

Sea to Screen

AN ANALYSIS OF SHELLFISH AND TINNED FISH CONTENT ON TIKTOK

The team

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Why tiktok matters for seafood



- Food is one of platform's fastest-growing categories
- Seafood has been appearing in unexpected but viral ways (or seafood related things)
- Opportunity: use trends to reframe shellfish for Gen Z & Millennials.



Research Questions

Understand how shellfish (mussels, oysters) and tinned fish is portrayed on TikTok

HOW ARE THEY
PORTRAYED ON SOME?

WHO ARE THE CREATORS?

WHAT COMMUNICATION FUNCTIONS
ARE IMPLEMENTED?

Approach

- Scraped 100 videos from Apify
- Conducted inductive thematic analysis

#tinnedfish	25
#shellfish	25
#mussels	25
#oysters	25



416.5 M VIEWS

31.6 M LIKES

1.45 M SHARES

~7.9%
ENGAGEMENT RATE

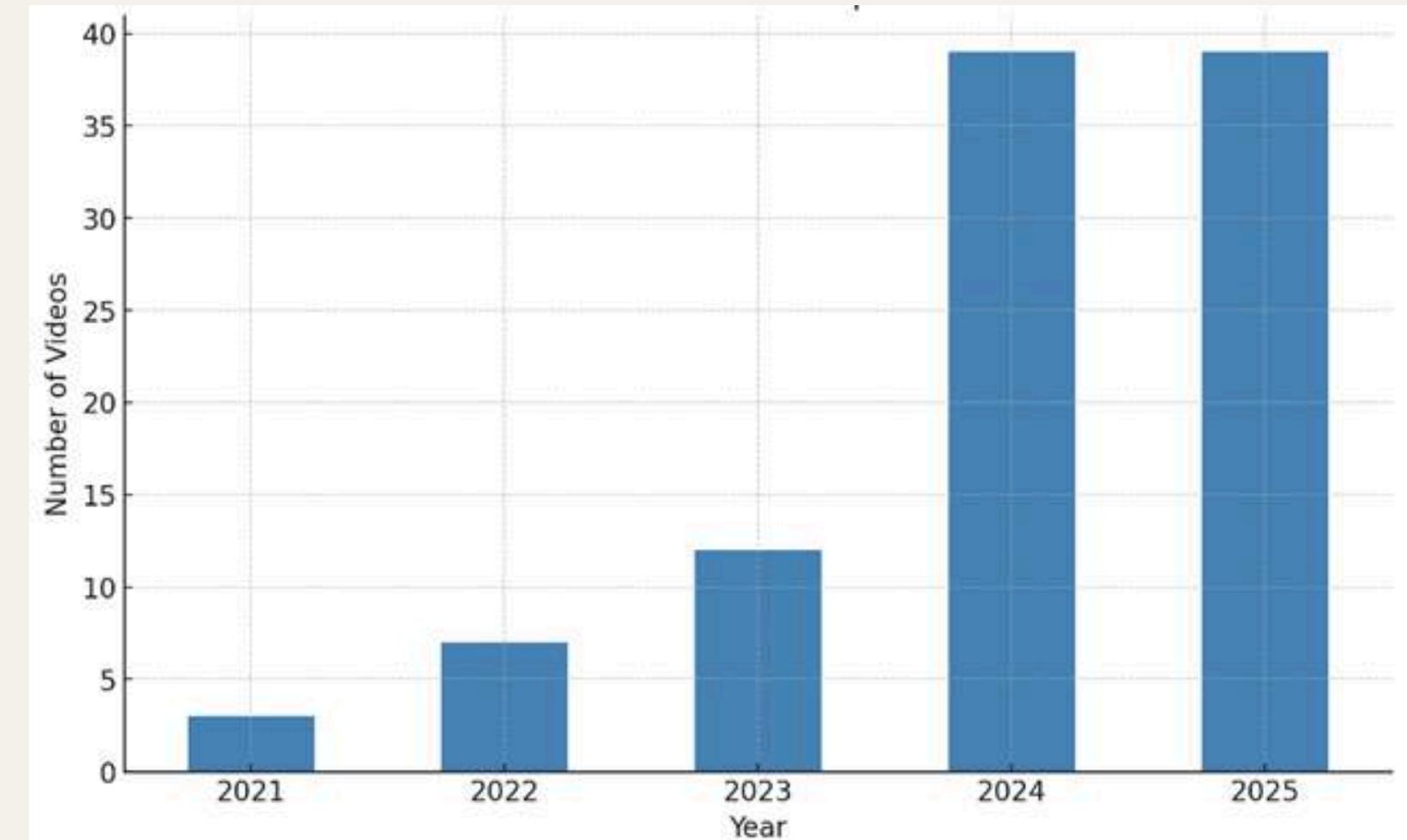
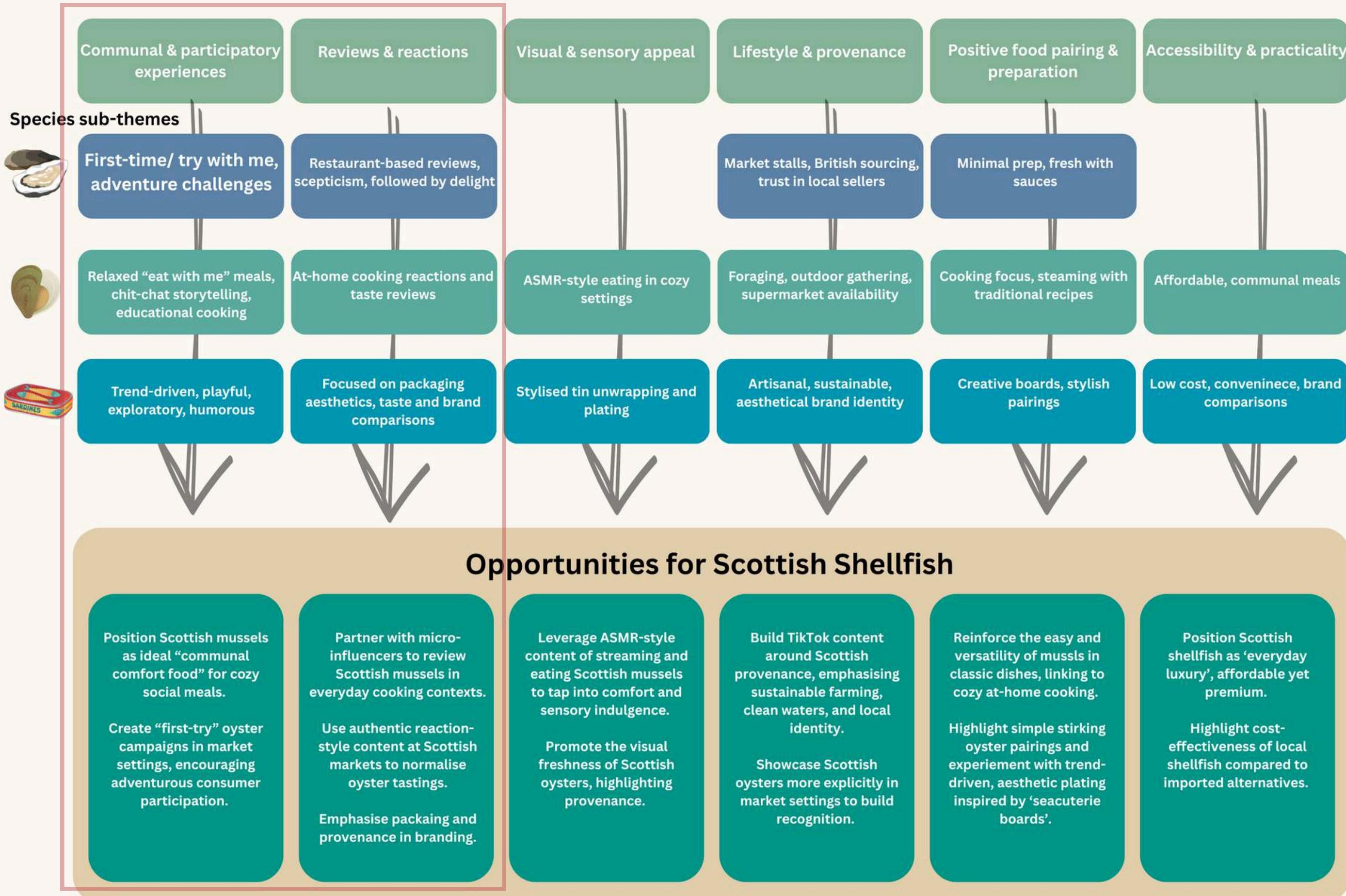


