

**Fever**

x **NB** NELSON  
BOSTOCK

# RECHARGED

POWER UP YOUR CONSUMER TECH COMMS

## The new rules of consumer tech PR

### BUILD IT AND THEY WILL COME

Secrets to virtual launch event success

### THE FORGOTTEN AUDIENCE

Are you really talking to the right people?

### TECH TRENDS FOR 2021

...AND MORE

## HOW TO WIN AT TIKTOK

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# WELCOME TO THE FIRST EDITION OF RECHARGED

Fever x Nelson Bostock's new magazine is dedicated to all things consumer tech comms. Inside, you'll find articles from our experts on the issues of the day, what we reckon is coming next, and how we can all get the results we need in an absurdly fast-paced comms environment.

This issue is, understandably, largely about lockdown. But don't let that switch you off. Rather than wallowing, we're all about making the best of it – whether that is setting up new channels to reach your audiences (yes, of course it's the year of TikTok), reappraising your audience priorities (it's not just about Gen Z), finding new ways to engage media (who needs live events anyway?) or which influencers you should be speaking to right now.

Sure, many things have changed, and we all need to respond – that's why we've called this issue The New Rules of Consumer Tech PR – but the fact is that great stories boil down to the same components they ever did. As always, great coverage follows a great story. Read on to find out more.

We've also dedicated a few pages to what's happening in consumer tech next year: the kit that people are going to buy, and the trends that are going to get them buying.

We hope you enjoy the issue. Don't forget to check out the review on the back pages. We may be biased, but this is a fully justified five-starrer if ever there's been one...

-Fever x Nelson Bostock

## Hum to Search

When machine learning is good enough to decipher vague approximations of poorly remembered tunes, you know the robots are nearing domination. Google has launched Hum to Search, a way to find the song you just can't get out of your head. Even if you're pitchy, the app will offer you the most likely result, also providing lyrics, analysis, and covers of the song. Just tap the Google Assistant button, ask 'what's this song?', then get humming.

## Guinness 0.0

Guinness took four years to perfect 0.0, ensuring it has the same ruby tone, creamy head and taste as the standard issue version. It's only available in-store right now, but it is excellent – and we're excited to spend some quality time with it when we're allowed back in the pub again.

## Carousels

'Swipe right' has become a universal shorthand for approval. Meanwhile, 'swipe left' became negative and damning. All that's changed, as the stats show the very-swipecy-lefty Carousel posts on Instagram are the most engaging of all. What's more, the most engaged-with carousel posts use all 10 slides. If you don't fancy taking 10 photos of your lockdown supper, three images is also sweet spot – perfect for capturing each course.

## Sinclair Spectrums

Well, not the Spectrum exactly, but its modern-day equivalent is certainly looking interesting. The Raspberry Pi 400 takes the PCB computer and turns it into a plug-and-play browsing, programming and media machine, packing all the required parts into a fancy white keyboard. It comes at a £70 all-in cost, so is perfect for the budding coders of tomorrow. *Manic Miner*, anyone?

## OUT OF JUICE

### LinkedIn Stories

Why do we think LinkedIn's new video format is a bad idea? Firstly, there's a chance we'll see more corporate influencers. Secondly, LinkedIn is somewhere to linger and engage with content – so why bother with short-life video snippets? Finally, around half of LinkedIn traffic comes from desktop. Have you ever watched an Insta story on desktop? Horrible UI. Safe to say we're going to take some convincing about this one.

**297%** Increase in sales of webcams across Europe at the beginning of lockdown <sup>1</sup>

**259%** Jump in UK console sales between 9th March and 5th April 2020 <sup>1</sup>

**1900%** Rise in Zoom users between December 2019 and March 2020 <sup>2</sup>

# TECH LIFE UNDER LOCKDOWN

**31%** Boost to TV sales between 9th March and 5th April 2020 <sup>1</sup>

**35%** YoY rise in international game sales (March 2020 vs March 2019) <sup>3</sup>



<sup>1</sup>: <https://www.gfk.com/press/consumers-in-europe-turn-to-tech-to-work-eat-and-entertain-at-home-during-lockdown>  
<sup>2</sup>: <https://blog.zoom.us/a-message-to-our-users/>  
<sup>3</sup>: <https://venturebeat.com/2020/04/21/march-2020-npd-animal-crossing-powers-march-to-blockbuster-game-sales/>



# MEET THE *MOVERS* AND SHAKERS IN CONSUMER TECH

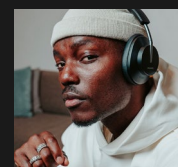
Over the past few years, social media and video sharing platforms have bypassed the gatekeepers of traditional media. Now anyone can create their very own channel, with the freedom to develop and share homegrown content with a global audience.

This democratisation is not without its pitfalls, but authentic content used in the right way has an unmatched ability to generate interest, start conversation and affect behaviour.

The speed of change and variety of choice in technology means consumers have always relied on reviews and recommendations from those in the know. And there's now a new breed of experts clocking hundreds of millions of views around the world.

While the debate about the merits of social influencers versus traditional media will no doubt rumble on, no well-considered PR strategy can afford to overlook the potential of this new generation of consumer tech superstars.

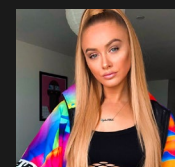
Here are a handful of people we think you should be watching.>



**GadgetsBoy**

👍 YouTube subs – 37.4k  
👁 YouTube views – 13.9m

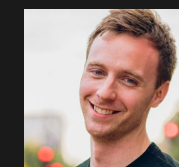
Tomi Adebayo has become one of the UK's most influential tech experts. With over 10 years' experience in the tech and advertising industry, Tomi knows UK tech fans as well as anyone and is a pro at creating compelling branded content across multiple platforms.



**ElzTheWitch**

👍 YouTube subs – 136k  
👁 YouTube views – 13.9m

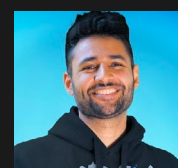
Elz works in tech and produces witty videos about her great passion – games – although there's also great content on her channel about platforms and consoles. After just two years she's already rubbing shoulders with the UK YouTube elite, and she's also a big name on Instagram and Twitter, with 164k and 43k subs respectively.



**The Tech Chap**

👍 YouTube subs – 926k  
👁 YouTube views – 205m

In a relatively short time, Tom Honeyands has transformed a passion for tech and gadgets into millions of views and over 50k followers on Instagram. Formerly of *Trusted Reviews*, Tom is renowned for in-depth reviews and well-considered sponsored activity.



**Mrwhosetheboss**

👍 YouTube subs – 5.66m  
👁 YouTube views – 861m

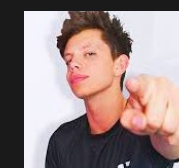
Arun Maini from Nottingham is, simply, the UK's biggest tech YouTuber. Known for to-the-point smartphone reviews and comparisons, Arun also boasts over 640k followers on Instagram and over 760k followers on Twitter.



**Supersaf**

👍 YouTube subs – 1.64m  
👁 YouTube views – 317m

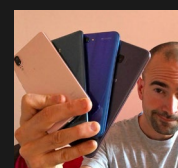
SuperSaf TV is one of the UK's most popular tech review channels. Hosted by Safwan Ahmedmia, viewers get the latest tech news and reviews for the latest smartphone, cameras and other consumer tech.



