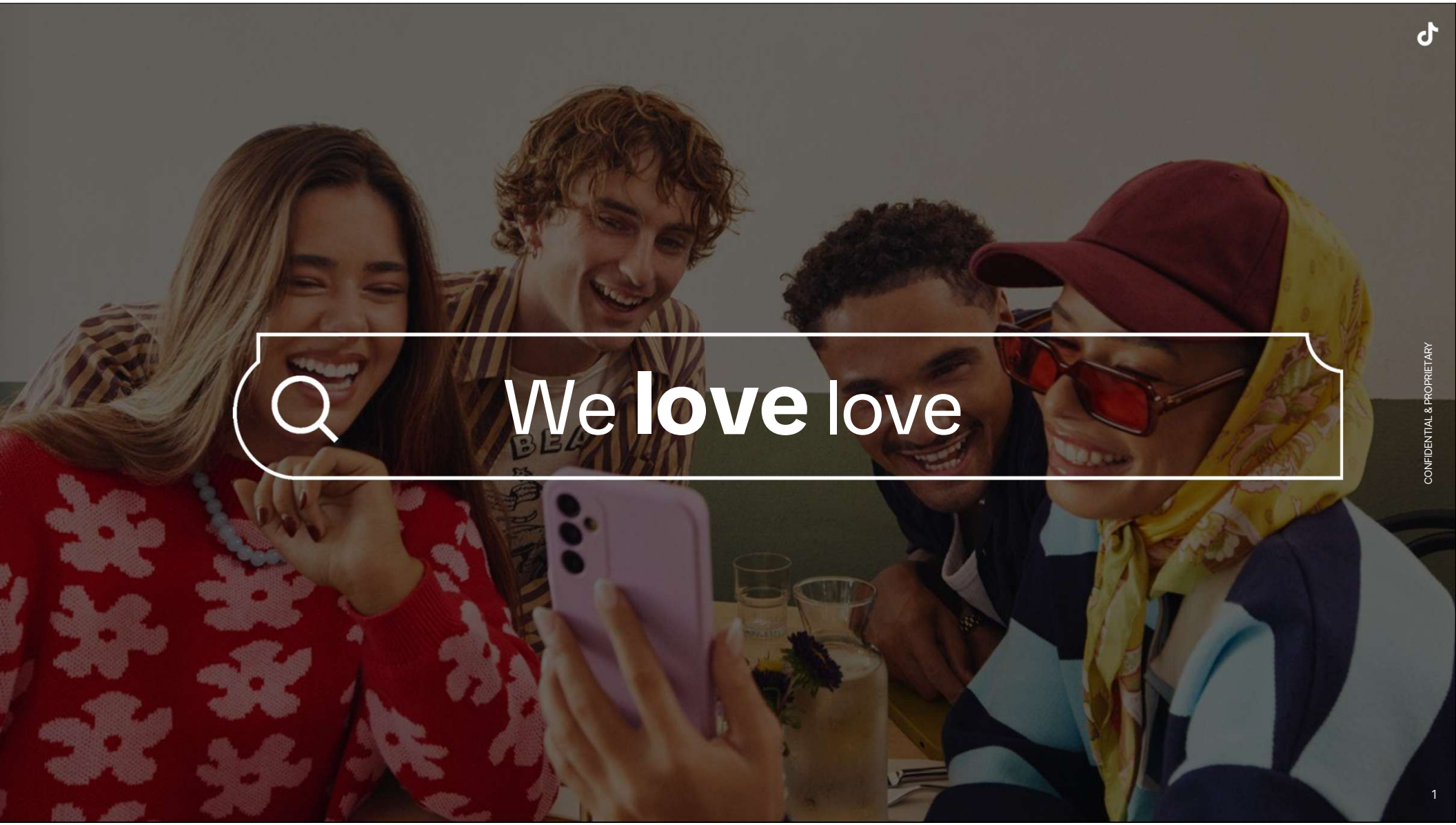
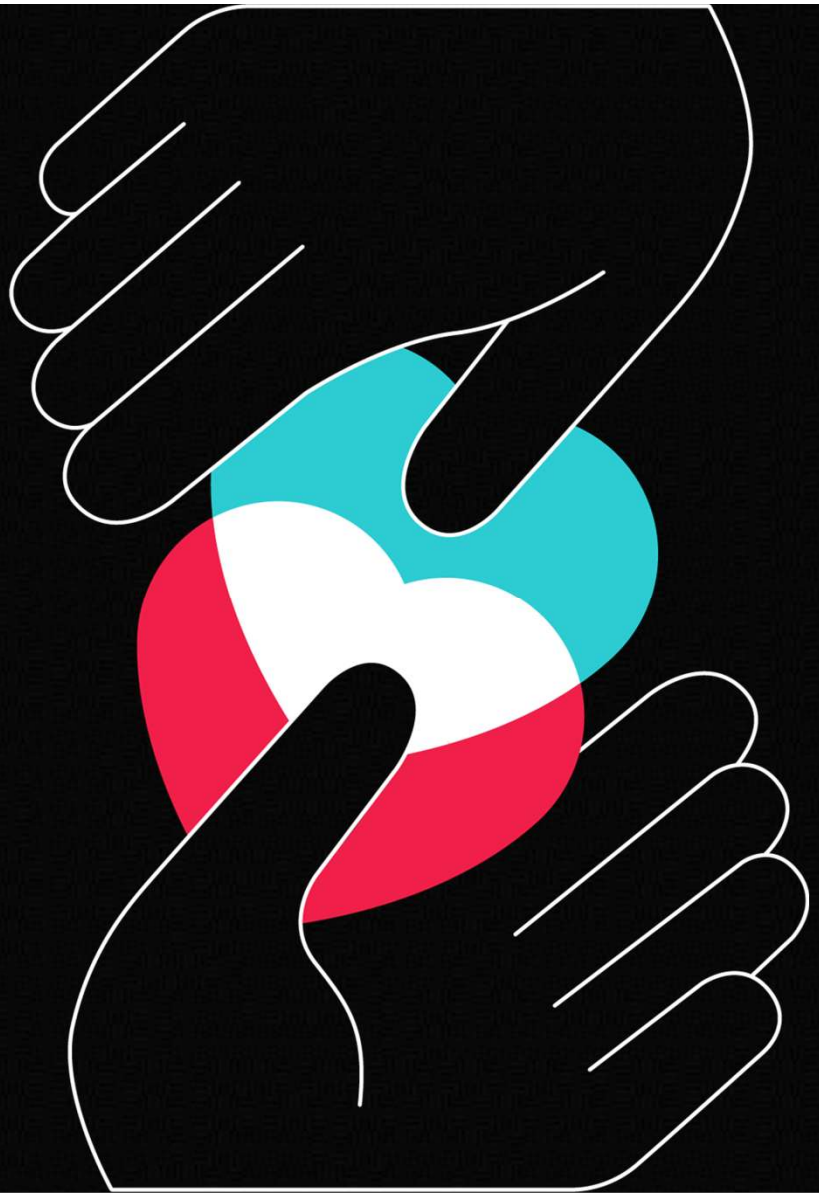


