

Enhancing the art of repurposing content.

A creative guide from



Contents

- 03** Creativity for all
- 04** Automation is here to help
- 05** Make it good, fast, consistent
- 06** Don't just capture culture, drive it
- 07** Creative guardians
- 08** Teamwork makes the dream work
- 09** Fan the flames with Adobe Express





Creativity for all

People have always been inherently creative. Yet creativity has felt largely out of reach for some. The technological and social changes of the last few years are rapidly changing that. **New platforms like TikTok are helping to democratize creativity, ushering an acceleration and proliferation of content,** driven by individuals and not just brands.

For brands, keeping up with the individual is challenging, but not impossible. TikTok has released a new report, *The Science of Repurposing Creative for TikTok*, showing how, with a little savvy and help from some choice tools, brands can achieve:

- **Faster time to market**
- **Increased cost efficiency**
- **Improved brand favorability**
- **Increased consideration**
- **Increased purchase intent**

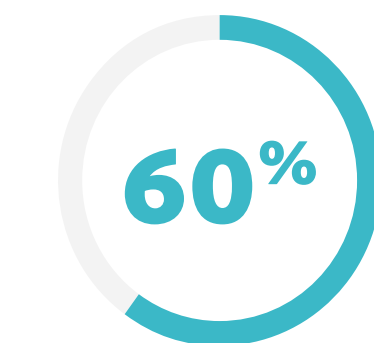
According to TikTok's Marketing Science Global Repurposing Creative Research, **ads that feel more native are more engaging and lead to greater action.**

Marketing teams are finding **it's not as simple as creating and adapting more content, faster.** Trend-driven platforms like TikTok allow creators to rapidly respond to market trends, and brands and agencies need to react quickly while, simultaneously, maintaining brand quality, consistency and cohesion.

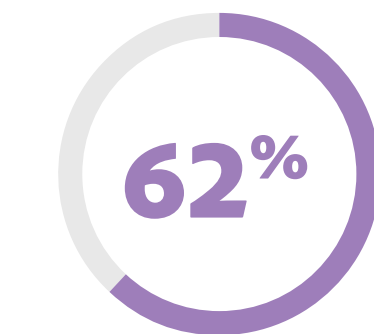
This can be challenging for any team, let alone those operating within new, flexible and remote working environments. Teams are often highly distributed, creative development often still sits with studio - regardless of the size and importance of the brief - and many agency budgets are still recovering from the disruption of the last few years. All of which impacts time to market and brand consistency.

The good news is smart repurposing of existing content can offer a quick solution to content creation.

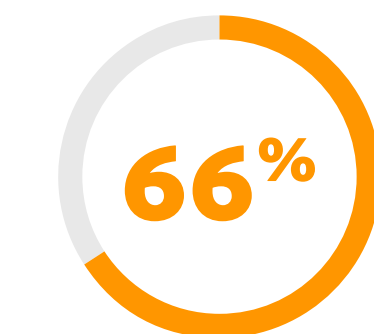
Repurposed ads are:
(vs ads with no edit)



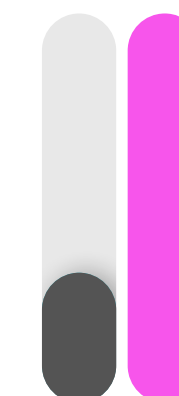
of repurposed, edited ads are more likely to increase engagement.¹



are more likely to raise brand excitement.²



are more likely to be considered on-trend.³



And they are 1.2x more likely to increase brand relevancy.⁴





Automation is here to help

So, how can we enable and empower marketers to create, remix and tailor content for every channel, market and audience—*quickly and consistently*—while staying on brand?

Two simple letters, AI.

But not just any AI, generative AI that has been designed for safe, commercial use, with the following benefits:

- Purpose built
- Designed to be safe for business
- Housed within industry-leading creative and marketing technology
- Designed to unleash creativity, scale content creation and enable brand consistency

Meet Adobe Express. The all-in-one AI content creation app empowering marketers to easily create standout, on-brand content with generative AI that is safe for business.





