

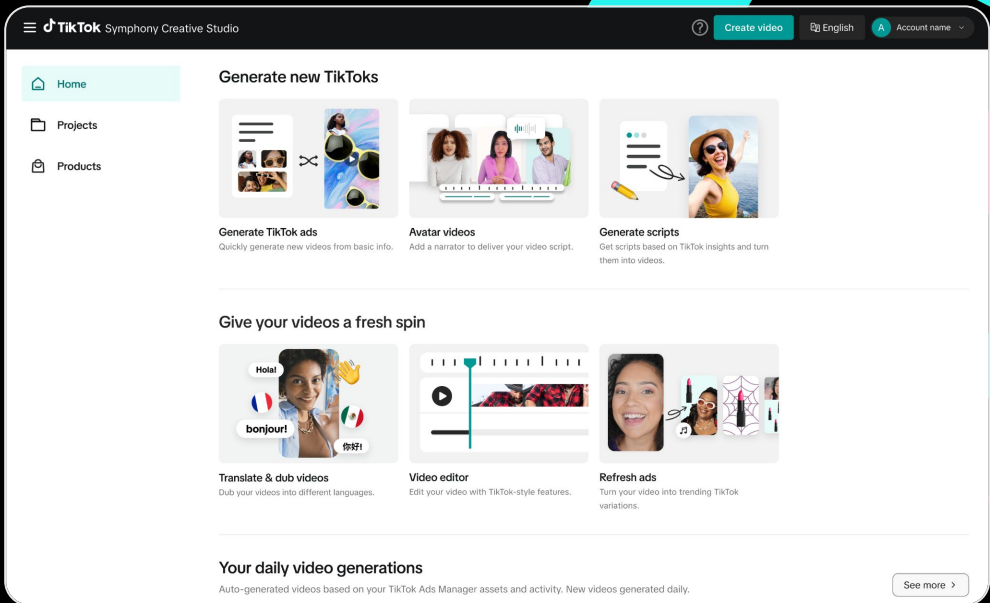


Create TikTok-fit content with Symphony Creative Studio

Symphony Creative Studio is an AI-powered video generator that creates TikTok-fit content in minutes.

Symphony Creative Studio can help with:

- Simplifying the creative production process
- Bridging the gap between ideation & production
- Creating TikTok content quickly
- Personalizing content for your audiences



Symphony Creative Studio use cases

Localizing Videos

Localize your existing videos into multiple languages by using translation and dubbing capabilities.

Quick Turnaround Creation

Symphony Creative Studio's simple editing tools make it easy to create TikToks effortlessly, regardless of expertise.

Sparking Script Ideas

Not sure what to say on TikTok about your brand or product? Use Creative Studio to spark ideas for your next video.

Adding On-Screen Narration

Add a digital avatar to narrate your video script and tell your brand story with a full range of customizable options.

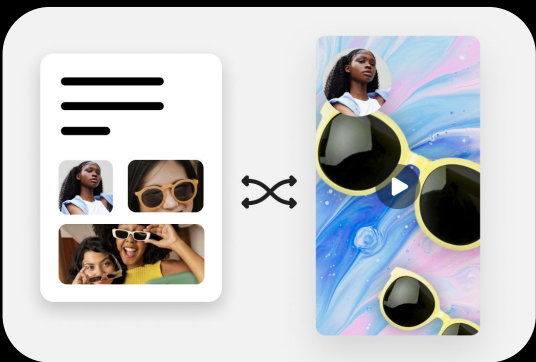
Make TikTok-fit Content

Focused on TikTok's unique content style, trends and aesthetic, Creative Studio helps generate and transform your existing assets into fit-for-platform outcomes.

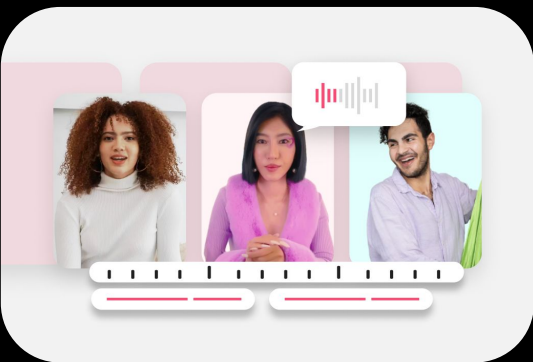
Create Content Variety

Quickly automate and personalize content for diverse segments, streamlining content workflows.

