

Following | For You

DRIVING IN THE FUN LANE



AUTO PLAYBOOK 101

01 **Enter TikTok**

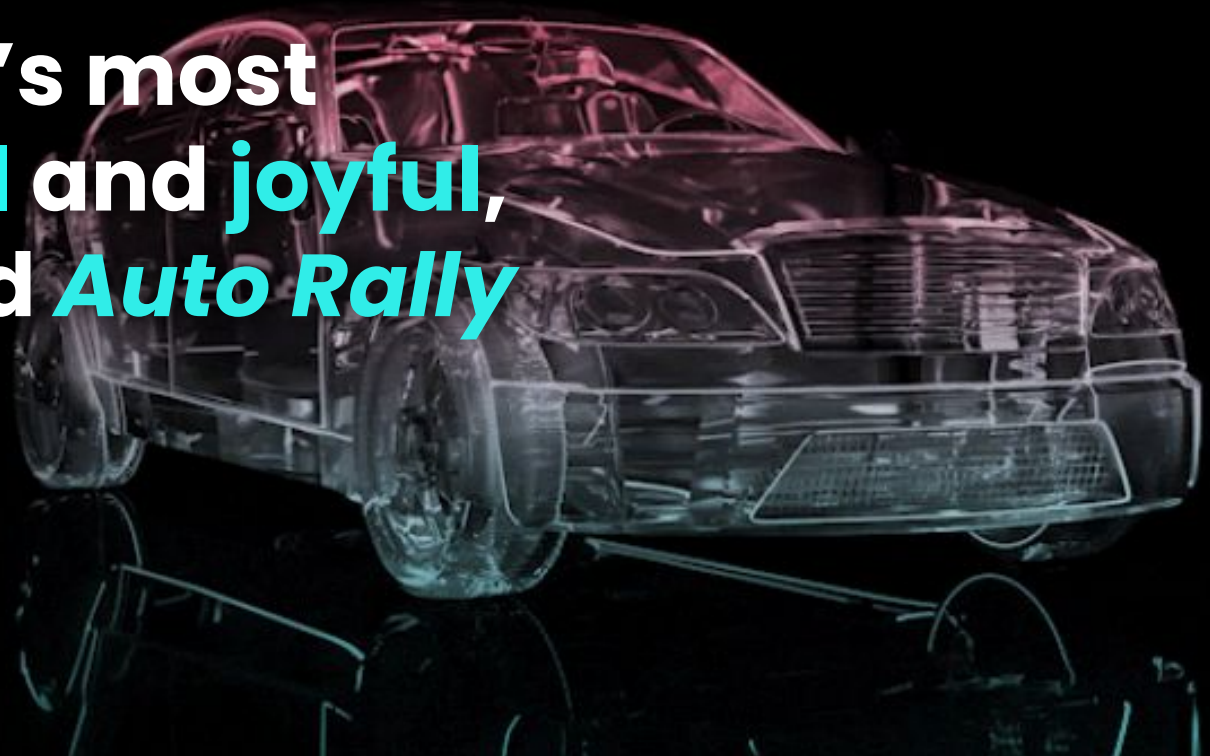
02 **Amplification & Media**

03 **Making TikToks**



01 ENTER TIKTOK

The world's most
influential and **joyful**,
fan-fueled ***Auto Rally***

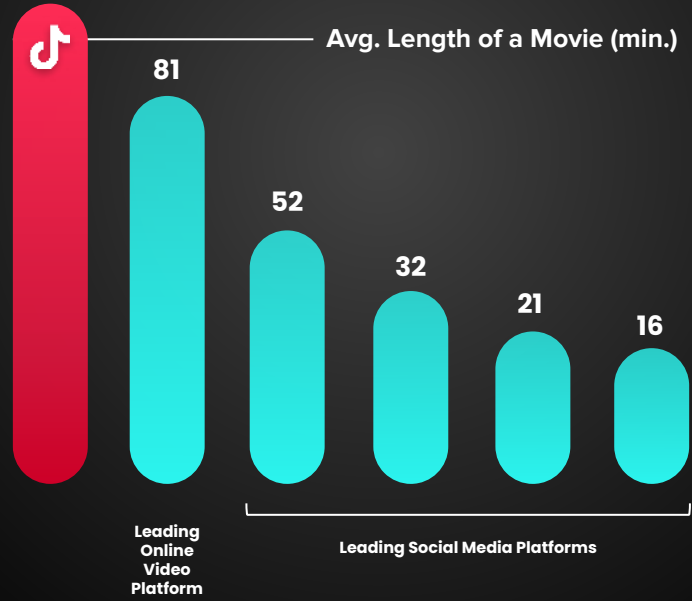


TikTok is the fastest growing entertainment company globally.

