TikTok   System1

The Effectiveness of Creativity on TikTok

Agenda

01 **Executive Summary**

02 **How to sustain creative attention in TikTok ads**

03 **How to deliver effective ads on TikTok**

04 **How to create ads that entertain TikTok users**

05 **How to include branding in an engaging way**

Executive Summary

01 **Shorter ads (<25 seconds)** drive longer creative attention amongst TikTok users

02 Brand & Performance ads that sustain attention for longer drive TikTok users to feel **higher levels of sentiment**

03 **Happiness & Surprise** are crucial for driving effectiveness on TikTok

04 **Storytelling & Familiarity** are the creative features that entertain users on TikTok

05 Branding (done right) in the first 2 seconds **doesn't cause TikTok users skip** or feel negatively towards ads
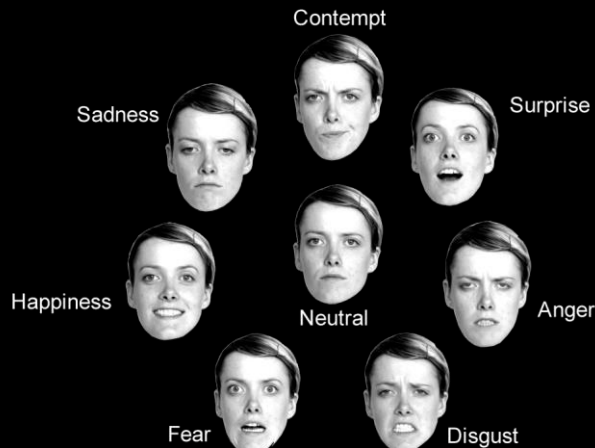
Background & Methodology: System1 Metrics

We've tested 115 creatives from TikTok with 12,000 TikTok users.

Measuring the branded emotional response to each asset to build our creative effectiveness metrics which predict and explain on-platform performance.

Quantity & Intensity Emotions

Contempt

Sadness · Surprise

Happiness · Neutral · Anger

Fear · Disgust

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1   2   3

Weighted Per Business Effects

COUNTRY AVERAGE   YOUR AD

- ● Contempt
- ● Disgust
- ● Anger
- ● Fear
- ● Sadness
- ● Neutral
- ● Happiness
- ○ Surprise

Star Rating
Exceptional

5.0

Long-term brand growth based on an ad's creative effectiveness, calculated by measuring emotional response to an ad.

1.0	2.0	3.0	4.0	5.0
Low	Modest	Good	Strong	Exceptional

Long-Term Business Effect
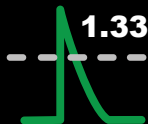
Market Share Gains (1-5 years)

Consumer Behaviour Change

Brand Lift (Digital)

Brand Awareness Gains

Digital Campaign Success

Large Business Effects (IPA)

Spike Rating
Exceptional

1.33

Short-term sales potential, derived from strength of branding and intensity of emotional response.

<1.00	1.00	1.10	1.19	1.32
Low	Modest	Good	Strong	Exceptional

Short-Term Business Effect

Sales Gains (8-10 weeks)

Digital Ad Recall

Digital Click Through

Ad Awareness

Fluency Rating
% Attribution

95   78

Measure strength of branding in the ad with % of viewers recognising the brand after 2 seconds and at the end of viewing.

<73	73	83	91	95
Low	Modest	Good	Strong	Exceptional

Brand Attribution

Full Funnel Effects (Digital)

Brand Trust (Radio)

All Effects (Digital)

Creative Attention
% Ad Viewed

80

By removing the asset from the platform, we remove algorithm effects so to understand how much attention the asset can truly sustain.

