TikTok

Show Up Where the Show Is

With TikTok’s High-Impact Ad Formats

Big moments.
Lasting brand impact.

How do you reach the right people?

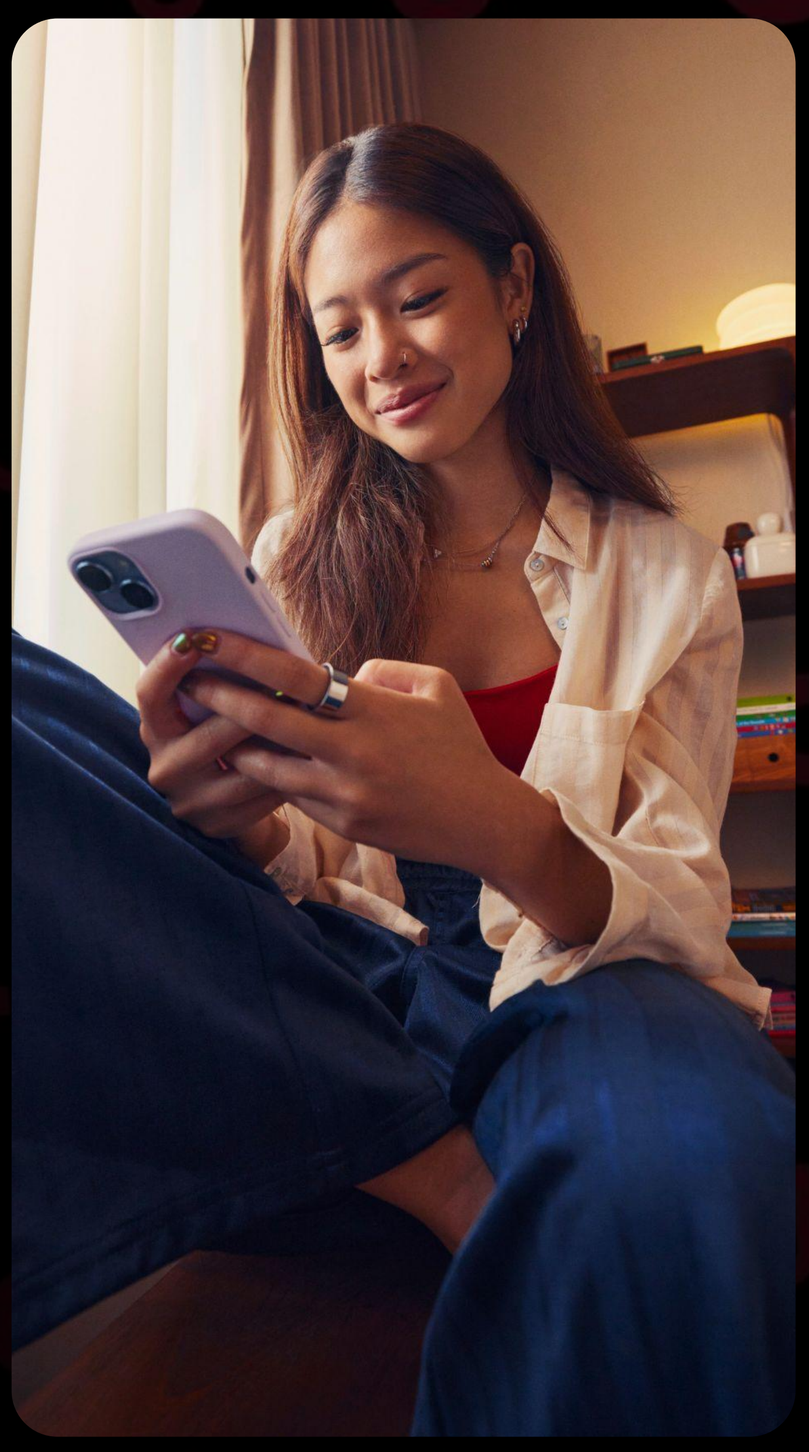
Audiences are engaging on TikTok with remarkable frequency, drawn by a viewing experience that feels dynamic, personalized, and culturally immediate. The platform's influence is visible not only in sheer numbers, but in how broader culture has taken so much shape around it.

