



Lean back and swipe with TikTok, the world's hottest new social media app

Description



Do you love the **scroll**? Are you on that **swipe** hype? Well then **TikTok** is your answer.

After it's launch in 2017, **TikTok**'s app has gained immense popularity across the world and is now the go to platform for generating and watching hilarious lip-sync, dance and talent videos. With its built-in **react** and **duet** features, this trendy, snappy social network is the ultimate way to share **user-generated content**.

Tracks & Fields’ music licensing expertise has seen to some exciting collaborations between our team and this cool new app. Our work can be seen on **TikTok**’s **Mountain Dew** and **Chipotle lid flip challenge** which both gained millions of views.

This time our team saw to the placement of **Lean Back** by **Terror Squad** on **TikTok**’s latest campaign. With the app’s new **Lean Back Technology** users can put a stop to **Search Fatigue**, a condition that inhibits quick discovery of the best new videos.

Very much in line with the Zeitgeist, **TikTok** delivers the freshest and funniest digital content whilst users simply lean back and swipe.

Watch the film in full below:

Give your fingers a rest with new lean back technology! stop searching, start watching! pic.twitter.com/l1hqxQwsq5

TikTok US (@tiktok_us) [June 16, 2019](#)