# WPP pioneers TikTok Symphony integration to transform AI-driven marketing creativity



WPP has taken a significant step in its collaboration with TikTok by becoming the first advertising and marketing services company to integrate TikTok’s Symphony, a pioneering generative AI suite, into its AI-enabled marketing platform, WPP Open. This integration grants WPP teams early access to TikTok’s advanced creative tools, enabling them to craft dynamic, AI-driven content strategies tailored to engage TikTok’s expansive global user base of over a billion active users.

The addition of Symphony's capabilities markedly enhances WPP Open, a platform designed to transform marketing processes through AI-powered insights and automation. WPP Open already employs proprietary AI models focused on audience, brand, channel, and performance to guide decision-making across customer journeys, but the Symphony integration promises to boost creative output with even more personalised and versatile content creation tools. Among the key features available are Symphony Digital Avatars—AI-generated, licensed representations of real people that bring a personalised and culturally diverse human touch to branded content. These avatars can express a wide range of gestures, ages, languages, and ethnic backgrounds, making global content feel relevant and localised.

Further enriching WPP clients’ campaigns, Symphony’s AI dubbing translation tool supports over 15 languages, allowing brands to reach broader and more diverse audiences with hyper-realistic multilingual content. This capability enables companies to scale global messaging while preserving local nuance and authenticity. Additionally, Symphony includes an innovative video generator that automatically produces engaging video content by pulling product information directly from online product detail pages, optimised with TikTok’s best practices for maximum audience engagement.

Speaking on this groundbreaking partnership, Rob Reilly, Chief Creative Officer at WPP, emphasised the transformative power of combining human creativity with AI: “With TikTok’s Symphony Suite, we’re giving our creatives even more firepower to push boundaries and experiment for our clients. It’s about making creativity smarter, faster and more effective, blending the magic of the human touch with the power of AI to deliver killer results for the world’s biggest brands.” Meanwhile, Andy Yang, Global Head of Creative & Brand Products at TikTok, underscored the shared vision between the companies: “We are continuing our commitment to the entire creative ecosystem to unlock unparalleled return on creativity. We’re not just evolving the space – together we’re redefining what’s creatively possible.”

The benefits of this integration are already being realised by global clients such as Danone, which is leveraging Symphony tools within WPP Open for its Alpro brand’s campaign across Europe. Catherine Lautier, Danone’s VP and Global Head of Media & Integrated Brand Communication, highlighted the value of the technology: “This partnership empowers us to connect with consumers on TikTok in even more authentic, localised, and impactful ways, accelerating our AI driven content strategy and ensuring Alpro and many of our brands resonate at the speed of culture.”

Elav Horwitz, EVP and Global Head of Strategic Partnerships & Solutions at WPP, described the collaboration as a "game-changer," noting how it will elevate creativity and personalisation while energising marketing efforts targeted at TikTok’s massive audience. This development builds on the strong existing relationship between WPP and TikTok, showcasing the companies' commitment to innovation and excellence in digital marketing.

WPP Open itself is central to WPP’s broader strategic push, interfacing with WPP Media—a newly launched AI-powered media company managing over $60 billion in annual media investment and servicing the vast majority of the world’s top advertisers. WPP Media harnesses AI-driven tools and data to personalise creative and media delivery at scale, integrating fully with WPP Open to enhance marketing effectiveness across the board.

On the data intelligence front, WPP Media recently introduced Open Intelligence, the industry’s first large marketing model using AI to aggregate diverse datasets including commercial, cultural, and behavioral signals. This model predicts audience behaviour and marketing performance with precision, offering marketers and partners the ability to build custom AI-enhanced solutions with their own first-party data. Open Intelligence works seamlessly in harmony with tools like TikTok’s Symphony, presenting a comprehensive ecosystem where creative and data-driven marketing combine to unlock new growth opportunities.

TikTok Symphony itself encompasses a suite of AI tools designed to amplify human creativity. Besides Digital Avatars and AI dubbing, it offers Symphony Creative Studio, Symphony Assistant, and TikTok Ads Manager, each helping brands streamline content creation, optimise campaign performance, and gain richer insights into audience engagement metrics. This suite is a key element within TikTok’s wider commitment to innovate through AI within its platform, supporting marketers in crafting content that is not only attention-grabbing but also culturally relevant and deeply personalised.

