

CREATOR EFFECTIVENESS META-ANALYSIS

MAXIMIZING BRAND IMPACT THROUGH
BEST IN CLASS CREATOR ACTIVATIONS

JUNE 2025

KANTAR

whalar



EVALUATING THE CREATIVITY OF CREATORS

THE OBJECTIVE

Understanding the performance drivers of creator content across Branding, Long-term Equity, and Short Term Sales Likelihood:

- > Decomposing creator content to understand the granular tactics that ladder up to actionable strategies for brand building
- > Understanding the impact across Instagram and TikTok

THE SOLUTION

Kantar's LinkAI solution, integrated across all major social platforms, to predict performance based on validated metrics.

- > Meta-analysis of 101 assets from Whalar across Personal Care, Beauty, Travel, Beverage, and Tech
- > Quantifying the business impact of creative quality
- > Assessing content which has been tested through traditional brand lift to ensure multiple levels of validation.

KEY TAKEAWAYS

1

62% of Whalar Creator content drove brand impact for both long term brand equity and short term sales likelihood, far outpacing Kantar norms for traditional brand content.

2

Creators who provided a direct “call to action,” where they indicated where to buy, discounts, or promo codes actually drove the highest impact.

3

Using the product /service while simultaneously making a claim about what the liked about the brand is a strong contributing factor to overall performance.

4

Both Instagram and TikTok content performed well, but with key differences: Instagram is effective in driving branding, while TikTok is effective in building engagement through storytelling.

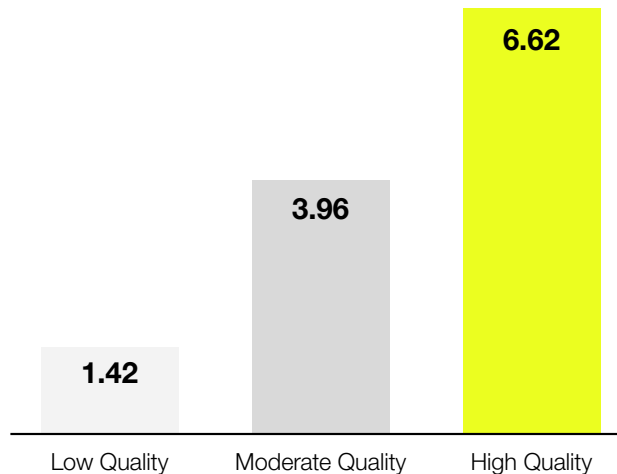
WE KNOW CREATIVE QUALITY IS CRITICAL TO BRAND SUCCESS

High quality creative drives 4.7 times more profit than low quality creative

Creative quality matters more than marketers typically think. It is the second largest driver of advertising profitability behind brand size

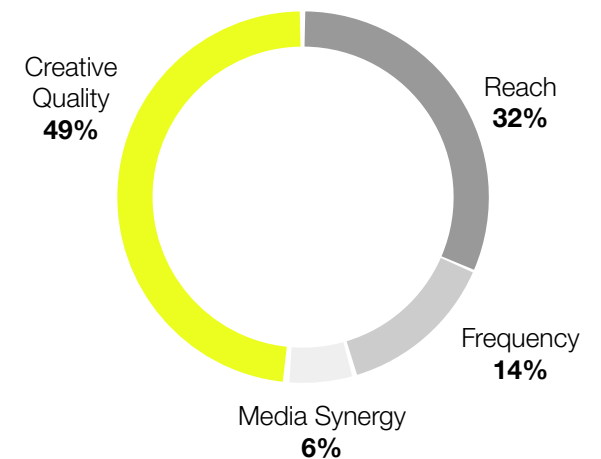
Creative quality is also the single biggest driver of brand salience

Average ROMI profit



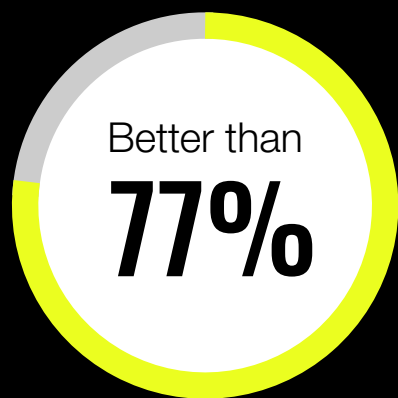
Factor	Evidence		Marketers	
	Rank	Multiplier	Rank	Importance
Brand Size	1	18	5	35
Creative quality	2	12	4	44
Budget setting across geographies	3	5	9	21
Budget setting across portfolios	4	3	6	30
Multimedia	5	2.5	1	66
Budget setting across variants	6	1.7	10	19
Cost/product seasonality	7	1.6	7	27
Brand vs Performance	8	1.4	2	62
Laydown/Phasing	9	1.15	8	23
Target Audience	10	1.1	3	59

