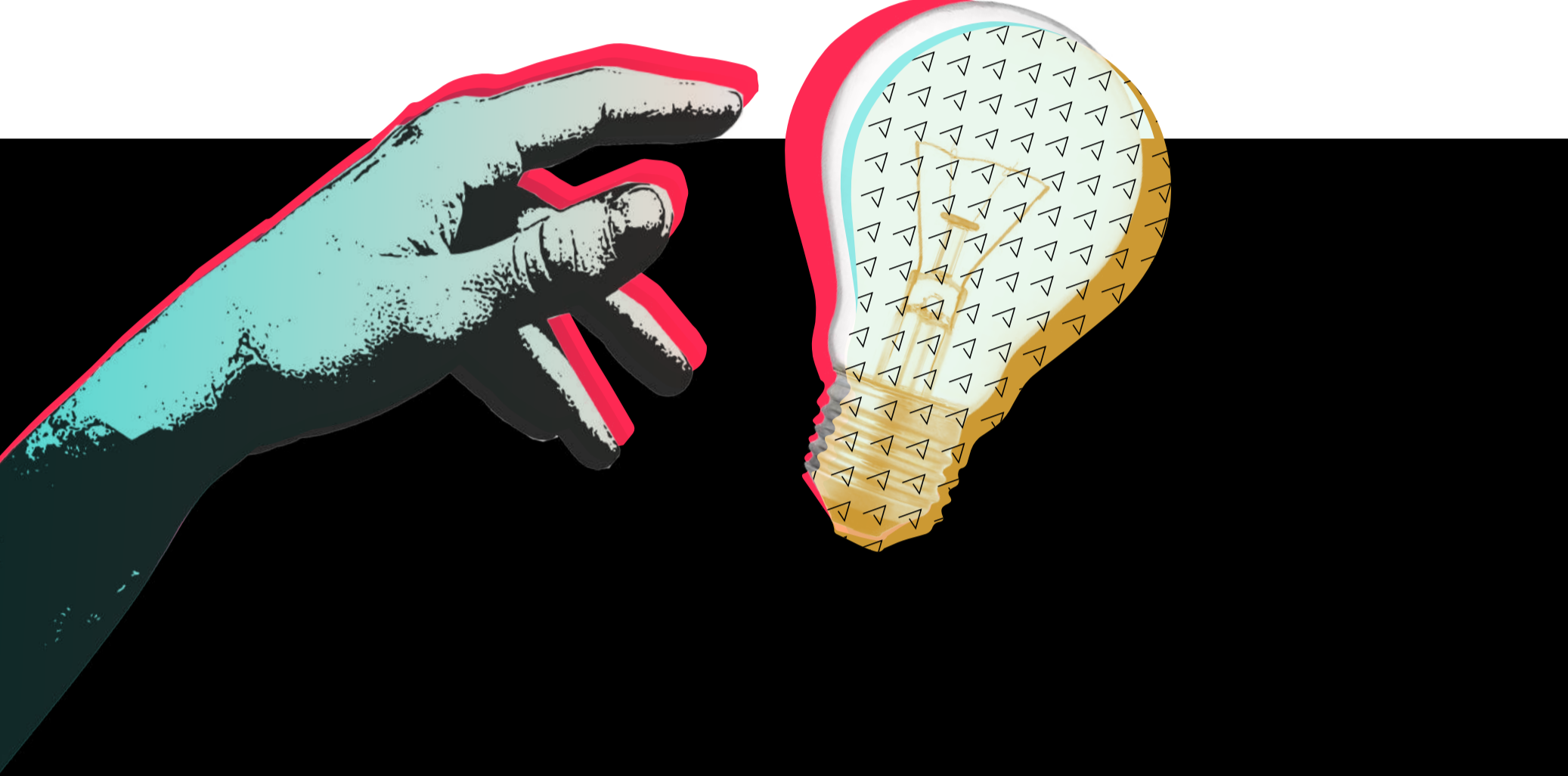
