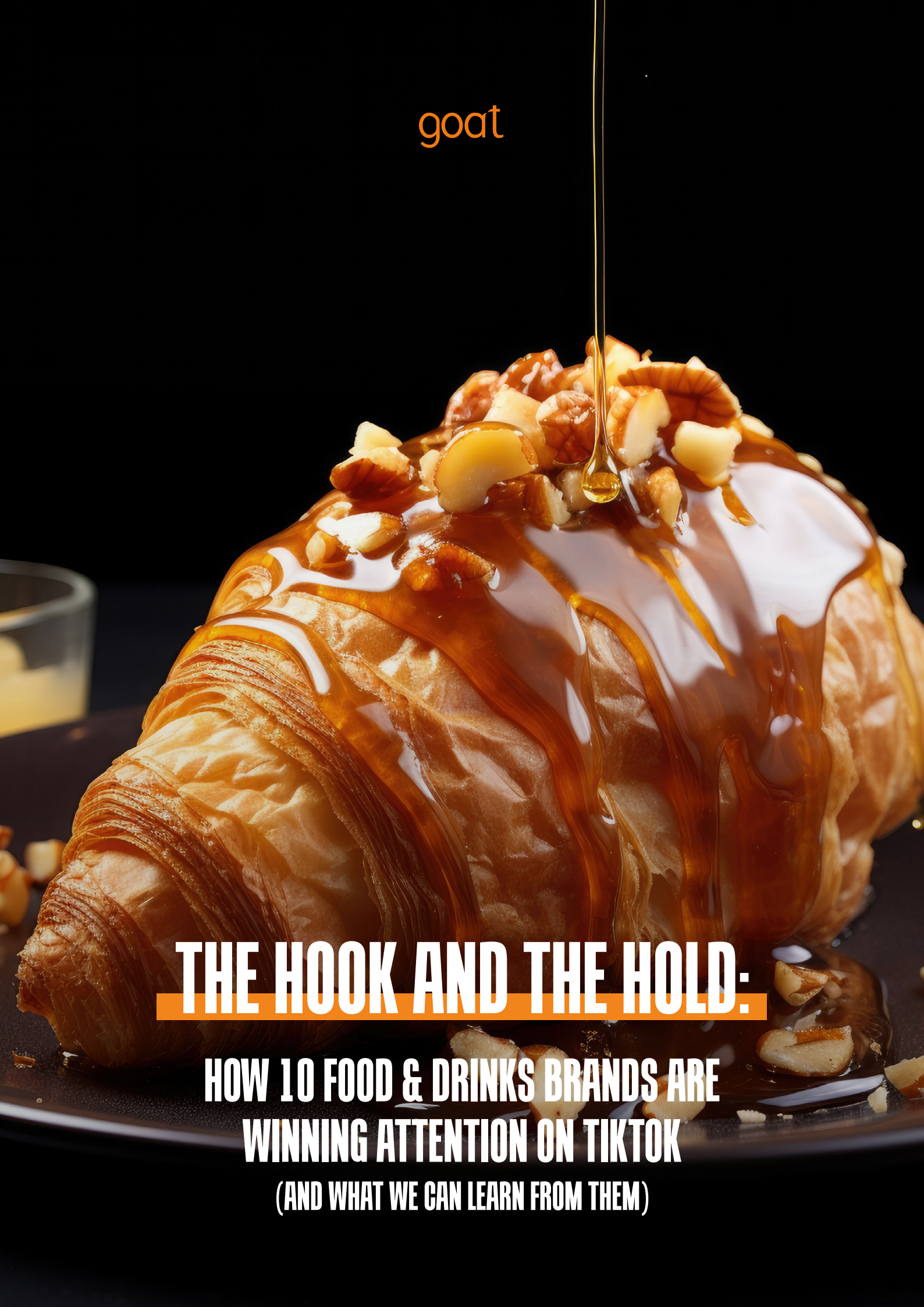




goat

THE HOOK AND THE HOLD:

HOW 10 FOOD & DRINKS BRANDS ARE
WINNING ATTENTION ON TIKTOK
(AND WHAT WE CAN LEARN FROM THEM)

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INTRODUCTION

By 2027, the food and drink industry is predicted to reach a total market value of \$3.8 billion

([Statista, 2023](#))

Social media has democratized content and opened the doors to countless emerging challenger brands, ready to take on the industry big players. For this reason, social and influencer marketing will continue to take more of brands' media budgets, as they seek to reach, engage and win the loyalty of new customers.

According to a recent study, in the first half of 2023, over 437,000 creators "actively discussed" food and drink brands on their social media accounts ([CreatorIQ, 2023](#)). This generated 1.2 million posts, 75 billion impressions, 3 billion engagements, and an astonishing \$4.8bn in earned media value.

MANY OF THESE WILL HAVE BEEN FROM TIKTOK.

The fastest-growing app to [reach 1 billion users](#), TikTok has become a top destination for consuming food and drink content; whether it's informative recipe/health based content or entertaining, trend-led videos. TikTok's audience has evolved from predominantly Gen Z to a diverse range of ages and interests. Brands have a huge opportunity to capture the attention of those on the app, but many are still not using it to its full potential.



In this report, we want to unlock the secret recipe.

By examining 10 brands that do it well, we'll explore how brands can create TikTok strategies that truly capture attention this year. **We'll add our own "Goat" seasoning** based on years of working with some of the world's top food and drink brands, and recommend creative and omnichannel influencer strategies that will deliver tangible business value.

BUT FIRST,

WHAT ARE THE CHALLENGES FACING FOOD AND DRINK BRANDS?



01

02

03

ON A MACRO LEVEL...

CHALLENGING ECONOMIC FACTORS

The overall price of food and non-alcoholic beverages rose around 27% between November 2021 and November 2023, and in the 10 years prior, food and non-alcoholic beverage prices have risen by 9% overall ([Census, 2023](#)). It's safe to say that the cost of living crisis is heavily impacting consumer spending and behaviors when it comes to food and drink. Food and drink brands play an important role in supporting people through this crisis, but it also inevitably impacts business and marketing budgets.

