

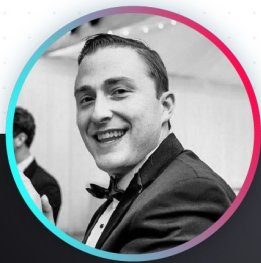
 TikTok +  SHUTTLEROCK

TAPPING INTO TIKTOK

an advertiser's guide to getting started

WEBINAR

SPEAKERS



Oliver Silzer [in](#)

*Marketing Partnerships &
Global Business Solutions*



Dani Larimer [in](#)

*Director of Content
& Strategy*



The image features a white background with a light gray dot grid. In the corners, there are several decorative squares: a solid red square in the top-left, a solid cyan square in the top-left, a solid cyan square in the bottom-right, and a red-outlined square in the bottom-right. In the bottom-left corner, there is a complex graphic consisting of a red-outlined square overlapping a square with a blue-to-red gradient, which is itself overlapping a solid red square.

TikTok: Marketing Partners

AGENDA

- Why TikTok?
- TikTok ad formats and objectives
- Building ads for TikTok
- How to get started?



POLL

Do you use TikTok as a creative advertising medium?

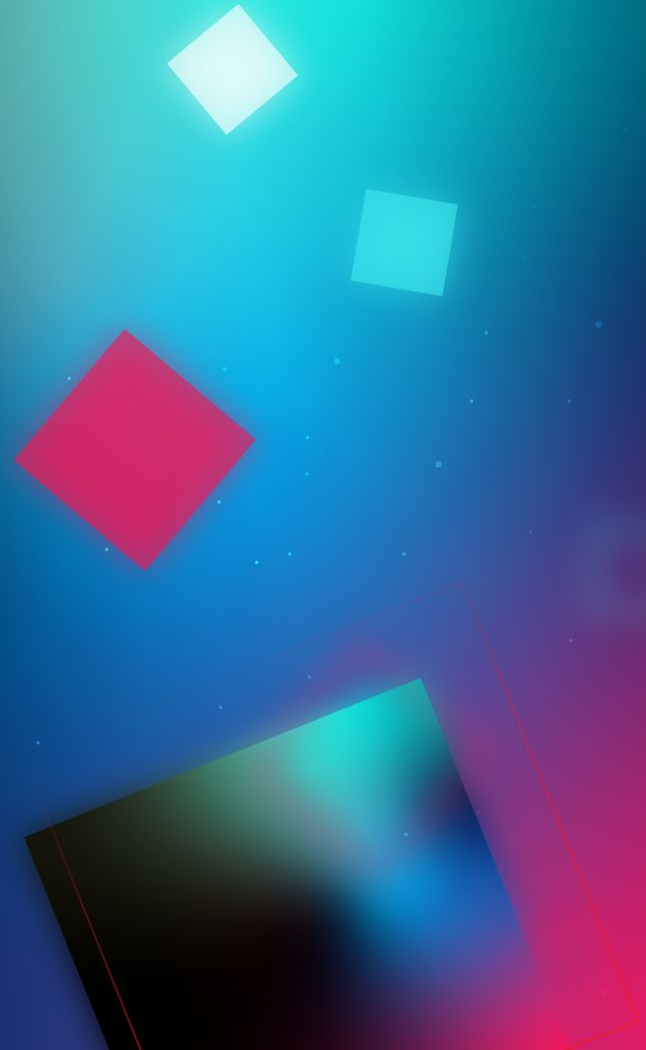
**Yes,
frequently**

**Yes,
occasionally**

**No, but we
plan to soon**

**No,
never**

TRENDS & INSIGHTS





#1 APP INSTALL IN 2021

100m

US Monthly active users
on TikTok

+

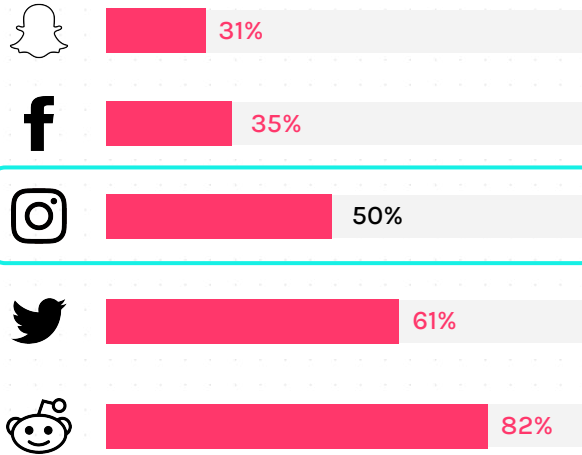
100m

EMEA Monthly active
users on TikTok

A significant unduplicated audience

50% of TikTok monthly users over age 16 are not on Instagram

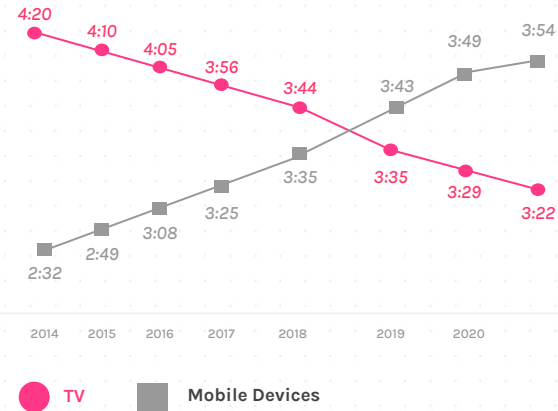
% of A16+ TikTok MAUs not on other platforms



Mobile is the primary way that people consume content today.

