TikTok Content Opportunity Analysis™
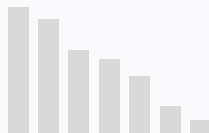2019-2022
Poland Hip-Hop

Content Opportunity Methodology
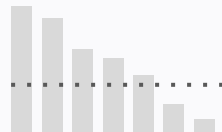
1

Measure & Categorize

Sample a large number of social posts to find ones that are significantly outperforming the average.
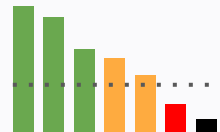
2

Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

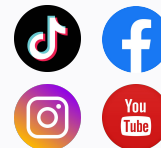**3**

Identify a Benchmark

Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.

4

Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

5

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.
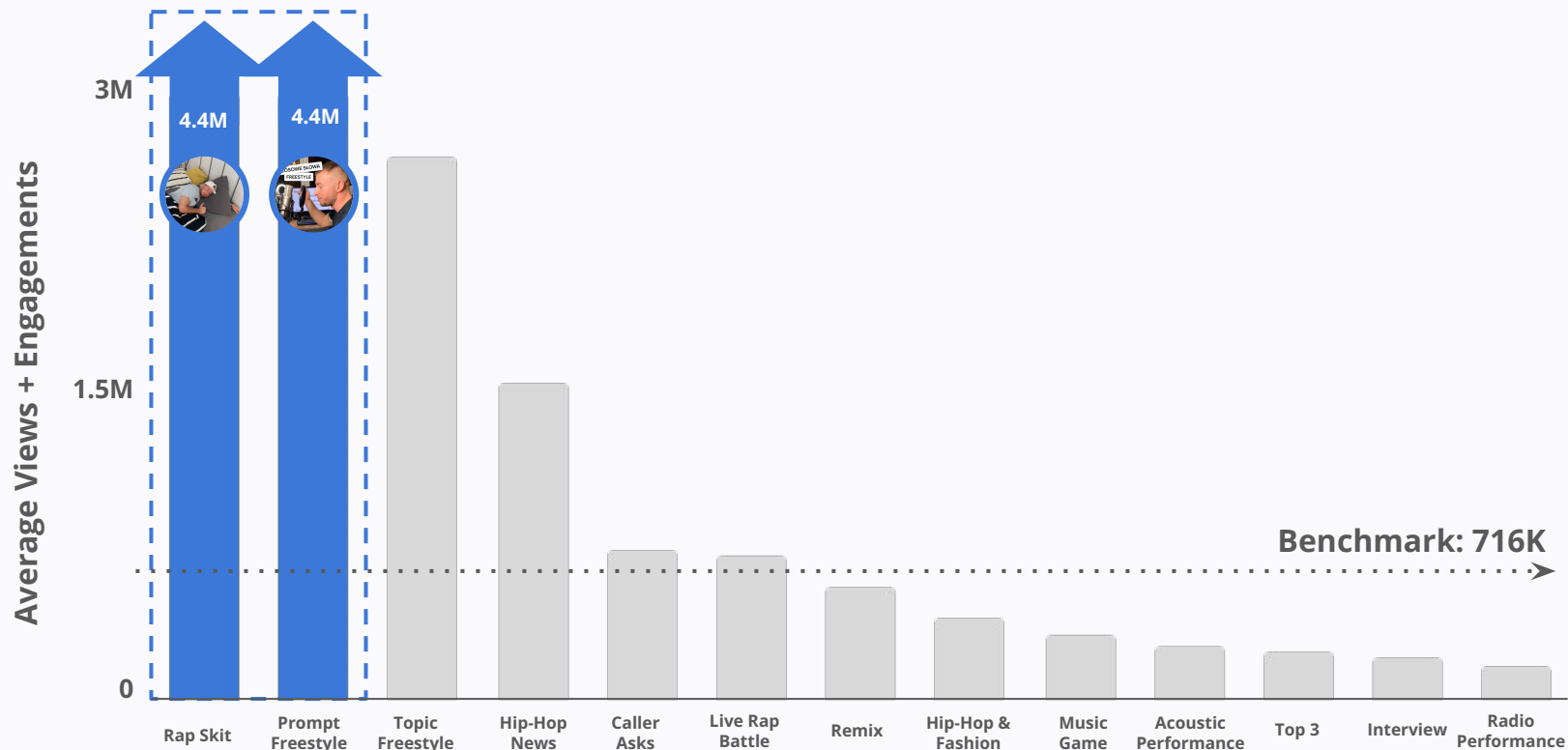
Principle Data Partners

eDATA source

tubular

BuzzSumo

SEMRUSH

SimilarWeb

Pathmatics

SPARKPOST

unmetric

RightMetric

TikTok Content Bucket Definitions

Click to see example

- **Rap Skit:** Video format where a rapper performs back and forth to himself as different characters to portray a scenario or story.