Drivers of Salience: Overall Campaign Level

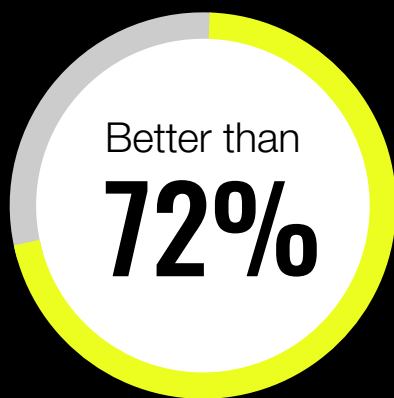


ADVERTISERS ARE TURNING TO CREATOR CONTENT TO STRENGTHEN CAMPAIGNS

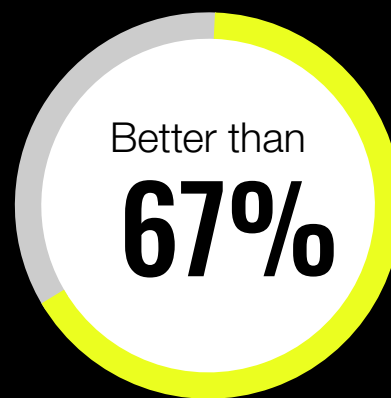
Creator content creative performs...



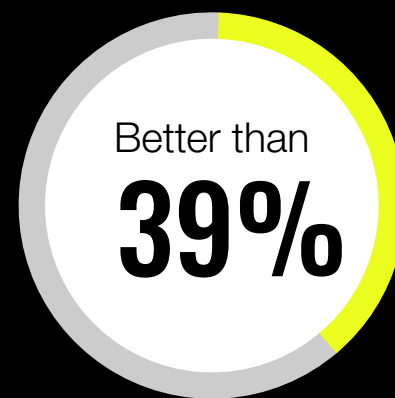
of ads in delivering
new information



of ads on credibility



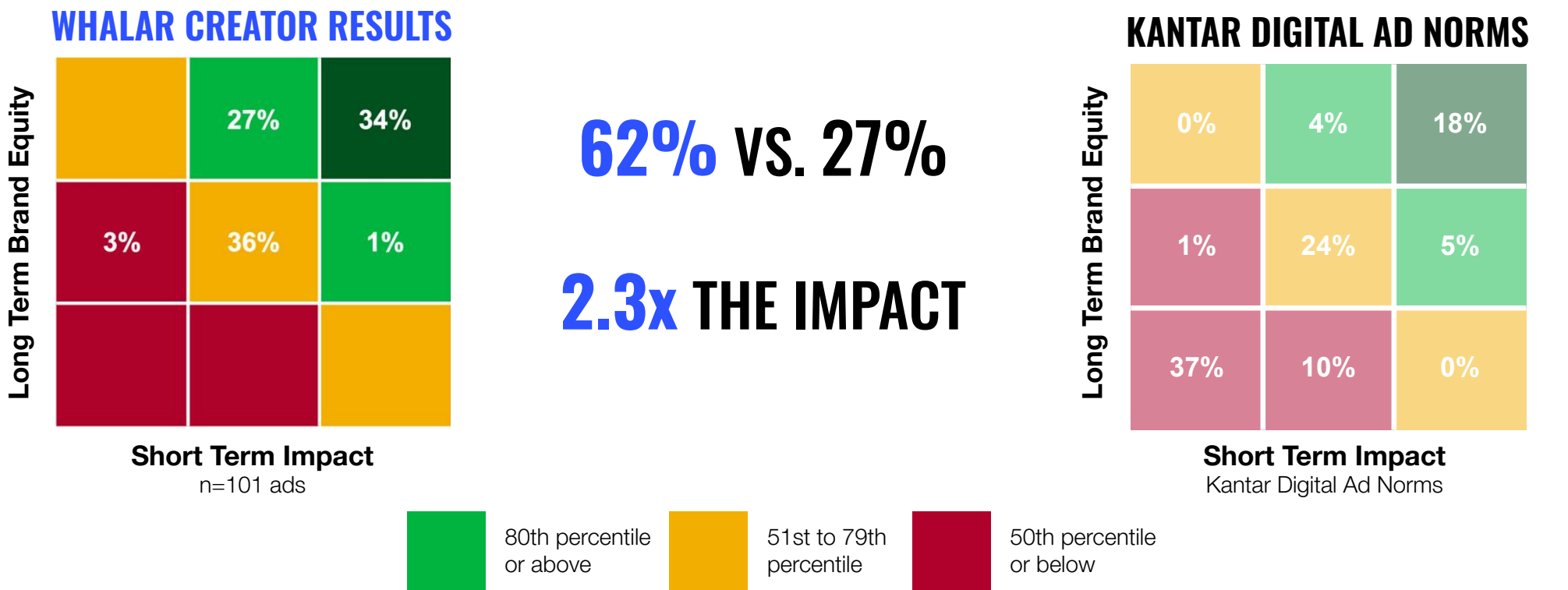
of ads on delivering
relevant information



