

Attention Mission

I navigated instagram and tik tok.

Both had very similar approaches in some things, but they had certain characteristics that differentiated one from another.

When it comes to Instagram, something that caught my attention are posts related to sports, mindset, money and entertainment. This would be the attention through search approach, and something that most of these posts had in common are short captions, most of them with emojis, but all of them had very specific information about the video or photo that was published, this was more common with the sports publications. With entertainment, they really did not focus that much on the caption, but rather they had a text that caught the attention inside the photo or video and you would watch the whole thing. Lastly, with the mindset and money publications, they all had in common things like, dark colors, subtitles but that were big enough to notice them but not cover the content. They had a very low frequency music, with a narrator with a masculine voice, and the captions, most of them were short, some a little bit longer, but all had hashtags, and a lot of them.

With tik tok it was almost the same. But with entertainment, they divided the screen in two, one part was playing the video of a serie or movie, while the other was playing the video of a videogame. This was I would say a double attention getter because you can either watch the video game or the serie/movie. The caption was the same as Instagram, with a few hashtags.

But the ads, in both platforms, were simple, but in Instagram they focused more on pictures rather than videos, and they were more frequent than in TikTok. A caption that described the product and that would send you to it's Instagram or TikTok account, or directly to their land page that would open inside the app or it would take you to another browser.