

**EVOLVE OR DIE**

**GENZ, TIKTOK & CHANGING THE RULES FOR  
CROSS-GENERATIONAL MARKETING**

# WHAT'S ON THE MENU FOR TODAY.

01 Who We Are

Quick introductions

02 Modern Media platforms

Who is winning the engagement war?

03 Modern Consumer Expectations

The importance of taking your creative “native”

## 04 Finding your Voice

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How to adapt your brand to the platform

## 05 New Content Strategies

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How TikTok is stealing market share and changing the way we shop

## 06 Summary

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Takeaways and next steps

# WHO I AM

## MY BACKGROUND

I'm a Co-Founder and the appointed CEO at Buttr, a leading Australian end-to-end Creative Digital Agency.

As an experienced entrepreneur with a diverse professional background spanning from commercial law to performance marketing, my commercial acumen and broad skill set has helped grow many of Australia's leading direct to consumer brands from start-up to market leader.

Realising that modern direct to consumer brands were sick of "button pushing" old-school digital agencies, I now work with a team of performance marketing whizz's under a modern agency structure that seamlessly balances a combination of creative prowess and performance marketing expertise that a brand requires to achieve "cut through" in a competitive modern digital landscape.

Buttr has experienced accelerated growth and backed by a team of young and bright minds, it is considered a pioneer of the modern "creative performance" agency structure in Australia.

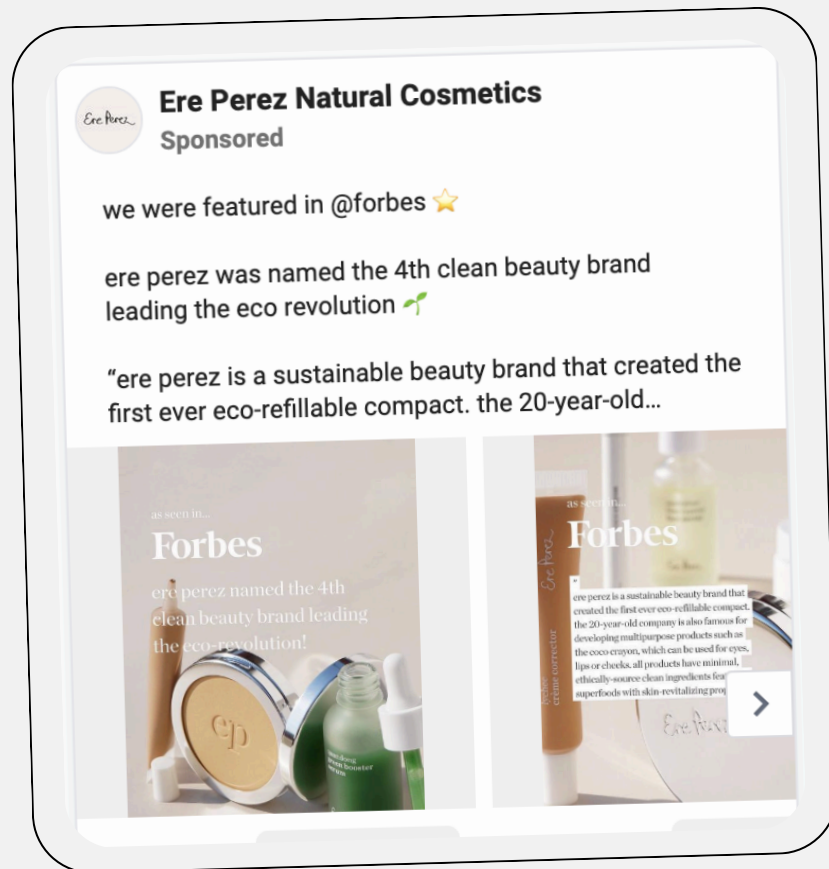
I consider myself very lucky to have supported the growth of brand's like Grand Seiko Ecostore, Ere Perez, Hunter Lab, Who is Elijah, Goldfield & Banks, Pure Mama and Boody.



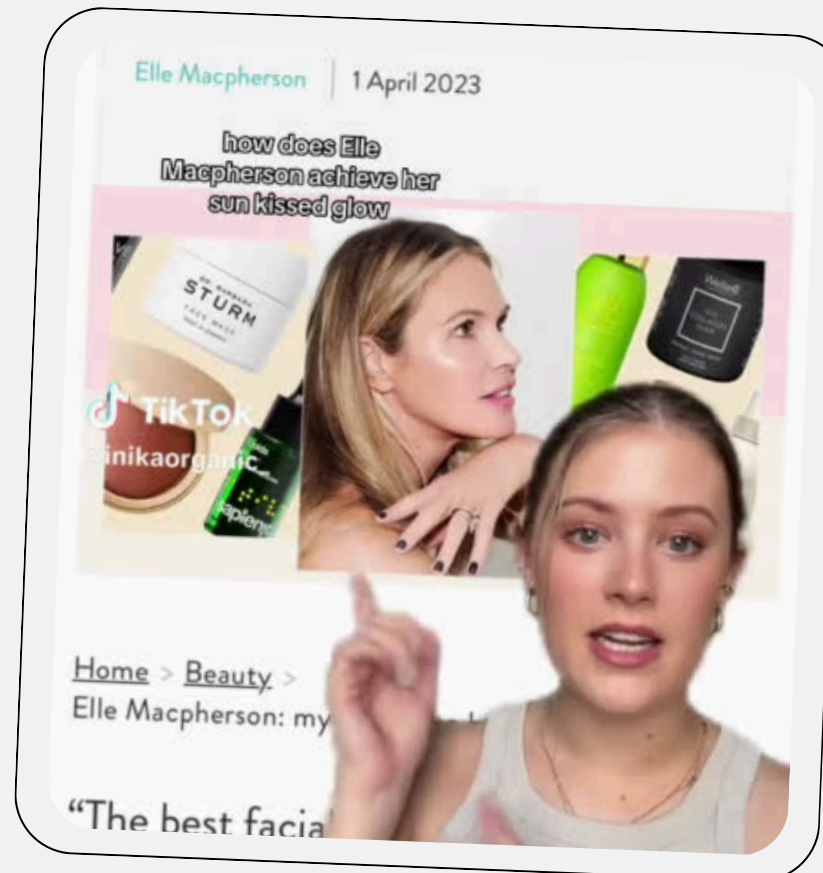
Get in touch with us



# WHAT'S IN OUR TOOLBELT?



DIGITAL



CREATIVE



CULTURE

**The ethos  
underpinning  
our strategies.**

**01**

**First-to-platform concepts**

**02**

**Invest in organic & paid growth**

**03**

**“Native” creative**

IT'S TIME TO TRANSLATE YOUR BRAND FOR THE MODERN CONSUMER

**THE WORLD'S MOST CONTROVERSIAL PLATFORM**

**THESE ARE YOUR CONCERNS**



01

**Going Native is going to hurt my brand**

02

**Short-form video content is for kids**

03

**TikTok is for childish dance videos**

04

**TikTok ads do not work**

**THIS IS NOT A PLUG FOR TIKTOK.**

[UNLESS YOU WANT IT TO BE]

**SIMPLY.**

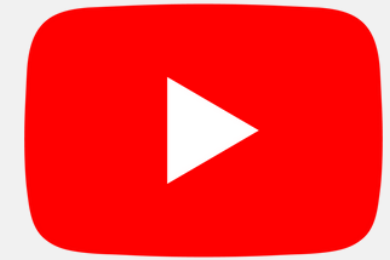
**TIKTOK IS INFLUENCING THE  
WAY ALL PLATFORMS DELIVER  
CONTENT TO THEIR USERS.**

**MODERN MEDIA PLATFORMS ARE  
CURRENTLY IN AN **ENGAGEMENT WAR****

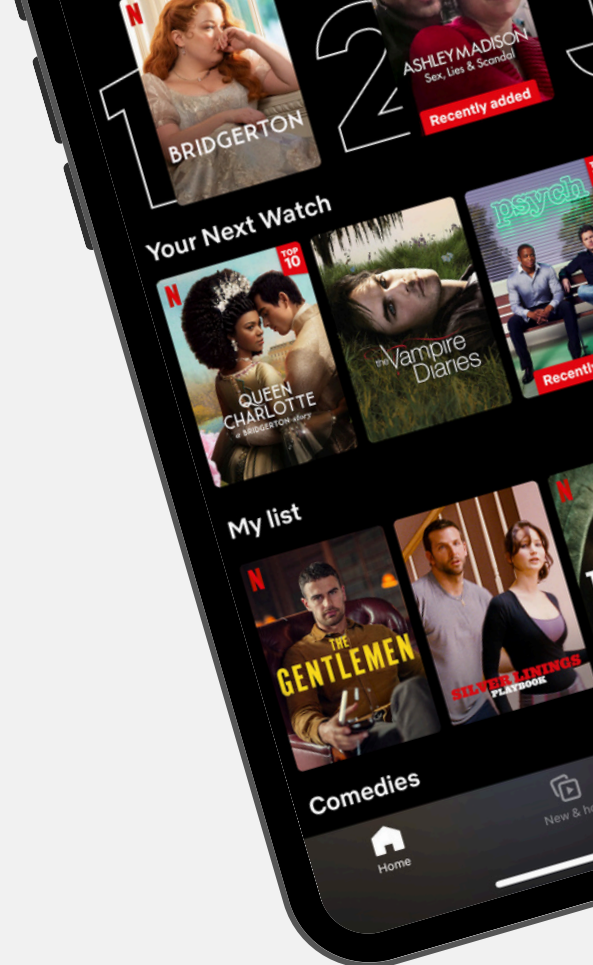
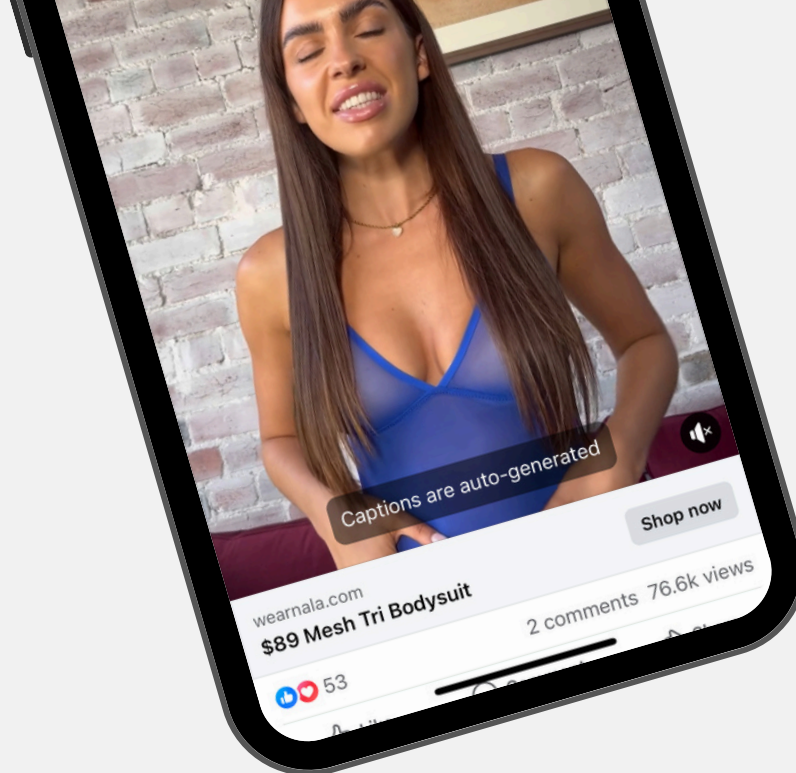
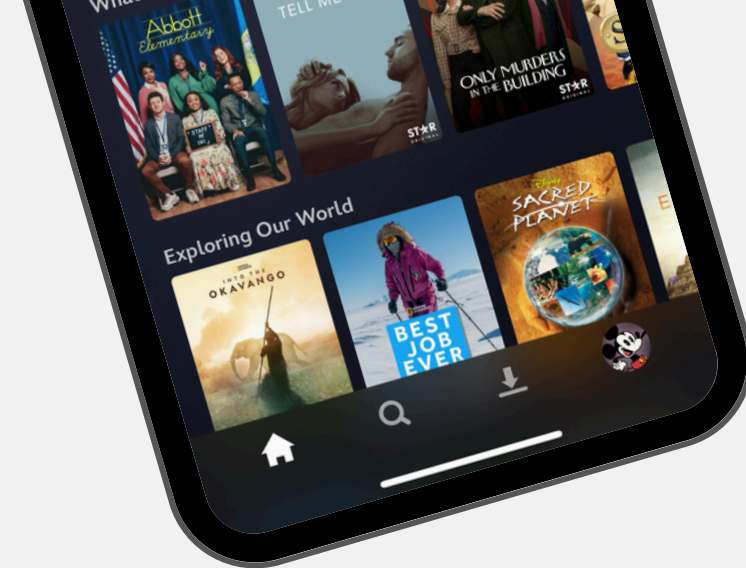


