



Q2 2023

Activation Breakdown™

**How Lacoste's TikTok
Following Grew by +8467%
in 1 Year**

OWNED CHANNELS

TIKTOK

Purpose of This Research

To identify the content and marketing strategy that contributed to the TikTok growth of Lacoste:

- ✓ Assess key growth periods
- ✓ Identify factors behind successful growth
- ✓ Highlight applicable tactics and content opportunities

Why Examine **Lacoste** For TikTok Growth Insights?

- ✓ **Overall Growth.** Lacoste has grown its TikTok following by +8467% from April 2022 to April 2023; that's +490K new followers.
- ✓ **Active Followers.** Lacoste's videos see an average of 248K views and an average of 18K engagements.
- ✓ **Mixed Collaborations.** Lacoste diversifies its media content by collaborating with brands, influencers, and artists.
- ✓ **Organic & Paid.** While their growth tactics are predominantly organic, they have also incorporated paid growth tactics.

Applying Trends & Tactics

Competitor Trends & Tactics:

- ✓ [One viral video](#) with over 7.8M views helped Lacoste gain 113K followers in November 2022.
- ✓ 93% of Lacoste's TikTok videos are [under 30 seconds long](#) and have many different shots within each video.
- ✓ Lacoste [collaborated](#) with [3 brands, influencers, and artists per month](#) to create unique organic posts and products.
- ✓ Lacoste [encourages community](#) by [featuring accounts](#) that tag them in unique and original content that utilizes their brand.
- ✓ Lacoste [films behind-the-scenes content](#) from photoshoots and events to repurpose these experiences into digital assets.
- ✓ Lacoste spent \$559K from April 2022 to March 2023 on TikTok. [96% of the ad spend](#) went towards video ads [under 10 seconds](#).
- ✓ Lacoste's top ad spend was from [this ad](#) that featured actor KJ Apa at 143K and garnered 14M impressions.

Application:

Make it look organic. This video looks and feels like an organic post on TikTok and copies filming styles from viral trends.

Keep it short and sweet. Make videos that contain a large variety of video clips within a short time frame.

Work with creators for UGC & brands for unique collabs to help generate creative content and designs.

Entice your audience to create organic content for your brand by featuring UGC that come from tagged posts.

Film behind-the-scenes content to effectively utilize and repurpose your brand's marketing material.

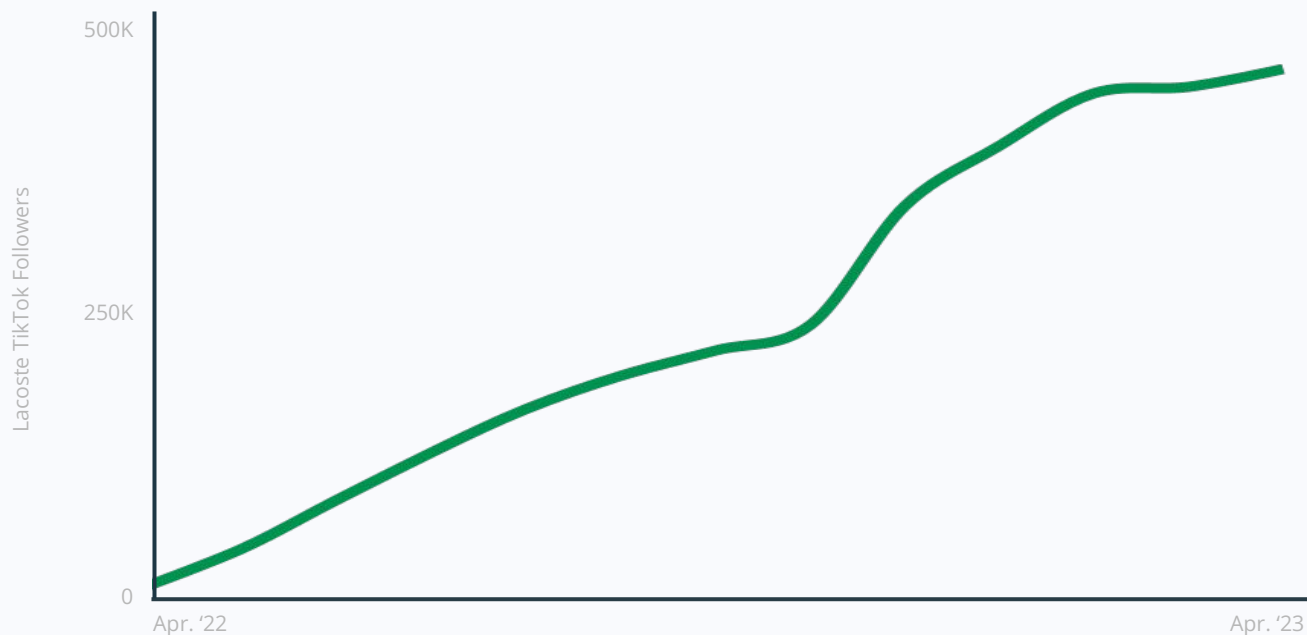
Optimize your ad creatives for TikTok by making ads quick enough to tell an entire story within 10 seconds or less.

Include popular celebrities in the ad and ensure there is movement & music within each frame of the video.