**Tech Flow (MarzBar)**

👍 YouTube subs – 395k  
👁 YouTube views – 39m

Despite his relative youth, Alex Brooks (aka MarzBar) has developed some of the most successful vlogs in the UK. Many of these are included on his dedicated tech channel *Tech Flow*, which features weekly hands-on and review videos.



**Tech Spurt**

👍 YouTube subs – 392k  
👁 YouTube views – 91m

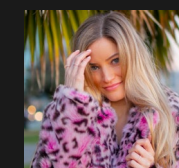
The newcomer on the list, *Tech Spurt* is run by Chris Barraclough. With over a decade of experience reviewing technology for dozens of tech publications including *TechRadar* and *Recombu*, Chris is pushing 100m views in just over two years. Expect in-depth tech reviews, comparisons, unboxings and hands-on features with all the latest UK tech and gadgets.



**Marques Brownlee**

👍 YouTube subs – 12.7m  
👁 YouTube views – 2.1bn

Self-proclaimed geek, Marques Brownlee can rightly claim the title as the biggest tech influencer in the world right now. Top of pretty much every media list for global product launches, viewers can expect early-access hands-on and unboxing videos before anyone else.



**iJustine**

👍 YouTube subs – 6.8m  
👁 YouTube views – 1.4bn

A wildly popular YouTube veteran, iJustine is one of the biggest names on YouTube. Apple products are her main view-winner, but she also has a soft spot for robots, drones and cutting-edge tech of all shapes and varieties. Getting a product featured on iJustine's channel is a shortcut to massive reach and engagement.



# GETTING A LAUNCH RIGHT IS ALWAYS ESSENTIAL. HERE'S HOW TO MAKE IT WORK UNDER LOCKDOWN CONDITIONS

## 2020 hit consumer technology launches hard.

We saw Mobile World Congress cancelled as lockdown took hold. IFA was next, although the resolve of the Germans meant it did go ahead in a much-reduced format. The PlayStation 5 was revealed in an entirely virtual event. Even Apple was forced to abandon over a decade of traditional September launches, with the iPhone 12 landing in October.

Launching your latest smartphone, gadget, game, speaker, TV or connected device is a tricky business at the best of times. So, what do you need to know to make a consumer tech or gadget launch a success right now? Here are our top tips.

### Give them early access

It's always good to give journalists a heads-up on a product launch. Under lockdown, it has become even more important.

There are a few things at play here. While a lot of journalists have more time at their desks with fewer launches and briefings to attend, the flipside of that is increased pressure to get stories up online. With people unable to get out of the house, demand for online editorial has been huge, and publishers are looking to capitalise on this – which means more headlines and more copy for more clicks.

The earlier you can give the journalist info on your launch the better. A few days or a week's notice on an announcement under embargo means they can work it into their schedule and plan when to publish. It also means they're working from your information and their own notes, for a better-informed write-up and not a quick hatchet job from a press release. Plus, setting an embargo date means you can get a nice wedge of write-ups published at once.

So jump on a VC and give them a good 15- to 20-minute overview of what's coming in advance, plus budget some time to answer any questions they might have. It's the difference between a few paragraphs and a detailed write-up.

### Give them product

It may seem like a no-brainer, but if you've got a great product and you want journalists to know how great it is, give them one to try. And give it to them well in advance.

As with the above, a week gives media time to play around with a new product or service themselves, and will add authenticity to their pieces – allowing them to make real recommendations to readers rather than

re-stating the facts and specs. Couple this up with a briefing as above, and you get a great combination of facts and flavour in the editorial. It also lets you troubleshoot any issues media have with the product before they publish, catching niggles before they become a literal headline concern.

Nervous about handing out product ahead of launch? You can always commission a mock review. In this case, a freelance journalist will review your new gadget or technology for a small fee, and then write up a review as if it were appearing in a tech-focused publication. This can be a great way to get a sense of how well a product will review, and if all goes well, your mock reviewer can start pitching the product to a range of editors for you.

### Give them a story

An easy one to forget, but with any product – and especially in the lockdown mindset – take a step back and think 'who am I trying to get this kit in front of?' and 'what have they been up to in the past few months?'

If it's a smart home product, how can it help to work from home? Is there potential for it to be an essential part of the 'new normal' home office? If it's an entertainment product, does it work for smaller groups of people? Fitness tracker? Then consider how you can position it for beginners who've found time to regularly exercise in lockdown.

### The more things change...

The fact is that everything has changed – but what worked before the pandemic still works today. A great story, time with the product and privileged access are what counts. If you can provide that to a journalist, you are on to a winner.

By: Simon Hilliard, Director, Fever

# BUILD IT AND THEY WILL COME

## HOW TO RUN A VIRTUAL EVENT THAT PEOPLE ACTUALLY ATTEND

### Make it different

Journalists and influencers get just as many invites under lockdown as they did beforehand. Creativity remains key to getting media to assign valuable time, so put your thinking cap on. Does it really need the extended presentation, or can you get the info across through other means?

### Make it indulgent

Real events involve good food, good drink and good company – so why not events for when you're stuck at home? Ecommerce makes it easy to set up media with vouchers for Deliveroo and Uber Eats, so you can give them the means to order in. Or you could prepare a package of goodies intended to accompany the event. Brits love a cuppa, so try branded biscuits delivered to their door to enjoy during the event or presentation.

### Make it an experience

One of the most interesting event experiences we saw under lockdown was the drive-in launch of a smartphone in late October. Every attendee took their own chauffeur-driven car to the launch venue. They stayed safely inside it during presentations, and were given a sterilised phone to put through its paces from the back seat.

On a smaller scale, consider digital experiences that don't require anyone to go anywhere – VR and AR, for example, or even papercraft. One client created a cardboard mini 'stage' for a launch event that attendees could use to frame their laptop screen.

### Make no assumptions

It's hard enough to ensure attendance at a killer party, no matter who is on the guestlist – so how can you do so with a virtual event? In addition to the other measures here, good old-fashioned reminders are key. Send an email or direct mailer a couple of weeks before the event, and follow it up the day before or on the day itself. Overdoing it is counterproductive. Creative invitations that either intrigue or provide solid value to the recipient will do a lot of hard work for you.

### Make it worthwhile

At the end of the day, if the announcement you are making isn't strong, you can't assume that you'll get attendees. Does it need an event, or would a one-to-one briefing be better? A lot of work goes into arranging an event, physical or virtual – so make sure you're spending your time and money as wisely as possible.







# SILVER TECH COMES OF AGE

**Why not considering seniors in your comms planning could mean missing out on a huge opportunity**

Earlier this year Instagram gained a new user. Someone with a clear point of view, undeniable credibility and a loyal following. Such was this user's appeal that he reached the milestone of one million followers within four hours of joining, quicker than anyone in the platform's ten-year history. This new record holder is no millennial fashion blogger or Zoomer esports influencer. Instead, he's a middle-class, British 94-year-old: Sir David Attenborough.

## **The times they are a-changing**

Like Sir David, large numbers of seniors are adopting technologies, platforms and behaviours usually associated with younger consumers. The assumptions that an increasingly youthful marketing community make about seniors' tech naiveté or isolation seem more lazy, opinionated and misguided with each passing year.

