TikTok

TikTok Brand Safety & Suitability Playbook

Navigate with Confidence. Grow with Trust.

A guide to TikTok's brand safety and suitability solutions, empowering advertisers to protect their brands and unlock new opportunities.

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Welcome to the TikTok Safety Suite

Trust is the foundation of modern marketing—it connects brands with their audiences and drives engagement. In today's digital world, consumers expect brands to align with their values. TikTok's brand safety and suitability solutions go beyond protection, giving advertisers the control and confidence to ensure their content appears in environments that reflect their values and foster deeper connections with their audience.

This playbook is your guide to the TikTok Safety Suite—a blueprint for advertisers to navigate brand safety and suitability. These solutions are designed to help you safeguard your brand while effectively engaging with your audience. By leveraging these tools, we hope you'll unlock growth opportunities and strengthen your brand's presence, driving both safety and impact in today's dynamic digital landscape.

Let's get started!

Sofia Hernandez

Global Head of Business Marketing
TikTok

Your
First Look

TikTok Safety Suite

Why yasss, it's safety first, of course!

At TikTok, safety comes first—because a secure platform is essential for creativity, connection, and brand trust.

We take a proactive approach, combining policy enforcement, advertiser controls, industry partnerships, and transparency to create a positive environment for all. By continuously innovating and collaborating, we empower both our community and advertisers to feel confident on TikTok.

Keeping our Community Safe
We keep our platform brand safe through enforcement of our Community Guidelines and other policies. We use both automated and human evaluation to detect and take action against violations of our Community Guidelines.

Empowering Advertiser Choice
You know your brand values best, and we know you may have preferences for what content is shown next to your ads. That's why we're continuously innovating our brand suitability solutions.
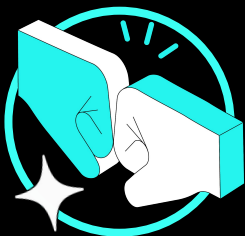
Partnering for Progress
We enable you, as advertisers, to work with third-party measurement partners to provide post-campaign brand safety rates and other rates for user content that runs adjacent to your ads.

Championing Transparency & Accountability
TikTok regularly publishes Transparency Reports to our Transparency Center to provide visibility into how we uphold our Community Guidelines and respond to government requests, and intellectual property removal requests.

Werk! We're serving, suitability realness.

We prioritize creating a safe and positive space where people can authentically express themselves. This foundation not only fosters a thriving community but also ensures a brand-safe environment for advertisers.

Beyond safety, we recognize that every brand has unique values and preferences regarding where their ads appear. Brand suitability goes beyond avoiding harmful content—it's about aligning with the right content that reflects a brand's identity and resonates with its audience.

That's why TikTok continuously innovates to provide advertisers with a suite of solutions that empower them to make informed choices about their ad placements. Our TikTok Safety Suite of advertiser solutions offers robust controls, tools, and third-party measurement solutions, giving advertisers confidence at every stage of their campaign.

With a holistic approach spanning platform integrity, community well-being, and advertiser safety, we ensure that every revenue-generating surface on TikTok is built with safety at its core—allowing brands to show up in ways that align with their values and drive meaningful engagement.
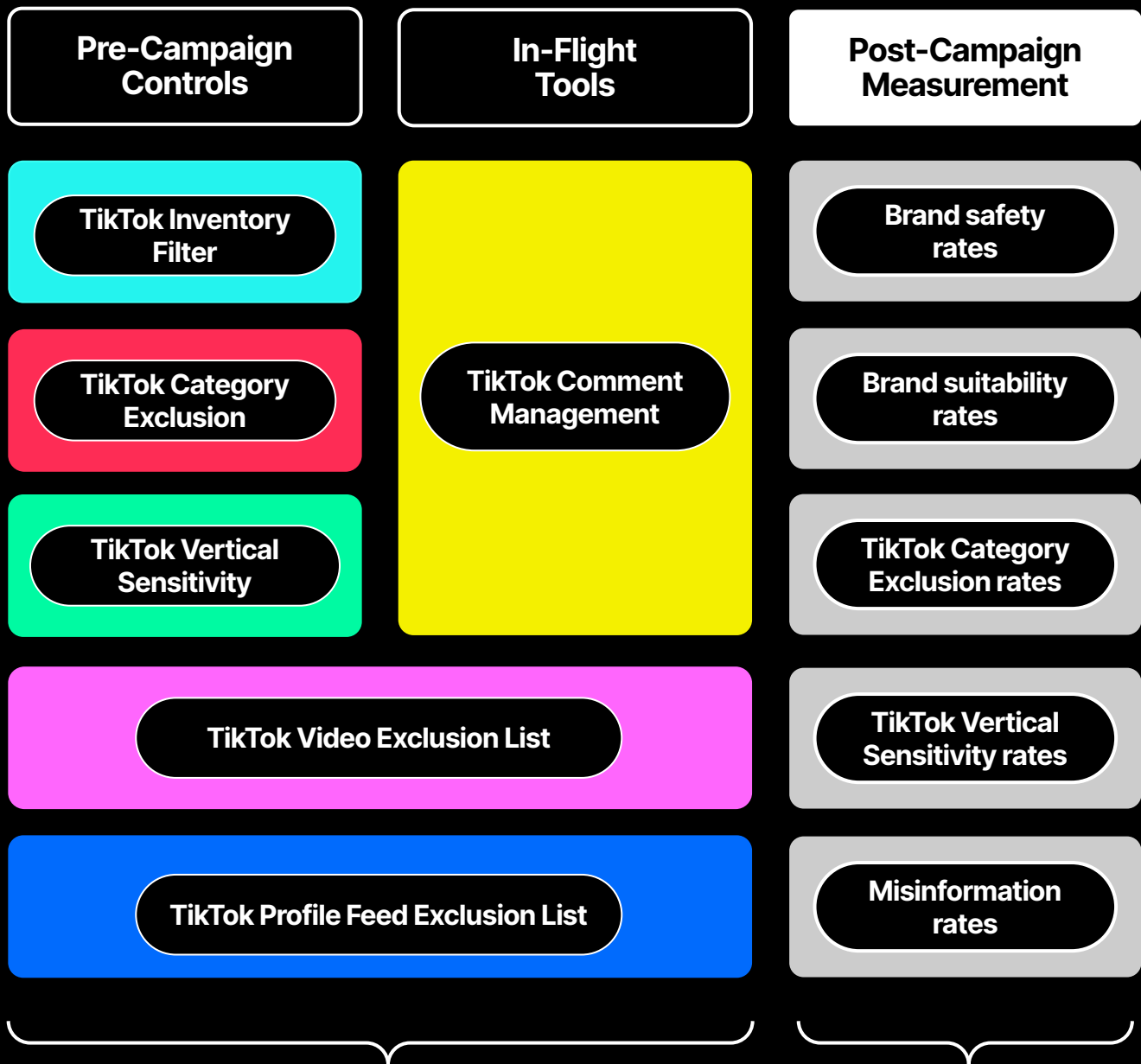
Check it out!

TikTok
Safety ✓ Suite
Advertiser Solutions

The TikTok Safety Suite is a set of controls, tools, and third-party measurement solutions designed for brand safe and suitable advertising. Covering every stage of a campaign, it helps brands align their investments with their values.

Pre-Campaign Controls	In-Flight Tools	Post-Campaign Measurement
TikTok Inventory Filter		Brand safety rates
TikTok Category Exclusion	TikTok Comment Management	Brand suitability rates
TikTok Vertical Sensitivity		TikTok Category Exclusion rates
TikTok Video Exclusion List		TikTok Vertical Sensitivity rates
TikTok Profile Feed Exclusion List		Misinformation rates

Available in the Brand Safety Hub via TikTok Ads Manager

Available from our third-party partners

TikTok

Safety ✅ Suite

Advertiser Solutions

Below are of our first-party controls and tools defined.

TikTok Inventory Filter
Provides advertisers control over ad placement by choosing from three inventory tiers—Expanded, Standard, or Limited—before their campaign begins, ensuring ads appear alongside content that aligns with their brand preferences.

TikTok Category Exclusion
Enables advertisers to prevent their ads from appearing next to four non-standard categories: Gambling & Lotteries, Violent Video Games, Combat Sports, and Youth Content, offering greater control over contextual relevance.

TikTok Vertical Sensitivity
Allows advertisers to exclude content from 11 verticals—Pets, Beauty, Food, Fashion/Retail, Travel, Financial Services, Technology, Automotive, Gaming, Professional Services, and Entertainment—to ensure brand positioning alignment.