100M+

US Monthly Active Users¹

... Spending More Than a Movie's Worth of Daily Time With Us...²

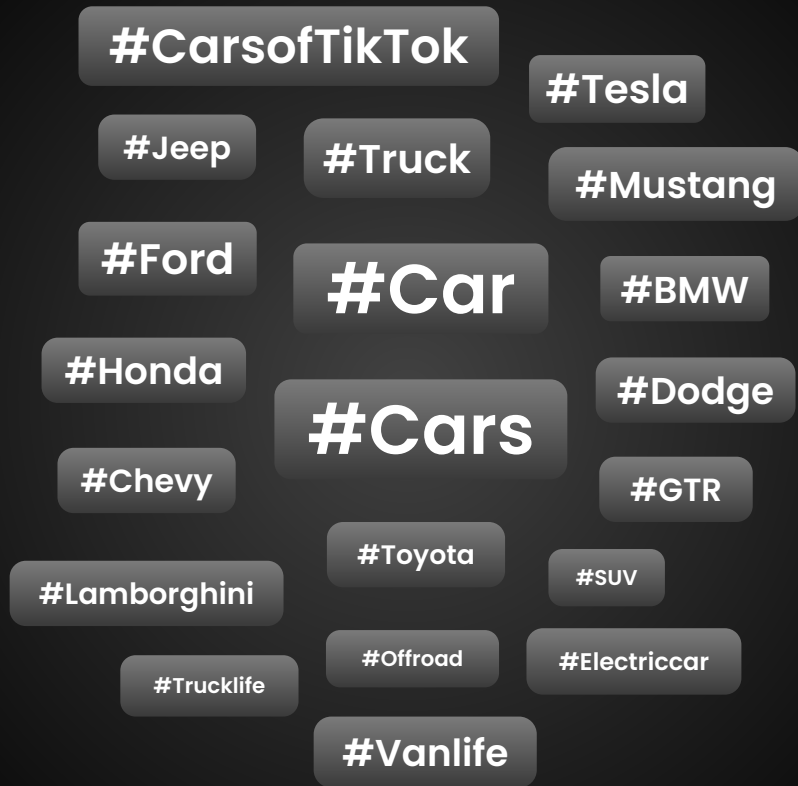


¹) TikTok Internal Data
²) App Annie US, June 2021

With **brands, creators**
and **consumers**
rallying around
passionate **autophile**
communities at scale

60B+

Top Hashtag Views
(in 2021 H1 alone)



TikTokers are In the Market

47%

Planning to Buy or Lease in Next 12M

Top 5 Reasons for Wanting a New Car

- More Modern Tech **45%**
- Lifestyle Upgrade/Change **28%**
- Growing Family **23%**
- A Good Deal/Promo **21%**
- Special Occasion Gift (e.g. Birthday, Graduation, Holiday) **20%**

68%

Are either the Decision-maker or Highly Influential

80%

Likely to use a Financing Option (if purchase)

Here's what they're looking for

41%

For Cars valued <\$40K USD¹







36%

For Cars valued \$40-80K USD¹

23%

For Cars valued \$80K+ USD¹

Desired Vehicle Types

 Sedan	30%
 SUV/Crossover	29%
 Sports Sedan/Coupe	17%
 Truck	12%
 Van/Mini van	4%
 Undecided/other	8%

46%

For Domestic Brand

21%

For Import Brand

33%

Undecided

56%

Likely or very likely to purchase an EV or Hybrid²

Best of all, they're taking Action



After seeing Auto ads or content on TikTok...

