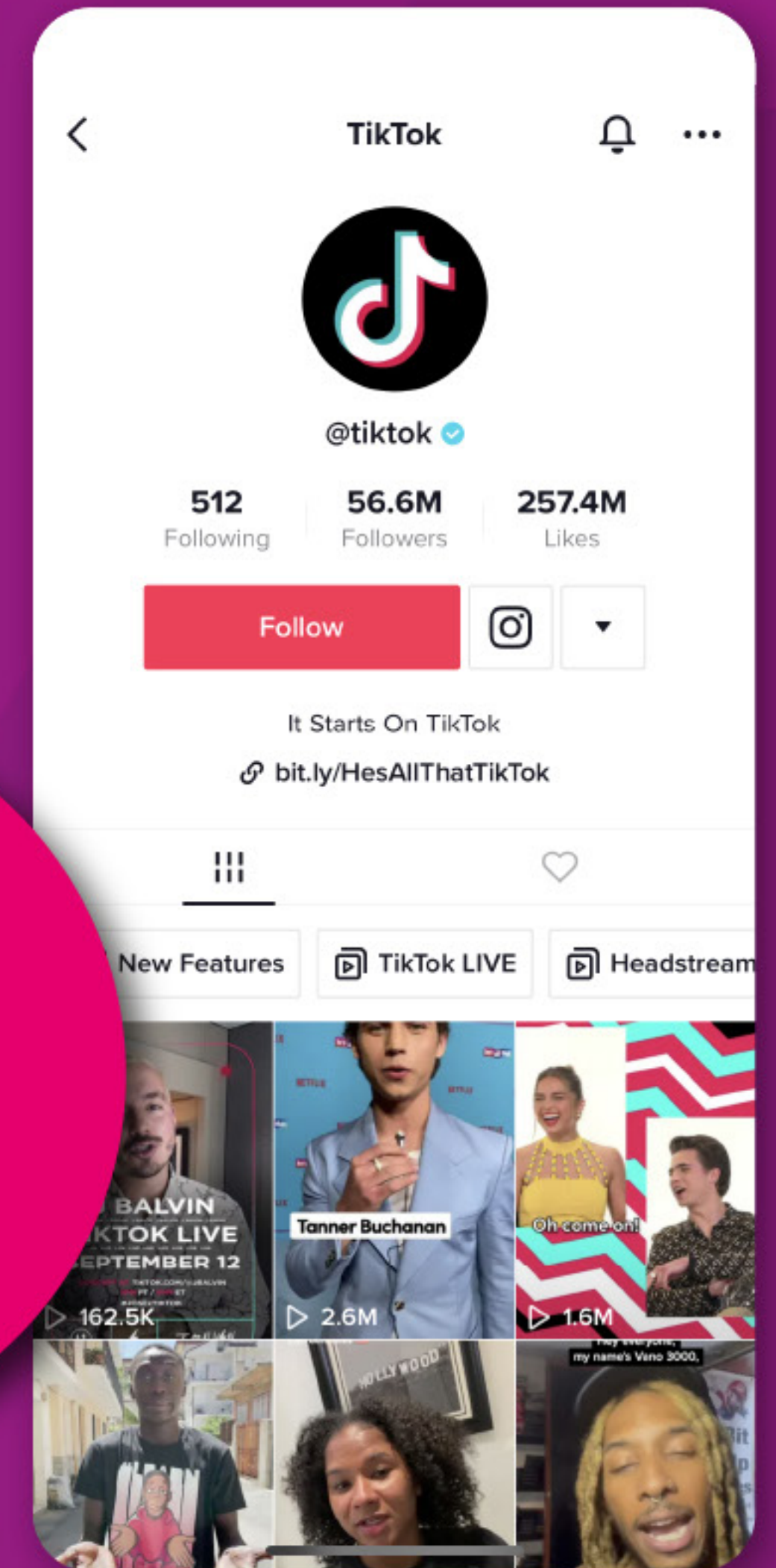




The 50 Best UK Brands On TikTok



The Rise of TikTok

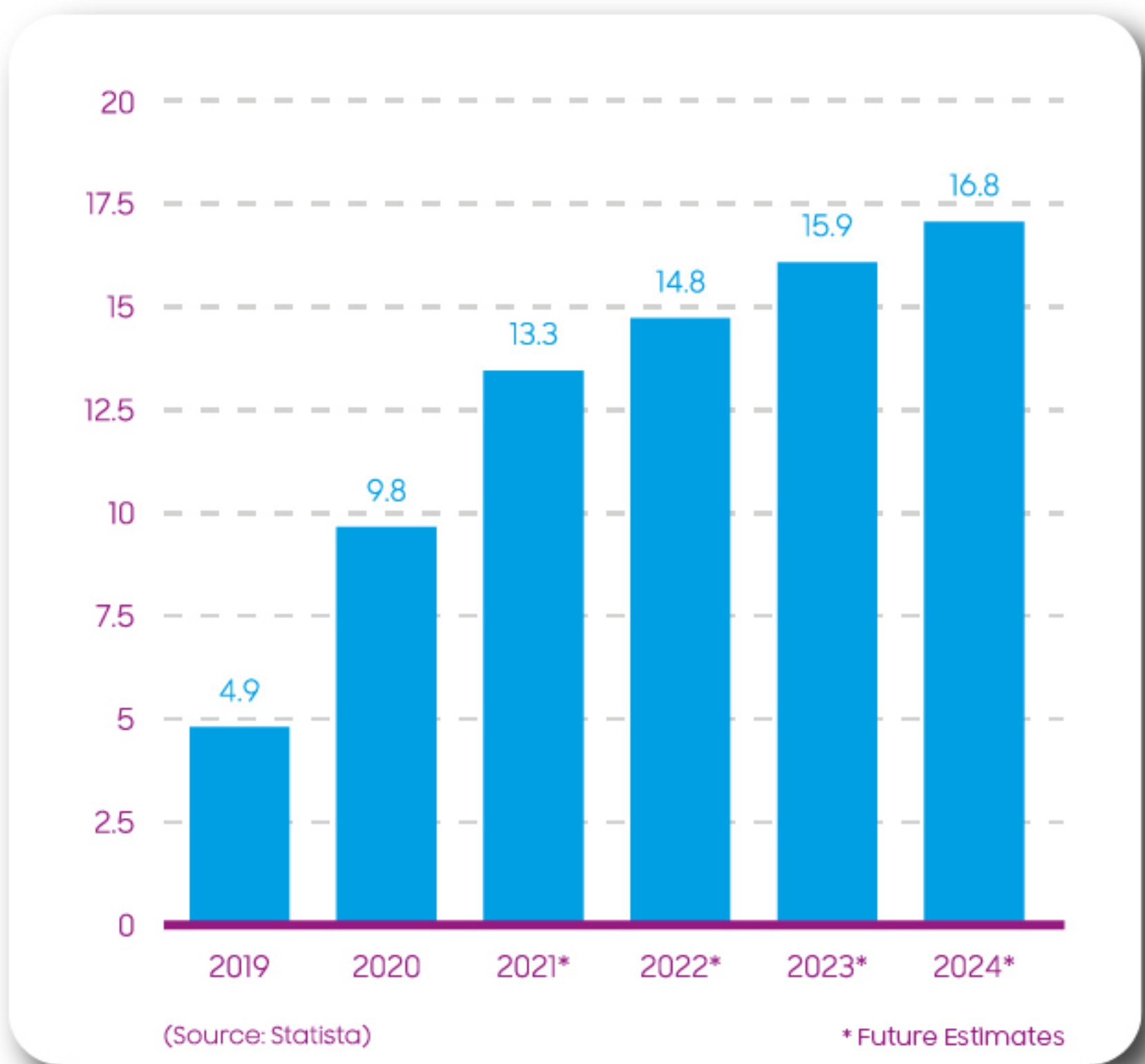
What started as a small, teens-only platform has transformed into the second-highest revenue-generating app in 2020. TikTok is forecasted to reach 1.2 billion global users in 2021 (FanBytes).

The difference between TikTok and other social platforms is that it prioritises the users' preferences versus the users' connections. This approach allows users to discover content that truly resonates with them, rather than just what their friends have shared. This method makes each person's For You Page (FYP) unique, guaranteeing entertainment each time users open the app (Vox).

To top it all off, this is just the beginning, and TikTok should be monitored because:

- The algorithm will keep learning and getting better.
- It is the best creator-led platform because of the unparalleled opportunity for reach
- The platform quickly learns what content users love, playing them back time and time again (Forbes)

TikTok's popularity has taken hold in the UK as well. The number of British TikTok users has grown to 13 million in 2021 (TikTok).



5 reasons brands should be on TikTok

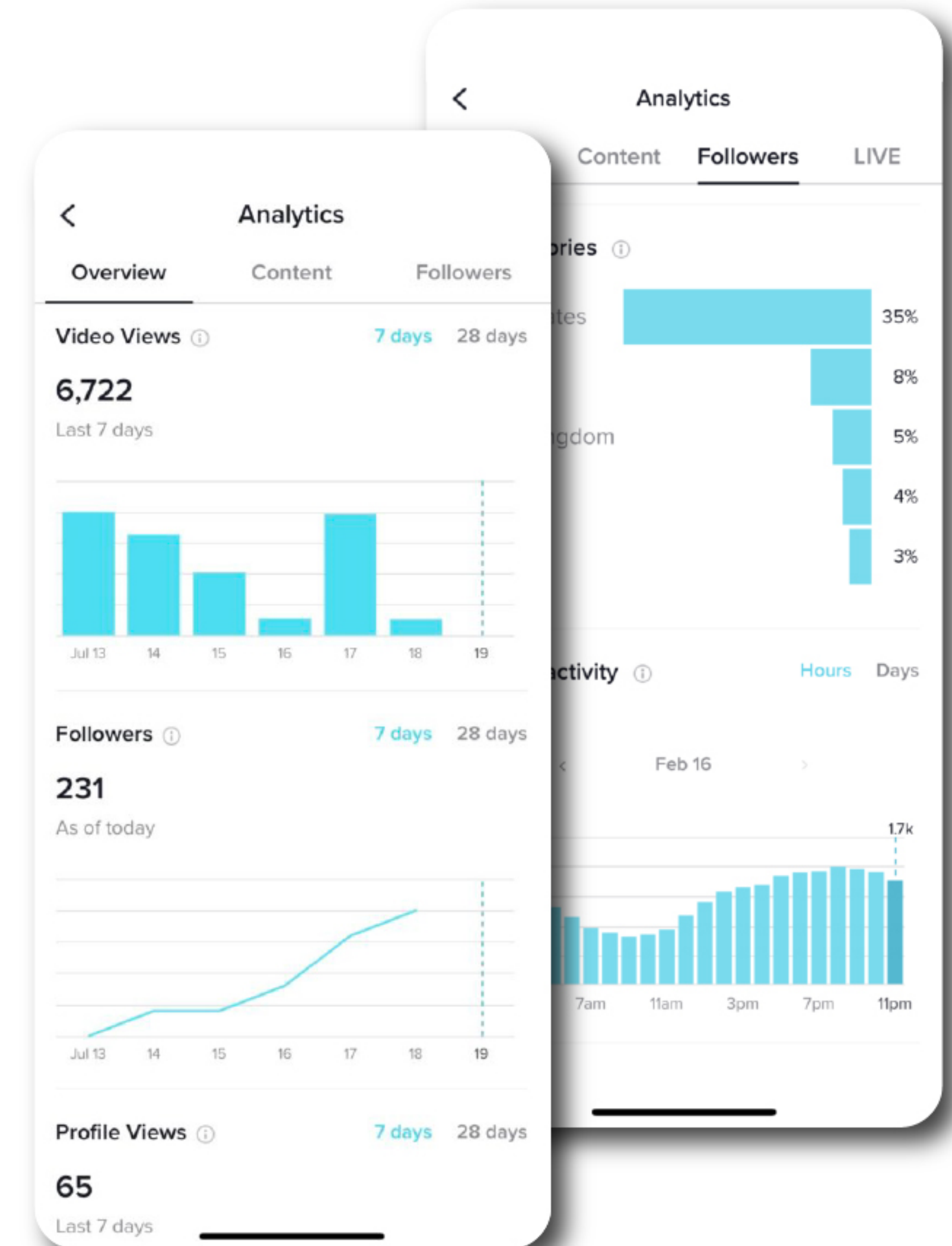
Reach: TikTok's reach potential is unmatched. It is an opportunity to connect with current and potential customers.

Brand Lift: TikTok's studies have consistently shown impressive increases in brand lift among consumers (Creative Review).

Interest: The algorithm will show specific content to those more likely to interact, qualifying the audience for brands' content.

Un-duplicated audience: TikTok has attracted an audience that is not on other platforms allowing for unique reach (TikTok).

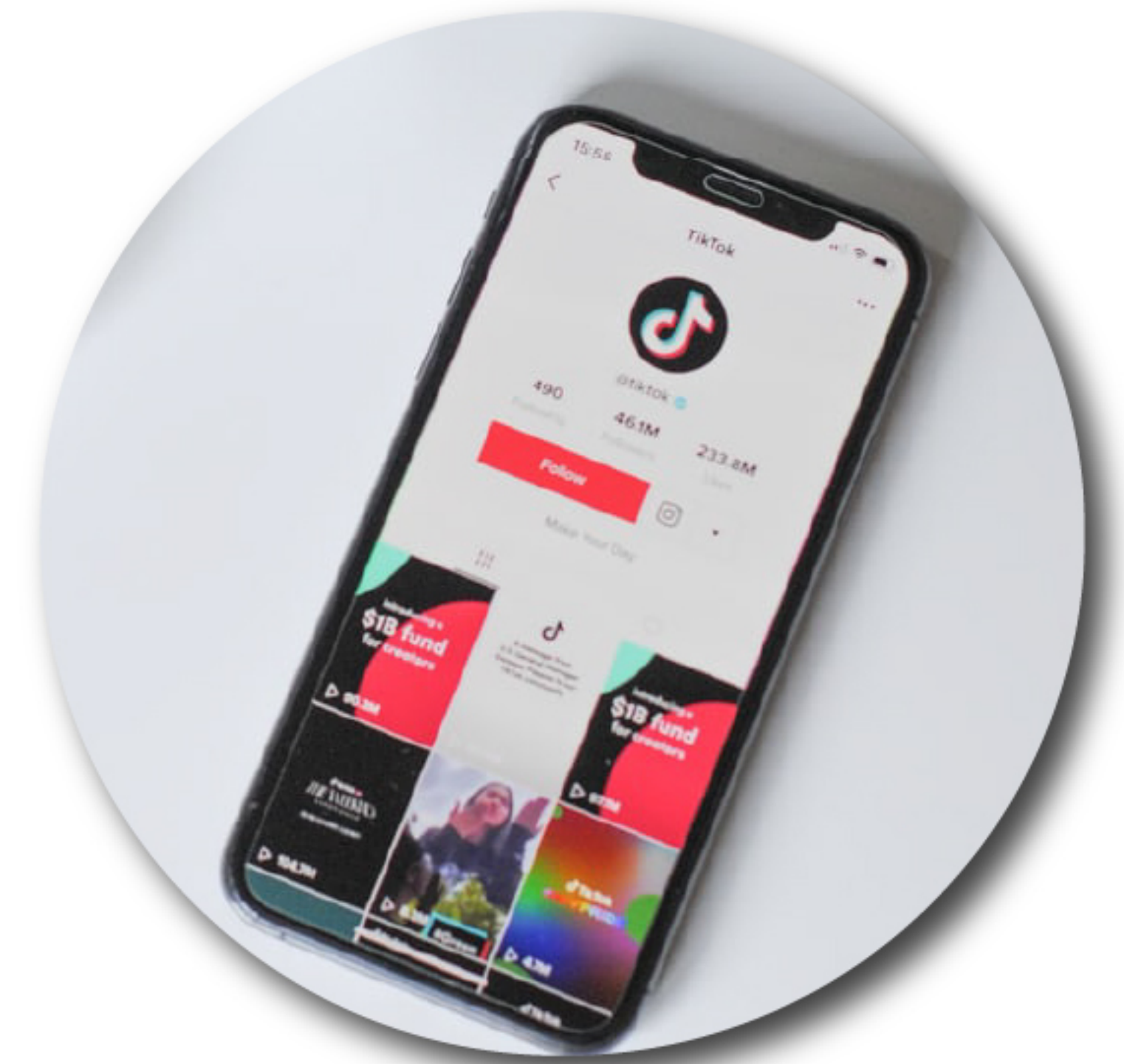
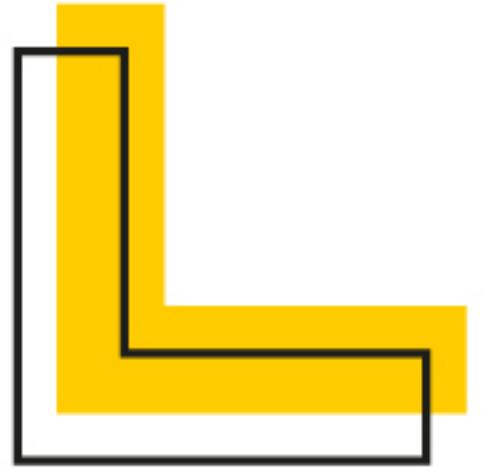
Creativity: TikTok prospers on quirky content that typically wouldn't work on any other platform. Brands can use this as a chance to test the most daring ideas (LinkedIn).



Methodology

The TikTok accounts of the 50 brands selected in this report have been evaluated based on the following criteria:

- **Authenticity:** Is there a sense of brand identity in the content produced?
- **Originality:** Is there something about the content that hasn't been done before?
- **Creating TikToks, not ads:** Have these brands completely embraced the nature of TikTok?
- **Use of trends:** Trends have been a key to TikTok's success. How are the brands interpreting trends?



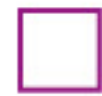
The 50 Best UK Brands on TikTok



50

SCOTLAND
NATIONAL TEAM143.8 K
Followers24.66%
Engagement Rate

Originality



Authenticity



Trends



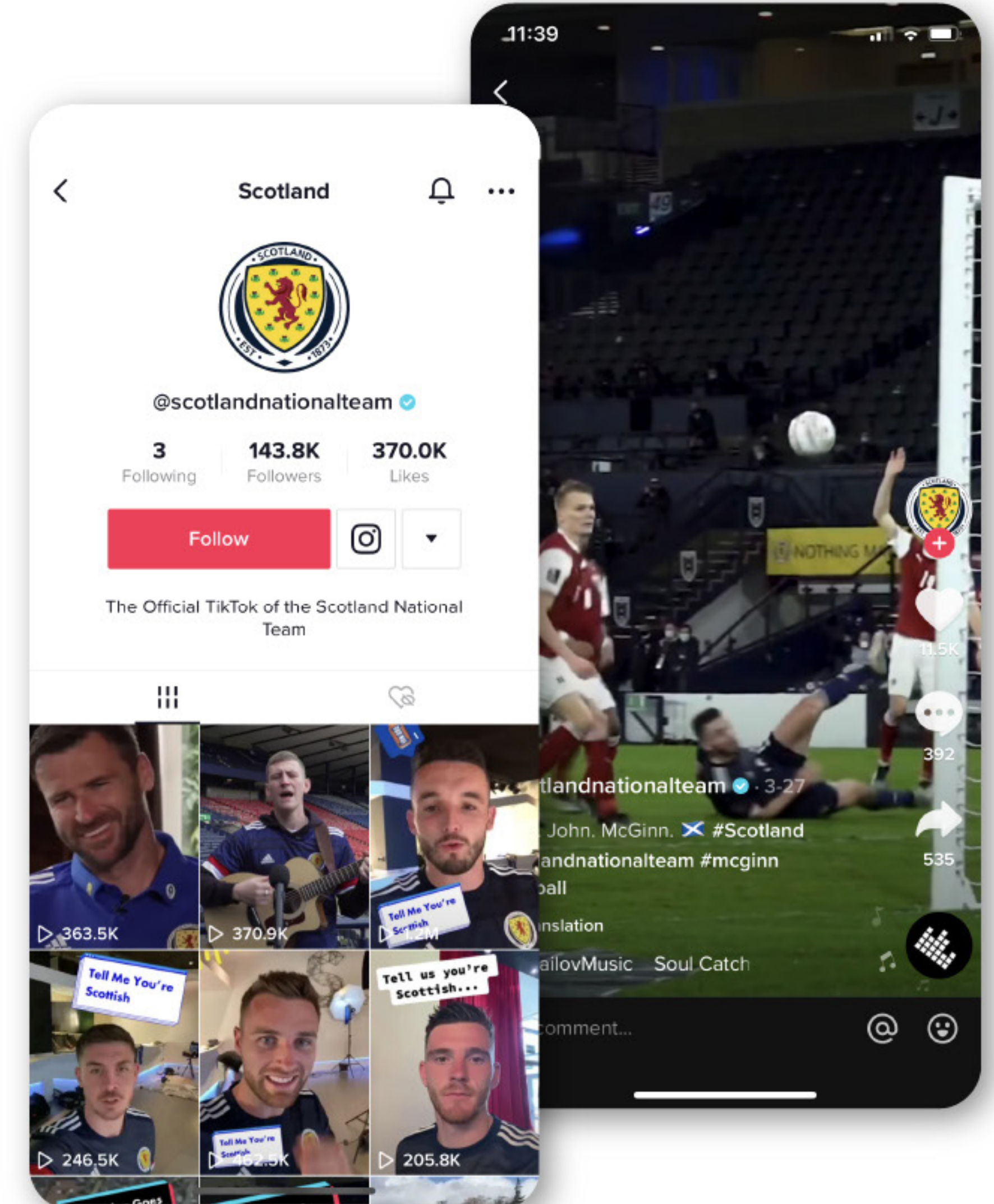
Creates TikToks



The Scotland national football team represents Scotland in men's international football.

While Scotland national football team does utilise some typical game highlight content, there is also good use of the trend **#TellMeYoureScottish** that highlights the players' personalities in a niche and personal way.

While they may not have many videos on their feed, they understand the need for authenticity and tailored content that works really well on the platform and with their audience.



49

ALDI

150.8 K
Followers

11.02%
Engagement Rate

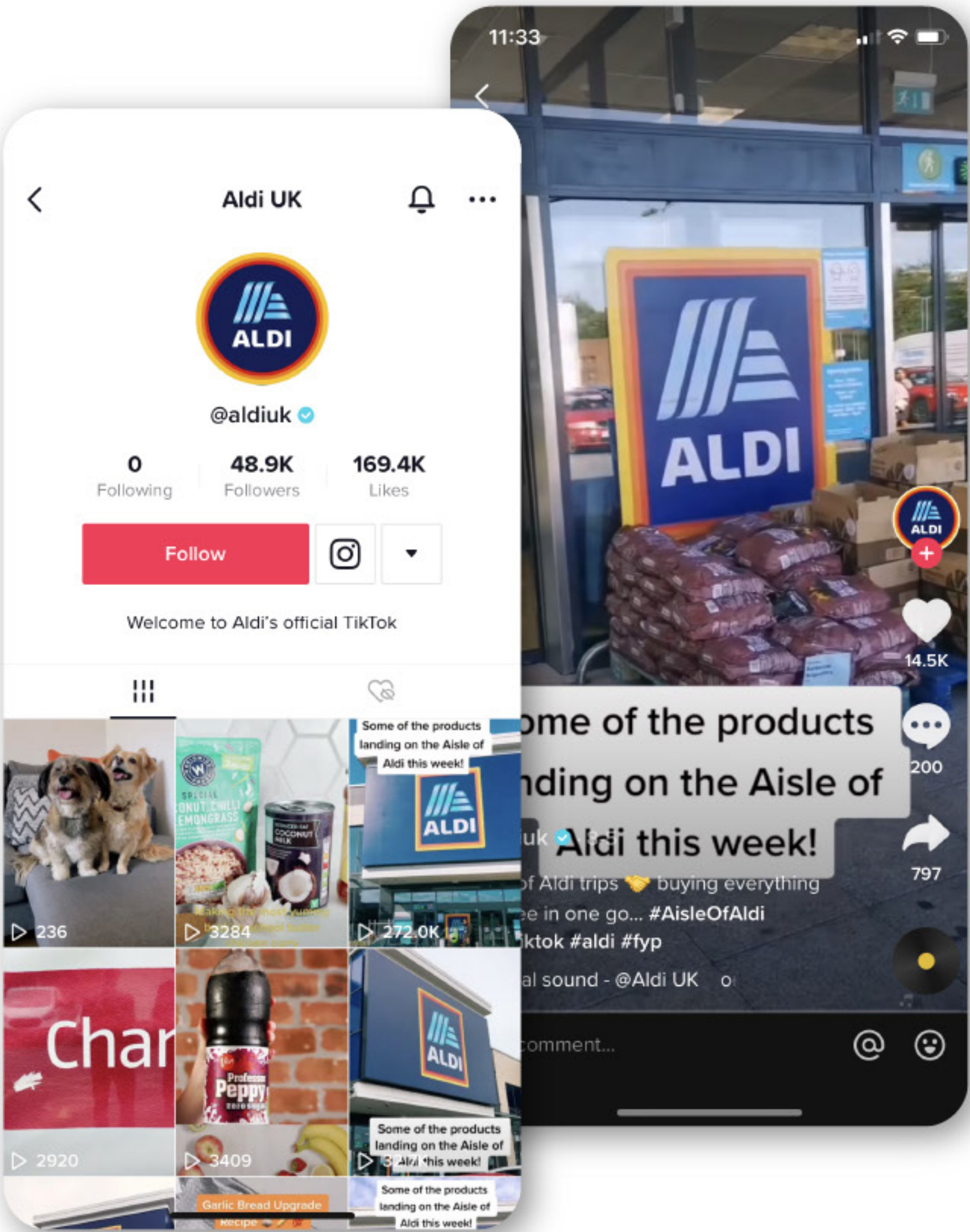
- Originality ☐
- Authenticity ☒
- Trends ☒
- Creates TikToks ☒

Aldi is one of the largest supermarkets that source their products locally in the UK.

They have grown their following to nearly 50K followers with Aldi product recipes and aisle updates in a little over three short months.

The supermarket is still establishing itself on the platform, but it seems Aldi is not afraid to experiment as it is already testing new content like restock videos and new product announcements, which have seen some of the highest engagement.

This experimentation marks Aldi as one to watch!



48

PREMIER LEAGUE

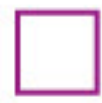
1.4 M

Followers

12.19%

Engagement Rate

Originality



Authenticity



Trends



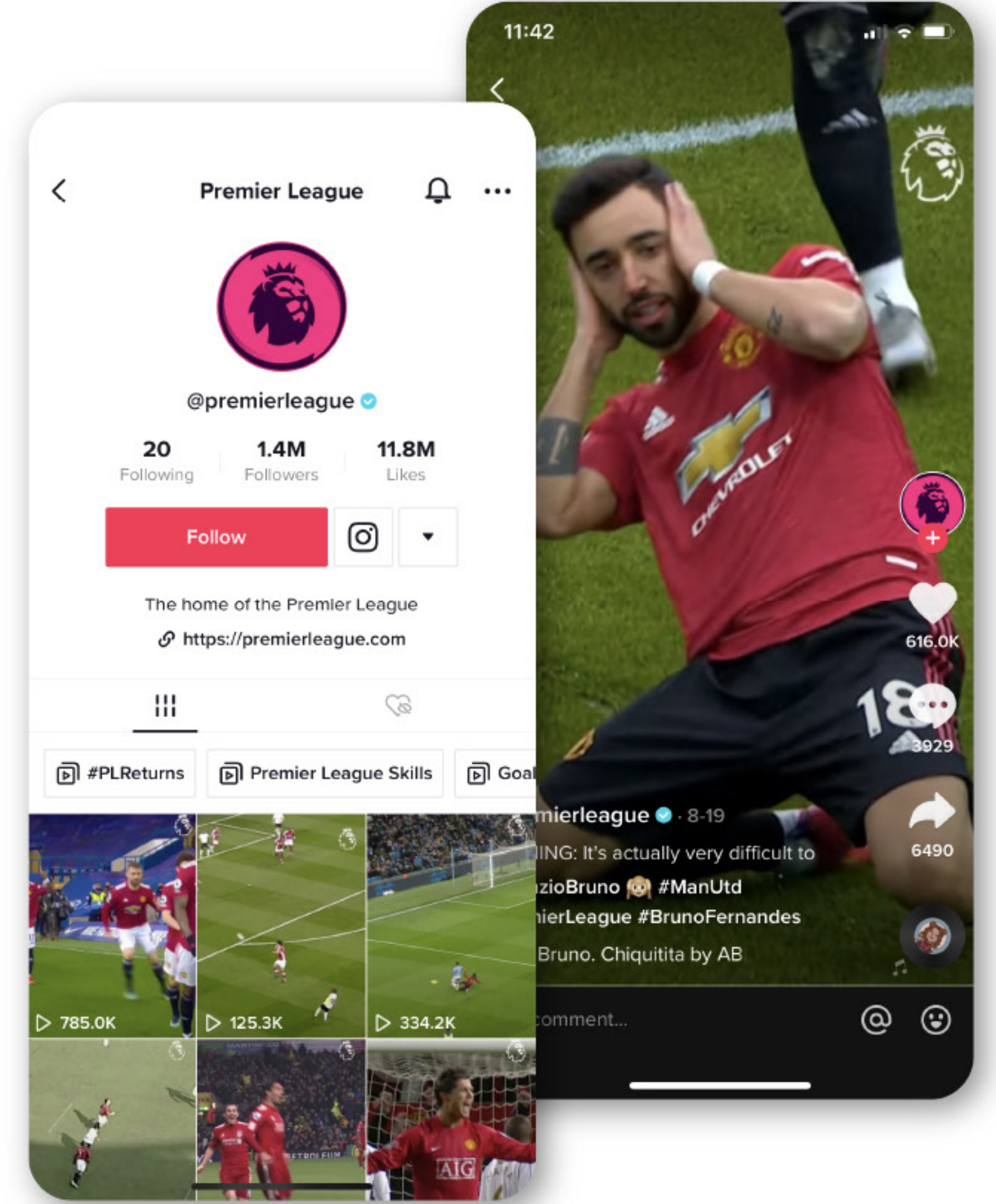
Creates TikToks



The Premier League is the organising body of the league with authority over the Rule Book, broadcasting rights and more. In two months, their account has grown to nearly 1.4M followers!

