**An Overview of TikTok Challenger, Firework**

 Firework, Google is reportedly considering purchasing to try to compete with TikTok. Backed by well-known brand partners, Firework was launched in March by Loop Now Technologies, and allows users to find, share and create 30-second videos, features original content and runs sponsored hashtag challenges each week that invite users to create videos in exchange for donations to social causes or cash prizes.

***Digiday 10/9/19***

[***https://digiday.com/media/everything-need-know-firework-tiktok-competitor-google-wants-buy/***](https://digiday.com/media/everything-need-know-firework-tiktok-competitor-google-wants-buy/)