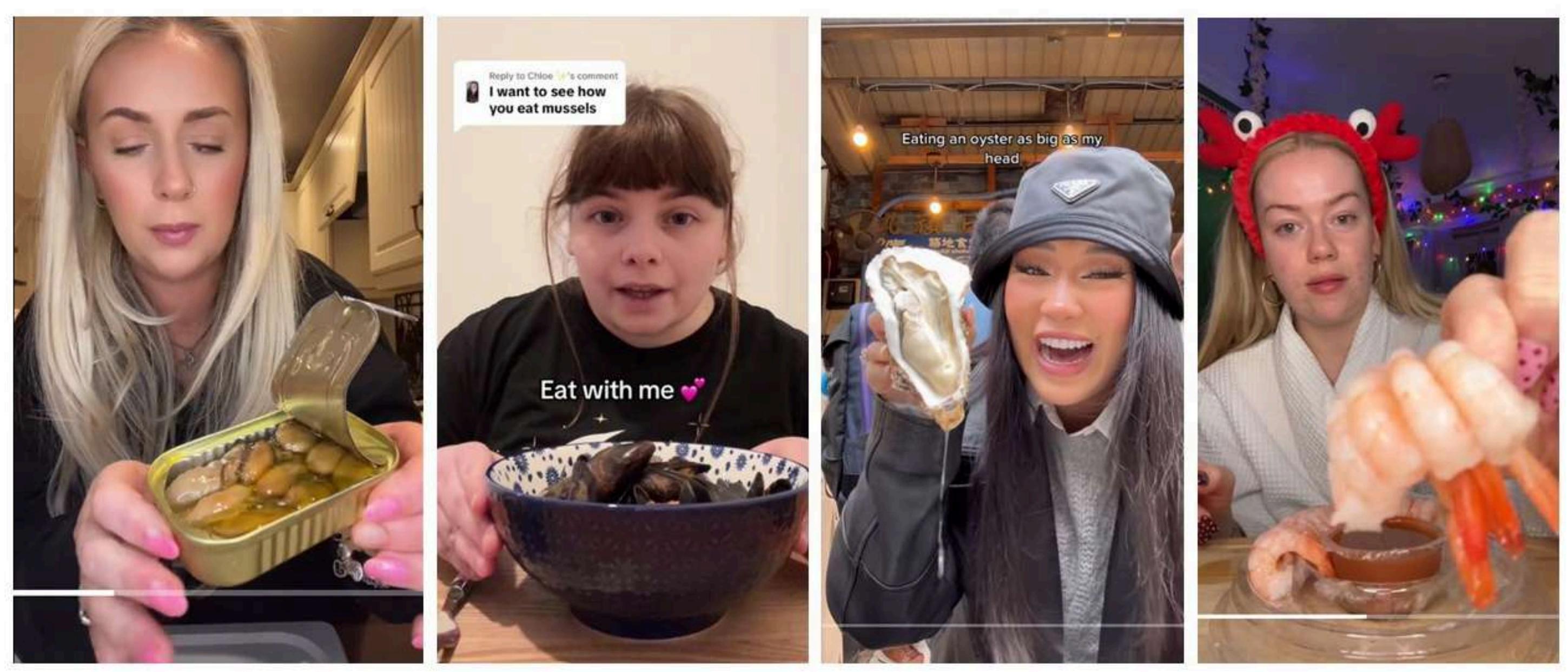
Figure 1. Total number of videos per year

