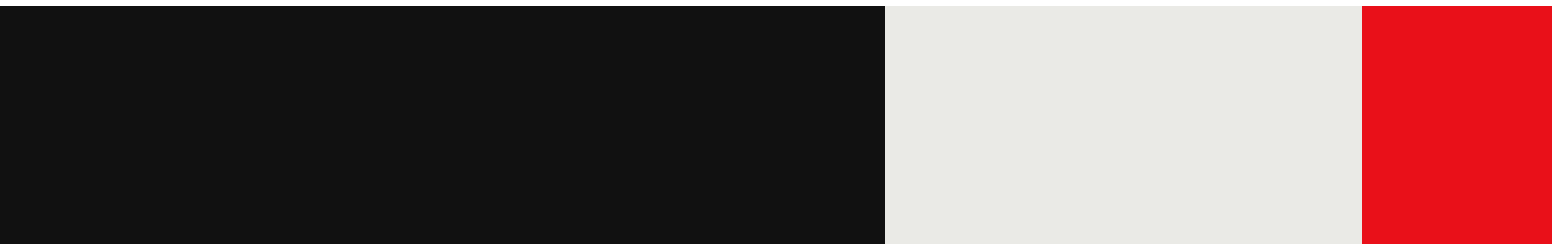


TikTok's new ad tools are designed to balance human creativity and AI while driving sales and brand loyalty

Article



The news: At its fourth annual **TikTok World** product summit Wednesday, **TikTok** unveiled fresh ad solutions and creative tools to enhance brand engagement and performance.

- **TikTok One** provides a centralized platform for brands to access creators, production partners, and insights. It includes the TikTok **Creator Marketplace** and the TikTok **Creative Challenge**, a program that lets creators submit user-generated content for brands on the app and receive rewards based on video performance.
- The **Branded Mission** offering, which allows brands to crowdsource content from various TikTok creators to co-create authentic content, now includes the popular **Duet** feature, enabling brands to tap into TikTok's creative community more effectively to further aid visibility and engagement.
- The **Symphony AI** suite combines human creativity with AI efficiency, offering **tools for scriptwriting, video production, and asset optimization**.

Why it matters: TikTok wants to keep positioning itself as central to the digital ecosystem—and to advertisers—to make it harder to sever ties with the US market.

- The new offerings come at a crucial time, with more brands recognizing TikTok's potential to drive business outcomes as [a potential US ban looms](#).
- Instagram is taking advantage of the ban talk by [courting smaller creators](#) in the US; abroad, it is [expanding its Creator Marketplace](#) to India, Canada, and more markets amid slowing US influencer marketing growth.

Our take: TikTok's latest solutions give brands powerful tools to create engaging content and connect more deeply with their audiences. By centralizing access to creators and using AI to optimize content production, TikTok is aiming to make it easier for brands to launch and manage effective campaigns—and spend more dollars.

- It's worth noting that TikTok is spending much of its time touting the same things that chief competitor **Meta** emphasized at [its recent NewFronts event](#): creators and AI. Because of that, **execution will be key to differentiation**.
- The platform is hoping its ability to foster strong connections between brands and users and drive deep engagement will be that differentiator, helping it to remain a crucial channel for marketers during a time of uncertainty.

Purchase-Related Activities Conducted by US Social Media Users, March 2024

% of respondents

Made purchase directly from another website after discovering on social media

60.9%

Made purchase on another site by clicking through social media links to retailer/brand product page

45.4%

Made purchase from physical store after discovering on social media

37.0%

Made purchase directly within social media platforms (e.g., TikTok Creator Marketplace, Instagram Shop)

33.2%

Made purchase directly via in-app browser on social media platforms

31.4%

Note: n=1,207

Source: EMARKETER Survey, "US Social Commerce," April 2024

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