

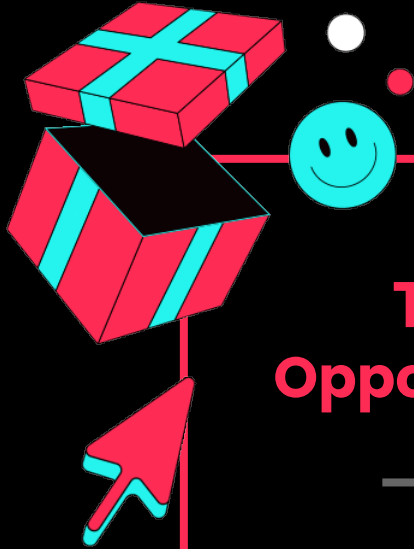


TikTok



# The Holidays For You

**Gaming Holiday Playbook**  
Insights to boost end of year sales



## The Opportunity

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Use TikTok to **connect** with gamers this holiday season.

## The Ad Creative

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Build holiday ad content that **fuels buzz and buying intent**.

## The Solutions

---

Leverage unique ad products to **make your Tiktoks breakthrough**.



# The 2023 holiday season will be **critical** for gaming companies

As the industry continues to stabilize, '23 Q4 efforts will be essential to move the needle given the much-needed boost it provided in 2022.

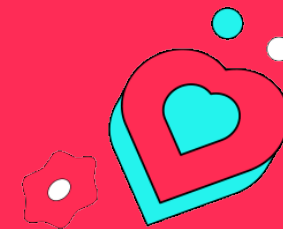
**-5%** > **+2**

U.S. video games sales **for all of 2022.**

U.S. video games spend in **December 2022.**



Console sales reached \$6.57 billion in 2022, an 8% YOY increase, with more than \$1.5 billion spent on consoles in December 2022 alone.

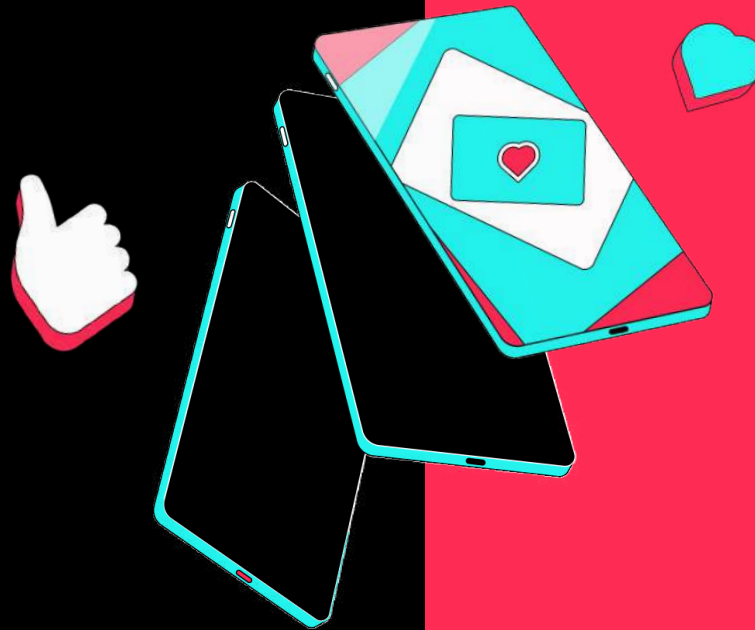


# TikTok enables Discover & Play

**Over 3T\***

views of video game  
content in 2022.<sup>1</sup>

\*Trillion



# 1B+

Monthly Active Users<sup>2</sup>

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# 50%

of daily active users viewed  
gaming content in 2022<sup>3</sup>

A hub for diverse audiences that are ready and eager to spend



**Gamers** looking to buy for themselves

**70%**

**of users buy gifts for themselves** during holiday shopping events, 12% more than traditional platform users.



**Game Gifters** looking to buy for others

**78%**

**Of users buy gifts for others** during holiday shopping events, 4% more than traditional platform users.<sup>2</sup>

**TikTok fuels  
gaming related  
buys during the  
year's busiest  
shopping season**



## Leverage Top Holiday Hashtags

**#Holiday 15.5B**

**#HolidayShopping 271M**

**#GamingonTikTok 45B**

**#GiftIdeas 4.8B**

**#haul 7.4B**

**#CyberMonday 253M**

**#GiftTok 460M**

**#TikTokMadeMeBuyIt 15.6B**

**#BlackFriday 3.4B**

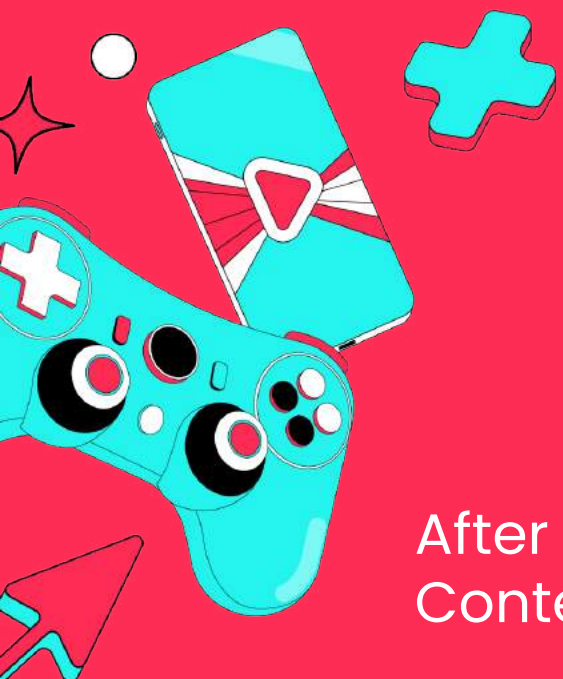
**#spreadingjoy 169M**

**#stockingstuffer 139M**


**#coolfinds 350M**

**#holidaygames 174M**





# TikTok is your holiday level-up



After Seeing Gaming  
Content on TikTok...

