

Creator-Led Performance: The Secret to Conversions During the Busiest Time of the Year

Unleash the creativity of consumers and get authentic, diverse and platform native content for your brand

Q4 - TTCX special offer

HELLO BUCHAREST



Jules

 **@Jules**



Piotr

 **@Piotr**

About **Foap**

**We are creative agency &
production platform
in one**

Foap is a global leader in the UGC & SoMe content production at scale.

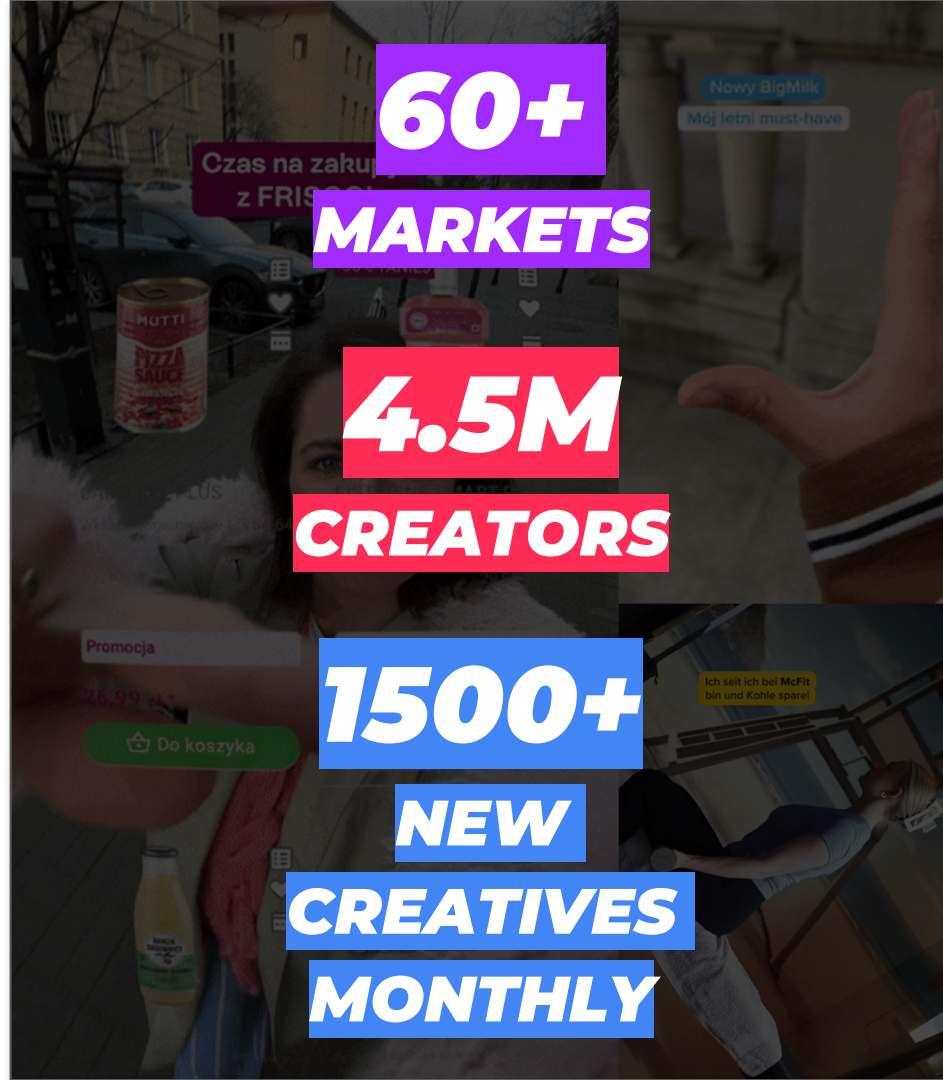
10+ years' experience in SM & UGC - handpicked creative partners of leading SM platforms.

More than 4.5 MM UGC creators unite on Foap.