65	70	85	90	95
Low	Modest	Good	Strong	Exceptional

Captivation

Brand Lift

Sales Lift

Improved ROAS

*Analysis is based on **115 global creatives on TikTok**, measured with System1's Test Your Ad Digital with **12,000 TikTok users**
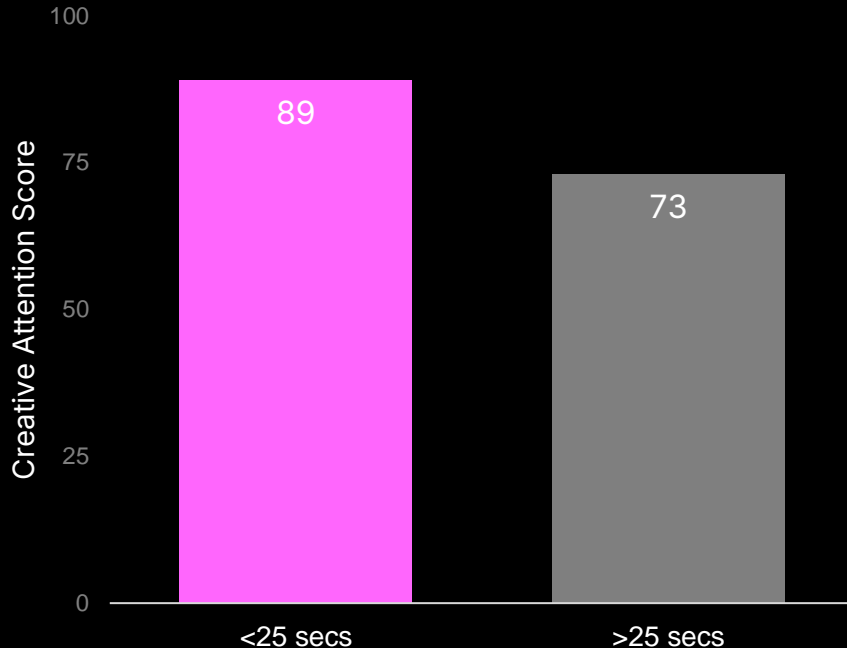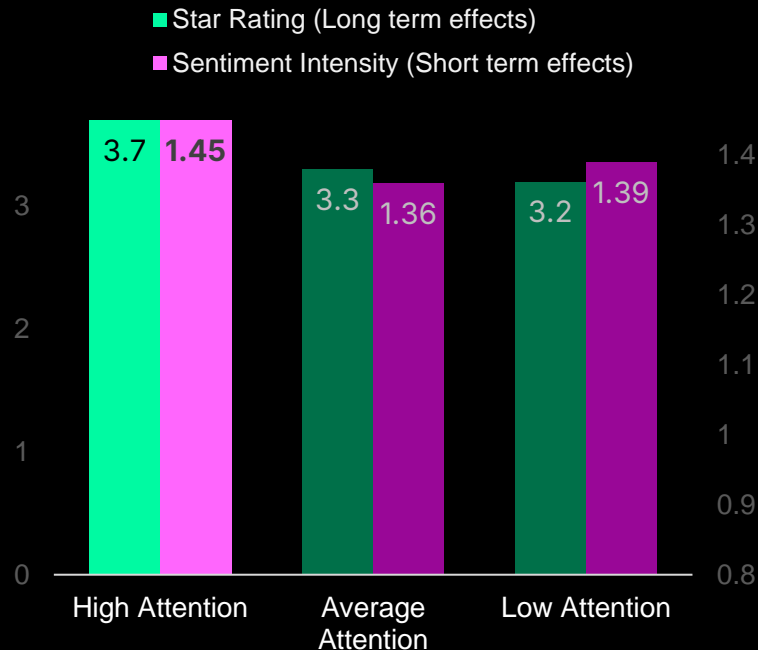
Shorter ads (<25 seconds) drive higher creative attention amongst TikTok users

Due to ads being skippable on TikTok, brands need to get their message across concisely. On average ads that are 25 seconds or shorter have a **21% higher attention** score.

In order to maintain attention, ensure messaging is **entertaining and concise**.

Creative Attention Score

100	
89	
75	73
50	
25	
0	
<25 secs	>25 secs

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Entertaining creatives that hook and maintain attention drive positive sentiment with greater intensity

■ Star Rating (Long term effects)
■ Sentiment Intensity (Short term effects)

Attention	Star Rating	Sentiment Intensity
High Attention	3.7	1.45
Average Attention	3.3	1.36
Low Attention	3.2	1.39

As TikTok is an entertainment platform, users engage more with content that entertains.
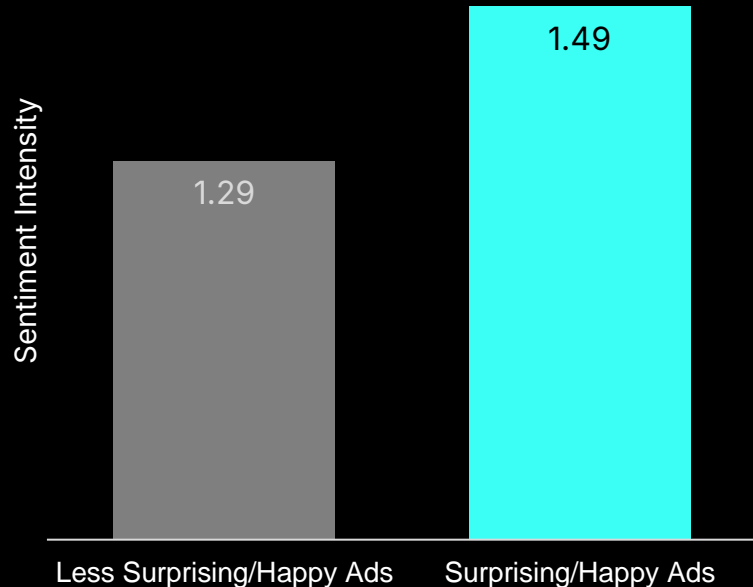
Sentiment and the degree to which it's felt, is a key component of System1's Spike rating, which is a predictor of short term business effects.