The content has taken the best clips of the matches and paired them with trending sounds on TikTok, making the videos even more impressive.

It's a carefully curated feed that any football fan would spend hours scrolling, and it's very likely that they already do.



47

LEEDS UNITED

434.5 K

Followers

19.44%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

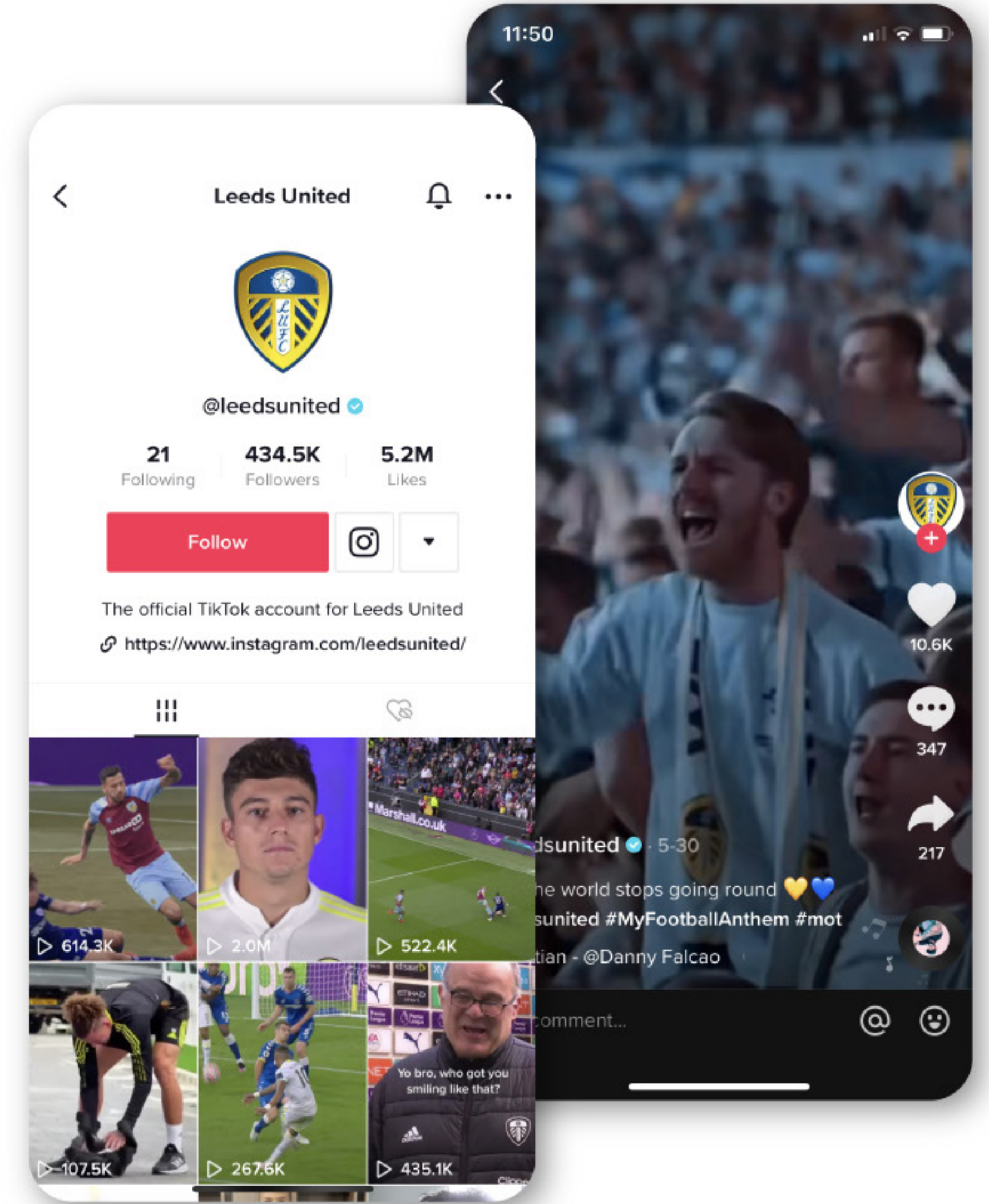


Leeds United is an English professional Premier League football club based in Leeds.

Its clear the team want their content to feel native on the platform as they have even tried their hand at some transition videos to match popular content.

Additionally, they have mastered its comedic tone using trending sounds and cleverly edited videos that guarantee a chuckle or two.

This, coupled with game and player highlights, make this page a Leeds United fan's dream.



46

ENGLAND RUGBY

80.2 K

Followers

4.98%

Engagement Rate

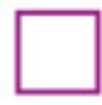
Originality



Authenticity



Trends



Creates TikToks



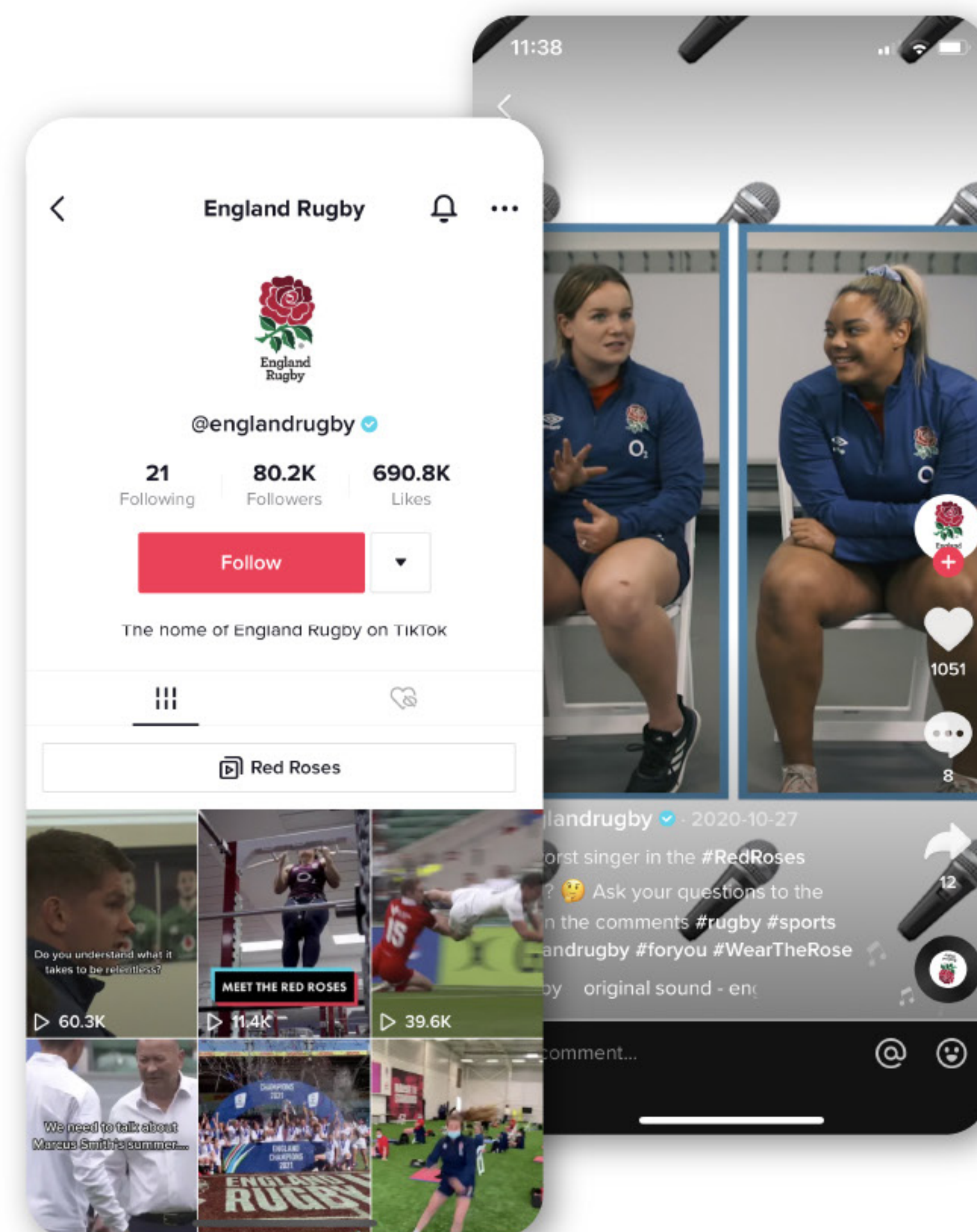
England Rugby is a part of The Rugby Football Union (RFU).

The RFU is the governing body of elite and grassroots rugby clubs in England.

They have done a great job of utilising their players to create content to feel organic to the platform.

This allows the audience to feel connected to the individual players they cheer on throughout the season.

With a range of hilarious outtakes from training, player profiles and game highlights, it's no wonder the audience stays engaged.



45

BT SPORT

275.2 K

Followers

9.6%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

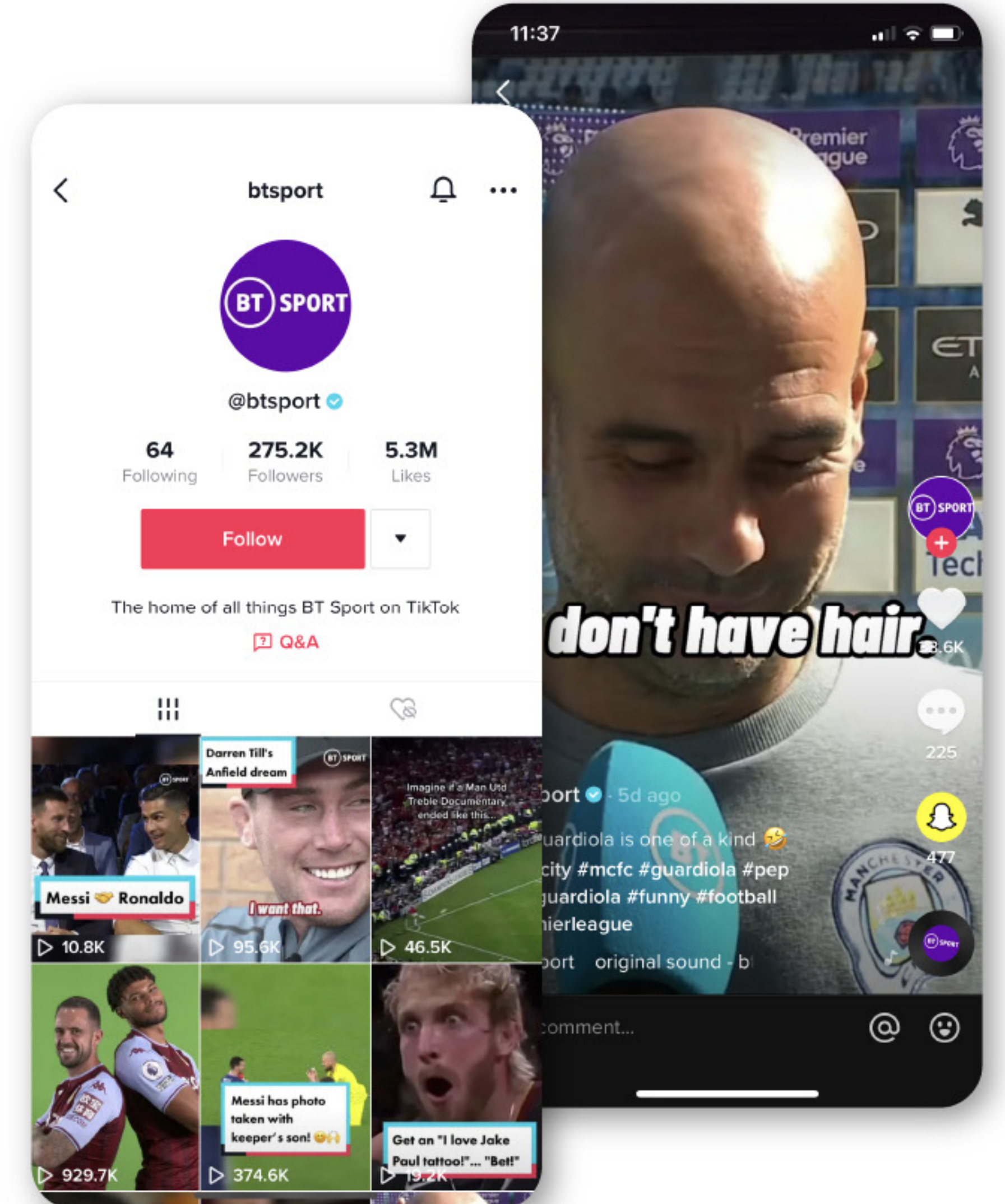


BT Sport is a group of TV sports channels granting access to Premier League, Boxing, Rugby, UFC and more.

Their account is a highlight reel of footballs greatest moments, athletes' funniest interviews, and comedic sports-related content.

The content also includes some of the best cuts of athlete interviews.

With countless viral hits and a strong engagement rate of over 9.6% (Ubiwz), BT Sport's content is clearly filling the needs of many For You Pages across the UK!



44

RED BULL RACING

1.2 M

Followers

5.61%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

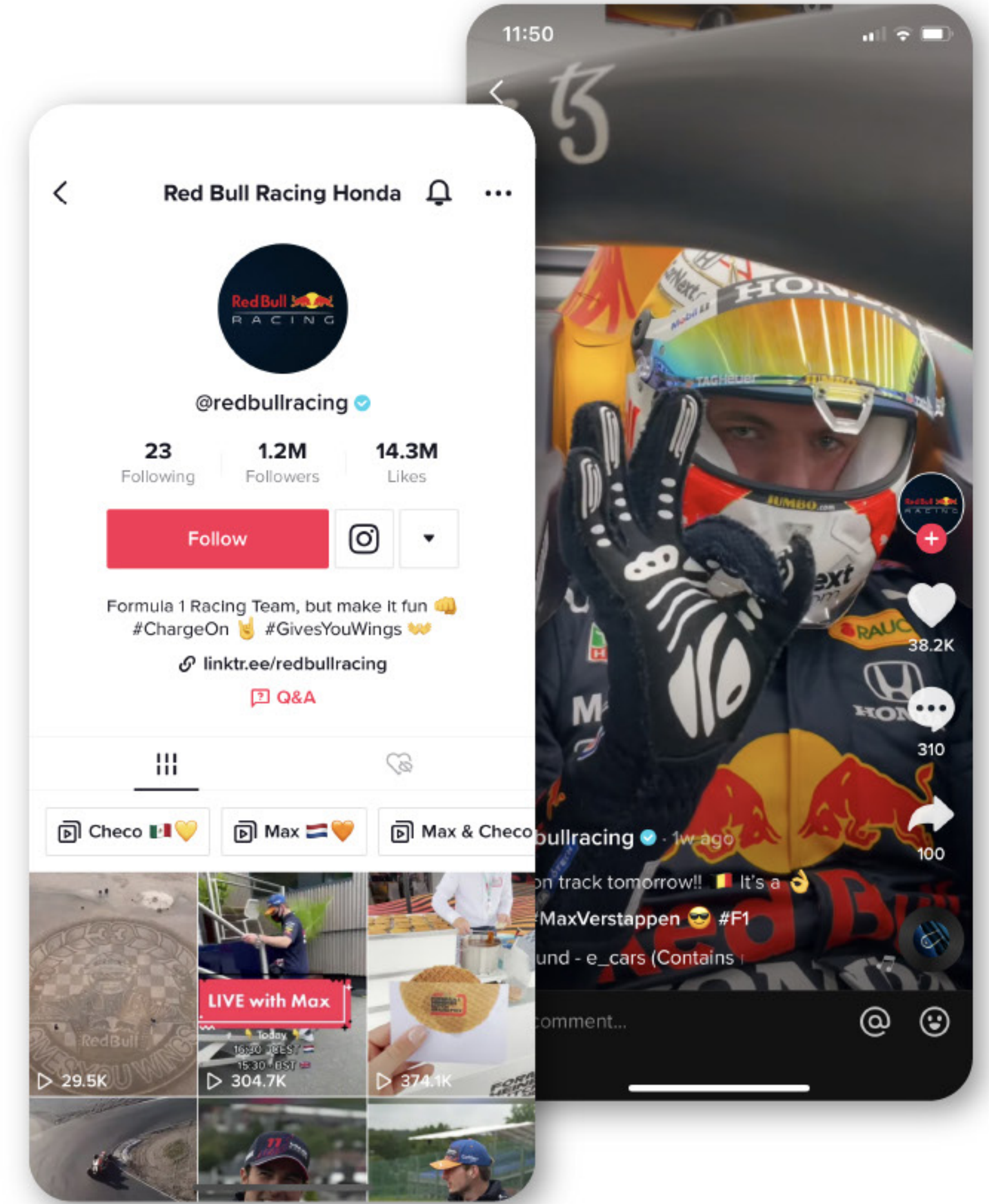


Red Bull Racing Honda is a Formula One team based in Milton Keynes, UK.

They provide some great behind the scenes content and has driver interviews and interactions with the fans.

But most importantly, Red Bull Racing is not afraid to laugh with some epic prank content sprinkled into its feed.

They have also recently included some amazing coverage of the Italian Grand Prix that made the audience feel like they were there, including a hilarious encounter with a local.



43

PRIMARK

233.7 K

Followers

8.35%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

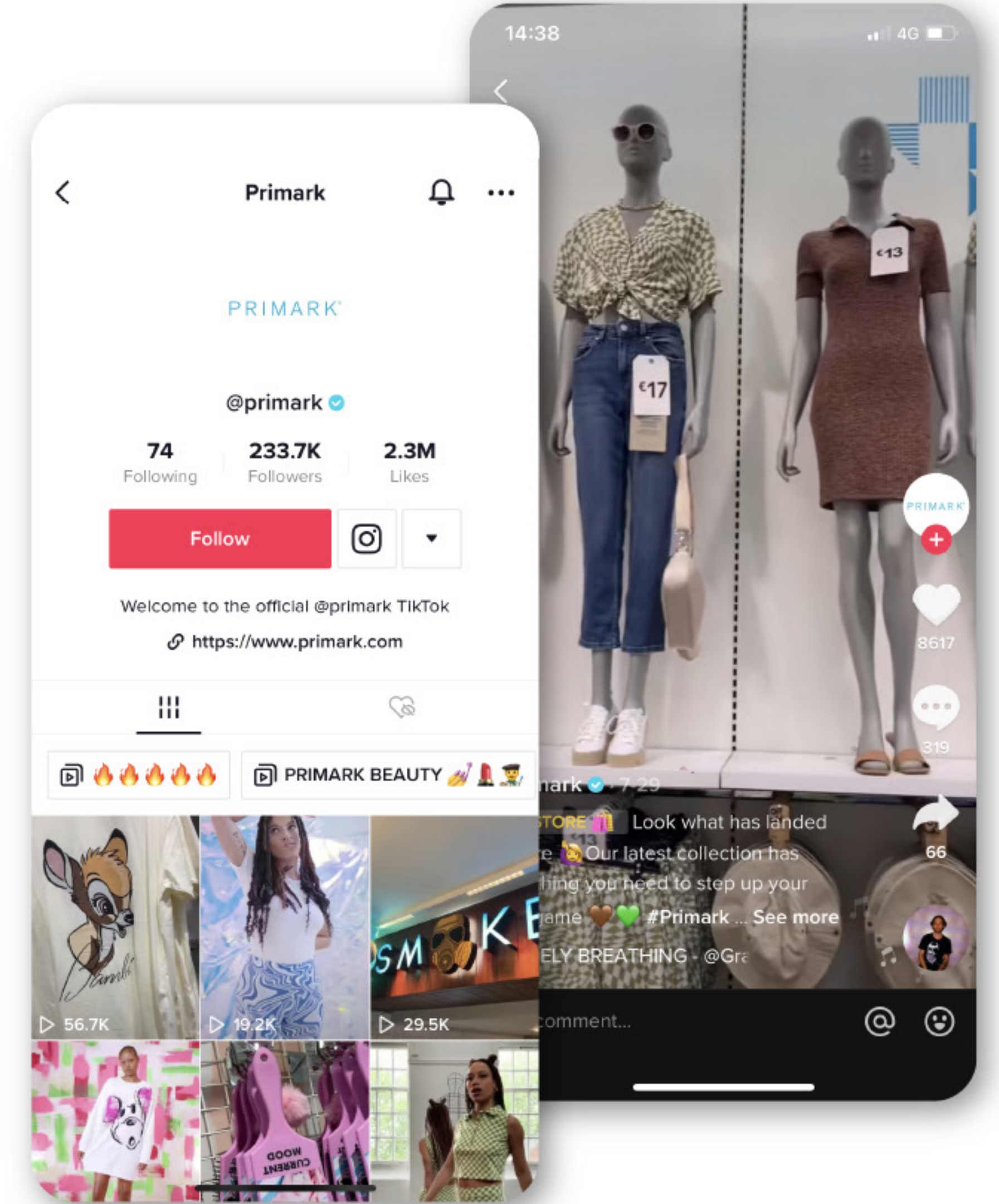


Primark is an international retailer that offers the lowest prices for the latest fashion, beauty and more.

Their account has been tailored to TikTok, with a mix of new product announcements and trending sounds and videos.

They have leaned into impressive clothing transition content and have enlisted the help of a handful of influencers.

The content feels organic to the platform and despite having multiple presenters throughout their videos, the audience can still get a great sense of brand identity and personality!



42

ASTRID & MIYU

18.0 K

Followers

37.59%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

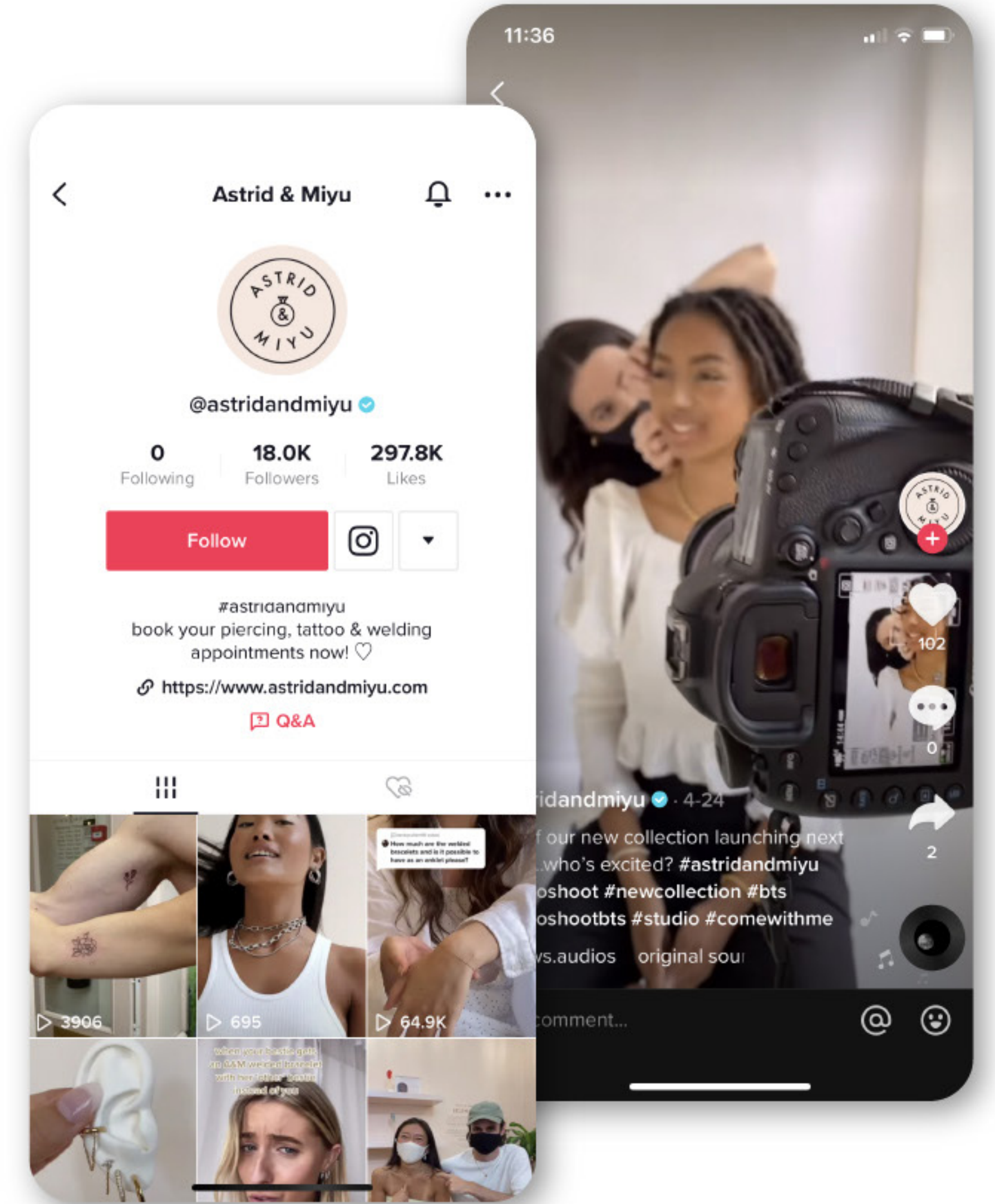


Astrid & Miyu is a jewellery brand inspired by its founder's quirky jewellery from local markets while travelling.

Connie Nam, the founder, found the mundane nature of jewellery shops disappointing and sought to change it herself.

Mission accomplished as their TikTok serves as accessory inspiration.

And what's more, Astrid & Miyu uses all the trending sounds as the background music to extremely satisfying jewellery stacking transition videos.