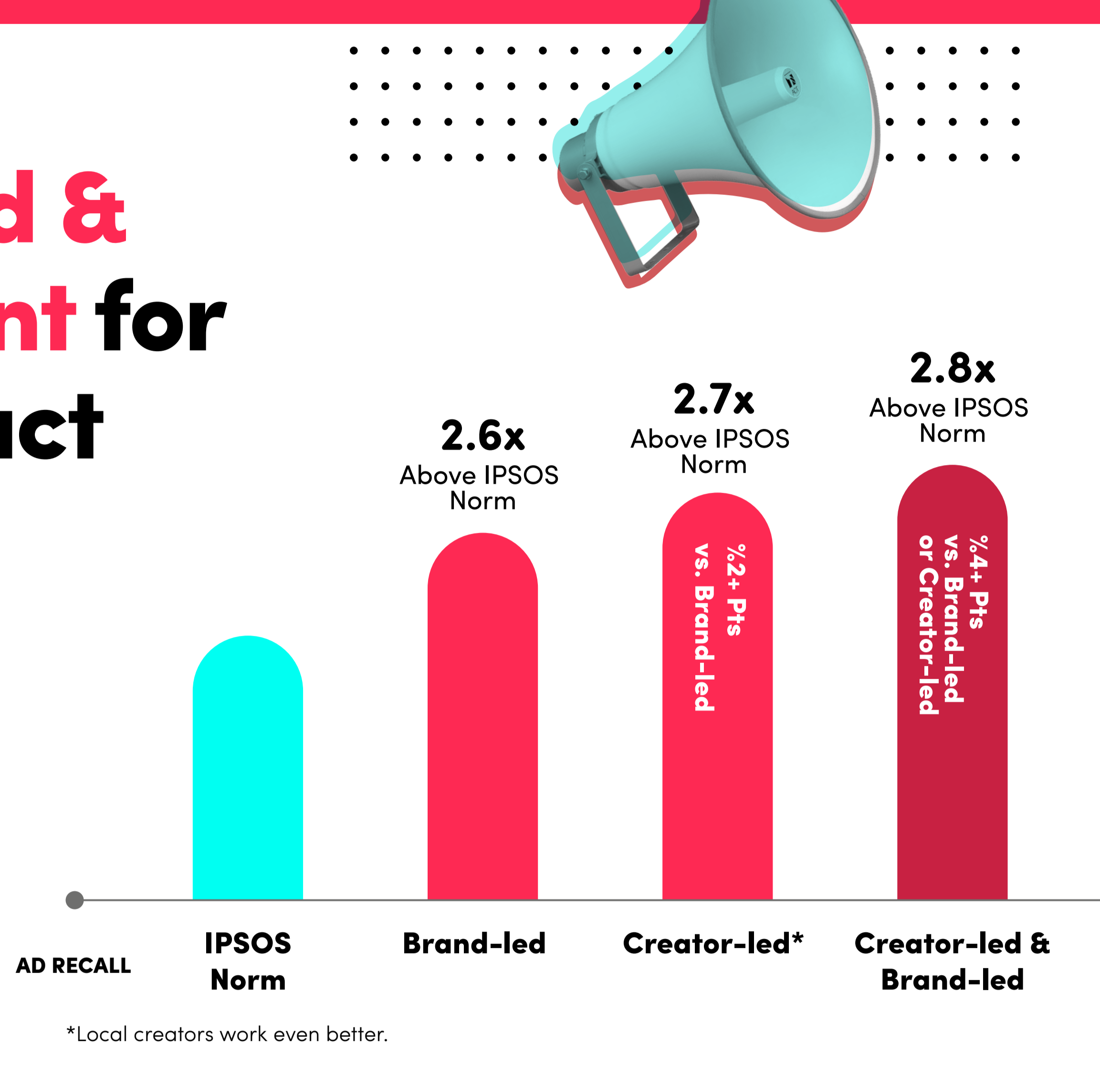


