

The Roundup

A collection of brand success on TikTok

Issue I

**Creator-Led
Campaigns**





A new generation of storytellers is pushing the boundaries of creativity, entertainment and advertising.

TikTok creators are blurring the line between business and consumer with rich and resonant content that weaves in brands like we haven't seen before.

Brands that partner with creators build instant credibility with our community, allowing them to show up in new ways that feel totally fun, natural and real. The result isn't just powerful performance, but a newfound trust and affinity by our passionate community that wants to actively lift brands to the forefront of culture.

We'll take you through five brand campaigns that drove strong impact by empowering creators to do what they do best: make entertaining TikToks that fuel engagement and inspire action. **Collapse** ▲



Vessi



THE BRIEF

Vessi, a DTC retailer known for their stylish waterproof sneakers, had already run paid campaigns on TikTok. Now they wanted to test the power of platform creators with a conversion-focused campaign to boost sales.

WORKING WITH CREATORS

Vessi partnered with Kris Collins (@kallmekris), a Canadian TikTok star who's amassed over 36 million followers and 1.5 billion likes from her hilarious videos. Vessi handed creative reins to Kris, who shot a playful story centered around Vessi's waterproof sneakers. Vessi amplified Kris's TikTok with Spark Ads, a native ad format that lets brands boost organic or creator content as a TopView or In-Feed Ad.

THE IMPACT

Compared to Vessi's TikTok ads that didn't feature creators, Kris's creative drove:

2x+
higher ROAS

59%
lower cost per purchase

38%
lower cost per click

TikTok has provided immense value to our brand. Not only from a performance standpoint, where we are seeing very positive ROI, but also by connecting us to our audience in a very unique way. Connecting organic growth through partnerships with amazing creators and a well-targeted ad strategy has been fundamental to our growth.

— Gabriel Scaglia Dias, Director of Growth at Vessi

CREATOR SPOTLIGHT



Kris Collins

Kris Collins (@kallmekris) rose to TikTok fame for her hilarious short sketches, which typically feature her playing different comedic characters within the same video. As one of TikTok's most popular creators, Kris has amassed over 36 million followers with 1.5 billion likes on her content.

As a result, brands are reaching out to Kris, excited to partner with her to elevate the way they tell compelling stories to TikTok audiences.

Kris has teamed up with Vessi, Amazon Prime, Pantene and Public to promote their products through Kris's unique creative voice — with fun and lighthearted sketch videos that resonate first and foremost as entertainment, and can easily pass as organic TikToks. These partnerships are clearly working, given the strong performance of Kris's ads and the fact that brand deals keep coming her way!

Hershey's Cookies 'N' Creme



THE BRIEF

Hershey's Cookies 'N' Creme came to TikTok to let people know their iconic candy bar is now packed with more cookie bits. They also wanted to establish a culturally relevant profile to drive deeper affinity with Gen Z.

WORKING WITH CREATORS

The brand partnered with diverse creators who were asked to promote Hershey's Cookies 'N' Creme Candy Bar in ways that would feel most natural to their storytelling styles. [Julian Bass](#) and [Pedro Rosa](#) used awesome visual effects, [Marissa Gulley](#) leaned into seamless camera transitions, and [Kevin Safulko](#) narrated an ultra-short story while making use of quick cuts and close-ups. Hershey's Cookies 'N' Creme ran each creator's TikTok as an In-Feed Ad through TikTok Ads Manager.

THE IMPACT

13M

video views

+32.8%

lift in ad recall

+4.9%

lift in preference

Source: Kantar, Time Well Spent Research, March 2021

Source: TikTok Marketing Science US, Understanding TikTok's Impact on Culture Custom Research 2021, conducted by Flamingo

Creators bring immediate credibility to brands on TikTok, fueling product discovery and purchase.

42%

of users discover new products from creators' brand-sponsored TikToks.

33%

of Gen Z users have researched or purchased a product after seeing a creator review it on TikTok.

66%

of users like when brands sponsor creators to show off their products.