41

ICONIC LONDON

27.3 K

Followers

0.26%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

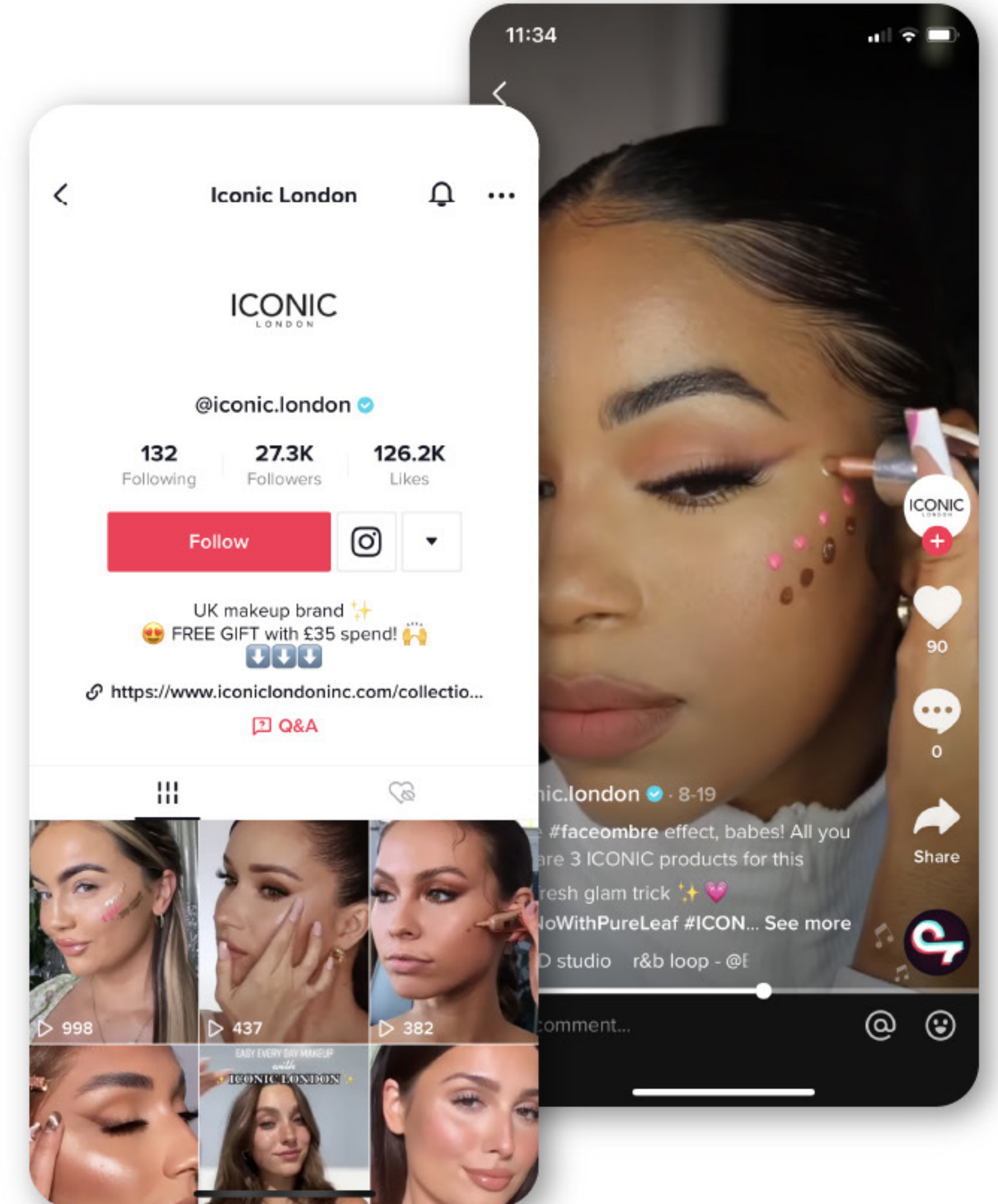


Iconic London is a cruelty-free beauty brand that has taken the industry by storm since launching in 2015.

Scrolling through the grid of Iconic London's feed is already satisfying, with endless dewy skin in all the shades.

It only gets better once you select a before and after transformation that can calm your soul.

All in all, Iconic London's TikTok account is one of the most aesthetically pleasing we've seen.



40

LOVE ISLAND

756.7 K

Followers

8.74%

Engagement Rate

Originality



Authenticity



Trends



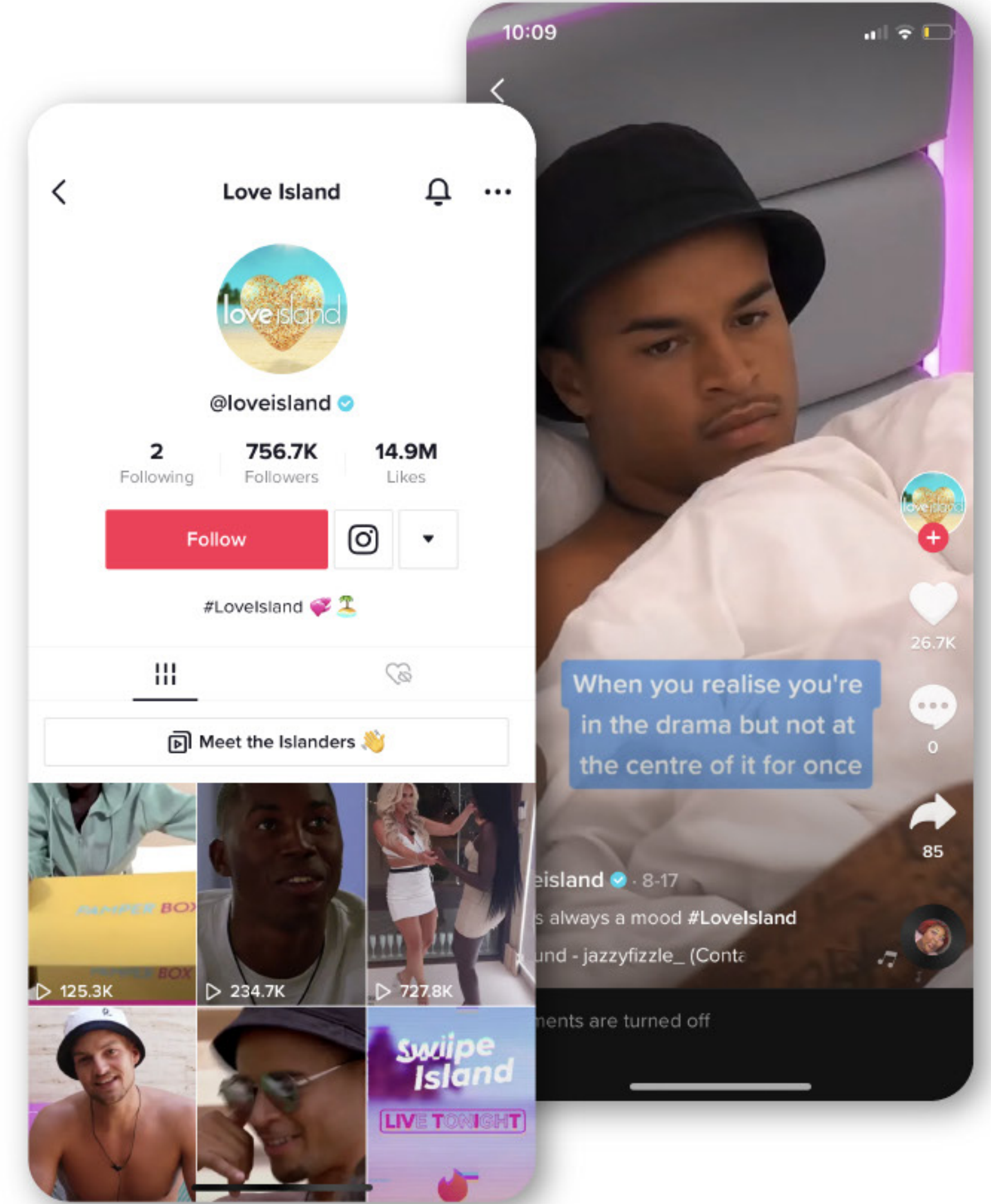
Creates TikToks



Love Island has taken over most of the UK's TVs during the summer and now they are coming for your For You Page.

They have compiled some of the funniest clips from the show, included behind-the-scenes of filming the reality TV show and hopped on some TikTok trends to make sure the content fits right in on the platform.

With content like this, they are sure to keep the buzz going until the next season graces our screen.



39

CANDY KITTENS

6512

Followers

16.87%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



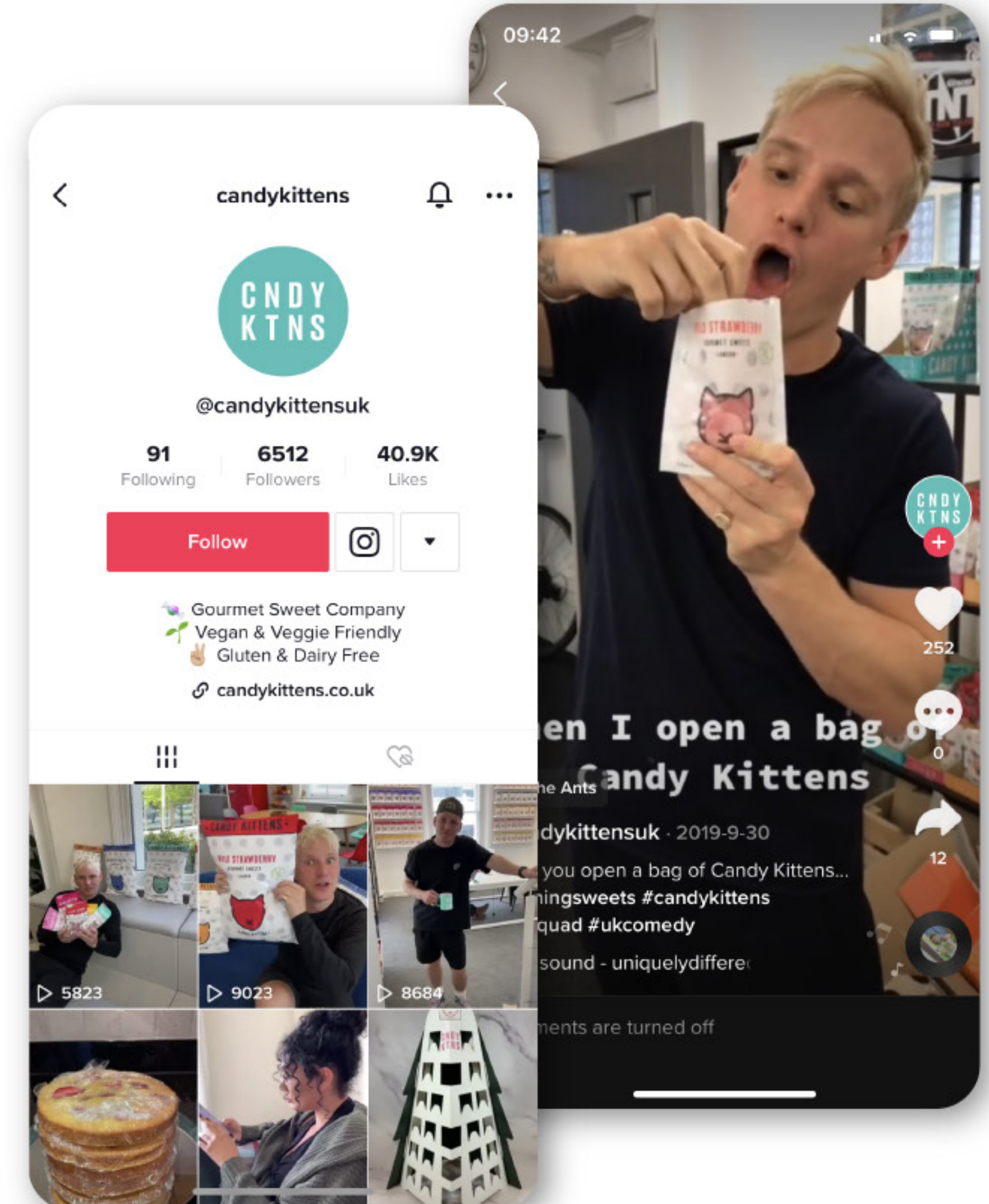
Candy Kittens, a gourmet candy range, launched in 2012 with natural and authentic ingredients.

Since then, Candy Kittens has expanded its range of sweets and has established a physical location within Selfridges.

They have chosen not to only focus on its product, and we are so glad they did.

Their content is employee-led, which really gives the audience an understanding of the people behind the magic.

If Candy Kittens keep bringing the authentic content, then their community will keep growing.



38

ASTON VILLA

371.2 K

Followers

19.36%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

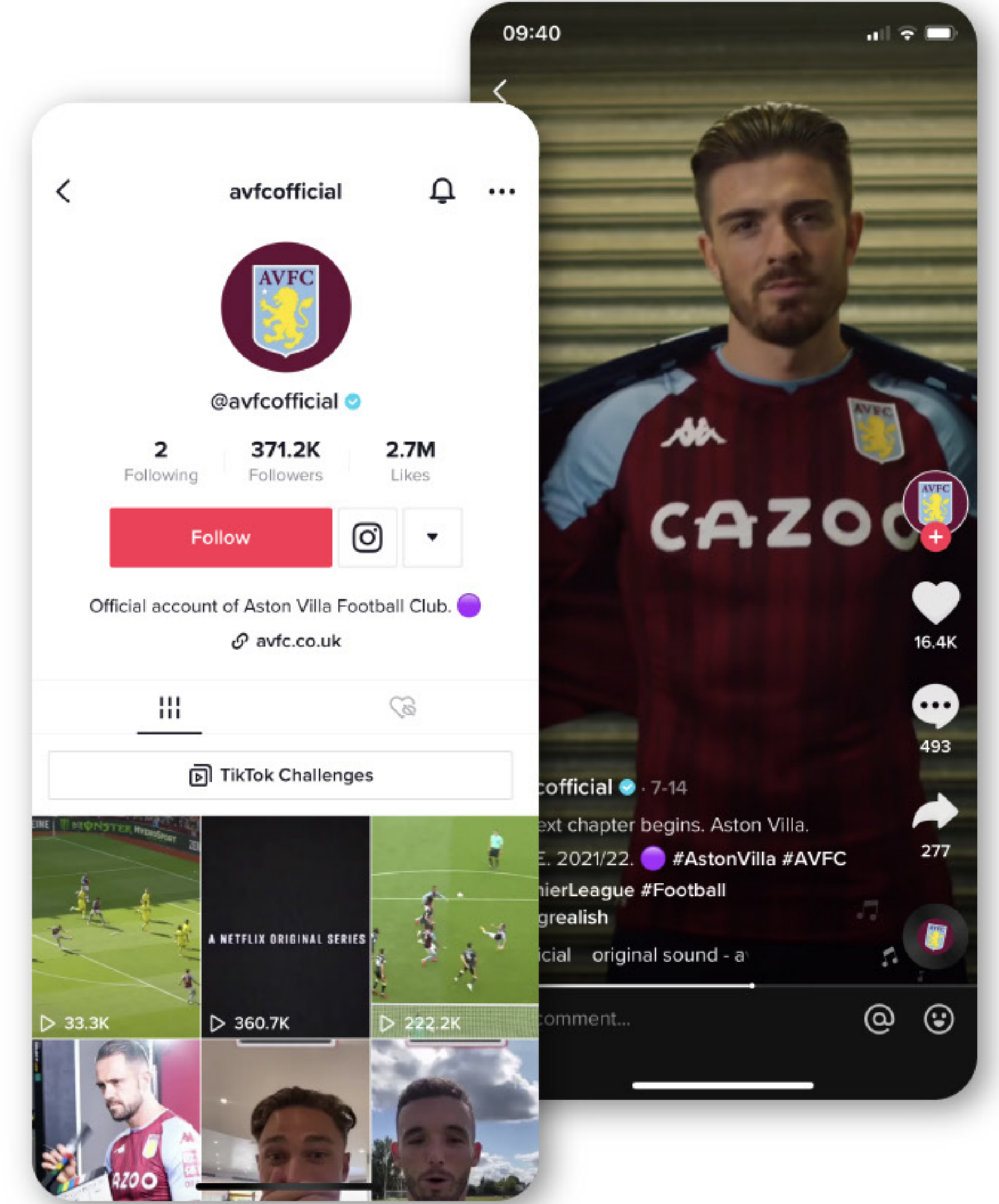


Aston Villa is a professional Premier League football club, based in Aston, Birmingham.

Rather than creating predictable content for a football club, they have mixed it up with some presenter-led content that we love to see.

Presenters lend authenticity and personality to a brand.

Aston Villa has also used hilarious sounds to make even the best game highlights more exciting.



37

TÉLLE MOI

4408

Followers

3.35%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



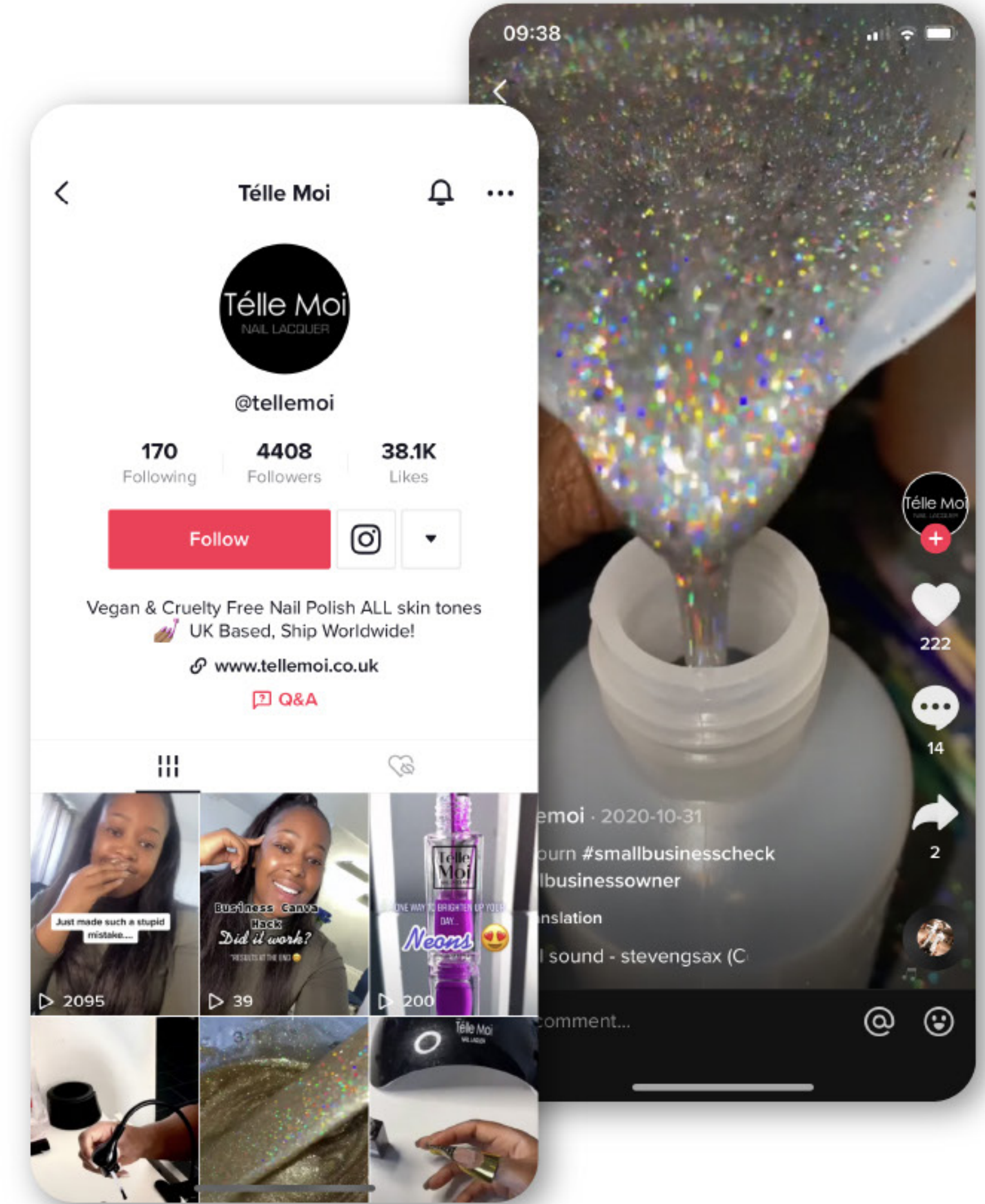
Téle Moi is a UK independent brand offering vegan, handcrafted nail lacquer of nearly every colour.

Téle Moi ensures that each colour suits all skin tones and hopes each customer feels considered.

If it hasn't been made clear yet, we love satisfying content.

Téle Moi's feed is packed with delightful nail polish mixing and tube filling content that can mesmerise an audience.

The founder also injects a lot of anecdotes and personality into the content, making it easier to relate to the brand.



36

VIRGIN ATLANTIC

43.4 K

Followers

4.16%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

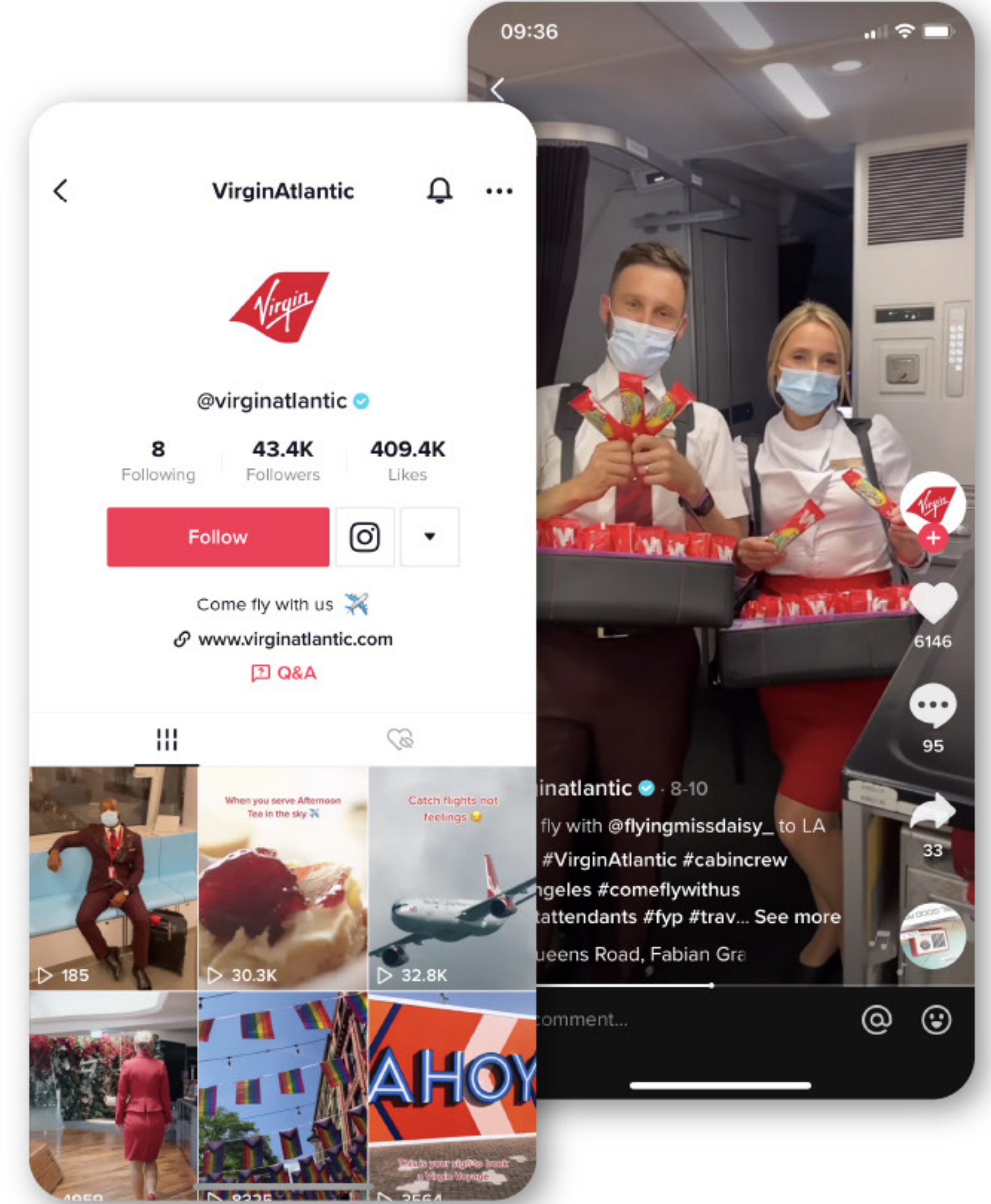


Virgin Atlantic's first flight was in 1984 and is notorious for challenging the norms.

They make excellent use of trending yet relevant sounds to engage with the platform.

Additionally, it enlisted the help of employees to share a **#dayinthelife** as a flight attendant, giving the audience a peek behind the curtain.

This content has helped Virgin Atlantic to over 40K followers in just two months.



CLARKS

4769

Followers

24.27%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



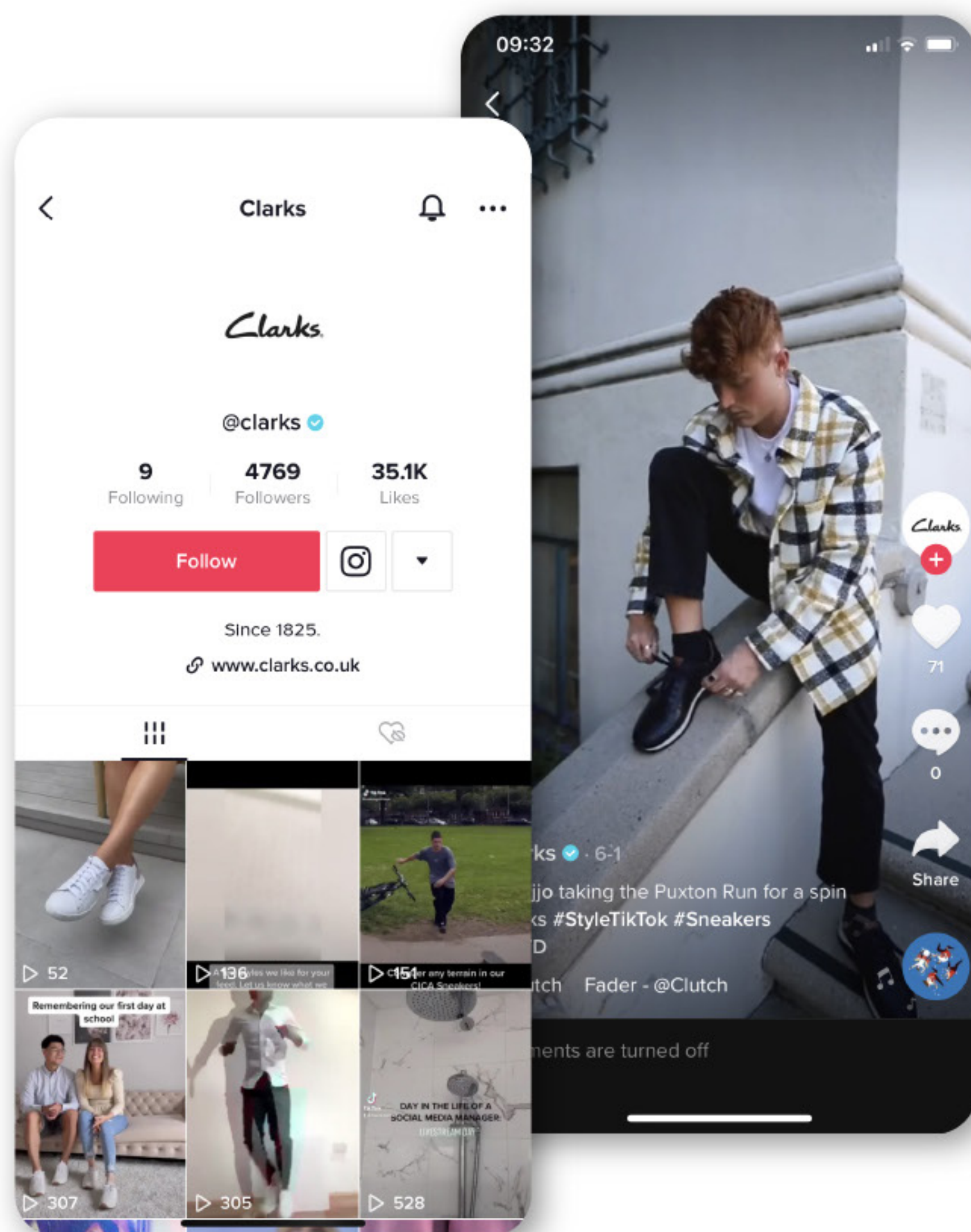
Clarks is nearly 200 years old, starting in 1825 when two brothers created a then-innovative slipper.

To this day, Clarks continues to prioritise innovation, using modern techniques to deliver the perfect footwear every time.

They have fully embraced the magic of a transition video.

Its content has combined fun and engaging transitions along with bright colours to catch the audiences' attention.

It highlights the fun and playful personality of the longstanding footwear brand that many didn't know existed.