SUSTAINABILITY SCRUTINY

A quarter of Gen Z identify “zero carbon footprint” meals as a trend to watch and increasingly the food industry faces criticism around climate change and sustainability ([Sodexo, 2023](#)). For brands, sustainability now has to be at the forefront of their business, and this extends to marketing and social.

THE FOCUS ON HEALTH AND WELLBEING

The [2023 IFIC Food Health Report](#) found that 66% of Gen Z, 63% of Millennials and 50% of Gen X have created healthier eating habits in the past year. On TikTok, [#vegan](#) has over 40bn views and [#healthyeating](#) has over 3bn. Food consumption habits are evolving quicker than ever, and TikTok is a platform for health-conscious consumers to discover new ways of eating. Of course, it's great that people are being more health-conscious but it means that many brands are having to re-consider their products and messaging to align with consumer expectations.

AND ON A SOCIAL AND INFLUENCER MARKETING LEVEL...

2. CHALLENGERS VS LEGACY BRANDS

On the one hand, big legacy brands have the budgets to make a lot of noise on TikTok - they can afford the hero influencers, they can afford the paid media spend. But at the same time, they can be harbored by lengthy approval processes and restrictive brand guidelines. Challenger brands on the other hand, have the luxury of being truly social-first, but with bigger brands throwing even more budgets at social and influencer, they're finding it harder to cut through the noise.

4. DEMONSTRATING THE VALUE OF TIKTOK AND INFLUENCERS

Ok, so you believe in the power and efficacy of influencer marketing. Now, the issue comes from proving its worth. How do you attribute all revenue that's come from a TikTok influencer campaign, particularly with brand awareness campaigns vs conversions? This can make it tricky to prove value to your CMO and means that many teams continue to just rely on tried and tested media channels. Can influencer marketing drive tangible revenue? Well, this leads us to the next point...

1. HOW DO YOU CENTRALIZE INFLUENCER EFFORTS FOR GREATER EFFICIENCY?

For conglomerates with multiple brands, there is often a significant amount of wastage when it comes to their social and influencer spend. Budgets and strategies are normally confined to individual brands, meaning influencers could be demanding different rates for the same work. Measurement, data and strategy can also all differ across markets and teams leading to inefficiency and a lack of shared learnings.

3. FINDING THE RIGHT INFLUENCERS FOR YOUR OBJECTIVES

At Goat, we have always viewed influencer marketing as a performance media channel as well as just creative. It's crucial that your campaign objectives are defined and influencers are selected based on data. What are you looking to drive? Awareness? Consideration? Conversions? Amongst which audiences and niches? All of this will dictate the creators you partner with. Many brands just don't have the data tools or resources to source these.

5. DRIVING MORE CONVERSIONS

Whether it's app installs, sign ups, sales or downloads, most marketing strategies are ultimately judged on how much they convert. So how do you start to drive more conversions through influencer marketing which has long been viewed as a top/middle funnel tool only?

One way is through the integration of commerce and smarter influencer-led paid media strategies. TikTok Shop has rolled out across the US and UK, but there are still very few food and drink brands utilizing it. Paid media is a game-changer but only when employed in the right way. Influencer is still a relatively new marketing channel and in the next era, brands need to treat it as more than just a PR-add on but as a full-funnel media channel.

NOW WE'VE COVERED THE CHALLENGES, LET'S MOVE ON TO THE LIST ITSELF. . .

THE HOOK & THE HOLD

Marketers love to talk about attention. Particularly when it relates to social media strategies.

But with TikTok, continued success comes not just from grabbing attention, but from maintaining and nurturing it. We call it “The Hook and The Hold”.





THE HOOK

The initial grasp that reels in a viewer. This could be a viral campaign or a branded hashtag challenge that generates tonnes of UGC. The hook is about getting people to notice your brand and deem it worthy of their attention.

THE HOLD

Now, once you have their attention, how do you keep it? TikTok moves so quickly it's easy to be a flash in the trend pan, but TikTok can be a full funnel marketing channel. How do you keep your audience engaged and drive genuine action or behavior change?

SO WHO'S DOING IT WELL AND WHAT CAN WE LEARN FROM THEM?

THE LIST

HOW HAVE THESE 10 FOOD AND DRINK BRANDS
"HOOKED" AND "HELD" ATTENTION ON TIKTOK?





CHIPOTLE

Chipotle is a popular fast-food chain, known for its customizable Mexican-inspired cuisine. With a focus on fresh, high-quality ingredients, customers can build their meals from scratch.

This Mexican food brand knows how to navigate the social landscape, especially TikTok. Every piece of content they have has one thing in common – it adds value. From dip combos to behind-the-scenes videos, Chipotle is slaying the content game.



THE HOOK

Chipotle have grabbed TikTok-ers' attention in a number of ways over the past couple of years. Last year, they launched an influencer marketing campaign which turned a viral TikTok menu hack into an IRL menu offering. The fajita quesadilla became available to customers in the US and Canada through the Chipotle app. But, before this it was a food hack brought to life by TikTokers [Keith Lee](#) and [Alexis Frost](#).

They also tap into big cultural moments, like this [TikTok video](#), where they took a Travis Kelce tweet that misspelled Chipotle, printed it out, and turned up to one of his NFL games as cheerleaders. The brand also does this with seasonal moments. For Halloween the brand teased the "[last min girl](#)" costume on TikTok, a lifesize napkin fit for all the minimalists out there.

They've also done some big brand collabs to really make noise and reach a wider audience; including partnering with everyone's favorite owl; the Duolingo mascot. Finally, they haven't been afraid to explore new niches, even fashion. Last December, they released branded mystery tees, promoted by TikToker [Hbella](#) in a "fit check" style video.



so we named our
restaurant Chipolte



THE HOLD

Chipotle's always-on influencer content is loaded with creative concepts like the signature influencer bowls, employee comedy sketches, and helpful food hacks that will take your standard Chipotle order to the next level.

In essence, Chipotle's TikTok channel has something for everyone. Some might argue that plugging into cultural moments, releasing clothing and merchandise, and launching some large scale influencer and brand partnerships is casting too wide of a net. But this works for Chipotle, and here's why.

