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The Science of the Hook:

How Brands Can Cultivate Curiosity on TikTok



Methodology

Timeline	1/1/2023-10/20/2023
Platform	TikTok
Impressions	7.3B
Ads	1,678
Objectives	Awareness
KPI	2s + 6s VTR
Region	Global

Using AI-powered Analytics, VidMob analyzed 1,678 ads and 7.3 Billion impressions from brands that ran paid video advertising on TikTok between 1/1/2023 and 10/15/2023 to identify key visual elements and creative strategies that successfully boost engagement by 2x and increase purchase intent by 43% in the first six seconds of a Tik Tok ad.

TL/DR Findings

- 1 Real people hook users effectively
- 2 Talent speaking directly to camera engages best
- 3 Pick a setting that makes sense for the brand
- 4 Product interaction boosts engagement
- 5 Story-driven branding captivates
- 6 Avoid using static logos overlays

-13%
using celebrity talent

Ads containing celebrities (identified through IMDB) had a **-13%** decrease in 6sVT compared to all creative containing a person.

Featuring talent who are authentic and relatable keep viewers curious and engaged and matters more than including celebrity talent.

+14%
when talent looks directly at camera

Creative including talking head style footage had a **+14%** lift in 2sVT and **+5%** lift in 6sVT compared to average.

When utilizing talent, direct to camera style footage works best because it makes it feel like a conversation with the viewer.

-26%
when shot outdoors

Creative clearly shot outdoors had a **-26%** decrease in 6sVT compared to average.

Utilize settings & backgrounds native to the platform and make sure it aligns with the brand and content featured so it feels natural.

+5%
with product interaction

Featuring both a human and a product in the first 6 seconds had a **+5%** increase in 6sVT compared to average.

Showcase your product in a real-world scenario by having the talent use it, which can create a genuine experience that attracts the viewer's attention.

+17%
with product interaction

Including a brand logo overlaying footage led to a 14% decrease in 6sVT, but including a product shot had a **17%** increase in 6sVT compared to average.

On-screen logos feel "too commercial." Employing product imagery or a narrative voiceover can more naturally present the brand within TikTok.