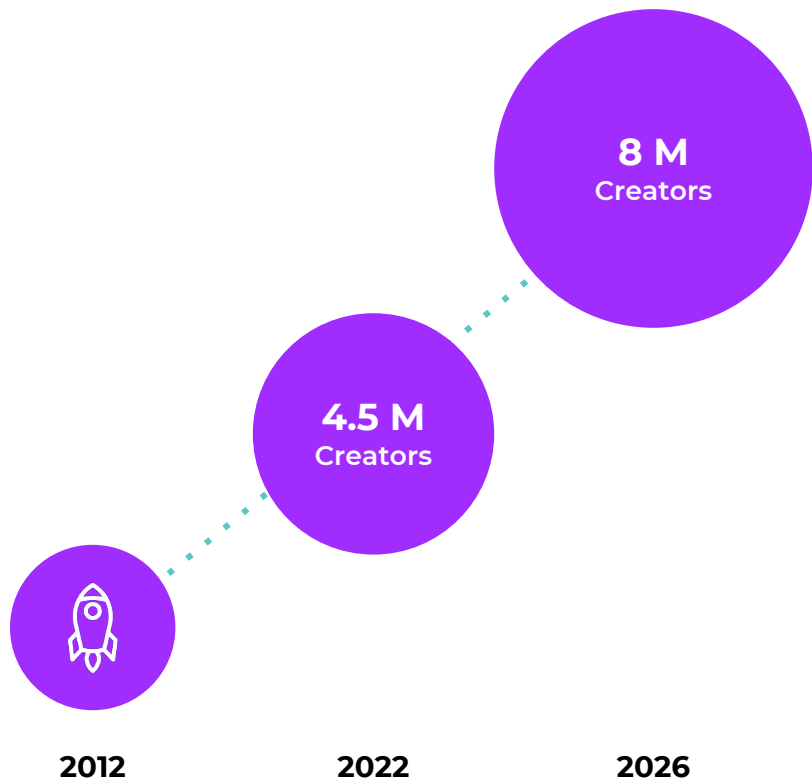
We are strictly performance driven; we create platform & placement native assets optimized to drive business results.

Conducted full-funnel campaigns for 1000+ leading brands in 60+ markets.

We give End-to-end 24/7 production capabilities in 194 countries.



About **Foap**



Foap Creators Community

Region	% OF GLOBAL CREATORS	ACTIVE USERS (LTM)
NA	28%	670,00
LATAM	24.6%	0
APAC	17.5%	590,00
Europe	15.3%	0
MENA	9.7%	420,00
Africa	4.9%	0



Strong Global Creator Community Drives Creativity,
Authenticity, Diversity & Better Results



Global Insights:

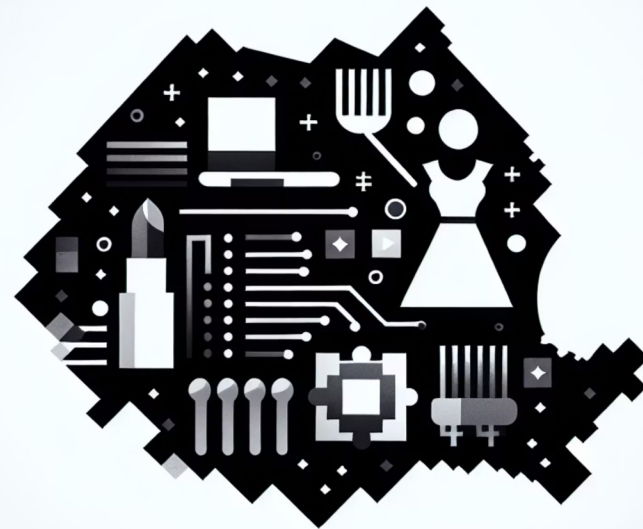
From Emerging Consumer to Major Economic Force by 2030

Gen Z's global spending power is projected to reach \$12 trillion by 2030

In 2024, Gen Z's global spending was \$2.7 trillion — nearly 4–5× growth expected

Spending growth driven by digital-native habits and early income access.

Gen Z may become the wealthiest generation in history (income + spending).



Global Insights:

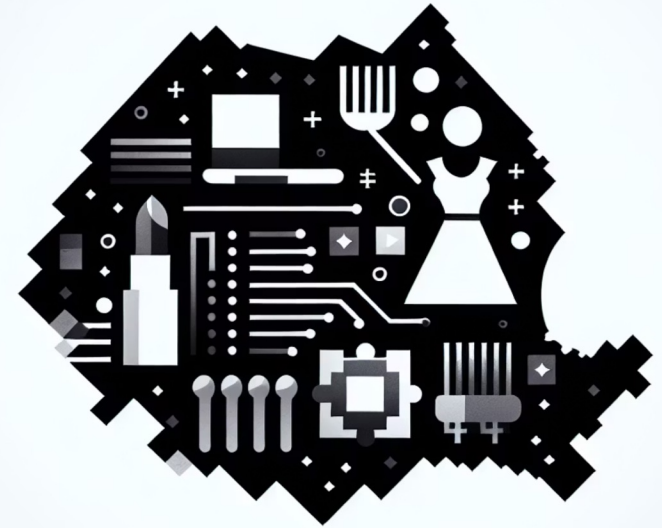
From Emerging Consumer to Major Economic Force by 2030

55% disapprove of AI-generated models in ads, viewing them as “inauthentic.”

