

# TikTok Cities, Instagram Cities & TV Cities: Where Channel Strategy Needs to Adapt

## Why Channel Strategy Must Adapt Locally ?

In a media landscape where digital platforms are rapidly gaining ground and traditional TV still holds his way among older audiences, **a one-size-fits-all national strategy is no longer sufficient**. Today, brands need to go beyond broad demographic targeting and consider the geographic distribution of their audiences **to maximize campaign effectiveness**.

This study explores how **brands can use geospatial intelligence to identify "TikTok Cities," "Instagram Cities," and "TV Cities" areas where different age groups dominate and tailor their media mix accordingly**. With Geoblink, we can map out these audience clusters and optimize advertising spend based on local demographic realities.

**TIKTOK 2025 :**  
20M MONTHLY  
ACTIVE USERS IN  
FRANCE

**INSTAGRAM 2025 :**  
26,5M MONTHLY  
ACTIVE USERS IN  
FRANCE

**90% OF FRENCH  
HOUSEHOLDS OWN  
A TELEVISION**



# APPLE AND MEDIA GEOSTRATEGY – ADAPTING CAMPAIGNS TO AGE AND TERRITORY

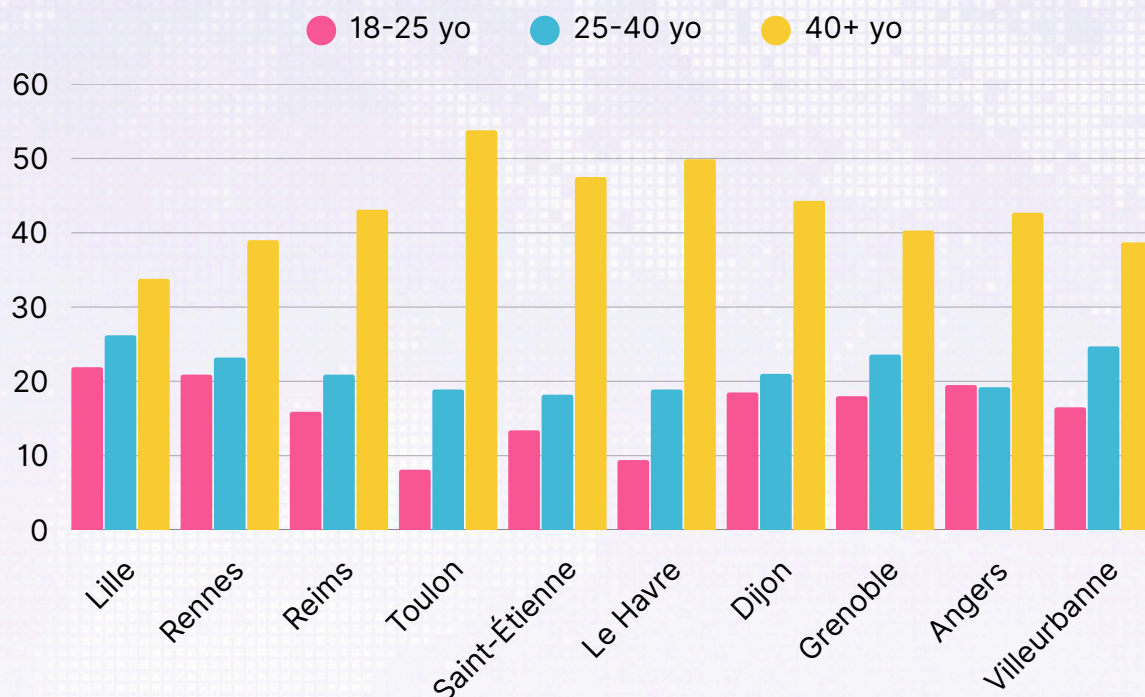
Apple targets an exceptionally broad audience, from young adults to senior users. Each generation engages with different media platforms:

- **TikTok** resonates with younger audiences (18-25 years old).
- **Instagram** appeals to those aged 25 to 40.
- **Television** remains effective among the 40+ demographic.

The challenge lies in the uneven geographic distribution of these audience segments—making it costly and inefficient to target the entire population across all three channels.

Let's say Apple wants to run a campaign in cities with populations between 75,000 and 250,000 to promote its new AirPods, primarily targeting customers aged 18 to 25, who are the most likely to engage with this product.

Below is the age group distribution by media affinity:



Toulon, Le Havre, Saint-Étienne, and Reims are cities where the 18–25 age group is underrepresented. In these cases, launching a TikTok campaign over those cities would be less relevant.

However, Lille, Rennes, and Angers are cities where at least 20% of the population falls within the target audience, making them more suitable for launching a new TikTok campaign.