Growth Overview

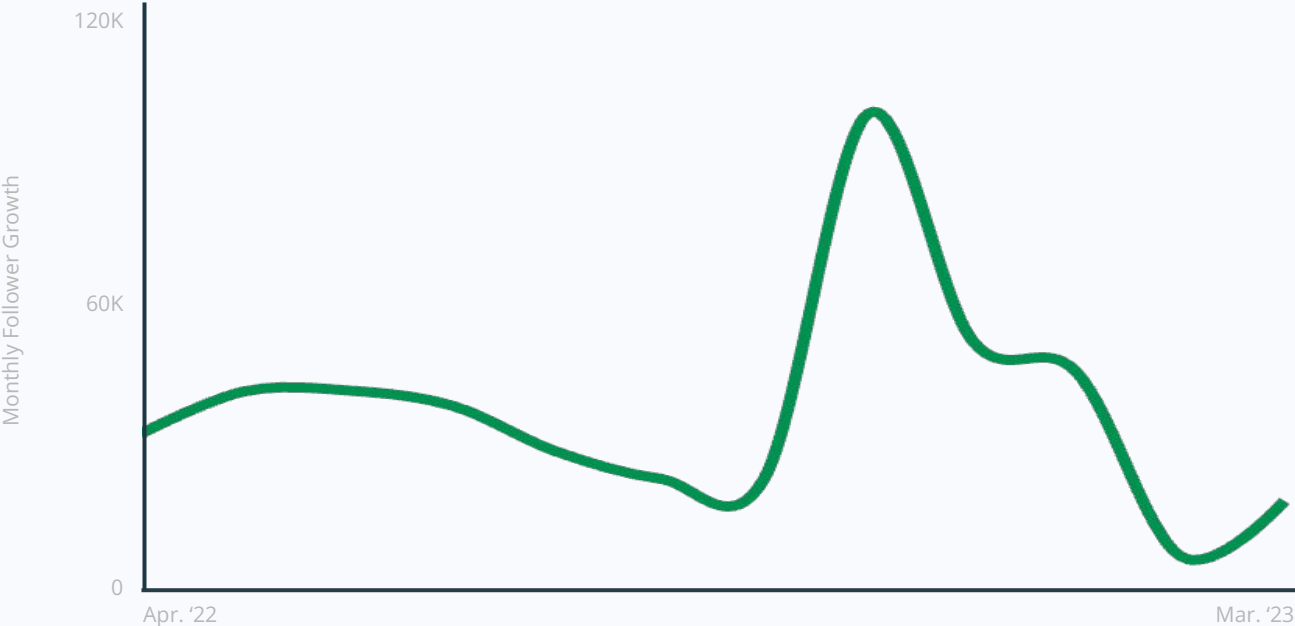


From April 2022 to April 2023, Lacoste has gained **490K** TikTok followers, which is a **+8467% increase YoY**.