Little Caesars



@the.mcfarlands

THE BRIEF

Little Caesars wanted to drive paid awareness for their new Stuffed Crazy Bread, while building out a strong TikTok presence.

WORKING WITH CREATORS

Little Caesars partnered with 13 creators, including Olympic gold medalist Gabby Douglas and breakout TikTok stars Nathan Davis Jr. and the McFarlands. Each creator was asked to make a TikTok interpreting how they #GoCrazy after trying out Little Caesars' new Stuffed Crazy Bread. [Gabby](#) showed off an amazing gymnast stunt, [Dan McFarland](#) went crazy with a back flip, and [Nathan](#) hit those high vocal notes with his mom. Little Caesars used Spark Ads to amplify each creator's TikTok.

THE IMPACT

65M

views

70%

viewthrough rate

92%

increase in followers

Pro Tip!

TikTok creators know how to build niche and varied fanbases across the platform. By partnering with diverse creators, brands ensure their message is seen and heard by equally diverse communities.

CREATOR SPOTLIGHT

★ The ★
McFarlands

The McFarlands are one of TikTok's most wholesomely hilarious families. Regularly featuring dad Dan and sons Colin and Dylan, McFarland TikToks range from building off trending dances to time traveling with old letterman jackets to "sheeshing" at the Kentucky Derby.

The McFarlands struck a chord with the TikTok community for their authentic, silly and feel-good short videos.

But they're not just a machine for consistent organic virality; since 2020 they've partnered with Little Caesars, Oreo, GrubHub and Amazon to tell those brands' stories McFarland-style, which is clearly resonating with audiences across TikTok and driving impact for their partner brands.



“

If you told us a year ago that we'd be here, we'd have said you're nuts. But brands are reaching out to us and saying, 'We love what you guys are doing. We want to partner with you and have you guys come up with something great.'

— Dylan McFarland

Marc Jacobs Fragrances

@rickeythompson



THE IMPACT

6.8B

video views

964K

unique video
creators

+15%

lift in ad recall

THE BRIEF

Marc Jacobs Fragrances wanted to launch big on TikTok to debut their new PERFECT fragrance. The idea was a collaborative campaign that celebrates people as perfect just the way they are — through self-expression, self-love and affirmations.

WORKING WITH CREATORS

Marc Jacobs Fragrances partnered with dynamic creator Rickey Thompson for the #PerfectAsIAm Hashtag Challenge. For launch, Rickey made a Duet-able TikTok, offering exuberant words of praise while spritzing the PERFECT fragrance. The brand then ran In-Feed Ads that invited our community to Duet with Rickey's TikTok, reacting to being spritzed with PERFECT while confidently showing off their personalities. Finally, the brand worked with additional creators to kick off the Duets with Rickey, which drove a wave of views, likes and collaborative TikToks across the platform.

@sofiawylie Hashtag Challenge Duet



“

We were excited to see how our uplifting PERFECT MARC JACOBS brand message resonated with the community. TikTok allowed us to effectively reach our core audience with the #PerfectAsIAm Hashtag Challenge to generate an exceptionally high level of engagement that we have not seen on other platforms. To date, it's received over 10 billion views globally, and has inspired over 2 million video creations. This level of impact is something we look forward to recreating in future campaigns.

— Andra Mielnicki, VP Global Influencer Marketing

Invisalign®

@jonyyboy



THE BRIEF

Invisalign® came to TikTok wanting to reach new audiences and establish their Invisalign® treatment as the go-to for teeth straightening and alignment.

WORKING WITH CREATORS

The brand worked with a mix of creators to promote Invisalign® treatment to their fanbases. For direction, each creator was simply asked to make engaging TikToks that felt native to their unique voice. [@jonyyboy](#) broke the 4th wall to explain the benefits of Invisalign® and [@alexkay](#) weaved Invisalign® into an Inception-style story. Invisalign® then used Spark Ads to help each creator's video reach the broader TikTok community.