**41%**

Downloaded  
a game<sup>2</sup>

**36%**

Purchased to  
play<sup>2</sup>

**75%**

of TikTok gamers  
discovered new  
gaming content  
on TikTok.<sup>1</sup>

# Tiktok can provide a family-friendly, entertainment driven experience, IRL and online



**Fuel new  
traditions**



**Enhance  
connections**



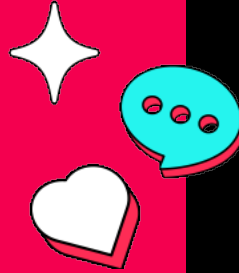
**Dial up the  
joy**



## POST-SEASON IMPACT

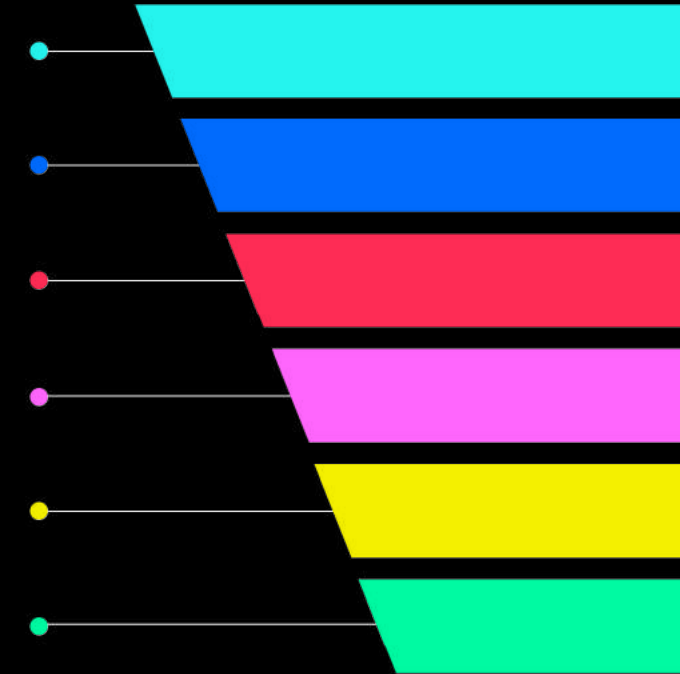
# TikTok drives 2.1x more post purchase activities

among gamers than traditional  
social platforms.<sup>1</sup>



## Post-holiday, TikTok users are<sup>2</sup>:

- 31%** Discussing with family, friends, and colleagues.
- 29%** Buying something related to the holiday.
- 23%** Commenting on creator posts.
- 21%** Buying something for next year or planning for next year's holiday.
- 20%** Creating a post showing off a product or service.
- 20%** Following a brand on the app.





## The Opportunity

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Use TikTok to **connect** with gamers this holiday season.

## The Ad Creative

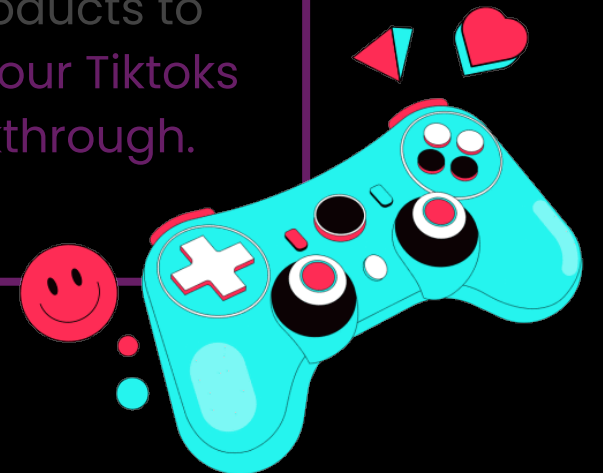
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Build holiday ad content that **fuels buzz and buying intent.**

## The Solutions

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Leverage unique ad products to **make your Tiktoks breakthrough.**



## ACTIVATING FOR HOLIDAY



# Ad creative relevance fuels attention and engagement

Tap into seasonal experiences and behaviors to improve on platform ad relevance and effectiveness

Ads made for  
TikTok saw

**+25%**

Higher ad completion among non-past purchasers as well as boosted search intent and brand perceptions of: creative, fun, and favorable.



# 3 easy steps to develop TikToks that connect



1

## Define the goal

Align on your objectives and how you plan to measure success.

Awareness

Interaction

Consideration

Intent

Conversion

Relevance

2

## Find the right niche

Identify the content spaces that make most sense for your brand.

### Questions to Ask

- Who is my key audience?
- What holiday content are they engaging with most?
- Which spaces feel like a natural fit?

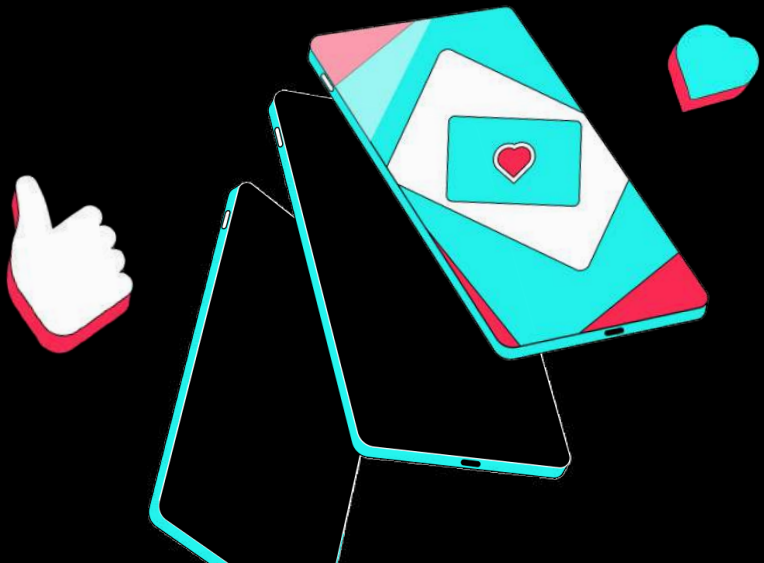
3

## Focus on your unique “It Factor”

Hone in on your unique proposition to “enter the chat” like a pro.



