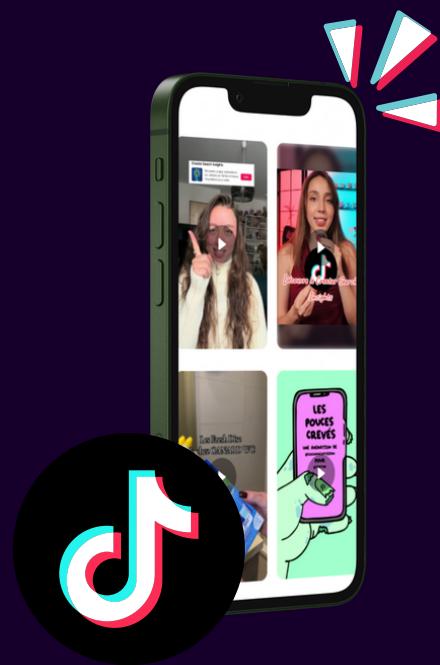


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**CREATIVE TIPS TO
BOOST YOUR
TIKTOK
PERFORMANCE**



INTRODUCTION

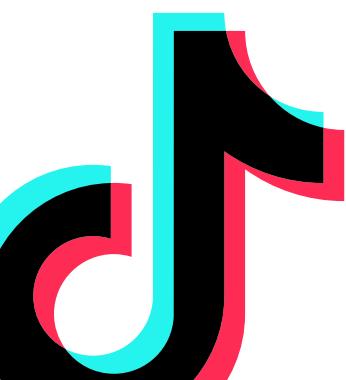
TikTok is no longer just a platform for entertainment. **It has become one of the most effective environments to capture attention, reach audiences that are harder to engage elsewhere, and generate measurable performance.**

In a context where data is becoming scarce and targeting less granular, **creative takes center stage**: it's no longer about "finding the user," but about crafting **content that finds its audience**. Brands must learn to speak TikTok's language by adopting its codes, formats, and mechanics.

UGC plays a major role in this shift: **84% of consumers say they trust a brand more when it uses UGC**, which explains why it has become a core pillar of TikTok strategies.

In this guide, we share 5 essential creative tips to help you perform on TikTok, supported by examples from our campaigns.

The goal is simple: **help you produce effective visuals adapted to the platform's expectations and build a scalable acquisition strategy**, even without unlimited creative resources.



ADDICT
MOBILE

TTIP N°1

BECOME A TREND HUNTER



Objective: Identify and adapt TikTok trends to strengthen your ad performance.

Trends are part of TikTok's DNA. They shape the formats, sounds, and references pushed by the algorithm. The goal isn't just to follow them, but to understand why they work so you can adapt them to your brand, regardless of your vertical.



1 UNDERSTAND WHAT MAKES A TREND

A trend typically relies on a set of recognizable elements:



- a repeated narrative structure
- a specific rhythm
- a clearly defined transition
- a recurring camera movement appearing across videos

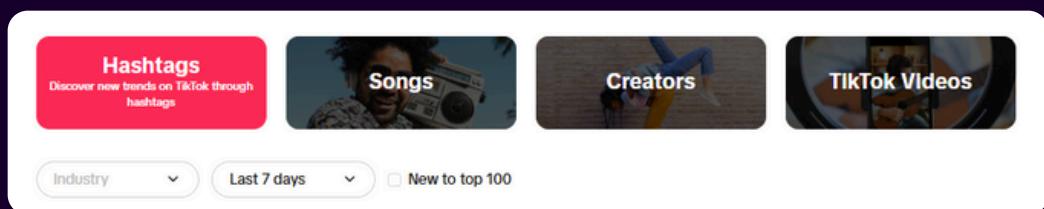


This sense of familiarity captures attention faster and increases the chances your video will be watched until the end, as long as you respect the core mechanics while adding your own interpretation.

