

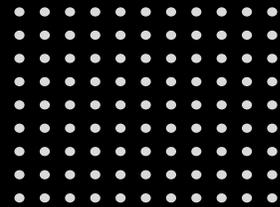


IAL Saatchi & Saatchi

# Spotlight

15<sup>th</sup> August, 2022



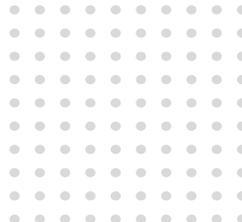


***This Week's Focus:***  
***TikTok***

## ***TikTok and the Power of Authenticity***

2020 was the year of TikTok. It was the most downloaded app of 2020 and claimed over 100 million US users and 1 billion worldwide. The Covid-19 pandemic likely contributed to the rapid rise of the app as people staying at home sought a new outlet for expression and entertainment. The short video environment of TikTok provides users with a new way to share, create, and connect while giving brands a new way to interact with customers and fans.

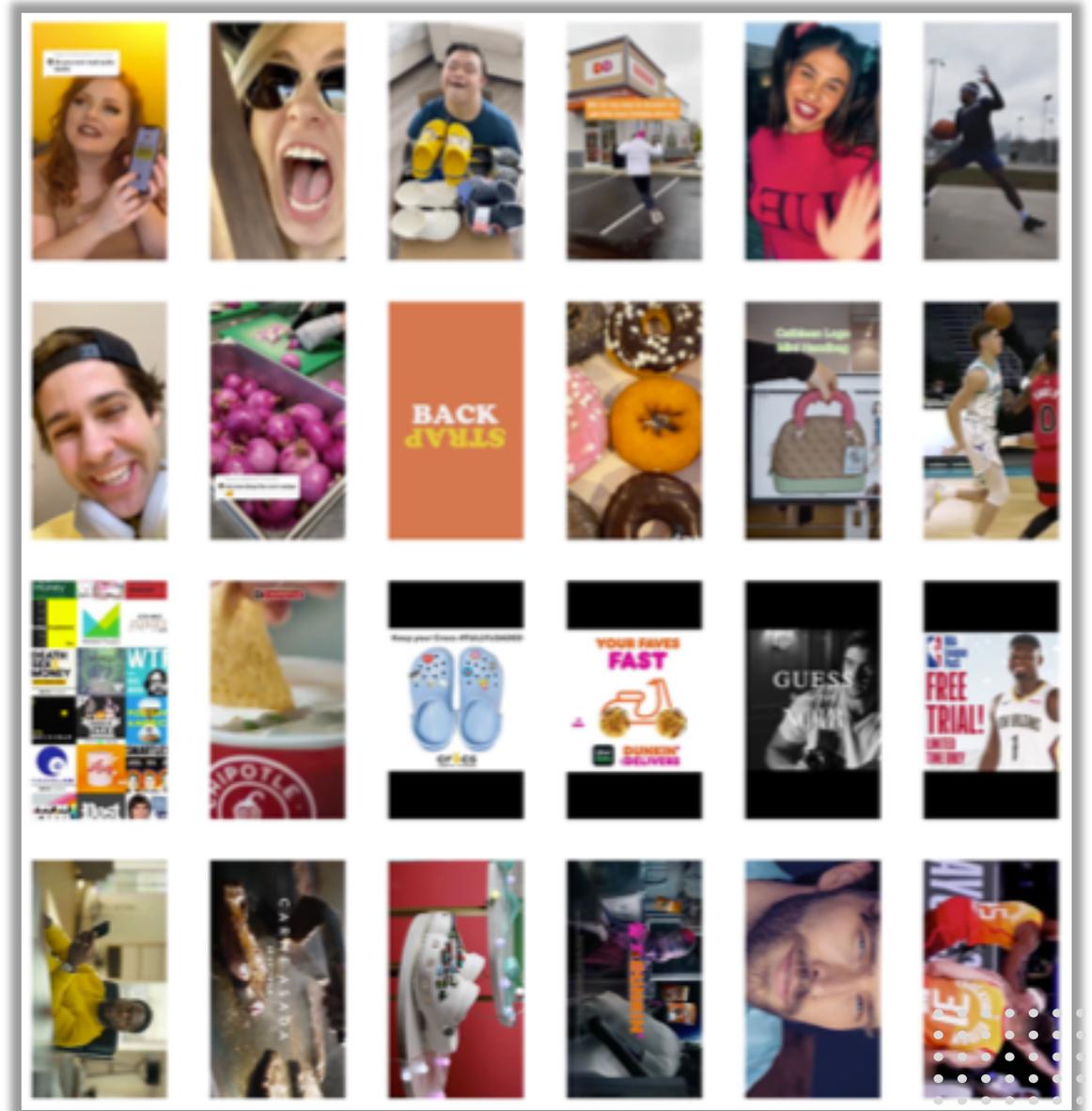
To help brands take full advantage of this booming platform, an independent study was conducted by Realeyes ( a leader in ad testing using computer vision and emotion AI) to examine TikTok users' potential to drive engagement through attention and emotional connection compared to brand-sponsored TikTok videos and traditional ads.



