

Popular Brands on TikTok and identifying the factors that contribute to their effectiveness in communication

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Abstract. *TikTok is one of the most popular social networks, having more than 1 billion users. This network has significantly grown in popularity during the COVID pandemic, where people found a place to be entertained and spend their spare time, besides traditional media. In recent years the focus of marketers is targeting Gen-Z consumers, and this social network is super popular among them. So, businesses and marketers adapt their communication to be appealing to this target audience. At the present time, given the fact that the subject is rather new, scientific literature is rather limited to covering the topic. This paper's objective is to find which factors are essential in making brand's communication go viral on TikTok, considering also Gen Z preferences: whether is the frequency of posting and adapting to trends, whether is the capacity of offering entertainment or the power of uploading vulnerable/authentic content or collaborating with the right content creators. The research is a quantitative one, taking into consideration several social network key performance indicators and verifying performance through a matrix model. The key findings of the paper were that brands coming from industries such as Entertainment, Sports, Fashion and Beauty have higher chances of becoming viral on TikTok. Furthermore, there are brands that belong to other industries, but due to their posting frequency or attention to qualitative trending content, have become popular on the platform as well. The paper's contribution to the field can be used by businesses and marketers to adapt their communication on this social network to be more successful.*

Keywords: Social media, Social Networks, TikTok, social indicators, social engagement.

Introduction

With the development of digital technologies, new methods of communication have emerged, and digital marketing has become a very good alternative for companies to achieve their marketing objectives at lower costs versus traditional media.

The growing popularity of social networks from one year to the next and their diversity have made social media marketing a complex and interdisciplinary science (Masuda et. All, 2022).

Social media marketing is a strategy that several brands have adopted in recent years, and brands and businesses have started to focus on improving their social media presence and the initiatives they take on and how they communicate with consumers (Sayyed & Gupta, 2020).

Social media is transforming marketing practice increasingly because marketers focus on interacting with customers on this real-time medium rather than waiting for a long time of feedback from consumers, as is traditionally the case (Rae, 2020).

Given the above-mentioned context of the research, the objective of this paper is to identify popular brands on TikTok and to discover which factors are essential in making brand's communication be successful on this platform. The research is analyzing the communication on TikTok since this platform has been growing exponentially since the pandemic times and since it has captured the hearts of Gen Z users. This population is super important as they constitute one third of the world' population (Ameen, Hosany & Taheri, 2023). Generation Z is also expected to account for 27% of the workforce by 2025 (Whatsthebigdata, 2024). There is a gap in the scientific literature regarding this subject since it's rather new and since trends on TikTok have a rather short lifespan. After a literature review, the paper includes qualitative research based on both qualitative and quantitative criteria. The paper's contribution to the field can be used by businesses and marketers to adapt their communication on this social network (TikTok) and adapt their own communication on the platform to obtain more popularity. The study requires further investigation regarding TikTok communication from a theoretical point of view.

Literature review

According to Statista (2025), Facebook is the biggest social network with over 3 billion monthly active users, followed by Youtube with over 2.5 billion monthly active users. TikTok is the fifth most popular social network with 1.5 billion monthly active users (Statista, 2025).

TikTok is a social network that offers the possibility to create and watch video content that lasts a few seconds. TikTok experienced exponential growth in 2020, taking advantage of people's need for entertainment and recreation in a pandemic context. Precisely because of the power it has to generate content in the entertainment category, in the first phase, TikTok began to recruit users from relatively young demographic groups, and furthermore, according to Statista, the 18-24 age group represents 31% of the total number of users of the platform (Statista, February 2025).

TikTok is a video social network, with videos up to 1 minute, which can be accessed through mobile devices and that mainly offers entertainment, creating the opportunity for quick fame for users of the platform. TikTok content is uploaded and consumed at an accelerated pace, and the virality of the videos retains its relevance for a few days. Thus, content creators on the platform have a daily and authentic posting frequency, the content posted being authentic, less processed.

Characteristics of Generation Z

Generation Z (Gen Z), also referred to as "Zoomers," is the demographic group that succeeds Millennials and precedes Generation Alpha (Ameen, Hosany & Taheri, 2023).

