

Boost Mega Sales with Brand Ads



TikTok Product Recipes



Why drive mega sales with TikTok? It's seamless!

73%



want to have enough content in one place to help them consider with less effort¹

83%



search for products on social/entertainment platforms¹

+19%



Median purchase lift²

Why not just lower funnel?



Super competitive

It's extremely competitive during Megasales season. SEA has a 62% cart abandon rate.³ Advertisers need to build their brand via upper funnel & land point of differentiation

Why TikTok

61% purchased something directly on TikTok, or right after seeing it on TikTok⁴

Upper funnel drives GMV

Activating full funnel on TikTok drove⁵:

1.9X product views
1.2X ROAS
1.8X GMV

What are we proposing? Bundle TopView with In-Feed Ads

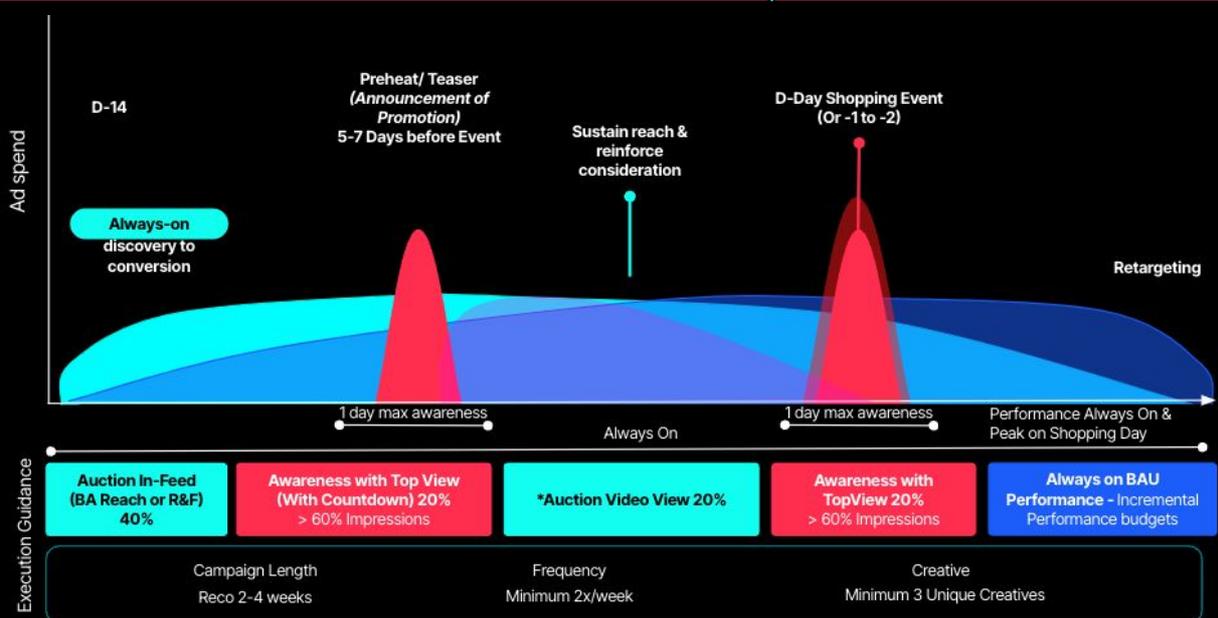
During mega sales, it's important to have a build up as you warm up your audience to your brand & products before D-Day. One of the best ways to accelerate this is with TopView; driving high SOV with a short runway. **Secret hack:** pair this with in-feed to compound the effects of your blast off!

+91%

Unique reach when you apply this bundling⁶

2X

Purchase intent⁷



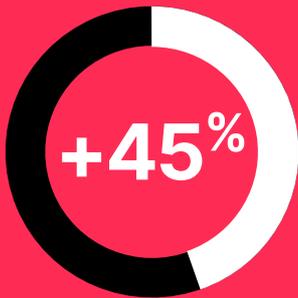
Sources: [1] Consumer research by Accenture Song, commissioned by TikTok. Conducted in ID, TH, VN, Aug 2023, [2] Internal TikTok Conversion Lift Meta Analysis, Jul 2023-May 2024, SEA, [3] <https://www.parcelmonitor.com/insights/5-best-ways-to-reduce-cart-abandonment-in-southeast-asia>, [4] TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material February 2022 (n=17,937), [5] TikTok Shop Internal Data, SEA, Jan 2023 to April 2024, versus sellers on TTS who didn't run full funnel before & during sales season, [6] APAC TopView and In-Feed Brand Ads, Better Together Meta Analysis 2022, [7] TikTok Brand Lift Study, APAC, 10.2021 - 10.2023. (brand basics)

Case study

Don't take our word for it, let's learn from how other brands applied this strategy.