- **Prompt Freestyle:** Videos that leverage raw talent from rappers as they ask for random words and must create a freestyle using all the words given.

- **Topic Freestyle:** These videos build expectations & intrigue for the audience to find out what an artist will freestyle about around a specific topic.

- **Hip-Hop News:** While an untraditional production format, it is important to note that news in the rap scene performs well due to a lack of distribution on TikTok from top performers on other platforms.

- **Caller Asks:** In this format, hip-hop guests receive live questions from fans through a call and must respond.

- **Live Rap Battle:** Live Rap Battles feature a series of artists competing against each other in front of a live audience through freestyles.

- **Remix:** These feature rappers re-writing the lyrics to popular songs and performing over the original beat with their own twist to the music.

- **Hip-Hop & Fashion:** Celebrating the intersection of hip-hop and fashion by honoring moments with rappers at streetwear retailer Grail Point in Poland.

- **Music Game:** A performance format by Elle Polska that invites artists on to find a song that includes a word they've been given.

- **Acoustic Performance:** Rappers performing and freestyling with no background music in the moment.

- **Top 3:** A short video format where rappers will be either asked to list their top 3 things within a category or asked three questions.

- **Interview:** Videos in this category tend to feature artists opening up about themselves more in the context of different interview formats.

- **Radio Performance:** Videos in this category feature artists performing their songs live on air for the radio.

Rap Skit and Prompt Freestyle are **extreme performing** content opportunities, averaging 3X the average view & engagement benchmark on TikTok.

Average Views + Engagements

- 3M
- 1.5M
- 0

4.4M — Rap Skit

4.4M — Prompt Freestyle

Benchmark: 716K

Rap Skit | Prompt Freestyle | Topic Freestyle | Hip-Hop News | Caller Asks | Live Rap Battle | Remix | Hip-Hop & Fashion | Music Game | Acoustic Performance | Top 3 | Interview | Radio Performance

Excellent performing content buckets in the Polish hip-hop space on TikTok include:

