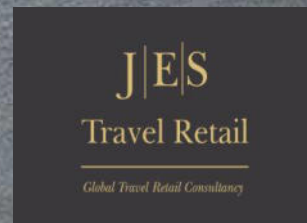




# TikTok coaching for travel retail



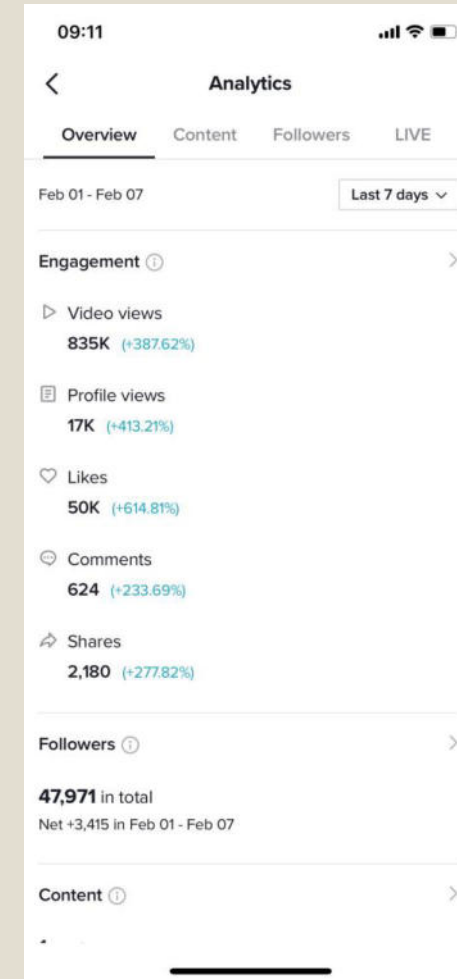
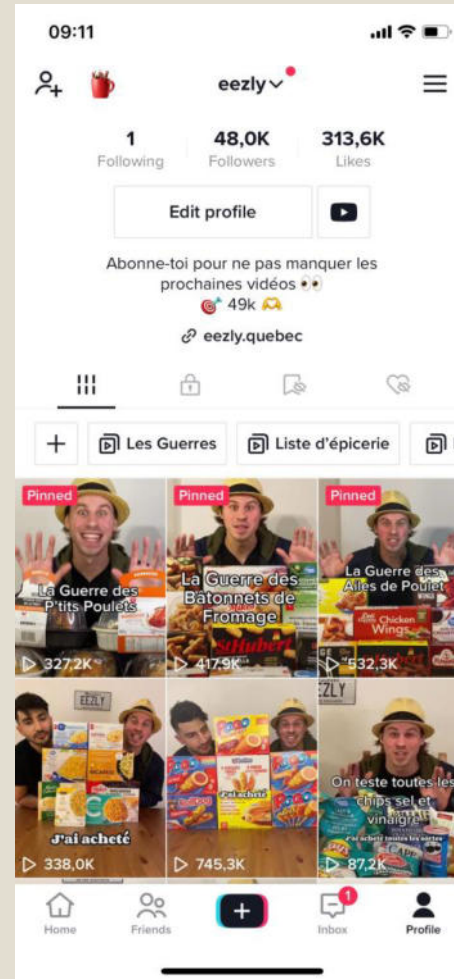
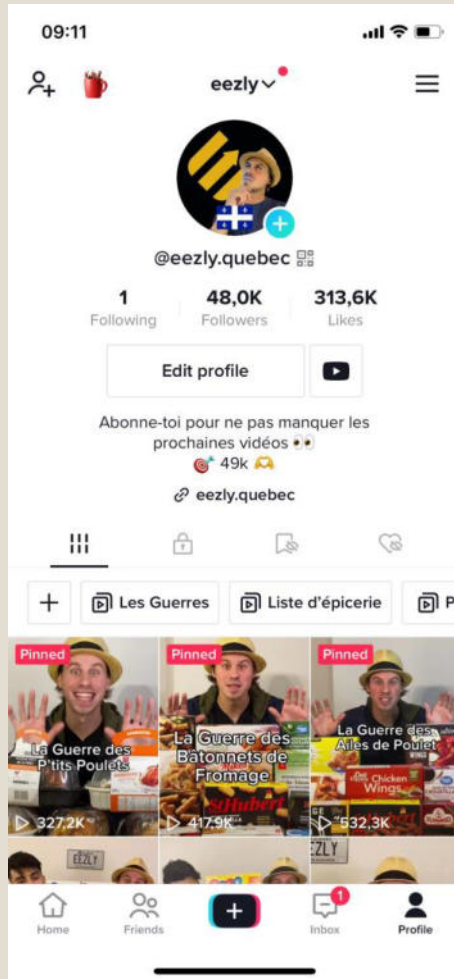
# JES Travel Retail TikTok coaching