In sum, the WPP and TikTok partnership, highlighted by the seamless integration of Symphony into WPP Open, marks a notable evolution in AI-driven marketing. It catalyses new creative possibilities while reinforcing WPP’s leadership in adopting cutting-edge technologies to enhance client outcomes in an ever-changing digital landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/), [[4]](https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite)
* Paragraph 2 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/), [[2]](https://www.wpp.com/en-us/open), [[4]](https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite)
* Paragraph 3 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/), [[7]](https://newsroom.tiktok.com/en-gb/symphony-avatars)
* Paragraph 4 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/)
* Paragraph 5 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/)
* Paragraph 6 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/), [[3]](https://www.wpp.com/en/news/2025/05/wpp-media-launches-as-fully-integrated-ai-powered-media-company)
* Paragraph 7 – [[3]](https://www.wpp.com/en/news/2025/05/wpp-media-launches-as-fully-integrated-ai-powered-media-company), [[5]](https://www.marketingdive.com/news/wpp-media-launches-ai-driven-tool-to-push-beyond-id-based-targeting/749867/), [[6]](https://www.wppmedia.com/news/open-intelligence-retail-premium)
* Paragraph 8 – [[4]](https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite)

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## Bibliography

1. <https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/> - Please view link - unable to able to access data
2. <https://www.wpp.com/en-us/open> - WPP Open is WPP's AI-enabled marketing platform designed to transform processes, enhance efficiency, and accelerate business growth. It offers a command-centre view for marketing operations, integrating teams, tasks, and information to provide real-time data and strategic insights. The platform features four proprietary AI models—Audience, Brand, Channel, and Performance Brains—that inform decision-making across the entire customer journey, improving efficiency and effectiveness. WPP Open also provides intelligent workflow and operations, augmented capabilities for creativity and strategy, and automated media and content at unprecedented scale.
3. <https://www.wpp.com/en/news/2025/05/wpp-media-launches-as-fully-integrated-ai-powered-media-company> - WPP Media has launched as a fully integrated, AI-powered media company, uniting media, data, and production capabilities to deliver creative personalisation at scale for advertisers. The company manages over $60 billion in annual media investment and works with more than 75% of the world’s leading advertisers in over 80 markets. WPP Media is seamlessly connected with WPP’s wider global agency networks and capabilities through WPP Open, creating the industry’s most advanced platform for scaled and integrated creative, production, data, commerce, and personalised media delivery services.
4. <https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite> - TikTok Symphony is a suite of AI-powered tools designed to enhance and amplify human creativity in marketing. It includes Symphony Creative Studio, Symphony Assistant, Symphony Digital Avatars, and TikTok Ads Manager. These tools aim to streamline content creation, optimise performance, and provide deeper insights into audience engagement. TikTok Symphony is part of TikTok's broader strategy to integrate AI into its platform, offering marketers innovative solutions to connect with audiences more effectively.
5. <https://www.marketingdive.com/news/wpp-media-launches-ai-driven-tool-to-push-beyond-id-based-targeting/749867/> - WPP Media has launched Open Intelligence, the industry’s first large marketing model that leverages artificial intelligence to aggregate data for reaching audiences. Open Intelligence applies AI to data on how consumers engage with brands, products, content, and other touchpoints to deliver insights to marketers. The model is trained on commercial, geographic, cultural, and behavioral data, enabling it to predict audience behavior and market performance. Partners at launch include FreeWheel, Google, Microsoft Advertising, Adelaide, Adstra, Circana, Experian, Lumen Research, Meta, Snap, and TikTok.
6. <https://www.wppmedia.com/news/open-intelligence-retail-premium> - WPP Media has introduced Open Intelligence, a data solution and the industry’s first Large Marketing Model, built to generate predictive intelligence from trillions of audience, behavioral, and event signals. Open Intelligence allows marketers and partners to build custom AI models enhanced with their own first-party data and fine-tuned according to their strategic business goals. The model is trained to understand and predict audience behavior and marketing performance based on patterns derived from real-time data about how people engage with content, brands, platforms, and products.
7. <https://newsroom.tiktok.com/en-gb/symphony-avatars> - TikTok has unveiled Symphony Digital Avatars, AI-generated representations of real people designed to help brands scale and globalise branded content with a personalised, human feel. These avatars offer a variety of gestures, expressions, nationalities, ages, and languages, enabling brands to connect with TikTok’s diverse audience. The launch of Symphony Digital Avatars is part of TikTok's broader Symphony suite, which includes AI dubbing for global translations and the Symphony Collective, an industry advisory board aimed at shaping the future of AI in creative marketing.