12%

Purchased or Leased It

18%

Contacted an
Online/Local Dealership

30%

Searched for More Info
About It

35%

Talked About It
w/Friends & Family

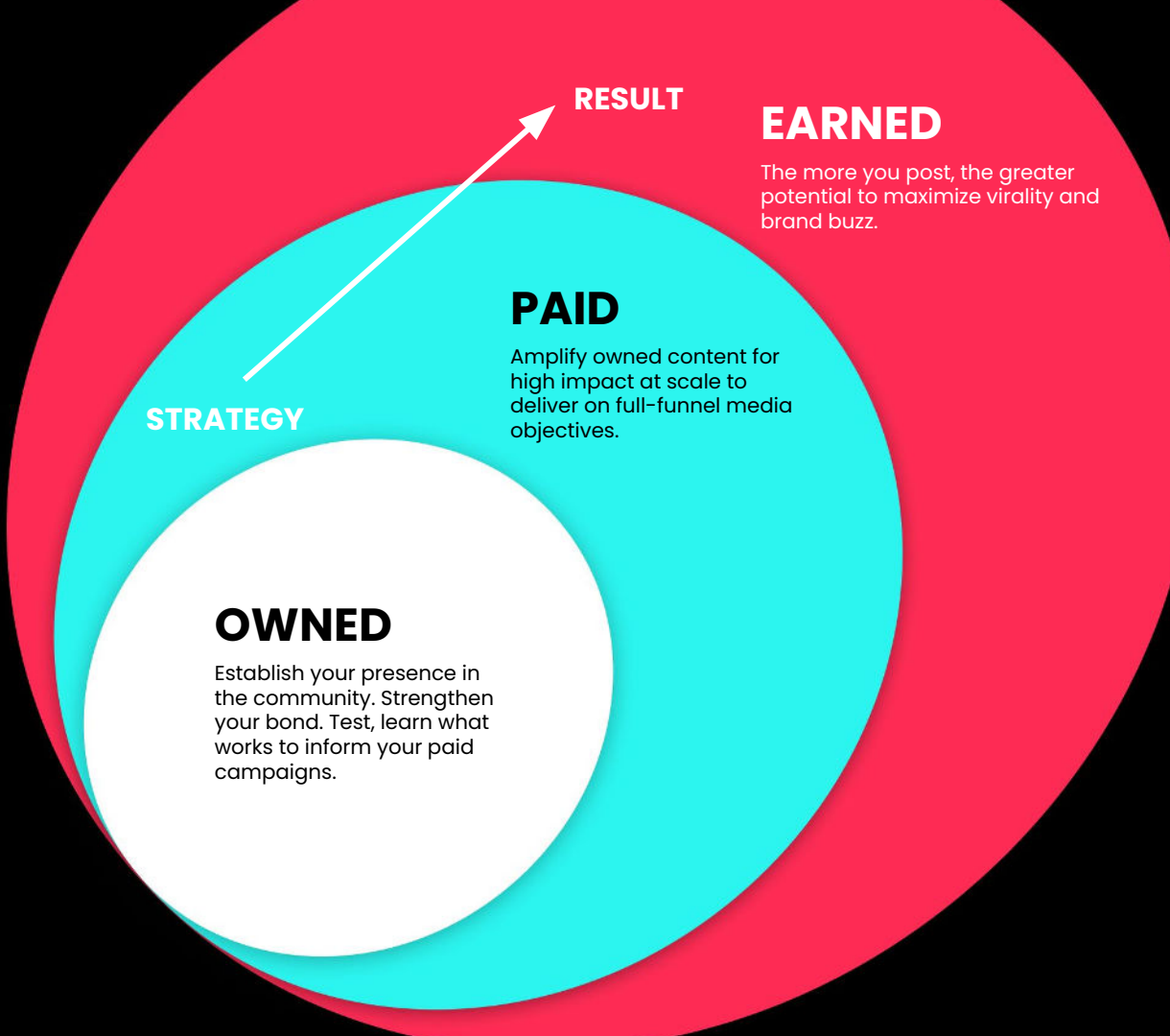
02 AMPLIFICATION & MEDIA

Where **Brand Love** Meets **Performance**

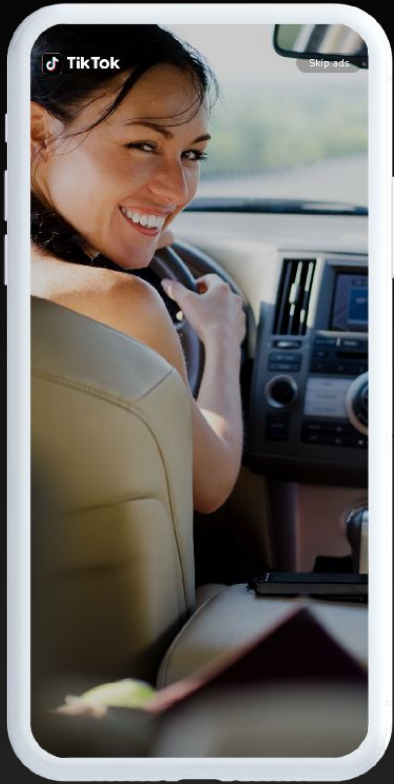
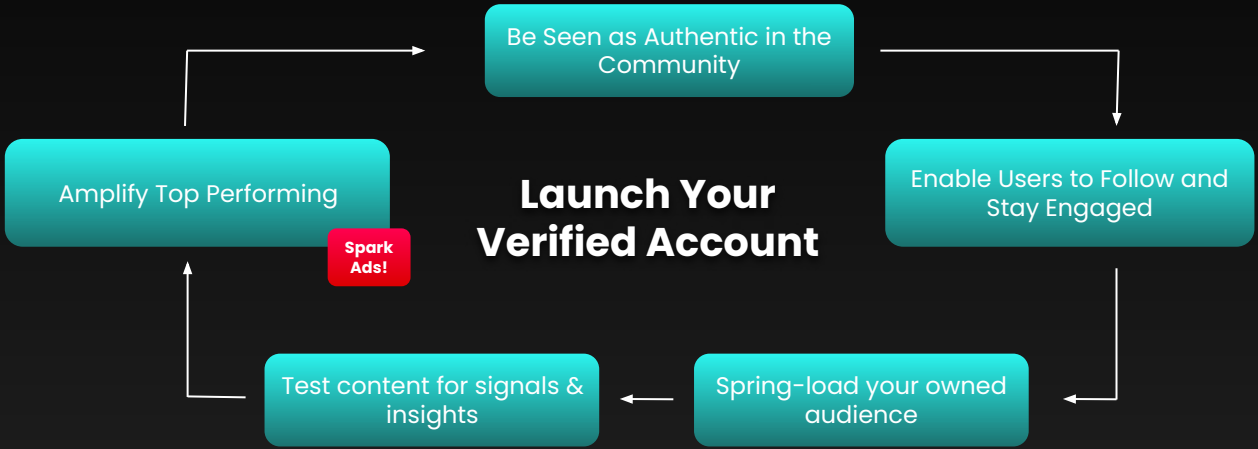


Owned & Paid, Smarter Together.

A holistic strategy that combines both magnifies your chances for earned media.



Get Into the driver's seat



“Running ads without a verified account is like flooring it without a transmission pan. Your car won’t generate as much hydraulic pressure and you’ll find yourself moving sluggishly, even as you **redline**.”

Scale Amplification with Media

Build Brand Love

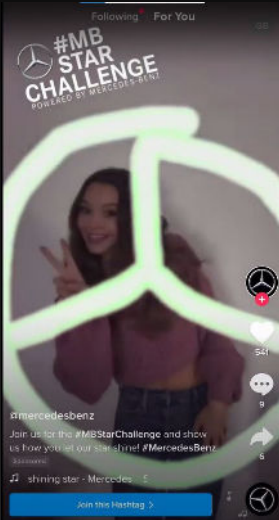


Brand Love & Performance



Top View

The first video you see when you open the app



Branded Hashtag Challenge

An engagement event that turns our community into co-creators at scale



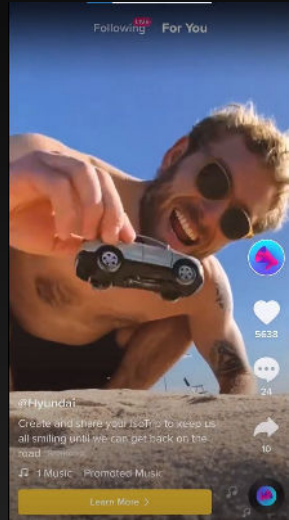
Branded Effect

2D & 3D effects that spark UGC and allow people to interact with your brand.



