



Creator Economy

# The Art & Science of Authenticity

Decoding how brands can capture US\$1.2 trillion in commercial value contributed by creators in APAC



## Foreword

Creators have merged culture, community, and commerce into one ecosystem. Their value extends far beyond earnings alone, as measured in the creator economy. The true measure of creator impact — the total value of goods and services influenced or converted through their content — defines their commercial contribution. In APAC, this opportunity is **projected to reach US\$1.2 trillion by 2030**, growing 1.4x from 2025.<sup>1,2</sup>

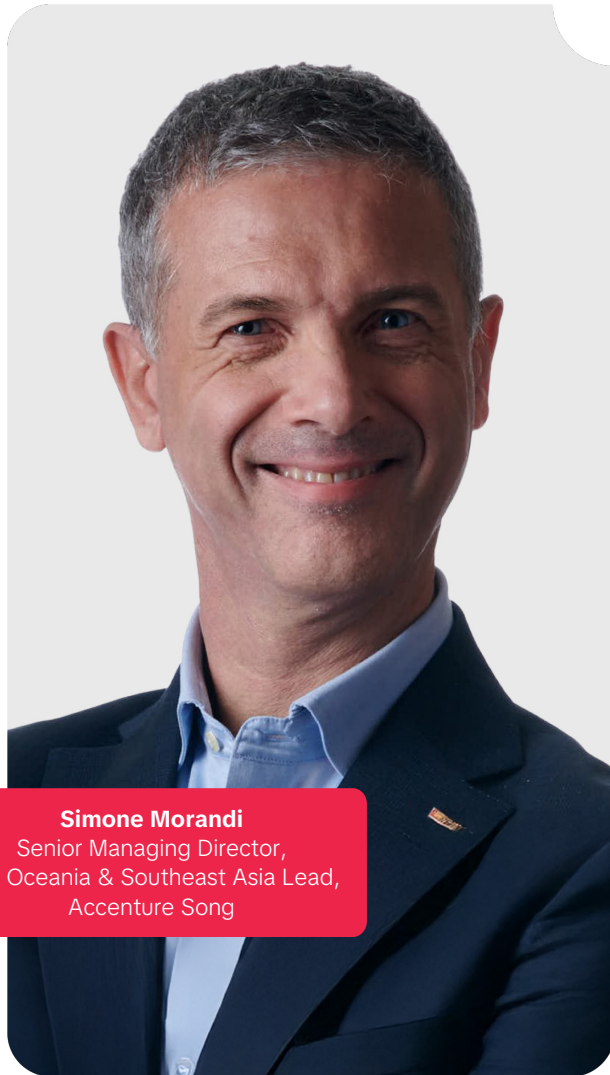
At the center of this opportunity is authenticity. In a post-perfection era, consumers respond to what feels real. Creators are the masters of that realness, turning affinity into action.

TikTok exists to transform creative influence into commercial impact. Through every tier of creators, from icons to everyday storytellers, we enable brands to drive omni-channel impact, across TikTok Shop and other channels.

We empower brands to scale by supercharging creativity with data, intelligence, and technology. Here, authenticity is more than an idea. It's an engine for measurable, sustained growth.



**Andy Yang**  
Global Head of Creative  
& Brand Ads, TikTok



**Simone Morandi**  
Senior Managing Director,  
Asia Oceania & Southeast Asia Lead,  
Accenture Song

## Foreword

In a market affected by rising expectations and tighter budgets, marketing effectiveness defines success. Traditional upper-funnel awareness and lower-funnel promotions can no longer carry the weight of growth alone.

The real battleground now lies in the overlooked middle — the space where consumers consider, compare, and commit. Here, authenticity is the decisive force. When creators tell genuine stories in relatable contexts, they sustain intent and accelerate consideration into conversion. Their content bridges the gap in the middle, where traditional advertising falls short.

In this growth frontier, newer and more agile brands are wielding authenticity as their competitive edge to gain market share. The ability of brands to scale through authenticity will define the winners of the future.

This paper introduces a new system of growth — powered by the art and science of authenticity, unlocking performance effectively and efficiently.

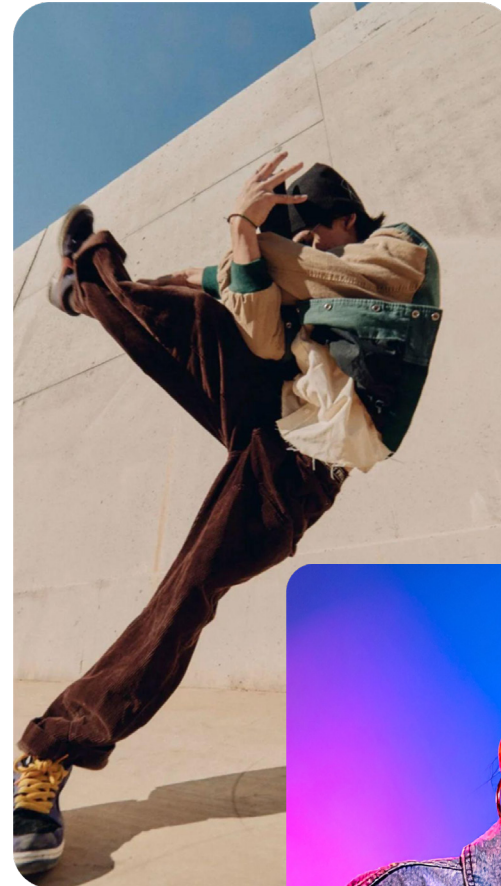
## Executive Summary

Creator-led authenticity has become a proven growth driver — reinforcing brand affinity, reducing funnel leakage, and accelerating conversion.

While the opportunity is clear, the science of orchestration remains complex. Cultural nuance, fragmented signals, and content overload have made it harder for brands to translate authenticity from philosophy into performance.

This paper explores how the art and science of authenticity come together to unlock growth.

Drawing on the combined expertise of creators, brands, and agencies, and enriched by quantitative insights from consumer research<sup>1</sup> and measurement science<sup>2</sup> — we empower marketers to deliver, measure, and scale authenticity across the funnel with confidence.



9 in 10

APAC consumers are likely to be influenced by authentic content to buy<sup>1</sup>

## Art of Authenticity

**Real beats perfect.** Creators redefine influence by choosing 'flawsome' over polish, building genuine brand affinity. Brands can apply this from ads to organic content and everything in between.

76%

of APAC consumers are likely to search, click, or add to cart, after seeing authentic content<sup>1</sup>

## Science of Authenticity

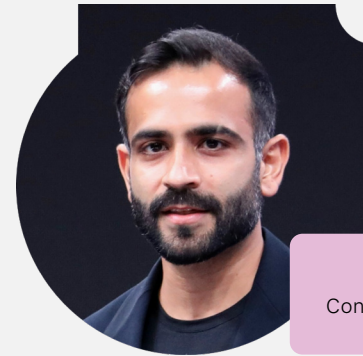
**Turn real into results.** New signals and tools now reveal and track how authenticity moves consumers through the funnel, especially across the middle. These insights help brands optimize creator impact in real time.