TV and Mobile Devices: Average Time Spent in The US, 2014-2021

hrs:mins per day among population



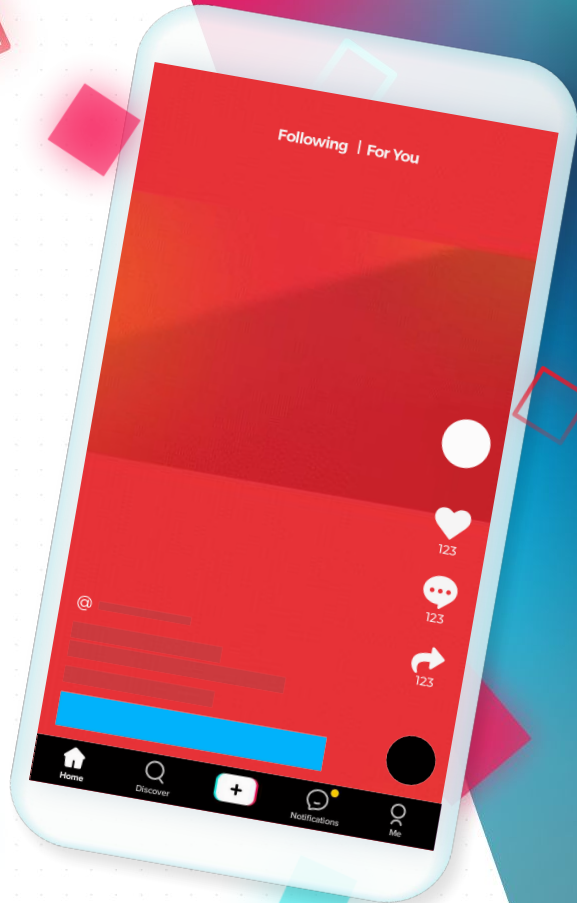
Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital.
Source: eMarketer, April 2019

**Vertical video
has become the
standard format
for fun, snackable
content.**



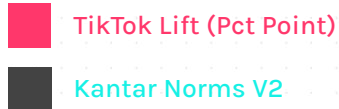
According to a custom study from Nielsen...

TikTokers say the content is more unique, honest, real, and fun compared to other top social & video platforms.

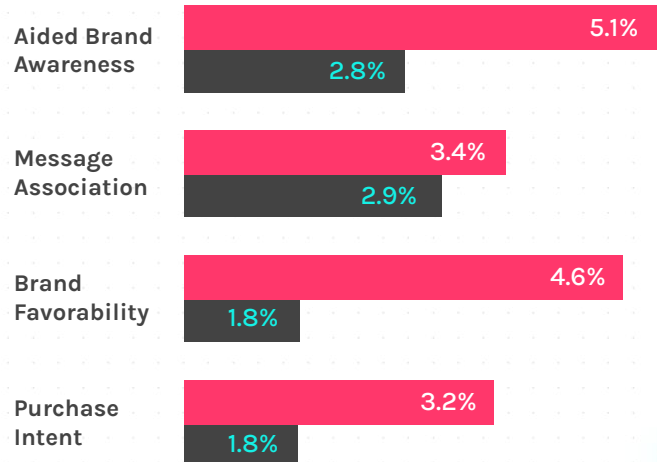


Delivering brand impact

We're seeing strong brand lift metrics compared to industry norms.



Kantar Brand Lift VS Norms



Kantar Norms index benchmarking Lift from 24 Kantar-measured TikTok Campaigns.
TikTok Survey Sample Size (test: 95.1k, control 79.9k)
Kantar Norms v2 (Exact question wording may vary per campaign)

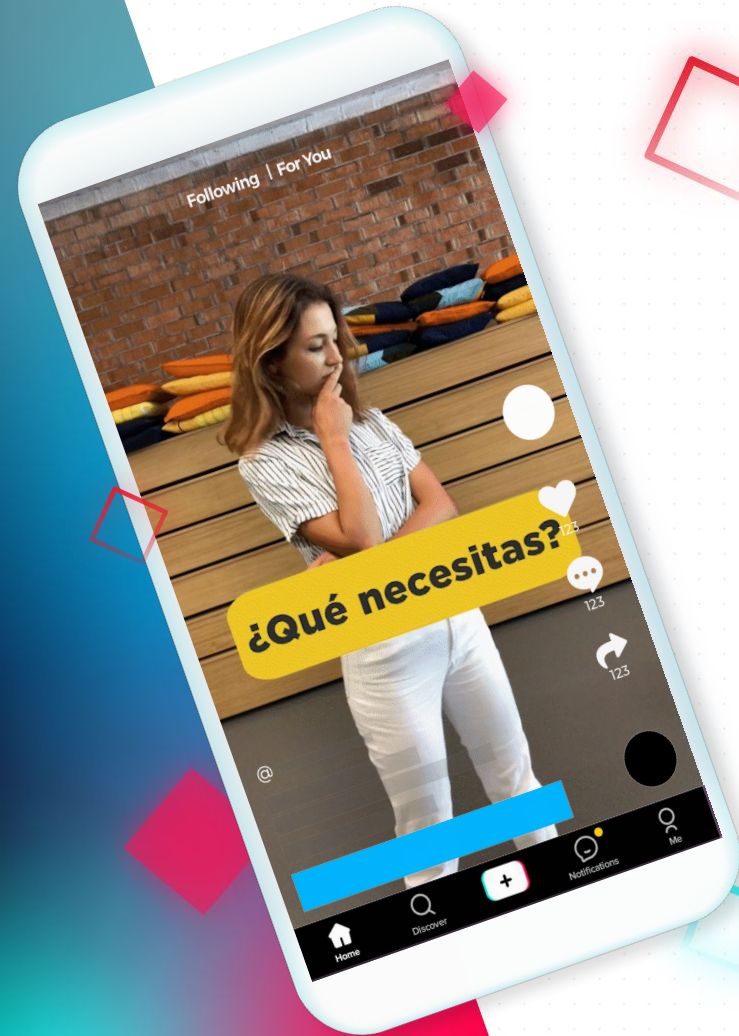
According to a custom study from Nielsen...

88%

of TikTokers love discovering new content while using the app

52%

say they find new products from ads on TikTok



INSIGHTS



2x

Impressions on TikTok are 2x more effective than traditional media channels and have a 14% higher ROAS.



43%

43% of users feel that advertising on TikTok blends in with the content.