From device ownership to increasingly sophisticated patterns of online and mobile usage, we see the same pattern: with uptake amongst the young virtually at saturation levels, older consumers are rapidly catching up and have come to represent key new audiences to target. Smartphone ownership for 16-24 year olds has only

grown from 86% to 98% since 2012, while in the same period, for 55-64 year olds it has rocketed from just 9% to 80%. If that trend continues, the two groups will be more less equal in a couple more years.

Seniors are also becoming frequent users of social media. Boomers are actually the age group with the highest global growth in WhatsApp usage (up from 27% in 2016 to 40% in 2018) and it is a similar story for Instagram usage (up from 17% in 2016 to 28% in 2018).

Same with online shopping, particularly for grocery. COVID has forced large numbers to overcome their wariness in favour of convenience and a desire to minimise the chances of infection, and much of this growth has been with older shoppers. The most marked increase in online grocery shopping is within the over-55 age group, where regular online shoppers have nearly trebled (8% in 2019 to 23% in 2020). Last year, less than half of over-55s (47%) did some of their food shopping online. Now 74% do.

## **Demographics accelerating the trend**

The rapid age-blurring of technology has been driven by several factors – the natural process of mainstreaming that follows the classic adoption curve, the strange world of COVID-enforced change, and natural demographics to name but a few. Age bands are not static, but constantly shifting. Every year some 900,000 Brits come into the 55+ category by virtue of reaching that milestone birthday. Some 700,000 turn 65 and 500,000 turn 75. When they hit those thresholds, they don't suddenly abandon the behaviours of their younger selves and so, in its steady march, younger patterns of ownership, attitudes and behaviours make their way steadily up the age ladder. Eventually, even today's millennials, already approaching 40, will themselves be tomorrow's seniors. Of course they will be heavy tech users.

## **Recognising the needs of a new audience**

While tech use is democratising, this new audience may still have distinct needs compared with younger, tech-savvier users, based either around their social attitudes and conservatism or rooted in their relative inexperience with new technologies, processes or terminology.

Recent survey work by Nelson Bostock and Walnut UNLIMITED uncovered some interesting age differences around expectations of login processes for e-commerce sites. Younger users are clearly willing to trade off security for speed, for example by giving up their social media details to hurry through logins. Older users though have significant data and identity misgivings: 84% of over-75s would like to better understand what data is captured and how it is used online, 81% would like to feel more confident about the security of their personal details when logging in and 71% are concerned about the personal information they are required to give away when logging in.

## **Not one audience, but many**

Many marketers and PR professionals are missing out on a massive opportunity by overlooking seniors. Even those who are including this group in their targeting are often doing so partially or ineffectively. Most will be doing no more than thinking of those aged 55+ as a single group. While this is better than ignoring all seniors, it isn't enough.

Try a little thought experiment. Ask yourself: can you imagine thinking of all those under 55 as a single audience with the same lifestyles, the same needs? Of course not. We're well used to the idea that we need to break up under 55s into Gen X, Millennials, Gen Z, and now Gen Alpha to recognise their nuanced differences. In the same way we need to break up the 55+ audience into smaller and more meaningful sub-groups.

## **Living agelessly**

But it is so easy to get this badly wrong. 84% of seniors agree that "I don't want to be defined by my age". Communicating with seniors is about recognising the needs they have without them sensing that you are making age-based assumptions. Breaking them down into more meaningful sub-groups needs to be about far more than simply cutting them into finer age bands. Health, income, location, family situation, working status and previous exposure to technology can all be far more important as differentiators than mere age. An affluent, educated, healthy Islington 75-year-old retiree who looks after her grandchildren several days a week may be a far more interesting prospect for your social campaign than someone much younger but who has money worries, health challenges and/or no young family to keep them informed about new technology.

## **Connecting with "f\*@king awesome"**

"Your 40s are good. Your 50s are great. Your 60s are fab. And 70 is f\*@king awesome!" So said Helen Mirren, 74, who embodies the idea that ageing is not something to be feared or avoided, just enjoyed.

It is time to revisit any assumptions you have about seniors and technology. OK, relatively few of them may stand in line for the new iPhone 12. Yes, relatively few of them may be regular TikTok users. But nor are they total tech rejectors. More and more of them, particularly those between 55 and 75 years of age, are either relatively tech-savvy or keen not to be left behind. And the new seniors coming into the group each year will only increase this trend.

By: Nick Chiarelli, Head of Trends at UNLIMITED





# TikTok's

## LONG HOT SUMMER

**2020 was a big year for TikTok – but to say it had a tumultuous summer is an epic understatement**

If you think you've had a memorable year, imagine working at TikTok. The platform that launched a million Trump-based viral videos, transformed our expectations of smartphone-video editing and re-introduced the genius of overdubbing to the world has had a heck of a time. Since summer it's run its first TV ad, it's got a big-name CEO, it's felt some serious new competition and it's even aroused the fury of Trump.

It goes without saying that it's a platform to watch – as of July 2020, before its fourth birthday, it had 800 million worldwide users. For context, Instagram took 10 years to hit a billion.

To summarise TikTok's rollercoaster summer, we've pulled out a few highlights. Strap in. >

MAY

### TikTok's first TV ad

When it comes to advertising, social networks are generally great. They've got a goldmine of user generated content, and free insight into what works. Scottish Twitter was, is, and will forever be, iconic.

TikTok's inaugural TV ad proved they can be good at advertising themselves, too. It featured content as good as it comes and is pretty much a summation of life on the platform – dancing, music, and celebrities (including Little Mix and Gordon Ramsay).

The ad was innovative, relevant, and well-executed. It was particularly eye-catching as it didn't initially take advantage of the full television screen – instead, it focused on a small, central, mobile-phone sized space, before the video busted out, showing how behind the phone, users are connected to a wider world.

### Kevin Mayer becomes CEO

Only months after his successful Disney+ launch, Kevin Mayer decided it was time for a new challenge: making TikTok the biggest and best social channel. Many were surprised at the move – after all, Disney was and is on a real high – but if Mayer was prepared to swap Iago for influencers and Dumbo for dancers, he must have had a lot of faith in the platform. Note: Mayer didn't last long in the post, for reasons you'll see in the August section.

### Secrets of success

Like other social media platforms and apps, TikTok's 'For You' page is built using a recommendation algorithm that uses a number of measurements and factors to personalise it to every user.

JUN

In June, TikTok published a new blog post explaining how its recommendation engine works, including tips for personalising the feed to avoid being served random videos you might not be interested in. This showed a refreshing openness about the tech behind one of its competitive advantages.