7,500x

more minutes of Squid Game UGC vs. Netflix series runtime<sup>2</sup>

## Compound Creativity

**The art and science of scale.** By combining creator artistry with intelligent technology, brands unlock the volume, variety, and velocity of content needed for growth without losing authenticity.



**Abhishek Grover**  
Chief Digital Officer,  
Consumer Products Division,  
L'Oréal SAPMENA

“

Brands risk losing their connection with consumers if their content isn't authentic or fit for the platform. To effectively capture attention, we must deliver authentic storytelling through highly-engaging, immersive, and thumb-stopping content.

This dynamic requires a delicate balance of 'math' and 'magic': where 'math' provides data-driven insights into what resonates and how to scale; and 'magic' infuses campaigns with the boldness and creativity needed to cut through the digital clutter.

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Why accelerate authentic content through creators?

How can technology scale creativity with authenticity?

## Key Takeaways

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Chapter 1

# Art of Authenticity



**Real beats perfect.**

Creators redefine influence by choosing 'flawsome' over polish, building genuine brand affinity.

## Why is creator authenticity the new advantage?

### The Authenticity Movement

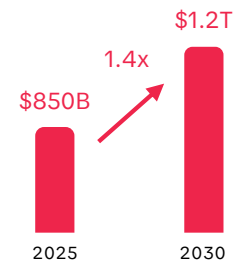
The massive Shoppertainment opportunity in APAC underscores how content has become a commercial force. Creators are estimated to contribute 85% of that commercial value — in other words, the total value of goods and services influenced or converted through creator content. And with the growing impact and scale of creators, this opportunity is projected to expand to US\$1.2 trillion by 2030.<sup>1,2</sup>

Beneath its surface lies a shift. Consumers expect authenticity from everyone: creators, everyday users, and brands alike — with 76% of consumers wanting brands to post more authentic content. Authentic content isn't just attractive; it's powerful. It influences 9 in 10 consumers to buy, 3x more than content that's merely trendy.<sup>1</sup>

The authenticity movement isn't limited to creators alone. It depends less on who posts and more on what makes people truly believe. If brand content carried the same authenticity, it could command the same power.

So where should brands begin? By moving beyond authenticity as a buzzword, understanding what it really means and how to harness it to power real influence.

### Creator Commercial Contribution APAC Projection (2025-2030), US\$<sup>1,2</sup>



# 76%

want brands to post more authentic content<sup>1</sup>

# 9 in 10

likely to be influenced by authentic content to buy<sup>1</sup>



**Gaurav Datta**  
Global Brand VP,  
Personal Care, Unilever

# “

Authenticity is really valued by consumers, who have a healthy cynicism for traditional marketing's claims.

We bridge the authenticity gap in two ways: making what 'brands say' more compelling through science-backed storytelling; and dramatically boosting 'others say' — trusted creator voices that address the middle funnel gap between 'I'm aware of it' and 'Does it really work?'.

## Real Beats Perfect

In today's post-perfection era, influence belongs not only to top-tier creators, but to anyone who feels real.

'Flawsome' content connects because imperfections aren't mistakes — they're the texture of truth. Rough edges, raw emotions, and unfiltered moments are 'flaws' that make stories feel awesomely human.

3 in 4 consumers skip content that feels too polished or inauthentic — 5x more than those who skip content just for being an ad or sponsored.<sup>1,2</sup> Marketers need not over-engineer paid vs. organic; audiences just scroll past what doesn't feel real.

That's where creators of all kinds come in, from established creators to emerging everyday voices, who have mastered the art of making realness resonate.

**3 in 4**

skip content that feels too polished or inauthentic<sup>1</sup>

**62%**

would be more influenced by brand content if it features creators authentically<sup>1</sup>



**Cassi Yang**  
Chief Commercial Officer,  
Hepmil Media Group

“

Post-Covid, we've seen the rise of a new generation of creators — not just picture-perfect influencers from cities, but everyday people across all walks of life: from suburban to rural areas, from farmers to pharmacists. Today, anyone can be a content creator overnight.

But with that explosion of content, consumers are asking: what's real? That's why brands ask to be matched with creators who genuinely love their brand, and can authentically recommend it.

## Creator Diversity

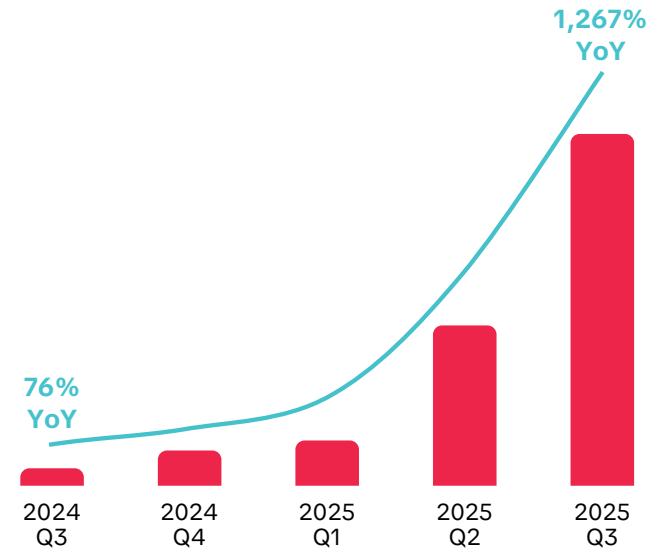
Authenticity is rooted in what's true to a person's voice. To reach and relate to diverse consumers, brands must tap a broad mix of creators across tiers, verticals, and niches.

Leading brands are already adapting, partnering beyond professional creators to the fast-growing communities of everyday creators, who are expected to drive a 1.6x surge in the global creator population, reaching 107 million creators worldwide by 2030.<sup>1</sup>

TikTok hosts one of the most dynamic creator communities, spanning every passion and perspective, enabling brands to match with creators who amplify authenticity at scale.

Its creator community isn't just growing — it's multiplying. The number of monetized creators has surged across the year, with a +1,267% year-on-year growth rate as of 2025 Q3 — making it one of the fastest-expanding creator communities globally.<sup>2</sup>

## Growth in TikTok's Monetized Creators<sup>2</sup>



“

It's not just the big creators who drive results; follower count isn't the only way to measure success. You might be surprised to know that many of our top performers are micro or nano creators — who achieve strong engagement and conversions — because they come across as authentic, like a friend you can trust.

#FLAWSOME#PROOF#LOFI  
#LIVE#IRL#Q&A#FUNCTIONAL  
#PRODUCTINFO#EMOTIVE  
#LIVESTREAM#SIDEBYSIDE  
#BEFOREANDAFTER#AMA  
#UNSCRIPTED#REALUSER

## How can brands influence with the art of authenticity?

People perceive authenticity in both **functional** and **emotive** ways. **Functional** authenticity is about tangible proof, whereas **emotive** authenticity comes through in how content is expressed in ways that consumers connect with.

The key for brands is to understand how APAC consumers in each market uniquely associate with authenticity, and to strike the right balance that resonates with both mind and heart.