of ads on enjoyment

CREATORS EFFICIENTLY DRIVE IMPACT

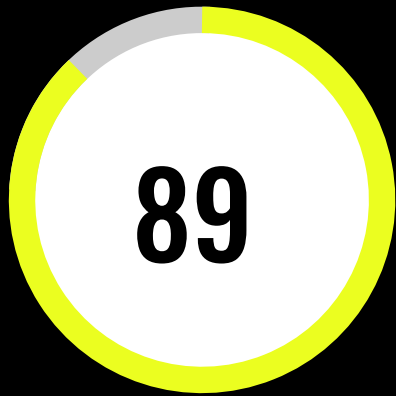
The majority of assets developed by Whalar out-perform creative norms in key measures:
Long-term brand equity (Power) and short-term impact (STSL)



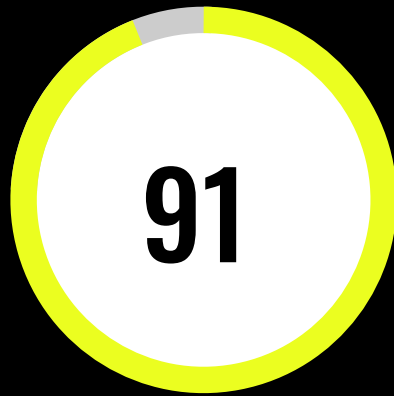
DRIVING BOTH BRANDING AND SHORT TERM SALES LIKELIHOOD RELIES ON 4 KEY “MUST-HAVES”

ELEMENTS		SHORT TERM	LONG TERM
MUST HAVES	Text on Screen	★	★
	Product Benefits	★	★
	Relatable	★	★
	Call-to-actions	★	★
DRIVERS	Brand in Audio	✓	✓
	Music	✓	✓
	Closeup Shot	✓	✓
	End Card	✓	

DRIVING BOTH BRANDING AND SHORT TERM SALES LIKELIHOOD RELIES ON 4 KEY “MUST-HAVES”



STSL



POWER

1. Include a call-to-action: notifying followers of an upcoming sale or indicating a budget conscious tone has significant influence on short term (STSL) and more surprisingly, long term (Power) performance
2. Text On Screen: build for sound on and sound off environments while emphasizing key points throughout the ad
3. Highlighting Product Benefits: be purposeful and focused on key product message
4. Make the brand/product relatable

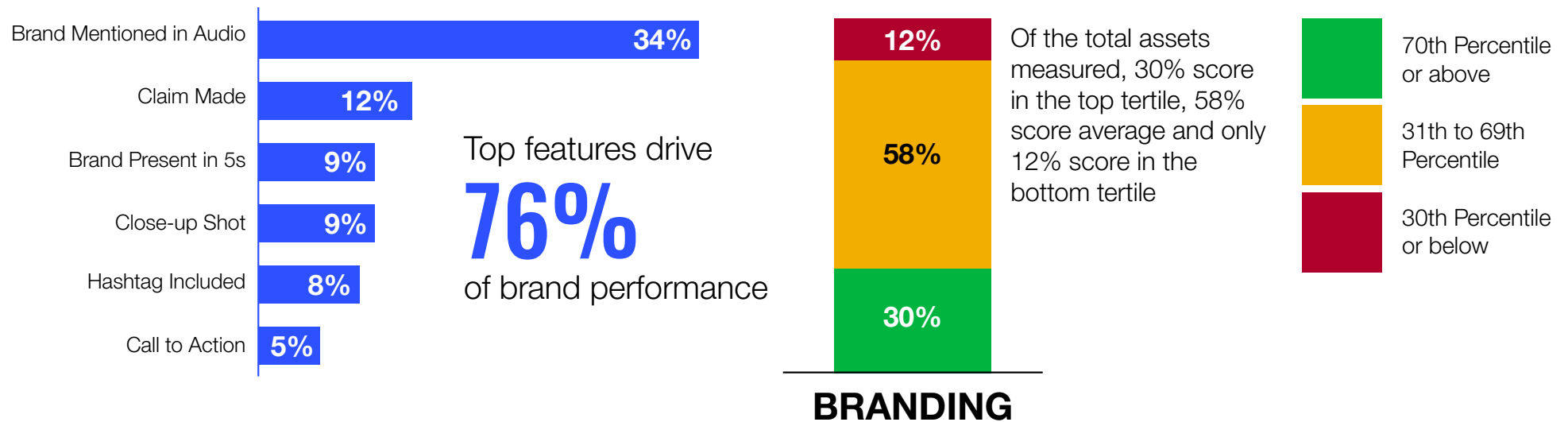
SHORT TERM SALES IMPACT COMES NATURALLY TO CREATORS, WITH KEY DRIVERS PART OF THEIR NATURAL STORY TELLING