Social media usage among Gen Z is ~20 percentage points higher than average.

Nearly 98% of Gen Z use the Internet regularly; average online time ~6h 40m per day.

61% of Gen Z prefer user-generated content (UGC) because it feels more trustworthy and authentic



Insights:

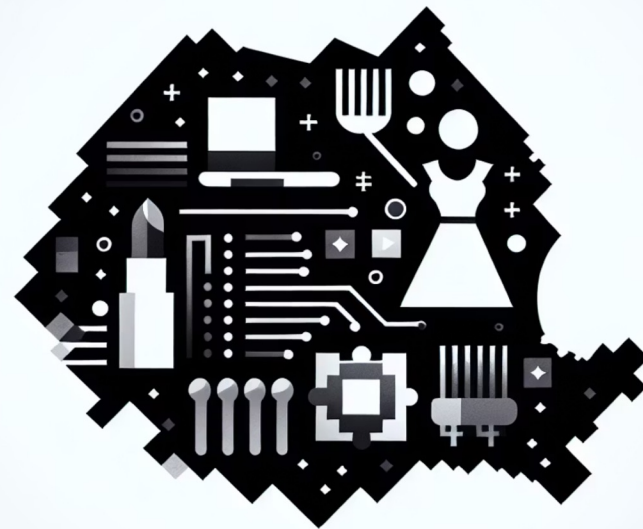
Romanian Creator Ecosystem

Romania = one of the fastest-growing TikTok markets in CEE

**Engagement rate ~6–8%
(among the highest in Europe)**

**Creator niches that drive conversions:
Beauty, Fashion, Tech, Food, Home**

**Local sentiment: Audiences prefer
real, funny, and emotionally
expressive creators over polished
influencer personas**



Why Good Creatives Matter?

**Half the success?
A great creative!**

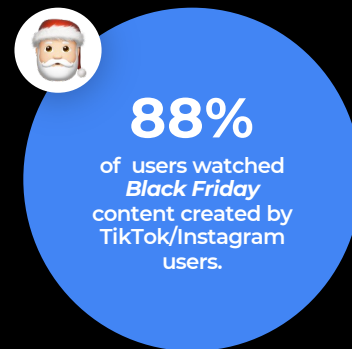
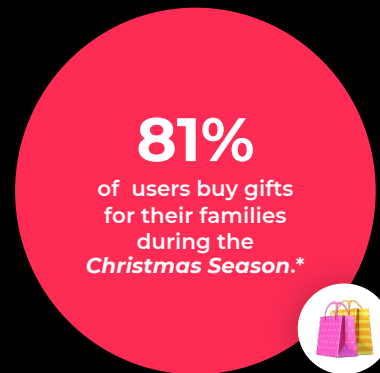
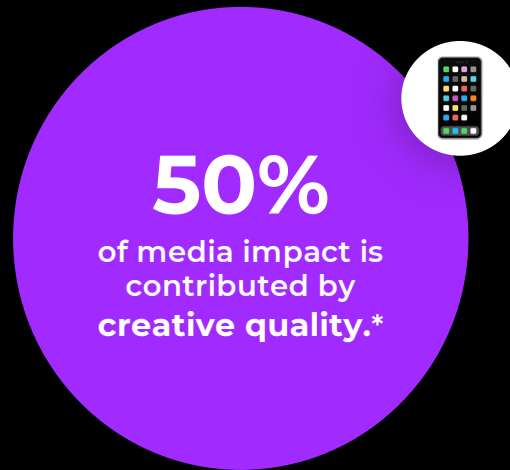
At the Holiday & Black Friday Emporium,
standout content grabs attention, builds trust,
and drives sales - 1 in 2 users are ready to buy.* 📺

1. TikTok Marketing Science Global eCommerce Study (US Results) 2022, conducted by Material

2. Kantar 'Creative effectiveness: What we've learned from French Cannes winners'

3. TikTok Market Research & Insights MX Holiday Season Study (Mexico Results) conducted by Ipsos August 2022 (n=700)

4. TikTok Marketing Science MENAT (United Arab Emirates, Saudi Arabia, Egypt & Turkey), Black Friday Post Evaluation 2022, conducted by IPSOS (n=1500)



Why Q4 is brutal ?