**VS.**

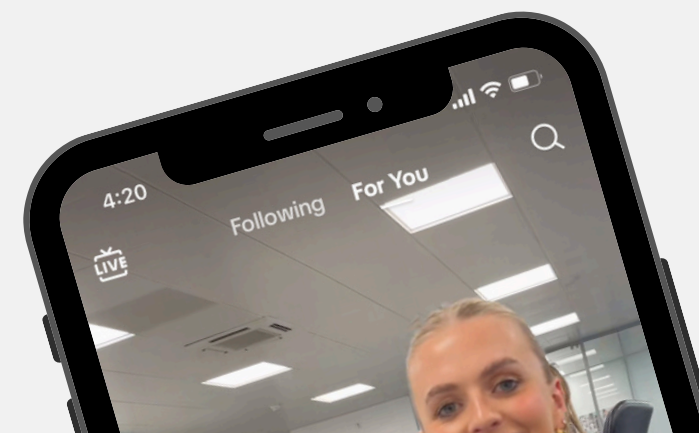
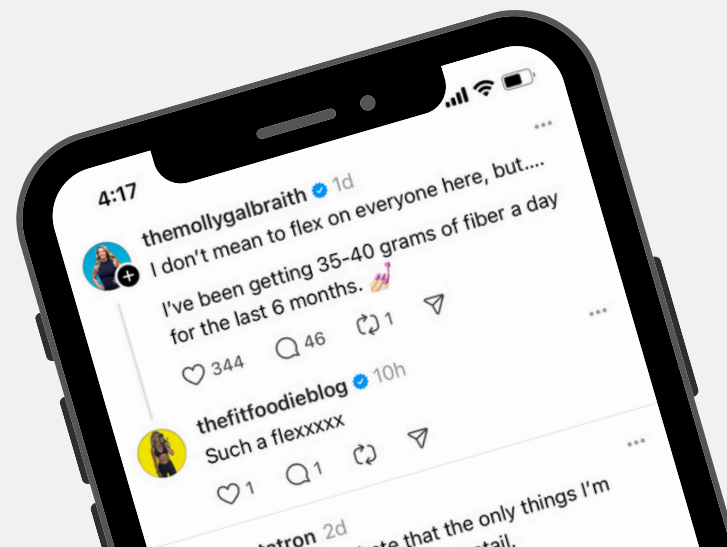
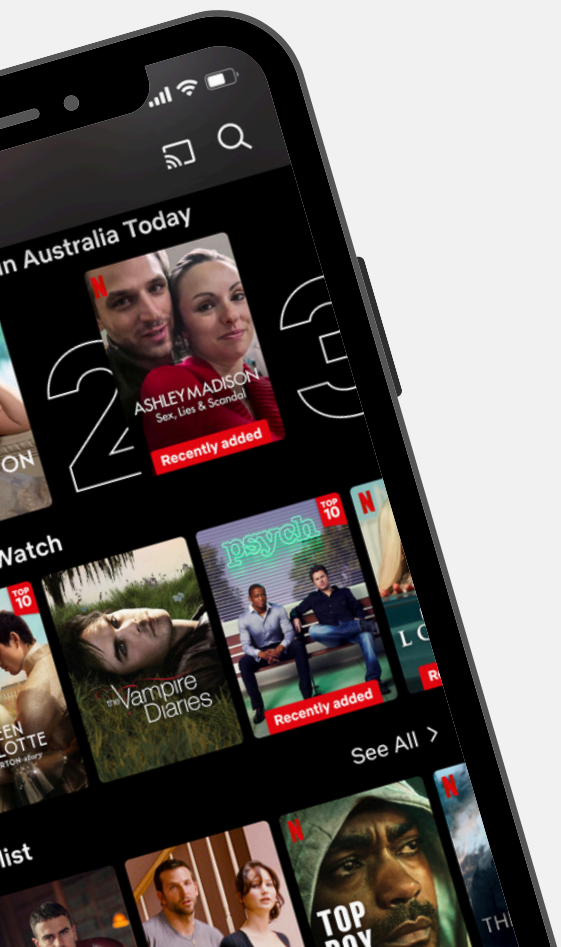
**NETFLIX**



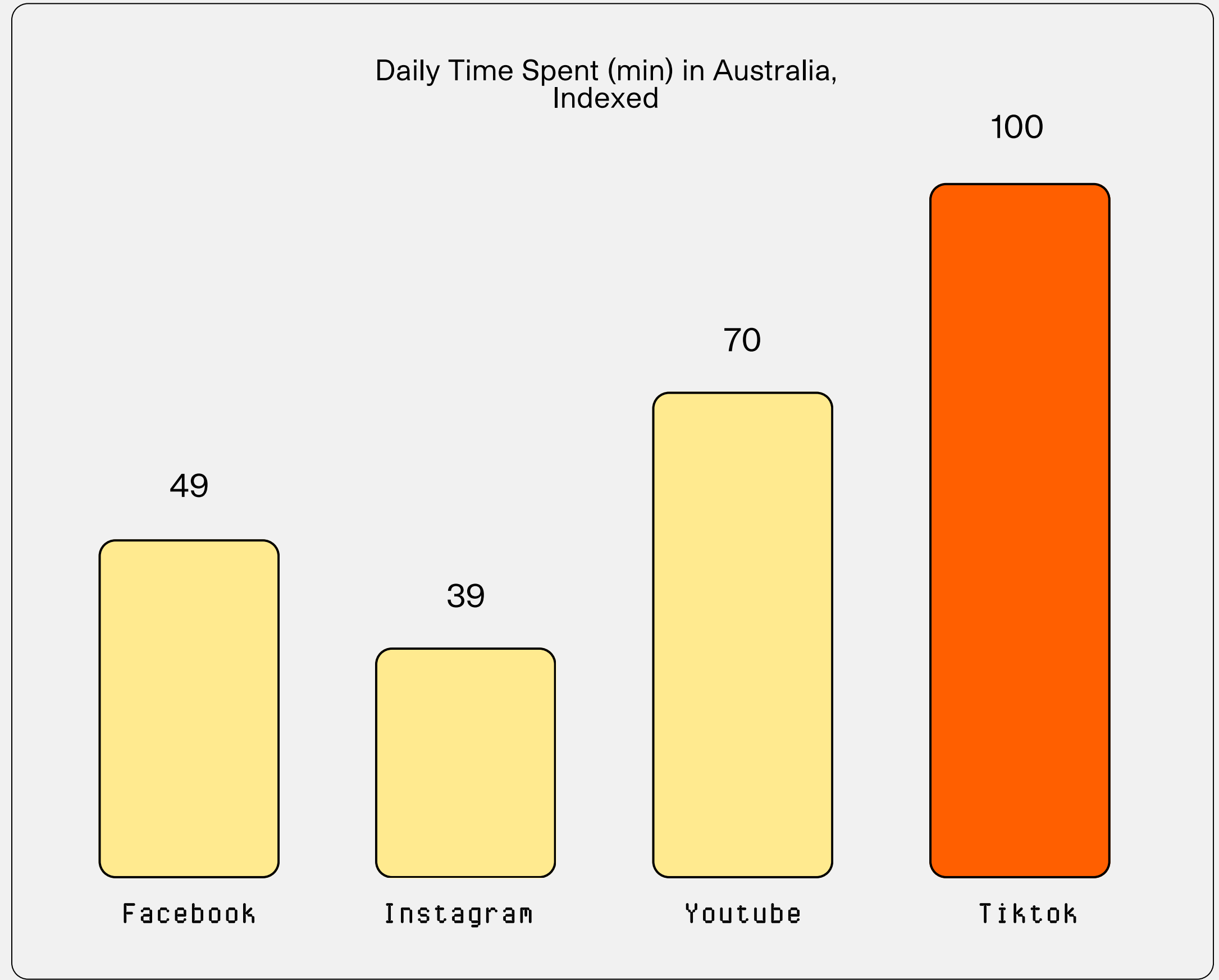
**BINGE**



# WHO IS **WINNING THE WAR?**



**#1** IN DAILY  
AVERAGE TIME  
SPENT ACROSS  
AUSTRALIA



Data Source: data.ai average time spent Indexed data AU, Jan 2024.

**WHERE IS YOUR  
CUSTOMER'S  
ATTENTION?**

**99%**

TikTok users are focused on their screen 99% of the time when an ad is playing compared to 76% of the time on other platforms



**WHAT THE  
NUMBERS  
TELL US.**

**TIKTOK DELIVERS  
MORE ENGAGING  
EXPERIENCES  
COMPARED TO  
OTHER PLATFORMS**

# FOOD FOR THOUGHT.



Why is TikTok the most engaging platform?



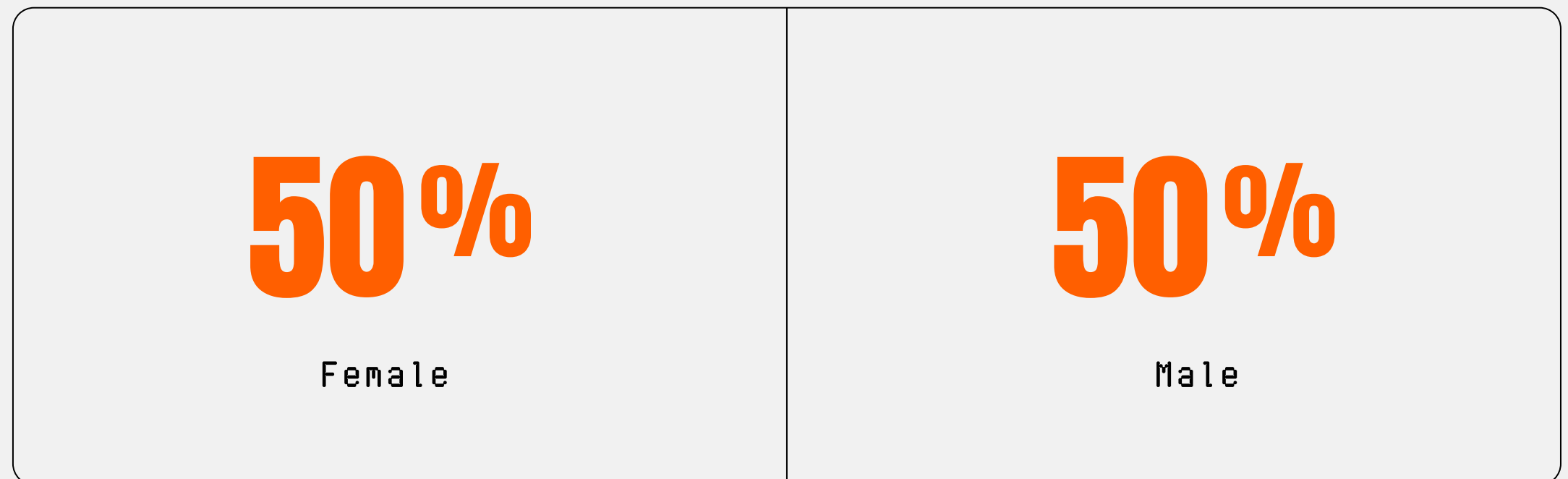
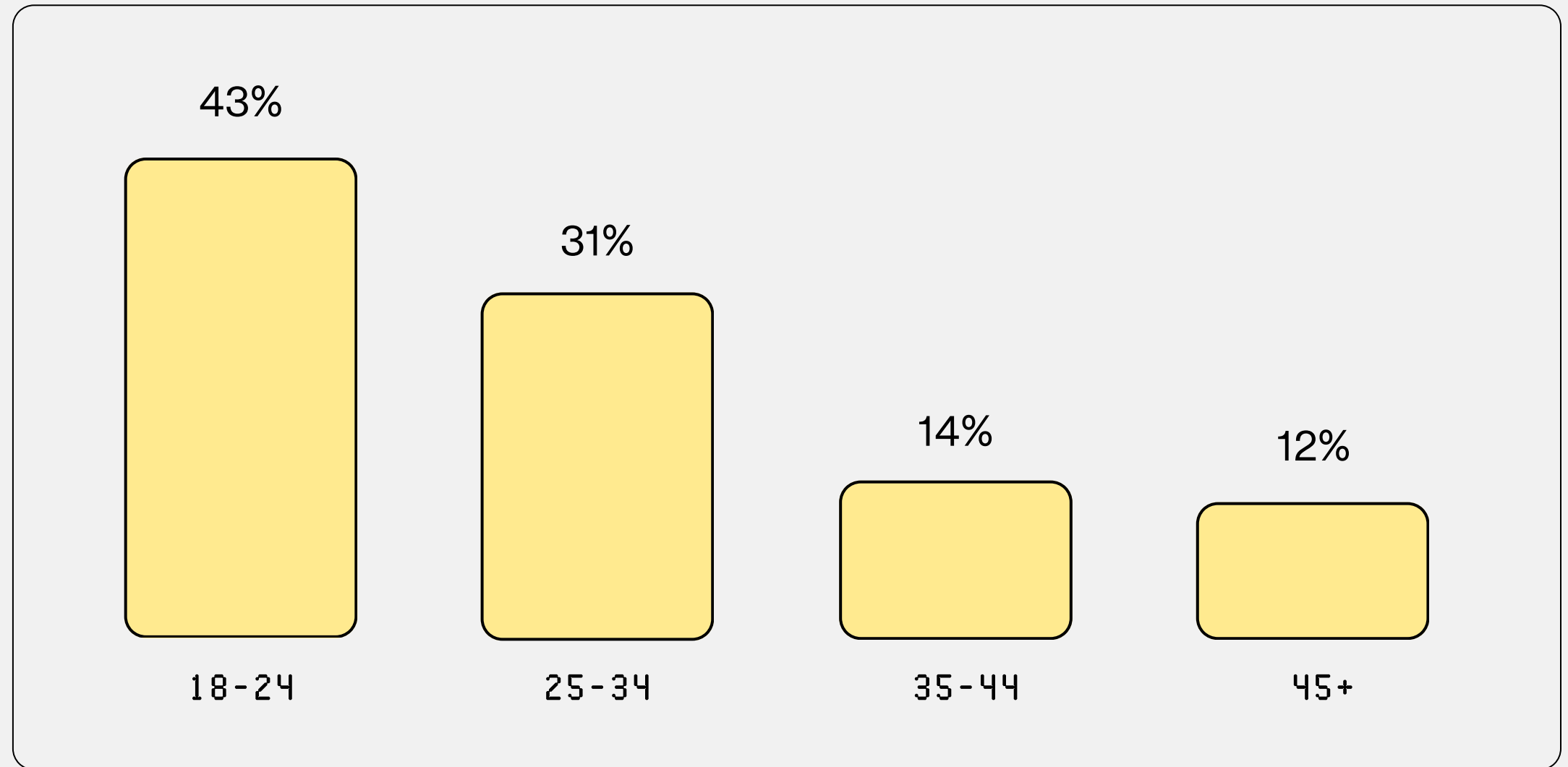
How does this winning formula influence the way we market on other platforms?



