

CASE STUDY

TikTok: Agency Rewards Program

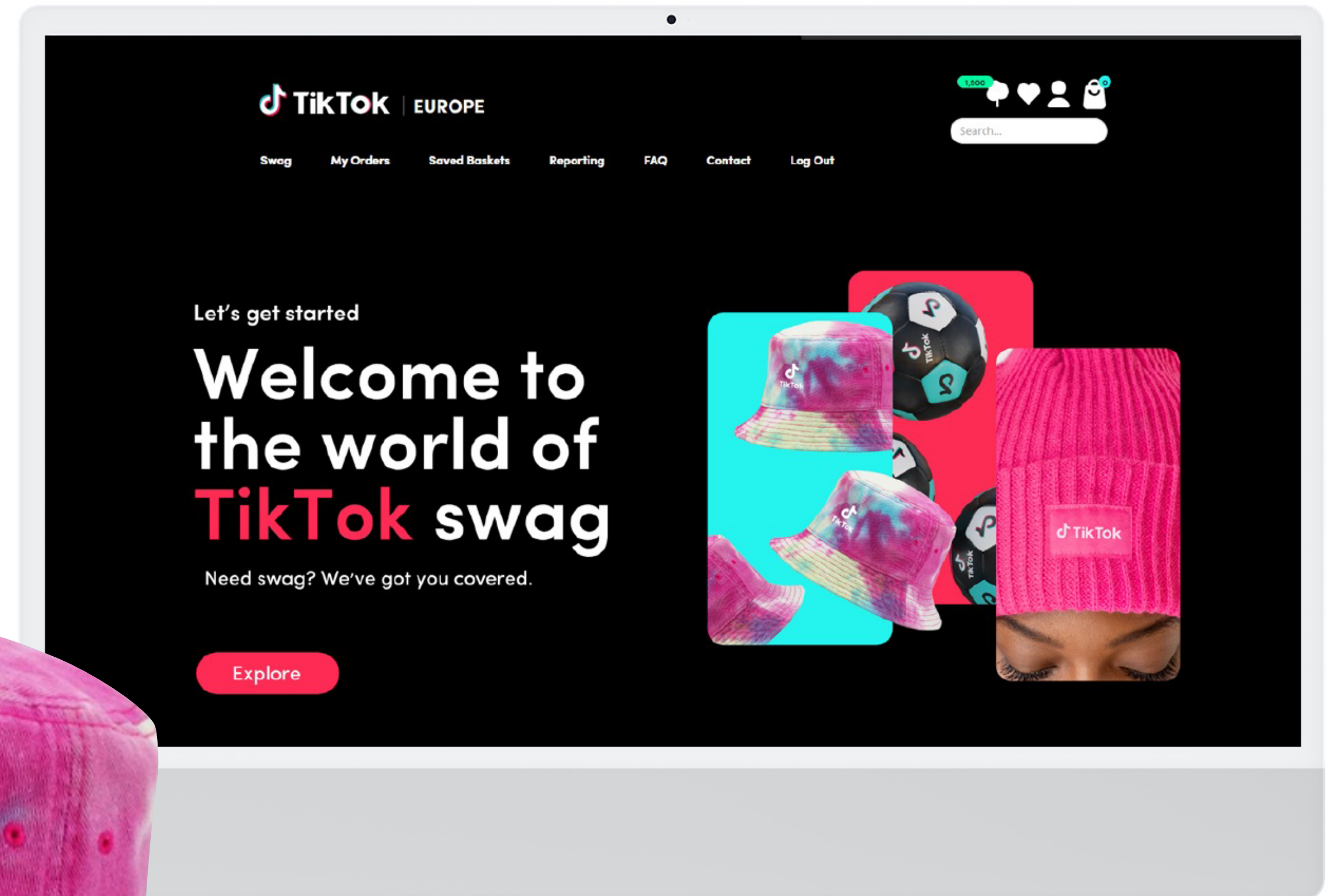
Challenge:

TikTok sought to boost team morale and enhance office culture among its top-performing agencies through the development of quarterly branded gift sets. The goal was to create a seamless process for agencies to claim these sets and distribute them to their teams, while also ensuring the gifts were engaging and reflective of TikTok's creative and vibrant brand.

