



A white paper by **WARC**

When entertainment meets effectiveness:

A guide to maximising impact



WARC
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The view from TikTok



Balendu Shrivastava
Head of Measurement,
TikTok APAC

The CFOs are now an integral part of marketing teams. Brands are emphasising effectiveness more than ever, and have to prove how marketing spend translates to a healthy return on investment.

However, solely relying on short-term metrics can limit growth. In order to achieve success, marketers need to have a holistic marketing strategy and measurement approach that account for the synergies of brand and performance advertising.

The digital world is veering more towards a **privacy safe environment**. Marketers are also asking for quicker turnarounds for measurement calculations. Effectiveness measurement needs to keep abreast of latest developments. We are seeing strong innovations in leveraging Artificial Intelligence (AI) and Machine Learning (ML) in measurement, utilising data patterns rather than individual data, and reducing the time needed to generate marketing mix model outputs down to a few hours. Another example is SaaS-based mix models, which allow flexibility, speed and also comparability, given that the data is stored in the cloud. Beyond mixed models, we are also seeing AI / ML foraying in scoring creative performance, apart from other innovations.

As the world steps into a post-COVID era, the importance of entertainment cannot be understated as a large part of consumers' lives continue to revolve around entertainment platforms. There is huge opportunity for advertisers to tap on the **power of entertainment** to tell stories and drive impact for their brands. To enable this, we have partnered with WARC to support brands with actionable insights, evidence and best practices to deliver impact across the user journey.

The economic challenges today are huge and marketers need to remain **agile – learn, test, deploy and repeat**. We look forward to partnering with brands closely to turn challenges into opportunities.



The view from WARC



Rica Facundo

Asia Editor

WARC

Media effectiveness is becoming harder to achieve, but is more important than ever in successfully driving long-term impact.

According to WARC's Marketer's Toolkit survey, the cost-of-living crisis, media and audience fragmentation were the top two concerns of APAC marketers cited for 2023. It's creating increased pressure to prioritise media investments that deliver on **measures of profitability**, especially as marketing budgets are being squeezed.

However, a host of factors are making it difficult to achieve effectiveness. There's a crisis in **short-termism**, exacerbated by performance-based marketing and

a narrow focus on immediate clicks and feedback. While it provides efficiency, it risks distracting marketers from employing the strategies needed to deliver **impact in the long run**.

The impending **death of the cookie** is fueling an evolution in how marketers accurately measure effectiveness and to account for the complexity of different channels.

Lastly, there's an **ever changing media landscape** and shifting audience behaviours. More marketers are looking to invest in community-led platforms. Audiences are consuming more entertaining content and shopping while browsing.

That's why this whitepaper, developed in partnership with TikTok, gives a **holistic overview** of what it means to **deliver impact** at a time that needs it the most. It revisits both the **fundamentals** of effectiveness and draws on **new evidence** and thinking that will help marketers confidently navigate and leverage **opportunities** in the new media landscape.

Executive summary

1

**The foundations:
Delivering holistic
impact**

Revisiting the fundamentals of effectiveness, ensuring that performance marketers holistically plan and measure for both the **short and long-term impact of advertising**.

2

**Trends:
Evaluating how
impact is measured**

A brief overview of key industry trends impacting the future of measurement, including **what needs to change in order to better deliver impact**.

3

**Opportunity:
Leveraging the
impact of
entertainment**

Explores the evidence of how entertainment, as a new media format, is able **to deliver impact across content, culture and commerce**.

4

**In practice:
Amplifying and
optimising creative
impact**

Provides best practice on how marketers can **amplify and optimise** for the **creative impact of online video** – one of the key formats delivering effectiveness in the new media landscape.

Industry experts interviewed for this report



Sapna Nemani
Chief Product and
Solutions Officer
Publicis Groupe



Tomohiko Sugiura
Executive Vice President
Dentsu Digital Inc.



Maria Risa Puspitasari
SVP of Brand Marketing
ticket.com



Leah Jackson
Head of Digital Marketing
Goodman Fielder



Ayaka Morano
Head of
Marketing Strategy
eBay Japan



Siuok Chung
Head of Consumer
Research Center
COSRX



Kim Yeomi
Nutrition Business
Team Leader
First Canvas

Contributors TikTok



Balendu Shrivastava
Head of Measurement
TikTok APAC



Ng Chew Wee
Head of Business Marketing
TikTok APAC



Camila Martins
Measurement Lead
TikTok SEA & KR



Shawn Tan
Brand Strategy
TikTok APAC



Manjusha Subramanian
B2B Marketing Lead
TikTok APAC



Charlotte Hu
B2B Go-to-market Strategy
TikTok APAC

Contributors WARC



Ashik Ashokan
Head of Advisory
APAC



Rica Facundo
Asia Editor



Sian Bateman
Lead Content
Analyst



Patrycja Kosinska
Commercial
Marketing Lead

Chapter 1

The foundations: Delivering holistic impact



The problem today

Performance marketers are not accounting for the long-term impact of brand advertising

In recent years, there has been a strong tendency towards short-termism and an excessive focus on performance metrics, such as ROI / ROAS, which have undermined the true impact of what advertising can deliver.

To address this, performance marketers must take a balanced approach that accounts for both the short and long-term effects of advertising and the synergies between them. A profitability study by consultancy Ebiquity found that less than half of advertising's profit impact happens in the short-term and **58%** of advertising's profit return is overlooked when ignoring the long-term.

