

# AD AGE AND TIKTOK PRESENT: BEST USE OF TIKTOK

## Best Use of TikTok

Presented by Ad Age and TikTok, the Best Use of TikTok will seek to honor a small agency that demonstrates an understanding of TikTok's core DNA—showing the power of creativity is on the platform—and created work made for TikTok that drove cultural and/or commercial impact.

## The rules

There is no cost to enter and entry is open to campaigns, videos or actions that debuted and ran on TikTok between Jan. 1, 2022 and Dec. 31, 2022.

All agencies of all marketing disciplines can submit for the award, however, only agencies that are majority-independent owned and have fewer than 150 full-time employees are eligible to enter. Majority-independent owned means at minimum, 51% privately held. Agencies who are not eligible are those who are either majority or fully backed by a holding company (by this we mean firms like WPP, Omnicom Group, Publicis Groupe, Interpublic Group of Cos., Havas, Aegis or MDC Partners) or other firms, such as a publisher, marketer, etc.

You will be asked to submit a 350-word write up and as many as 4 pieces of supporting evidence to explain why your work is deserving of the honor. The supporting evidence must include work that ran on TikTok in the 2022 calendar year and can consist of videos, creative examples and case studies.

All work entered must have been intentionally made for TikTok and/or a major component was inspired by TikTok and lived on and off platform.

The campaign, video or action will have leaned into one or more of TikTok's core pillars:

- **Community:** Highlighted or engaged a community by showing up authentically, partnering with creators, and/or took advantage of community moment(s) and turned it into a movement.
- **Sound:** Leveraged or created net-new audio and/or trending sounds to amplify creative.
- **Co-creation:** Incorporated co-creation tools like duet, stitch and hashtag challenges to spark user-generated content.
- **Entertainment:** The content was entertaining, sparked joy, and showcased brand storytelling in a surprise and delight way.

The campaign, video, or action resulted in cultural and/or commercial impact as defined by:

- Engagement metrics
- Hashtag usage
- Earned media pick up
- Video views and completion rates
- Return on ad spend
- Sales

## Please keep in mind

Anything you submit, including results of the work, may be published. Do not submit anything you wish to withhold as private information or that you do not have permission to share publicly. This also includes ghost campaigns or imaginary or inflated revenue figures.