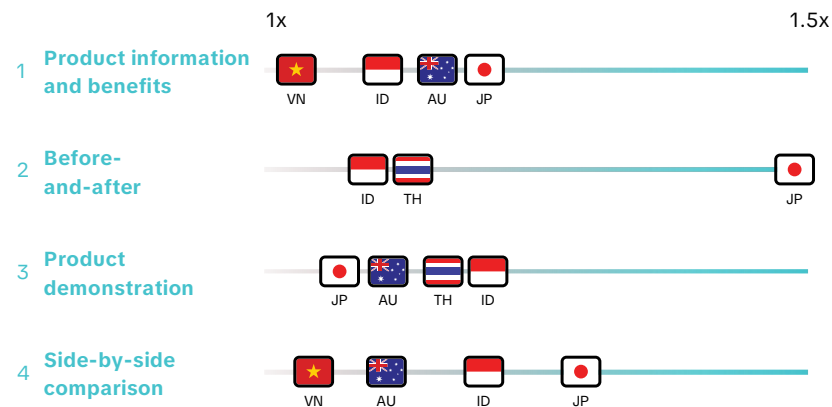
## Functional Foundation

At its core, authenticity is functional. People seek tangible proof — evidence that products work, especially through content by genuine users. Simply put: is it real? This comes through in content where seeing is believing, though nuances vary by market.

In **Japan**, consumers are 30% more likely than the APAC average to value undeniable results, making *before-and-after* videos more closely linked with authenticity. Japanese consumers tend to prioritize **functional** proof, while other markets place greater emphasis on **emotive** expression.

## Resonance of functional formats

Association with authenticity compared to APAC average<sup>1</sup>



**Nathan Powell**  
Cofounder, Fabulate

“

Authenticity isn't one-size-fits-all in the region. What feels 'real' in one market may feel unfamiliar or even inauthentic in another.

The trick is knowing which lens applies where. Analysis gives you a baseline of patterns. But pairing that with people on the ground who understand cultural nuance is what unlocks true resonance.

“Indonesian audiences love seeing how a product actually works in real life — when you show real results or how it fits into your daily routine, it feels more believable. Authentic content is about combining proof with personal experience.”

Sharon Nathania | ID



**@syeaja**  
735.7K Followers  
27.1M Likes

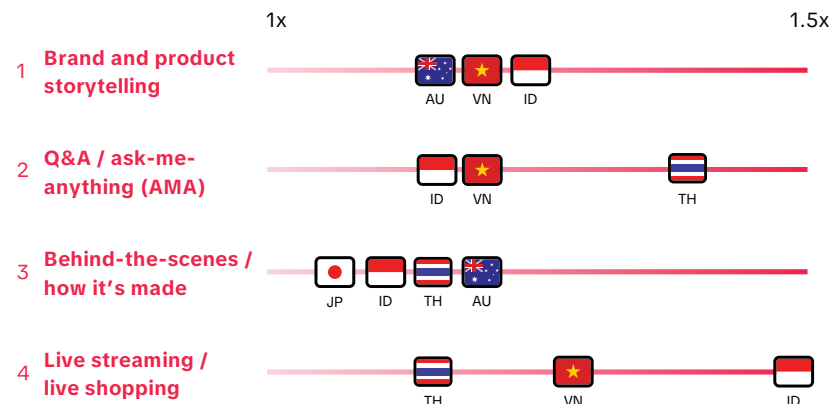
## Emotive Expressions

Proof alone isn't enough. Authenticity also comes through how stories are told — in tone, style, and personality. Is it genuine, conversational, relatable, lo-fi, or unscripted? It can also be about the way content fits the overall vibe of the platform (e.g. made to be on TikTok).

Functional content without expressiveness can fall flat. Brands should balance both **functional** and **emotive** authenticity, while adapting to local nuances.

## Resonance of emotive formats

Association with authenticity compared to APAC average<sup>1</sup>



"Thai audiences love drama in all its forms from TV shows and online series to real-life stories. They connect deeply with emotional storytelling, and when products are authentically featured within these moments — it feels genuine and impactful."



@turk\_tk  
2.1M Followers  
90.4M Likes

Turk Tk | TH

Our research reveals that markets differ in their preferred textures of expression. These help explain why certain markets associate some formats more with authenticity vs. the APAC average:

- **Thailand:** 20% greater skew towards raw and casual conversations — part-and-parcel of *Q&A / ask-me-anything*
- **Australia:** 20% more keen to hear from brand insiders like founders and staff — key ingredients of *behind-the-scenes*
- **Indonesia and Vietnam:** 55% higher association with lo-fi, fit-for-platform styles — defining features of *live streaming*

## Art of Authenticity: Formats in Action

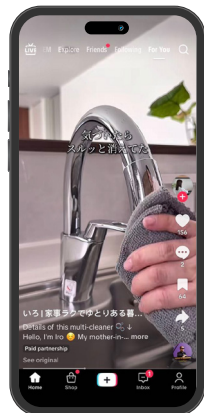
Balancing **functional** and **emotive** authenticity, tailored to market nuances



Japan

### Before-and-after

A #cleantok creator demonstrates the power of an environmentally-friendly detergent in removing oil and water stains all around the home



Visible proof

Actual use by creator

Relatable

Genuine



Indonesia

### Side-by-side

A creator contrasts camera zoom quality between phone models at a #kpop concert; a relatable situation that demands the best zoom



Real context

Actual use by creator

Lo-fi

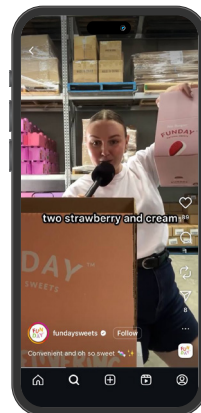
Relatable



Australia

### Behind-the-scenes

A wellness food company provides a sneak peak at what a consumer has ordered; packing while casually sharing about their subscription service



Real context

Insider voice

Transparent

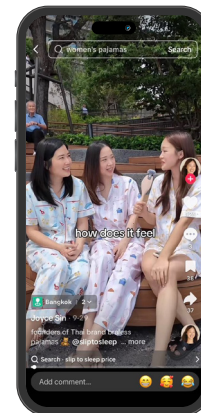
Casual promotion



Thailand

### Q&A / AMA

A local fashion brand's co-founder sit down for a candid interview with a creator; an unscripted chat about what it's like to build their business



Unscripted and candid

Friendly

Insider voice

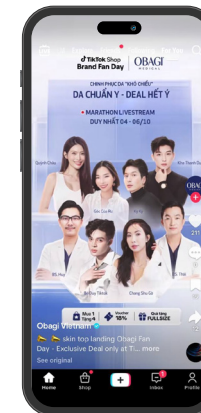
Actual use by creator



Vietnam

### Live streaming

A skincare brand hosts a marathon live experience, making expertise from key opinion leaders in skincare and dermatology accessible in real time



Live and spontaneous

Fits the platform vibe

Accessible and informal


Expertise

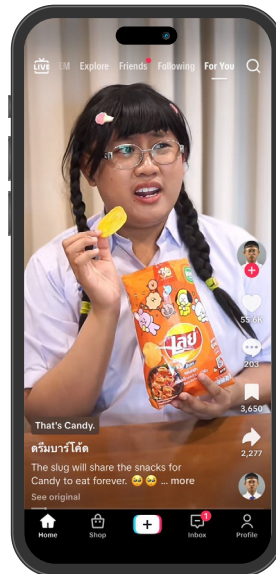
Functional Emotive

## Combining diverse creators and analytics to own more snacking moments and ride on trends

Foods

TikTok One  
Spark Ads

 Thailand



## Results

73%

Increase in category  
engagement share

19%

Higher audience penetration  
in middle and lower funnel

## Challenge

Lay's Thailand set out to spark deeper engagement with its audience, and drive stronger impact across the funnel. While people were aware of the brand, Lay's wanted more people to associate the brand with everyday snacking.