People view Chipotle in the same way they view a creator. Their audience tunes in to keep up with the brand, much like they'd tune in to support their favorite creator. Chipotle exhibits a lot of the same patterns that creators do, like responding to comments, [stitching with creators](#), and serving their audience with entertaining content, even if it is [considered corny](#).

What Chipotle does best is they bring their audience to the table. Their content is often created from the perspective of the consumer. For example, you wouldn't expect a brand to post a video about [changing the names of boy's in their contacts to Chipotle-themed "icks"](#), but that's exactly the kind of thing you'll find on their TikTok.



KNORR

Knorr is a global food brand specializing in soups, sauces, seasonings, and ready-made meals.

The brand's TikTok blends visually enticing culinary content, featuring recipes, cooking tips, and interactive campaigns that resonate with their audience's tastes.



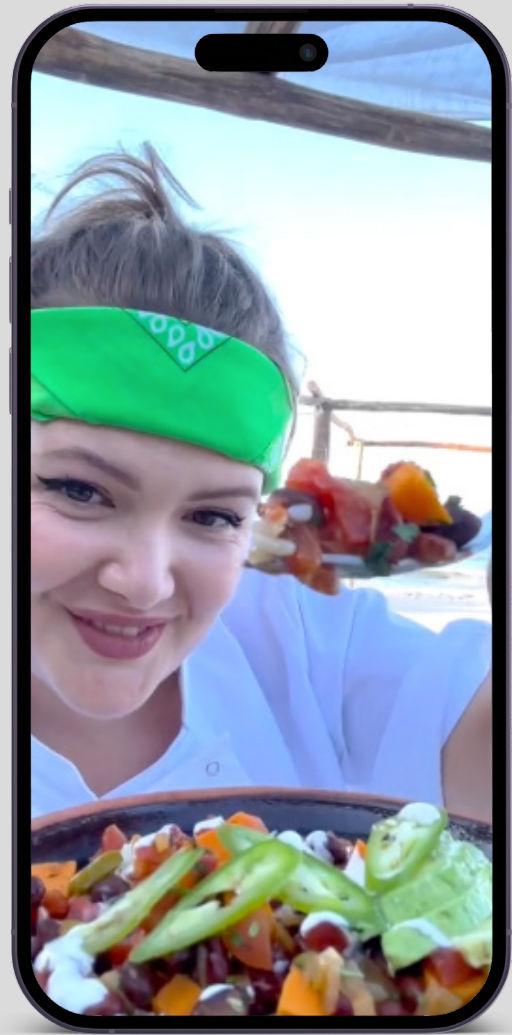
THE HOOK

Knorr packages different recipes, cooking hacks and cooking trends into bite sized TikTok content that educates, inspires, and entertains audiences. The brand is great at sharing behind-the-scenes glimpses, and storytelling centered around their natural ingredients or sustainability, which helps viewers feel a deeper connection to the brand.

Knorr's [Dare to Try](#) campaign emphasized all of the above. Knorr wanted to show that dishes can be delicious while also including lesser-known ingredients that represent more sustainable choices.

In a partnership with TikTok and Vice, the campaign brought 11 creators together for a game of truth or dare where Knorr shared truths about the impacts of food production on our ecosystems.

Knorr had popular TikTokers, including [Zayaan4](#) and [poppycooks](#), testing recipes made from cooking with plants, vegetables, and even bugs. The campaign provided a great example of how you can use influencers to power sustainability initiatives, and challenge audiences on social media to think more about what, and how, they consume.



THE HOLD

Knorr's Dare to Try campaign wasn't a one off. Its crusade against greenhouse emissions, sustainable resourcing, and natural ingredients is a core part of the brand's identity, which is plain to see across their social channels.

While it's important that brands entertain audiences on TikTok through easily digestible content, there often has to be more at stake for a core viewership to stick around. We know that sustainability is a big passion point amongst Gen Z, but data from [McKinsey & Company](#) highlighted that 88% of Gen Zers do not trust brands' eco-friendly claims.

Knorr isn't just claiming to commit to sustainability, they are making it a core pillar of their business and bringing it to life through TikTok and influencer content.





OREO

We couldn't leave out Oreo! They're truly an example of a brand that has somehow managed to turn their product (cookies) into an influencer all on its own.



THE HOOK

The official Oreo TikTok feed has a lot of humor and a lot of the Oreo itself. They invite people to have fun with their products. How? Through challenges, viral trends and funny sounds. Oreo created their own TikTok challenge to celebrate their 110th anniversary. They collaborated with influencers like [@seandoesmagic](#) to showcase this, and the [#Oreobdaystack](#) hashtag currently has over 10.4 billion views.

In early 2023, Oreo jumped headfirst into the metaverse by launching “[The Oreoverse](#)”. They developed interactive gaming experiences based on the famous cookie. Oreo made Martha Stewart the hero of the campaign, in addition to partnerships with TikTokers [missbedhead](#) and [supendra416](#) to reach a larger pool of viewers.



THE HOLD

Experiences that make us feel like children again are a great way for brands to foster a stronger emotional connection. For example, they've released weird and wonderful creations like an Oreo Pizza, prompting viewers to participate in different challenges.

The brand's channel is almost entirely centered around playfulness, and turning things into a game, which is a great way for Oreo to target young and old generations by evoking nostalgia. From a consumer's perspective, what's great about Oreo is that they frequently use TikTok's Stitch feature - so for anyone participating in one of the brand's challenges there's a chance to feature in their feed!

By implementing gamification strategies, like its Oreoverse experience, the brand actively increases engagement. Data shows that gamification increases content discovery and activity feed engagement by 68%. ([StatusBrew, 2023](#))





LAST CRUMB

Spearheaded by “The Head Baker”, Last Crumb is a luxury cookie brand based out of Hollywood, LA. The brand is on a rebellious journey to provide the world with the ultimate tasting experience, with cookies worthy of a Michelin star.

Last Crumb combines high-quality production with trending sounds and meme templates on its TikTok channel, which proves to be a fruitful formula. The brand cooked up over 224k followers, with over 2.3 million likes.