They were born between 1997 and 2012. Being digital natives, they are known for their advanced technological skills and ability to engage with online applications (Rossi, Sasso, Perna, Solima, 2023). The young adults of the Gen Z are easier with working alongside digital arrangements and gain increased buying authority in relation to several other opposing age classifications (Sayyed & Gupta, 2020). Although being digital natives, Gen Zers' interactions with technology have mostly reported a negative impact on their feelings of isolation and loneliness (Ameen, Hosany & Taheri, 2023). Gen Z have been vocal up front regarding their need to prioritize mental health. Most Gen Z members face challenges regarding fear of missing out,

because they are afraid of missing information compared to other peers. To access information, they become addicted to heavy mobile phone usage. Their behavior is so exaggerated as they start to ignore others in their social environment (Lyngdoh, El-Manstrly & Jeeshia, 2023).

On social media Gen Zers prefer more innovative content with interactive images (Shetu, 2023). According to eMarketer (2023), Gen Z users are watching videos (72.4%) and 56.7% are watching stories while on social media platforms (Emarketer, 2023).

Gen-Zers are more likely to embrace different cultures, beliefs, and lifestyles (Wearethereach, 2024). Generation Z shares different human values, such as universalism, benevolence, self-direction, achievement, and security (Leung et. al, 2021).

Generation Z is the most concerned generation about environment and sustainability (Rossi, Sasso, Perna, Solima, 2023). Statistics indicate that 73% of Gen Z consumers are open to spend more on eco-friendly products (Wearethereach, 2024).

Communication on Social Media

Social media has been the lifeline of every person in today's digital world (Bhor et. al, 2018).

Every year, there is a rise in the global number of social media users. In addition to the number of users, the scope of various social media sites is also rising (Razimi, Ayrizan & Ishak, 2021). Where there are people, there are potential customers, to engage with that potential customer base social media marketing is used (Bhor et. al, 2018). Social Media has been the lifeline of every person in today's digital world.

People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans (Dwivedi et. al., 2021).

Social media serves as an effective marketing tool that offers a wide range of opportunities (Kaplan & Haenlein, 2010). Because people spend more time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies, organizations have made social media an essential and integral component of their marketing plans (Stephen, 2016). Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales (Dwievedi et. al., 2021). Marketers in general for companies are definitely familiar with the idea of social media but can't quite grasp the in-depth aspect of using it for higher purposes, as in they can understand that they can use it for marketing, but there are several more supporting factors that need to be considered and how nowadays there is an educational value as well towards social media (Sayyed & Gupta, 2020).

Engagement appears to be an important buzzword in today's business world (Grewal et. al, 2017). In scientific literature, "virality" is often studied as Social Transmission or Electronic Word-of-Mouth (eWOM). According to Berger (2013), virality is a form of social transmission driven by psychological triggers. Viral communication is the process where information is passed from one person to another because it contains specific "infectious" characteristics (Berger, 2013). Electronic word-of-mouth (eWOM) whereby some form of marketing message related to a company, brand, or product is transmitted in an exponentially growing way—often using social media applications (Kaplan & Haenlein, 2011).

The interaction with brands on social media goes beyond engagement with the brand. The brand community involves the brand, its products, the firm, and other consumers, so the engagement with the brand community is a broader process of interaction (Raposo Santos et. al., 2022). According to Dwivedi et. Social media networks allow companies to connect with their customers, improve awareness of their brands, influence consumer's attitudes, receive feedback and increase sales (Dwievedi et. al., 2021). A well-designed social media strategy that creates and curates engaging content helps organizations maintain competitiveness in today's dynamic business landscape (Kongar & Adebayo, 2021). Marketing in social media is all about using people's natural dialog channels to create ties with them to meet their needs (Razimi, Ayrizan & Ishak, 2021).

Companies use numerous social media platforms for social media marketing, such as Facebook, Snapchat, Twitter etc. The choice of platforms depends on target consumers and marketing strategy (Dwievedi et. al., 2021).

Content marketing plays an important role in the success of marketing communications. Using emotions in content marketing can lead to a competitive advantage and increased brand equity (Dwievedi et. al., 2021). Adapting the messages to the right audience and on the proper social media channel is crucial for the success of marketing communication. For example, Twitter is a social network in which informative texts perform better, while on Facebook interactive posts are more successful (Kusumasondjaja, 2018). It is common that users change their original cognition after being influenced by the dynamics of other users in social networks. Influence in social media is mainly manifested on the word-of-mouth effect and viral marketing (Tong et. al., 2022).