How can your brand deliver more engaging experiences to its customers?

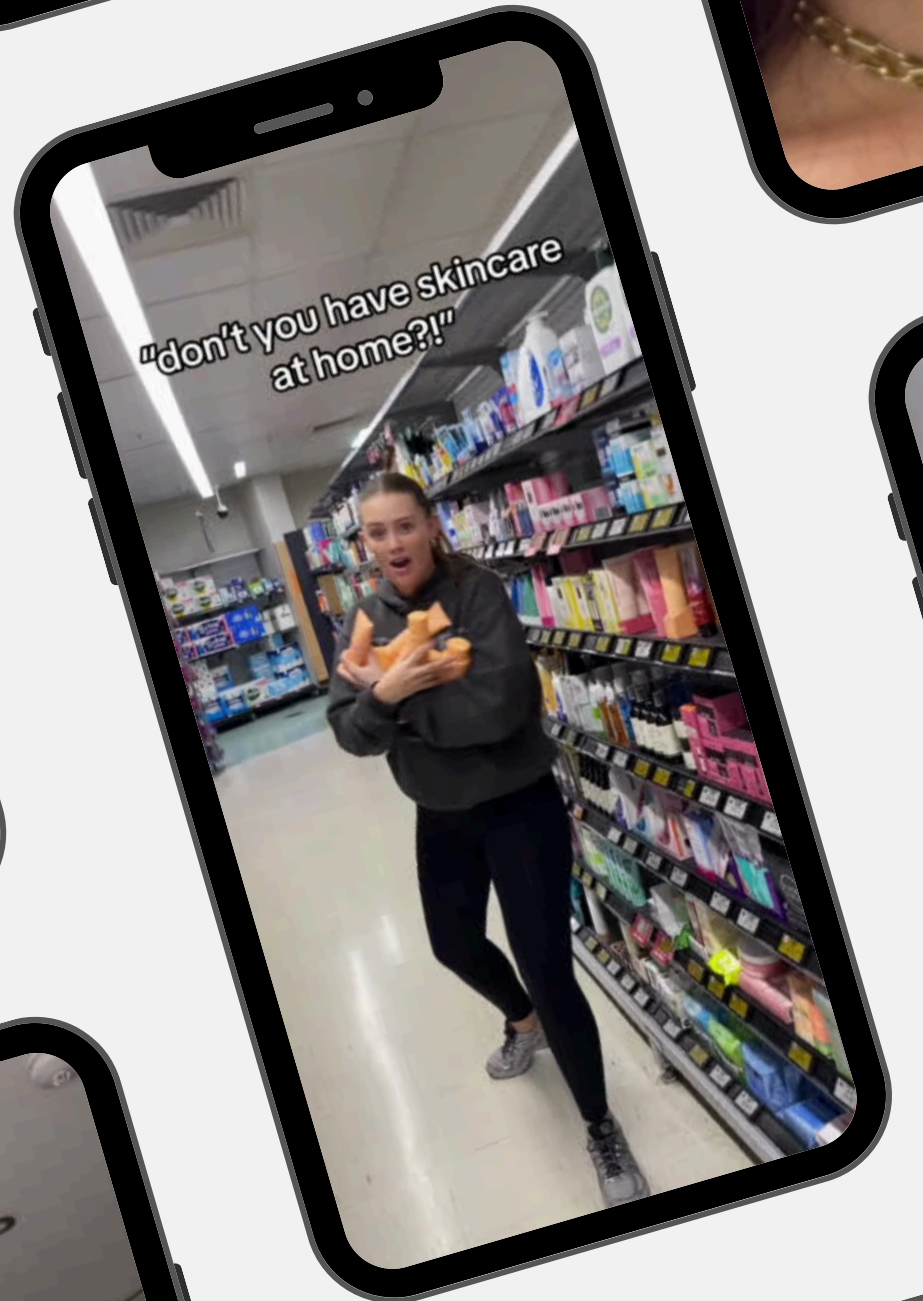
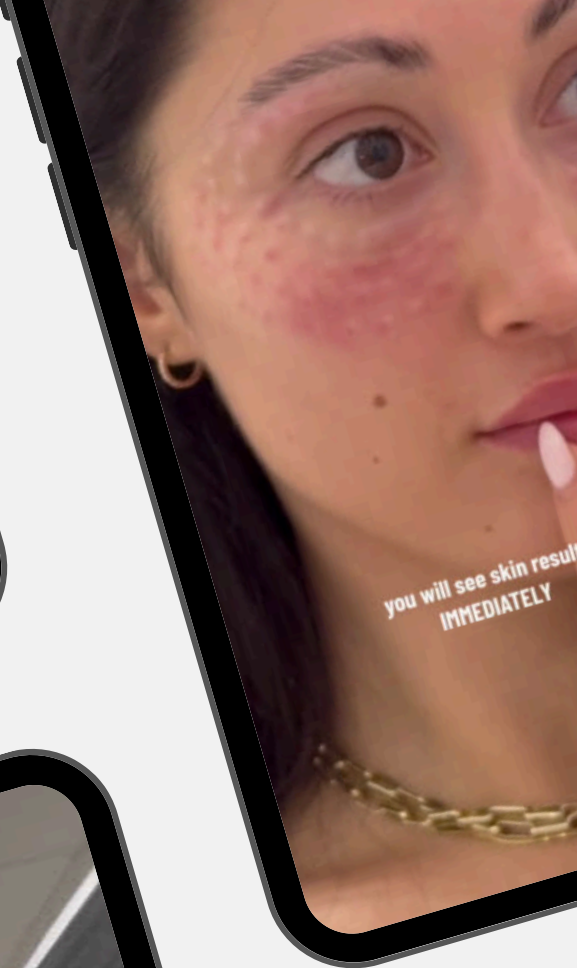
**TIKTOK IS NO LONGER A GEN Z PLATFORM**

**REACHING A RANGE  
OF AGE GROUPS  
WITH AN EVEN  
SPLIT OF GENDER**



# 80%

of Gen-X and Baby Boomers report consuming short-form video content to learn more about a product or service.



# THE 411



The sentiment that you don't need to modernise your growth marketing strategy because you don't sell to Gen Z is misplaced.



Irrespective of whether you are preparing for shifting consumer spending or you are trying to appeal to your existing audience.

**DON'T MAKE ADS.**

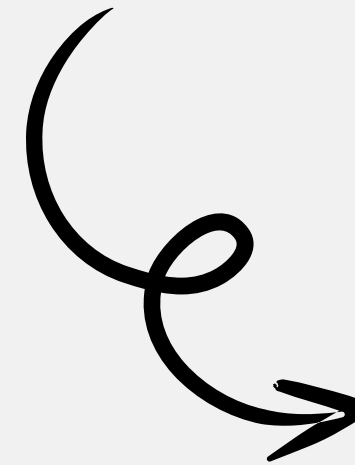
**MAKE**

**TIKTOKS.**

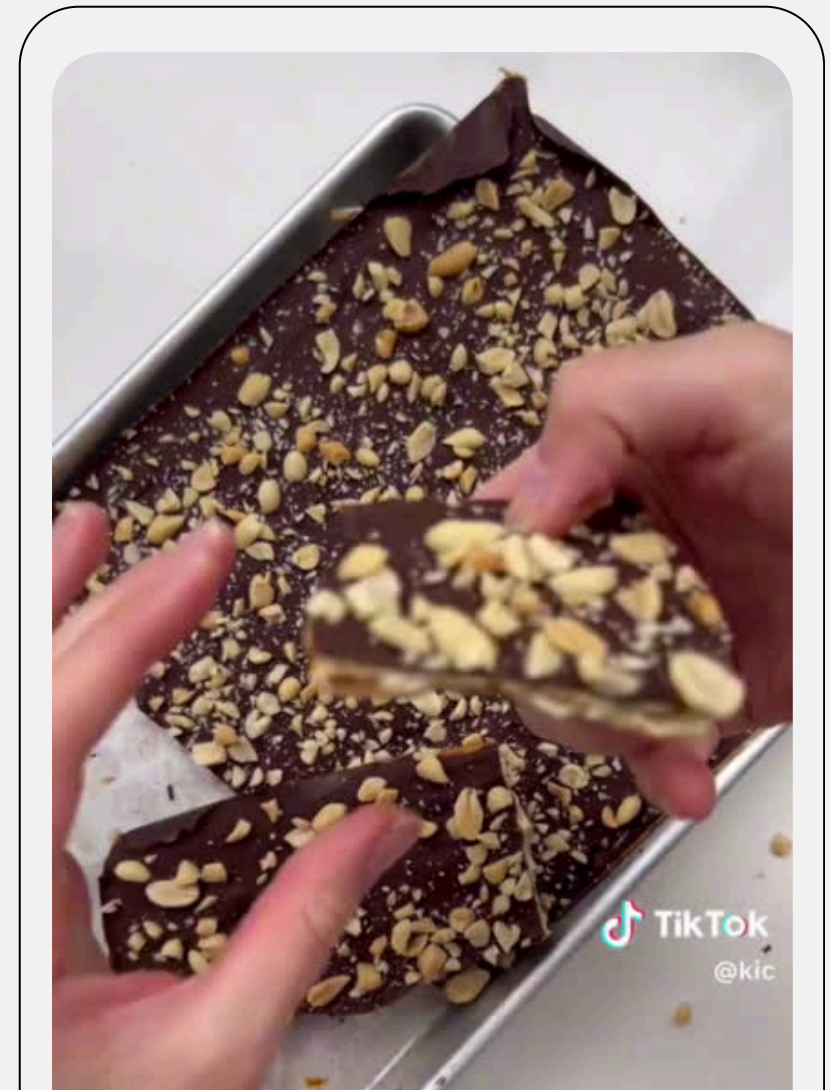
It's time to shift your  
brand's selling philosophy.



