

Recut Remix Reimagine

CREATING
IS EASY
ON
TIKTOK



No matter where your creative maturity currently is, TikTok's Recut, Remix, Reimagine creative production framework has a solution for you.

Recut

your existing creative assets for TikTok.

There are three simple ways to Recut your existing assets to make them feel more native and compelling:

Verticalising. Make sure the content is in 9:16 and frame scenes evoke the most emotion and connection to humanity (eg. close ups of people).

Edits. Remove any opening logo card. Take out any long pauses or builds or unnecessary scenes. Use editing tools like CapCut to add effects to your creative.

Audio. TikTok is a sound on platform; always make sure if repurposing assets from digital platforms that audio is accompanying the ad.

Tools to try:

[TikTok Creative Exchange](#)

Recommends creative partners based on your creative needs.

[CapCut](#)

Free, all-in-one video editor for everyone, available on 4 platforms.



Remix

your ideas with more TikTok elements.

There are a few ways you can create a custom edit specifically for TikTok:

Audio. Add trending music from our free to use Commercial Music Library or use Text to Voice.

Text overlays. An easy and simple way to make your creative native.

Trends and Subcultures. Trends are useful shortcuts to native content.

Creator made. TikTok Creators can bring your ideas to life while adding realness to your messages.

Tools to try:

[TikTok Creator Marketplace](#)

Run your own campaign on TikTok Creator Marketplace.

[Creative Center](#)

Get verticalized and market-specific insights, trends and inspiration here

Reimagine

your creative approach using the power of TikTok.

Tap into the magic of TikTok technology to elevate your big ideas:

TikTok Live. Get up close and personal with audiences in real-time.

Community-generated content. Allow the TikTok community to join in with the conversation, giving them a platform to inspire and create alongside your brand.

Interactive Add-ons. Interactive add-ons like Voting Stickers, Super Likes and Display Cards to make content feel native.

Solutions to try:

[Branded Mission](#)

Enables brands to crowdsource authentic content from creators.

[Interactive Add-ons](#)

Add innovative interactions and effects to make your ads enjoyable.

Time to Recut, Remix and Reimagine!

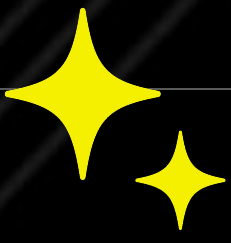
Each of these three can be done individually on its own, but it is even more powerful when you think of them as an integrated advertising campaign across TikTok.

Recut assets in high impact formats like **TopView**, Remix assets run as **In-Feed ads** and Reimagine assets through a social activation with **Creators**. Brands that are winning on TikTok now are taking this approach, they're using the entire creative possibilities of TikTok to tell their story.

Reach out to your **TikTok Representative** to find out how the **Recut, Remix, Reimagine** framework can be useful for you. ✨

TikTok Creative Checklist

Just Recut, Remix, and Reimagine



What is TikTok Creative Checklist?

The TikTok Creative Checklist is a **modular and entry-level** tool designed to help advertisers and agencies build TikTok-ready assets. This checklist is recommended for **Awareness and Consideration objectives**.

You can use Creative Checklist to:

Pre-launch:

- Explore ways to improve assets before launch
- Improve your Ads Manager Fundamentals
- Build a test-and-learn plan based on the elements

Post-launch:

- Assess and improve underperforming assets

What it is:

A checklist of key effectiveness principles across Creative and Ads Manager Fundamentals based on existing TikTok data

What it is not:

A guaranteed route to success; we encourage all clients to develop test-and-learn approaches based on what works for them

Modular Creative Production Checklist

When developing creative for TikTok, use these modular Creative Checklists to discover any TikTok elements or solutions you can add to make your assets more TikTok-ready. **These creative principles are recommended for Awareness and Consideration objectives.**

Need more in-depth objective/vertical-driven guidance? Reach out to your TikTok representative.

Creative: Basics

RECUT

- Branding cues in first 3 seconds
- Equal focus on brand/product + spokesperson throughout video
- Vertically framed, sound on
- Hook in first 6 seconds via surprise, suspense, or emotion
- Key information within TikTok safe zone (UI)
- Clear CTA in the first 6 seconds

Add-on to guide video edit

Creative: Nativity

REMIX

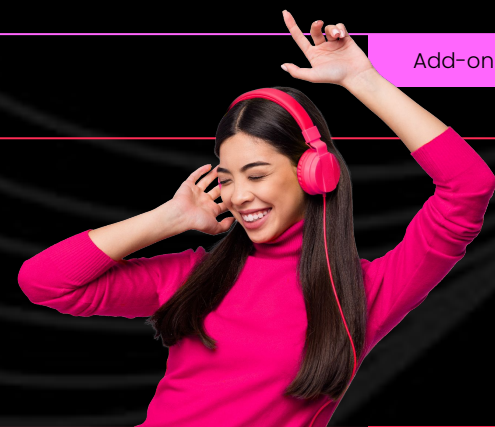
- Inclusion of a current/existing trend
- Distinct brand tone of voice OR UGC-style communication
- Use of creator or creator POV
- Use of trending/popular music OR text-to-voice function
- Platform-native editing: ie. fast pace, filters, visual transitions
- Use of TikTok stickers: ie. text overlay (1 per scene maximum)

Add-on for native look and feel

Creative: Solutions

REIMAGINE

- Community-generated content (Branded Mission)
- Inclusion of AR (Branded/Community Effects)
- Use of Livestreaming (TikTok Live)
- Use of Interactive Add-ons (Super Like, Gesture Ad, etc)



Add-on to engage communities

TikTok Ads Manager Fundamentals Checklist

After you've gone through the Creative Production Checklist, use this checklist to strengthen your Ads Manager fundamentals.

Why is this important for creative? Your Ads Manager approach impacts how your creatives do on our platform.

Awareness & Consideration Objectives

ADS MANAGER

- Enable broad targeting for sufficient audience pool size
- 3-5 creatives per ad group
- Ensuring Reach Sufficiency and Frequency: min. >50% on intended reach
- Creative refresh every 7 days to extend ad group lifespan**
- Consider increasing frequency and campaign duration as you move down the funnel
- Validate effectiveness & success with 1P / 3P Brand Lift Studies