Given TikTok's new emerging popularity, there is a gap in scientific literature regarding which factors are essential in making brand's communication effective on this platform.

The research is trying to identify what factors are significantly contributing to a brand's success on TikTok. How often does a brand have to communicate to gain a considerable number of followers? Do brands that come from specific industries have more chances of going viral? Are brands that collaborate with influencers more popular on TikTok? This article's contribution is lowering this gap by providing quantitative research that analyses 18 popular brands on TikTok using 12 criteria, including criteria that are specific for Gen Z characteristics. To lower this gap and identify what factors are key in making a brand successful on TikTok, we considered both quantitative general factors and qualitative factors, specifically for Generation Z audience. The paper considered addressability to this public because this population represents a third of the world's population (Ameen, Hosany & Taheri, 2023) and, as shown in this study, they are the largest target audience on TikTok (Statista, February 2025).

Methodology

This research is a quantitative method that consists of an unweighted arithmetic average with equal value weight between 12 criteria (1 of them being a total sum of other 7 criteria) applied for 18 brands. The selected criteria were chosen based on the data that was public at the time of selection. Due to the lack of empirical evidence or a consensus in existing literature regarding a specific hierarchy for the twelve criteria, we opted for equal weights to ensure a neutral baseline and minimize potential researcher bias.

We have identified some of the most popular TikTok brands considering the number of people that are following them on this social platform. The selection was made based on both the number of TikTok followers and verifying on multiple online tops which brands are popular

among Gen Z population. Taking this into account, we have selected the following 18 social networks: Netflix, NBA, RedBull, Duolingo, Fortnite, Marvel, Nike, Gucci, McDonald's, Scrub Daddy, Fenty Beauty, Crocs, Ryanair, Chipotle, Oreo, Elf Cosmetics, Sephora & Glossier. The criteria taken into consideration were both quantitative (number of TikTok Followers, number of TikTok Likes, number of TikTok Hashtags) and qualitative (Industry, Posting Frequency and Content Type). The period of data collection was April 2025.

The paper will continue with a detailed explanation of the criteria considered.

Quantitative Criteria

Criterion A – Number of TikTok Followers of the official brand accounts in April 2025 (TikTok, 2025).

Criterion B - Number of TikTok Likes of the official brand accounts in April 2025 (TikTok, 2025).

Criterion C - Number of TikTok Hashtags of the official brand accounts in April 2025 (TikTok, 2025).

Qualitative Criteria

Criterion D - Posting Frequency of the official brand accounts in March - April 2025 (TikTok, 2025).

Criterion E – Content in partnership w. content creators – analyzing whether the brands had content in partnership w. content creators between February – April 2025.

Criterion F – Considering the Industry that a brand belongs to.

Criterion G – Authentic content - analyzing whether the brands posted content that is authentic/without filters and unretouched videos between February – April 2025.

Criterion H – Entertaining Content – considering whether the brands post content that offer entertainment (cuts from movies/ sport events; that are amusing; that have catchy songs or offer dance moves). The timeframe taken into consideration was February – April 2025.

Criterion I – Following Trends – considering whether the brands posted content that followed viral trends on TikTok between the timeframe February – April 2025.

Criterion J – Sensory Content – Sensorial videos attract significant views on this platform so we have considered this criterion taken into consideration if brands used sensorial content on TikTok between February – April 2025.

Criterion K – Cross Brands Content – considering if brands had content in partnership with other brands between February – April 2025.

Criterion L – Content in partnership with Celebrities or sportspersons – if brands had used this kind of content between February – April 2025.

Results and discussions

The study made an unweighted average between each criterion from A-L.

For Criterion A, we awarded points from 0 to 4 depending on the number of followers that each individual account gathered on TikTok until April 2025. Accounts that had less than 2 million followers received 0 points; Accounts that had between 2 million followers and 4 million followers received 1 point; Accounts that had between 4 million followers and 8 million followers received 2 points; Accounts that had between 8 million followers and 18 million followers received 3 points; Accounts that had more than 18 million followers received 4 points.

Glossier received 0 points; 7 brands received 1 point, 4 brands received 2 points; 4 brands received 3 points; 4 brands received 3 points; Netflix & NBA received 4 points.

Table 1. The number of TikTok followers of the official brand accounts of each brand until April 2025 and the score given according to it.