The long-term effects of advertising

42%

of advertising's profit is revealed by attribution modelling & short-term econometrics

58%

of advertising's profit is hidden from view in the short-term



Source: Matt Chappell, The long-term impact of advertising: 2018

The shift needed

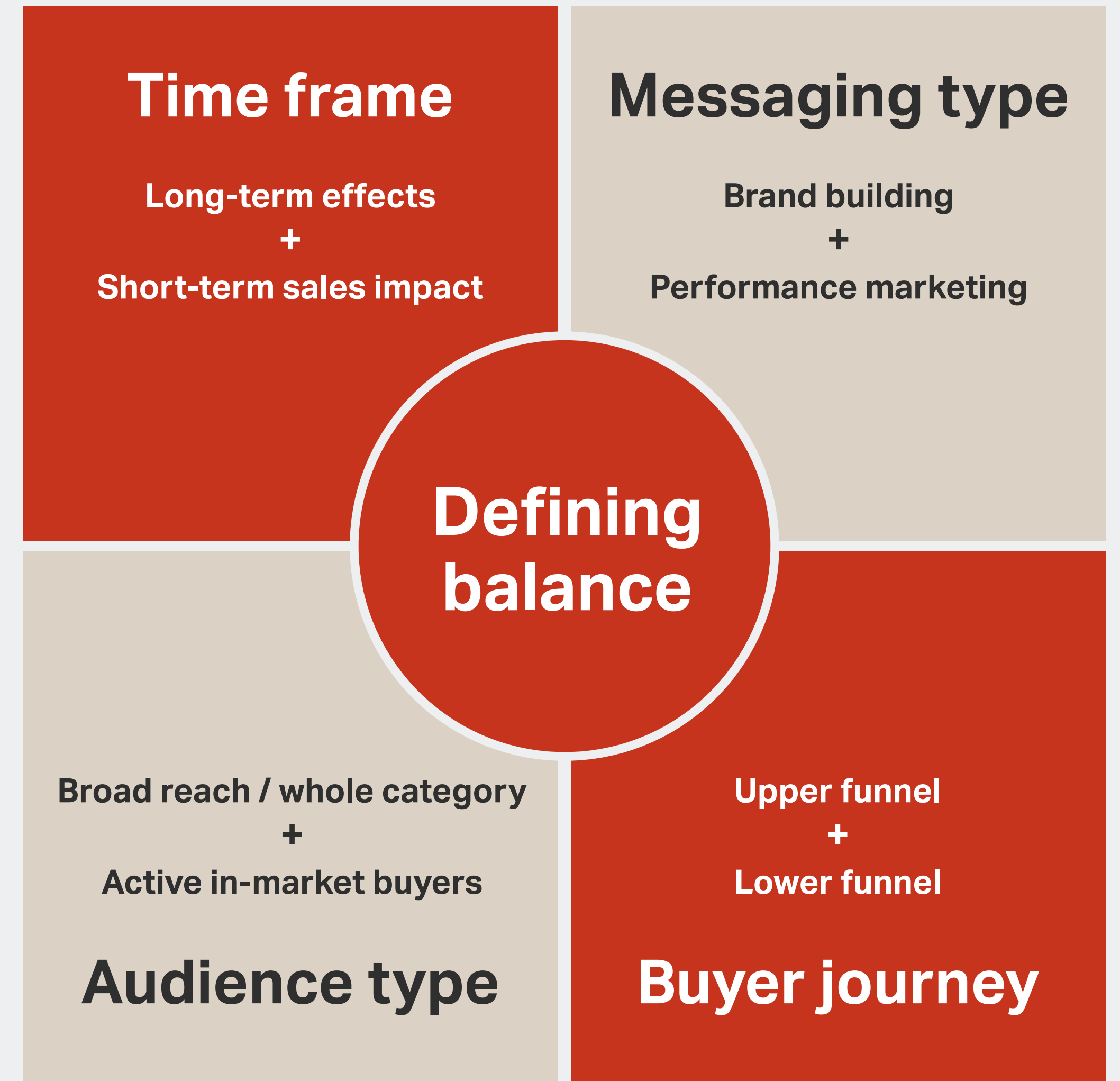
A holistic marketing strategy to deliver short and long-term impact

To deliver impact, marketers have to strike a balance across multiple factors. While the language and tactics vary, the graphic showcases various ways that marketers can achieve this balance.

This is also reflected in how marketers are rethinking their budgets, investing in both brand building (31%) and performance marketing (46%), according to a WARC Marketer's Toolkit survey.

One tactic to achieving short and long-term impact is by balancing broad and targeted reach.

Narrow targeting with performance marketing is important to convert existing demand into immediate short-term sales. But broad reach is necessary to target large and new audiences to create what consultant James Hurman calls 'future demand' because not everyone is in the market to buy right now.



Source: WARC Anatomy of Effectiveness, WARC 2022 Marketer's Toolkit Survey

The shift needed

Move towards a full-funnel strategy that rethinks brand in service of performance

One strategy to achieving balance is to move towards a full-funnel marketing strategy that combines the holistic power of both brand building and performance marketing.

This is evidenced by a WARC toolkit survey that saw **68%** of APAC marketers agree that they will see a convergence of performance and brand on digital commerce platforms.

Additional evidence also shows that it's more effective to mix both brand and performance objectives. A recent study on Media Settings Levers Driving Performance proved that executing a mix of objectives in the upper / mid-funnel, in addition to lower- funnel objectives, resulted in better outcomes.

Media setting levers driving performance

2x

The conversions

For both app install and conversion ads, when executing upper / mid-funnel objectives together with lower-funnel objectives.

36%

More efficient CPA

33%

Higher CVR

For conversion campaigns, executing the full-funnel (upper, mid, lower) drove more efficient results than single objective campaigns and **4.3x more conversions.**

Source: TikTok Marketing Science, Project Lumina - Media settings levers driving performance (SEA results), 2022

How Flip Indonesia created a full-funnel strategy



Key challenge:

Understand whether TikTok brand ads can drive users down the conversion funnel.

Market: Indonesia

The strategy:

- Use scientific testing by comparing a control group (users did not see Brand ads but only Performance ads) to the experimental group (users saw both Brand and Performance ads).

Key results:

- +9.9% relative lift in CVR
- -10.9% cost per action
- +2.0.% incremental reach rate

Chapter takeaways

Measure short and long-term impact holistically by:

- 1. Moving away** from a narrow focus on short-term performance metrics to also account for the long-term effects of advertising.
- 2. Taking a balanced approach** across various dimensions such as **time frame** (long and short-term effects), **messaging type** (brand building and performance marketing), **audience type** (broad reach and active in-market buyers), and **buyer journeys** (upper and lower-funnel).
- 3. Developing targeting strategies** that balance broad and narrow reach, so that the brand also works towards creating future demand among new audiences.