That influence is being reinforced by the continued expansion of content across TikTok.

Premium publisher videos, mini dramas, major cultural moments, live experiences, and high-profile partnerships are increasingly defining the viewing experience on TikTok. What began as a simple short-form environment is evolving into a fully realized video platform.

For brands, TikTok now stands as the place capable of delivering the scale, attention, and presence that define modern brand-building.

Now it's time to take your seat… the show is about to start!



This playbook explores how TikTok **Pulse Suite** and **TopView** can help your brand show up during big cultural moments—like the holidays or championship games—and make a lasting impression.

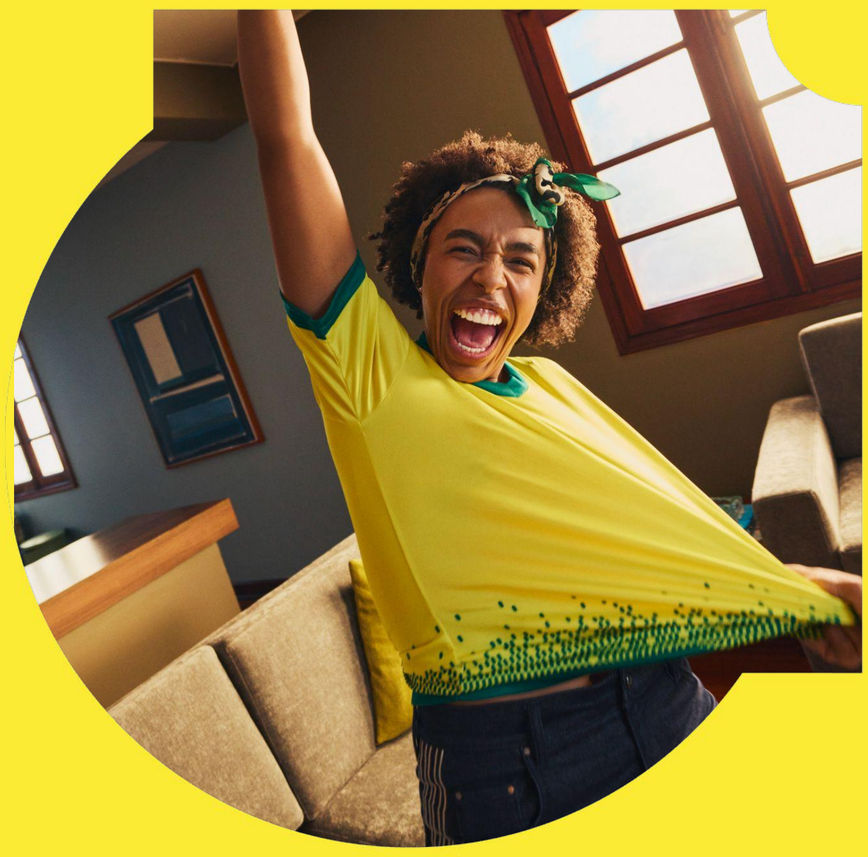
From holiday celebrations to game-day conversations, your brand's biggest moments come to life on TikTok.

42% of consumers track moments daily through short-form video.[1]

#1 TikTok is the #1 platform users visit to discover upcoming brand and cultural moments.[2]

1. TikTok Marketing Science Global, The TikTok Blueprint for Tentpole Success 2024, conducted by Magna
2. TikTok Marketing Science, TikTok is the Home for Moments, conducted by EyeSee, February 2025

Center of Attention



A place for brands to connect with audiences around holiday celebrations, game-day conversations, and the culture in between

More than 200 million

monthly active users in the U.S.