One Day Max

In Feed Video That Appears in the 4th position of a user's For You feed



In Feed Video

Appears seamlessly in the For You feed with a range of CTAs

FEATURE FORMAT

Spark Ads

Fuel organic content for greater authenticity

Spark Ads enable brands to boost top-performing **Organic Brand Account or Creator Posts** with paid media

100% Native

Full-screen vertical Top View, One-Day Max, and In-Feed Video Format

Enable CTA

Achieve better conversion rates for organic posts from Brand Accounts or Creators

Unlock Targeting, Optimization, Measurement

Across Reach & Frequency, Video View, Traffic, App Install, Conversion objectives

+142%

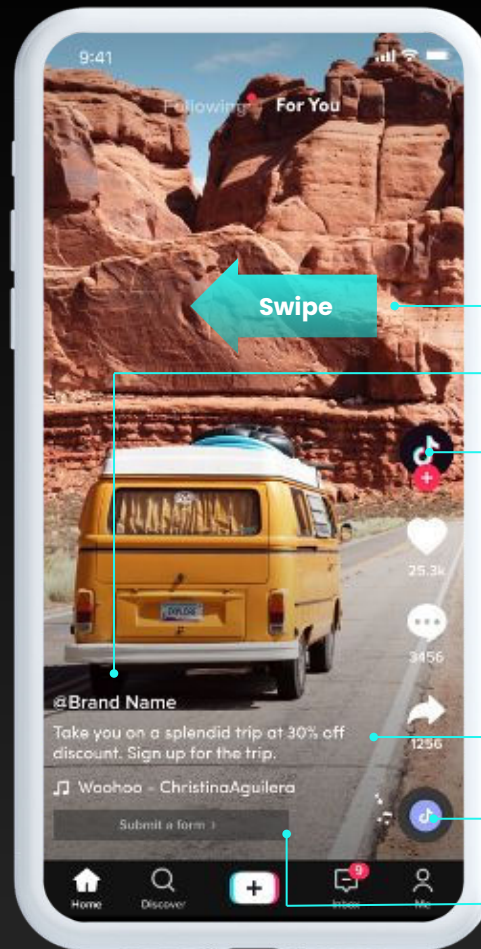
Engagement

+30%

Completion

+43%

Conversion



Swipe

Swipe or Click to Brand or Creator Profile

Mention Clickable Hashtags and Accounts

Click to Music Page (Reservation only)

