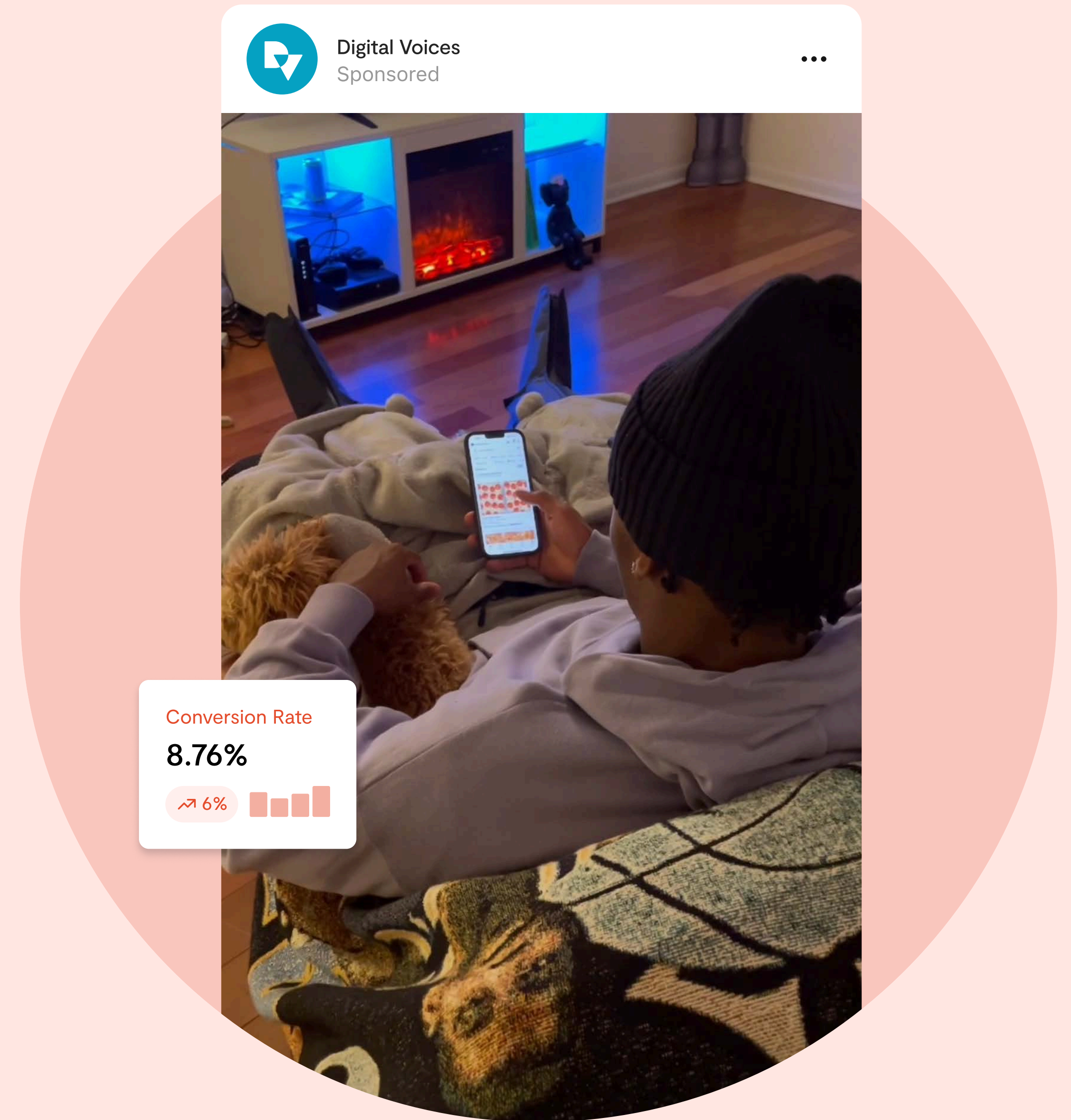




THE PERFECT PAIR

How Creator Ads *Supercharge*
Your Influencer Strategies

DIGITAL VOICES



Creator Paid Ads

Digital Voices

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Step into the new era of Paid Media with Creator Paid Ads. In this report, we'll delve into what they are, why they matter for your brand, share insights directly from creators, uncover strategies for driving impactful results, and explore the future of this innovative marketing approach.

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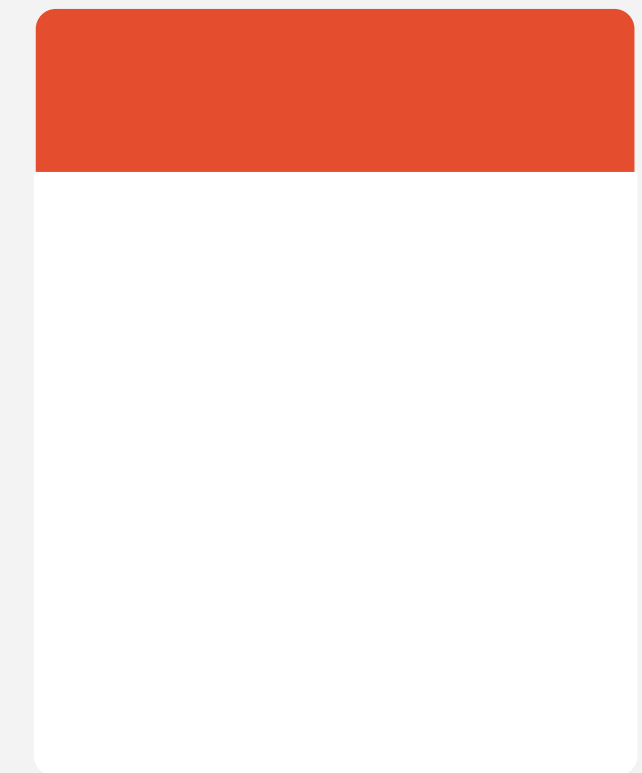
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Creator Paid Ads outperform branded and product paid ads.

