

# Best Use of TikTok

Ad Age  
A-List & Creativity Awards

Presented by Ad Age and TikTok, the “Best Use of TikTok” award honors the agency or brand 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, 2024 and Dec. 31, 2024.

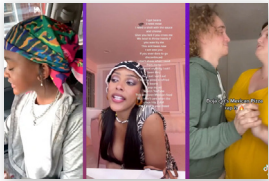
You will be asked to submit:

- (1) a 350-word maximum write up (reminder: less is more!) and
- (2) a case study video (no more than three minutes) including evidence that explains why your work is deserving of this honor.

The work included in the case study video must have ran on TikTok in the 2024 calendar year and include creative examples and/or videos of the work on the platform/in-market.

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?***



See past winners:

**2023 Ad Age A-List & Creativity Awards Best Use of TikTok winner**



**2024 Ad Age A-List and Creativity Awards Best Use of TikTok winner**

**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.

Presenting sponsor



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