34

WARNER BROS

140.2 K

Followers

20.39%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

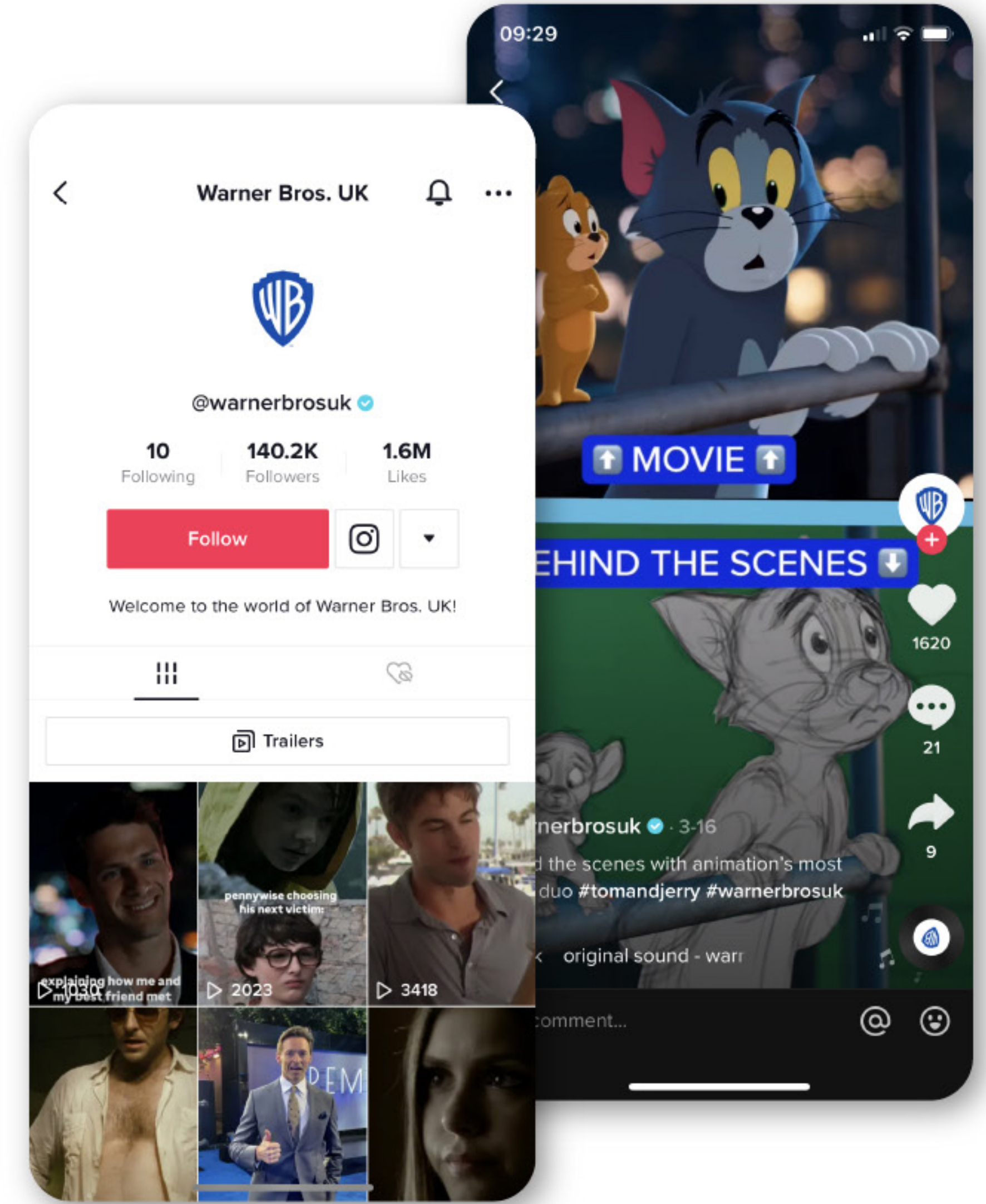


Warner Bros UK is the world leader in the production, creation, distribution, marketing, and licensing of all entertainment.

They do a great job of mixing the old with the new, playing on the emotions of nostalgia and excitement for what's coming to keep its audience coming back for more.

Warner Bros UK also carefully selects which trends to hop on, ensuring the content is delivered correctly and is always relevant, a skill that not all brands have mastered.

Good on you, Warner Bros UK!



33

NEVER FULLY DRESSED

99.6 K
Followers0.44%
Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

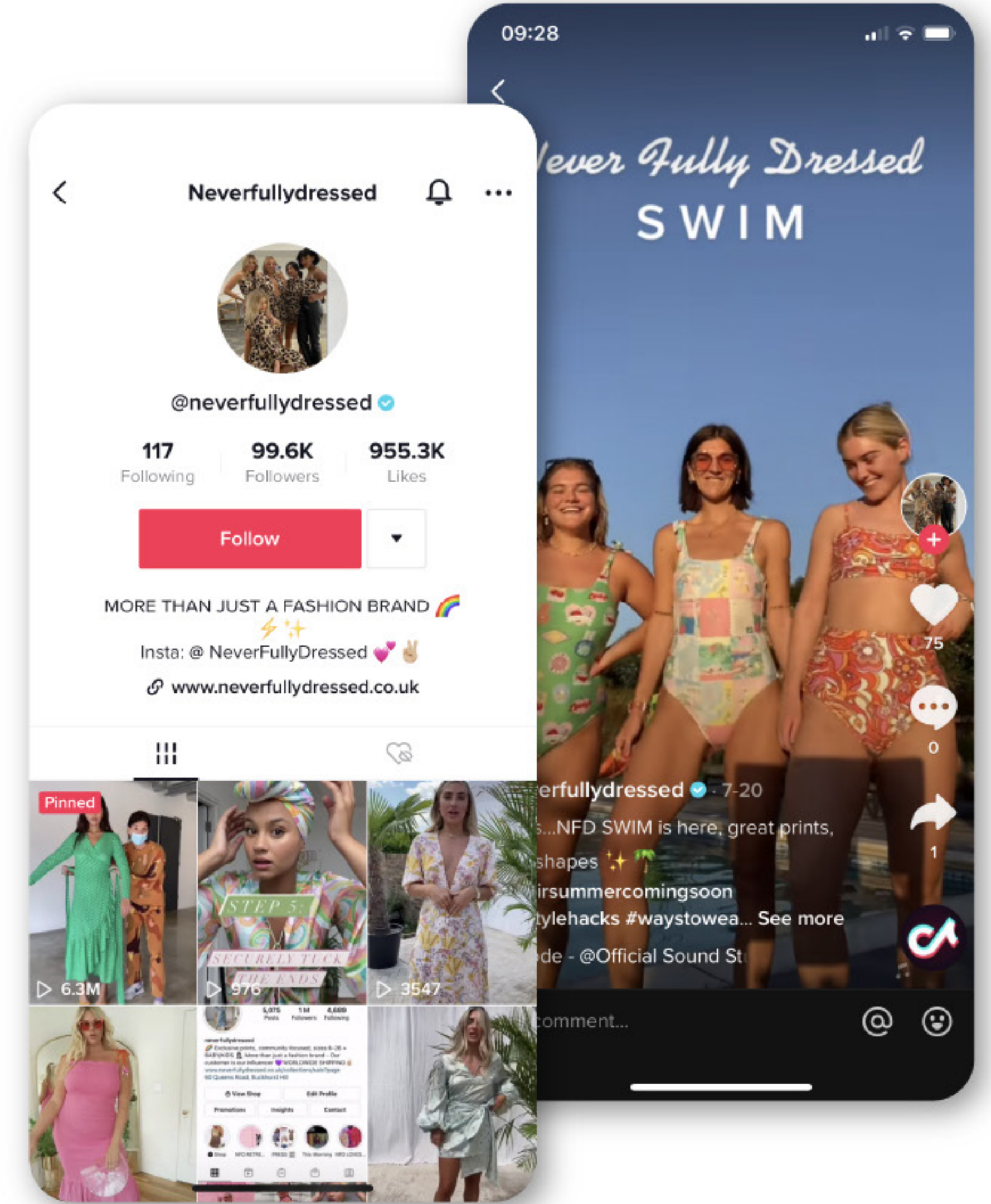


Never Fully Dressed (NFD) offers premium, affordable and feminine fashion for all shapes and sizes.

NFD is designed and based in London and has seen significant growth, including its recent partnership with BoxPark.

Rather than using TikTok as a showcase for all of NFD's beautiful clothing, they decided to use the platform to show customers how best to wear an item with tips and tricks that only they would know.

Their TikTok content is conversational, with presenters talking directly to the audience, making it more personable.



32

LIPTON

33.3 K

Followers

28.17%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

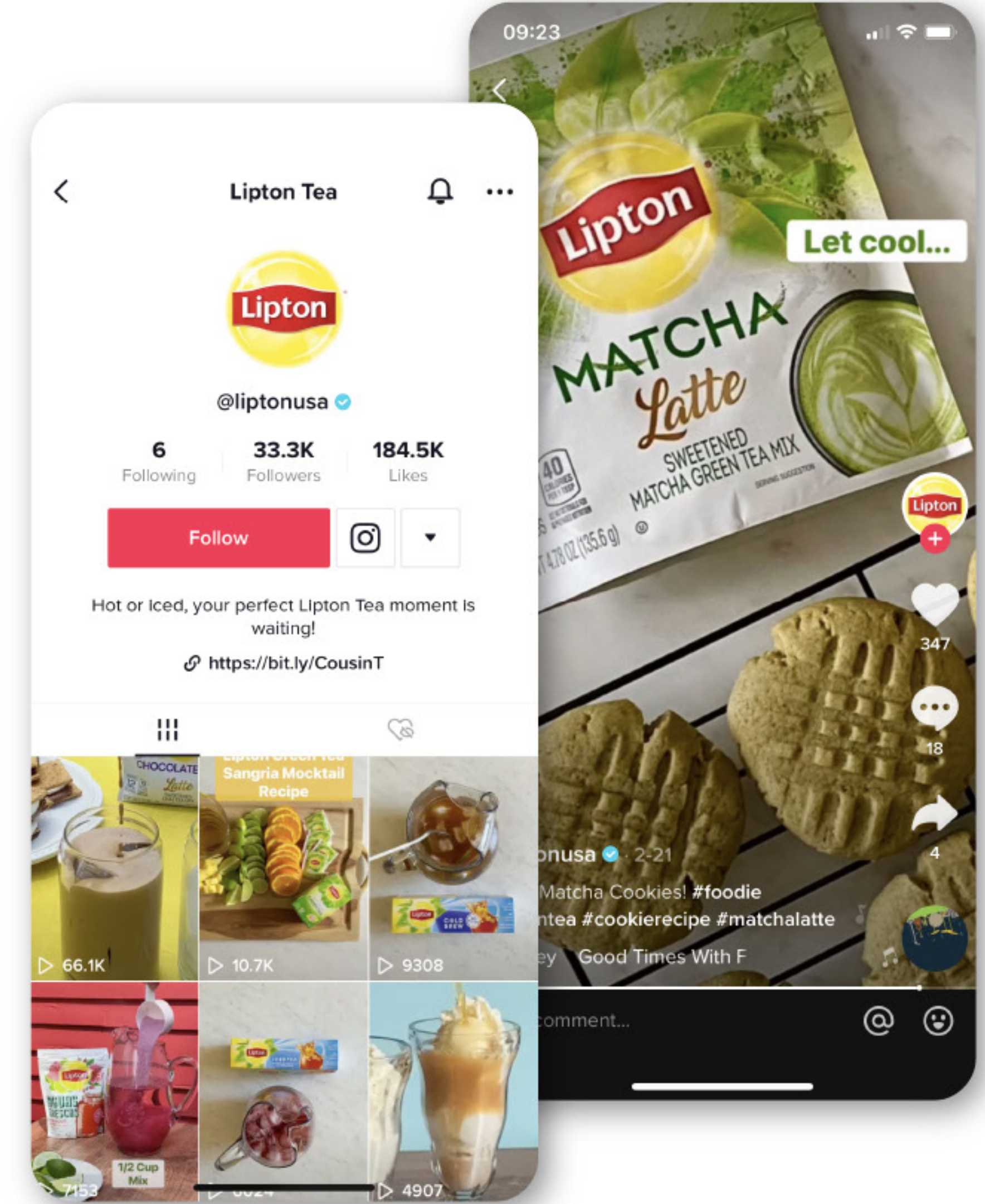


Lipton tea is over 200 years old and is now one of the worlds most recognisable tea brands.

Lipton was founded in the 1800s by Sir Thomas Lipton who's humble beginnings in the grocery industry served as inspiration for Lipton Teas legacy.

Their content plays into #foodtok surprisingly well.

They highlight both expected and unexpected Lipton tea recipes that the audience can use throughout the summer and into the colder months.



31

YOUNG DRIVER

18.1 K

Followers

34.18%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

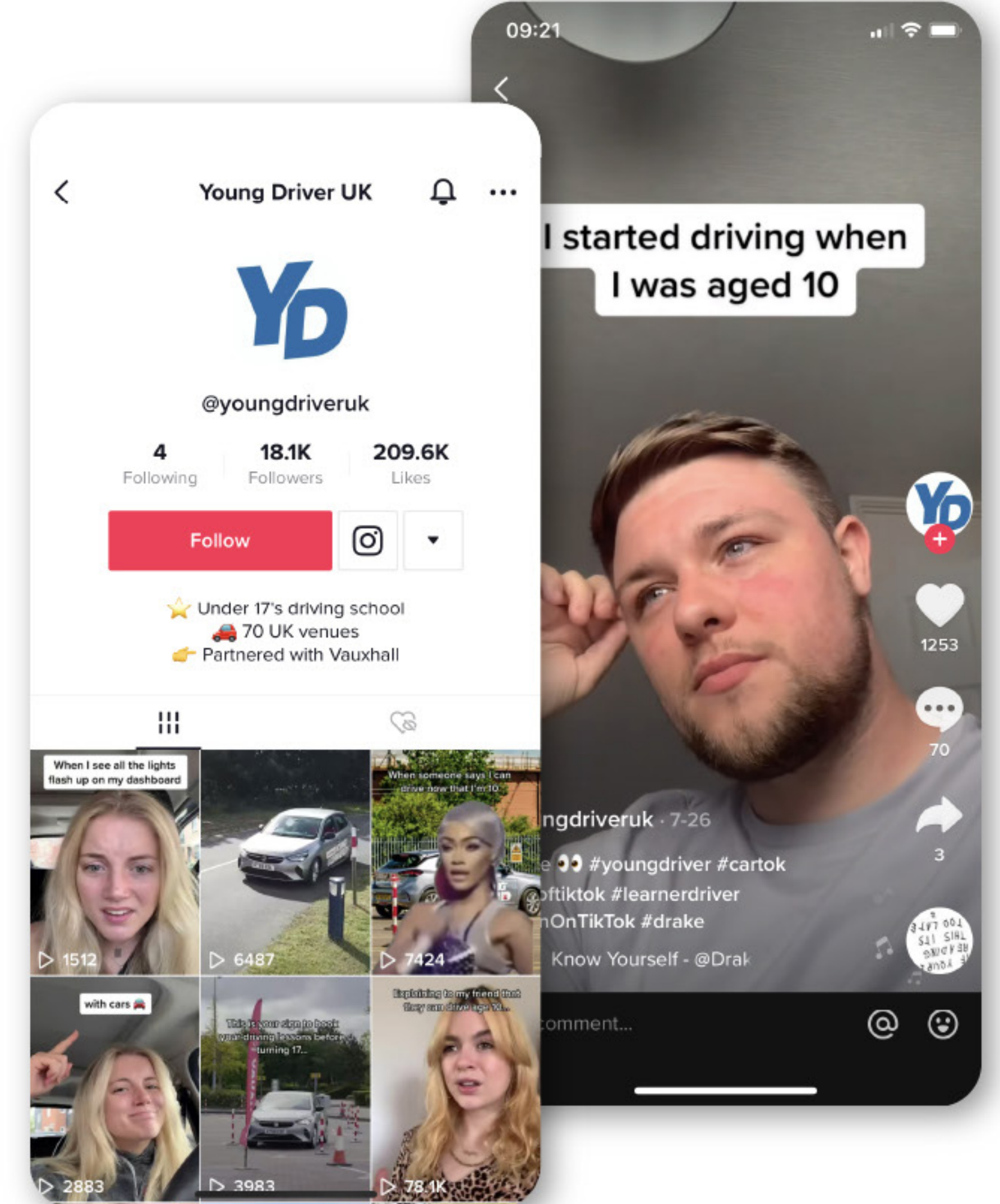


Young Driver is a driving school for 10 – 17-year-olds with 70 locations across the UK.

The training programme offers courses that emulate what a driver might encounter on the road to prepare each student for the real thing.

Their page both educates and entertains with a mix of trending yet relatable content and presenter-led explanation videos.

Their use of face-to-camera content makes YoungDriver more personable and lends to their authenticity.



30

SKY SPORTS

29.5 K

Followers

39.09%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

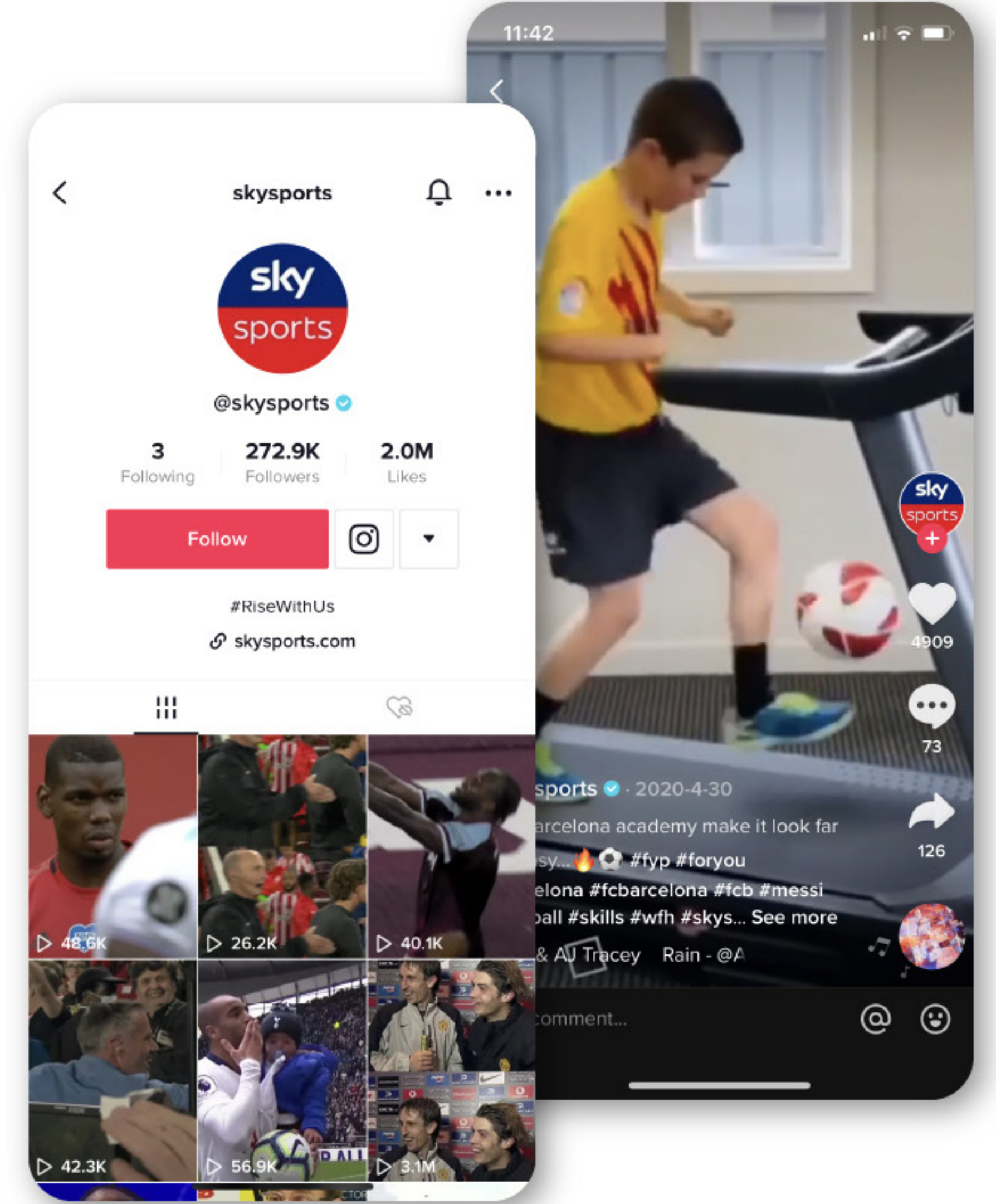


Sky Sports is a group of 10 British TV channels, including Sky Sports News and Sky Sports F1.

The group enables its viewers to watch over 140 live Premier League games, rugby matches, Formula 1, Cricket, Boxing, Football and more!

The Sky Sports account is a one-stop-shop for sports entertainment with behind the scenes clips, trick shots and comedic videos.

Sky Sports even created its challenge, #ballspinchallenge, that generated more than 150K views as well as participants from across the globe!



29

REVOULTION MAKEUP

402.9 K

Followers

2.42%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

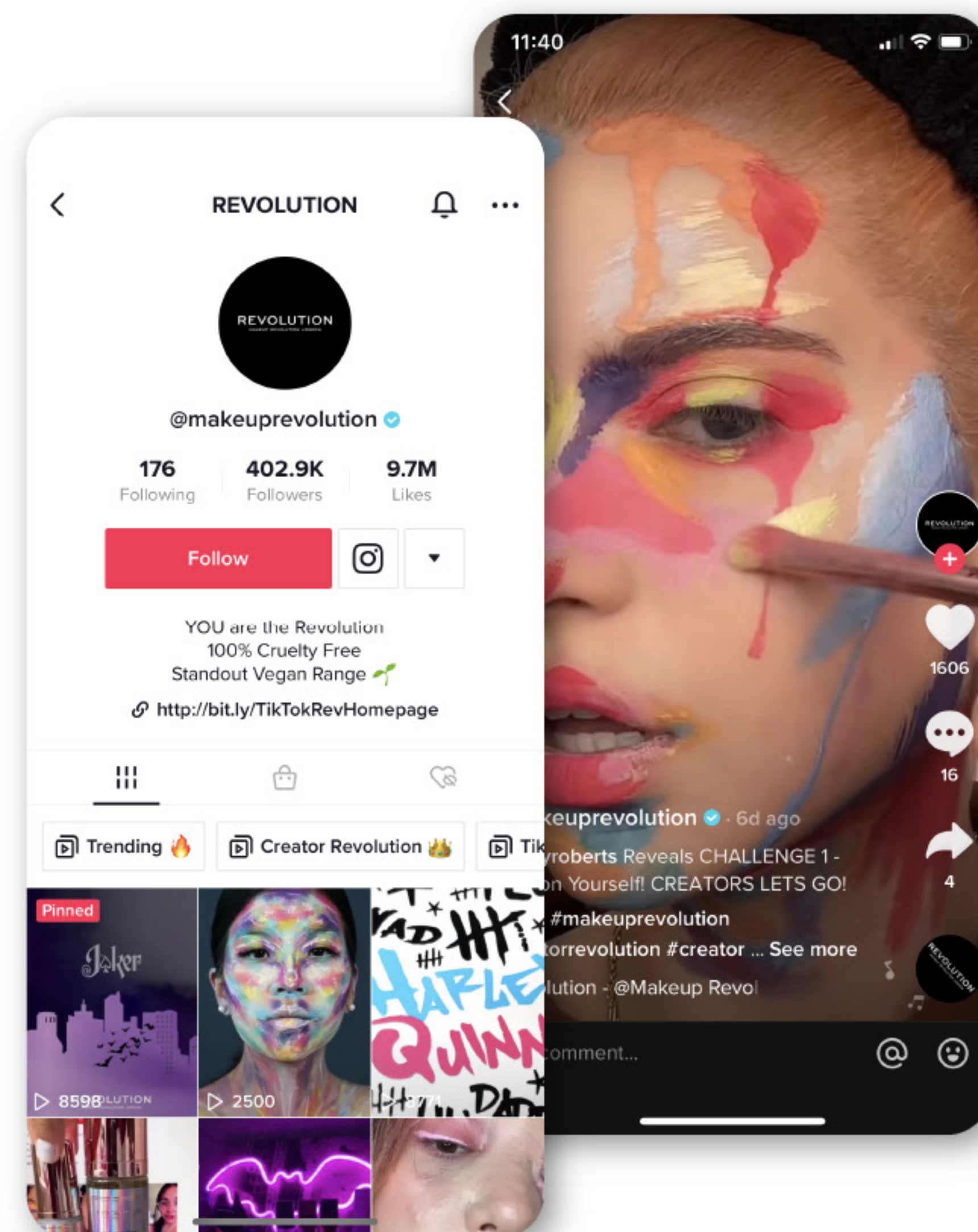


Revolution Beauty is a cruelty-free beauty brand that embraces both price inclusivity and diversity.

Dramatic makeup transformations are extremely popular on TikTok, and Revolution fits right into this niche.

Transitions, transformations, and makeup hacks are among the content that has performed best for Revolution, garnering over 9M likes on their videos to date.

Revolution partners up with creators on the platform specialised in cosmetics to create content specific to TikTok.



28

THE BODY SHOP

14.4 K

Followers

35.63%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



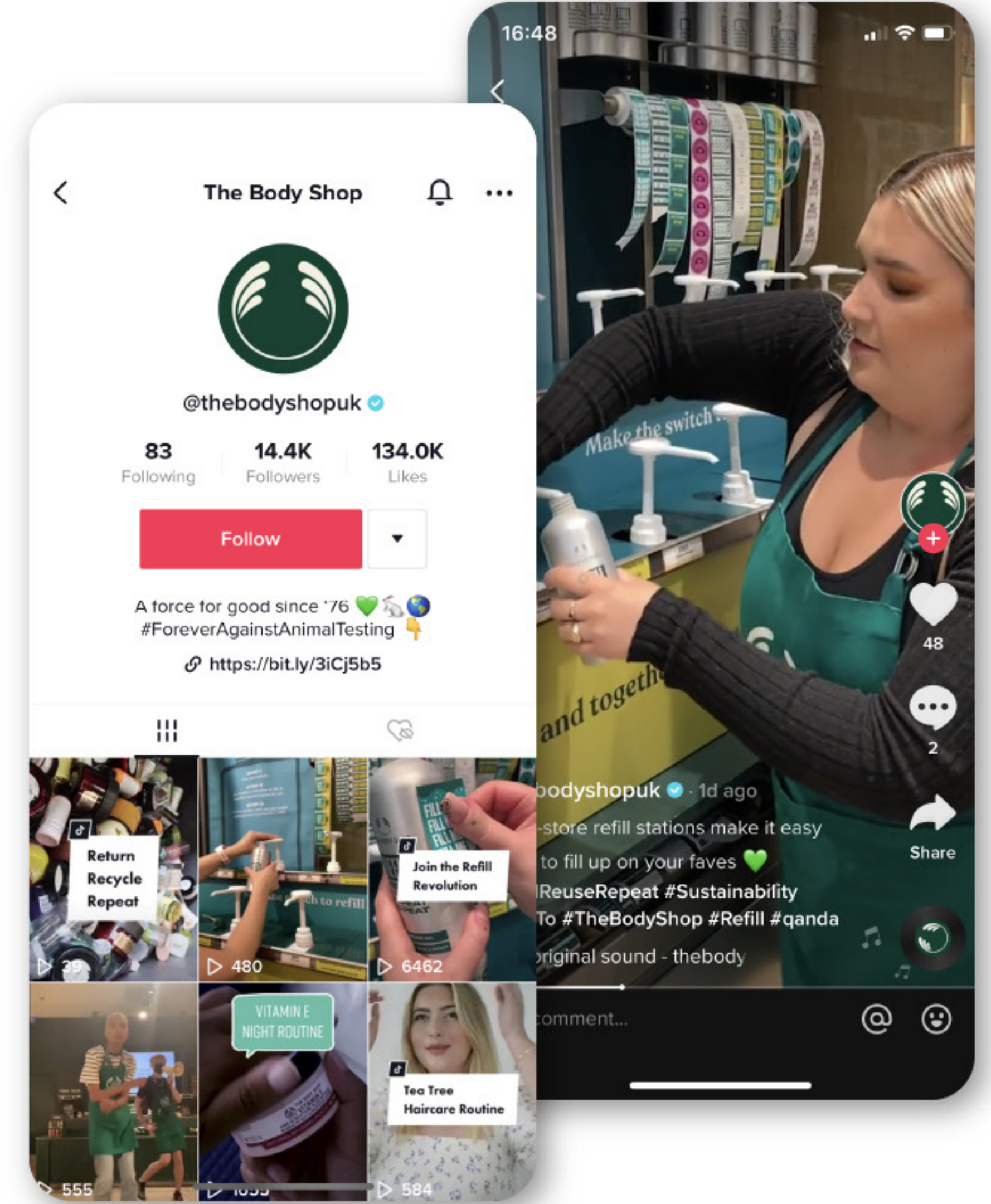
The Body Shop prides themselves on producing naturally-inspired, sustainably sourced products.

They have established an inspiring presence on TikTok in just three months.

Most of their content is centred around self-love.

They have started its challenge, **#BeRightBackWorld** with its sound and the challenge generated more than 5B views.

Epic! Keep spreading the love!