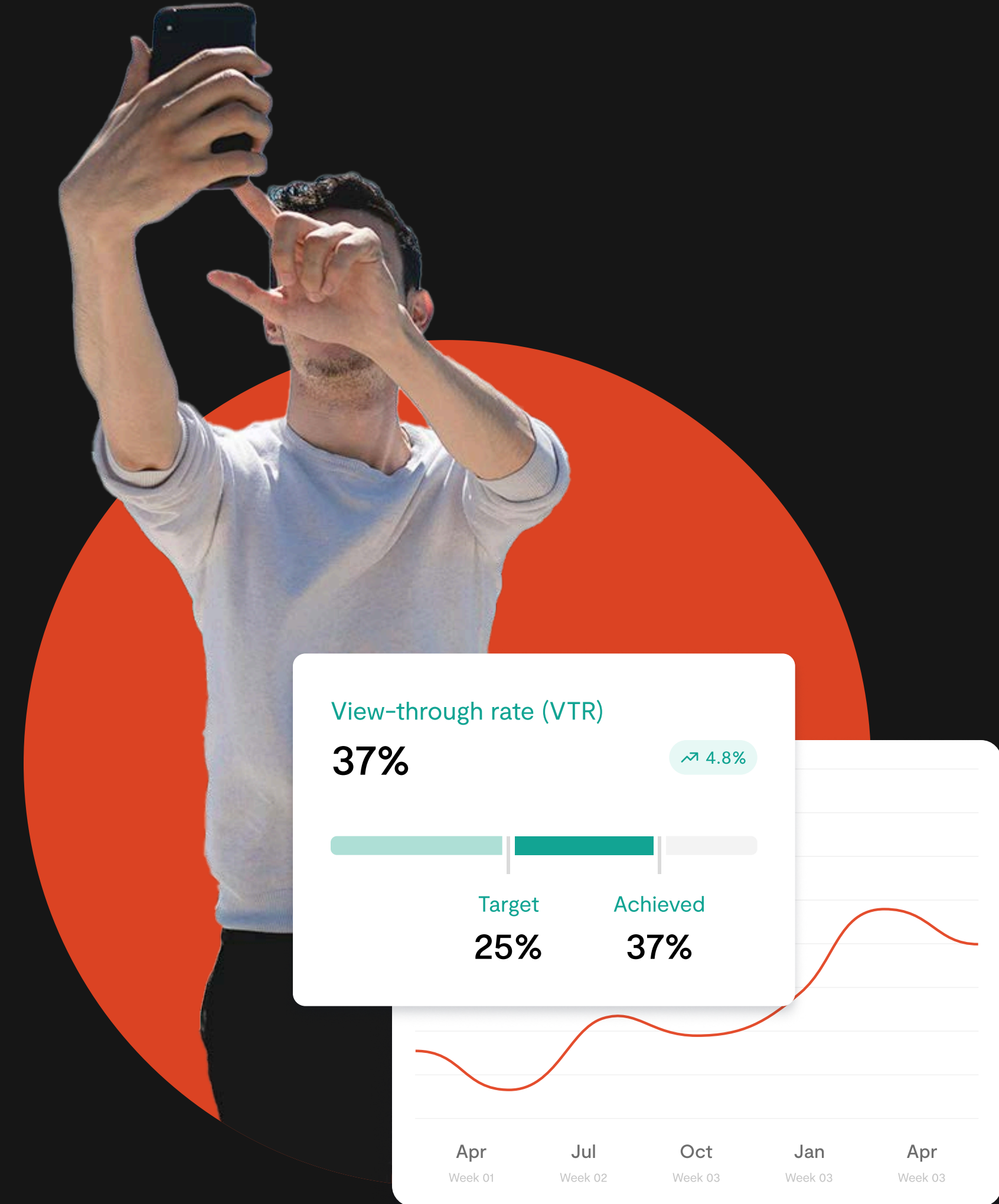
Source: [Statusphere](#).

Meta cites a **15%** increase in ROAS
(Return on Ad Spend) for brands running
Creator Ads over non-creator ads.



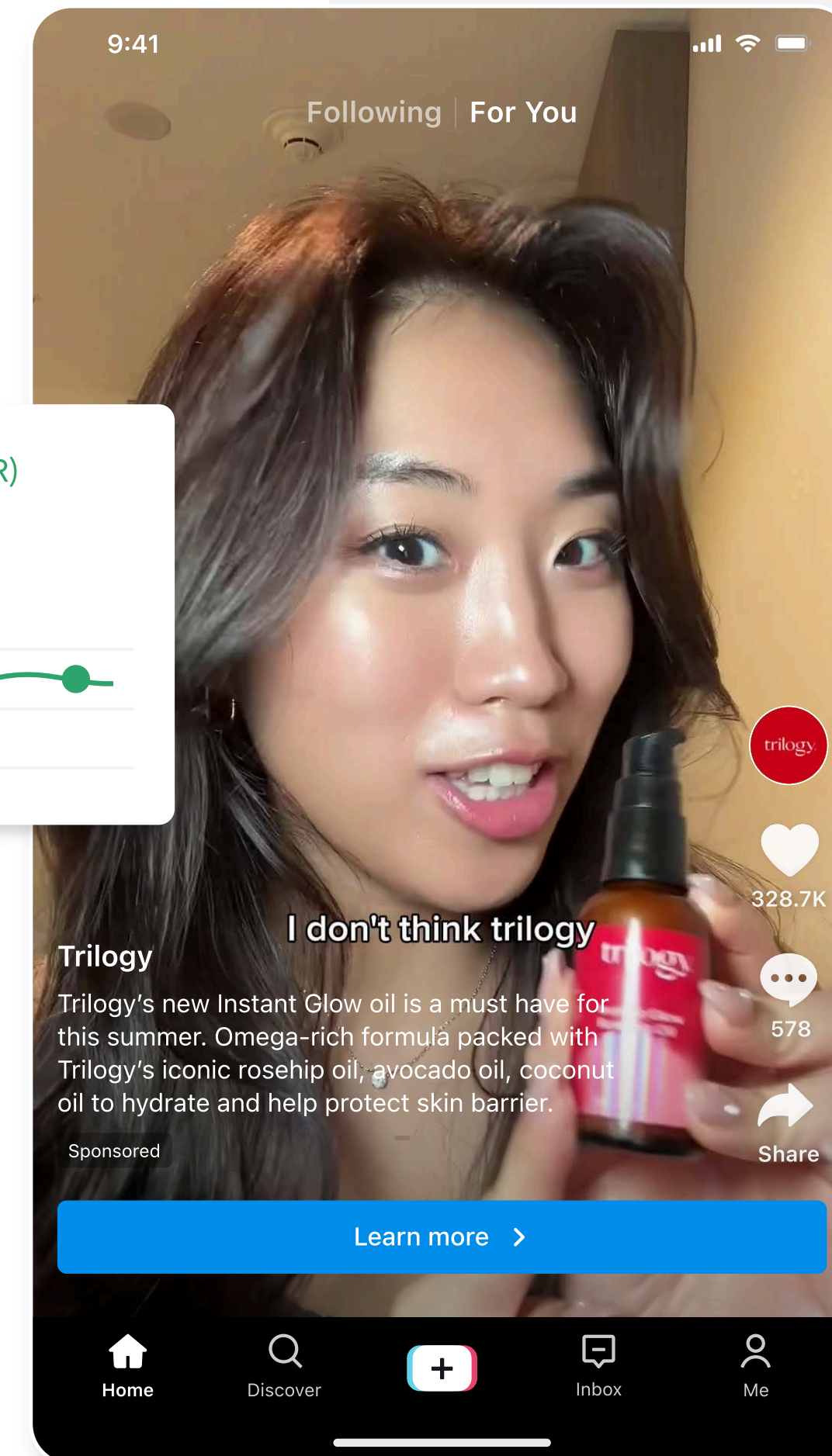
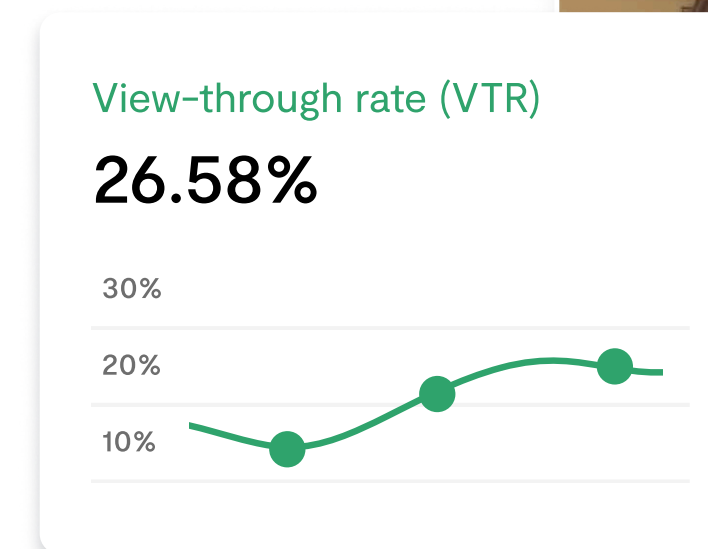
+15%