TikTok Video Exclusion List
Permits advertisers to exclude specific videos by ID, preventing unwanted or misaligned content from appearing next to their ads. Includes post-campaign third-party reporting for added transparency and brand suitability.

TikTok Profile Feed Exclusion List
Lets advertisers exclude specific creators by ID, ensuring their ads do not appear in those creators' feeds, helping maintain brand alignment and suitability across placements.

TikTok Comment Management
Gives advertisers control over comments by allowing them to filter, hide, or disable them, helping brands maintain engagement while managing potential brand safety concerns.

A Closer Look

The Suite in Action

Pre-Campaign Control

TikTok Inventory Filter

Provides advertisers control over ad placement by choosing from three inventory tiers—Expanded, Standard, or Limited—before their campaign begins, ensuring ads appear alongside content that aligns with their brand preferences.

As digital advertising evolves, brands need more control over where their ads appear. Our premier control, TikTok Inventory Filter, launched in July 2022. It was designed to provide advertisers with a simple yet powerful way to align their ad placements with their brand values.

Built directly into TikTok Ads Manager, this tool offers three inventory tiers—Expanded, Standard, and Limited—each allowing advertisers to manage the type of user-generated content (UGC) their ads may appear alongside.

While TikTok's Community Guidelines ensure a baseline level of safety across all content, TikTok Inventory Filter goes a step further, applying advanced machine learning to analyze text, audio, video, and imagery at scale. By selecting their preferred tier before launching a campaign, advertisers gain greater transparency and control, ensuring their brand is placed in environments that align with their suitability preferences.

Before your campaign begins, choose from 3 distinct tiers of video inventory to run next to your ads.

Benefit from real-time content adjacency placement for your ads based on your chosen inventory tier.

After your ads run, view brand safety and suitability rates directly from our third-party partners.

Distinct Inventory Filters

Advanced machine-learning technology analyzes and aligns content with our inventory tiers based on sensitivity or risk levels. There are many topics or categories that content could fall under including, for example—to name a few—dramatic depictions of weapons or alcohol use within the context of entertainment, or gratuitous depictions of profanity or obscenity. To view the full list of categories, visit the TikTok Business Help Center.
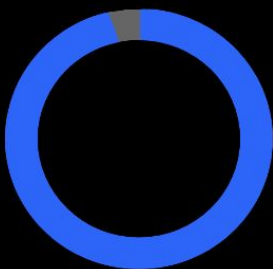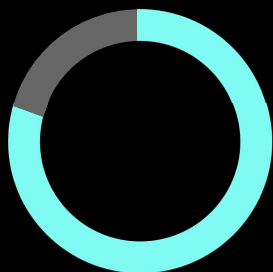
Expanded Inventory

Ads will not appear next to explicitly inappropriate content, but they may appear next to content that features mature themes
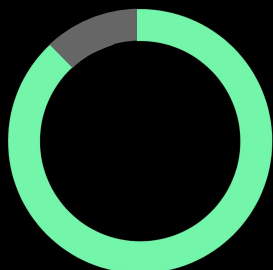
Standard Inventory

Ads will appear next to user content that is appropriate for most brands and may contain some mature themes
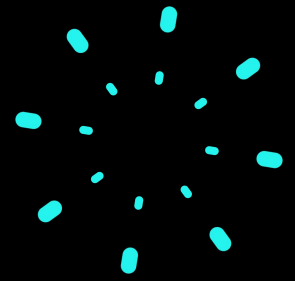
Limited Inventory

**Ads will appear next to content that doesn't contain mature themes**

An example that pops to perfection: TikTok Inventory Filter for a Food & Beverage brand

Imagine you're the marketing lead for a popular energy drink brand. Your product is all about high energy, extreme sports, and pushing boundaries—so naturally, you want your ads to appear alongside content that matches that bold spirit. But you also know that brand suitability matters—your drink appeals to a wide audience, including younger consumers, so you need to be mindful of where your brand shows up.

With the TikTok Inventory Filter, you can make the right choice for your campaign.

- **Expanded Inventory:** You opt for this tier when launching a campaign tied to extreme sports sponsorships. Your ads appear alongside thrilling parkour stunts, high-speed motocross races, and intense gym training videos—places where action and adrenaline drive engagement.
- **Standard Inventory:** For your general brand awareness campaign, you choose this tier to ensure ads avoid more intense, risky content. Your placements show up next to fitness challenges, high-energy dance trends, and behind-the-scenes footage from major sporting events—dynamic but broadly suitable content.
- **Limited Inventory:** For a new product launch aimed at younger or health-conscious audiences, you go with this tier to ensure maximum brand suitability. Your ads now appear next to nutrition tips, hydration hacks, and lifestyle vlogs—content that reinforces your brand's functional benefits without the edge of extreme action.
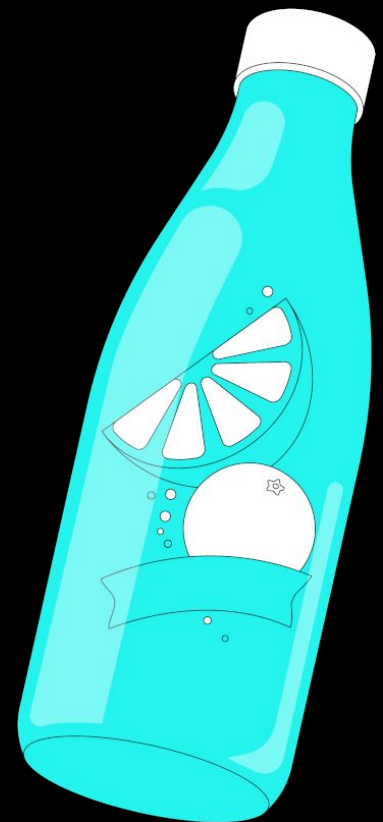
By using the TikTok Inventory Filter, you tailor your ad placements to match your campaign goals, ensuring your brand is always seen in the right environment while maintaining creative flexibility.

Learn more about TikTok Inventory Filter in our Help Center

Link

TikTok Category Exclusion

Enables advertisers to prevent their ads from appearing next to four non-standard categories: Gambling & Lotteries, Violent Video Games, Combat Sports, and Youth Content, offering greater control over contextual relevance.

TikTok Category Exclusion is a brand suitability solution that enables you to block specific content categories from running adjacent to your ads and avoid associating your brand with this content. When layered on top of TikTok Inventory Filter, TikTok Category Exclusion provides you with even more control over your media spend.

You can select to block up to 4 available categories when setting up pre-campaign brand safety controls. We are pleased to offer TikTok Category Exclusion with the categories below.

- **Youth content** is defined as content related to youth that encompasses content about subject matters, events, shows, or products that directly appeal to youth (including animated, fictional, or other entertainment content that appeals to youth) and content that primarily features young children or babies/toddlers.

- **Gambling and lotteries** is defined as content that glamorizes or gratuitously depicts gambling, online gambling, or gambling-related behavior.

- **Violent video games** is defined as content depicting video games where players violently kill or cause serious physical harm to other humans, anthropomorphic creatures, or animals through graphic imagery. This includes graphic depictions of death, dismemberment, amputation, decapitation, maiming, disfigurement, mutilation of body parts, or sexual assault.

- **Combat sports** is defined as content depicting any sport for the purpose of an encounter or fight involving the head, foot, hand, or other parts of the body. This includes all types of severe martial arts, boxing, wrestling, kickboxing, etc.
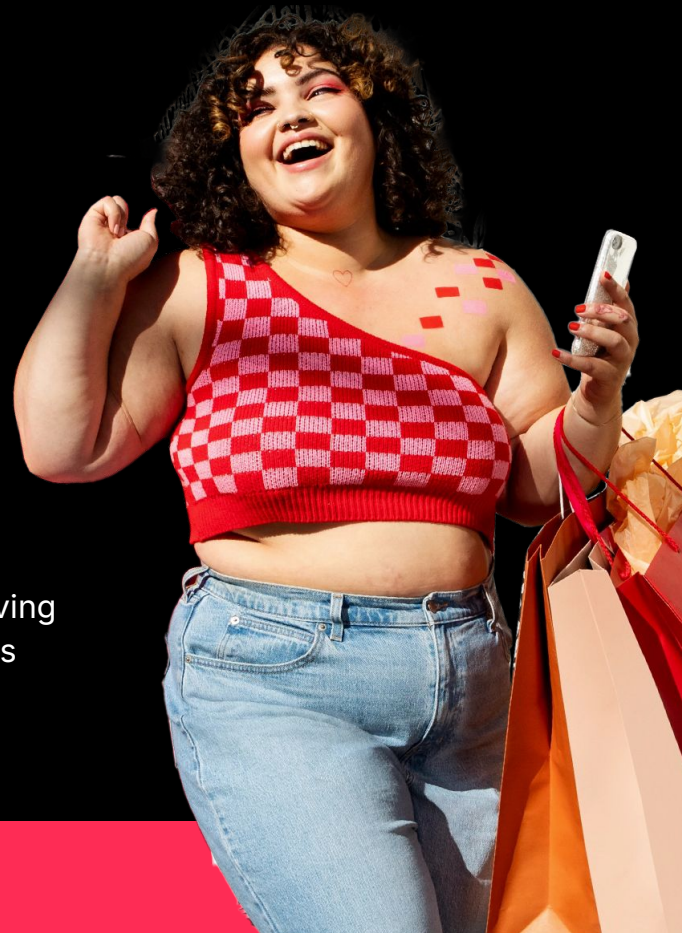
How this control might shine with style: TikTok Category Exclusion for a Fashion brand

Imagine you're the digital marketing lead for a luxury fashion brand—one that's all about exclusivity, sophistication, and timeless style. You're launching a new line of high-end accessories and want to make sure your campaign appears in environments that align with your brand's elegance and premium image. TikTok Category Exclusion feature gives you the ability to manage where your ads are placed with even more precision.