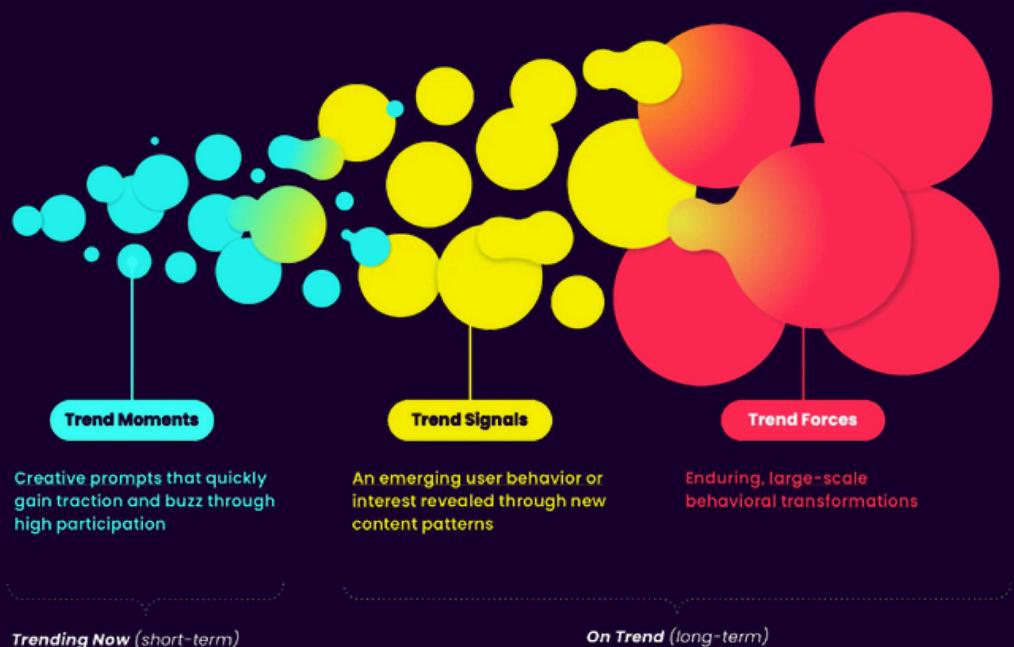
2 IDENTIFY THE TRENDS THAT REALLY MATTER

Moving from passive scrolling to a structured approach means leveraging the tools TikTok provides.

The Trend Discovery section in the **TikTok Creative Center** is an excellent starting point: it lets you filter **hashtags**, **sounds** (including ad-approved ones), **emerging creators**, and **trending videos by sector**.



The value isn't only in spotting what performs well, but in **understanding the recurring creative mechanics**: a cut, a line of dialogue, a specific timing, a transition effect. These elements can then serve as the foundation for your creative briefs.



3 ADAPT TRENDS TO YOUR BRAND

Many **TikTok trends** may seem far from your brand universe, but most of them follow a simple mechanic. **By keeping that core mechanic and translating it into your own context, you can adapt almost any trend.**

For example, a **recent trend** uses a “**club**” sound: creators pretend to order at the bar... but in everyday situations, and the contrast is what makes it effective. **Sephora leveraged this trend** by recreating the same gesture at the checkout counter: same mechanic, different setting. **A simple adaptation perfectly aligned with TikTok’s codes.**



KEY TAKEAWAY



No matter your vertical, **a trend is always adaptable if you respect its rhythm and intent**, and take the time **to reinterpret it for your brand** instead of copy-pasting it.

TIP N°2

KEEP IT REAL: SPEAK TIKTOK'S LANGUAGE



Objective: Create authentic visuals that resonate with your audience.

TikTok rewards authenticity above everything else. Users instantly recognize videos that feel too polished, and scroll away just as fast. To perform, your content needs to blend naturally into their feed.



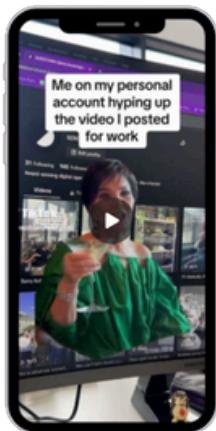
1 WHY CREATIVE IS THE KEY

With less available data and more limited targeting options, **TikTok relies** far more **on creative signals** to optimize delivery.

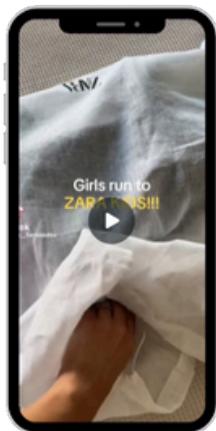
Since the visual takes up nearly the entire screen, only videos that resonate instantly with users have a chance to stand out. **Performance depends** less on targeting and more **on how well you understand the platform's creative codes**.