So... what are they?



Creator Paid Ads use creator-style content in paid media placements.

Creator Paid Ads focus on what consumers **truly value** about video content – appealing to personal interests, being relevant and reflecting their identity.



How are Organic Influencer & Creator Paid Ads Different?



Organic

Organic content is shared on the creator's channel, leveraging their audience's engagement. This content is more about personality than products. The caption will include #ad to indicate sponsored content.



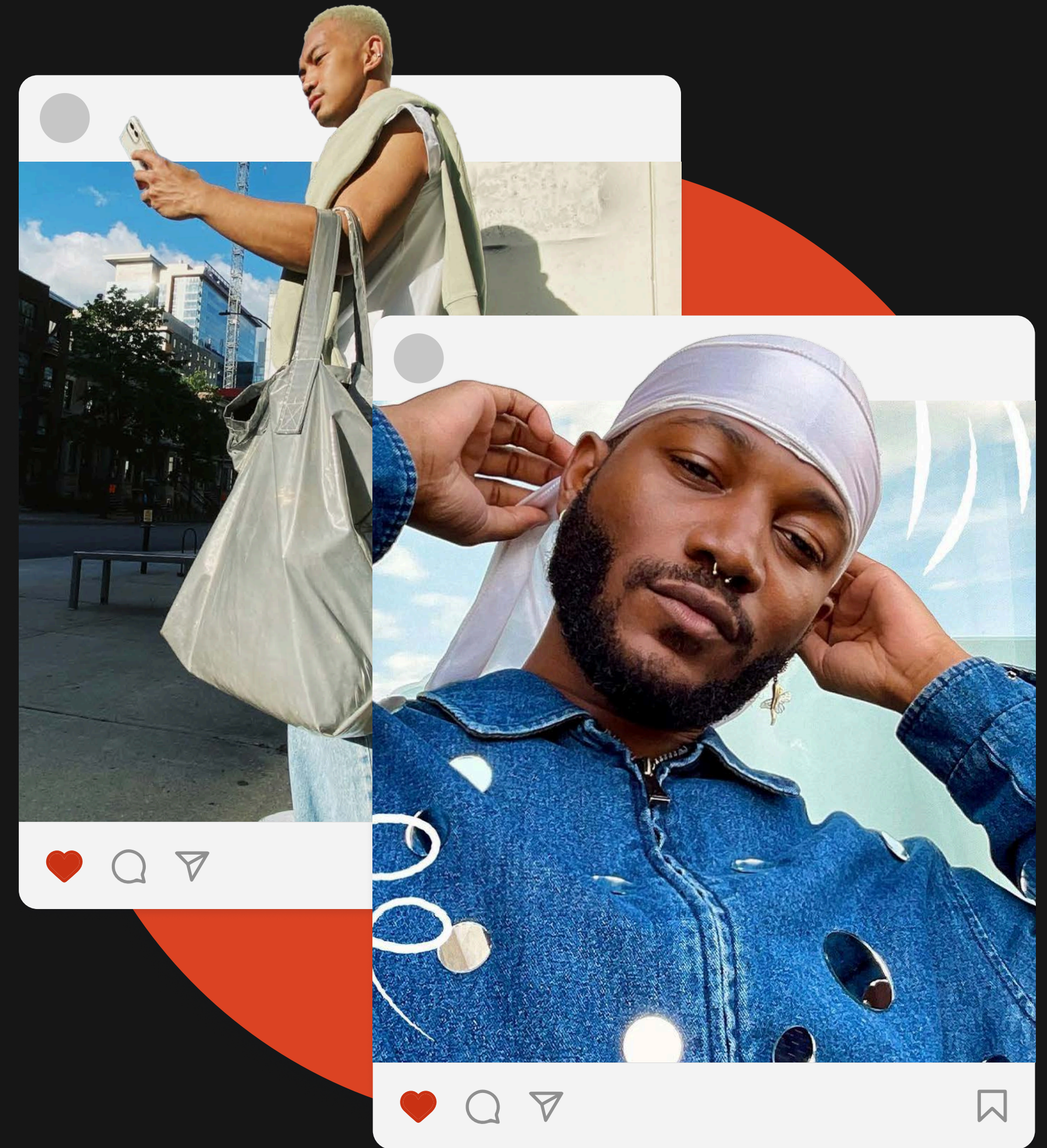
Creator Paid Ad

Paid ads are crafted as advertisements and run through the brand's official handle/page. Instead of using creators to reach their audience, you collaborate with them to produce ads that feel platform native. These ads are clearly marked as 'sponsored.'

Influencers understand how to produce content that feels **native** and **authentic** to a specific platform, allowing for a seamless experience in-app where audiences are less likely to swipe away from something that feels too much like an ad.

But why?

Win with Creator Paid Ads



Creators are a production shortcut to platform-first creative that performs.