### TikTok for BizNiz

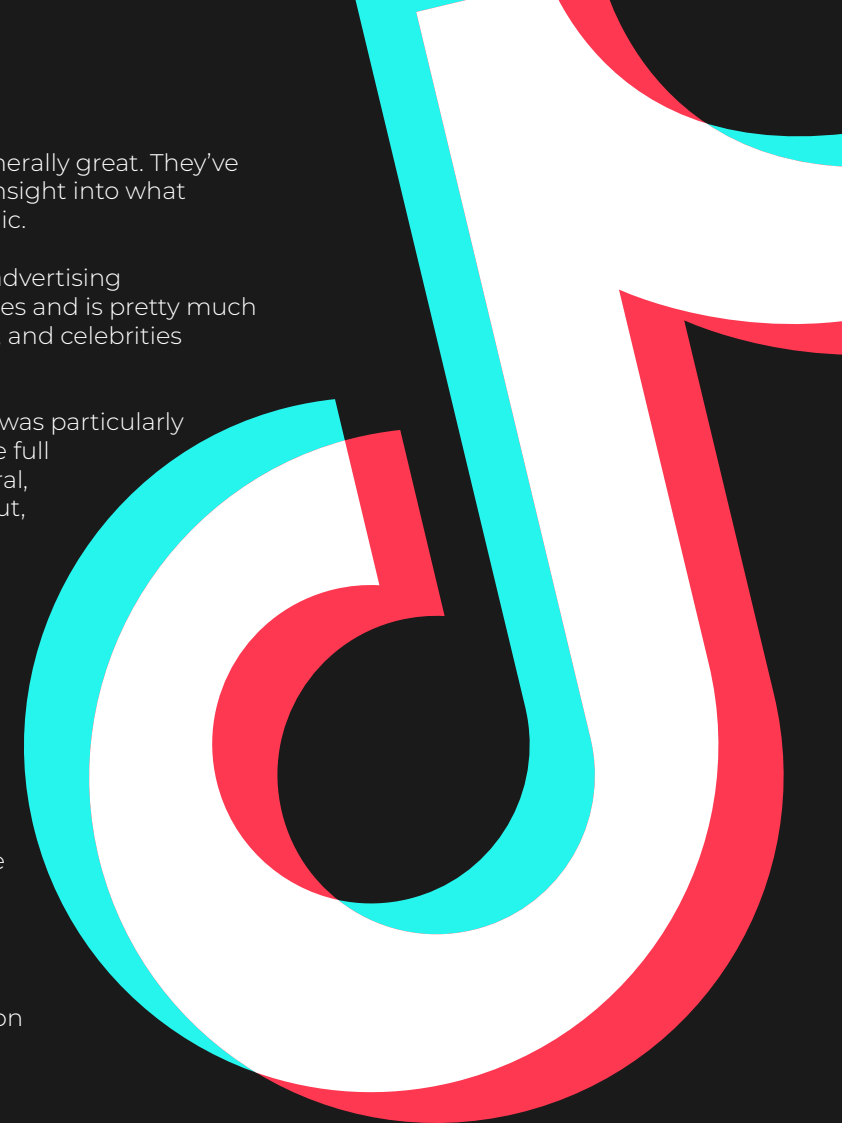
Gaining an understanding of TikTok is vital for any modern social media marketer. That's because we should view social channels as partners – they offer us their audiences in exchange for our quality content, cash exchanges hands when we create ads, and we have relationships with their social account managers.

Get ready to meet your new partner: TikTok for Business, which launched in June. The slogan ('Don't make ads. Make a new trend.') captures what's different about TikTok and the potential it has. Bookmark [this link](#) – you're going to need it.

### WitchTok

WitchTok wasn't just en vogue, it was literally IN Vogue. The magazine introduced us to six self-identifying witches who have used TikTok to share their craft and gain a following. Social media has always been a place to share ideas around self-care, and we're definitely seeing TikTok creators err towards the more alternative roots, such as ethereal trends like Cottage Core. Whether you're looking for good luck, protection or love, head to TikTok for the latest spells and potions (did we really just type that?).

JUL



### Instagram strikes back

'Reels' is Instagram's function for sharing 15-second video clips set to music. It provides editing tools to help make videos more 'creative'. Sound familiar?

Ahead of its August launch, rumour had it that Instagram was approaching famous TikTokers with shedloads of cash to tempt them to start using Reels. It was an appealing proposition – a more famous and popular platform, all the upfront money, potential for ad revenue, a larger user base, etc., etc., etc.

But swapping came with risks. Facebook already tried this game once with the ill-fated Lasso video platform. Instagram was obviously a much better bet for this form of content, but were they willing to give up the platform that made them for the one that paid them?

### Trump and TikTok

Between January 2018 and August 2020, the number of TikTok users in the US increased by nearly 800%. But all that was jeopardised as President Trump threatened to ban Chinese apps for reasons of national security – and that included TikTok. This was also the point that Kevin Mayer called it a day, just a few months into his role as CEO.

The same week, TikTok announced plans to open an Irish datacentre for European users, joining its existing datacentres in Singapore and – you guessed it – the

AUG



USA. Yes, it was a busy one.

### TikTok becomes a sugar daddy

Since Instagram started offering TikTokers cold hard cash to start using Reels, we were on the edge of our seats waiting for a retaliation. Well, it came in August. TikTok launched a creator fund worth £54 million which any European account with over 10k followers was eligible to access. Successful applicants got monthly payments according to how well their content performed.

It was fantastic to see TikTok introducing this sort of monetisation so quickly – after all, Instagram only started paying creators a proportion of ad revenue this year, too.

### TikTok's royal family

Charli D'Amelio is TikTok's crowning glory. As of September she was the most popular creator on the platform, with 87 million followers. For your reference, that's how many followers Rihanna has on Instagram. RIHANNA! That's how serious this TikTok-Charli D'Amelio situation is.

And it's a family affair. Her sister Dixie has 38 million followers, like Luis Suarez. In addition, their father Marc has 7 million (like Jesy Nelson, of Little Mix fame!), and mother Heidi has 5.6 million (same as Kelly Clarkson!). The power of the Fenty-Suarez-Nelson-Clarkson family should not be underestimated.

### Trump agrees to TikTok deal

Was anyone shocked that Trump agreed to a TikTok deal? Perhaps people were surprised by the chosen partners (Oracle for cloud hosting, and Walmart), but overall, everyone knew the app wouldn't disappear from US shores. After making us wait, making TikTok sweat, and making the Fenty-Suarez-Nelson-Clarkson family consider other platforms, a deal was agreed.

### TikTok takes action against hateful ideologies

How long have we been talking about banning hate speech on social...? Despite a slow process, we're pleased when any progress is made, and in October TikTok signed up to the European Commission's Code of Conduct on Countering Illegal Hate Speech Online. Long name, good cause – and TikTok is treating the guidelines as global.

### Snapchat tries to keep up

We have a soft spot for Snapchat. Snapchat invented Stories; it owned them first, and then Instagram, Facebook, LinkedIn and Twitter followed. Snapchat should have had it all, and deserved it. But it all went wrong when its USP was stolen.

In its latest move, Snapchat is attempting to keep up with TikTok by letting users add music to their snaps. Should TikTok worry? Probably not. But we felt Snap deserved a mention.

### TikTok Throws back to 2004

*13 Going On 30* is remembered for so many things. The thriller dance scene. Razzles. The dollhouse. The six chicks. The impossibly fantastic casting of Christa Allen as a young Jennifer Garner (so good they also shared a role in *Ghosts of Girlfriends Past*).