Competition spikes and CPMs rise

(+/- 30%↑ YoY in Q4'24)

Media costs cluster at BF peak

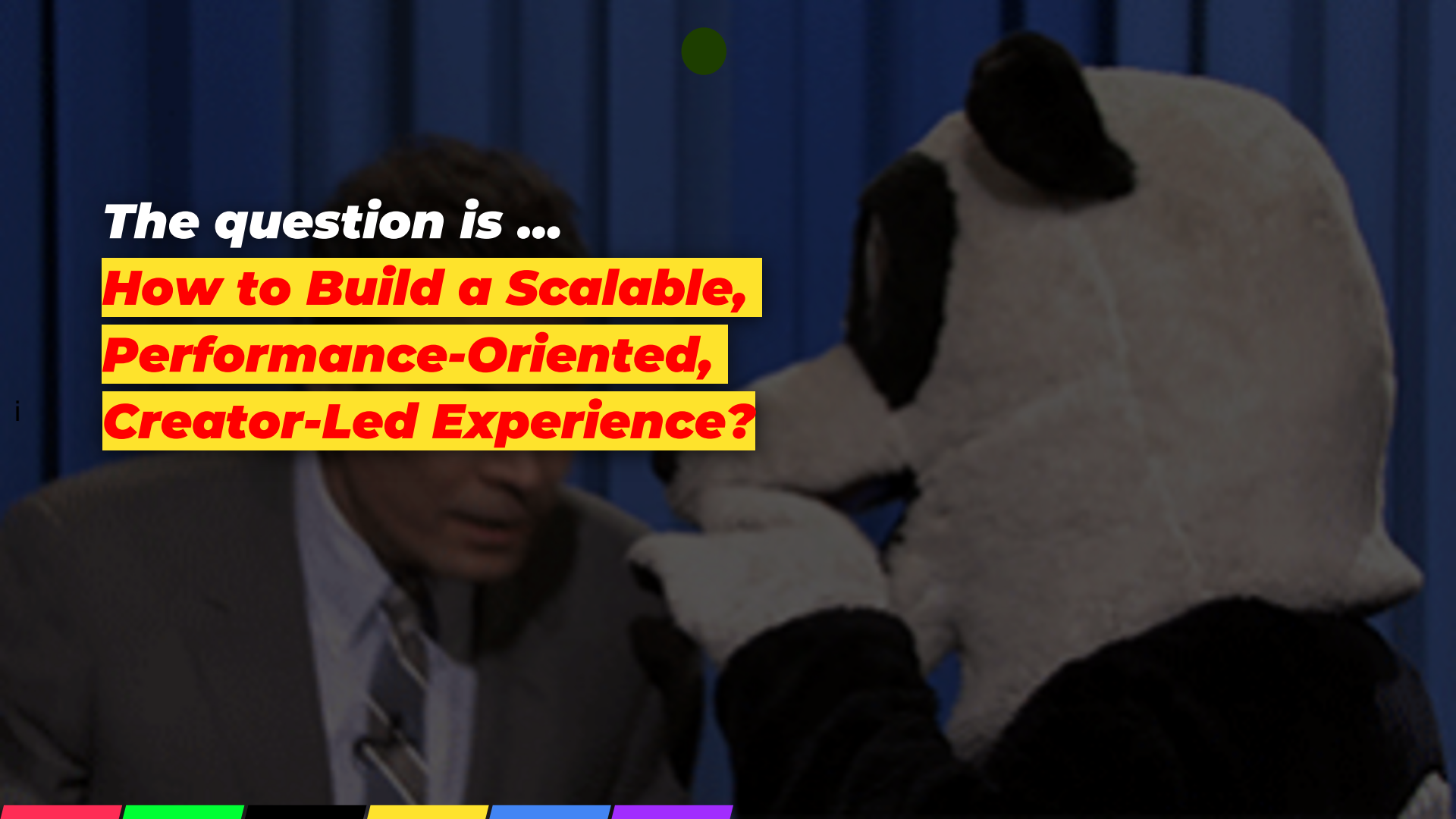
(BF'24 average CPM ≈ \$6.26)

Creative fatigue accelerates

(shorter lifespan of ads)

**Consumer attention drops as feed
competition explodes**

You can't out-bid everyone,
but you can out-create them.

A man in a grey suit and striped tie is looking towards a person in a large, white and black panda costume. The background is a blue wall with vertical lines. A small green circle is visible in the upper center of the image.

The question is ...

***How to Build a Scalable,
Performance-Oriented,
Creator-Led Experience?***

A horizontal bar at the bottom of the slide consisting of several colored segments: red, green, black, yellow, blue, and purple.

What

“Creator-Led Performance” means

“A performance marketing model where creators become the media - producing, testing, and scaling authentic videos that drive measurable business outcomes.”

Core pillars:

- 1. Creator Content: Platform-native, vertical, fast iteration**
- 1. Testing System: Data-led feedback loops on hooks, messages, visuals**
- 1. Amplification: Paid media to scale top performers**

Spark Ads enable running creator posts from the creator handle (social proof, comments, follows persist).

