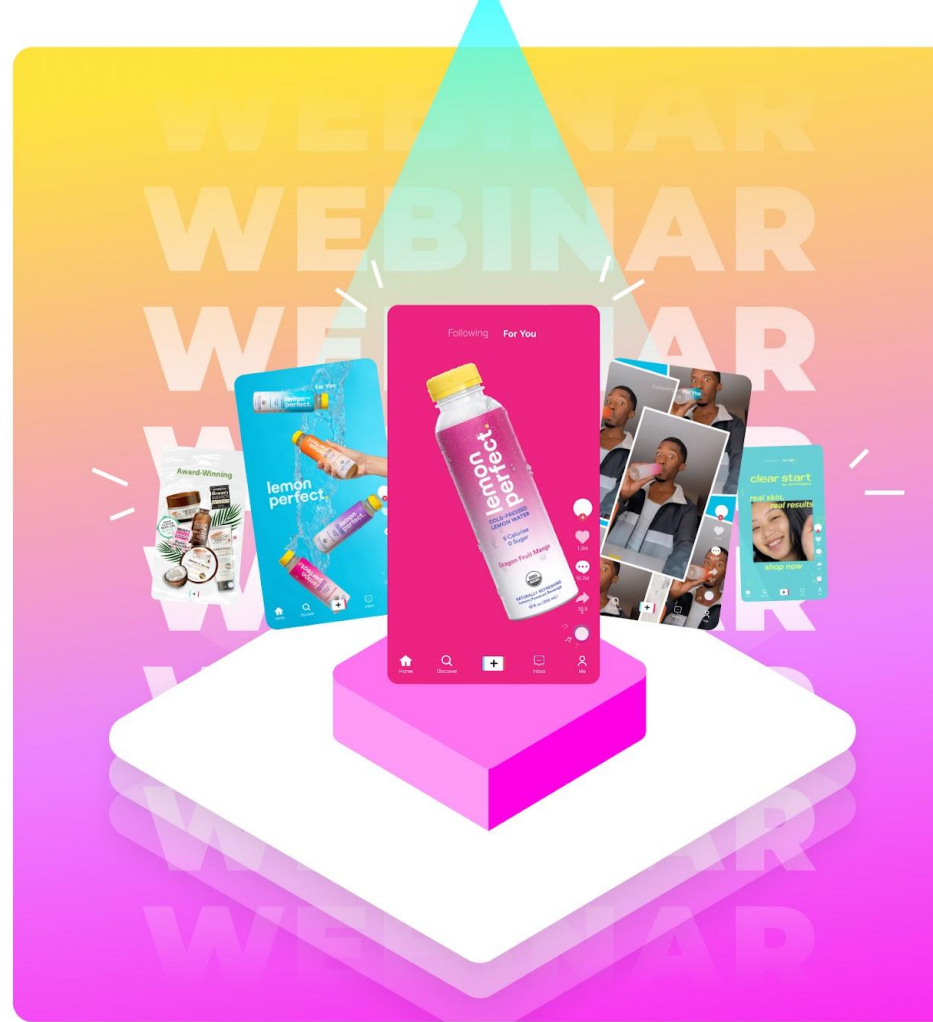


WEBINAR

Maximize Impact on TikTok with Smarter Creative Strategies



TODAY'S PRESENTERS



Jason Ander

Global Business Solutions
Creative Partnerships



Trelise Mansfield

VP, Marketing



TikTok Marketing Partners

TikTok's official community of unique and innovative technology & service companies that enable marketers to get started, grow their strategy, and find repeatable success on TikTok.



AGENDA

- 1 The need for smarter TikTok creative strategies
- 2 Strategy #1: Remixing existing creative content
- 3 Strategy #2: Modernizing the creative pricing structure
- 4 Strategy #3: Introducing always-on creative production

The need for smarter TikTok creative strategies



When **marketing budgets are tight**, it can be tempting to skimp on creative. However, the brands who really **lean into creative** during these times are the ones that **thrive**.



