



## PLS&TY ft. Sean Kingston- "Very Special"

### Song Promotion

Working closely with the client, we created a hashtag challenge on TikTok with the hashtag "#VerySpecialChallenge". Seven influencers with a high following created content that showcased what a special night means to them.

Length of campaign: one week

## RESULTS

35,600,000

Followers Targeted

3,212,000

Views

167

Organic Videos  
Created

517,000

Likes

1,630

Comments

1,450

Shares

## INFLUENCERS CONTENT