For your accessory campaign, you decide to exclude Youth Content, ensuring that your ads don't show up next to videos aimed at younger audiences or content that might be seen as too playful or trendy. You want your message to resonate with a more mature, sophisticated audience who values luxury and class.

However, when you're promoting your new streetwear collection, you embrace a more youthful energy and may choose to allow placements within that Youth Content category, as it aligns with the vibe of the collection—appealing to a younger, more fashion-forward crowd.

By using TikTok Category Exclusion, you're able to customize the environment in which your fashion brand is seen, ensuring your ads always appear alongside content that complements the distinct identity of each campaign.
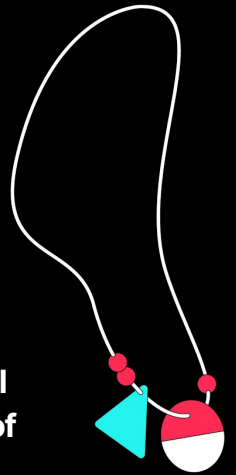
Learn more about TikTok Category Exclusion in our Help Center   Link

Pre-Campaign Control

TikTok Vertical Sensitivity

✔ Allows advertisers to exclude content from 11 verticals—Pets, Beauty, Food, Fashion/Retail, Travel, Financial Services, Technology, Automotive, Gaming, Professional Services, and Entertainment—to ensure brand positioning alignment.

TikTok Vertical Sensitivity is a brand suitability solution that enables you to exclude selected vertical-related content that you may consider misaligned with your brand positioning, offering you another layer of brand protection. When layered on top of TikTok Inventory Filter, this solution provides you with even more control over your media spend.

- **Beauty:** This filter will exclude content that TikTok deems as controversial or negative beauty-related patterns.
- **Food:** This filter will exclude content that TikTok deems as unhealthy food behaviors, graphic food content, or controversial food industry-related content.
- **Pet:** This filter will exclude content that TikTok deems as unfair treatment to animals or pets.
- **Travel:** This filter will exclude any content that TikTok deems as controversial or negative travel-related patterns.
- **Financial Services:** This will exclude any content that TikTok deems as controversial or misleading financial-related content.
- **Technology:** This filter will exclude any content that TikTok deems as problematic or harmful technology (including electronics and telecom) related content.
- **Automotive:** This filter will exclude content that TikTok deems as dangerous or harmful depictions of automotive-related content.
- **Gaming:** This filter will exclude content that TikTok deems as unhealthy, sensitive, or potentially harmful gaming-related content.
- **Professional Services:** This filter will exclude content that TikTok deems as negative or scandalous coverage of experiences affecting professionals content.
- **Entertainment:** This filter will exclude content that TikTok deems as sensitive coverage of entertainment-related content.
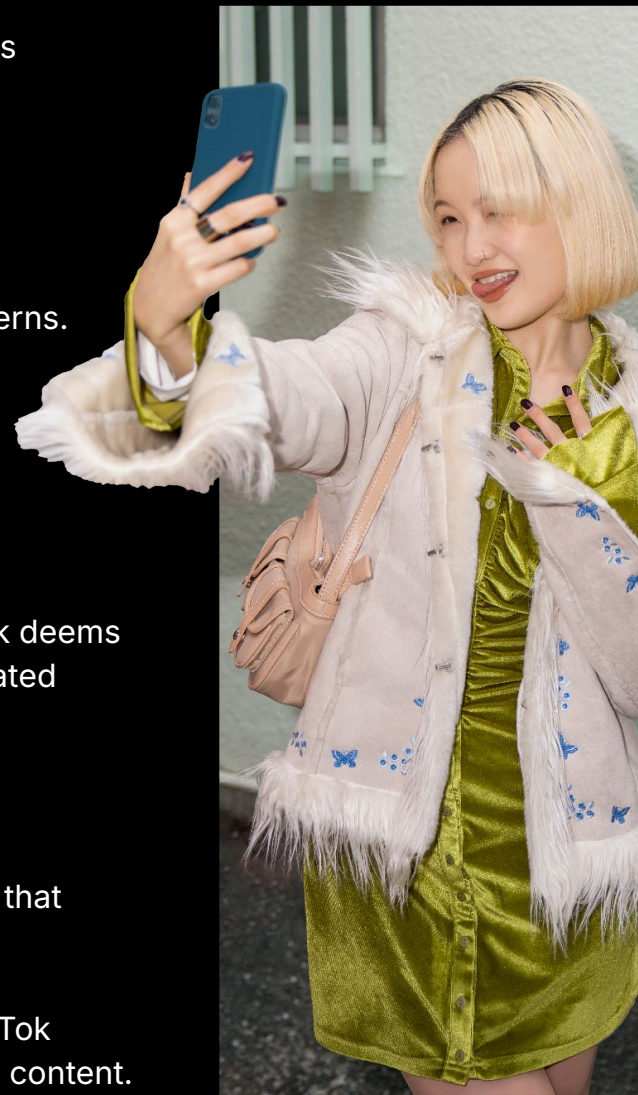
An example to help you take flight: TikTok Vertical Sensitivity for a Travel brand

Imagine you're a marketing manager for a travel brand that specializes in luxury, eco-friendly getaways. Your company promotes sustainable vacations in tranquil destinations like remote islands, mountains, and nature reserves. You want your ads to appear next to content that aligns with the peaceful, environmentally-conscious nature of your offerings.

As you set up your campaign on TikTok, you choose Travel as your vertical for TikTok Vertical Sensitivity. This lets you filter out content that doesn't align with your brand's image. For instance, you don't want your ads appearing next to videos featuring adventure sports or extreme tourism—things like skydiving or bungee jumping—since these activities don't match the serene, eco-conscious experience you're promoting. Additionally, you may want to avoid content related to budget travel or backpacking, which could clash with your luxury brand positioning.

By using TikTok Vertical Sensitivity, you ensure that your ads show up only alongside content that fits, making sure that your campaign reaches the right audience who's interested in peaceful, responsible vacations.
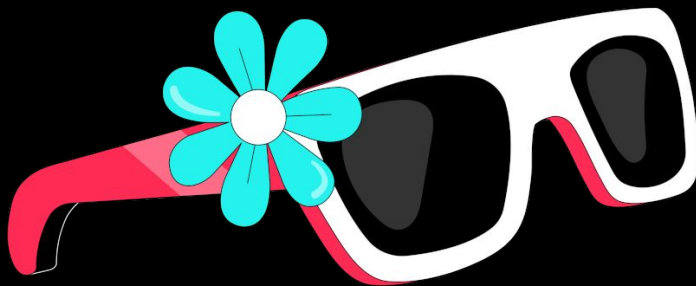
Learn more about TikTok Vertical Sensitivity in our Help Center

Link

TikTok Video Exclusion List

Permits advertisers to exclude specific videos by ID, preventing unwanted or misaligned content from appearing next to their ads. Includes post-campaign third-party reporting for added transparency and brand suitability.

TikTok Video Exclusion List gives advertisers greater control over where their ads appear on the platform by allowing them to exclude specific videos from running alongside their campaigns. This feature helps avoid ad adjacency to unwanted videos by letting advertisers create a custom list of video IDs they don't want their ads to be shown next to, ensuring that their brand message is displayed in the right context for them.