- Popularity of seafood related content

Themes



COMMUNAL & PARTICIPATORY EXPERIENCES



REVIEWS & RATINGS



Hot Wings and Real Things

Why the Good Food Movement Must Trade Information for Emotion



MIKE LEE

SEP 02, 2025

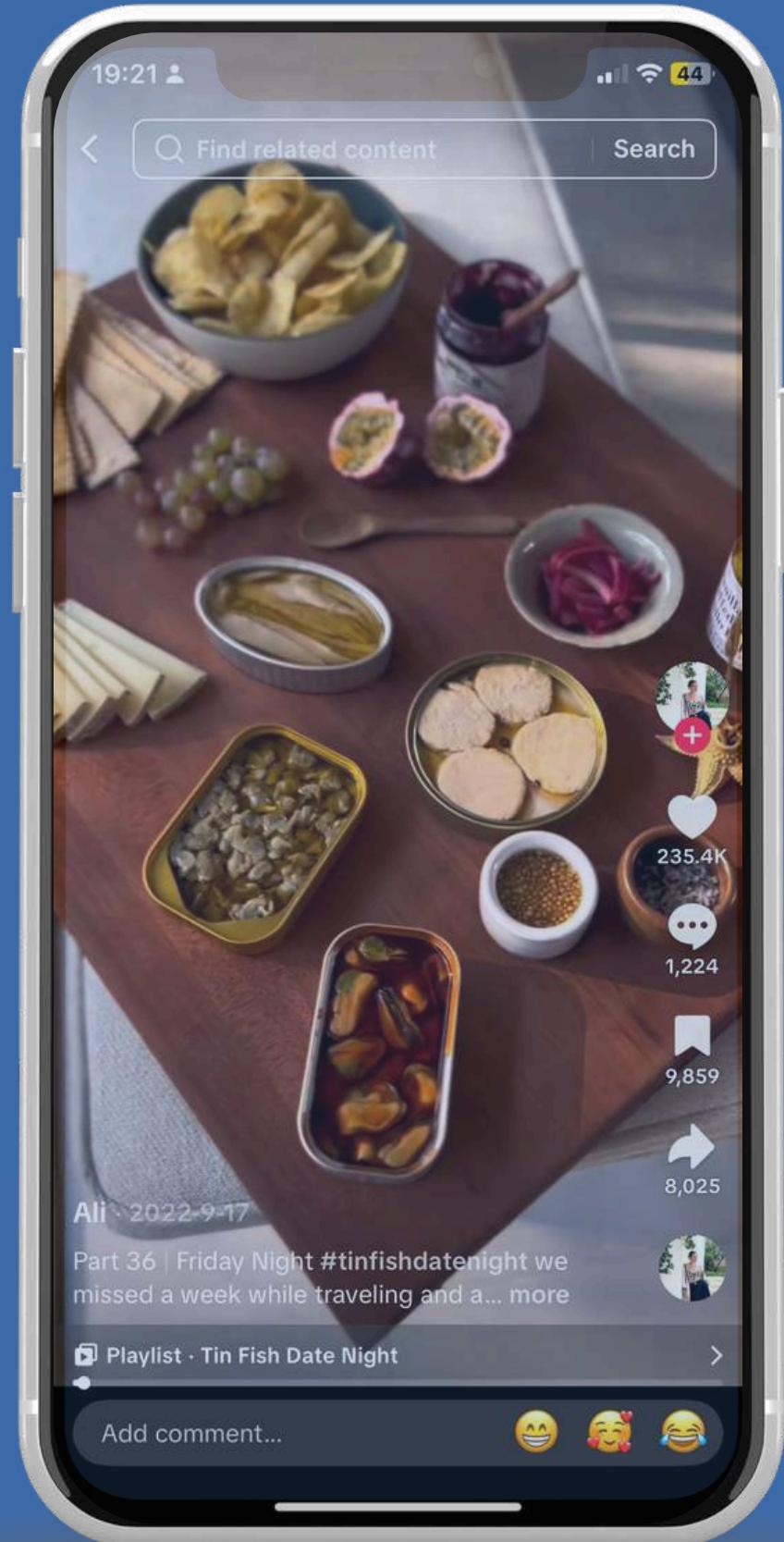
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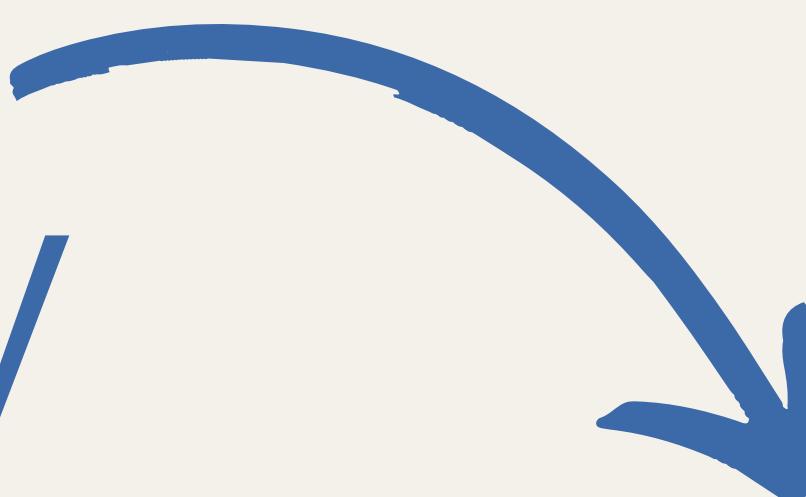