Solution:

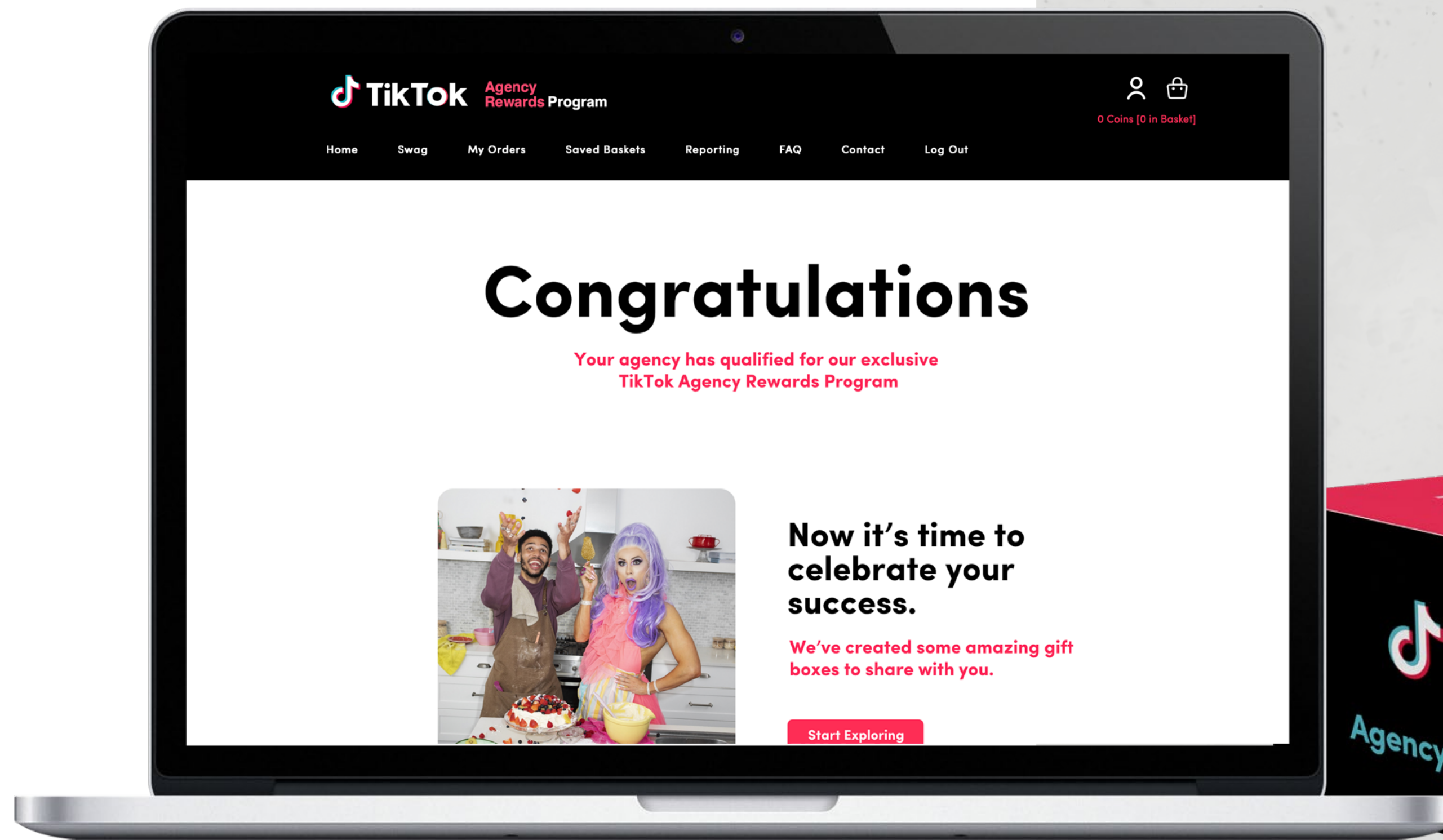
Brand Revolution's merch division, Fluid, designed and launched a fully customized online swag store specifically for TikTok agencies. This platform allowed agencies to log in, explore the curated reward packs, and easily place orders for their teams.

Each pack was thoughtfully designed to deliver a fun and exciting unboxing experience, tailored for TikTok's dynamic culture. These packs featured branded merchandise perfect for showcasing on social media, further driving engagement and promoting a sense of community within the teams.



