



Canadians on TikTok:

Unlocking the French-speaking Community

Importance *of* **L'IDENTITÉ**



Language is a key component of French Speakers' identity with province and culture intertwined

59%

Language

About 3 in 5 FR-QCs said that language is an important part of their identity.

This is **2x**
higher than EN-CAs



37%

Province

More than 1 in 3 FR-QCs said that the province they are from is an important part of their identity.

33%

Cultural background

1 in 3 FR-QCs said that their cultural background is an important part of their identity.



FR-QCs 45+

Cultural background and language are even more important to the identity of older FR-QCs*

While French-speaking Canadians consume TikTok in both languages, content in French is preferred

9 in 10



87% consume TikTok
content in French

3 in 5



59% consume TikTok
content in English



French Speakers feel close to both cultures and want brands to acknowledge that

91% Identify with Canadian culture

90% Identify with French-Canadian culture



Of French-speaking Canadian TikTok audiences...

WANT

84% Agree "Multi-lingual ads make me **feel seen and represented**"

83% Agree "I appreciate multi-lingual ads for acknowledging my **cultural duality / bicultural identity**"

TikTok allows French-speaking Canadians to embrace their identity and feel represented

52%

Proud of their identity

Agree that when they see content that reflects Quebec culture on digital platforms, they feel proud of their identity.

1 in 5

Strengthen connection

Agree that TikTok helped them strengthen their connection with their Quebec identity.

Higher for 18-24



Younger audiences are **1.7x** more likely* to feel TikTok helps them strengthen their connection with their Quebec identity

French-speaking Canadians on TikTok agree...

Representation translates to brand affinity, loyalty, and action

86%

Want to see cultural
references in ads that
they can relate to

81%



Are more loyal to
brands that advertise in
French



81%

Are more likely to share
ads that use multiple
languages with
friends/family

76%

Appreciate ads that have
cultural references to
their day-to-day life, not
just special occasions

IT'S A VIBE.

JOIE DE VIVRE

on TikTok



French-speaking Canadians tend to favour more “experience-based” content on TikTok



Luxury alone won't cut it as brands need to speak to **quality** and the **value** a product brings to their life

2 %

Prioritize Price

Of FR-QCs prioritize price
over everything else
(vs. 59% of EN-CA)

2 %

Value Quality

Of FR-QCs are willing to
pay a premium for quality
(vs. 52% of EN-CA)

1 %

Luxury Preference

Of FR-QCs say they prefer products
that are luxurious or premium
(vs. 30% EN-CA)

Popular Hashtags related to Quality & Luxury

#LuxuryLife 2.4M vv #Qualité 1.8M vv #LuxeForLess 1.8M vv
#LaitCanadieneQualité 6.7M vv #Luxe 46.2M vv

Source: TikTok Internal Data, Canada, November 2023



**French-speaking
Canadians invest
more in
entertainment
experiences rather
than material items**



The only category where FR-QCs **over-index**
in online shopping purchases

80%

Media & Entertainment

Of FR-QCs have purchased
entertainment & news
subscriptions/services
(e.g. streaming platforms, concert
tickets) online.


This is **1.2x**
higher than EN-CAs

And want the same level of entertainment and relatability in their brand content

49%

Humorous & entertaining

Of FR-QCs said humorous & entertaining digital brand content speaks to them the most.



Not just any kind of humour works with FR-QCs. A Quebec ad that uses a Quebec spokesperson and Quebec humour is **25%** more effective.

48%

Authentic & relatable

Of FR-QCs said authentic & relatable digital brand content speak to them the most.

FR-QCs 18-24



Younger audiences are **1.8x** more likely* to prefer interactive brand content (involves challenges, polls)

CONNEXION

Drives
Considération

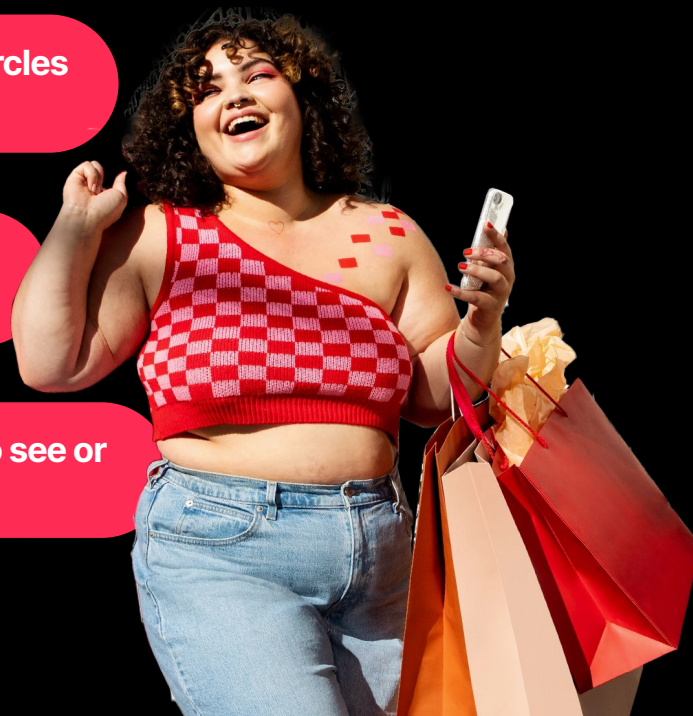


FR-QCs purchases are rooted in **social proof** and **communal experiences**

61% rely on recommendations from their inner circles
when making purchase decisions