Criterion A	# TikTok M Followers	Score
Netflix	47	4
NBA	25	4
Red Bull	17	3
Duolingo	17	3
Fortnite	17	3
Marvel	14	3
Nike	7	2
Gucci	6	2
McDonald's	5	2
Scrub Daddy	4	2
Fenty Beauty	3	1
Crocs	3	1
Ryanair	3	1
Chipotle	3	1
Oreo	2	1
ELF Cosmetics	2	1
Sephora	2	1
Glossier	1	0

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Source: TikTok, Authors' own research 2025.

For Criterion B, we awarded points from 0 to 4 depending on the number of likes that each individual account gathered on TikTok until April 2025. We awarded 4 points to brands that had more than 1.3 B likes; 3 points for brands that generated between 350 million likes and 1.3 billion likes; 2 points for brands that generated between 100 million likes and 350 million likes; 1 point for brands that generated between 100 million likes and 30 million likes; 0 points for brands that generated less than 30 million likes. Taking this scoring grid into consideration, 9 brands received 1 point; Oreo, Sephora and Glossier received 0 points; Fortnite and Marvel received 2 points; NBA, Red Bull & NBA received 3 points; Netflix received 4 points.

Table 2. The number of TikTok likes of the official brand accounts of each brand until April 2025 and the score given according to it

Criterion B	# TikTok M Likes	Score
Netflix	1,400	4
NBA	753	3
Red Bull	404	3
Duolingo	449	3
Fortnite	161	2
Marvel	161	2
Nike	35	1
Gucci	69	1
McDonald's	34	1
Scrub Daddy	97	1
Fenty Beauty	72	1

Crocs	31	1
Ryanair	53	1
Chipotle	59	1
Oreo	26	0
ELF Cosmetics	48	1
Sephora	24	0
Glossier	14	0

Source: TikTok, Authors' own research 2025.

For Criterion C, we considered the number of posts posted using the branded hashtags (the name of each brand as an #hashtag). We considered the following scoring grid: 4 points for more than 25 million branded hashtags used; 3 points for branded hashtags between 25 million and 14 million; 2 points for branded hashtags between 14 million and 4 million; 1 point for branded hashtags between 4 million and 3 million; 0 points for less than 3 million hashtags. Considering this scoring grid, 10 brands received 0 points; 3 brands received 1 point; Nike received 2 points; Marvel & NBA received 3 points; Marvel received 4 points.

Table 3. The number of branded hashtags used on TikTok until April 2025 and the score given according to it

Criterion C	# TikTok M Hashtags	Score
Netflix	0	0
NBA	14	3
Red Bull	3	1
Duolingo	0	0
Fortnite	67	4
Marvel	21	3
Nike	8	2
Gucci	3	1
McDonald's	3	1
Scrub Daddy	0	0
Fenty Beauty	0	0
Crocs	1	0
Ryanair	0	0
Chipotle	0	0
Oreo	1	0
ELF Cosmetics	0	0
Sephora	2	0
Glossier	0	0

Source: TikTok, Authors' own research 2025.

For Criterion D, we have considered the average posting frequency of each brand on TikTok during the spring of 2025. The scoring grid was the following: 4 points for more than 30 videos daily; 3 points for posting between 30 and 6 daily videos; 2 points for posting between 1 and 5 videos daily; 1 point for weekly posting; 0 points for posting with a lower frequency than weekly. Considering these, the research has awarded: 4 points for NBA; 3 points for Netflix and Marvel; 7 brands received 2 points; 7 brands received 1 point; Crocs received 0 points.

Table 4. The number of branded hashtags used on TikTok until April 2025 and the score given according to it

Criterion D	Posting Frequency	Score
Netflix	~10 videos daily	3

NBA	~30 videos daily	4
Red Bull	~2 videos daily	2
Duolingo	~3 videos daily	2
Fortnite	~1 video daily	2
Marvel	~6 videos daily	3
Nike	~3 videos weekly	1
Gucci	~4 videos weekly	1
McDonald's	~2 videos weekly	1
Scrub Daddy	~2 videos weekly	1
Fenty Beauty	~2 videos daily	2
Crocs	~1 video weekly	0
Ryanair	~3 videos daily	1
Chipotle	~3 videos daily	1
Oreo	~2 videos weekly	1
ELF Cosmetics	~1 video daily	2
Sephora	~2 videos daily	2
Glossier	~1 video daily	2

Source: TikTok, Authors' own research 2025.