52%

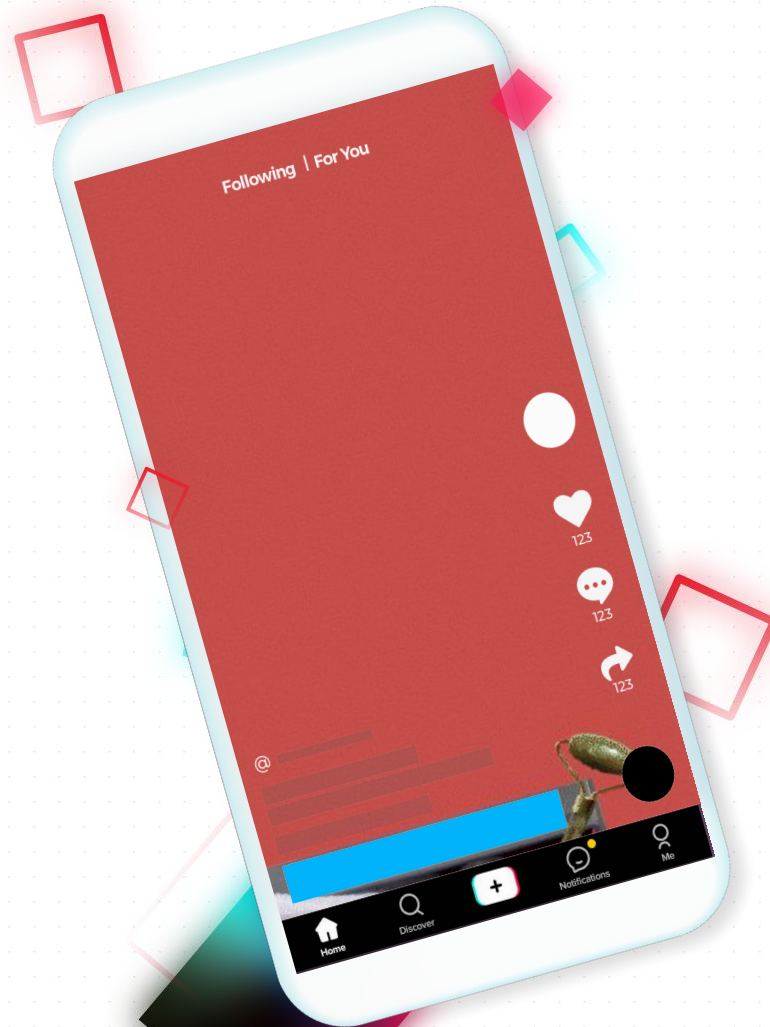
Over half of TikTok users say they find new products on the video-sharing app.



**WHAT MAKES
TIKTOK UNIQUE?**

TikTok is a fresh and unique opportunity for Marketers.

An immersive, sound-on entertainment platform full of potential.



TIKTOK IS A PLACE WHERE:



People come together



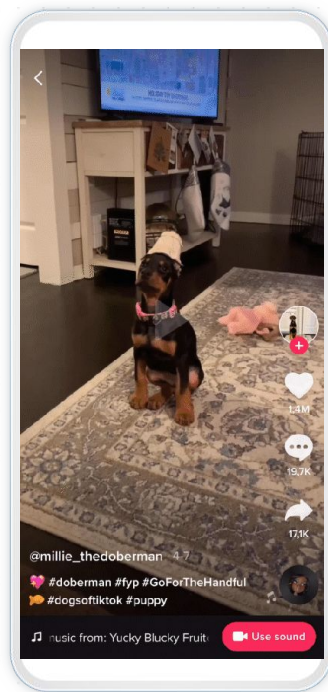
Creativity is inspired



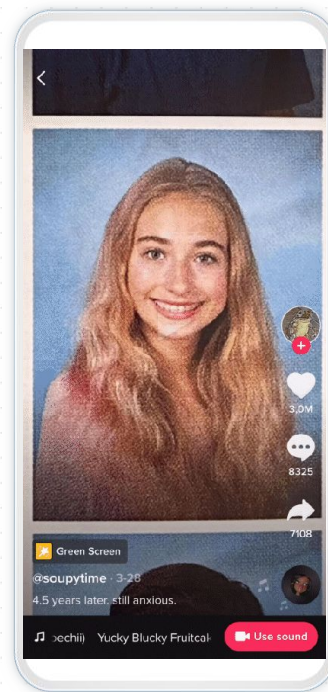
Brands can thrive and grow



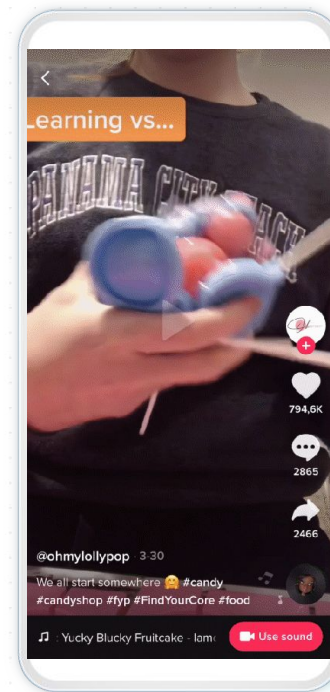
Sounds drive trends



@millie_thedoberman



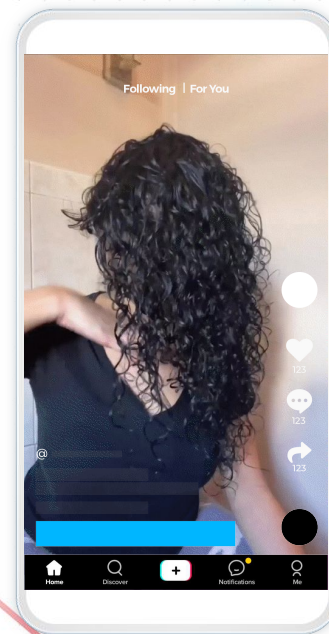
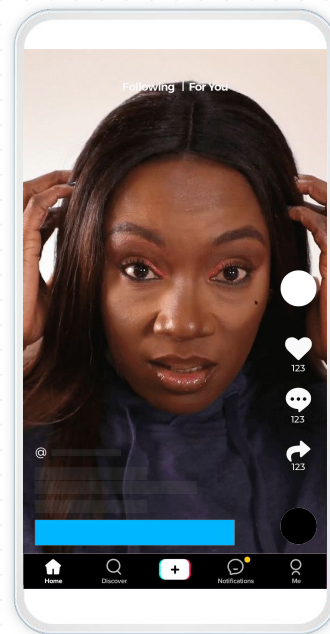
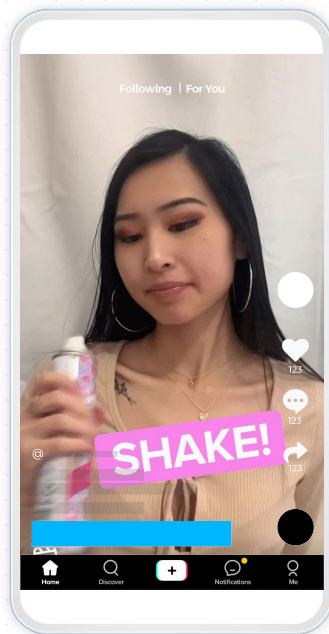
@soupytime



