

OLIVER TREE

WARNER MUSIC

Objective

Campaign Efforts

Results

POP UP

On behalf of Warner Music, promote Oliver Tree's album release party pop-up in Los Angeles on TikTok, directing fans to download the song and buy merchandise.

Greenlight sourced LA-based influencers to attend the pop-up and release subsequent TikToks about the event, incorporating Oliver Tree's new song in their content and requiring all to include a special link in bio.

- 15 TikTokers attended and posted about the event
- Within a week, the videos amassed over 5.2 million views and 350K likes
- We secured whitelisting and usage rights for all content for future use by the brand



Charly Jordan



Wasil Daoud



Josette Pimenta