Make it good, fast, consistent

Content is the fuel driving campaign performance and marketing ROI. And it's exploding across channels, devices and markets. TikTok's array of sounds, filters and stitches allows for a proliferation and remix of content almost at an instance. However, in this new report, TikTok has identified the main edits needed for repurposing creative.

TikTok's top edits:

- Vertical Reshape
- Interactive Add-Ons (Promo Code & Voting Sticker)
- Captions
- Emojis
- Trending Songs

TikTok found that just **three simple edits** is the magic number for brands to see significant improvements in full funnel performance.

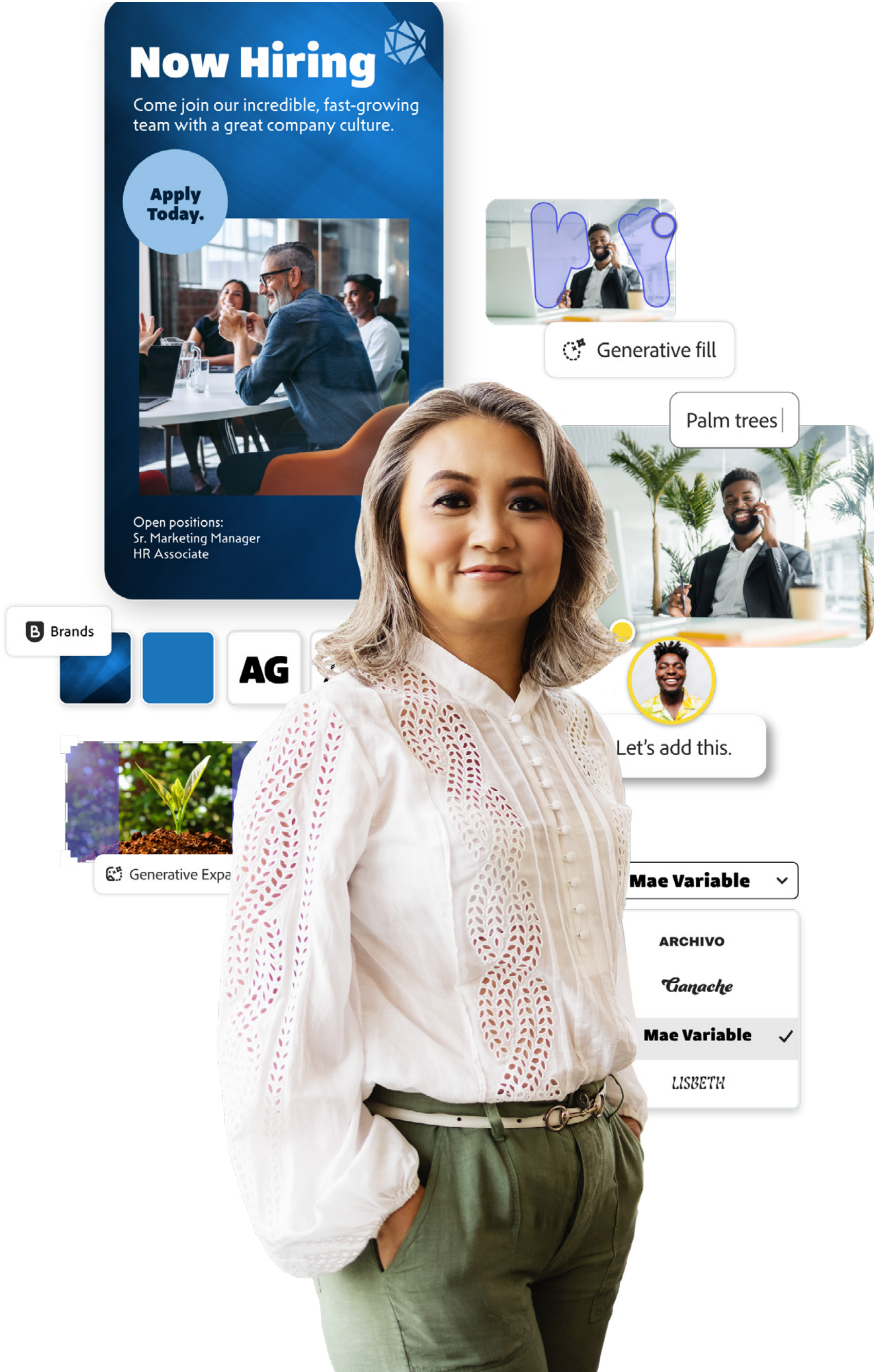


Brands that feature repurposed ads with any edits are more likely to be considered exciting (62%)⁵.

This is where Adobe Express comes in.

An easy-to-use, all-in-one content creation app, Adobe Express has been designed with brands and marketers in mind to help drive content velocity while staying on brand. Built-in brand kits, easy collaboration and immediate reviews allow marketers to quickly repurpose existing content.