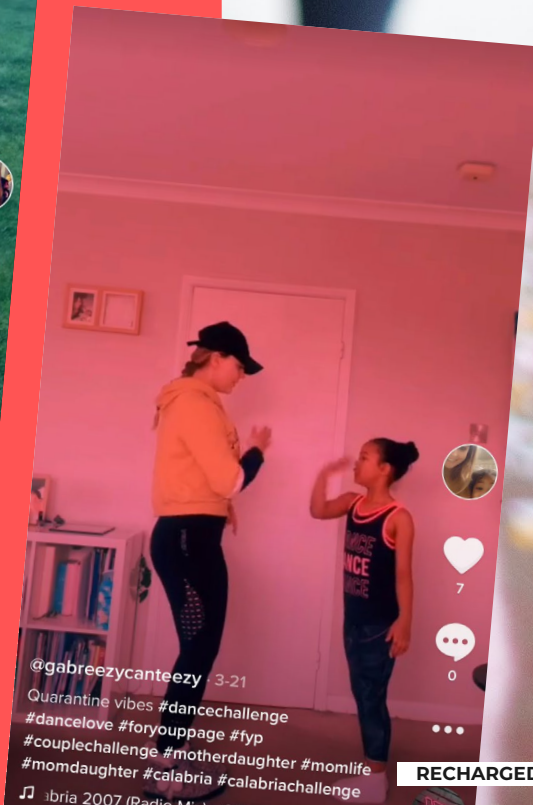
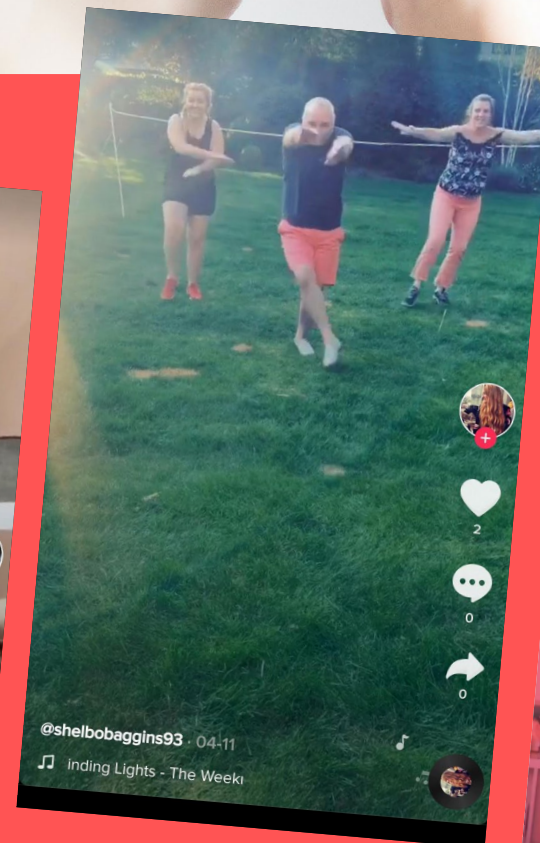
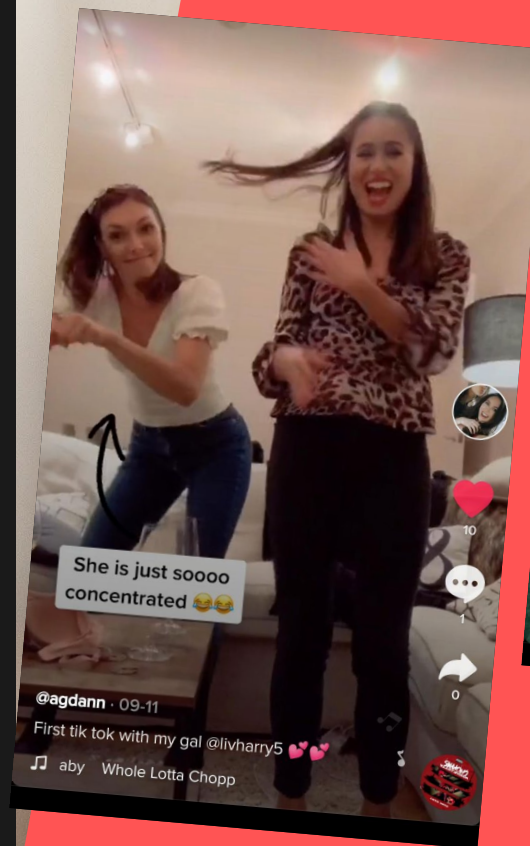
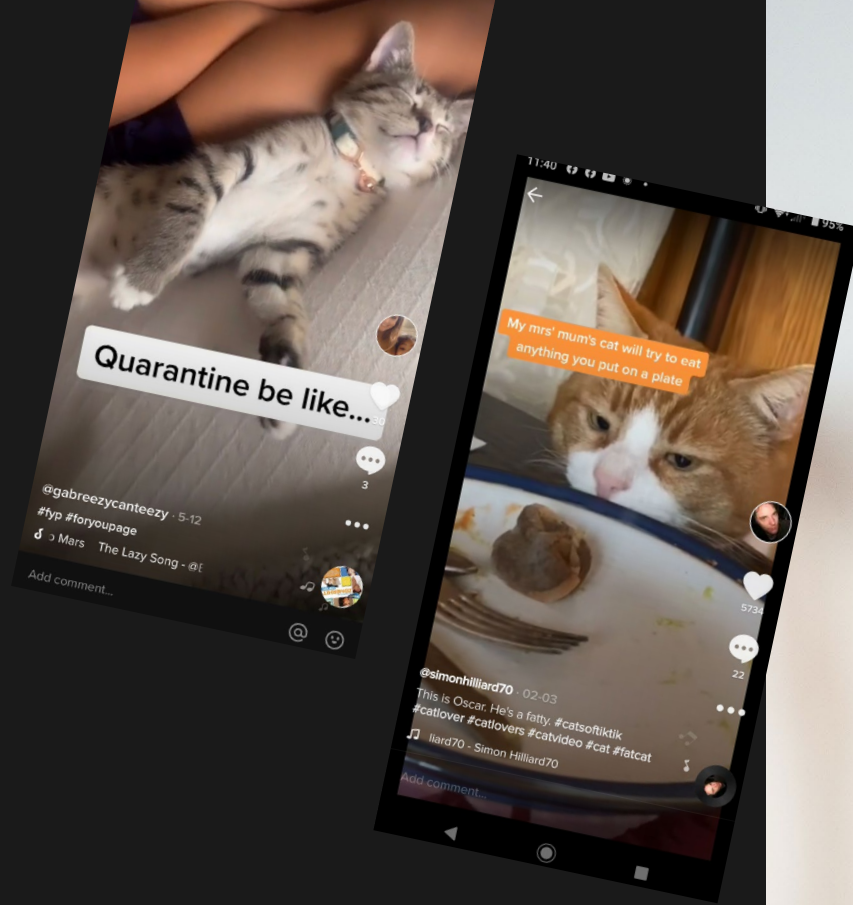
Christa Allen celebrated Halloween this year by recreating some of Jenna's greatest looks on TikTok – and yes, it's *that* dress. Check out her whole TikTok account for a fantastic throwback to the best film from 2004. YES, it is better than *Shrek 2*. Don't @ us.

### TikTok you don't stop

It's been a pretty slow year for most of us, but life moved fast for TikTok. While it has some challenges to overcome, we're backing the platform that's had the fastest user growth in recent history. We're sure to see much more from TikTok in months to come, so to quote Ke\$ha: "the party don't stop."

