



Auction Ads
Creative Workshop
with Playneta



Tip # 1: Leverage the power of **sound**

- Make music an essential part of **storytelling**
- Think about **re-contextualizing** lyrics or taking them literally in your ads
- Use any of our **2000 commercially licensed tracks**
- **Bonus tip:** Fast-paced tracks that run at around **120 BPM** seem to be the sweet spot to drive higher **VTR** than other Auction Ads

Tip # 2: Get your **key message** out early

- 63% of all Auction Ads with the highest CTR highlight their key message or product in the **first 3 seconds**
- Get straight to the point, keep it **short and direct**
- Embed your message in a **compelling narrative** that your audience can relate to

Tip # 3: Let **TikTok** creators take the lead

- 53% of all Auction Ads with the highest view-through rates feature TikTok creators
- Consider giving TikTok creators more **creative control**
- Leverage TikTok's most successful creators by locating them in **The Creator Marketplace**

Tip # 4: Ride on the latest trends

- **1 out of 5** Auction Ads with the highest view-through rates leverage popular trends, effects, or music.
- **Referencing existing trends** in your Auction Ad can be a natural conversation starter with the TikTok community.
- To ride on these trends, **monitor trending topics**, assure fast production turnaround, and use the TikTok AdStudio app

Tip # 5: Keep your story real & entertaining

- Almost half of the Auction Ads with the highest view-through rates contain an **undertone of lightheartedness**, positivity, or humor
- Keep your Auction Ads **real and relatable** – just like most of TikTok's organic content

Tip # 6: Shoot natively for TikTok

- Auction Ads that are shot vertically have a **25% increase** of 6s view-through rate
- When shooting, **find the right balance** between authentic-looking content that fits in with UGC and the look of polished advertising
- Experiment with different **transition styles** and perspectives that are popular on TikTok

Tip # 7: Break the fourth wall

- **1 out of 3 Auction Ads** with the highest view-through rate breaks the fourth wall. Address the viewer directly and look them straight in the eye
- **Bonus tip:** Take it one step further and make it even more engaging by posing questions to the audience.

Tip # 8: Overlay **concise** **and informative** text

- Include **text overlays** in your videos, work with effects and stickers
- **4 out of 10 Auction Ads** with the highest view-through rates use overlays to **highlight relevant information** or tell the story in fast-paced ways.

Tip # 9: Include a strong call to action or offer

- Leverage one of many **call-to-action buttons**, whether it leads to an app download, functions as an invitation, or lets users "find out more".
- Include an **offer** specifically for your TikTok community to drive higher CTRs
- Keep your calls to action **short and snappy** by using personal, direct language.



Gaming solutions



Influencer bits

- Using power of bloggers
- Gaming + charisma





Personal

- *The story of a player instead the story of a game*
- *Better done with voice or life acting*





Real life

- Mimic gameplay in real life and use it as intro
- Should be dependent on quality





Emotional

- TikTok works “sound on”, so we can use voiceover to tell the story or add emotion
- This can be achieved with captions, but voice engages better





Real life solutions



Real feel

- Tell about the product in the first person, or establish yourself as one of those who can be found in the product
- Add Effects / Stickers / Conversations





Sound design

- Music trends works well
- Trends tunes can be used as “canvases” for gameplay
- Important: should purchase rights



Review

- *Videos with review about the dating app or about finding your experience*
- *It's important to show dating app like useful tool*





Exploiting trends

- Even straight integration of trends can work (making ad more native)
- Important: should purchase rights

