

## > Taco Bell

Taco Bell wanted to create relevant content for the TikTok community, so they took part in the **TikTok Creative Exchange (TTCX) program**, which enables fast, scalable production of creative content for brands.

Taco Bell worked with creative agency partner Uncovered Group and collaborated on producing creative that embodied the brand and their identity in a Reach & Frequency In-Feed Ad campaign.

24.7%

VTR

4.5M

Impressions

40%

Increase Avg  
Watch Time