Average Views + Engagements

3M

1.5M

0

Benchmark: 716K

Rap Skit | Prompt Freestyle | Topic Freestyle | Hip-Hop News | Caller Asks | Live Rap Battle | Remix | Hip-Hop & Fashion | Music Game | Acoustic Performance | Top 3 | Interview | Radio Performance
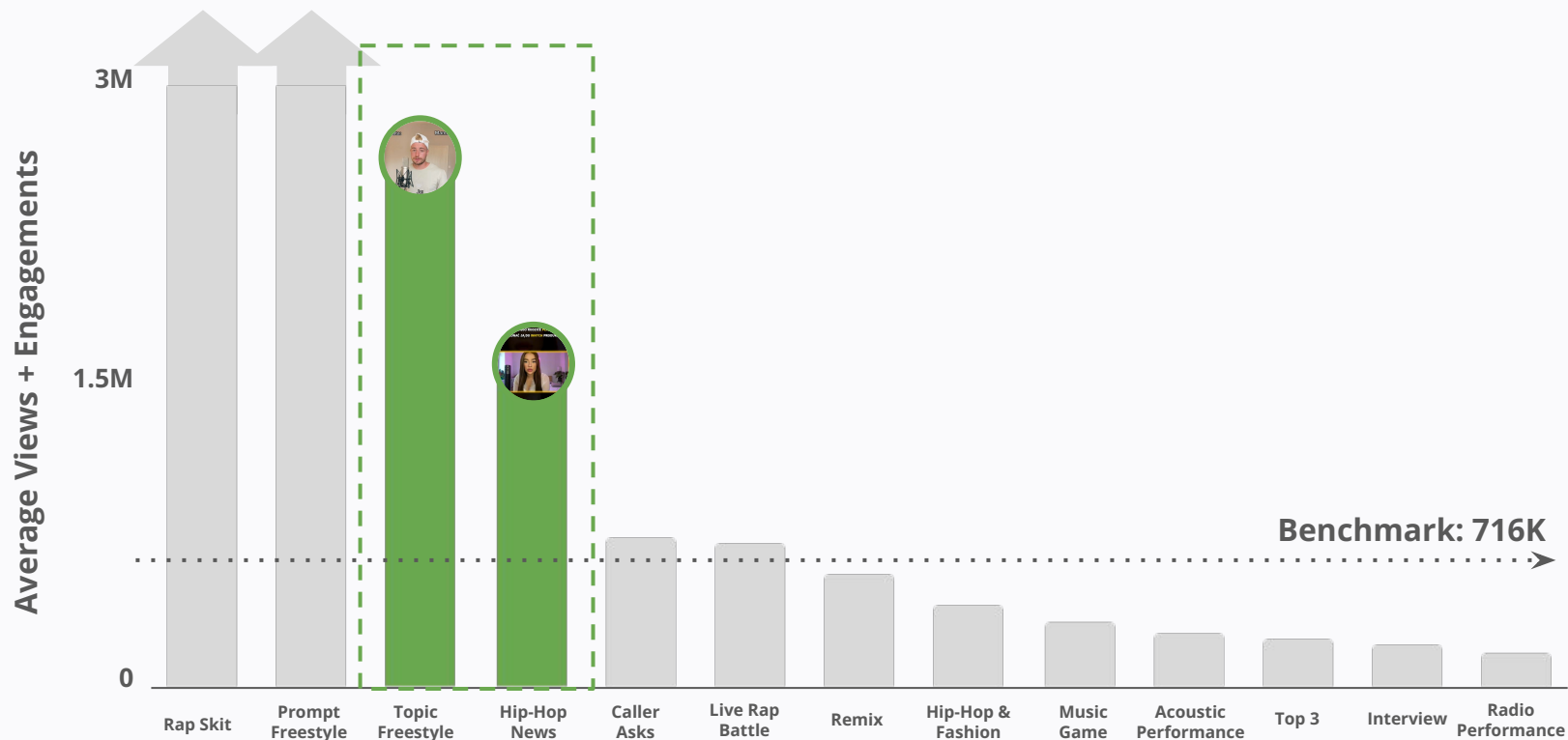
Good performing content opportunities for the Polish hip-hop audience on TikTok include:

Average Views + Engagements

3M

1.5M

0

Benchmark: 716K

Rap Skit | Prompt Freestyle | Topic Freestyle | Hip-Hop News | Caller Asks | Live Rap Battle | Remix | Hip-Hop & Fashion | Music Game | Acoustic Performance | Top 3 | Interview | Radio Performance
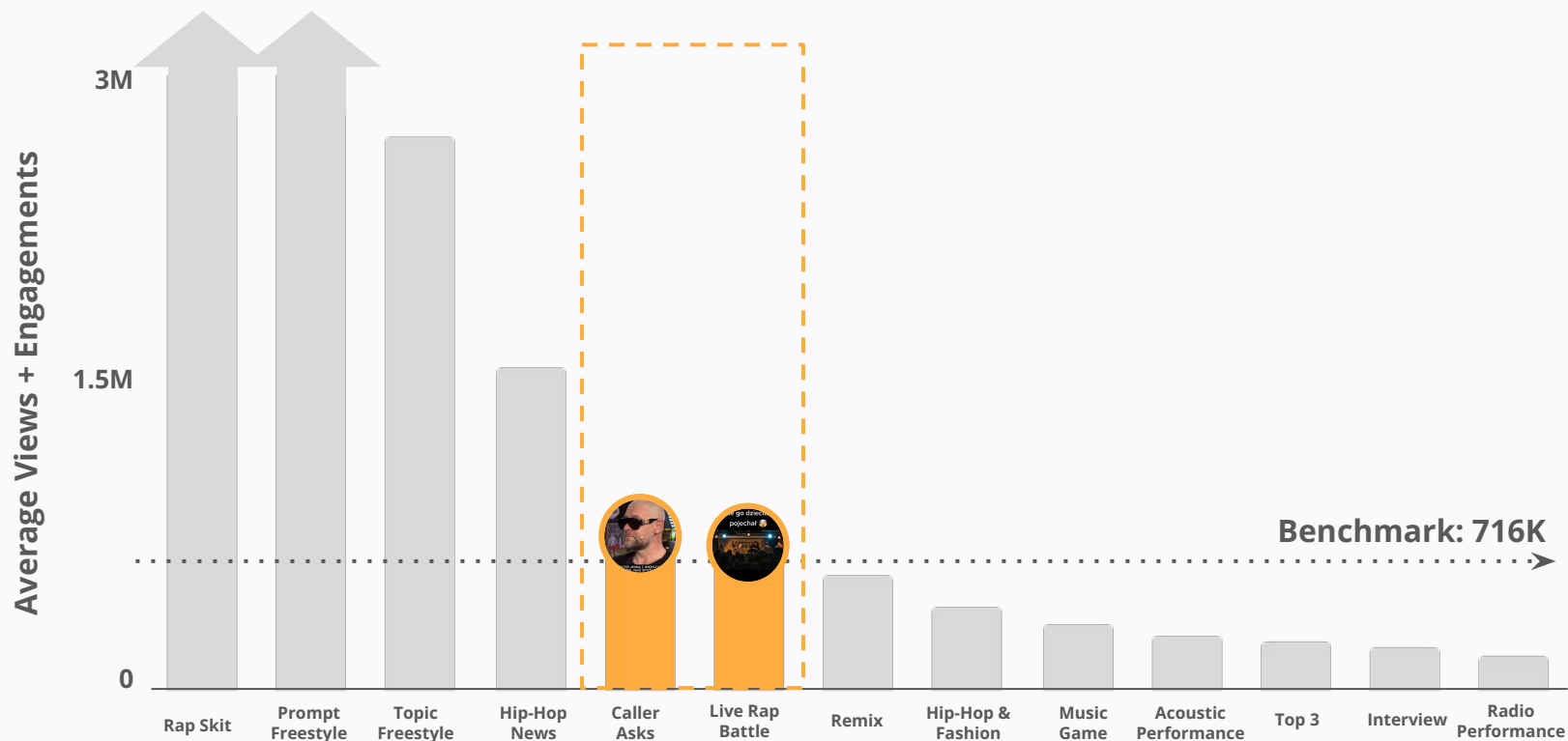
Substandard performing content for the Polish hip-hop audience on TikTok include:

Y-axis: **Average Views + Engagements**

Y-axis labels: 3M, 1.5M, 0

Categories: Rap Skit, Prompt Freestyle, Topic Freestyle, Hip-Hop News, Caller Asks, Live Rap Battle, Remix, Hip-Hop & Fashion, Music Game, Acoustic Performance, Top 3, Interview, Radio Performance

Benchmark: 716K

Low performing content for the Polish hip-hop audience on TikTok include:

Average Views + Engagements

3M

1.5M

0

Benchmark: 716K

Rap Skit | Prompt Freestyle | Topic Freestyle | Hip-Hop News | Caller Asks | Live Rap Battle | Remix | Hip-Hop & Fashion | Music Game | Acoustic Performance | Top 3 | Interview | Radio Performance

Pov: Twój stary gdy przyprowadzisz dziewczynę

Piotrek, masz coś białego do prania?

690.0K
3727
20.0K
23.4K

8M Views

@Edzio weź coś nawiń ✔ · 2021-07-07
Mamy i tak Was kochamy! #mom #rap ib: @szymon187ers
See translation
♫ dzio weź coś nawiń · Edzio we

▶ Playlist · Z życia rapera   >

409.4K
83
8229
2561

4.6M Views

@Edzio weź coś nawiń ✔
Mój ojciec chyba polubił @martirenti
See translation
♫ nal sound · Edzio weź coś nav

Click to view   Click to view

Content Opportunities:

#1. Rap Skit

The TikTok hip-hop scene in Poland is ultimately led by creator Edzio who has built a following and consistently high views through a series of hip-hop content that not many others are creating.
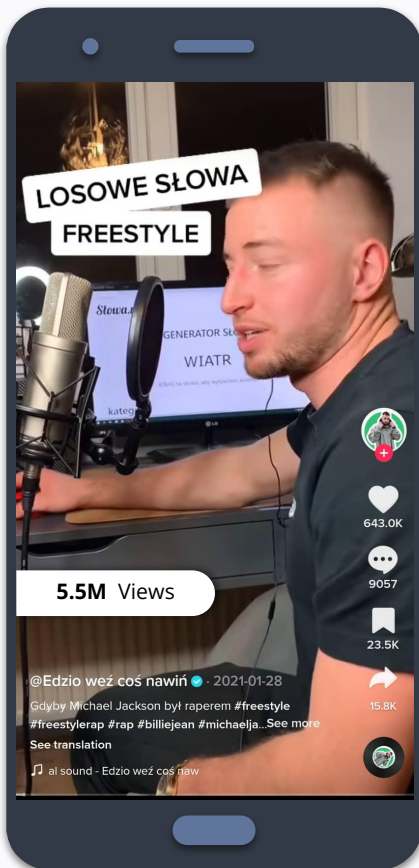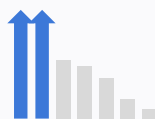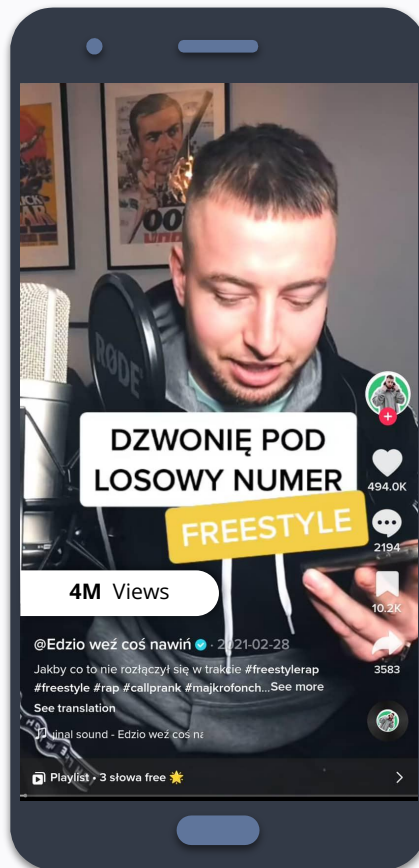
Tactics to Implement:
- **Performative:** Rap Skits are so popular because of their relatable nature due to Edzio putting on a show to rap about story-based situations. In Rap Skits, Edzio performs back and forth to himself as different characters to portray a scenario or story.
- **Video Length & Captions:** Rap Skits tend to last about 30 seconds in length and always include captions as the shots move back and forth.

Content Opportunities:
- The high performance of this content category indicates that the Polish hip-hop audience on TikTok is value-based or interested in the dialogue between two sides. This can manifest as a performance format that deconstructs a rap battle where two participants go back and forth about a specific storyline or topic.

5.5M Views

@Edzio weź coś nawiń ✓ · 2021-01-28
Gdyby Michael Jackson był raperem #freestyle
#freestylerap #rap #billiejean #michaelja...See more
See translation
♪ al sound - Edzio weź coś naw

643.0K
9057
23.5K
15.8K

4M Views

@Edzio weź coś nawiń ✓ · 2021-02-28
Jakby co to nie rozglądzył się w trakcie #freestylerap
#freestyle #rap #callprank #majkrofonch...See more
See translation
♪ final sound - Edzio weź coś na

Playlist · 3 słowa free 🌟

494.0K
2194
10.2K
3583

Content Opportunities:

#2. Prompt Freestyle

Sometimes referred to as the random word freestyle, Edzio films himself creating freestyles based on random words generated by his computer or friends.

Tactics to Implement:

- **Computer or Human-Generated?:** On Facebook this content format generated more average views and engagements when creators asked random people or friends to generate words for them, however on TikTok, when creators use a program to randomly generate words the videos see more success.
- **Video Length:** These videos tend to be a bit longer than average at just under a minute in length.

Content Opportunities:

- Currently no creators are leveraging the opportunity to connect with audience members by asking for prompts in the comments and then using the reply feature to respond to the prompts. Have guests perform short freestyles on Tiktok, asking for more prompt suggestions in the comments for the next guest.