1. Available in English or French.
2. Includes coaching, editing, content creation and data analysis.
3. Campaign launches through The Americas, Europe or the Middle east.
4. Business models for e.Commerce aspirations.
5. Coaching services designed specifically for the travel / travel retail market.
5. Packages begin at 5 hours.
6. Extended time-frames for packages up to 45 days.
7. Updates on TikTok trends free of charge for up to 6 months after your package.
8. Wider social media exposure through the JES Travel Retail network to promote your TikTok campaign.
9. Discounted JES Travel retail „Awards submission“ service for those wishing to enter the GTR social media awards
10. Free consulting on how the additional JES Travel Retail services can be incorporated into your TikTok campaigns.

Contact for a free non obligation chat at [info@jes-travelretail.com](mailto:info@jes-travelretail.com)



# About our TikTok coach



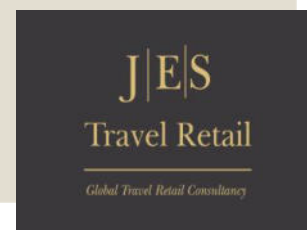
# TikTok - „Travel“



Travel  Last 120 days   New to top 100

Rechteckiges Ausschneiden

Rank	Hashtags	Posts & Views	Trend	Creators	Actions
1	<b># traveltiktok</b> <input type="button" value="v"/> Travel	<b>21.3k</b> Posts <b>253.9M</b> Views			<input type="button" value="See analytics"/>
2	<b># reisen</b> <input type="button" value="v"/> Travel	<b>15.7k</b> Posts <b>244.3M</b> Views			<input type="button" value="See analytics"/>
3	<b># weihnachtsmarkt</b> <input type="button" value="v"/> Travel 	<b>16k</b> Posts <b>156.8M</b> Views			<input type="button" value="See analytics"/>



# TikTok - „Tips“

## Creative Tip 01 Rechteckiges Ausschneiden

### Stimulate their senses through clever transitions and effects

Needless to say, video ads need to be visually appealing to draw users in and keep them engaged. Thankfully, on TikTok, this doesn't require a massive budget. Leverage our suite of visual effects, and ensure that it's synced to sound. Brands looking to differentiate themselves should lean on **#transition (56.2B views)**<sup>1</sup> to showcase clever, dynamic ways to tell their story. Common transitions include covering/uncovering the camera, and still camera positioning with changing object. Get creative with editing and in-app camera tricks, and watch it pay off!

## Creative Tip 02

### Re-imagine all the possibilities

A story can be told in a million ways. TikTok's community loves to break convention and remix or re-enact stories in unique ways. This way, a proven trend or high-performing original can still inspire new content down the line. Elevate your original idea to ensure recognition, but give it a twist and watch how powerful it can be. Consider musical remixes or non-musical adaptations on tv shows or movies. Remember that TikTok is cross-generational, so content that's relatable across different ages is more likely to win.