## Campaign

- Leveraged **TikTok One** to find and partner with creators, and amplified creator content through sponsored posts (**Spark Ads**)
- Used analytics tools to optimize mix of brand-led and creator-led content focused on product taste and everyday snacking moments; reinforcing key messages like 'delicious with anything' 'my daily snack', and 'enjoyable for every generation'

## Borrowing authentic voices to increase brand love and drive consideration

Media & Entertainment

Branded Mission  
Spark Ads

 Australia



### Results

41%

Uplift in new audiences at consideration stage

22%

Increase in awareness of new 'daylist' feature

### Challenge

Spotify set out to reinforce themselves as a music streaming platform with best-in-class features that users cannot find anywhere else — for current users and non-users.

### Campaign

- Drew on the insight that people refer to Spotify as 'My Spotify': the more users listen, the more curated their experience becomes, especially through personalization features such as 'daylist'
- The brand partnered with creators to bring the insight to life; including UGC challenges through **Branded Mission** and promoting them via **Spark Ads**, thus amplifying the community's interpretations of 'My Spotify'

# What should brands do to deliver authenticity?

“

We're seeing brands wanting to build deeper relationships with creators, beyond transactional promotions. Creators also yearn for that — working with brands they genuinely believe in, and continuing to make authentic content they can truly stand for.

**Cassi Yang**

Chief Commercial Officer,  
Hepmil Media Group

## Think inside and out

- Let insider voices express authentically: leaders, staff, and partners
- Extend partnerships beyond top-tier creators to everyday creators

## Partner and co-create

- Treat creators as collaborators, not only distributors
- Invite creators to enhance brand messages with their authentic voice

## Motivate and amplify


- Engage and incentivize consumers to create and share
- Amplify user-generated content that resonates, through sponsored posts or repurposing in brand content

## Commit to consistency

- Foster long-term relationships with creators to build authenticity through repetition
- Embed authentic creator voices across campaigns and channels

“Brands should move away from one-size-fits-all briefs and trust creators to shape the message in their own way. We know what resonates with our audience.

When brands share key points and give creators the creative freedom — the content feels genuine and performs better.”

Jharna Bhagwani |  ID



**@jharnabhagwani**  
13.2M Followers  
273.2M Likes



## Next up: Science of Authenticity

Art captures attention; science orchestrates it. To turn authentic moments into measurable momentum, brands need systems that prove and scale their impact — transforming the art of authenticity into a science of performance.



Chapter 2

# Science of Authenticity



## Turn real into results.

New signals and tools now reveal and track how authenticity moves consumers through the funnel, especially across the middle.

## Why is authenticity the missing link in the funnel?

### Bridging the Middle

Between awareness and conversion lies the overlooked middle — where people search for answers, consider options, and decide what to believe. Yet it's also where many brands lose momentum. Attention fades, competitors intercept, and conversions are lost.

The way through the middle is authenticity — powered by creators who act as cultural translators and trust builders. Authenticity drives accelerated action. When content feels real, people lean in (watch longer, save or follow), and take the next step (search, click for more, or add to cart). Every action becomes a trackable micro-signal of intent that reveals who is genuinely considering.

Yet with countless clicks across so many campaigns, brands often struggle to connect the dots and see the full picture, leaving the middle underleveraged.

Unlocking the middle starts with decoding consideration.

# 76%

likely to search, click-through, or add to cart — after seeing authentic content<sup>1</sup>

# 71%

likely to have stronger affinity for the brand because of authentic content<sup>1</sup>

### Likelihood of consumer action when content feels authentic, versus when it does not<sup>1</sup>

#### Lean in



#### Take the next step



## Chaos into Order

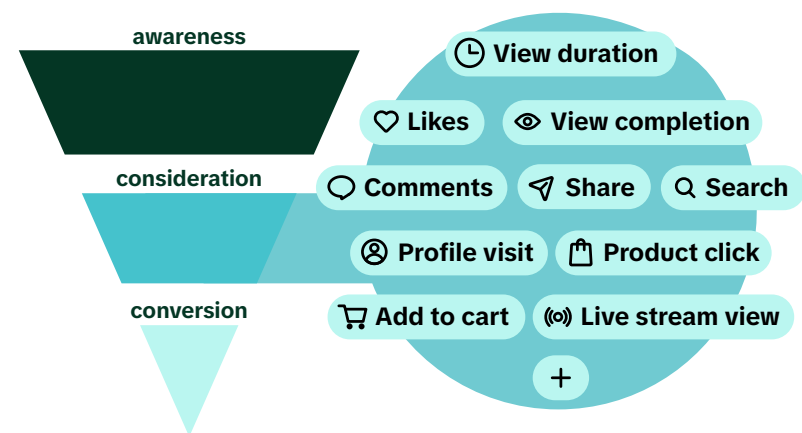
With advances in analytics, platforms can finally bring order to the chaos of the middle. By integrating fragmented signals across engagement, search, and shopping behaviors — brands can identify who's truly considering in one view.

TikTok has built that measurement science. Its consideration signal framework decodes the middle funnel holistically through 12+ key trackable behaviors, enabling brands to pinpoint and size their consideration audience with precision.

But clarity is only the beginning. The value comes when brands bridge the middle and drive impact across the full funnel.

TikTok hasn't just decoded consideration. It's made the whole journey seamlessly integrated. From awareness to consideration to conversion, brands can now track how audiences move through the journey. And with data-driven insights, marketers can identify and grow high-intent audiences — turning influence into impact.

### One holistic measurement



“

The scale of content is massive, across touchpoints and stages — making it difficult to synthesize data. Brands lack clarity on planning — and on which metrics to track. Measuring success holistically remains a critical gap.

**Abhishek Grover**  
Chief Digital Officer,  
Consumer Products Division,  
L'Oréal SAPMENA

ROW#ENGAGEMENT#DATA  
M#FULLFUNNEL#METRICS  
ONSIDERATION#AUDIENCE  
A#6SECONDVTR#INSIGHTS  
BRANDSENTIMENT#INTENT  
AFFINITY#CPM#TRACKING

## How can brands drive and prove full-funnel impact?

To harness authenticity into a growth engine, brands must link signals to strategy, understanding and orchestrating audience movement through the funnel.

Brands seek clarity. What are consumers searching for and talking about? What types of content go the furthest to grow audiences across each stage?

With a data-driven approach to authentic content, brands can blend art and science — turning creative resonance into measurable impact.

## Authenticity Pays Off

As expectations rise and budgets tighten, marketers face growing pressure to prove every dollar's worth.

The good news: authentic creator content doesn't just resonate emotionally — it performs. On TikTok, creator content outperforms traditional brand ads across key metrics. Authenticity not only generates higher attention, it deepens intent and grows the consideration audience pool.