In the first two months of 2026

+29% **views YoY** (compared to the same period in 2025)

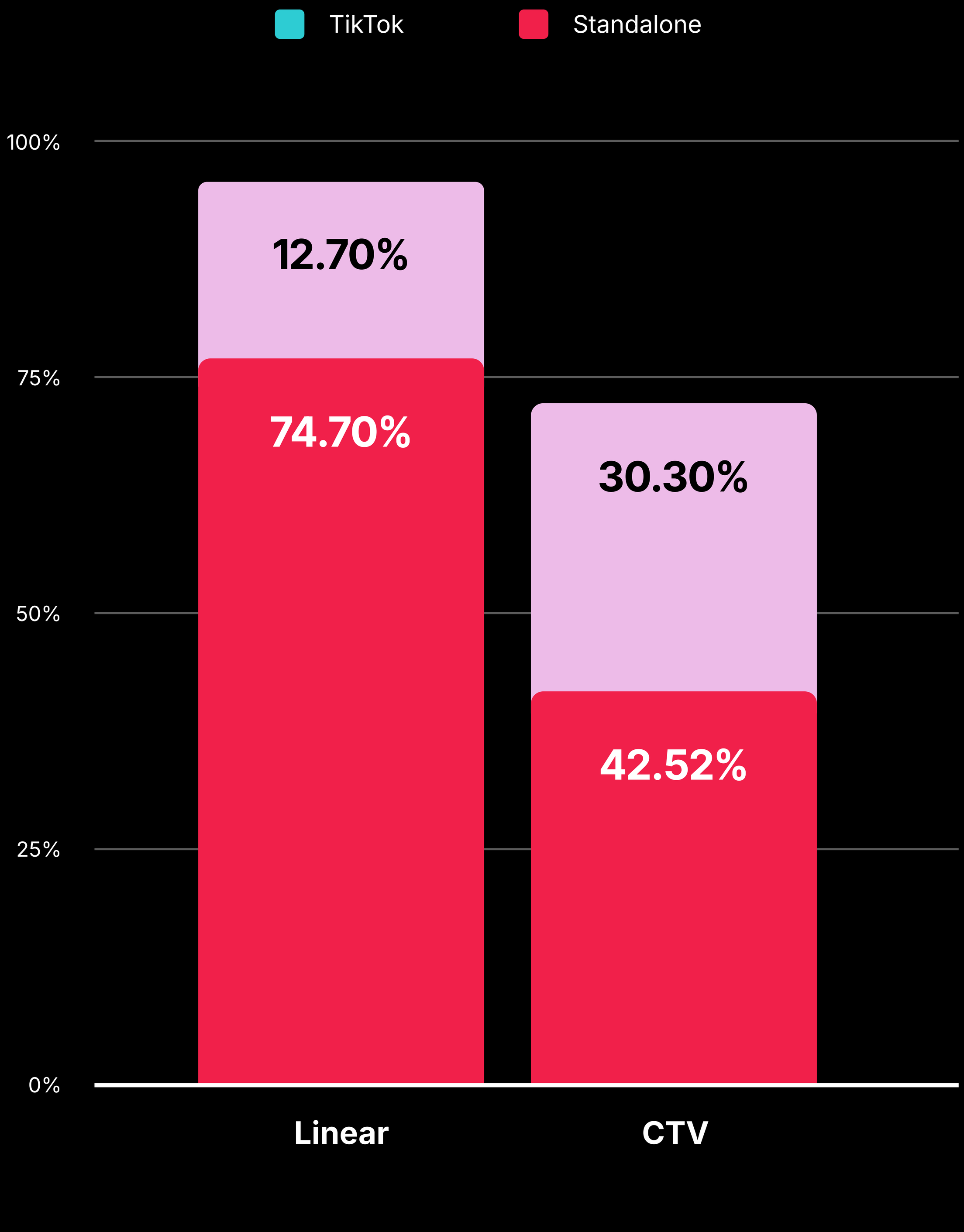
In the first two months of 2026

+76% **Videos posted YoY** (compared to the same period in 2025)

TikTok Internal Data, US, January 2025 to February 2026

TikTok reaches audiences you won't find on other video platforms.

