

CONSUMER ACQUISITION

WHY THESE MOBILE APP ADVERTISERS
ARE SUCCEEDING ON TIKTOK...
AND YOU'RE NOT

TikTok: Platform Creative Strategy

The Definitive Guide to
Their Creative Best Practices

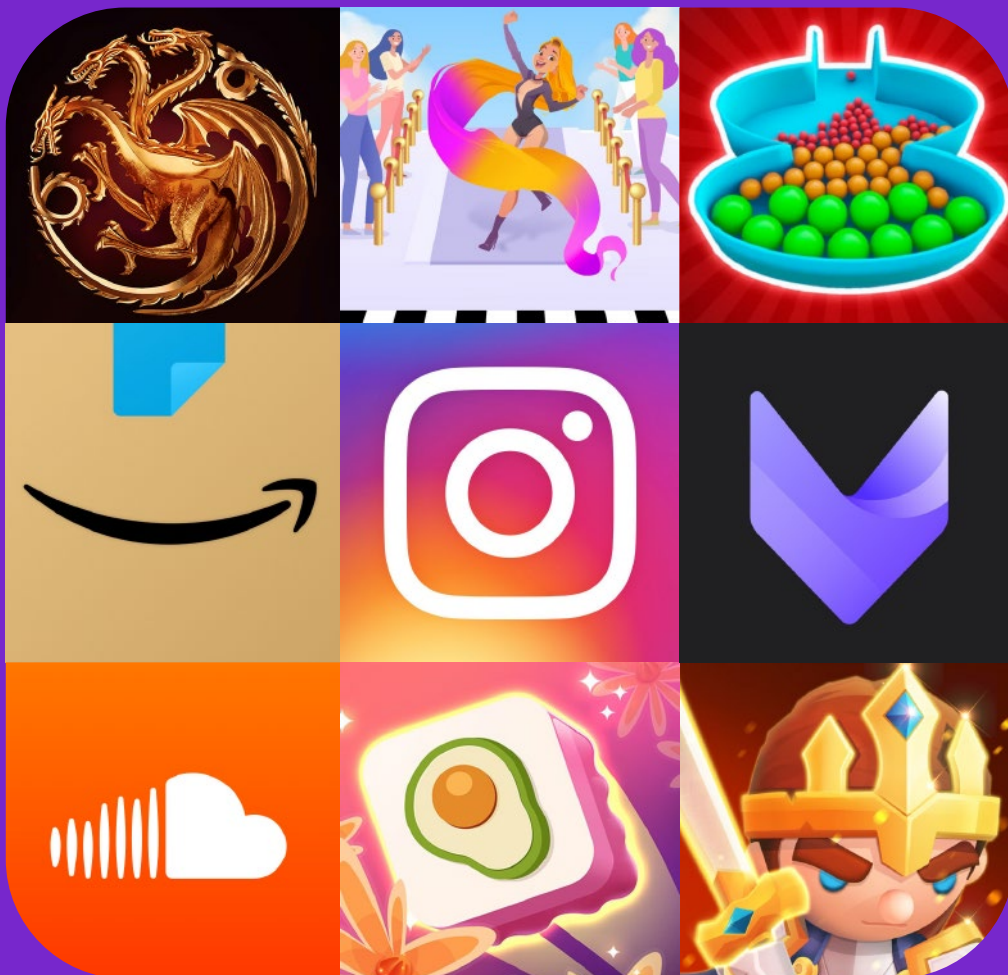


Table of Contents

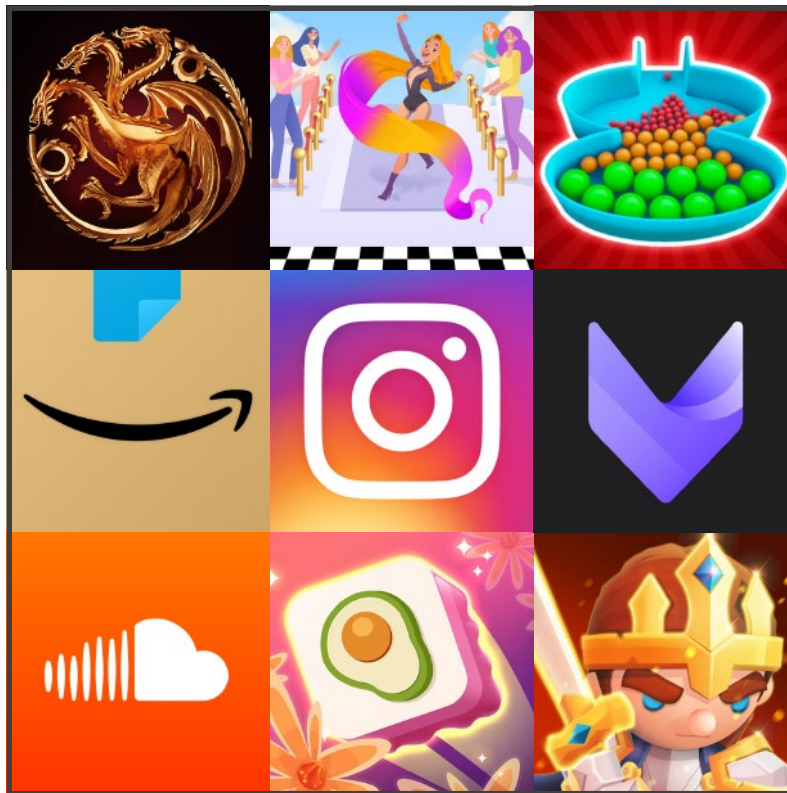
• Competitive Analysis	03
• Competitive Trends	04
• Demographics	05
• Creative Observations	06
• Creative Recommendations	07
○ Trend: App Capture/Music Combo	07
○ Trend: Testimonial	08
○ Trend: Testimonial/Video Meme	09
○ Trend: Testimonial/Music Combo	10
○ Trend: Influencers	11

