

Kyra IQ Trend Report

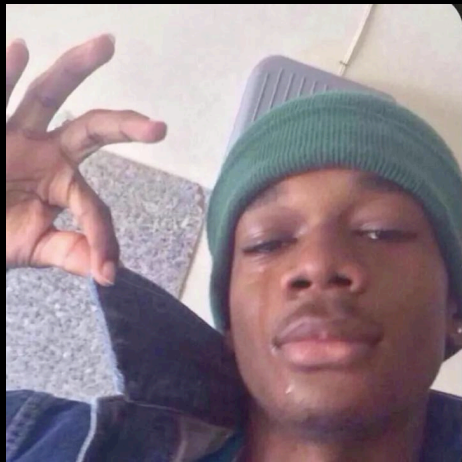
1st October 2021

Data valid for 1 week. Sign up to kyra.com to receive regular updates.

Fastest Growing Creators

 US 

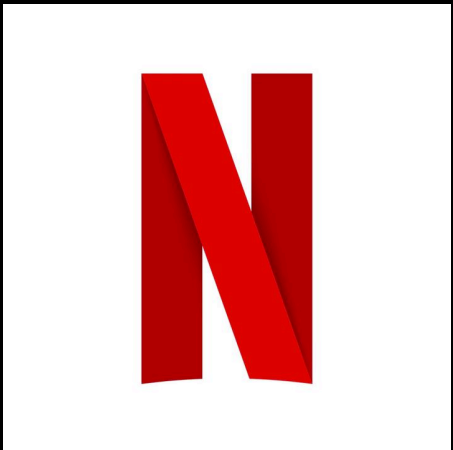
Username	Followers	Growth (1 Week)
gabenotbabe	2.2M	918.8K
cupidomalo	1.5M	488.9K
hannahspat	576.3K	433.6K
mmmjoemele	15.3M	400.9K
amelaomor	609.5K	399.8K
rosalia	12.4M	392.1K
bellapoarch	83.1M	360.3K
emilyzugay	1.6M	358.5K
klrdubs	2.0M	337.1K
cherylporterdiva	4.2M	330.0K



Gabe Not Babe was a popular TikTok creator, who has recently been reported to be dead - although speculation exists as to whether these reports are true or not

 UK 

Username	Followers	Growth (1 Week)
netflix	18.3M	750.3K
jasonstathamtiktok	6.5M	268.8K
jeremylynch	14.6M	254.9K
morganasecco	3.7M	201.2K
overloadcomedy	3.3M	185.9K
joelmagician	15.2M	144.1K
jamesllewis	4.6M	103.9K
jenny_s.home	1.7M	97.7K
ryan..snellings	1.9M	90.2K
coldplay	2.1M	73.2K



With a highly successful campaign around the launch of Series 3 of Sex Education, Netflix has topped the charts again this week

 World 

Username	Followers	Growth (1 Week)
khaby.lame	114.0M	763.9K
hada.kr	1.4M	613.9K
netflixenespanol	11.0M	520.3K
ox_zung	30.8M	439.1K
kallmewhateveryouwant	7.8M	360.9K
kallmekris	36.3M	344.4K
sia_jiwoo	12.5M	341.3K
tra.dang.904	14.9M	299.5K
bp_tiktok	26.1M	298.8K
anardreams	9.6M	298.0K



Hada has gone viral this week for their content around new Netflix show Squid Game

Most Popular Songs

🎷 Music 🎷

Title	Author	Video Views
Love Nwantiti(Dance Ver)	FYP💖	708M
Monkeys Spinning Monkeys	Kevin MacLeod	547M
(Everything I Do) I Do It for You	Brandy	505M
Life Goes On	Oliver Tree	432M
Squid Game - Green Light Red Light	Yovincia Prafika	425M
Might Be - Remix	Dj Luke Nasty	404M
Life Goes On	Oliver Tree	247M
TWINNEM	Coi	245M
original sound	Bye	223M
On The Floor	1:23am	209M

The remix of a popular Nigerian song with ethereal sounds has been trending on the platform this week

The song from the new Netflix show “Squid Game” is trending this week

Oliver Tree - a popular musician and creator, has had his song “Life Goes On” trending this week, with initial popularity coming from his own viral content

Twinnem is a song used for a new viral trend involving seeing how far you can bend your knees

Viral Trends

Trending Topics

“Berries and Cream” - a song from a early 2000s Starburst commercial - has absolutely dominated TikTok this week, with dances, remixes and original content created around the song



A new take on helping people reduce their meat consumption sees “MeatFreeMondays” trend this week



Title	Share of Views
BerriesAndCream	2.20%
SquidGame	1.30%
SelfImprovement	1.21%
TikTokFashionMonth	1.04%
BlackVoices	0.99%
MeatFreeMondays	0.93%
ChimeHasYourBack	0.87%
CandyCrushAllStars	0.81%
mschf	0.61%
bangenergy	0.53%











The new Netflix show has multiple viral clips and concepts that have pushed it up the charts this week

The infamous creative company released a new set of collectible cards

Most Engaged Brands & Publishers











Moncler went all out last week, with the launch of a new viral marketing campaign (mirroring their previous one featuring Bella Poarch) and a show at fashion week

Starbucks UK new advertising campaign featuring a new drink has over performed this week driving their follower growth

Brand	Country	Followers	Weekly Views
moncler		820.9K	68.3M
netflix		17.8M	51.6M
barstoolsports		14.7M	46.1M
boss		528.4K	42.2M
fjerry		1.5M	38.2M
espn		19.3M	32.5M
houseofhighlights		10.0M	20.9M
levis		313.6K	19.0M
starbucksuk		81.4K	17.7M
myrtlebeachsafari		2.8M	17.3M

Hugo Boss this week ran a viral marketing campaign including top creators such as Khaby Lame and creating a fashion show at a baseball game with Russell Athletic

Fastest Growing Brands & Publishers

Brand	Country	Growth (1 Week)
netflix		578K
netflixbrasil		349K
tiktok		266K
psg		171K
espn		152K
target		133K
disneyparks		117K
guinnessworldrecords		83K
tiktok_stage		78K
warriors		76K

Netflix once again ops the charts for growth as their viral clips and BTS content performs well on the app

Disney has recently taken to TikTok with their “disneyparks” page - which shows behind the scenes and content from their theme parks

TikTok stage is a project by TikTok to increase live music appearances on the app, by building a set and providing live stream capabilities for emerging and popular artists

Kyra IQ Hot Takes

Every week we ask 5 questions to a panel of Gen-Z

- How important is corporate social responsibility when choosing a company to work for?
 - 93% said it impacted their decision
- What makes you choose a holiday destination?
 - 47% cost, 45% flight prices, 42% safety and security
- Do you want to start your own business?
 - 72% said they would like to someday
- Do you prefer to spend or save?
 - 57% said they prefer to save
- TikTok reaches 1bn monthly active users, faster than any platform before

Have a question you want answering? We pick one suggested question each week.

What is Kyra IQ?

- A TikTok-first data platform, boasting best in class data capture abilities for TikTok.
- 150m+ tracked accounts.
- Full profile information including post performance, audience demographics and growth.
- Weekly surveying of up to 5,000 users
- Hourly data resolution.
- Fully searchable.
- Historic data back to 2019.
- Data driven insights on content strategy, creation and talent selection.
- Paid media targeting identification and optimisation.
- Customisable reports provided daily, weekly or monthly.
- Email nick@kyra.com to find out more or signup at iq.kyra.com.