		SHORT TERM
DRIVERS	Text on Screen	✓
	Product Benefits	✓
	Relatable	✓
	Call-to-actions	✓
	Brand in Audio	✓

Call-to-action is the most powerful driver, but without it, the remaining creative features drive **46% of performance in the short-term.**

BY IDENTIFYING THE KEY TACTICS TO BRIEF CREATORS, WE CAN ALLOW THEM **TO DO WHAT THEY DO BEST: CREATE.**

DRIVERS THAT LEAD TO HIGHER BRANDING SCORES:



CREATIVE QUALITY IMPACT ON INSTAGRAM: BRAND LIFT

Striving for strong creative quality helps ensure full campaign impact and supplement in-market results; majority of Instagram assets that were highly likely to improve Awareness included the top three drivers of short-term and long-term performance.

LOWER FUNNEL

Short-term Sales Likelihood (STSL)

Ads that were most likely to drive Intent
had an average score of:

80

For STSL

+8ppts higher than ads not likely to assist Intent

UPPER FUNNEL

Long-term Brand Equity (POWER)

Ads that were most likely to drive Awareness
had an average score of:

87

For POWER

+5ppts higher than ads not likely to assist Awareness

CREATIVE QUALITY IMPACT ON TIKTOK: BRAND LIFT

Striving for strong creative quality helps ensure full campaign impact and supplement in-market results; majority of TikTok assets that were highly likely to improve Awareness included the top three drivers of short-term and long-term performance.

LOWER FUNNEL

Short-term Sales Likelihood (STSL)

Ads that were most likely to drive Intent
had an average score of:

74

For STSL

+11pts higher than ads not likely to assist Intent

UPPER FUNNEL

Long-term Brand Equity (POWER)

Ads that were most likely to drive Awareness
had an average score of:

81

For POWER

+6pts higher than ads not likely to assist Awareness

METHODOLOGY

HOW DOES KANTAR DEFINE SHORT AND LONG-TERM METRICS?

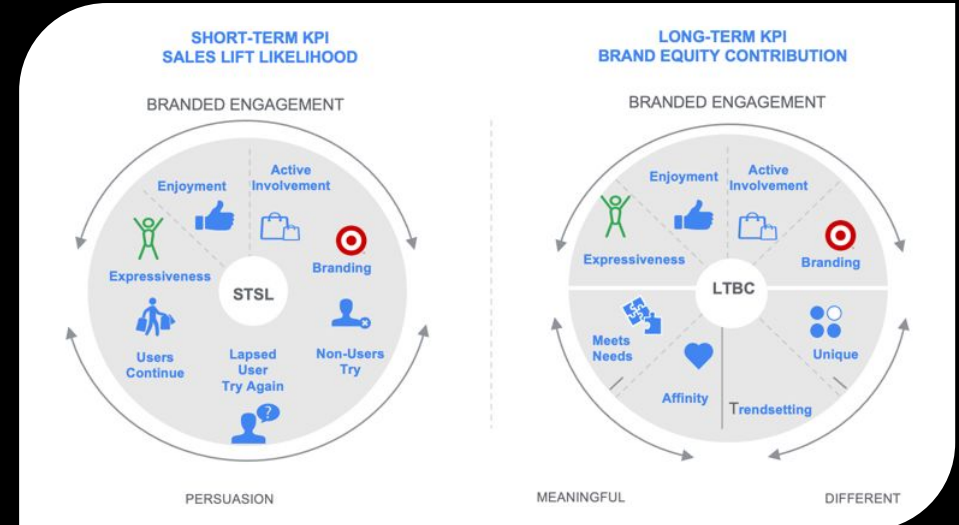
LINKTM is anchored in two main survey-based metrics. Is the ad driving...