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We love generously

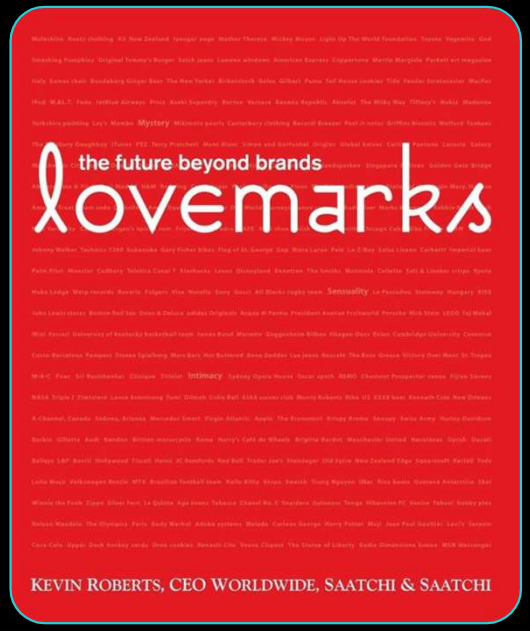


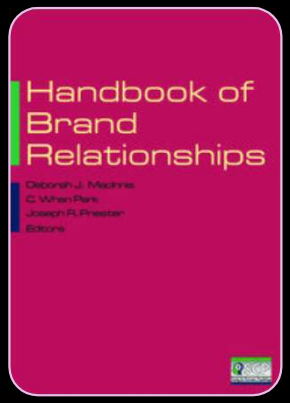
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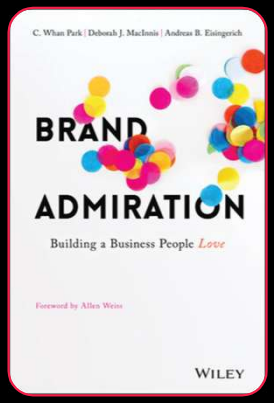
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Then, marketing
fell in love











KANTAR

Where is the (brand) love?

Harvard Business School

How to improve your brand-consumer relationship strategy

ΛM>

Creating a culture of brand love

System1

Will you brand love me tomorrow?

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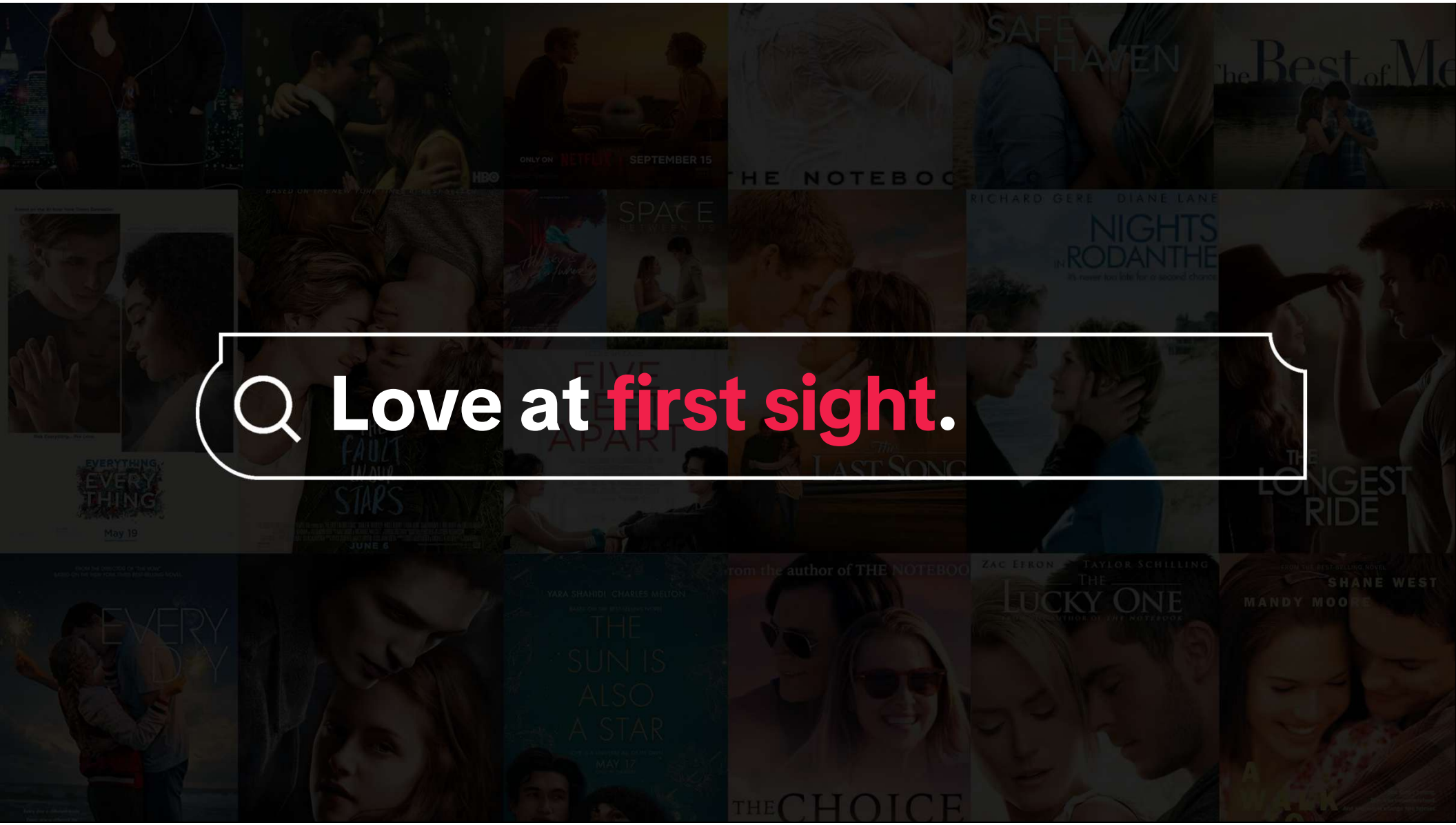
#TESLA
#BARBIE
#WHOOP
#EMIRATES
#TIKTOK
#APPLE
#VANS

