

TikTok. Ad Formats.

A short explanation

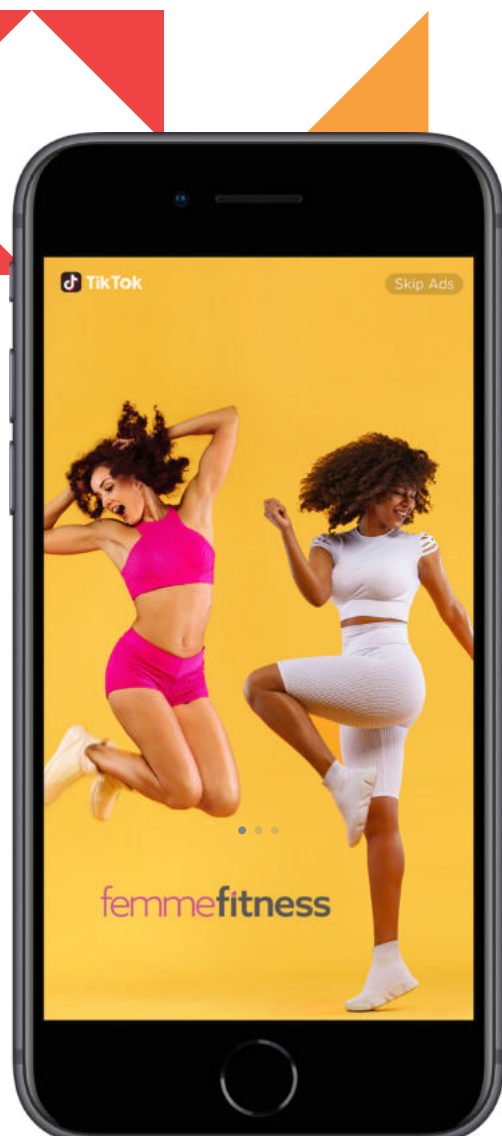


TopView

Put your brand front and center by occupying TikTok's prime ad real-estate. TopView ads capture user attention by appearing at the top of the For You feed when first opening TikTok. In this format, video can be up to 60-seconds long, offering an immersive viewing experience with no other competing content. TopView is perfect for brand awareness objectives as it guarantees an extremely wide reach and high number of impressions.

Technical settings - Image Ads

- **Ad composition:** Image creative + brand or app name + ad description
- **File type:** .JPG or .PNG
- **Image resolution:** ≥1200*628px recommended
- **File size:** ≤500 KB recommended
- **App name:** 4-40 characters (latin)
- **Brand name:** 2-20 characters (latin)
- **Ad description:** 12-100 characters (latin)



Brand Takeover

Branded Takeover ads are TikTok ads that appear immediately when a user opens the app. Created for mass awareness, this format will also guarantee extremely high reach and great performance due to the entire screen being clickable. Brand Takeover ads are short and snappy, being either a 3-second image or a 3-5 second video, and allow brands to direct traffic to both internal and external landing pages.

Technical settings - Video Ads

- **Ad composition:** Video creative + ad display image + brand or app name + ad description
- **Aspect ratio:** 9:16, 1:1, or 16:9
- **File type:**
- **Video resolution:** Resolution must be ≥540*960px, ≥640*640px, or ≥960*540px
- **File type:** .mp4, .mov, .mpeg, .3gp, or .avi
- **Video duration:** 5-60s allowed. 9-15s recommended.
- **Bitrate:** ≥516 kbps
- **File size:** ≤500 MB
- **Profile image:** Aspect Ratio: 1:1 // File Type: .jpg, .jpeg, .png, // File size: <50 KB
- **App name:** 4-40 characters (latin)
- **Brand name:** 2-20 characters (latin)
- **Ad description:** 1-100 characters (latin)








In-Feed Ads






In-Feed Ads appear in the native news feed as you scroll through the For You page. These sponsored posts can include CTAs that lead to your website, app download page, or encourage you to take action right on the platform. This is the only advertising format on TikTok that has the self-service option. Just like on Facebook or Google, you set a bid, and the platform runs an ad auction to determine whether your ad will be shown to a person that you're targeting at a given moment. The other advertising formats require a fixed budget on a daily, weekly, or monthly basis.