The industry view



“To generate a holistic approach to marketing, we need to measure the end-to-end channel impact. Since it’s important to look at the full-funnel and pay attention to the impact to our business, ROI is important. However, beyond that, building customer’s trust and loyalty is more important. We need to make sure that a consumer’s journey to get to know the brand is suitable and lovable before they choose our products.”

Maria Risa Puspitasari | SVP of Brand Marketing | tiket.com

“While our goal is to achieve a healthy ROI, by analysing data from multiple sources to create actionable insights, our focus is not to solely rely on conversion or sales retention metrics. Overemphasising these can result in underfunding channels that are more effective in long-term brand building, which is hard and slow to build, but easy and fast to lose. Declining brand health is a very challenging position to recover from.”

Leah Jackson | Head of Digital Marketing | Goodman Fielder



“Our marketing strategy is to derive consumer desire by ensuring that they have a good experience of our products, rather than simply delivering a message of buying our products.”

Siuok Chung | Head of Consumer Research Center | COSRX

Chapter 2

Trends: Evaluating how impact is measured



The future of measurement - key trends shaping the media landscape

The media landscape is constantly evolving. To future-proof measurement solutions and deliver impact, these are the key trends that advertisers need to consider.

1
The death of the
cookie and
emerging forms
of data solutions

2
The future of
MMM - in the cloud,
on-demand and
powered by AI

3
AI-powered
digital ad testing

The death of the cookie and emerging forms of data

Developments in data protection and privacy, fueled by the impending death of the cookie, have wide-ranging impact on performance advertising. It has forced marketers to re-examine the future of identity and how it underpins the use of tracking technologies needed to target relevant audiences, manage frequency, and measure the impact of their campaigns and attribute accordingly.

While this issue is not new among advertisers, it's accelerating in the APAC region due to a surge in regulations and changing consumer attitudes. APAC consumers are increasingly becoming more wary of how companies use their data.

In an Adobe Trust Report, 8 in 10 consumers in Southeast Asia are concerned with how companies use their data, with 60% saying they will stop purchasing permanently if a brand breached their trust.

Emerging data solutions

First-party data

User profiles, often required or promoted by publishers, are referred to as first-party data.

Group-based targeting

Often referred to as a 'cohort', a targeted group is one that anonymously assigns users to groups based on their interests alone.

Contextual targeting

Allows brands to reach users in relevant environments, where the viewer can essentially be anonymous – unlike cookie targeting.

Source: WARC, Finding balance in a cookieless world – The long and short of it, Lukasz Wlodarczyk, RTB House; WARC, What we know about data protection and privacy

The future of MMM - in the cloud, on-demand and powered by AI

As the limitations of attribution have come to light, advertisers are returning to MMM (Marketing Mix Modeling) especially since it does not rely on cookies or other user level data to assess.

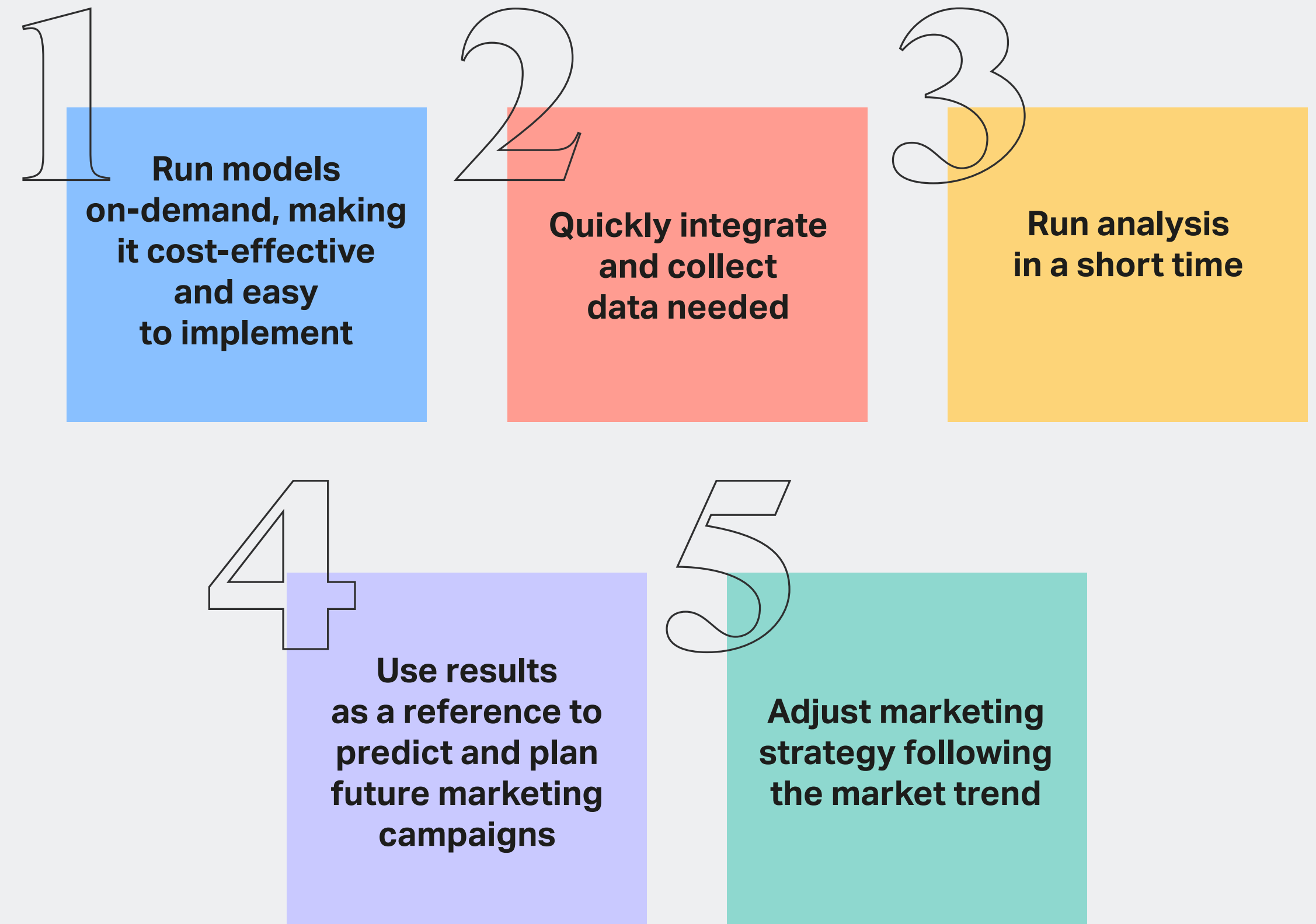
The challenges to MMM are well known, but healthy progress has been made to experiment and leverage technology such as SaaS (software as a service) based mix models and create on-demand capabilities.

