

MAGNA MEDIA TRIALS

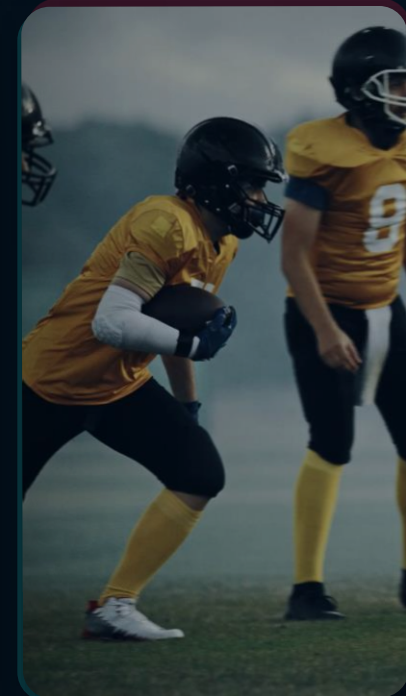
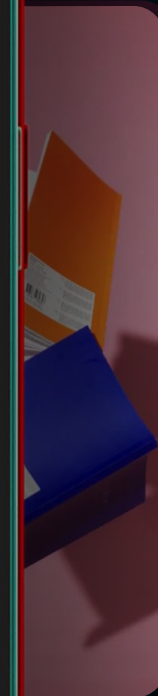
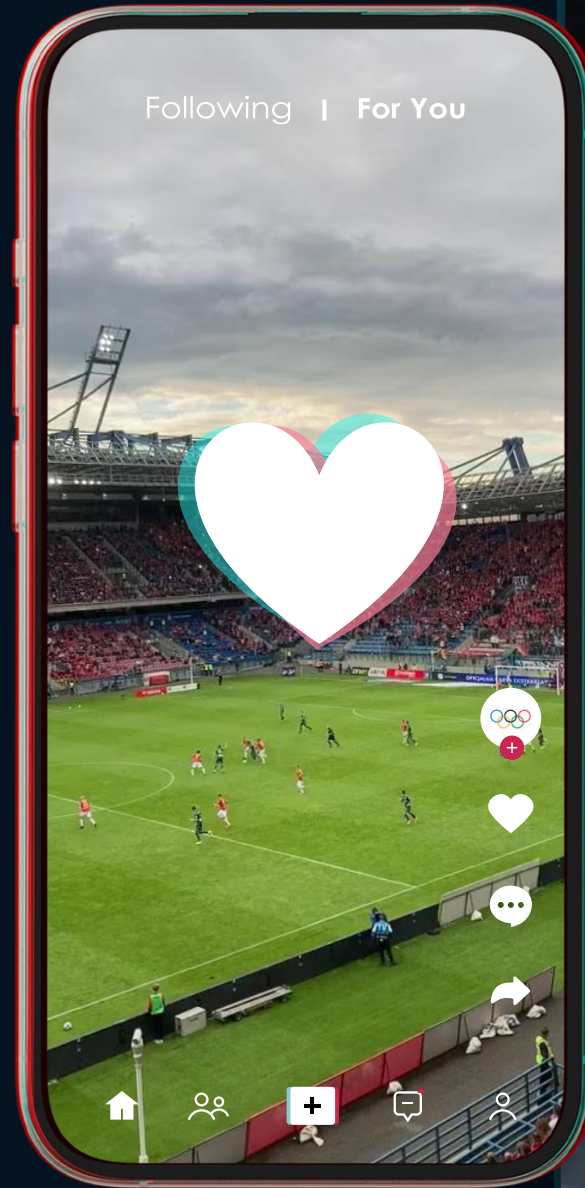
TikTok

The TikTok Blueprint for Tentpole Success

Tackling Today's Challenges in Tentpole Marketing

What are tentpole events and why are they important?

Tentpole events are major events, holidays, or cultural happenings that capture widespread attention. Marketers can tap into the excitement around these moments to boost brand awareness and reach a larger audience by aligning their efforts with the buzz.



TODAY'S CHALLENGES

WITH TENTPOLE
MARKETING

1

REACH

Finding existing and prospective customers across platforms

2

RESONATE

Conveying culturally relevant brand messages that resonate with audiences

3

DIFFERENTIATE

Breaking through the competition during tentpole moments and reaching marketing goals

With advertisers on a finite budget, it's important we tackle these challenges

Our Mission, Our Methods

Objective: To understand the role of TikTok in tentpole events and how advertisers can build stronger brands through effective media and creative planning



Tentpole Media Diaries

Quantitative media diaries tracking 2024 Paris Olympics viewing behaviors before, during and after the event

Sample:

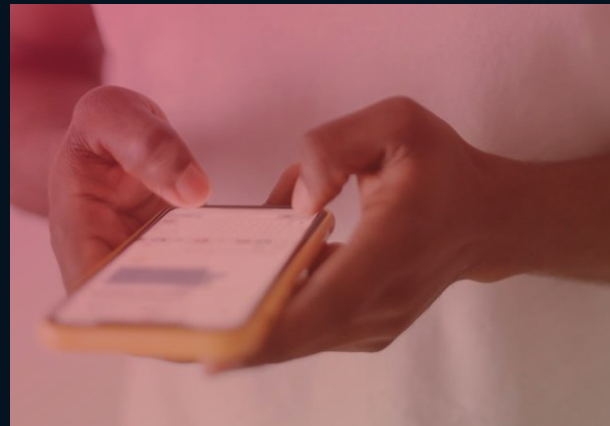
- A 18-54 (N=1,661)
- Watch TV once a week+
- Use TikTok once a week+
- Must plan to/have been following the 2024 Paris Olympics

Ad Effectiveness Testing

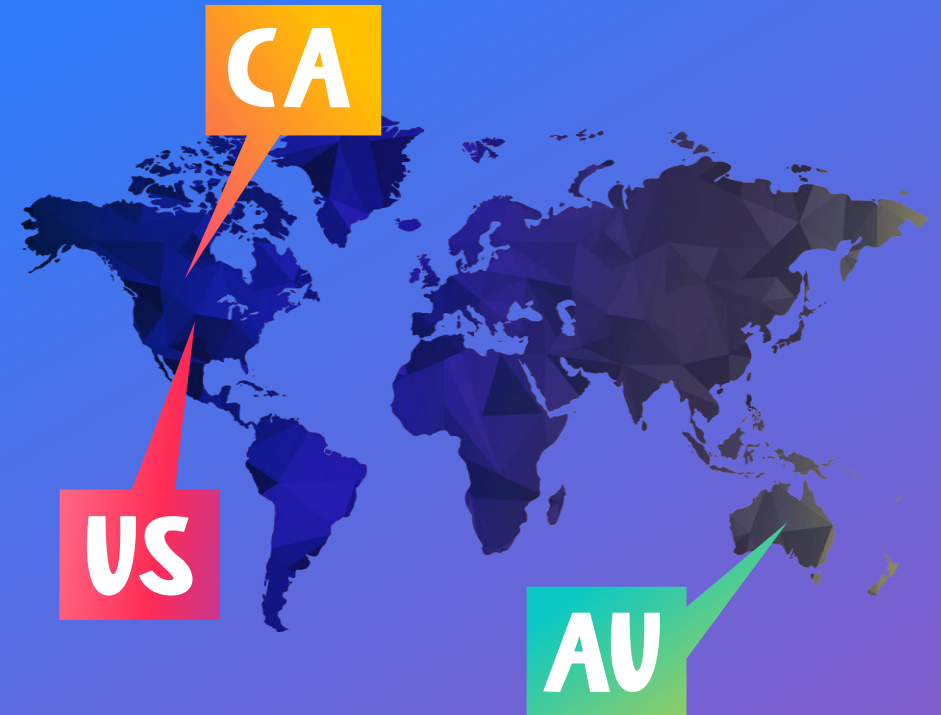
Controlled testing of TikTok ads during the Olympics. Randomization of test and control ads. Post survey to measure branding impact