Advertisers can generate this exclusion list through our third-party brand safety partners, or they can use TikTok's self-service option within TikTok Ads Manager. This solution works when paired with TikTok Inventory Filter as an additional layer of protection and acts as the pre-bid control, and is available for Standard and Limited Inventory only (not for Expanded).

Once a TikTok Video Exclusion List is created, exclusions are automatically applied across all eligible brand campaigns—current and future—at the TikTok Ads Manager ad account level. This feature provides an extra layer of protection and precision, ensuring your ads don't appear next to unwanted content while keeping your campaigns aligned with your brand's values.

By giving advertisers the power to exclude specific videos, TikTok Video Exclusion List helps maintain your brand's image, enhance the relevance of your ad placements, and create a better overall user experience.

Ready to level up? Your example how: TikTok Video Exclusion List for a Gaming brand
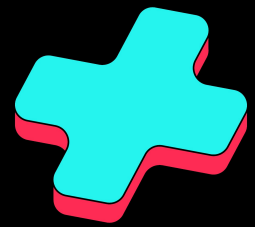
Imagine you're a gaming brand launching your latest action-packed shooter game on TikTok. Your target audience is passionate gamers who thrive on intense, high-energy gameplay, but some creators might post content that's a little too over-the-top for your campaign.

While TikTok enforces strict content guidelines, certain creators post more edgy, mature gaming commentary or videos that might not align with the adrenaline-pumping tone of your game. You want to ensure your ads don't appear next to those.

Welcome TikTok's Video Exclusion List! This control lets you exclude specific video IDs from your campaigns, so you can avoid your ads appearing next to videos with content that feels too mature, controversial, or misaligned with your game's high-energy vibe.

If you notice a creator regularly posting content that doesn't fit the tone of your game—like graphic humor or heated debates—you can easily exclude their videos. By using the TikTok Video Exclusion List, you ensure your ads are placed next to content that matches the fast-paced, action-driven experience your audience loves, giving your game the exposure it deserves without the risk of appearing alongside content that could confuse or alienate your potential players.

Learn more about TikTok Video Exclusion List in our Help Center

Link

Pre-Campaign Control & In-flight Tool

TikTok Profile Feed Exclusion List

> Lets advertisers exclude specific creators by ID, ensuring their ads do not appear in those creators' feeds, helping maintain brand alignment and suitability across placements.

TikTok Profile Feed Exclusion List is designed to give advertisers greater control over where their ads appear on TikTok exclusively with Profile Feed Ads. When users visit a creator's profile on TikTok, they are presented with a grid of videos they've posted. Ads within the Profile Feed are shown after a user watches one or more organic videos in this grid.

With TikTok Profile Feed Exclusion List, you can now exclude specific creator profile pages from your ad placements, ensuring that your ads don't appear in contexts that might not align with your brand's values. For example, if you're a family-oriented brand, you might choose to exclude creator profiles that regularly post mature or edgy content like from a specific comedian, helping you maintain consistency with your brand image.

This control is fully compatible with TikTok Inventory Filter, TikTok Vertical Sensitivity, and TikTok Category Exclusion controls, so you can layer these preferences and further refine the environments where your ads are shown. The TikTok Profile Feed Exclusion List can be applied within the TikTok Ads Manager at the ad account level, and is available for campaigns using Standard and Limited Inventory—offering an additional layer of customization for your ad strategy.

By providing this enhanced level of control, TikTok allows you to ensure your ads show up in environments that support your brand's tone, values, and target audience, giving you the flexibility to adjust your ad placements with precision.

Watch this control take the spotlight:
TikTok Profile Feed Exclusion List for an Entertainment brand

Imagine you're marketing a big-budget action thriller, designed to attract adult audiences craving an intense cinematic experience. TikTok's buzzing with excitement, but not all content aligns with your film's sophisticated, dramatic tone.

As you explore TikTok, you notice some creators with profiles full of edgy humor, provocative stunts, or adult themes—suitable for certain niches, but not the vibe you want for your campaign.

Enter TikTok Profile Feed Exclusion List!

This control lets you exclude specific creator profiles from your ad placements. If you see creators posting prank videos or shock-value humor, you can exclude them. This ensures your movie's ads stay next to content that complements its high-stakes, thrilling tone.

By excluding misaligned profiles, you protect your brand image while reaching the right audience in the right context.

The result? Your blockbuster gets the attention it deserves, amplifying its dramatic flair, while your brand message stays sharp and consistent.

Learn about TikTok Profile Feed Exclusion List in our Help Center

Link

In-flight Tool

TikTok Comment Management

Gives advertisers control over comments by allowing them to filter, hide, or disable them, helping brands maintain engagement while managing potential brand safety concerns.

TikTok Comment Management gives advertisers full control over interactions on their ads, ensuring a brand-suitable and positive experience. Directly in TikTok Ads Manager, you can view, reply, like, hide, filter, block, and export comments, managing them individually or in bulk to stay on top of engagement across campaigns.

For added control, you can create a blocked word list to automatically hide comments containing specific words or phrases, keeping conversations aligned with your brand's values. By leveraging this tool, you can foster meaningful engagement, protect your brand image, and create a more positive ad experience—all while keeping moderation simple and efficient.

Top-of-the-Class Illustrative Example

A university launching a new online degree program wants to ensure the conversation on its TikTok ads stays informative and welcoming. Using the TikTok Comment Management tool, the school monitors comments, replying to prospective students while hiding off-topic or misleading replies. To prevent undesired or off-topic discussions, they set up a Blocked Word list to filter out unhelpful terms. This keeps engagement focused on the program's benefits, ensuring a positive and professional brand presence.

Learn about TikTok Comment Management in our Help Center

Link

Third-Party Brand Safety & Suitability Measurement Partners

We enable advertisers to work with trusted third-party measurement partners for independent assurance that the content next to their ads is brand safe and suitable. Our partners provide brand safety and suitability rates that align to industry-wide Brand Safety Floor and Suitability Framework standards. One or more of our partner solutions is available everywhere our first party controls are.

TikTok provides advertisers with robust third-party measurement solutions beyond brand safety and suitability rates, including TikTok Category Exclusion, TikTok Vertical Sensitivity, and Misinformation rates.

These insights help advertisers assess how their ads align with specific content themes, ensuring campaigns reflect their brand preferences. By working with trusted measurement partners, advertisers gain independent verification that their ads appear in safe and suitable environments, reinforcing confidence in their media investments.

To enhance transparency, TikTok has expanded third-party misinformation measurement, allowing advertisers to understand post-campaign adjacency to misinformation-related content. All three of our brand safety and suitability measurement partners offer this reporting, with early results showing misinformation adjacency is rare—less than 0.1%*. Learn more about misinformation rates on the TikTok for Business website.
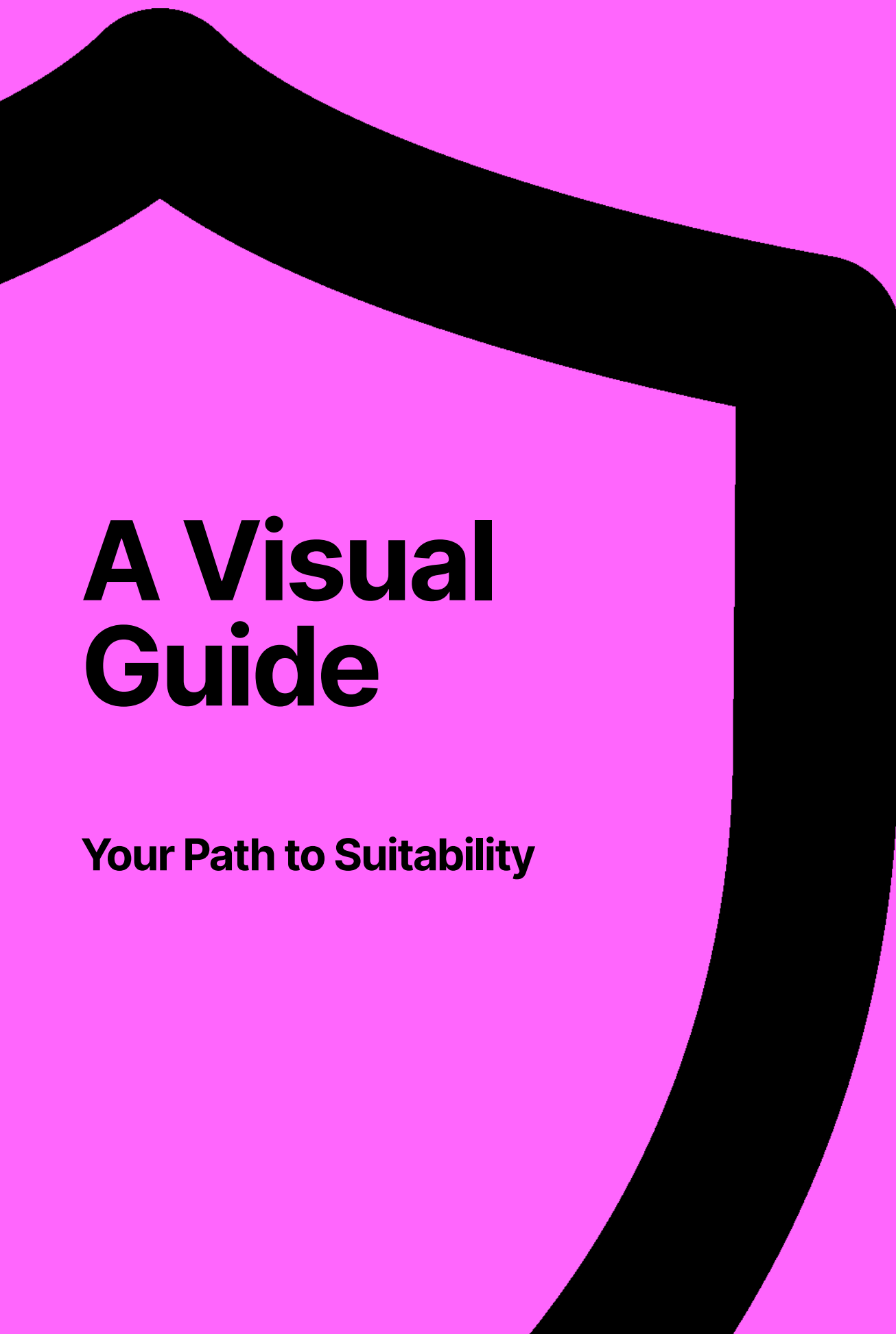
* Source: Zefr, May to August 2024