On average, ads with high attention scores have a **16% higher Star rating** than ads with low attention, which leads to long term brand growth.

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Happiness & Surprise are crucial
for driving effective content on TikTok

Making users feel happy or surprised in your creatives is the best way to drive engagement with ads on TikTok. On average ads that cause users to feel happiness & surprise drive a **15% higher sentiment score**

Include creative features that drive happiness and surprise in order to entertain users on TikTok.

Sentiment Intensity

1.29
Less Surprising/Happy Ads

1.49
Surprising/Happy Ads

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Entertaining Ads drive positive sentiment & attention towards brands on TikTok
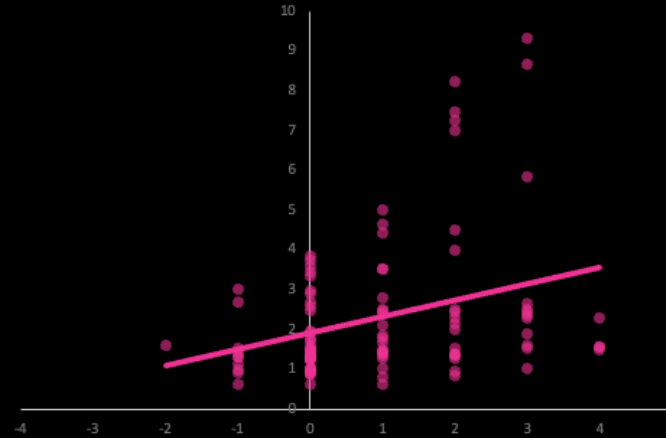
Entertainment Index – **No. Showmanship Feature** – **No Salesmanship Feature**
It's a measure of how entertaining an ad is, trying to entertain, rather than sell.
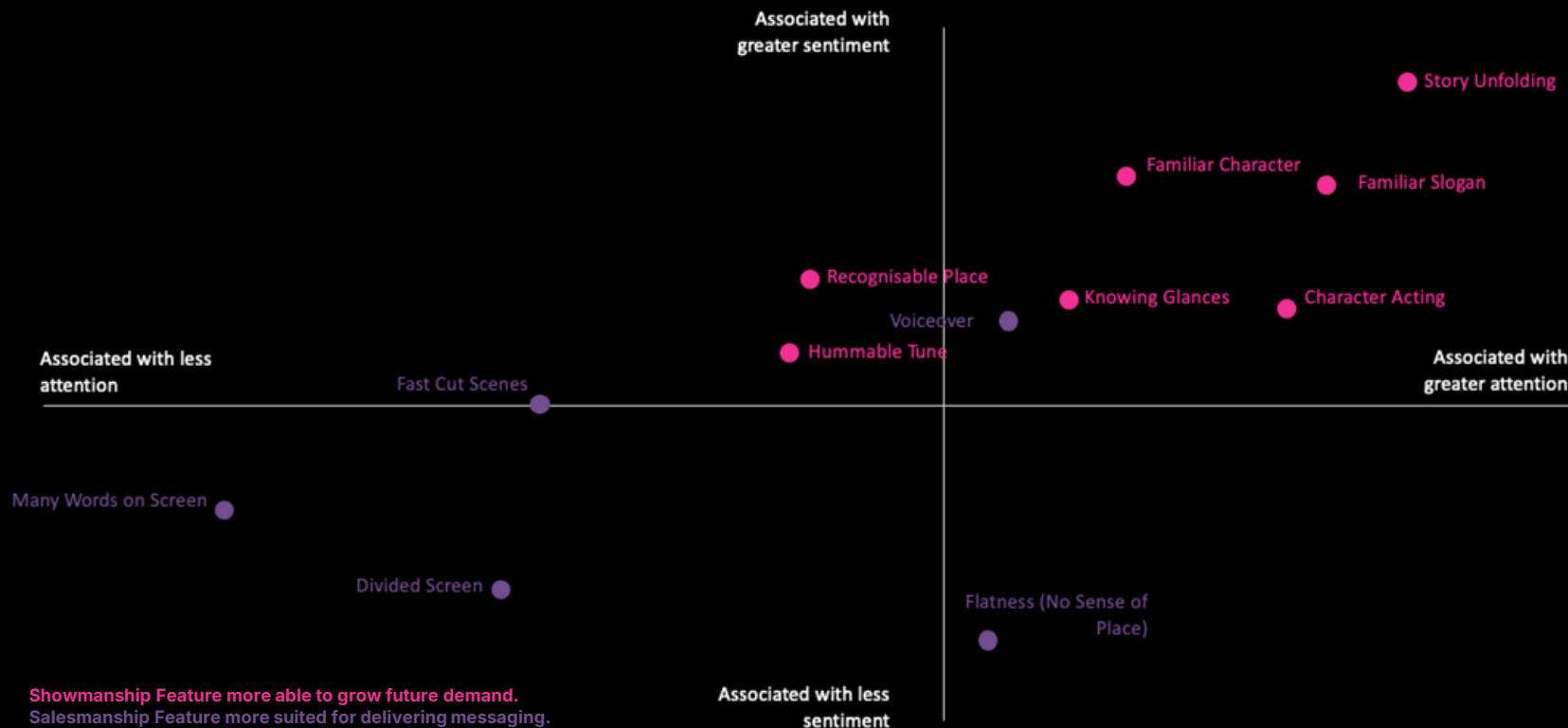
Entertainment Index vs **Star Rating**
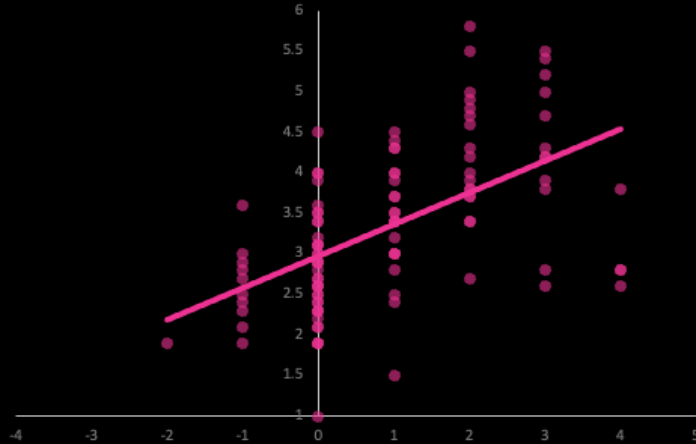
Entertainment Index vs **Attention**