Sample:

- Total A 18-54 (N=4,462)
- Use TikTok once a week+
- Watch TV once a week+



3 Countries



Ad Effectiveness Scope

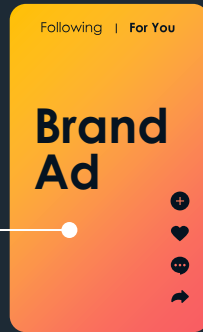
AD FORMATS

TopView

Appears in first video slot in feed



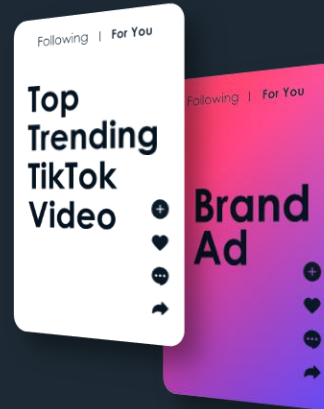
Open TikTok



First video

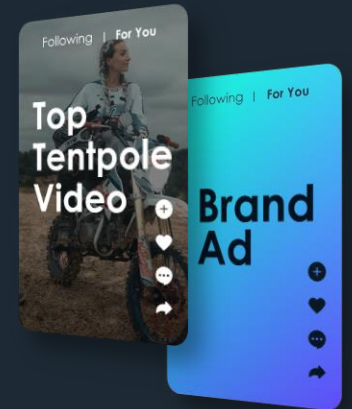
Pulse

- Appears in-feed, after top trending, contextually relevant content.
- Ad is followed by brand suitable content



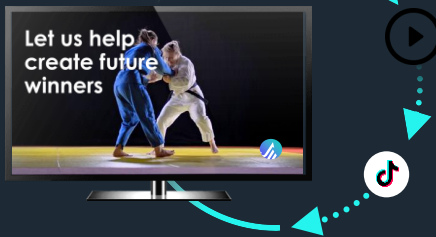
Pulse Premiere

- Appears in-feed, after curated premium publisher content
- Ad is followed by brand suitable content

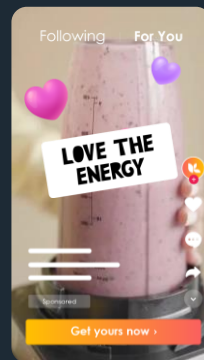


CREATIVE TYPES

Repurposed Ads



Creator Led Ads



INDUSTRY VERTICALS



RETAIL



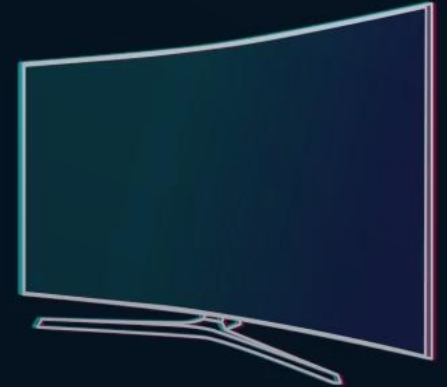
FINANCE



CPG

CHALLENGE #1 REACH

Finding existing and prospective customers across platforms

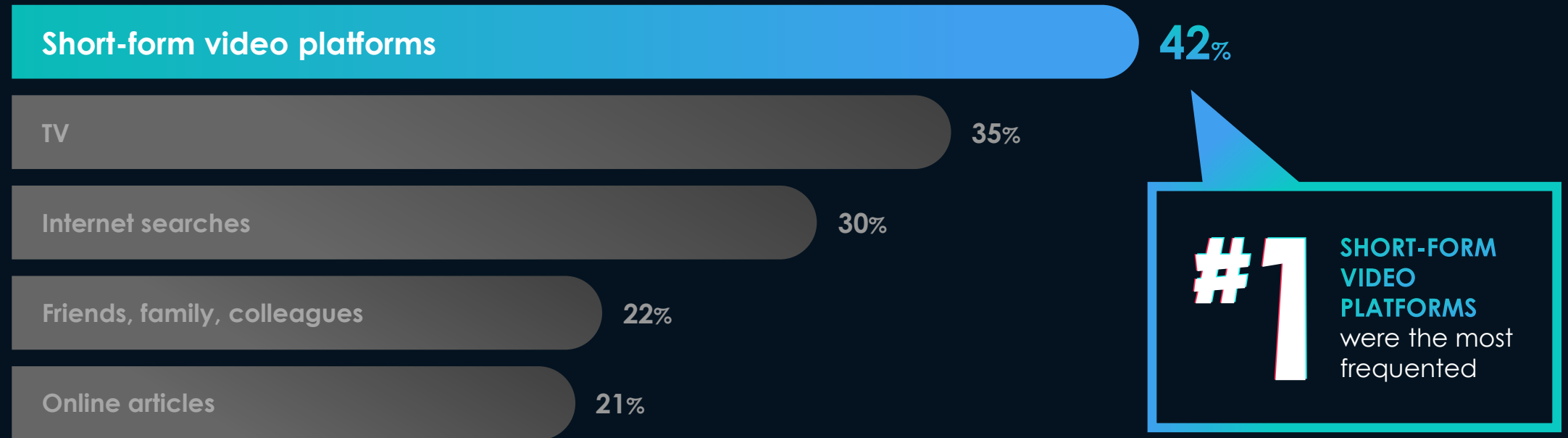


Shift happens.