## Creative Tip 03

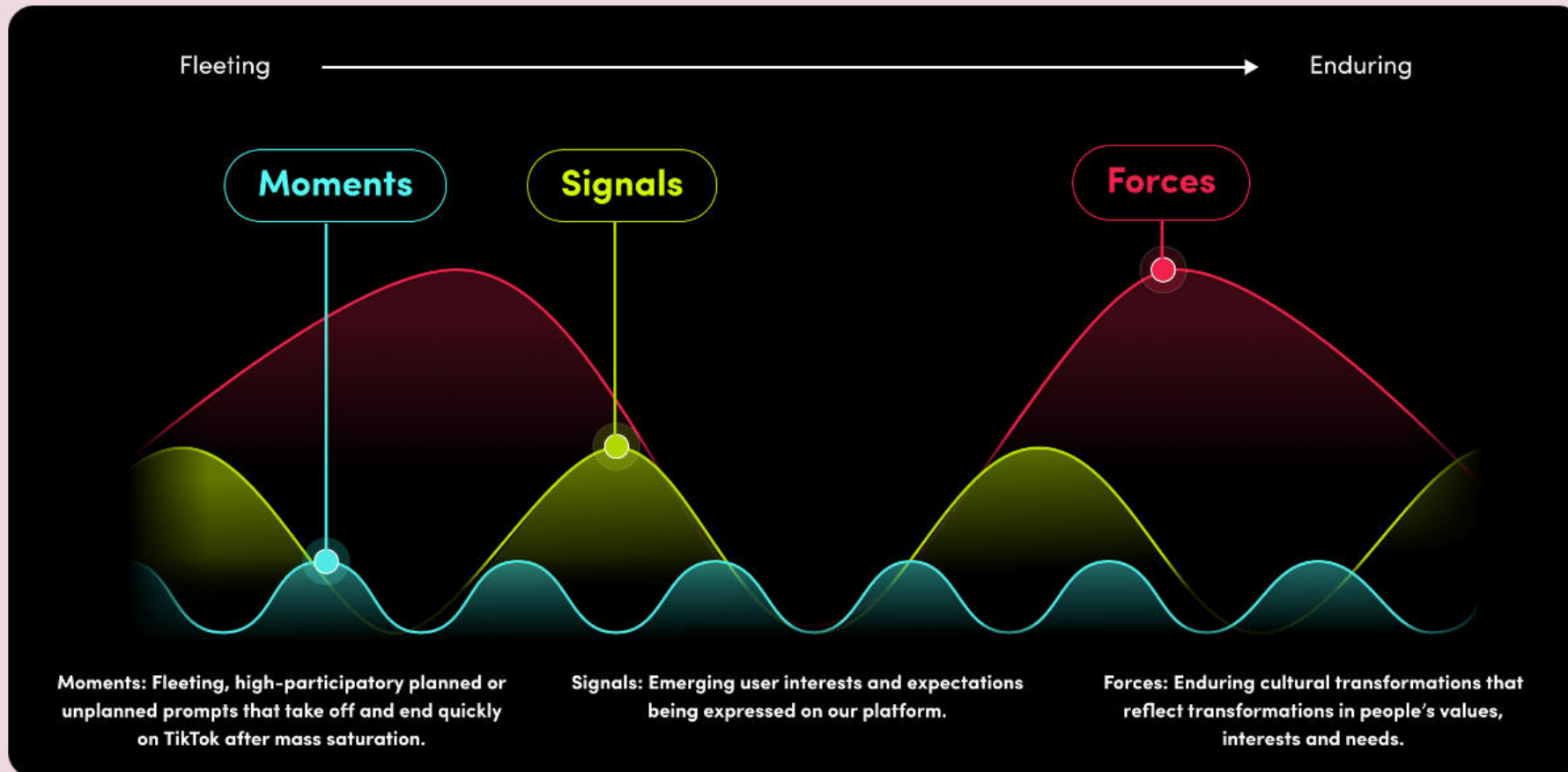
### Better together - collaborate with Stitch, Duet, and more

The sense of community and connectivity on TikTok is unparalleled. Brands and creators co-exist as equals, which means the collaboration possibilities are endless! In order to maximize reach, engagement, and conversion on TikTok, collaboration is key. Plus, it's a great way to form more genuine bonds with audiences.