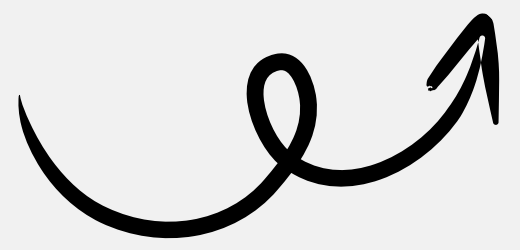
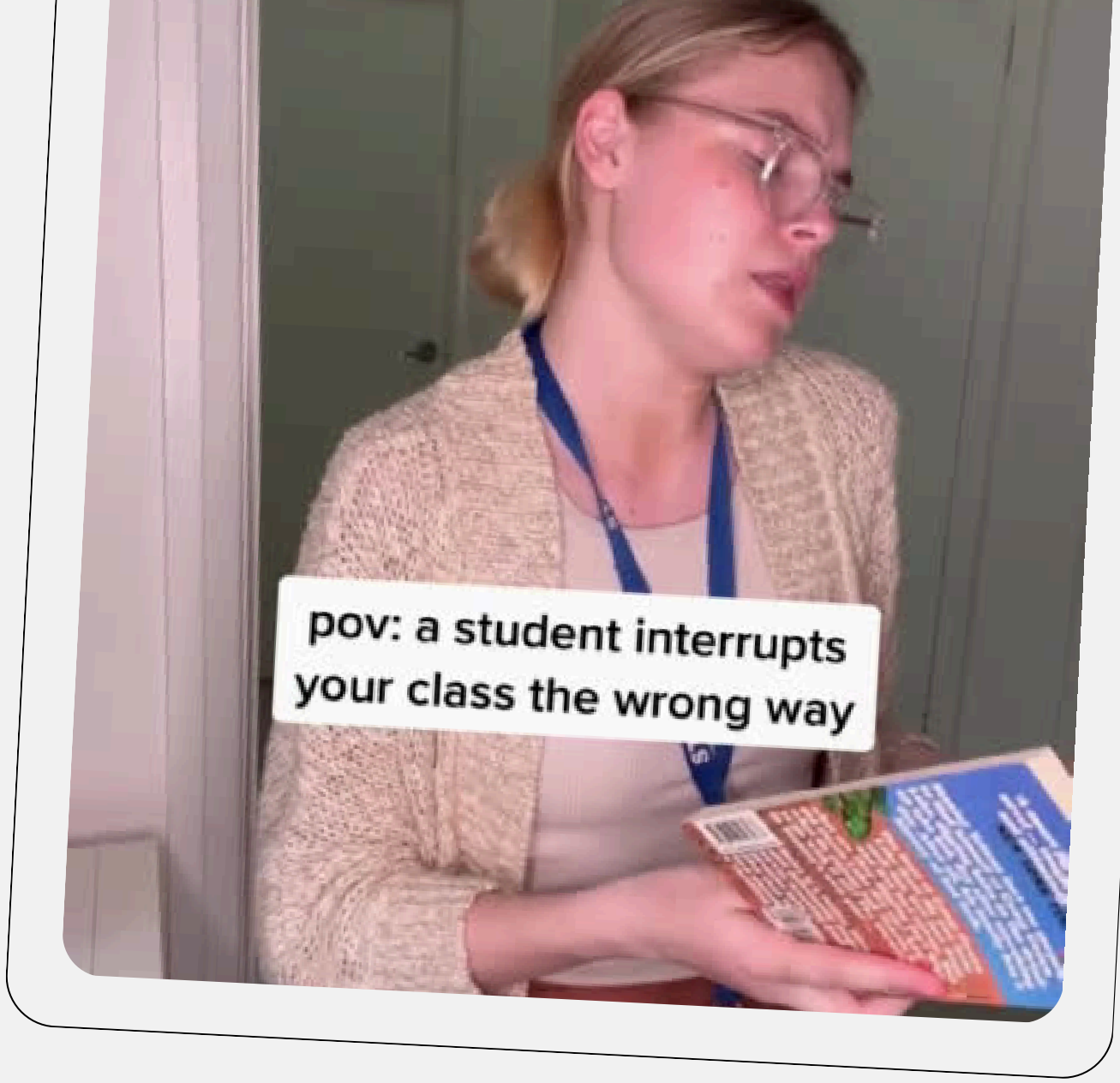
**WE'VE MOVED FROM  
THE AGE OF CURATION TO  
THE AGE OF CONSUMPTION**



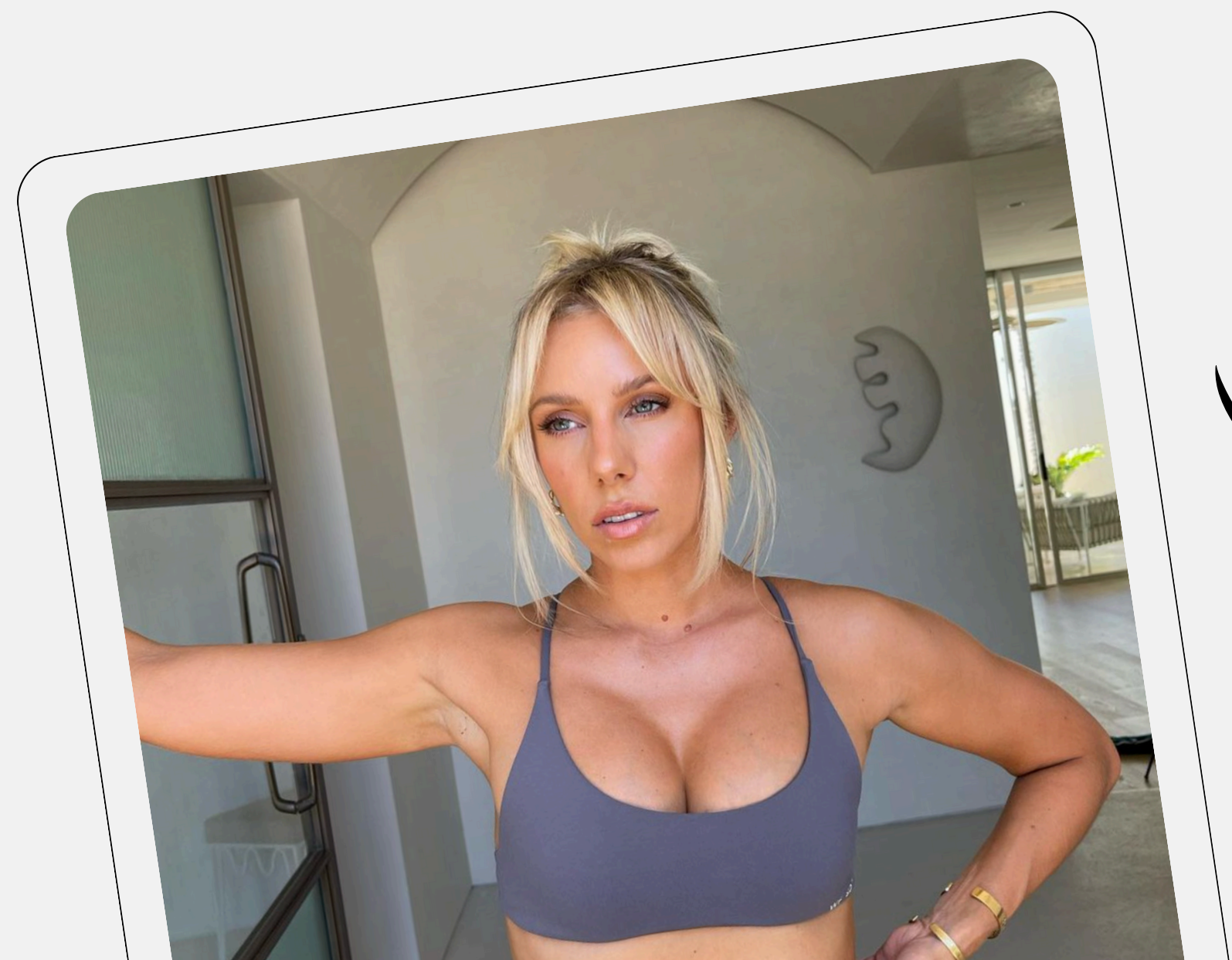
People want authentic experiences centred around entertainment and education value.



# OUT WITH THE **INFLUENCER**

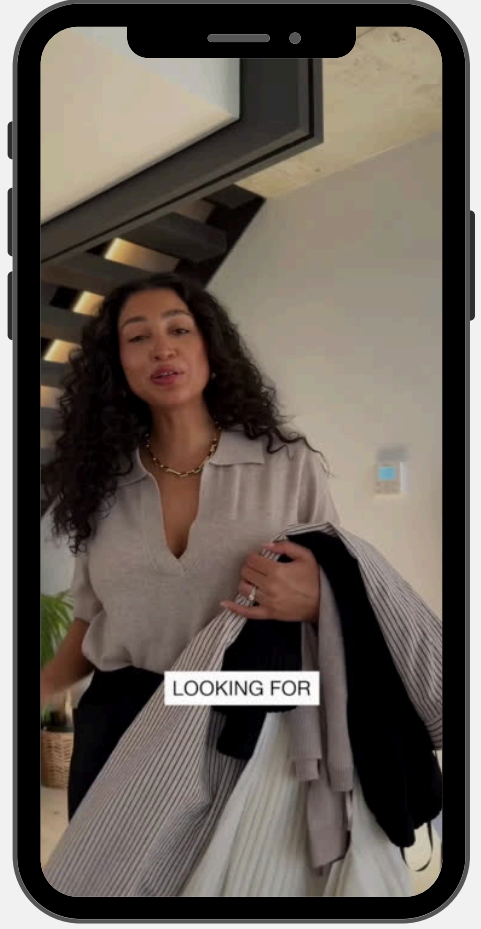
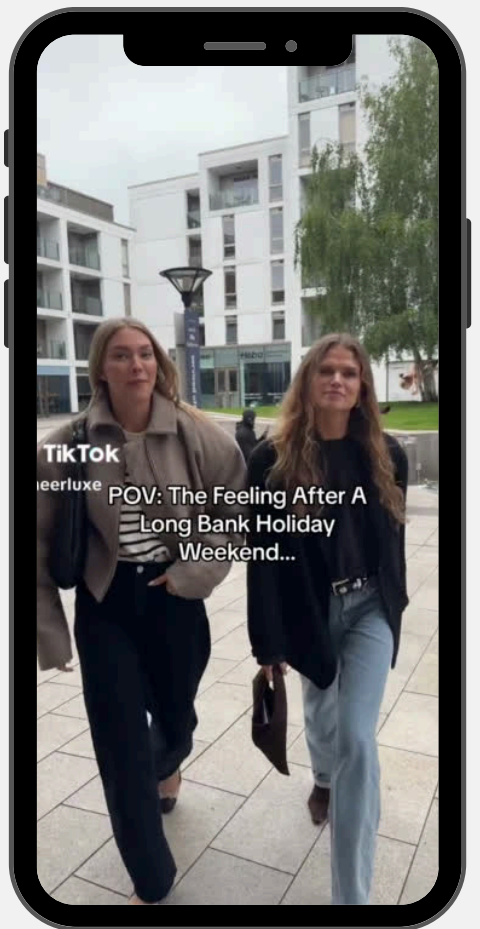


# IN WITH THE **CONTENT CREATOR**



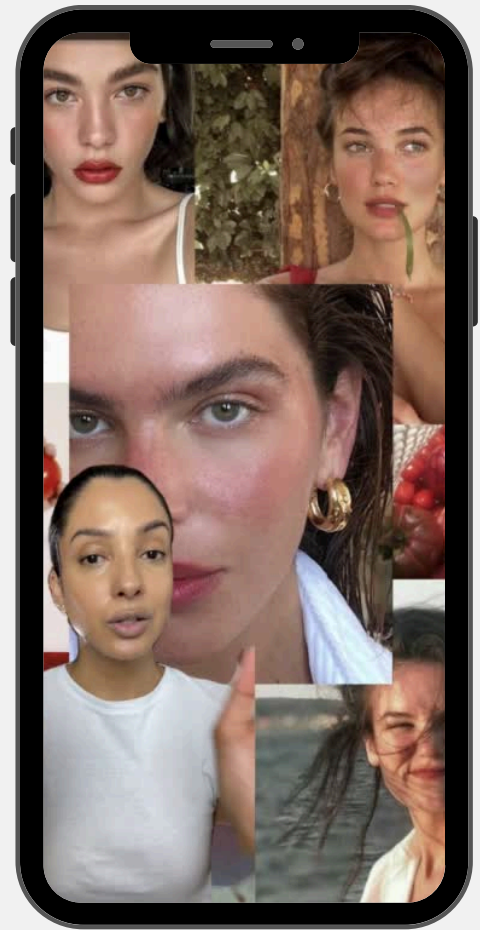
# WHAT DOES ‘GOING NATIVE’ LOOK LIKE?