Meet the features



Generate TikTok ads
Quickly generate new videos from basic info.



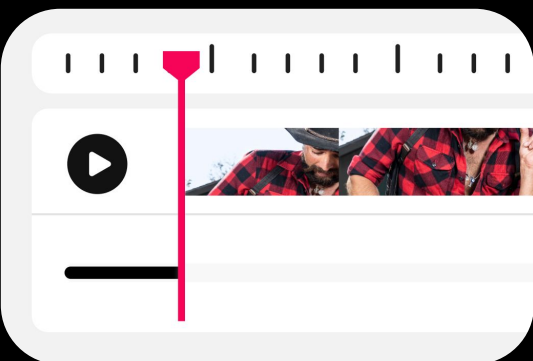
Avatar videos
Add a narrator to deliver your video script.



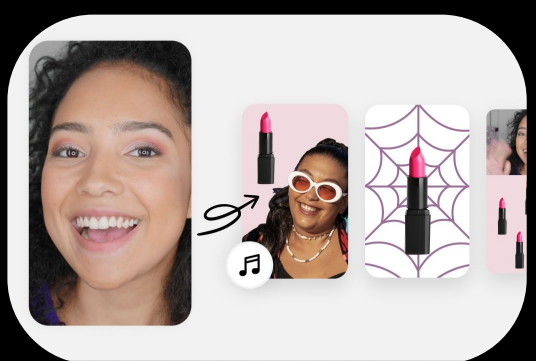
Generate scripts
Spark script ideas based on TikTok insights and turn them into videos.



Translate & dub videos
Dub your videos into different languages.



Video editor
Edit your video with TikTok-style features.



Refresh ads
Update your ad with TikTok-style variations.

Get the most out of every asset in your repertoire

[Access Creative Studio](#)



Make creative decisions with Insights Spotlight

Insights Spotlight enables advertisers, agencies, and creative partners to uncover real-time TikTok trends and audience insights to inspire content strategies.

Insights Spotlight can help with:

- Staying relevant by seeing audience interests and market shifts
- Improving impact through informed, data-backed decisions
- Enhancing your brand strategy to track sentiment
- Optimizing your resources to allocate budget and creative effectively



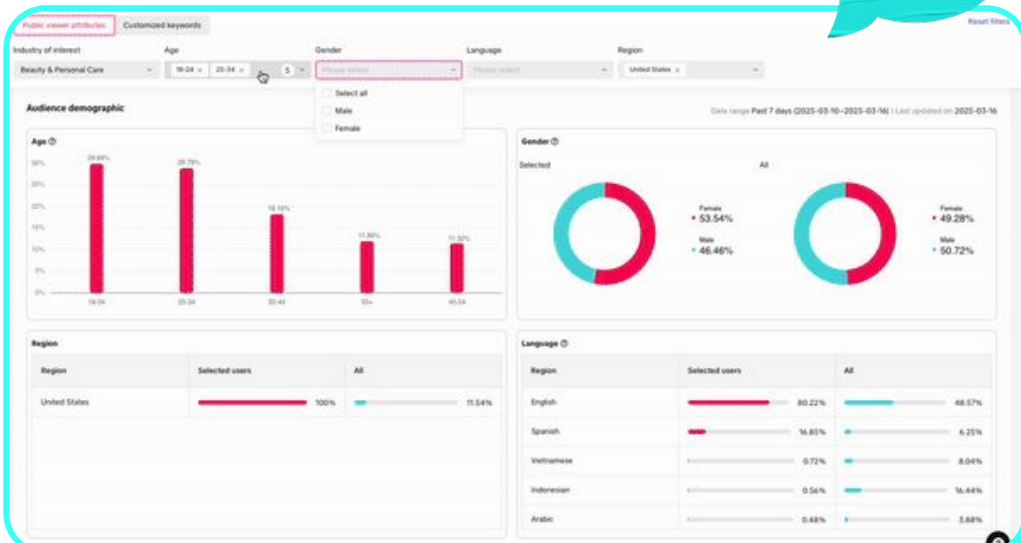
Custom Insights on Insights Spotlight

Uncover emerging trends among your audience easily, allowing you to stay ahead of the curve.