27

JD SPORTS

970.6 K

Followers

11.72%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

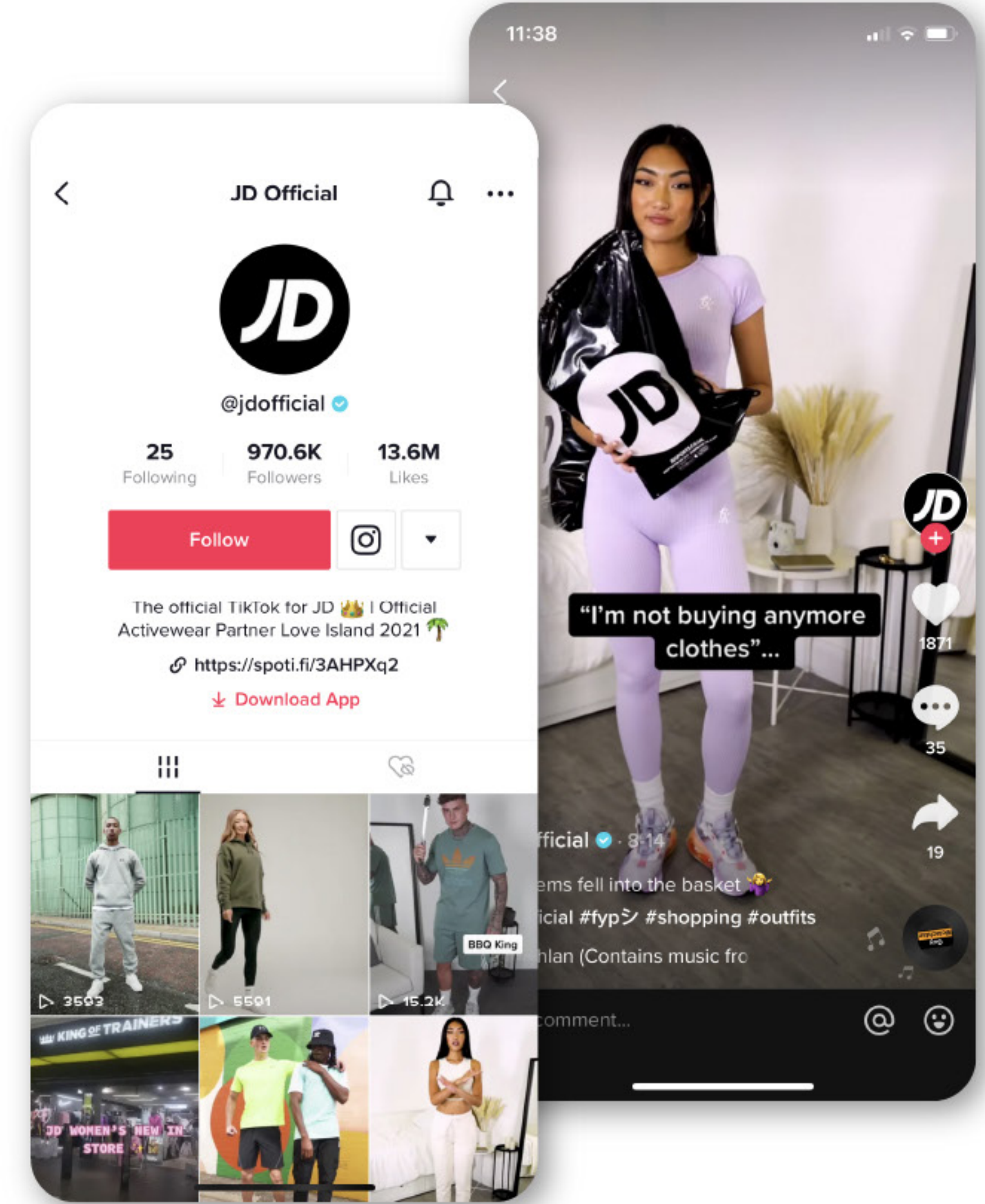


JD Sports is the leading trainer and sports fashion retailer.

If there is a popular transition, sound or transformation, odds are JD has already jumped on it and gotten massive engagement.

JD Sports seems to have nominated a dedicated few from their team to create and star in their content, giving JD a recognisable TikTok presence.

That, coupled with the occasional appearances from Love Island stars, definitely make this brand one to watch on TikTok.



26

ENGLAND

2.4 M
Followers

7.01%
Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

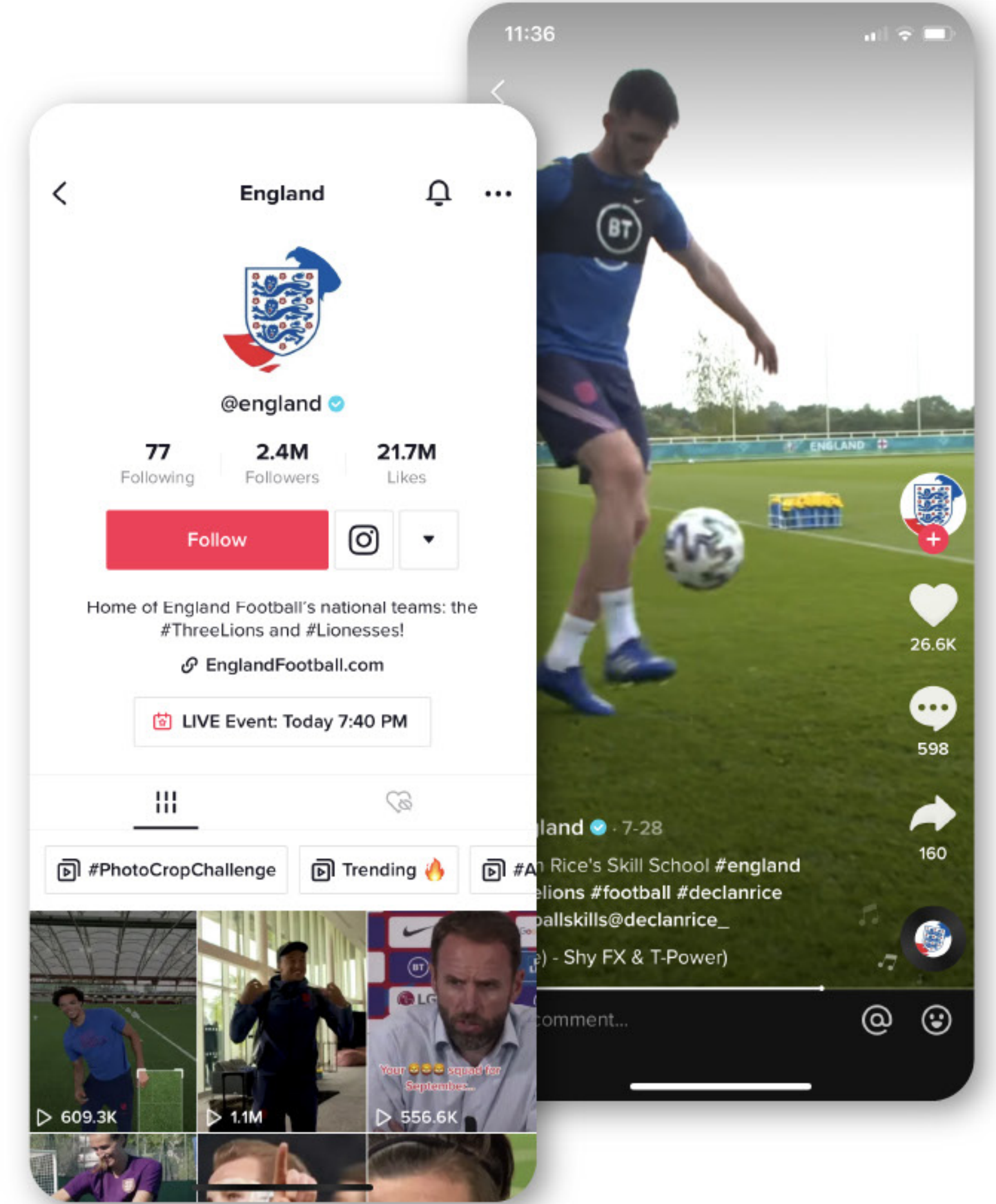


@England is the official account for England's national football teams: the Lions and Lionesses.

Player highlights, epic goals, behind the scenes, fan reactions, trending dances, and so much more can be found on this gem of an account.

It's a given that football fans would be engaged, but it's not a given that the football club would dedicate time to produce platform-specific content.

England's efforts have paid off as nearly every recent post has been a hit, and the account has driven more than 20M likes.



25

CBBC

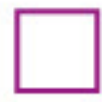
186.2 K

Followers

5.51%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

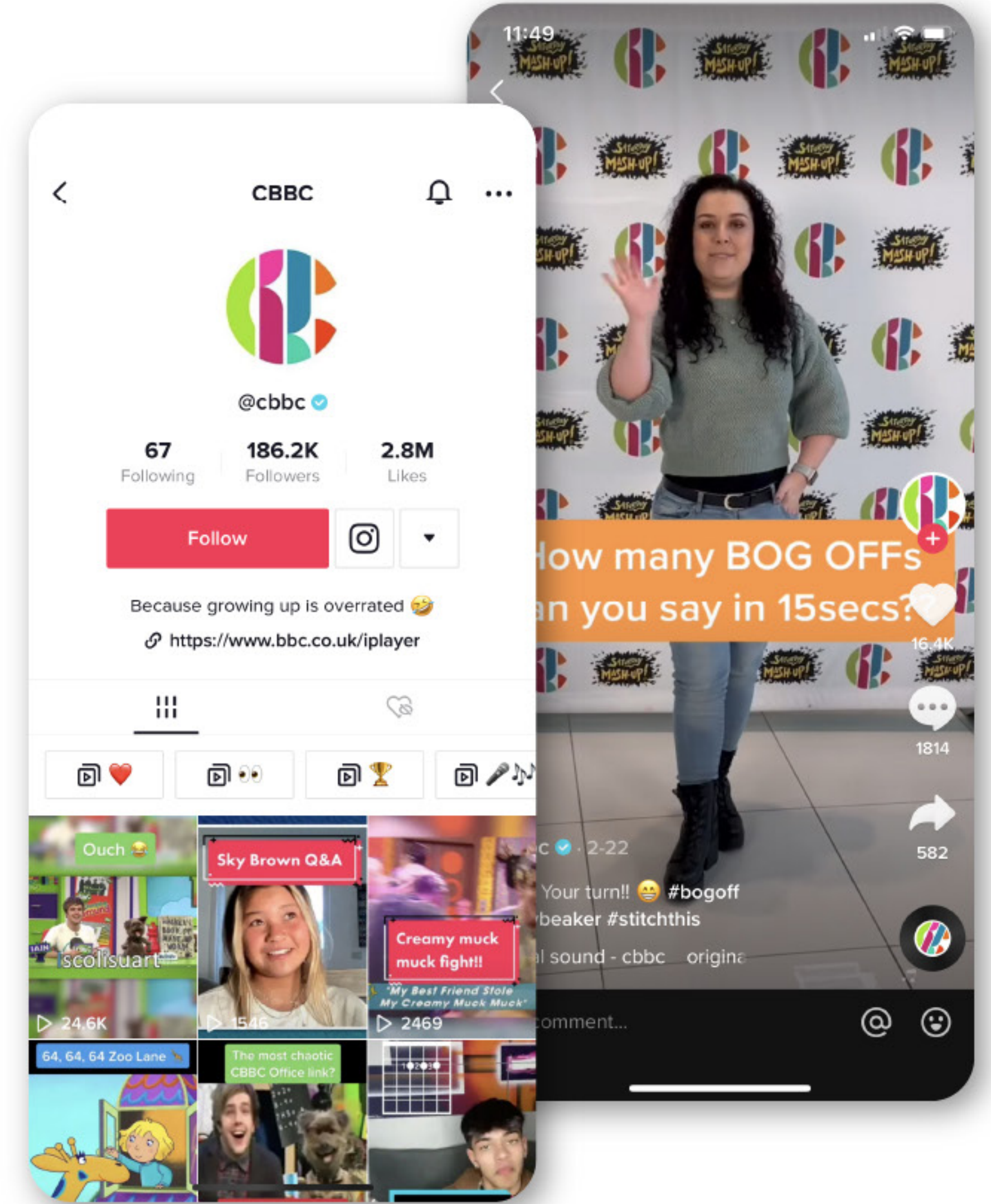


CBBC (Children's BBC) is a television channel operated by BBC geared toward children aged 6–15 years old.

They have succeeded through a series of behind the scenes, nostalgic, comedic and trending content.

CBBC has genuinely considered its target younger audience, and used young presenters to help their content resonate.

This has proven successful have grown to 186.2K followers in 7 months alone.



24

BOOHOO

613.4 K

Followers

1.36%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



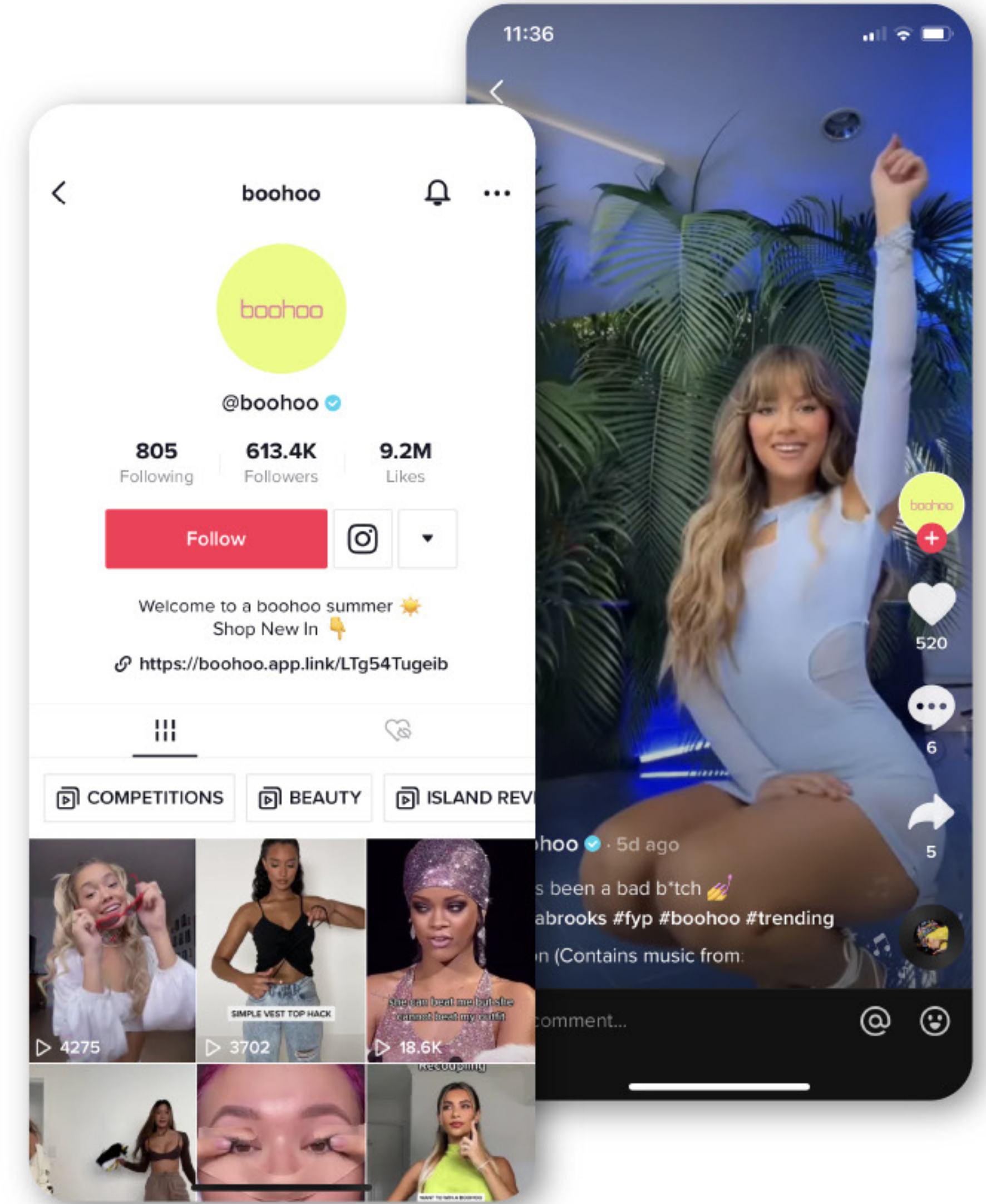
Boohoo is one of the largest fashion retailers brands with over 10M followers across its social media accounts.

Their feed offers a great variety of content with creator partnerships, Love Island recaps, outfit inspo, dance videos and more.

This approach has allowed Boohoo's content to resonate with a broader audience.

They have also created their challenge, dance, and song **#ItsFromBoohoo** which has generated more than 142M views.

Boohoo are smashing it!



23

LUSH

150.8 K

Followers

11.02%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



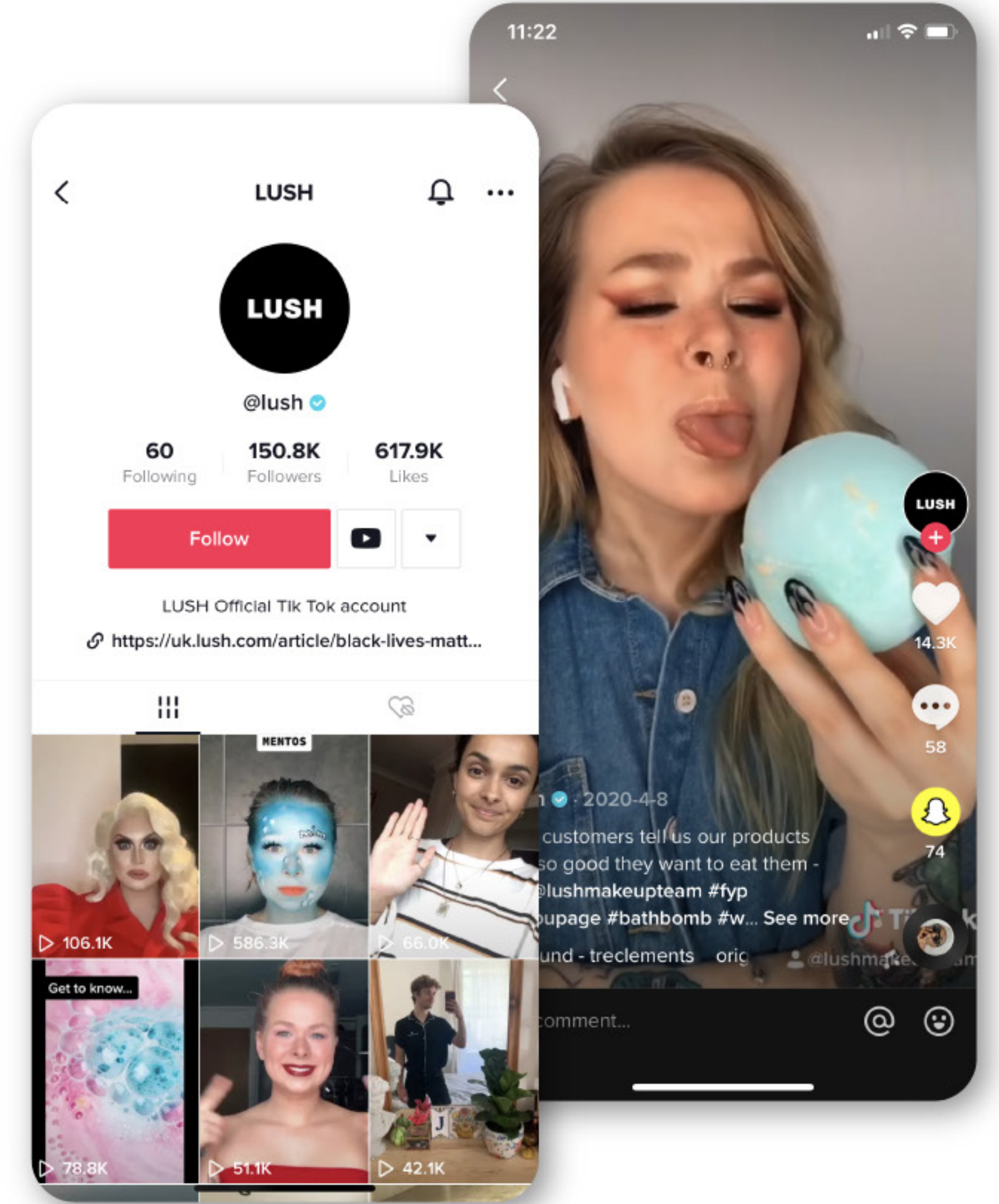
Lush is a specialty beauty retailer, known for its most popular product, the bath bomb.

Their products range from soaps to hair care products, the most popular being its bath bomb.

Like many, Lush joined TikTok at the pandemic's start, ready to hop on trends and join the virtual dancing community.

Where Lush sets themselves apart is their unique comedy impersonating products, complete with costumes.

Although Lush stopped posting last year, a scroll through their feed will guarantee a few laughs.



22

M&S FOOD

114.6 K

Followers

28.05%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

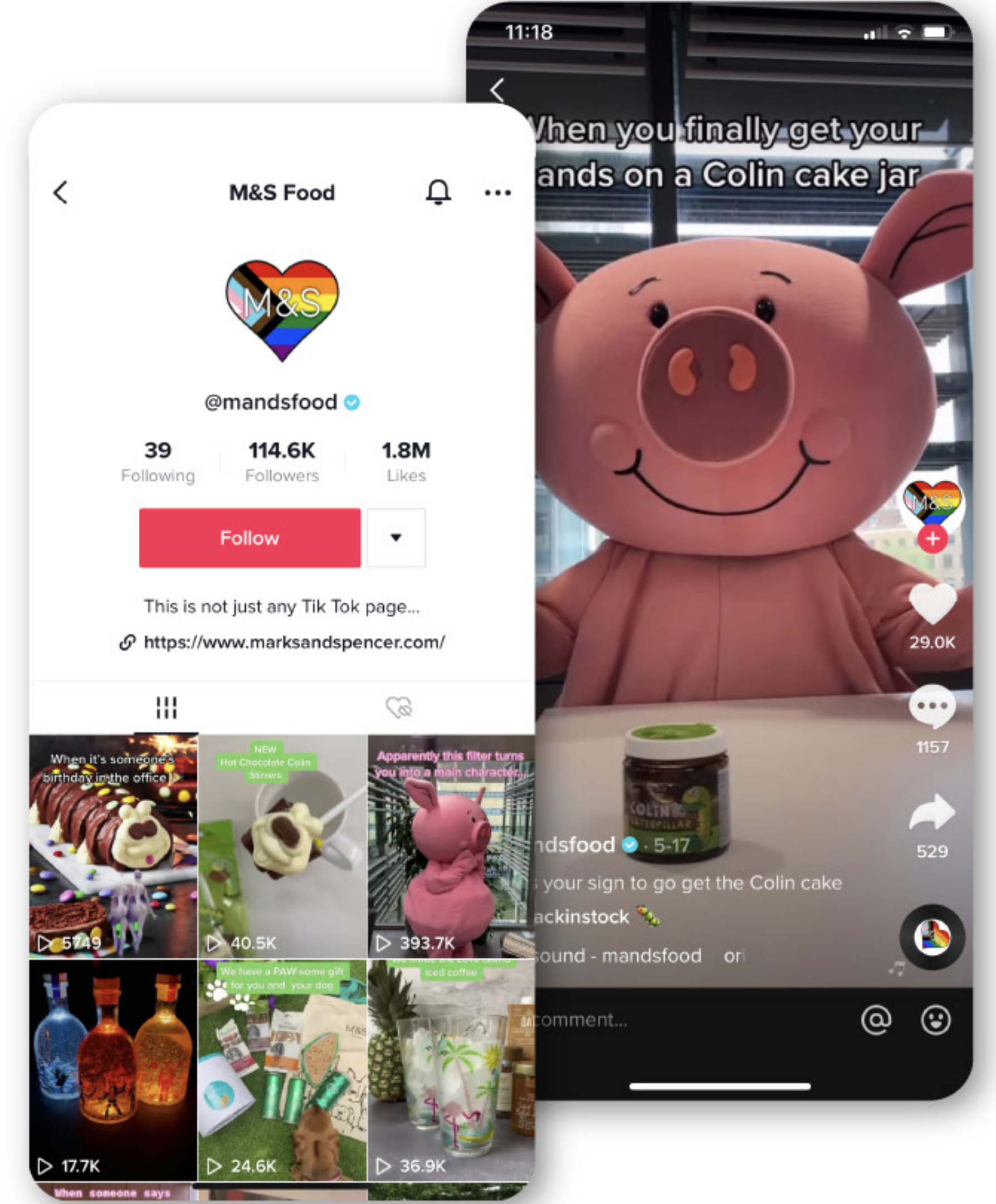


Marks & Spencer is a large multinational retailer that offers anything you could imagine.

The entire account features Percy acting out skits, promoting food and staying on top of the latest TikTok trends.

This unexpected approach provides a specific wholesome entertainment that keeps M&S's audience coming back for more.

The high engagement rate of 28.05% (Ubiwiz) suggests that the content resonates on the platform with more than just those who follow the account.



21

THE SUN

839.6 K

Followers

4.01%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



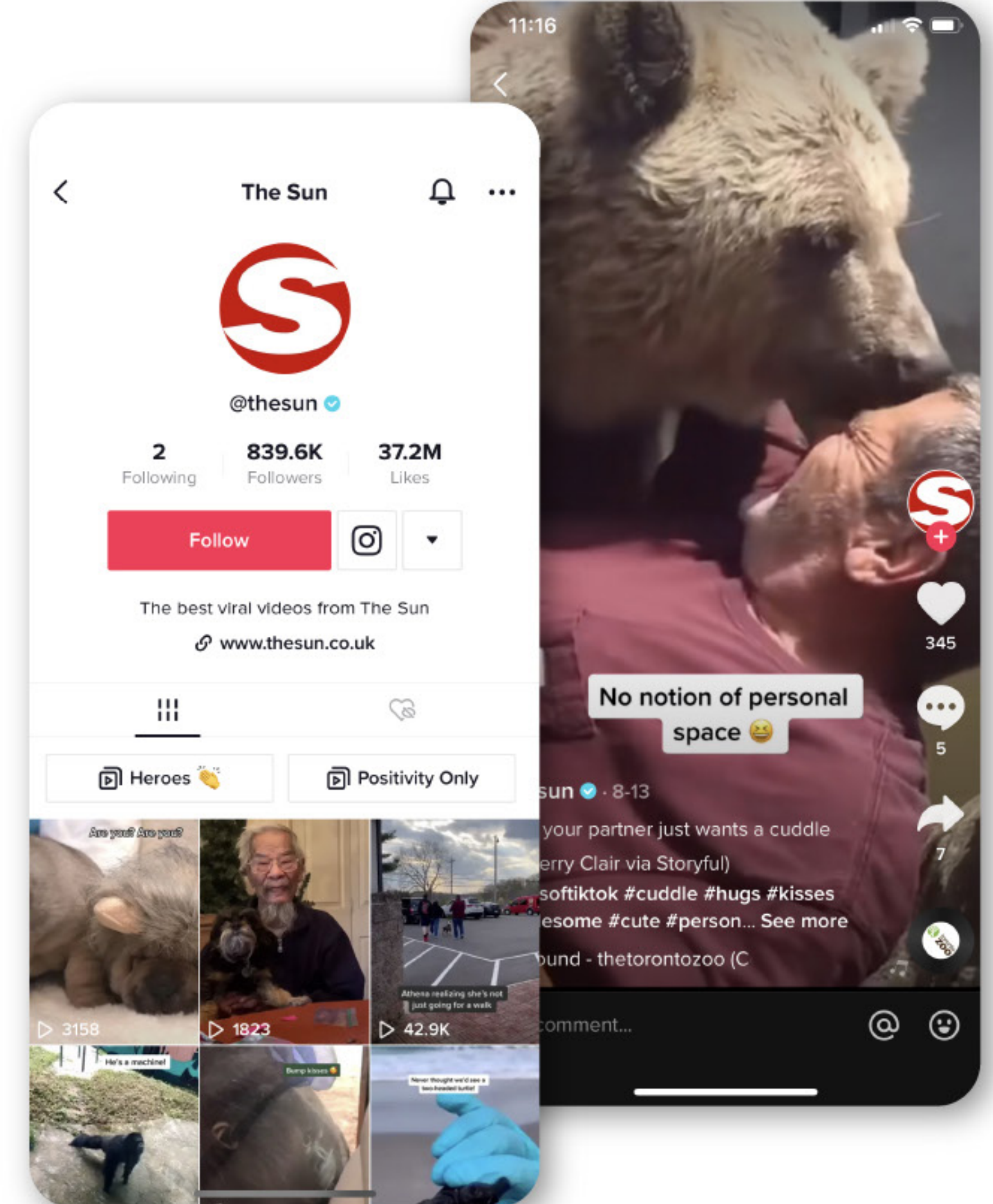
The Sun is Britain's largest newspaper covering news, sports, celebrities and gossip.

