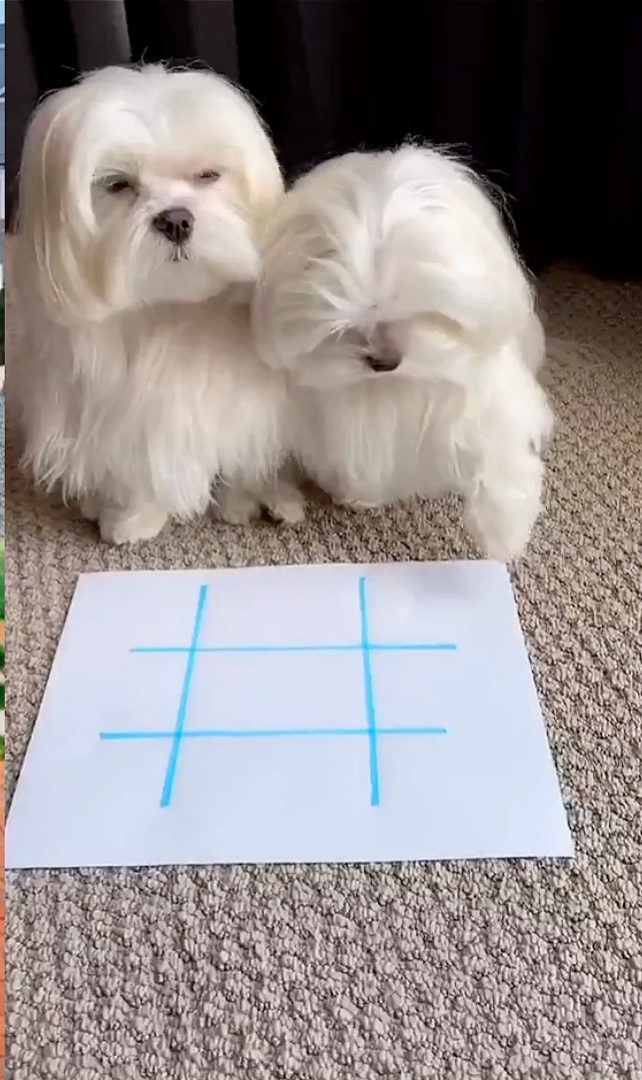
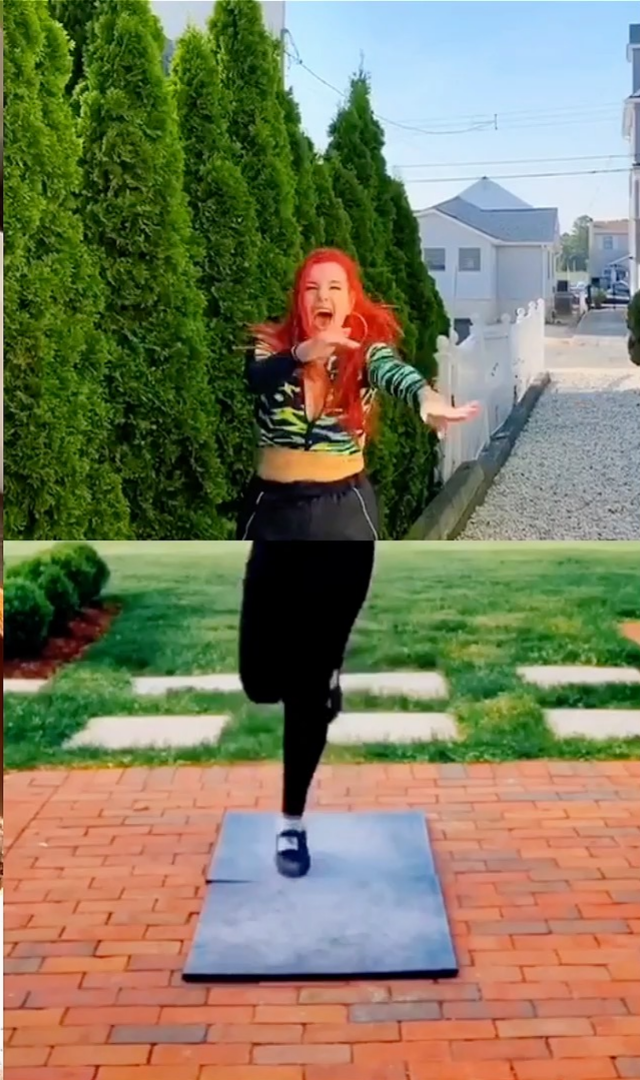


