



TIKTOK ANNOUNCES ITS 2024 SUPER BOWL TAILGATE EVENT

The NFL announced Gwen Stefani (@gwenstefani) as the marquee performance for the Super Bowl LVIII TikTok Tailgate, the league's ultimate pregame party before the big game on Feb. 11, 2024. For the fourth year in partnership with TikTok, fans watching across the world can tune in on @NFL on TikTok for hours of live programming featuring a live musical performance from Gwen Stefani, NFL special guests and TikTok creators. The Super Bowl LVIII TikTok Tailgate invites all fans into the league's premier Super Bowl pregame celebration LIVE from Allegiant Stadium in Las Vegas. In addition, portions of the musical performance will be televised in the CBS Super Bowl LVIII Pregame Show.

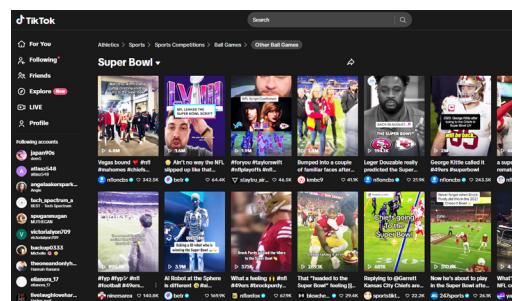


*Photo: Super Bowl in Las Vegas

"We all know how massive of an event Super Bowl is, and I am so honored I get to be a part of it and perform at the Super Bowl TikTok Tailgate. Can't wait to see you all in Vegas!" said Gwen Stefani. With more than 3.2 million followers on TikTok, she offers fans an intimate look into her career and daily life, including major career milestones, family moments with husband Blake Shelton and her kids, archival performance images, behind-the-scenes footage straight from The Voice set and even her own take on the "Hollaback Girl" trend (over 32,000 creations). Gwen's 2004 hit "Rich Girl" has become a mainstay of TikTok, garnering over 133,000 creations to date.

Best Inc.(USA) is proud to announce our partnerships with so many brands. These collaborations have not only strengthened our position in the market but have also allowed us to showcase the incredible potential of TikTok as a powerful platform for brand promotion. Our TikTok campaigns have not only driven impressive sales figures but have also generated high levels of engagement and brand interaction. The buzz around our

TikTok campaigns has resulted in a significant increase in our community size. Our followers on TikTok have not just grown in numbers but have also become ardent supporters and advocates for our brand. Join us on Best Inc's TikTok and be a part of the excitement!



*Photo: TikTok Super Bowl trends

Do you know?



UPS recently cracked down on 3PL using illegal accounts, and many warehouses had their accounts permanently suspended by UPS, significantly impacting their operations. At Best Inc., we have been using the official and legitimate accounts with UPS, FedEx, and USPS since day one to ensure that our clients are placed at the forefront. Safety and reliability are our commitment to all our clients.

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