

Strategic Communication: New paradigms of advertising on TikTok with digital natives

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In the era of modern strategic communication, advertising is becoming more immersive and engaging allowing the user to gain new experience and emotions in the process of communication with the product. Clips and blip thinking determine the demand for short videos in the arsenal of advertising. The target audience of advertising is rapidly “getting younger”. Generations of digital natives make up an increasingly significant part of the corporate communication audience at all sites.

Everything changed when Chinese platform TikTok entered the market in 2018. The platform allows users to make and post short videos using various dance music, digital effects or masks. The app was found to be in demand primarily among the generation of digital natives [3, 4, 5].

Previously, Instagram and VKontakte social networks adapted their content for a young target audience, but they did not create such a significant niche resource as TikTok did. We have to take into account that in the Strategic Communication arsenal a similar format for creating digital content in social networks is not new. Before TikTok, Snapchat, Vine social networks were developed in the same direction [1, 5].

Surprisingly, it was the Chinese application that significantly affected the characteristics of communication in social networks with a youth audience. So, what are the features of interaction, what is the model of communication with the generation of digital natives on the TikTok platform?

According to Mediascope, the platform’s audience is not just a youth audience, but teenagers aged 12-24. The uniqueness of strategic communication in this social network lies precisely in its precise segmentation: the platform has become the first of its kind application for the target audience of children and adolescents [1, 2, 5].

A distinctive feature of the platform is the ability to mass launch "challenges" - a kind of video in which the blogger performs the task and places it on the network, and then offers to repeat this task to his friend or any user or unlimited circle of users. A similar format of commercials gained popularity among the target audience, as it was aimed specifically at the younger generation, considering teenage psychology [2, 3].

Having become the most downloaded mobile application from the Apple Store & Google Play in 2018, TikTok interested not only young content makers but also large brands [1, 2]. Advertisers are interested in attracting a youth audience for many reasons. Actually, children have always been considered as one of the important motivators for adult purchases. Also, the generation of digital natives is becoming an increasingly significant target audience of tomorrow's users and consumers, whose psychology and preferences are different from other digital generations, and which brands need to learn [1, 4].

Advertisers had to adopt their content for this new target audience. The following features essential for Strategic Communication were identified on the platform: the correlation of the above features of the platform with the content created by the brands are directly monitored; a new vector is clearly traced in interaction with the audience, including with the help of virtual influencers; interaction with the audience of growing consumers using all possible digital effects.

References

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