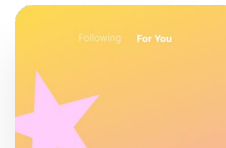
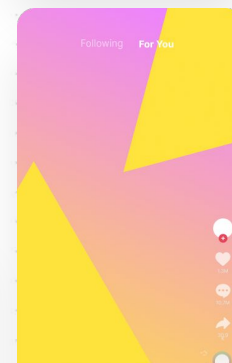
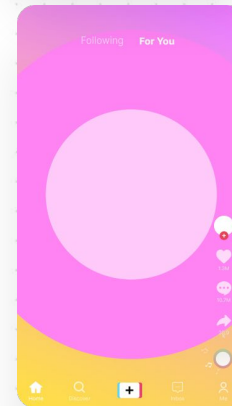
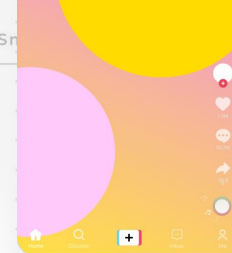
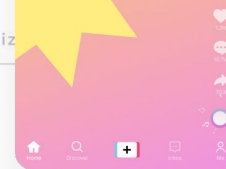
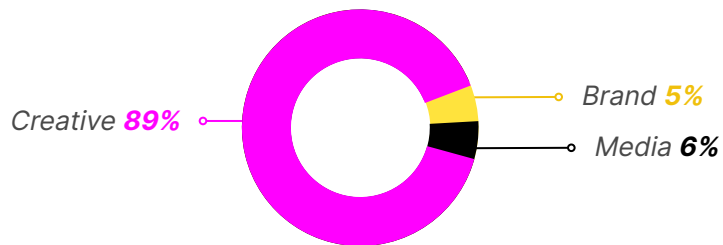
On TikTok, creative is everything

► Ad creative functions as content.

Advertisers need to produce ads centred around the creative experience.

Digital Campaigns - Impact on Sales Lift

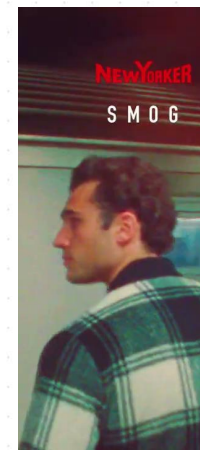
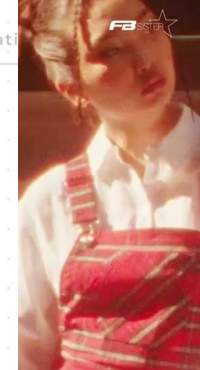
(Top-Performing Campaigns)



BENEFIT: Enables you to achieve more meaningful connection with your audience.

HOWEVER: It also means that the shelf life of creative is shorter.

To counteract this, creative is needed at **scale** so that it can be **refreshed regularly**.



Therein lies the challenge:

How can we scale TikTok creative
when budgets are under pressure?

The answer: **smarter strategies!**



A man in a dark blue suit, white shirt, and dark tie stands in a room with wood-paneled walls. He has his hands raised in a gesturing motion. To his left is a lamp with a warm glow. To his right is a large green plant. A white rectangular box with yellow horizontal lines at the top and bottom contains the text.

**It's time to
rethink the
processes
we use to
produce
creative!**

Three Creative Strategies

You can adopt right now for success on TikTok



**Remixing existing
creative content**



**Modernizing the creative
pricing structure**



**An 'always-on' approach
to creative production**



STRATEGY #1

Remixing existing creative content



Leverage existing assets to reduce costs and save time.