In fact, specific branded content in collaboration with creators drives...



higher ad recall

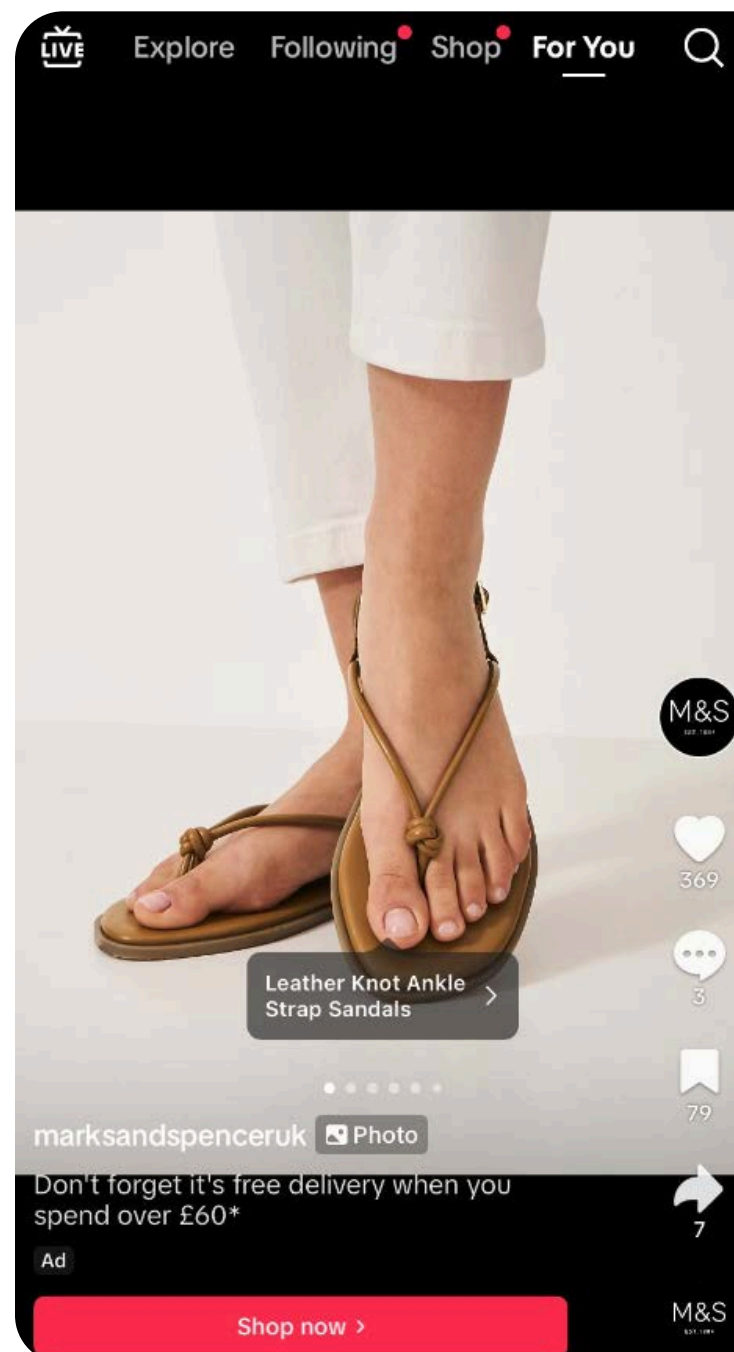


higher engagement rate



higher 2s view-through rate

Brand-produced Ads vs. Creator Paid Ads



Branded Product Ads

No instantly recognizable face connected to the brand - they're often faceless!

Studio backgrounds minimize context and storytelling.

Still images mean that audiences do not see the product in action.



Creator Paid Ad

Recognizable influencer faces build personable audience connection.

Creator style content tells a story and entertains.

Tailored briefs prioritize showing the product in action and clear brand messaging.

How creator paid ads drive ROAS

Cost Effective

Commissioning Creator Paid Ads is more affordable than producing content via traditional routes of productions. Creator Paid Ads also allow you to commission content from a wider variety of verticals, and test different creative approaches, which can be used to benchmark what delivers the most success.