Their TikTok account is a source for viral videos that have millions of views and engagements.

The Sun will have you scrolling for much longer than you intended and experiencing a rollercoaster of emotions in the process.

Their content covers nearly everything from cute animal videos to crazy makeup transformations.

Both their publication and TikTok account are meant to entertain, and they do precisely that.



20

PRETTY LITTLE THING

1.6 M
Followers1.92%
Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



Pretty Little Thing is one of the largest retailer brands in the UK.

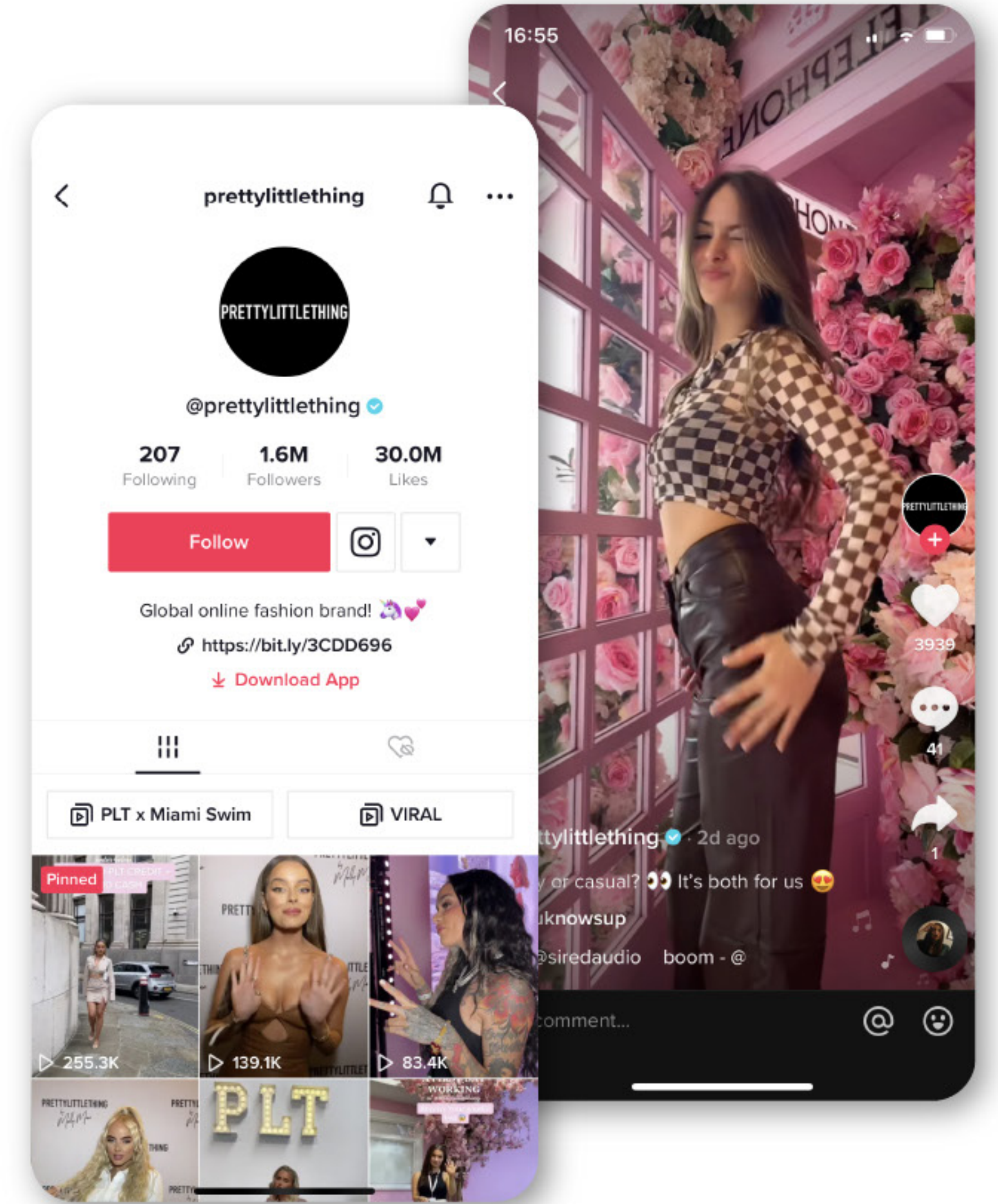
They capitalised on the platform's trends and created its own.

These branded trends encourage its audience to engage and respond to the challenges.

This approach has seen wild success, with #PLT having more than 640M views.

Additionally, PLT is always hopping on the trending yet relevant sounds furthering their reach even more.

In addition to jumping on TikTok trends, they also produce comedic, behind the scenes, tutorials and creator led content.



19

MY COOKIE DOUGH

154 K

Followers

0.32%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

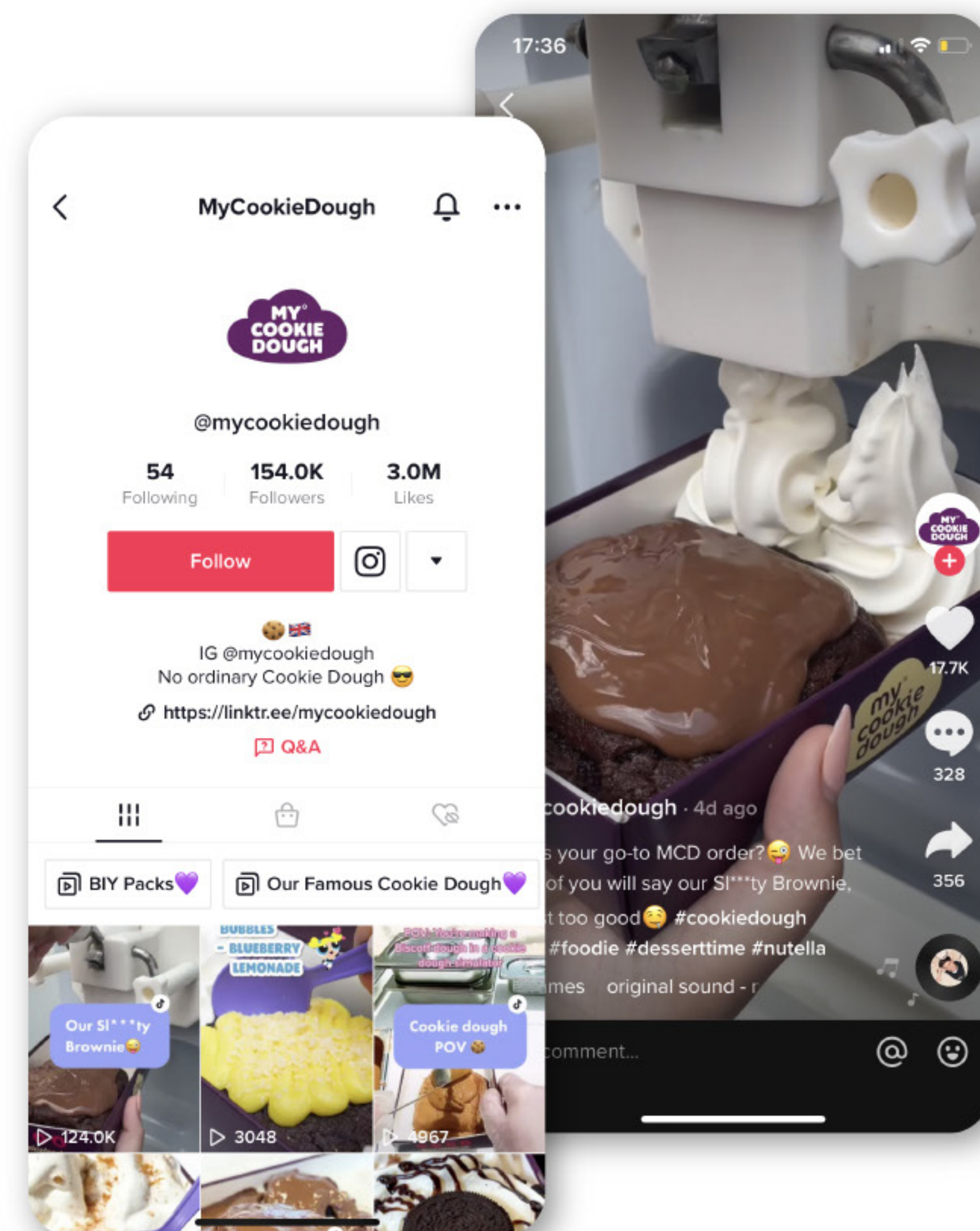


My Cookie Dough is an expert in all things dough, supplying their customers with Bake it Yourself (BIY) packs (My Cookie Dough).

If you're not hungry, My Cookie Dough's videos will change that straight away.

They have played into the satisfaction niche of TikTok with mouthwatering close-ups and dreamy reveals of what gooey concoctions lie in the centre of their cookies.

They have also mastered their transitions and bright, colourful videography, keeping their audience engaged from beginning to end.



18

LADBIBLE

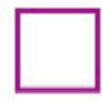
6.9 M

Followers

1.41%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

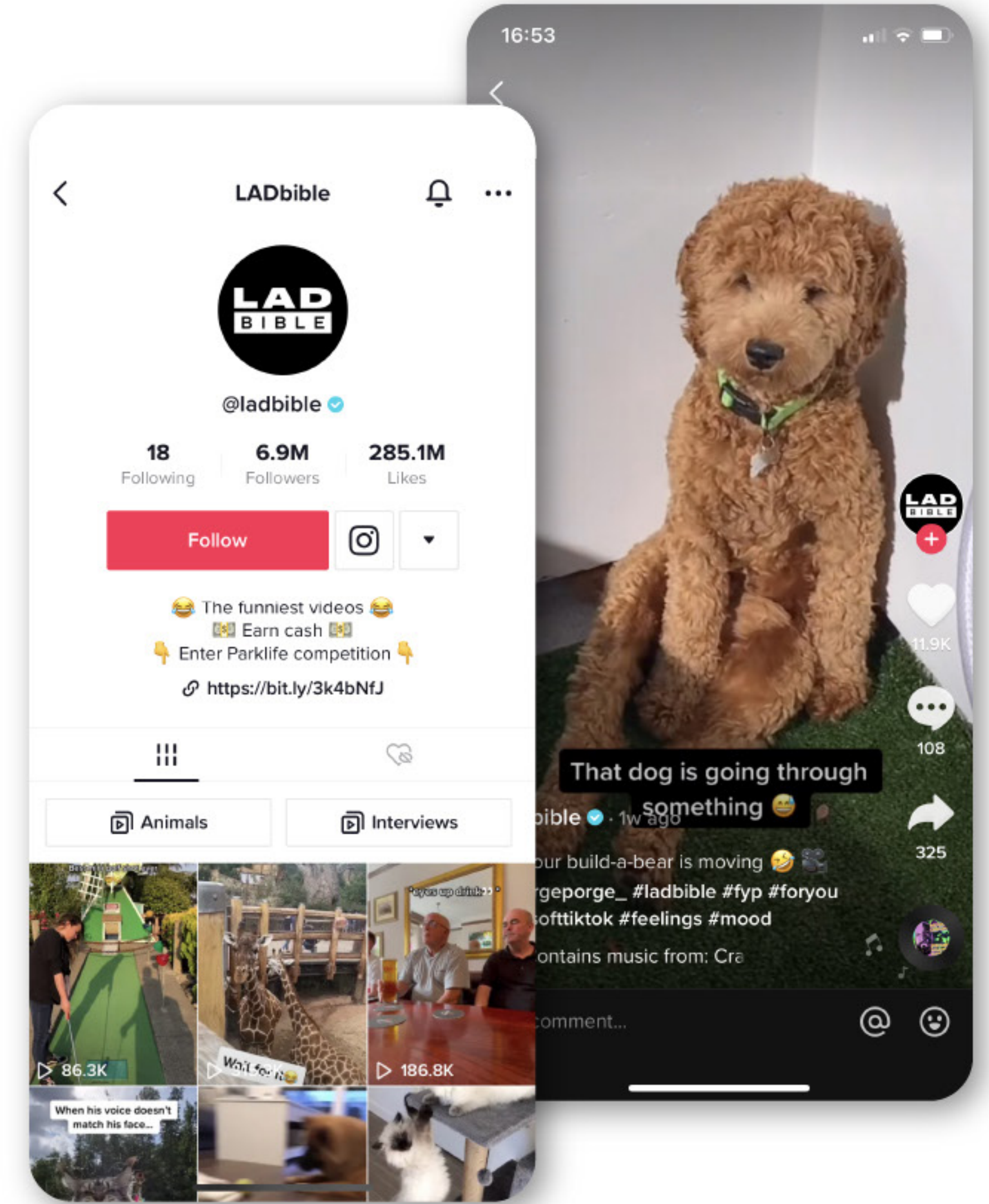


LadBible is an epic media company, and the group has become the most prominent social publishing company in the world (LadBible).

Their feed is the meme page that came to life through hilariously relatable videos from people all around the world.

LadBible has found a way to make things relatable yet still reserves the ability to shock you with some of the most outrageous yet straightforward content, like an exceptionally skilled prank man.

Ultimately, they have found a way to let the good times scroll.



17

ON THE TOOLS TV

850.2 K

Followers

2.18%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

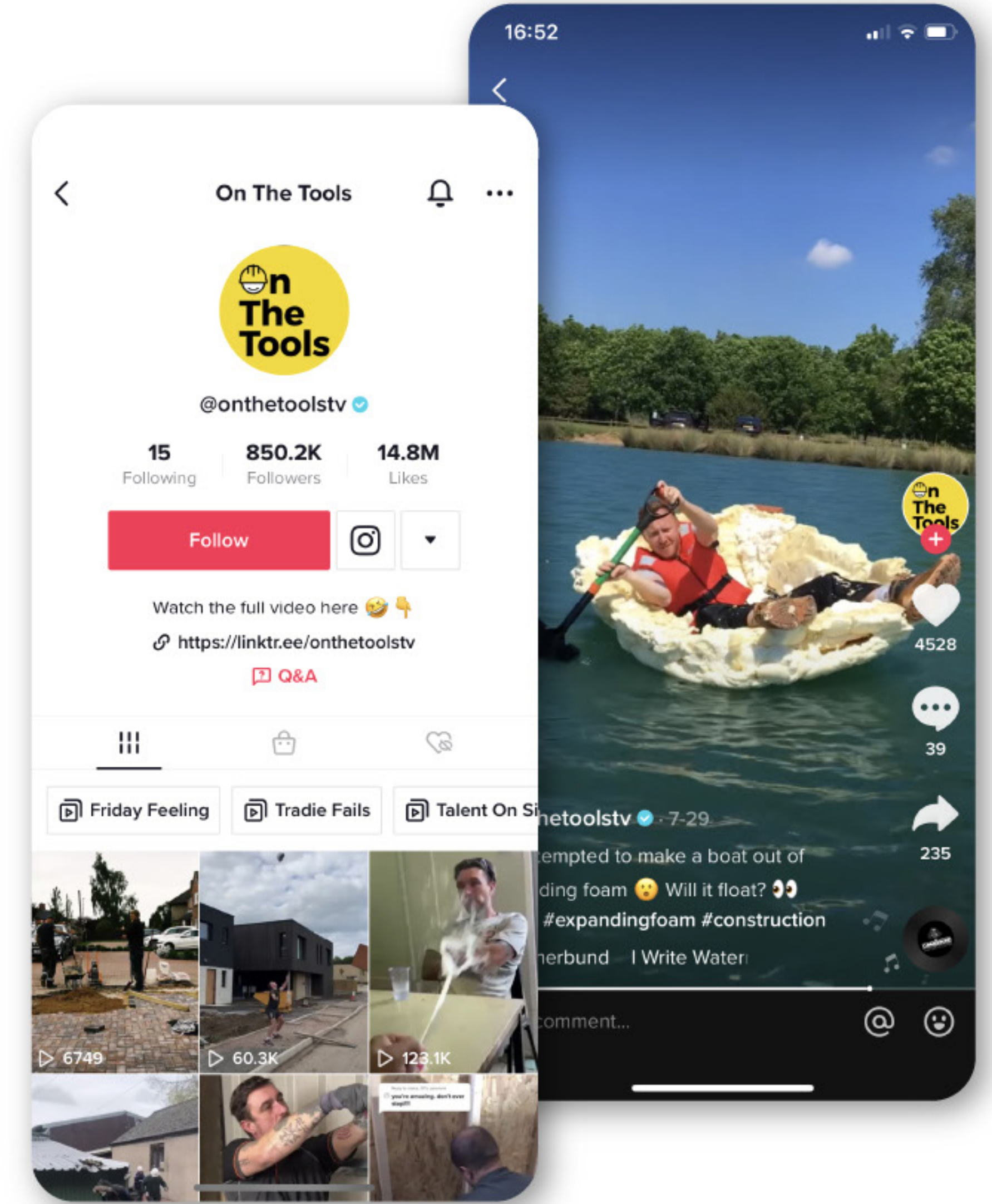


On the Tools is the largest construction-based community in the UK with over 5.5M.

They may target a niche audience but they have created content that appeals to the masses.

The comedy in their TikToks is relentless and the recurring David Attenborough impression is downright impressive.

The most important thing is everyone involved seems to be having the best time, giving the viewer secondhand happiness.



16

DELISH

263.3 K

Followers

41.72%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

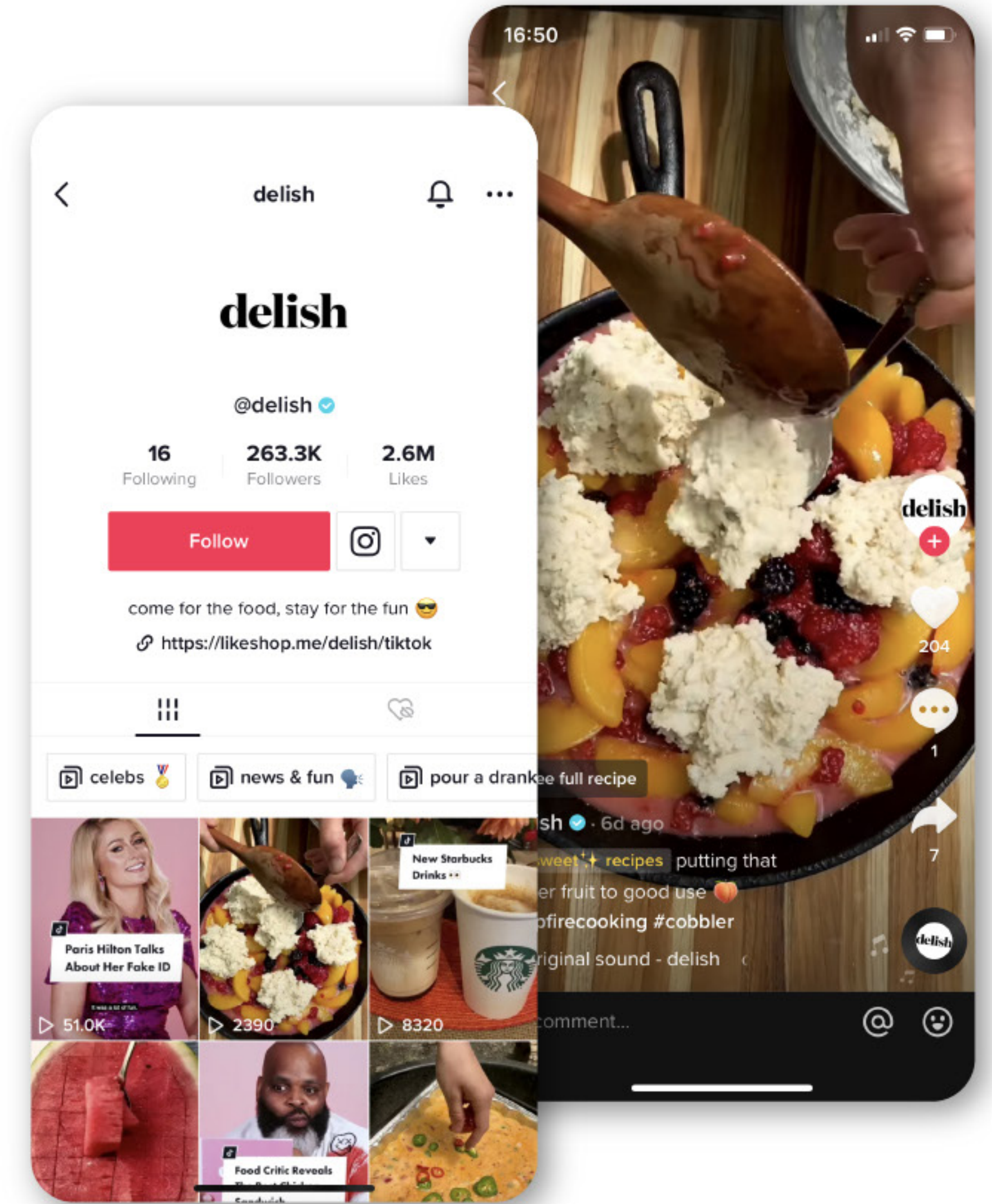


Delish shares some seriously delish content throughout their TikTok feed.

From food hacks to recipes to rankings of the best pizza, you are guaranteed to leave 10x hungrier after seeing one of Delish's videos.

Delish has made sure that their feed caters strictly to a UK audience, using ingredients like the Cadbury Creme Eggs and creating a Victoria Sponge doughnut to keep their content feeling homey.

If you need food inspo, run to the Delish account straight away!



15

PLANT BASED NEWS

19.4 K
Followers

53.45%
Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

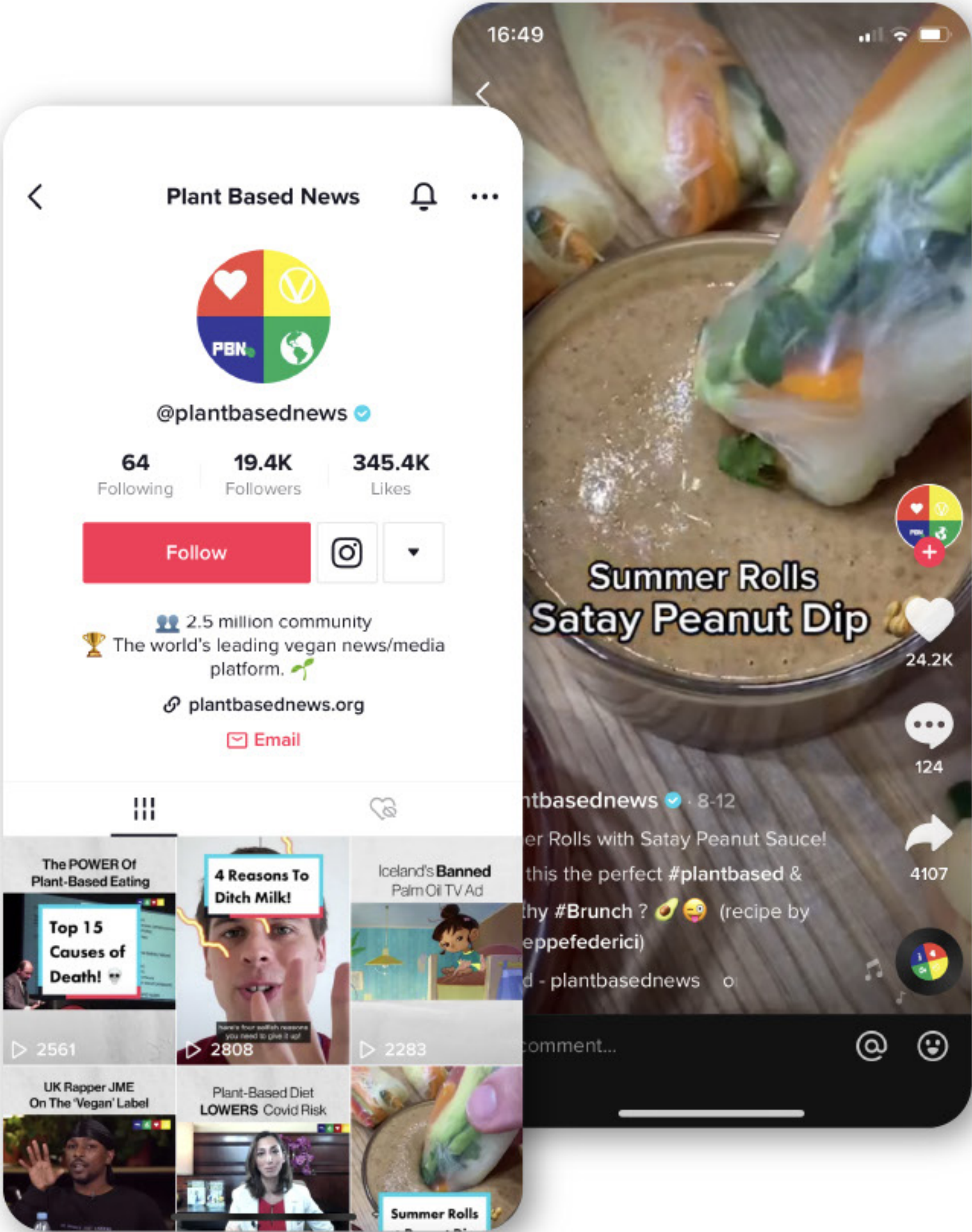


Plant Based News is a media publisher focusing on sustainability and plant-based lifestyles, empowering its audience to make better choices.

They leverage a clever mix of educational videos and food videos that highlight the benefits of a vegan lifestyle.

Their content directly combats the narrative that going vegan is complicated and the belief that there are limited food choices, as their videos highlight mouthwatering food and cupboards filled with accessible vegan options.

Plant-Based News is genuinely using its platform for good!



14

ASOS

591.0 K

Followers

0.09%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

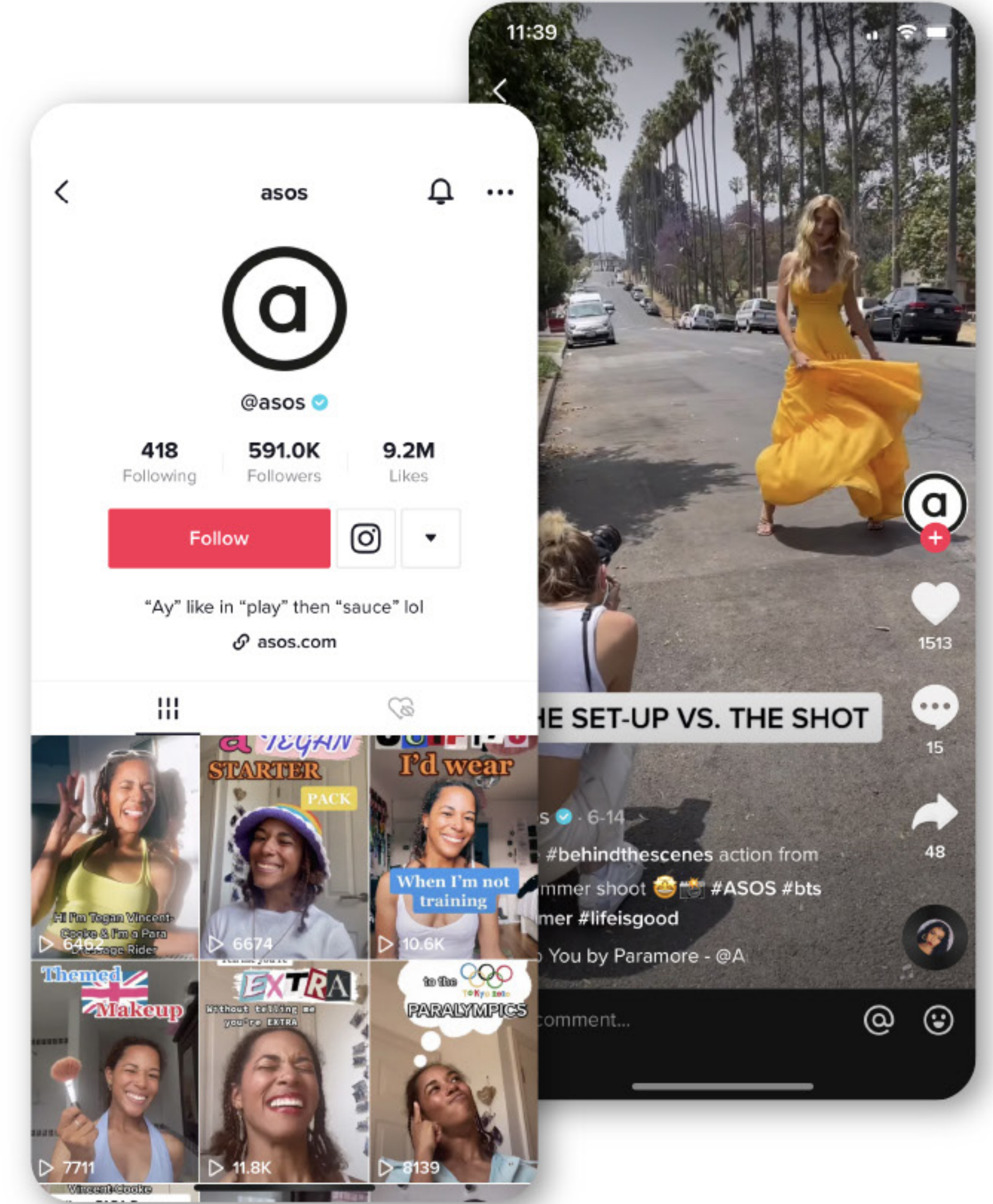


ASOS is one of the largest online fashion and cosmetics retailers across the UK.

