



LATIN MUSIC X LIVE TOUR

**17M VIEWS
+ TICKETS SOLD**

**12 SHOWS.
18 INFLUENCERS.
24K CLICKS.**



**CONTENT
INFLUENCER MELI
AT THE SHOW**

HOW IT WENT DOWN

LIVE AT THE SHOW. One of our favourite ever launches; this campaign is why “Live Event Campaigns” are now a client fave on our Service Menu. We drummed up massive levels of fan hype and converted that excitement into tickets sold. Our own **3 phase content strategy** - pre show, at show and post show vids - showed fans a believable ‘full storied experience’ from each influencers **An astounding success for LIVE LATIN MUSIC: going mainstream LIVE in the USA.**

RAUW ALEJANDRO - SATURNO TOUR

Genni X OUTBACK PRESENTS



TIKTOK CAMPAIGN REPORT

CAMPAIGN BRIEF Outback Presents teamed up with Genni to create awareness around Rauw Alejandro's Saturno USA Tour. Our mission? To push traffic towards ticket sales and generate awareness, all while creating fun, playful content! Lightning collaborated with top Latin TikTok creators and influential trendsetters, strategically tapping into the vibrant Latin and non-Latin communities. Guided by the pre-show and post-show content we inspired millions of fans. The result? A whirlwind of creativity, style, and Rauw Alejandro's tour spreading like wildfire, sparking an infectious wave of fan attendance!

CAMPAIGN RESULTS

- 16.4M Million TikTok Views surpassing our 6.5M Campaign Goal
- 18 Influencer Attendees across 12 major US Cities
- 59 Live Content Videos
- 1.5M TikTok Engagements (9% Eng. Rate) Surpassing the TikTok avg. 4.25%
- Over 24,000 direct website clicks
- 1.1M direct website impressions

CREATOR HIGHLIGHTS

- @epthelatino put his fans to the test!
- @flaviamartinn practiced Rauw's dance choreography to prep for the concert.
- @pauulinaperez space theme outfit inspo!



PHASE 1 - TIKTOK MUSIC CAMPAIGN

**5.6 MILLION VIEWS + 41.5K
UGC**

**OSCAR
WINNING
SITUATIONS**



➔ **EARTH SIGNS
THERAPY
BY BRANDY**

HOW IT WENT DOWN

SHATTERING RECORDS - Phase 1 of Raye's hit campaign made its mark on TikTok, sparking a trend that's endlessly versatile. With a total of **25 posts** all over TikTok, each of our creators added their own unique twist—whether it was a funny, over-the-top, or super relatable video. The results? Simply amazing: over **5.6 MILLION views**, **374K+ engagements**, and if that wasn't enough, the amount of UGC generated (and still growing!) hit **41.1K - almost 100% increase!**

CAMPAIGN REPORT

Raye - Oscar Winning Tears

GENNI X HUMAN RE-SOURCES



TIKTOK

Genni and HUMAN RE-SOURCES teamed up for a TikTok Music Campaign featuring RAYE and her incredible hit *Oscar Winning Tears*. And if there's one thing this campaign isn't doing, it's slowing down! With the collaboration of 15 influencers and 10 friendfluencers, each creator brought their own unique twist—whether it was a funny, over-the-top, or super relatable video. But what they do have in common is that this trend was about showing many of the situations in which we can all see ourselves reflected. Not only generating millions of views and an incredible amount of engagement, but also encouraging all types of users to join in on this hit! Generating a growing amount of UGC that just keeps on increasing.

CAMPAIGN RESULTS

- + 5.6 Million views all over the US and UK
- + 374,000 Engagements resulting in 6.6% Engagement Rate
- + 41.1 new UGC marking a 99% increase!
- 25 creators' posts - 15 from creators + 10 from Friendfluencers
- A VIRAL video - with 1M+ views and a 9.5% engagement rate—double the TikTok average!