# Identify the content spaces that make most sense for your audience



## COMMUNITY

A warm, welcoming spirit

## INSPIRATION

Tricky tutorials and golden guides

## ENTERTAINMENT

Gamers gather for good times

## SHOPPING

Treat yourself gameplay

## GIFTING

Next-level game unwraps

## DISCOVERY

Epic holiday game edits

## COMMUNITY

# A welcoming holiday spirit

## THE INSIGHT

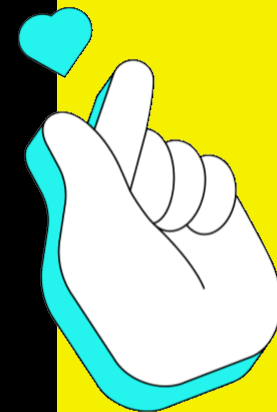
TikTok inspires a sense of inclusivity among gamers with diverse interests and the holidays only heightens this welcoming energy.

## THE AMBITION

Highlight how your game **fosters community** through its story, gameplay features or fellow players.

## THE THOUGHT STARTERS

- Bring together two seemingly different gamers to connect over their love of your game
- Invite a non-gamer or newbie to try out a demo
- Have different genre-preferring gamers switch games for a day



## INSPIRATION

# Tricky tutorials and golden guides

## THE INSIGHT

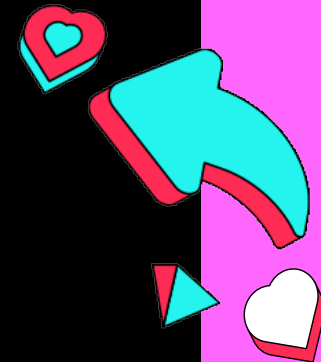
After snagging all the great games you wanted, the holidays are a time of introductions to new communities, gameplay and lots of learning.

## THE AMBITION

Fuel their gaming education to **keep the fun going on their own terms.**

## THE THOUGHT STARTERS

- Create challenges and mods that unlock new ways to play.
- Tap into key trends that start to develop around gameplay
- Thinks tutorials, gameplay “unboxings”, play-thrus and how-tos



## CONNECTION

# Gamers gather for good times

## THE INSIGHT

The playful and engaging nature of video games have a unique ability to bring friends and family together during the holidays in ways other gifts can't.

## THE AMBITION

Spotlight the power that games have to **bring loved one together** –online and IRL.

## THE THOUGHT STARTERS

- Showcase how different family members play the same game
- Illustrate the fun yet chaotic family feuds of holiday gameplay
- Two different generations playing different versions of the same





## SHOPPING

# Treat yourself gameplay

## THE INSIGHT

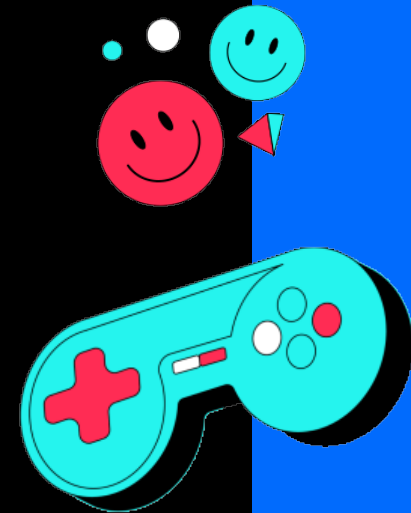
TikTok users are 12% more likely to buy gifts for themselves than traditional platform users.

## THE AMBITION

**Amp up buzz-worthy buys and spark game FOMO to land on their self gift list.**

## THE THOUGHT STARTERS

- Leverage gameplay details to make a compelling case for purchase
- Tap in Creators for unique game-specific splurging gift guides
- Show their life with your game in it versus without it



## GIFTING

# Next-level game unwraps

## THE INSIGHT

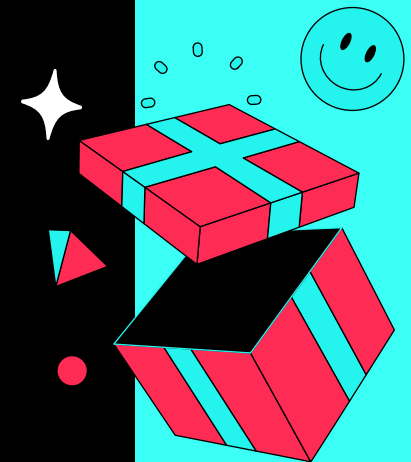
Gifting new consoles and games offers unique unboxing “wow” moments unlike any other products.

## THE AMBITION

**Capture the power of that high-excitement moment to make your game a must-buy.**

## THE THOUGHT STARTERS

- Put your own spin on typical reaction videos or unboxings that feel “on-brand” for your game
- Promote unique in-game or console customization that catch their attention
- Develop new ways to deliver how-to guides and instructions for even more eyeballs



## DISCOVERY

# Epic holiday game edits

## THE INSIGHT

As the holiday spirit takes over, gamers find ways to let the season inspire their gameplay, characters, skins and content.

## THE AMBITION

**Entertain and delight** them with content that makes them **curious to learn more.**

## THE THOUGHT STARTERS

- Explore ways in which URL meets IRL via fandoms, limited skins or group play-thrus
- Leaning into TikTok meme culture to poke fun and inside jokes and gameplay nuances
- Think about the season's role: cold weather = cozy games, hunkering down & joint play



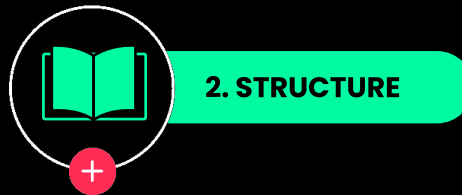


# Leverage Tiktok Creative Codes to engage audiences and bring the holiday spirit to life



## 1. TIKTOK-FIRST

Create holiday content that's seamless and feels organic to the For You Page.



## 2. STRUCTURE

Focus on grabbing attention, building value and driving action with your holiday storytelling.



## 3. STIMULATION

Harness attention with editing techniques that put your brand at the forefront of the holidays.



## 4. SOUND

Explore the sounds that are already a part of the holiday conversation. How can they add to your story?



## 5. TRENDS

Put your own spin on the season's holiday trends to connect with new communities of shoppers.



## 6. PRODUCTION

Combat creative fatigue by refreshing creative often. Go hi-res to improve performance.