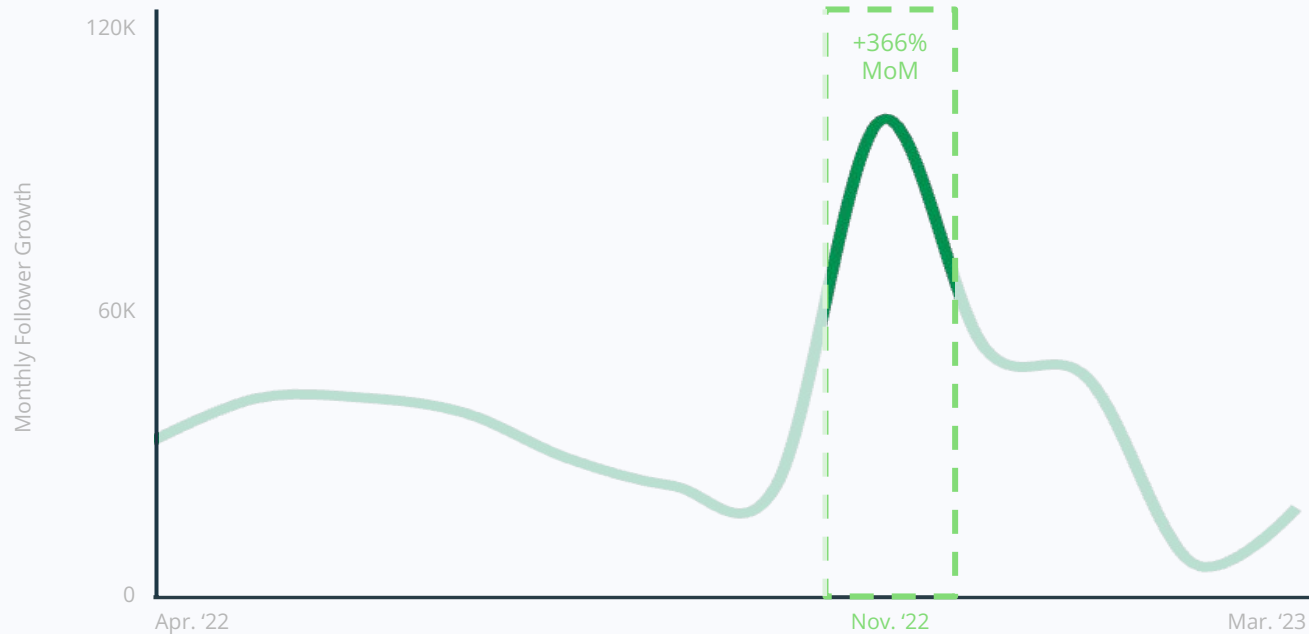


Monthly Gained Followers

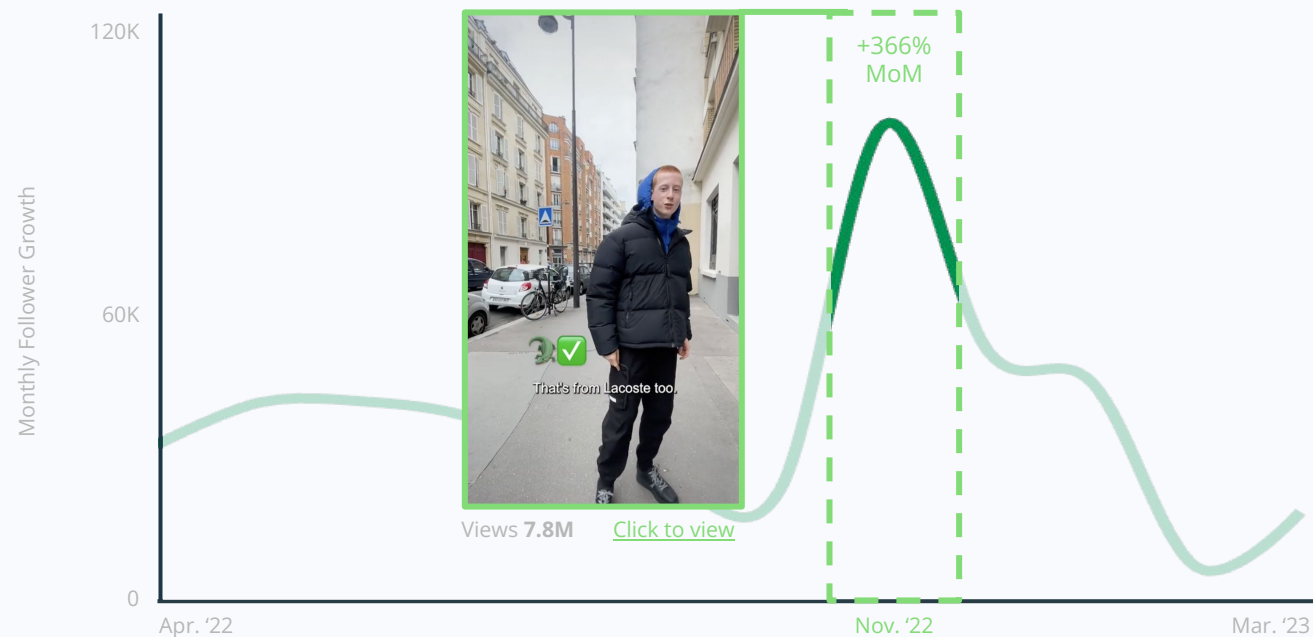
April 2022 - March 2023

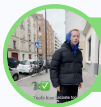


Lacoste saw the largest MoM follower growth spike in **November 2022**, gaining **+113K** followers.



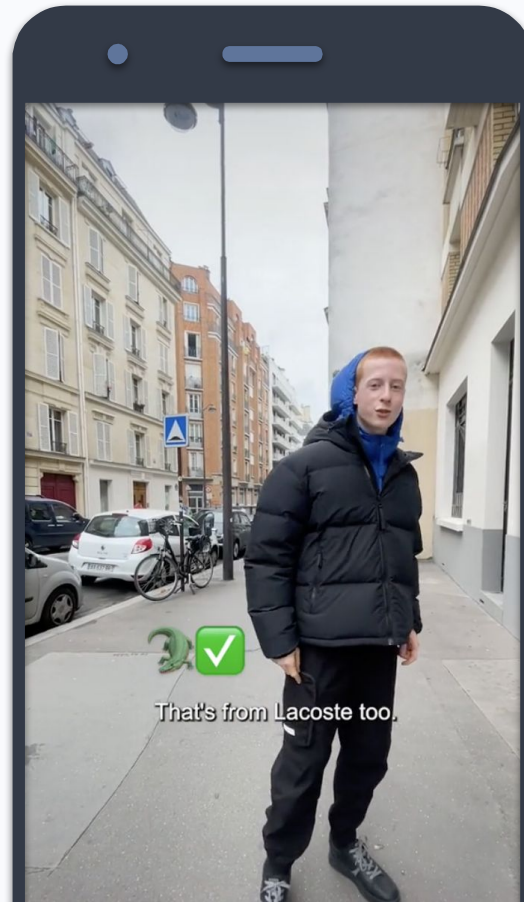
November 2022 had one viral video that amassed 7.8M views and 656K engagements.





This post saw a total of 7.8M views and 656K engagements.

- ✓ **Make it look organic.** This video looks and feels like an organic post on TikTok due to its casual filming quality and style.
- ✓ **Copy viral trends.** This video combines filming templates from these two viral TikTok trends, "what are you wearing" and "what are you listening to". Lacoste adds a humorous twist on it by the cameraman saying "you dropped your keys".
- ✓ **Utilize subtitles.** The video utilizes subtitles to help viewers easily understand the speaker in the video. This is especially helpful for the non-native English speakers who have difficulties understanding accents.



Views

7.8M

Engagements

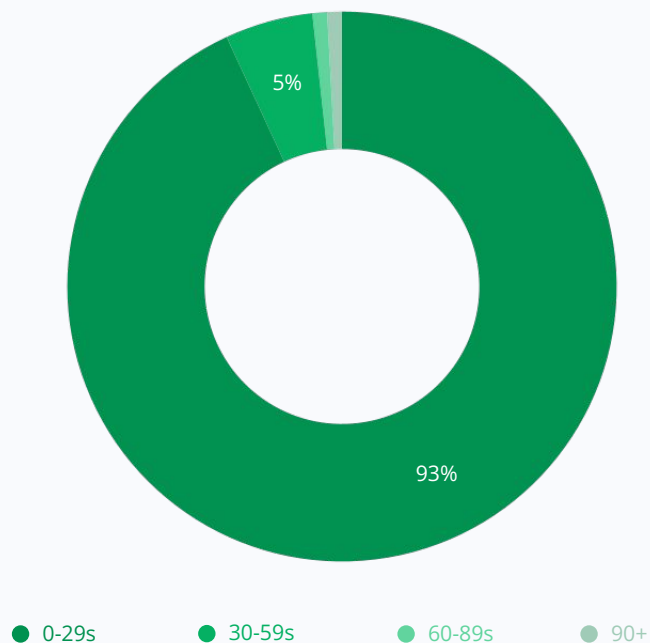
656K

[Click to view](#)