While many companies have highly complex, costly and disjointed content workflows, they're also uncertain about adopting generative AI due to commercial, safety and brand concerns, despite agencies experiencing a 50% reduction post ideation.



Create anything

Adobe Express makes it possible for any individual to **design standout content** whether that's videos, flyers, banners, or social media posts.

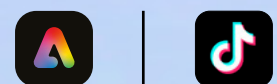
When it comes to repurposing content, small edits like changing the orientation to vertical, adding captions or emojis, or remixing sound can have big impacts on performance. The best and most optimal content for TikTok will include Vertical Reshape an Interactive Add-On, along with one additional edit.

Enable teams to quickly create and edit scroll-stopping content across formats by freeing them from:

- Content workflow bottlenecks
- Limited budgets
- Lengthy time to market

With Adobe Express, you can:

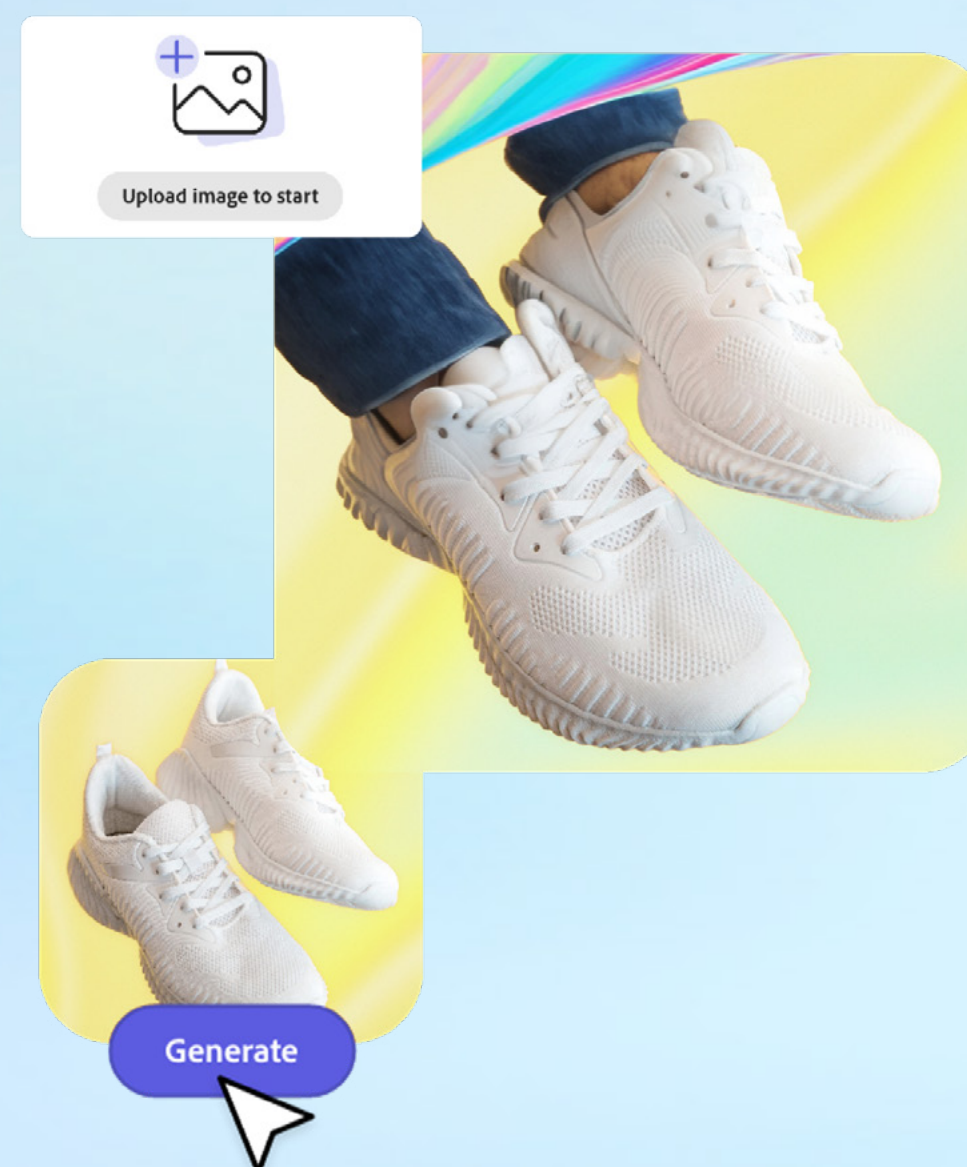
- Create all types of marketing outputs from the latest TikTok trends to the more traditional social posts, flyers, print and presentations
- Accelerate speed to market with high-quality video and design templates
- Edit existing images and videos
- Add animation with drag & drop editors
- Generate and edit images with a single text prompt