**GO  
LOFI**

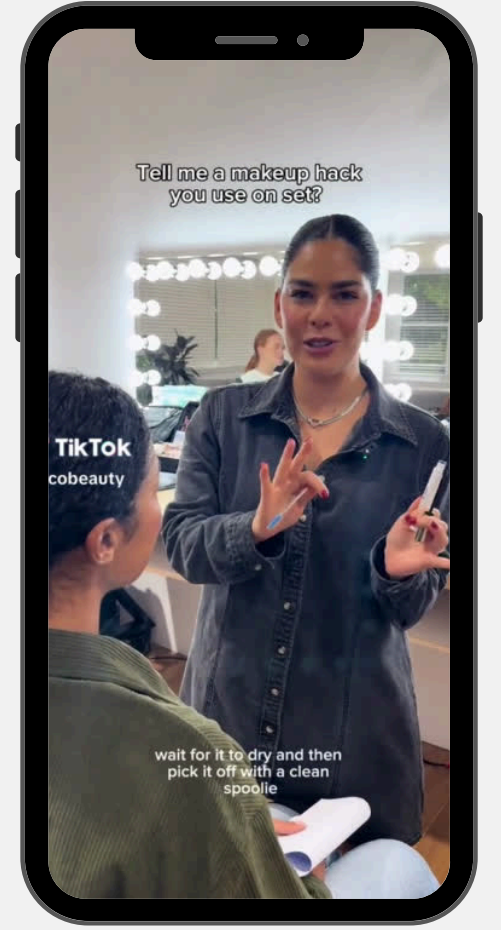


**GO  
VERTICAL**

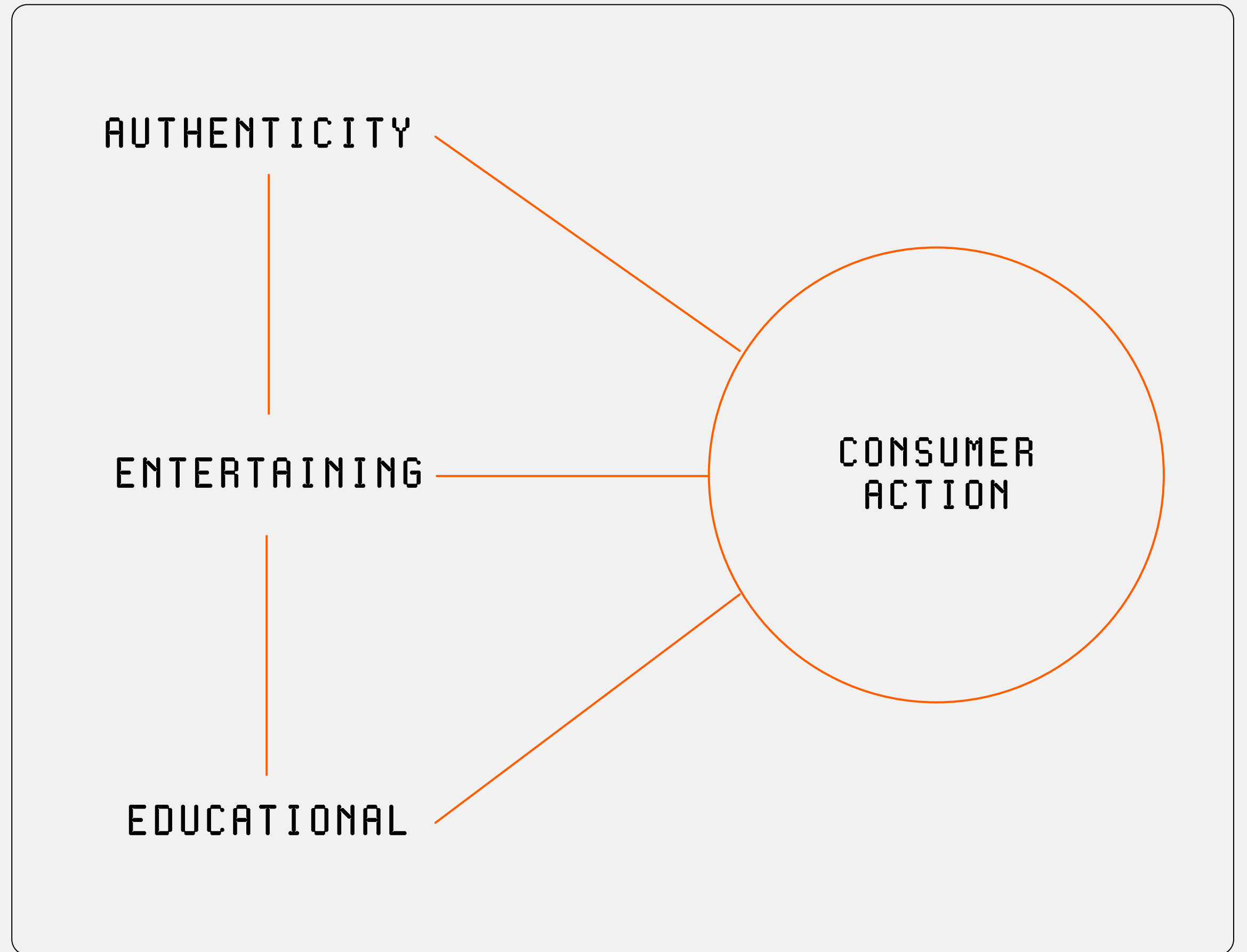
**GO  
RECOGNISABLE**



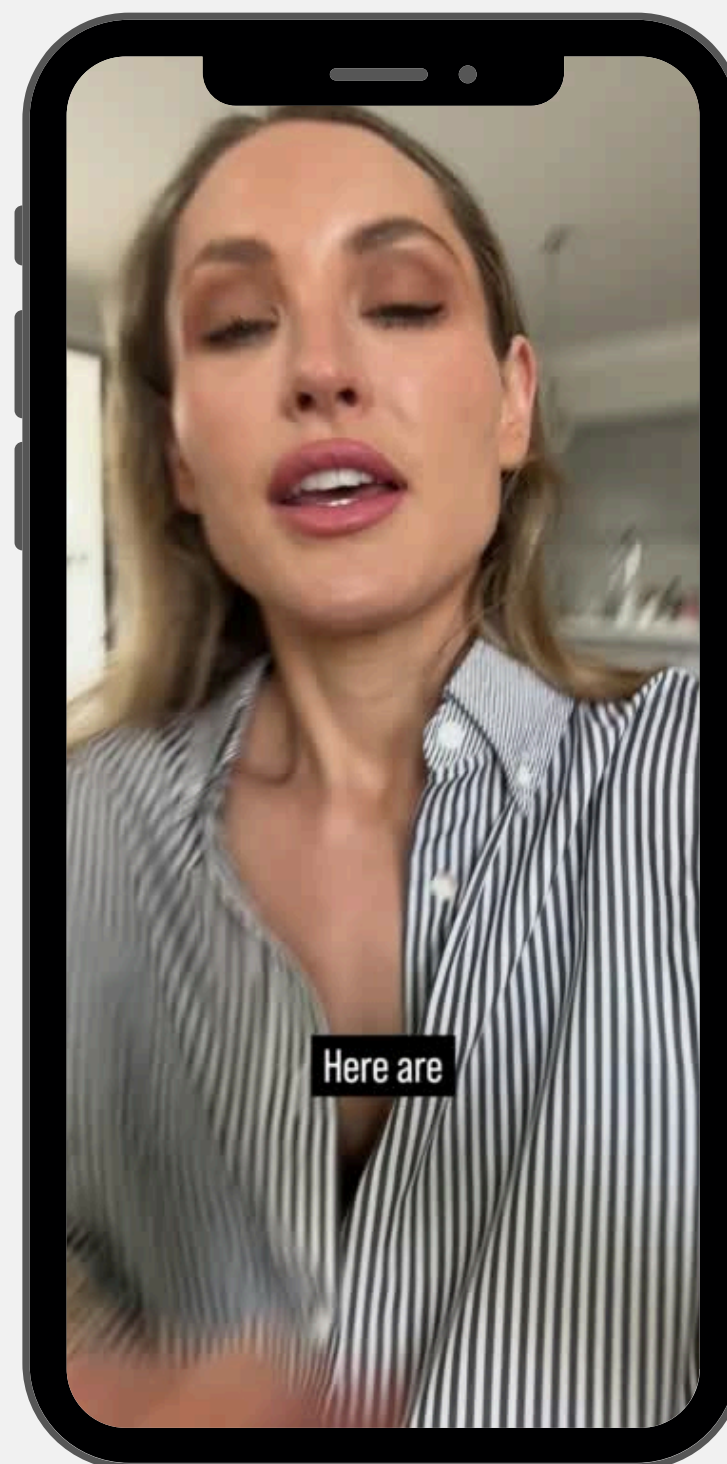
**GO  
HUMAN**



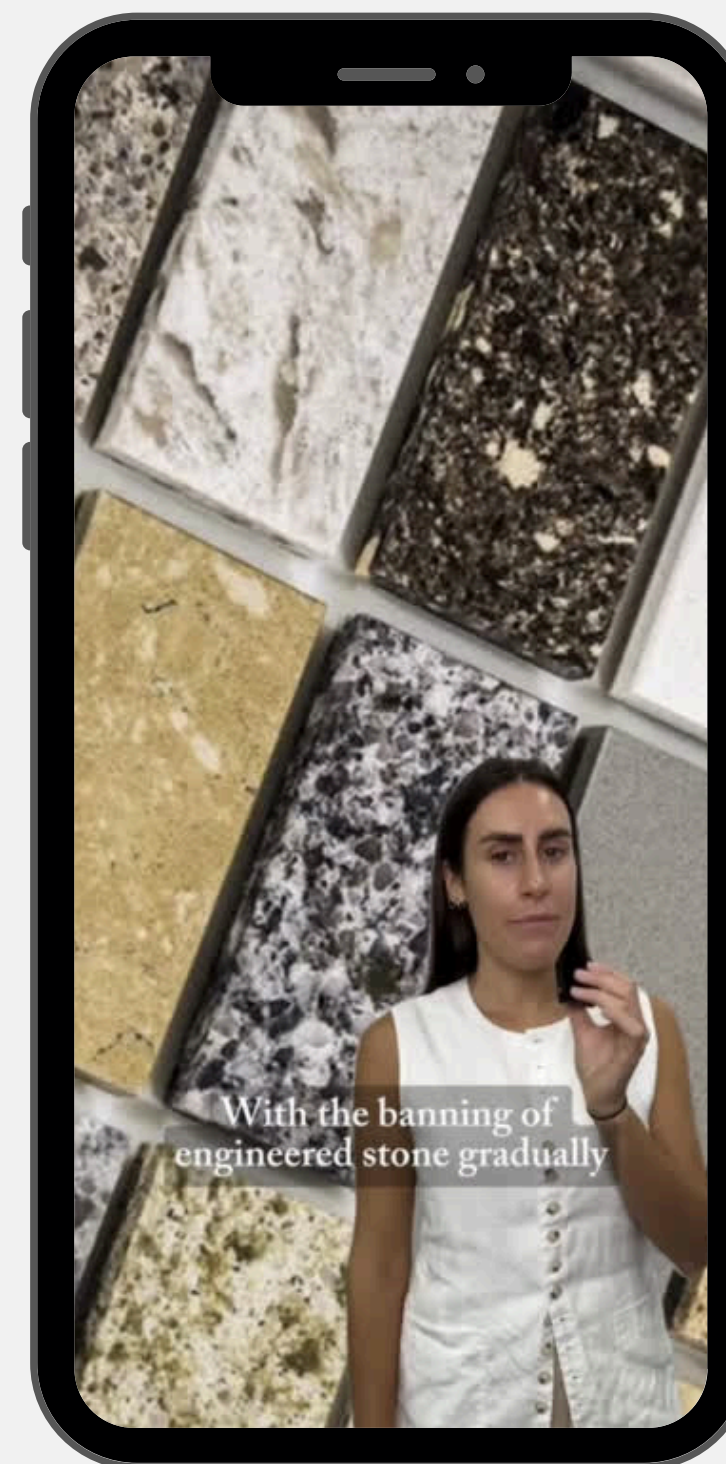
# WHAT IS EDUTAINMENT?