## Study Design

The study covered 11 brands spread across Retail, Sports, Quick Serve Restaurants, Beverages, and Fashion. We tested one TikTok user-generated content (UGC) video, one brand TikTok video, one Facebook video ad, and one conventional ad for each brand, for a total of 44 videos.

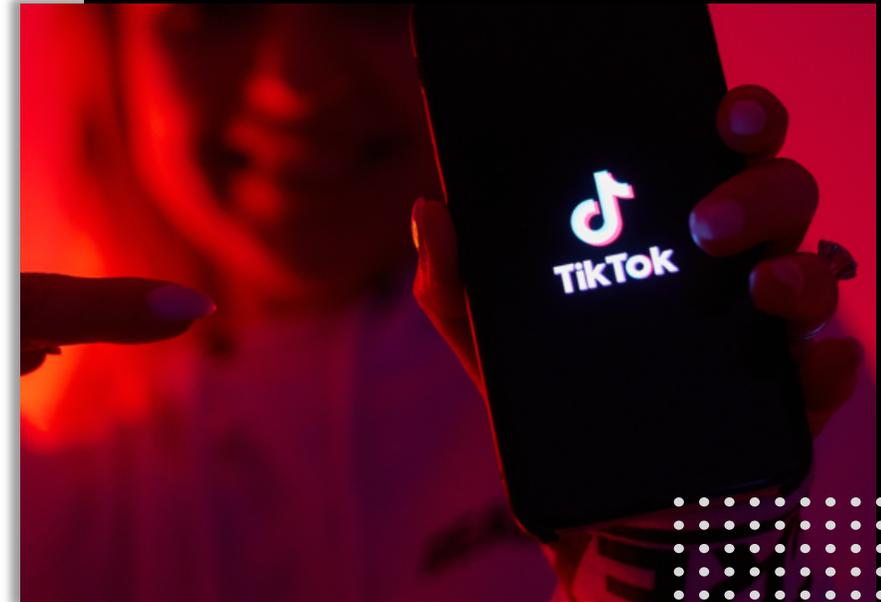
UGC chosen were brands that were tagged to popular videos, many with over a million view counts. Videos ranged in length from five to 30 seconds, with two 60-second conventional TV ads. Each video was viewed on a mobile device by an average of 155 study participants between December 21 and December 30, 2020.

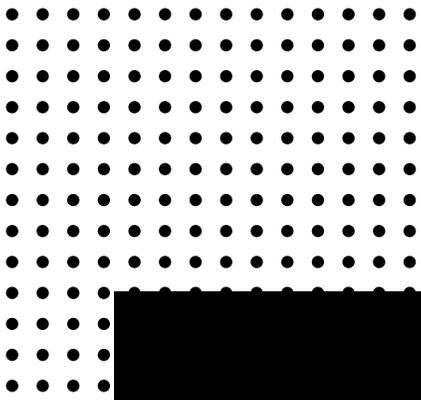


## ***Mandatories for Brands***

The data gathered suggests that TikTok is a powerful medium for driving emotional connection and engagement with brands. In the current environment, TikTok users currently have a greater ability to create compelling and authentic videos about brands than the brands themselves. To engage successfully on this platform, brands should study authentic storytelling principles from popular user-generated TikTok videos and develop new ways to engage with creators and other active users.