- Select your audience using demographic filters
- Spot up-and-coming creators for collaborations
- Identify trending topics, hashtags, and videos

Use Cases

- Benchmark industry trends and competitors
- Discover and react to new trends
- Dive deep into keywords to identify cross-insights



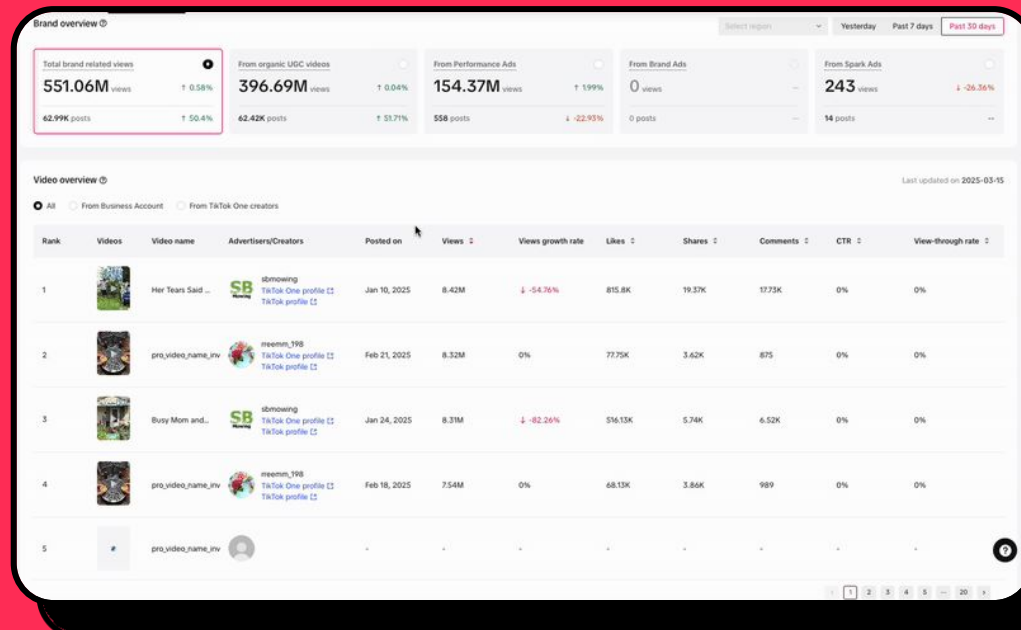
Brand Equity Analysis

Analyze your brand's perception and feedback in real-time, helping you fine-tune your approach and strengthen brand connection.

- Measure brand perception through organic UGC and paid ad analysis
- Identify top brand mentions and analyze comments

Use Cases

- Understand audience perception of your brand
- Get real-time feedback from your audience
- Identify top-performing creatives (ads and UGC)



Industry Analysis

Benchmark your performance against top industry competitors using data-driven insights on traffic, content, and audience comparisons.

- 01 Traffic Insights** on video views, engagement rates, and post performance.
- 02 Keyword Analysis** to learn about which keywords drive engagement and views for your content. Identify trending topics by highlighted keywords
- 03 Audience Insights** provides detailed overviews of your audience's demographic, interest, and engagement patterns



Drive results and impact with Insights
Spotlight on TikTok One today

[Visit TikTok One](#)





Find and work with creators on Creator Marketplace

Creators are the culture on TikTok, and working with creators can take your campaigns to new heights. Creator Marketplace on TikTok One lets you work directly with creators globally to make branded content.

Creator Marketplace on TikTok One can:

- Help you find the right creator for your campaign
- Get a variety of content that is TikTok First
- Filter creators by demographic and vertical to help find a creator that best speaks to your audience
- Enable faster collaboration for campaigns across the full-funnel



Discover the Benefits of Creator Marketplace

- 1

Smarter creator discovery: Use advanced filters, curated highlights, or open casting calls to find creators who align with your goals—whether you want top performers or rising stars.
- 2

Tap Into Trending: Browse top-performing creator content across industries or geographies to unlock key trends and directly invite creators to your next campaign in-platform.
- 3

Flexible campaign workflows: Work your way - operate campaigns from brief to publishing or use invite links to link existing creator collaborations - it's that easy.
- 4

Actionable branded content: Add anchors to your creator videos to reach full-funnel marketing goals without interrupting a viewer's TikTok experience.
- 5


Advanced reporting & insights: Track performance across organic and paid creator content with unified analytics to unlock key insights.
- 6

Spark Ads Recommendations: Get recommendations on which branded content campaign creative will perform best as paid ads to help scale content for performance results.