# AND WHAT DOES THIS LOOK LIKE?



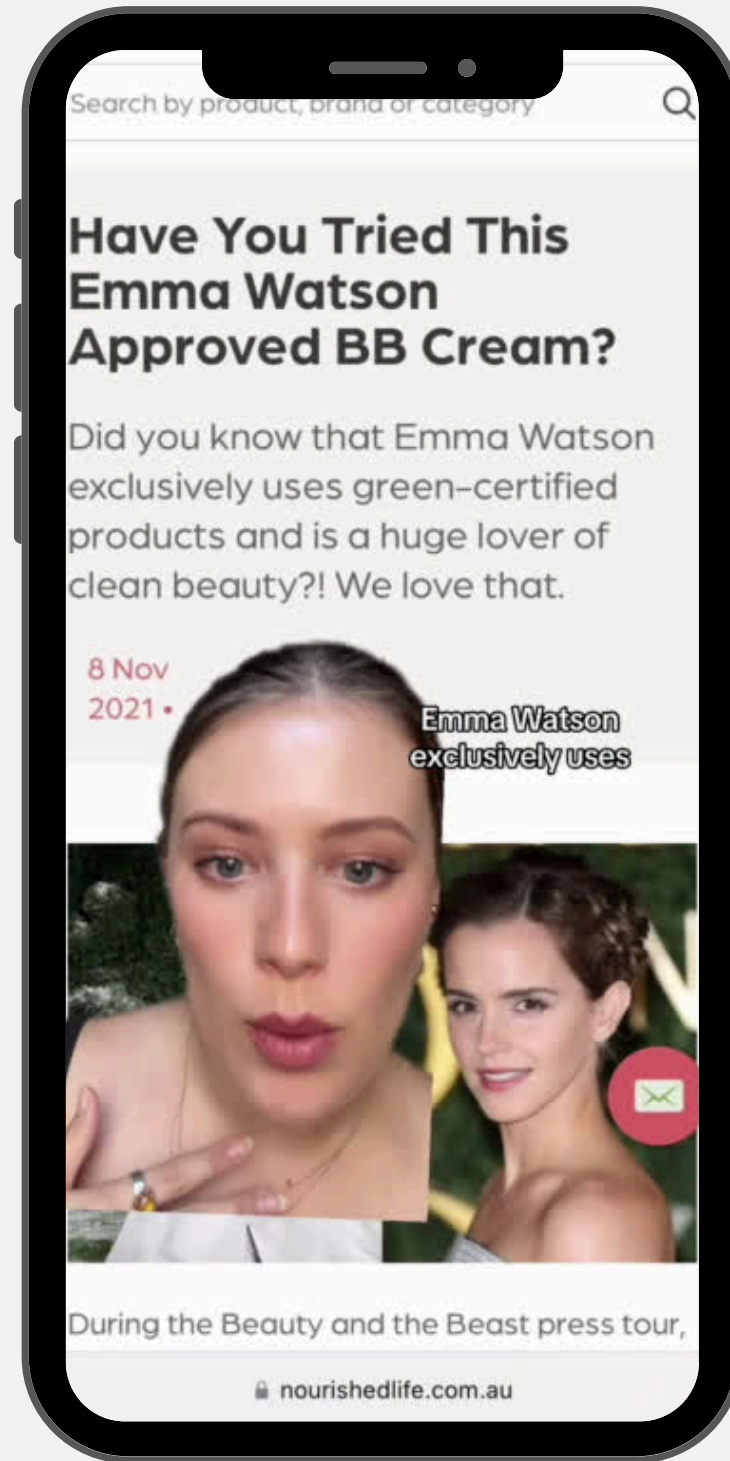
Who IS Elijah



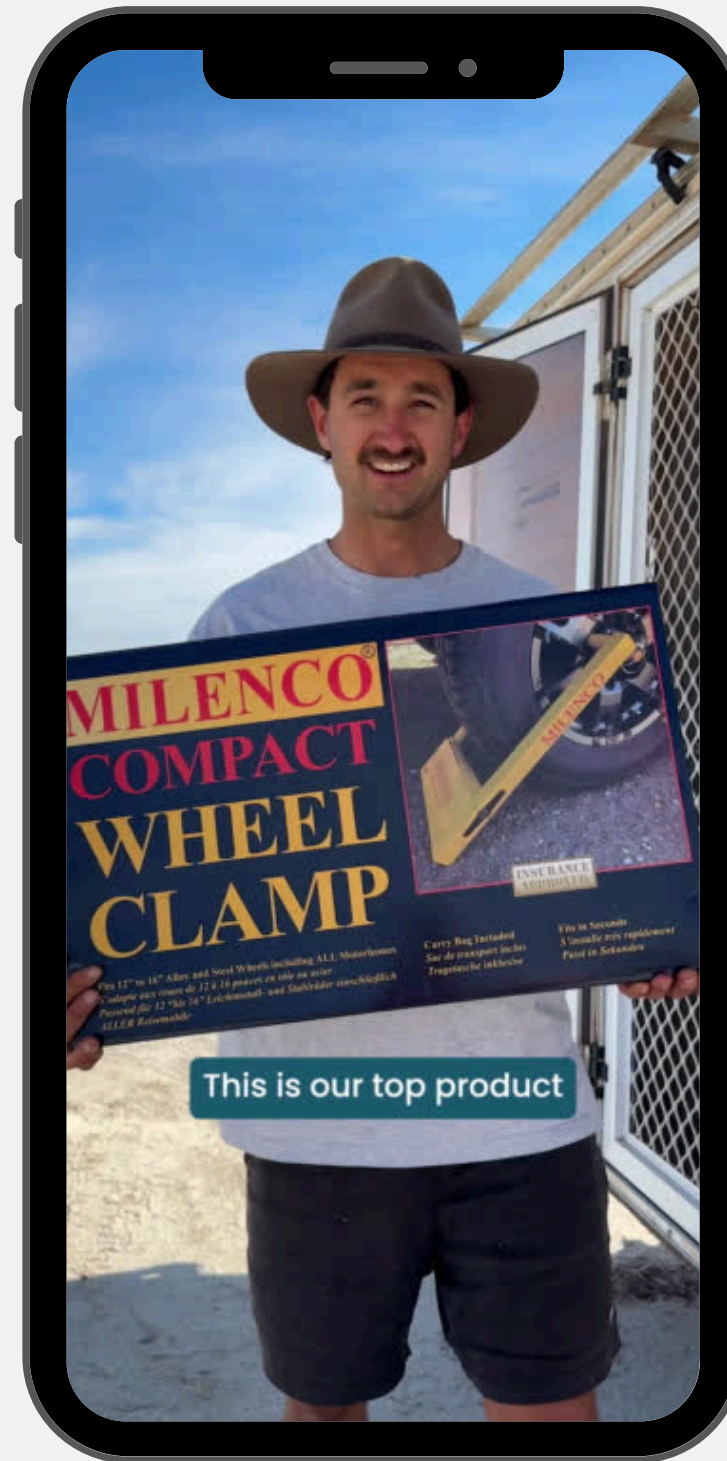
TileCloud



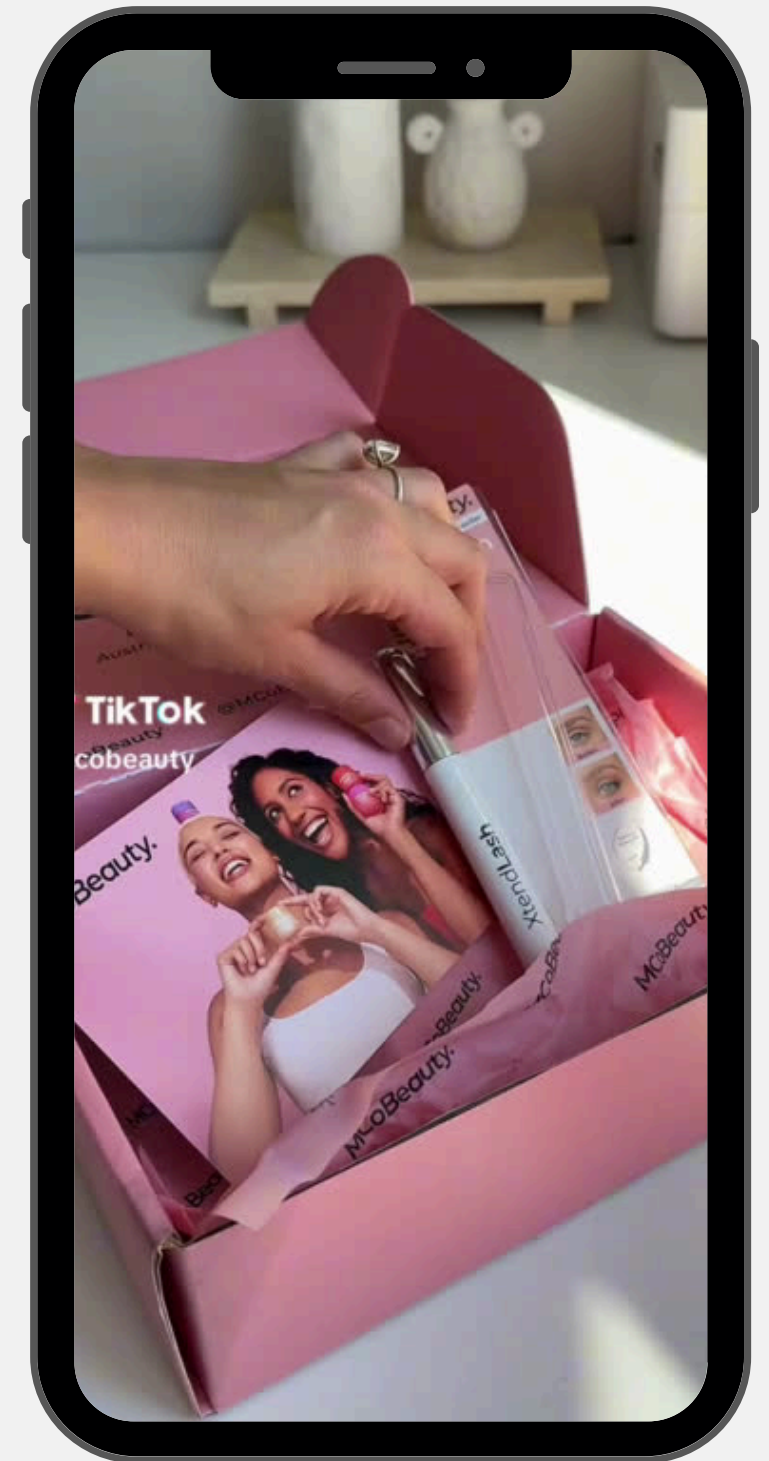
Front Office



INIKA Organic



RV Online



MCO Beauty

**BUT HOW DO YOU FIND YOUR CREATIVE VOICE?**

# THINGS TO CONSIDER BEFORE YOU START:

**01**

Who is your target market?

**02**

How are you going to keep up  
with creative demands?

**03**

Who is the centre of  
your strategy?

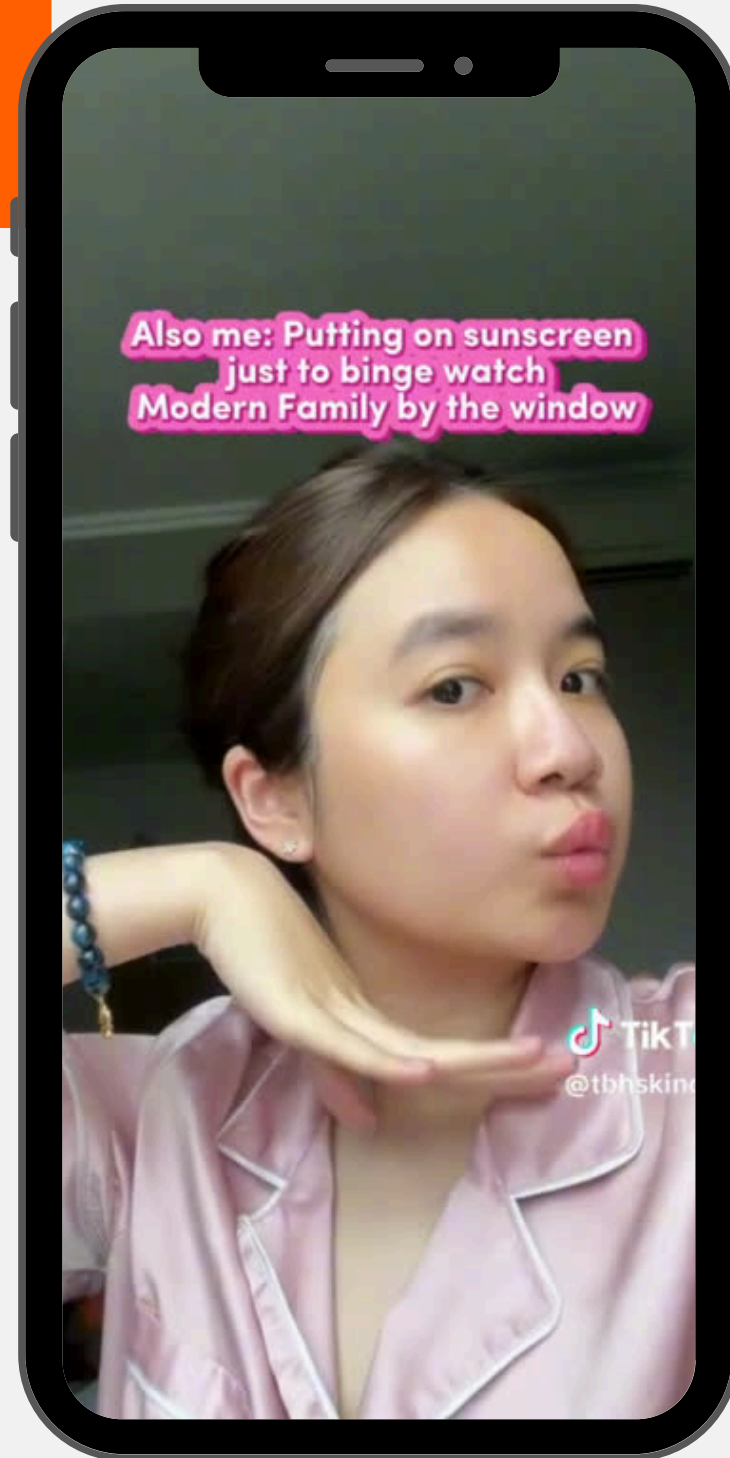
**04**

What do you want to be  
known for?