THE HOOK

Like your favorite high-end fashion labels, Last Crumb channels exclusivity to reel in consumers by launching unique collections and limited edition drops for consumers seeking the premium, or prestige factor as we like to call it.

Influencers play an integral role in the Last Crumb TikTok strategy. The brand hooks most of its attention by featuring influencers on the brand channel, where they're reviewing the vast assortment of cookies available. This sounds pretty much like influencer marketing 101, right? But what really draws the viewers in is the sheer quality and [luxuriousness of the unboxings](#). Viewers love to watch creators opening opulent packaging to reveal the latest edition of the internet's most famous cookies.

But, what does this come down to really? And why are viewers sticking around even though the prices are so high?

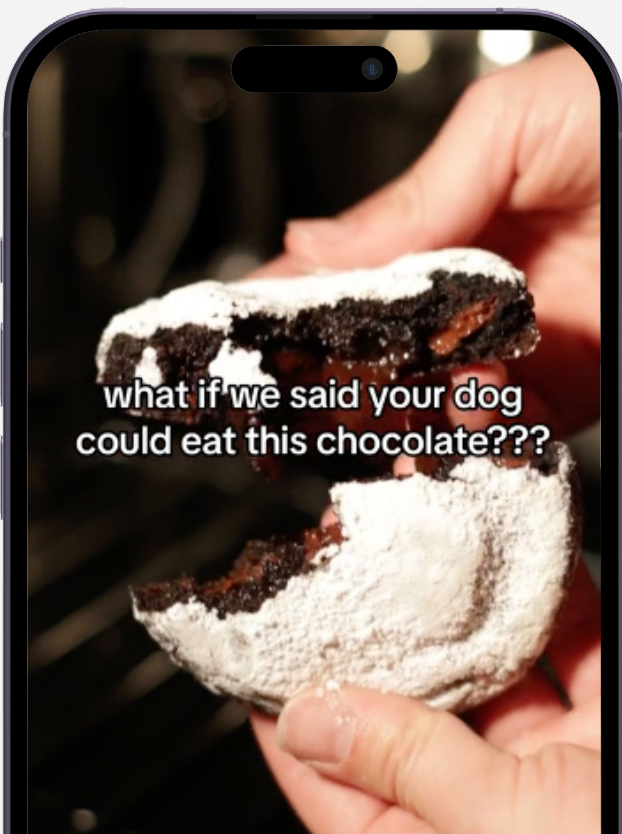


THE HOLD

We've all heard the phrase "people want what they can't have." Louis Vuitton is a brand that puts this phrase into action. Over the years the luxury fashion label has been limiting and even discontinuing many of its monogram items. Why? Because of the number of people purchasing them. If we all owned LV leather bags, they'd lose their appeal and luxury status. This is the roadmap Last Crumb is following. What they're doing comes down to exclusivity. They don't sell cookies, they release "drops" and "collections", sent out in carefully designed packaging primed for influencers to unbox in-front of their followers.

Last Crumb is quickly becoming TikTok's most sought after cookie. Just like Oreo, their cookies are the star of the show, being [brought to life through trending sounds](#) and treating viewers to [chocolate so tasty that even your dog can eat](#) - that's a joke by the way.

Last Crumb's TikTok strategy is the perfect blend of luxury and mouth watering visuals. But, the brand knows not to take itself too seriously, which is what TikTok is all about. It's a place where brands can show off their unique USPs, but to also have fun and create engaging content while doing so.





LIQUID DEATH

Liquid Death, despite its dark and slightly scary undertones, is literally just water and iced tea.

The brand lives by its taglines “murder your thirst”, and “death to plastic”. In spite of its name, the brand actually intends to clean up the beverage sector by committing to aluminum containers as a means of becoming more environmentally friendly. Plus, their product is 100% mountain water, which is probably the last thing you’d expect from a brand named Liquid Death.

So, if all they’re selling is water... how do they draw attention to themselves in a somewhat saturated market?



THE HOOK

Liquid Death approach TikTok marketing with a devilishly outrageous strategy that keeps their growing 4.7M followers coming back for more.

Even their influencer partnerships come with a side of chaos. In August, they partnered with the former Jackass stuntman, Steve O, where they released the [Steve O Voodoo Doll](#), an all natural product that fans could buy to stick pins in, set on fire, or tickle. Outrageous enough for you?

A month prior, Liquid Death enlisted another former Jackass stuntman, Zach Holmes. This activation saw the brand put its [own spin on the familiar taste test style content](#). However, in true Liquid Death fashion, they based the taste test on an unsavory review, which read “I’d rather lick sweat off a fat guy’s back than drink Liquid Death.” And so, a handful of unfortunate taste testers unwrapped their blindfolds to find a can of Liquid Death sitting beside a sweat-laden Holmes.

Liquid Death pushes the boundaries of what we commonly associate with food and beverage brands on social media. Their outrageous, dark, and wicked approach to marketing has altered the balance of the hydration space, and is a stark contrast to other hydration brands. This is how they grab attention.

**BETTER THAN
BACK SWEAT?**
OFFICIAL TASTE TEST



THE HOLD

Beneath the dark undertones and nefarious social content are initiatives that look to improve the beverage industry environmentally.

The brand dedicates 10% of its profits to the fight against plastic, which is something continuously reflected through its TikTok content and influencer partnerships, albeit with the same NSFW spin. Take this collaboration with Tom Segura for example, Liquid Death’s message of “recycling is glorious” brought to life by a [recycling glory hole](#), fit for sustainable conscious consumers to “walk right up and stick their junk in there.”

Liquid Death resonates with Gen Z audiences because it speaks to them on their own terms. The “Murder Your Thirst” slogan taps into Gen Z’s nihilism, and its affinity for meme culture.

The brand shares a like-mindedness with its primarily Gen Z consumership. They appreciate irreverence, and yet they are truly vying for a positive change in the industry.



TESCO

In 2023, after three years of working together, The Goat Agency was re-appointed as Tesco's influencer agency of record, alongside EssenceMediacom.

Community remains at the heart of Tesco's core values, and it's something that the brand relays throughout its influencer campaigns, and its TikTok strategy.