TikTok For Business and IPSOS partnered together on a meta-analysis to provide data-driven best practices on creative elements. The analysis was based on 296 brand lift studies for a period of one year and was conducted across multiple verticals in METAP.

Creative Best Practices to Drive Brand Impact

Use Both Brand-Led & Creator-Led Content for the Maximum Impact

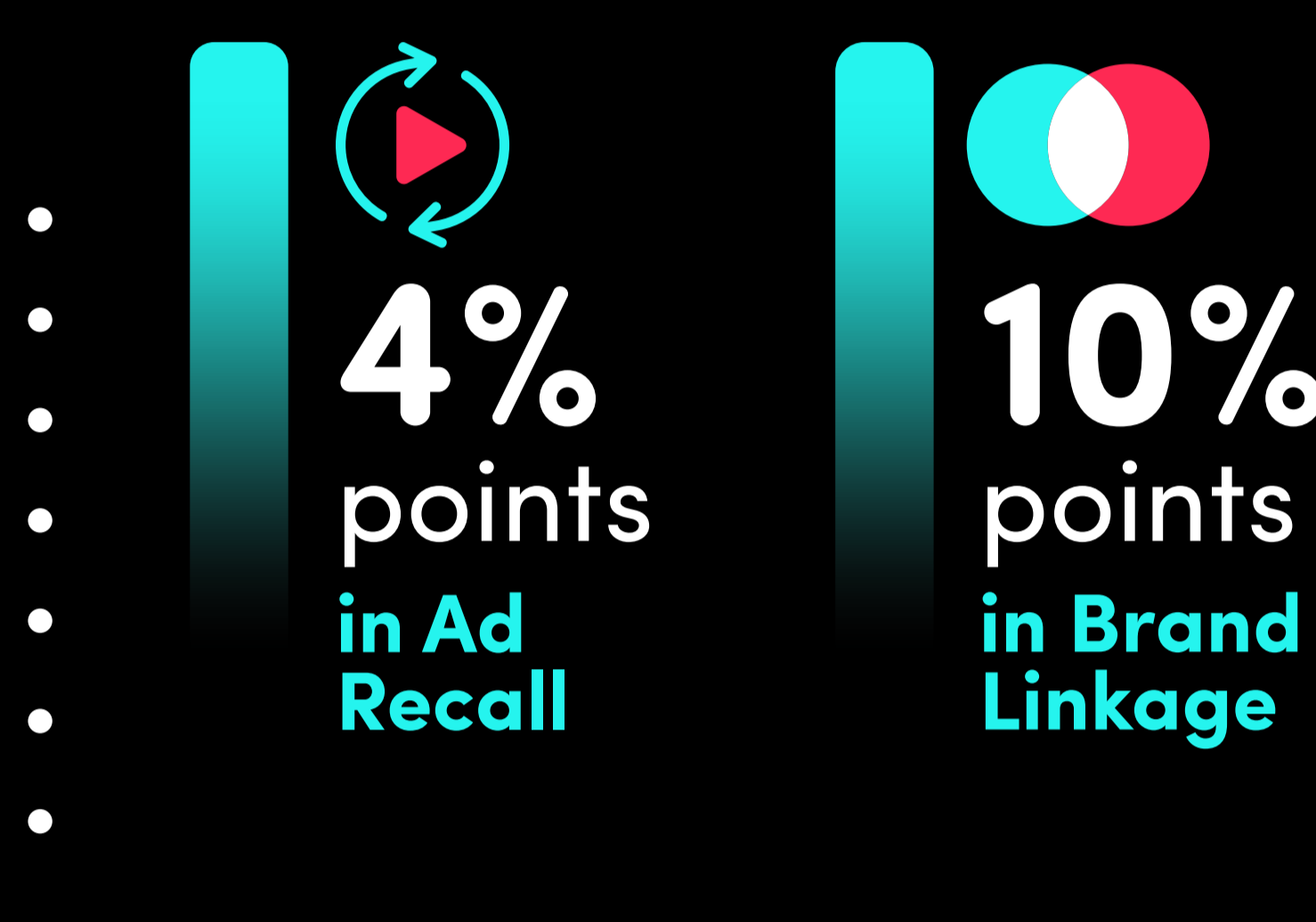
While both brand-led and creator-led works well individually, using them both provides the optimal impact.



