

EXPLORING A TIKTOK INFLUENCER STRATEGY? HERE ARE FIVE KEYS TO SUCCESS.

An Ipsos Point of View

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KEY FINDINGS:

- Approach influencer advertising with the same rigor that you apply to other campaigns.
- Brand fit with your influencer will elevate your success by delivering empathy and relevance to consumers.
- Influencer creativity should be harnessed to the brand's goals, and their freedom balanced with business objectives.



Influencer marketing has earned a place in the hearts of marketers — and with good reason.

Ipsos data shows that young shoppers' purchase decisions are shaped by influencers, with Gen Z and Millennials as likely to buy from influencers as from brands on social media (source: Ipsos *What the Future*).

When we assessed 10 TikTok creator ads, we found that, on average, marketers' belief in the power of influencers is justified — these ads achieved 19% greater predicted sales effect than our benchmark.

The average, however, disguised a wide variance in impact. Our analysis gleaned the following insights to help brands working with influencer advertising to succeed.

Ipsos validated measure of short-term sales effect



Source: 10 ads tested with Ipsos' Creative Spark Digital solution, N=150, U.S., Men & Women





FIVE KEYS TO SUCCESS

1. Use your campaign strategy to guide your selection of influencers

It's key to approach influencer advertising with the same rigor that you apply to other campaigns. For example, define the primary objective and allow that to guide you in the way that Mazda did with its collaboration with Forrest Jones (@ForrestsAutoReviews) for its launch of the Mazda CX90.

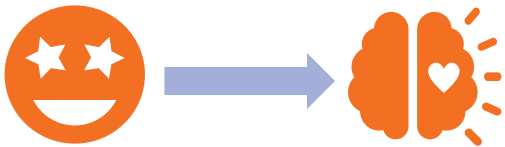
This spot yielded the strongest short-term sales effect of all the ads we assessed, despite Jones being the least-known influencer in our sample set. He delivered new information in a believable way that drove consideration of the vehicle. The result is an ad that performed in the top 1% of our database of over 8,000 ads.

2. Ensure the ad is for you, not the influencer

A well-known influencer can bust through TikTok clutter, but they can also steal the show. Ads featuring famous influencers are more memorable but less likely to be accurately linked to the brand.

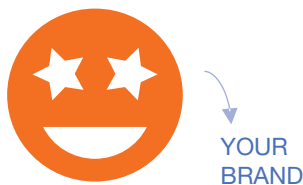
Fortnite found a way around this paradox in its partnership with Khaby Lama, an influencer known to 75% of our respondents, with about 160 million TikTok followers. The secret: Make Khaby integral to the Fortnite universe by including him as a Fortnite skin. When executed in a unified story, securing top talent can pay off for the brand.

While ads featuring well-known influencers are more memorable...



+ 25 points
higher memory encoding

...Their star power can overshadow your brand



- 14 points
lower brand linkage



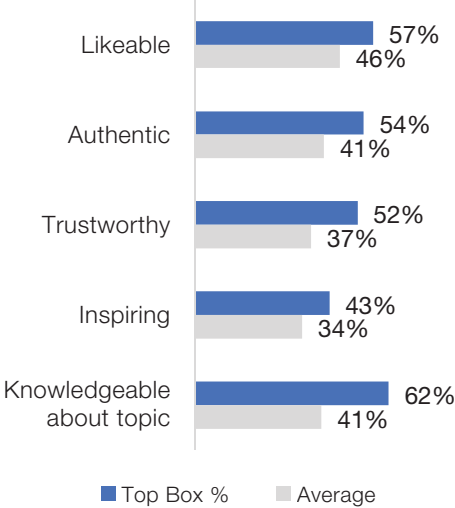


3. Brand fit with your influencer drives believability and relevance

Brand fit with your influencer will elevate your success by delivering empathy and relevance to consumers — and overperformance on these measures results in ad effectiveness. Pillsbury has struck gold with its selection of Babs (@BrunchwithBabs), a relatively less known influencer who is a perfect fit for the brand. Creatively, this partnership also an example of an ad that effectively blurs the line between content and advertising — bringing us into her kitchen for a cooking tutorial. The result: significant over-performance on our norm for predicted behavior change, driven by viewers’ trust in her knowledgeable and sense of her authenticity.

Most didn’t know Babs, but they instantly liked her

How much do you agree that the person in the ad is...



Source: 10 ads tested with Ipsos’ Creative Spark Digital solution, N=150, U.S., Men & Women

4. Leverage influencers in show-and-tell mode

Product demos by knowledgeable influencers bring brand gold. We saw this work very effectively for two lower engagement categories — household cleaner Clorox and financial services company SoFi. Both Vanesa (@vanesamaro91) and Vivian (@your richbff) drove predicted behavior change significantly above our norms.