Product shots /
key visuals

Print /
Out-Of-Home

Long form video /
TV commercials

UGC / Influencer
content

Brand assets

Other social
creative

Creator content

Generative AI



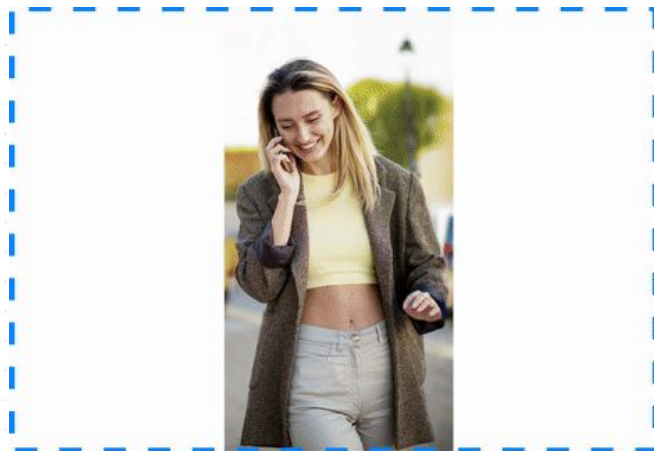
Remix **creator**
content as much as
possible to heighten
authenticity.

Creator
content



Revolutionize creative with

Generative AI



PROMPT:
Generate the Eiffel Tower

PROMPT:
Side street in Paris



Seaside



Park



Italy



Paris

Revolutionize creative with

Generative AI

Original



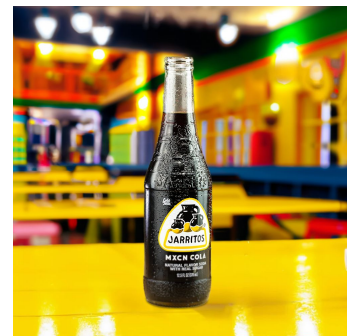
Bar



Picnic

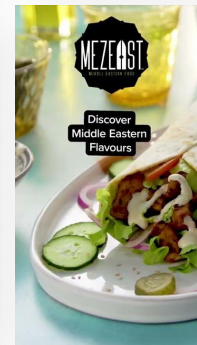
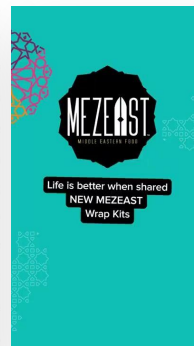


Restaurant



**Reduced costs +
faster production =
ability to **scale****

**Existing
assets**



TikTok Creative Best Practices

for advertisers



Sound on default



Clear & concise
CTA



Use platform-native
effects and edits



Mobile /
Vertical orientation



Entertainment



Get experimental



Embrace trends



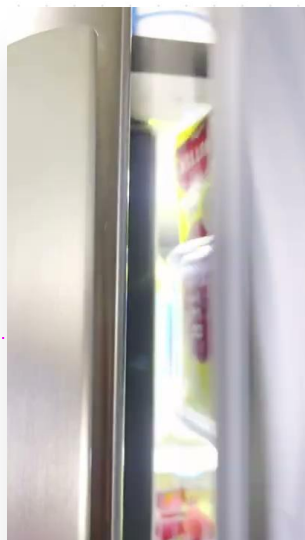
Unpolished style



Authentic remixing at scale for TikTok



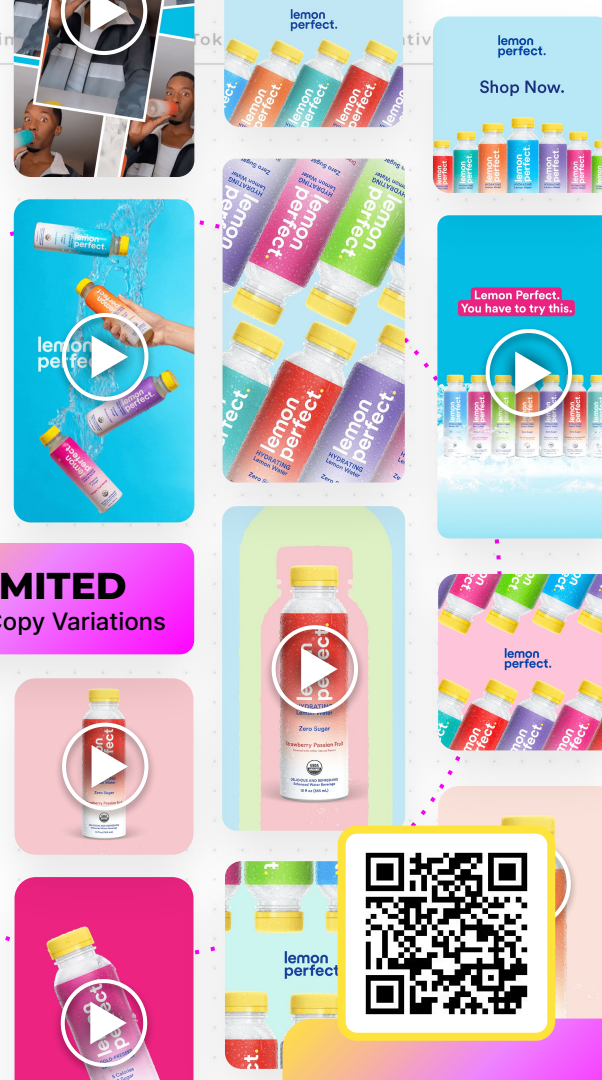
Static images, TVCs, Brand Video, Stock Photos,
creator footage

