

THE QUIRK'S EVENT NEW YORK

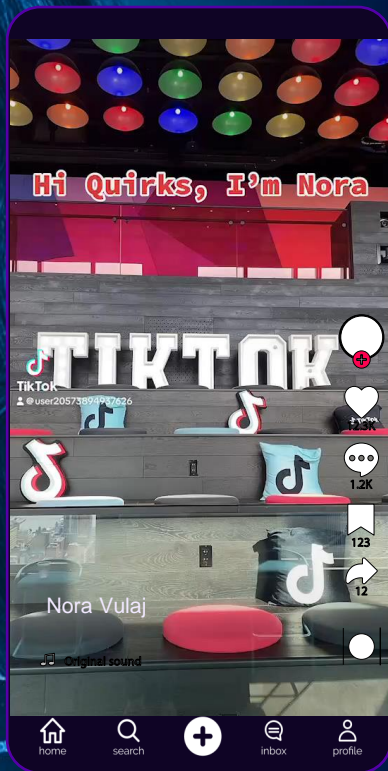
ROC ON with TikTok & EyeSee Creative Guidance





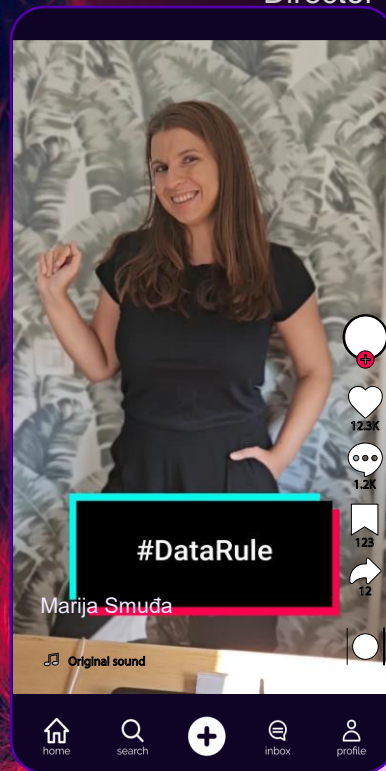
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1B

TikTok global
monthly active users

92%

TikTok users **take action** after
watching a TikTok

Source: A: TikTok Internal Data, Global, September 2021
B: TikTok Marketing Science Global, Time Well Spent
Custom Research, conducted by Kantar, March 2021



1.2x

more likely to be
solely focused on TikTok

20%

More likely to say ads on TikTok are
memorable vs. ads on other video
platforms

Source: TikTok Marketing Science Global Entertaining Ads Study
(US Results) 2022 conducted by Marketcast



74%

viewers say TikTok ads
catch their attention vs ads
that were not made for
TikTok specifically

3.3x

more action driven by
TikTok-First ads vs ads
on other platforms

Source: A: TikTok Marketing Science Global Creative First Study 2022 conducted
by Ipsos. / B: TikTok Marketing Science Global Entertaining AdsStudy 2022
conducted by Marketcast