The Shift: From Polished Ads to Creator-Led Stories

75% of Romanian Gen Z & Millennials say they “trust creators more than brands.*”

Creator-led videos outperform brand ads by 2–3x in CTR and ROAS.

Platforms like TikTok favor content that “feels native.”

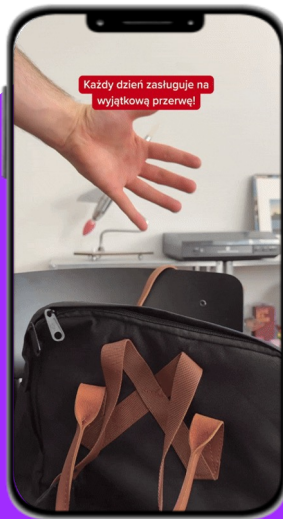
Why it works

Psychological Triggers



AUTHENTICITY

How do we make sure people feel it's their familiar peer's voice rather than a distant brand persona talking to them?



RELEVANCY

How do we make sure people feel the content is not disturbing their experience on the platform but adding to it?



DIVERSITY

How do we make sure people feel they are seen and appreciated by the brand?

Make sure **every video unlocks the full potential** of creator-driven storytelling



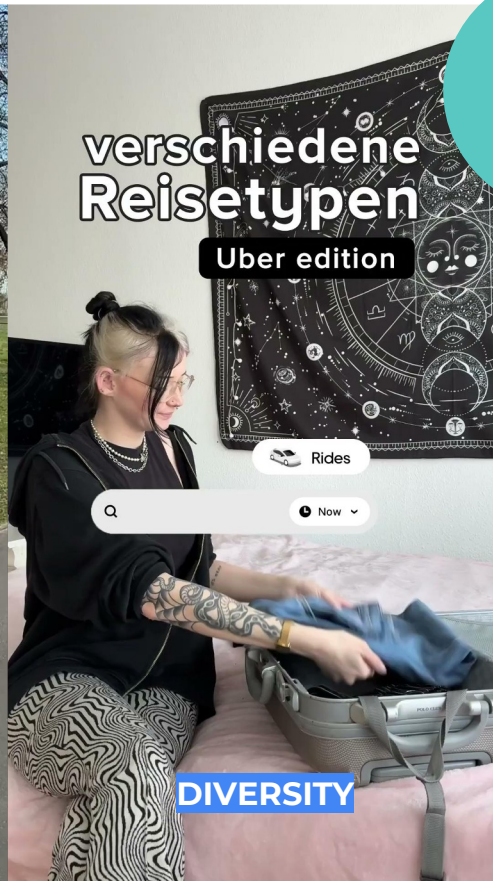
+28%

Increase in engagement with UGC ads

AUTHENTICITY



RELEVANCY



DIVERSITY

x2.8

Increased sales efficiency

Are Your Creatives Built ***For platforms like TikTok?***



Our smart creatives always have these elements



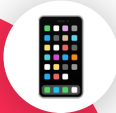
Hook

Does it grab
attention in first 1–
3 seconds?



Human element

Is there a face,
hand, or real
person early on?



Format

Does it feel like a
native TikTok, not a
brand ad?



CTA

Does the video ask
something or invite
action?

How to Build a Creator-Led System

Define content hypothesis

(what might drive conversions)

1

2

Source diverse creators

(styles, demographics, tones)

3

Test systematically

(hooks, CTAs, angles)

4

Scale top 20% performers via paid

5

Learn and Repeat



Scaling During Peak Season

Winning Tactics



Spark Ads

leverage creator handles for trust and CTR



Paid + Organic synergy

retarget engaged viewers



Cross-platform extensions

reuse top assets



Always-on creator pools

have 10–15 active creators ready pre-Q4

Spark Ads = boost organic creator posts; trust & profile growth; social proof carries.

Non-Spark (dark) = maximal control for direct-response testing; sometimes lower CPM/CPC.

Best practice: run both. Spark for credibility, Non-Spark for efficient scale.

A person wearing a blue party hat with gold tinsel and a white shirt with a tie, holding a chocolate cake.

Playbook: 5 moves for Q4

START CREATOR CASTING NOW (MIX MICRO & MID)

PRE-TEST HOOKS AND CTAS BEFORE NOV

RUN SPARK + DARK IN PARALLEL

PACE FOR CPM INFLATION

STRETCH TO BLACK WEEK/MONTH; NOT ONE DAY

And when it's done,
celebrate :)

From Idea to TikTok Viral

Create Ads Fast with Foap



Step 01

BRIEFING

Kick-off call with the brand team

Step 02

CREATIVE STRATEGY

Strategy, Concepts, and Creator Selection shared with brand teams for approval

Step 03

CREATOR PRODUCTION

Creator Selection finalized. Foap Team briefs creators. Production begins.