Try the **React**, **Respond**, and **Remix** strategy: **React** to viral content; **Respond** to viral questions or prompts; and **Remix** trending ideas with Creators to get more traction.

# TikTok - „Trends“

**Trend** is a nebulous word. It can describe ever-changing definitions of what's cool or sales patterns over time. To be clear, we use it to describe the creative formats, ideas, and behaviors that get a lot of attention on TikTok, and in turn influence what people do on the platform.



# TikTok – „e-Commerce“

## E-Commerce Journeys on TikTok

### How TikTok triggers online purchases

TikTok is the intersection between entertainment, community and commerce. It fuels the creation of authentic content from trusted **creators**, users and brands, which inspires communities and drives the discovery of exciting new products and brands. It's changing the **e-commerce** landscape for good.

50%

of consumers come across a product or a brand in an online store after having encountered it on TikTok<sup>2</sup>

### TikTok sparks online purchases

TikTok isn't just a leading entertainment platform, it's also where you'll find highly engaged community of **e-commerce consumers**. In fact, 63% of consumers say they are inclined to shop for **everything** online<sup>2</sup>. The **#TikTokMadeMeBuyIt** phenomenon shows the power of harnessing the shopper mindset and driving sell-out product discovery through relevant and engaging content. The hashtag **#onlineshopping** has seen over 6 billion views globally<sup>1</sup>.

### From an inspiration engine to a consideration tool for e-commerce shoppers

The element of discovery is one of TikTok's most powerful features. Every ForYouPage offers a special chance for a brand to be found. Additionally, when consumers discover a new and interesting product, they are compelled to put it into context in their own life.

7 in 10

consumers think TikTok is a great place to discover e-commerce products<sup>2</sup>

48%

of consumers look for inspiration on TikTok when shopping in general<sup>1</sup>

64%

of consumer research products further after seeing it on TikTok<sup>2</sup>

### A new e-commerce experience

Relevant aspects when buying products online

44% seeing an ad on TikTok<sup>2</sup>

48% special discount code promoted by a creator<sup>2</sup>

41%

of consumers say they frequently purchase products they discovered on TikTok<sup>2</sup>

1 in 4

choose TikTok to take action after a purchase<sup>2</sup>

TikTok has disrupted the traditional path to purchase, with authentic product reviews driving discovery, consideration and purchase. In addition to **ratings and reviews**, consumers on the platform are especially motivated by **special discounts**<sup>2</sup>.

J|E|S  
Travel Retail

Global Travel Retail Consultancy



# TikTok - „Case study“

The following pages are a TikTok campaign case study which was created for a skincare brand that wished to use TikTok to promote their brand, widen their client demographic and increase online sales.

The case study centres on travel through an airport and includes story telling, content that generates followers, an interaction with followers to contribute and finally a link to the client's online shop.



# Background

## The client

A U.S. based start-up cosmetic / skincare brand in the entry price level

No dedicated marketing personnel or budget allocation for social media activities

Products are suitable for travel and have recently entered travel retail

Current consumer demographic based on online sales excludes Gen X, Y.

## Remit

1. Provide a coaching programme
  2. Editing for TikTok content
  3. Create a social media platform
  4. Widen the brand imagine to a younger demographic
  5. Increase eCommerce sales
- Maximum 5 hours contract

The primary objective we need to focus on is building a community before we try to sell anything.

The main reason is that we first want to build trust and building social proof is one of the best ways to do so. Therefore, we want to start by creating relatable content to grow a follower base that is aligned with \*\*\*\*\* target audience; young travelers.

Once we have tested the different content strategies, mentioned below, and have seen some positive results in terms of community growth, we can start to promote \*\*\*\*\* products within the videos.

It's important to mention that we want to indirectly promote \*\*\*\*\* products as a benefit within the video. We don't want to create a video that only talks about \*\*\*\*\*, at least not before we reach 10k followers.

We want to position \*\*\*\*\* as the solution for a specific problem mentioned in the video.