CREATOR HIGHLIGHTS

- @brandynlee1 humorously showcased zodiac signs' reactions to love, obtaining 1M+ views and 1,300+ comments!
- @chelsycranie reveals what she does to run away from emotionally unbelievable men
- @giada_ryann captured how things don't always turn out the way we expect
- @beautifymeeh humorously showcases how many parents struggle to accept that their children grow up
- @chelsycranie reveals a comedic and unexpected twist to the birthday celebration.
- @itsbrianmurray shows what he is really doing, instead of being unfaithful to his partner



AGRESSIVE HAPPINESS IN A SONG

2.3M VIEWS + AWESOME LATIN RECEPTION

LATIN REVIEWS
SKITS
FLEXING STYLES



CONTENT
TAKING RISKS
BY MAGGIEPEPE

HOW IT WENT DOWN

BRUSES SETS TRENDS IN THE URBAN LATIN SCENE - Bruses new single went viral on TikTok, and Hispanic music reviewers thoroughly talked about the artists backstory and how her sounds resemble her near death experience with an extremely energetic and re-signifying vibe. Hitting **2.7 MILLION views and growing** and a stunning 10% engagement, the creators used the track and its disruptive lyrics to show how secure they feel about themselves, as well as having the audience resonate with Bruses message - and fans have let the creators know their thoughts on it.

CAMPAIGN REPORT

Bruses - I'm So Happy

Genni X RCA



TIKTOK

Genni partnered with the well-known label RCA for Bruses new single "I'M SO HAPPY" - a song that through aggressive lyrics and an industrial beat leans the listener towards giving happiness a whole new color. This new point of view from the artists' perspective has heavily resonated with the creators followers and positive comments were received! - calling out how they knew Bruses before she was famous and remembering her old tracks, asking for specific collaborations and even calling her the queen of the Mexican alternative scene! I'm So Happy came to mark a new era for the artists and for her followers, through a gloomy yet exciting sound.

CAMPAIGN RESULTS

- + 2.7 MILLION Views across TikTok
- +232k total engagements - representing a 9.59% engagement rate
- 6 stunning videos from music curators and fashion-related creators
- 541 total comments across all videos

CREATOR HIGHLIGHTS

- @maggiepepev flexed her new photographic session and her high confidence on herself
- @pinguinomelomano reviewed the track and her new era as "positively weird"
- @josemnormal talked on how her car accident shaped the upcoming album, taking the character to another level
- @nathanbrownactor heavily vibed and organically reacted to the track, showing it to an anglo-american audience.



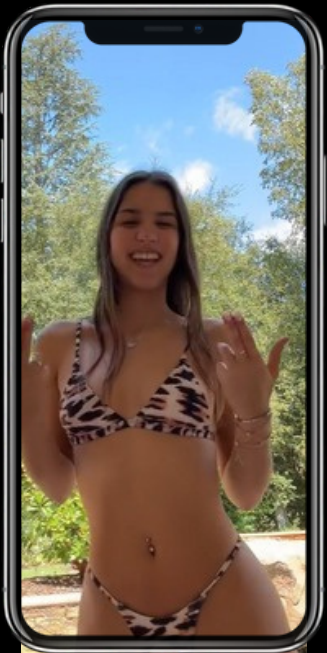
SE TE NOTA



🔥 US LATIN SENSATION

**7 MILLION VIEWS + UGC
BOOST**

**VIRAL
3.3 MILLION VIEWS
VIDEO**



**➡ CONTENT
VIRAL DANCE TREND
BY MIKA**

HOW IT WENT DOWN

Se Te Nota **EXPLODED** with a dance trend that captivated our **Latin U.S. creators'** audience. Starting with just 12 posts from US Latin creators across the US, this campaign not only surpassed our goal of 5 million views but also skyrocketed to **over 7 million views** and **more than 569,000 engagements**. And that's not all—the UGC soared, boasting an **impressive 271% increase**, alongside a dynamic wave of **Latin influencers** eagerly replicating the trend post-activation!

CAMPAIGN REPORT

Myke Towers ft. Peso Pluma x SE TE NOTA

Genni X WARNER MUSICA LATIN



TIKTOK

Genni joined forces with Warner Música Latina for a dance trend TikTok campaign across the U.S., shining the spotlight on Myke Towers and Peso Pluma's hit "Se Te Nota". With the goal of engaging the Latin audience in the U.S., we didn't just collaborate with top-tier U.S. Latin creators boasting massive US audiences; we handpicked creators who had close ties with other influential voices to amplify our campaign's impact through cross-audience engagement. The results were nothing short of extraordinary: Over 7 MILLION views, more than 2,000 new pieces of UGC, and over 569 thousand engagements.