TikTok platform
High quality attention



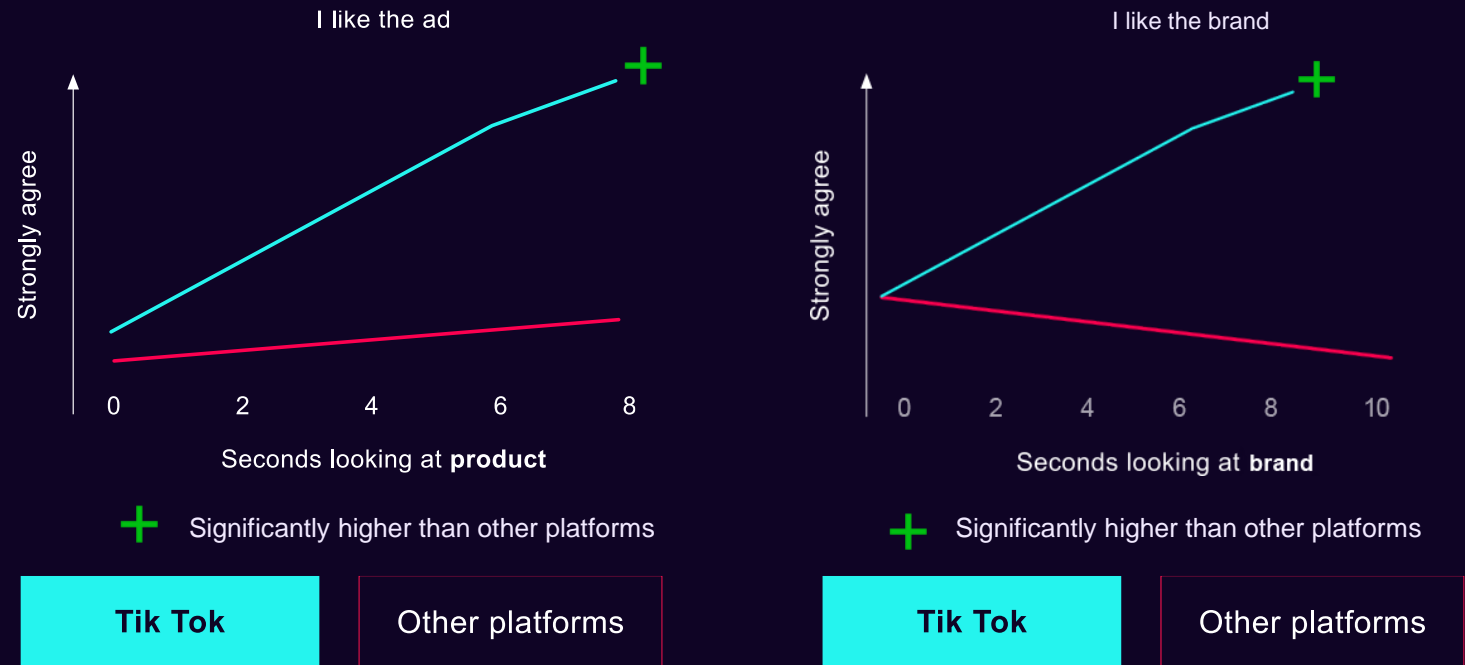
Creative

High entertainment value that sparks high emotions



Good Return on Creative

Not every second of an ad is equally valuable across platforms



1. Source: Neuro Insight report "TikTok: Successfully Advertise on the World's Hottest Content Platform", US, June 2021.
 2. Source: Marketing Science US Brand Building 2021 conducted by DIRT. 3. Source: TikTok Marketing Science, Value of a View Internal Meta-Analysis, 2021 4. Source: Marketing Science UK Brand Building 2021 conducted by Neurons Inc

TikTok platform

High quality attention



Creative

High entertainment value
that sparks high emotions



Good Return
on Creative

14%

uplift in
brand opinion

15%

uplift in
likeability

25%

uplift in brand
uniqueness

TikTok platform

High quality attention



Creative

High entertainment value that sparks high emotions



Good Return on Creative

Positive impact on
business outcomes:

Awareness and
consideration

Purchase intent

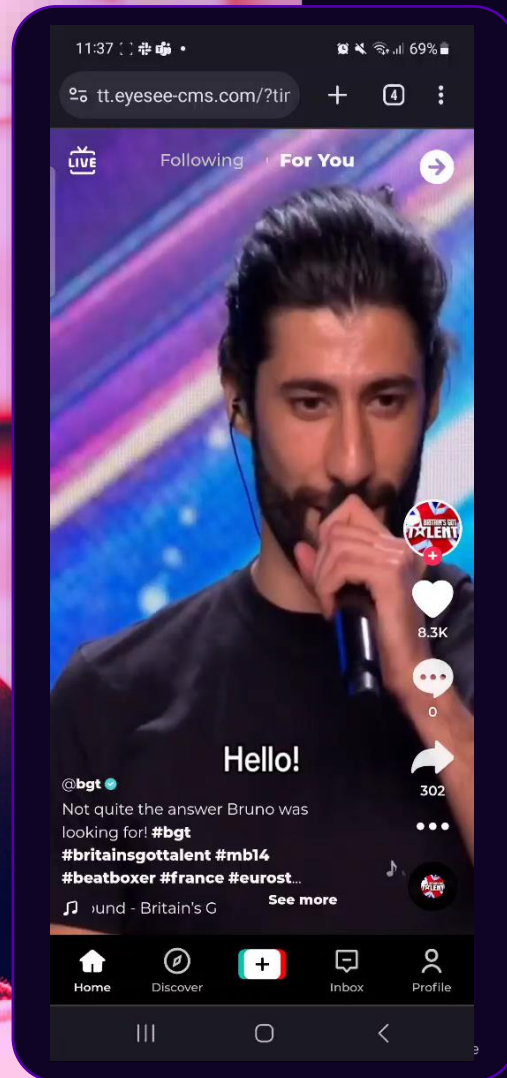
Brand affect

ROAS



 **TikTok**

eyesee



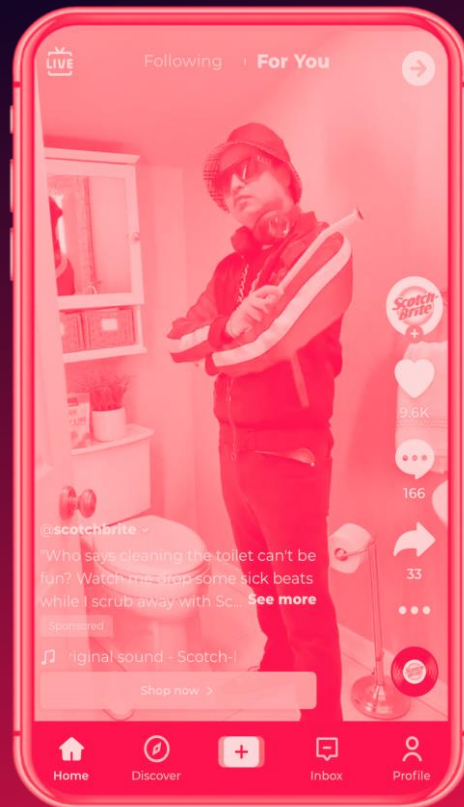
We tested:

7280 respondents

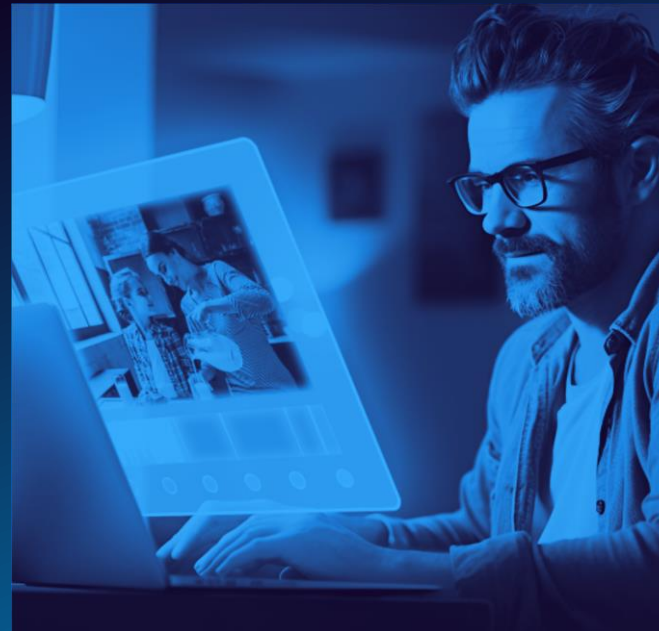
56 ads

20 cross-industry brands

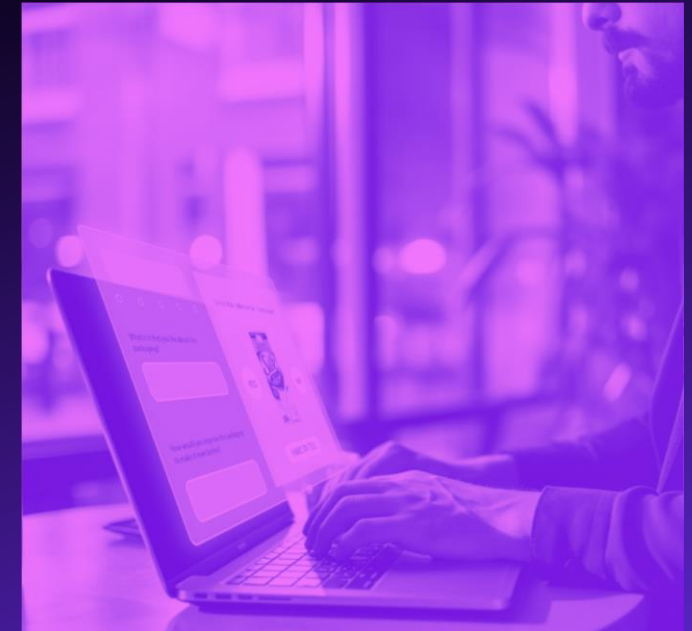
Replicated TikTok Feed

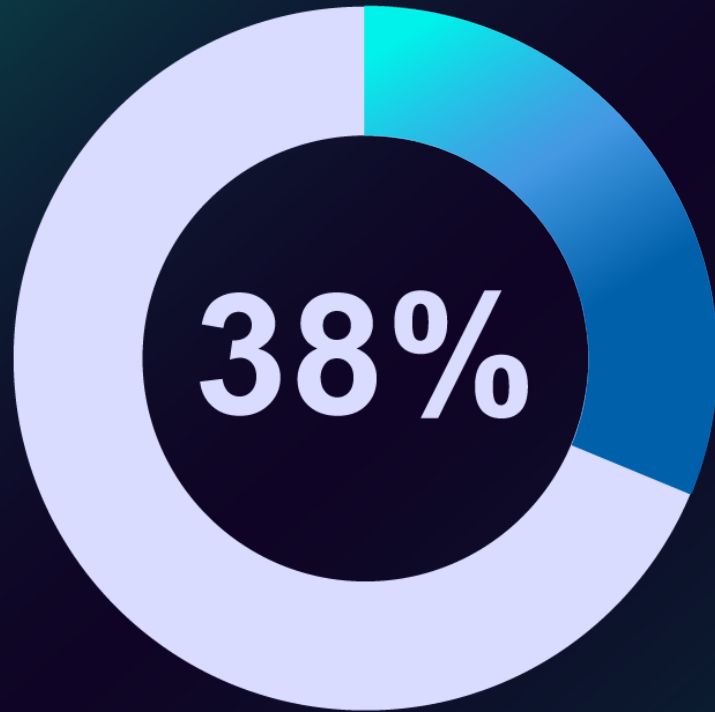


Behavioral research metrics

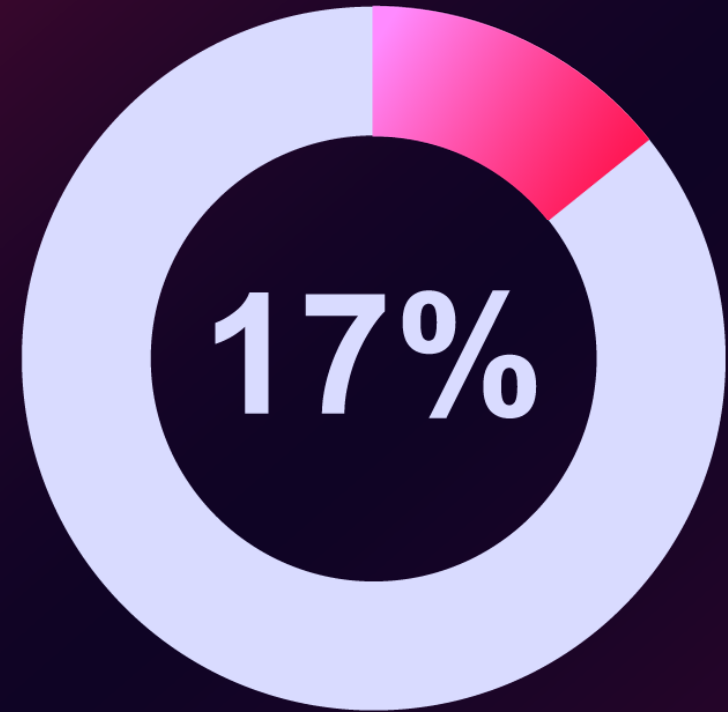


Survey: brand metrics