TikTok x DIRT

Unlocking the Long-Term Power of Short-Form Video Advertising





The Background

Entertainment

Time Well Spent

Authenticity

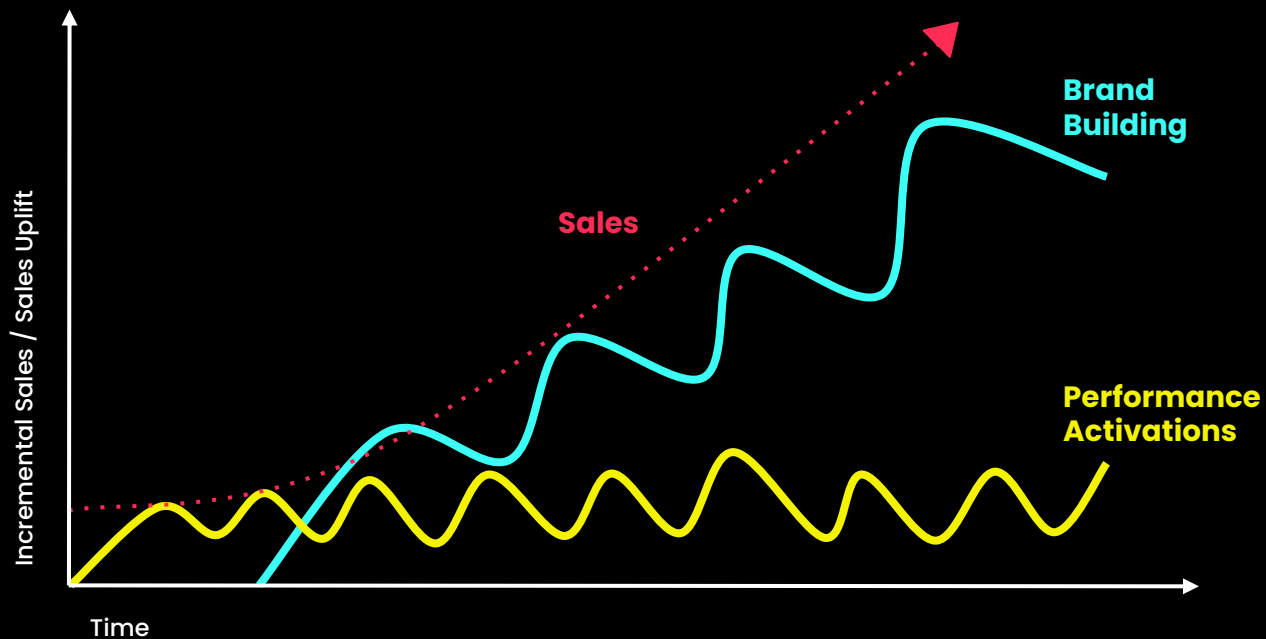
Full Funnel

But how do we quantify **long-term** brand impact?



Brand Love: The Long and Short of It

Coupling short-term sales activations with long-term brand building creates a compound effect that leads to stronger performance in the long run



“

Although long-term effects always produce some short-term effects, the reverse is not true.