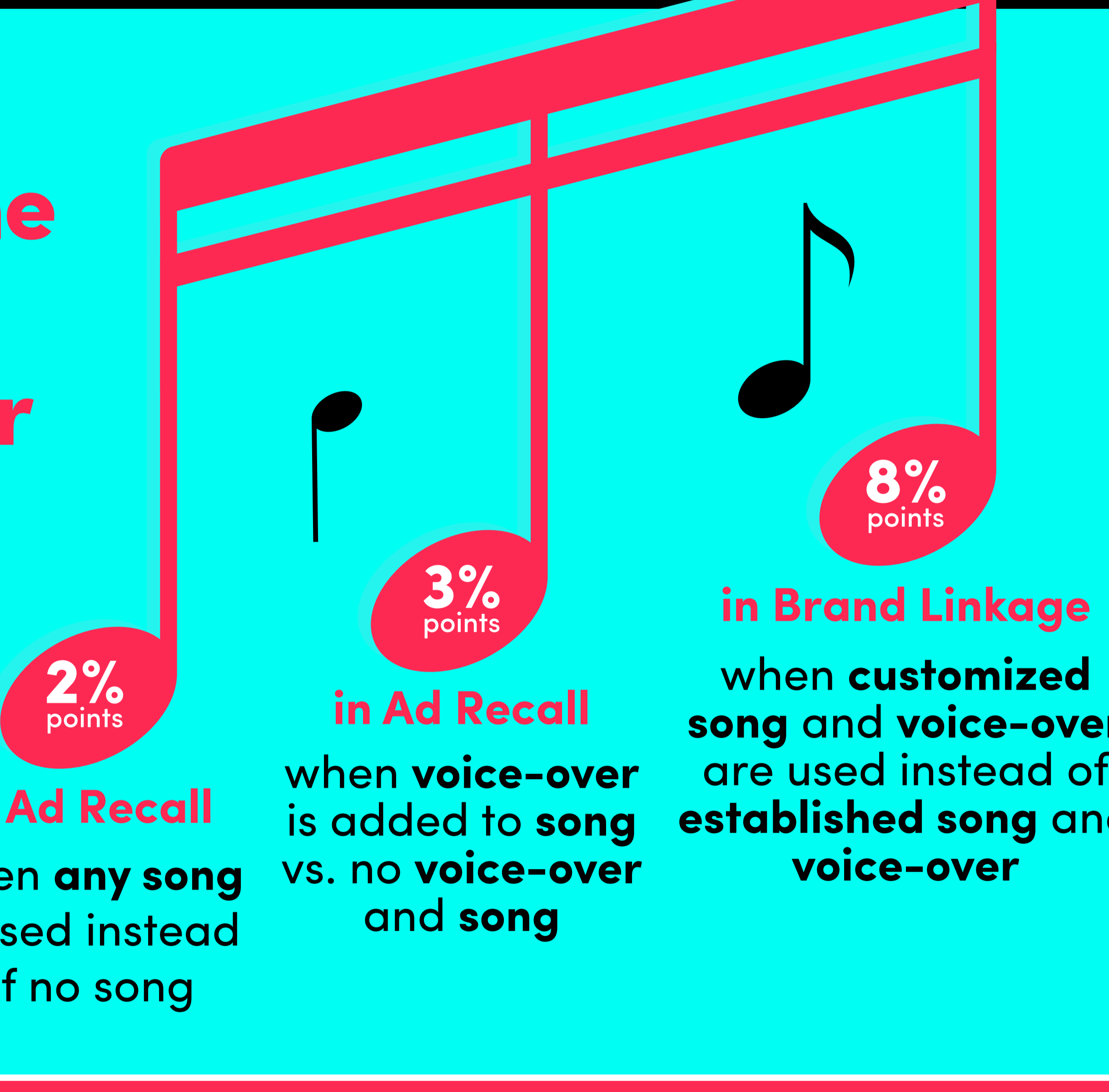
Let Creators Interact with the Product

While using a creator-led content is great, having them provide product information improves ad memorability.

