

THE FITTING ROOM

ASMR restock with me



hollyfromsmol · 11-3

ASMR CLEANING ✨ it's always so satisfying opening up a freshly delivered pack of laundry capsules and decanting into the caddies ✨ ... more

original sound - hollyfromsmol

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Primark Try On Haul

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abi babe · 5-18

Here you go my little cherrups 🍒🍒🍒 I might need to go back and buy ... more

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everything I ate in London for a full day

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LET'S TALK ABOUT... London's Best Restaurants (Episode 1) ... more

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DRUGSTORE MAKEUP DUPES you need to try!

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Keeping it really real

HOW USER-GENERATED CONTENT HAS UNLOCKED THE NEW POWER OF "CHAOTIC MARKETING"



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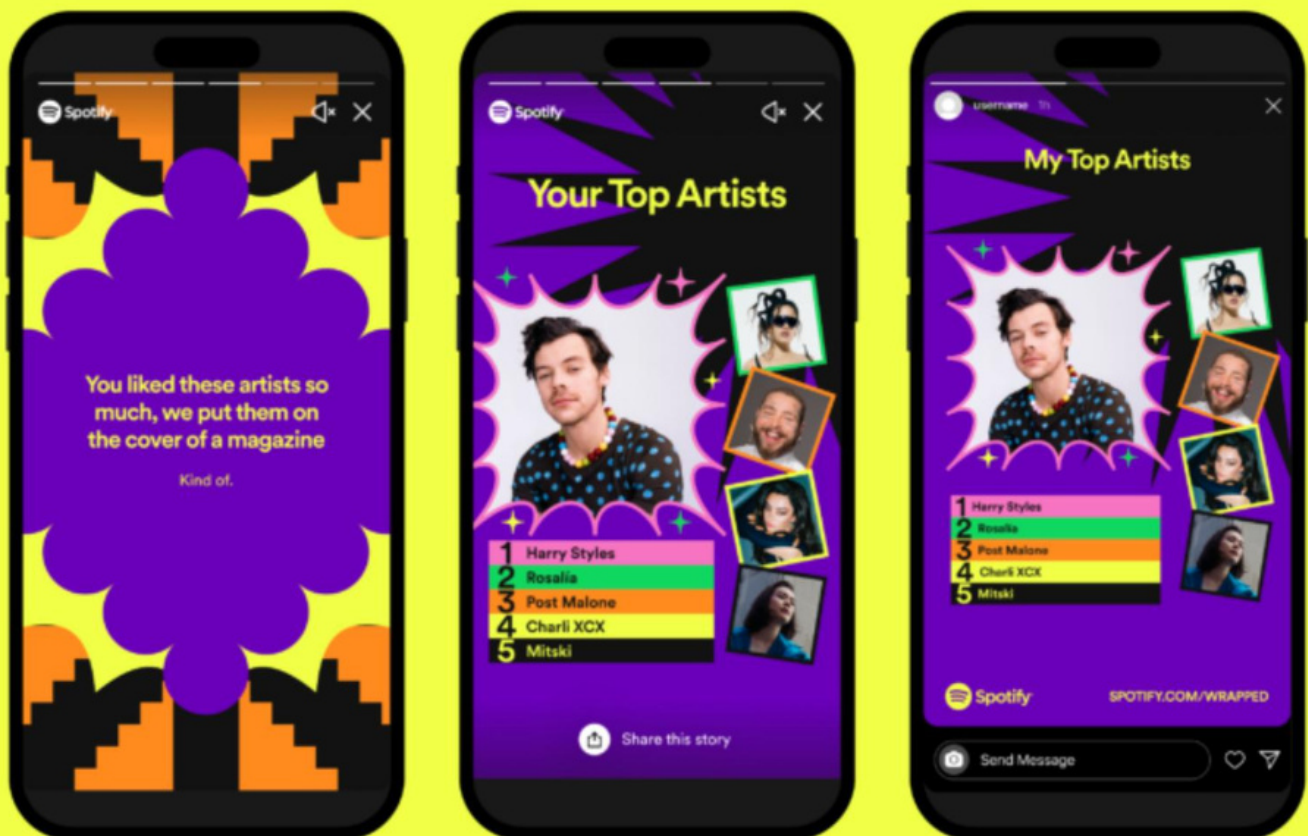
10 SUMMARY



New Front in the Game

SO MUCH FOR DO IT YOURSELF

Marketing has long dreamed of a time when marketers no longer needed to market and instead got consumers to do it for them, autonomously advocating for brands and products. And while for decades consumers have gone about their day promoting, say, Nike, Boss or Balenciaga by wearing those brands' logos on their chests or feet, social media platforms – and TikTok especially – have opened up an entire new front in the game.



Content is king

WE ARE IN THE PRESENCE OF ROYALTY

Content has always been king in marketing but today user-generated content (UGC) is king, queen and holy grail too, precisely because it turns the above dream into a reality. Smart brand managers know that campaigns which situate user-generated content front and centre by inviting consumers to create their own versions of brand communications, are what build real marketing firepower, all because content made by consumers is relatable, authentic and real in ways that tightly-planned, big-budget campaigns could never be.

On TikTok today users create duets, stitches, covers, hot takes and re-dramatisations inspired by content from brands and influencers, all in a nod to the app's original USP – TikTok began life as a lip-synch app. What often results is thousands and even millions of "karaoke content" posts all, in one way or another, featuring brands and products. And if this output sometimes seems chaotic and a million miles from traditional campaigns which are planned, produced and promoted to land key messages, this new culture is powerful precisely because it invites that chaos, putting consumers and content creators right at the heart of the process.