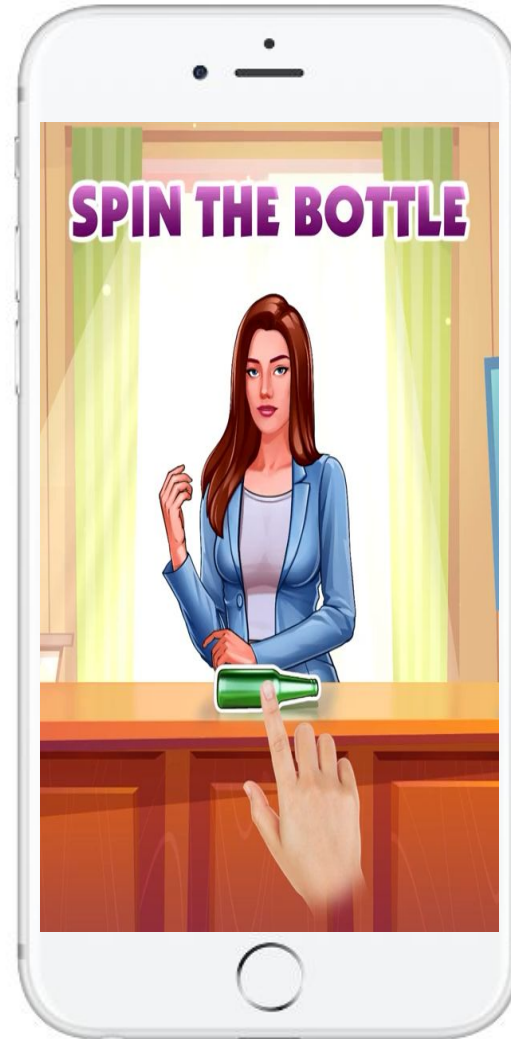




Audit

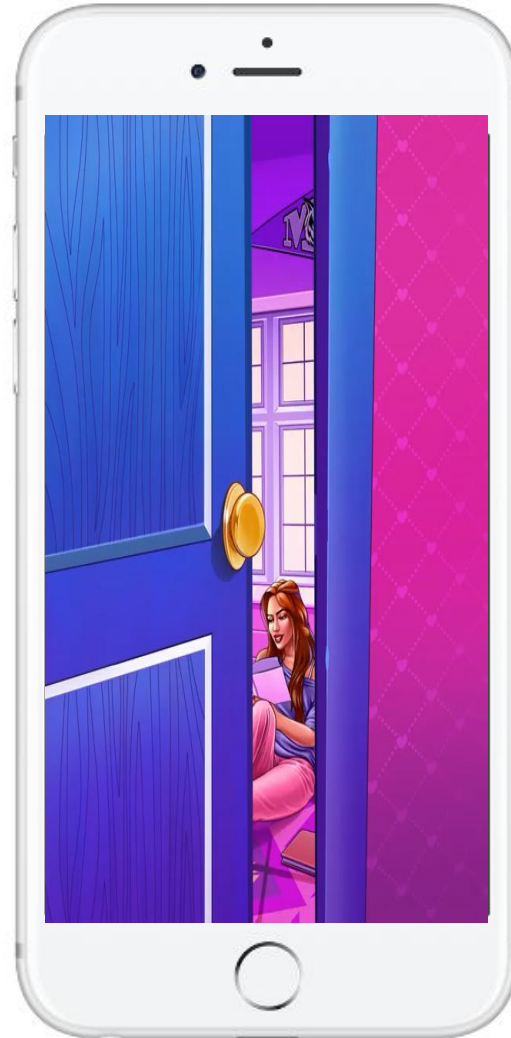
Be more human

- Give a story a hero
- Do not address people as brand: let a person do it
- Use voiceover + video



