

TikTok Works



Let's talk creative codes

In 2023, there is much competing for our audience's time.

Brands are competing for attention and need to cut through the clutter to drive meaningful impact. While advertising on TikTok does need to be sympathetic to its unique media environment, the good news is the **fundamental creative principles** of effective advertising hold true today on TikTok. Explore the 7 creative codes below to make your creative work harder on TikTok.

1000%

First frame hook

95% of the top performing BLS creative do not open with a large logo card.¹ Instead, create a hook that grabs and holds people's attention right from the first frame.

Early integration

2 seconds of exposure is needed to capture 50% of recall lift, and 2.5 seconds is needed for awareness.² Identify the most natural point to introduce distinctive assets or product cues.

Video length ✨

The number 1 question we get: how long should videos be on TikTok? There is no magic number! Any length can find success; it comes down to the quality and creativity of your ads.

Event triggers

59% of ads with high numbers (4-5) of event triggers perform above ad memorability benchmarks.³ Triggers include audio, scene changes, text overlays, emojis, movement and brand cues.

Native creative

32% of awareness impact and 11% of intent impact is attributed to native look and feel.⁴ Create native creative by going vertical in a 9:16 format, featuring people and having a narrative to tell a story.

NICE

Product demos

Product demos drive substantial lower funnel intent benefits with branding and product elements representing 62% of intent lifts.⁵ Product demos empower viewers to envision how they would use your product.

Call to action

Calls to action drive 13% of total brand impact.⁶ When you close your video on TikTok, be sure to leave your audience with a clear action. CTAs on TikTok should be direct and concise.

It's important to get creative right on TikTok.

Creative metrics drive:

75%

of brand impact on TikTok.⁷

Sources:



1. TikTok Marketing Science Creative BLS Meta Analysis Study, 2021.
2. TikTok Marketing Science, Value of a View Internal Meta-Analysis, 2021.
3. Marketing Science Global Information Density 2022 conducted by Neuro-Insight
4. TikTok AUNZ BLS Meta Analysis, June 2022, Conducted by Kantar

5. TikTok AUNZ BLS Meta Analysis, June 2022, Conducted by Kantar
6. TikTok Creative BLS Meta Analysis Study, 2021
7. TikTok AUNZ BLS Meta Analysis, June 2022, Conducted by Kantar





Recut, Remix, Reimagine

The new creative production framework: Recut, Remix, Reimagine

No matter where your creative maturity currently is, the Recut, Remix, Reimagine creative production framework has a solution for you.



Recut

Recut your existing creative assets for TikTok.

We know that sometimes making TikTok native ads just isn't feasible. And for those times, there's still a solution. There are three simple ways to Recut your existing assets to make them feel more native and compelling:

Verticalising. Make sure the content is in 9:16 and frame scenes evoke the most emotion and connection to humanity (eg. close ups of people).

Edits. Remove any opening logo card. Take out any long pauses or builds or unnecessary scenes. On TikTok, you can get straight to the point.

Audio. TikTok is a sound on platform; always make sure if repurposing assets from digital platforms that audio is accompanying the ad.

Tools to try:

TikTok Creative Exchange

Recommends creative partners based on your creative needs.

Automated Creative Optimisation Tool

Find high-performing combinations of your creative assets. **TikTok Marketing Partners** Edits / Resizing/ Branded Effects.

Remix

Remix your creative assets to be more TikTok.

There are five ways you can take pre-existing creative assets and create a custom edit specifically for TikTok:

Audio. Add trending music from our free to use Commercial Music Library or use Text to Voice.

Text overlays. An easy and simple way to make your creative native.

Trends. Trends are useful shortcuts to native content.

Edits. Use editing tools like CapCut to add motion to your creative.

Ad solutions. Interactive add-ons like voting stickers, superlikes and display cards to make content feel native.

Tools to try:

Creative Solutions Finder

Creative product knowledge, by need. **Creator Marketplace** Run your own campaign on TikTok Creator Marketplace. **TikTok Marketing Partners** Edits / Resizing/Branded Effects / Creators.



Reimagine

Reimagine your creative idea using the power of TikTok.

TikTok rewards creativity and originality. Brands can push the boundaries of creativity in 3 ways:

Creator made. TikTok Creators can bring your ideas to life while adding realness to your messages to drive resonance and consideration with credible partnerships.

Community generated entertainment. Brands can allow the Tiktok community to join in with the conversation, giving them a platform to inspire and create alongside your brand.

TikTok 1st Content. Brands plan, shoot and produce assets to feel 100% native on TikTok's For You Page.

Tools to try:

Creator Marketplace Run your own campaign on TikTok Creator Marketplace. **Creator Marketing Partners** Find a trusted vendor to manage your campaign. **TikTok Marketing Partners** Edits / Resizing/ Branded Effects.

Time to Recut, Remix and Reimagine!

Each of these three can be done individually on its own, but it is even more powerful when you think of them as an integrated advertising campaign across TikTok.

Recut assets in high impact formats like **TopView**, Remix assets run as **In-Feed ads** and Reimagine assets through a social activation with **Creators**. Brands that are winning on TikTok now are taking this approach, they're using the entire creative possibilities of TikTok to tell their story.

Reach out to your **TikTok Representative** to find out how the **Recut, Remix, Reimagine** framework can be useful for you. ✨