The Result



Incremental GMV



CVR lift for those primed with brand ads

Vietnam

Oriskin

TheMenco, a men's skincare brand from Vietnam (part of Oriskin group) wanted to introduce the effectivity and simplicity of getting clear skin only by using their serum. They decided to test impact of introducing upper funnel ads on ROAS and GMV.



The Solution

Upper Funnel for demand:

In feed focused view

Lower Funnel:

Video Shopping Ads

The Strategy

1. LAUNCH: they ran a branding campaign to prime the audience and announce the product launch via driving product benefits.

2. RETARGET & CONVERT : Based on engaged users from the focused view activities, the brand then retargeted engaged users with further education messages followed by VSA to convert these warmed up consumers.

Launch your product with TikTok



TikTok Product Recipes



Why launch your product on TikTok?

REACH

Reach your desired target audience groups here on our platform. Globally we're >1B and here in SEA, we're seeing >325M¹ monthly active users.



RELEVANCE

People today are so busy - they spend more than ¾ of everyday sleeping and working.

Yet we're #1 in timespend! ²In SEA, people come here for the duration of a full movie everyday.



RESULTS

We're driving that full funnel impact you need for a product launch! Enjoy 2X ROAS on TikTok vs all other media averages³



That's it? Um, nooooo



#1 in discovery⁴

If you've got a new product, getting discovered through the clutter is half the battle won!

#1 in attention⁵

From the POV of both consumers & advertisers, says Kantar Media reactions 2023

#1 ad equity⁵

Among video platforms, says Kantar Media reactions 2023

What are we proposing? Bundle TopView with In-Feed Ads

Our magic flows right through our FYP. As such, always use core In-Feed Ads to drive your campaign objectives. BUT - pair this with TopViews to accelerate to a peak share of voice, all achieved at double quick time.

+16.7%

Ad recall when you bundle infeed & TopView⁶

+6.3%

Awareness when you bundle infeed & TopView⁶

High Impact Launch

Maximize awareness and create buzz

Engaged Views

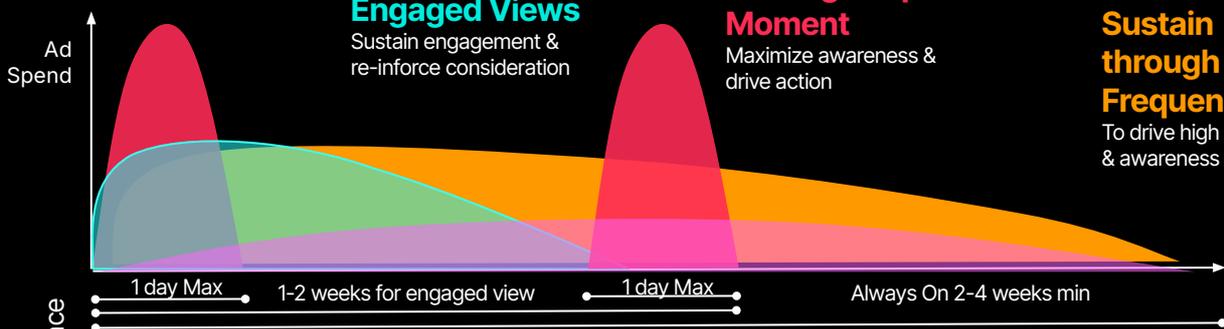
Sustain engagement & re-inforce consideration