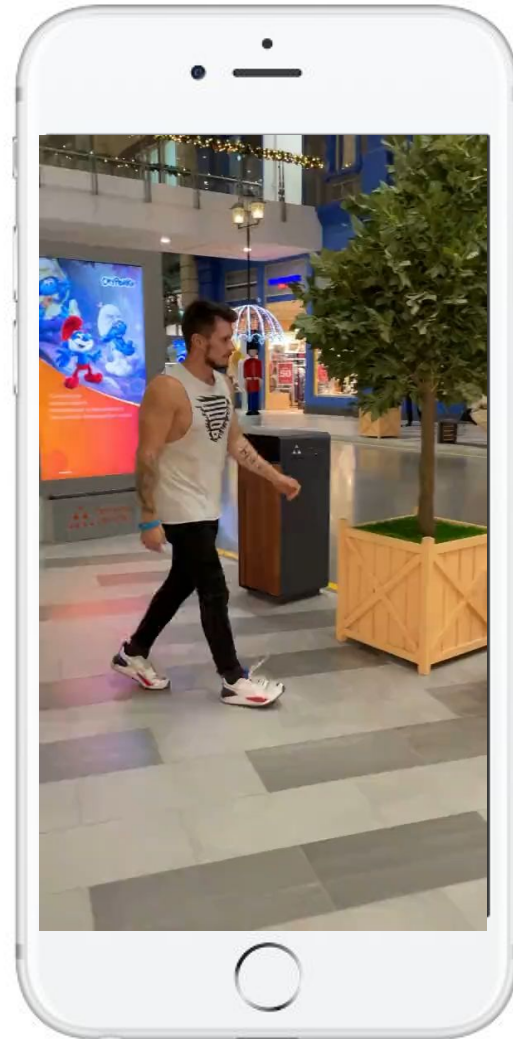
Add narrative

- The story of a player instead the story of a game
- Better done with voice



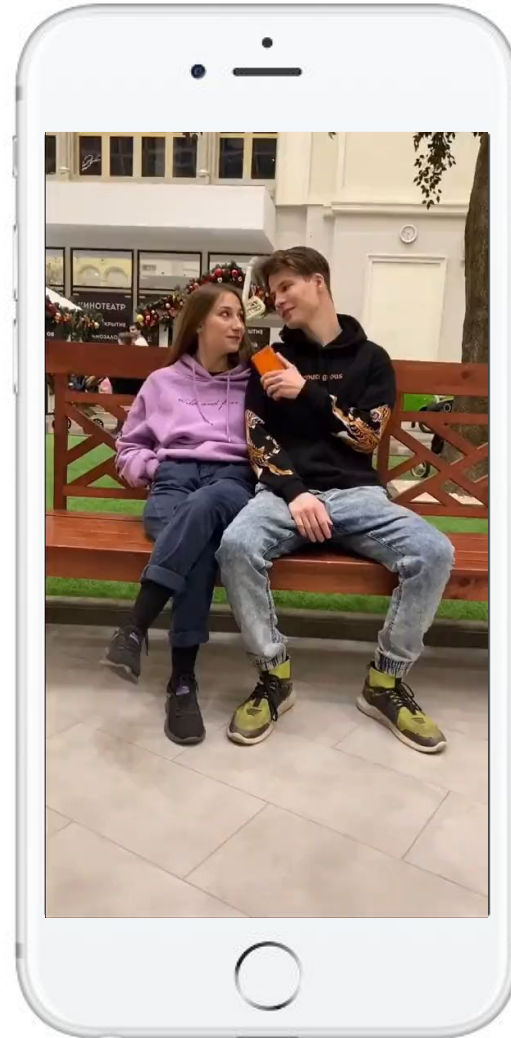
Make captions and stickers

- Captions are cheaper way to tell a personal story
- Stickers are cheaper way to convey emotions

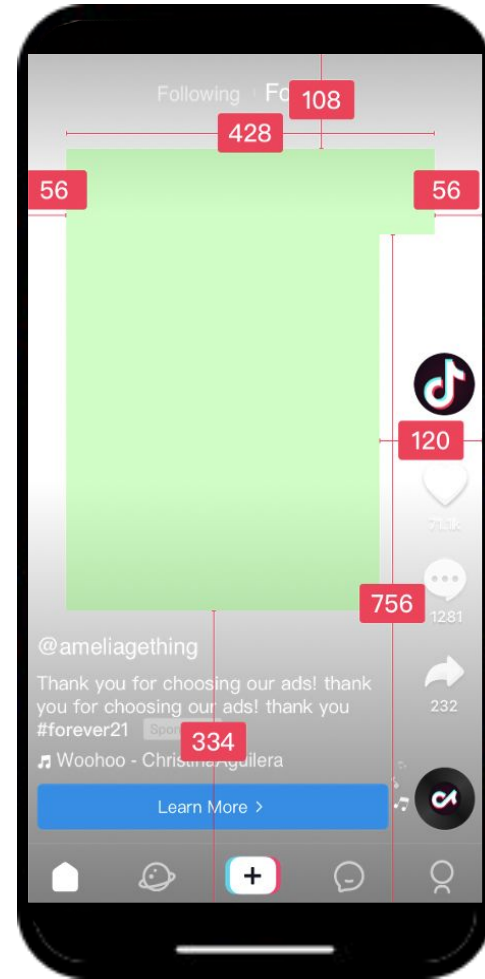


Make TikToks

- Make narrator more alive and language - more JJ
- Try to use vertical or square formats
- Remember about Safe Zone



Safe zone



Safe zones (540px X 960px)



Thank you

TikTok For Business