The research further uncovered examples of Dunkin' promoting videos tagged with the names of new drinks, a Walmart holiday shopping hashtag campaign, and store employee videos from Walmart, Sephora, and Crocs. This implies that advertisers will need to observe and experiment to find what type of campaigns will be effective in reaching their customers and encouraging user-generated TikTok videos. They also should be actively engaged with the platform by commenting on and re-posting brand-positive videos.





# ***Tiktok Videos Outperform Facebook and Conventional Advertisements on Average***

## **1. CAPTURE**

Ability to capture audience attention in the first seconds.

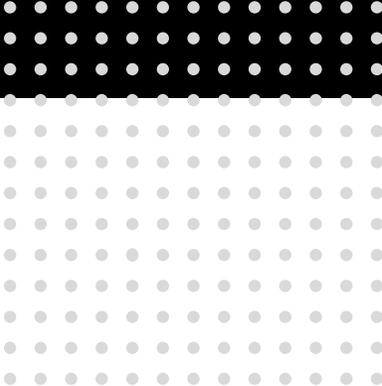
## **2. RETAIN**

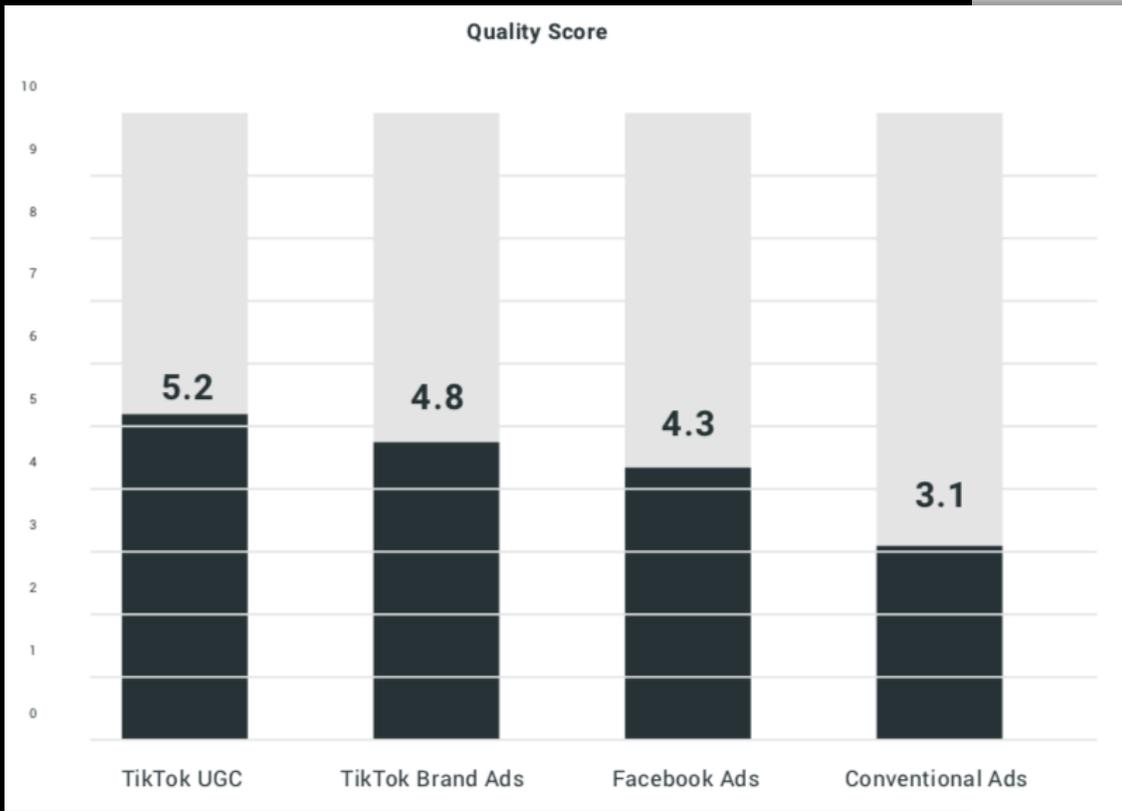
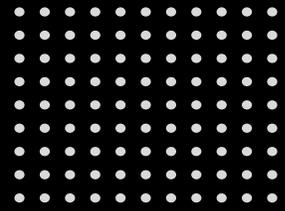
Ability to retain the audience throughout the ad.

