

TikTok Creative Exchange

Brief Submission Instructions

Business Information

Project Details

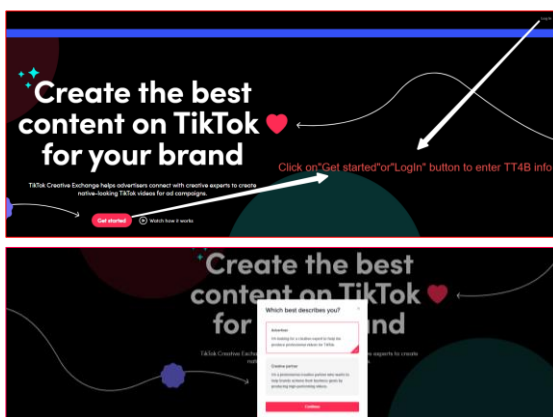
Content Details

Additional Information

Build your creative brief

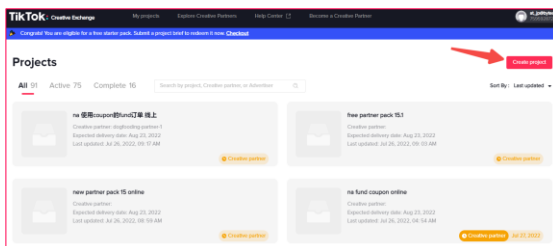
1 Login in TikTok Creative Exchange

- Click Get started or Login button on <https://ads.tiktok.com/creativeexchange> to start off.
- Enter TT4B email and credential.
- Select Advertiser to continue.



2 Start a Free Pack

- Start a free pack by clicking on create project button on top right.



3 Fill out Business level required fields

- Select Advertiser account that has Free Trial tag to start off.
- Fill out mandatory fields under Business Information to proceed.

Advertiser account: qc test123456 **Free Trial** advertiser level Free Trial

* Business name: test

* Contact email: 123@gmail.com

Contact number (Optional): +1 Enter your phone number

* Briefly describe your product or brand story: test

Next

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Enter Project level required fields

- Fill out mandatory fields under project details to proceed.

Tips: Put project objectives closely align with campaign objectives.
Target market up to 6.

1 Business information 2 Project details 3 Content details 4 Additional information

Advertiser account
qc test123456 **Free Trial**

• Business name
test

• Contact email
123@gmail.com

Contact number (Optional)
+1 Enter your phone number

• Briefly describe your product or brand story
test 4/1000

Next

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Choose Remix or New Project

- Complete required information for Remix existing content or New project.
- If choose "Yes" on creator selection, input additional fields.

Business information Project details 3 Content details 4 Additional information

Remix existing content **Free Trial**
Convert your existing assets into a new video that looks native to TikTok.

Start new project **Free Trial**
Consider everything from scratch in a new project
2 concepts 8 video assets
Expires by Aug 20, 2022

Starting at \$- US \$0

• What type of content are you looking for?

Story
A first-person story with a plot and dialogue between actors.

Product testimonial
Video introducing product and product experience with or without an actor.

Screen recording
A screen recording of the promoted product or app being used.

Others
Input your desired content type.

Open to explore
Not sure yet? You can discuss with your further creator for the best option.

• Would you like to include a creator in your video?
 Yes
 No

• Landing page URL or Company website
https:// Please enter
This is a required field.

• Call to action
What action would you want the audience to take after watching your video? A call to action can be: Click, Learn more, Download, View, etc.
0/1000

Back Next

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Enter Additional Information Partner needs to know

- Fill out mandatory fields on this page.
- Please note that funded packages require "share all data" with partners.

*More details regarding data sharing:

1. Which data will be shared with my creative partner?

The metrics listed below will be shared with the creative partner: Video name, Material ID, Cost, CPC, CPM, CPA, Impression, Click, CTR, Conversion, CVR, Creative delivery date, Total active days, Play times, 2-second Video View Rate, 6-second Video View Rate, Play over rate, Comment times, Engagement rate.

2. How will this data be used?

This data will only be used as a source of insight to help optimize your future projects. It will not be showcased or disclosed publicly without your permission.

3. Why should I share my data?

This data can help your creative partners better understand what kind of content works and help your brand achieve even better performance in the future. You can change your creative partners' permission under the Performance tab within the Project Details page at any time.

Business Information Project details Content details **Additional Information**

Starting at **Free Trial** US\$ 0

• Will you need to ship any products for the creator to use in your video? [Product shipping guidelines](#)

Yes

No

• Would you like to share campaign performance data with your creative partners to help improve your future projects?

Share all data ⓘ

Share limited data ⓘ

Do not share

Upload your brand logo

0/10

Upload your brand guidelines

0/10

Upload at least 5 files of your existing creative assets

0/100

Upload your past creative assets such as videos, past TikTok, social media ads, and commercials. We recommend sharing at least 5 files. File types: Image, video, and ZIP. File size: <1 GB

Upload music or audio for your video. File size: Up to 1GB

0/10

Upload the font you'd like to use in your videos

0/10

URL with your existing creative assets

Music

Describe the genre of background music you would like to include.

0/1000

Special requirements

Enter any specific requirements including ideas, concepts, desired visuals, and creative talent you would like to include.

0/1000

By clicking Submit, you acknowledge that the Creative Brief will be subject to the [TikTok Creative Exchange Advertiser Terms](#) and agree to [Transfer IP Terms](#)

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Brief completed

- Project is funded by TikTok
- Once partner accepts the project, they will reach out to you to schedule a kick-off call and get started!

123

Net-new content | Creative partner: — | Created on: Jul 23, 2022 | **Funded by TikTok** | Expected delivery date: Aug 20, 2022

⚠️ If you don't make a selection within 59:59:34, a creative partner will be automatically assigned to your project. [Cancel the project](#)

Brief Assets Deliverables Performance

▲ Creative details

Project name
123

Business category
3C Products and Electric Appliances

Language for creatives
English

Project objective
Reach

Creative Type
Story

Would you like to include a creator in your video?
No

Target markets
United States

Target audience
123

Selling points & key messages
123

Estimated date for delivery

You just started a new project

You can now select from a curated list of creative partners based on your project needs.