The sustainable and healthy food movement needs to **find our equivalent of hot sauce...** Stop educating people into caring. Start creating moments they can't forget."

- 1 Back micro-influencers and youth voices for authentic reach.
- 2 Jump on TikTok microtrends, memes, and challenges.
- 3 Swap education for cultural, experience-led storytelling.
- 4 Promote shellfish as versatile, convenient everyday luxuries.
- 5 Collaborate with meal kits, lifestyle brands, and innovators.
- 6 Leverage Scottish provenance and humour to boost relatability.



Check out our summary



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Creators

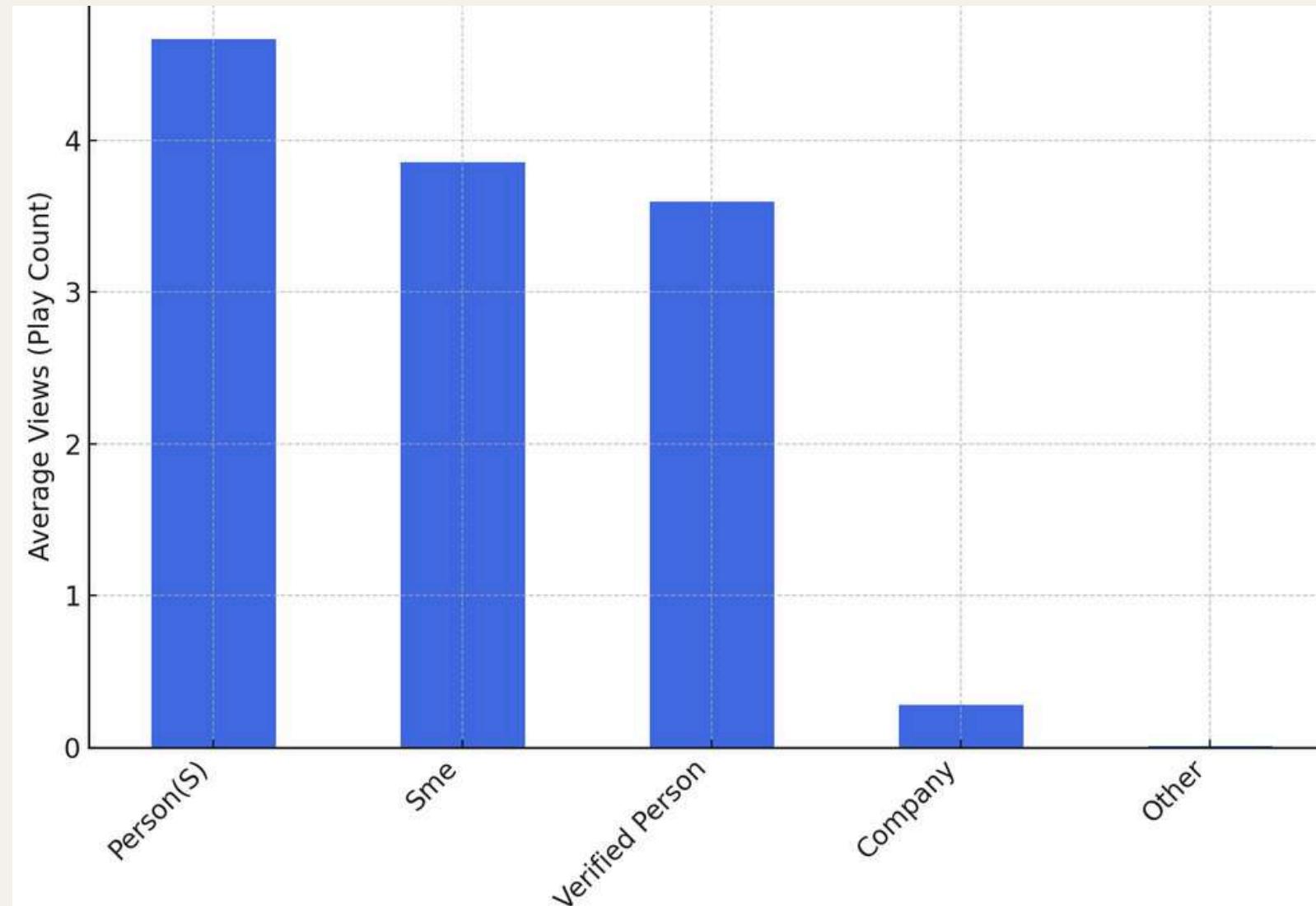


Figure 2. Views per creator type

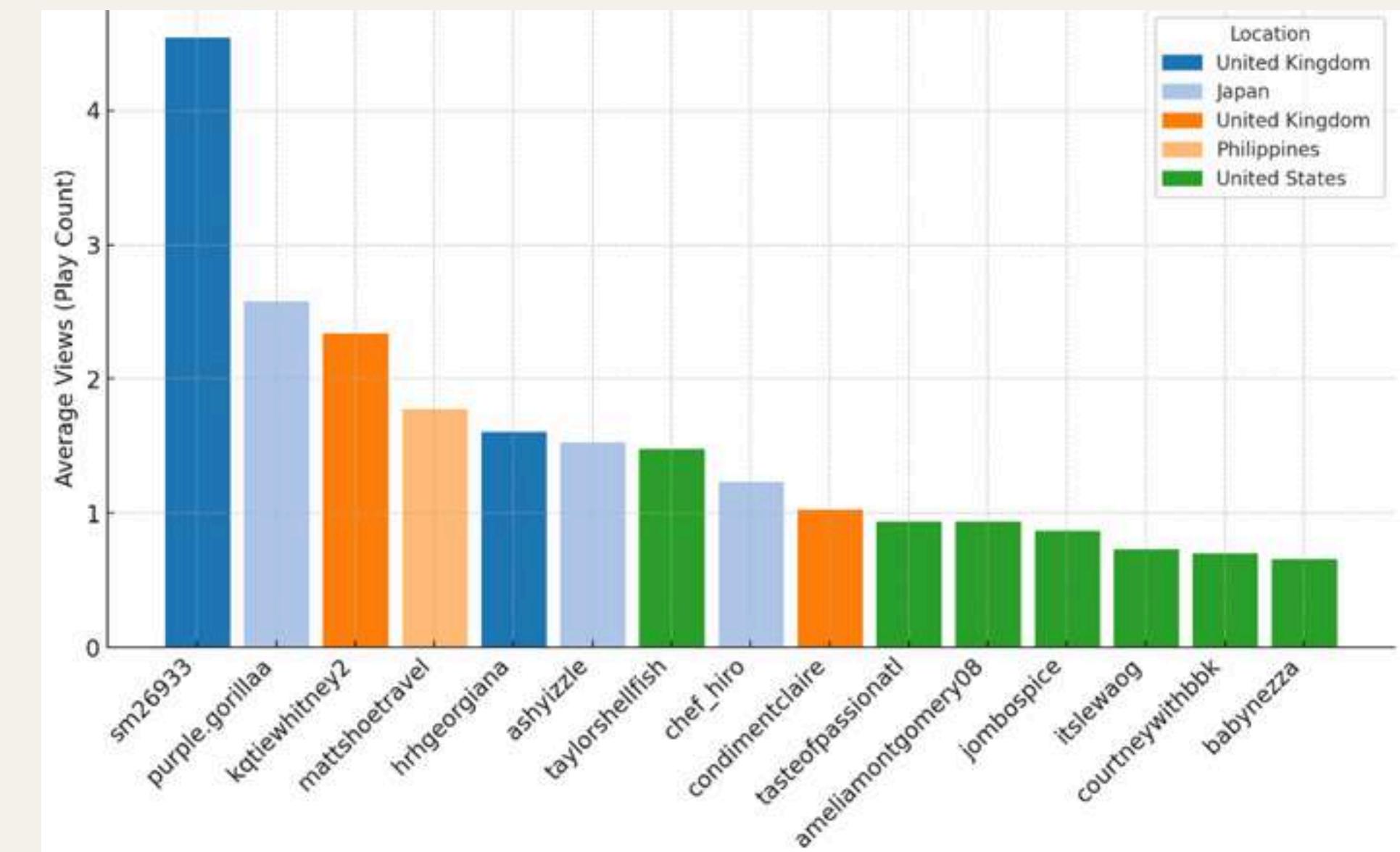


Figure 3. Total number of videos per year

- Popular creators achieve high engagement not just with the largest following
- Audiences prefer personal storytelling from people rather than from brands