# Utilize our **Creative Solutions** to diversify your ad content

## Ideation

[Creative Center](#)  
[Creative Codes](#)  
[Trends](#)

## Production

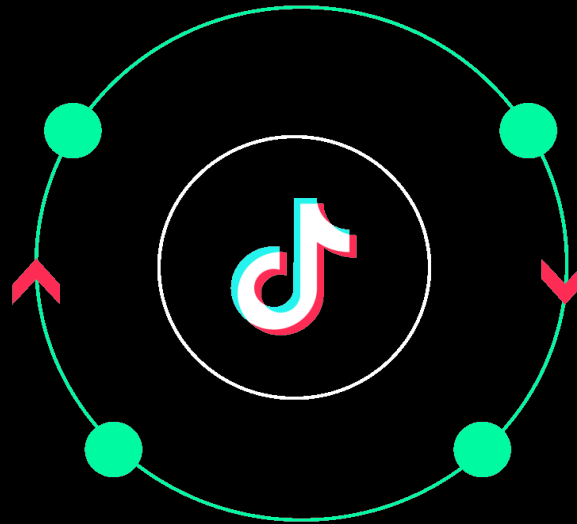
[CapCut Editing Tool](#)  
[Creative Exchange](#)  
[Creator Marketplace](#)

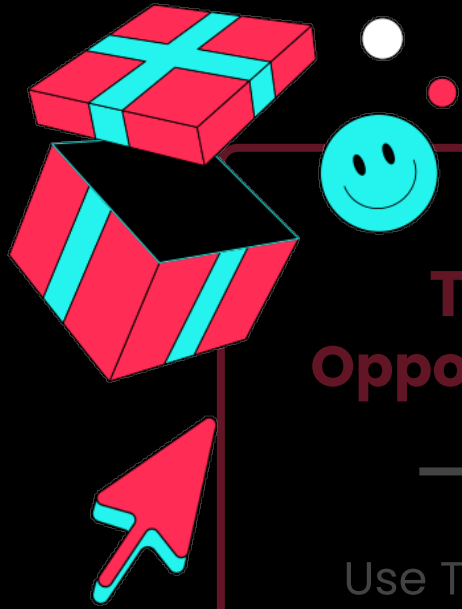
## Evaluation

Creative Diagnosis

## Optimization

[Smart Creative](#)





## The Opportunity

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## The Ad Creative

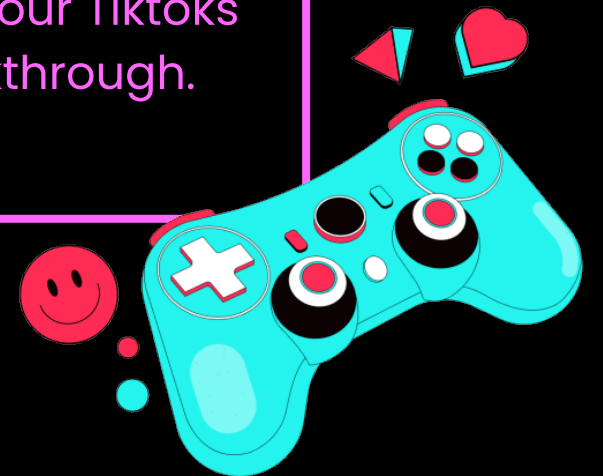
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Build holiday ad content that **fuels buzz and buying intent**.

## The Solutions

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Leverage unique ad products to **make your Tiktoks breakthrough**.



# Supercharge your holiday campaigns by bundling solutions



## TopView

**54% of TikTok users say TopView ads catch their attention.**<sup>1</sup> Act soon to lock in TopView for max impact and attention during the busiest moment of the season.



## Pulse

**Putting your brand next to the next big thing.** TikTok Pulse is a first to market offering that places a brand on the pulse of CommunityToks.



## TopFeed

Bundle TopFeed with Video Shopping Ads to grab your audience's attention by making your ad one of the first videos they see on their FYP!



## Carousel (Beta)

**Carousel format brings CTR +2x and CVR +35% than slide-show style video.** Get creative with repurposed assets and give your consumers more control of pacing. Note: product is in beta.



## Branded Mission\*

**Campaigns bundled with Branded Mission see a nearly 38% increase in purchase intent.**<sup>4</sup> Bundle Branded Mission with Video Shopping Ads to drive brand love by tapping into the power of the TikTok community's authenticity.



## Video Shopping Ads

**+15% more conversions (vs. non-Shopping Ads campaigns).**<sup>2</sup> Your always on solution for the biggest brand moments and sale periods this Holiday.

# Ensure your big game launch gets noticed with **TopView**

**Primetime, everytime.** TopView ranks #1 in the engagement index, with TikTok users being 1.5x more likely to recall a brand from TopView, higher than other ad types.<sup>1</sup>

## Key Benefits:

- High Impact and Attention
- New Targeting Options
- Budget Flexibility

# 71%

of users say TopView grabs their attention and 65% watched at least half the ad.<sup>2</sup>

TopView



Open Screen

FYP



# Video Shopping Ads **built to perform**

From holiday game launch to retargeting products left in cart—Video Shopping Ads\* is your always-on solution for the biggest brand moments and sale periods this Holiday.