2nd High Impact Moment

Maximize awareness & drive action

Sustain through Frequency

To drive high Brand recall & awareness



Execution Guidance

TopView (30% budget) At least 50-60% Impressions	Auction Video View (10% budget)	TopView (30% budget) At least 50-60% Impressions	Brand Auction Reach 30% budget	Performance Spends Always On-Incremental budgets
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Campaign Length Minimum 3-5 weeks	Frequency Minimum 2x/week	Creative Minimum 3 Unique Creatives
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Sources: [1] <https://newsroom.tiktok.com/en-sg/sea-socioeconomic-impact-report-launch-event>, [2] data.ai average time spent, indexed (TikTok) based on 100(Android Only), Apr 2024 [3] Nielsen MMX Meta 2023, based on TH & ID, [4] TikTok commissioned study conducted by Kantar Profile on shopping behaviours during shopping seasons among n=3647 TikTok users and non-users in APAC, 2024, [5] Kantar Media Reactions 2023, [6] APAC TopView and In-Feed Brand Ads, Better Together Meta Analysis 2022

Case study

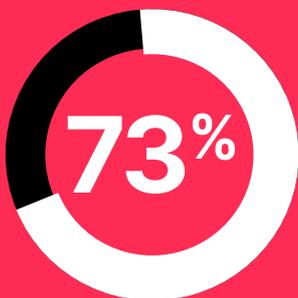
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The Result



Incremental reach, *On top of TV* among core audience (18-24)



Brand association, *Share of contribution in driving Maybelline's modern / fashionable image*

+51% *Share of contribution in driving consideration / purchase intent*

TH

Maybelline Fit Me Foundation launched with TikTok with 44% SoW

A Cross Media Study was conducted to measure the reach and impact throughout the 13 weeks of campaign period, comparing the effectiveness and efficiency of TikTok in driving brand impact vs. TV and other digital during their product launch period.



The Solution

- TopView
- Reach & Frequency In-Feed
- Brand Auction In-Feed
- Branded Mission & Branded Effect

The Outcome

- TikTok saw **highest incremental reach** over television
- TikTok was the **predominant driver to influence consumers to consider and purchase** the Maybelline product, while keeping cost per impact low
- TikTok delivered the highest total number of impressions and the **biggest share of brand Impact**

Brand Building During Calendar Moments

TikTok Product Recipes



Why tap on TikTok for calendar moments?

TikTok is the place to build your brand - and the #1 media platform on ad equity. (Kantar Media Reactions 2024)

Drive Discovery & Purchase



TikTok users are 48% more likely to discover new products and purchase them on TikTok¹

Drive Online to Offline impact.



50% of TikTok users who discovered a product on TikTok visited a store that sells the item²

Capture holiday spending Intent.

TikTok users plan to spend 2.4x more on gift shopping this year in APAC³



Build your brand all year round!