## **3. ENCODE**

Ability to encode the brand message into the brain through emotional engagement.

To measure a video's ability to perform well, there is a 0-10 scale point system that factors in the above three critical elements to give an overall Quality Score.

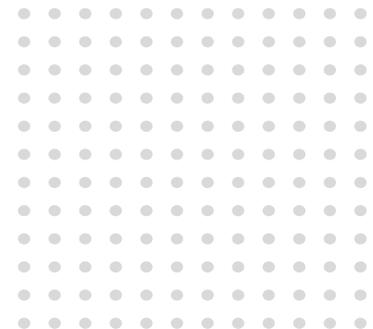


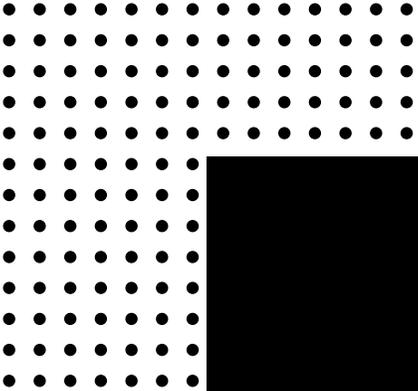


## Study Results

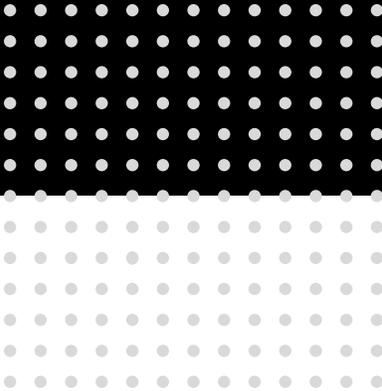
In the comparative set of videos, TikTok UGC videos scored 8% higher than the TikTok brand videos, 21% higher than Facebook ads, and delivered 68% higher quality scores than the conventional ads.

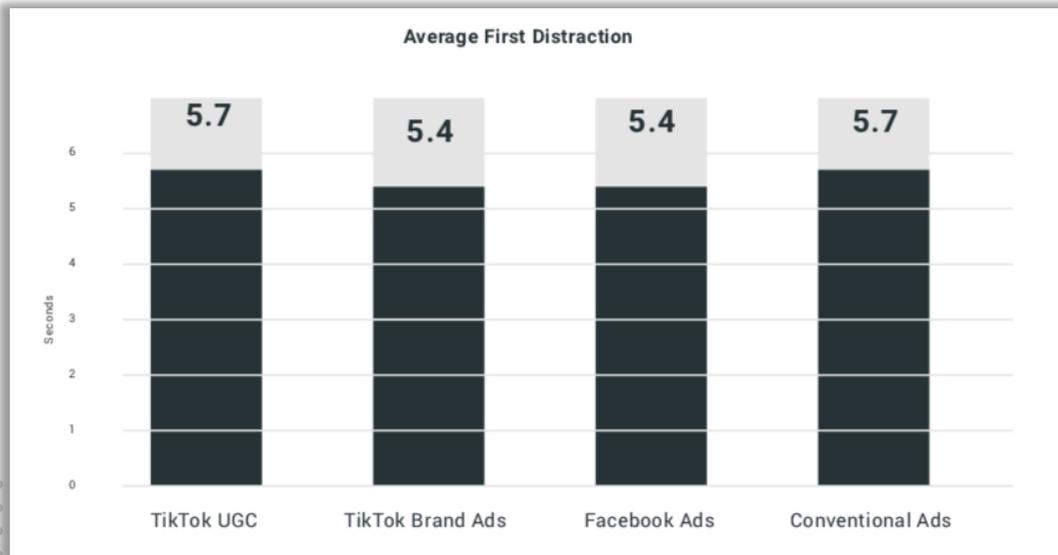
Consistently descending scores from TikTok UGC videos to TikTok brand, Facebook, then conventional TV suggests that overall, TikTok videos show promising and unique ability to capture user attention, retain the audience through the ad, and encode emotional response.