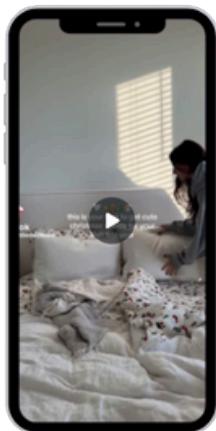
POV



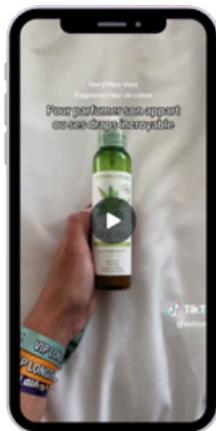
Memes / Humor



“Run to...”



“This is your sign to...”



“Tiktok made me buy it”

2 KNOW YOUR AUDIENCE

Not all audiences react to the same references.

Some mechanics work perfectly with Gen Z, while older users respond better to a more direct, utility-driven approach.

GEN Z

Pop-culture references, quirky humor, very fast formats, POV, and playful scenarios.

VS

MILLENIALS

More explanatory content, product benefits shown quickly, slightly calmer formats.

These adjustments aren't minor details, they change how the message is received and how the user feels about the ad.

EXAMPLE

For two fintech apps, we developed creative approaches tailored to their audiences: one version using a reality TV reference for **Gen Z**, and another designed for users familiar with investment, **with a creative style closer to millennial codes**. These two examples show **how tone and structure shift depending on the target**.



GEN Z



MILLENIALS

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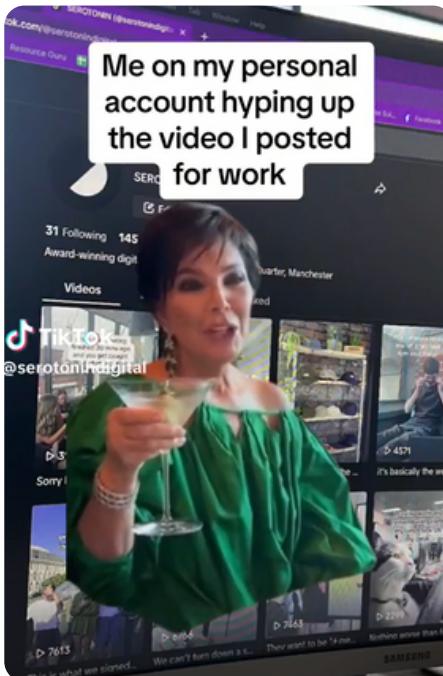
MASTER TIKTOK'S CREATIVE CODES

Some mechanics frequently appear on TikTok and can be easily adapted to create content that feels native.



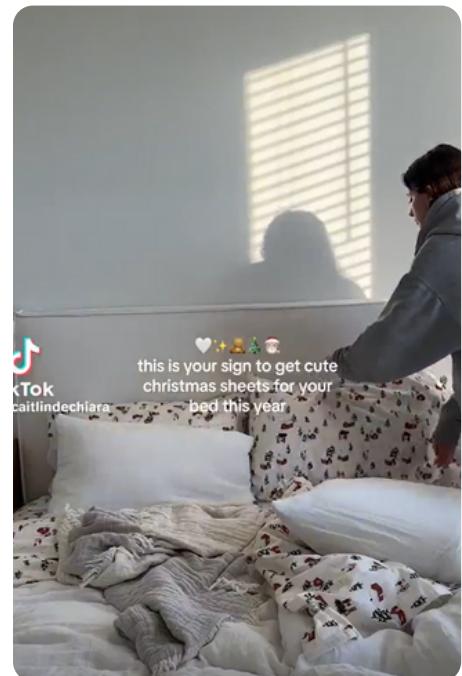
POV

A scene told from the **user's point of view**.
Simple, immersive, immediate.



Memes

Short lines, exaggeration, or a cultural wink that gives the brand personality.



Hooks

The first seconds must **grab attention**.

The most effective hooks often start with:

- **a question**
- **an intriguing statement**
- **a teased result**
- **very short storytelling**

KEY TAKEAWAY



Simple, spontaneous formats are usually **the most effective** on TikTok.

TIP N°3

COLLABORATE WITH CREATORS



Objective: Increase authenticity, credibility, and performance through UGC.

On TikTok, creators naturally master the platform's creative language, how to film, structure an idea, or bring a message to life. This is why UGC consistently outperforms content that feels too "advertising-like."