Step 04

FOAP OPTIMIZED

Foap receives all materials from creators and optimizes them according to best practice.

Step 05

FIRST DRAFT

Client receives first drafts for approval. Feedback loops begin.

Step 06

FINAL

Foap applies all feedback and delivers final assets.



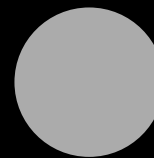
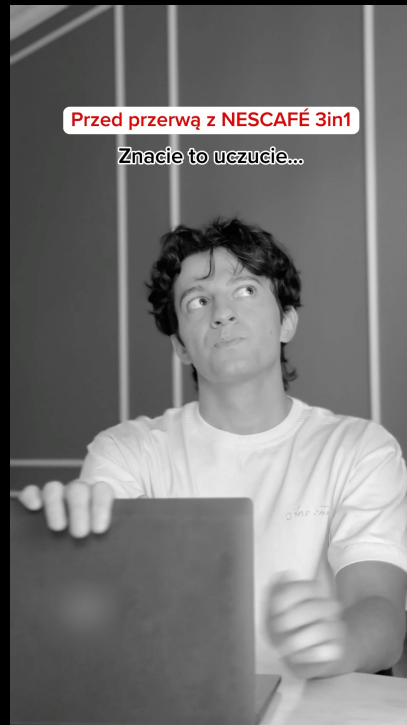
Step 01

BRIEFING

The Perfect Brief



20%
VTR
improvement



KEY ELEMENTS NEEDED TO BUILD YOUR UGC BRIEF:

- Campaign Goals
- Creative Direction
- Key Message
- Brand Tone of Voice
- KPI's



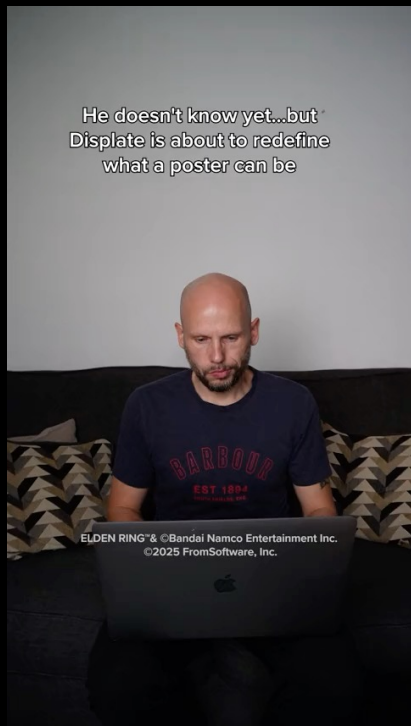
Step 02

CREATIVE
STRATEGY AND
FLOW

Foap Unique Strategic Framework



From Trendy to Niche



25%

Lift
in BLS

- Identify the right creator for your strategy
- In turn, help brand become relatable and trustworthy

BACKGROUND:

Pantene had a product that people used and loved, but it was virtually nonexistent on social media

CHALLENGE:

How can we translate real-life word-of-mouth into social media, where most beauty conversations now take place?

STRATEGIC INSIGHT:

73%

of people find brands that increase their sense of safety and security more attractive



PANTENE



BIG IDEA:

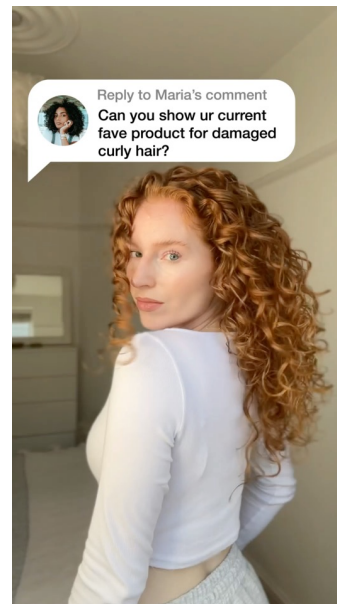
Pantene Pro-V Oils translates real-life trust into digital native coms

Authentic conversations with advocates to translate insights from satisfied consumers into trustworthy communication to new target groups on social media demonstrating that Pantene Pro-V Oils are the solution for bouncy hair and glossy finish women can trust.