While TV remains an important medium for tentpole events, the rise of short-form video platforms has changed how audiences engage with major cultural events

Platforms used multiple times a day to follow the tentpole event

- % selected



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna

Q: How have you been following the Olympics? Please consider the many ways you might follow the Olympics, not just watching the games live. This could include researching athletes, watching video clips, keeping track of wins in the news, etc. (Select one for each)

Tentpole Media Diaries sample, N=4,462

Call-to-action

Use a cross-screen approach to tentpole events, regardless of your key audience

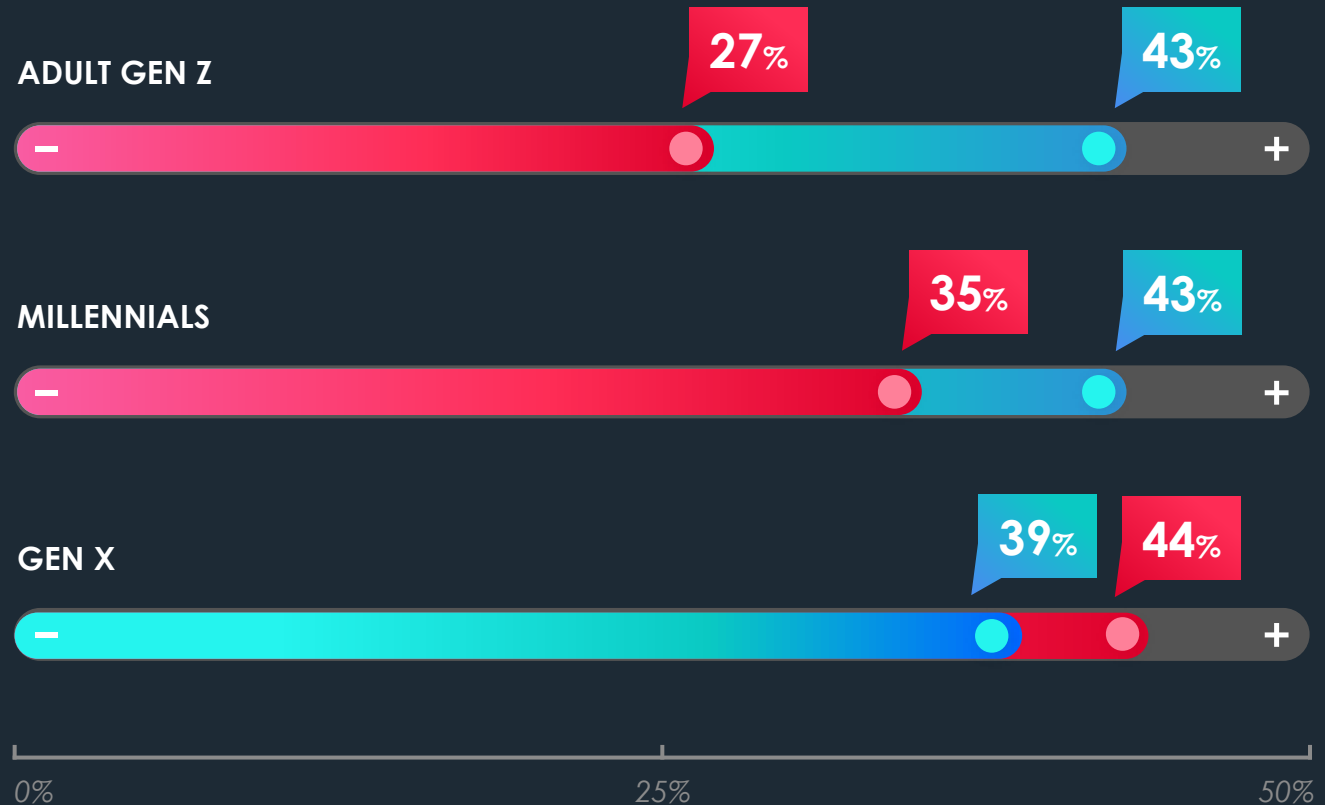
Many viewers, regardless of generation, now consume content on both platforms for more immersed viewing experiences, allowing brands to reach broad audiences across multiple touchpoints

Platforms used multiple times a day to follow the tentpole event

- % selected

Platform

● Television ● Short-form video platforms



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: How have you been following the Olympics? Please consider the many ways you might follow the Olympics, not just watching the games live. This could include researching athletes, watching video clips, keeping track of wins in the news, etc. (Select one for each)
Television sample, N=4,462, Short-form video platforms sample, N=4,462

For TikTok, platform popularity + unique content drives the shift for tentpole consumption

Reasons For Following on TikTok More Compared To Previous Years

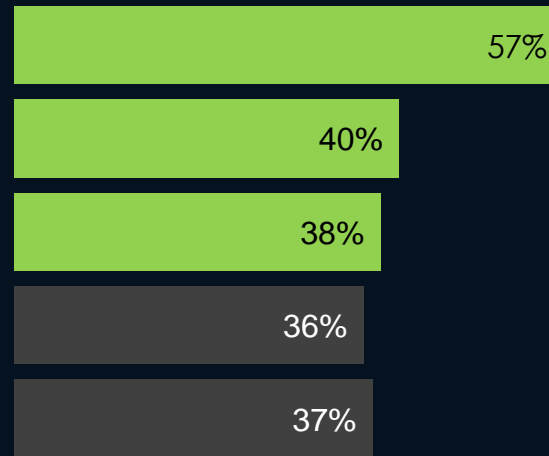
- % selected



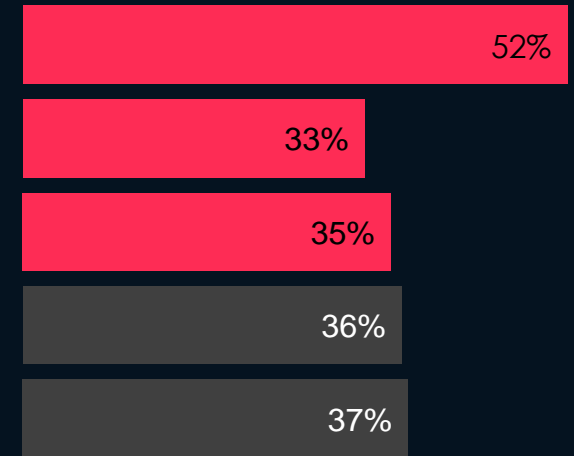
United States



Australia



Canada



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna

Q: You mentioned that you have been following the Olympics more on TikTok than in previous years. Can you tell us a little bit about why? (Select all that apply)