CAMPAIGN RESULTS

- 7 MILLION Views - surpassing our 5M view goal
- 569,000+ Engagements reflecting a 5.15% engagement rate.
- 2,062+ New UGC content - marking an incredible 271% increase post-activation.
- 12 pieces of content - from Latin creators across the US
- 11.9M Spotify Streams - representing an impressive 193% increase/

CREATOR HIGHLIGHTS

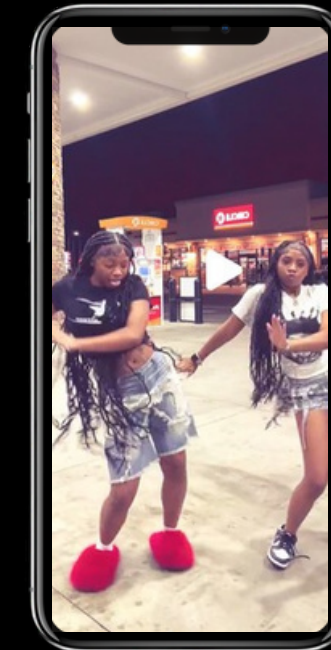
- @mikaalafuente_ achieved 3.3 MILLION views and a 12% engagement rate—3x higher than the TikTok avg.
- @milliepepev jumped on the trend with style, showcasing dazzling night views of Miami in the background
- @lafamilia_lopez joined the trend in pairs, adding fun to the challenge
- @jentzenramirez showcased his girlfriend. @ellianawalmsley's obsession with the trend
- @maggiepepev dance trend reached 900K views with an 8% engagement rate



VIRAL DANCE TREND AND UGC BOOSTER

**5.6M VIEWS +
DANCE TREND**

**TREND
SETTERS
TWINS**



**CONTENT
TRENDING VIDEO
BY 2ZSISTERS**

HOW IT WENT DOWN

A BLAZING TREND WAS BORN. We didn't just participate in the conversation—we started and sparked a **DANCE TREND**, making it the official trend for Big Boogie's hit "Choppa, Cock It, Pop It" on TikTok. Not only did **more than 47.7K people jump in on the trend**, but it also made its way to the heart of showbiz and entertainment: **Times Square**. As if that weren't enough, the campaign garnered **over 5.6 million views and a 9.17% engagement rate**—two times higher than the TikTok average of 4%.

