



How Applebee's leaned into TikTok to reach a younger demographic and expand their ROI

Brief

After country singer Walker Hayes released “Fancy Like,” which name drops Applebee's, he and his daughter created a TikTok dance to the song that went viral. Applebee's immediately knew they wanted to create an unforgettable spot using all the existing footage of this trend living on TikTok. They self-curated on TikTok, and then came to Catch&Release to help them find more footage to supplement their findings and to help them clear and license their top shots.

Challenge

As a family-oriented brand, Applebee's had to make sure all their content was appropriate and on-brand. They tasked our team with finding suitable content that celebrated diversity in age, gender, race, and more, and that was created by people who held similar views as them – all on a platform (TikTok) that isn't easily searchable.

Solution

Our expert curators, who are leading the charge in searching and finding content on TikTok, were able to deliver enough relevant content in just two days. Creatives were able to easily view, collaborate, and pick their favorite shots, and quickly move them into licensing directly on the Catch&Release platform. When a new producer joined the project to lead the second spot, she was able to use our platform to immediately understand what was happening, see the previous producer's creative direction, know which shots were available to license, and note where there were any gaps. With this, they were able to gather all the content and ship the second spot in just two weeks. Even shots that entered clearance the day before lock were cleared in time.