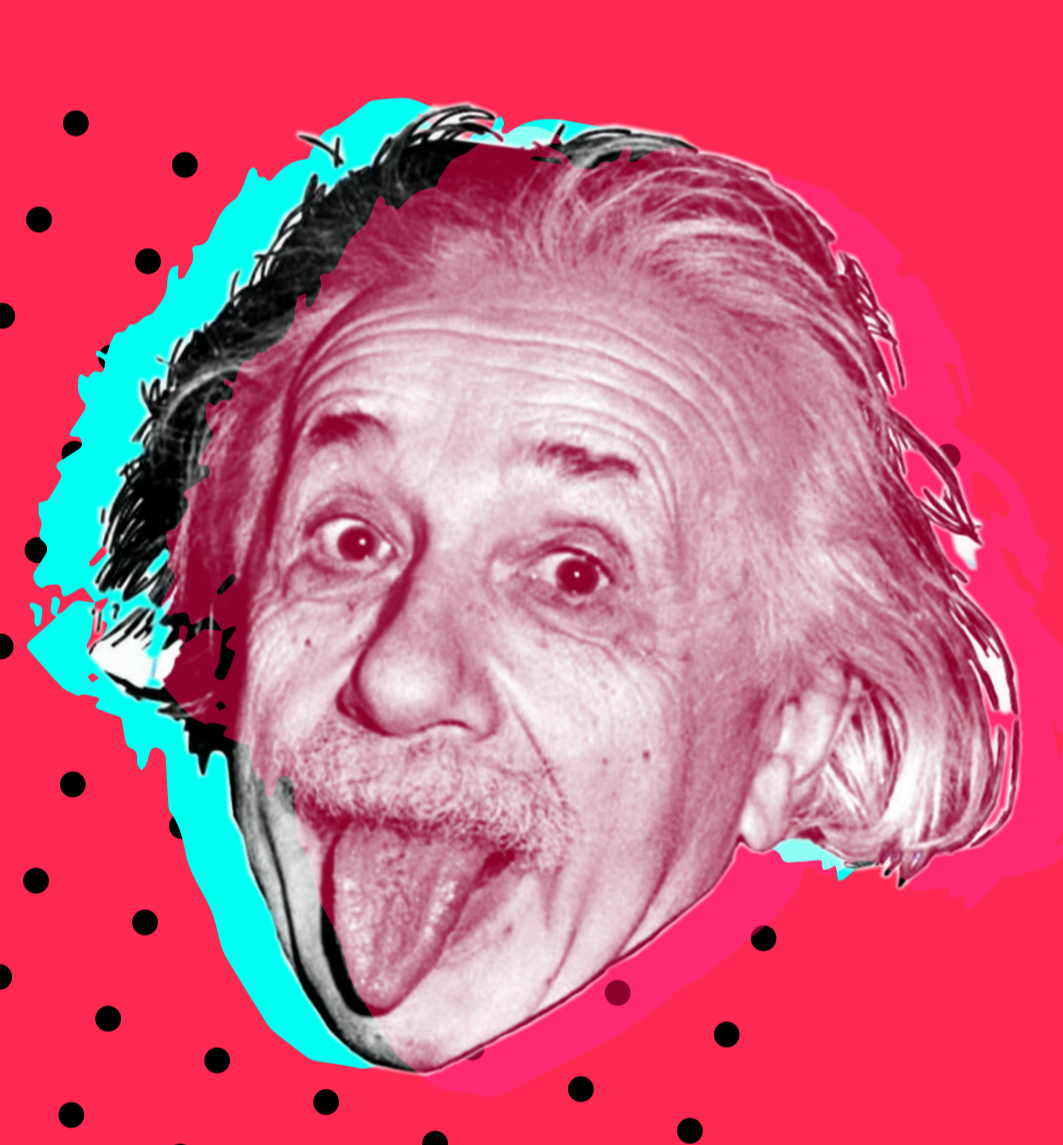
When the creative provides product information (i.e., tutorials, reasons to purchase) vs. no information.



