

bludnymph

Objective

Campaign Efforts

Results

FEAST

Drive mass awareness and excitement about bludnymph's newly released single: FEAST concurrent with its release.

Greenlight identified content creators whose audiences fit the song's genre and recruited them to make creative transition videos using the sound.

- 10 TikTokers were recruited to use the sound creatively
- UGC on TikTok reached over 14K videos



Brooke
Monk



Baby
Goth



Jaeden
Gomez