Choose how you want to work with creators

Branded content with creators

- 👉 Organic traffic
- 👉 Select and pay creators directly
- 👉 No minimum ad spend




Best for branded or sponsored content. Work with any creator, with options for any budget.
Formerly TikTok Creator Marketplace

Select



Creator content at scale

- 👉 Ad creatives
- 👉 Get matched with creators
- 👉 Free creatives with minimum spend



Best for UGC ad creatives at scale. Work with creators from a curated list based on your brief. Formerly TikTok Creative Challenge

Select

Branded Content with Creators

- Collaborate directly with creators 1:1** on custom videos that authentically speak to users from the creator's account or your business account.
- Invite creators to your brief based on curated shortlists or post an open casting call
 - Negotiate and pay creators on-platform or offline - your choice
 - Unlock valuable first party reporting and insights

Creator Content at Scale

- Creator-generated content at scale**, based on ad spend, for your always-on TikTok creative strategy.
- Post a brief as an open casting call and get matched with up-and-coming creators
 - Choose how to deliver the content: ad, creator account, or business account post
 - Receive a large volume of creator content within 10-16 days

Find and work with creators today on
Creator Marketplace on TikTok One

[Visit TikTok One](#)





Find and work with creative partners on Partner Exchange

Partner Exchange is a one-stop shop that enables fast, scalable video production and delivers large volume of creative specifically for TikTok.

What do advertisers get from Partner Exchange?



- 1 **Easily connect** with TikTok's network of trusted creative partners who specialize in producing top-performing TikTok videos, ensuring quality content for your campaigns.
- 2 **Leverage a standardized content creation process** designed for efficiency, enabling the production of high-volume TikTok videos with rapid turnaround times.
- 3 **Manage the entire creative production lifecycle in one place** — from sourcing and contracting creative partners to communication, content delivery, campaign launch, and performance tracking.

- 1 **Implement a standardized workflow** that facilitates the creation of high-volume TikTok videos with quick turnaround times, ensuring efficiency without compromising quality.
- 2 **Access a centralized platform** where advertisers and partners can seamlessly manage the entire creative process — from sourcing talent and contracting to communication, content delivery, and performance tracking.
- 3 **Gain valuable creative insights** by accessing campaign performance data (with advertisers' consent), empowering you to refine and elevate your content strategies for better results.

What do partners get from Partner Exchange?

Standard packages: VCP	Standard packages: CLP	Custom packages (VCP & CLP)
Packages that offer studio creatives with/without talent	Packages that offer creator-led content production	Offers both branded content & creative ads production
Pre-configured packages unique to each region offering creative ads production. Advertisers may go for Net New production, or repurposing existing assets for TikTok	Pre-configured packages unique to each region offering branded content production.	Custom briefing template allowing tailor made briefs suitable to any campaign needs

Get in on the fun and check out Partner Exchange yourself

[Visit TikTok One](#)