They have embraced TikTok with transition videos, their challenges (#AySauce and more), clothing hacks and partnerships with celebrities that keep the audience engaged.

However, ASOS has killed it with #ASOSFashionWeek, a virtual campaign hosted on TikTok by ASOS, encouraging people to star in its fashion show and post their catwalk on the platform wearing ASOS apparel.

This campaign generated more than 7B views. Unreal!



13

HISSY FIT
CLOTHING

135.8 K

Followers

2.93%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



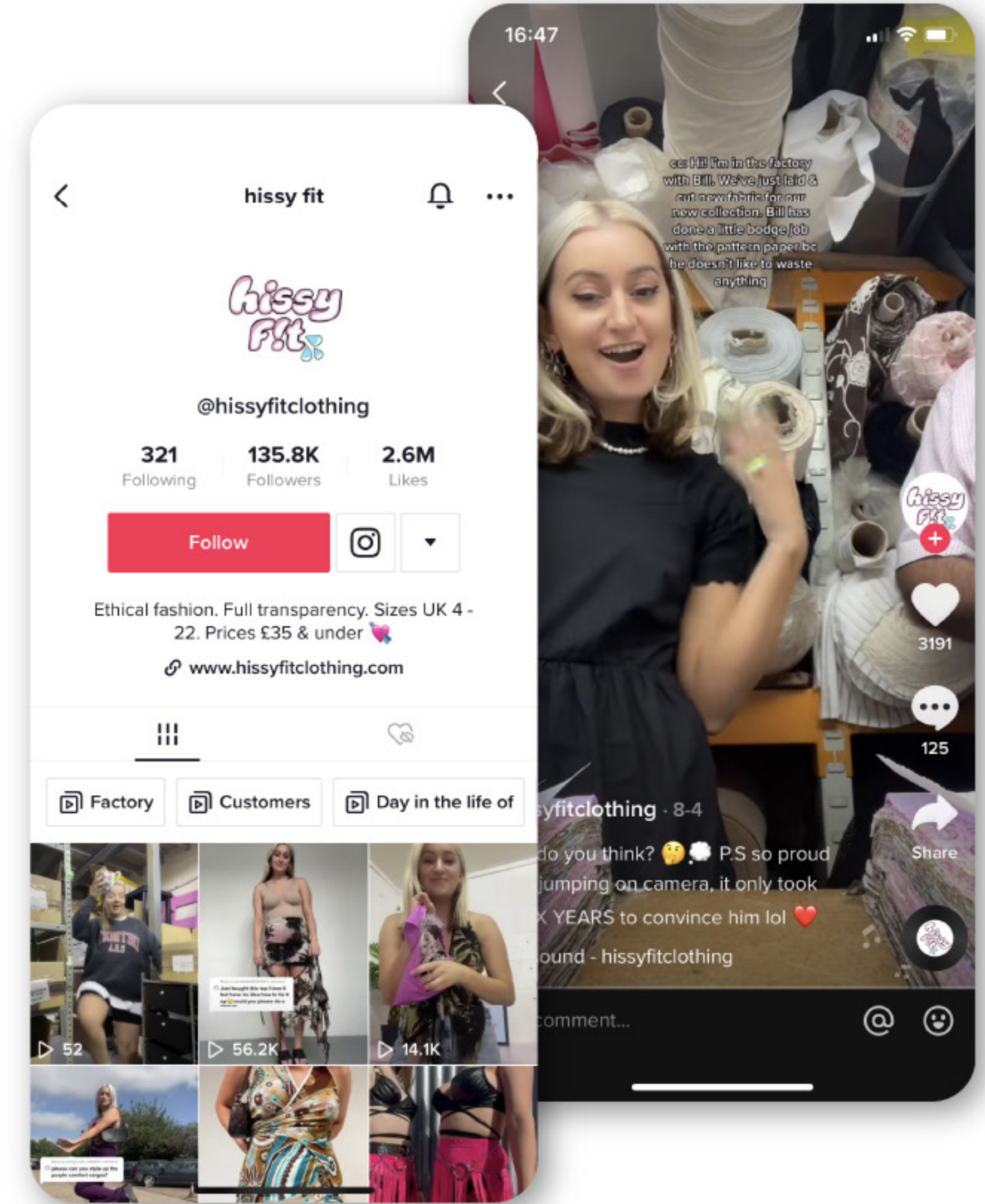
Hissy Fit Clothing was founded in Birmingham in 2015 and is now a small but mighty team of 9.

Hissy Fit Clothing boasts trendy, original designs that are ethically made and sourced.

Content is all presenter-led, almost exclusively by Hissy Fit's founder, Danielle.

This allows the audience to resonate with a person rather than just a brand or its products.

The videos explain certain aspects of running a small business and highlight the founder's magnetic enthusiasm.



12

GARDENERS
COOKIES

8158

Followers

5.17%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



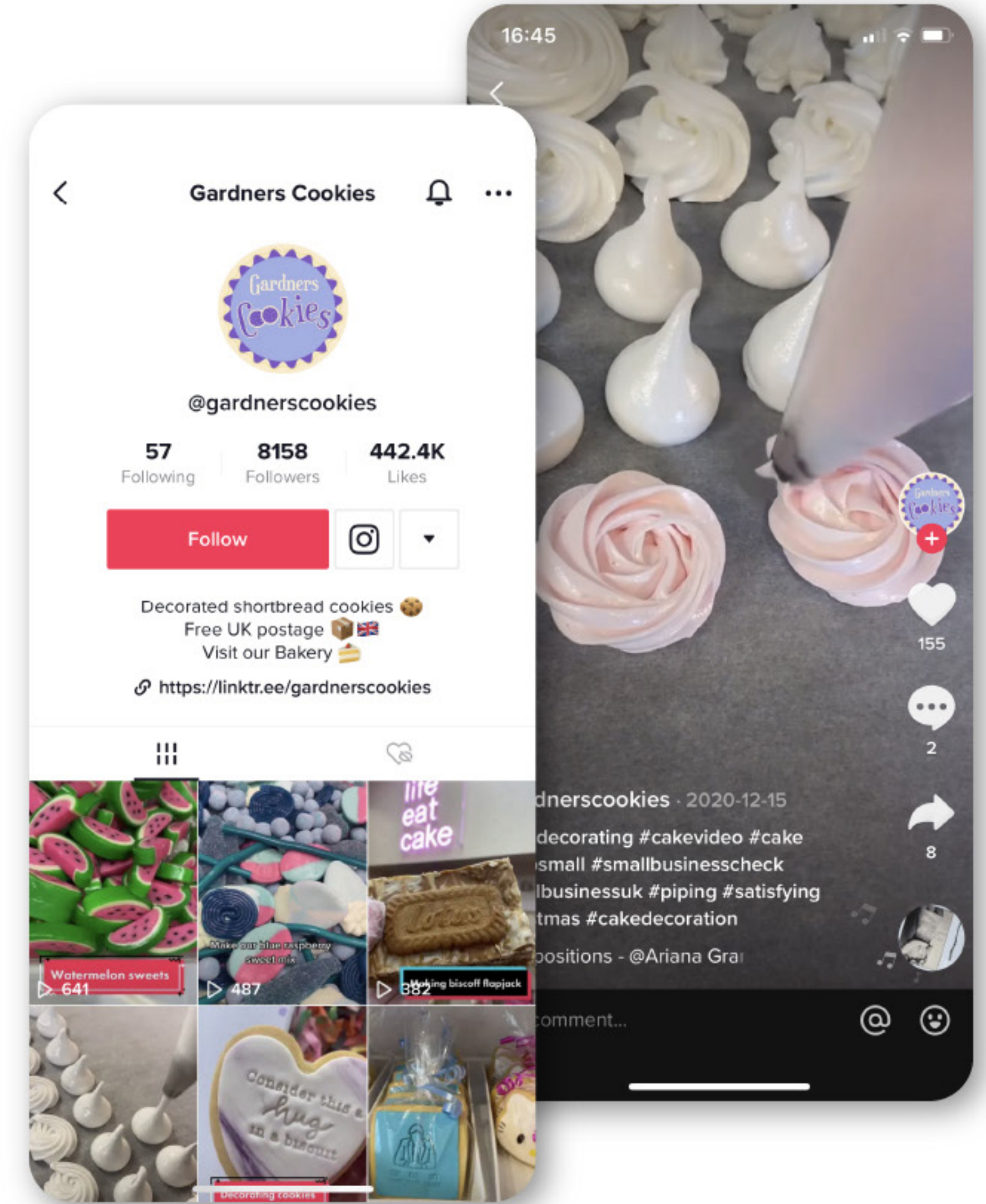
Gardners Cookies will make and ship cookies for nearly every notable event there is.

On TikTok however, Gardeners Cookies has proved themselves to be a bakery that specialises in the sweet bizarre.

Okay hear us out... pimple cakes. Love it (we don't judge) or hate it; those two words just sparked some type of reaction.

We haven't seen any content like this on another account and their pimple cake posts have generated over 12M views.

For that reason alone, Gardeners Cookies belongs on this list.



11

ASTON MARTIN

138.3 K

Followers

8.96%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

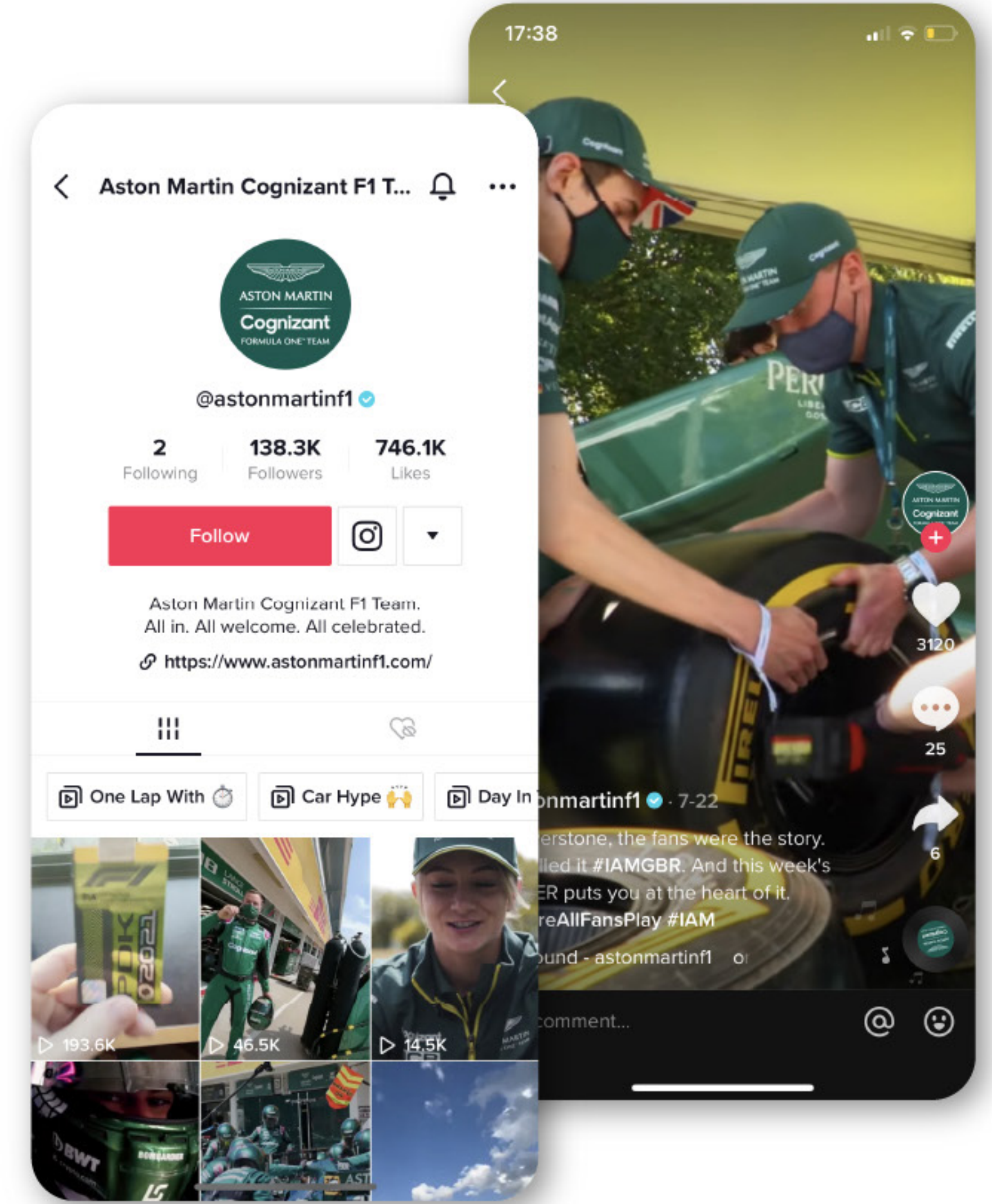


Aston Martin F1 is a Formula 1 team of nearly 500 teammates and a Grand Prix history that dates back to at least 1922.

They have taken advantage of nearly every single feature TikTok has to offer.

They produce presenter-led content, jump on trends such as Dom Torreto's love for family, and even created a challenge (#catchchallenge).

This challenge garnered over 254M views. Aston Martin F1 is winning in a new type of race.



10

LITTLE MOONS

253.8 K

Followers

16.82%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

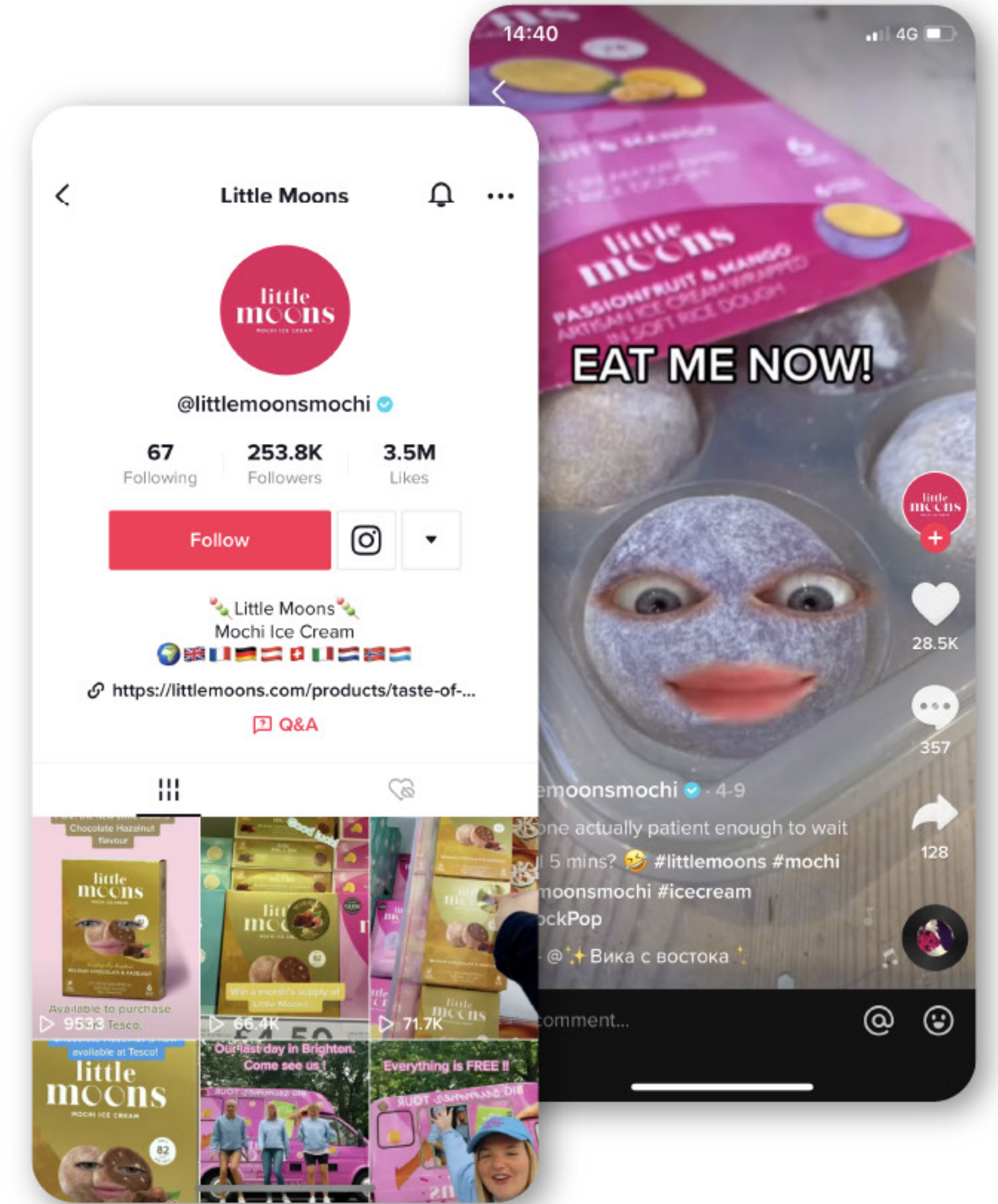


Little Moons is a family-owned business that specialises in the cutest and most delicious Japanese inspired desert; mochi.

The brand saw a 700% increase in sales during lockdown that can directly be attributed to TikTok.

While the initial craze was user generated, Little Moons have now fully embraced TikTok, by jumping on trends and using popular filters and sounds.

Additionally, they have started to leave clues in their videos of where customers can find special packages in local supermarkets for their chance to win a month's long supply of Little Moons.



09

MCLAREN RACING

1.2 M

Followers

8.96%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



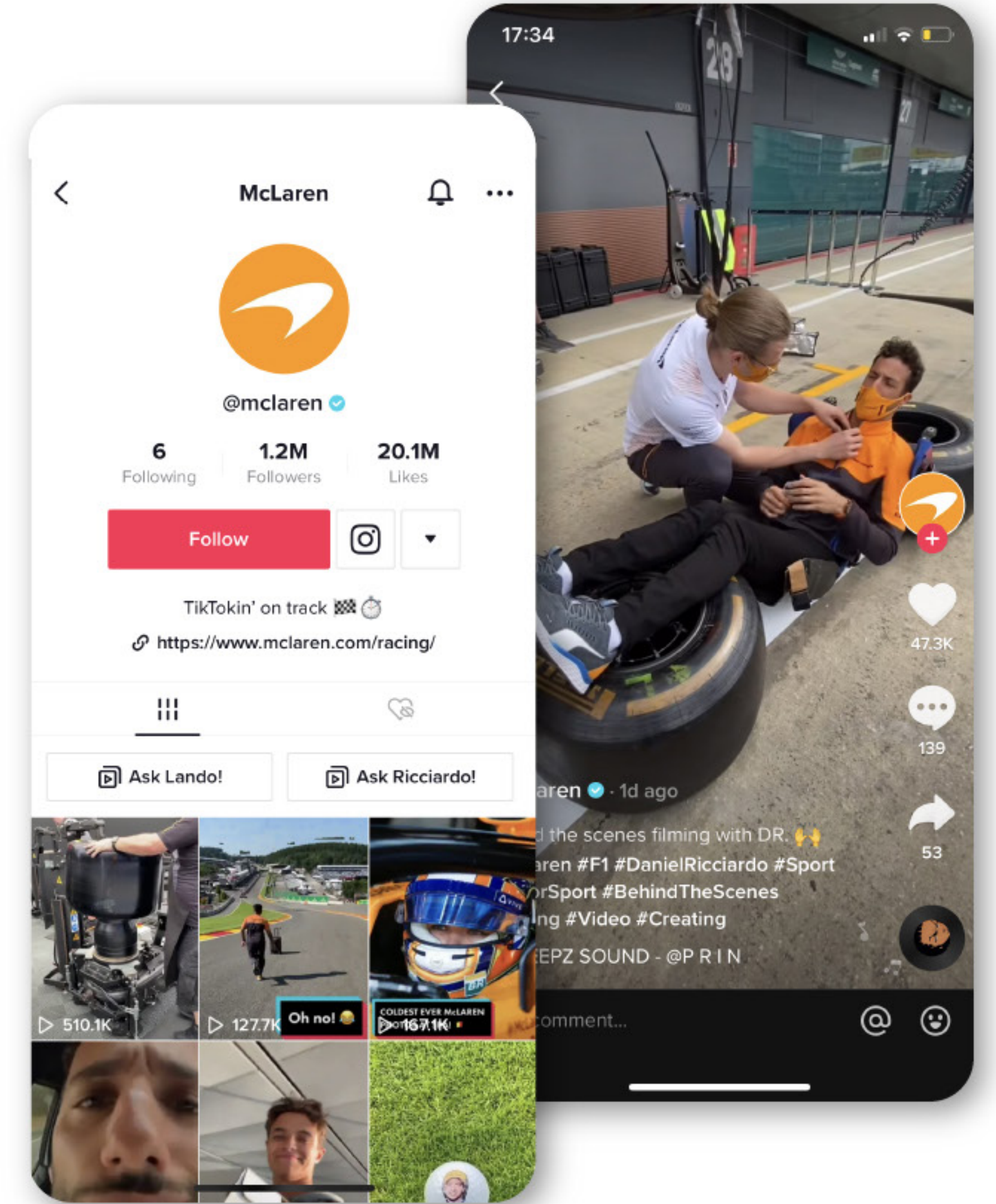
McLaren Racing is a 50 year old F1 racing institution.

They have discovered the secret to an engaging TikTok account: presenter-led content.

McLaren racing uses their platform to take its audience behind the scenes of the track, the cars and the racers.

And nearly every piece of content has a person talking through each topic.

This approach makes the content more engaging and McLaren Racing more personable.



08

GLOSSIER

130.4 K

Followers

16.36%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

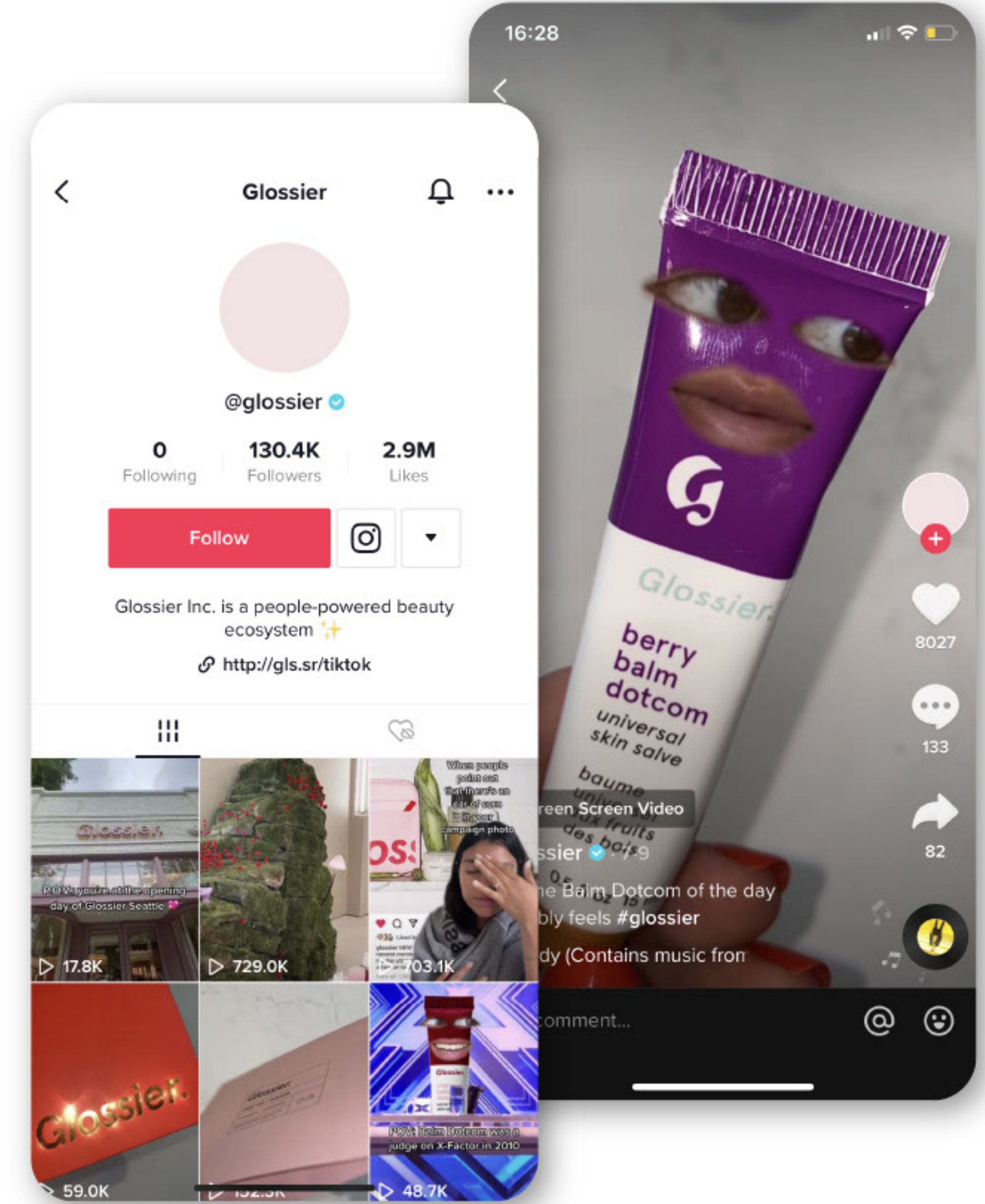


Glossier is a beauty brand that built its empire with consumer insight and the #GRWM process in mind (Glossier).

Glossier clearly thinks about their content in a unique way.

Have you ever imagined how your lip balm might react in the most random situations, say, witnessing Taylor Swift writing a new song? No? Well, Glossier has, and it's brilliant.

You can expect gems like this comedic anecdote, clever renditions of trends, makeup tutorials and more on Glossier's feed. Guaranteed entertainment.