6.6M Views

@Edzio weź coś nawiń • 2021-06-29
Moje geny #pizzaandtacobell #gens #rap
See translation
♫ nal sound - Edzio weź coś nav

Tata: Mama: Ja:

693.2K
2795
19.4K
3040

3.4M Views

@Edzio weź coś nawiń • 2020-12-28
McDonald's freestyle 😂 jak wbije tu 300 tys to wrzucam reakcję tej pani #freestyl...
See more
See translation
♫ I sound - Edzio weź coś nawi

442.7K
1862
12.6K

Content Opportunities:

#3. Topic Freestyle

Edzio sees success in freestyles when he sets specific themes around the content. This builds expectations and intrigue for the audience to check out what he says around a specific topic.
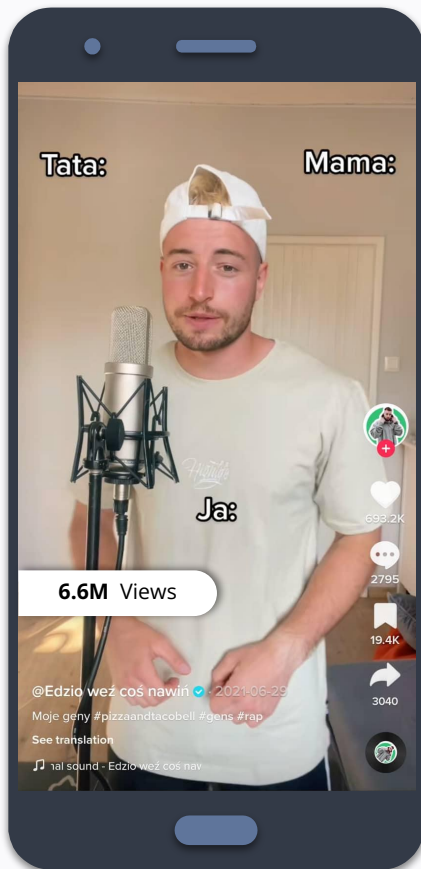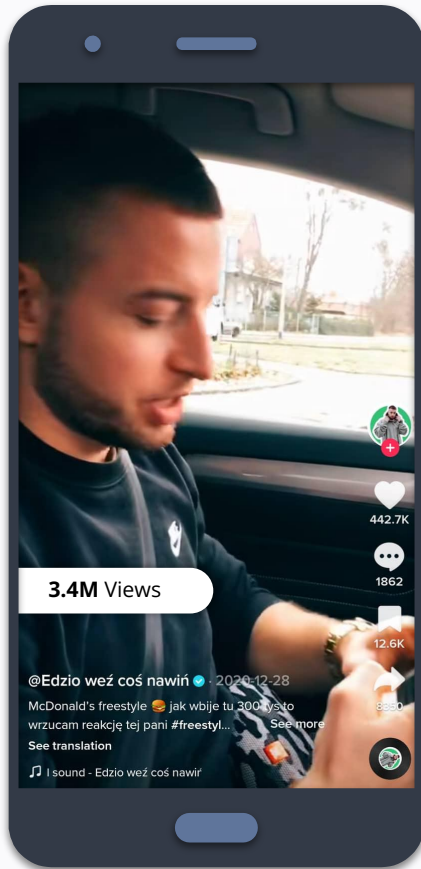
Tactics to Implement:

- **Two Formats:** Edzio has used a formal and informal method to film this content. Sometimes he stands in front of a mic and performs while other videos are more organic where he films on the go, such as in the McDonald's drive through in his car.
- **Broad Range:** The range of topics covered don't seem to follow a pattern or particular theme, for example some creators in Europe dedicate freestyle channels to football only.
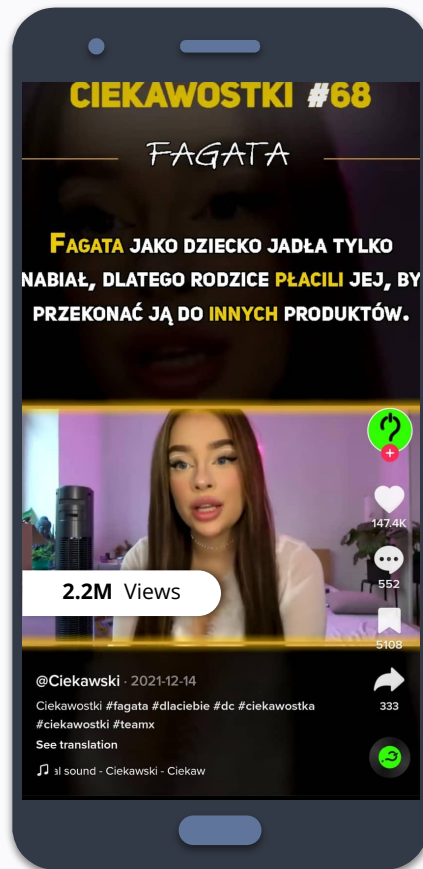
Content Opportunities:

- Stray away from the typical interview format by engaging rap guests to rap about themselves and their upbringing in a quick freestyle as seen in this video but in a more subtle manner.