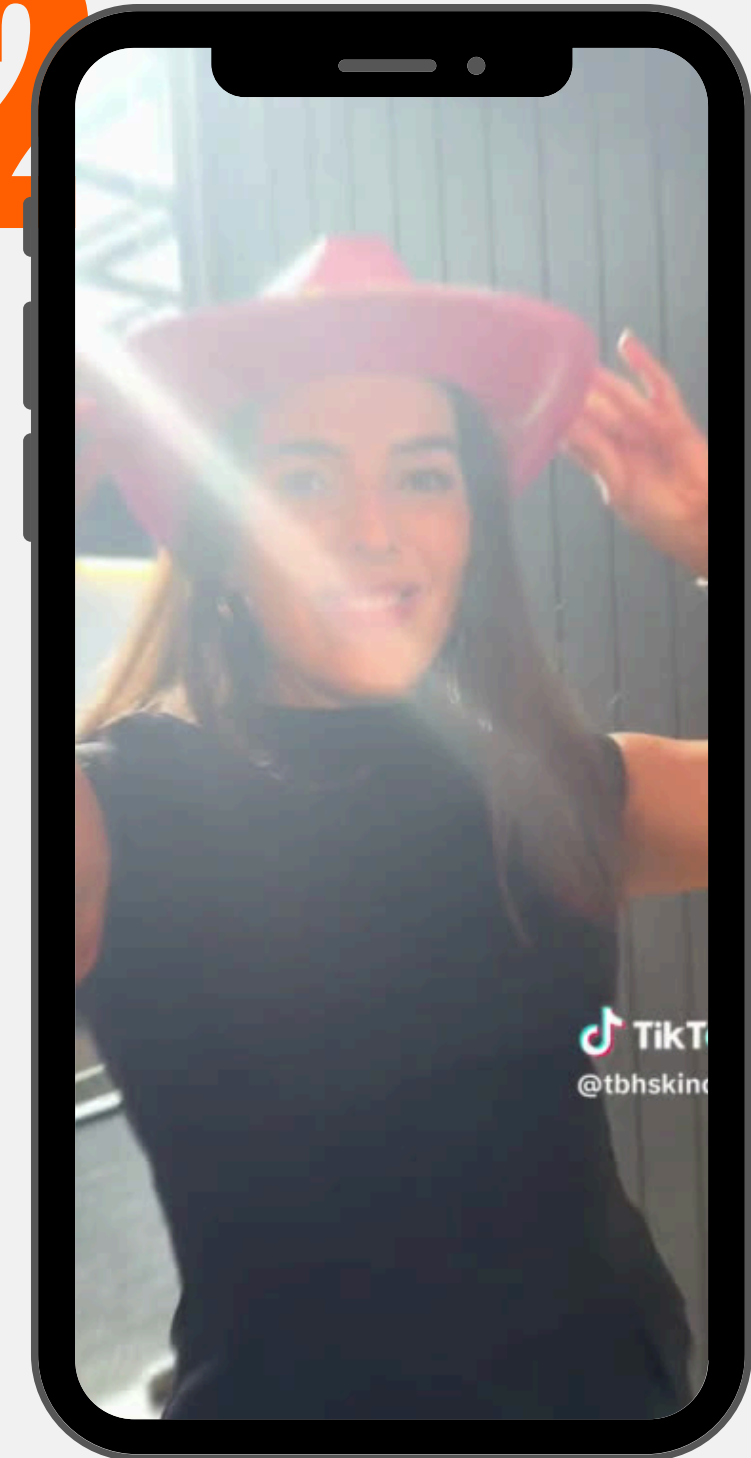
SPLIT YOUR CREATIVE STRATEGY INTO TWO MAIN CATEGORIES:

01



Branded  
(Proactive Content)

02

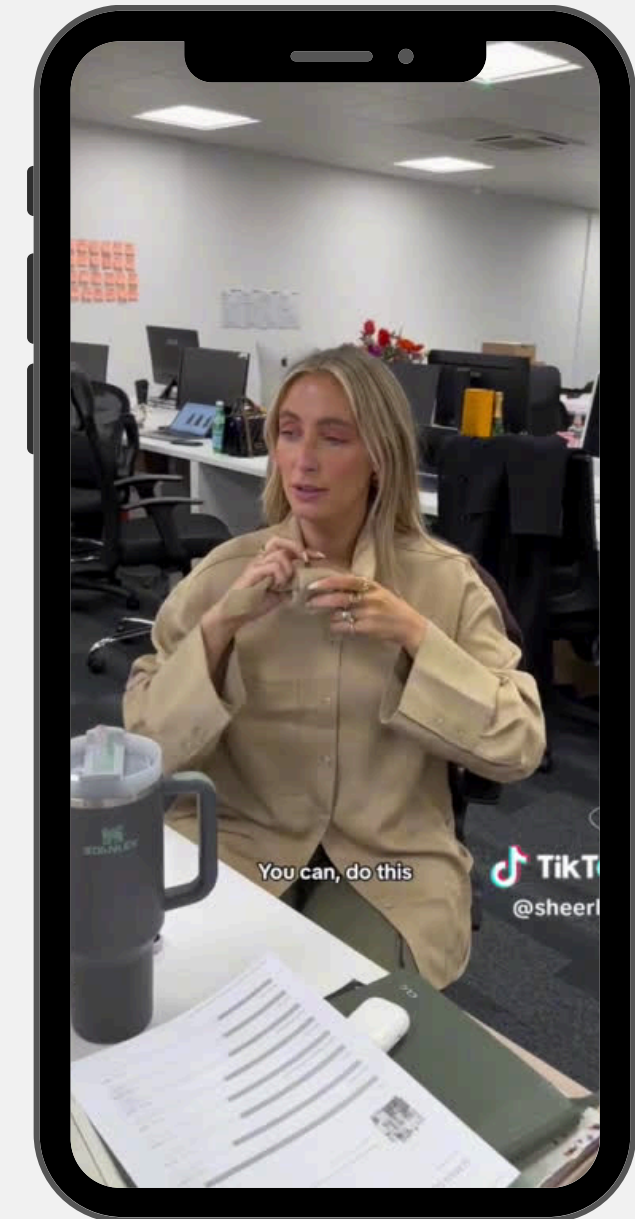
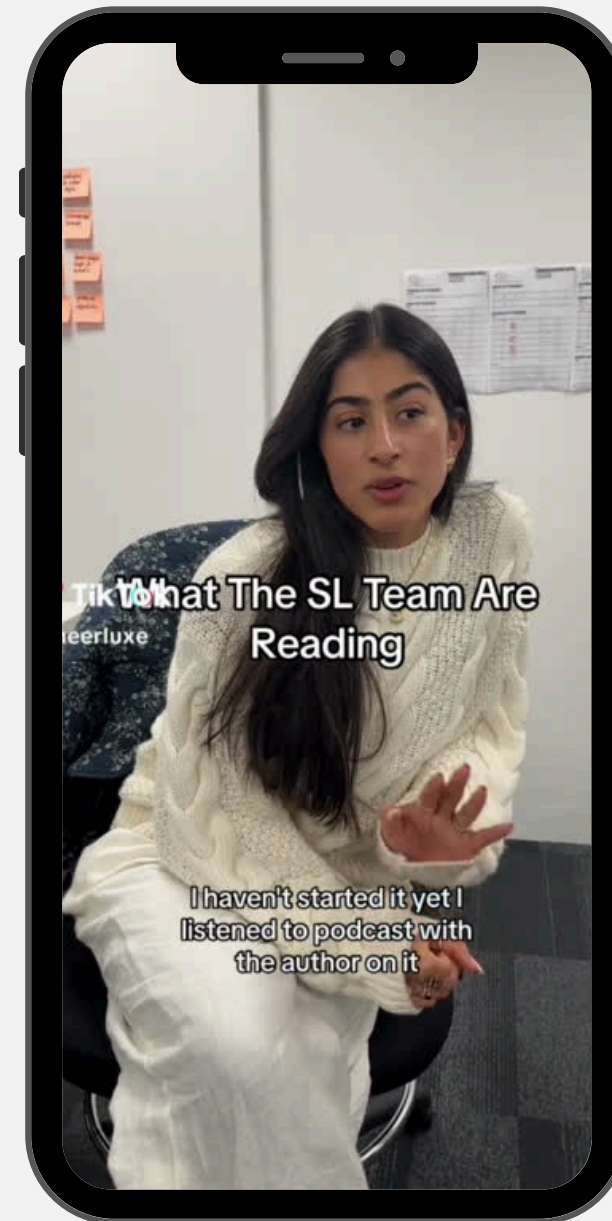
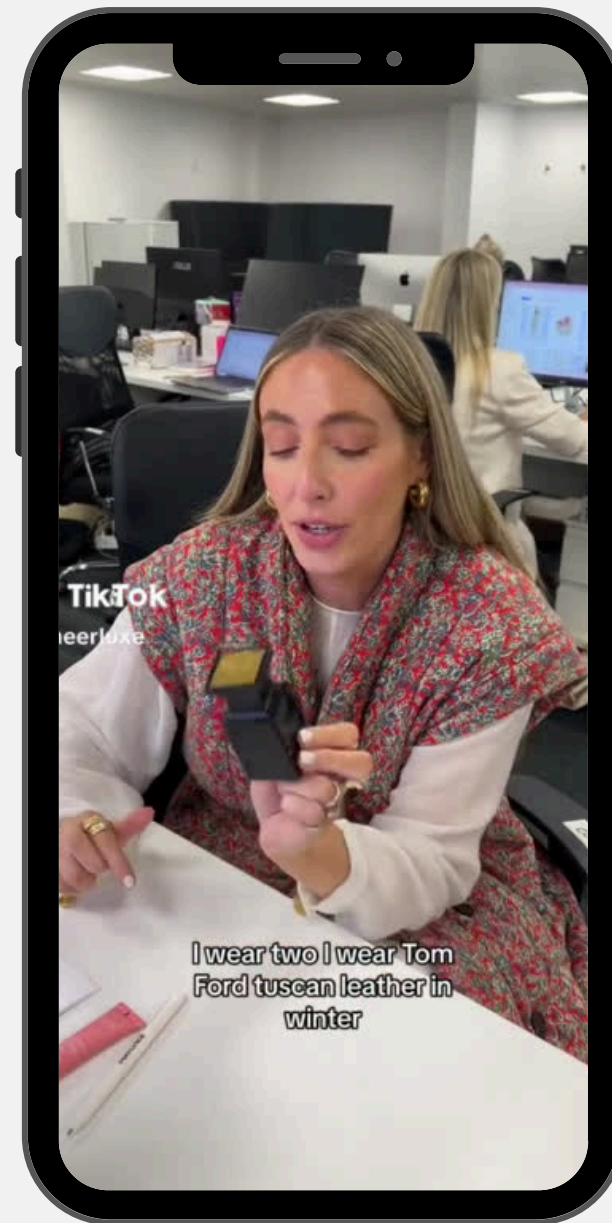


Trending  
(Reactive Content)

BUILDING A PROACTIVE CONTENT STRATEGY

# DEVELOP YOUR **SIGNATURE SERIES**

# WHAT IS A SIGNATURE SERIES?



A consistent content series that aligns with your brand identity.

**HOW DO YOU LAND ON A WINNER?**

**TEST!**

BUILDING A REACTIVE CONTENT STRATEGY

# CRAFTING TRENDS AND MOMENTS

**TRENDS AND MOMENTS MUST  
BE A PART OF YOUR CREATIVE  
STRATEGY TO MAKE YOUR  
BRAND RELATABLE.**

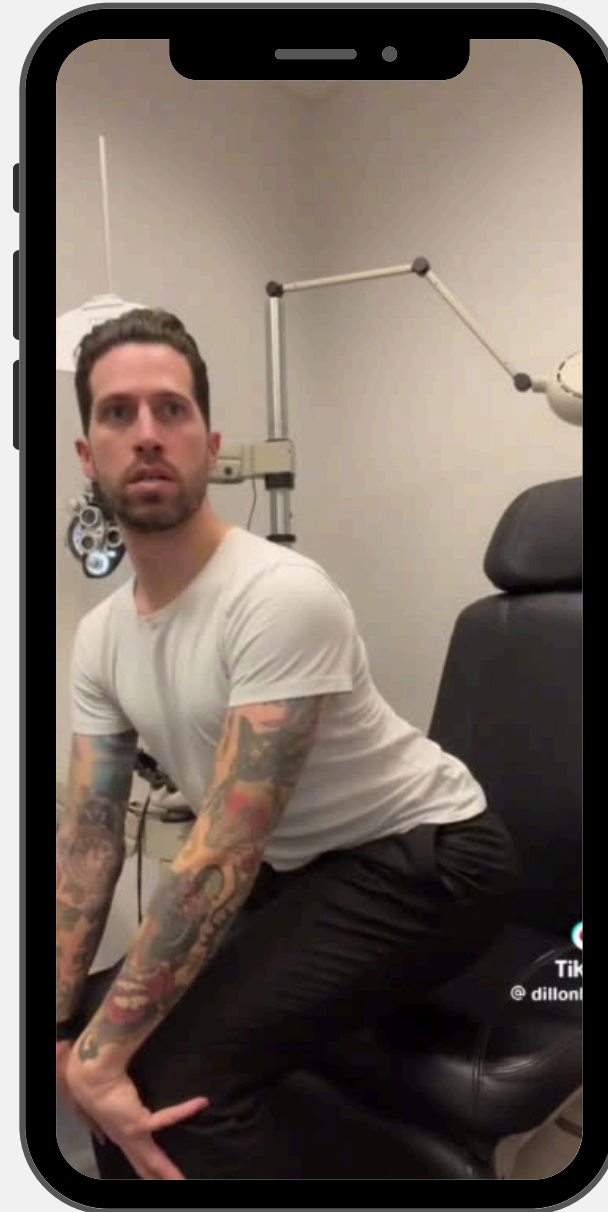
[OUR ADVICE]

Always jump on those trends that feel brand aligned (which means being selective about which trend waves you ride).