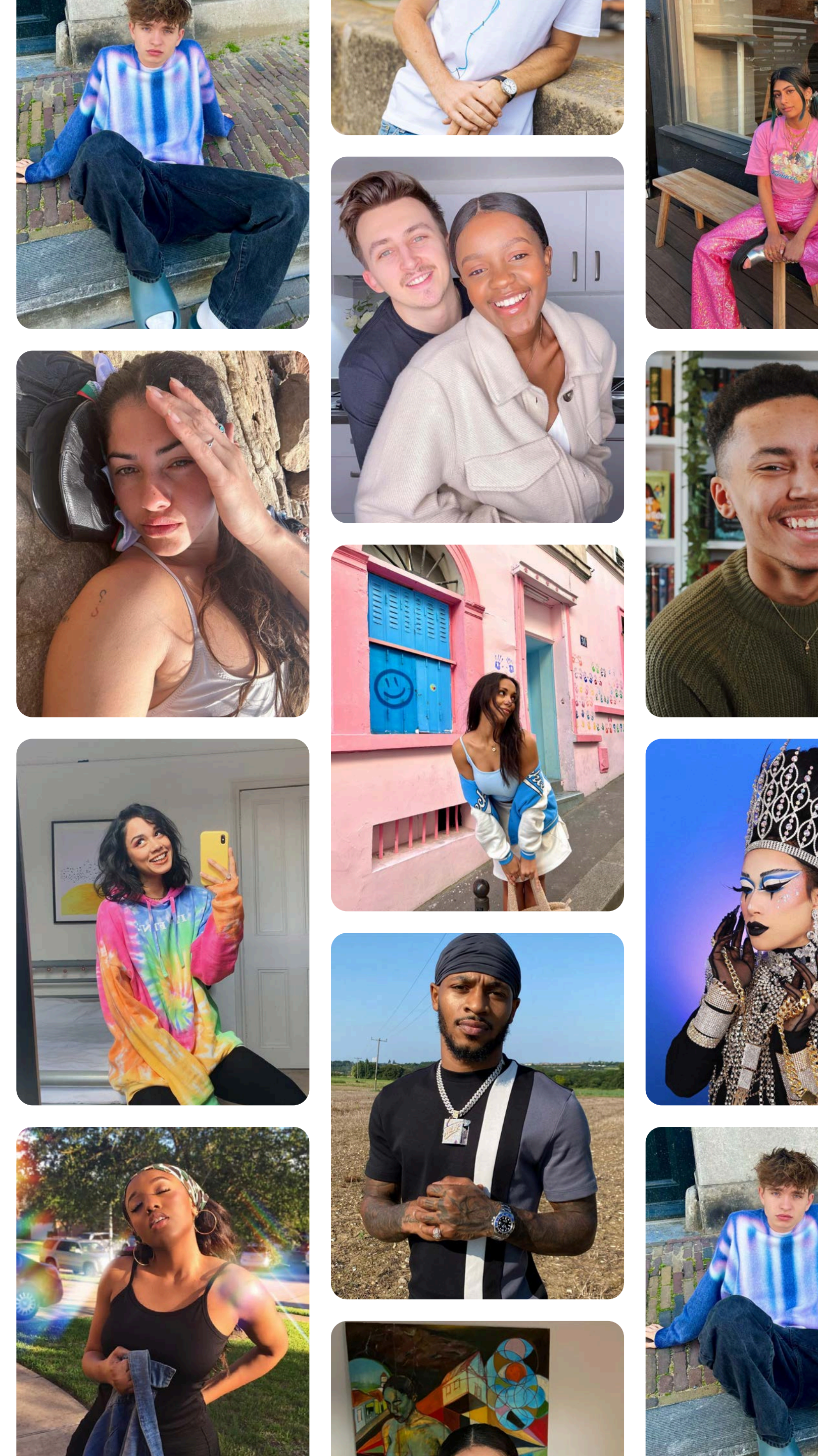
Time Efficient

You can partner with multiple creators to produce content at the same time, allowing you to have a consistent stream of videos going live on your brand channels - this is especially useful for teams with low bandwidth and limited resources.

Scalable Approach

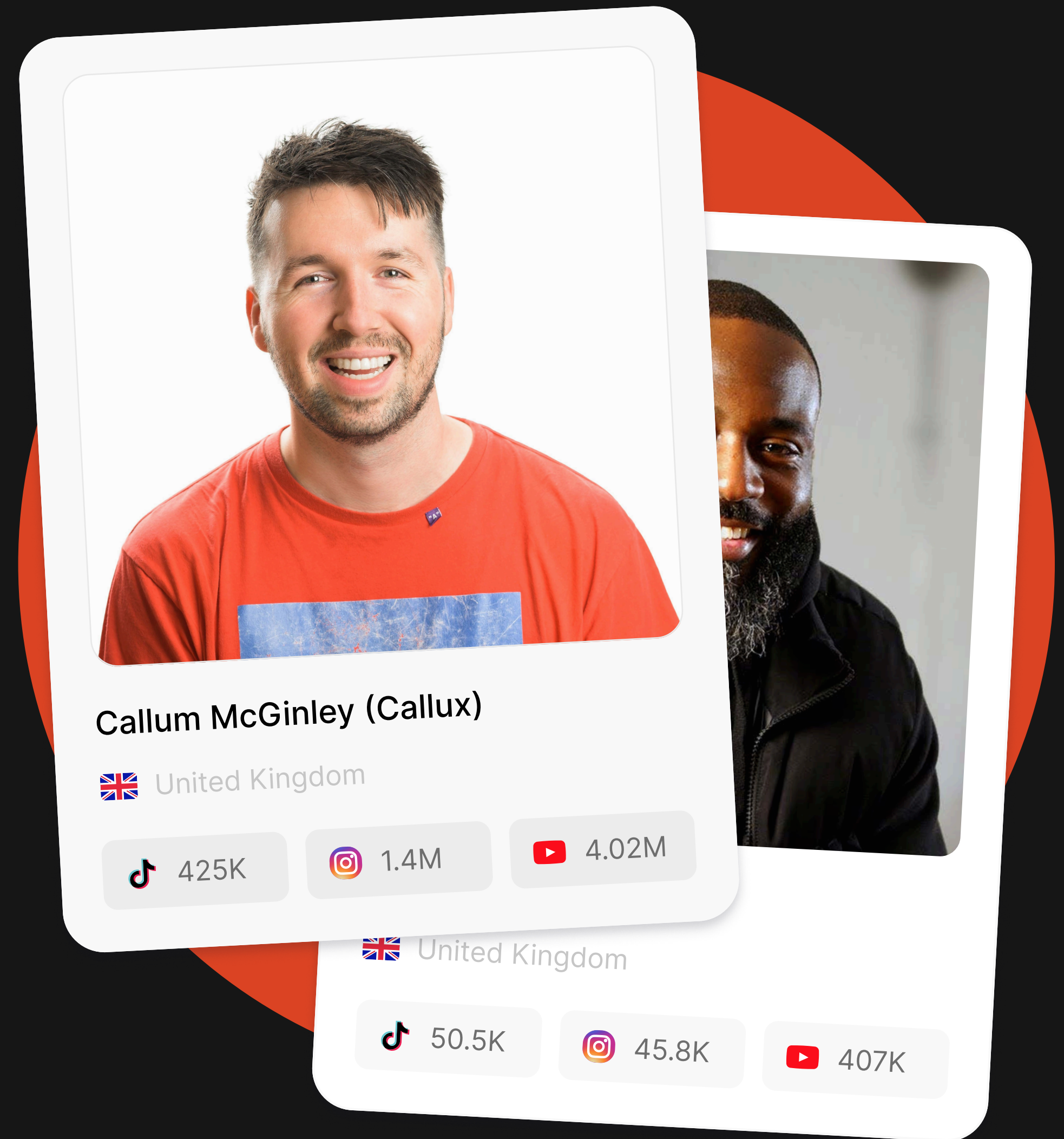
Once you identify what works for your product and which Creator Paid Ads are delivering the most success, you can quickly scale activity by identifying creators who produce similar content and access lookalike audiences.

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Insider Insights

What do creators think?



“

My experience with Creator Paid Ads shows that success hinges on giving creators creative freedom to make authentic content, as well as nailing the first few seconds to captivate viewers.

Brands should focus on collaborating closely with creators to ensure that ads are engaging, relatable, and instantly impactful.

Callux

Entertainment Creator





“

I have produced a number of Creator Paid Ads including Sky Tv, and Gousto and MyProtein. They were great, all of them allowed full creative freedom so allowed my best work.

There's no real challenge when it comes to creating them! The only thing would be the time it takes knowing it's not a piece of content for my own channel.

The main benefits of Creator Paid Ads are that people see me as a key part of the brand which builds great social authority, whilst not flooding my own channel with ad's especially if it is very heavy on key messaging.

Gabriel Sey

Lifestyle Creator

Creator Paid Ads in action

How to Drive Results

The image shows a smartphone screen displaying an Instagram post from the user 'samthompsonuk' posted 4 hours ago. The post features a video of a man with a beard and short hair, wearing a dark t-shirt and a necklace, smiling and clapping his hands. Overlaid on the screen are several performance metrics:

- CPM:** £4.77, with a 20.3% increase indicated by an upward arrow.
- Impressions:** 9.4M
- Clicks:** 25,847
- CTR:** 0.27%
- VTR:** 37%

At the bottom of the screen, there is a 'Send Message' button with a camera icon and a share icon with three dots.