For Criterion E, the article has taken into analyzing whether the brands had content in partnership w. content creators between February – April 2025. The research has awarded 1 point for brands that had been collaborating with influencers for content creation and brand endorsement and 0 for the brands that haven't. Half of the brands analyzed had these kinds of partnerships, the other half didn't. The brands that had these kinds of partnerships were: Duolingo, Gucci, Fenty Beauty, Crocs, Ryanair, Chipotle, Elf Cosmetics, Sephora and Glossier.

For Criterion F, we have categorized the brands based on the type of industries these brands belong to. The paper identified the industries popular on TikTok are Entertainment, Sports, Beauty, Fashion, FMCG, Travel, Food Services & Cleaning Products. Most of them belong to Entertainment, Beauty or Sports Industries. There are also brands that belong to a main industry but also provide content appropriate for other industries. For Example, RedBull is an FMCG brand, but it has expanded its marketing communication towards Sports & Entertainment. Another example is also the NBA that is a Sport brand, but it offers Entertainment like wise. Combining industry type and the quantitative criteria described earlier for this study, we have also awarded points for brands that belong to specific industries. Brands that belong to either Entertainment or Sports received 4 points; brands that belong to either Fashion or Beauty received 3 points; brands that belong to either FMCG or Food Service received 2 points; the brands that belong to either Tech, Travel or Cleaning Products received 1 point.

Table 5. Score given according to Industry for each Brand

Criterion F	Industry	Score
Netflix	Entertainment	4
NBA	Sports/Entertainment	4
Red Bull	FMCG/ Sports/Entertainment	4
Duolingo	Tech	1
Fortnite	Entertainment	4
Marvel	Entertainment	4
Nike	Sports	4
Gucci	Fashion	3
McDonald's	Food Service	2
Scrub Daddy	Cleaning Products	1

Fenty Beauty	Beauty	3
Crocs	Fashion	3
Ryanair	Travel	1
Chipotle	Food Service	2
Oreo	FMCG	2
ELF Cosmetics	Beauty	3
Sephora	Beauty	3
Glossier	Beauty	3

Source: TikTok, Authors' own research 2025

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For Criterion G, the research has taken into consideration whether the brands posted content that is authentic/without filters and unretouched videos. We awarded 1 point for brands that had posted authentic content and 0 points for the brands that had only glossy/ studied/ in the studio type of content. 14 out of the 18 brands received 1 point for this criterion. The only brands that didn't have authentic content were Marvel, Fortnite, Nike & Glossier.

For Criterion H, the paper considered whether the brands post content that offers entertainment (cuts from movies/ sport events; that are amusing; that have catchy songs or offer dance moves). The timeframe taken into consideration was February – April 2025. We awarded 1 point for the brands that had entertaining content and 0 points for the brands that didn't have entertaining content. 16 out of the 18 brands in the study received 1 point. The only brands that received 0 points for this criterion were Sephora and Glossier.

For Criterion I, the research has taken into consideration whether the brands posted content that was following viral TikTok trends. We awarded 1 point for the brands that were following trends and 0 points for the brands that weren't. 15 out of the 18 brands taken into consideration followed trends. The only brands that didn't receive any points were: Nike, Fortnite and NBA.

For Criterion J, the paper considered whether the brands were using sensorial content. The brands that did received 1 point, the brands that didn't received 0 points. Almost half of the brands analyzed were using sensorial content, while the other half didn't. The brands that used sensorial content were: RedBull, Nike, Gucci, Scrub Daddy, Fenty Beauty, Crocs, Chipotle, Oreo, ELF Cosmetics and Glossier.

For Criterion K, the research has taken into consideration whether the brands were posting cross-brands type of content between February-April 2025. We awarded 1 point for the brands that did and 0 points for the brands that didn't. Most of the brands didn't have cross brands content. The brands that had this type of posts were: Duolingo, Fortnite, Marvel, McDonald's, Scrub Daddy, Fenty Beauty, ELF Cosmetics and Glossier.

For Criterion L, the paper considered whether the brands post content in partnership with celebrities or sportspersons. The brands that had this type of content received 1 point; the brands that didn't have this type of content received 0 points. Most of the analysed brands used this kind of partnership. The brands that received 1 point were: Netflix, NBA, Redbull, Fortnite, Marvel, Nike, Gucci, McDonald's, Fenty Beauty, Oreo and Elf Cosmetics.