I can see the appeal

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Love at first sight.

Two extremes

of 'modern'

brand romance



You Clicked



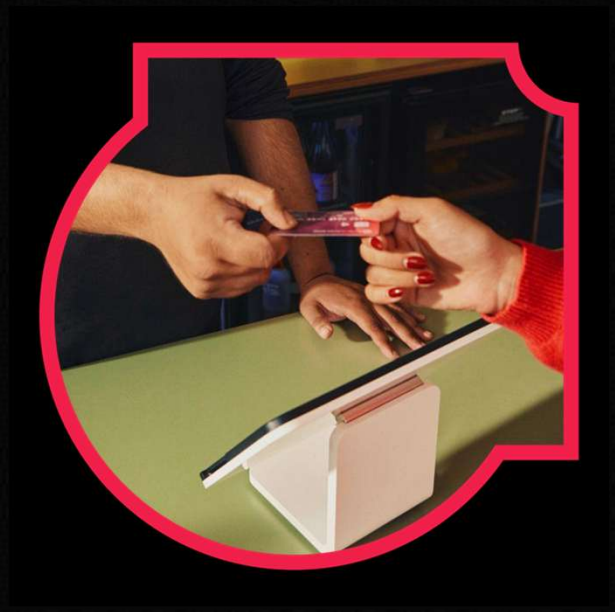
You Didn't



You Clicked

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You Clicked



Apparently, we're serious now!

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You Didn’t



Apparently,
it’s over!