TIKTOK



TIKTOK





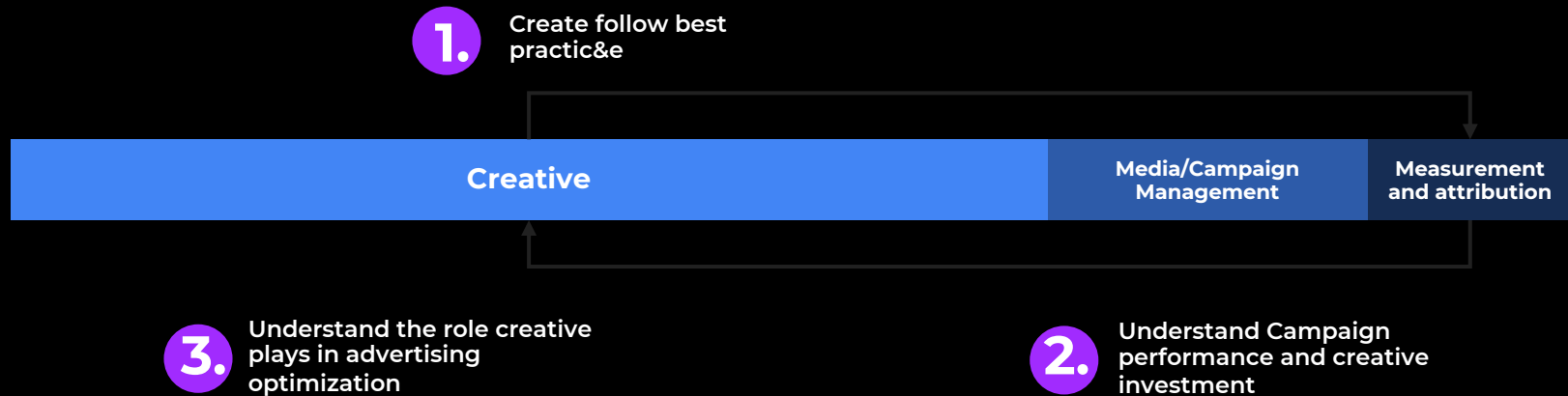
Step 03

LAUNCH & LEARN

Creative Led Continuous Loop Approach



Given that creative execution accounts for **up to 70% of campaign success**. We recommend a 3-step Creative-Led Measurement Model that prioritizes creative insights and ongoing optimization.





At Foap, we craft ads
that perform

**creative, impactful,
and delivering real results!**

Foap Campaign for SkyShowtime

Official TikTok Case Study

Foap's Yellowstone campaign for SkyShowtime highlighted in TikTok's global success library

Viewability Metrics:

75% (2-second view) and 28% (6-second view)
more than 2x the national average in Spain.

+2.4%

Purchase
Intent

+3.5%

Brand
Familiarity

+5.4%

Ad Recall



Case study: Foap for Altex Romania

TikTok E-com App Promo

Foap created TikTok videos for Altex, a top Romanian e-commerce platform, promoting their mobile app. Using custom scripts and ideas, Foap's creators drove strong lower-funnel results

Top CVR:
41.12%
Top 1%
in the industry

21,000
Conversions
Top 1%
in the industry

Top CTR:
0.41%
Top 16%
in the industry



Case study: Foap for VeyGo UK

Best Practice Example

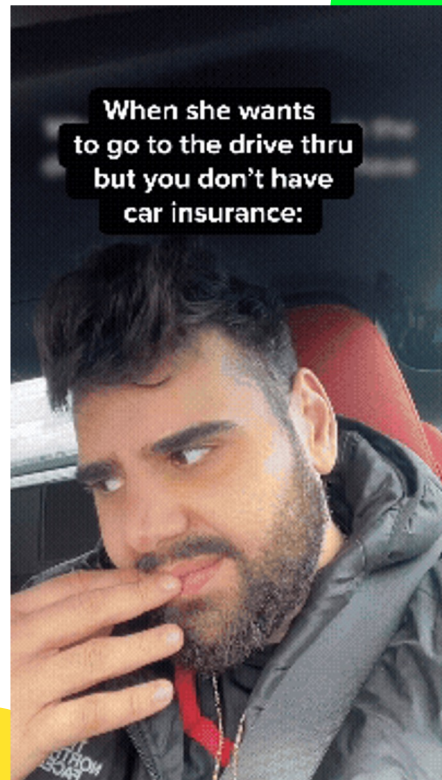
***Featured by TikTok**

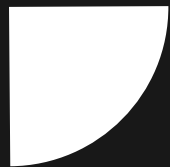
Foap's VeyGo UK campaign was featured by TikTok as a standout example of lo-fi, native video driving real results

Recognized for showing how authentic, creator-led content can deliver high-impact outcomes on TikTok.

+91%
Increase in
Conversions

+16%
Lift in
Impressions
(Brand Lift
Study)





NOTINO

Case study



NOTINO

BACKGROUND:

Notino, a leading beauty and fragrance e-retailer in Europe, is gearing up for one of its most crucial commercial periods—**Black Friday**. Known for unbeatable deals on top beauty brands, Notino wants to ensure it stands out in a highly competitive, deal-saturated environment.