SHORT TERM SALES LIKEIHOOD (STSL)

- Branded engagement/Saliency (expressiveness, enjoyment, active involvement, branding)
- Persuasion (users continue, lapsed user try again, non-users try)

LONG TERM BRAND CONTRIBUTION (DEMAND POWER)

- Branded engagement/Saliency (expressiveness, enjoyment, active involvement, branding)
- Meaningful (meets needs, affinity/love)
- Different (trendsetting, unique)



Both measures have been validated to in-market results and LINK is the only creative measurement methodology validated by MASB.

WE USED LINK AI TO RAPIDLY SCALE CREATIVE EVALUATION OF WHALAR ADS

LARGEST TRAINING DATASET

- Built on LINK (260K+ tests, 37MM+ human interactions)

TRULY GLOBAL SCALE

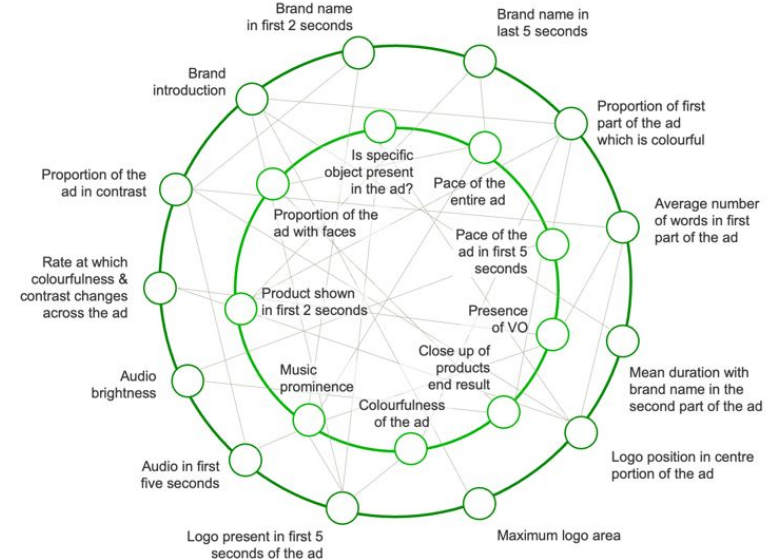
- Available in 40+ markets and counting

MODELLING EFFECTIVENESS AT SCALE

- Up to 20,000 features are extracted from each video

VALIDATED EFFECTIVENESS AT SPEED

- Predicts Short Term Sales Likelihood (STSL), Demand Power and Impact for that specific media in a specific market in minutes



METHODOLOGY

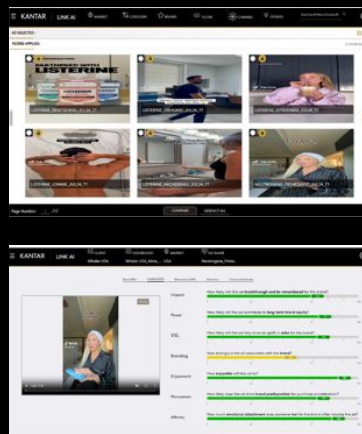
1. COLLATE ADS

- Collated 101 creator ads

PLATFORM/BRANDS	AD COUNT
INSTAGRAM	57
Personal Care	5
Beauty	3
Travel	38
Beverage	4
Tech	7
TIKTOK	44
Personal Care	5
Beauty	3
Travel	18
Beverage	12
Tech	6

2. MEASURE & TAG

- Measure the strength of the creative in creator assets using LINK AI
- Link AI is a machine learning platform trained on Kantar's global creative database (LINK), that provides a prediction of creative effectiveness in 15 minutes and without consumer sampling.



3. ANALYZE

- Analyze the creative performance (from LINK AI) against the creative features (from tagging) through cross tabulation.
- Regression analysis to determine the key creative drivers of TikTok content performance

AI-ENABLED CREATIVE TAGS

Music	Hashtag
End card	Expert shown
UGC Style content	Humor
Text on screen	Brand name present on screen any time
Animated or component of animation	Brand present at beginning of ad
Product benefits	Brand present in 5s on screen
Promotion office included	Brand name shown 100% of time on screen
Claim made about product or brand	Product present in 2s
Brand mentioned in audio	Product present in 5s
Product demo	Close up shot
Celebrity present	Human Present

4. REPORT

- Identify what key features drive creative quality performance from creator assets
- Identify drivers of Brand Lift measures
- Highlight any differences between Instagram and TikTok creator assets.