DV
DoubleVerify

IAS
INTEGRAL AD SCIENCE

ZEFR

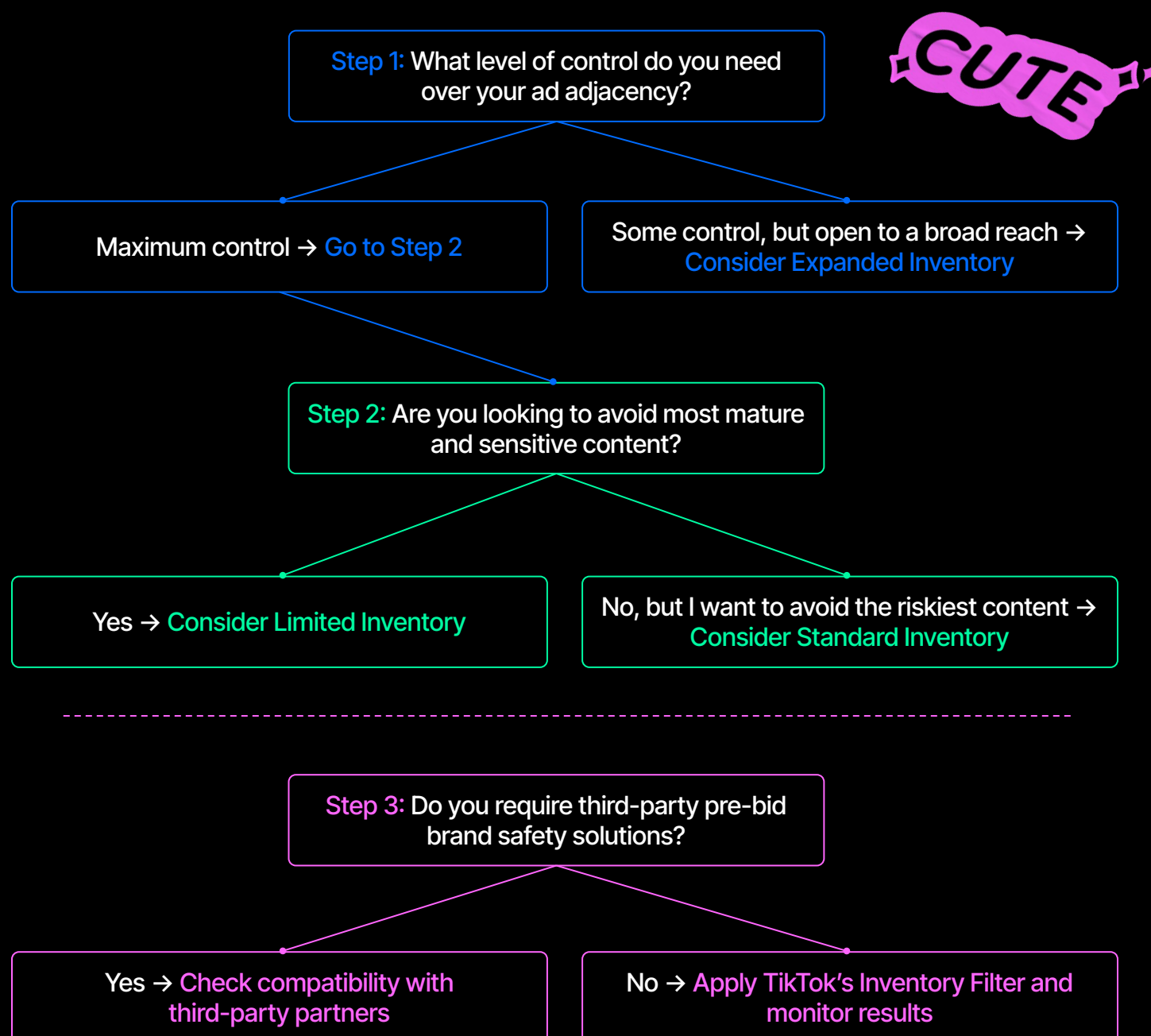**Learn more about our third-party measurement partners**