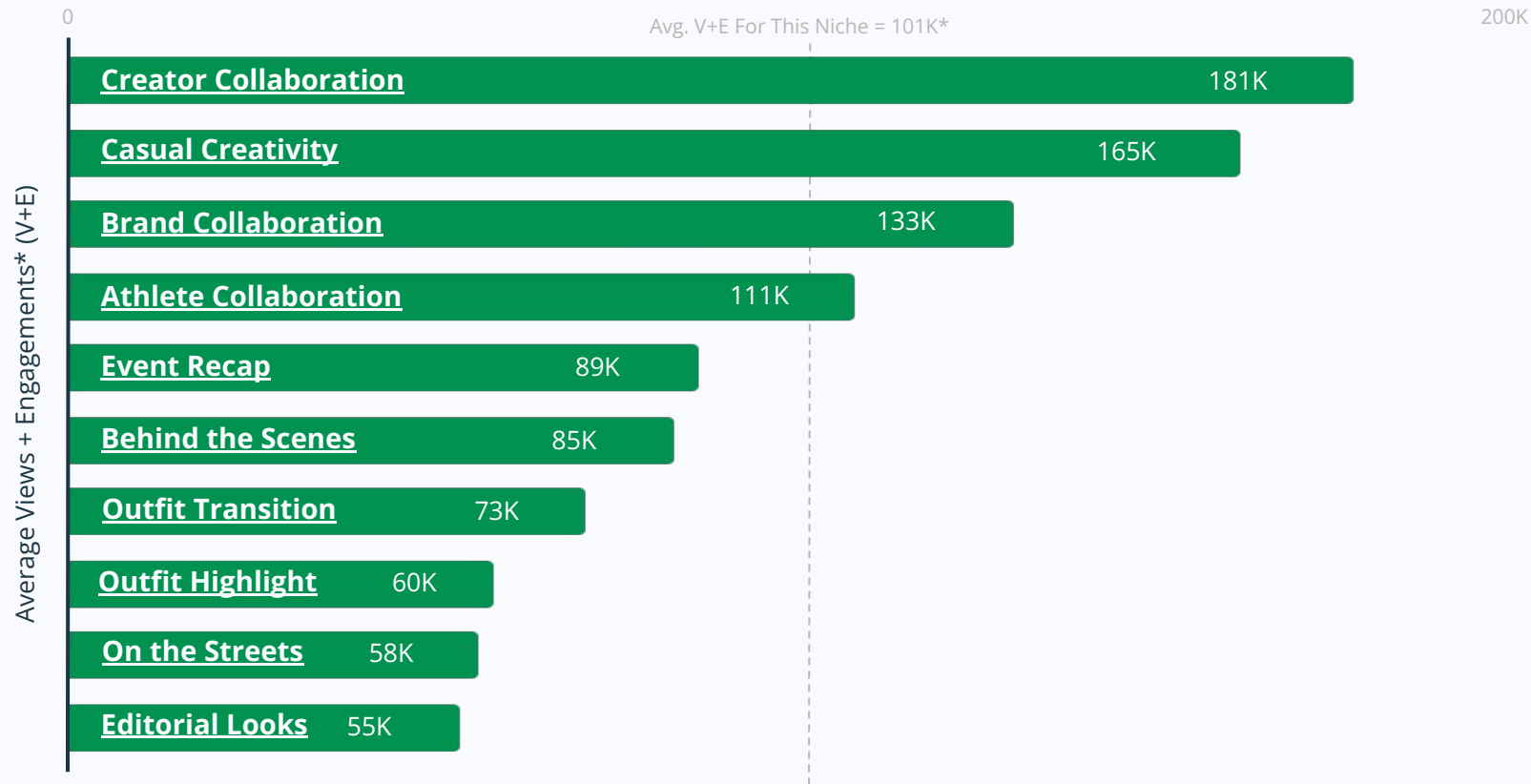
Top-Performing Content and Tactics



93% of Lacoste's posts were 0-29 seconds long (108), followed by 30-59 seconds (6).



Top TikTok Content Themes for Lacoste





Top Content Themes

Top-Performing Categories

Top videos use a mixture of creator and brand **collaborations**.

Creator Collaboration



Views 2.9M

[Click to view](#)

Filler Content



Views 843K

[Click to view](#)

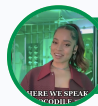
Brand Collaboration



Views 370K

[Click to view](#)

- ✓ Lacoste collaborates with other creators to build content that features their products **but may not be on brand for them to produce themselves**. In [this](#) post with artist [HILLAY](#), they showcase a timelapse of a Lacoste tufted rug being made.
- ✓ Lacoste utilized **repurposed content** by bringing **physical assets to digital** through sharing content created for a [billboard ad](#). Other Casual Creativity content includes the usage of [video transitions](#) to create engaging videos and [video dumps](#).
- ✓ Lacoste **announces collaborations** with brands like [A.P.C.](#) or [Goop](#) through videos that showcase the clothing while keeping it entertaining.

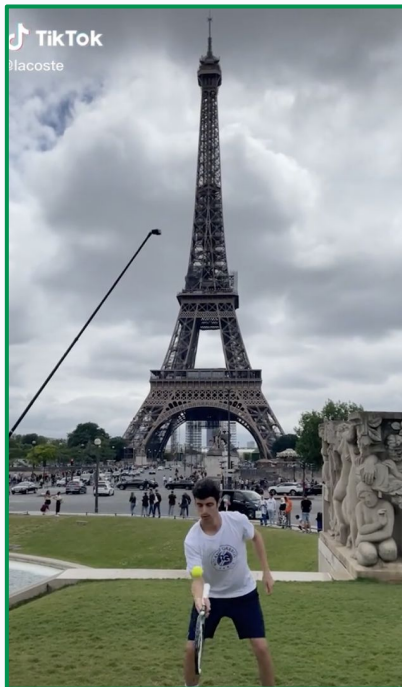


Top Content Themes

Top-Performing Categories

Videos feature **behind-the-scenes** content on campaign shoots & events.

