



University of Missouri

TIKTOK AD SERIES

Mizzou Marketing has had great success raising brand awareness and driving first-time student applications by consistently experimenting with new digital tactics and ad platforms. So, when TikTok made new ad placement types available this past year we were – very – eager to test it.

There was just one small problem ...

We quickly recognized that our existing inventory of “traditional,” or more “polished” creative (designed for broadcast, YouTube or Instagram) wouldn’t seem right to users on TikTok. In fact, it would probably stick out like a sore thumb.

We needed a new creative approach. We needed new ads that felt like they belonged on the platform so that prospective students wouldn’t just swipe on by.

To remedy the problem, Mizzou Marketing developed and produced an entirely new series of online ads designed to feel native to the platform.

This TikTok Series was created to fit seamlessly into a user’s TikTok experience – capitalizing on their attention instead of trying to capture it – with a less produced look, feel and tone that matched other videos on the platform.

The impact of the TikTok series was impressive: From July 1, 2021 to Dec. 31, 2021 the TikTok series generated 2.7 million impressions and (more importantly) 39,000+ clicks for our brand awareness and application campaigns for prospective high school students.



[Click to view the collection.](#)