drives discovery and action.

Sizzling Success Stories

These SMBs turned up the heat on their campaigns and achieved impressive results. Check out how brands just like yours crushed it on TikTok with the right strategy.

Surrati Perfumes



Objective

This KSA-based perfume brand wanted to build awareness and drive engagement.

Solution

They used Spark Ads to boost organic content with high-production creatives showcasing premium products, complemented by creator content, and implemented Smart+ Web Campaigns with AI-powered optimization.

Results

8.4M impressions

167k destination clicks

4.83 return on ad spend

[Click here to read more](#)

Shawarmer



Objective

This growing fast-food chain wanted to reduce customer acquisition costs and drive app sales by shifting from traditional Out-of-Home to a digital-first strategy.

Solution

They launched a full-funnel campaign using Spark Ads, In-Feed Ads, and App Install campaigns, with strategic retargeting of custom audiences and "hunger moments" targeting during peak meal times.

Results

17x return on ad spend

40k app installs

27.5% increase in app sales

[Click here to read more](#)

KNO Dress



Objective

The KSA fashion brand looked to drive brand growth with a particular focus on improving ROAS by optimizing performance campaigns to encourage higher sales.

Solution

The brand utilized Smart+ Campaigns to efficiently optimize performance and reduce campaign management time. They also leveraged Spark Ads to utilize high-performing organic content in targeted paid campaigns.

8x ROAS

+2K purchases

+100K website traffic

[Click here to read more](#)

03



Creative Heat

Creative tools to make your
Summer content shine

One Tool, Endless Possibilities

Looking to create engaging ads this summer & Eid?
Introducing TikTok One*, your one-stop destination for
TikTok's Creative solutions. 🌴

Creative Center

Fuel your summer & Eid creativity with the biggest trends,
top-performing ads from your industry, and AI-powered tools.

- ◆ Get inspired by the latest summer style trends and beauty looks taking TikTok by storm
- ◆ Leverage **Symphony Assistant**, our innovative tool that provides scripts, insights and summer-ready recommendations.
- ◆ Discover which refreshing drinks and seasonal dishes are trending this summer & Eid.

TikTok One Creator Marketplace

- ◆ **Creator Content At Scale:** Receive fully-funded, high-performance, creator-generated content, at scale, for your always-on strategy.
- ◆ **Branded Content with Creators:** Collaborate directly with creators on custom videos that authentically speak to users from the creator's account or your business account.

Get started on TikTok One today: Visit ads.tiktok.com/creative



The Secret Sauce: Summer Content Best Practices

Go Native

Create authentic TikTok content that feels at home on the FYP

Sound

Start with trending summer sounds to boost discoverability

Structure

Build content with clear summer hooks that drive engagement

Trends

Apply your brand to seasonal trends (summer style hacks, vacation reveals etc.)

Stimulation

Use bright, seasonal visuals to grab scrollers' attention

Production

Fill the screen with your summer products without overlapping with the UI

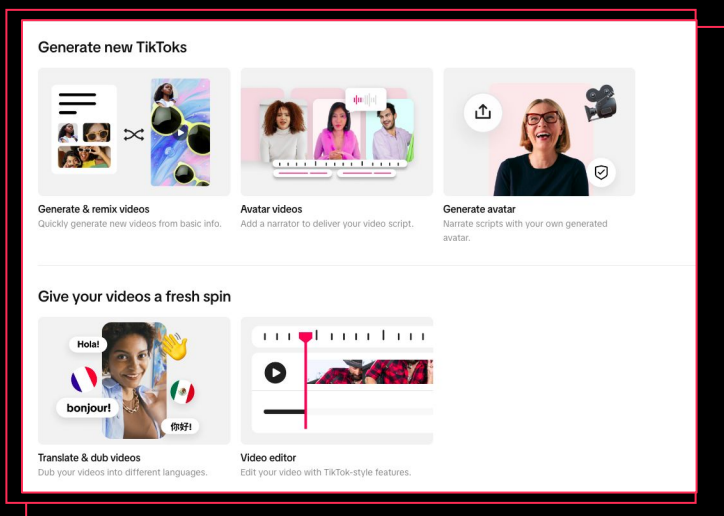
*TikTok One currently available in KSA, UAE and Egypt. However, Creative Centre can be accessed in rest of MENA markets separately [here](#).