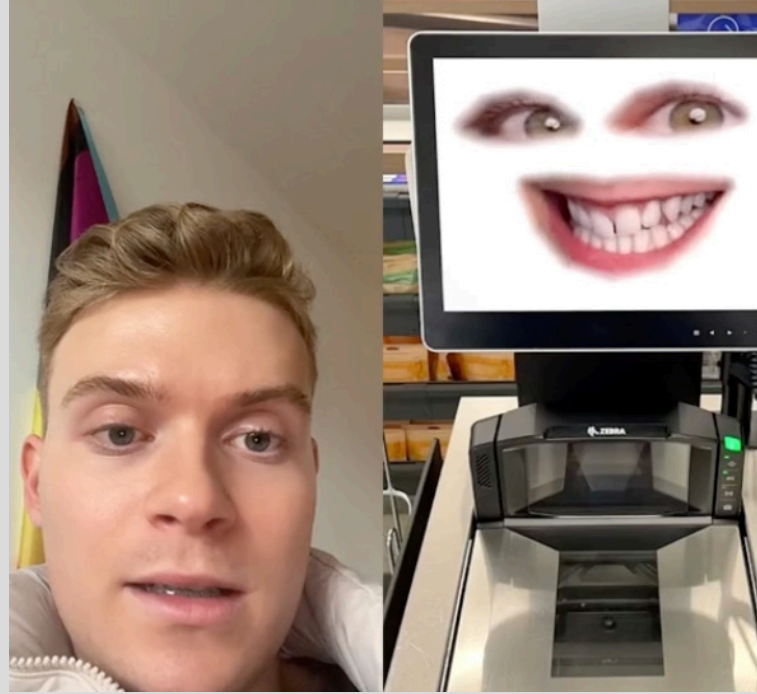


THE HOOK

Tesco launched its TikTok channel towards the end of 2022 with one of the best UGC campaigns in recent history. [#TescoVoiceOfCheckout](#) challenged TikTokers to audition for the voice of Tesco's self-checkout machines. With over 55M views, the challenge drew attention from [brands](#), [TikTok influencers](#) and everyday users alike - who were able to duet the original piece of content.

Tesco aims to drive emotional engagement, audience participation, and to reflect its dedication to its local communities throughout its brand-led, and influencer-led content on TikTok.

In 2023 we worked with Tesco to launch the **Stronger Starts** campaign, an initiative launched to donate £5m worth of healthy food and activity to 5,000 children's groups by July 2024. This played out on TikTok with family and parent creators sharing their own starts to the day with Tesco, generating over 365K engagements.



THE HOLD

Tesco's "Every Little Helps" tagline rings out through its TikTok strategy, as the brand looks to find new ways to engage with its community.

People flock to Tesco on TikTok to see authentic content that is made to entertain or support (or both) in some way. The brand's influencer partnerships are as authentic as they come, with regular features from the likes of [Jon Watts](#), showing people how to make cheap and delicious meals made possible by the Tesco clubcard app.

They're great at creating unique engagement opportunities for its community. Building on from the launch campaign, Tesco launched another duet chain for the holidays. [#BecomeMoreChristmas](#) got people down to their local stores, creating content to add to the Christmas-themed duet chain, reaching over 4.9M views. UGC is a large contributor to the way Tesco holds its viewership on TikTok, and has enabled them to turn virality into loyalty.

By generating content centered around family, offering advice on ways to save money, and creating delicious meals for the family, Tesco holds its viewers by appealing to them through their values. Insight from a [2023 Wunderman survey](#) shows representing consumer values is a great way to foster brand loyalty. 89% of shoppers are loyal to brands that share their values, and 62% believe the best brands succeed in making their lives easier - great news for Tesco!





TRIP DRINKS

Find your calm amongst the chaos with a clear head, balanced body, and happy taste buds - that's the Trip promise. These CBD-infused award-winning drinks are powered by natural botanicals and are being adopted as part of the self-care movement. Goat worked with Trip throughout 2022 and 2023 to help them accelerate their brand awareness through influencers.

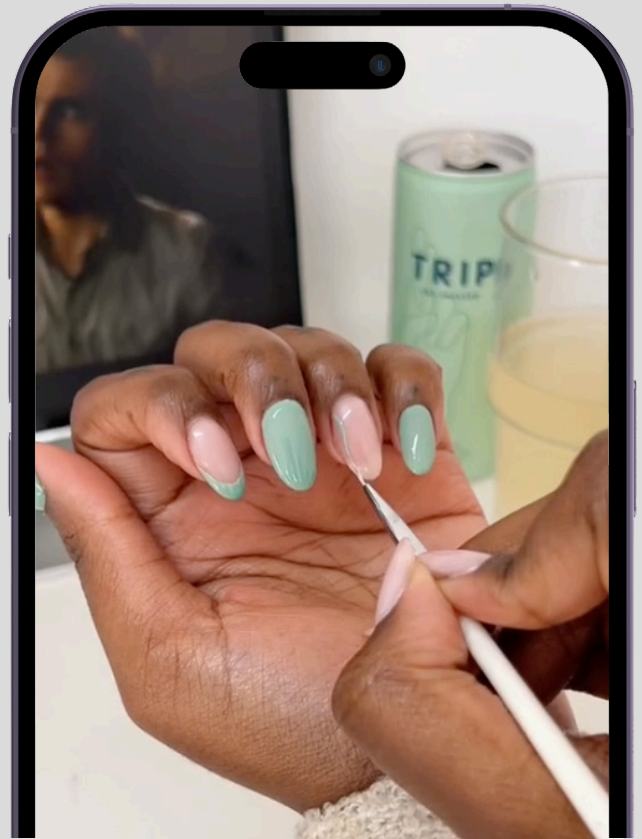


THE HOOK

The TRIP experience is designed to spread positivity. It's only right that the brand's influencer marketing reflects the same themes.

TRIP draws viewers in with different lifestyle elements that help to personify the brand. We see this through the lens of [office-based content](#) where we get to meet the team, or influencer content on the brand channel where we get to see how the drinks and oils fit into different routines and lifestyles.