'Have been using TikTok more than previous Olympics games' sample, N=2,122

Call-to-action

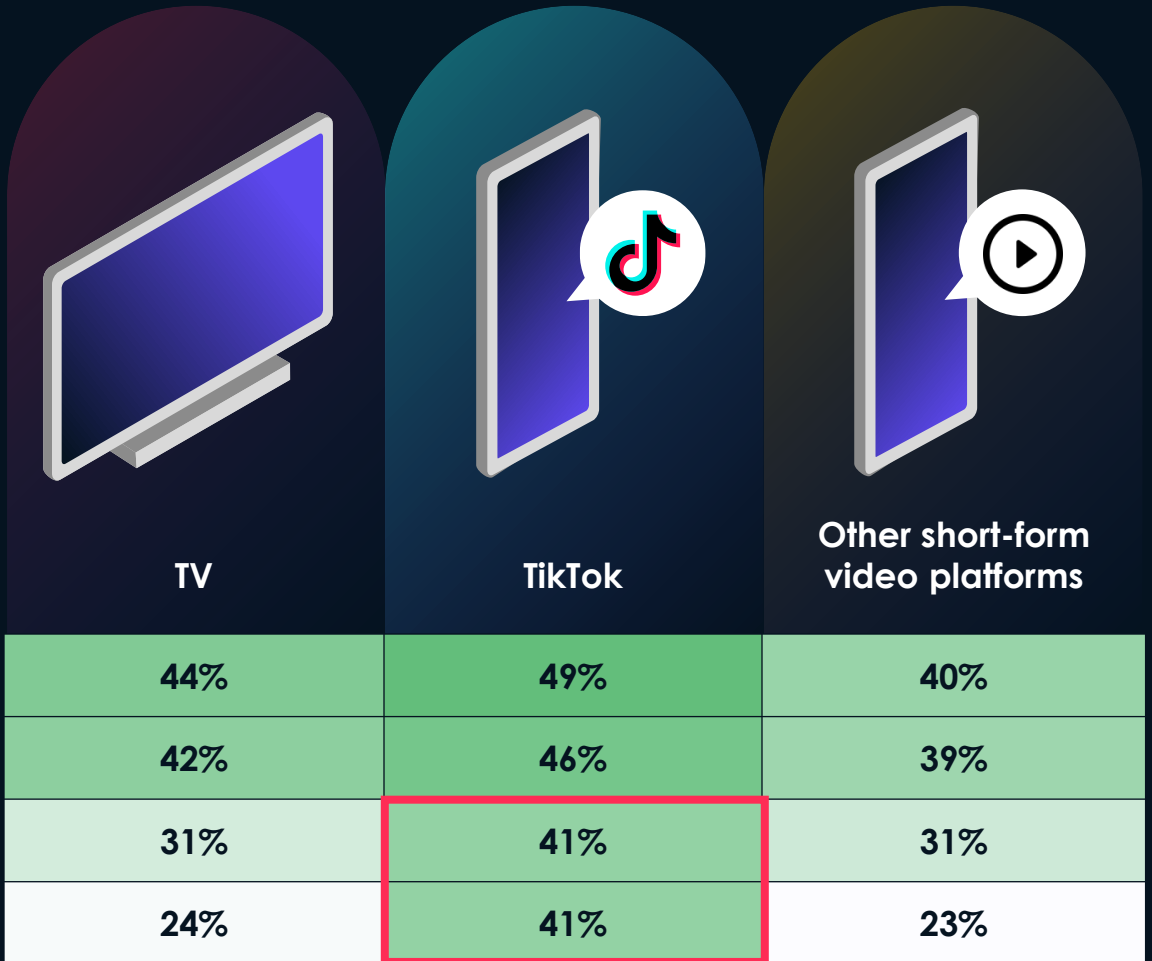
Leverage TikTok to ensure broadest reach

While heavy TV streamers can be reached across a wide range of platforms, light and non-TV streamers are more likely to be regularly following on TikTok

Follow the tentpole event multiple times a day on _____ .

- % selected

HEAVY TV STREAMERS
MEDIUM TV STREAMERS
LIGHT TV STREAMERS
NON-TV STREAMERS



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
 Q: How have you been following the Olympics? Please consider the many ways you might follow the Olympics, not just watching the games live. This could include researching athletes, watching video clips, keeping track of wins in the news, etc. (Select one for each)
 TV sample, N=4,225, TikTok sample, N=4,354, Other short-form video platforms sample, N=4,354

Call-to-action

Kick off tentpole efforts with TopView to cast a wide attention net

By leveraging mass reach ad formats like TopView, brands can maximize engagement and build excitement leading up to the event

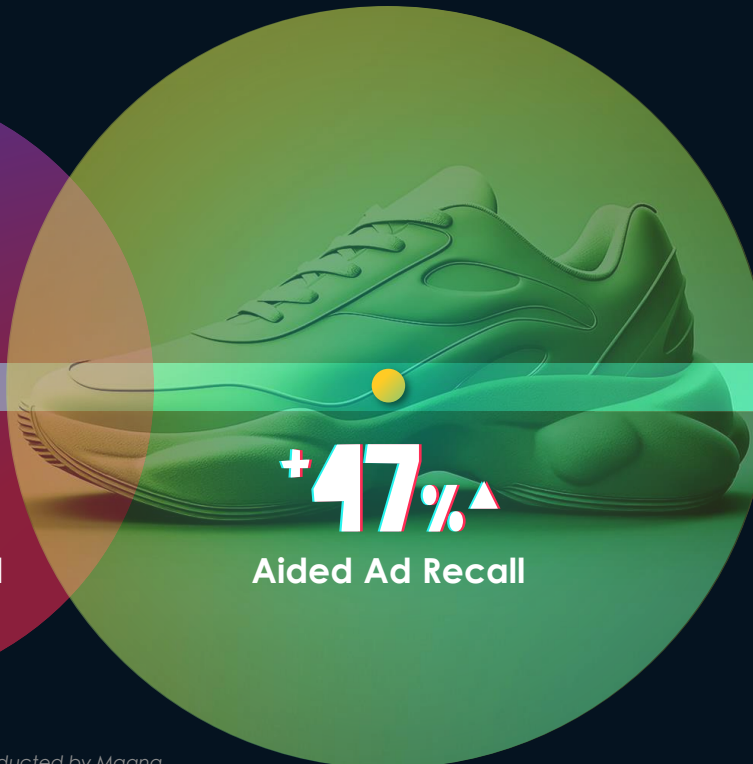
Impact of TopView - Delta (Exposed – Control)

Watched the tentpole event

FIRST HALF

+30%[▲]

Unaided Ad Recall



SECOND HALF

+47%[▲]

Aided Ad Recall

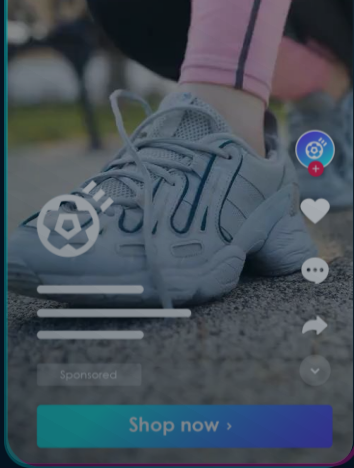
Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna

Q: If you can recall any brands or products being mentioned or shown during today's experience, please write each brand or product on a separate line below. If you are unsure, you may guess or leave it blank.

Q: Which of the following, if any, do you recall being mentioned or shown during today's experience?