You Didn’t

The former has potential

+10

At least 10 exposures is required in order to **stimulate attitudinal change.**



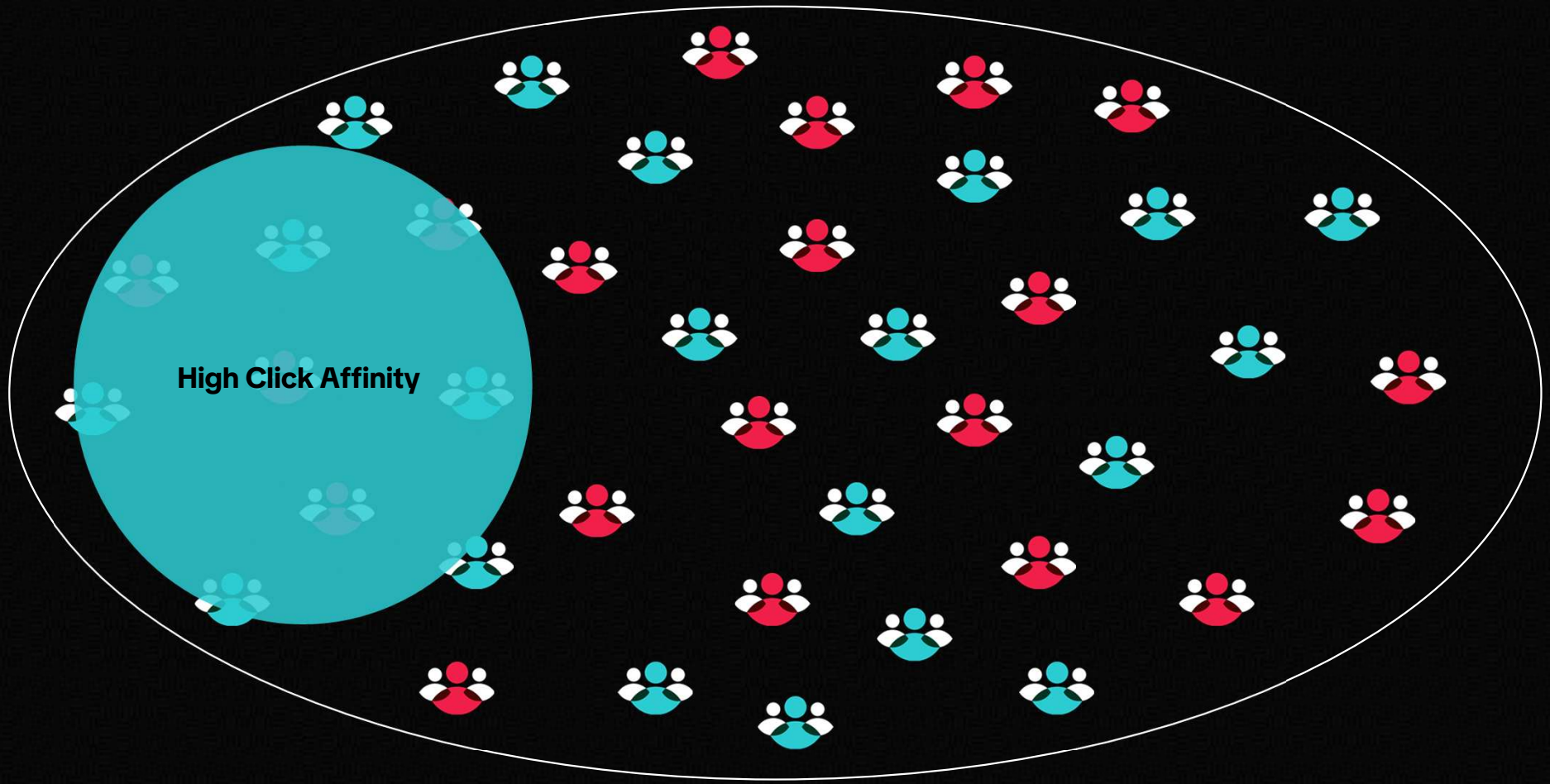
Source: New Neuro, 2026

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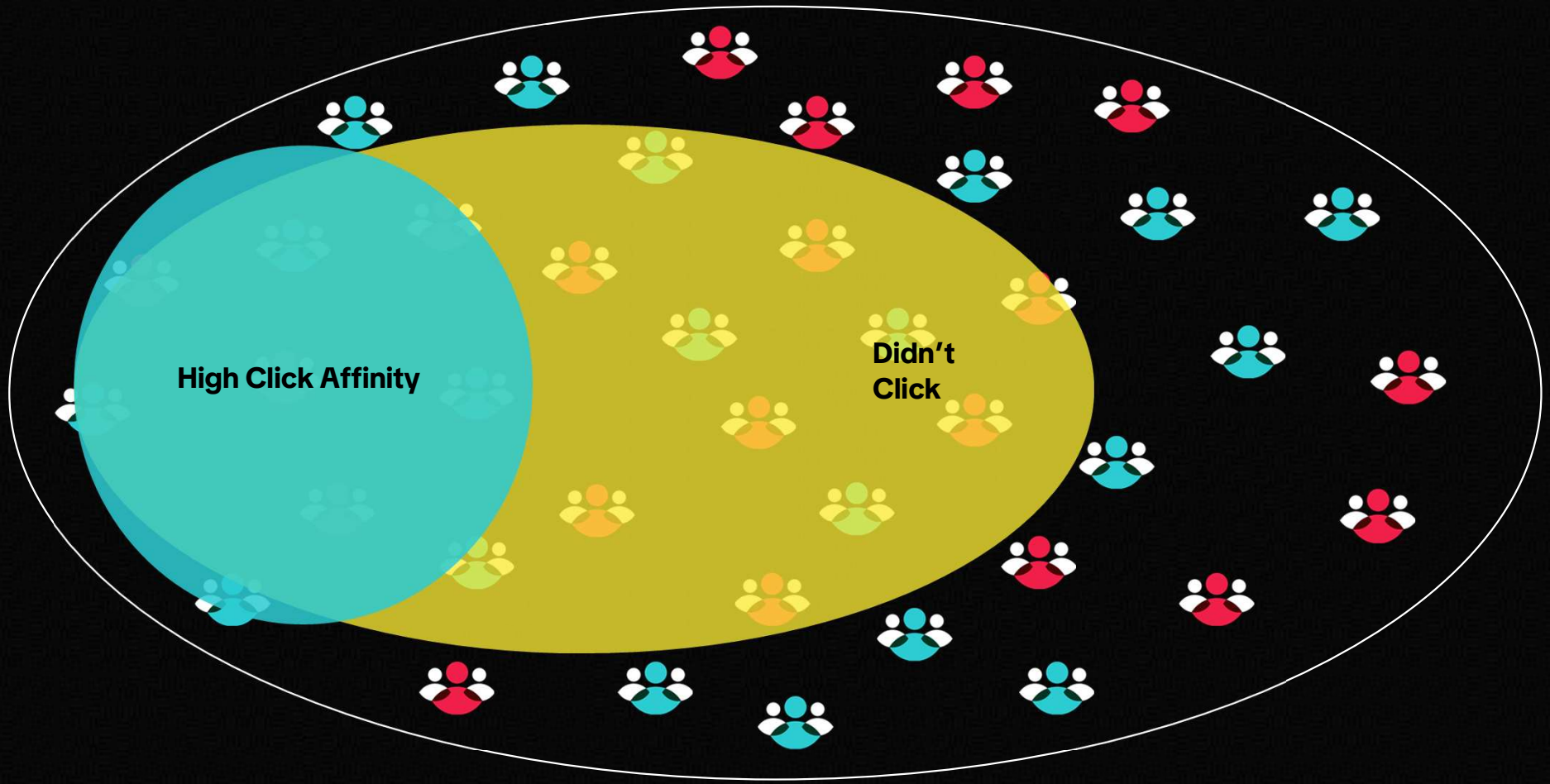
As for the

latter...