07

INNOCENT DRINKS

91.1 K

Followers

50.26%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks



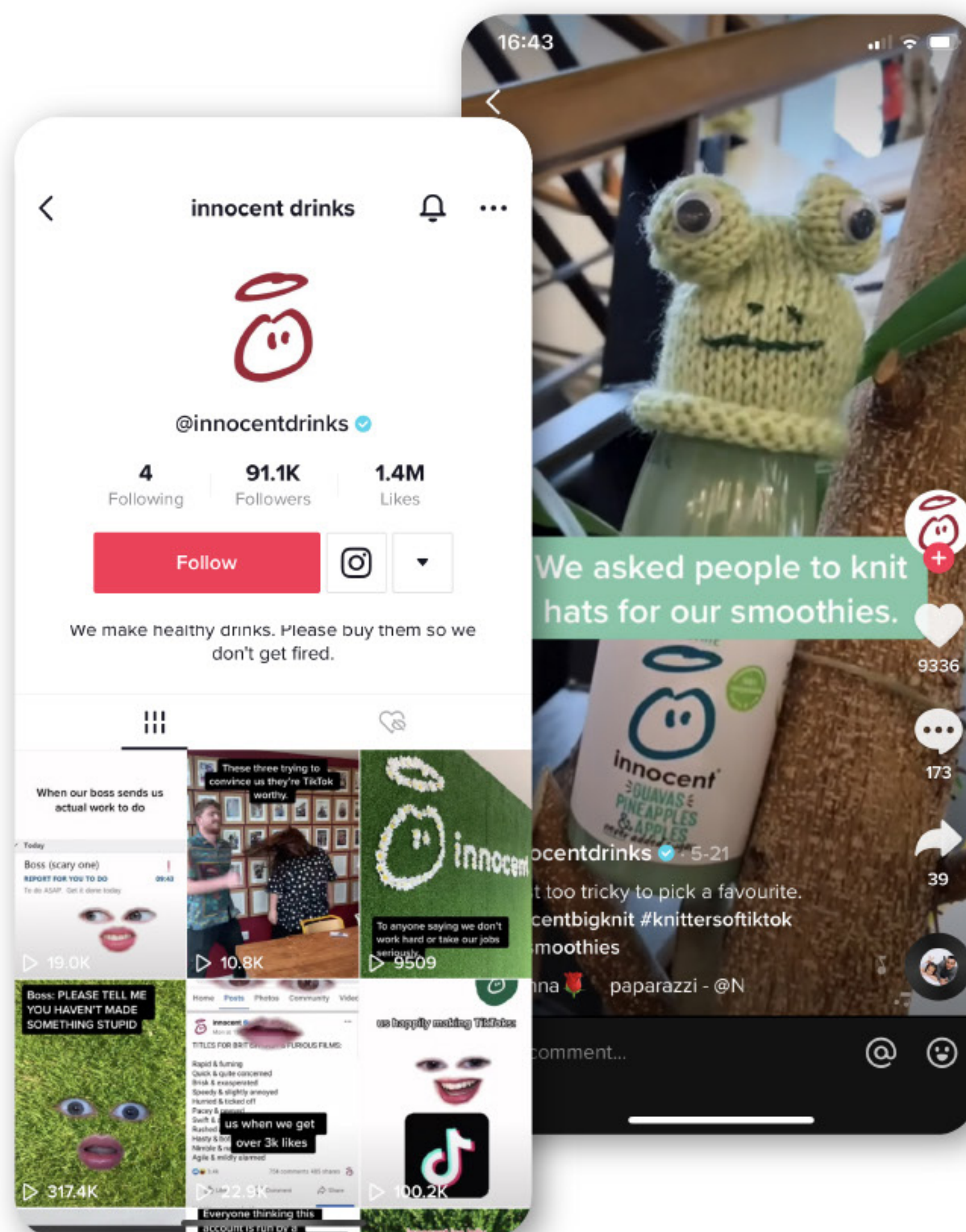
Innocent Drinks provides natural smoothies and juices.

They have done exceptionally well to tell the story of its employees rather than solely promote their smoothie products.

With a bio like “We make healthy drinks. Please buy them so we don’t get fired,” you can expect some good laughs.

Recent posts recount comedic conversations between an employee and the boss, making the content extremely relatable.

Audiences are loving Innocent Drinks, as they near 100K followers after just five months on TikTok.



06

GUINNESS WORLD RECORDS

15.4 M

Followers

3.99%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

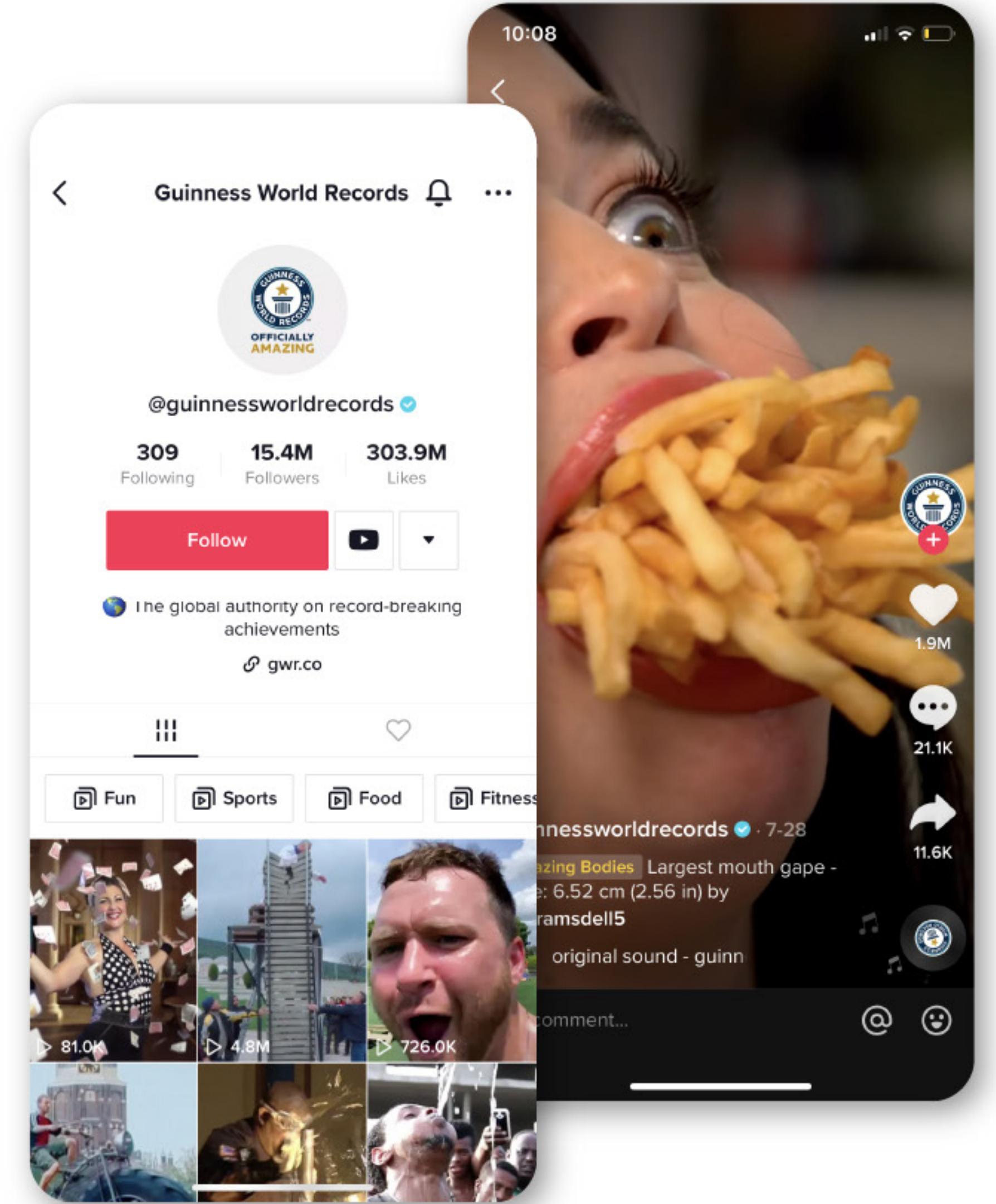
**Guinness World Records**

stemmed from a Guinness promotion idea in the 1950s that was meant settle pub arguments, and has become a worldwide household name.

Guinness World Records has taken the fantastic talent that has filled the Guinness Book of World Records for decades and created an incredibly entertaining TikTok.

From food eating to boxing to eye-popping, Guinness World Records' TikTok shares it all.

This awesome content has helped their TikTok produce countless viral hits and has attracted over 15M followers.



05

GYMSHARK

3.3 M

Followers

1.05%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

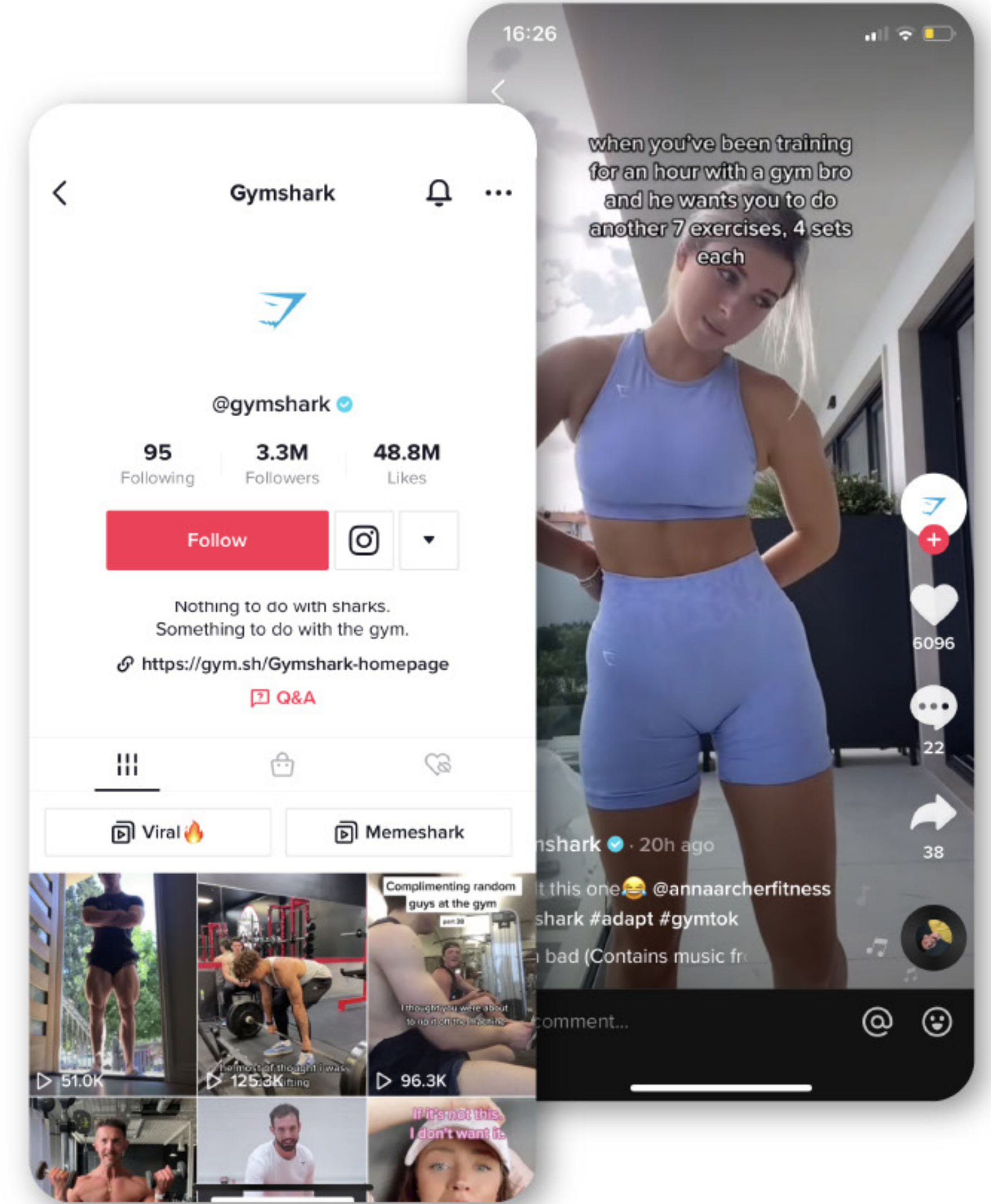


Gymshark is a massive athletic wear and accessories brand, and they owe a lot of their growth to their epic social media strategy.

As a result, their TikTok presence has remained true to who they are, with fitness-centred content.

However, Gymshark has committed to fitting the TikTok mould by jumping on trends, creating funny skits and educating their followers.

It is clear that every Gymshark video has been made specifically for TikTok. This approach has worked as they have grown their following to over 3M and have had countless viral hits.



04

TANGO ICE
BLAST UK

84.7 K

Followers

45.80%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

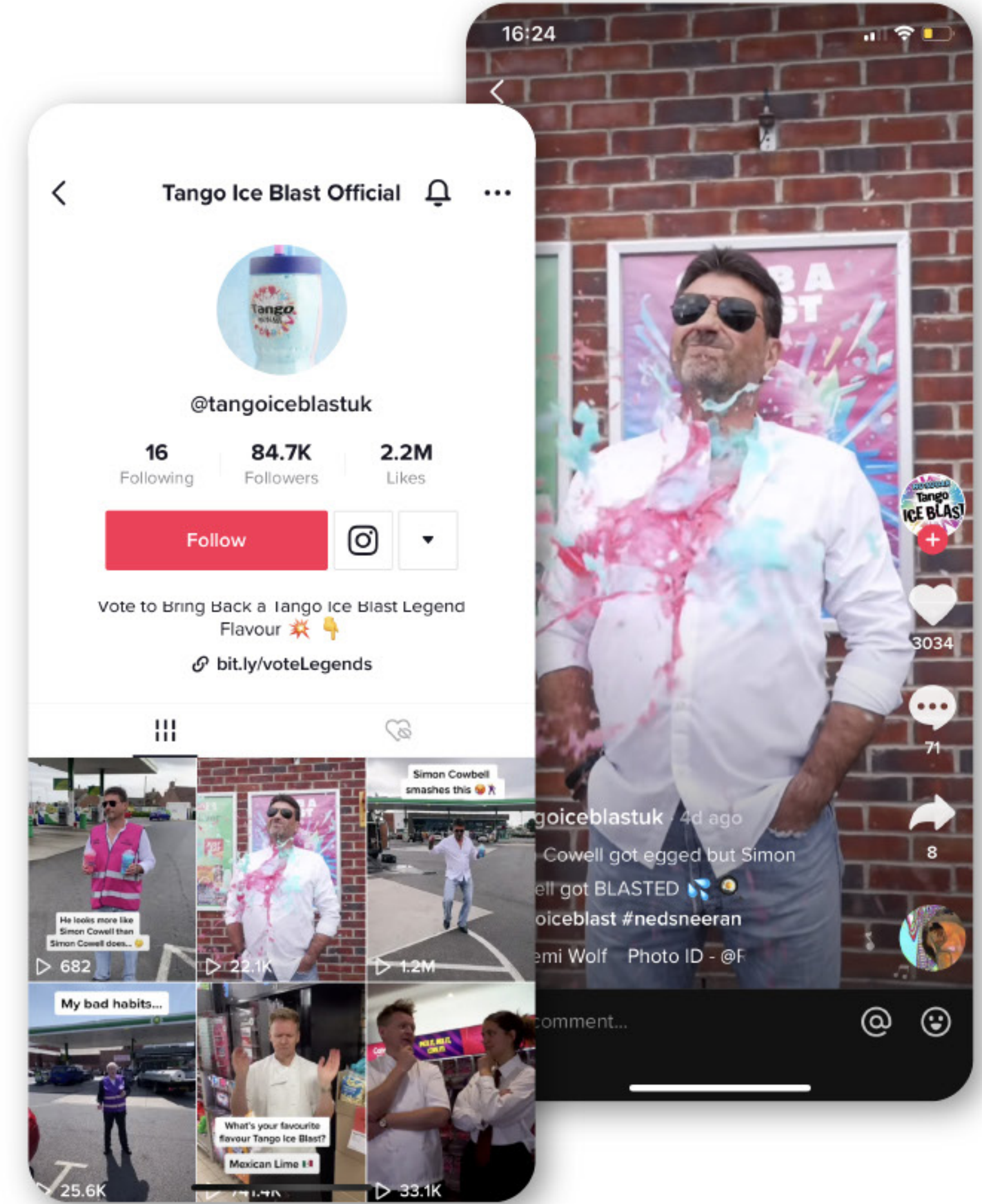


Tango Ice Blast is quite possibly the UK's favourite slushie.

They have somehow found every British celebrity look-a-like and convinced them to create hilarious content for the account.

We have many questions:

- How did Tango Ice Blast find these people?
- Who came up with the amazing skits?
- Most, importantly, how can we meet #NedSneeran?



03

CANDY WORKS

1.1 M

Followers

14.79%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

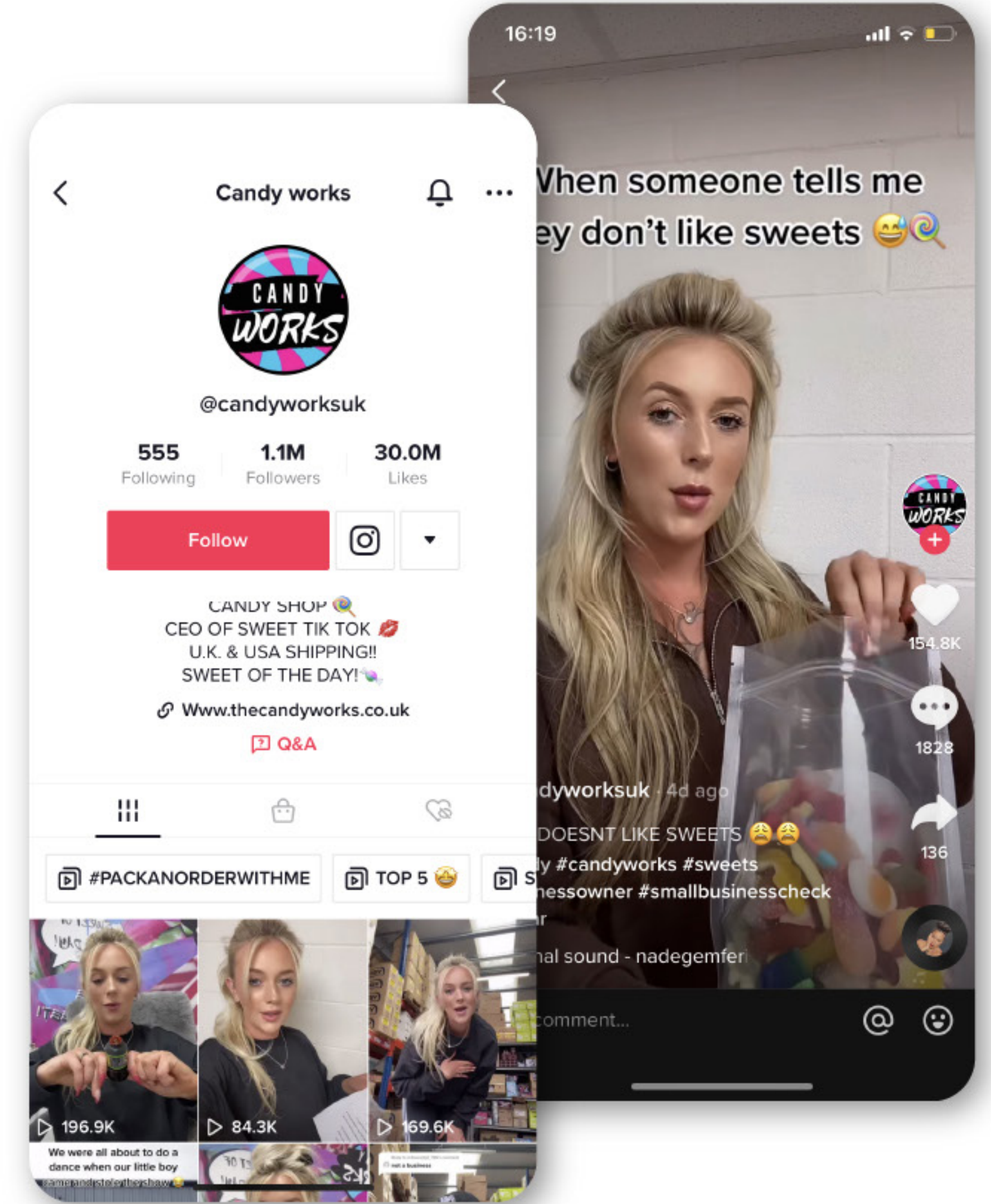


Candy Works is the UK's top online one-stop-shop for all things sweet.

They offer nearly every Candy imaginable and now they have mastered interacting and responding to comments, keeping the audience engaged.

The taste tests and packing orders behind the scenes might not be an official trend on TikTok, but it's precisely what the audience ordered.

To top it all off, every piece of content is presented by a single person, putting a face to CandyWorks and making the brand more recognisable on TikTok's platform.



02

RYANAIR

1.0 M

Followers

40.70%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

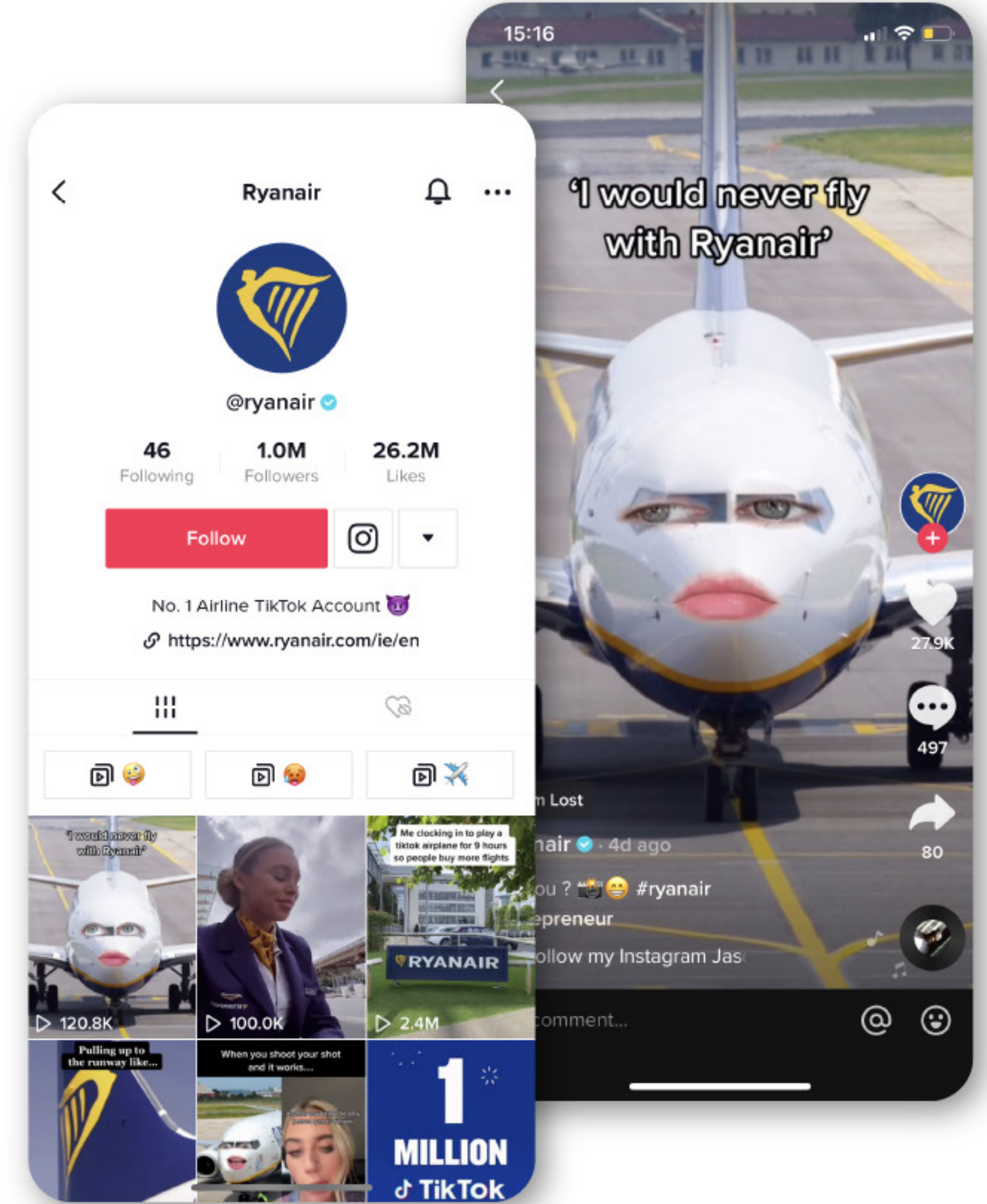


Ryanair is the largest airline on TikTok and has nearly 1M followers for good reason.

The person (or people) behind Ryanair's content is brilliant as they have genuinely mastered bringing their planes to life using a filter that places a face on inanimate objects.

The mixture of Ryanair's unique personality, the filter, and trends is the key to their success, driving an engagement rate of over 40% (Ubiwiz). If you are not laughing at Ryanair's feed, you have no sense of humour.

To the person behind the Ryanair plane, thank you.



01

BLACK COUNTRY LIVING MUSEUM

1.3 M

Followers

14.26%

Engagement Rate

Originality



Authenticity



Trends



Creates TikToks

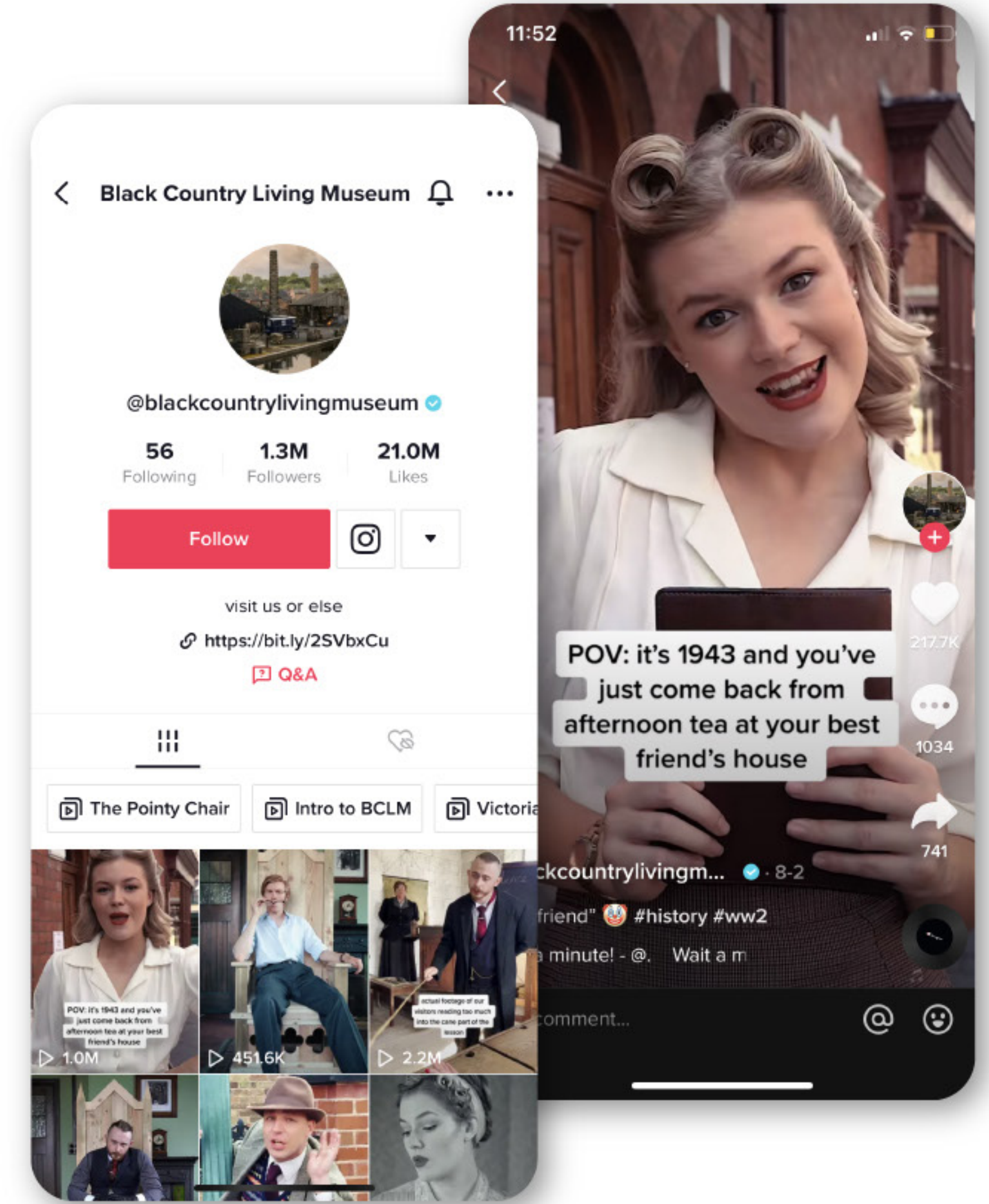


Black Country Living Museum are the biggest museum on TikTok as their content brings history to life.

Black Country Living Museum has taken edutainment to a whole new level, pairing 40s era costumes with today's music and trends that highlight critical moments of history.

It's a combination you probably never thought of; if you did think of it, you probably thought it'd never work; but somehow, Black Country Living has made it work.

With over 1.3M followers and a 14% engagement rate, you can't deny that BCLM's audience has been thoroughly entertained.



Key Takeaways

The three main takeaways we've learned from this analysis are:

- Don't be afraid to experiment with content. TikTok thrives on the unorthodox.
- Be true to your brand's values. Raising awareness won't count if the audience doesn't know what your brand stands for.
- And most importantly, don't make ads, make TikToks. TikTok will only love and support you if you embrace the platform for what it is.



Who Are Nonsensical

Nonsensical are a social media agency and publisher.

We've grown our own communities, Birmingham Updates, Best of Bristol and Endless Mythology to over a million followers and have industry leading engaging rates.

We use these learnings to help brands reach new audiences, grow their social following and engagement and produce thumb-stoppingly good content that gets cut through on social media.