These models allow flexibility, speed and comparability, and can be additive. The shift towards SaaS points to a trend that traditional mix models will start moving to the cloud, given that data is stored there.

Another driver of innovation can also come from the use of AI and machine learning (ML), especially with models already using Bayesian neural networks. It would reduce the time to generate mixed model outputs down to even a few hours.

Beyond mixed models, some research firms such as [Kantar](#) are already using AI and ML to score creative performance.

Key benefits of MMM SaaS



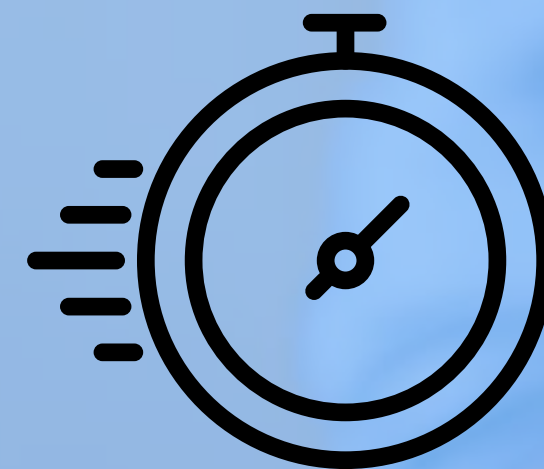
Source: Upgrade Media Measurement for Ultimate Digital Transformation with MMM SaaS; How Marketing Mix Modeling (MMM) Enables Privacy-First Measurement

AI-powered digital ad testing

As the pace and scale of digital marketing campaigns continue to accelerate, this means that brands have to rethink and streamline their content supply chains – from content planning to creation, delivery and data analysis.

Research companies such as [Kantar](#) have developed AI-powered solutions to help brands effectively evaluate creatives with a faster turnaround time and ultimately accelerate business decision making.

Key benefits of AI-powered digital ad testing



Cost-effective and speedy performance predictions



Test creative variations in bulk



Data-driven decisions on length, creative elements, or calls-to-action



Provides in-context digital creative performance including brand and performance metrics

Source: Kantar, AI-powered digital ad testing

Chapter takeaways

Deliver more holistic and effective measurement by:

- 1.** Preparing for a **cookieless future** by building up your own first-party data and leverage audience signals on digital platforms for better contextual targeting.
- 2.** Consider experimenting with **SaaS-based models** to more efficiently measure advertising impact at scale.
- 3.** Utilising **AI-powered solutions** to effectively test and evaluate creatives more efficiently.



The industry view



“One way we are preparing for the depreciation of cookies is by implementing a segmentation-targeting-personalisation strategy and reviewing our tech stack to enable a more efficient and effective go-to-market approach. The reallocation of media investment into new platforms that enable us to maintain the brand experience – without sacrificing media metrics such as reach and efficient CPMs – is also part of this strategy.”

Leah Jackson | Head of Digital Marketing | Goodman Fielder

“To optimise media allocation based on consumer insights and purchase behaviour, brands need to establish a new measurement environment and data/technology stack that includes tools such as data clean rooms, API connections for offline CV data, and marketing mix modeling. By leveraging these tools, brands can better track and measure the full-funnel impact of their marketing efforts, from brand awareness to revenue generation, and make more informed decisions about their media strategy.”

Tomohiko Sugiura | Executive Vice President | Dentsu Digital Inc.



“For Qoo10, an online marketplace that can be used by customers of Gen Z women, we have product purchase history data for all categories. So we will continue to understand our own data rather than rely on third parties.”

Ayaka Morano | Head of Marketing Strategy | eBay Japan

Chapter 3

Opportunity: Leveraging the impact of entertainment

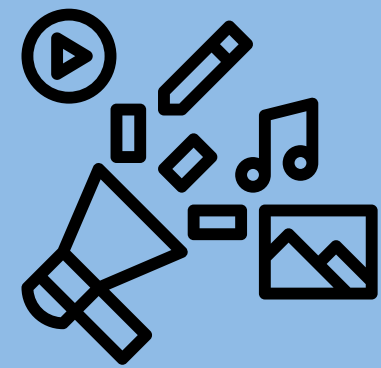


Leverage the power of entertainment to drive impact

The media landscape has evolved significantly over the last decade with more consumers spending time on entertainment platforms and

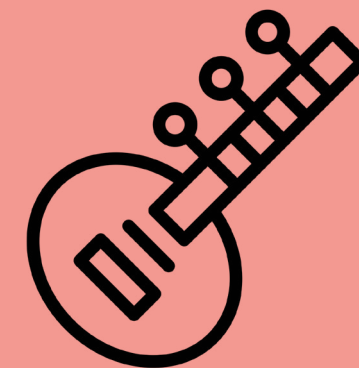
consuming entertaining content. According to data.ai, consumers are spending about 200 billion hours on entertainment and short videos

globally, compared to other apps such as social media networks with about 40 billion hours spent.



Entertaining content

Guides customers down the marketing funnel through creativity and connection



Entertaining culture

Generates new demand through participation



Entertaining commerce

Provides more opportunities to convert across a non-linear path to purchase

Entertaining content:

Guide customers down the funnel through creativity and connection

Creativity is one of the most important factors in helping ads grab attention and connect with audiences on an emotional level, with entertainment as a proven 'right brain' strategy for creative effectiveness.