Higher chance for positive emotional response

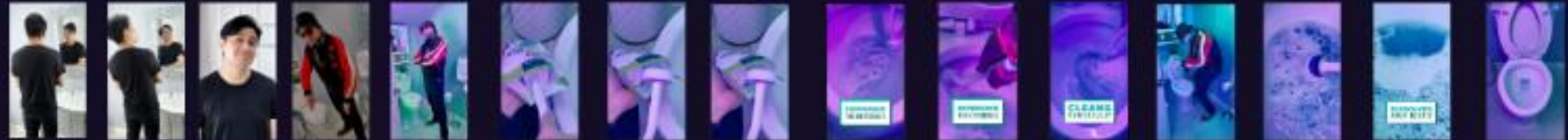
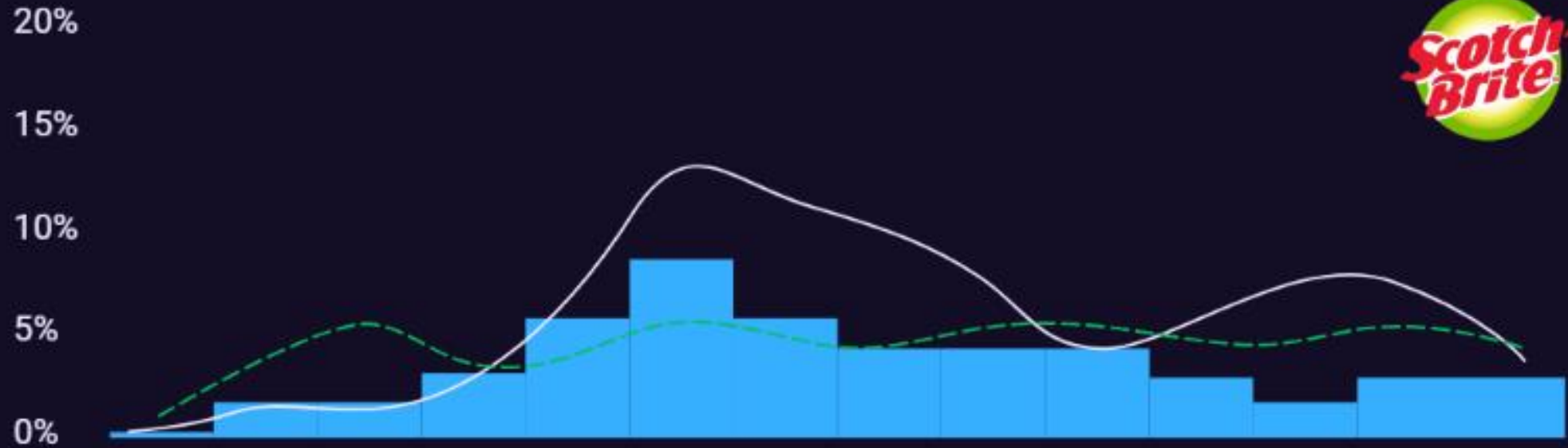


Increase of ad stopping power



76%

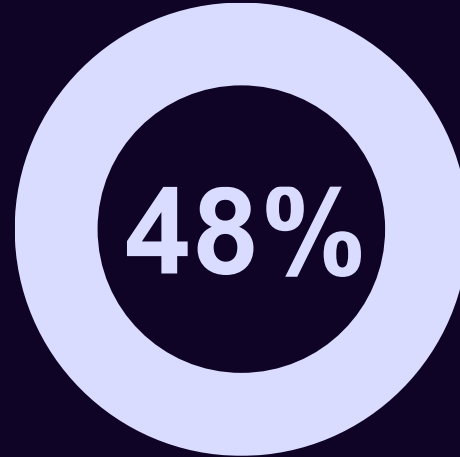
of stopping power achieved by Scotch-Brite's TikTok First ads (significantly higher vs. NA benchmark for CPG industry)



