

Asos Kicks Off 3-Week TikTok Campaign in the U.K., U.S.

Online fashion retailer Asos kicked off a three-week campaign for the U.K. and U.S. on TikTok Monday.

The campaign includes an #AySauce branded hashtag challenge, in-feed ads, a bespoke music track and an interactive augmented reality experience created via TikTok's branded effects.

Asos worked on the campaign with TikTok and marketing technology agency Byte, and it will include over 25 leading content creators in both countries, with a combined following of over 219 million, such as Jordan Fisher, Loren Gray, Holly H, Michael Le, the Neffati Brothers and Luke Trotman.

Users will first encounter the campaign when they open the TikTok application, as they will see Asos content via the platform's TopView advertising solution, an immersive, premium placement ensuring that the video from the brand is the first thing people see and occupying the entire screen while encouraging likes, comments, shares and follows.

The #AySauce branded hashtag challenge will begin Aug. 31, encouraging TikTok users to showcase three outfits of their choice during their 15-second videos. An Explore tab on the challenge page will give users access to more content from Asos, and the retailers will also run in-feed ads to reach people on TikTok in their For You feeds.

In-feed ads will run in the U.S. from Aug. 31 through Sept. 14, alongside creator content on the platform.

Asos also commissioned and produced its own track with Karm and co-created a unique branded effect AR experience with Byte, the latter of which brings the campaign graphics to life

via hand gestures.

TikTok managing director of global business solutions for the U.K. Inam Mahmood said in a statement, “TikTok’s format and joyful tone encourages brands to be authentic and creative in a fully immersive, no judgement world. The team at Asos has really leaned into this and shown with its campaign that it understands what makes the platform unique—community, music and creativity. We’re excited to see the results we can help to deliver for Asos across the U.K. and U.S.”

Asos brand creative director John Mooney added, “We’re always evolving our content, social media strategy and channel focus in order to ensure that we’re staying relevant to our fashion-loving 20-something customers. TikTok is a growing part of that mix, and we’re excited to see how our social content team can engage our customers in new ways through the #AySauce hashtag challenge over the coming weeks.”

And Byte co-founder Alex Miller said, “Asos is yet again leading the way with the launch of this innovative campaign designed specifically for TikTok. Developing #AySauce has involved bringing together expertise in creative, media and tech, as well as close collaboration with TikTok to create some new engaging experiences that will stand out and be very effective.”

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