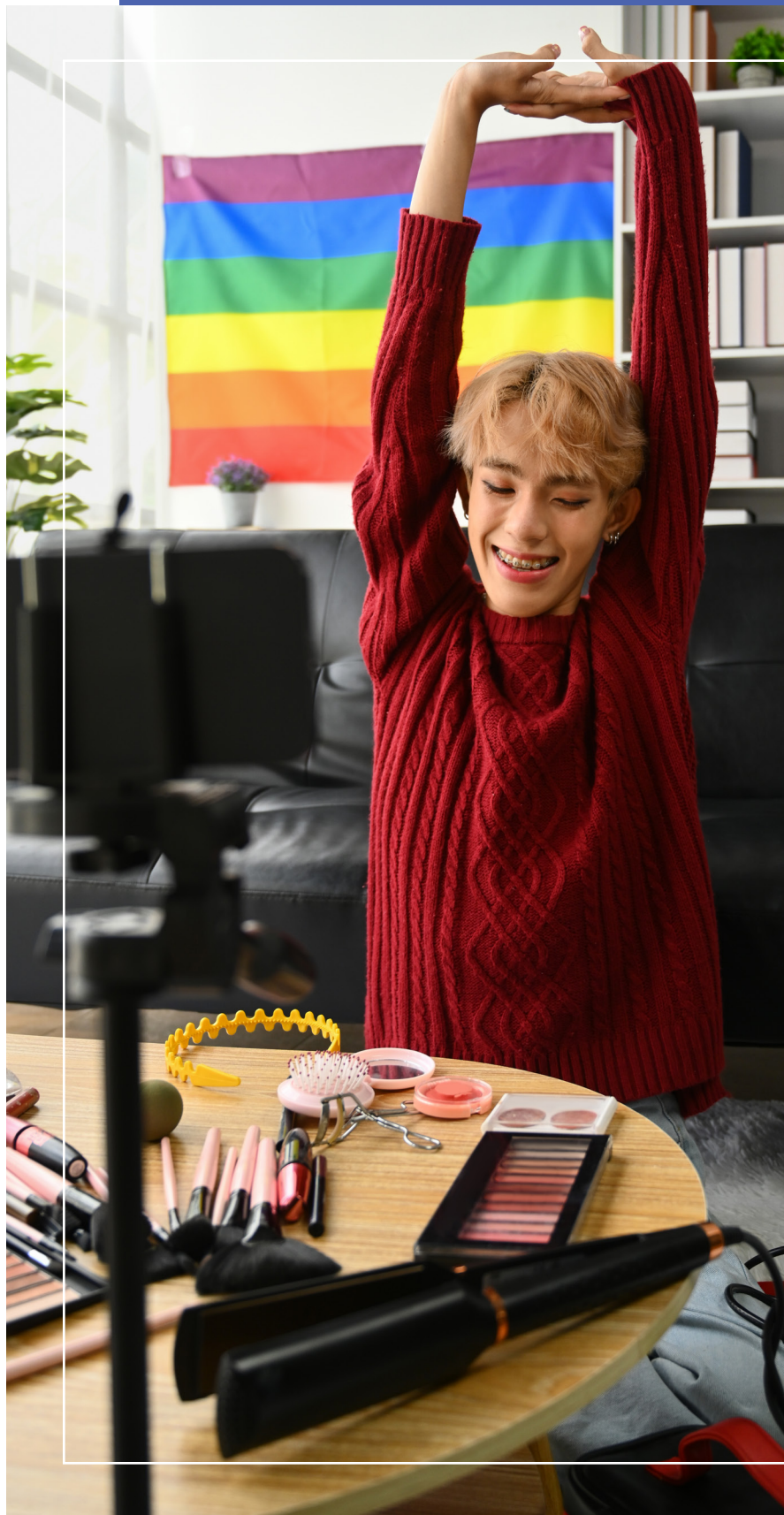
The pairing of new information with a compelling demonstration or case appears to be the secret here, with consumers seeming to enjoy the discovery of new tips and tricks.

This tutorial made viewers feel they were discovering a trick



“I felt like the universe was keeping this a secret from me! I’m definitely switching to SoFi.”

Source: 10 ads tested with Ipsos’ Creative Spark Digital solution, N=150, U.S., Men & Women





5. Balance your influencer's creative freedom with the brand's goals

One of the primary reasons for working with an influencer is to let the brand benefit from the reach and engagement that their creativity can bring. Native-looking content excels at engagement and authenticity; marketers want to lean into that. But it is important that influencer creativity is harnessed to the brand's goals, and their freedom is balanced with business objectives. So, while allowing the influencer to be their own content creator, they need to do so within a framework for success determined by the marketing team. As we said at the beginning — success with influencer marketing requires a degree of rigor that marketers must bring to brief the influencer and guide and optimize their creative ideas.

Three most important factors driving influencer-endorsed product purchase:

1. The influencer seems authentic
31% Very Important
2. They seem knowledgeable
28% Very Important
3. The product seems like something the influencers would use themselves
25% Very Important

Ipsos Fast Facts Study conducted in 2022 among 700 U.S. adults ages 18-55

This topline report is supported by more detailed data, insights, examples and advice. We see additional potential brand payoff with TikTok influencer partnerships than with ‘traditional’ celebrity or testimonial ads, so it’s worthwhile to get these strategies and ads right.

Please contact us if you would like to learn more or ask us about our contextual ad assessment tool, Creative Spark Digital.

We see even more potential brand payoff with TikTok influencer partnerships than celebrity ads...

Our tested Tik Tok ads significantly outperform traditional celebrity ad sample on:



... indicating it’s worth your time and effort to get it right

Source: 10 ads tested with Ipsos’ Creative Spark Digital solution, N=150, U.S., Men & Women



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