Below are the first 10 video ideas, including the hooks and the scripts.

Note that you can add any new ideas you think would be a good fit for the videos as the more ideas we have, the easier it will be to find the next video ideas. Therefore, if a video hook is mentioning: 3 tips to X, you can still add as many ideas as you wish under the ones that are already written down.

Hangover

Real smart humor



# Initial briefing



# At the airport

1- Leaving something at security and running back

Hook: The moment you realize you forgot something at security (we see you running in the airport with your face in slow motion like you are panicking).

Next shot: Just to realize it was in your pocket this whole time (show yourself acting cool saying “hi” to the security guards as if nothing happened).

Text : “Ever happened to you ? Let me know in the comment section and follow for more”

Note : Someone on your team can film you or you can film yourself.





# Strange travel items

2 - What's the craziest thing you brought to the airport

Hook: 3 crazy things I brought to the airport (tell this sentence in front of the camera while showing the number 3 with your fingers on your right hand).

Ideas, the weirder, the better: A cucumber (show yourself holding a cucumber and taking a bite in the airport smiling at the camera), A DVD player (show yourself with a portable DVD at the airport as if you are watching it), half a deck of cards (show only two colours of the deck)

Text : "What's the craziest thing you brought at the airport? Let me know in the comment section and follow for more"





# Crazy airport sights

3 - What's the craziest thing you've seen at the airport (funny outfits, animals, etc)

Hook: Craziest things have seen at the airport, this could have unlimited number of parts, Part 2, Part 3, ... Part 44, etc.

Text : ““Every time one of you travels and sees something weird at the airport, film it and send it to us. Every time we get three good videos of weird stuff going down at the airport, we will make a new montage video.”

Note : We suggest making 3 out of the 10 videos with this idea as we feel it would work really well if we have good videos from the airport.



# Favorite travel food

4 - What's your favorite food to bring on a car trip

Hook: 3 underrated snacks to bring on a car trip -  
Gum: makes you feel better if you feel sick (show a shot of you eating a gum)

Cereals: better than chips as they don't get soggy as fast (show a shot of you eating cereals like they were chips)

Beef jerky: full of proteins and easy to eat without making a mess (show a shot of you eating beef jerk, shot of a kid would even be better)

Text : "What's your favorite snack to bring on a car trip? Let me know in the comment section and follow for more"



# Packing for the beach

5 - Packing for beach vacation (\*\*\*\*\* will be mentioned)

Hook: How to pack for a beach vacation in 3 steps –

Open your carry-on, (throw your carry-on in the middle of the room).

Pack two swimming suites, flip-flops, 4 underwear, two shirts and one pair of shorts. (one version where you put them gently in the suitcase and the other where you throw them in the carry-on. One pack of \*\*\*\*\* sunchasers Shot at the end of you leaving your house.

Text: “Follow for more ...”