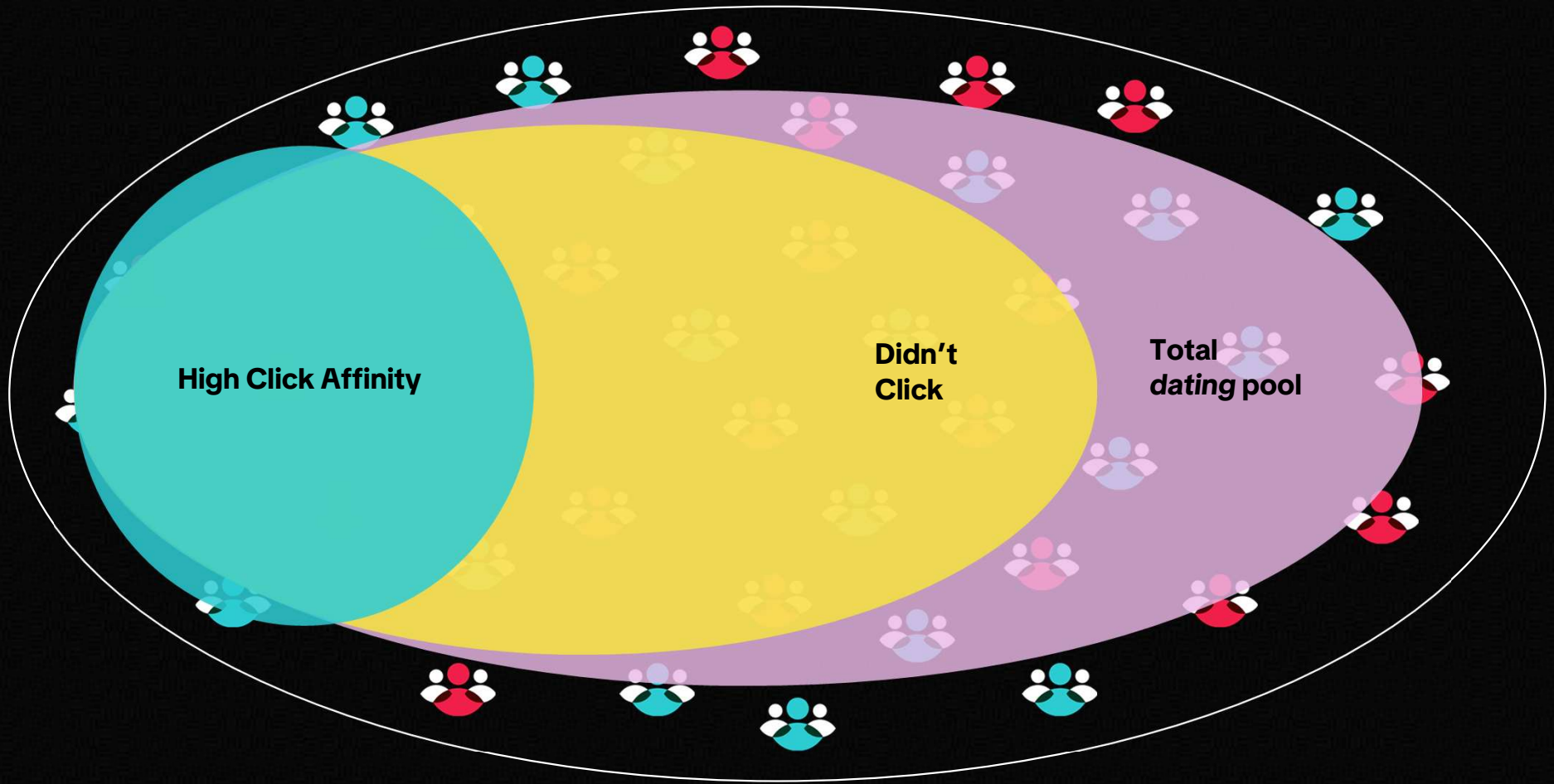
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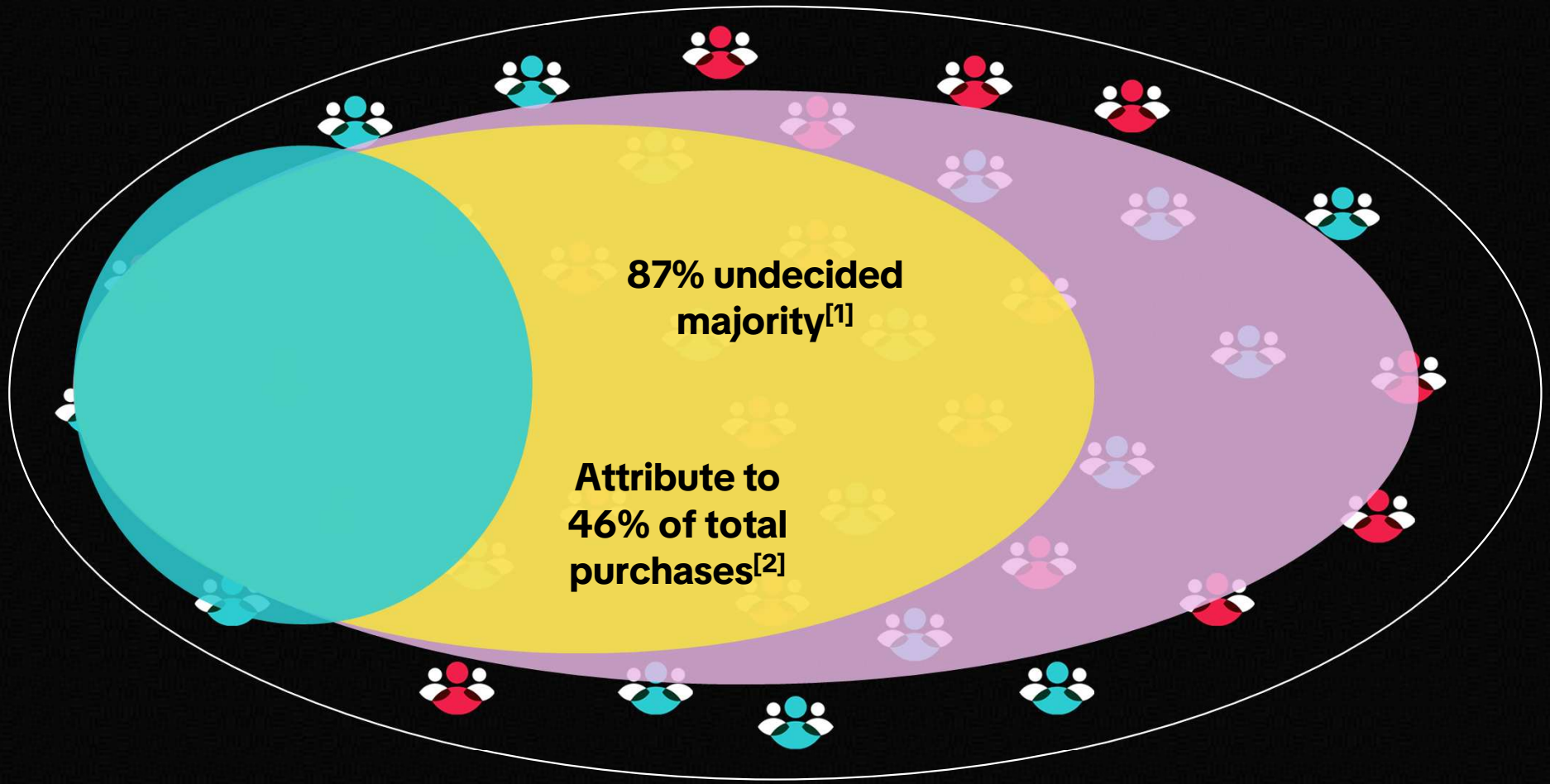
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Sources: [1] McKinsey, "Driving business growth by zeroing in on the consumer decision journey" (2023)
[2] TikTok MarketScope APAC + MENA (2025)