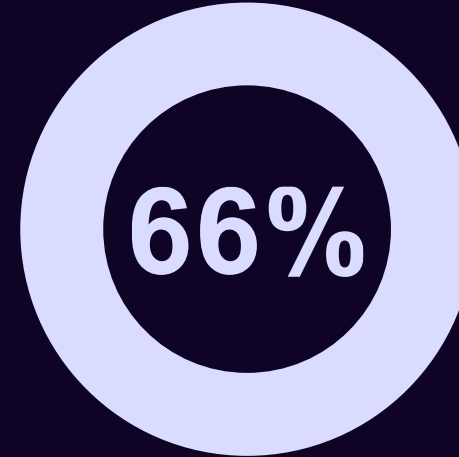
Interested Engagement EE Benchmark



consider purchase



better brand opinion

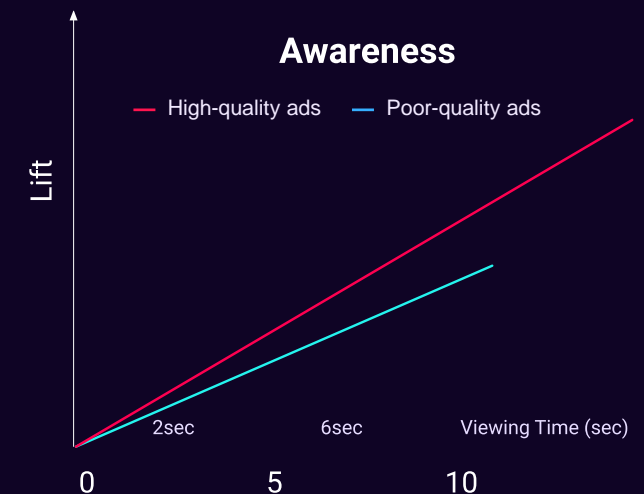
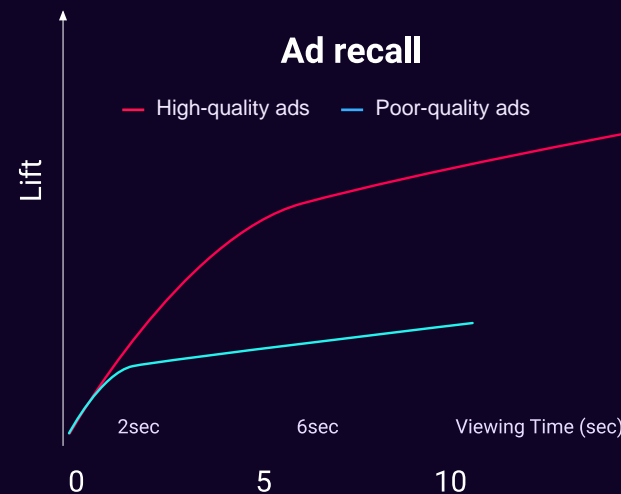


more brand interest

A screenshot of a TikTok video featuring Marie Corcoran. The video shows her from the chest up, wearing a black top and large black and white earrings. The interface includes a heart icon with 12.3K likes, a comment icon with 1.2K comments, a share icon with 123 shares, and a download icon. The name 'Marie Corcoran' is displayed at the bottom left of the video, and 'Original sound' is indicated at the bottom left of the video player. The bottom navigation bar shows icons for home, search, post, inbox, and profile.

A screenshot of the TikTok comment interface for Marie Corcoran's video. At the top, there is a circular profile picture of Marie Corcoran and her name 'Marie Corcoran - Global Brand Strategy and Communications at 3M'. Below this is a comment bubble with the text 'Hey Marie, what insights provided by the study were specifically interesting to you?'. To the right of the comment is a red circular icon with a white figure. Below the comment is a video player showing a red play button and a bar chart. At the bottom, there is a text input field with the placeholder 'Write a reply...'.

Quality creative is a key factor driving impact



In a skippable world with
endless content, **creativity is
the key** to breaking through

Brand KPIs increase when brands introduce variety

5%

uplift on branding

+23%

in engagement

+25%

in time watched

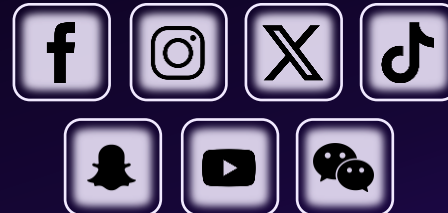
prefer content variety brands



eyesee

**We leave you
with this...**

Test across
formats
and platforms





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eyesee



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