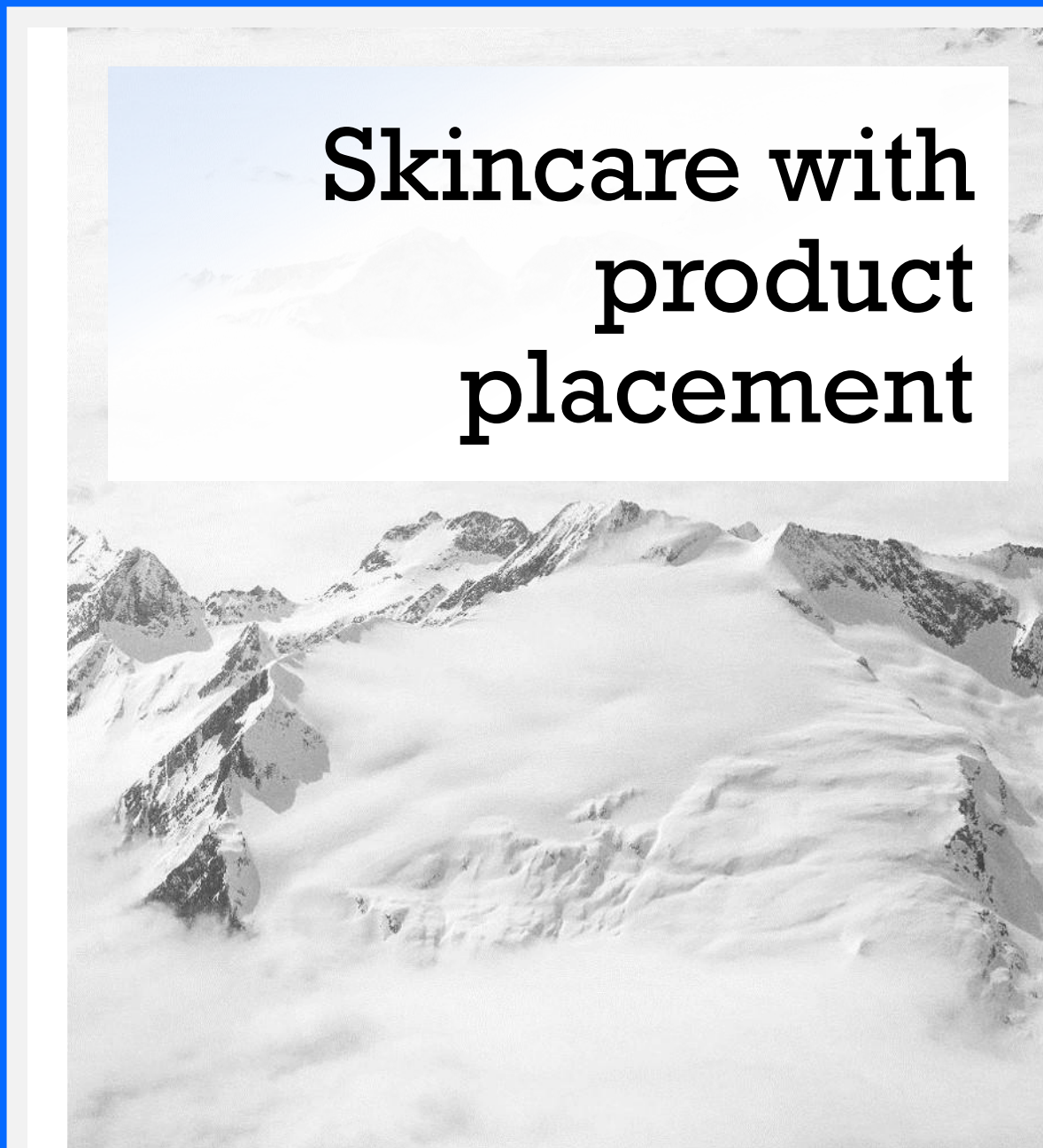


# Crazy airport sights (repeat)

6 - What's the craziest thing you've seen at the airport (funny outfits, animals, etc) See number 3 for explanation







# Skincare with product placement

7 - How do you get rid of dry skin when traveling  
(\*\*\*\*\* will be mentioned)

Hook: 3 tips to get rid of dry skin when traveling

Number one, bring sunscreen (shot of \*\*\*\*\*  
sunscreen that you put in your \*\*\*\*\*  
transparent bag)

Number two, use high quality body wash (shot of  
\*\*\*\*\* body wash that you put in your  
\*\*\*\*\* transparent bag)

Number three, use body milk (shot of \*\*\*\*\*  
body that you put in your \*\*\*\*\* transparent  
bag)

Text “BTW, all of these products can be purchased on  
our website and are all TSA approved !” Check out  
the link in our description for more info”



# Making friends with product placement

8 - Looking for friends at the airport

Hook: How to make new friends at the airport in less than five minutes

- Go to the bar (film yourself walking at the bar)
- Sit next to someone that is alone (film yourself sitting at the bar, ideally have a weird or intriguing background in the back)
- Ask him / her where he / she is going (film the stranger talking and then smiling).