Perfecting Your Placements

TikTok

Attributes

Impactful Entertainment

Key Use Behaviour

Users come to be entertained and consume shareable content that drives engagement.

Best Practices

15 or 22 second Creator Paid Ads optimized to a sound on, full screen platform

Meta

Attributes

Largest Social Network & Visual Storytelling

Key Use Behaviour

A platform for staying up to date with a wider friendship network via newsfeed.

Best Practices

15 second Creator Paid Ads optimized to run across Facebook and Instagram.

YouTube

Attributes

Watchable Video Content

Key Use Behaviour

The biggest online video platform. Users go to watch long-form content as well as 60 second snippets on Shorts.

Best Practices

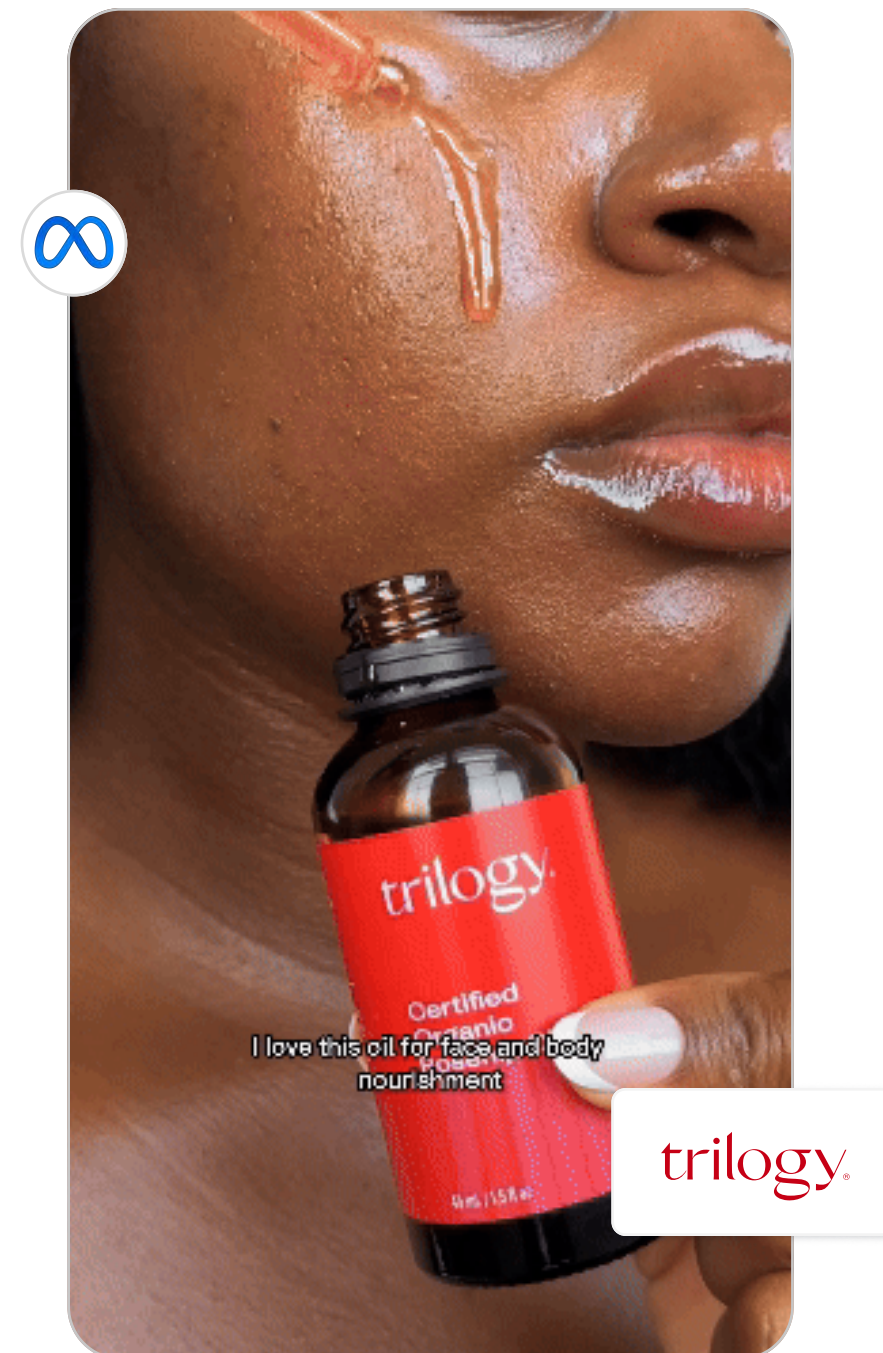
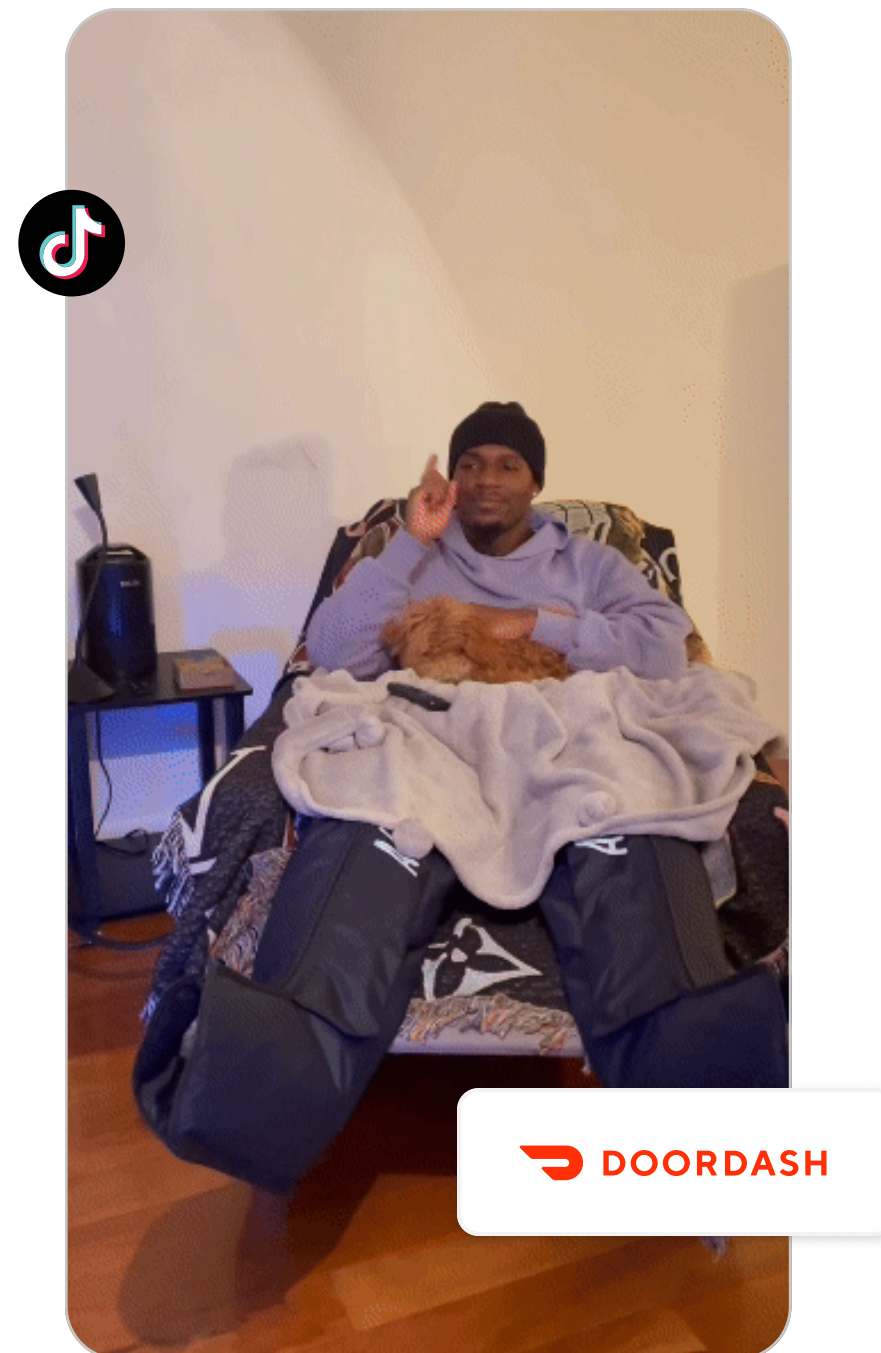
6, 15, 30 or 60 second Creator Paid Ads that can be optimized towards different placements.