@ohmylollypop

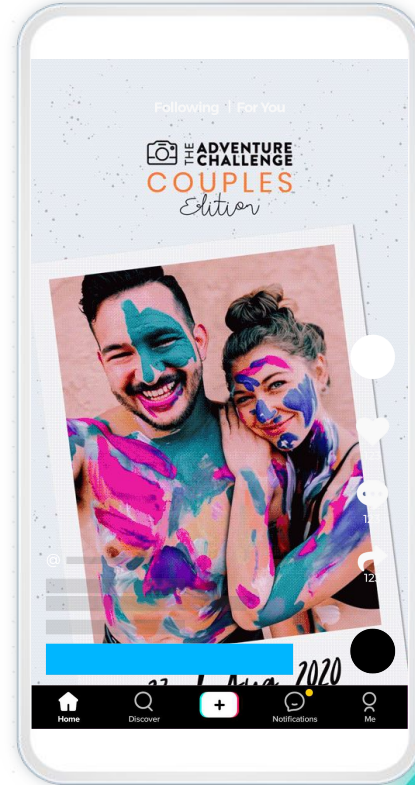


Everyone is a creator

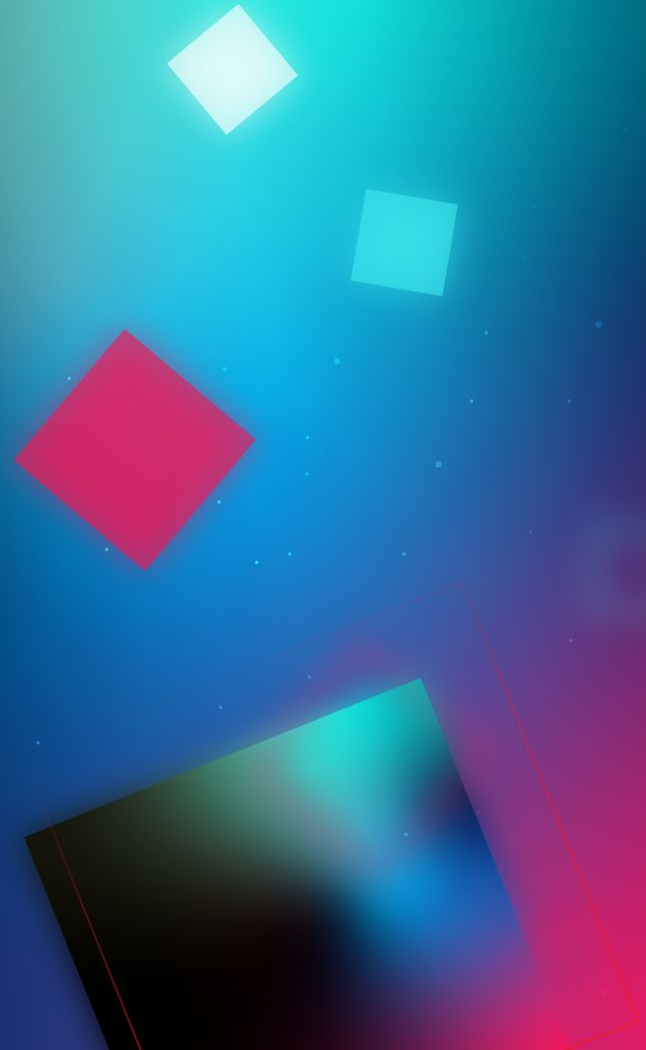




Active participation



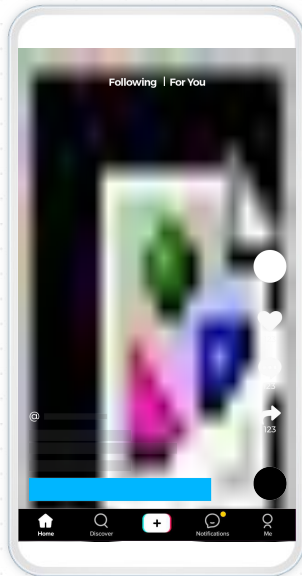
**A PLACEMENT
FOR ANY
OBJECTIVE**



PLACEMENTS

Five branded solutions built natively into the content experience

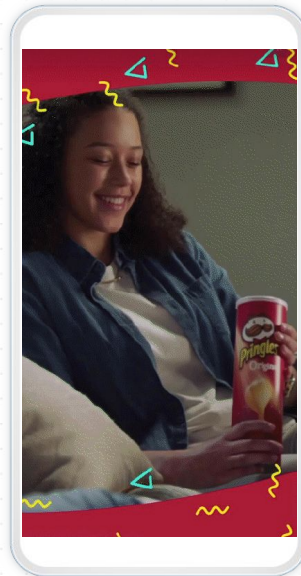
In-Feed



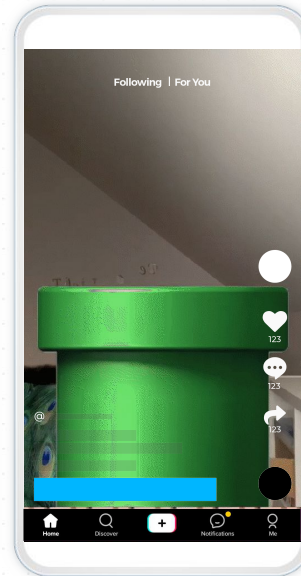
Brand Takeover



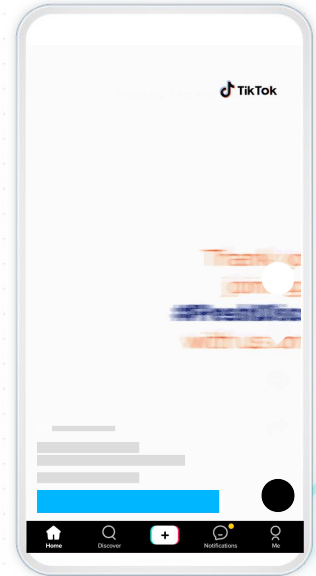
Branded Effects



Top View

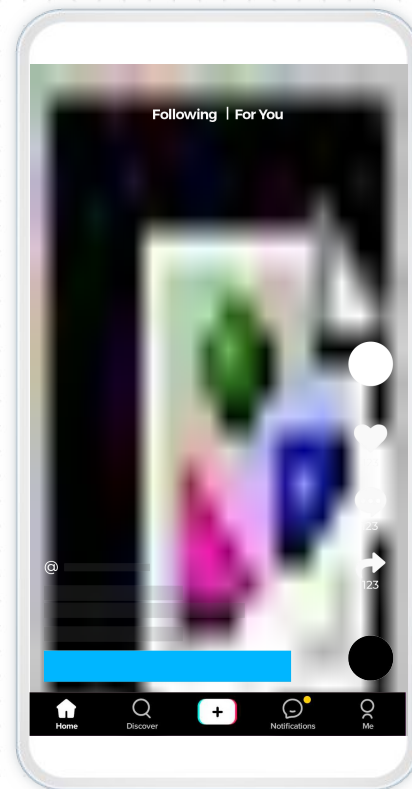


Hashtag Challenge



IN-FEED

- In-Feed video impression that mimics the native TikTok video experience, appearing in audiences' Feed;
- Up to 15 second duration;
- Sound-on;
- Suitable for all objectives;
- CTA that links through to external or internal destination.



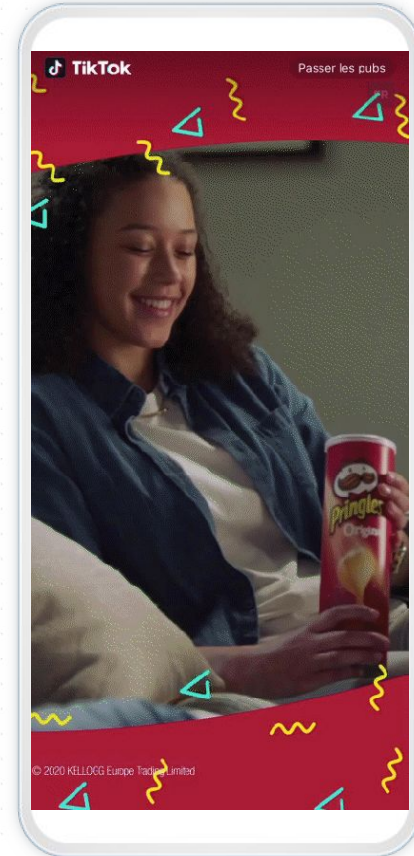
BRAND TAKEOVER

- First seen when opening app;
- 3-5 second duration;
- Sound-off;
- Exclusively one advertiser per day;
- Brand Awareness or Mass Awareness;
- High reach and great performance;
- Whole screen is clickable through to external or internal destination.



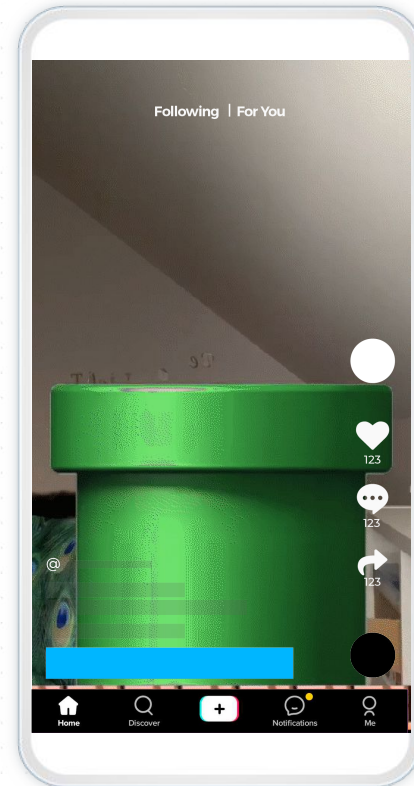
BRANDED EFFECTS

- 2D or 3D lenses (stickers, filters, effects);
- Beyond simply an ad: interactive experience that involves audiences, resulting in higher levels of engagement.



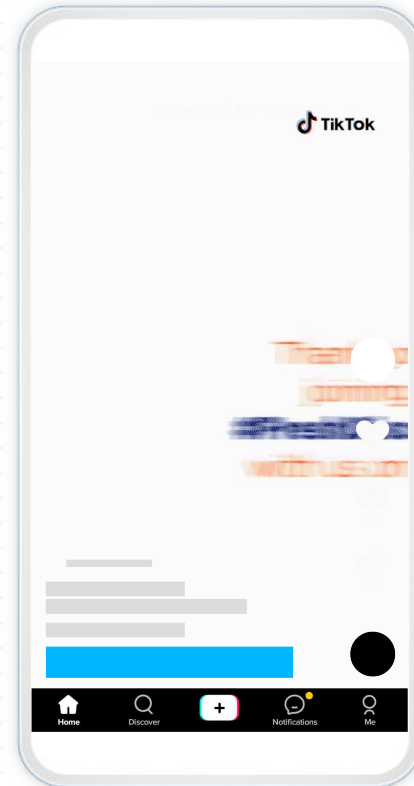
TOP VIEW

- Prime real-estate: appears top In-Feed when first opening TikTok;
- 15-60 second duration;
- Sound-on;
- Exclusively one advertiser per day;
- Strong engagement, traffic and completion rates;
- Brand Awareness or Mass Awareness;
- 100% SOV;
- Link through to external or internal destination.