TRIP has also worked with influencers to help tell their story, and Goat worked with them on a campaign where we found influencers that really embodied the brand's values of self-care and positivity. As a CBD drink, there were obviously a lot of misconceptions around the product, and influencers that hold a lot of trust with their audience, are a great conduit for dispelling these.



THE HOLD

Trip drinks are the ultimate lifestyle companion, that's the vibe we're getting from the brand's TikTok channel. The [content feels like a breath of fresh air](#), almost like the weight of the world has been kindly lifted. This feels like a perfect alignment to the product they offer. It's calming, it's soothing, it's untethered from the noise of social media. What more can you ask for?

TRIP takes its consumers and social audience on a journey. As viewers, we live vicariously through the brand's TikTok content. The brand has used TikTok to document its rise as a brand, giving its audience an insight into what goes on at TRIP HQ.

A great example of this is a piece of content from the brand's [Co-founder, Liv](#), where she tells the full TRIP story, outlining how the brand was built to where it is now. The TRIP TikTok channel feels more like an influencer channel than it does a brand, and that's what keeps viewers coming back. Viewers tune into TRIP for its zen aesthetic, but because they're a part of the journey, too - they get to see how their support directly impacts the brand.



LIPTON ICE TEA

Lipton is a brand famous for its tea blends including black tea, green tea, herbal teas, and most importantly, iced tea. The brand has racked up more than 412K+ followers on TikTok!



THE HOOK

Trends are the brand and butter on TikTok - they're an essential part of what makes the platform tick and the algorithm gives preference to trending TikTok videos.

Lipton gets it, and whether that's sounds, meme templates, or interactive features Lipton is there with its own unique spin.

Perhaps the best item in Lipton's pantry is its pursuit of disruption. Last summer, Lipton launched a thirst emergency patrol on Sziget Festival to "save parched festival goers by any means necessary." The brand deployed a team of [thirst-fighters](#) (kind of like firefighters) to cool off festival goers and entertain them along the way. With over 30 creators involved, the five-day campaign reached a total of over 30 million users on [TikTok](#) and Instagram.



THE HOLD

Lipton combines experiential marketing, with trend-hopping, interactive TikTok features, popular meme templates, and strategic influencer partnerships to round off an excellent TikTok strategy.

How Lipton holds its audience is by leveraging TikTok to get consumers talking about the brand instead of pushing products at them. The [Lipton bottle](#) plays a huge role in personifying the brand, which gives followers something to relate to, and identify with.

Each piece of content provides a new experience, one day there's a post on "girl dinner", then they've edited a Lipton bottle over the top of a Michael Jackson [concert](#). This is the kind of chaotic entertainment value that continues to drive up the brand's following on TikTok.



HEINZ

Founded in 1869, Heinz are icons of the food game. The brand is renowned for its condiments globally, from Heinz Tomato Ketchup to Heinz Beans. Heinz emphasizes tradition, innovative offerings and is symbolic in households worldwide.

For a brand laden with tradition and heritage, you'd imagine integrating with TikTok and its largely Gen Z usership is pretty difficult? But with 290K+ followers, it looks like Heinz are effectively engaging the next generation. Let's look at how.



THE HOOK

Heinz took trend-jacking to a new level in 2023, developing a new product based on Gen Z's appetite for pickles.

Pickles are huge on TikTok. With over 5.4bn views on [#pickle](#), and the rise in popularity of the Pickle-in-a-Pouch, Heinz put its own spin on the pickle trend with a [pickle-flavored Ketchup](#). The launch naturally got people talking about the product on TikTok, resulting in floods of user-generated content all centered around the Heinz ketchup.

It's safe to say that Heinz aims to create content that warrants a double take or a scratch of the head, which is a formula to really stand out amongst the crowd on TikTok. It's clear that Heinz has an ear to the ground on TikTok, highlighted by its content inspired by popular trends.



THE HOLD

Heinz likes to be disruptive. Whether it's a suggestion to [swap out gravy for Ketchup over a Christmas dinner](#), or teasing the launch of a [transparent Ketchup](#), Heinz is great at stirring the pot and driving engagement.

TikTok is a hotbed for meme culture and out-of-the-box humor, and it seems that Heinz has successfully tapped into that community. With Heinz's TikTok content, you genuinely never know what's coming next. Visiting the Heinz channel for the first time, you'd expect to see videos that explore the brand's heritage or tradition... it's the exact opposite. "This is Taylor Swift fan level of crazy connections" was a reply to the brand's video explaining [why there's a 57 on each bottle of ketchup](#), taking Heinz from a condiment giant to a conspiracy theorist in seconds. Then there was the time [Heinz played with a potential Twitter/X collaboration](#), because Elon Musk said he liked their ketchup, they also referred to him as "daddy."

Heinz's TikTok channel is not what you would expect from one of the biggest, most historic, brands in the world. Heinz embodies the phrase "never let them know your next move", viewers are in for a surprise with every upload, that makes them question the way they consume beans, ketchup, and any other Heinz product. Combining all of these factors gives you the impression that you're following a comedy or meme channel, as opposed to a multinational company, which is why people stick around for the Heinz brand on TikTok.



DORITOS

Doritos are hotter than ever on TikTok. The brand posts videos showcasing their products and aren't afraid to be controversial. Doritos are always using the latest TikTok trends, looking at ways to innovate, and bring forward fresh, funny and fiery content that their fans love.



THE HOOK

Doritos kicked 2023 off with a bang. For the Superbowl, Doritos offered fans the chance to feature on the big screen alongside a mystery celebrity. Doritos triangulated and pieced together the 'Triangle Tryouts', a TikTok dance-off challenging users to submit their best "triangle inspired" dance moves. Doritos threw in the added incentive of appearing in their prime time ad, alongside rapper Jack Harlow.

To get the UGC campaign rolling, Doritos enlisted [Josh Killacky](#) to create his own dance, and encouraged the wider audience to create their own version. Today, [#DoritosTriangleTryout](#) has 17.6bn views on TikTok.