Athlete Collaboration



Views 318K

[Click to view](#)

Event Recap



Views 222K

[Click to view](#)

Behind the Scenes



Views 145K

[Click to view](#)

- ✓ Lacoste **shows viewers behind-the-scenes content** to show [how a video was filmed](#) or [how editorial photoshoots are captured](#).
- ✓ Lacoste utilizes their **ambassadors & models** during a brand event to create a video that **showcases the diversity** of their team and recaps their event.
- ✓ **Athlete ambassadors** such as tennis athlete, Stefan Bojic, was featured in [this video](#) that showed both the BTS content and the edited version.

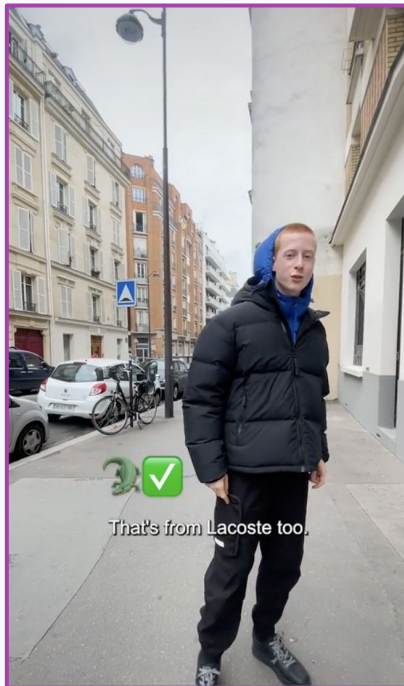


Videos with Highest Views

Top-Performing Videos

Organic-looking content leads the top-performing video content.

On the Streets



Views 7.8M

[Click to view](#)

Sneaker Unboxing Video



Views 7.4M

[Click to view](#)

Creator Collaboration



Views 2.9M

[Click to view](#)

- ✓ Followers enjoy **content filmed on the streets**. Videos in this category feature strangers interacting with the brand in a fun way (like this [“draw a crocodile” challenge](#)).
- ✓ Lacoste does a good job of **replicating viral trends** to fit their brand. [This video](#) follows the [unboxing video trend](#) for their new sneaker collection.
- ✓ Followers love seeing content that showcases a **transformation using creativity and ingenuity**, such as this [upcycling video](#).



Collaborative content leads the top-performing video content.

Outfit Transition



Views **856K**

[Click to View](#)

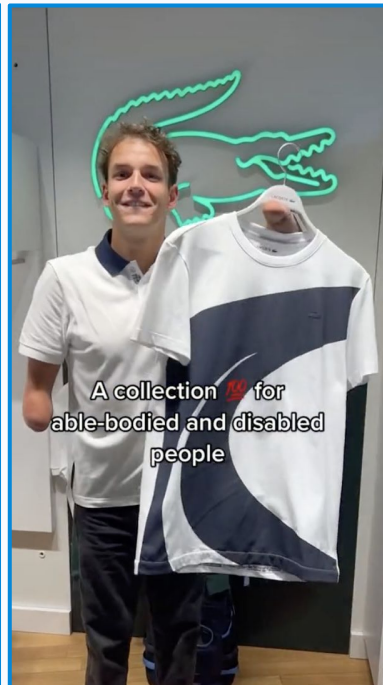
UGC Content



Views **17K**

[Click to View](#)

Limited Edition



Views **40K**

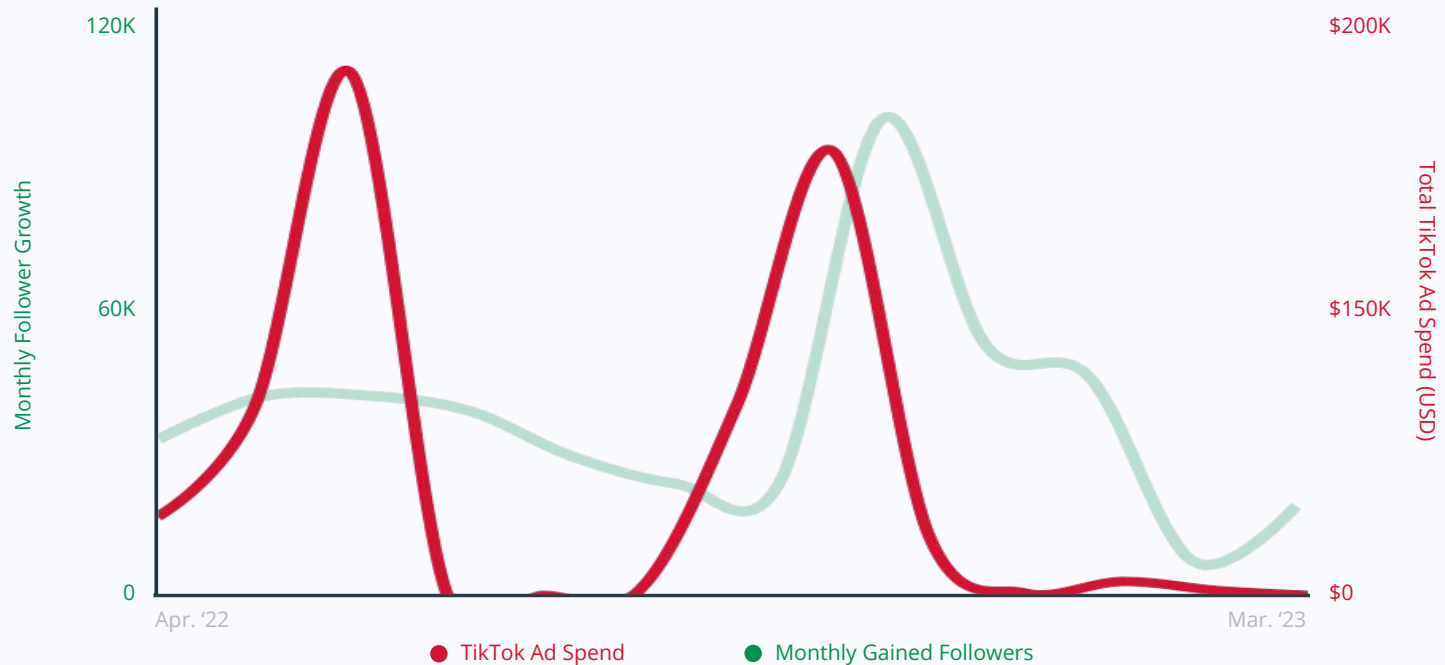
[Click to View](#)