Craft game-changing creative

Supercharge your content and amplify your brand presence with our creative tools to help you create campaigns that stand out and spark action.

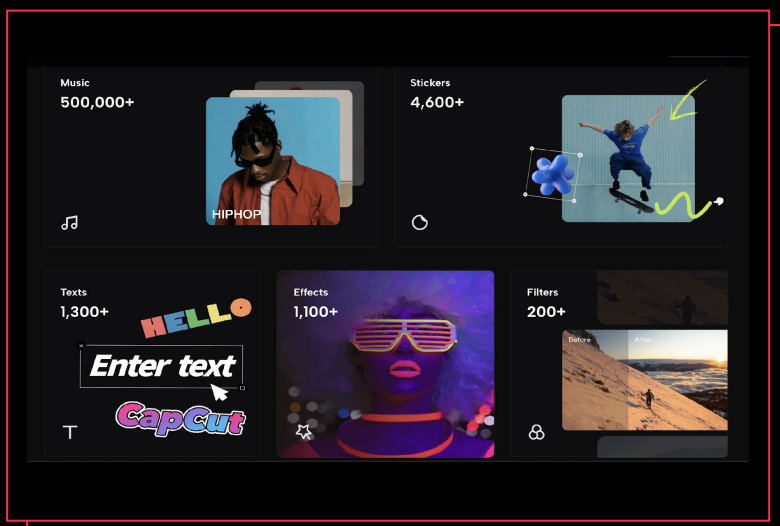
Symphony Creative Studio

Have an amazing idea but unsure how to bring it to life? That's where **Symphony Creative Studio** comes in. Our AI-powered video generator helps you create content that feels native to the platform **in minutes**. You can easily generate fresh TikTok videos or put a new twist on existing ones.



CapCut

Need to elevate your editing game? You can leverage **CapCut**, our comprehensive free video editor. Packed with flexible editing options and smart AI tools, CapCut makes it easy for you to create and polish your videos, from background editing to automated captions and a variety of text-to-speech options.



Make Summer storytelling a piece of cake

about the three lookbook, key messages and CTAs for consistent, engaging content.



The Hook

(first 3-5 seconds)

Grab their attention early.



Key Message

(middle 10-20 seconds)

Build trust with your USPs, products and story.



The CTA

(final 3-5 seconds)

Encourage decisive action.

INTEREST

TRUST

CONVERSION

Call out a problem:

"Melting makeup in this hot weather?"

Share your product as a solution:

"Our waterproof formula stays all day"

Close with encouragement:

"Try our summer-proof collection"

Spark curiosity:

"The summer fashion hack TikTok is obsessed with"

Showcase versatile summer products:

"One piece, three Eid looks"

Value prop:

"Shop our Eid bundle"

Call out your audience:

"Foodies planning summer gatherings..."

Feature summer recipes:

"Our sauce pairs with grilled everything"

Credible:

"See why we're the no.1 summer flavor"

Create listicles:

"3 breakfast spots to visit during Eid"

Highlight unique experiences:

"Authentic local cuisine with a view"

Promo:

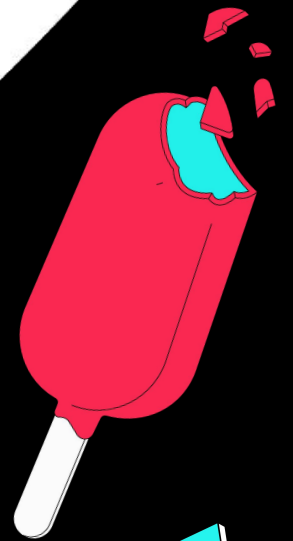
"Book with code SUMMER for 15% off"

Pro Tip:



For summer content, keep it bright, fun and authentic—viewers can spot overly polished content a mile away! 🌞

Thank you!



**We're here to help make
this Summer yours.
To heat up your results
before the season ends:**

- ◆ Reach out to your TikTok Account Manager to add some sizzle to your summer strategy!
- ◆ New to TikTok? Sign up to [TikTok Ads Manager](#) to start making a splash with your creative!

**Don't let your competitors
catch all the summer
waves—jump in while
the water's perfect!**

 **TikTok** for Business