# APPLE'S AIRPODS CAMPAIGN IN PARIS

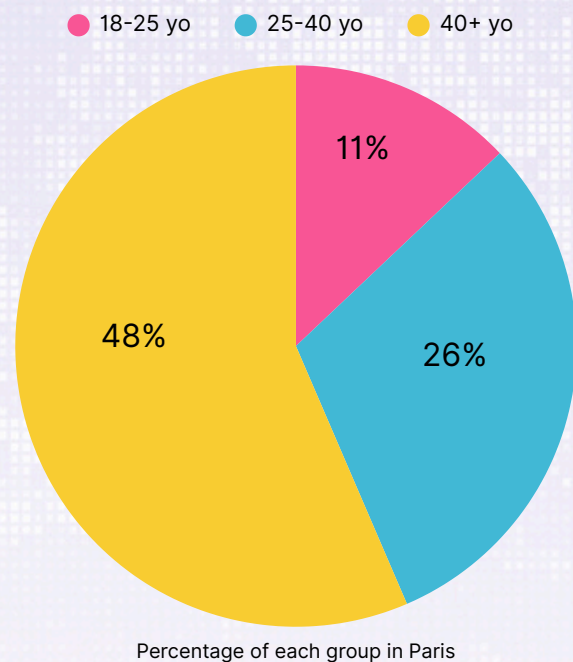
Let's imagine Apple is preparing to launch a campaign for its new AirPods, a product particularly appealing to the 18–25 age group.

In Paris, this age group represents only 11% of the population, which is below the national average for major cities. However, the 25–40 segment, the so-called "Instagram generation", makes up nearly 26% of the population, a significantly higher share.

## What does that mean for the media strategy?

Instead of focusing on TikTok, which might underperform due to the lower concentration of 18–25s, **Apple could pivot toward Instagram Stories or Reels**, showcasing the AirPods as part of an active, connected lifestyle that resonates more with the 25–40 crowd living and working in Paris.

**This strategy would both maximize reach and media efficiency, by aligning the message and channel to the dominant local demographic.**



So, if Apple wants to launch a hyper-local campaign in Paris to promote its new AirPods to the 18–25 age group, it shouldn't treat the city as a single, homogeneous market.

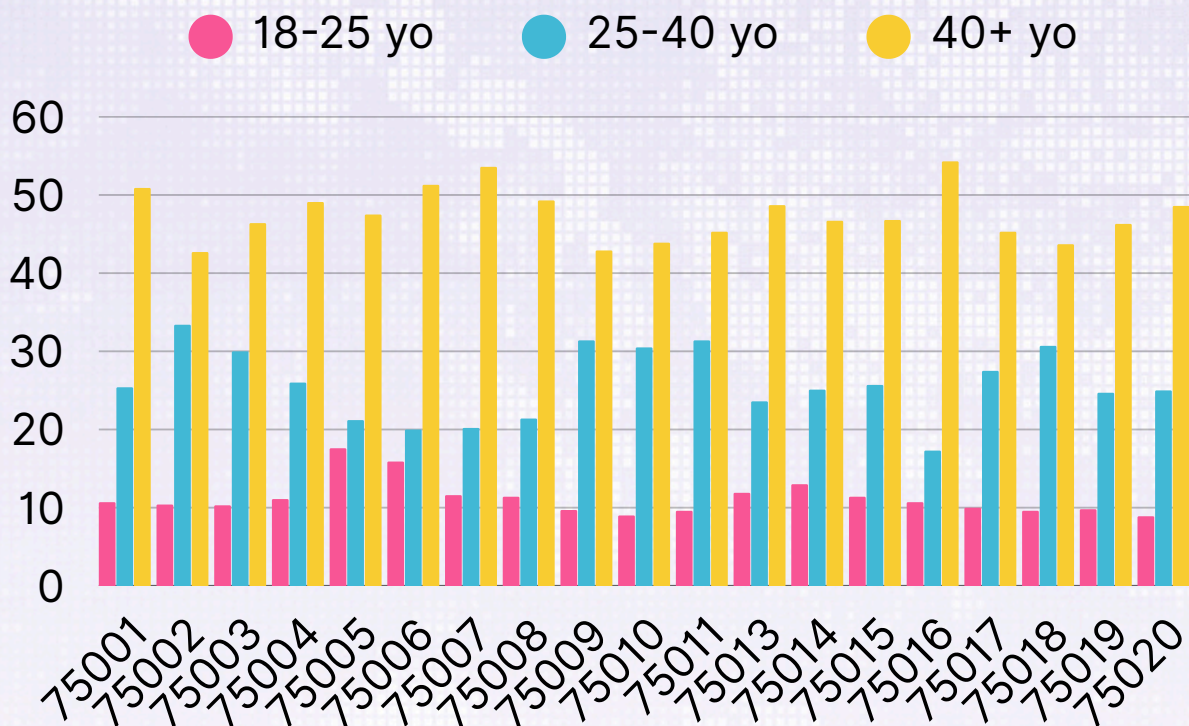
Instead, it should rely on postcode-level insights to maximize the precision and impact of its media strategy.



# IS INSTAGRAM THE DOMINANT PLATFORM ACROSS ALL DISTRICTS OF PARIS?

First of all, since the 40+ age group is larger than the others, it's expected to see this category overrepresented in the graphs.

While the overall city may lean more toward Instagram than TikTok, certain districts, **such as the 5<sup>th</sup> (17.6%) and 6<sup>th</sup> (15.9%)**, show a stronger presence of the TikTok generation. If Apple were to launch a localized event or a targeted TikTok campaign, these two districts would be the most strategic choices.



This analysis shows that even within a single city, age-based media preferences can vary significantly from one district to another.

For a brand like Apple, adapting campaign strategies to the local demographic profile, down to the postcode level, offers a real competitive edge. Whether it's TikTok in younger, student-heavy areas or Instagram in districts with a strong 25–40 base, tailoring the message and the medium to each audience ensures better engagement and media efficiency.

**In short: going local isn't a limitation, it's a strategic advantage.**



# CONTACT



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