Maximize your positive word-of-mouth with Content Suite

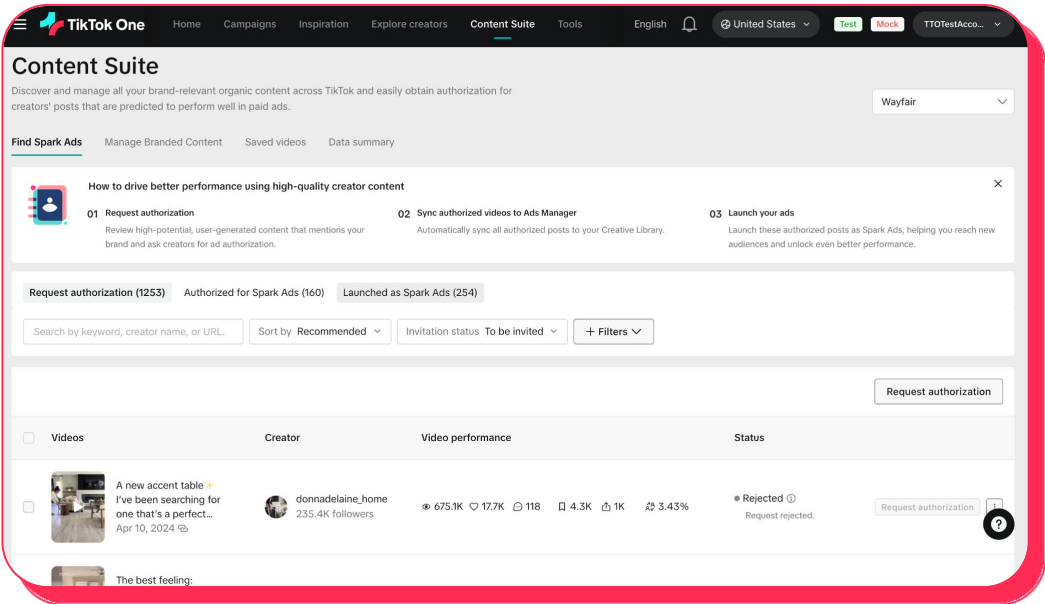
Unlock the fastest way to turn TikTok UGC into high-performing ads at scale, powered by AI to drive smarter creator content selection, helping you predict ad potential and activate top-performing creatives using organic signals + content understanding.

Content Suite can:

- Amplify brand-mentioned content and unlock smarter marketing.
- Enable faster activation from trends and other customer insights
- Discover creator marketing and what your audience is saying about your brand



Key Features of Content Suite



- 1 Smart UGC discovery, ranked by ad potential**
via AI-recognized speech/text/video, pre-filtered & ranked by eCPM using historical TikTok ads data
- 2 Simplified Spark authorization + activation**
Leveraging 1-click creator authorization and auto-sync to TikTok Ads Manager for campaign build
- 3 Full-funnel insights on brand & asset performance**
Unlock access to comprehensive organic and TikTok audience insights for your brand

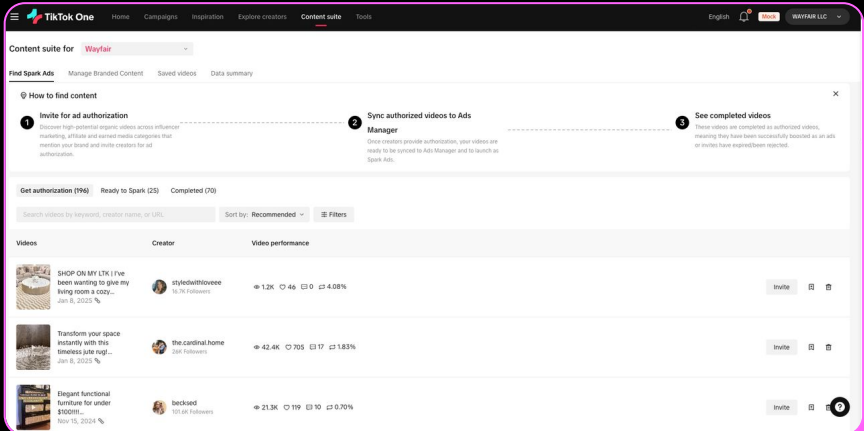
Use Content Suite to...

Spark Ads

Find & activate organic videos. Discover UGC videos that mention your brand auto-populated & activate with 1-click Spark Ad authorization* for paid usage!

**Default 365 days of authorization*

Available via TTO & TTAM

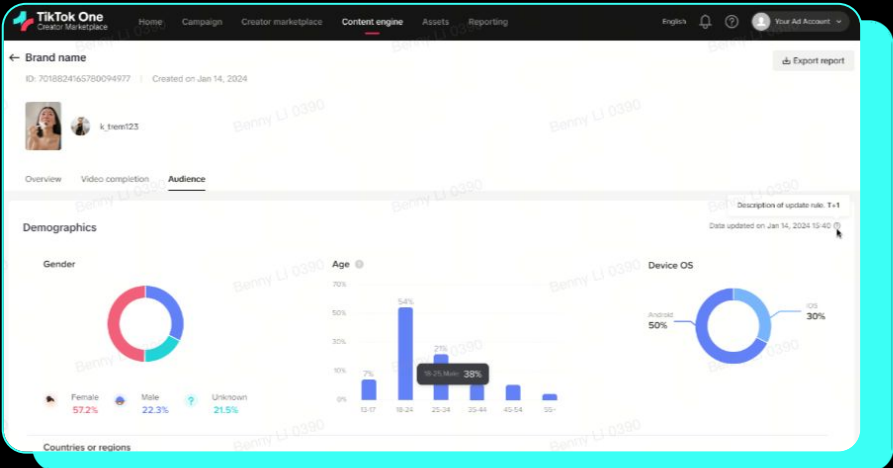


Branded Content

Aggregate all branded content videos in one place. Ask creators to tag you as a brand partner via the Content Disclosure Setting* on their posts to unlock asset-level reporting!