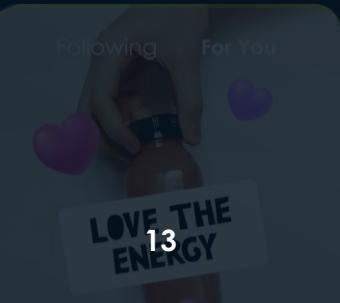
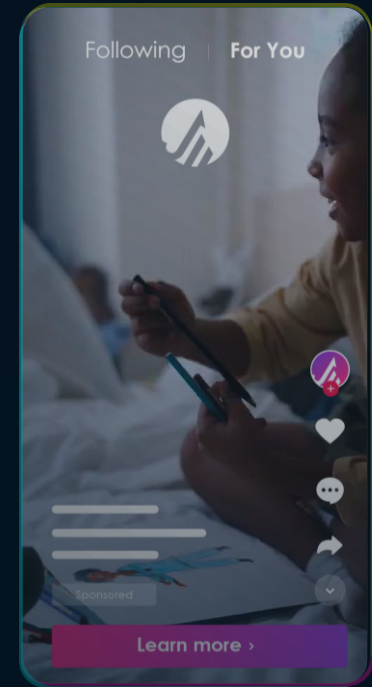
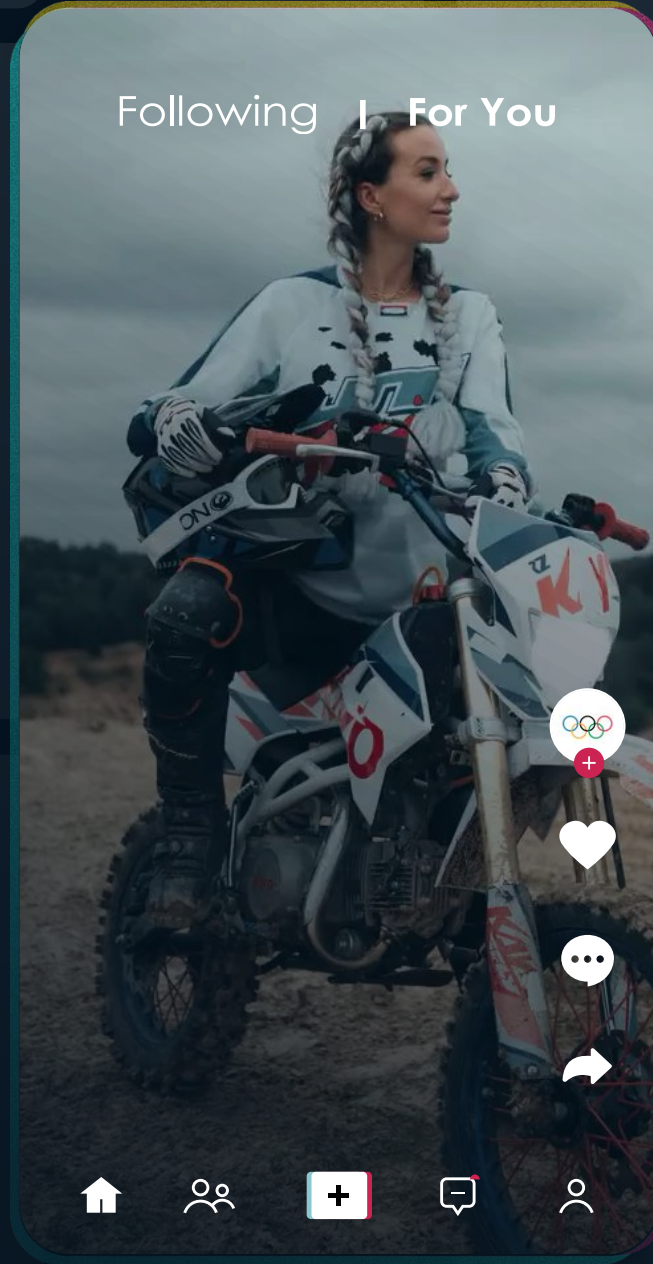
▲ : Significant difference between exposed and control group at >=90% confidence

TopView (First Half of Tentpole Event); Exposed sample, N=826, Control sample, N=413



CHALLENGE #2 RESONATE

Conveying culturally relevant messages that resonate



Celebrities/ athletes play a key role in tentpole engagement on TikTok

Engaging with celebrities/athletes is the top way viewers followed the tentpole event on TikTok before, during, and after the event



TOP 5

TENTPOLE ACTIVITIES ON TIKTOK

- % selected

1

Followed favorite athletes/sports teams, 44%

2

Shared videos with others, 41%

3

Researched Olympic sport(s) or athlete(s), 40%

4

Watched athlete interview(s), 40%

5

Watched replays, 40%

Call-to-action

Become part of the cultural event by working with celebrities/athletes who are in the event

Celebrities/athletes can share their thoughts, predictions, or exclusive updates, reaching their followers and expanding the event's audience

It's important that ads on TikTok "feature athletes I like"

- % agree or strongly agree

UNITED STATES

89%



CANADA

89%



AUSTRALIA

88%



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: Whether you have seen Olympic related ads on TikTok or not, how important are each of the following features? (Select one)
Tentpole Media Diaries sample, N=4,854

Pulse Premiere content is uniquely popular and culturally relevant

While just as entertaining, Premiere content puts advertisers next to publisher generated content that is particularly culturally relevant

How would you rate the content?

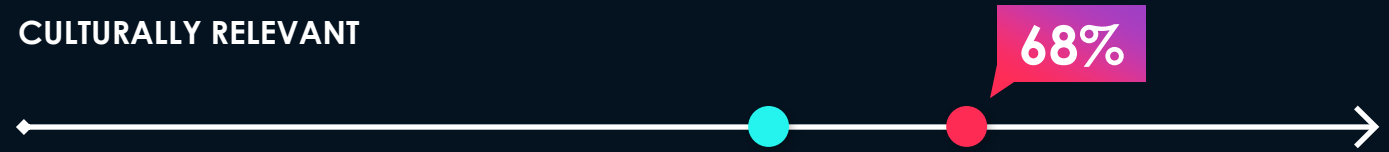
- % agree or strongly agree

● Standard Content ● Pulse Premiere

POPULAR



CULTURALLY RELEVANT



ENTERTAINING



SOMETHING I'D WATCH AGAIN



0 50 100

Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: How would you rate the video on the following? (Select one for each)
Pulse Premiere sample, N=1,340, Standard TikTok Content sample, N=598

Call-to-action

Align with the most culturally relevant content using Pulse Premiere

Brands can cut through marketing clutter and connect with audiences where trends are already shaping popular culture

Impact of Pulse Premiere

- Delta (Exposed – Control)

Overall favorability

+8%▲

“[Brand] feels relevant to me”

+7%▲

“[Brand] stands out from its competitors”

+7%▲

“[Brand] is culturally relevant”

+8%▲

Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: How much do you agree or disagree with the following statements about the brand? (Select one for each option)
▲ : Significant difference between exposed and control group at >=90% confidence
Exposed sample, N=3,904, Control sample, N=598

CHALLENGE #3

DIFFERENTIATE

Breaking through the competition
to reach marketing goals



Creative strategies to consider for tentpole events

Utilizing various content styles, from short interviews to behind-the-scenes footage, allow brands to present diverse storytelling that resonates with audiences

Repurposed TV Ads

Leveraging the same ads built for TV and then repurposed for the TikTok platform to create a multi-channel strategy and reinforce brand message



ENSURE
VERTICAL
ORIENTATION

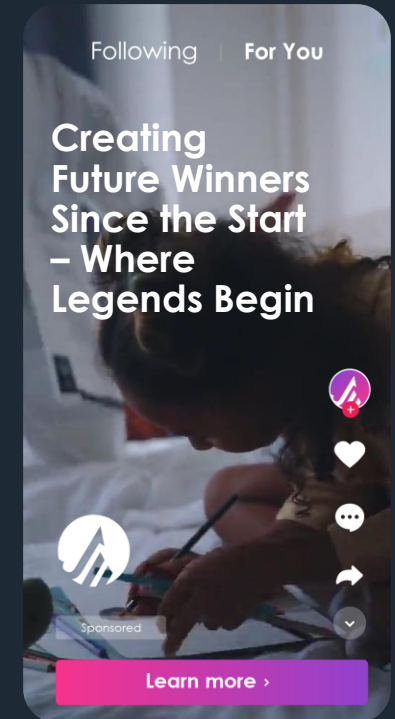


Native Ads with Similar Cues to TV Ads

Ads custom created for TikTok that look and feel like TikTok content, but can incorporate elements from the broad campaign