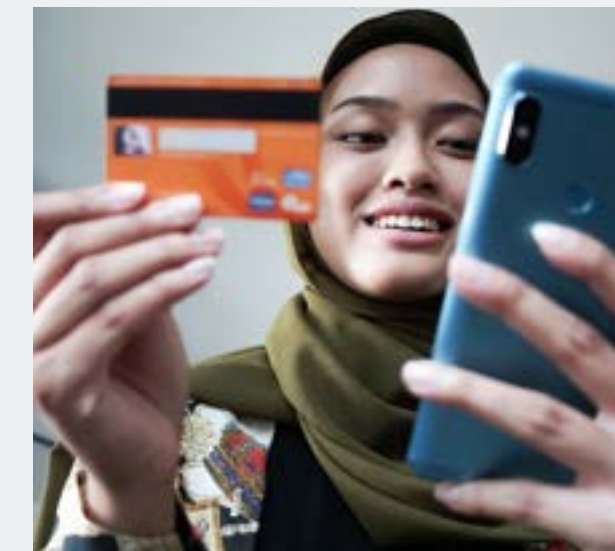
Findings from agency and research group System 1 have found that creatives that 'entertain for commercial gain' can elicit attention, emotional response, and drive long-term effectiveness.

The outcome of highly entertaining content is that audiences not only connect with the ad, but act on it, thereby increasing the chances of marketers moving them down the funnel.

Entertaining content drives impact across the funnel



Higher brand affinity



Higher purchase intent



Higher likelihood to recommend



Source: TikTok Marketing Science Global Entertaining Ads Study (Indonesia, Vietnam, Thailand results) 2022 conducted by Marketcast

Entertaining culture:

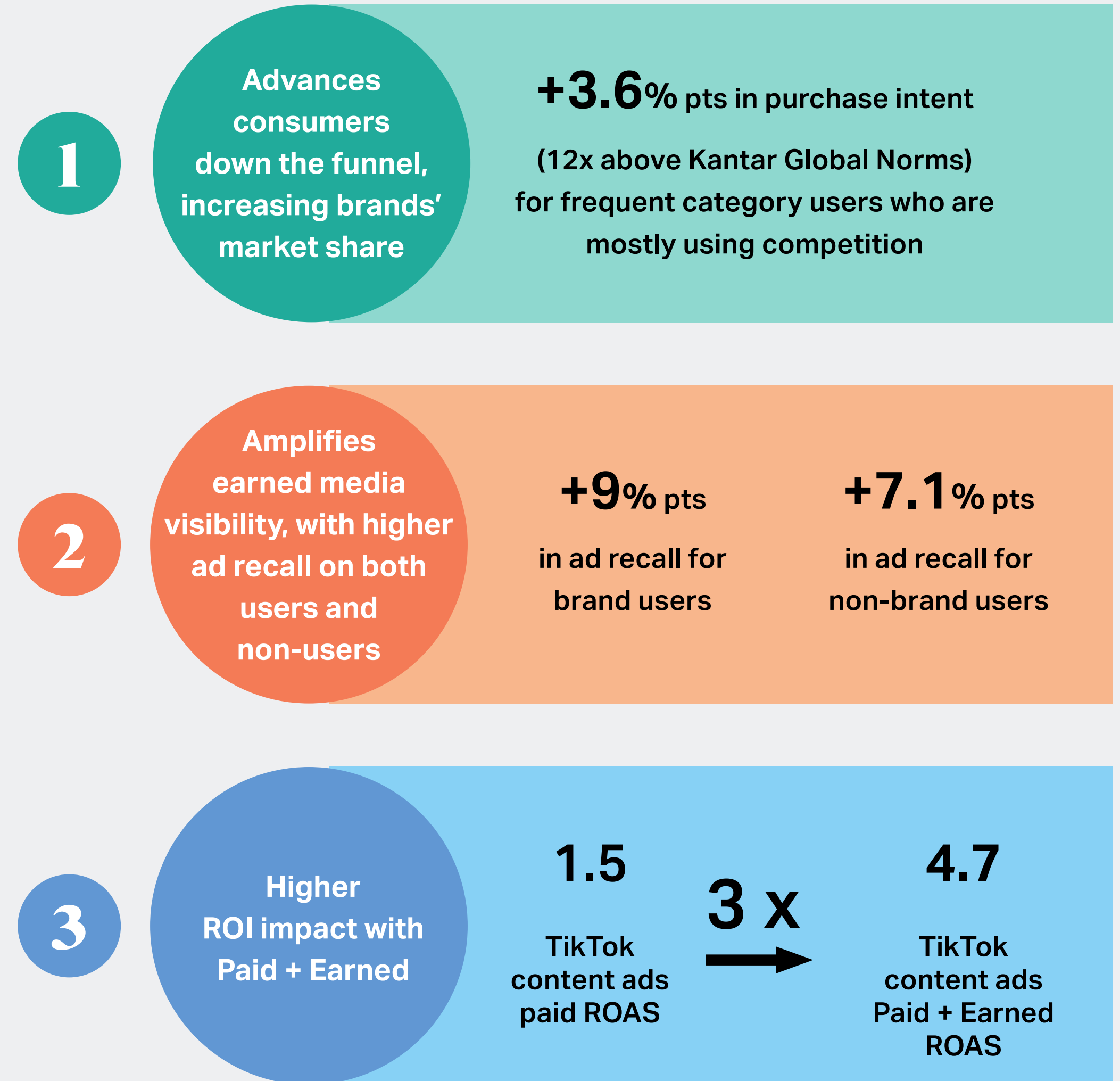
Generate new demand through participation

Entertainment platforms are among the main drivers and beneficiaries of a shift towards 'bubble up' (versus top down), where culture is being shaped and disseminated by communities and creators.

Brands can generate new demand and find new customers by participating in a broader trend or movement, especially with content ads. It amplifies earned media visibility with higher ad recall on both users and non-users.

This is evidenced in the 2022 WARC Marketer's Toolkit survey, where **69%** of APAC marketers are shifting investments to target interest-based communities, with **67%** reevaluating their media mix towards TikTok.