THE HOLD

Audiences on [#FoodTok](#) love to see new recipes come to life in front of their eyes. A common theme among food brands on TikTok highlights this, but more often than not, these creations are way outside the box. Doritos has come up with some pretty delicious, and some pretty strange combinations including a [Spicy Sweet Chilli Cookie](#), and [Doritos dill pickles](#). What Doritos fans love is the content is not about the product, but what you can do with the product, even if those things push the boundaries of edibility.

They also keep pushing the boundaries of creativity. AI was one of the major talking points of last year. Brands of all kinds rushed in to capitalize on the rapidly developing tech, but Doritos did it particularly memorably.

Doritos Silent, "The world's first AI-augmented snack," was designed for gamers - a demographic that Doritos is well versed with. After all, snacking and gaming are intrinsically linked. The noise of snacking whilst gaming, however, is not too pleasing. That's why Doritos released a trained AI model - using 5,000 distinct crunching sounds - to eliminate the sound of a Doritos chip crunching. To bring the campaign to life, Doritos partnered with gaming, business, and tech influencers across TikTok. We saw gaming creators like [Baflr](#), [Max Klymenko](#), and [Dantic](#) explaining how the tool worked, and pushing the campaign out across their respective niches. Truly innovative!



WHAT ARE THE TOP 5 LEARNINGS?

Now that we've examined 10 food and drinks brands' approach to TikTok, let's uncover the top learnings that you could apply to your own TikTok strategy.

01 - THINK OF YOUR BRAND AS A CREATOR AND THE PRODUCT AS YOUR STAR

Why do people love TikTok? It's a hub for entertainment, creativity, and participation. TikTok allows anyone to create beautiful content, expressing their personality and showing their prowess. The brand's finding the most success on the platform are the ones following the creator blueprint.

Each of our 10 brands leverages the creative elements that drive success on TikTok, from hashtag challenges to behind-the-scenes content and trend hacking. You've then got brands like TRIP and Last Crumb who use real people from within their brands to personify their TikTok channel, giving followers a presence they can resonate with. On the other hand, you have the likes of Oreo and Doritos truly making their products the star of their content, almost like the face of the channel!

Creators thrive on TikTok, and TikTok thrives because of creators. Follow the recipe and be more like a creator.

02 - BRAND COLLABORATIONS ON TIKTOK ARE A WINNING RECIPE

Collaborative marketing involves bringing like-minded businesses together, aligning their interests, and sharing resources for a collective goal.

On TikTok, collaborative marketing can be as simple as co-produced content, or it can be on a much larger scale with brands uniting to create campaigns or exclusive products. From the brands we've covered, many have formed partnerships with other brands on TikTok. Doritos joined forces with [Lays](#) to launch a cool ranch flavored snack, and DuoLingo x Chipotle was the duo we never knew we needed. When brands with like-minded audiences on TikTok join together, both sets of audiences drive positive sentiment through the roof.

Where TikTok brand collaborations really come to life is through influencers. Influencer acts as the shared channel in which collaborative campaigns intend to reach a target audience.



03 - IMMERSE YOUR BRAND IN NICHE COMMUNITIES

(BUT TAKE THE TIME TO REALLY KNOW THEM)

Cultural moments command the attention of nations, continents, and (probably) planets. When Lionel Messi won the World Cup, the world let out a sigh of relief. Taylor Swift's "Eras" and Beyonce's "Renaissance" tours were the sounds of the summer in 2023. Cultural moments like these are impossible to ignore, especially on TikTok.

But don't forget about more niche, relevant communities. These thrive on TikTok and if you really take the time to understand them, there could be great opportunities to align your brand. Maybe Oreo could get involved with #BookTok by being the cookie of choice while reading? Maybe Liquid Death could enter the roller skating or cosplay community? Open your minds outside of the obvious and most importantly, really take the time to be part of these communities authentically.



04 - IMMERSIVE DIGITAL EXPERIENCES AND GAMIFIED CONTENT THRIVE ON TIKTOK

When the concept of the metaverse started to gather momentum in 2019, who'd have pictured food and drink brands to be the ones carrying immersive experiences forward? Several fast-food chains have proven the power of this technology, entering the market with skilful customer engagement tactics. [McDonald's](#), [Wendy's](#) and [Chipotle](#) are among the big-names taking the plunge into the virtual realm.

Brands like Oreo, Doritos, and more are looking to gamify their content more frequently on TikTok, which aligns with the platform's drive to compete with YouTube and Twitch in the gaming space. In recent years, TikTok has launched events to cultivate its gaming community. [#TikTokMadeMePlayIt](#), and [#30DaysofGaming](#) were unique events built to encourage participation from creators, brands, and to highlight the scale of gaming on TikTok.

05 - WORK WITH INFLUENCERS TO FIND YOUR VOICE AND REACH DIFFERENT NICHES

Unsure what your brand's voice should be?
Work with influencers to find out!

TikTok users respond better to real voices and human connections than they do to faceless brand communications. People like people, after all. Working with creators is an excellent way for brands to make a real impact with the message they want to deliver. Take Knorr for example, they leveraged influencers to spread their sustainability initiative, off the back of data showing that a lot of consumers do not trust brand's sustainability claims.

Not only do they give brands a voice, they can help diversify and explore new niches and territories. Creators have spent years building their craft, cultivating a loyal fanbase within a particular niche. Brands can tap into these diverse niches by partnering with significant figures within the community.

AN OMNICHANNEL APPROACH TO TIKTOK INFLUENCER MARKETING

To end this report, we want to share some of the ways you can take your TikTok strategy to the next level, by thinking more omnichannel. Increasingly, social and influencer content is being used outside of the social platforms themselves, or they're being combined with commerce-led solutions to drive conversions. Here are 4 things to think about in 2024!

01 - INFLUENCER-LED PAID MEDIA

At Goat, we consistently see influencer-led paid ads (where the ads are run through the influencer's own account, not the brand's channel), driving higher engagement. Of course, this doesn't mean that brand-led paid ads are ineffective; on the contrary, it's just crucial to use them together in harmony to achieve results across the funnel.

02 - INFLUENCER-LED RETAIL MEDIA

Influencer-led retail media is poised to become one of the most effective ways of driving conversions in the next 5 years.