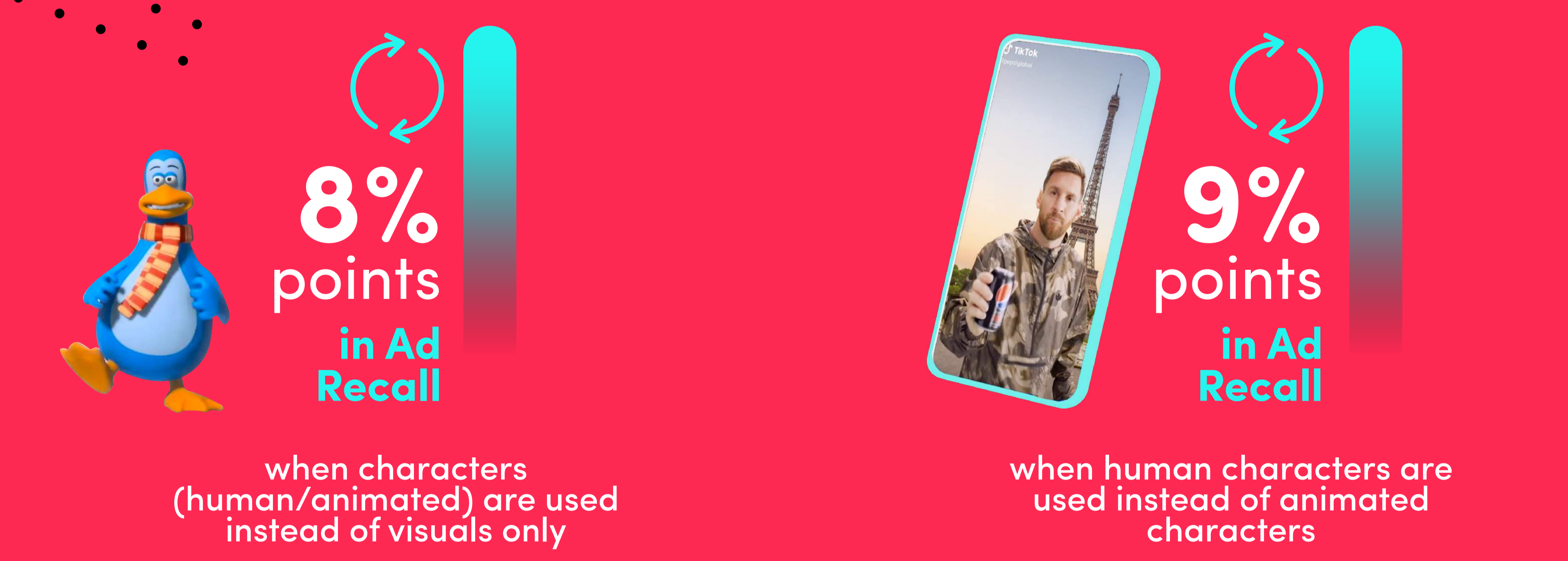
Include a Song in the Ad; Combine Songs with Voice-Overs for Additional Impact