The effectiveness of content ads



Source: TikTok Marketing Science, Content Ads Ad Effectiveness Meta Study (SEA results), 2021, conducted by Kantar

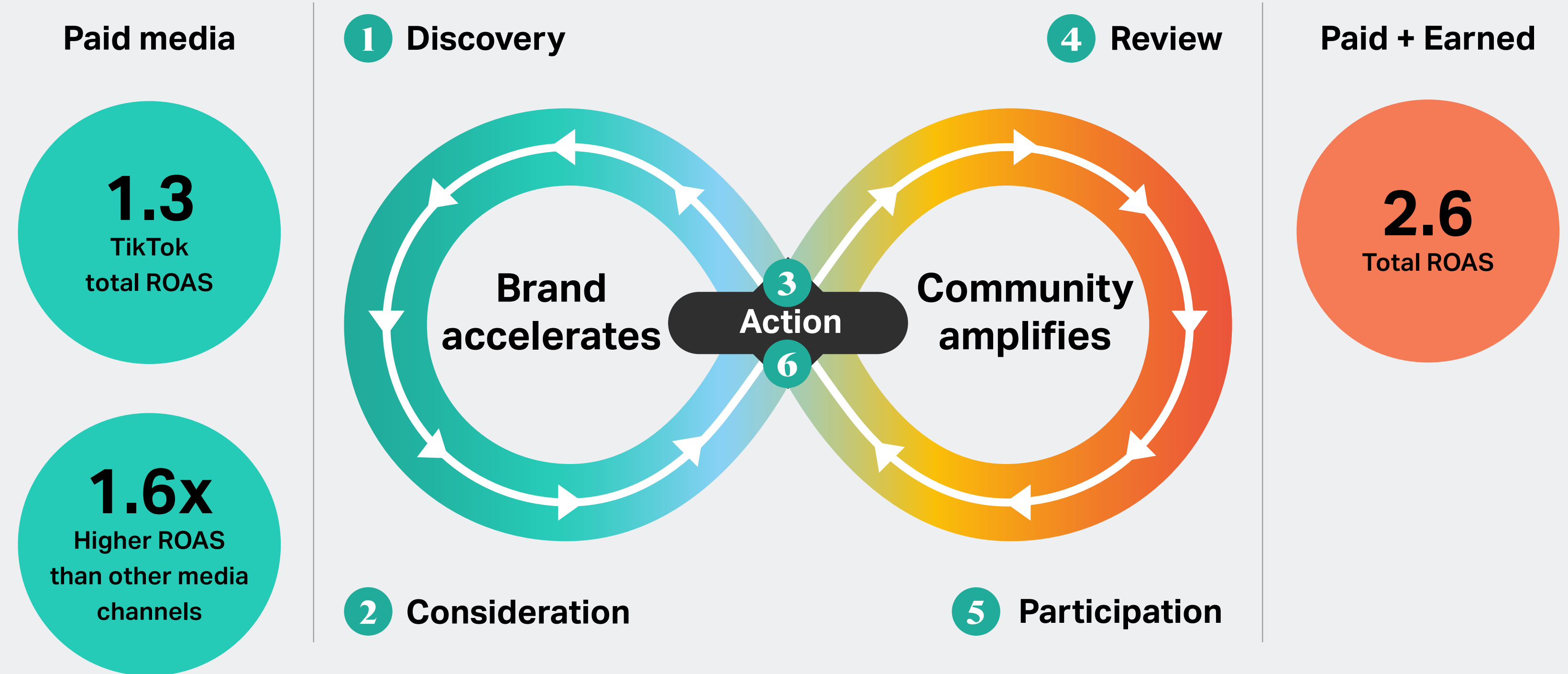
Entertaining commerce:

Provides more opportunities to convert across a non-linear path to purchase

Entertaining commerce or 'shoppertainment' is content-driven commerce that seeks to entertain and educate first. By combining content and community to create highly immersive shopping experiences, it provides more opportunities to convert across the journey.

With shoppertainment, there is no start or end to the purchasing path. This results in infinite opportunities to convert – an infinity loop that combines earned media, paid, upper and lower-funnel, that is driven by consumers, communities and brands in a sustainable loop.

An infinite loop of shoppertainment



Source: TikTok Marketing Science, Marketing Mix Modeling, September 2021, conducted by Nielsen

How Garnier Vietnam generated new demand and sales uplift



Key challenge:

Promote the launch of its new serum skincare product.

Market: Vietnam

The strategy:

- Created a full-funnel strategy that leveraged content creators and a branded hashtag challenge.
- Created a signature music track with one of their ambassadors.
- Amplified paid campaign with full-screen and sound-on ads.
- To fulfil the purchase journey, Garnier leveraged the 12.12 shopping festival to retarget ads that drove more qualified traffic for higher sales conversion to Shopee.