Don't just capture culture, drive it

In our digital, trend-driven age, time (and speed) really is of the essence. The brands that get remembered are those that capture the zeitgeist and help push culture forward. But doing so requires quick thinking and quicker production.

The time and effort it takes to conceptualize ideas, make edits and create the necessary variations are challenges all agencies have to overcome. But Adobe Creative Suite is helping. Brands using Adobe cite an 80% time saving for social media production.



Work faster with generative AI

The clock is ticking ... TikTok's Creative Codes and editing tools make it easy for anyone to repurpose their ads, with those that feel more native to the app being more engaging and leading to greater action across the funnel.

Brands and agencies can go a step further, combining TikTok's Creative Codes with easy and efficient content creation apps like Adobe Express.

Accelerate time to market by instantly creating variations for multiple markets and channels. Teams can also create custom templates, images and text effects from just a description with AI powered by Firefly.

With generative AI, Adobe Express helps to:

- Create in an instance. Think faster and accelerate ideas
- Transform ideas into reality (almost). Text to image, text to template and copy creation help to visualize ideas as fast as they can be dreamt up
- Edit with speed and precision thanks to Generative Fill
- Coming soon: variate and generate across channels and markets with Generative Expand, copy variation and caption writing for social

TikTok's Creative Codes for Content Repurposing 'Cheat Sheet'

Production

- Look for existing ads that could be cropped vertically to 9:16 and those with appropriately sized text for mobile

Structure

- Ads showing the product in use. Those featuring closeups on product details and benefits

Stimulation

- Anything with fast scene transitions or eye-catching movement Trends
- Look for evergreen TikTok trends (eg. challenges, storytime) or ads that utilise a TikTok trend (like a POV)

Creative guardians

Individual content creators on platforms like TikTok have an advantage. They're often free of the operating procedures that can slow down bigger agencies. Simultaneously creating and being the guardians of that creative means better agility and responsiveness, whereas agencies and businesses need to follow strict brand guidelines and ensure everyone is playing by the same rules.

