

Best Use of TikTok

Ad Age Small Agency

Presented by Ad Age and TikTok, the “Best Use of TikTok” award honors a small agency that truly understands what TikTok is about, demonstrating the platform’s creative excellence and driving both cultural and 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, 2023 and Dec. 31, 2023.

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 maximum write up (reminder: less is more!) and as many as four (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 2023 calendar year and can consist of videos, creative examples and case studies on platform/in-market. (If you have a case study, please include it—we love to see case studies!)

As part of your written and/or video case study submission, we ask that you clearly address the campaign objective and challenge, the insight that drove creative ideation, the big idea, an overview of how the campaign came to life, and last but not least, the results! How did this work drive cultural or commercial impact?

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:

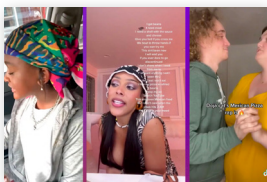
- Engagement metrics
- Hashtag usage
- Earned media pick up
- Video views and completion rates
- Return on ad spend
- Sales

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.



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Best Use of TikTok winner**



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