CAMPAIGN REPORT

Big Boogie - Choppa, Cock It, Pop It

Genni X INTERSCOPE RECORDS



TIKTOK

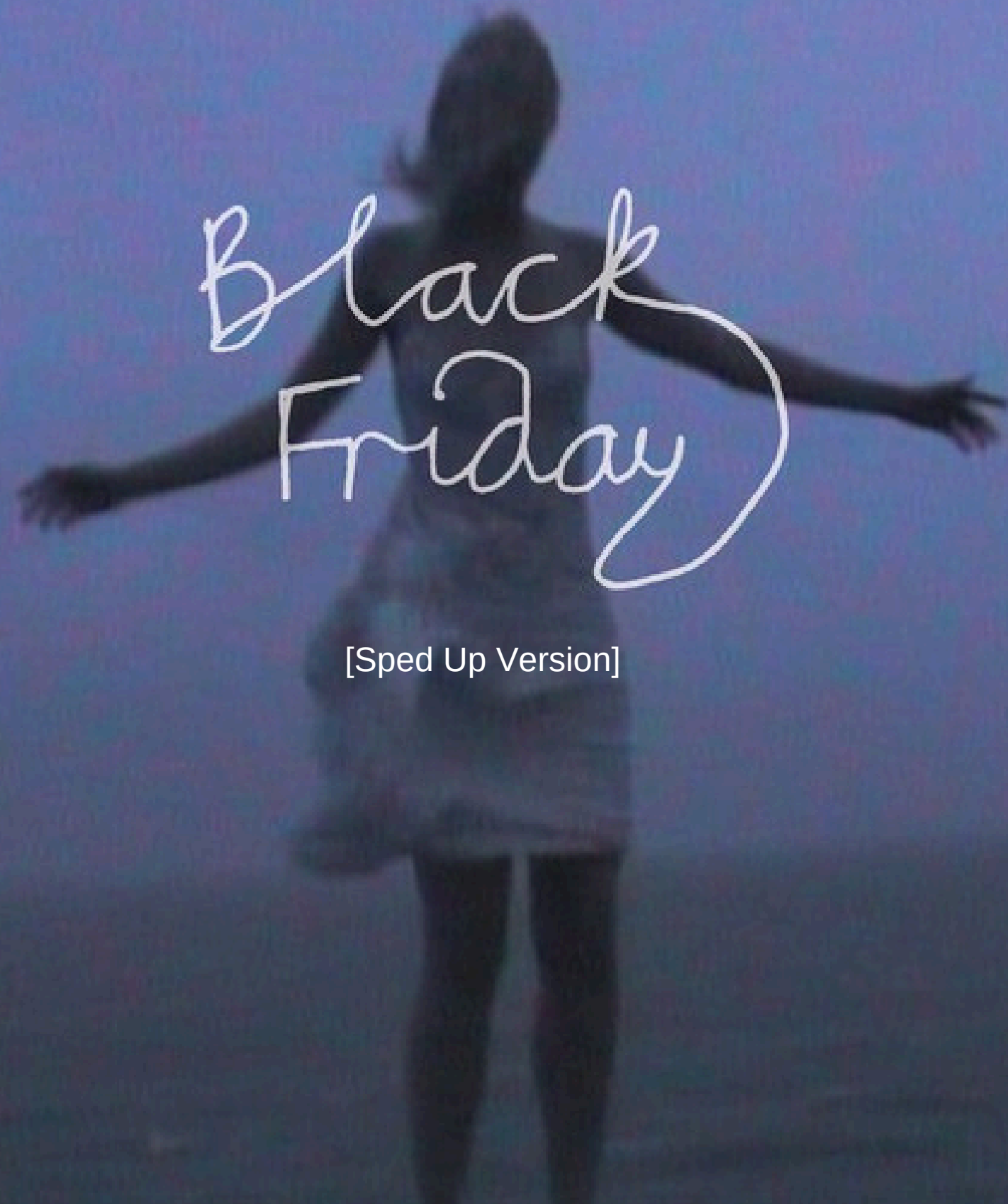
Genni teamed up with [Interscope Records](#) to launch a campaign that did more than just deliver views and engagement—it [created a cultural moment](#). The campaign’s creators embraced the song’s high-energy beat, setting the stage for the viral dance trend created by our [own creators, Zamiyah & Zariah](#). Our creators were flooded with comments that clearly showed the audience's eagerness to participate. But it didn’t stop at comments—it translated into action [attracting people from all walks of life, coming together to replicate it](#): from parents and kids to groups of [three, four, or even six participants](#). Some were so eager to join that even a lack of time couldn’t stop them—they did it [while shopping, during a volleyball game, or even between medical appointments](#). The impact was felt far and wide, with UGC skyrocketing by over [2,776.2%](#), flooding TikTok with [more than 47,700 new posts](#) featuring the [official sound](#). Not only that, but TikTok exploded with comments surrounding this dance trend, generating an [engagement rate two times higher than the TikTok average](#).

CAMPAIGN RESULTS

- [5.6+ Million Views](#) across the US
- [855,000+ engagements](#) all over TikTok
- [A VIRAL video](#) that set the official dance trend, racking up over 3 MILLION views
- [9.17% Engagement Rate](#) (2x TikTok's average)
- [47,400+ new UGC posts](#) on the [official sound](#) marking an impressive 2,776.2% increase!