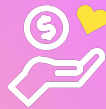


80+ creative assets

UNLIMITED

Formats & Copy Variations





STRATEGY #2

Modernizing the creative pricing structure



The **traditional way of paying for creative is clunky** and no longer suitable for the **fast-paced, dynamic environment** on TikTok.

Every other aspect of a marketer's life has been transformed by SaaS pricing models - why not creative?



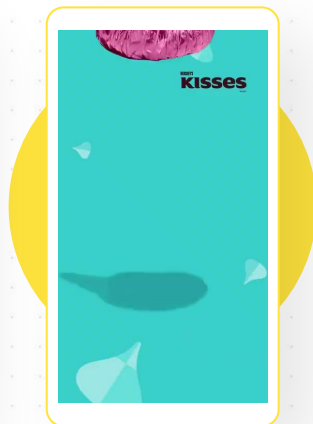
TikTok is where trends are created and cultivated

To make ads that are tuned into this culture, you've got to be **quick on your feet** – trends come & go quickly!

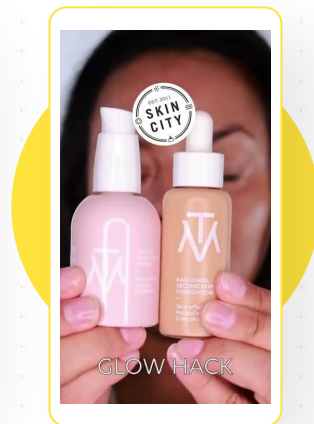
Adopting a creative solution with a **fixed-cost** pricing structure enables you to be **agile**, jumping into trends right away.



Branded Hashtag Challenge



Topical reference



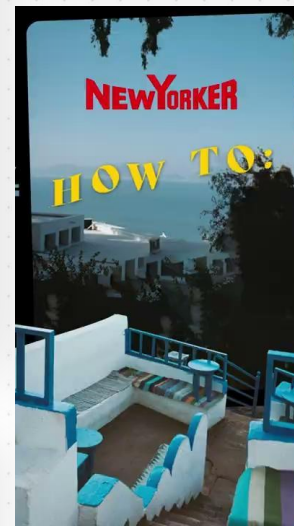
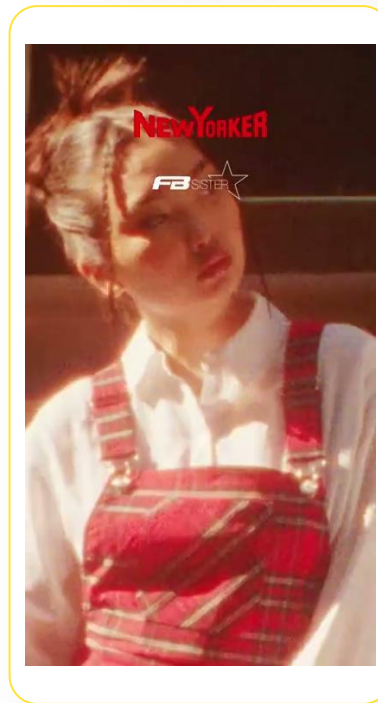
Organically trending visuals/sounds

NEWYORKER

In the second half of 2022, using a cut-out/montage editing technique became a major trend in organic TikTok content.