Q1

New Year

Lunar New Year, Tet, Seollal, Hari Raya

#LuotTetThanhThoi
986k posts

Q2

Summer

Songkran, Back to school season

#Summer has
44.5 million posts

Q3

Mega Sales

Start of Mega Sales season with 9.9

#Unboxing has over
11 million posts

Q4

Christmas

The most wonderful time of the year

#Christmas has over
26 million posts

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+16.7%

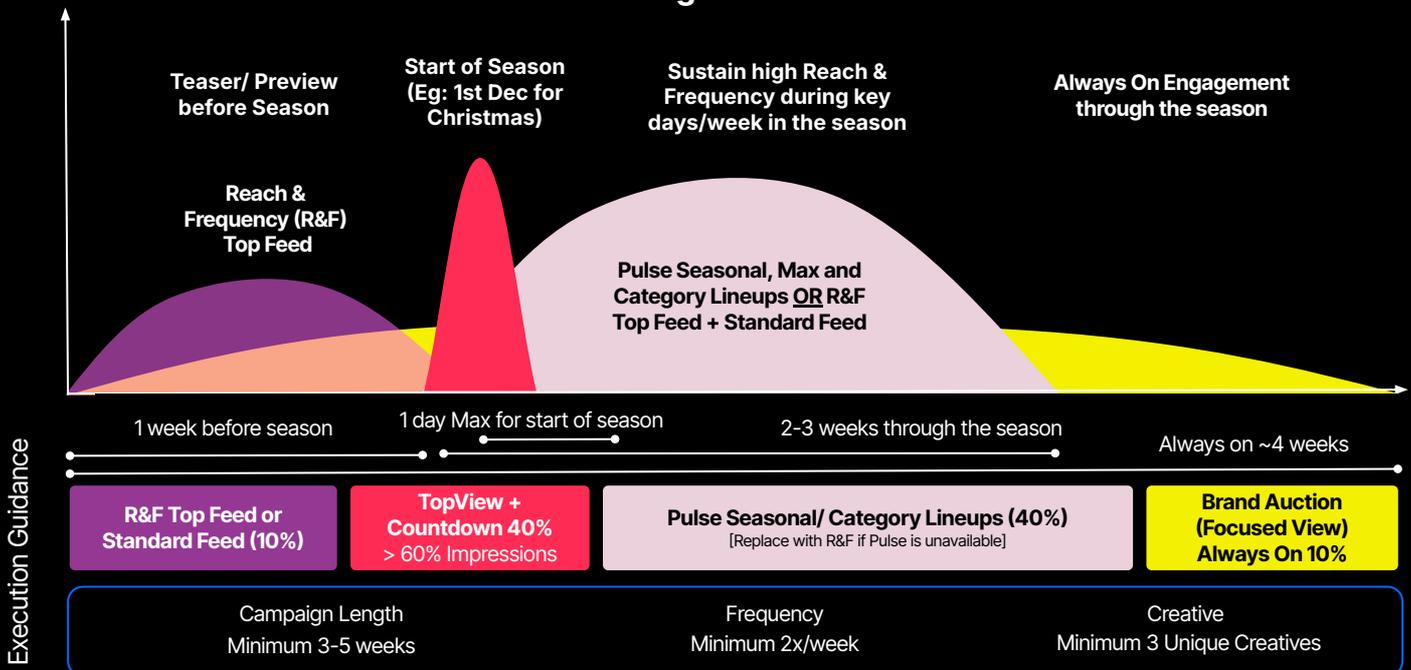


Ad recall when you bundle infeed & TopView⁴



Ad Spend

Media Flight Recommendation



Case study

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The Result

+8%

Ad recall
(2x norms)

+2.7%

Association
(2x norms)

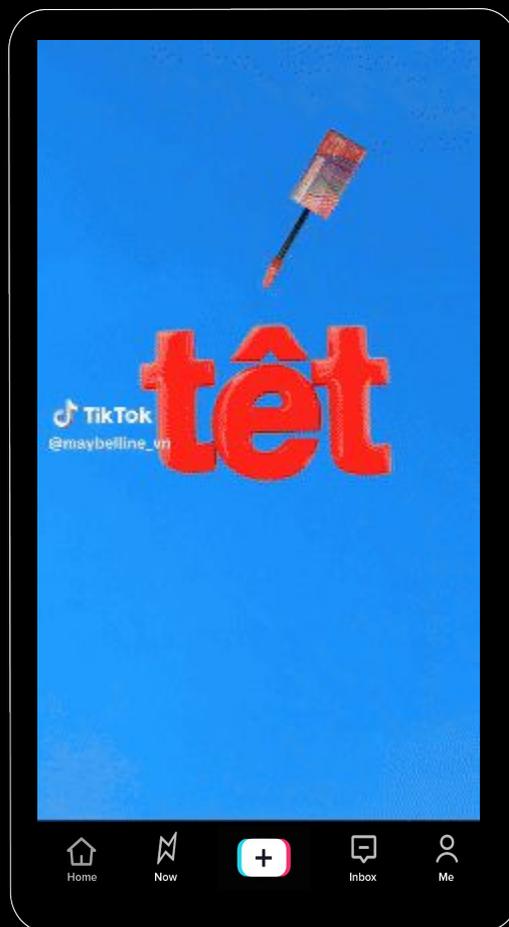
+2.2%

Intent
(5.5x norms)

VN

How Maybelline VN took center stage during Tet

Maybelline set out to make a mark during Tet, aiming to capture attention and establish itself as the leading beauty brand for the festive season. To drive excitement and engagement, they integrated Vietnamese alphabets with their trademark red lipstick, creating a campaign that resonated with the holiday spirit. This bold move positioned Maybelline at the center of the conversation, sparking interest among beauty enthusiasts across the region.



The Solution

The brand leveraged multiple products:

- Brand Auction In Feed ads
- Reach & Frequency ads

To sustain excitement and buzz for the campaign, the brand ran R&F ads for 4 weeks. They also recut and remixed existing brand assets for TikTok with highly engaging visuals, transitions, catchy beats, and featured trendy ambassadors.