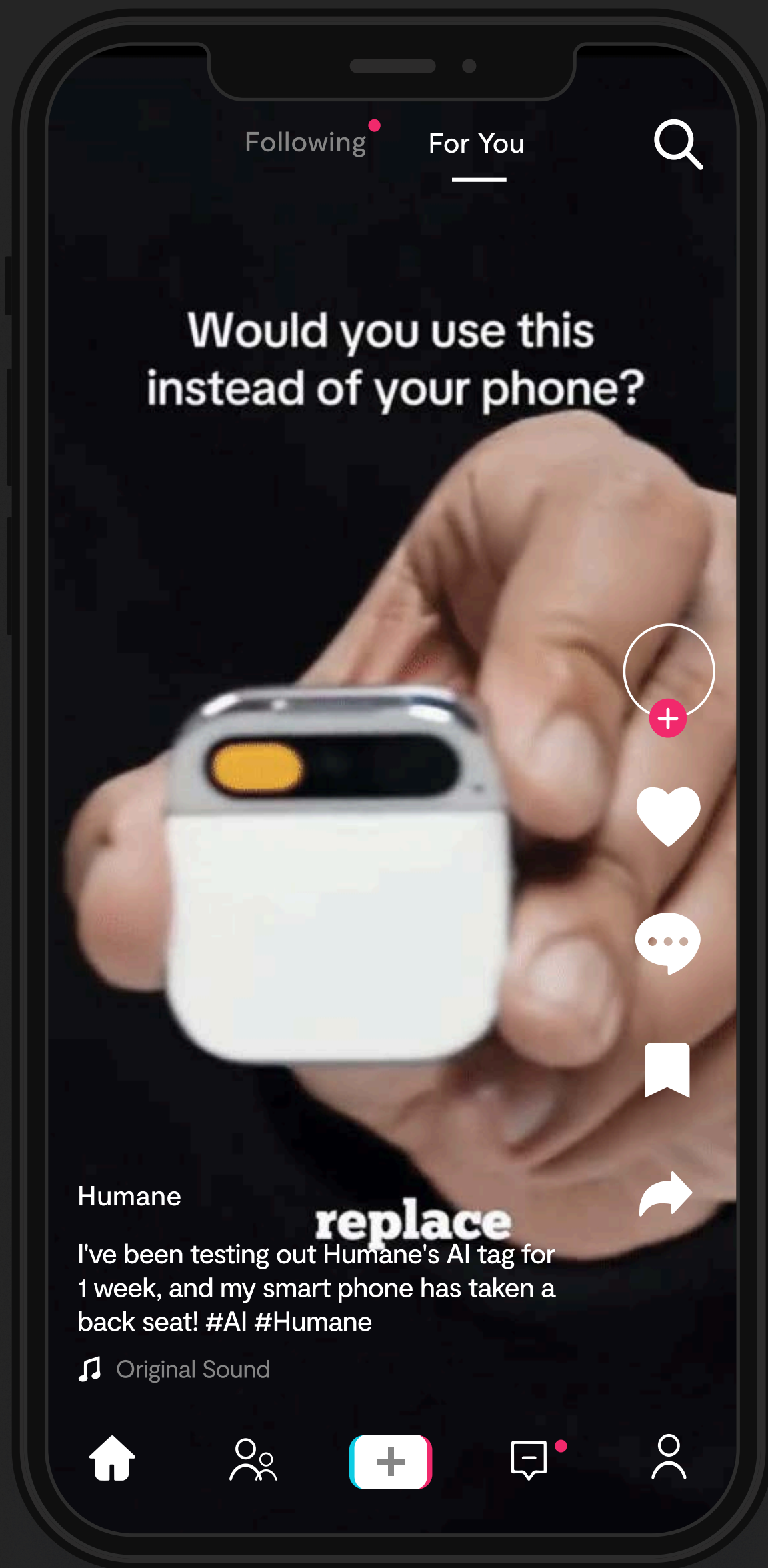
Keep ABCDs front of mind (Attract, Brand, Connection, Direct)

Best in Class Examples

Serving Clients

Each piece of content follows best practices for the selected platform. All of this content was filmed by influencers for Digital Voices' client' Creator Paid Ad campaigns.





Creator Paid Ads

Cheat Sheet

✔ Environments

Account for Sound on/off environments by incorporating closed captions.

✔ Captions

Ensure captions are short and sweet, dark posts have character limits!

✔ Short Form Content

Build short length content – best practice lengths are 6s, 15s, 30s. This allows for content to be optimized according to platform metrics.