Section 1

Competitive Analysis

Leading Mobile App Advertisers on TikTok:

Game of Thrones: Conquest, Fit & Squeeze, Bubble Ouch, Beat.ly, Hair Challenge, Tile Master, VivaCut, Mini War, Tally, Experian, Wish: Shopping Made Fun, Instagram, Soundcloud, Amazon Shopping

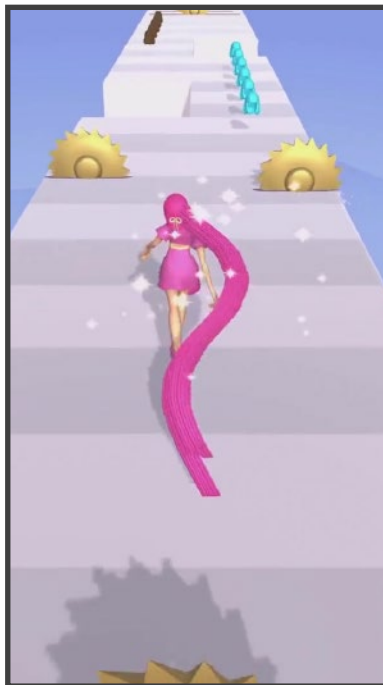


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Section 2

Competitive Trends

- **Gameplay/Music Combo:** Simple app or game capture combined with music. (Fit & Squeeze, Bubble Ouch, Beat.ly, Hair Challenge, Tile Master, VivaCut, Bubble Ouch)
- **Testimonial:** Player reviews of the game or demonstrating app benefits. (Game of Thrones: Conquest, Mini War, Tally, Experian)
- **Testimonial/Music Combo:** Lip syncing to music with testimonial and effects. (Quadpay)
- **Influencers:** Using celebrities or influencers to deliver the primary message. (Soundcloud, Amazon Shopping)
- **Game Trailer/App Overview:** Overview of how to use the app. (Wish)
- **Image/Music combo:** Still image with music. (Instagram)
- **UGC:** User generated content. (Instagram)



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Section 3

Demographics

According to TikTok, as of February 2021:

- TikTok has about 80 million monthly active users in the United States.
 - 60% are female, 40% are male.
 - 60% are between the ages of 16-24.
 - 26% are between the ages 25-44.
 - 80% are between the ages 16-34.
- **Full age Breakdown**
 - 10-19: 32.5%
 - 20-29: 29.5%
 - 30-39: 16.4%
 - 40-49: 13.9%
 - 50+: 7.1%



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Section 4

Creative Observations

What the best mobile app advertisers on TikTok understand:

- Importance of creative resonating with TikTok users (60% female, 60% 16-24)
- Majority of creative with high impressions are music-based
- Testimonials skew young but can feature both genders
- Majority of successful creative is vertical (9x16)
- Live action generates more clicks than simple gameplay
- Live action includes testimonials and live action versions of the game introducing gameplay



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Section 5

Creative Recommendations

Trend: App Capture/Music Combo

Create concepts using app or gameplay footage of your app, set to music:

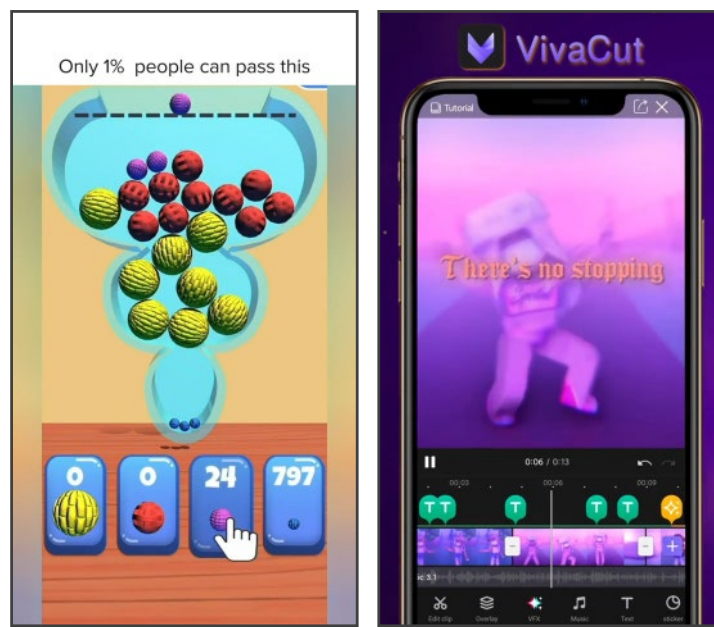
- Test multiple lengths
- Good opportunity to test different music genres
- Visual FX with app content (set to music)