Flexible CTA to Landing Page

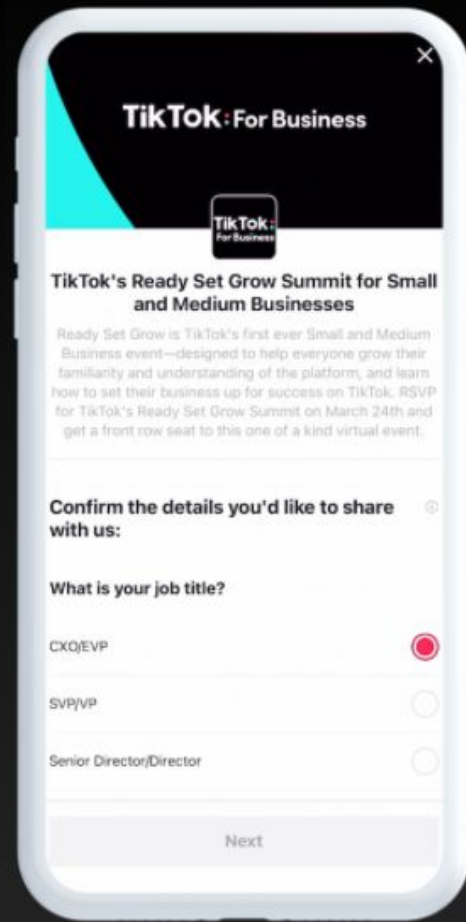
FEATURE FORMAT

Lead Gen Ads

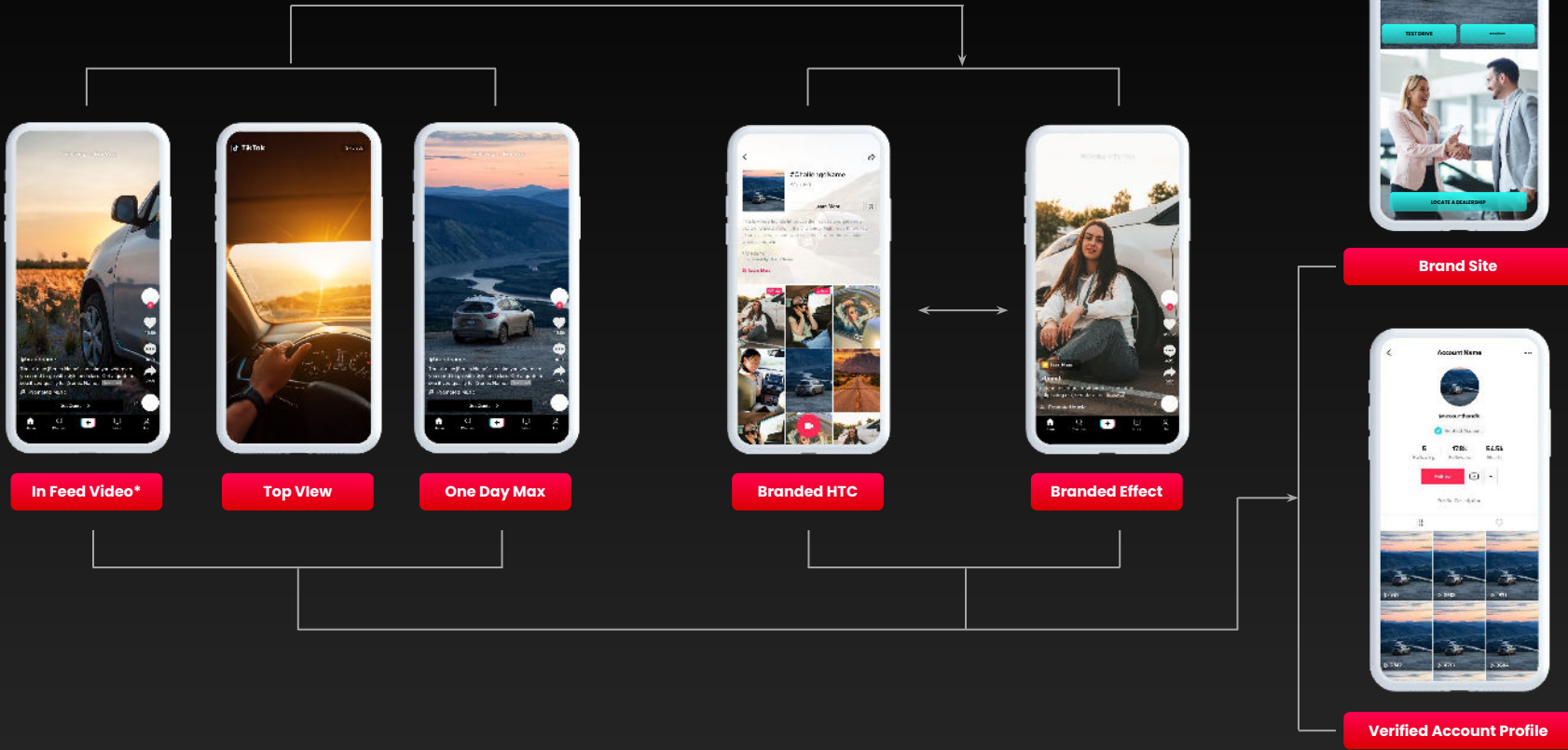
Generate Leads Directly on TikTok

- In-Feed Video campaign objective that optimizes for lead collection
- Customizable instant forms hosted by TikTok
- Pre-fill basic customer information to streamline conversion flow
- Integrate with CRM partners to help qualify and convert leads

9x Faster Load Time
(vs 3rd Party Landing Pages)



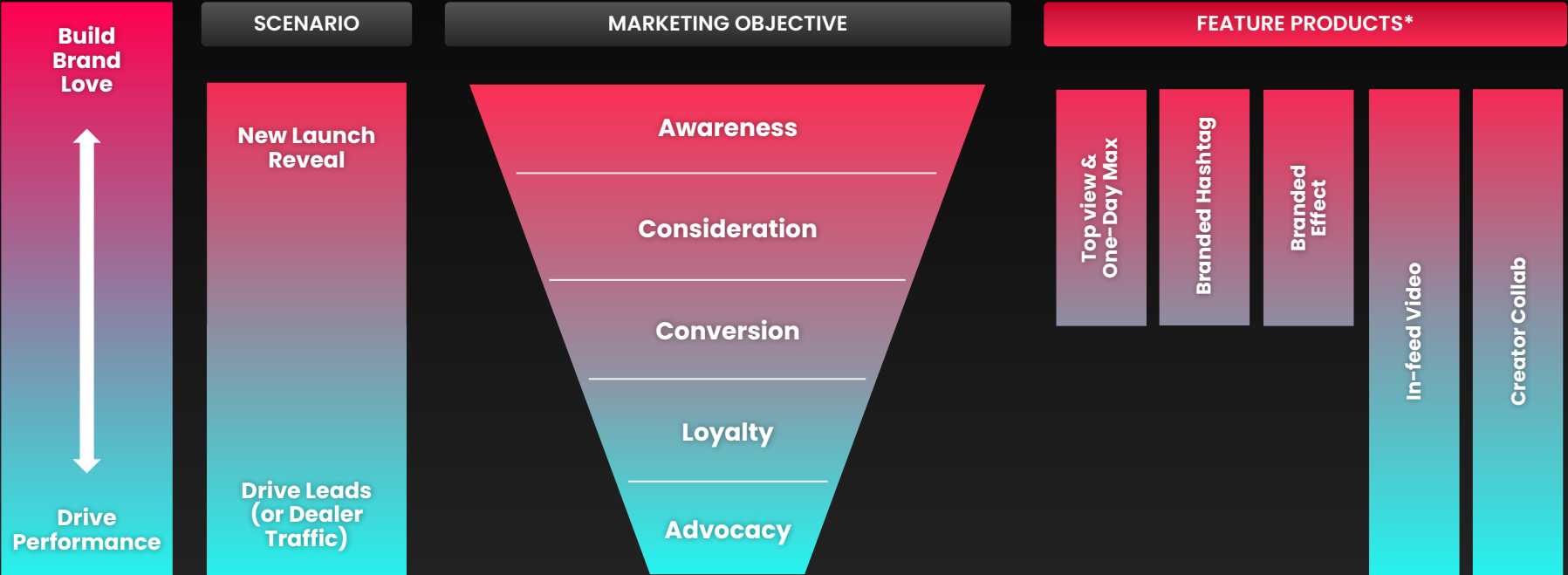
Through The TikTok Journey



- Lead Form
- Homepage Visit
- Test Drive Info
- Build & Price
- Dealer Locator
- You name it!

* Note: Only R&F campaigns can drive to HTC, Branded Effect, TikTok Profile Page. Regular Auctions drive to Brand Site (via In-app Browser)

Brand Love, Meet Performance



* See Appendix for details

Scenario: New Launch Reveal

Cast your net wide and own the day, then extend your reach and carry the conversation into culture

THE SITUATION	FEATURE PRODUCTS	ROLE	TOP KPIs
<p>The OEM You're ready to announce the newest addition to your vehicle family.</p> <p>Fully leverage TikTok's media amplification products to extend your reach and cultural influence beyond what's possible with traditional TV and sponsorships alone.</p>	<p>Top View</p> <p>Creator Partnerships</p> <p>Hashtag Challenge</p> <p>Branded Effect</p> <p>One Day Max</p> <p>In-Feed Video</p>	<p>Own the Day</p> <p>Propel the conversation into culture</p> <p>Extended Reach & Subsequent Peaks</p>	<p>UV (Reach), VV</p> <p>VV, Engagements</p> <p>UV (Reach), VV</p>

PRIMARY OBJECTIVES	OPTIMIZE FOR	TARGET	FEATURE FORMATS*
<p>Maximize</p> <ul style="list-style-type: none"> Awareness Consideration <p>Prime for Lead-gen</p> <ul style="list-style-type: none"> Gather conversion signals from Traffic, Leads, Pre-orders, etc. 	<p>Reach & Frequency</p>	<ul style="list-style-type: none"> Broad Demo (avoid missing potential buyers) Broad Interests Look-alikes of Site Visitors Location (DMA) as needed 	<ul style="list-style-type: none"> Spark Ads Collections & Card Solutions

* See Appendix for details

Case Study

Mercedes-Benz

Context

By the end of 2020, Gen Z and millennials will make up 40% of car owners on the road. It's no surprise then that Mercedes-Benz decided to increase brand awareness and consideration with new audiences on TikTok, especially Gen Z, in the UK and Germany.