1 WHY CREATORS ARE ESSENTIAL

UGC brings **instant credibility** because it looks like the content users watch every day. In Addict Mobile campaigns, UGC typically leads to:

- ➡ around **25% lower acquisition costs**
- ➡ **better attention retention**
- ➡ **more variety in angles and messaging**

And these results hold across very different verticals:

 Photos <small>–20% CPI and +9% conversions with UGC</small>	 Cashback <small>up to –55% CPA compared to classic creatives</small>	 Gaming <small>+3 ROAS points when UGC is added to the creative mix</small>
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These results show that **UGC** isn't just a more "authentic" format, **it's a content style that significantly boosts campaign efficiency.**

2 BUSTING COMMON MYTHS

Advertisers often share the same concerns:

Creators are too expensive.

UGC is usually more affordable than traditional influencer collaborations, with clearer usage rights and faster production cycles.



They won't respect my brand guidelines.

A clear brief and a few examples are enough. What matters on TikTok is aligning with the platform's codes, not sticking to strict graphic rules.



Influencers have more impact.

Influencers generate visibility. UGC delivers performance, variation, and scalability.



3

CREATORS VS. INFLUENCERS: TWO DIFFERENT APPROACHES

Characteristics	UGC Creators	Influencers
Cost	Low	High
Paid scalability	High - accessible usage rights	Limited - expensive and restrictive rights (duration, geography)
Production Speed	Fast (brief, production, edits, posting)	Slow (negotiation, planning, iterations)
Authenticity	High	Variable — often very “branded”
Message Effectiveness	High, depending on the brief	High on a specific audience
Content Lifespan	Short — requires continuous refresh	Useful for creating a peak around a specific moment
Risk	Low — easily replaceable	High — a flop is expensive

4 TTCX : AN OPPORTUNITY WORTH EXPLORING

The TikTok Creative Exchange (TTCX) program makes it easier and more cost-efficient to collaborate with creators.

TTCX offers

direct access to certified creators

production handled by TikTok when investment conditions are met

fast turnaround times (often 15 days to 1 month)

Several brands integrating UGC through TTCX have seen significant performance improvements:



+40% average Watch Time



over 21 million views

+24.7% VTR with TikTok-native content

-45% CPA on UGC videos with strong native tonality

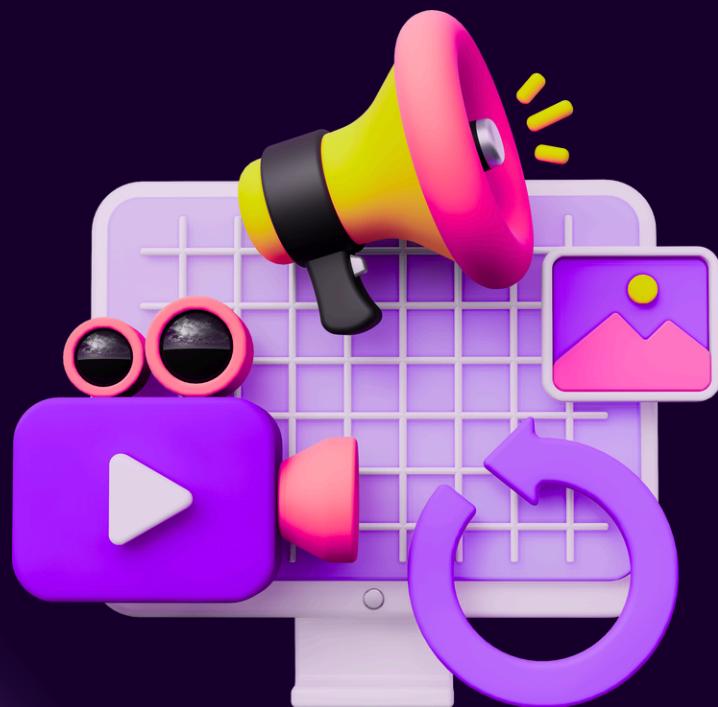
KEY TAKEAWAY



Creators don't just produce videos, they **help craft content that feels native to TikTok, more credible, and more effective** than highly polished marketing productions.

TIPO 4

MIX & MATCH: DIVERSIFY YOUR CONTENT



Objective: Avoid creative fatigue, reach more audiences, and optimize costs.

A high-performing TikTok campaign relies on diversity, not only to avoid creative fatigue but also to give the algorithm more options to work with. Each format resonates differently with each user.