Functions

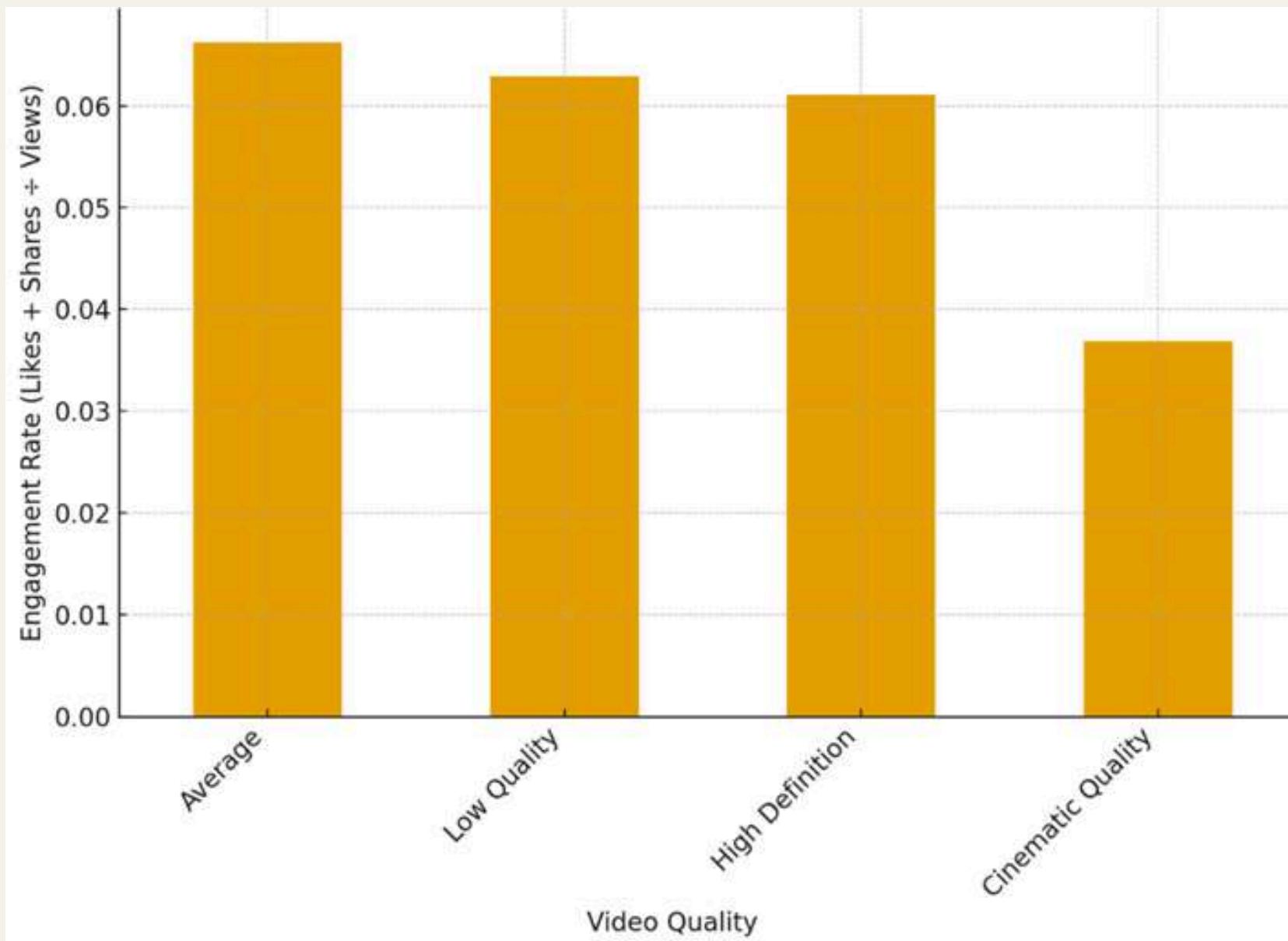


Figure 5. Engagement rate across video

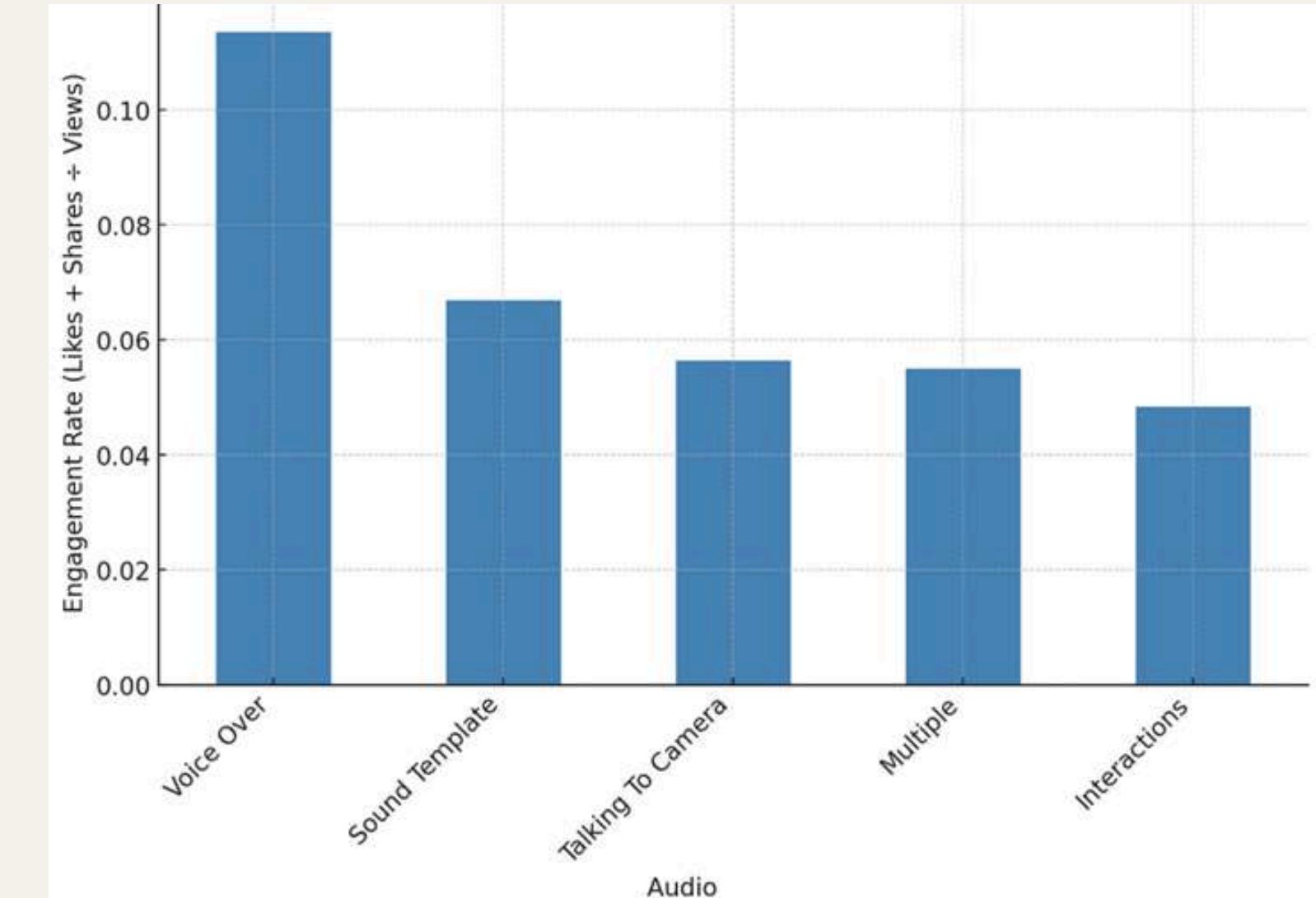


Figure 3. Engagement rate across audio

- Original sound (talking to camera, voice overs) drove more reach.
- Voice overs stand out, while fewer people watch them, they are more likely to be shared and interacted with, useful for storytelling