CREATORS HIGHLIGHTS

- [@zamiyah_zariah](#) created the official and viral dance, turning it into the campaign’s core trend.
- [@gabs_jewitton](#) brought multigenerational appeal by showcasing the dance with her dad.
- [@tsompathegoat](#) added some humor and acting to the challenge, making his content stand out with a unique twist
- [@sgc_von](#) and [@bellastobert](#) infused their unique flair, skyrocketing the trend to massive popularity



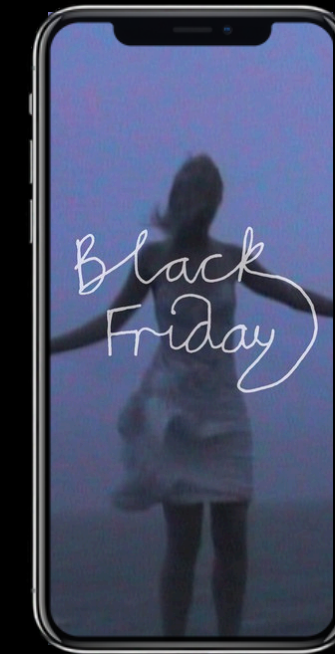
[Sped Up Version]



USA TIKTOK CAMPAIGN



12M VIEWS



BLACK FRIDAY

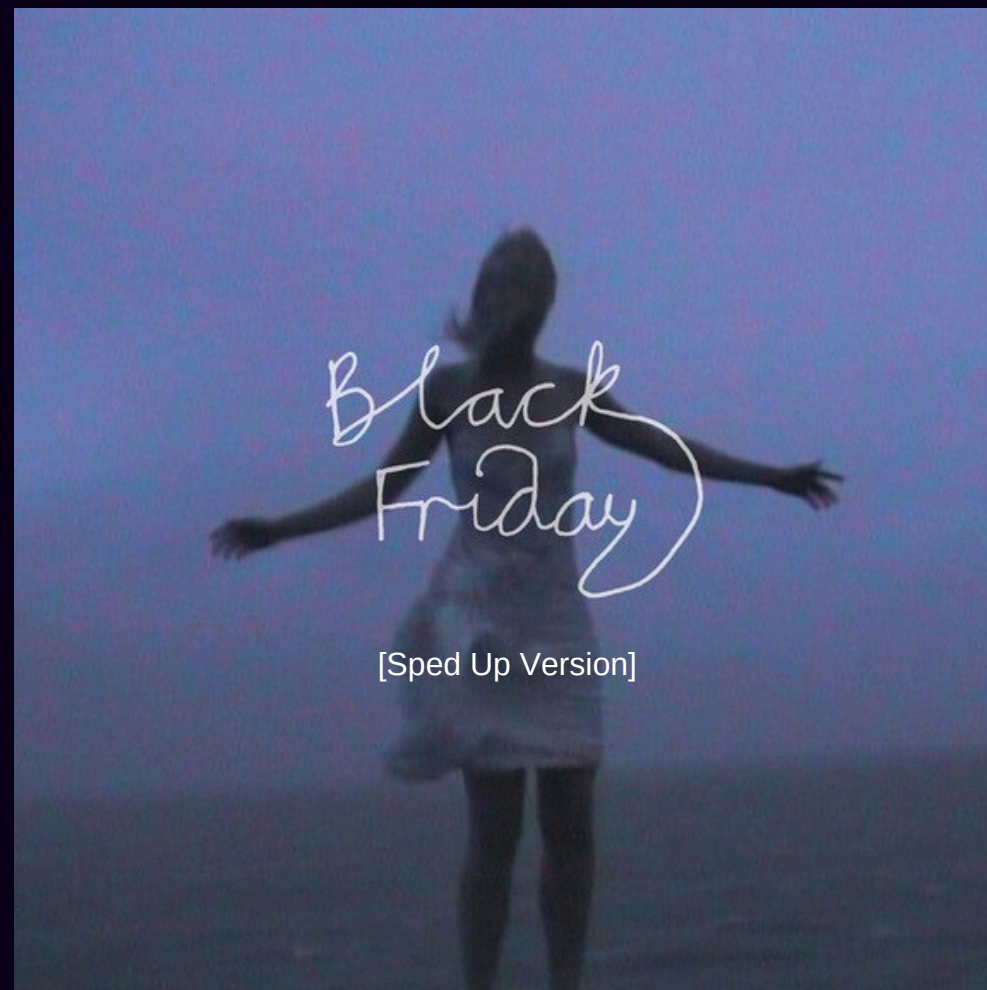
ClicktoWatch:

Marcella's VIRAL moment with her fav song

- **12M Views** across the USA - 240% of our 5M view goal!
- **22 Creations on TikTok** 12 videos from influencers + 10 FriendFluencers
- **3 Videos over 1M views!**
- **635K Engagements** with an eng. rate of 6% (exceeding the 4% TT avg.)
- **+12.5K New UGC** videos on TikTok from fans during the campaign!