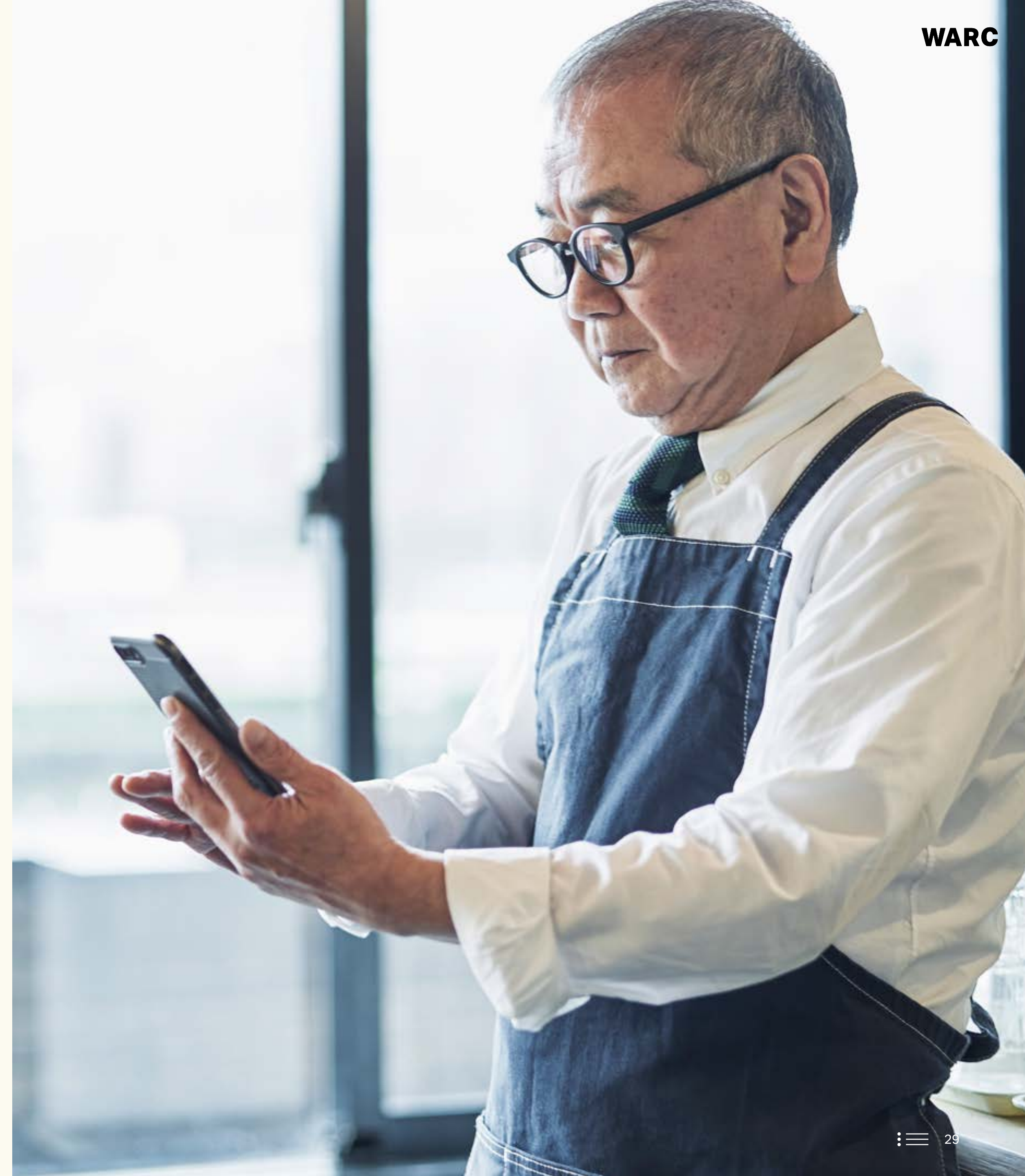
Key results:

- **30% sales uplift on Shopee**
- **6.6% lift in brand recommendation**
- **#1 serum on Shopee in campaign month**

Chapter takeaways

Leverage entertainment to drive impact by:

- 1. Utilising entertaining content** to grab attention, connect with audiences and guide them down the funnel.
- 2. Participating in the culture and communities** found on entertainment platforms to generate new demand and find new customers in an authentic way.
- 3. Taking advantage of the infinite opportunities to convert with 'shoppertainment'** consumer journeys that are providing no start or end to the purchasing path.



The industry view



“By leveraging entertainment platforms, brands can engage with consumers in a way that goes beyond functional value alone, and creates a deeper emotional connection that can lead to conversions, brand loyalty, and even advocacy.”

Tomohiko Sugiura | Executive Vice President | Dentsu Digital Inc.

“Shoppertainment is at the forefront of the way people are discovering brands but also buying at the same time. There is no real funnel as such.”

Sapna Nemani | Chief Product and Solutions Officer | Publicis Groupe



“With ‘shoppertainment’, we can reach our customers and communicate our products and promotions without being too hard sell. Entertainment first, shopping comes next.”

Maria Risa Puspitasari | SVP of Brand Marketing | tiket.com



The industry view



“Now, shopping takes place on platforms where people gather and a good brand experience is one that triggers purchase. So the role of advertising content is to give a better experience for all users.”

Kim Yeomi | Nutrition Business Team Leader | First Canvas

“On entertainment platforms, a community is created when customers spontaneously gather around content that is authentically related to the brand’s own services.”

Ayaka Morano | Head of Marketing Strategy | eBay Japan



“Our ‘Snail challenge’ campaign allowed consumers to engage with the brand, whereas in the past they would simply view our content. As a result, we can quickly figure out how the brand’s consumer persona is changing.”

Siuok Chung | Head of Consumer Research Center | COSRX



Chapter 4

In practice: Amplifying and optimising creative impact



Best practice

The power of storytelling and sound to drive memorability

Advertising influences people's behaviour by building and reinforcing brand memories. These long-term memory structures create powerful associations between products and services and also brand equity measures such as trust and reliability.

Utilising the power of sound and storytelling are two key creative strategies proven to drive brand recall.

In cluttered and competitive environments, sound can stimulate positive brand associations and can

capture attention even if consumers aren't looking at a screen. Ipsos research shows that ads that use sound as brand cues are **8.53** times more likely to be high-performing for branded attention.

While storytelling can take multiple forms, on online video there are new tactics proven to increase watch viewability and keep audiences engaged.

Source: The Power of You, Ipsos, 2020
TikTok Marketing Science, Creative Elements Meta Analysis (Indonesia), 2022, conducted by MetrixLab

Sound techniques

Create a music experience

60% of the ads tested with music in the forefront are successful (**within top 40th percentile**) in driving viewability.

Use hip hop / EDM genres

55-56% of the ads tested with these genres are successful (**within top 40th percentile**) in driving action / intent.

Storytelling techniques

Use real people

Using real people leads to a **9% increase** in watch time.

Remix trends

Remixing a trend leads to a **14% increase** in watch time.

Build suspense

Building suspense with a storyline leads to a **16% increase** in watch time.

Best practice

Increase the impact of short-form video ads

Short-form video ads are proven to be attentionally efficient and able to drive higher recall from the same number of seconds compared to other ads.

Research by MediaScience and the Ehrenberg-Bass Institute found that average unaided brand recall for a seven-second ad is **9%** versus **12%** for a fifteen-second and **15%** for a thirty-second spot – leading to their principle that six-second ads deliver **60%** of the impact of a thirty-second ad.

The results also showed that short ads can deliver effectiveness efficiently, because ad length has diminishing returns – most of the effect of ad length on ad awareness is delivered by the first five seconds of exposure.

Strategies for more effective short-form video ads



1
Create meaning quickly

Harness sociocultural context to make quick connections.

2
Convey complex messages

Episodic storytelling breaks more complex messages into a series of interconnected ads.

3
Drive brand recall

Revealing the brand within the first 0-3s and incorporating > 4 brand cues drive aided brand recall.

