



Gymshark worked with popular TikTok influencers like the Wilking Sisters, Antonie Lokhorst and Rybka Twins | Photo source Screenshot/TikTok

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GYMSHARK INFLUENCER CAMPAIGN TAPS INTO TIKTOK

 ADVERTISING & MARKETING

The UK-based gym used fitness influencers on the social video platform to boost engagement across all its channels

UK-based Gymshark partnered with fitness influencers on the social media platform TikTok to further its digital reach. Its “66 Days | Change Your Life” challenge, which ran for roughly two months earlier this year, utilised six influencer accounts on in the areas of fitness and dance to promote the campaign.

The gym called on its Twitter and Instagram users to post a personal fitness goal with a specific hashtag (#Gymshark66) and to upload before and after photos. For incentive, the ask was tied to a contest featuring a free annual Gymshark membership.

The influencers used their TikTok accounts to post videos related to the campaign, which targeted 19.8 million users and received a total of nearly 2 million likes and over 12,000 comments. The campaign’s hashtag was viewed 45.5 million times.

Gymshark chose TikTok influencers who had a significantly larger following on the platform than on Instagram. They also used several sibling-pairings, which are especially popular on TikTok, like the Rybka Twins (@rybkatwinsofficial) and their 6.1 million fans.

TikTok specialises in 15-second videos, which are often set to music, and is especially popular with the Gen Z demographic. The platform was the most-downloaded social media app during the last

quarter of 2018.

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Takeaway:

Gymshark's success on TikTok shows how effective influencer campaigns outside of mainstream platforms like Instagram can be — though TikTok could also be considered mainstream at this point, given its popularity. But it does target a specific demographic (teenagers), even more so than Instagram, whose audience also generally skews younger. It also helps when brands can take advantage of a platform's inherent strengths and work with influencers that already align well with the brand, as Gymshark did here. Springwise continues to spot niche social media platforms looking to establish themselves in a crowded field, including Riff'r, which is audio-specific, and Escapex, which exists solely for influencers and celebrities.