Link

A Visual Guide
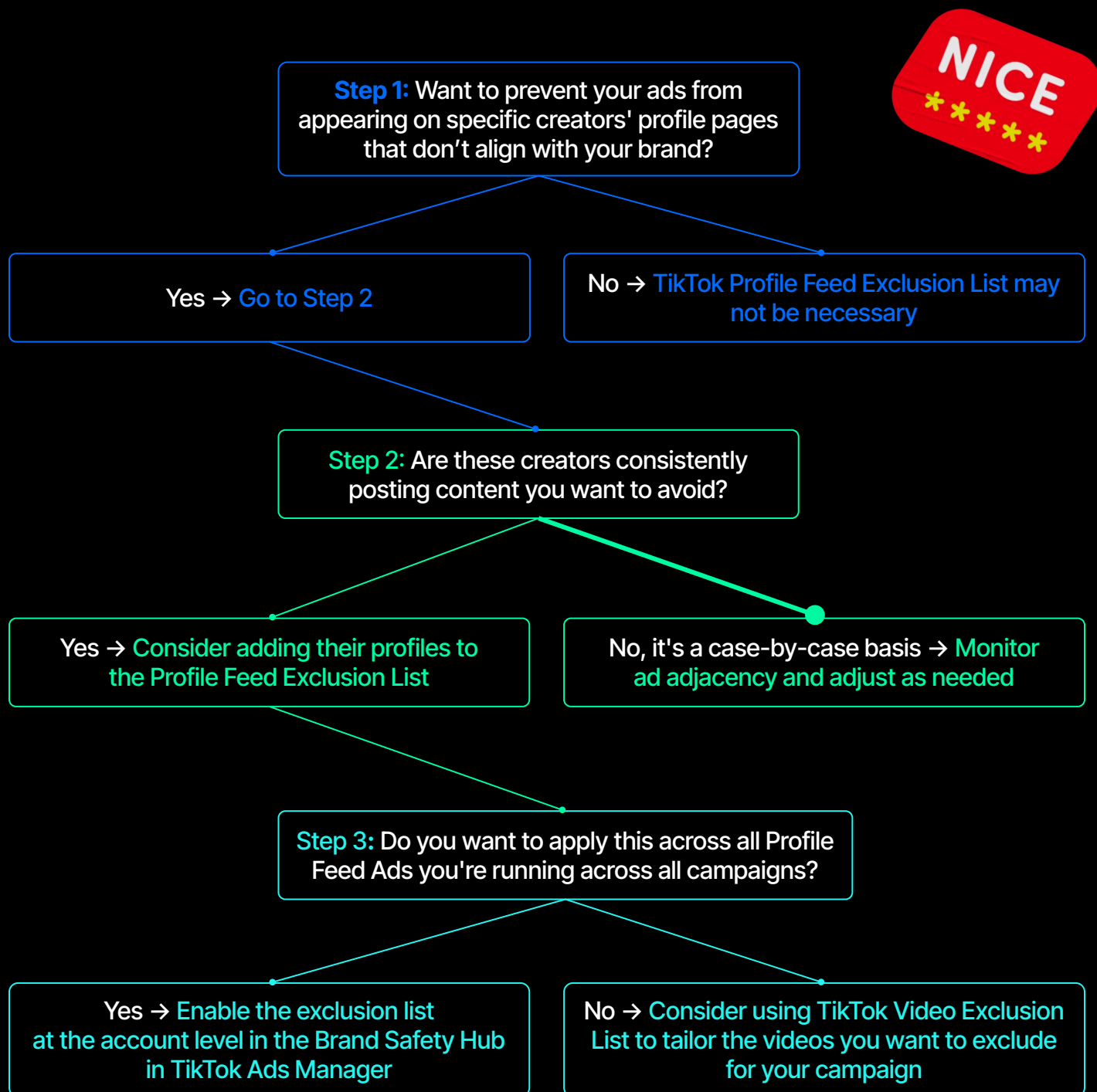
Your Path to Suitability

Choosing the Right Inventory Tier

TikTok Inventory Filter helps advertisers control the type of content their ads appear alongside by offering three inventory tiers: Expanded, Standard, and Limited. This decision tree guides advertisers through selecting the right tier based on their brand's sensitivity to different content types. Whether prioritizing maximum reach, a balance of scale and suitability, or the strictest brand safety measures, advertisers can confidently choose a setting that aligns with their campaign goals while ensuring a brand-suitable environment.

Step 1: What level of control do you need over your ad adjacency?

CUTE

Maximum control → Go to Step 2

Some control, but open to a broad reach → Consider Expanded Inventory

Step 2: Are you looking to avoid most mature and sensitive content?

Yes → Consider Limited Inventory

No, but I want to avoid the riskiest content → Consider Standard Inventory

Step 3: Do you require third-party pre-bid brand safety solutions?

Yes → Check compatibility with third-party partners

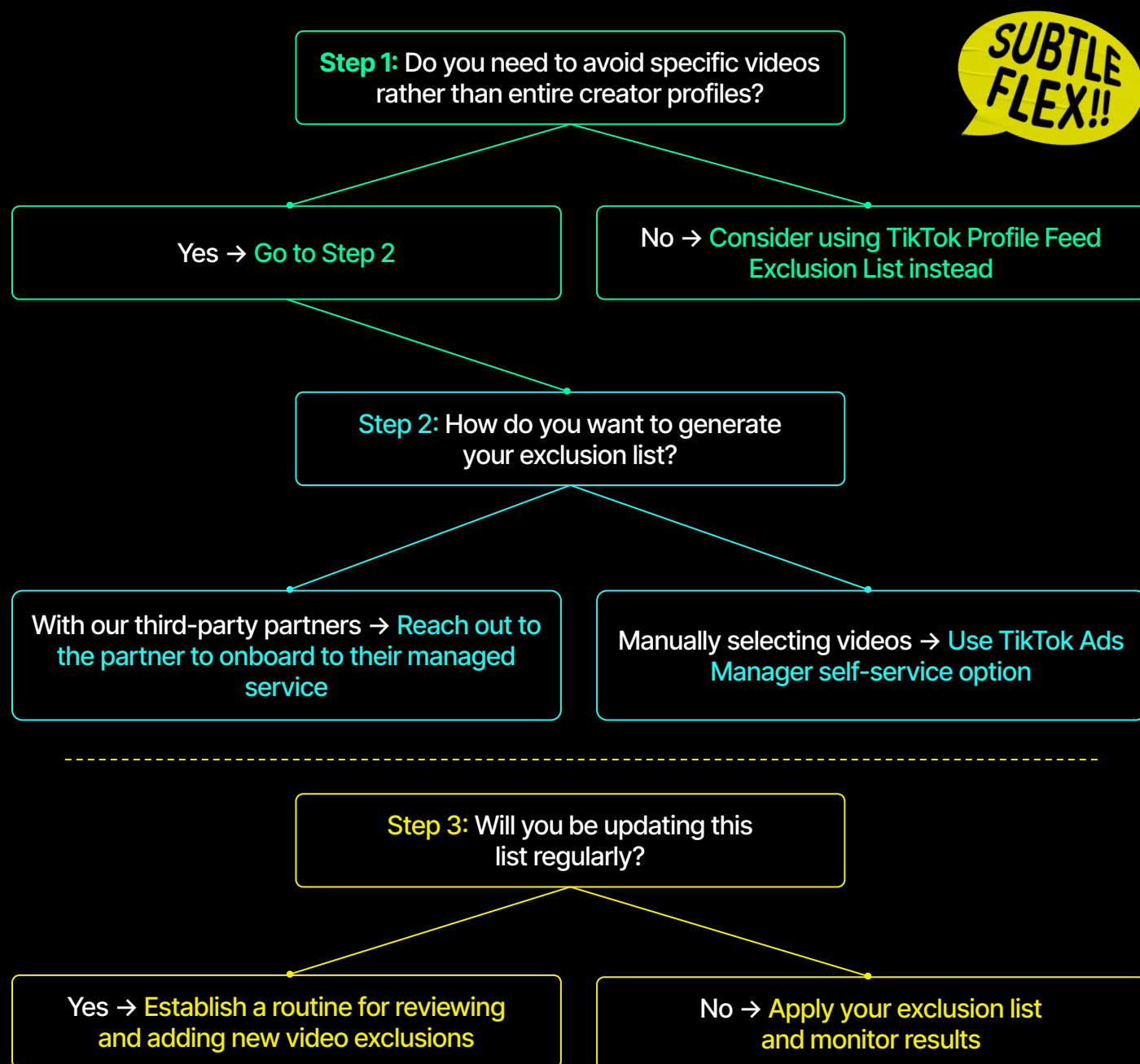No → Apply TikTok's Inventory Filter and monitor results

Using TikTok Profile Feed Exclusion List

TikTok Profile Feed Exclusion List helps advertisers control where their ads appear by excluding specific creator profiles. This ensures alignment with brand tone and messaging while still reaching TikTok's diverse audience. Whether promoting a high-end product or a family-friendly campaign, this decision tree will guide you in refining ad placements for the best brand fit.

Step 1: Want to prevent your ads from appearing on specific creators' profile pages that don't align with your brand?

Yes → Go to Step 2

No → TikTok Profile Feed Exclusion List may not be necessary

Step 2: Are these creators consistently posting content you want to avoid?

Yes → Consider adding their profiles to the Profile Feed Exclusion List

No, it's a case-by-case basis → Monitor ad adjacency and adjust as needed

Step 3: Do you want to apply this across all Profile Feed Ads you're running across all campaigns?

Yes → Enable the exclusion list at the account level in the Brand Safety Hub in TikTok Ads Manager