Understanding the power of a shared visual language, clothing brand, New Yorker, utilized this technique within their ad creative.

90+ TikTok assets
with Shuttlerock



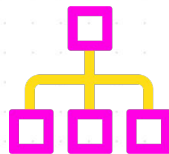
CaaS: Creative as a Service

Agile, fixed-cost creative solutions provide marketers with **cost-certainty**.

In uncertain economic conditions, having a clear view of incoming creative costs is a big help.



Achieve speed & scale required for TikTok



Plan ahead with confidence



Keep your finance team happy!



Freedom to experiment & fine-tune

When **creative costs are fixed**,
the **more assets** you produce,
the **more value** you get.

With fixed-cost creative solutions, you are rewarded – rather than punished – for producing more creative assets. This enables you to *maximize your return from your creative budget.*





STRATEGY #3

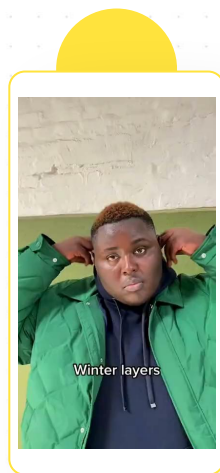
Always-on Creative Production



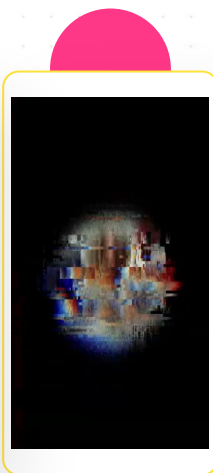
To thrive on TikTok, you need to have a constant presence. This requires an **always-on** approach to creative production.

Instead of building creative intermittently throughout the year, an always-on approach means that you have a *continuous pipeline of new assets* to keep up with the **scale & demands** of TikTok.

The layers of an always-on TikTok Strategy



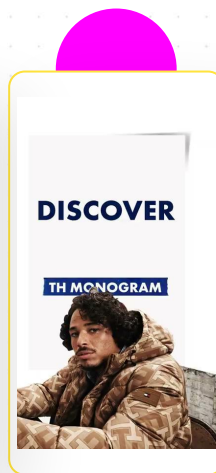
Regular organic presence



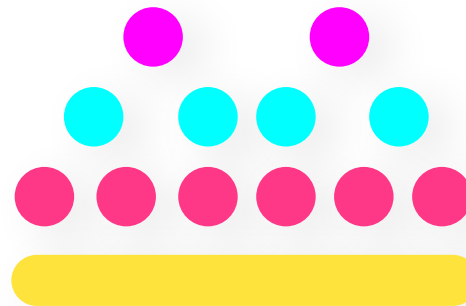
Steady stream of In-Feed auction ads



Spontaneous creative that taps into/creates trends



Additional paid formats for campaign peaks (holidays, launches)