But proving impact can't stop at broad strokes. For brands to invest in creator authenticity with conviction, they need clarity to act precisely. Brands must know which audience segments to reach, through what touchpoints, and with which messages and creatives — tangibly transforming real into results.

## Sponsored creator content vs. Traditional brand ads

**1.6x**

Higher engagement rate<sup>1</sup>

### Engagement rate<sup>^</sup>

How well content captures and sustains attention

<sup>^</sup>People who like, comment, or share

**2x**

Higher 6-second view-through rate<sup>1</sup>

### 6-second view-through rate<sup>\*</sup>

How well content deepens interest and message retention

<sup>\*</sup>People who watch at least 6 seconds

**1.2x**

More new consumers likely to consider<sup>2</sup>

### New consideration rate<sup>#</sup>

How well content nudges audiences into the middle funnel

<sup>#</sup>People who start considering the brand after viewing the content

## From Metrics to Meaning

Campaign metrics, creator dashboards, and social analytics — each tell a fragment of the story. The challenge is connecting it. To truly understand performance, brands need more than numbers; they need a strategically integrated view.

That's what TikTok Market Scope (TTMS) delivers.

Complementing its audience sizing and tracking capabilities, TTMS unites insights across video and creator performance, keywords, and brand sentiment — turning measurement into meaningful direction for driving impact across funnel stages.

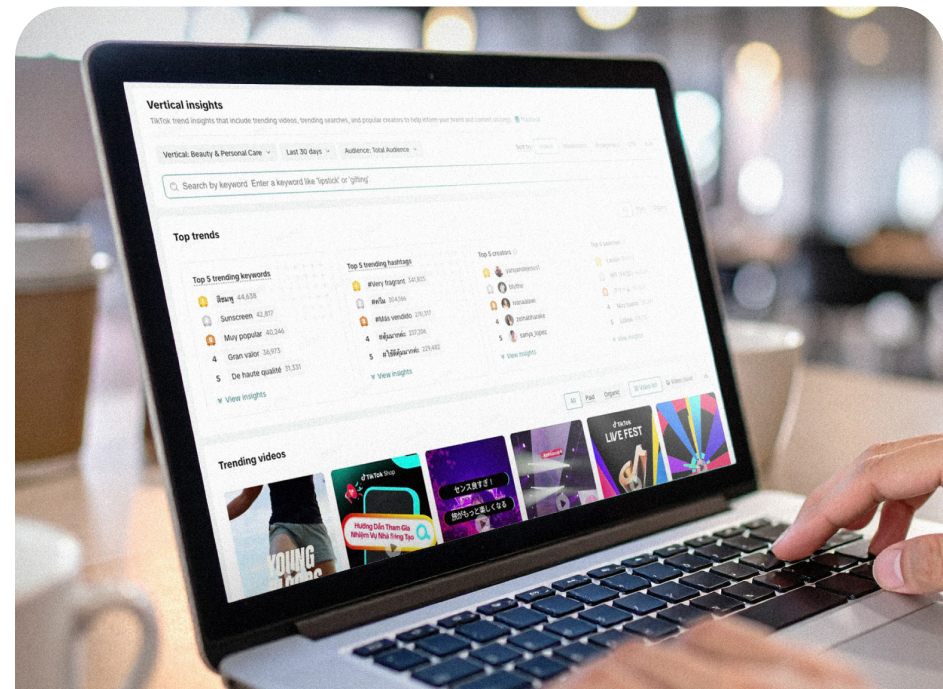
By connecting the art of creator storytelling with the science of measurement, brands can optimize the impact of authenticity, continuously proving and reinvesting for growth with confidence.



**Mimi Lu**  
Head of Insights & Intelligence, Dentsu

“

Platforms sit on an incredible breadth of insights and data. TTMS goes beyond just a campaign setup tool — it's a strategic lens. It provides diagnostic metrics that show not just what's performing, but how audiences perceive the brand. By connecting content, creators, and products, TTMS helps brands pivot, iterate, and evolve — turning data into actionable strategy.

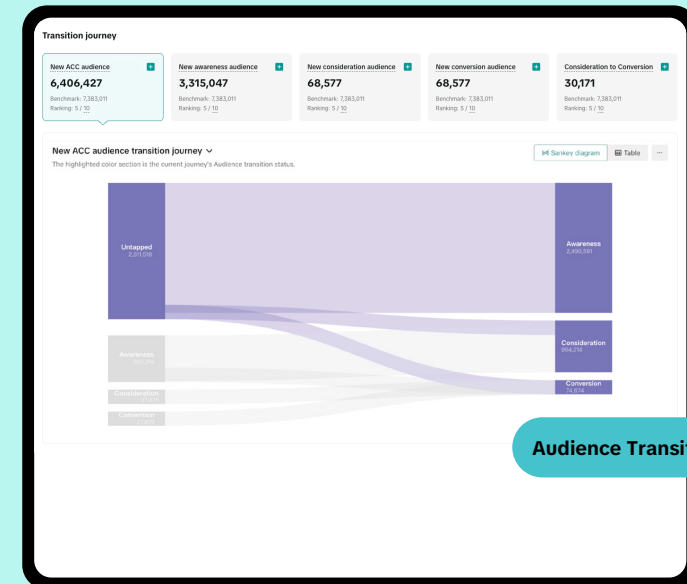
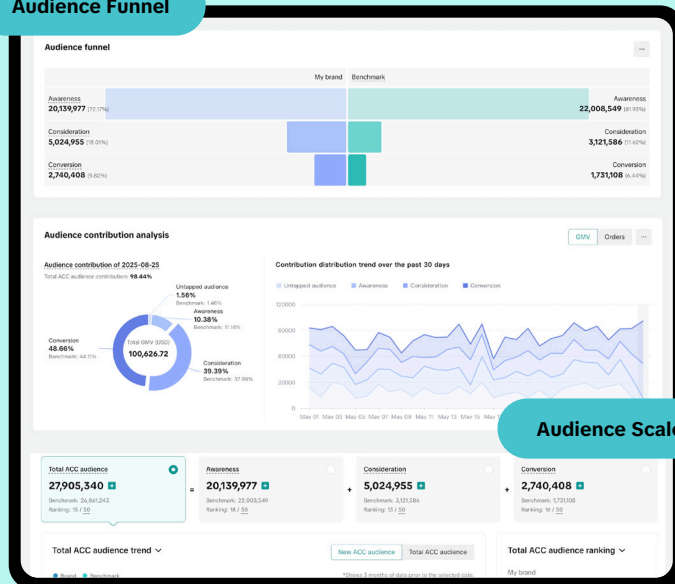


## TikTok Market Scope (TTMS) modules

Are you growing your consideration audience enough, compared to competition?

How effectively are you driving your audience across awareness, consideration, and conversion?