Retail media networks allow brands to run ads across retailers' websites, as well as across third party sites, directing customers back to the retailer and the point of purchase. Now imagine if you could use influencer content as the ads themselves.

This is still an incredibly new concept. In fact, Goat is currently the first and only agency to offer it with our [Goat x Amazon DSP solution](#). Essentially, we can now help brands to target and retarget customers across the web and on Amazon.com with high-performing influencer content, then drive them to the relevant products on Amazon ready to be purchased. We're already seeing incredible results with this - [find out more about it here](#).



03 - SOCIAL COMMERCE

Social commerce is growing, and it's expected to experience its biggest year yet in 2024. In 2022 alone, social commerce generated \$53.1 billion in revenue in the U.S., a 34.4% increase over the previous year. ([Insider Intelligence, 2022](#))

Perhaps the most prevalent social commerce development is TikTok Shop. Users in a handful of countries including the US and the UK, can access a Shop tab through which they can discover and purchase items directly within the app. As 2023 drew to a close, [eMarketer](#) estimated that TikTok would have 33.3 million US social buyers doing their bidding in-app.

For food & drink brands there are huge opportunities here. [Check out how brands leveraged it over the Holidays in our Goat Blog.](#)

04 - TIKTOK OUT OF PHONE

In an attempt to reach an audience beyond the dimensions of the mobile phone screen, TikTok launched this new advertising solution. The formula is much like Out of Home (OOH) advertising, in that brands and partners can repurpose their TikTok content for use across billboards, cinemas, bar screens, airports, buses, and a whole host of other screens.

For food and beverage brands, this could be a really exciting innovation. Since TikTok is now a huge driver of culture, and the birthplace of trends, the draw of an OOH solution, combined with social/influencer content, should increase brand exposure exponentially. Food and beverage brands could display their influencer content across screens in some of the busiest places on Earth. Following in the footsteps of L'Oreal owned [CeraVe](#), food and beverage brands could take advantage of advertising spots across Times Square, displaying their influencer-led content to passersby in the busiest spots globally.



[READ OUR PREVIOUS REPORT](#), "THE NEXT ERA OF INFLUENCER MARKETING: HOW BRANDS CAN DRIVE CONVERSIONS THROUGH INFLUENCER-LED PAID MEDIA, RETAIL MEDIA AND SOCIAL COMMERCE" FOR MORE ON THIS.

CONCLUDING THOUGHTS

In 2024, influencer marketing is very much on the menu. But, you need to add a special combination of ingredients to make it work hard for you.

TikTok is a haven for foodies looking to discover new brands and products. We hope that this report has:

1. Inspired you with ways to “hook” your audience in.
2. Given you food for thought on how to “hold” their attention once in.
3. Informed you as to the innovations coming up within TikTok and influencer that will help you drive more results in 2024.

THANKS FOR READING!
THE GOAT TEAM X



WHO ARE THE GOAT AGENCY?

Goat is a global, award-winning social media and influencer marketing agency.

Since 2015, Goat has been at the forefront of the social media and influencer marketing industry. Our team of experts has worked with hundreds of brands to drive awareness, engagement, conversations and brand love through long term social media strategies and best-in-class influencer campaigns.

We've worked with leading global brands such as Nivea, Dell, Meta, EA Games, Alibaba and Intuit TurboTax on their influencer and social-first marketing strategy. In the food and drink sector itself, we've worked with the likes of Arla, Tesco, Mars, Kraken Rum, TRIP Drinks, Zaxby's, and Pernod Ricard.

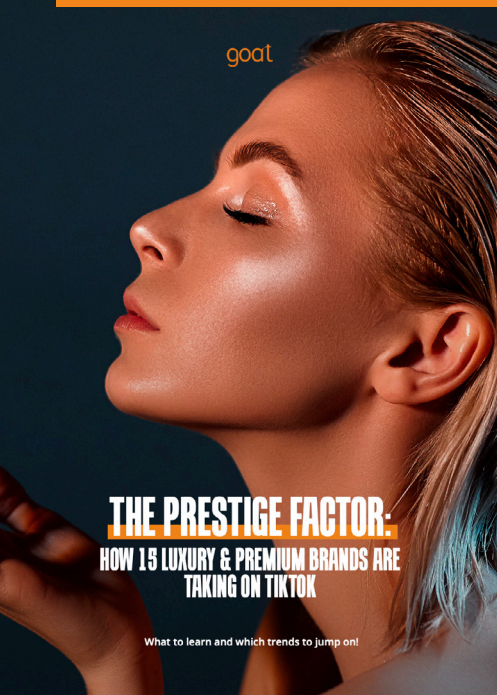
Get in touch with us to find out how we could help you:

- Create an effective organic and paid social media strategy to achieve your brand's objectives.
- Work with influencers that will deliver results at every stage of the funnel.
- Consolidate your TikTok and wider social media/influencer marketing strategy across different platforms and territories.
- Stand out amongst competitor brands in the food and drink space and get cut through for your brand message!

You can also check out our [Blog](#) for all the latest guides, events and insights from our team.

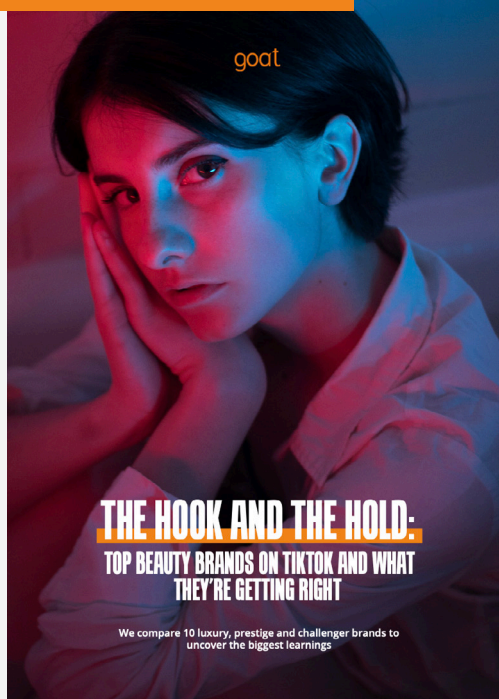


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