Primary Objective

Reach, Engagement

Feature Products

TopView, Hashtag Challenge

Impact

73K+ Unique Engaged Users

862M+ Video Views

30K+ New Followers

66.3% Ad Recall Lift

18.2% Brand Favorability Lift



Case Study

Hyundai

Context

Riding momentum from their Super Bowl campaign, Hyundai collaborated with TikTok to broaden their reach among young people and enhance brand favorability for their all-new 2020 Sonata. The creative leaned into TikTok's creative best practices, using native platform features and incorporating an existing and widely popular platform trend.

Primary Objective

Reach, Engagement

Feature Products

In-Feed Video

Impact

1.9M Video Views
22K+ New Followers
2.21% Clickthrough rate
(140% above benchmark)*



Scenario: Driving Leads (or Dealer Traffic)

Convert audiences to site visitors & leads

THE SITUATION

The OEM

You've piqued the interest of potential buyers – time to show them where to learn more and sign up for a test drive!

OR

The Dealership / Group

Let potential buyers in your region know you've got the hottest allocation (and deals) in town, and then hook them in for a test drive!

FEATURE PRODUCTS

Creator Partnerships

In-Feed Video

ROLE

Drive Locally-relevant Advocacy

Convert Engaged, Custom Audiences & Lookalikes to Visitors & Leads

TOP KPIs

VV, Engagements

Traffic, Leads, Conversions

PRIMARY OBJECTIVES

Maximize

- Traffic
- Leads
- Conversions

OPTIMIZE FOR

- Traffic
- Leads
- Test Drive Sign-ups
- Build & Price Completions
- Dealer Locator Requests
- You name it!

TARGET

- Location (DMA)
- Look-alikes of:
 - Site Visitors
 - Recent Customers
- Custom Audiences
- More Specific Interests

FEATURE FORMATS*

- Lead Gen
- Collections & Card Solutions
- Spark Ads
- Dynamic Product Ads (DPA)**

* See Appendix for details
 ** Contact your TikTok partner for more info

Case Study

Hyundai

Context

To promote a new offer in the UAE, Hyundai UAE was the first brand in the region to launch TikTok's Lead Generation format. A strong lead qualification rate was critical for Hyundai to assess the performance of the campaign.

Primary Objective

Qualified Leads

Feature Products

In-Feed Video: Lead Gen

Impact

37% Qualification Rate

30-60% Lower CPL (vs Comps)



