



TikTok Ranked Most Innovative Advertiser Among Marketers by Kantar

Consumers say our ads are the most fun and entertaining, and marketers say our ads are the most innovative. And, we were the only media brand to improve our trust rating among marketers!

What does this mean?

TikTok gives brands the most creative ways to engage with their audience, and we've changed how audiences consume entertainment.

Who took the survey?

This year's *Media Reactions* report gives insight from over 18,100 consumer and 900 senior marketer interviews covering nearly 400 brands in 29 markets.

Why does this matter?

Ads on TikTok are more entertaining, drawing in huge audiences that are giving their full attention to ads on our platform.



Key Takeaways

👉 **Audiences continue to say ads on TikTok are the most fun & entertaining.** We've reimagined entertainment, and people agree. That's because of our content superpower: connecting people through culture, discovery, and community.

👉 **The Creator Economy is innovating the (advertising) game.** Creators are part of a winning media strategy, and the best place to partner with them is on TikTok. On our platform, Creators are a key ingredient to the secret sauce of unlocking a supercharged TikTok strategy.

👉 **We were the only brand to increase trust scores among marketers.** TikTok continues to build trust with marketers in an increasingly untrustworthy climate. As a result of more balanced trust and innovation, marketer preference for TikTok has climbed up significantly.

👉 **TikTok ranks #2 in ad equity.** For the last two years, TikTok ranked #1 in ad equity. While we aren't at the top this year, we've maintained a very high standard that has contributed to another high ranking. This matters because higher ad equity drives more impactful campaign results for brands.



How to Innovate and Elevate

TikTok ranks **#1 in the world for innovation** among marketers because of our creative, authentic, and community-focused platform. Uncover innovative ways to build your brand with these strategies:



⚡ **Adopt an Always Engaged Approach.** Formulating an integrated content strategy via combining paid ads and organic content while leveraging Creators is a proven way to drive results for your brand. Remember: Organic + Paid = Always Engaged!

💛 **Tap Into Our Culture of Community.** By joining in on TikTok's culture of community, advertisers on TikTok have the opportunity to show up as more collaborative, intimate, and accessible to users. Being an active participant opens opportunities for authentic collaborations.

🏆 **Leverage Creators.** Creator content is evolving the media landscape. Partner with creators (our **Creator Marketplace** is a great place to start!) to amplify your content and reach audiences in ways only TikTok can.