Canadians on TikTok:

Unlocking the French-speaking Community

TikTok

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.

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.

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

!!!

FR-QCs 45+

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

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*compared to other age groups

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

WANT

91% Identify with Canadian culture

90% Identify with French-Canadian culture

Of French-speaking Canadian TikTok audiences...

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**"

Source: TikTok Marketing Science NA Best Practices for Multilingual Campaigns Study (Canada Results) 2023, conducted by NRG

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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

*compared to other age groups

Representation translates to brand affinity, loyalty, and action

86%

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

81%

LOVE IT!

Are more loyal to brands that advertise in French

SHARE

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

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

Gaming

Dining

Culture

Travel

Media & Entertainment

Wellness

Sports & Recreation
Health & Fitness

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

64%
Prioritize Price
64% f FR-QCs prioritize price over everything else
(vs. 59% of EN-CA)

59%
Value Quality
Of FR-QCs are willing to pay a premium for quality
(vs. 52% of EN-CA)

17%
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)

*compared to other age groups

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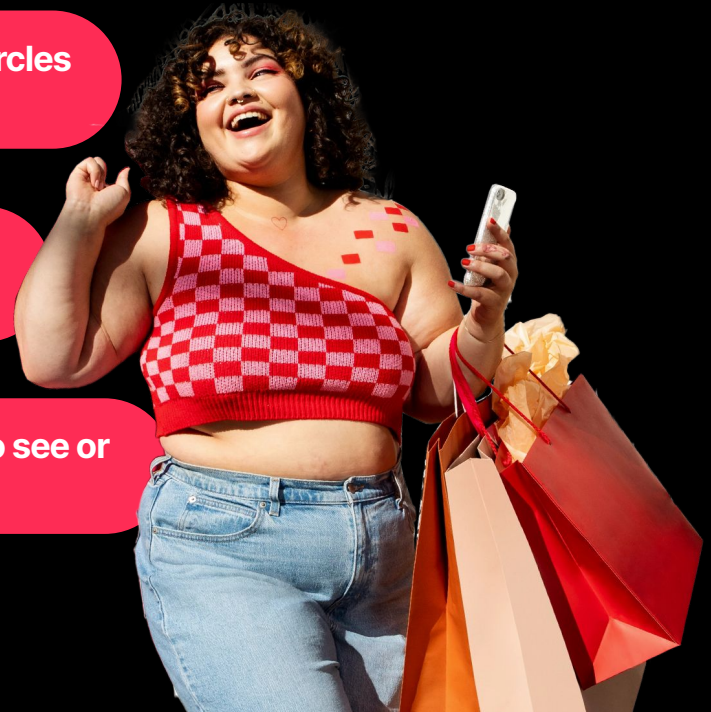
French-speaking Canadians are more common skeptics of brands, so their trust needs to be earned

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

*compared to other age groups

15

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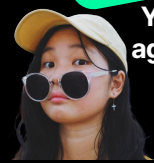
Younger audiences are **2.2x more likely*** to agree that collaborative content with brands and Creators speaks to them the most

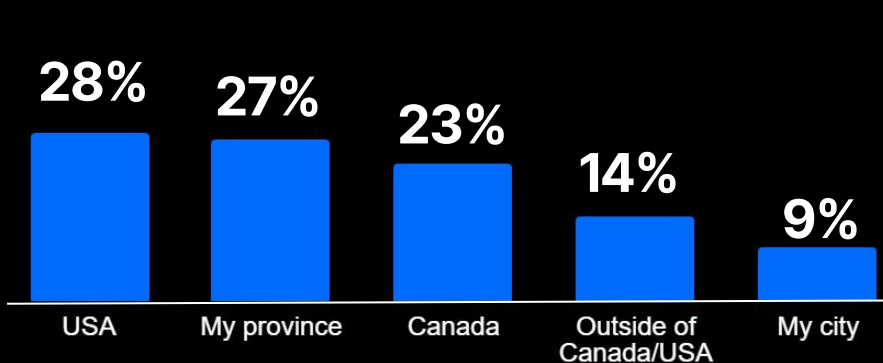## Categories purchased based Creator recommendation

57%
Clothing & accessories

45%
Food & beverage products

44%
Media & entertainment

43%
Beauty & personal care

42%
Dining & QSR

Source: TikTok Marketing Science French-Canadians Study 2023, conducted by Léger

*compared to other age groups
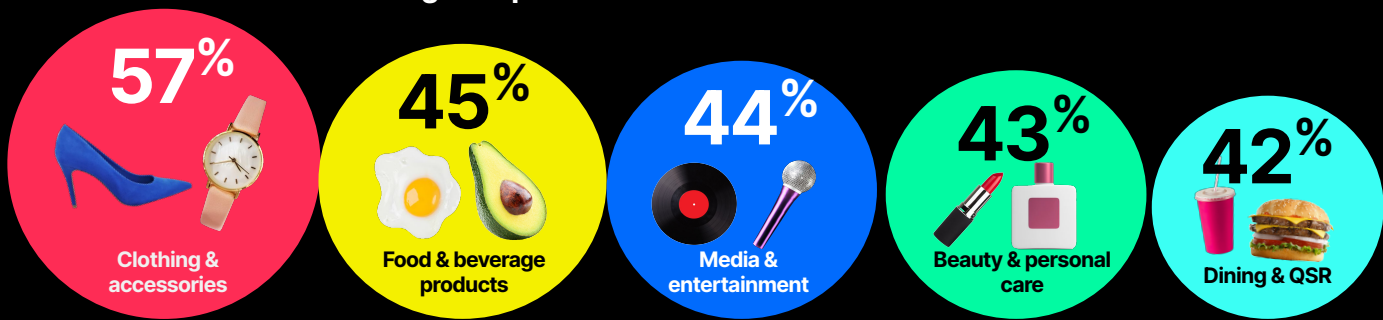
Lean in
LOCALEMENT

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

Estimated % of content consumed by source location

USA	28%
My province	27%
Canada	23%
Outside of Canada/USA	14%
My city	9%

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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