**Brand Partner tag for creators in Beta - default 60 days of authorization*

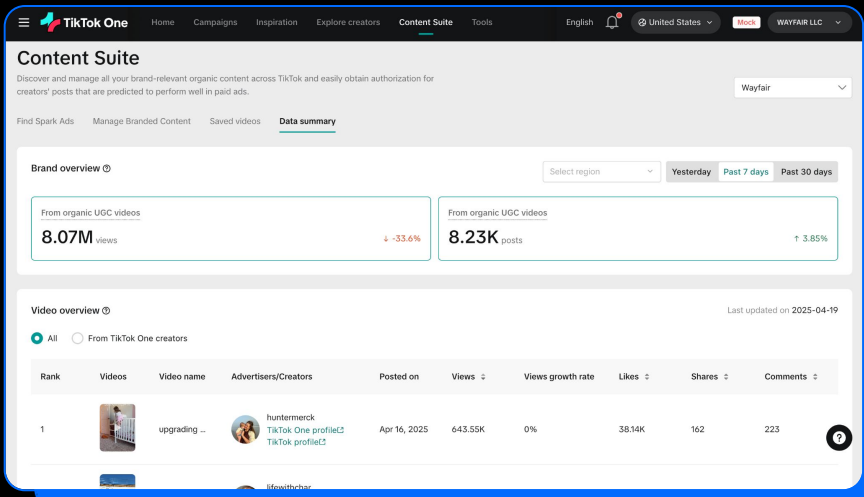
Available via TTO only



Organic Insights

Stay close to organic brand conversations. Unlock a comprehensive overview of all organic posts, views, and keywords related to your brand from - along with valuable audience demographics & other organic TikTok insights.

Available via TTO only



Drive results and impact with Content Suite on TikTok One today

[Visit TikTok One](#)





The all-in-one creative platform

TikTok One

Unlocking your creative on TikTok is all about creating variety, showing up more, and building on your creative strategy.

Introducing TikTok One

Your key platform for all the resources you need to unlock TikTok Creative.

- Find and work with creators across all different verticals
- Get creative resources to get inspiration on you next video
- Find creative partners to produce your next campaign



What is TikTok One?

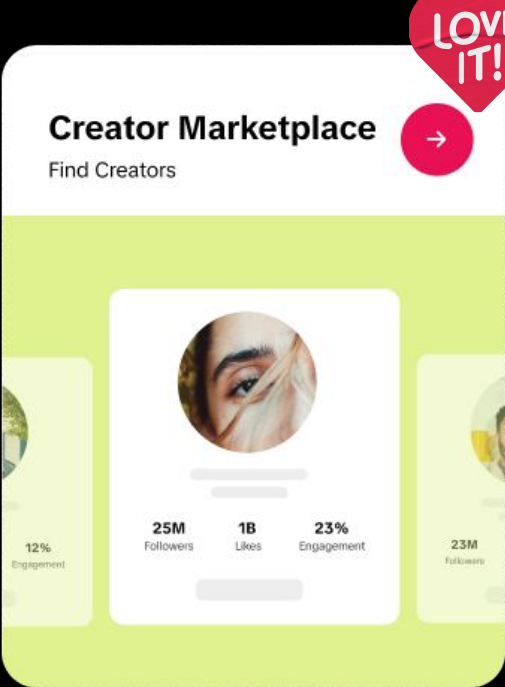
TikTok One is the new all-in-one platform for **all of TikTok's creative resources, built with a single login**. Now, it's easier than ever to access all of our creative tools and resources. Here, you can work with creators, partners, or get insights seamlessly on the same platform.

With TikTok One you can...