TikTok adds double-digit exclusive reach to both linear and CTV platforms for 18-44 year olds



Nielsen Media Impact, Total Universe, Digital, CTV & Linear (Broadcast & Cable based on ad supported content), 6/1/24-6/30/24, P18-14 Total Reach

When the Moment Moves to TikTok

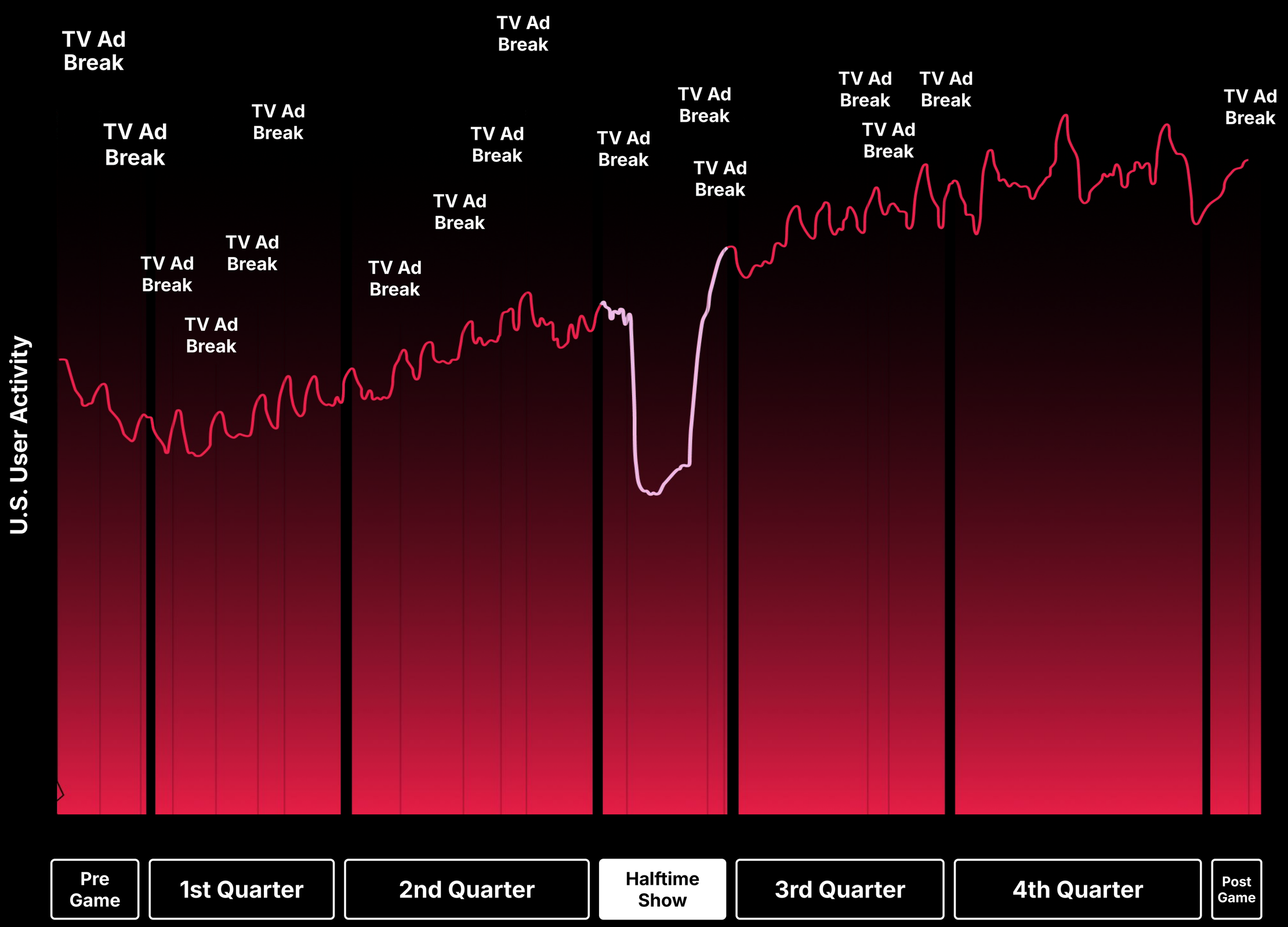
A championship game. A holiday. A product launch. The event may happen elsewhere, but the conversation continues on TikTok through highlights, reactions, and fresh perspectives.