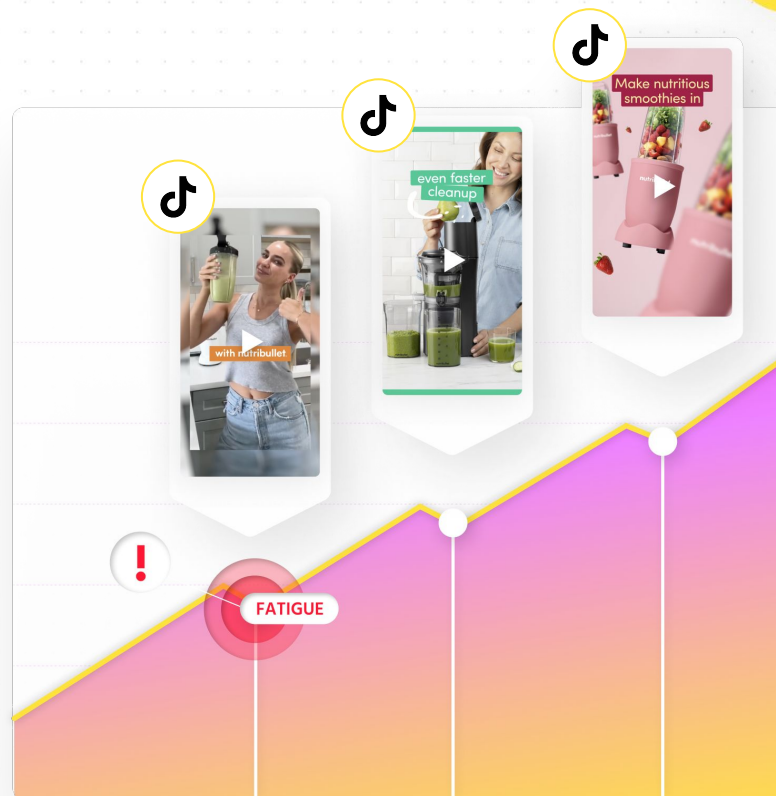


Quarterly Always-On Creative Plan

Always-on is the best way to overcome one of the major challenges facing TikTok marketers:

creative fatigue

Mitigate creative fatigue with a continuous pipeline of fresh assets



clear start

by dermalogica

With Gen Z audiences as their main target demographic, Clear Start by Dermalogica has been keeping things fresh by regularly swapping out their creative.

10 TikTok assets
with Shuttlerock



Facilitating always-on creative requires *dedicated tech.*

Move fast, tap into trends & achieve an always on presence with dedicated technology solutions, like CaaS.

The screenshot displays the Shuttle Rock CaaS interface. On the left is a sidebar with navigation options: Projects, Drafts (2), Active (3), Completed (13), Manage, Agencies, Clients, Sales Tools, Showcases, and Completed Projects. The main area is titled 'Welcome Alyssa' and 'Start a Project'. It offers two paths: 'New Custom Project' (Choose your own creative formats to meet your exact campaign needs) and 'Select a Package' (Choose a set of creative formats, designed for different campaign objectives). Below this is a 'New project +' button. The 'Active Projects' section shows three projects: 'New Yorker' (2 Deliverables, Ready to Review), 'Lemon Perfect' (2 Deliverables, In Production), and 'Clear Start by Dermalogica' (In Production, 2 Deliverables). At the bottom, there's a user profile for Alyssa Garcia with account settings.

SHUTTLE ROCK

Welcome Alyssa

Deliverables in Progress 5 / 10

Start a Project

New Custom Project
Choose your own creative formats to meet your exact campaign needs.

Select a Package
Choose a set of creative formats, designed for different campaign objectives.

New Custom Project

Select Package

New project +

Active Projects

See all

New Yorker
2 Deliverables
Ready to Review

Lemon Perfect
2 Deliverables
In Production

Clear Start by Dermalogica
In Production
2 Deliverables

Alyssa Garcia
Account settings

This screenshot shows a video review interface for 'Lemon Perfect 01 2023' under the heading 'Concept 1 Product Shots'. It features a video player showing a hand holding a product bottle against a blue background. To the right is a sidebar with a 'Summary' tab, a 'Discussion' tab, and a 'Status' section. The 'Status' section shows a timeline with a video thumbnail and a comment: 'Can we hold a few seconds here and have the logo come in after.' by 'Mai C' 1hr ago. There are 'Reply' and 'Like' buttons.

Lemon Perfect 01 2023

Concept 1 Product Shots

Summary Discussion

Status

1 0:04 IMAGERY SIZE

Can we hold a few seconds here and have the logo come in after.

Mai C
1hr ago

Reply

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Meet Shuttlerock's Creative as a Service (CaaS) solution

Book a free creative consultation!

www.shuttlerock.com

*& ask us about the
TikTok Creative Exchange (TTCX)!*

Scan Here!





All the elements to help you create without compromise



**Fixed-cost
pricing
structure**



**Unlimited
variations &
revisions**



**200+ talented
in-house
designers**



**Dedicated
client success
team**



**Proprietary cloud
tech for streamlined
workflows**

THANK YOU!



Jason Ander

Global Business Solutions
Creative Partnerships



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