FOR TENTPOLE
EVENTS, CONSIDER
INCLUDING SIMILAR:

- Characters //
- Storylines //
- Visual cues //
- Styles //



Repurposed TV ads are uniquely beneficial during tentpole events

Viewers can more quickly tie the ad to the tentpole event when it's been repurposed from TV

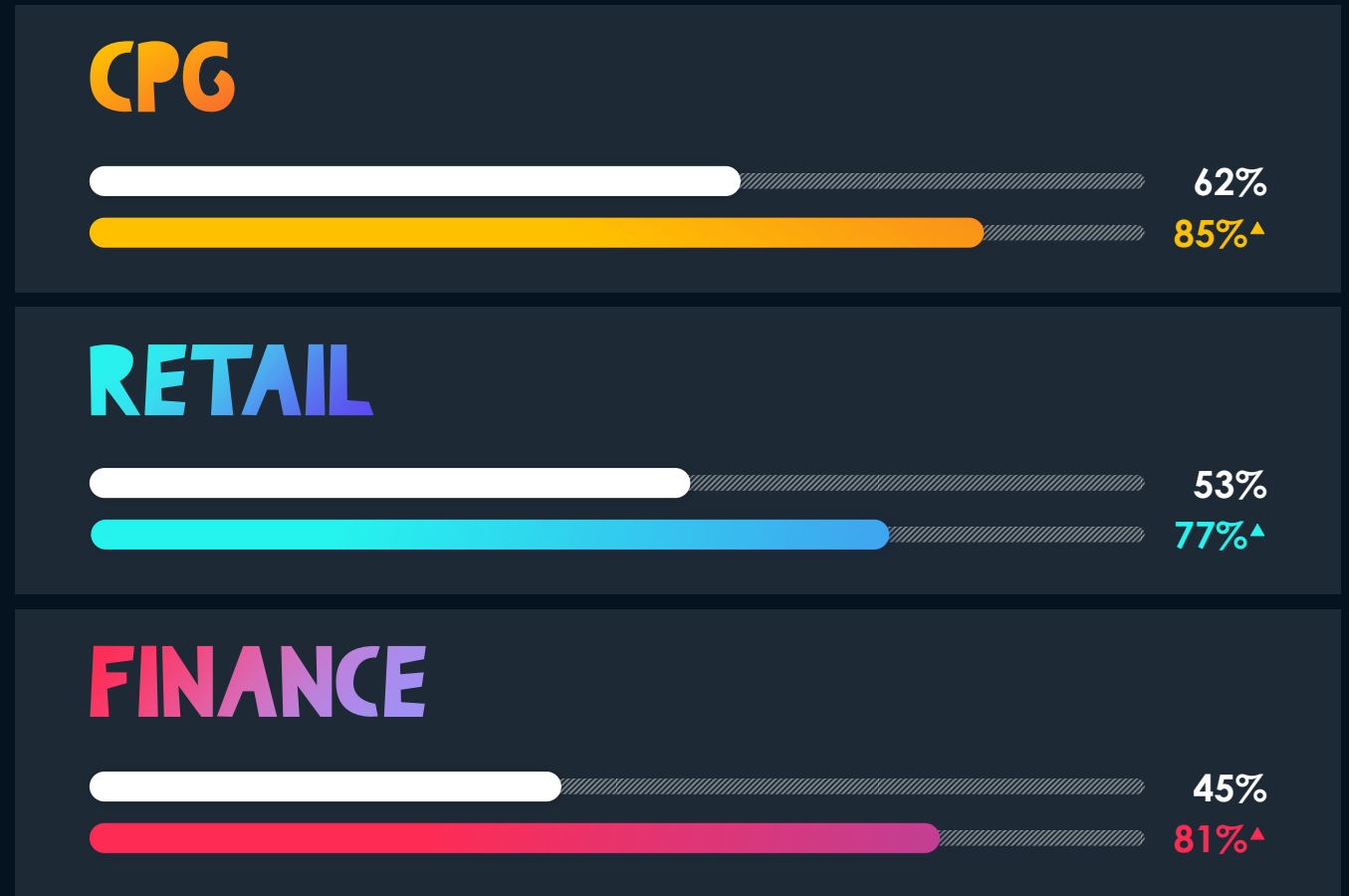
The ad “fits in well with the Olympics”

- % agree or strongly agree

Types of Ads

Creator Lead Ads — ●

Repurposed Ads — ●●●



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna

Q: How much do you agree or disagree with the following statements about the ad? (Select one for each option)

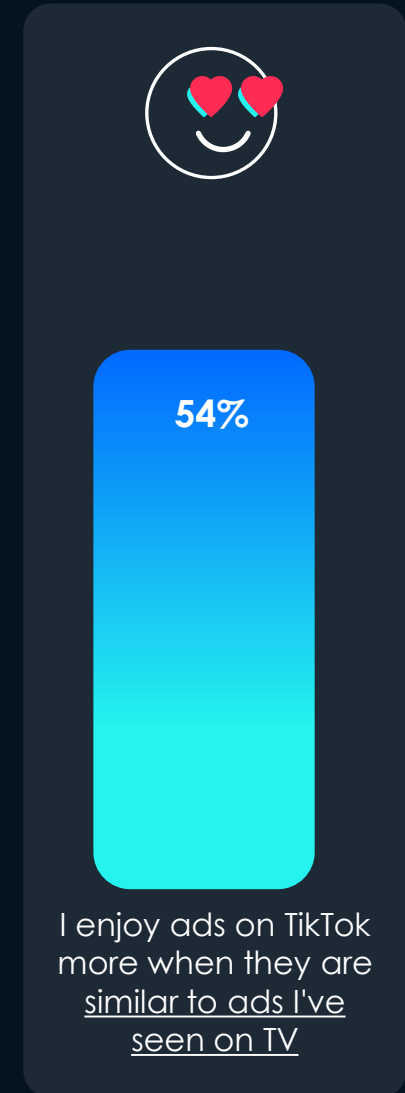
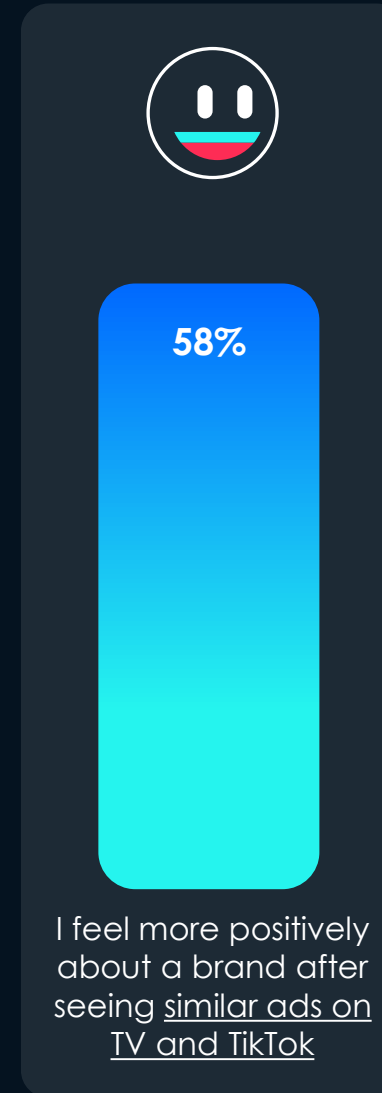
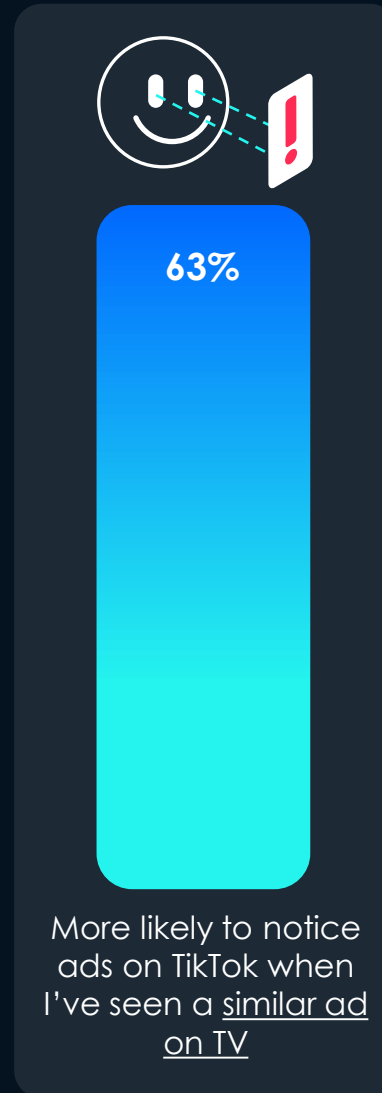
▲ : Significant difference between exposed and control group at >=90% confidence