Between January 2018 and August 2020, the number of TikTok users in the US **increased by nearly 800%**

By: Yia O'Riordan, Account Manager, Fever



AUG

SEPT

OCT



# FIVE THINGS

TO CONSIDER BEFORE  
PUTTING YOUR BRAND ON

# TikTok

Are you and TikTok a match  
made in social heaven?  
Read our five tips to find out...

## 1. Think about your audience

A year or so ago, there's a good chance you hadn't heard of TikTok, or if you had it was from the lips of a teenage family member. It's true that TikTok was way more popular in schools and dimly-lit bedrooms initially, but its explosion in use and headline-hitting stats and memes have meant many older users have joined the platform.

Need proof? The hashtag #over30 has over 8 billion views to date. In short, don't write off TikTok as something purely for clothing and make-up brands with low-cost products. There's a growing audience that's crying out for entertainment, so if you're a brand that can do that, it's an opportunity for you.

## 2. Take a look at trends

If you're starting a brand on TikTok, the content has to be right. One area that can feed your inspiration is trends. It feels like there's a new trend or challenge on TikTok every other day, usually coupled with a particular track or music clip. Keep an eye on these and look for ways for your brand to get involved.

For example, the #whatIdwear hashtag has over 3 billion views, with users showing what they'd put on in certain situations – on a date, to work, to exercise, and so on. This is obviously a great trend for clothing brands to get involved with, but thinking more broadly, any entertainment brand can challenge people to show how'd they'd dress if they were in certain shows or movies. Similarly, gaming publishers can challenge people to dress up as popular franchise characters (cosplay is also pretty prominent on TikTok).

One of the stranger trends lately was #duckpancakes. Started by user sabrinacorrinx, it's a 'food hack' whereby Chinese takeaway duck pancakes are eaten by piling the fillings, duck and all, on to a fork, placing a pancake over your mouth, and pushing the fork through. Naturally, if you're a food brand – especially a takeaway brand – coming up with your own hack could nab you some serious traction.

These are just a few examples, with new trends emerging all the time – so keep an eye on that 'For You' page (fyp).

## 3. Tap into your existing influencers

Assuming your brand has some form of influencer or creator marketing on the go, take a look at how many of them are on TikTok, and what they're up to.

As we've seen above, some of the biggest trends that emerge on TikTok start with its users – that's really where the power and appeal of the platform come from.

There's a good chance your influencers, especially if they're the more creative types, are already on or considering TikTok usage. Many are already cross-posting content from Instagram or vice versa, which is why you might have noticed TikTok-formatted videos creeping into your Instagram search page. If you can combine a popular challenge with one of your creators, you're on to a winner. Alternatively, the best brand content often comes from creators who are given an open brief, so it's a good idea to ask them what works for their TikTok audience and build from there.

## 4. Hashtag Challenges

There are several ways to advertise on TikTok, and likely more to come, but Hashtag Challenges are unique to the platform because they centre on UGC.

The idea of a challenge is to get users on the platform to create UGC using a specific hashtag, which results in a page where the content is curated, and views are counted. This can be a dance challenge, duet, 'glow up' – anything that works with your brand and sits naturally within the TikTok community.

Anyone can create a challenge at any time, but a Branded Hashtags Challenge gives you the backing of TikTok ads, which invite people to participate and slide seamlessly into a fyp (provided you've got your content right). This ups the likelihood you'll see a high volume of people participating. You can also involve TikTok creators who can kick-start your challenge and even act challenge.

Branded Hashtag Challenges are a significant investment, but if you're serious about building a presence on TikTok, they can be a good way to boost it.

## 5. Install it and use it!

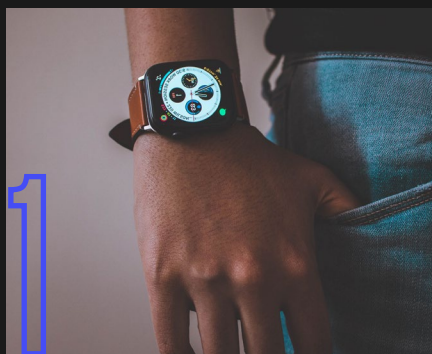
This is the most important thing: try TikTok for yourself. Get to know the difference between the Following and For You pages, check out the different types of content – we've barely scratched the surface of it, as there's a whole world of duets, react videos and UGC to explore – and check out what other brands and creators are doing. Immerse yourself for a month or two and build from there.



# THE TECH TRENDS

## YOU NEED TO KNOW FOR 2021

We might still be waiting for a device that can predict the future, but technology has a useful habit of pointing us in the direction things are headed. With a new year just around the corner, here are the things we expect to dominate the tech world over the next 12 months... and beyond.



### 1 Next-level health tracking

Wearables have come a long way since they first sat on your wrist and counted how many steps you took to the vending machine. For brands to make them seem less like luxuries, the most capable devices now come packed with wellness features that only doctors would have been au fait with a few months ago. ECG-based heart rate, skin temperature, stress levels, and SpO2, which measures the amount of oxygen in your blood, are just the beginning when it comes to health-tracking, and will soon filter down into less expensive wearable devices. It'll be like having a tiny GP on your arm.



### 2 5G goes mainstream

5G isn't expected to reach even a third of the world's population until 2025, but if there's one thing that's sure to make it go big, it's the backing of Apple. Its new range of iPhones has low-latency/ high-bandwidth/super-fast connectivity inside, which means that people who were unaware of it or not especially concerned about it will now become customers. Add that to the whole plethora of Android devices that already support 5G, and its inclusion in other everyday devices such as tablets (the Samsung Galaxy Tab S7+) and laptops (the Lenovo Yoga Flex), and it suddenly looks ready to jump from being tech for early adopters to something you'll discuss with the family over a Sunday roast.



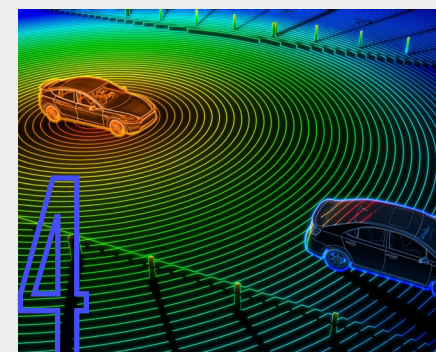
### 3 The generation game

New console generations only come around once every seven or eight years, so the arrival of Sony's PlayStation 5 and Microsoft's Xbox Series X is massive news. Both machines boast multiple teraflops of pixel-pushing power, which means they're capable of filling the latest 8K TVs with ray-traced graphics, smoother frame-rates and more realistic lighting effects than ever before, with lightning-fast loading times and backwards compatibility for old games to boot. But consoles are about far more than games, so with 4K Blu-ray drives (unless you opt for the digital-only versions) and support for streaming apps from the likes of Netflix and Disney+, both boxes look set to dominate living rooms for years to come.



### 5 Mr. Motivator 2.0

Ever since Joe Wicks woke everybody up with a lockdown PE lesson, people have realised they don't need to fork out for expensive gym memberships to get stacked. There has been an explosion of home fitness apps – many of which require nothing more than your phone or TV and enough room to get your heart rate up without trashing the place. Apple's Fitness+ is out soon, but the already-launched Refine with Alfi features an augmented-reality instructor. With the help of your phone's camera, he'll appear in front of you and guide you through the app's library of classes, including cardio, HIIT, yoga and more.