“Not now” is not the same as “Never”



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The pause is the most underutilized opportunity



Watch It

The Pause

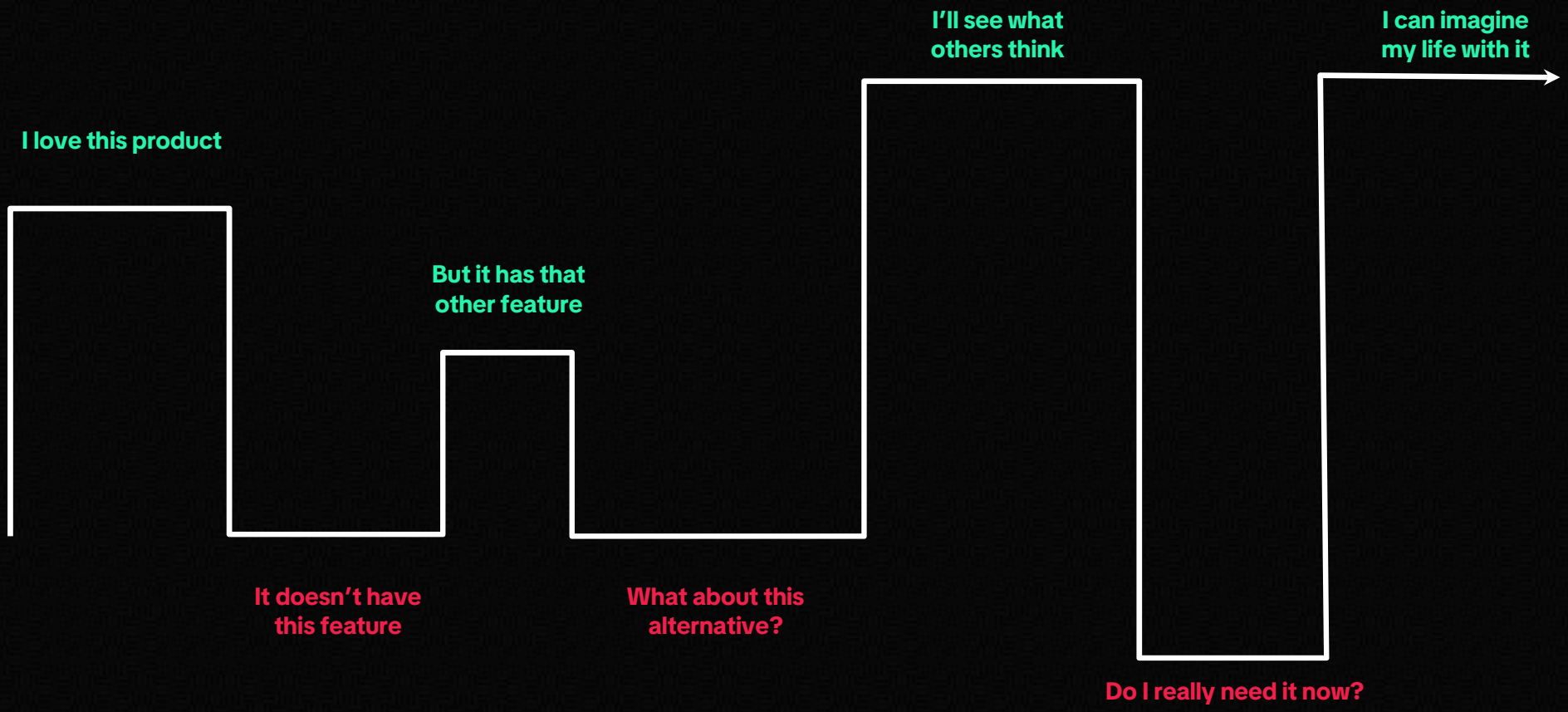


Want It

It could be a minute, a day, a week, a year...

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The pause may be silent, but it's active



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TikTok collaborated with Mindscope to conduct a global research to study

The Pause



5
Markets

3,000
Respondents

5
Industries

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2026 GLOBAL BEHAVIORAL SCIENCE STUDY

The Alchemy of Consideration

An expert behavioral science study exploring the hidden psychology within the consideration phase and the lost commercial opportunity between intention and action.

5
Global Markets
MENA · LATAM · APAC · N. America · Europe

5
Industry Verticals
Travel · Fashion · Tech · FMCG · Finance

50+
Ethnographic Voices
Consumer video diaries & interviews

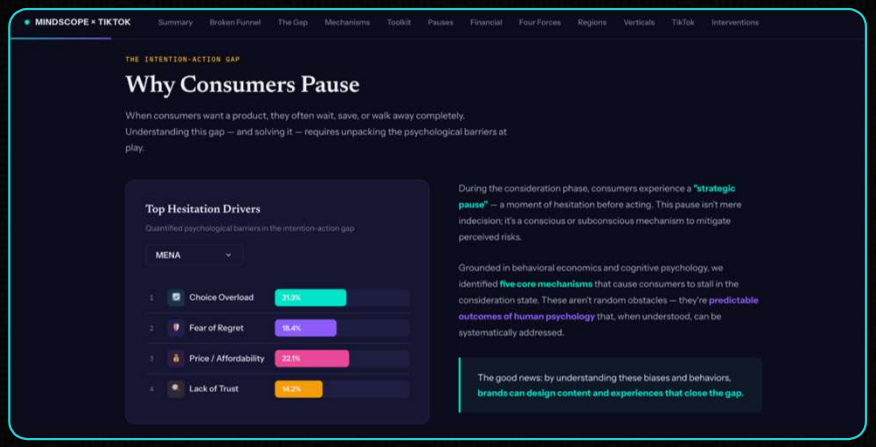
3K
Survey Respondents
Quantitative validation across markets