No → Consider using TikTok Video Exclusion List to tailor the videos you want to exclude for your campaign
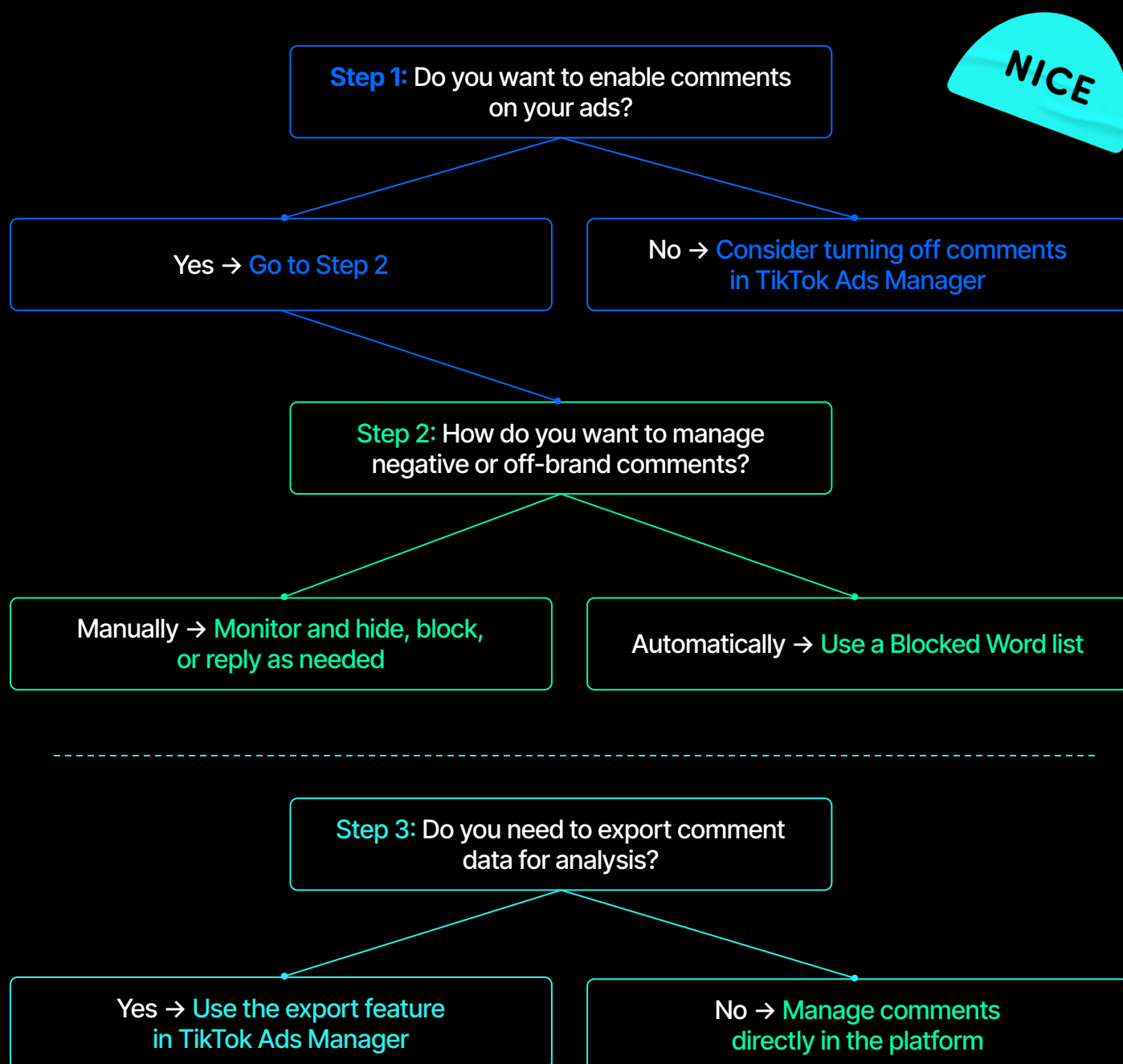
NICE *****

Using TikTok Video Exclusion List

TikTok Video Exclusion List provides advertisers with the ability to exclude specific videos from their campaigns, adding another layer of precision beyond inventory and category controls. This decision tree helps advertisers decide when and how to use this feature—whether by leveraging third-party brand safety partners or manually curating a list of video IDs through TikTok Ads Manager. By applying this control, brands can safeguard their ad placements from adjacency to content that may not align with their messaging or values.

Step 1: Do you need to avoid specific videos rather than entire creator profiles?

SUBTLE FLEX!!

Yes → Go to Step 2

No → Consider using TikTok Profile Feed Exclusion List instead

Step 2: How do you want to generate your exclusion list?

With our third-party partners → Reach out to the partner to onboard to their managed service

Manually selecting videos → Use TikTok Ads Manager self-service option

Step 3: Will you be updating this list regularly?

Yes → Establish a routine for reviewing and adding new video exclusions

No → Apply your exclusion list and monitor results

Managing Comments on Ads

Managing comments effectively can be crucial to maintaining a positive environment on TikTok. This decision tree guides you through the various comment management options available on the platform, empowering you to control interactions and protect your brand's reputation. Whether you're setting up automated filters or manually reviewing comments, this guide ensures you can make informed choices that align with your brand safety and suitability objectives.

Step 1: Do you want to enable comments on your ads?

NICE

Yes → Go to Step 2

No → Consider turning off comments in TikTok Ads Manager

Step 2: How do you want to manage negative or off-brand comments?

Manually → Monitor and hide, block, or reply as needed

Automatically → Use a Blocked Word list

Step 3: Do you need to export comment data for analysis?

Yes → Use the export feature in TikTok Ads Manager

No → Manage comments directly in the platform

Success Stories

Real Results

KFC
Raising awareness for limited edition menu items

99+ %
Brand safety rate

Objective

KFC aimed to increase awareness for its limited edition Spicy Zinger Popcorn, ensuring the campaign maintained strict brand suitability throughout. The focus was on reaching the right audience while guaranteeing that the ad appeared alongside appropriate, brand-safe content.

Solution

KFC used TikTok's Reach & Frequency buying method for an In-Feed Ad campaign, showcasing the Spicy Zinger Popcorn. This method allowed for advance scheduling, optimized reach, and controlled frequency of exposure. To ensure brand safety, KFC employed TikTok Inventory Filter, which provided additional control over ad placements. This solution ensured that the campaign ran alongside verified brand-suitable content.

Results

The campaign delivered over 17.8 million impressions and achieved a 99.5% verified safe delivery rate, demonstrating strong brand safety and campaign success.

Sony Pictures
Generating awareness in a brand-safe environment

99+ %
Brand safety rate

Objective

Sony Pictures Entertainment aimed to create mass awareness for its film Uncharted while ensuring the campaign maintained brand suitability across all ad placements. The goal was to reach a broad audience on TikTok while ensuring the ads were placed alongside appropriate, brand-suitable content.

Solution

Sony Pictures, in partnership with Omnicom Spain, used a suite of In-Feed Ads featuring official Uncharted trailers. These engaging ads were designed to spark interest and drive ticket sales. To ensure brand suitability, they utilized TikTok Inventory Filter, giving them control over ad placements to ensure alignment with verified content. Additionally, one of TikTok's measurement partners was used for independent verification of the campaign's safety performance.

Results

The campaign garnered 35 million impressions, 118,000 clicks, and at least a 99% verified safe delivery rate, ensuring strong brand safety while achieving its awareness goals.

Hansaplast

Building broad awareness for a trusted care brand

99+ %

Brand safety rate

Objective

Hansaplast aimed to raise mass awareness of its skin tone products while promoting diversity. The brand sought to ensure its message aligned with brand safety standards and maintained suitability throughout the campaign, engaging TikTok's community on important social issues.

Solution

Hansaplast ran In-Feed Ads featuring popular German creators, who shared personal stories about skin tone products and their relevance. These engaging, native ads appeared in TikTok's For You feed. To confirm brand safety and suitability, the campaign leveraged one of TikTok's measurement partners to ensure ads ran near verified safe content.

Results

The campaign achieved over 11 million impressions and a verified safe delivery rate of 97.8%-99.5%. It also saw a 23.9% lift in ad recall, a 9.9% increase in favorability, and a 6.7% boost in purchase intent, demonstrating strong campaign impact and brand safety success.

Adidas
Ensuring brand suitability with TikTok Inventory Filter

99+ %
Brand suitability rate

Objective

Adidas aimed to highlight its partnership with Candace Parker through the 'Impossible' campaign, targeting millennial sports fans. The goal was to deliver an impactful message while ensuring the content surrounding the campaign was suitable for the brand without sacrificing scale or performance.

Solution

Adidas ran a brand auction campaign with In-Feed Ads focused on Video Views, targeting males and females aged 18-34 interested in sports. To ensure brand suitability, Adidas used TikTok Inventory Filter solution, which categorizes content based on risk levels, allowing them to choose ad placements aligned with their values. One of TikTok's measurement partners was also utilized to confirm post-campaign brand safety and suitability rates.

Results

The campaign delivered over 57 million impressions and achieved a 99.9% brand safety and suitability rate, ensuring ads ran alongside verified safe and relevant content.

Rexona
Delivering smart messages in suitable spaces

99+ %
Brand suitability rate

Objective

Rexona, Brazil's leading deodorant brand, aimed to reach new audiences on TikTok with the "Rexona Dance Sem Parar" campaign, in partnership with Brazilian singer Anitta. The campaign sought to leverage TikTok's culture and language while ensuring the content was aligned with Rexona's brand values for safety and suitability.

Solution

Rexona used TikTok Ads Manager to promote the campaign to TikTok dancers, creating the "Rexona by Anitta doesn't abandon you during a dance" trend. To ensure brand safety and suitability, Rexona utilized TikTok Inventory Filter, which categorizes content by risk, ensuring ads ran alongside suitable content. Post-campaign, one of TikTok's measurement partners was used to measure brand safety and suitability adjacency.

Results

The campaign achieved over 32 million impressions, a 14.9% increase in ad awareness, and a 99.9% brand safety and suitability rate, ensuring ads ran alongside appropriate content.