- Les Binet & Peter Field

Our Solution: **Mixed Methods**

Emotional Event Occurs

Brain-Based
Response

Memory
Formation

Behavior, Decision Making,
& Lasting Brand Affinity

Attention to Event



**Eye Tracking During
Mock Feed Exposure**

Biometric Data

**Stated & Implicit
Responses**

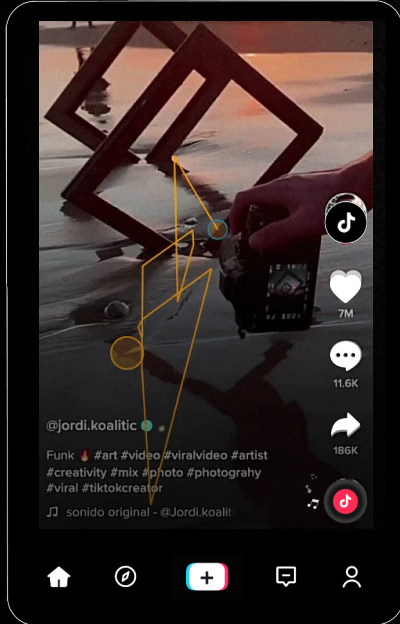
**Longitudinal
Evaluation**

Our Approach

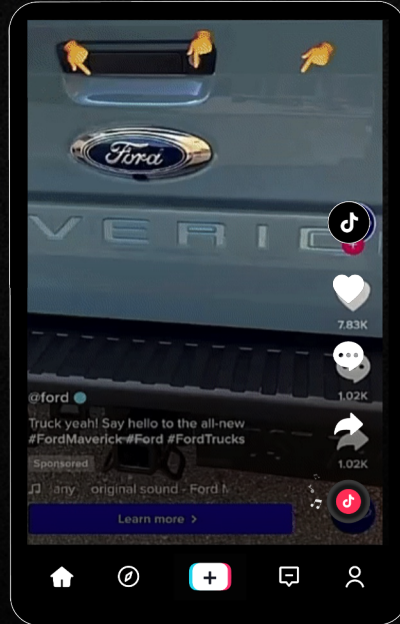
Emotional Event Occurs



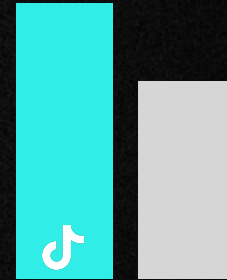
Attention to Event



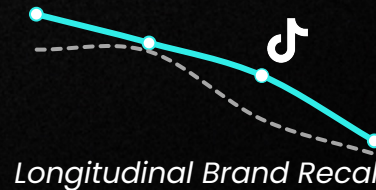
Brain-Based Response



Memory Formation



Brand Recall Week 1



Behavior, Decision Making, & Lasting Brand Affinity



Connecting the Dots

Relative to other platforms, users on TikTok...

Spend more **time watching** ads



Are more **emotionally engaged** with content & ads



Have higher **brand recall**



Feel positive about brands for **longer**



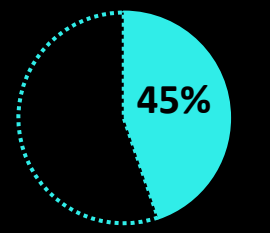
Have higher **purchase intent**



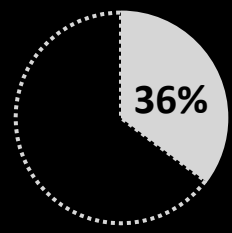
Attention: Comparing Apples to Apples



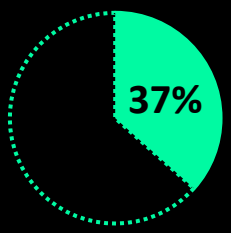
Average Percent of Ad Watched Before Scrolling Away



Watch time Unwatched



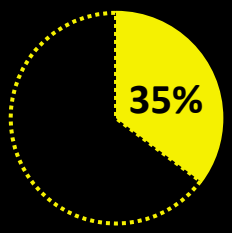
Platform Avg.