- ✓ Lacoste **collaborates with brands, athletes, and artists** to expand its reach and build community. These collaborations help the brand expand into audiences that don't follow their account.
- ✓ **Build community** with the audience and **encourage creators to film UGC content** by actively sharing the videos that the brand is tagged in.
- ✓ Partner with other brands or influencers to create **limited edition products** that are inclusive and unique.

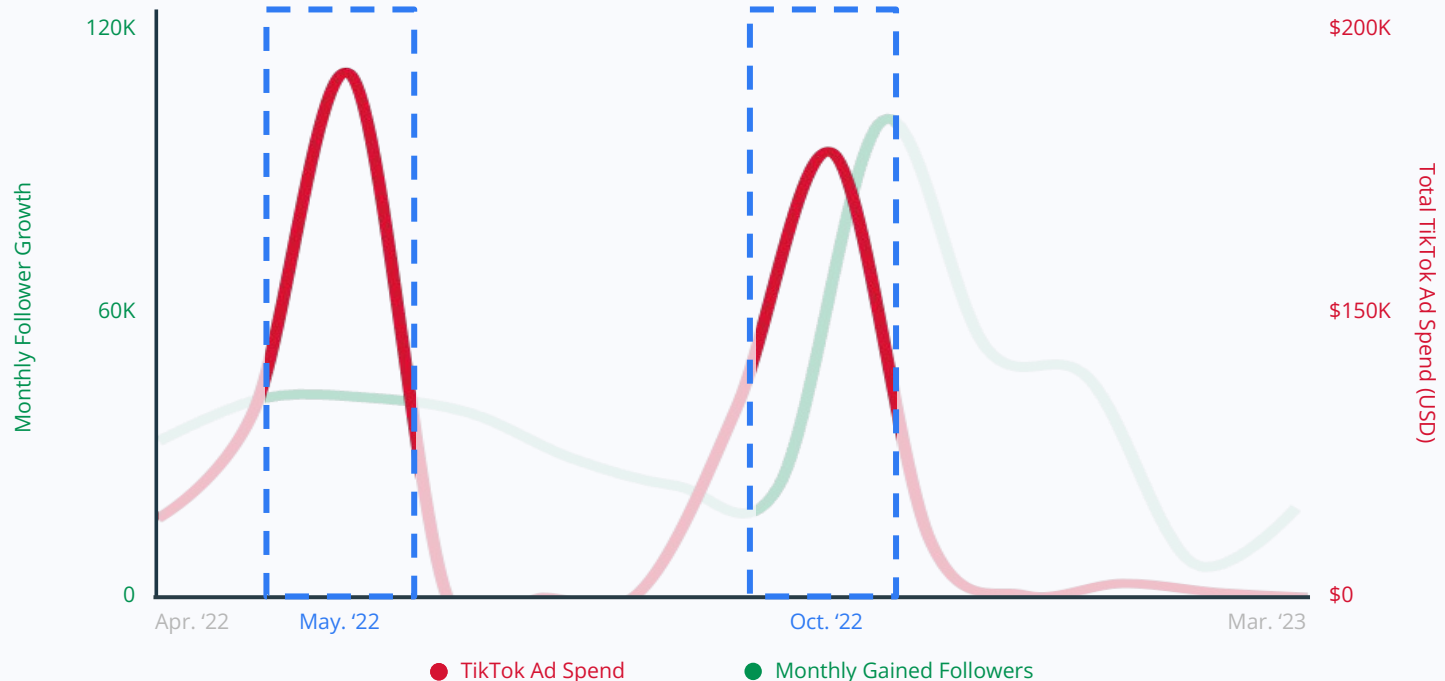
Paid Growth



From April 2022 to March 2023, Lacoste spent **\$559K** on TikTok ads in the United States.