Note : You can do this within a member of your team. We could make a version where you ask if the person knows what \*\*\*\*\* is and if the person says no, you go to find another friend until someone says yes.

Text : “Repeat those steps everywhere you travel and you’ll never feel alone next time you’re at the airport.”

# Crazy airport sights (repeat)

9 - What's the craziest thing you've seen at the airport (funny outfits, animals, etc) See number 3 for explanation







# Worst travel experience

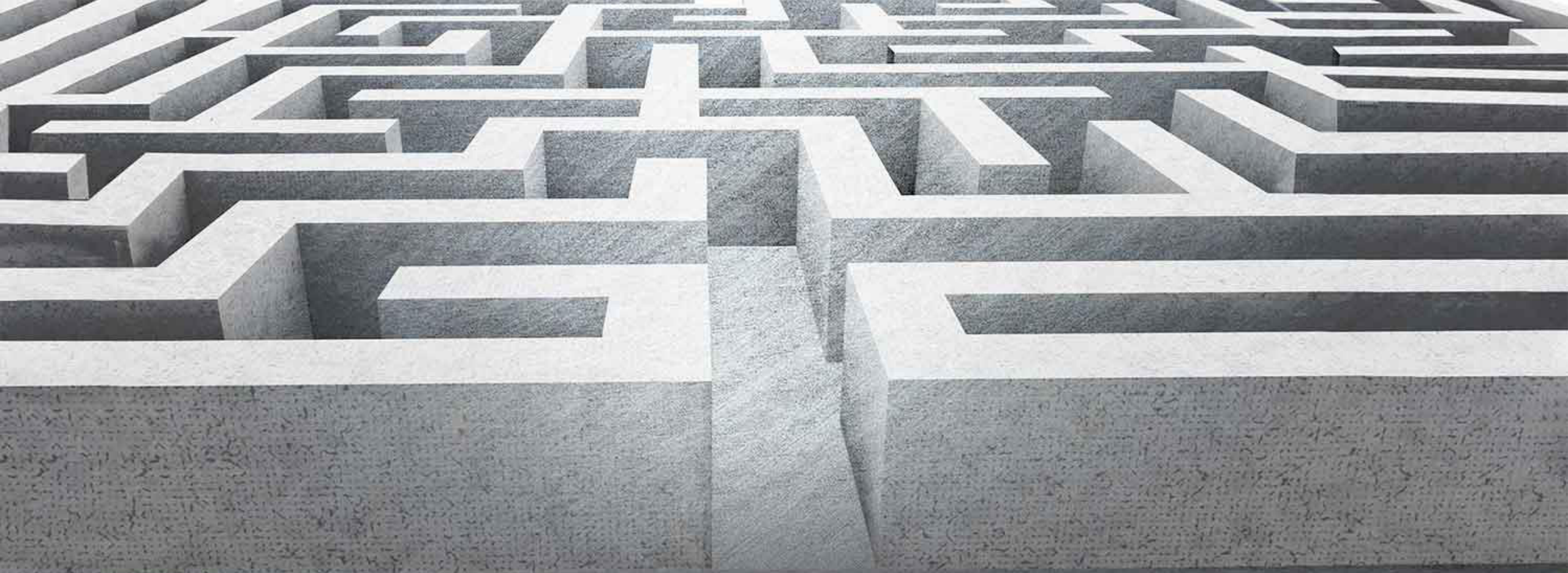
## 10 - Worst things that can happen when traveling

Hook: The 3 worst things that happened to me when traveling

- I lost my luggage and wallet, so I didn't have any money to buy new clothes and food for 24 hours (film yourself in the airport looking depressed)
- I forgot to put sunscreen and ended up having to stay in my hotel room for two days straight (shot of you with red body would be perfect if you have one)
- I gave a taxi driver a \$100 bill instead of a \$20 and only realized it the next day. (Shot of you opening your empty wallet while on the bed. Second shot is you looking out the window looking sad.)

Text : "What's the worst thing that has happened to you when traveling? Let me know in the comments section and follow for more"





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