For brands, this creates an opportunity to become part of how audiences experience the moment and build brand memory beyond it.

The Big Game's Other Arena

During the Big Game, TikTok engagement surged after halftime and repeatedly spiked during TV commercial breaks. When the action paused, audiences turned to TikTok for reactions, highlights, and commentary.

TikTok activity during The Big Game



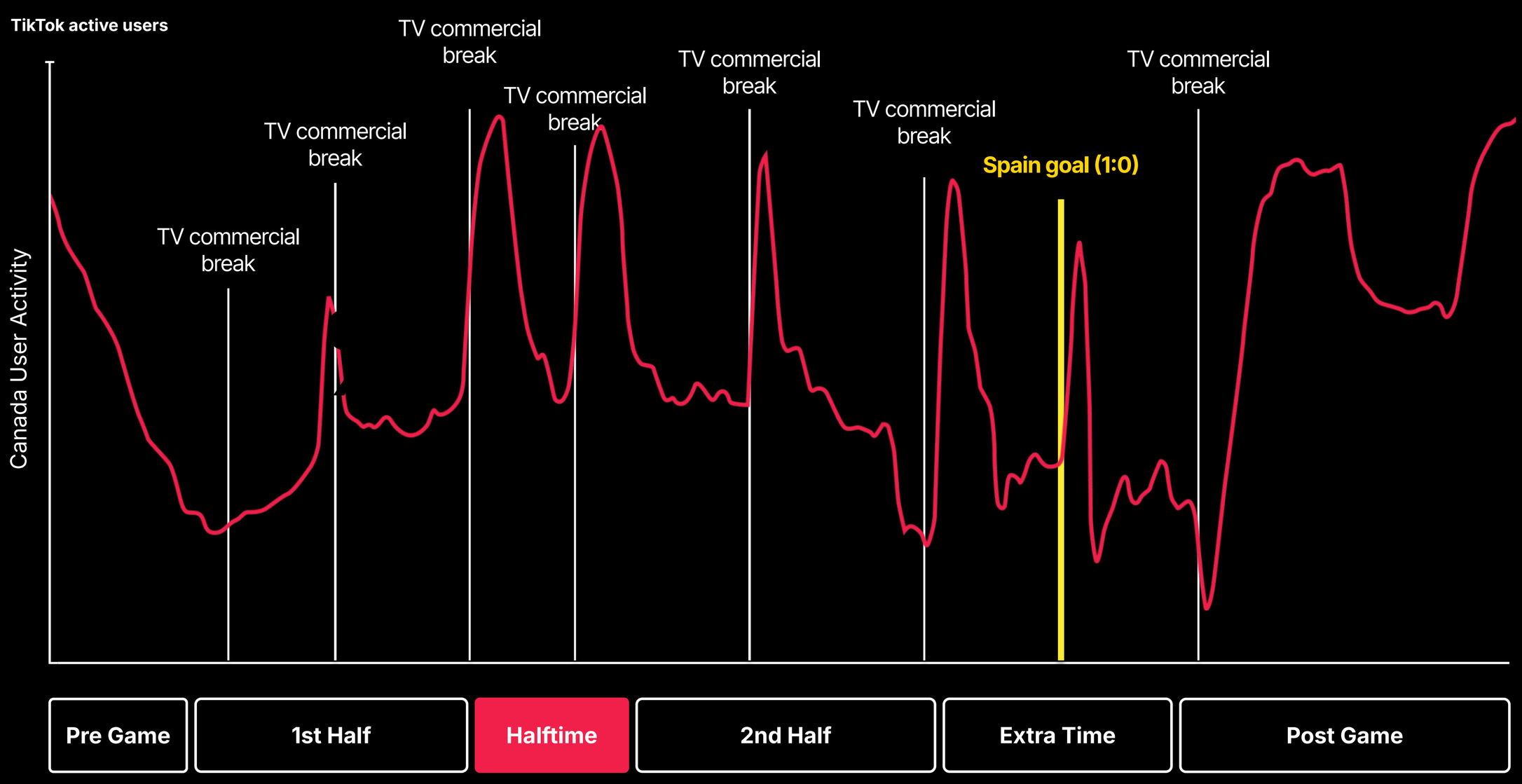
TikTok Internal Data (US), February 8th 2026 6:40 p.m. to 10:28 p.m