HASHTAG CHALLENGE

- Three in-app placements:
 - In-Feed video;
 - Featured banner on Discovery page;
 - Hashtag challenge page;
- Up to 15 second duration;
- Engage audience by encouraging co-creation of content;
- Sound-on;
- Objective: Brand Awareness;
- Huge engagement and proliferation of content.





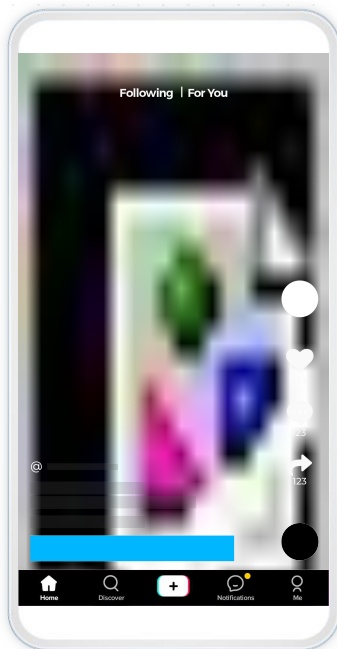
**DON'T MAKE ADS,
MAKE TIKTOKS**

**The TikTok algorithm
uses a Content Graph
not a Social Graph.**

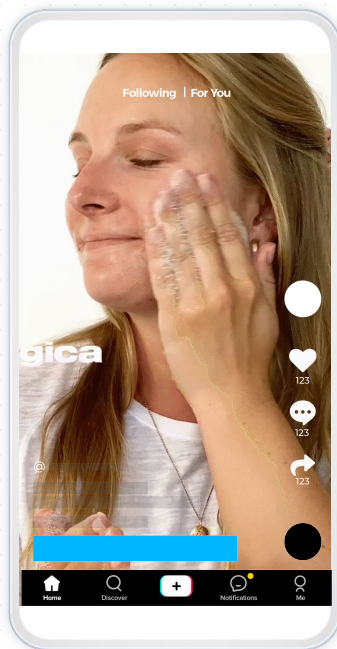
**Great creative is
the key to scaling
on TikTok.**



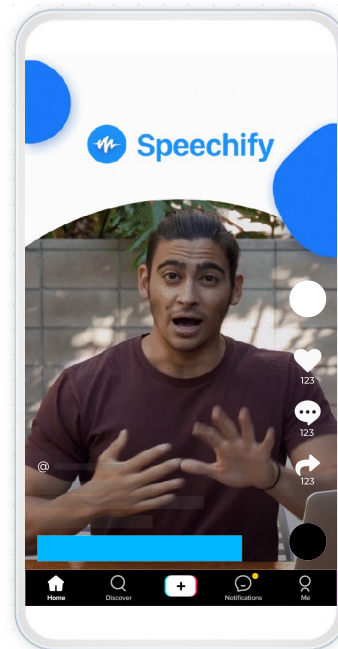
BEST PRACTICES



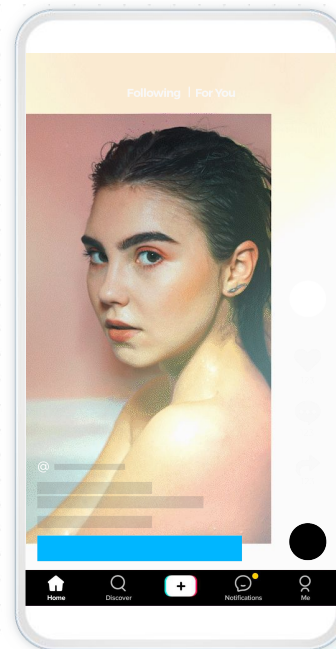
High impact



Strong CTA



Influence

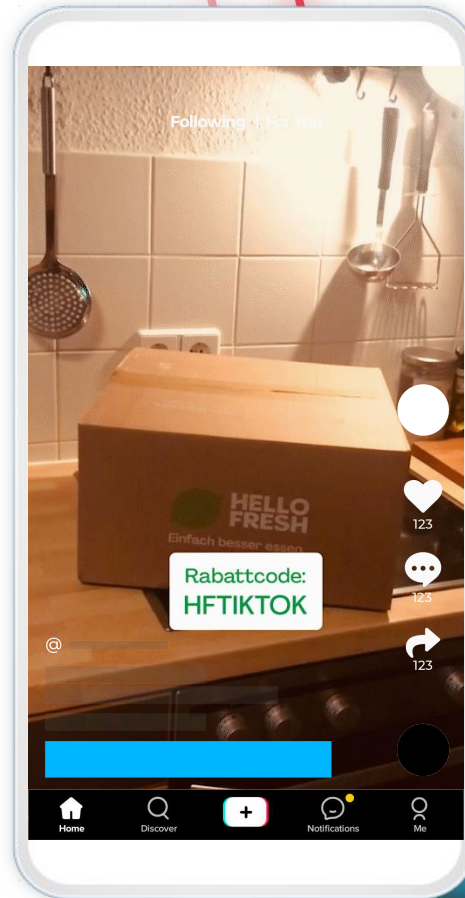


Push the limits

EXAMPLE

Hello Fresh

- UGC-style video footage;
- Subtle, yet effective use of branding;
- Engaging sound design.