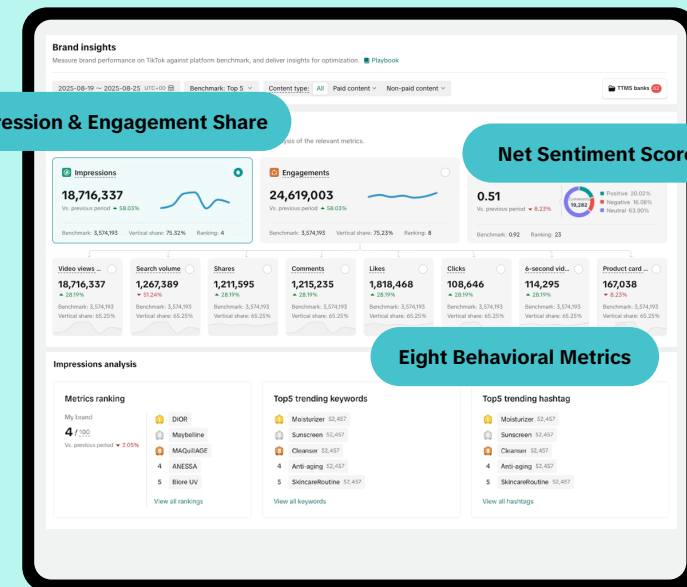
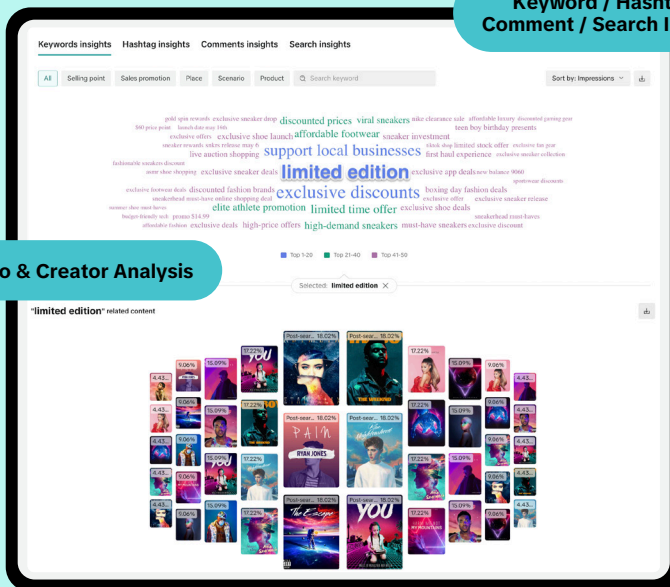
### Audience Funnel



## TikTok Market Scope (TTMS) modules

What messages, content formats, keywords, and creators will help you resonate more authentically?

How has your authentic content improved your net sentiment score?



## Doubling consideration audience size with middle funnel ad solutions and insights

Baby Care

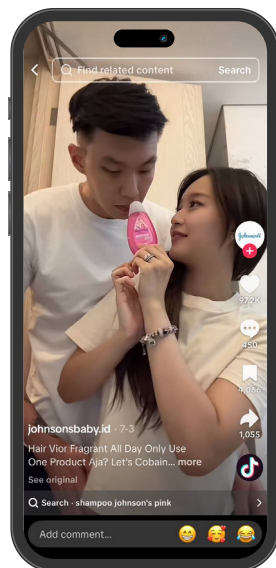
TikTok Market Scope  
Brand Consideration

Indonesia

Johnson's  
baby



cerapresso technology  
skincare for babies award-winning body lotion  
exclusive promotion  
barrier lock technology free product samples  
nourishing baby products bebelove brand newborn to 2 months  
moell body lotion shop #johnsonsbaby\_id  
baby development healthy glow  
new parent must-haves johnson's baby lotion safe for infants moell sample gratis  
sunscreen kipping mullus kayak bayi special offer moell skincare moisturizing formula  
safe sun protection push too by car baby full sun moell hair lotion  
tly anak moell skin care and makeup essentials organic ingredients baby full sun moell id brand  
hair lotion keurud halal boom certified natural ingredients love for baby  
hyaluronic acid hydrating formula 500ml product size moell face cream  
cerapresso award bedtime routine skin care for babies parenting companion  
healthy baby products moell skincare baby award-winning technology  
anak comel bersama moell



## Results

2x

Increase in  
consideration audience

33%

Higher GMV after using  
middle funnel ad solution

## Challenge

Johnson's Baby Indonesia set out to grow their mid-funnel audience, a critical stage for the category, which saw a consideration audience gap of 1 million consumers relative to the top 5 category benchmark.

## Campaign

- Using **TikTok Market Scope (TTMS)**, Johnson's Baby understood key concerns of their target personas of moms and young adults
- With those insights, they crafted a mix of brand and creator-led content to highlight unique selling points
- Leveraged middle funnel ad solutions such as **Brand Consideration** to target and grow their mid-funnel audience, which drove 8% higher purchase intent, eventually leading to GMV uplift

## Optimizing creator and content mix to reconnect with audiences during brand refresh exercise

Beauty

TikTok Market Scope  
Brand Consideration
 Japan

MAQUILLAGE



Filter: All keywords Click a keyword to view related videos

Video	Impressions	Transition rate	Transition rate
マキアージュのファンデーション 塗り方から使い方を詳しく解説	4,784,887	42,709	3.02%
私のマキアージュのファンデーション 塗り方から使い方を詳しく解説	15,044,889	61,076	1.91%
みんなのマキアージュのファンデーション 塗り方から使い方を詳しく解説	5,245,795	47,531	2.55%
みんなのマキアージュのファンデーション 塗り方から使い方を詳しく解説	3,370,015	40,805	3.32%



### Results

4x

Increase in brand recognition  
(+8% over norm of 1-2%)

4x

Higher purchase intention  
(+5% over benchmark of 0.8-1.2%)

### Challenge

Shiseido Japan aimed to relaunch Maquillage on its 20th anniversary and drive renewed interest, via a full-funnel campaign exploring the impact of brand content vs. beauty and dance creators.

### Campaign

- The brand used **TikTok Market Scope (TTMS)** to track performance of full-funnel campaign and creative results for quick optimization
- Using **Brand Consideration** to grow their mid-funnel, the brand found that consideration audiences grew 64% faster when using brand-and-creator assets as compared to brand-only assets
- When comparing impact of beauty vs. dance creators, data showed beauty creators drove higher view-throughs, while dance creators led to 21% higher audience transition from awareness into consideration

# What should brands do to drive and prove impact through authenticity?

## Understand your audience

- Visualize full funnel audience size in real time across top, middle, and bottom stages
- Track audience transitions to understand consumer journeys throughout the funnel
- Optimize and expand consideration audiences while measuring efficiency in driving purchases
- Identify the right strategies at each stage through insights across: touchpoint, attribution, content, creator, search, and trends

## Scale what works

- Benchmark performance against competitors to spot gaps and opportunities (e.g. impressions share, social listening, brand sentiment)
- Scale top performing content, campaigns, and creator partnerships to maximize full-funnel impact
- Shift spend and focus toward high-performing formats and creators
- Use insights to continually refine content and delivery

“

There are too many metrics in the digital world — impressions, clicks, engagement — numbers we never had before. While it initially felt great to measure everything, we need to find simpler ways to track effectiveness.

We're now going beyond counting numbers to a more composite measure to understand engagement and sentiment, and how we fare against competition — important things we want to track.