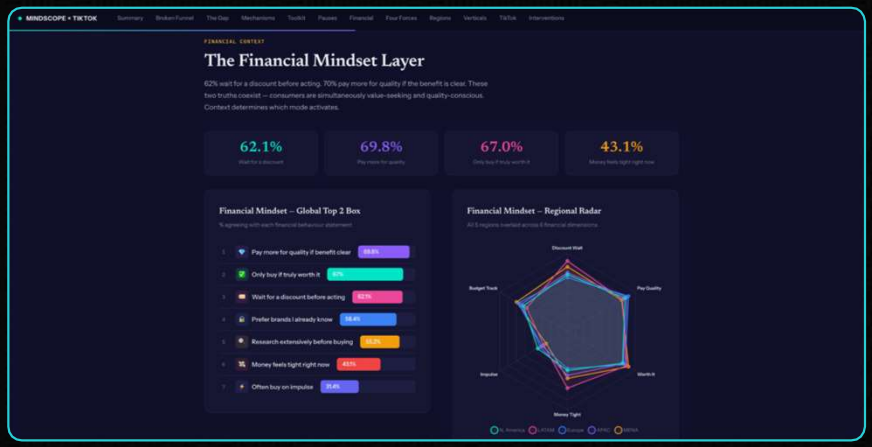
46.5%
Context is the **dominant force** in consideration — more than emotion, cognition, and social combined.
▲ Dominant

65%
Of consumers won't buy unless it feels truly **"Worth It"** — a self-regulation threshold, not indifference.
Global

68%
Open TikTok **multiple times daily** or at least once a day — the highest-frequency platform in this study.
▲ Daily

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5 Mechanisms Govern the Pause

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5 Mechanisms Govern the Pause

01 Cognitive Friction
Too many options lead to decision paralysis

02 Effort Justification
Investment creates commitment

03 Community Saliency
Lack of validation creates uncertainty

04 Temporal Myopia
Immediate costs outweigh future benefits

05 Loss Aversion
Fear of regret outweighs potential gain

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01 **Cognitive Friction** Too many options lead to decision paralysis	**Choice architecture and streamlined options.**
02 **Effort Justification** Investment creates commitment	**Every effort is rewarded with some form of value or increased confidence**
03 **Community Saliency** Lack of validation creates uncertainty	**Native language and multiple spokespeople**
04 **Temporal Myopia** Immediate costs outweigh future benefits	**Bringing the moment of utility closer to the moment of discovery**
05 **Loss Aversion** Fear of regret outweighs potential gain	**Validating positive assumptions and acknowledging the challenges.**

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2 Things

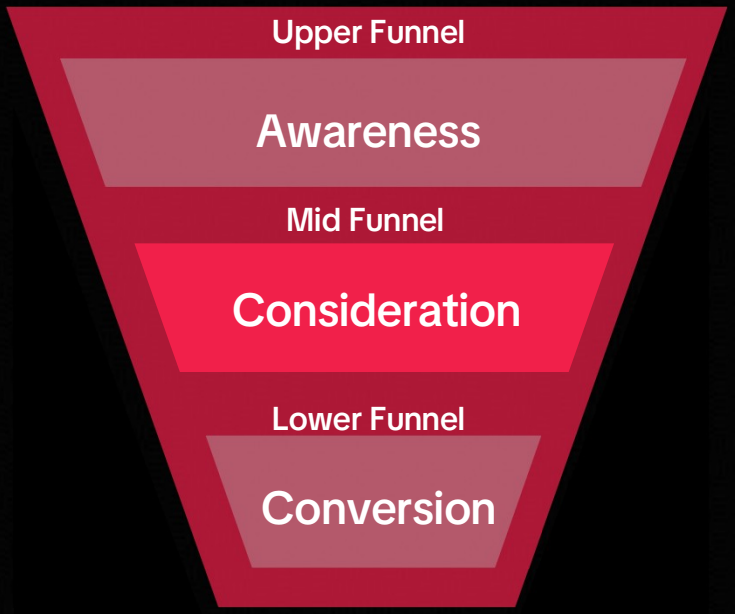
When you optimize for the pause, the entire funnel benefits

Consideration audiences drive higher BLS results when compared to the awareness audience alone

1.4x Higher Ad Recall

1.6x Higher Brand Awareness

1.6x Stronger Intent



Consideration audiences boost lower funnel events compared to the awareness audience alone