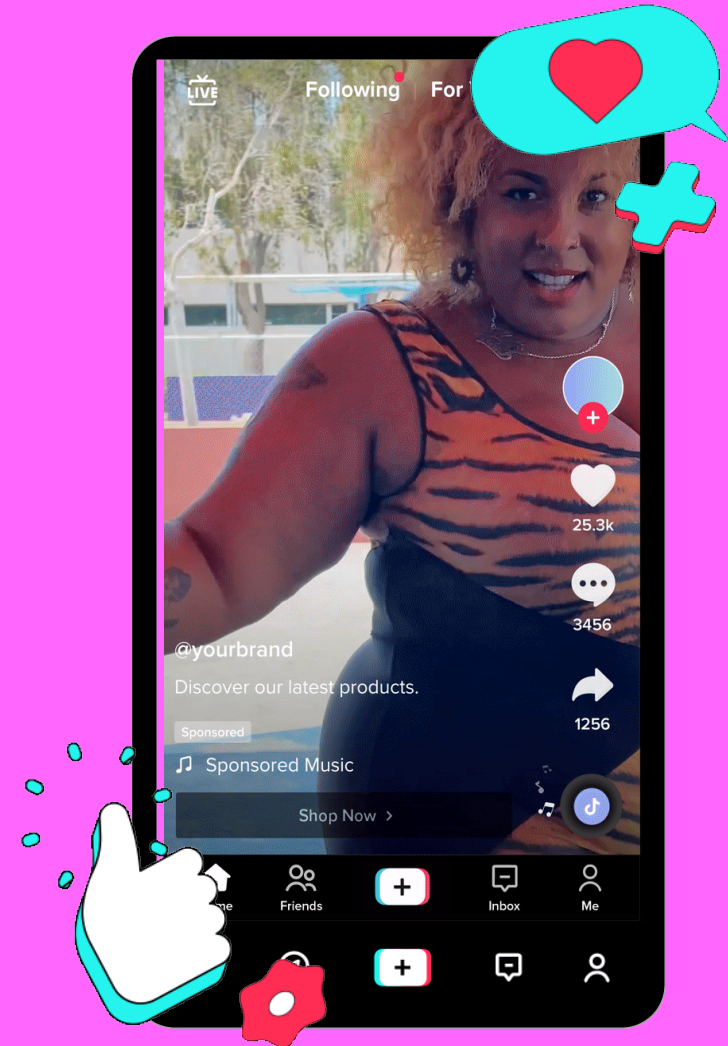
## Key Benefits:

- Personalized recommendations
- Fully automated
- Optimized delivery strategies

*Note: Clients who do not have pixel or events API implemented will NOT be able to use our VSA or other performance products.*

**IN BETA!**

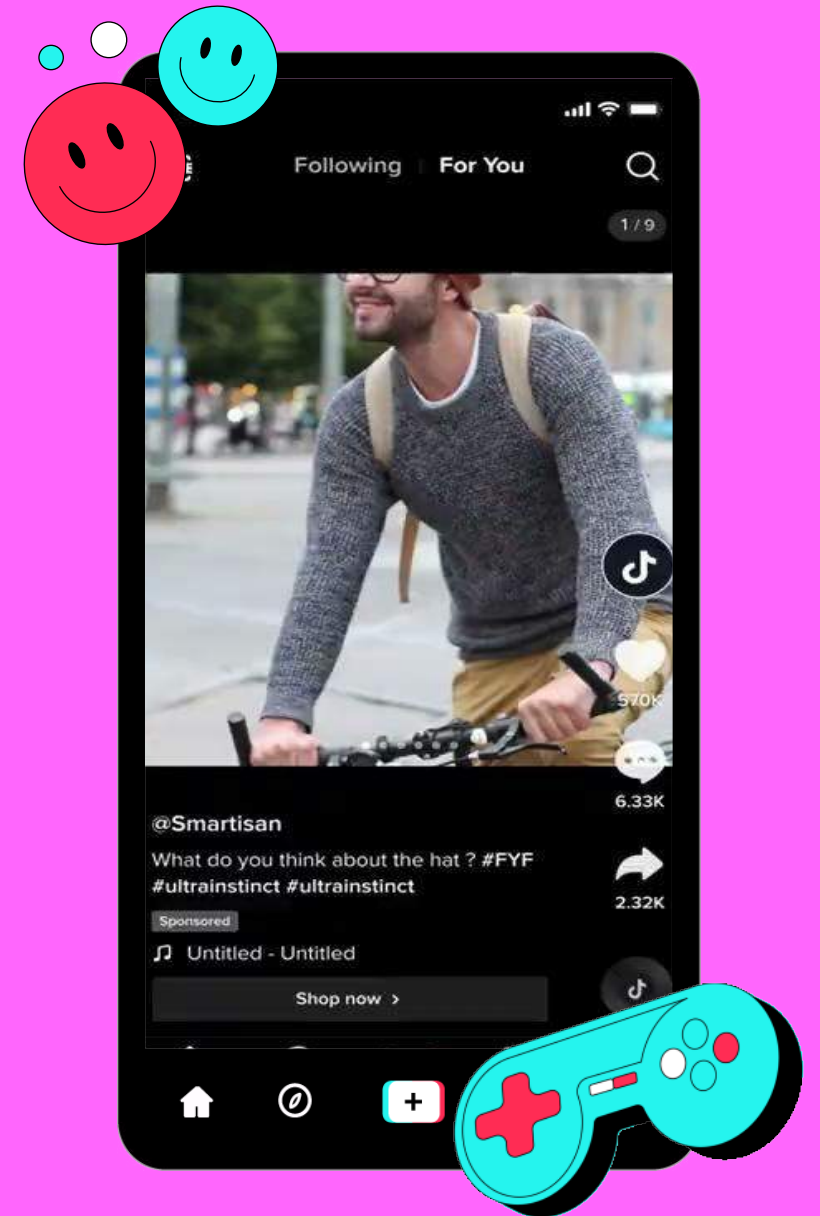
**Available Markets: Global**



# Save time by repurposing creative ad assets using **Carousel Format\***

- Allows advertisers to upload multiple image creatives
- Allows user to swipe between different images, view more details and control the viewing pace themselves
- Significantly reduces production costs and re-use of ad creative used in other platforms

\*Note: Product is in beta



# Safe Web Data Connections can unlock innovative products

Flexible web tracking solutions to power your games marketing strategy. With our events API and/or Pixel, you can build audiences, optimize ad delivery and measure performance.