Apps utilizing trend:

- Fit & Squeeze, Bubble Ouch, Beat.ly, Hair Challenge, Tile Master, VivaCut, Bubble Ouch

Player Motivations:

- Targets TikTok demographic as well as players unfamiliar with app



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Trend: Testimonial

Create concepts centered on user testimonials:

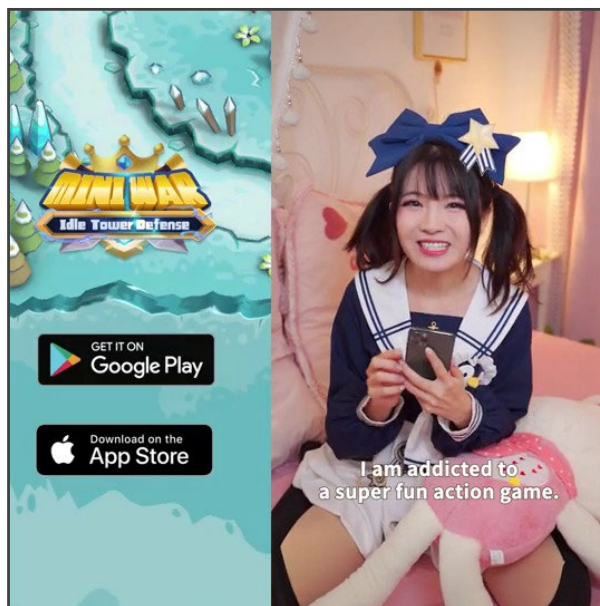
- Experiment with split screen and inset testimonials
- Try testimonials that skew younger
- Try testimonials featuring young male users
- Test different music genres

Apps utilizing trend:

- Mini War, Tally, Experian

Player Motivations:

- Targets TikTok demographic as well as players unfamiliar with app



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Trend: Testimonial/Video Meme

“Testimonial” that demonstrates emotional benefit:

- Funny and simple visual, combined with SFX or GFX
- Communicates as simply as a meme, but with engagement of video
- Good concept for demonstrating emotional benefits of app

Apps utilizing trend:

- Tally

Player Motivations:

- Targets TikTok demographic as well as players unfamiliar with app



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Trend: Testimonial/Music Combo

Try testimonials with a visual & musical element:

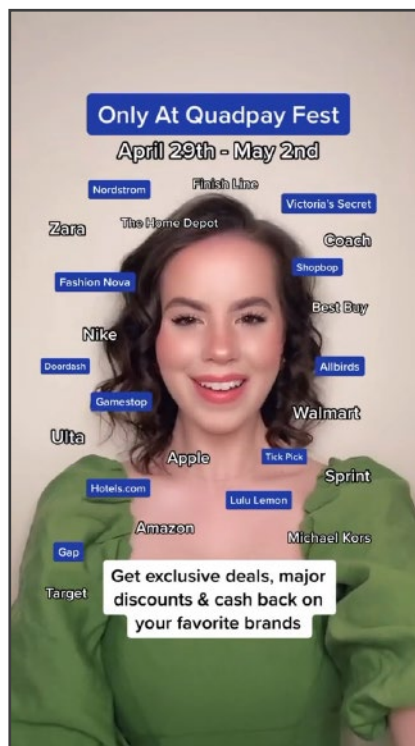
- Lip sync with music
- Experiment with visual FX
- Simple way to try something different in category

Apps utilizing trend:

- Quadpay

Player Motivations:

- Targets TikTok demographic as well as players unfamiliar with app



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Trend: Influencers

Try testimonials with entertainment influencers:

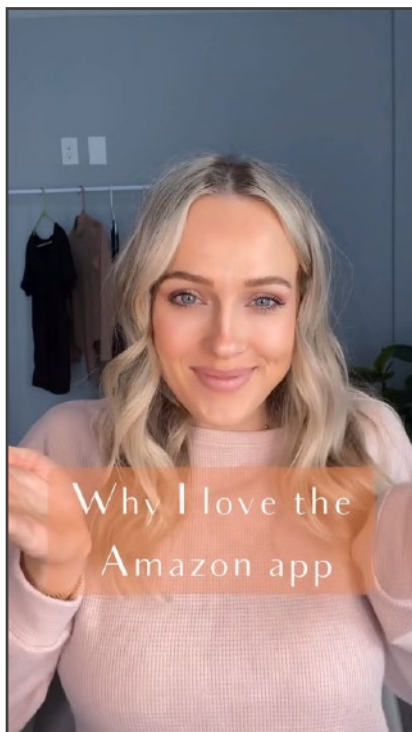
- Leverage existing app relationships
- Try Cameo to enlist young actors/musicians/celebs to talk about why they love the app

Competitors utilizing trend:

- Amazon, Soundcloud

Player Motivations:

- Targets TikTok demographic as well as players unfamiliar with app



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