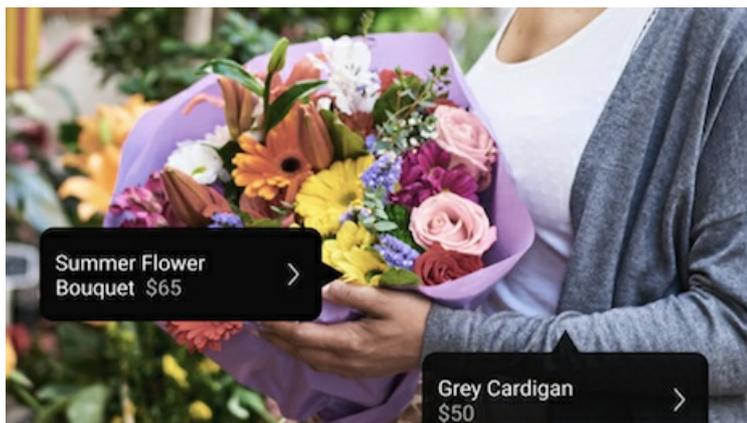


RESEARCH

## Surpassing Meta, Pinterest combined, 9.6M TikTok users will buy products from platform directly in 2023: Ogilvy

January 12, 2023



*Ogilvy's Social Media Trends 2023 has landed, chock-full of social commerce insights for luxury marketers. Image credit: Ogilvy*

By AMIRAH KEATON

Luxury brands are continuing to struggle with social commerce as competition for consumer attention intensifies, according to a new report.

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While tech's pandemic boom previously made for a largely positive outlook, a number of shifts threaten luxury's ability to break through on popular platforms. Updates online and off inclusive of seemingly unrelated happenings, such as sociopolitical tensions spell out unique considerations for branded content creation as of late, hence, Ogilvy's Social Media Trends 2023 has landed.

"The fact we're stepping away from curating and perfection on social is not a surprise but the counterculture element here is making advertisers do things they categorized as 'passe' years ago groups, community building, organic content," said Dimitri Cologne, head of UK media at [Ogilvy Social.Lab](#), Brussels.

Ogilvy's Social Lab learnings

Lead editor of the Ogilvy offshoot's research effort, Mr. Cologne and team begin this trend-spotting exercise with some crucial context regarding social media's current state of affairs.

Sectioned off by topic, a trio of perspectives What's shaping content and channels; what's emerging in connected commerce; what's shifting with influence and creators each offer an exploration of an important aspect of growth and adaptation.

Together, insights dispersed throughout all three areas aim to outline the future of digital platforms. Arguably most novel, though, is the proliferation of TikTok.

In recent weeks, our experts from across [#PR](#), [#Influence](#), and [#Consulting](#) have been sharing their reflections, plus predictions and advice for the year ahead. Discover more through the

links in this thread. 1/2#OgilvyUK #Ogilvy pic.twitter.com/d0DXw9v3f6

Ogilvy UK (@OgilvyUK) January 5, 2023

The fastest growing social network in history the report cites Statista data stating that it took the ByteDance subsidiary 5.1 years to attract 1 billion users dominates the first 23 pages of Ogilvy's 39-page trend report, justifying closer analysis.

The report points out that TikTok is unique in structure, in that it forces brands to operate as creators versus advertisers. Paid content is possible to plug on the platform, but these short-form videos appear between feed scrolls.

Thus, effective organic content approaches are making a comeback, as brands cannot simply pay their way to the top on the platform they must tap into the culture, adopt trends and lean into the algorithm's preferences as any other user seeking engagement would.

The report wraps its content and channels section with a reminder that Gen Z users are increasingly tapping TikTok as a search engine.

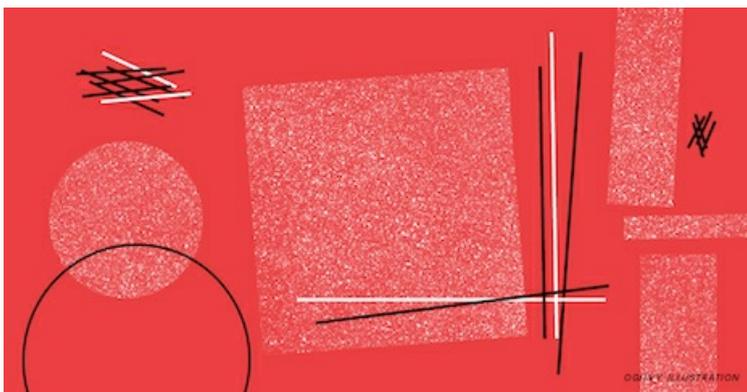
The platform's feed scrolls infinitely, and with no technical "endpoint," users are incentivized to, and often do, stay a while 90 percent of TikTok users access the app daily, spending 52 minutes per day on the platform, according to [Social Insider](#).