Hyundai

Year End Offers with Hyundai

Enter your contact information ⓘ

Fill in your details below

First name

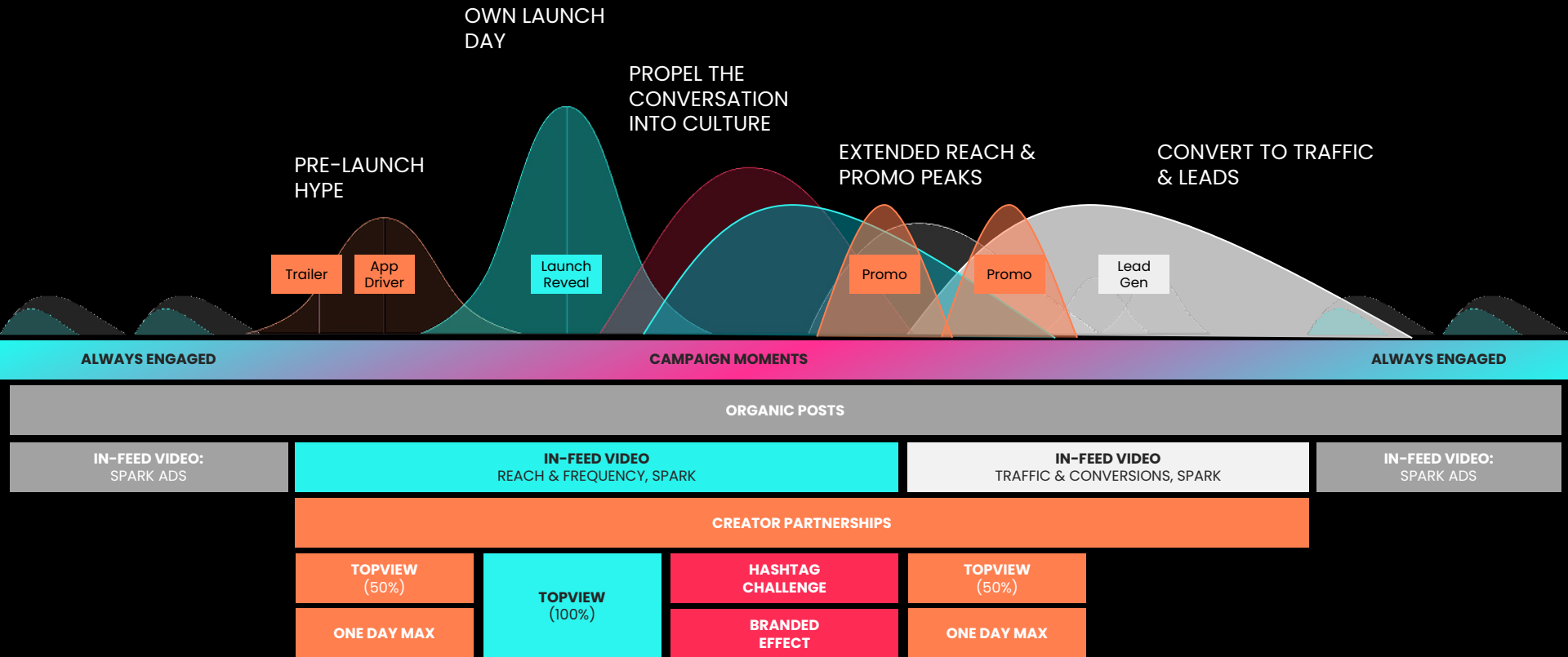
Surname

Phone number

AE+971 v *****453

Submit

All Together, Always Engaged



And Partner With Us on Measurement

MEDIA DELIVERY

View / Click / Engagement Tracking

Viewability & IVT Verification

MOAT, DoubleVerify (DV, H2 2021)

BRAND IMPACT

Brand Lift Study
(TikTok, Kantar, Nielsen)

Brand Safety Verification (OpenSlate)

PERFORMANCE

Web and App Attribution*
(MMPs, SDK, S2S, Pixel)

Conversion Lift
(for Android & Auction IFV campaigns)

Media Mix Modeling
(Nielsen, H2 2021)

03 MAKING TIKTOKS

**“Don’t Make Ads,
Make TikToks”**



The TikTok Creative Maturity Model

Making
Ads

Making
TikToks

Crawl Repurposing Assets

Re-cut & edit existing creative for TikTok

Pro: Less incremental effort & cost

Con: Less native, less co-creation (engagement & viral potential)

Our Solutions*:

- Smart Video
- Creative Marketing Partners
- Commercial Music Library

Walk Empowering Creators

Tap Creators to create & share content

Pro: More native, built-in (Creator's) audience

Con: Less brand control

Our Solutions*:

- Music Licensing
- Creator Marketplace
- Creative Marketing Partners
- Creator Management
(eligibility criteria apply)

Run Making TikToks

Empower In-house & AOR teams to Make TikToks

Pro: Custom brand & authenticity balance

Con: Learning Curve

Our Solutions*:

- Music Licensing
- Creator Marketplace
- Creative Marketing Partners
- Creative Lab Consultancy
(eligibility criteria apply)

Making TikToks 3x3

61%

of most effective In-Feed Videos
use half or more of these tips

Tip #1

Frame **Vertically**

Tip #4

Get your **key message** out **early**

Tip #7

Keep your story **real**
and **entertaining**

Tip #2

Leverage the
power of sound

Tip #5

Include a **strong CTA**

Tip #8

Ride the **latest trends**

Tip #3

Overlay **concise**
and **informative**
text

Tip #6

Break the **4th wall**

Tip #9

Let TikTok
creators take
the **lead**

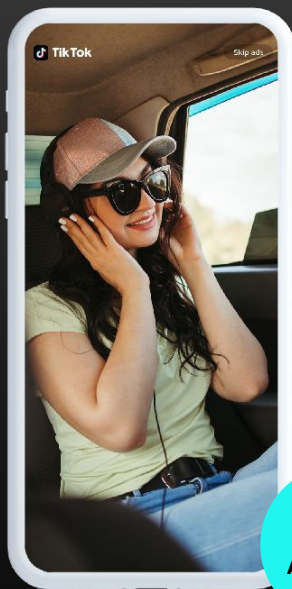
Tip #1

Frame **Vertically**

+25%
6s VTR

- Frame 9:16 vertically
- Mind the "Safe Zone" so important information is not blocked by buttons.

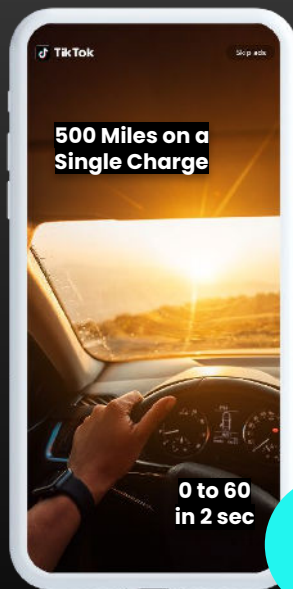
Tip #2

Leverage the **power of sound**

1.2x Lift
In Ad
Awareness

- Make music essential
- Contextualize / Re-contextualize lyrics
- Use the ~900 licensed tracks in our Commercial Music Library

Tip #3

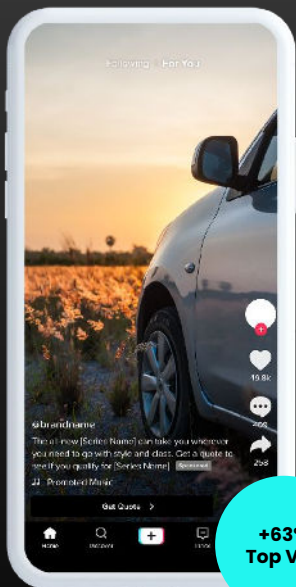
Overlay **concise** and **informative** text

40%
Top VTR

- Leverage stickers & effects
- Highlight relevant information or accelerate visual story-telling
- Think accessibility

Tip #4

Get your **key message** out **early**

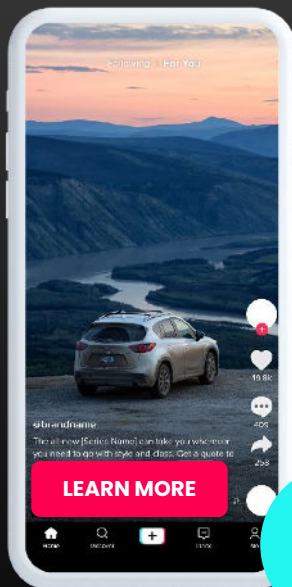


+63%
Top VTR

- Highlight key message or product in First 3s
- Short and sweet
- Build into a relatable narrative