**Gaurav Datta**  
Global Brand VP,  
Personal Care, Unilever



## Next up: Compound Creativity

With authenticity delivered (art) and the funnel measured (science), brands unlock a growth engine. But this engine needs a significant amount of fuel — content. That's where creative craft meets intelligent technology.



Chapter 3

# Compound Creativity



**The art and science of scale.**  
By combining creator artistry  
with intelligent technology,  
brands can scale content  
without sacrificing authenticity.

# Why accelerate authentic content through creators?

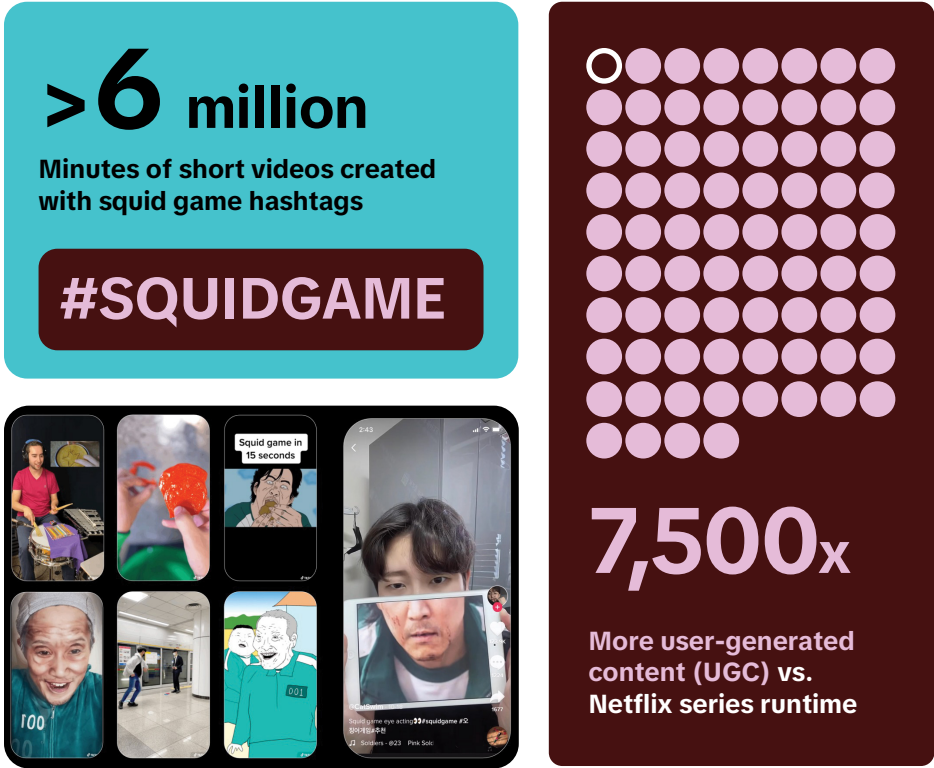
## New Creative Mix

Volume, variety, and velocity have long defined scale — but scale without authenticity won’t cut through. There is no better source of authenticity than everyday users.

Take Squid Game across multiple seasons. On TikTok, users generated 7,500x more minutes of content than the show’s runtime. Fans dressed up, reenacted food challenges, and reimagined scenes across subcultures, turning the show into a cultural phenomenon. By leaning into engaging fan communities, Netflix amplified the show’s cultural reach.

A smarter way for brands to scale with authenticity is efficient sourcing, not constant production. By amplifying UGC that already resonates with audiences, whether through sponsored ads or featuring within brand content — brands can compound the reach of assets that have already formed around them.

Volume of Squid Game Content<sup>1</sup>



Leading brands are going further, treating every piece of content as source material. They adopt modular creation, producing in components, which can be mixed and matched into new content that cascades across TV to events to social.

In this new creative mix, UGC injects authenticity, professionally-generated content (PGC) adds craft and narrative depth, and AI-generated content (AIGC) supercharges creative workflows — delivering effective content more efficiently than ever.

The next creative edge isn't about producing endlessly. It's about maximizing the value of what already exists, and what's yet to be made.



**Helen Tan**  
VP Global Client Leadership,  
Publicis Groupe

“

Scaling content isn't about producing more — it's about sourcing smarter in the content supply chain: authentic content from creators, as well as traditional media and event footage. What can you reuse and reproduce with AI to generate new versions?



EATIVITY#UGC#PGC#AIGC  
LUME#VARIETY#VELOCITY  
EFFECTIVENESS#EFFICIENCY  
#EDIT#WORKFLOW#GENAI  
AUTHENTICITY#COCREATE  
RECUT#REMIX#REIMAGINE

## How can brands blend authenticity and technology to scale content?

Scaling isn't about automating creativity — it's about compounding it. By combining human craft, creator participation, and intelligent tools, brands can multiply ideas at speed while keeping what makes content feel authentic.

## GenuineAI

Generative AI is reshaping creativity, unlocking new possibilities for personalization and production. Yet a question remains: can AI content still feel authentic?

Consumers are increasingly open to this evolution, wanting to see creators and brands use GenAI to create content. But acceptance doesn't mean indifference. Audiences still expect transparent and ethical use, such as clear AI labelling, and for brands to maintain the creator's authentic voice.

At TikTok, we seek to strike the balance with GenuineAI. Guided by human intent and creative judgment, GenuineAI becomes a collaborator, not a substitute. It frees creators from repetition, and expands where and how real voices appear.

2 in 3

would like to see creators and brands use GenAI to create content<sup>1</sup>

“

We have a process we call creative darwinism. We remix creator assets with modular hooks, bodies, and CTAs — boosting the best-performing combinations. AI can be used to make the workflow more efficient, but not to replace creators. We don't want to kill the golden goose of creator authenticity.

**Nathan Powell**

Cofounder, Fabulate

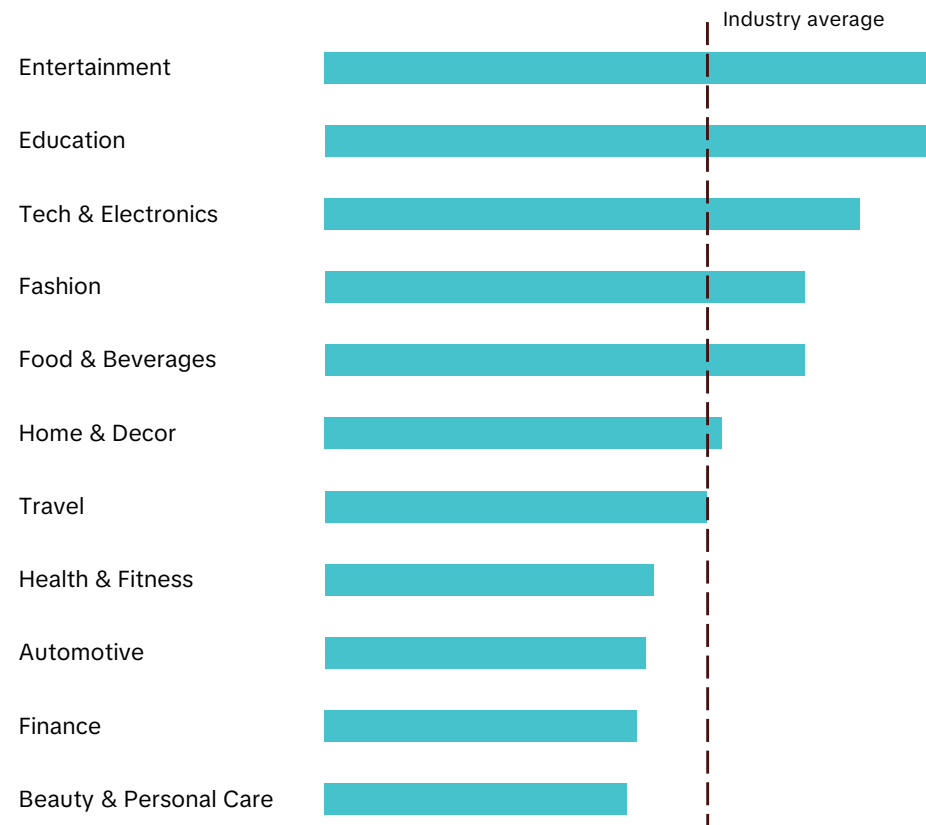
Across categories, consumers are embracing the creative potential of AI, especially in entertainment and electronics, where visual storytelling and experimentation already thrive.