57% look for brands and products that feel
connected to personal identity

1.3x more likely than EN-CA's to shop in store, to see or
try the product before buying it



French-speaking Canadians are more common skeptics of brands, so their trust needs to be earned

30%

Trust brands on digital platforms

Of FR-QCs say that they trust brands on digital platforms
(vs 35% for EN-CAs)

30%

Follow brands on TikTok

Of FR-QCs follow brands on TikTok
(vs 42% for EN-CAs)

54%

Interact with brands on TikTok

Of FR-QCs have interacted with brands on TikTok
(vs 61% for EN-CAs)

FR-QCs 18-24



Younger FR-QCs are more open to engaging with brands*

1.4x Trust brands on digital platforms

1.5x Follow brands on TikTok

1.2x Interact with brands on TikTok

Creators are the key to bridging the gap between this audience and brands

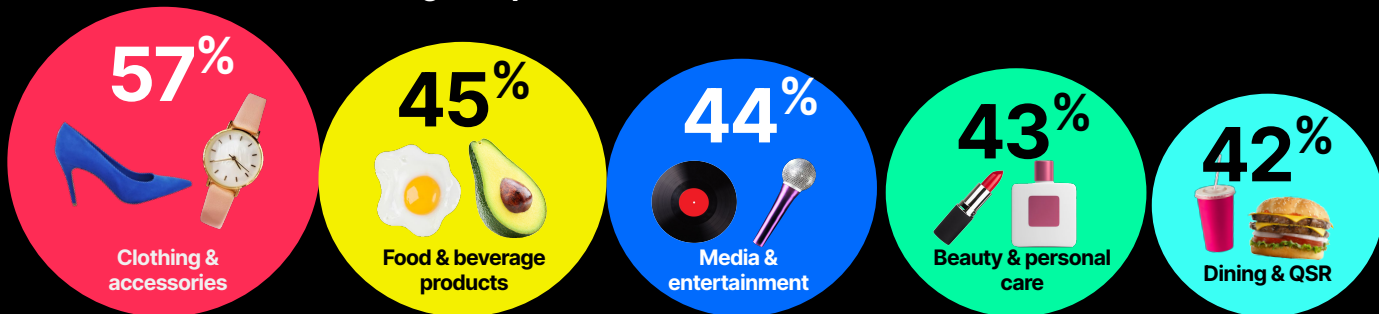
54% Of FR-QCs follow creators on TikTok

FR-QCs 18-24



Younger audiences are **2.2x more likely*** to agree that collaborative content with brands and Creators speaks to them the most

Categories purchased based Creator recommendation

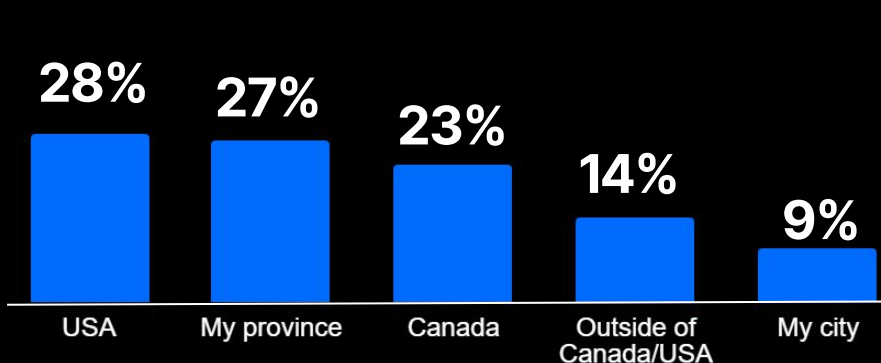


Lean in
LOCALEMENT



Go beyond translating ads; French-speaking Canadians want to see more local content on TikTok

Estimated % of content consumed by source location



This is **1.9x**
higher than EN-CAs

33%

Local/regional content

Of FR-QCs would like to consume more local/regional content on TikTok. This is 1.3x higher than EN-CAs.

French Speakers want to see ads personalized to them, especially to their culture & language

45% Of FR-QC want to see ads personalized to them and their needs

Authentic & realistic with regular people

Adapted to my culture & language

Ads appear local

Relatable to me

Local creators or celebrities



Connecting with French-speaking Canadians on TikTok requires a long-term commitment to **representation** and **building community**

Acknowledging the dual identity of FR-CA's in authentic and relatable content.

Incorporating experiences and highlighting the joy products/services bring to consumers.

Building a brand's community and becoming a part of the local communities existing on TikTok.

Creating Quebec-specific campaigns (not just a French translation of a general Canadian campaign).



Key Takeaways



Invite consumers into a lifestyle by incorporating 'Joie de vivre' into your community-focused, social proof-enhanced marketing strategies

Incorporate French language as well as Quebec references and humour.

Collaborate with Creators and cultural institutions that are a part of the FR-QC identity and highlight joy.

Utilize messaging that frames products as conduits for joy rather than utility items.

Consider vibrant designs, copy, and interactive elements that are entertaining, engaging, and encourage sharing.

Encourage community members to share moments when brands or products have added joy to their lives.

Seek out organic content that highlights these values to spark or engage in the comments.

Highlight Quebec-specific references, stars, Creators, music, and landmarks to create ads that feel local.

Partner with local events, festivals, or artists that embody 'Joie de vivre' to further align your brand with these values.



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