Creator Led Ads sample, N=659 (CPG) N=676 (Retail) N=635 (Finance), Repurposed Ads sample, N=676 (CPG) N=645 (Retail) N=612 (Finance)

In fact, during tentpole events viewers prefer a connection to what they are seeing on TV

Opinions for Similar Ads Appearing on TikTok and TV

- % selected



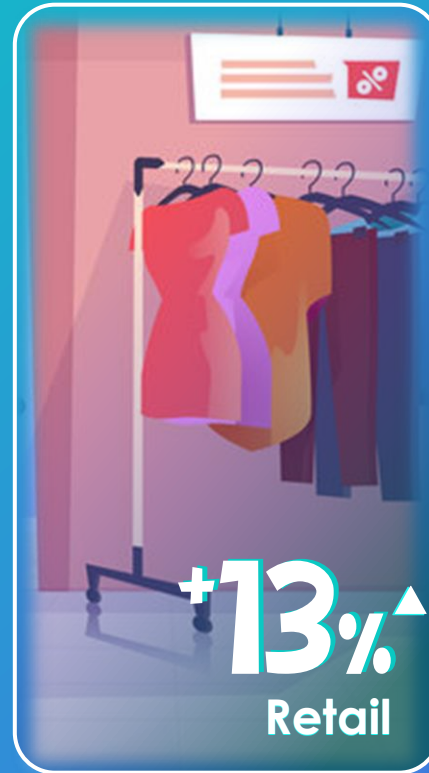
Call-to-action

Take advantage of cross-screen synergy by using traditional media assets to drive purchase

Across verticals, those who recall seeing a similar creative on TV have significantly higher Purchase Intent compared to those that don't

Impact on Purchase Intent/Consideration

- Delta (Recall ad on TV % - Don't recall ad on TV %)



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Retail: The next time you purchase sportswear, how likely are you to buy the following brands?
CPG: The next time you purchase over-the-counter pain reliever, how likely are you to buy the following brands
Finance: The next time you are looking to sign-up for a new credit card, how likely are you to consider the following companies?
▲ : Significant difference between those who recalled ad on TV and those that didn't at >=90% confidence
Recall TV ad on TV % sample, N=411 (Retail) N=483 (CPG) N=370 (Finance), Don't recall ad on TV % sample, N=1,103 (Retail) N=1,055 (CPG) N= 1,080 (Finance)

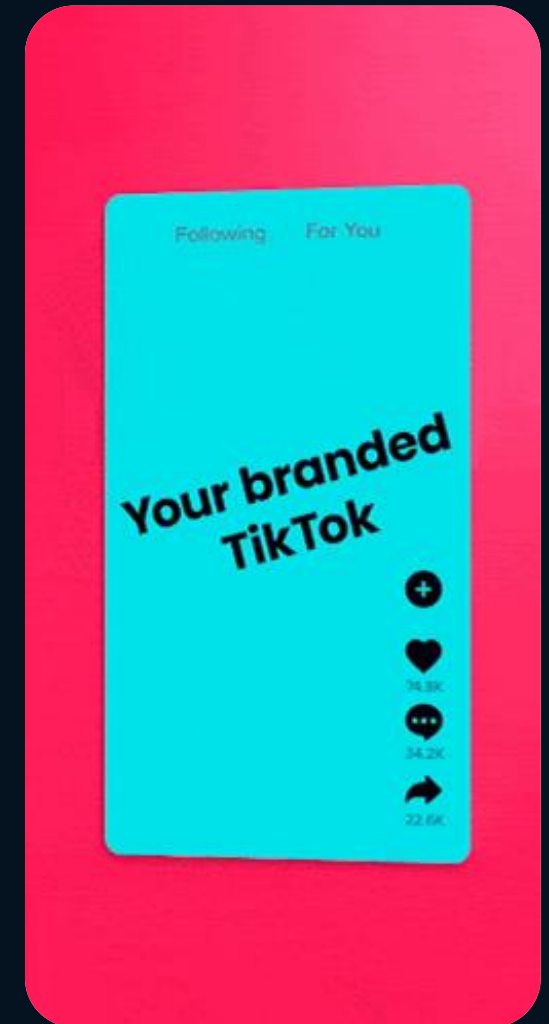
Call-to-action

Pair repurposed ads with Pulse to differentiate and drive action

Marketers face fierce competition during culturally significant events. Pulse creates a halo effect by aligning brand messages with culturally relevant content, keeping brands relevant and in sync with the buzz

Impact of Pulse with Repurposed Ads

- Delta (Exposed – Control)



Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: How much do you agree or disagree with the following statements about the brand? (Select one for each option)
▲ : Significant difference between exposed and control group at >=90% confidence
Exposed sample, N=672, Control sample, N=598

Call-to-action

Once tentpole association has been established, layer in creator-led ads to continue the drumbeat