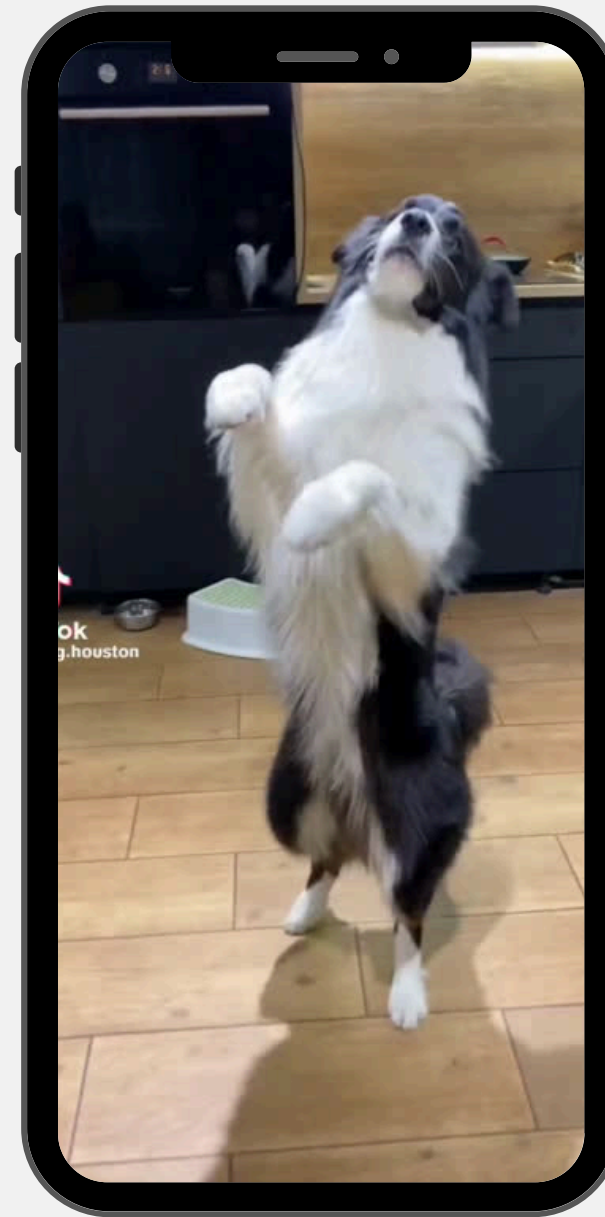
**ORIGINAL**

Creator starts the Drop Challenge trend



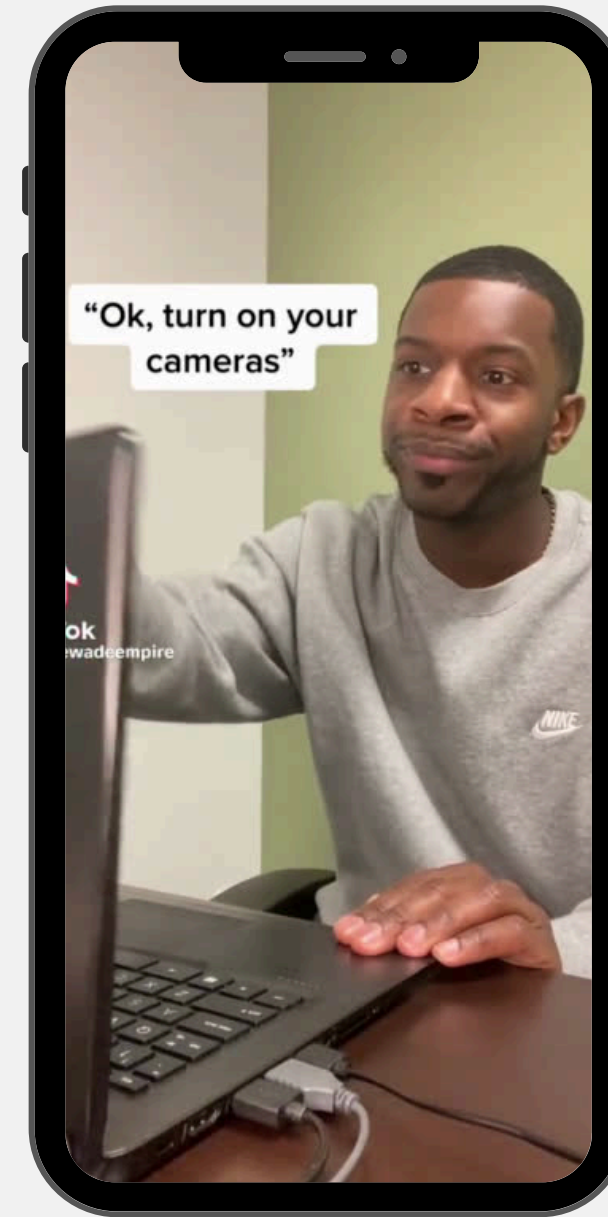
**PHASE 1**

Caption change, same sound.



**PHASE 2**

Subject change, setting change.

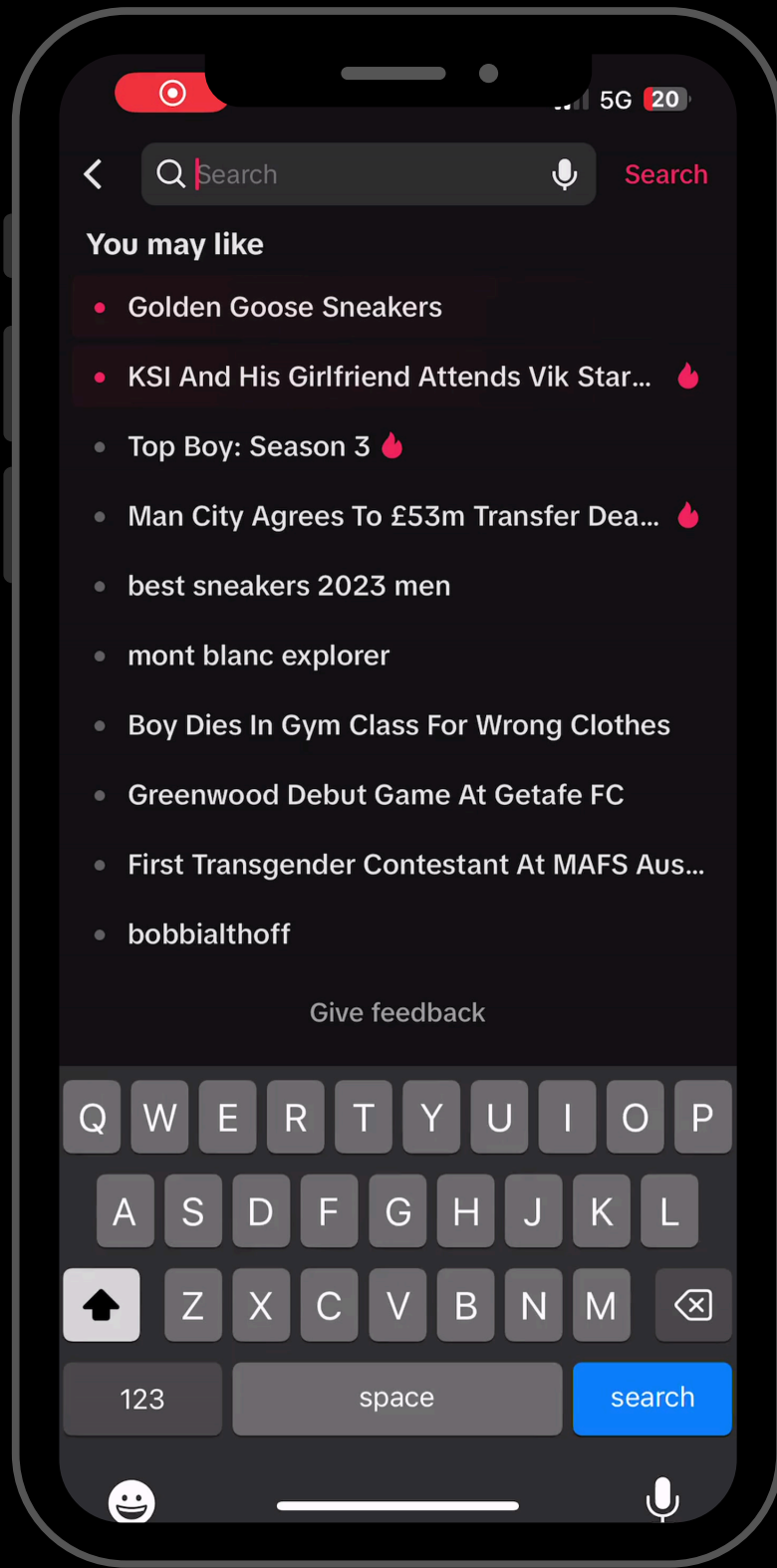


**PHASE 3**

Many changes therefore now inside joke.

**REMIXING**





THE MODERN SEARCH ENGINE

**TIKTOK IS THE  
PREFERRED SEARCH  
ENGINE FOR GEN Z &  
YOUNG-AGE  
MILLENNIALS.**

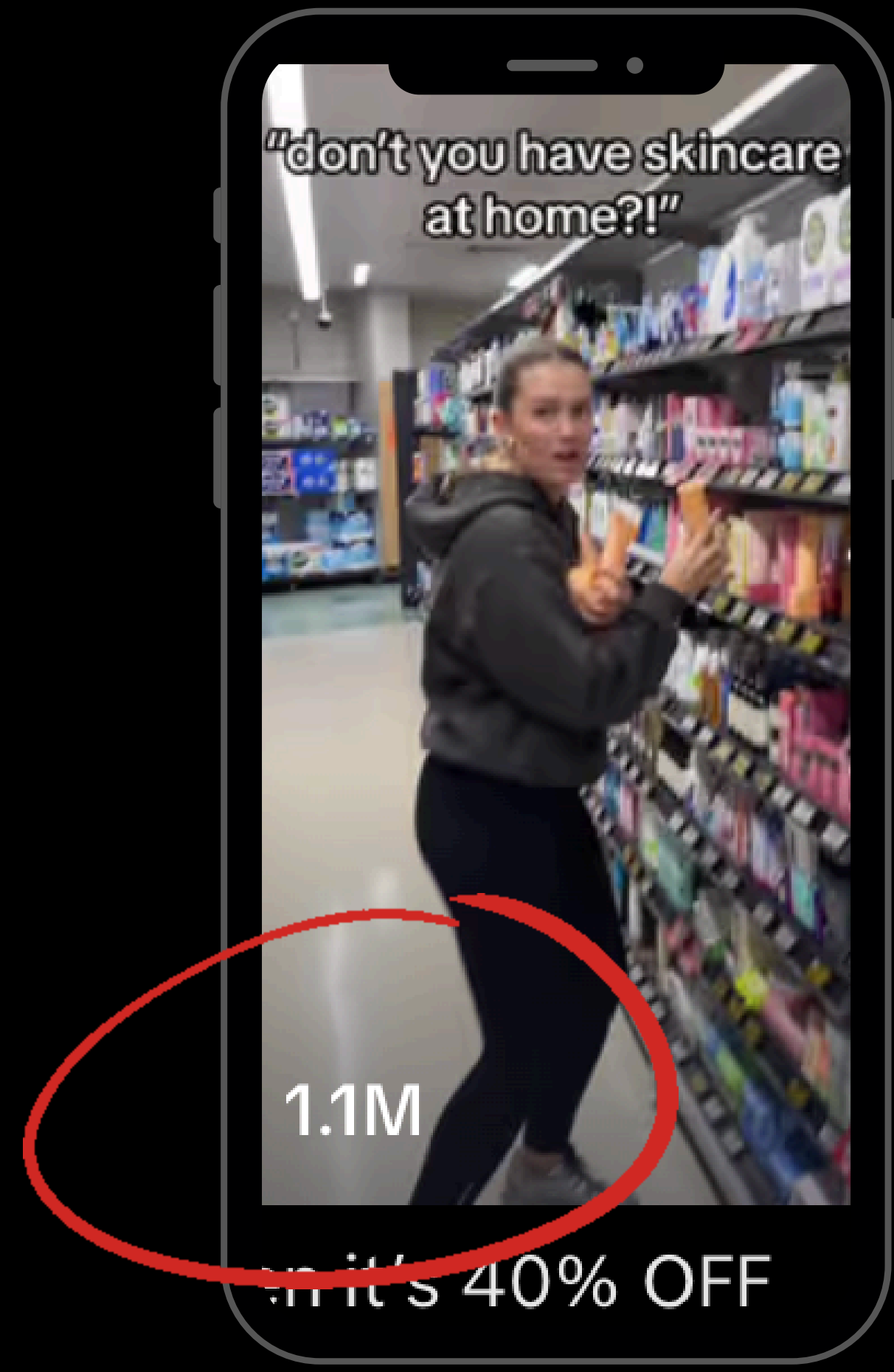
# WHY IS GOOGLE SCARED?

**FUN**

**TRUST**

**SPEED**

**DRIVING  
MILLIONS OF  
VIEWS AND  
FOOT-TRAFFIC**



[ IN SUMMARY ]

THE SENTIMENT THAT BECAUSE YOU DON'T SELL TO TREND-SETTING  
TIKTOK DANCING 21 YEAR OLDS, YOU THEREFORE DON'T NEED TO  
MODERNISE YOUR STRATEGY, IS MISPLACED.

**Buttr**

**Thank you**

**Thomas Moulton | Co-Founder**

**Tel: +61 452 365 667**

**Email: [thomas@buttr.marketing](mailto:thomas@buttr.marketing)**