## Web Conversion Optimization (Lower Funnel)

**Objective:** Drive users to take specific action on your site

**Optimization Goals:** Conversion

**Pixel:** Required

**Who is it for?:** Advertisers focused on CPA

## Value Based Optimization for Web

**Objective:** Find quality audiences likely to generate higher value per purchase.

**Pixel:** Required

**Who is it for?:** Advertisers focused on ROAS



# Amplify engagement with seasonal storytelling and entertaining content



## Community Interactions

Offers optimizations for follower growth, profile visits and can take your brand to the next level



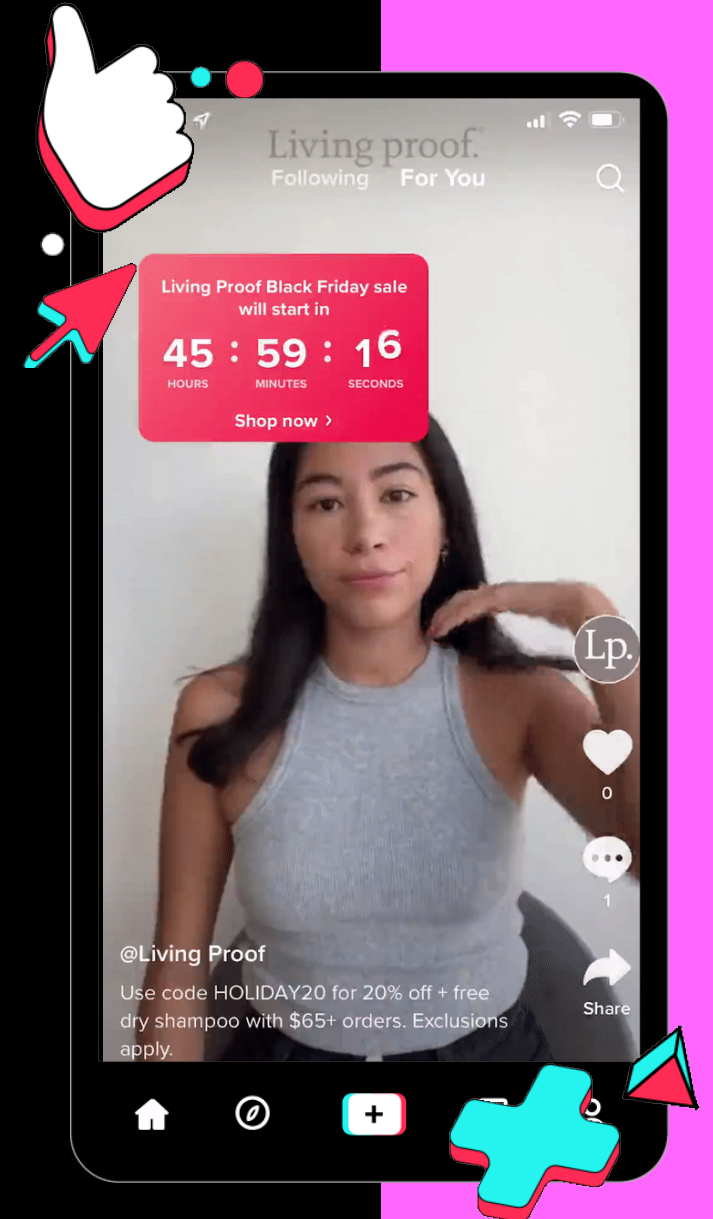
## Spark Ads

Boost organic holiday content from creators and users that are relevant to your brand



## Interactive Add-Ons

Enhance engagement and build excitement with countdown or voting stickers



# Power up your holiday success with variety of app optimization solutions

## Multi Conversion AEO (beta)

Optimize for users who are most likely to make multiple purchase transactions at efficient cost per purchase or ROAS outcomes.

## Mobile App Installs

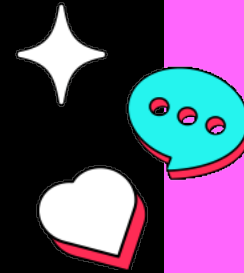
Focus on new user growth with app installs

## App Event Optimization

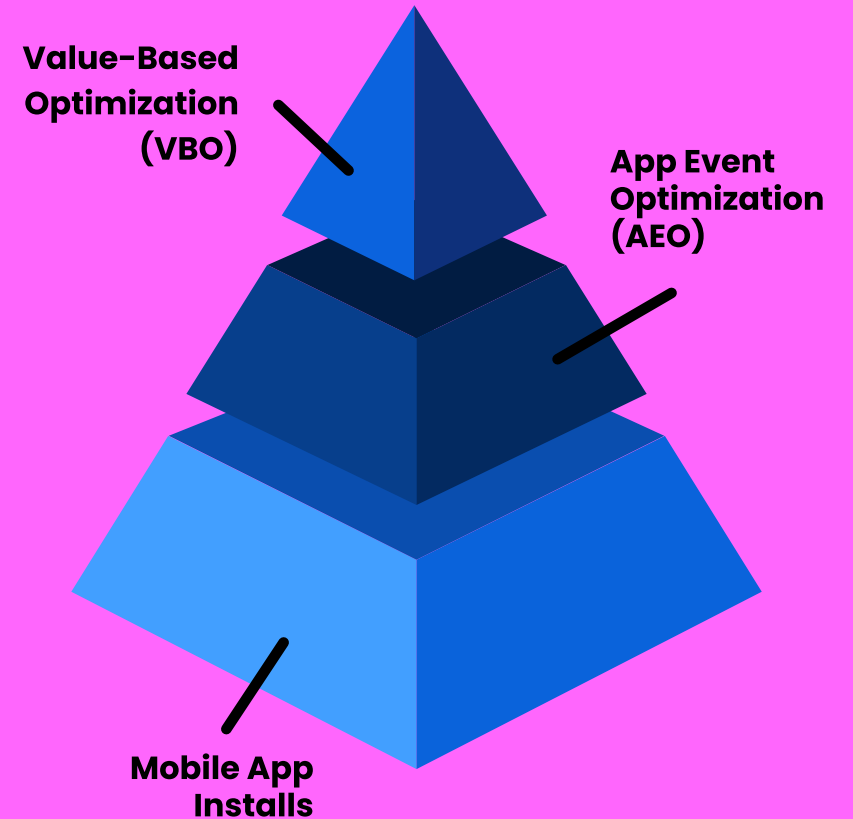
Maximize valuable in-app actions, such as Achieve Level, Purchases.