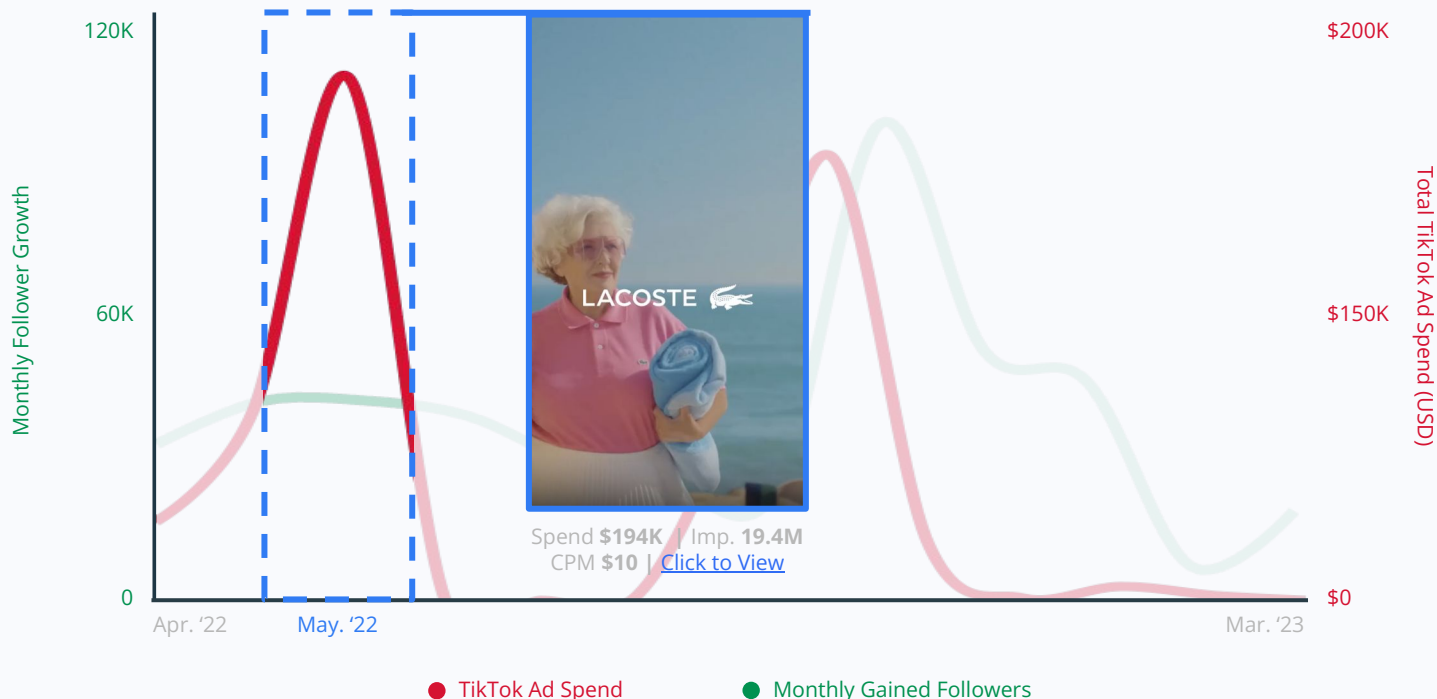


May 2022 and October 2023 are the months with the largest ad spend.



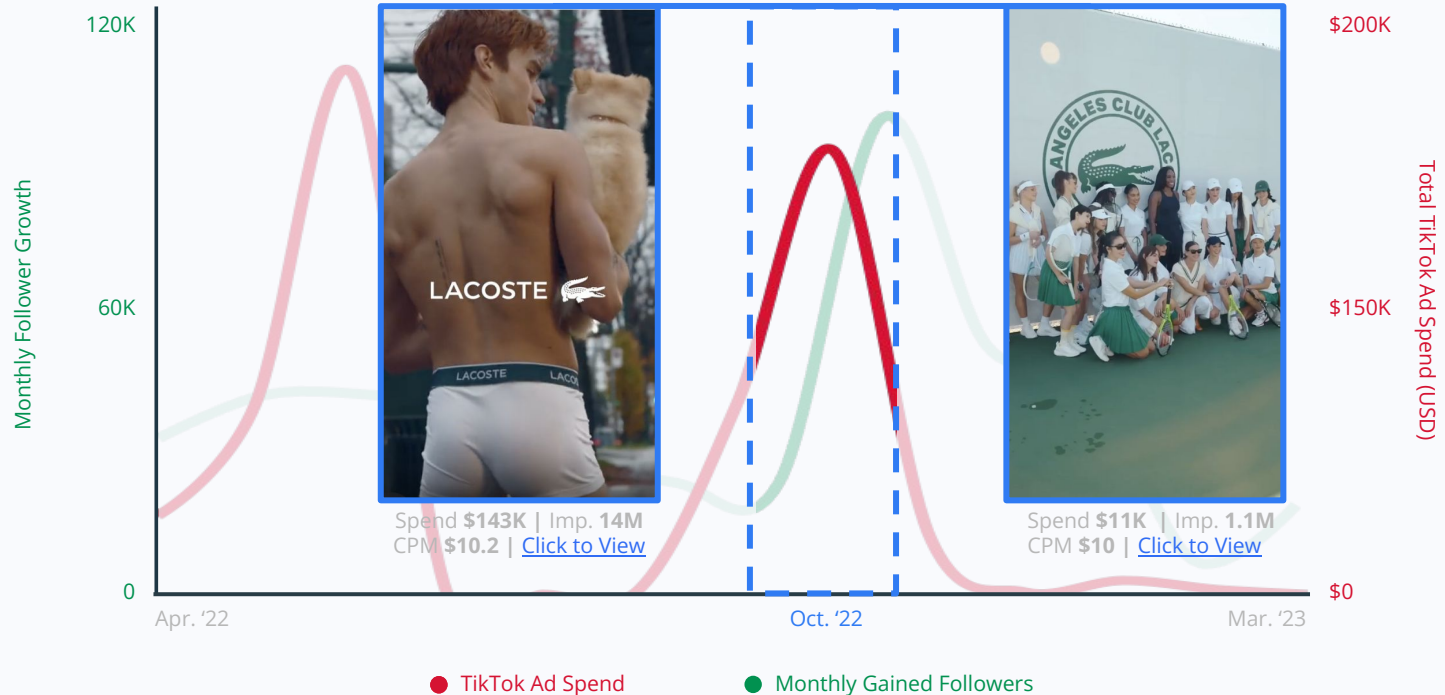
May 2022 saw one sponsored ad at \$194K invested, seeing 19.4M impressions.