Mondelez

Assuring ads ran in a suitable environment

99+ %
Brand suitability rate

Objective

Mondelez International aimed to introduce Sour Patch Kids Fruit flavors in the US with its 'Not-So-Sour Fruits' campaign. They wanted to ensure the ads appeared alongside content aligned with their brand values, targeting a young audience while maintaining brand safety and suitability.

Solution

Mondelez utilized TikTok's Inventory Filter and DoubleVerify's post-bid measurement to ensure their ads ran in a brand-safe environment. The Inventory Filter allowed them to select a Limited Tier, excluding high-risk content. DoubleVerify provided post-bid measurement to verify content against brand safety and suitability standards.

Results

The campaign achieved 39.5M impressions, with over 99% of ads verified as brand safe and suitable, ensuring alignment with brand values and providing a secure environment for Mondelez's advertising.

Your Control Center

Exploring the Hub

Brand Safety Hub in TikTok Ads Manager

The Brand Safety Hub in TikTok Ads Manager offers our first-party solutions, including TikTok Inventory Filter and suitability controls such as TikTok Category Exclusion and TikTok Vertical Sensitivity. The hub offers you a streamlined workflow, allowing you to define brand safety and suitability settings at the account level and define your default settings for future campaigns.

✓ Provides a streamlined workflow for setting brand safety and suitability preferences at the account level, automatically applying default settings to future campaigns for efficiency, consistency, and greater control over ad placements.

Steps to get started

1

You have the ability to set default account-level settings across all first-party brand safety tools including TikTok Inventory Filter and suitability controls such as TikTok Category Exclusion and TikTok Vertical Sensitivity.

2

Default account-level settings cover reach, video views, and community interaction by default. If you'd like to cover all objectives, please click 'Add' all under 'Advertising objectives'.

Brand Safety Hub in TikTok Ads Manager (continued)

The account level solution is for advertisers that know their preferences and want them automatically applied with fewer steps. You can access the Brand Safety Hub in TikTok Ads Manager on the Campaign Creation page at the ad group level or by clicking the Tools module, then under Settings click 'Brand Safety Hub'.
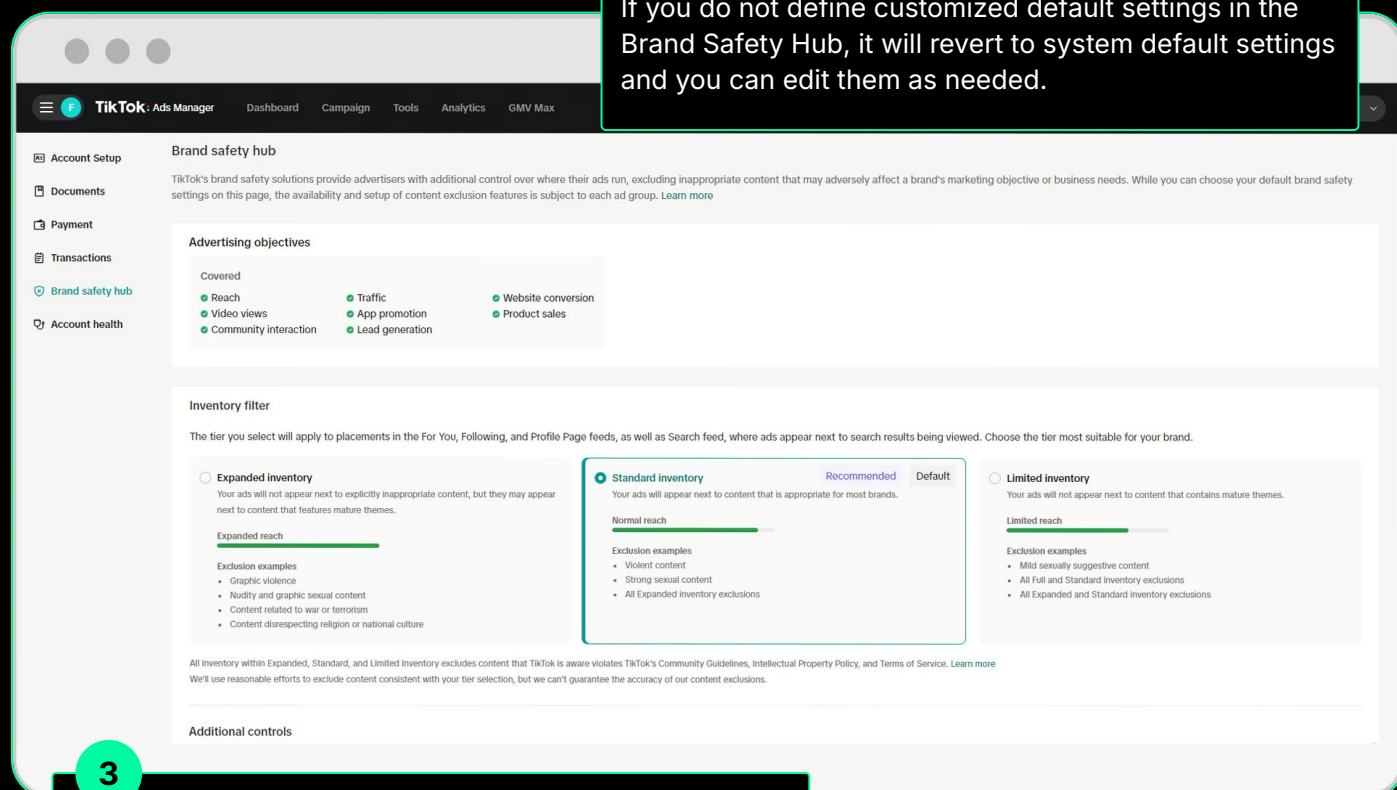
Steps to set up new ad groups

1

When creating a new ad group, account-level settings will be applied to all new campaigns utilizing objectives supported by TikTok Inventory Filter.

2

If you do not define customized default settings in the Brand Safety Hub, it will revert to system default settings and you can edit them as needed.

3

Historical ad groups will not be affected by new account-level control.

4

Ad group settings can override account-level control.

Setting Up Exclusion Lists in Brand Safety Hub

This is for TikTok Profile Feed Exclusion List and TikTok Video Exclusion List. You can also partner with one of our three third-party brand safety partners to create and manage your exclusion lists. Please reach out directly to the partner to learn more about this managed service and pricing.

Steps to get Exclusions Set up

1

Scroll down to 'Exclusion list'.

Exclusion list

Exclude specific profiles from your Profile Feed ads, and videos from all brand safety-eligible video placements.

> ℹ At this time, profile and video exclusions are not available for the following objectives: traffic, app promotion, lead generation, website conversion, and product sales.

Add to list

2

To add new Video or Profile exclusions, click 'Add to list'. You can choose to either enter the Video IDs through an Excel template, or manually.

Profiles	**Videos**			
🔍 Search		Status: All ⌄	Remove	
☐	**VideoID**			**Status**
☐	13			● Active
☐	7467320006645255455			● Active
☐	7468523807217618222			● Active

Important: Videos on your list will be excluded from For You feed placements only.

3

To see active exclusions, click the 'Video' or 'Profiles' tab depending on the type of exclusions you've added.

Learn more about our Brand Safety Hub in TikTok Ads Manager

Link

Your
Toolbox

Resources & References

Click it like it's hot!

Resources and references to turn up the heat on your expertise

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TikTok Inventory Filter

TikTok Category Exclusion

TikTok Vertical Sensitivity

TikTok Video Exclusion List

TikTok Profile Feed Exclusion List

TikTok Comment Management

Third-Party Measurement Partners

Three steps. Zero stress. Let's get started!

1

Start your brand safety journey in the TikTok Brand Safety Center.

Link

2

Continue by learning about our brand suitability solutions.

Link

3

Then visit the TikTok Business Help Center for step-by-step instructions, or contact your client manager if you have been assigned one.

Link

What's Next Now

From Brand Safety to Suitability to Synchronization

With the TikTok Safety Suite of advertiser solutions, we've redefined what it means to protect and empower brands. We've moved beyond safety to a new era of confidence and cultural alignment—where brands don't just exist in the digital landscape, they thrive in it, as part of it.

This playbook is your blueprint for navigating this evolution. It's not just about protection—it's about precision. It's about ensuring your brand doesn't just appear, but resonates.

The controls, tools and solutions are more sophisticated than ever. The opportunity is now. Synchronization is the next frontier—where brands and ads work in perfect concert through radical customization. How will you synchronize your brand presence for tomorrow's audiences today?

Only on TikTok.

♪ TikTok

Disclaimer

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