FIFA World Cup 2026™

During the 2026 FIFA World Cup Final, TikTok saw user activity and engagement rise above benchmark levels at the moments that mattered most. Our viewers clearly treated TikTok as their go-to second screen—commercial breaks consistently drove spikes in activity, and following key match moments like Spain's goal, engagement lifted against a flat benchmark over the same response window.

Where the crowd goes wild

Brands that added TikTok to their FIFA World Cup campaigns significantly increased total campaign reach over linear TV alone.



TikTok Internal Data (US), February 8th 2026 6:40 p.m. to 10:28 p.m

Pulse Suite

Put your brand alongside culturally relevant content with TikTok Pulse Suite.

Pulse Premiere

Pulse Core
Seasonal and Custom options

Unlock net-new audiences you would otherwise miss with guaranteed cultural adjacency

56%

of users reached by Pulse ads are exclusive, meaning they were not reached by your other TikTok ads during the same campaign period.[1]

1. TikTok Internal Data - Data Science. Analysis based on US campaigns from Jul-Oct 2025, n= 519.

High-Impact Brand Ads

No matter the moment...

High-Impact Brand Ads are foundational to enduring brand equity

High-impact formats drive measurable lift on key campaign metrics

Capture attention

+50%

High-impact formats deliver +50% more "Attentive Views" relative to Brand Auction and Standard In-Feed.[1]

Drive brand equity

1.5x

TikTok's high-impact formats drive 1.5× greater Brand Power* than standard formats — strengthening long-term equity through memorability, differentiation, and meaning.[2]