TikTok offers fertile ground for brands to explore AI with authenticity — where audiences are not only receptive, but 1.5x more excited to see it used creatively in brand content.

**1.5x**

more interest in  
GenAI content with  
TikTok users vs.  
other platform users<sup>1</sup>


### User preference for GenAI content by industry<sup>1</sup>



## Connecting with global audiences at scale and with efficiency through avatars

Personal Care

TikTok Symphony

 Indonesia

Vaseline



## Results

# 2,000

Images animated in 3 days

# 300

Campaign-ready videos with creators and consumers

## Challenge


Unilever's Vaseline aimed to create a meaningful, tech-forward activation that would celebrate self-expression while building deeper connections with consumers.

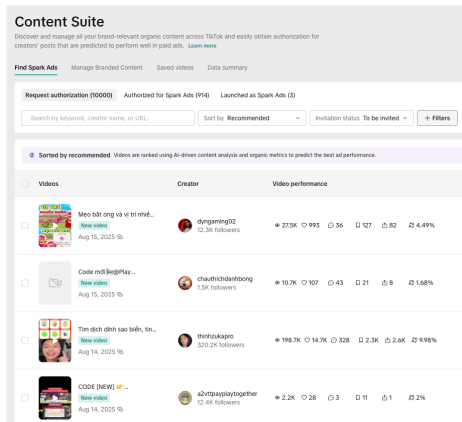
## Campaign

- Utilized **TikTok Symphony** to power an AI activation, where on-site photos became animated videos in real time
- A custom creative workflow was built, including branded templates, curated soundtracks, and same-day video delivery
- Turned everyday consumers into creators, delighting them — while producing high-quality user-generated content for marketing

## Transforming organic content into authentic ads at scale, for Vietnam's gaming unicorn

Gaming

Content Suite  
Spark Ads
 Vietnam

**VNG**  
GAMES


### Results

# 34%

Higher click-through rate

# 2700

Creator-approved assets  
ready to be amplified

### Challenge

VNG launched 'PlayTogether' a new social simulation game where players can explore, play, and connect in a virtual world. The brand wanted creators to bring greater awareness, engagement, and installs for this new launch. Creator content at scale had been difficult to get.

### Campaign

- VNG tapped into **TikTok One's Content Suite** to source organic creator content and select top ones
- Using **Spark Ads**, the brand turned these high-performing organic content into high-performing ads
- This approach helped scale campaigns efficiently and drive stronger ad performance and better engagement, such as 30% lower cost per impression and 9% higher retention rates

# What should brands do to scale content without sacrificing authenticity?

“

The social flywheel requires balance across three pillars — community, commercials, and product: engage and build relationships with creators; measure, invest, and incentivize optimally; and leverage tech and AI to accelerate impact.

**Marcus Yong**  
VP Global  
Marketing, Klook

## Source smarter

- Tap everyday creators and communities for authentic, lo-fi content
- Reuse user and professional assets as source material for social

## Recut, remix, reimagine

- Turn one shoot into many modular pieces
- Use AI tools to accelerate editing, versioning, and adaptation

## Use AI ethically

- Be transparent by design: label how AI is used
- Reinforce, don't distort, creator identity and message

## Increase efficiency end-to-end

- Use AI for rapid exploration and validation, from briefs, to early concepts, to A/B testing
- Automate background tasks like resizing, subtitles, color grading, and fit-for-platform adaptation

"AI is very useful for creating content. It speeds up editing, captions, and mundane tasks, giving creators more time to be creative. I use AI daily to summarize briefs, create captions, and generate dual-language subtitles in Vietnamese and English. It handles repetitive work so I can focus on storytelling."

Tri Phan | 🇻🇳 VN



**@saigonspringroll**  
2.1M Followers  
71.4M Likes



Closing

# Key Takeaways



## Art of Authenticity

Real beats perfect

### The Authenticity Movement

Deliver authentic content to capture market share, through your true brand voice, and by featuring insider voices and creators across all tiers.

### Functional and Emotive

Leverage both functional and emotive content formats. Tailor to market nuances by leaning into what audiences resonate with most readily.

## TikTok One Spark Ads Branded Mission

**MAGNIFY** authenticity across content (ads, organic, and everything in between), consistently leveraging creator voices through deep collaboration, and paid boosting of organic content that resonates.

## Science of Authenticity

Turn real into results

### Chaos into Order

Leverage systems that size your consideration audience through signals, achieving full-funnel visibility that tracks audiences across stages.

### From Metrics to Meaning

Turn your data into direction with connected insights across content, consumers, creators, and categories, to drive full-funnel impact.

## TikTok Market Scope Brand Consideration

**MEASURE** what matters by decoding signals to track the funnel and use insights (content, consumer, creator, category) to guide smarter production, amplification, targeting, and reinvestment.

## Compound Creativity

The art and science of scale

### New Creative Mix

Make more, the smarter way. Recut, remix, and reimagine across UGC, PGC, and AIGC, maximizing the value of what you already have.

### GenuineAI

Use AI as your creative multiplier to augment human authenticity, expanding your creative range to scale what feels real and connects.

## TikTok Symphony Content Suite

**MULTIPLY** content at scale by combining creator authenticity with professional craft and AI-assisted workflows, turning every piece of content into more fuel for the content engine.

## Closing Statement

The pressures on marketing aren't easing — growth expectations will continue to outpace resources. What can change is how brands respond.

Winning brands won't rely solely on the familiar levers of reach and discounting. They'll leverage systems that turn authenticity into advantage — combining the art of creators who translate brand messages into lived relevance, with the science of platforms that measure, orchestrate, and scale impact.

Furthermore, brands can no longer afford to treat content, creators, and commercials as separate streams. When they come together in one connected system, that's when authenticity stops being a philosophy and starts propelling growth.

The path forward is clear: work differently, partner deeply, and invest in the systems that make authenticity efficient, measurable, and repeatable. Those who do will shape a more resilient, more creative, and more genuine growth engine.



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# Acknowledgements

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