### 4 Spatial invaders

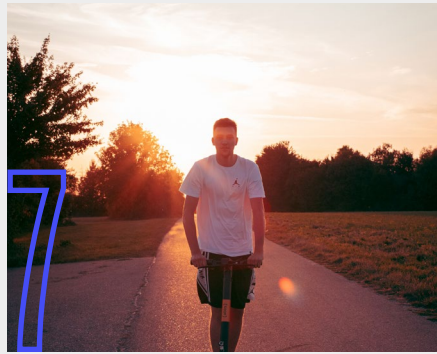
Ultra-wideband (UWB) and LiDAR aren't the kinds of technologies that shift units on their own, but the apps and improvements they enable just might. Both are built into Apple's iPhone 12 Pro and give gadgets a much better understanding of the world immediately around them. UWB's high-speed data transfers allow you to quickly send files between devices just by pointing one at the other, and the tech make wireless tracking tags much more accurate. Meanwhile, LiDAR's sonar-esque powers scan your surroundings to improve the speed of the camera's autofocus in gloomy situations. Plus, it'll make your Snapchat and Instagram selfie filters look all the more convincing.



### 6 Anything but oblong

For the best part of 15 years, almost every smartphone has been a black rectangle with a screen on the front. While 2021 is unlikely to see an influx of circular, triangular or hexagonal handsets (how we miss you, Nokia), there are now signs that manufacturers are ready to get brave again. Samsung's Galaxy Z Flip and Fold use flexible display technology to make big screens more pocketable, while LG's Wing has some neat engineering tricks that allow its swivelling screen to become a controller for gaming, or to give you more control when shooting videos. And then there's Microsoft's Surface Duo; although not definitionally a phone, it's a two-screen folding device that's seriously impressed pundits with its general loveliness. 2021 should see experimental form factors become much more common. Will they take off? Now that's another question.





## 7 Invasion of the e-scooters

With commuters being advised to use alternatives to public transport wherever possible, and various UK cities' 12-month e-scooter trials well underway, the electric two-wheelers are all set to be tearing up the streets by the end of 2021. While they're currently still illegal to ride on UK roads and pavements – one of only three countries in Europe where that's the case – Halfords saw a 96% year-on-year increase in the sales of electric bikes and vehicles at the start of the year, and (anecdotally) they're impossible to miss in just about any major conurbation. The appetite for greener, more effortless personal mobility clearly exists – just don't forget to wear a helmet.



## 8 XR FTW

It's fair to say that virtual reality hasn't quite taken the world by storm – but don't give up on it yet. In the past few months, David Attenborough's new five-part series *Micro Monsters* and an intergalactic dogfighting game set in the *Star Wars* universe called *Squadrons* have been the killer apps that have given VR a new lease of life. Glowing reviews of the latest standalone Oculus device, the Quest 2, suggest accessible (ie: not crazily expensive), high-quality VR is finally here. Combined with improved augmented reality experiences that don't require any extra hardware, such as the BBC's educational *Civilisations AR* app and *Knightfall: AR's* virtual tabletop battles, it looks like the era of extended reality (or XR as it's known) is finally really here.



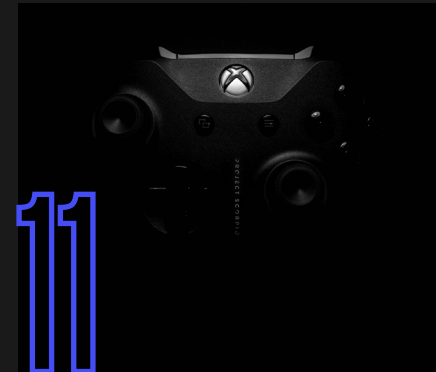
## 9 Beware of the drone

Thanks to affordable Wi-Fi security cameras, smart doorbells and other smart home IoT gadgets, it's never been easier to keep an eye on your house when you're not home – but wouldn't it be better if you had an actual robot security guard on duty? Ring's recently unveiled Always Home Cam adds a 1080p camera to a tiny drone that can fly predetermined patrols of your house or check out any disturbances it detects in the vicinity. It'll only be available in the US at first, but it could only be a matter of time before security drones are putting a guard dog near you out of a job.



## 10 ARMed, not dangerous

Is Britain's greatest technology export the world wide web? It definitely has a contender in ARM. Borne of the BBC Micro in the early '80s, the chip that powered the Acorn Archimedes has come a long way, and is now the de facto processor choice for just about any smart object – phones, drones, tablets, thermostats, sensors, TVs, media players, VR headsets, and much more besides. 'Proper' computers have been the one hold-out against the ARM incursion, but with the introduction of ARM-based Apple Mac laptops, that's finally changed. The promise of 'Apple Silicon'-powered MacBook Airs, Pros and Minis is much better battery life and superior performance when compared with the Intel incumbents, and the initial reviews are breathlessly positive. This could mark a major turning point.



## 11

### Accessible all areas

When a new games console is launched it's usually the graphical power inside that gets all the headlines. But there's much more to Microsoft's new Xbox Series X than pure grunt. Round the back you'll find tactile markers next to each of its ports, which are designed to make it easier for those with impaired vision to plug everything in. In the world of video conferencing, Nvidia's new Maxine platform includes real-time translation, automatic face-alignment and AI-powered video compression – all things that could make home working more accessible to people around the world. In 2021 and beyond, these kinds of thoughtful features will start to become just as important as processor speed and connectivity.

“Nvidia's new Maxine platform includes real-time translation, automatic face alignment and AI-powered video compression – all things that could make home working more accessible to people around the world”

By: Tom Wiggins, freelance journalist  
 @wiggowiggo



# THE Fever

## x **NB** NELSON BOSTOCK REVIEW

**Why knockout creative ideas and over 40 years of tech expertise make a winning combo for your brand**

**Our rating:** ★★★★★

**However you cut it, Fever and Nelson Bostock have impressive experience in consumer tech comms.** One agency has an outstanding reputation for its creativity and insight-led ideas, the other for its exhaustive media knowledge and heritage in tech and corporate communications. Between them they have worked in consumer technology for almost half a century.

Fever has found its way into every area of the consumer technology sector. Whatever the challenge – product launches, consumer events, network rollout or retail activations, you name it – Fever's team always steps up to deliver exceptional results.

Nelson Bostock offers an environment where people and ideas thrive. From managing some of the UK's most high-profile press offices (Google, BT, EE), to launching EMEA-wide integrated PR and content campaigns for Canon, through to building the profiles of the hottest tech start-ups, it's proven ready and able to meet any comms or marketing requirement throughout its 33-year history.

Not familiar with the impressive client base? Between them, Fever and Nelson Bostock have launched some of the biggest consumer tech and gaming products of the past two decades: EE's 4G and 5G networks, YouTube Music (UK Launch), PlayStation 4, NOW TV, Sky Q, Sky's Mobile network, Toshiba's first 4K TV, Canon's radical EOS R camera system, Jaybird Vista (UK launch), Ultimate Ears speakers, Fender's American Ultra guitar, and over 50 smartphones and connected devices from Sony, HTC and EE.

**Fever x Nelson Bostock brings the best of both together: the full weight of each agency's experience, expertise, contacts and creativity, all in one seamless package.**

Want to know why Fever x Nelson Bostock is the ideal agency for you in 2021? Read on...