6.4x More likely to Initiate an Order

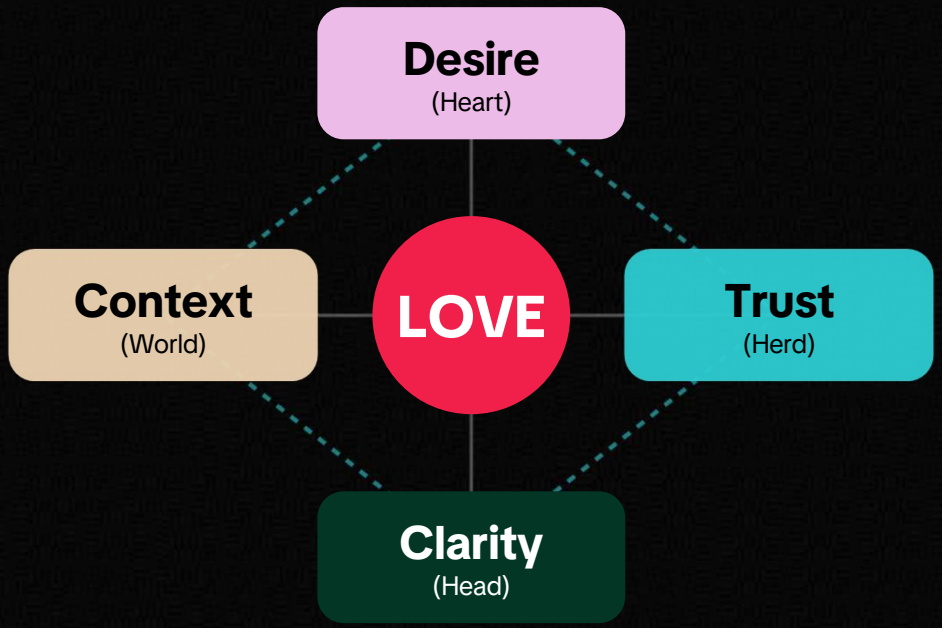
7x More likely to Add to Cart

5x More likely to View Product Details

Source: TikTok ACC funnel BLS and CLS meta analysis, 2025

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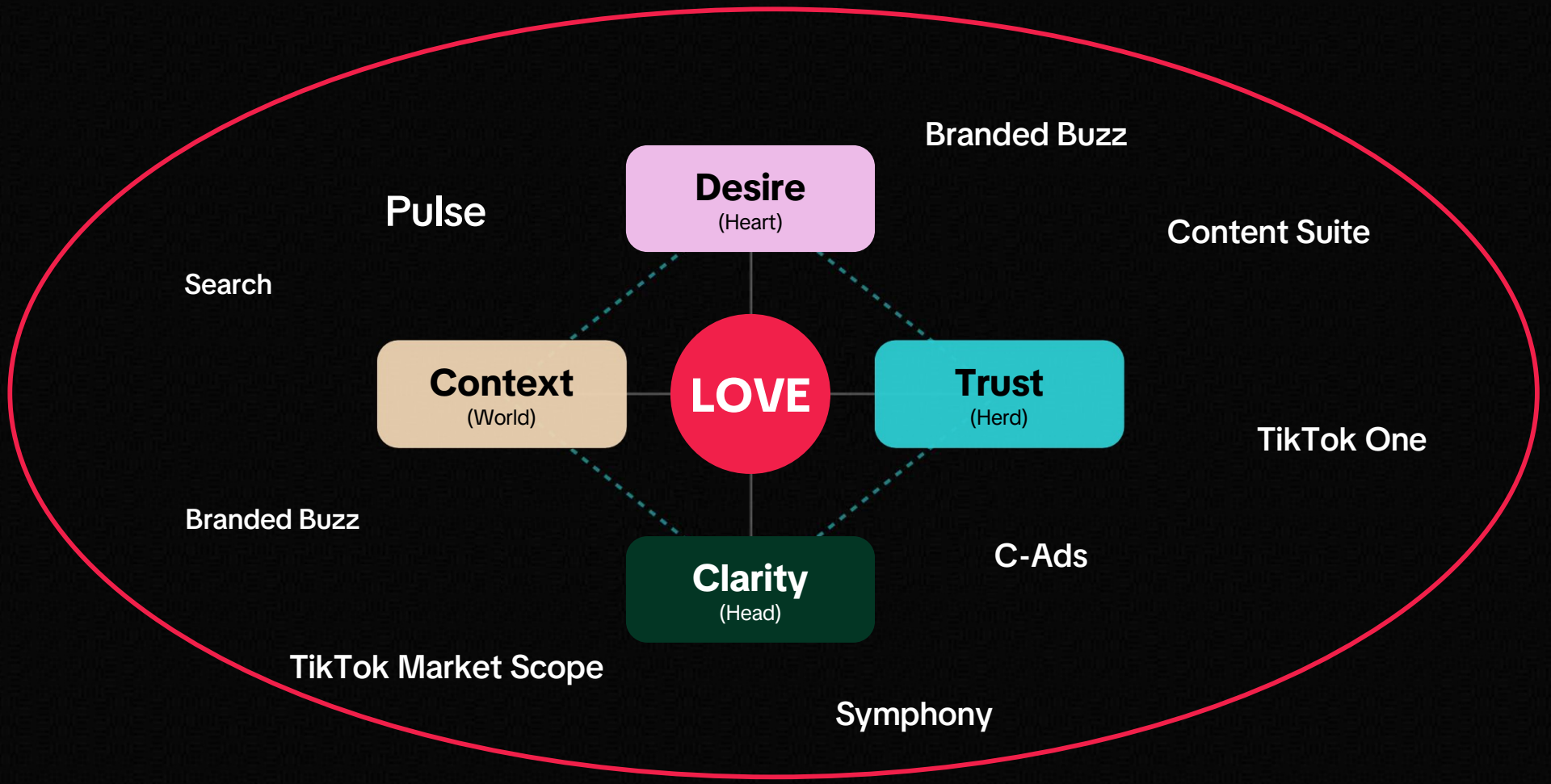
Love is nurtured through active participation





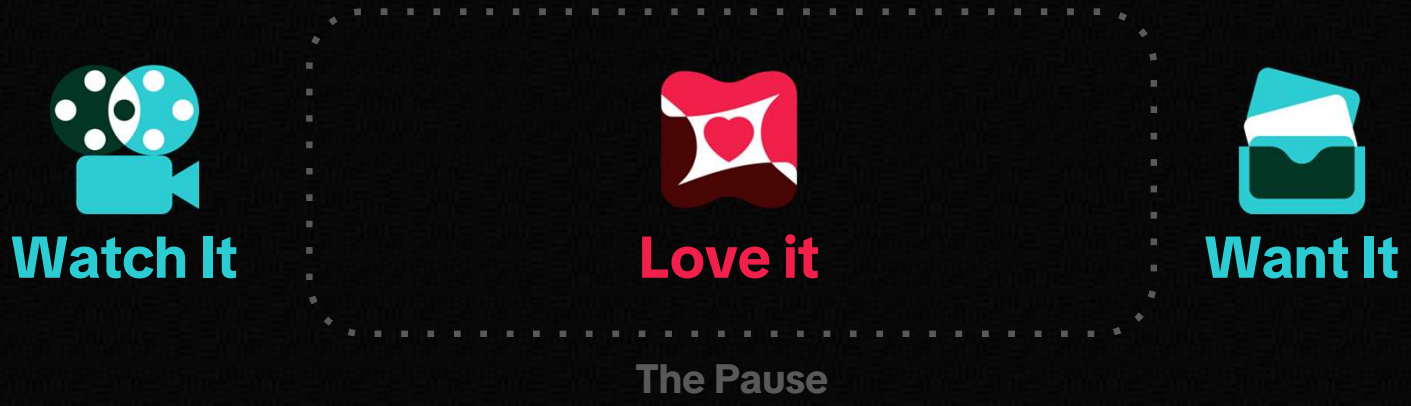
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And we have the tools for it



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The Pause is actually the date



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TikTok

Thank You!

Download the Whitepaper

Listen to the Podcast

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