It's no wonder then, that they can be busy places. Work often has to go through Creative Ops to join the backend of the workflow, creating bottlenecks that reduce the speed to market. The studio are the gatekeepers and non-creatives aren't able to facilitate on-brand creation or re-use of existing assets.

While brand guardians will always be a requirement of the creative process, when it comes to repurposing content, they can be a little overkill.

TikTok cites just three steps when it comes to repurposing:

1. **Go big.** Crop the ad to fit TikTok's 9:16 format.
2. **Add a sticker.** Incorporate interactive add-ons like a voting sticker or promo code.
3. **Bonus!** One additional edit will level up ads even further.

These are small edits any team member should be able to make, along with certain brand guardrails in place within apps like Adobe Express that keep creative within certain parameters.

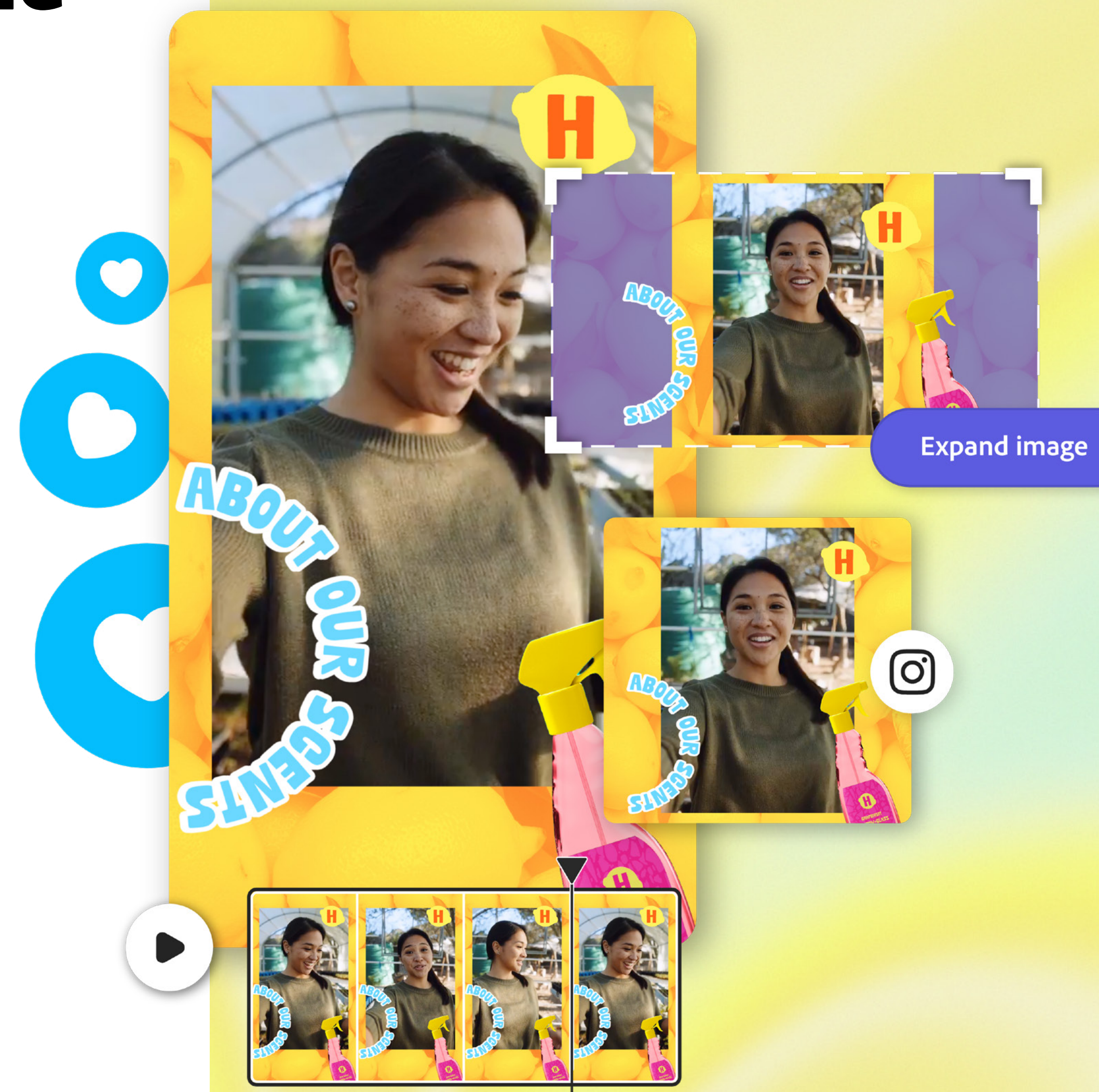
+3.4%
High impact edits have a +3.4% incremental impact in the full funnel composite score*