## Value Based Optimization

Focus on long-term user value - achieve higher ROI with most valuable users



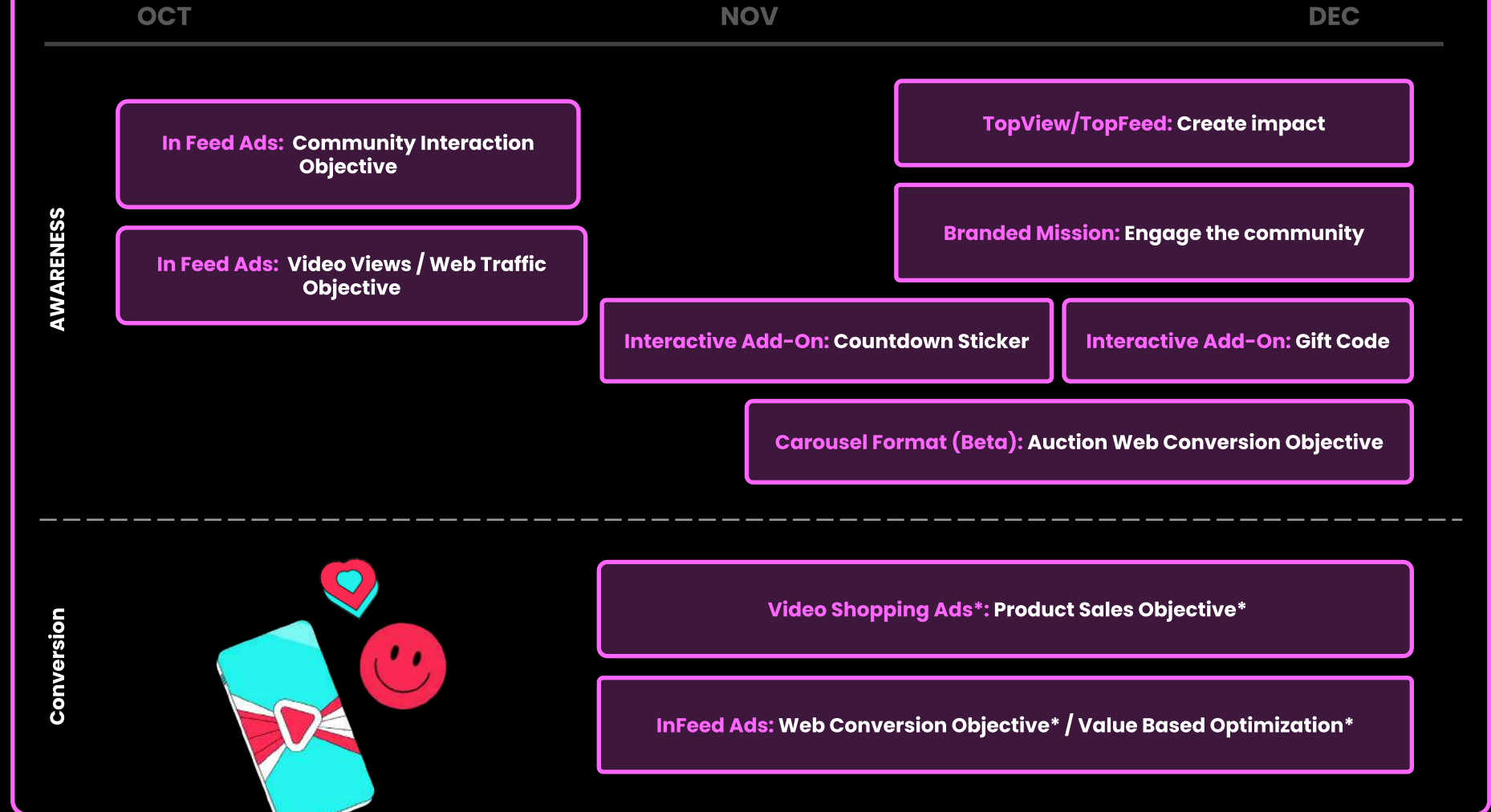
## Conversion Funnel



# A Holiday Campaign in Action

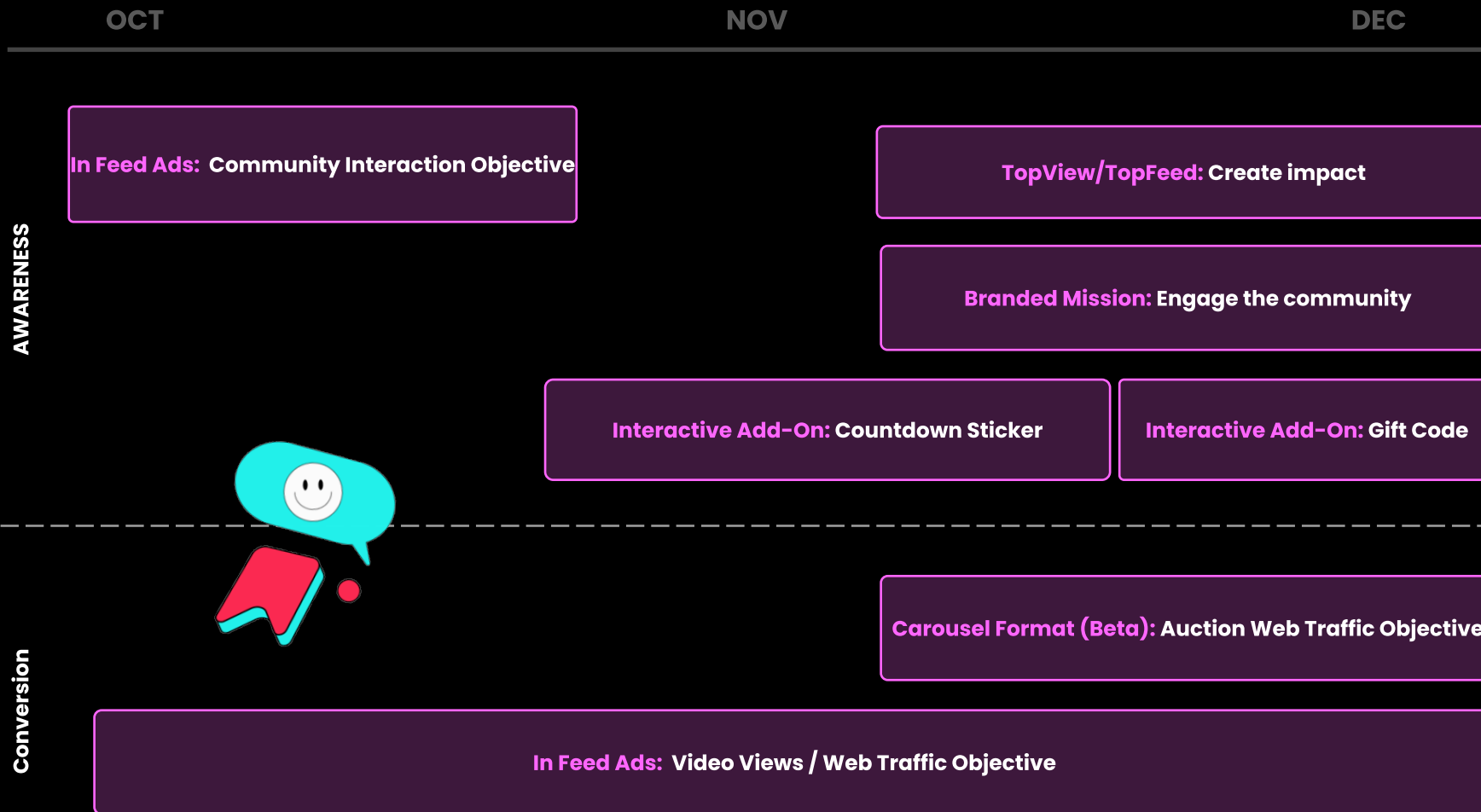
Flight your campaign to capitalize on key shopping moments and consumer mindsets across pre-holiday, planning, shopping, celebration and post-holiday.

