

WPP and TikTok announce global agency partnership

WPP and TikTok announced an innovative global partnership to enable WPP agencies and clients to tap into the culture-shaping impact and reach of the platform. The partnership allows WPP clients to benefit from unique access and capabilities on the TikTok platform.



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Recognising the significant opportunities for brands that both short-form video and digital content continue to present, WPP will have early access to advertising products in development, ensuring WPP and its clients remain at the forefront of innovation as TikTok further develops its suite of products for brands. This includes partnering on marketing API integrations and next-generation formats, such as augmented reality offerings. Subersive, a WPP company, was one of the first TikTok Effects Partners.

TikTok will also collaborate with its talented creator community to build a diverse network of creators to partner with WPP and facilitate exclusive opportunities for collaboration with select advertisers. WPP will be the Lead Agency Development Partner to new creator-focused APIs, which will incorporate WPP's market leading brand safety methodology while leveraging unique brand and marketer data signals. The goal of these new solutions will be to enable brands to gain deeper insights on creators, connect with diverse voices and have early access to these creators for their campaigns.

Additionally, WPP and TikTok will co-create an industry-leading training and accreditation program for WPP agencies, which will secure priority access to content tailored to media and creative disciplines. This program certifies that WPP's talent is leading the development of best-in-class creative and media solutions on the TikTok platform.

To further build brand safety solutions on the platform, GroupM, the media buying arm of WPP, and TikTok will continue to work on complete integration with third party verification vendors, developing meaningful first party inclusion and exclusion controls, and alignment with the GARM Brand Safety and Suitability Framework. The companies also intend to jointly conduct market-leading research to guide brands on TikTok best practices and assist them with employing data-informed strategies for driving engagement on the platform. GroupM has already engaged TikTok on niche auction training and will continue advancing buying capabilities through its large network of specialists.

Mark Read, CEO, WPP, says “Our clients want new and innovative ways to reach consumers. TikTok has quickly demonstrated the power of mobile video and the many opportunities that exist for brands to engage in meaningful and creative ways on its platform. I am delighted that we have formed this global partnership, a first in our industry, and look forward to working with TikTok to ensure our clients continue to benefit from what its platform has to offer.”

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