



CLOUDKID, CONFETTI - "GHOST"

Song Promotion



In this song promotion, we created a hashtag comedy challenge on TikTok with the hashtag "#ImAGhost". Four influencers with a large following created content revolving around the concept of disappearing ("ghosting") an uncomfortable situation.

Length of campaign: 3 days

RESULTS

10,000,000

Followers Targeted

7,800,000

Hashtag Views

57,000

Organic
Videos Created

1,022,000

Likes

2,590

Comments

4,115

Shares

INFLUENCERS CONTENT