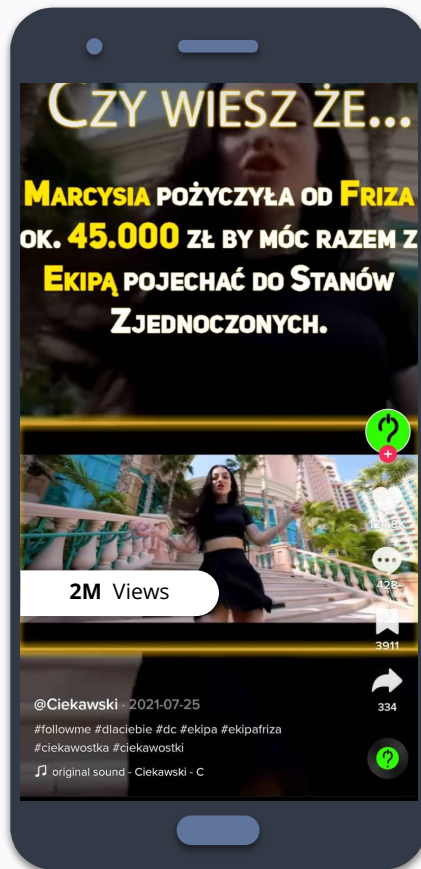**2.2M** Views

@Ciekawski · 2021-12-14
Ciekawostki #fagata #dlaciebie #dc #ciekawostka #ciekawostki #teamx
See translation
♫ al sound - Ciekawski - Ciekaw

2M Views

@Ciekawski · 2021-07-25
#followme #dlaciebie #dc #ekipa #ekipafriza #ciekawostka #ciekawostki
♫ original sound - Ciekawski - C

[Click to view](#)   [Click to view](#)

Content Opportunities:

#4. Hip-Hop News

Similar to [Event Recaps](#) on Instagram, while an untraditional content format for creating hip-hop content, it is important to note that news in the rap scene performs well due to a lack of distribution on TikTok from top performers on other platforms.

For example, [Mikser](#) who has generated 2M views on Facebook from content similar to Edzio's top performing content has not started distributing any content to TikTok.

Tactics to Implement:
- **Consistent Branding:** These videos on TikTok tend to be highly branded with the main point of the video written above the footage and a voice-over on top of the content.
- **Video Length:** These videos tend to be quick and convey information in 20 seconds.

Content Opportunities:
- Give artists a chance to tell their own stories by hopping on TikTok for an organic and informal opportunity to update the community about their news and updates.

Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

@PopkillerPL • 2021-05-30

1.4M Views
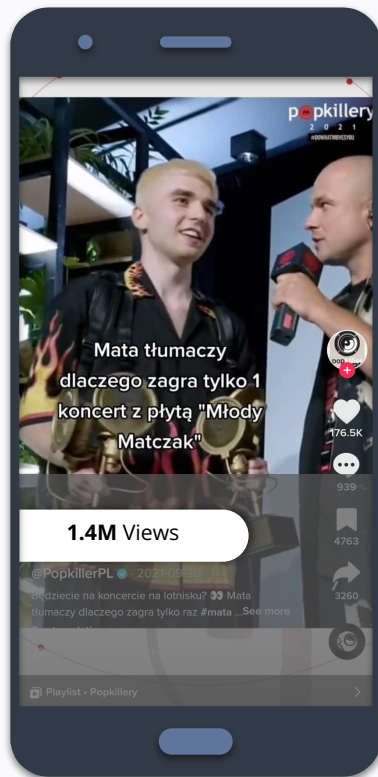
Click to view

Interview

Tactics

Length
This viral outlier is 57 seconds in length.

Content
Similar to a viral outlier Interview on Youtube, this video features the rapper Mata who is sharing his thoughts after winning many awards at an award show.

The post-award interview is very casual and features Mata holding onto all his awards which may have led to the visual unpredictability of this interview compared to other generic interviews.