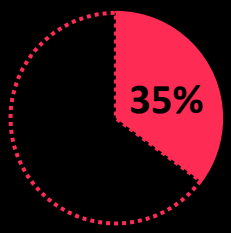
Video Platform A



Unskippable Watch time Unwatched



Social Platform B

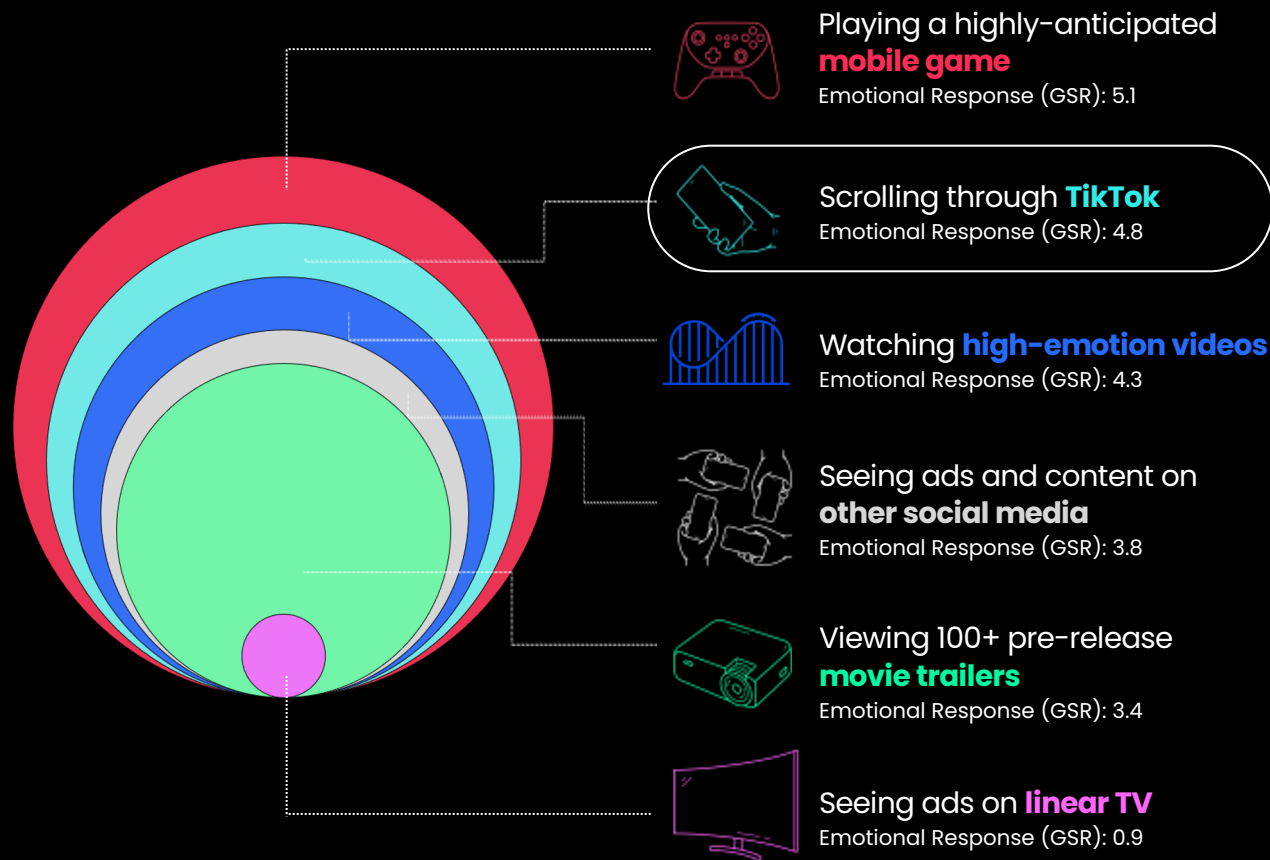


Social Platform C

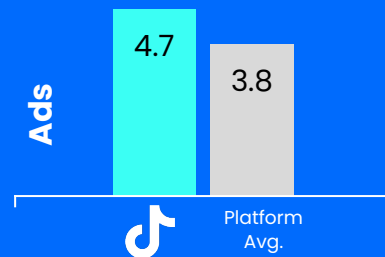
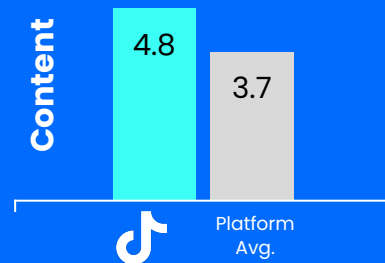