The ad features 2 actors of different ages dressed in matching Lacoste outfits running into each other.



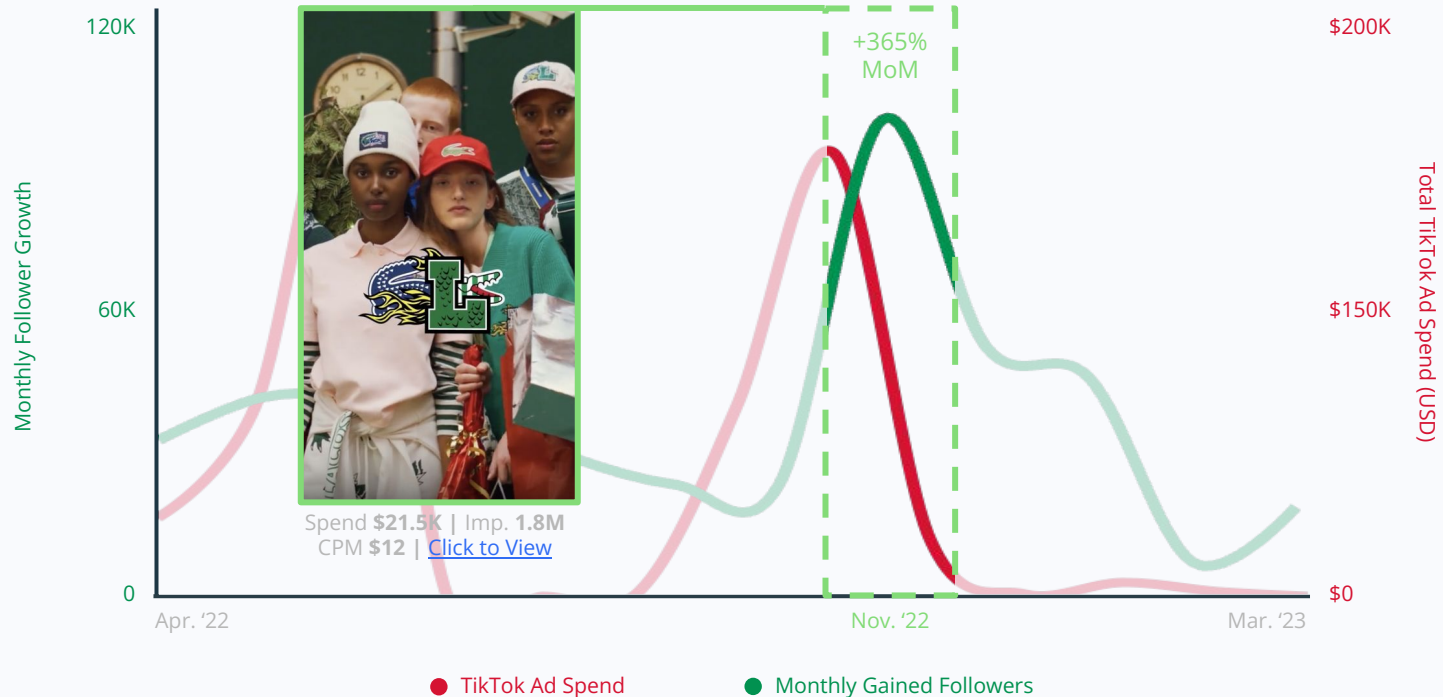
October 2022 saw four ads at \$165K invested, garnering 15.8M impressions.

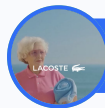
[This ad](#) shows KJ Apa sprinting out of an apartment in his boxers & [this ad](#) shows Lacoste's LA tennis club.



November 2022, which experienced +365% MoM follower growth, saw an ad spend of \$21.5K on one ad.

The ad features an animated Lacoste logo jumping out of the clothing from model to model.

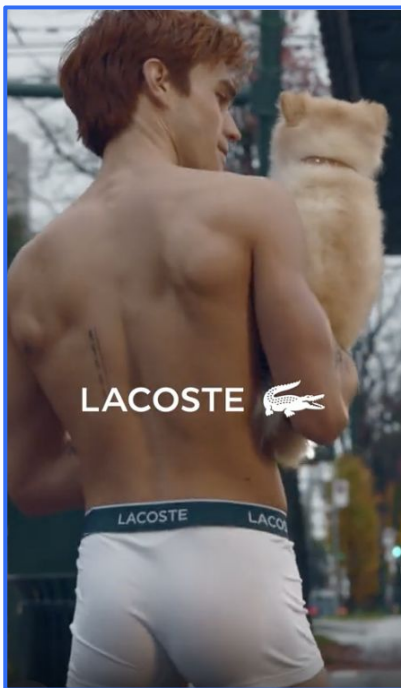




Top ads all **tell a story** within the **6 seconds** of the video ad.



Spend **\$194K** | Imp. **19.4M** | CPM **\$10**
[Click to view](#)



Spend **\$143K** | Imp. **14M** | CPM **\$10.2**
[Click to view](#)



Spend **\$21.5K** | Imp. **1.8M** | CPM **\$12**
[Click to view](#)



Capture attention with movement. The top ads all feature models moving within each frame of the video. In combination with upbeat music, the ads easily capture the attention of the audience.



Make it short and quick. The pace of all the top video ads are quick & short enough to tell an entire story within 6 seconds. This pace is optimized for the TikTok platform, where audiences usually rapidly scroll through the feed.



Feature popular actors. [This ad](#) by Lacoste features KJ Apa.

Lacoste put **96%** of the budget toward ads that were **0-10 seconds**.