The study ended when we put together all the data and made an arithmetic weight out of all the criteria considered. According to the calculations made, the brand that has the most successful TikTok Communication is NBA, followed by Netflix & Marvel. NBA obtained the highest score on all 3 out of the 12 criteria considered (TikTok followers, Posting Frequency, Industry). Netflix obtained the highest score on 3 criteria as well: TikTok followers, TikTok Likes and Industry.

Table 6. Results

Brand	A	B	C	D	E	F	G	H	I	J	K	L	Total
NBA	4	3	3	4		4	1	1				1	1.8
Netflix	4	4	0	3		4	1	1	1			1	1.6
Marvel	3	2	3	3		4		1	1		1	1	1.6
RedBull	3	3	1	2		4	1	1	1	1		1	1.5
Fortnite	3	2	4	2		4		1			1	1	1.5
Duolingo	3	3	0	2	1	1	1	1	1		1		1.2
Gucci	2	1	1	1	1	3	1	1	1	1		1	1.2
Fenty Beauty	1	1	0	2	1	3	1	1	1	1	1	1	1.2
ELF Cosmetics	1	1	0	2	1	3	1	1	1	1	1	1	1.2
Nike	2	1	2	1		4		1		1		1	1.1
McDonald's	2	1	1	1		2	1	1	1		1	1	1.0
Scrub Daddy	1	1	0	1		1	1	1	1	1	1	1	0.9
Crocs	1	1	0	0	1	3	1	1	1	1			0.8
Chipotle	1	1	0	1	1	2	1	1	1	1			0.8
Sephora	1	0	0	2	1	3	1		1				0.8
Glossier	0	0	0	2	1	3			1	1	1		0.8
Ryanair	1	1	0	1	1	1	1	1	1				0.7
Oreo	1	0	0	1		2	1	1	1	1			0.7

Source: Authors' own research 2025

Conclusion

The objective of this paper was to find which factors are essential in making a brand's communication go viral on TikTok, considering also Gen Z preferences.

The paper analyzed the communication of 18 popular brands on TikTok and identified some patterns: most of the popular brands belong to the Entertainment, Sports, Fashion or Beauty Industries. There are some less well-known brands such as Elf Cosmetics that compensate for their lack of brand awareness with qualitative and high affinity content for Gen Z users: they use content that is authentic, that is entertaining or that follows viral trends on the platform. The paper comes with practical contributions for businesses showing that TikTok is a good communication channel especially for Entertainment, Sports, Fashion or Beauty Brands. In addition, even if a brand is less popular, it can grow in popularity if it has a strict daily communication plan that is appealing to their target audience, especially Generation Z. Users gravitate towards TikTok primarily for 'hedonic consumption' and 'escapism'. Brands in these visually driven and high-energy sectors successfully fulfill users' needs for entertainment and aesthetic gratification, which explains the higher consumption rates observed compared to more functional or utility-based industries. The observation that less popular brands can achieve significant growth through a strict daily communication plan finds theoretical support in the Mere Exposure Effect. Consistent visibility on a high-frequency platform like TikTok increases brand familiarity, which in turn fosters trust and preference. Furthermore, this rhythmic engagement strategy is a core pillar of Relationship Marketing, where the frequency and reliability of interaction facilitate the transition from a casual viewer to a loyal community member, regardless

of the initial brand size. This paper can stimulate further investigation and contribute to the overall progress of the literature regarding TikTok communication from a theoretical point of view. Future extensions of the work could use the same matrix model considering specific brands from popular industries, in this case Entertainment, Beauty, Sports or Fashion, and analyze the same criteria to see if some criteria make a difference to the popularity of a brand on TikTok.

The matrix can be extended for other brands and local TikTok accounts as well – considering the same criteria considered.

At the time of data collection, Netflix had no available content on TikTok with their brand name. Probably it was a trademark situation, and the hashtag couldn't be used. In case this trademark didn't exist, most probably, Netflix would have received a higher score on this study.

Another limitation of the model is related to the qualitative criteria regarding content: we have analyzed whether or not a brand's account has content related to specific indicators (ex: authenticity), but we did not consider the percentage in which a brand is using that specific indicator in its TikTok communication.

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