***Breaking down the Quality Score into its component metrics reveals strengths and additional nuances of the four types of videos tested.***



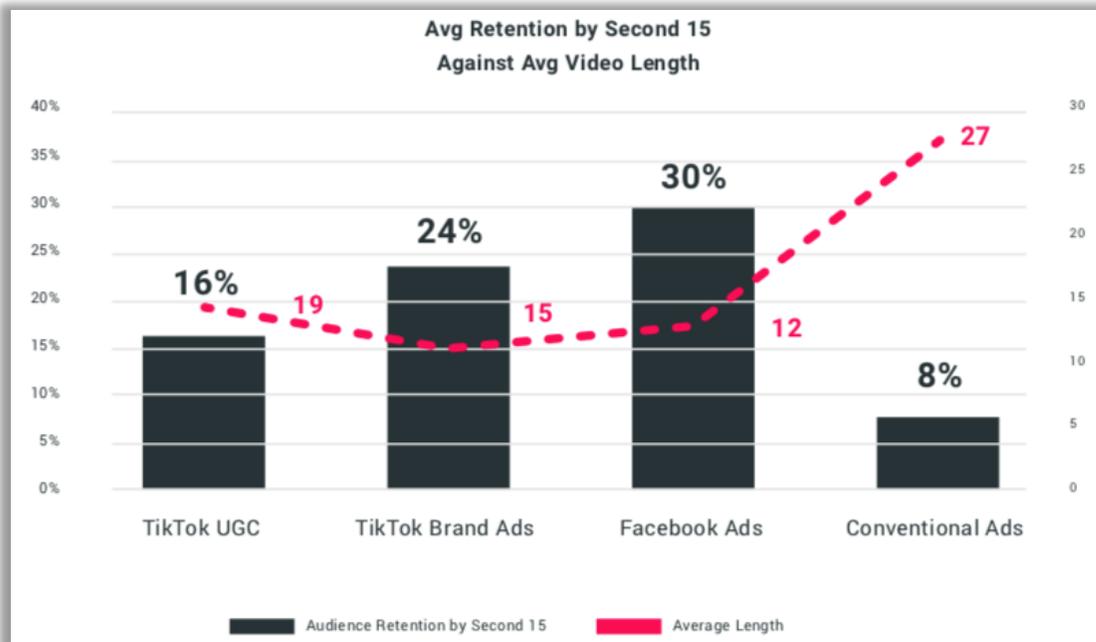
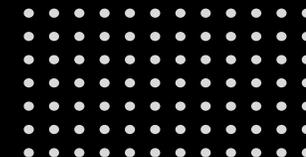


## **Capturing Attention:** **The First 5 Seconds Are Crucial**

Smartphone video watchers have a limited attention span. The median seen across videos tested by Realeyes is five seconds to the first distraction.

TikTok UGC videos tied with conventional ads for holding viewers' attention the longest, at 5.7 seconds. TikTok Brand videos and Facebook ads performed similarly on this measure.

Similar scores across video types indicate the importance of drawing viewers' attention in the first five seconds. These seconds are crucial in drawing viewers into a narrative that will keep them watching until the end of the video.



## **TikTok Brand and Facebook Ads Outperform TikTok UGC and Conventional Ads**

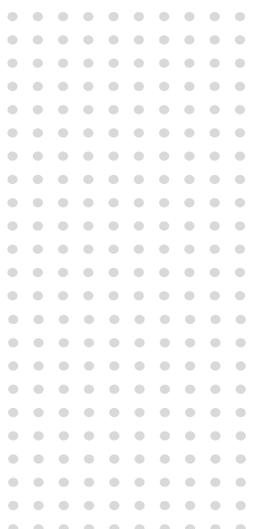
## **Retaining Attention**

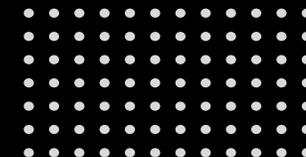
The magic of TikTok is that its videos are often short. This encourages users to get to the point quickly and makes it a natural fit for advertisers accustomed to making short videos.