Relationship significant to 99%+

Relationship significant to 99%+

Showmanship Feature: Characters Acting, Story Unfolding, Recognisable Place, Knowing Glances, Hummable Tune, Familiar Character, Familiar Tagline.
Salesmanship Feature: Divided Screen, Fast Cut Scenes, Flatness (No Sense of Place), Voiceover, Many Words on Screen.

115 global campaigns on TikTok, measured with System1's Test Your Ad Digital with 15.750 TikTok users.
Two-thirds of users must recognise each feature. Attention is the amount of the creative watched in seconds before skipping, indexed.

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Storytelling & Familiarity are creative features that entertain users on TikTok

Associated with greater sentiment

Associated with less attention

Associated with greater attention

Associated with less sentiment

- Story Unfolding
- Familiar Character
- Familiar Slogan
- Recognisable Place
- Knowing Glances
- Character Acting
- Voiceover
- Hummable Tune
- Fast Cut Scenes
- Many Words on Screen
- Divided Screen
- Flatness (No Sense of Place)

Showmanship Feature more able to grow future demand.
Salesmanship Feature more suited for delivering messaging.

115 global campaigns on TikTok, measured with System1's Test Your Ad Digital with 15.750 TikTok users.
Axis are the correlation between metric and two-thirds of users recognising a creative feature in the asset.
Attention is seconds of creative watched, sentiment is System1 Star Rating shown to increase long-term effects.