VIDEO ANATOMY



Go vertical



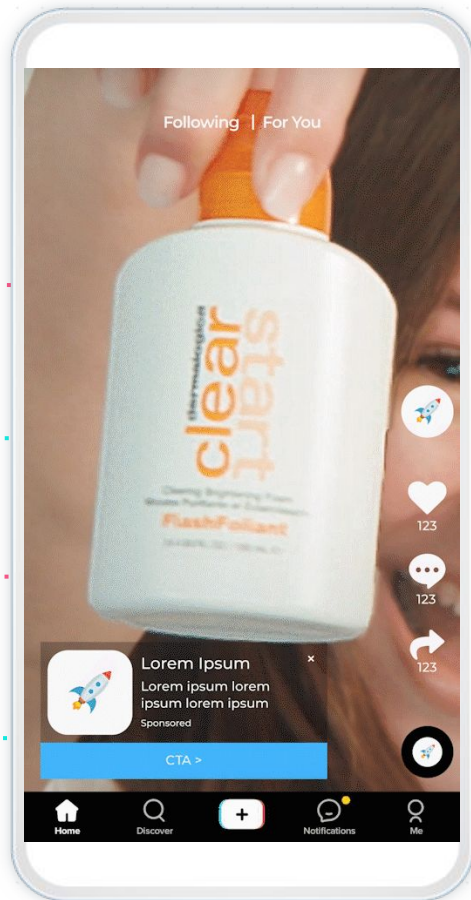
Safe zones

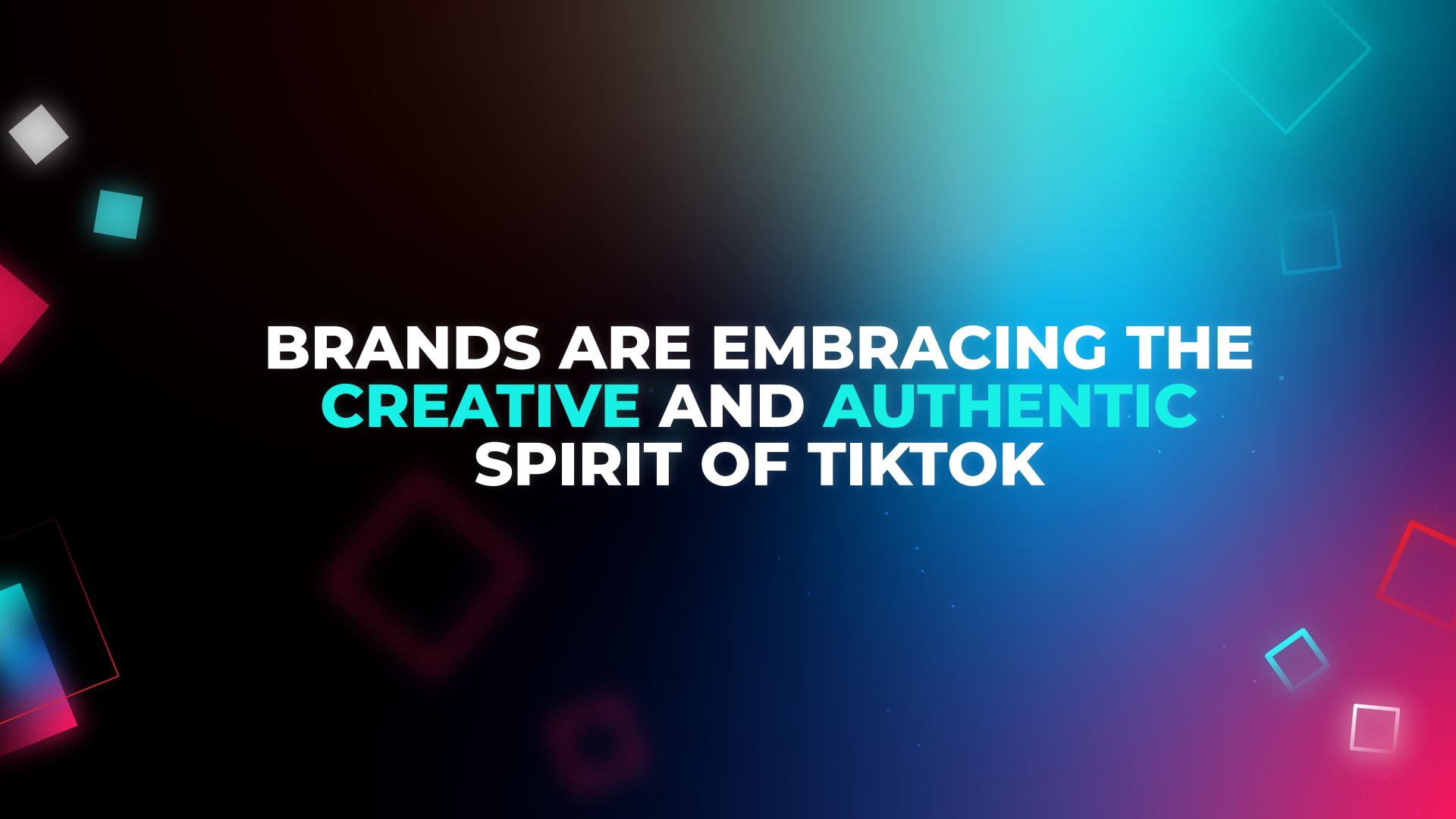


Keep it short



Pump up the audio





**BRANDS ARE EMBRACING THE
CREATIVE AND AUTHENTIC
SPIRIT OF TIKTOK**

REPURPOSE

REUSE

RECREATE

Two ways to easily create
TikTok ads with Shuttlerock:

1

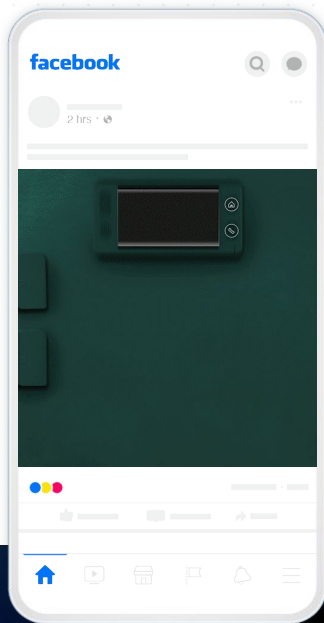
Resize and reformat
creative assets from
other channels