CONFIDENTIAL & PROPRIETARY

Emotion, Engagement, and Entertainment



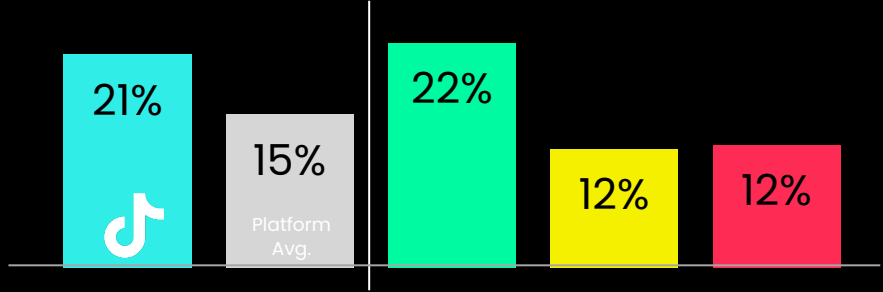
This is true for **content** and **ads** on TikTok



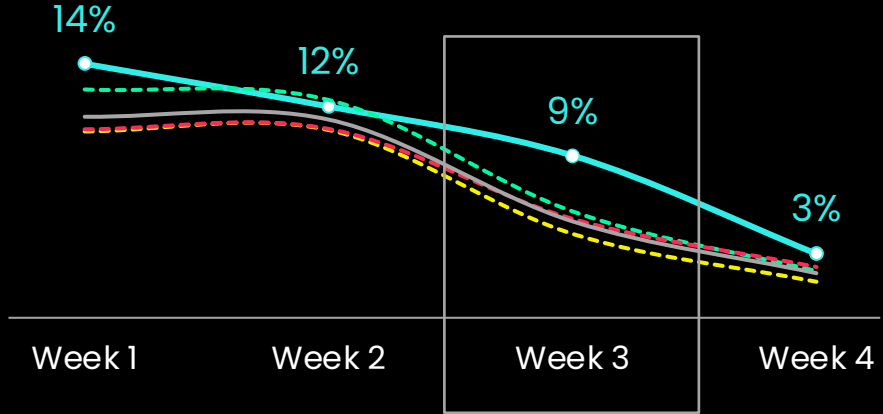
The Brand Recall Dilemma



In-Lab



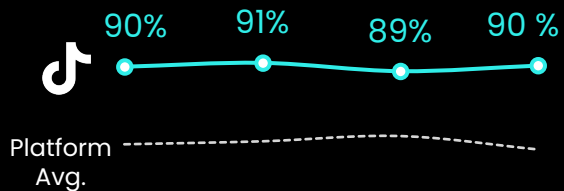
Longitudinal



Platform Level Positivity



"Entertained"



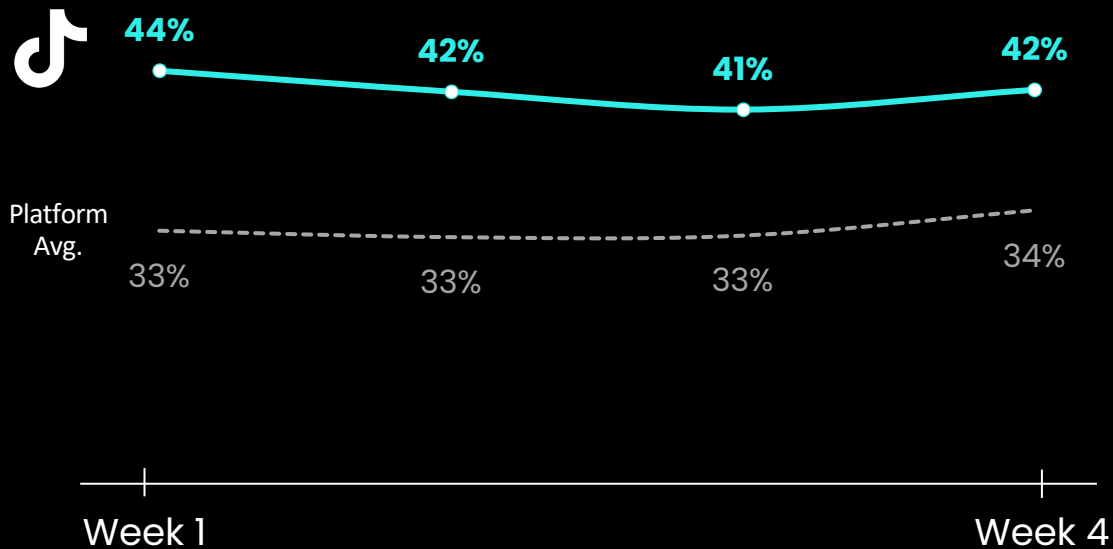
Week 1 | Week 4

"Happy"