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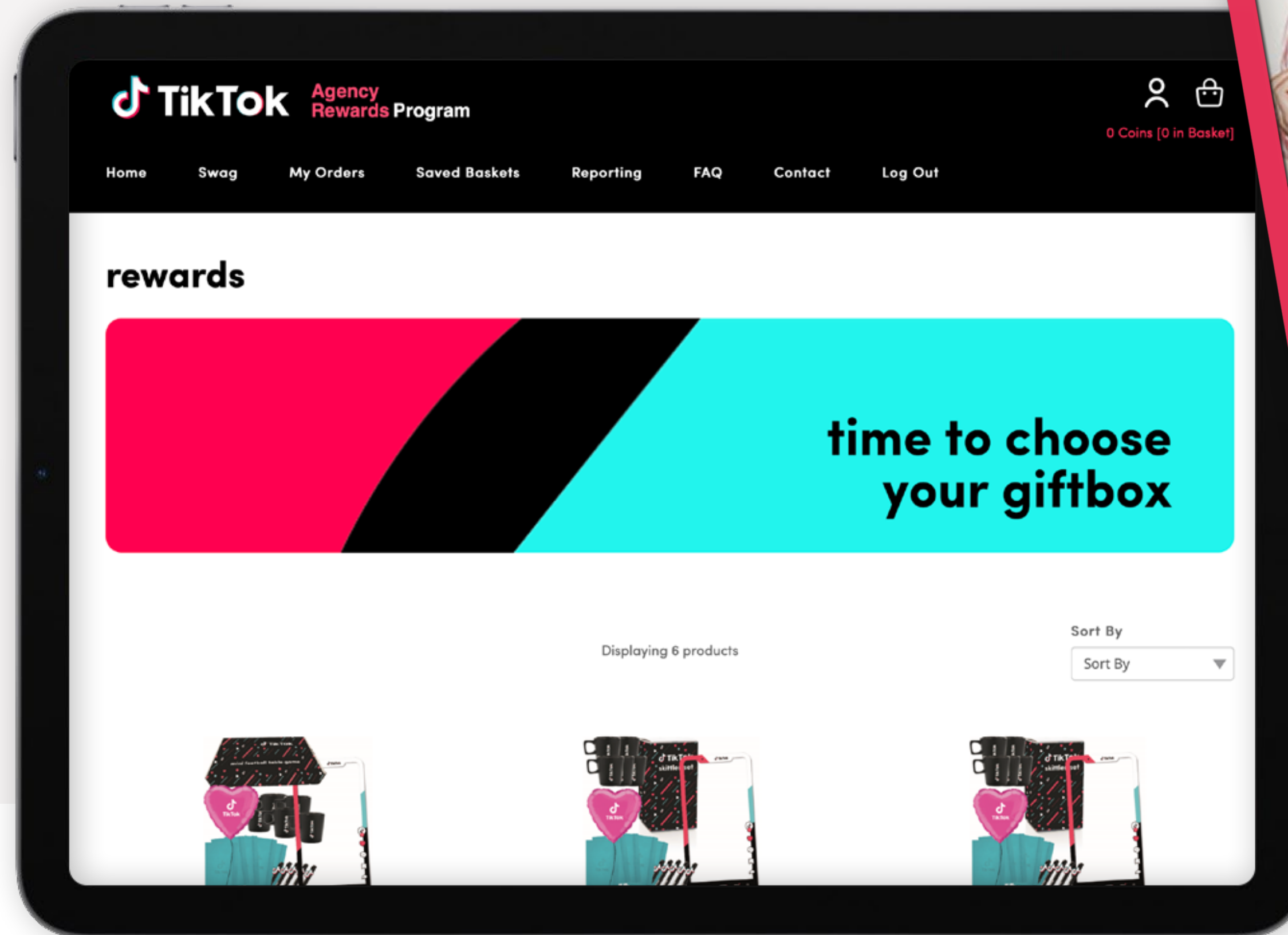
TikTok Agency Rewards Program

As part of TikTok's Agency Rewards Program, agencies earn tiered rewards—silver, gold, or platinum—based on their level of investment in the platform.

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TikTok Agency Rewards Program
Our rewards platform enhanced agency engagement by driving participation and delivering valuable incentives. It helped agencies maintain strong performance and ensured their continued success on the TikTok platform.



BREAK THE MOLD

We are intentionally structured as a collective of experts across diverse mediums.

RETURN ON EMOTION®

Our methodology is based on the fact that 95% of decisions are based on emotion.

RULES TO ENGAGEMENT

We believe that empathy is the cornerstone of every successful partnership, guiding our company's principles of engagement.

COMMUNITY

We are community builders focused on seven key values to make lasting impacts on members.

**MORE
THAN
JUST
MKTG.**

SUSTAINABILITY

Fluid, our merch division, were the first UK promotional products company to gain B Corporation certification. Respecting our employees and the planet is fundamental to how we operate.

ROI

Ultimately, our success directly translates into tangible business outcomes.





CORTEVA
agriscience



DELL Technologies

MERCHANDISE SOLUTIONS

We understand that merchandise solutions are not one-size-fits-all. Our team develops custom concepts and sources items to meet both bespoke and bulk needs. Additionally, we offer easily managed online storefronts featuring in-stock and/or print-on-demand inventory options.

We believe that the right merchandise can solidify brand affinity. Our award-winning promotional products are what we are all about. We design and produce merch for events, new hire kits, brand activations, company stores, and much more.

PROMOTIONAL MERCHANDISE, DOOR OPENERS, SEED PROGRAMS, INFLUENCER SEND OUTS, DIRECT MAIL, GIFTING SUITES, CUSTOMER APPRECIATION, ROOM DROPS, VIRTUAL EXPERIENCE COMPANION BOXES



CAPRISUN



amazon



IBM



HotSchedules

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