Stay on brand

Empower your organization to amplify your marketing message, while staying on brand. Distributed teams can easily remix content with brand guardrails and apply brand to their projects.

It's easy to apply your brand with Adobe Express. Brand kits, one-click apply and shared libraries keep all team members on the same page. Template-locking and brand controls help to ensure on-brand creation and iterations while one-click recolor helps non-creatives generate content that instantly reflects your brand's look and feel.

All of which has resulted in a 70% faster time to market for marketing agency, dentsu.



Teamwork makes the dream work

Keeping up with TikTok users is no easy task. It needs a team. And a team that can collaborate quickly and effectively to:

- Increase efficiencies
- Offload time-intensive, non-valuable tasks (like looking for and sharing files, collating feedback)
- Spend time and resources where it matters—on big ideas

Much is said of collaboration, but many agencies still find genuine, multi-faceted creation challenging. The move to remote work, international and multi-agency accounts, as well as disjointed tools and outdated workflows all drive wasted resources and delays.



Integrations with other Creative and Experience Cloud applications streamline workflows and increase asset re-use and activation.

Part of the Adobe Creative and Experience Cloud, **Adobe Express seamlessly integrates with other Adobe tools for quick ideation, production and speed to market.** Adobe Illustrator and Photoshop interoperability and linked assets keep creative work connected and up-to-date. Creative Cloud libraries allow teams to easily share & sync branded assets across apps and teams. And Adobe Experience Manager and GenStudio enable the re-use of existing assets with brand consistency.

Health insurance and asset management provider Prudential has seen a 20% increase in campaign ROI via integrated workflow and creative self-serve.



Fan the flames with Adobe Express

Creativity is self-combusting (in a good way). Its democratization on platforms like TikTok is the fire that keeps itself alight, forever fueling new ideas and trends that brands and agencies are trying to stay ahead of.

It's an exciting time. But one that can bring its own challenges for both the small, agile agencies and the big monolithic creative powerhouses. So how do we scale and keep up? How do we stay reactive and on trend?

Many brands and agencies face challenges around regulation,

creative fatigue, not making enough use of existing creative, and budget considerations. According to TikTok's latest research, repurposing content can offer a quick and effective solution, leaving brands with just one more question, how?

Fortunately, the answer can be found in one platform: Adobe Express.

Brands and agencies are understandably cautious of this new technology, as anyone should be when it comes to new innovations, but they needn't

be. Adobe's generative AI has been designed with them in mind, carefully incorporated into existing tools to help speed up the time to market, increase agility and save costs.

It frees up brands, agencies and individuals to do what they do best, create. They can innovate, come up with new ideas, drive the vanguard and push culture. And those that do will be rewarded with brand community and customer-loyalty, meaning they can create more, for longer, without creative burnout.





Thanks

If you want to know more



Adobe Express



TikTok

This document is the property of TikTok Inc and Adobe, and is intended solely for informational purposes. The recipient shall not distribute, exhibit or otherwise use this document for any other purpose. TikTok and Adobe undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.