1 WHY MIX FORMATS

Every user reacts differently depending on the format they see: a UGC video, a motion asset, or a trend-based edit will each activate different attention triggers. By diversifying your content, you:

Reach multiple audience segments

Reduce creative fatigue

Multiply the signals sent to the algorithm

Optimize production costs by reusing certain elements

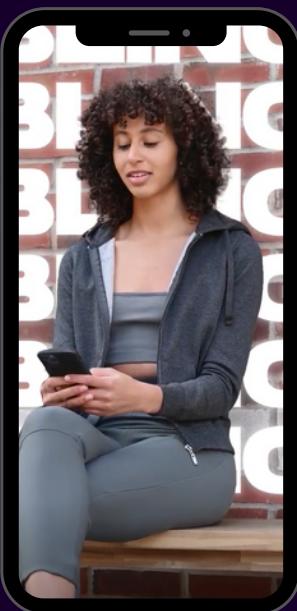
The goal isn't to produce a massive amount of content, but to create smart, relevant variations from a few well-structured ideas.

2 CONCRETE EXAMPLE: BLING

For a dedicated campaign, Bling tested several formats stemming from a single brief:



15 UGCs
(5 creators x 3
hooks)



2 motion videos



2 trend-inspired
videos



1 static visual

**RESULT: 20 testable variations generated from one
initial creative intention**

KEY TAKEAWAY

The more modular your content is, the **more variations you can produce** with minimal extra effort, **a key advantage for feeding TikTok and quickly identifying what truly performs.**



TIP N°5

ITERATE TO WIN: TEST, ADJUST, REPEAT



Objective: Feed the algorithm and improve performance continuously.

TikTok is the platform where signals evolve the fastest. A creative that performs well one day can drop in efficiency the following week. This is why any strong TikTok strategy relies on ongoing iteration.



1 WHY ITERATION IS ESSENTIAL

TikTok performs best when you provide several variations of a creative. By testing different versions, a new hook, a motion overlay, subtitles, you give the algorithm more material to work with and increase your chances of finding what truly works.

The goal isn't to produce more, but to intelligently adapt the same idea.

2 EXAMPLE: BESTPLAY

From a single video received from a creator, three versions were produced:

- a raw version
- a subtitled version
- a version with motion elements

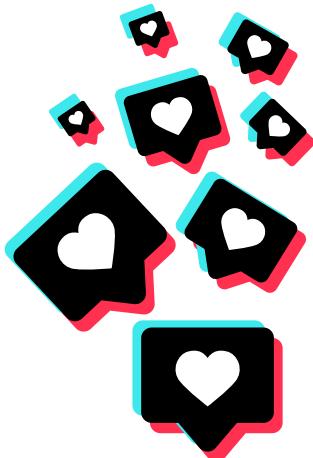


40% lower CPI on the subtitled version

up to 3x more in-app conversions on the motion version

3 TOOLS THAT MAKE ITERATION EASIER

TIKTOK CONTENT SUITE



This tool aggregates all videos mentioning your brand on TikTok. It then analyzes them using AI and highlights the ones with the highest potential for advertising.

With one click, you can request usage rights, convert them into Spark Ads, and deploy them directly in your campaigns.

MINI-CASE: BOOHOO

By sponsoring an existing organic video (a dynamic POV), Boohoo achieved:

+ 27 % ROAS

+ 30 % View Time



KEY TAKEAWAY

A few well-crafted variations around a single idea are enough to maintain strong performance and give TikTok the signals it needs.

ADDICT MOBILE STUDIO

Our studio brings together more than fifteen experts specializing in performance marketing and fully fluent in TikTok's creative codes.

With our proprietary declination technologies, we quickly generate multiple variations of a single idea, new hooks, motion versions, more dynamic formats, to continuously feed campaigns and identify what performs best.



SEPHORA

orange™



COYOTE

Lalalab.



LG



Western Union

Voodoo



HEETCH

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CONCLUSION

Success on TikTok isn't based on a fixed formula, it's a dynamic process. It comes from **observing** behaviors, **tapping into cultural codes**, **testing** different angles, **collaborating** with authentic creators, and continually **refreshing** your visuals.

The advertisers who succeed are the ones who understand that performance doesn't come from a single format, but **from the intelligent mix of trends, native formats, UGC, and ongoing iterations.**

TikTok rewards brands that embrace its logic, those who **create for the platform**, not despite it.

By diversifying your creatives, testing new formats regularly, and feeding the algorithm with enough material, you maximize your chances of driving sustainable performance on TikTok.