TikTok users watch creator content for longer, but recognise brands less

■ Average Second Viewed   ■ Fast Fluency

Creator	Brand
27 / 35	21 / 44
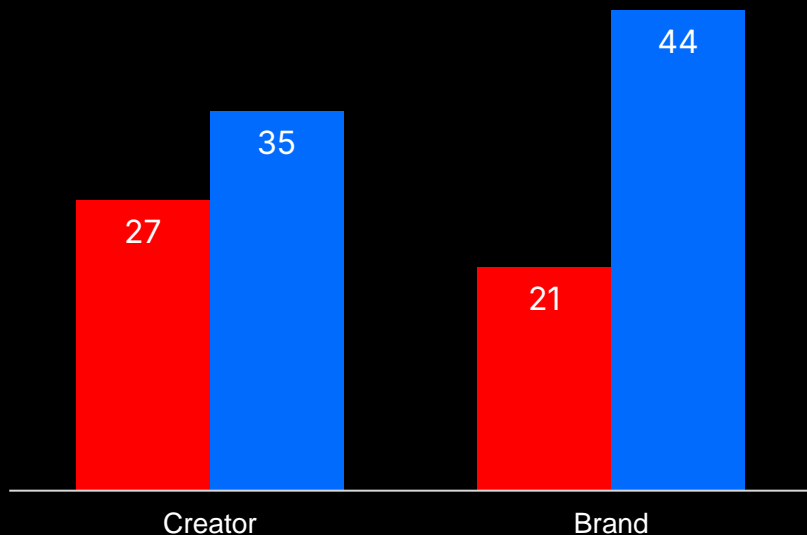
Creator assets are more native to the platform which causes users to watch and engage for longer **(+29% vs Brand).** However, lower Fast Fluency Score **(-21%)** shows users **aren't recognizing the brand** in creator content as effectively

Users watch more creator content, we just need to include more creative features that improve entertainment quality

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*Branding (done right) in the first 2 seconds
doesn't cause users to skip or feel negatively towards ads

■ Average Star Rating ■ Attention Score

	Strong Early Branding	Modest Early Branding	Low Early Branding
Average Star Rating	3.8	3.5	3.2
Attention Score	86	82	82
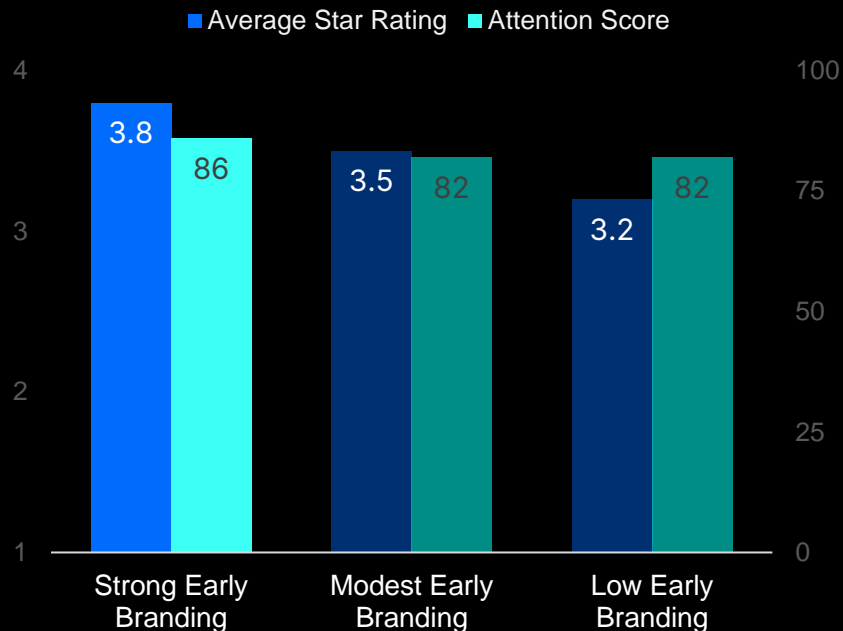
Branding early **doesn't cause users to disengage** with ads on TikTok. On average ads that showed their brand in the first 2 seconds actually had a **18% stronger Star Rating**.

*Branding (done right) are cues such as **colours, music, slogans or characters** which ensures users are able to **recognise the brand within the first 2 seconds**.

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What this means for Ads on TikTok

Hook & sustain users attention with entertainment

Storytelling & familiarity are the creative features that capture users attention and evoke sentiment. Helps advertisers blend seamlessly into the platform's culture of authenticity and community-driven entertainment & leads to longer view times.

Entertain & engage users with happy & surprising content

Happiness & surprise are the core elements in driving sentiment on TikTok. The **more of these emotions your creatives generate, the more engaged users will be** with your brand.

Make sure your brand is recognisable in the first 2 seconds

This doesn't mean there needs to be a huge logo at the beginning of your creatives. **Colours, songs, slogans & characters** are cues that allow users to recognise your brand instantly whilst driving entertainment without causing users to skip.

Shorter ads driver better creative attention

Shorter ads ensure your message is relayed quicker and keeps users engaged. TikTok research finds that on average creative videos shorter than 15 seconds drove **+38% higher sales lift** than longer ads.

THANK YOU   THANK YOU

THANK YOU   THANK

THANK YOU

THANK YOU

THANK YOU

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