Week 1 | Week 4

The Halo Effect for Brands



Composite of all positive brand attributes:

A brand I trust

Credible

A brand I would tell family or friends about

Memorable

A brand I would be loyal to



The Trifecta of Positivity



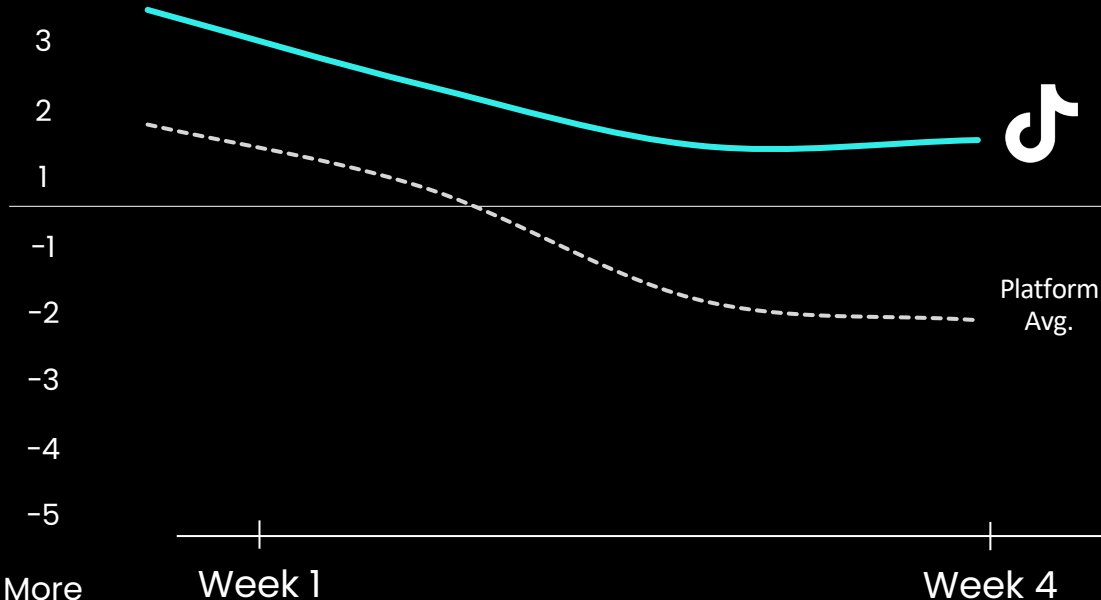
More implicitly
positive

5
4
3
2
1
-1
-2
-3
-4
-5

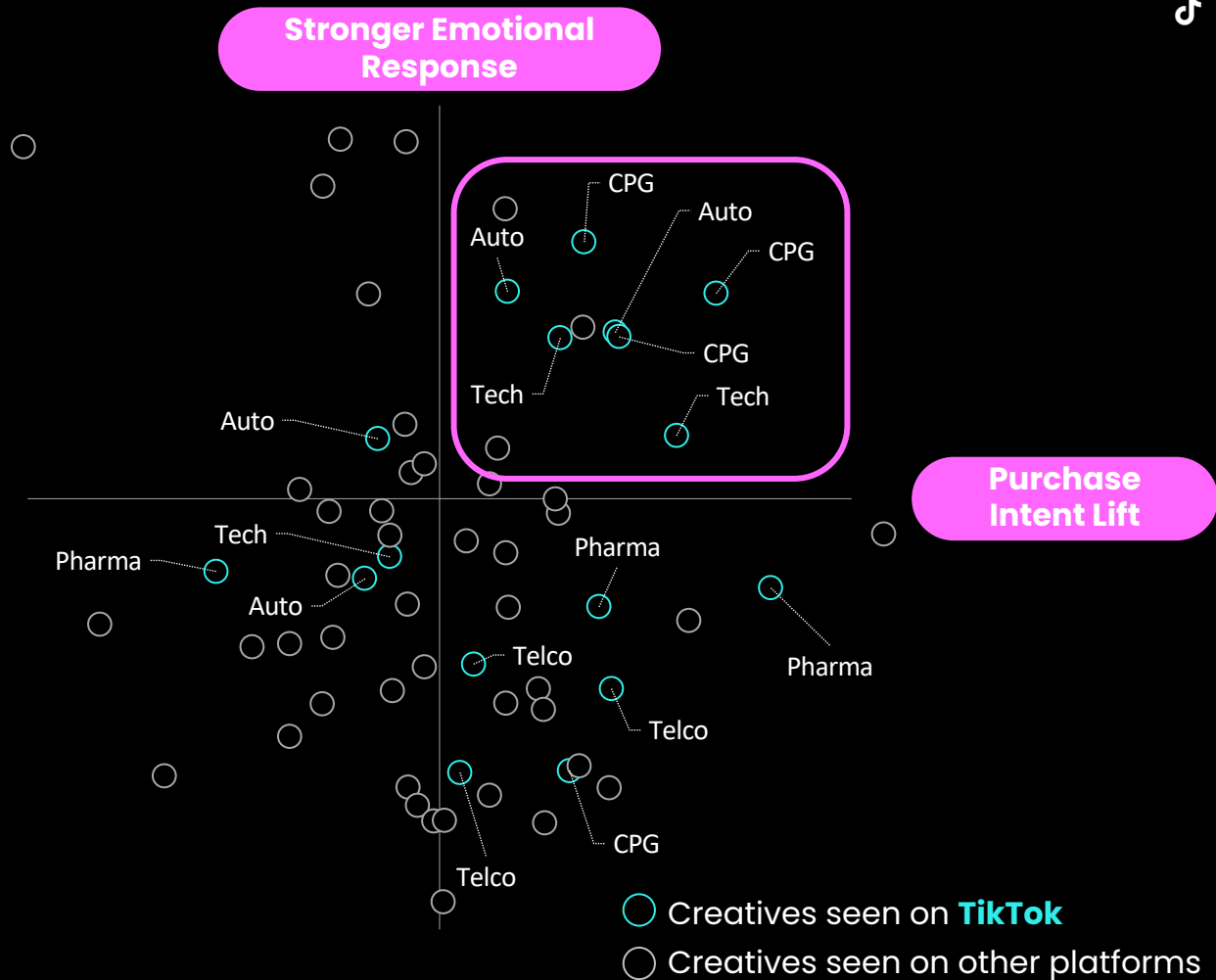
More implicitly
negative

Week 1

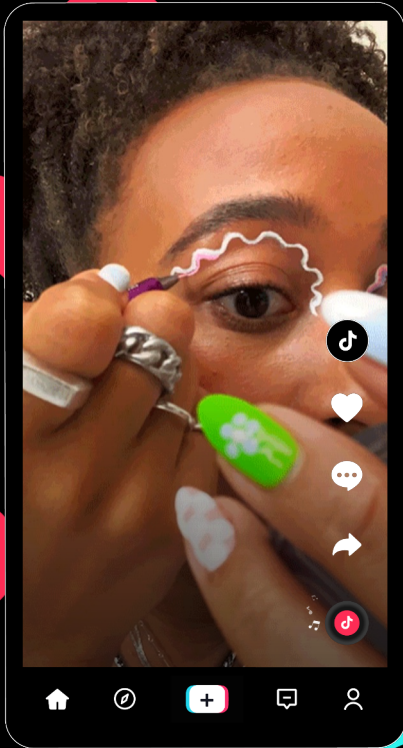
Week 4



Sweet Spot: Like Meets Lift



Reflection



Lessons Learned

- How to measure and compare the impact of skippable and non-skippable platforms
- First longitudinal study & designing longitudinal at-home component
- Consistency across metrics and verticals

What's Next

- Vertical specific findings
- Global Marketing activation
- Measurement validation
- Inspired new research: the “why”, the “where”, and the “how”

Thank you!