THE IMPACT

127%

increase in
clickthrough rate

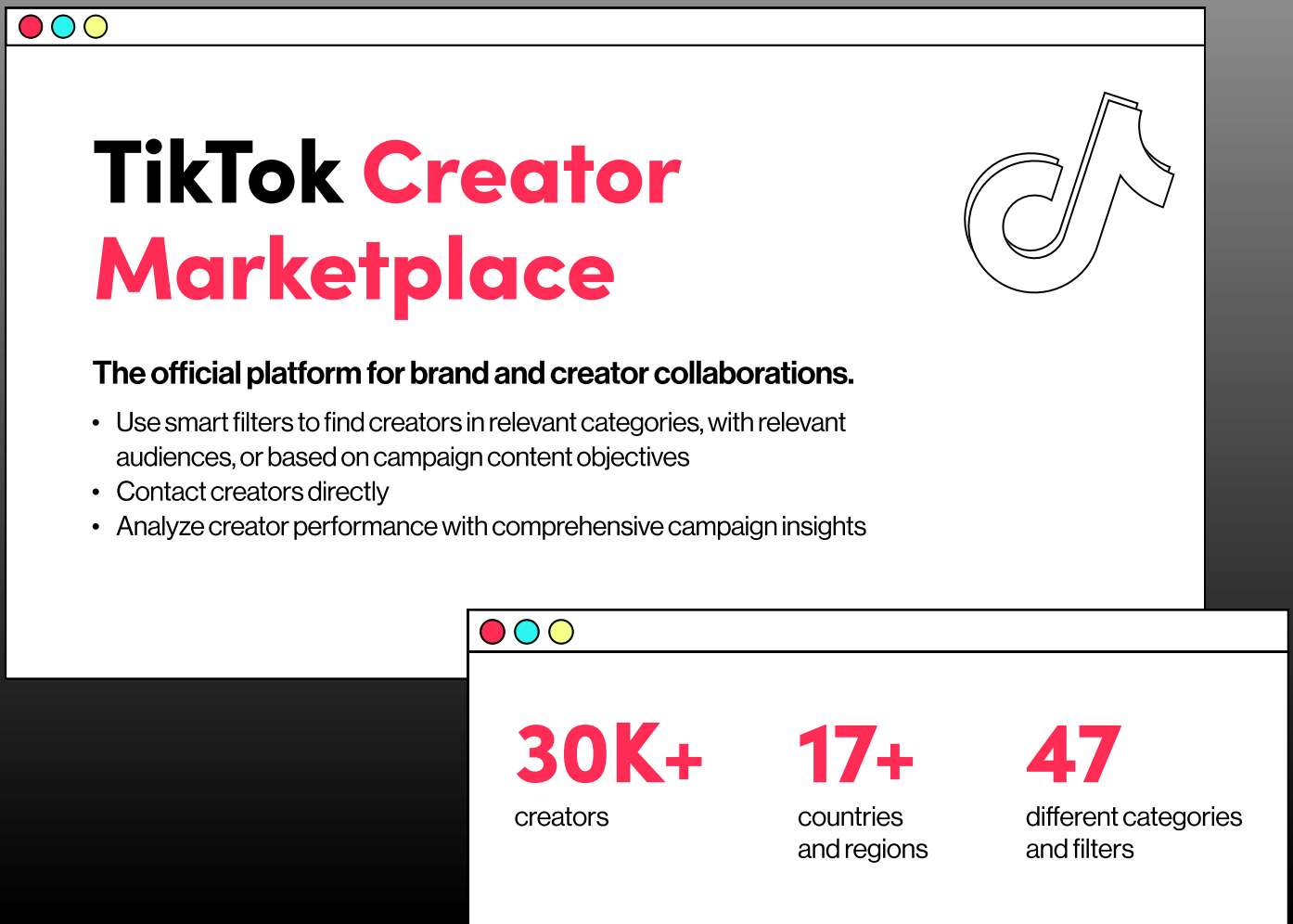
27%

more efficient cost
per unique visitor

3000%

increase in followers

Partner with TikTok creators for your next big campaign.



Get Started

