# WPP pioneers integration of TikTok’s Symphony AI suite to revolutionise creative marketing



WPP is taking a significant leap forward in its AI-driven marketing strategy through an enhanced collaboration with TikTok, becoming the first advertising and marketing services company to integrate TikTok’s Symphony generative AI tools into WPP Open, its proprietary AI-enabled marketing platform. This partnership positions WPP to offer clients early access to TikTok's advanced creative technologies, empowering them to engage with TikTok’s vast user base of over a billion people through dynamic, highly personalised content.

The integration supercharges WPP Open with the capabilities of TikTok’s Symphony Suite, designed to transform content creation and marketing strategies. By leveraging Symphony's innovative tools, WPP teams can now develop AI-driven content that is finely tuned to TikTok’s unique audience dynamics. This ensures brands can capitalise on emerging trends efficiently and effectively, creating content that resonates locally and globally with a level of personalisation previously unattainable.

WPP Open already stands out as an advanced AI platform that integrates multiple AI models across audience insight, brand strategy, channel optimisation, and performance metrics, streamlining marketing workflows and enhancing decision-making across the customer journey. With the Symphony AI integration, WPP adds distinctive creative enhancements, including access to a broad spectrum of content variations, intuitive editing tools, and hyper-localised brand messaging—all designed to maximise campaign impact on TikTok.

Key features of the Symphony tools accessible through WPP Open include Symphony Digital Avatars, which are AI-generated and licensed representations of real people. These avatars enable brands to scale content production with personalised, diverse human-like expression, encompassing different gestures, nationalities, ages, and languages. This allows campaigns to feel authentically local yet globally scalable. Additionally, Symphony’s AI dubbing translation tool supports over 15 languages, producing hyper-realistic multilingual content that broadens brands’ reach and amplifies message relevance across different markets.

Another notable feature is the AI-powered video generator, which automates content production by pulling product details directly from URLs, guided by TikTok’s best practices to optimise viewer engagement. This capability streamlines content creation processes for advertisers, enhancing efficiency while maintaining creative quality.

Rob Reilly, Chief Creative Officer at WPP, emphasised the transformative nature of this collaboration: “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.” This sentiment is echoed by Andy Yang, Global Head of Creative & Brand Products at TikTok, who described the partnership as a redefinition of creative possibilities, underscoring the shared vision to integrate technology and creativity for enhanced productivity and impactful results.

The collaboration’s practical value is already visible with global client Danone, which is utilising the Symphony tools in WPP Open for marketing its Alpro brand across Europe. Catherine Lautier, Danone’s VP and Global Head of Media & Integrated Brand Communication, highlighted the integration’s role in accelerating their AI-driven content strategy and enabling authentic, localised consumer connections on TikTok.

Elav Horwitz, EVP and Global Head of Strategic Partnerships & Solutions at WPP, described this as a “game-changer” for clients, enabling unprecedented creativity, personalisation, and energy in content creation on TikTok’s platform. He positioned the integration as a landmark in WPP’s ongoing investment in AI, data, and technology—part of a broader £300 million annual commitment announced earlier this year.

This latest development builds on WPP and TikTok’s partnership, initially launched in 2021 to unlock the culture-shaping potential of TikTok for WPP clients. It also complements WPP’s broader AI-powered ecosystem, including WPP Media, which operates as an integrated AI-driven media company connected by WPP Open, managing significant global media investments and delivering creative personalisation at scale.

In sum, the integration of TikTok Symphony into WPP Open reflects a bold step toward augmenting human creativity with advanced AI, enabling brands to connect deeper with audiences through tailored, compelling narratives. It heralds a new chapter in marketing innovation, where agility, authenticity, and scale converge to meet the demands of today’s digital-first consumer landscape.

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* 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 – [[2]](https://www.wpp.com/en-us/open), [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/)
* 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/), [[4]](https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite), [[6]](https://newsroom.tiktok.com/en-gb/symphony-avatars)
* 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/), [[4]](https://ads.tiktok.com/business/en-US/blog/tiktok-symphony-ai-creative-suite)
* 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/)
* Paragraph 7 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/)
* Paragraph 8 – [[1]](https://www.adobomagazine.com/brand-business/wpp-and-tiktok-team-up-to-unleash-creative-power-with-symphony-ai-integration-into-wpp-open/), [[5]](https://www.wpp.com/en-us/news/2021/01/wpp-and-tiktok-announce-first-of-its-kind-global-agency-partnership)
* Paragraph 9 – [[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), [[7]](https://www.wpp.com/en/wpp-iq/2025/04/wpp-open-unlocking-human-creativity-with-ai-as-seen-on-bloomberg-tv)
* Paragraph 10 – [[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), [[5]](https://www.wpp.com/en-us/news/2021/01/wpp-and-tiktok-announce-first-of-its-kind-global-agency-partnership)

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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. The platform features four proprietary AI models—Audience, Brand, Channel, and Performance Brains—created by WPP's AI technology company, Satalia. These models inform and enhance decision-making across the entire customer journey, improving efficiency and effectiveness. WPP Open also provides a new AI-enhanced creative process, including intelligent workflow and operations, augmented capabilities, 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, formerly known as GroupM, has launched as a fully integrated, AI-powered media company. Connected by WPP Open, WPP Media unites 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's services are enhanced with best-in-class connected commerce and state-of-the-art measurement and analytics capabilities, reflecting WPP's commitment to integrating AI, data, and technology into its offerings.
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 features like Symphony Digital Avatars, which provide AI-generated representations of real people to help scale and globalise branded content with a personalised, human feel. The suite also offers AI dubbing translation tools that produce multi-language content in a hyper-realistic style, supporting over 15 languages worldwide. TikTok Symphony aims to empower creators and brands to connect with audiences in more authentic, localised, and impactful ways, accelerating AI-driven content strategies.
5. <https://www.wpp.com/en-us/news/2021/01/wpp-and-tiktok-announce-first-of-its-kind-global-agency-partnership> - In February 2021, WPP and TikTok announced a 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 TikTok, including early access to advertising products in development, marketing API integrations, and next-generation formats such as augmented reality offerings. TikTok also collaborates with its creator community to build a diverse network of creators to partner with WPP, facilitating exclusive opportunities for collaboration with select advertisers.
6. <https://newsroom.tiktok.com/en-gb/symphony-avatars> - TikTok has introduced Symphony Digital Avatars, a new creative AI tool designed to help creators and brands captivate global audiences with immersive and authentic branded content. These AI-generated representations of real people enable new ways to scale creative strategies on TikTok, offering a personalised, human feel with a variety of gestures, expressions, nationalities, ages, and languages. Symphony Digital Avatars aim to fuel the creator economy by investing in creative solutions that spark joy, imagination, and action, enhancing the connection between brands and their audiences.
7. <https://www.wpp.com/en/wpp-iq/2025/04/wpp-open-unlocking-human-creativity-with-ai-as-seen-on-bloomberg-tv> - A Bloomberg TV segment featuring WPP CTO Stephan Pretorius and Mastercard CMO Raja Rajamannar highlighted the transformative capabilities of WPP Open, WPP's AI-enabled marketing platform. The discussion underscored how AI is empowering marketers to unlock new levels of innovation and efficiency, emphasising that AI is not replacing human ingenuity but amplifying it. WPP Open provides teams with access to the latest AI tools, enabling them to work smarter, faster, and more creatively, combining AI technology with proprietary data and unique domain knowledge to enhance marketing strategies.