g case study.

Our Projects: Música Latina

Genni amplifies Latin music with campaigns, contests, and more!
See how we've connected artists, creators, and fans with recent projects below:

Artist: BLESSD, OVY ON THE DRUMS
Song: AMISTA

With a goal to generate global UGC and views, Genni had creators compete by using this track in their content.

539 Posts using this audio across TikTok and Instagram, and 10M Total Views

Artist: ISABELLA LOVESTORY ⊙
Song: VANIDAD

Creators shared track reactions and artist-focused posts throughout the campaign, and we also hosted a contest to inspire even more UGC.

2M Views, 6 Creator Posts + Contest

Artist: ELENA ROSE, SISTEK, MAZZARRI
Song: SINTIGO

Creators used this song as the soundtrack to their contest entries, generating millions of UGC views.

551 Posts using this audio across TikTok and Instagram and 5M Total Views

Artist: INTOCABLE ⊙
Song: ME GUSTA MI VIDA

Love was in the air as audiences connected with creators sharing special moments with their partners to this track.

1.6M Views, 6 Creator Posts + Contest

ⓖ case study.

Our Projects: Música Latina

Artist: **MYKE TOWERS ft. PESO PLUMA** ▶
Song: **SE TE NOTA**

We partnered with U.S. creators connected to influential circles to spark authentic cross-audience engagement.

7M+ Views, 2K+ New Pieces of UGC, and Over 569K Engagements

Artist: **TIAGO PZK** ▶
Song: **ASQUEROSO**

We sparked a high-energy dance trend, encouraged use of the song's fashion filter, and drove traffic to the DRESSX app through creators across the U.S., Mexico, Colombia, and beyond.

2.2M Views, 4.3K New UGC Videos created post-activation by fans

Artist: **YAISEL LM**
Song: **LLAME PA VERTE (REMIX)**

Playing off of a trending dance, influencers got creative putting their best foot forward with content celebrating this track.

571K Campaign Views; 1.9M Views from 114 Contest Entries

Artist: **BRUSES**
Song: **COMA PARTY**

Creators highlighted the lyrics and story behind this song, while dancing to the upbeat dance track.

1.9M Campaign Views

Artist: **BLANCA ft. YANDEL**
Song: **WORTHY**

Creators shared what makes them "worthy" in this reflective holiday creator campaign and contest.

230 Creator Contest Entries generated 3.6M Views