2

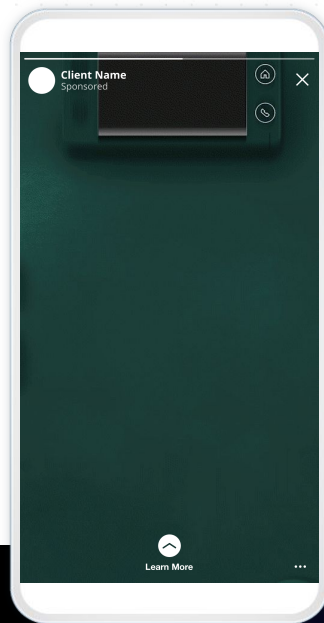
Transform your
existing brand
assets

Easily create TikTok ads with Shuttlerock:

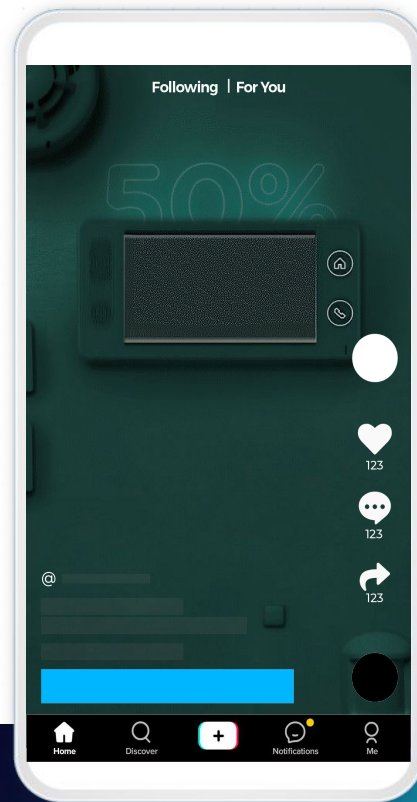
1 Resize and reformat creative assets from other channels



Facebook Feed 1:1



Instagram Story 9:16

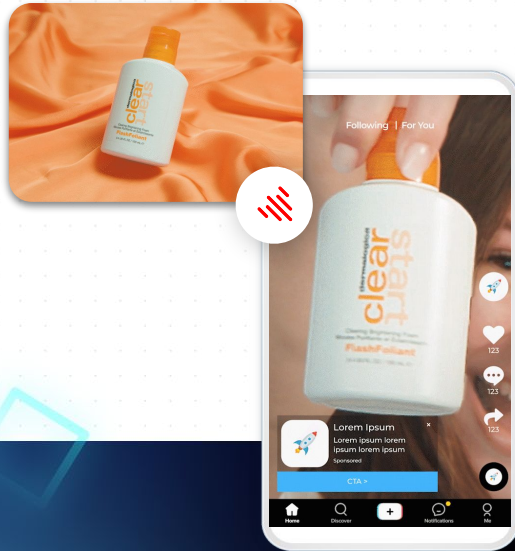


TikTok 9:16

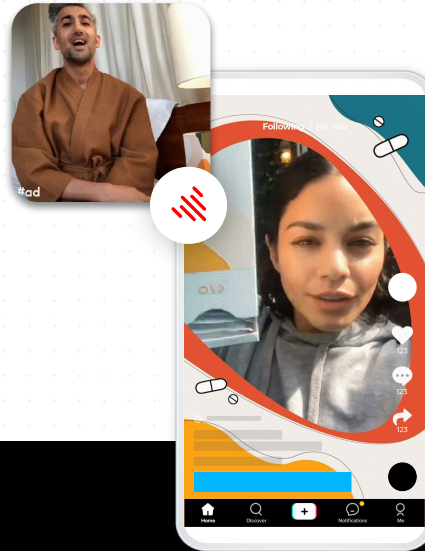
Easily create TikTok ads with Shuttlerock:

2 Transform your existing brand assets

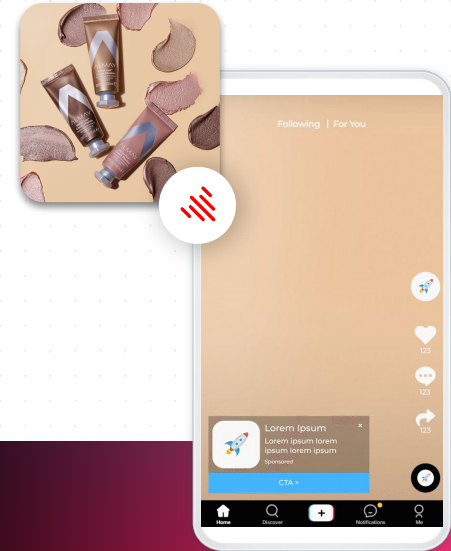
TV Commercials



UGC / Influence Content



Product Shots / Key Visuals





**ENABLING EVERYONE
TO BE A CREATOR**

LET'S GO!

TIKTOK AD PACKS

Move fast with Shuttlerock's pre-built packages designed for new TikTok advertisers

STARTER

6 x TikTok videos



INTRO PRICE:
\$5,500 USD

EXPAND

12 x TikTok videos



INTRO PRICE:
\$6,800 USD

DOMINATE

20 x TikTok videos



INTRO PRICE:
\$13,000 USD

Valid for Q2 2021

COMPETITION

WIN:

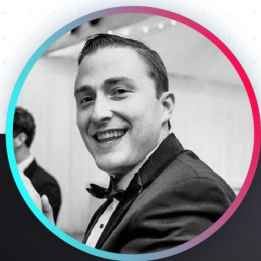
**Create your first TikTok
video ad for FREE!**

Build your first TikTok ad alongside our Shuttlerock
designers in a real-time LIVE workshop.

Enter at:

www.shuttlerock.com/competitions

Q&A



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Dani Larimer 

Director of Content
& Strategy



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THANK YOU