



PRODIGY 卐 ARTISTS

## BENNY MAYNE - "FAKE IT"

Song Promotion

To promote this song, we created a hashtag comedy challenge on TikTok with the hashtag "#CanYouFakeIt". Eleven influencers with a high following created content that included faking something.

Length of campaign: ten days

## RESULTS

8,000,000

Followers Targeted

2,155,000

Views

2,200,000

Hashtag Views

279

Organic Videos Created

287,000

Likes

1,150

Comments

1,600

Shares

52%

US Viewers

## INFLUENCERS CONTENT