✔ Safe Zones

Keep key information within the safe zone so not to be obstructed by UI features.

✔ USPs

Keep in mind each platform's USP (Unique Selling Point).

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“

The guidelines followed when building Creator Paid Ads allow them to be remembered as the messaging is relayed in a way that it will keep the ad front of mind for audiences.

Creator Paid Ads are built in a way that allows the platform to self-optimize which is beneficial in achieving paid results.



Haleema Farooq

Paid Media Specialist Manager, Digital Voices



Measure every stage of the funnel

Upper Funnel

Awareness

Impressions

Reach

CPM

Middle Funnel

Consideration and Interest

Engagement Rate

Click-Through Rate (CTR)

View-Through Rate (VTR)

Lower Funnel

Conversion

Purchases

Subscriptions

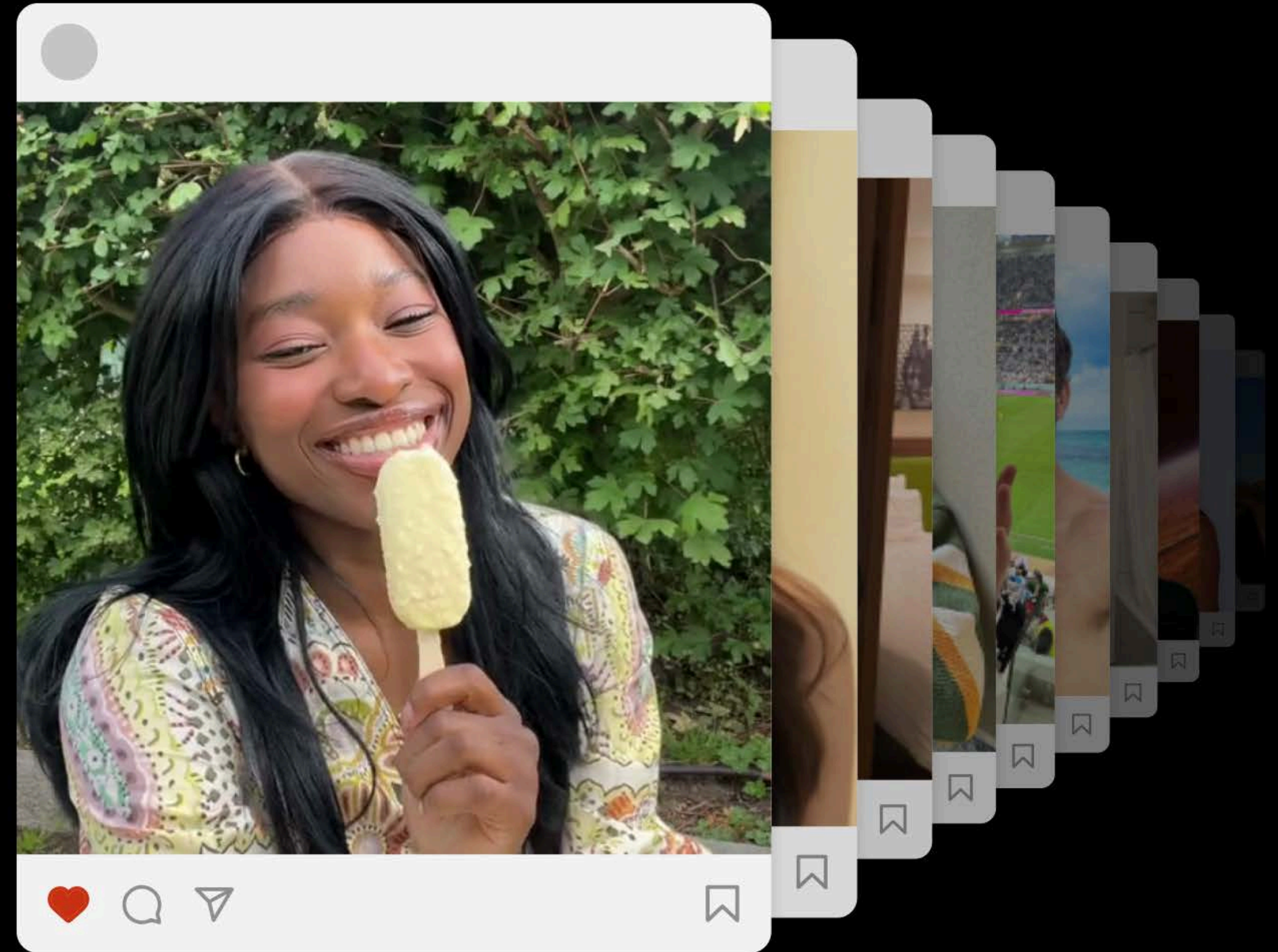
Downloads

Measured using
Ads Manager

Measured by implementing
Pixels, Tags and Tracking (GTM)

What's Next?

Predicting the Future



Predicting the Future

More Creator Content

As well as across Paid Media, we will see more use of creators across all ads, including OOH and television.

A Shift Away from Flatlays

The decline of branded flatlays with paid amplification as more dynamic and engaging content becomes the norm.

Advanced Measurement Tools

Advancements in analytics and measurement tools to provide deeper insights into the performance and impact of Creator Ads.

Seamlessly Shoppable

The consumer journey will encourage shoppers to purchase in app through platforms like TikTok Shop. Clickable, shoppable links make for an easy view to cart journey.



“

I think that in the same way we have AI driven creator content we will see a rise in AI driven creator ads. I think that's one of the reasons Adobe stands out so much- it's very creative in its output and goes beyond what we normally see from creators.

However there will still be a need for great storytelling- so the most successful creator ads will be the ones who can strike the right balance between the two.



Nisha Matthews

Creative Business Lead, YouTube

“

I predict that Creator Paid Ads will be the only ads running in years to come!

Brands will truly begin to work with creators long term to help drive brand association and trust.



Lauren Payne

Digital Engagement Lead
Northern Europe, Colgate - Palmolive

Creator Paid Ads

Enter the new era of Paid Media with Digital Voices.










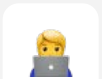
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Partnering with an agency partner like Digital Voices makes Creator Ads easy for you as you can utilize their in house videographer, catalogue of influencer partners, measurement framework, and seamless industry tech to reflect upon your campaigns at a glance.

We can optimise the campaign effectively, and ensure assets are swapped out to drive maximum results.

We have already seen success with global leading brands.

Our services

-  Creative Ideation
-  Campaign Management
-  Influencer Content
-  Data Analysis
-  Brand Uplift Studies
-  Usage Rights & Repurposing
-  Paid Social Advertising
-  Video Production & Editing
-  E-Commerce & UX Support
-  Conversion Rate Optimization