High-visibility formats generate up to 4x more revenue per impression

4x

Pulse drives 4x higher than Brand Auction

3x

TopView drives 3x higher than Brand Auction

Pulse Suite

TopView

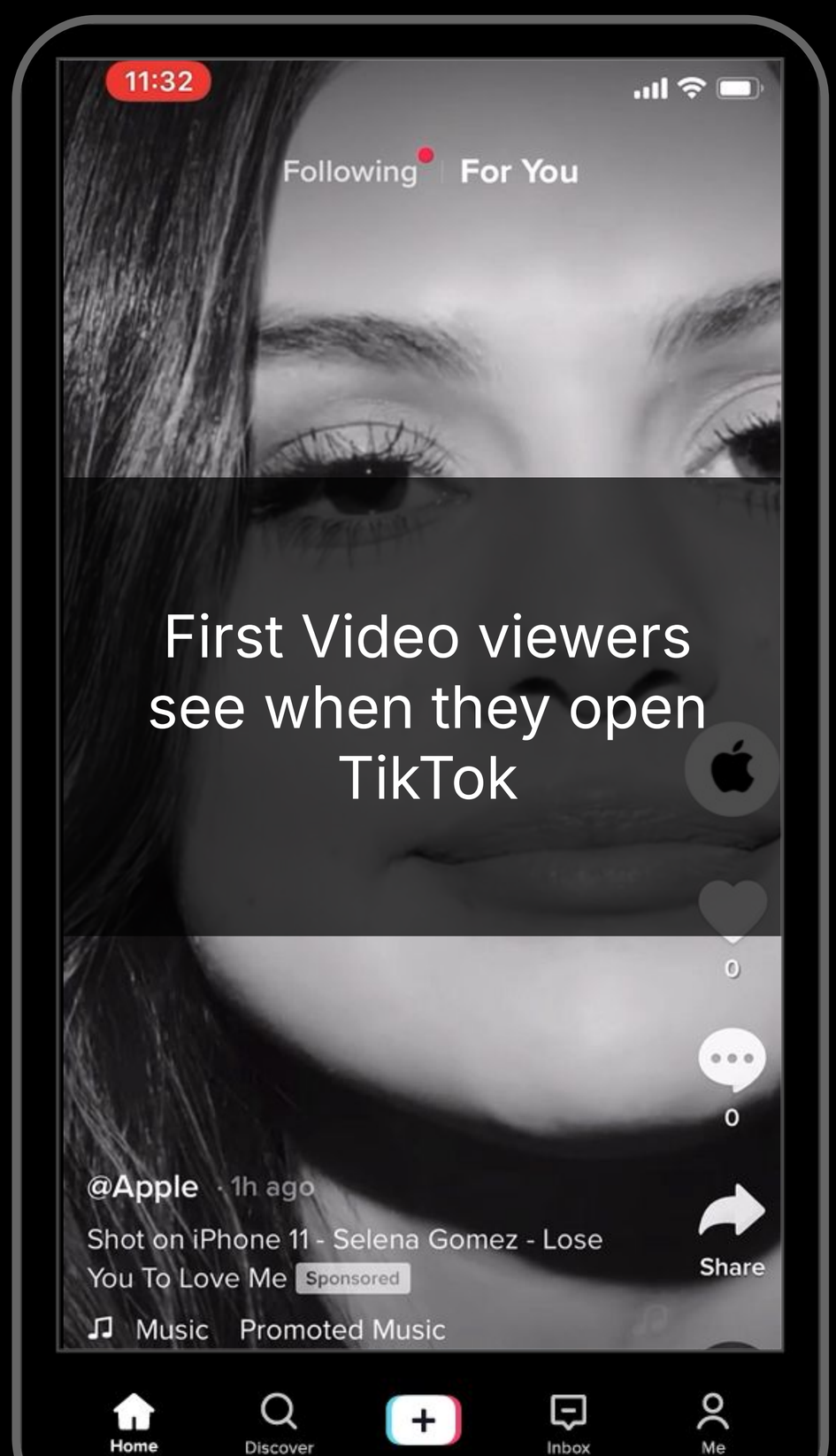
Brand Auction

1. TikTok Marketing Science, "Different Product Shades of Attentive Ratio", 2025 Internal Study
2. Kantar Context Lab, Power Score Analysis, 20 Feb – 2 Mar 2026. Brand Power is a composite of Meaningful, Different, and Salient brand perceptions, validated by Kantar as a predictor of long-term brand equity. Brand Equity reflects the intangible value and attitudes customers hold toward a brand. The control group consists of respondents not exposed to the campaign.

TopView

TopView is a video ad that is shown to users upon opening TikTok. Shown before any other TikTok video, TopView is a high-impact, full-screen, and sound-on video that showcases your brand.

The TopView experience launches with a 3-second video takeover before re-introducing the native in-feed video experience with icons and interaction elements. Following the 3-second takeover, TopView engages audiences with multiple interactions and destinations, including like, comment, share, brand account homepage visit, music page visit, and more.



Show up first and own the day

+30% Increase in Unaided Recall[1]

+40% Lift in incremental unique reach to the combined TikTok+TV campaign with Pulse[2]

1. PG Magna/TikTok Blueprint for TikTok Events, Dec. 2024.
2. Nielsen ONE Ads US, 2024-2025 (N=91), Incremental Reach expressed as TikTok Unique Reach / (TV unique reach + overlap)

Target

Retail

The Challenge

Target wanted to establish Circle Deal Days as a destination shopping moment on TikTok, building awareness ahead of each sale and driving engagement, traffic, and sales throughout the promotional window.

The Shift

They combined TopView with immersive discovery experiences and performance media to:

- Build awareness and consideration with TopView, Product Highlights, and In-Feed Ads
- Expand reach with TopReach and help shoppers explore deals through a Branded Search Hub
- Connect discovery to shopping intent with Smart+ Catalog Ads, supported by authentic creator-led content

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The Results

Target's integrated TikTok strategy, including TopView, generated **700M+ impressions** and **11M** clicks across two Circle Deal Days campaigns.

The June campaign also achieved an **8x improvement in Omni Conversion Lift** compared with the previous sale, with increased lower-funnel investment contributing to the improvement.

Results reflect the broader product mix.

Read the full case study here.

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