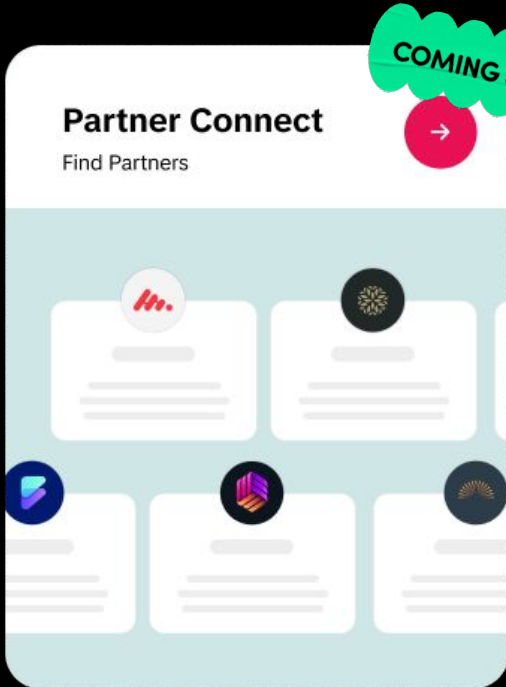
Level up with insights



Access creators



Discover top partners



TikTok One Creator Marketplace offers:

Choice

Decide exactly how you want to partner with creators and create your campaign

Fast Collaboration

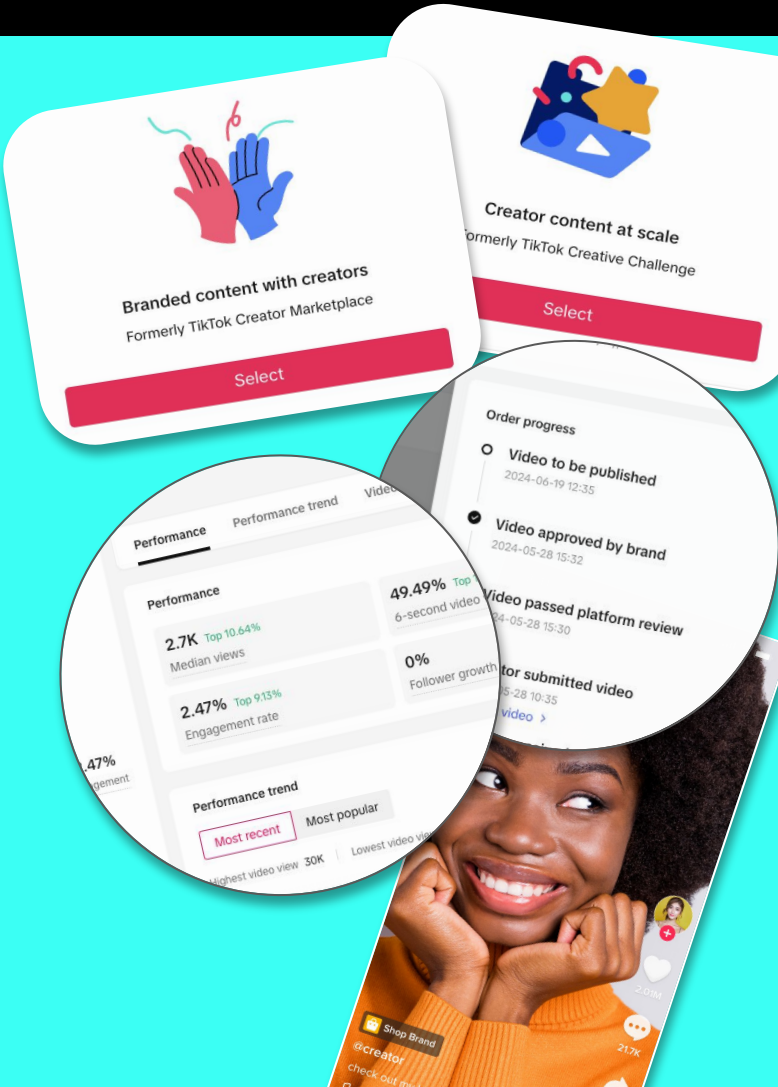
Go from creator search to final reporting, all within the platform

Creator Discovery

Customizable filters make it easy to find the perfect creator for you to invite to your campaign

Exclusive Features

Enhance your creator videos with Anchors to drive conversion with clickable links, and comprehensive campaign reporting



Get in on the fun and check out
TikTok One yourself

[Visit TikTok One](#)