The Realeyes Retain metric is defined by the percentage of users paying attention through second 15, or until the end of the video if it is shorter than 15 seconds. The median retention percentage generally falls in the range of 20-30% through the 15th second

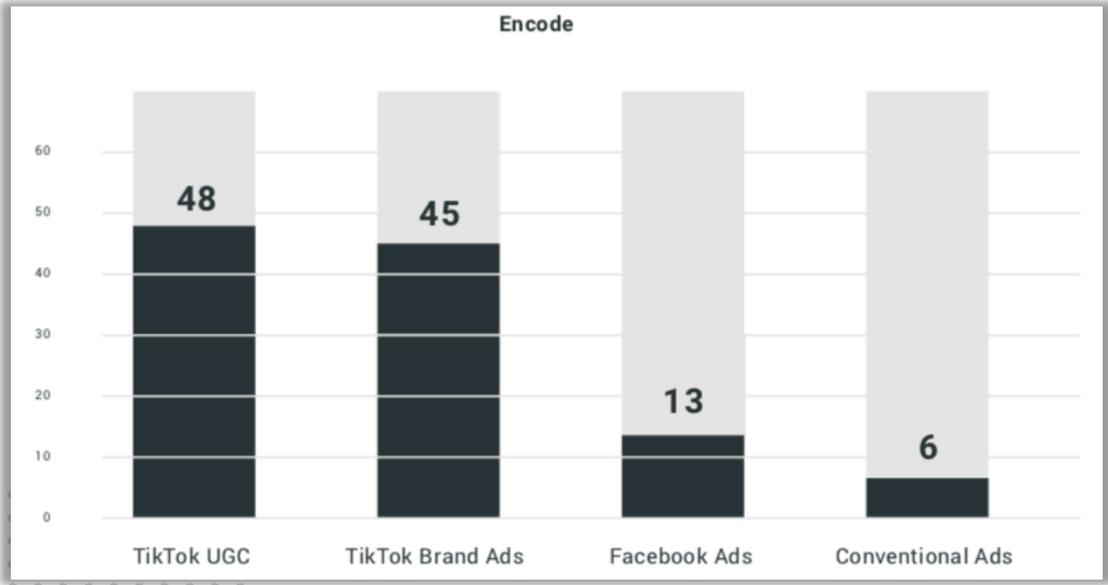
Facebook ads were more likely to hold attention all the way through than TikTok videos or conventional ads, with a score of 30%. Conventional ads, which tend to be longer, showed an average retention rate through second 15 of just 8%.

Shorter videos leave viewers less opportunity to be distracted. Brands seeking to engage in TikTok would have greater potential to retain viewers throughout the ad by keeping the length under 15 seconds.