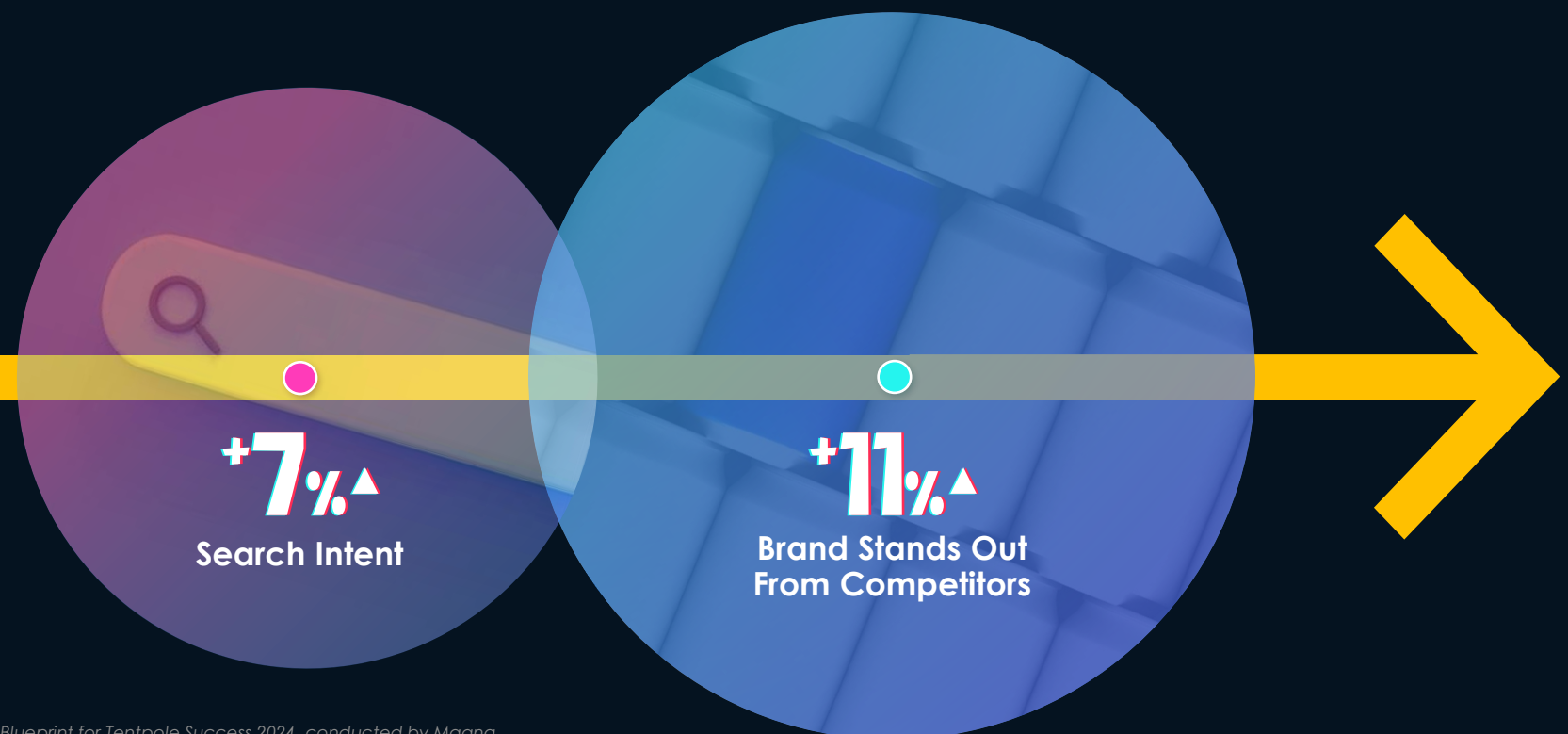
Creator led ads feel like more like content than an ad, drawing in audiences and ultimately differentiating the brand

Impact of Creator Led Ads - Delta (Exposed - Control)

Watched the tentpole event

FIRST HALF

SECOND HALF



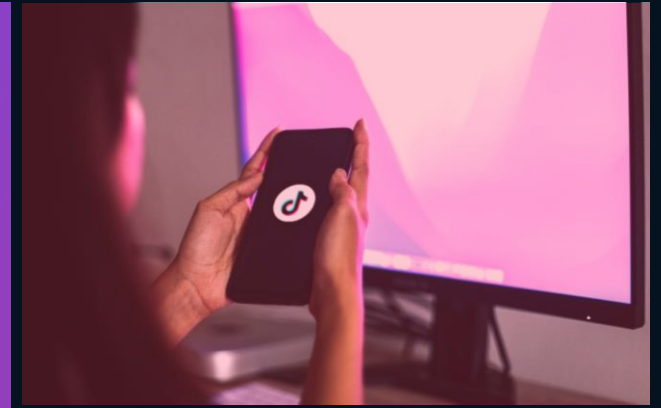
Source: TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
Q: How much do you agree or disagree with the following statements about the brand? (Select one for each option)
▲ : Significant difference between exposed and control group at >=90% confidence
Exposed sample (First Half of Tentpole Event), N= 583, Control sample, N=185

Implications



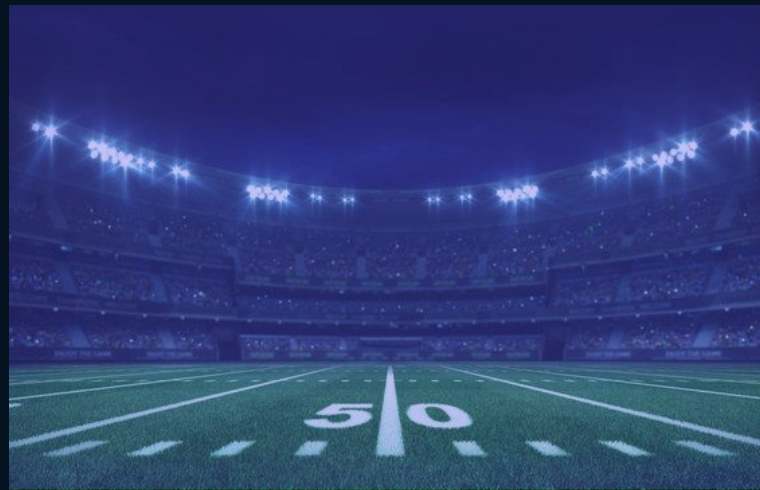
Challenge #2: Connect

To connect, brands must consider carefully creative and ad placements to maximize buzz. Ads should lean into user interest in celebrities/athletes on TikTok and placed next to culturally relevant content



Challenge #1: Reach

Ensure a multi-channel strategy to match the diverse range of channels audiences rely on for tentpole content



Challenge #3: Differentiate

Smartly leverage traditional TV assets on TikTok to take advantage of cross-screen synergy

The Start-to-Finish Guidebook

Before, During and After the Tentpole Event

	GOAL	PLACEMENT	CREATIVE
BEFORE EVENT	Build Buzz	Use TopView to build mass reach and immediate buzz	Use repurposed ads with culturally-relevant celebrities to tease the creative and drive connection with what viewers are seeing on other platforms/channels
DURING EVENT	Stand Out	Own the moment by aligning with publisher-generated content with Pulse Premiere	Use repurposed ads to continue driving connection across screens Layer in creator-led ads to avoid fatigue
AFTER EVENT	Continue Drumbeat & Inspire Action	Extend the impact of the campaign after the moment by amplifying through trending creator led content with Pulse	Use creator-led ads to continue the drumbeat after the moment to extend the campaign's impact

**Thank
You**