

Should Malaysian brands jump on the TikTok bandwagon?

It is undeniable that TikTok has taken the social media industry by storm. To keep up with today's progressing digital transformation, various brands and influencers have hopped onto this platform to increase ROI and achieve their marketing goals.

By leveraging on TikTok's status as one of the most downloaded applications amongst millennials, Malaysian brands are able to gain a wider reach – global, in fact, as the Internet knows no geographical limitation. TikTok is also equipped with an algorithm that is easily influenced by location, hashtags, music choices and user 'likes', making it easy for these local brands to be discovered by its intended audience.

As TikTok is still in the early phases of paid media, this brings about very little competition, providing space for more engagement at a lower CPM. Landing pages on TikTok can also drive traffic and generate leads, optimising rate of conversion. Another profitable feature of this platform is TikTok Ads, which is a viable option for smaller local brands with lower budget.

Local Campaigns That Have Fared Well in the Game

1. #ExperiencePenang



Image via [2cents](#)

A partnership between TikTok and Penang Global Tourism has taken TikTok users on a virtual adventure, hopping from one popular destination to another, all in the palm of their hand.

#ExperiencingPenang has inspired users to capture and share their treasured travel moments in the most creative ways possible and it worked like a charm in highlighting the state's diverse food and culture, captivating heritage and art, as well as the beauty of Penang's natural surroundings. Among Malaysian

artists and influencers who support this challenge are singer and actor Alvin Chong, singer Ai Wahida, actress Emily ZiYing and others.

2. #YoungCreators



Image via [MDEC](#)

Organised by Malaysian Digital Economy Corporation (MDEC) in collaboration with TikTok, Snapchat and Binumi, #YoungCreators aims to inspire budding content creators to unlock their creative potential by leveraging digital platforms to upskill themselves and generate income. This campaign is supported by top influencers and talents within the creative sector.

Using the hashtags #YoungCreators and #TikTokGuru, TikTokers aged 16 and above were encouraged to upload informative and educational videos while simultaneously flexing their creativity. The 10 seconds long videos cover a variety of themes including knowledge, technology, health and fitness, beauty, culture and life hacks.

Judging from the success of these two digital campaigns, it is easy to deduce that TikTok is an efficient platform that allows brands to take storytelling to the next level – especially local brands looking for a breakthrough. The tendency of these content going viral and influencing the mass media shows just how much power TikTok really holds.

Wasting all this potential would be a crime.