## PC/CONSOLE STRATEGY | WEB SIGNAL IMPLEMENTATION | FULL FUNNEL AD SOLUTIONS

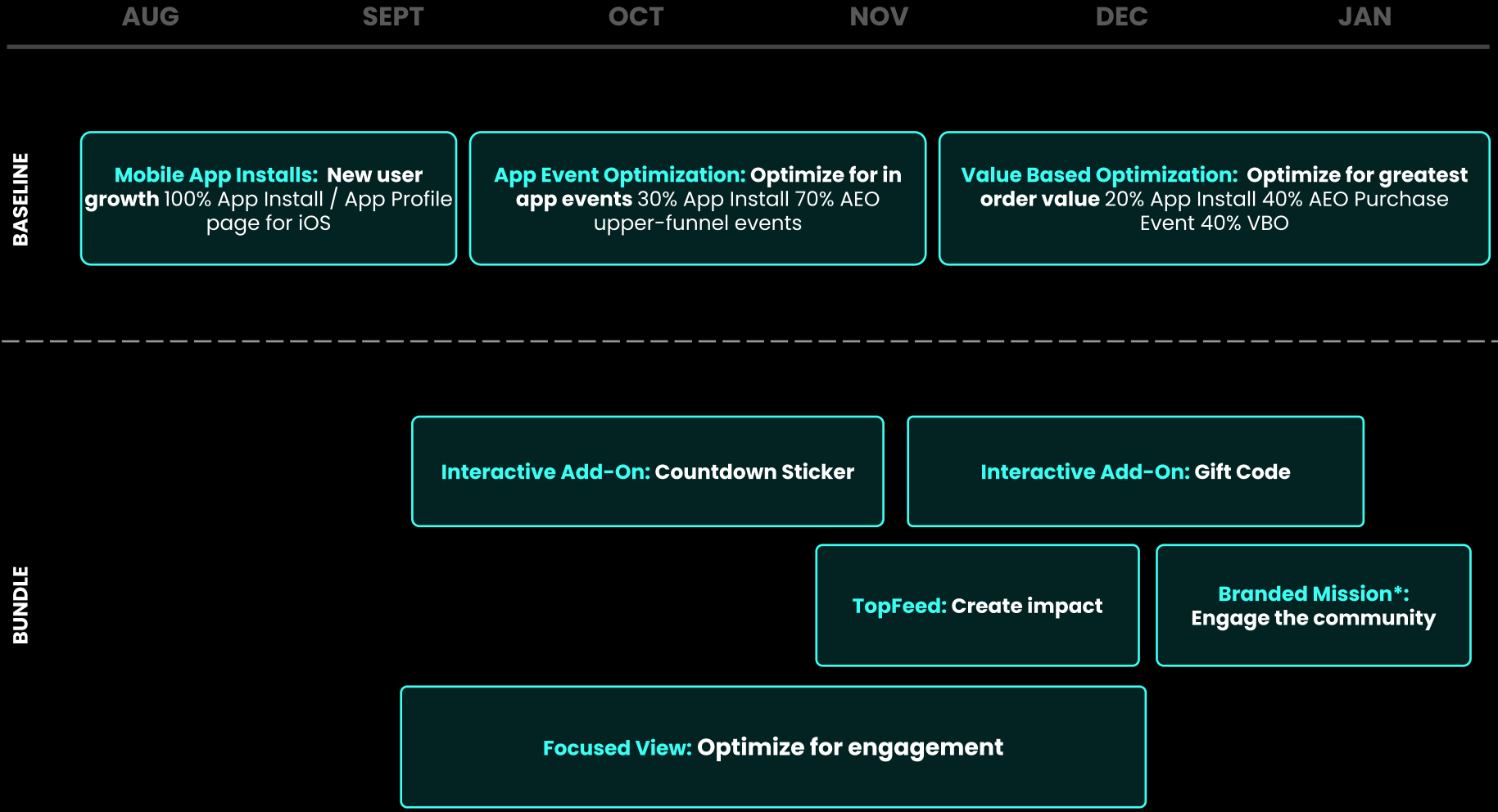


\*Pixel or events API (Web Signals) required. If advertiser does not have signals implemented we recommend web traffic. To unlock lower funnel performance products such as Web Conversion and VBO it is important to implement signals early on and start testing with upper, mid and lastly lower funnel products.

## PC/CONSOLE | NO WEB SIGNAL IMPLEMENTATION | FULL FUNNEL AD SOLUTIONS



MOBILE GAME STRATEGY | FULL FUNNEL AD SOLUTIONS







# TikTok Holiday Planning Checklist

1. Safe web data connections help measure, target and optimize towards lower funnel goals and unlock performance products in time for the Holidays.
2. Build **catalogs** in [Business Center](#) via **safe, reliable data connection** to run smart campaigns and maximize your ROAS
3. **Align on priority dates, lock in IO and CPMs with R&F**
  - TopView, Brand Mission, Top Feed, Pulse
4. **Set up creative + creator working sessions to ensure breakthrough brand + product storytelling**



**Wishing you a season  
that is merry & bright!**





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