Black Friday [Sped Up Version] ❤️ Tom Odell

Genni X VIRGIN MUSIC LA



TIKTOK CAMPAIGN REPORT

CAMPAIGN BRIEF Genni and Virgin Music LA teamed up to create the most beautiful & reliable content for Tom Odell's newest hit. Our creators poured their feelings into their videos, showing love and connection to their audience. It's all about letting the song do the talking, and the result was pretty awesome! Tom's music is described as a "Moving firework of emotions" The outcome? 12 MILLION VIEWS, rising 236% from our initial goal, achieving an increase in UGC of +12.5K videos from fans.

CAMPAIGN RESULTS

- 12M Views across the US, surpassing our 5M view goal!
- 22 Pieces of content 12 videos from our creators + 10 FriendFluencers
- 635 thousand TikTok Engagements (6% Engagement Rate) - exceeding the TikTok average of 4%
- Over 91K Videos with the sped-up sound on TikTok (+16% increase)
- +12.5K NEW videos from fans
-

CREATOR HIGHLIGHTS

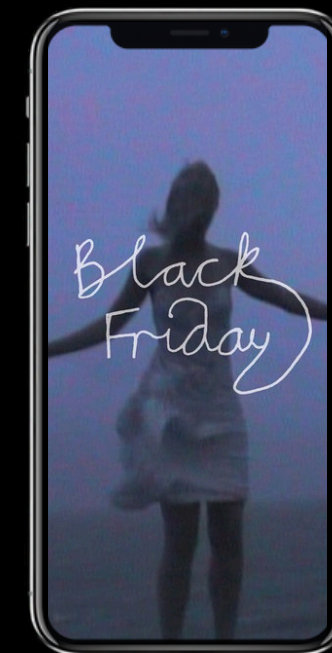
- @zoelaverne describing her personality as it truly is.
- @annbonelli showing us the song with which she feels cozy.
- @Madsingoldsby showing us her efforts to reclaim herself before entering a relationship.



US - UK CAMPAIGN



3.4M VIEWS



TOM ODELL - BLACK FRIDAY

Click to Watch:

@allmypeachesareruined

FALL MOOD

- **3.4M Views** across the US and UK
- **16 TikTok Videos** on two different tracks
- **386K Engagements** with an avg. engagement rate of 11%
- **4 videos above** 500K views each!
- **2 videos above** 1M views each!

Tom Odell - Black Friday

Genni X VIRGIN NY



TIKTOK CAMPAIGN REPORT

CAMPAIGN BRIEF Genni and Virgin NY joined forces to unveil the profound essence of a song as complete and emotionally charged as **Black Friday by Tom Odell**. Our aim was for the creators to show what brings them genuine comfort and, at the same time, to reveal that unique part of themselves that truly connects with their audience. It's all about highlighting their authenticity and building a stronger bond with their viewers! We posted **16 videos** all with similar themes, accumulating **over 3.4 million views**, with **386 thousand engagements**, and an amazing engagement rate of **11%** (x3 TikTok averages)!

CAMPAIGN RESULTS

- **3.4M views** across the US and UK
- **16 pieces of content** 8 from our creators and 8 from Friendfluencers.
- **386 Thousand TikTok Engagements** (11% engagement rate - higher than the TikTok avg of 4.5%)

CREATOR HIGHLIGHTS

- **@jordynnehahn** shows us how life gets better with good people around.
- **@aaliyahdegracia** giving hope to those going through tough times, things do get better.
- **@dawsonday_** showing us what his younger self was thinking at the time and how things change.