# TikTok's trends report highlights the role of AI in advertising strategies



TikTok has released its fifth annual trends report, encouraging brands to engage in more creative risks, particularly through the use of artificial intelligence (AI) in their advertising strategies on the platform.

The report identifies three key trends that reflect evolving approaches within the digital marketing landscape. The first trend, termed “creative catalysts,” focuses on the untapped tools available for marketers to create more compelling and innovative content. According to TikTok, users and brands have begun incorporating AI into their everyday tasks, ranging from styling outfits to visualising home renovations, and even crafting scripts with its Symphony Assistant tool. This AI-driven tool is designed to help brands utilise real-time data on trending content to develop ready-to-film concepts. Notably, a survey of 1,495 TikTok users revealed that they are 1.5 times more likely than users on other social media platforms to look forward to seeing generative AI featured in advertisements.

As marketing demands evolve, brands are favouring multifaceted storytelling strategies over traditional short-lived marketing assets. TikTok has noted the rising trend of on-demand shopping, including phenomena like #Summerween, which provides brands the opportunity to experiment with diverse messaging. Indeed, a significant portion of TikTok's user base—approximately 76%—expressed a preference for a blend of images and video content.

The second highlighted trend, “identity osmosis,” discusses the organic integration of contemporary consumer values within brand messaging. TikTok stated that users are actively redefining representation by promoting diverse and authentic perspectives while building a more inclusive community. This evolution encourages brands to engage directly with audiences, particularly through comment sections. Survey data shows that 80% of users believe that brands should harness comments for deeper audience understanding. Additionally, emerging perceptions about girlhood—shared through personal narratives on TikTok—have prompted brands to rethink their messaging to emphasise female inclusivity, particularly through community-driven hashtags like #WomeninSTEM.

Amid economic transformations, TikTok is also witnessing a redefinition of traditional milestones. The platform has become a space for discussions about student debt, mental health, and overall personal well-being, reflecting a collective desire for authentic experiences. Notably, 51% of users on social and video platforms reported seeking out content that resonates with their life experiences.

The third trend, “brand fusion,” illustrates how brands are evolving to become more responsive to their audiences. It highlights the value of collaborating with a diverse range of creators, as opposed to relying on a single influencer. Statistics indicate that two in three TikTok users appreciate when brands feature a variety of creators in their campaigns. The report advises brands to connect with their communities by sharing a variety of authentic content, including behind-the-scenes glimpses and street interviews, to foster a sense of trust. The data reveals that 40% of TikTok users regard brands that display personality as being more relevant.

Moreover, TikTok has embarked on an initiative called "Brand Chem," which is designed to push the limits of traditional marketing and reimagine business growth and cultural relevance. Sophia Hernandez, global head of business marketing for TikTok, stated, "In 2024, we saw brands push creative limits, lean into trends, and connect with their communities in powerful ways, but 2025 is set to take it even further. The creative storytelling opportunities on TikTok are endless, and this year brands and creators will come together to continue to shape culture, spark fresh ideas, and accelerate business growth by tapping directly into what matters to the TikTok community."

This comprehensive insights report not only sheds light on current advertising practices on TikTok but also heralds how emerging technologies like AI are poised to further transform business strategies in the coming years.

Source: [Noah Wire Services](https://www.noahwire.com)

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