

Publicis Groupe and TikTok partner to help brands harness the power of Community Commerce

The two companies will join forces to offer brands access to exclusive research and first-ever Community Commerce Sprints

August 3, 2021, New York – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] and TikTok announce a global partnership to help brands tap into emerging shopping trends on TikTok. Publicis is the first global agency group to partner with TikTok to bring the power of commerce and education to brands and marketers; as TikTok's founding commerce agency partner, brands will benefit from unique learning opportunities, insights, and strategic counsel centered around driving product discovery and purchase intent on the platform. Publicis clients will also test TikTok's new commerce products, capabilities and creative solutions.

TikTok is home to a new kind of shopping culture -- Community Commerce is the blend of community, entertainment, and shopping that makes product discovery so unique on TikTok. Ahead of the 2021 holiday shopping season, Publicis clients will be chosen to participate in TikTok's first-ever "Community Commerce Sprint", a bespoke incubator program that will prepare brands to create impactful commerce campaigns for TikTok ahead of the holidays. Through this multi-week program, participants will receive access to cross-functional support and coaching on Community Commerce best practices from dedicated TikTok teams.

The collaboration will also focus on identifying shopping trends and understanding what inspires consumers to share and purchase products on the TikTok platform. As a part of the partnership, Publicis clients will be seminal to fielding data-driven insights, supported by WARC research, and best practices to apply to their future commerce strategies.

"TikTok charged into the world of entertainment virtually overnight, but its role in evolving consumer shopping patterns, and creating instant groundswell, is what's caught our attention," said Helen Lin, Chief Digital Officer, Publicis Groupe. "Incredible opportunities exist at the intersection of content and commerce, especially when endorsed with a sense of community and authenticity that grows organically on TikTok. We are thrilled to partner with TikTok to lead the charge in Community Commerce, bringing a unique suite of capabilities to Publicis clients around the globe."

The TikTok community is reshaping the way people discover new products and shop. Just one example of Community Commerce in action is the #TikTokMadeMeBuyIt hashtag, which showcases the products the community discovered on TikTok and has generated over 3.8B views to-date. Countless brands have reaped the benefits of community-driven, organic trends on the platform like #TikTokMadeMeBuyIt through real-time engagement and action; through this partnership, Publicis Groupe and TikTok can dive deeper into what drives Community Commerce on the platform and give brands tools and resources to drive sales by proactively and intentionally engaging with our community.



"As we've seen time and time again, the TikTok community has an incomparable ability to make products go viral - and sell out - almost instantaneously," said Khartoon Weiss, head of global agency and accounts, TikTok. "By partnering with a global force in commerce and media like Publicis Groupe, we're co-creating resources for brands that will help them better understand and take advantage of the incredible momentum around commerce that's been building on TikTok."

###

About Publicis Groupe – The Power of One

Publicis Groupe is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 83,000 professionals.

www.publicisgroupe.com | [Twitter: @PublicisGroupe](https://twitter.com/PublicisGroupe) | [Facebook](https://www.facebook.com/publicisgroupe) | [LinkedIn](https://www.linkedin.com/company/publicisgroupe) | [YouTube](https://www.youtube.com/publicisgroupe) | *Viva la Difference!*

Contacts

Mary Markou

Corporate Communications

+ 1 312-881-9941

mary.markou@publicisgroupe.com