Tip #5

Include a **strong CTA**

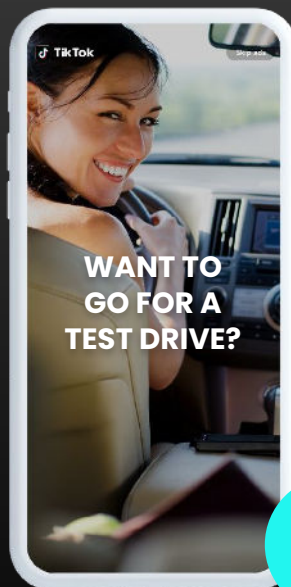


Right CTA
Drives
+2% CTR

- Leverage our built-in CTA Buttons
- Include an offer for higher CTR
- Keep it short and snappy

Tip #6

Break the **4th wall**



33%
Top VTR

- Address the viewer directly
- Look them straight in the eyes
- Ask questions or provoke reactions

Tip #7

Keep your story **real** and **entertaining**



50%
Top VTR

- TikTokers favor joyful, optimistic, or humorous content
- Keep it real & authentic (like our organic UGC)

Tip #8

Ride the **latest trends**

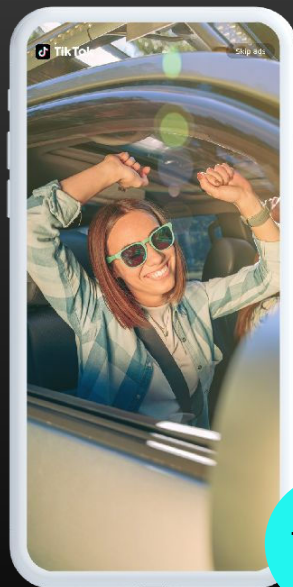


20% Top
VTR

- Leverage popular trends, effects, or sound/music
- Monitor trends and enable fast production turnarounds

Tip #9

Let TikTok **creators** take the **lead**



+100% 6s
VTR

- Feature and co-create w/TikTok creators
- Consider giving them more creative control (freedom within a framework)

Engage Our Creative Marketing Partners

Making Ads



Making TikToks

TikTok Marketing Partners

A growing community of technology companies has emerged, helping marketers tap into their creativity and grow their businesses on TikTok. These TikTok Marketing Partners are vetted experts who create, implement, and measure ad campaigns that inspire our community.

Learn more about our partners' super powers and find a partner that is right for you.

Find a Partner

TikTok Marketing Partners have a diverse set of specialties and industry expertise, and provide support around the globe. One thing they all have in common is they've achieved repeated success on TikTok's marketing platform.

Click here to discover partners across four key categories - Campaign Management, Measurement, Creative and Effects.

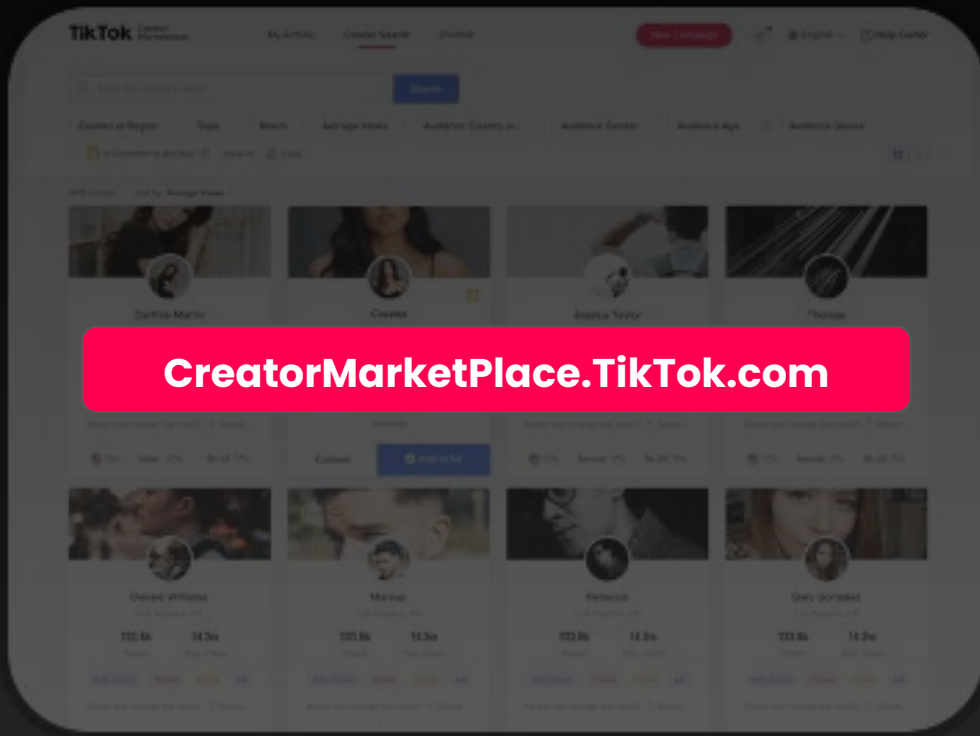
[Find Partners](#)

English [Log In](#)

DRIVING IN THE FUN LANE

* See Appendix for details

And Tap Into Our Creator Marketplace



- 30K+ Creators
- 40+ Categories and Filters
- 15+ Countries and Regions

What're you waiting for?



01

Download TikTok,
Start Engaging as an
Active Member of the
Community!

#ForYou
#Discover



02

Setup Your **Brand**
Verified and **Ads**
Manager Accounts!



03

Empower your
AOR, Creators,
and **Communities**
to **Co-Create!**



04

Experiment, Riff &
Scale with Culture!

But give due credit.
Engage Music
Licensing early!

Thank you