Source: Example of brand cues are brand name mention, brand logo, and product / pack shots.

Source:
Strategies for more effective six-second video advertisements:
Making the most of 144 frames;
TikTok Marketing Science, Creative Elements Meta Analysis (Indonesia), 2022, conducted by MetrixLab;
Is six seconds enough? The impact of short-form ads and the effects of commercial length on advertising impact:
What short advertisements can and cannot deliver

Best practice

Optimise your ad strategy

Programmatic media offers sophisticated targeting of the right audience at scale which can help advertisers optimise the creative effectiveness of the content they have created.

To be successful, brands need to leverage multiple data, including location-based data, create 'layers' of dynamic advertising assets that can be combined in multiple ways and use customer journey data to measure ROI. Algorithms track the performance of different creative versions against specific KPIs and audiences, enabling frequency to be increased behind the most successful.

To help marketers optimise their efforts, refer to TikTok's 5 key optimisation pillars.

5 key ad optimisation pillars



How Maybelline Australia drove impact with entertainment creators



Key challenge:

Drive additional reach and awareness for their Colossal Curl Bounce Mascara launch campaign, especially among a new and key cohort of Gen Z beauty lovers.

Market: Australia

The strategy:

- Leveraged a combination of creators and ad formats on TikTok.
- Worked with creators outside of their category, engaging both entertainment and usual beauty creators.

Key results:

- 28m+ video views
- 75% above sales uplift benchmark
- 9x above awareness benchmark

How Koiniwa Japan utilised episodic storytelling to reinforce its brand message



Key challenge:

Achieve a higher ROAS and attract new customers to download their matchmaking app, which combines dating and gaming.

Market: Japan

The strategy:

- Sequentially rolled out creatives with consecutive storylines to build on viewers' curiosity and keep them engaged.
- The brand's message "You can get a date just by playing a game" was reinforced as the story unfolded.

Key results:

- 74% reduced CPI
- >120% LTV
- 1.3x higher ROAS

Chapter takeaways

Amplify and optimise creative impact with online video by:

- 1. Utilising the power of sound and music** in ad formats on online video (instead of background music) and leveraging popular genres to drive memorability.
- 2. Using real people, remixing trends** and incorporating suspense into the video storytelling to increase viewability.
- 3. Harnessing social cues, using episodic storytelling and reinforcing the brand** within the first few seconds to increase brand recall on short-form ads.
- 4. Leveraging audience signals** on digital platforms to optimise your ad strategy and creative effectiveness.



The industry view



“Brands need to have a deep understanding of the creative and user insights that drive engagement. This requires a commitment to test and learn. Ultimately, brands that are able to keep up with the latest trends and create compelling, emotionally resonant content will be the ones that succeed in connecting with today’s consumers.”

Tomohiko Sugiura | Executive Vice President | Dentsu Digital Inc.

“To create content that truly resonates and connects with the intended audience, it is important to understand the real human truth. Many marketers focus on surface-level insights, resulting in content that lacks authenticity and honesty. However, by delving deeper into what makes people feel, act and do, we can celebrate the messy, real moments of life, which makes for great content!”

Leah Jackson | Head of Digital Marketing | Goodman Fielder



The industry view



“Short-form content can be filmed easily, lasting for only 15 seconds, yet it is still able to convey emotion, positive and/or negative feedback on our brand’s products in a fun way, which results in higher engagement.”

Siuok Chung | Head of Consumer Research Center | COSRX

“Being relevant with current trends and needs has always been best practice. However, there will always be tight competition when it comes to riding a moment. Our part is to make sure that our material still brings the genuine character of our brand and delivers a competitive value for our target audience.”

Maria Risa Puspitasari | SVP of Brand Marketing | tiket.com



“In order to be remembered within a short time, we distribute various types of content containing simple messages rather than a bunch of messages.”

Kim Yeomi | Nutrition Business Team Leader | First Canvas

Closing remarks from TikTok



Shant Oknayan

Head of Business

TikTok APAC and MEA

As we conclude this report, we hope you enjoyed revisiting the fundamentals of marketing effectiveness and discovering new industry trends. Maximising the effectiveness of media investments has always been a top priority for marketers and it's even more important this year.

If I could draw your attention to two key takeaways from this report:

- 1. Measure holistically to grow exponentially** – moving towards a full-funnel marketing strategy, and measuring both short-term and long-term impact holistically, are crucial to deliver better marketing effectiveness.
- 2. Practise effective entertainment** – the use of entertainment in content, culture, and commerce has proven to be a powerful approach for both driving immediate sales impact and building long-term brand equity. We recognise the need for marketers to stay on top of emerging trends and insights to stay ahead of the competition.

As the trusted entertainment platform that delivers results, TikTok is the home of emerging trends. Our insights support long-term profitable growth for our clients. We invite you to partner with us to leverage the power of entertainment to achieve your marketing goals with measurable and sustainable impact.



Who we are

At WARC, our purpose is to save the world from ineffective marketing by putting evidence at the heart of every marketing decision.

We believe that effective marketing is based on facts and not opinions.

Since 1985, we've brought confidence to marketing decisions through the most trusted research, case studies, best practice, data and inspiration.



Today, we help 75,000+ marketers across 100+ countries. Our clients include the world's leading brands, advertising and media agencies, media owners, research companies and universities – including the top-five largest agency groups and top-five largest advertisers in the world.

Learn more about WARC Advisory [here](#).

For more information on bespoke advisory projects contact imaad.ahmed@warc.com or edward.pank@warc.com

About TikTok

TikTok is the leading destination for short-form mobile video.

Our mission is to inspire creativity and bring joy. TikTok has global offices including in Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo. www.tiktok.com.

Find out more about TikTok [here](#).

Our Offices

London

33 Kingsway
London
WC2B 6UF
United Kingdom
+44 (0)20 7467 8100

enquiries@warc.com

New York

55 W 46th St,
27th Floor,
New York,
NY10036
United States

americas@warc.com

Singapore

WeWork,
71 Robinson Road,
Singapore 068895

asiapacific@warc.com

Shanghai

Unit 05-08
31/F Garden Square,
968 West Beijing Road,
Jing'an District,
Shanghai 200052
China

nihaochina@warc.com