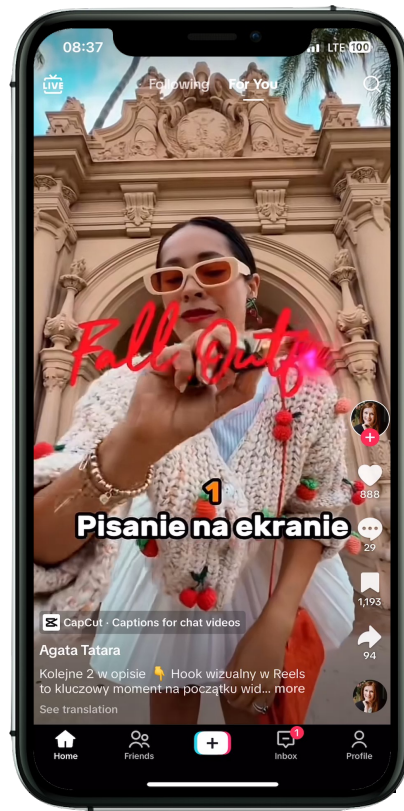
The opportunity lies in **connecting with Gen Z and Millennial shoppers** where they spend their time—on TikTok. By embracing TikTok-native content and creators, the campaign aims to combine **entertainment with conversion**, bringing Black Friday excitement to life in a way that feels natural on the platform.

CAMPAIGN GOALS:

Reach & Conversions & App Install

MARKET:

HU&IT&CZ&SK



Trend and results



TikTok TREND: "#screenWriting"

Top 2% of the videos in the industry Retail & E-commerce in CEEIK.

Top 10% of the videos in the industry Fast-Moving Consumer Goods (FMCG) in CEEIK.

Top 1% of the videos in the industry Clothing & Accessories in CEEIK.



Italy

:



Slovakia

:



Hungary

:



Czechia

:





Case study

BUSINESS BACKGROUND:

Media Expert, one of Poland's leading consumer electronics retailers, wanted to capture attention during the highly competitive Back Friday. The objective was to engage younger audiences and parents alike, while positioning Media Expert as the go-to destination for multibrand shop.

CHALLENGE:

Engage younger audiences and parents alike, while positioning Media Expert as the go-to destination for multibrand shop.

MARKETS:

PL

RESULT:

10
videos

RESULT:

20%
Higher
engagement
rate vs y/y



RESULT:

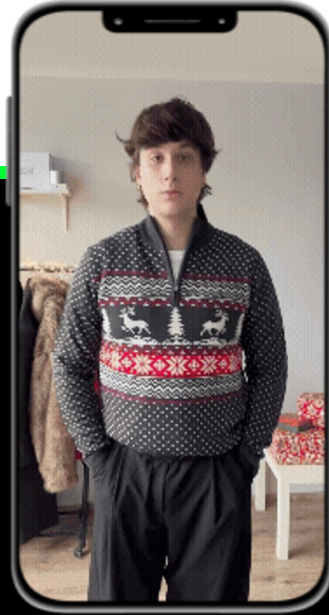
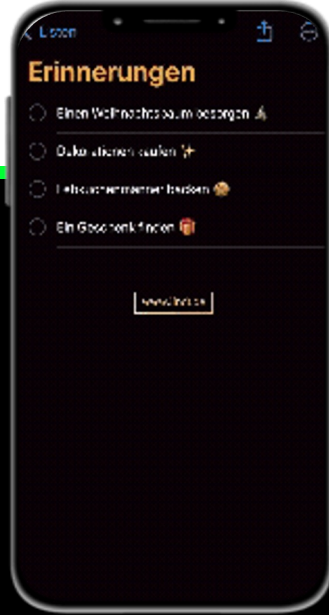
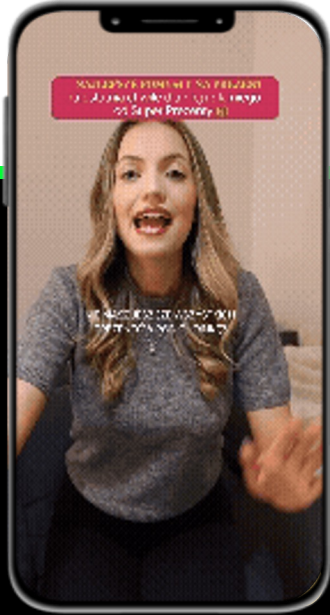
25% higher
CTR





THANK YOU

*Don't miss your Q4 moment. Create the magic with
us*





AND HAVE A GREAT DAY!