### Specs

- **Location:** Soho, London
- **Headcount:** 100+
- **Combined Years' Experience:** 40+
- **Available:** now

### The team



#### **Simon Hilliard Director**

Simon has 14 years' experience in the consumer tech space, building and implementing campaigns for a range of clients – from start-ups in East London to globally recognised brands.

Simon oversees Fever's consumer tech and gaming portfolio, working with clients to implement creative PR, earned & paid influencer, and social campaigns that drive business results and sales. His experience includes Sony, HTC, Asus, EE, Sky Mobile, and Qualcomm.

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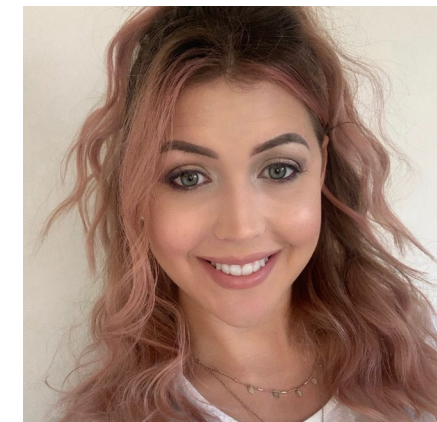


#### **Joe Dawes Associate Director**

Joe has over a decade of PR experience working alongside some of the biggest tech brands. He has worked on countless high-profile product launches and consumer campaigns, combining media and influencer relations, social and content creation. His work with the likes of Google, EE, LG, HTC and Panasonic has resulted in an extensive knowledge of the consumer tech and telco industries, as well as the broader tech media landscape.

Recently, Joe has worked closely with Google Arts & Culture, shaping global comms strategy to showcase the potential of Google's AI and machine learning technologies. He has also worked on several AAA game launches for the likes of Bethesda Softworks, including *Skyrim*, *Fallout: New Vegas* and *RAGE*. A keen gamer, Joe is actively engaged with gaming news and the latest tech trends.

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#### **Gabriella Cantelo Social & Influencer Director**

Gabriella has over 8 years' social marketing and PR experience. She started out delivering social and PR for fintech and creative tech businesses, and moved on to lead social creative and strategy for FMCG, beauty and consumer tech brands. She worked closely with social platforms to launch pioneering formats such as the first Dynamic Creative Optimisation (DCO) campaign on Instagram Stories and the first live Twitter amplify music event.

She also transformed the social accounts of iconic London attractions, where she helped shift brand perception and exploded followings and engagements through a fully integrated PR and social strategy.

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#### **Ash Scott Head of Press**

Ash is a known media hound. She runs press offices for the biggest consumer-facing telecommunications brands in the UK: Virgin Media in the recent past, and BT and EE right now. She's proud of her ability to build and protect brand reputation, and of keeping calm (or even thriving) in a crisis.

Her eye for a story and media contacts book draw continuous praise from her clients, and her quick reactions to the impending news agenda and often sixth sense for the next big trend are unrivalled. When she does have downtime, it's usually spent testing out the latest gadget or gaming for hours on end.

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#### **Will Findlater Head of Content**

Will is an unapologetic tech geek with 17 years' experience in consumer technology. He started out as a journalist on titles such as *What Hi-Fi?* and *Stuff*, where as Editor-in-Chief he was responsible for the total editorial output of the brand.

In recent years Will has switched to comms and marketing, working with the likes of LG, Huawei and SEAT in Haymarket's branded content team and leading content strategy and planning at Canon EMEA. He's now Head of Content at Nelson Bostock, where he leads a team of strategists and creators who plan and produce written, video and audio content for leading technology brands.

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# THE REVIEW CONTD.

## Key features

Working as a single team, Fever x NB takes an integrated approach to comms, combining the best in traditional PR and earned media relations with deep expertise in influencer marketing, social and content. Whether it's generating PR and media coverage, driving web traffic, boosting product and service discovery, improving organic SEO ranking, building out an editorial content program, shifting brand perception or generating sales, its team can support your business needs.

## Consumer experts

Fever x NB doesn't believe in PR for PR's sake. Its campaigns are based on real audience insights into how consumers discover new products and services. By applying the best analytics tools and staying abreast of the biggest micro and macro trends, it unearths the behaviours and consumer truths that inspire campaign creatives with impact.

## Media mavens

Earned media and influencer relations remain right at the heart of Fever x NB's offering, combining knowledge of what consumers want from tech products with an extensive book of journalist and influencer contacts.

Media and influencers alike are big fans of its 100-strong, central London-based team. *The Daily Star* says, "We have a really great relationship with the brilliant team at Fever PR that we've built over a number of years."

Whether the need is news generation, features placement, profiling, product reviews, content creation or influencer engagement, it has the right team capable of delivering the right story.

## Social and content trailblazers

Fever x NB knows what works on owned as well as earned media. It draws on creative, strategic and editorial expertise to plan and execute multi-channel content campaigns that span digital, social and print channels – making target audiences laugh, think, understand and buy.

## Visual storytellers

Fever x NB understands how to create visual that tell a brand story effectively. From photography and illustration, to video and GIFs, every campaign it creates has the right content for the channels it's using and audiences it's targeting.

## Thinkers and makers

Its in-house studio is purpose-built to develop PR, marketing and editorial assets: photography, GIFs, video and animation (short/long form), social tiles, interactives, brochures, messaging documents, web, ad and email copy and marketing and product collateral.

## Designed to scale

Fever x NB is set up to work with everyone from start-ups looking to establish a brand, through to market-leaders and household names.

## Part of something much bigger

Fever x NB are part of UNLIMITED, a fully integrated agency group with Human Understanding at the heart. Its four divisions – marketing, communications, insight & analytics, and digital – drive its creativity and define its solutions. Its mission is to create genuine business advantage for clients, which it does by uncovering behaviour-led insights via its Human Understanding Lab.

All divisions work together seamlessly, so when you tap into the comms talent at Fever x NB, you also tap into a broad swathe of award-winning marketing communications, research and digital capabilities.

**Fever**  
x **NB** NELSON  
BOSTOCK

## Display (cabinet)

Fever PR is no stranger to industry recognition. It has 10 industry award wins under its belt from 2019 alone, including *The Drum's* Best PR Campaign, PRCA National Awards 2019 Consumer Technology Campaign Award, *PR Week's* 2019 Marketing Communications Sports, Entertainment, Art and Media Award, and PR Week's Best Places to Work. Its work continues to grab headlines and the recognition it deserves.

Nelson Bostock also gets its fair share of award wins: in 2019 it received a gong for B2B Tech PR Agency of the Year at the Computer Tech and Innovation Awards, and was shortlisted for *PR Moment's* Tech PR Agency of the Year. It's also ranked in the top 10 of *PR Week's* Top 150 Tech PR Agencies.

## Verdict

### + For

- Excellent pitch-coverage ratio
- Stunning creative insights
- Superb brand experience
- Combined PR, social, influencer and content agency
- Extensive measurement capabilities
- Award-winning

### □ Against

- It's not currently your agency of record!



**If your consumer tech brand needs  
love and attention, drop us a line on  
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Design: Lauren Gibbons, Head of Studio, Nelson Bostock