With user intent and duration of digital sessions in mind, tracking trending topics in real-time and uploading accordingly could prove particularly fruitful for luxury brands posting to the platform in the near future.

As far as commerce both in-app, and in regards to ad sales acting as a main metric of success for any social media site Apple's app-tracking authorization addition has intercepted social strategies across the board, severely limiting the volume of data that social media platforms are able to collect and monetize from iPhone users.

In light of this, digital platforms are working harder to siphon off sales and justify ad rates against a lesser ability to stratify users by data set and effectively reach desired consumers.

Despite realities, TikTok's commerce capabilities are growing at an unprecedented rate. According to eMarketer research, TikTok will gain 9.6M social buyers in 2023, more than Meta and Pinterest combined, and in November 2022, the platform launched TikTok Shop, enhancing brand sales mechanisms.



*AI-generated art is nestled within Ogilvy's trend report. Image credit: Ogilvy*

While e-commerce investments signal priorities, growth doesn't necessarily amount to ease of use quite yet, as many users still find in-app shopping experiences to be quite clunky.

To this point, and just this week, Instagram announced that it would be removing the "Shop" tab from the app's navigation interface, restoring the "Create" button in lieu.

With many digital players both charging for ad space and attempting to take cuts of app sales with beta offerings that have yet to hit peak popularity among consumer groups, luxury brands, for whom customer experience is everything, will need to be smart about how best to proceed.

Interestingly, while not ideal for social media players, the premise could actually give brands' in-house commerce channels an advantage.

"The fact that social commerce is not taking off is a bit of a surprise, especially since those algorithms can be so powerful," Mr. Cologne said.

"Then again, marketplaces with strong first-data capabilities will fill that void think of a Mr. Porter or Farfetch."

Hindsight is 20/23

Per Ogilvy's insights, gone are the days of establishing preset, stagnant social strategies months ahead of live dates.

Luckily for readers, Ogilvy provides many a case study pertaining to what the firm recognizes as a high quality of content, coming from luxury players.

"Especially high-end fashion brands with a hint of urban feel and credibility do well on TikTok," Mr. Cologne said.

"Think of Burberry, Moncler and Valentino [in terms of luxury brands] doing it right," he said. "Also brands like JW Anderson are smashing it, because their content is more DIY and less polished."

[@burberry](#) [#Burberry](#) [#BurberryTrench](#) original sound Burberry

Others may be exhibiting a misstep, in offering slight variations of curated or clearly repurposed content, according to experts.

"A brand like Cartier is also ok TikTok but still feels too overbaked and curated, this is the slippery slope," Mr. Cologne said.

"Same for Rimowa, here it feels like they just do the same trick on another platform."

[@rimowa](#) Discover the power of Quartz with the latest [#RIMOWAoriginal son](#) original RIMOWA

For those brands that are, perhaps, leaving a bit to be desired, the expert identifies a throughline.

"Once the product is not fashion or grooming it gets tougher to make TikTok instead of ads," Mr. Cologne said.

"Why? Their demographic is there, the platform functionalities and design make it easy to be playful and entertaining while still stacking up attention for products, limited editions, releases, etc.," he said. "Also, TikTok allows for brands to zoom in on gender-fluidity: makeup, unisex clothing, etc."

"And since TikTok is all about storytelling, creator-led unboxing and try-ons work best on the platform."

A bonus insight arrives on the topic of "atypical" platforms for brand engagement and experimentation, as Ogilvy's forecast mentions that further growth in Twitch, voice gaining traction on Discord, and newer players like BeReal becoming more popular are anticipated.

When prompted on the preferred platform of the three in terms of which could be most exciting for luxury brands to experiment with, the expert leaves a few thoughts behind.

"Good question, I'd say Discord for loyalty and exclusivity purposes," Mr. Cologne said.

"Luxury segments will still want to tap in on that aspect of bringing something for a selected bunch of super users and fans in order to get that additional buzz."