Include a Character to Drive Ad Memorability

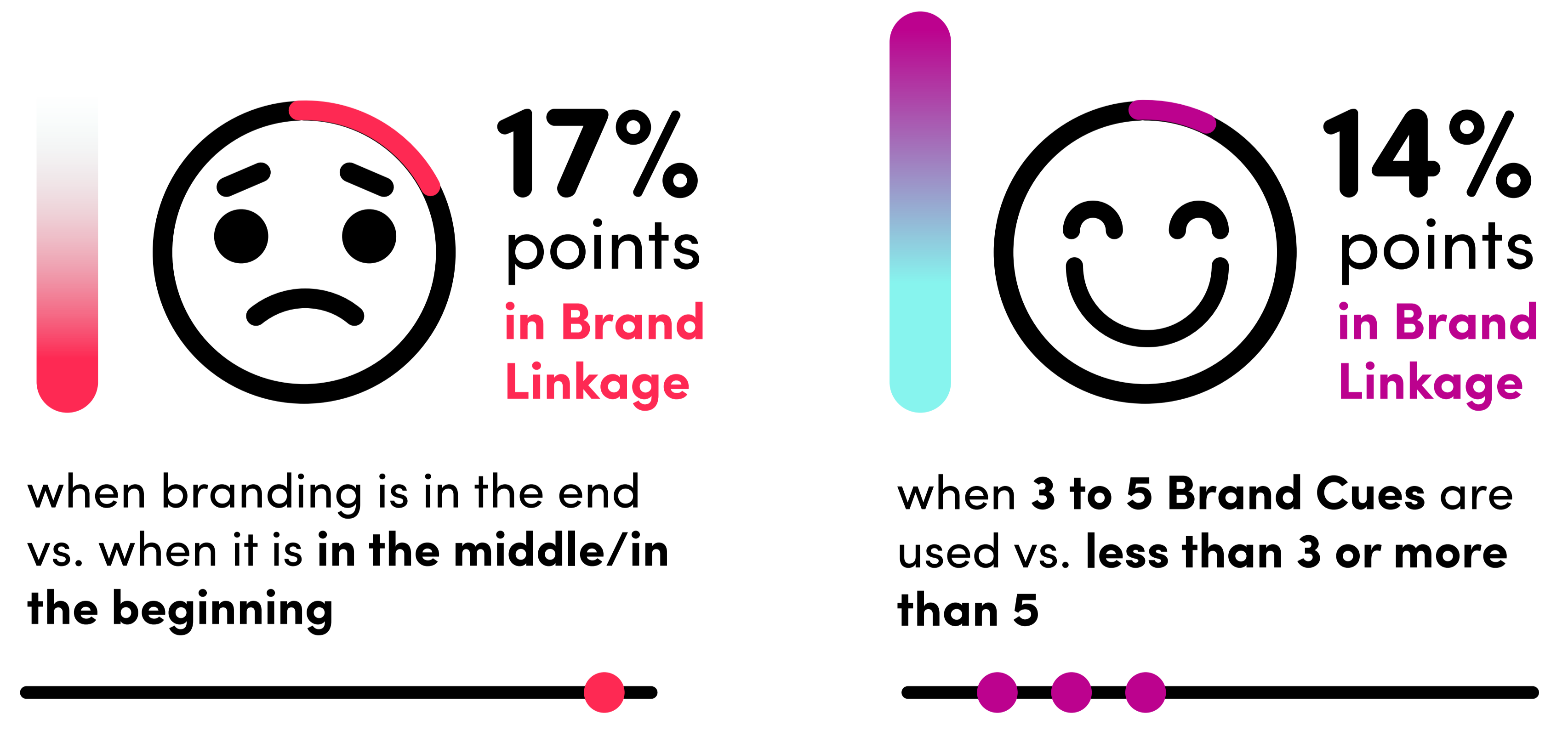


Creative assets that include characters, whether animated or an actual person, deliver stronger brand impact than that of with no characters.



Don't Leave Branding until the End; Include 3 to 5 Brand Cues

There is a 17% point decrease in Brand Linkage, when branding is left to the end; 3-5 is the sweet spot, when it comes to how many brand cues* should be in the creative asset.



*Brand cues include logo, product itself, sonic cues, jingles, brand ambassadors etc.

Showcase the Product Offer, Claim

Highlighting the product offer, claim amplifies both Ad Recall and Brand Linkage.