## **Encoding: TikTok Videos Are More Memorable**

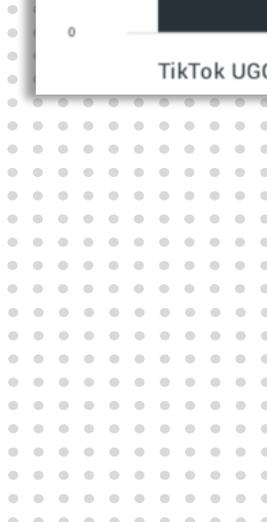


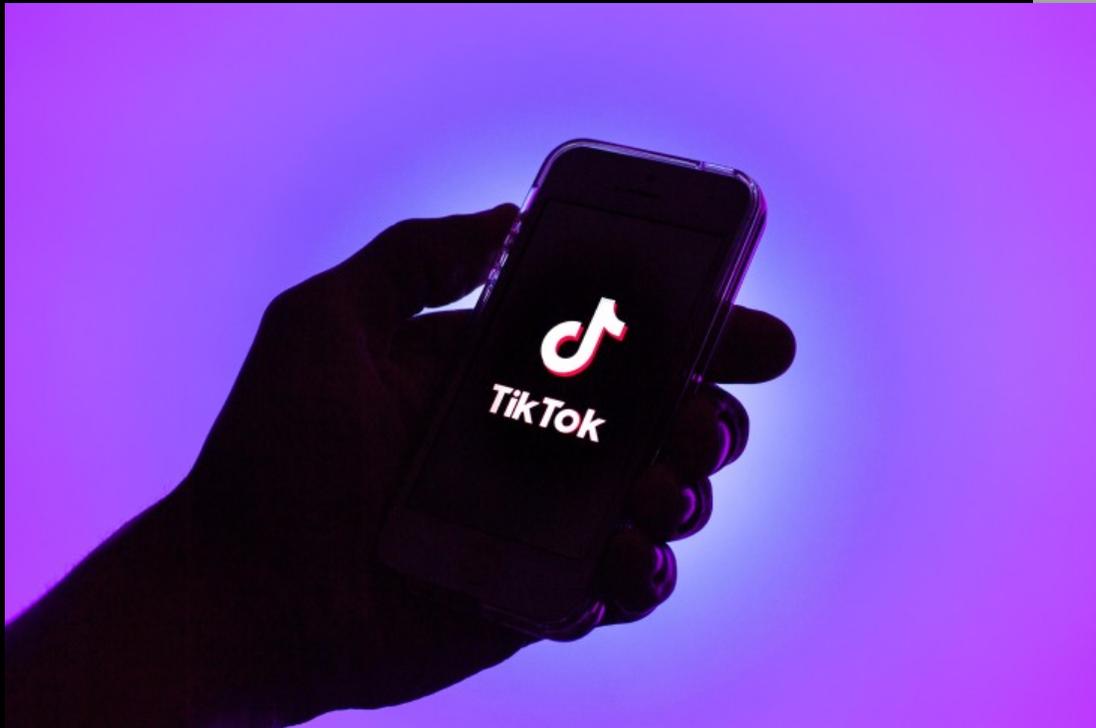
Memory encoding happens more quickly when an emotional response is activated. Emotional response to a video has the ability to drive brand affinity and recall at the moment of a purchase decision.

The Realeyes measure of Encoding, also called Attention Potential, is an index between 0-100 that indicates presence of emotional peaks and valleys and predicts viewers' propensity to become interested in an ad versus all other ads in a given ad's industry benchmark.

TikTok UGC videos led in encoding scores. TikTok UGC videos slightly higher than TikTok brand videos in their ability to encode emotion. TikTok UGC delivered scores 3.6 times greater than Facebook ads and 8.5 times greater than conventional ads.

These overall higher encoding scores suggest that users currently have an edge over brands in creating interesting content for TikTok.





## ***TikTok Users Hold the Key to Compelling Content***

- Both user-generated and brand TikTok videos outperform Facebook and conventional ads on Realeyes Quality Score. TikTok UGC videos have a slight lead over regular TikTok ads in Quality Score while delivering scores 21% higher than Facebook ads and 68% higher than conventional ads.
- TikTok UGC videos tied with conventional ads for holding viewers' attention without distraction the longest in the first seconds.
- TikTok UGC videos scored higher than TikTok brand videos in their ability to encode emotion. In addition, TikTok UGC videos delivered encoding scores 3.6 times greater than Facebook ads and 8.5 times greater than conventional ads.



***IMPLICATIONS FOR  
SAATCHI BRANDS***

# TAKEAWAYS

- TikTok is a platform that is a hub for authentic creativity, heartfelt storytelling and brand enthusiasm.
- Brands need to insert themselves in this rapidly growing platform by engaging with TikTok in an authentic way.
- Brands have the opportunity to create evangelists through TikTok campaigns.
- The ability of everyday people to create viral content that connects with viewers on an emotional level and creates positive associations should not be overlooked as a source of brand lift.
- This is a platform that should be in every brand's radar to get maximum engagement and authenticity in creativity from consumers.



***THANK YOU!***