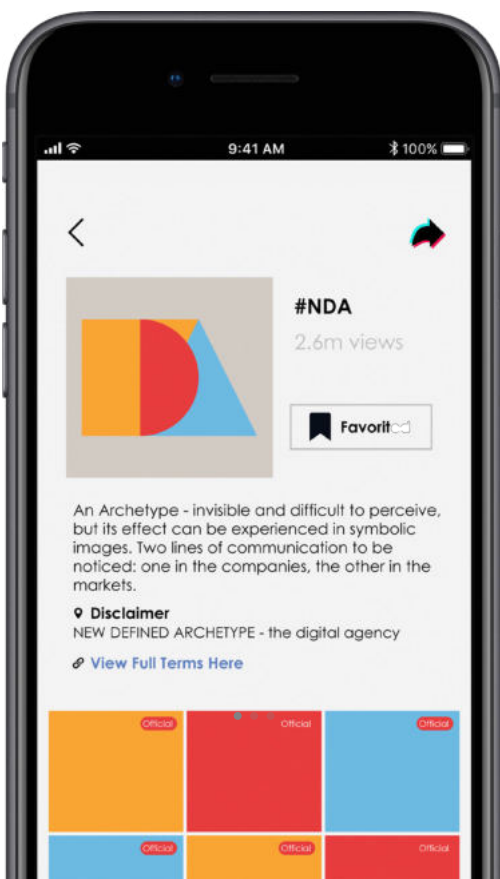
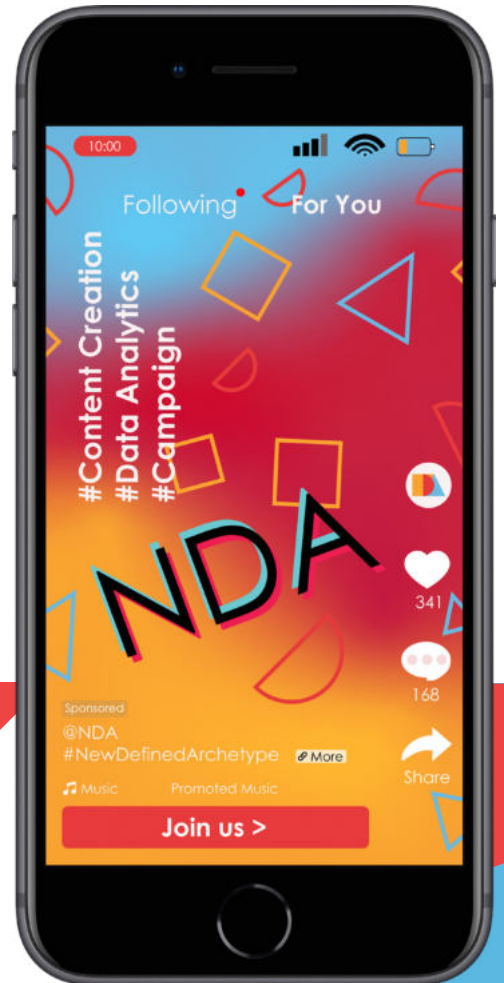
Technical settings

Video

-  **The recommended aspect ratio is** 9:16, 1:1, or 16:9.
-  **Resolution options include** 720 x 1280 px, 640 x 640 px, and 1280 x 720 px.
-  **File type:** MP4, MPEG, MOV, or AVI files
-  **Video duration:** 5 and 16 second (recommended)
-  **Video file size:** less than 500 MB.

Image

-  **Aspect ratio is** 1:1
-  **File size is less than** 50 KB
-  **File type should be** PNG, JPEG, or JPG
-  **Brand/App names:** 2-20 characters
-  **Ad description:** 12-100 characters



Branded Hashtag Challenge

Designed to fit in with TikTok's unique user-generated-content aesthetic, the Branded Hashtag Challenge is a way of engaging audiences by encouraging the co-creation of content. If you click on a sponsored hashtag, you'll be taken to a TikTok page with a brand logo, link to the company website, challenge description, and a list of popular videos that use the hashtag.



Branded Effects

Branded Effects enable brands to embrace their playful side with the creation of shareable branded stickers, filters, and effects that users can utilize in their own video content. These effects can be used in standalone campaigns or integrated into your Branded Hashtag Challenge for an even richer ad experience. Similar to Hashtag Challenges, the power of Branded Effects lies in the fact that these formats go beyond being simply an ad: your audience becomes immersed and involved, resulting in much higher levels of engagement.

Technical settings (Asset)

2D & Gamified Branded Effect

- **Size:** Less than 3MB.
- **Design requirements:** the file should be a .png image sequence, and each sequence should contain less than 70 pictures; the size is 540 x 960px; the design should be adapted to TikTok UI and full-screen devices UI.

3D & Branded Scan

- **Design requirements:** the file should be a 3D project file including shaders, lights and environment texture maps, and it should contain less than 5000 surfaces, e.g. .max, .ma, .c4d, .fbx, .obj.

Icon

- **Size:** less than 60KB.
- **Design requirements:** the file must be a .png picture, and the design must be consistent with the branded effect. The design area size is 144 x 144px with a 18px round angle, and the exported size is 162 x 162px. The design area should be in a central position. The transparent bleed zone is applied around the design area. Projection parameters: Y-axis 2px, size 8px, transparency 15% #000000.

